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Alliance
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The State and County Alliance Network (SCAN) is the official publication of the State Medical Society of Wisconsin Alliance. Articles submitted should be typed and are subject to editorial review and changes. For more information, contact Kathy at the Alliance office:

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Message from the President

By Kathy Garvey, State Alliance President

Thank you all for the honor and privilege of serving as your 2002–2003 Alliance President. I hope to take a proactive part in challenging this organization as it moves with the newly named Wisconsin Medical Society into this changed millennium.

I have been a member of the Marathon County Medical Alliance since moving to Wausau in 1974. I actually attended a few meetings of the Med-Wives group in Madison before my husband, Charles, took a position as a psychiatrist with the North Central Health Care Center. After finishing my Master's degree in pediatric nursing, I gave up my jobs working as a pediatric nurse practitioner and as a mentor-teacher for the UW School of Nursing Graduate Program to move. Pregnant with our first child, Abigail (now 27), I used the Auxiliary, as it was called then, to meet new friends and begin to get involved in volunteer life. Anne (now 26) and Joseph (now 20) completed our family unit and I chose to be a stay-at-home mom while they were in school.

Now that Chuck and I are almost empty-nesters, I am back working part time for the Marathon County Red Cross and doing freelance grant writing for non-profit organizations. I served on most of the committees and held most of the offices in our county Alliance over the years, before becoming county president and serving on the state board. As is true so often, you get out of something what you put into it. I have enjoyed the enduring friendships and have made use of the many skills I gained by working on projects and attending meetings over the years. Of course, like many people, I had years where I wasn't quite as active and still was able to help support the organization by paying dues.

As our membership in the Alliance has become more diverse, the need for even more changes (including a name change for the state organization) is evident. Our continuing work on our SAVE project still helps focus our efforts. Our strong partnership with the Wisconsin Medical Society has helped President Mark Andrew, MD, to

build on what the Alliance has been doing for years, and, with financial and staff backing, has helped make it possible to do more relevant violence prevention activities in the state. A special anti-violence project will take place at the Wisconsin Education Association's Convention in October. We hope you will all sign the anti-violence pledge (printed on page 5) and take it to your communities. Ask your spouse to share the current *Wisconsin Medical Journal* devoted entirely to violence prevention and anti-bullying (see related article on page 5). The articles will be relevant to the work that your counties do for SAVE Day.

I look forward to visiting with each alliance. I would enjoy hearing more about what your alliance is doing. I can share a 30-minute exchange of information and ideas which can be beneficial to all of us. I want to know how to make the state alliance more responsive to your needs and goals.

We are going to change the format of the annual session. There will be bylaws changes that you will want to know more about, so we are planning an open forum in which you can ask questions and give us your opinions in time for them to be considered prior to voting. We are looking at how

continued on page 6



President Garvey pictured with Milwaukee County Alliance officers at their installation in May.

Motivating membership

Barbara Jett, AMA Alliance Field Director, spoke at the Wisconsin Alliance's May Board meeting. Following is an excerpt of her presentation on membership development.



Barbara Jett

The number one reason a member does not join a group is that they weren't asked. Members like to be asked personally to join a group and to participate in a specific activity.

As you ponder the poem below, ask yourself: Are your members speaking the same language?

Not long ago,
An application was for employment
A program was a TV show
A cursor used profanity
A keyboard was a piano
Memory was something you lost with age
A CD was a bank account
And if you had a 3.5-inch floppy, you hoped nobody found out
Compress was something you did to garbage, not to a file
And if you unzipped anything in public, you'd be in jail for awhile
Log on meant adding wood to a fire
Hard drive was a long trip on the road
A mouse pad was where the mouse lived
And a backup happened to your commode

May 16, 2002 board meeting minutes

This meeting was called to order by president Kathy Garvey at 10:15 am. It was held in the board room of the Wisconsin Medical Society headquarters in Madison. Those present included past president Carol Harding, past president and treasurer Kathy Schneider, president-elect Linda Minnihan, secretary Chris Iglar, Ginni Reckard, Jan Viste, Barbara Jett, AMA Alliance regional representative from Oklahoma City, Oklahoma, and Renee Reback, executive director of the Society Foundation.

Kathy Garvey welcomed everyone and introduced Barbara Jett, an AMA Alliance field representative. She gave a brief president's report. Her theme for the year will be "Take Time for All Things." She held up a clock and said that we on the board were like a clock. Together we had all the components: hands, numbers, mainspring, chimes, etc. to make our organization work.

Secretary's Report

The minutes of the March 7, 2002, board meeting were distributed, read and approved.

Treasurer's Report

Kathy Schneider said that more work has to be done on understanding how our alliance is billed for office services by the medical society before a budget can be done. She and Garvey were planning to meet with the Society staff after the meeting to discuss this.

Past President Helen Hacker died and Garvey wanted our group to make a memorial contribution. It was decided that a donation to the Society Foundation would be appropriate. Linda Minnihan made a motion to donate \$100 to the Society Foundation and Jan Viste seconded. It was approved.

Garvey reported that the Society is focusing this year on preventing youth violence. The Society's Anti-Violence Task Force will be making a presentation at this year's state teachers' convention.

Barbara Jett gave a presentation on membership development. She said that membership surveys showed the number one reason for not joining an organization was not being asked. She urged us to ask spouses to join our county alliances, make them feel welcome and put them to work immediately. She emphasized the importance of developing special interest groups within county alliances. She went around the table and asked

each of those present why she joined the alliance. One of her suggestions was to organize a spring registration luncheon with a prize drawing for those who paid their dues. She suggested offering a really good prize, such as a pair of airline tickets.

After the lunch break, Garvey distributed phone cards for the regional reps. She asked that they use these to call her during the year and should be returned at the end of the year.

Barbara then gave the second part of her presentation, which was about leadership development. She had a number of handouts. Copies of those will be sent to board members who were not present.

County reports were given. Ginni Reckard gave the Brown County report. Jan Viste and Carol Harding gave the Winnebago County report. Schneider reported on Greater Milwaukee County and Linda Minnihan gave the Marathon County report.

Garvey distributed copies of the current bylaws and said that some work needed to be done on them. This year's committee includes Karla Kurtz, Carol Reminga, Linda Minnihan, Kathy Garvey, Susan Eisenberg and Lois Kinsfogel. Things that need to be changed include the name of our organization to comply with the Medical Society's change. Barbara Jett has reviewed our bylaws and suggested taking the officer job descriptions out of the bylaws and putting together a procedural guide. She also suggested adding the office of treasurer-elect and making the treasurer's term one year.

The meeting was adjourned at 3 pm.



Wisconsin Alliance officers at their May installation at the Monona Terrace Convention Center (l-r): Kathy Schneider, 2001–2002 President; Chris Iglar, Secretary; Linda Minnihan, President-Elect; and Kathy Garvey, 2002–2003 President.

Donations needed for 2003

Foundation auction

By Renee Reback, Wisconsin Medical Society Foundation Executive Director

The Wisconsin Medical Society Foundation staff would like to encourage Alliance members to once again bring those beautiful baskets to the Foundation's Silent Auction in 2003. Please act early, as there are advantages to both of our organizations if information is received well in advance of the auction.

What are the advantages?

1. Advance awareness of the items you'll have available. In 2002, we printed an Auction Book that we mailed to everyone who had purchased an advance ticket to the Charity Roast. This gave people time to review the items and think about what items were of most interest to them.
2. We can mingle your baskets with other items and bring more attention to your basket's theme. If it's a basket for kids, we'll display it next to other children's items.
3. You can pre-select one basket that may be very popular (the cigars in 2002!) for the Live Auction. We had a great time with Live Auction items and can also give the Alliance positive public awareness when we introduce the item.
4. The county, business or individual who donated the basket will get recognition in the Auction program.

By the way, if you let our staff know the name and address of the donor and the value of the basket, we can send out the appropriate IRS documentation for charitable giving purposes on your tax return.

In 2002, the Alliance collected \$670 at the Silent Auction. The Foundation returned 100% of the receipts on the baskets back to the Alliance. As you look for items in 2003, keep the following tips in mind:

- Approximately half of our attendees are men. The cigars were a big hit. What are some current trends for men? Consider filling a

container (not a basket) that might attract a man – a toolbox, tackle box, motorcycle helmet, bike helmet. The baskets are beautiful, but ask a few men what they would like. They tend to bid higher than women if they really want the item. Market to them!

- While we do get representation from around the state, people tend to be reluctant to purchase something if they have to travel to use it. The exception is, of course, if it is something that is very popular or it is lodging in an attractive destination.



Dr. Andrew places a bid on an item at the Wisconsin Medical Society Foundation's 2002 Silent Auction.

The Wisconsin Medical Society Foundation receipts for the Silent Auction and Charity Roast were close to \$37,000. Our profit was approximately \$23,000 and was directed as follows:

- \$10,000: Henry A. and Irene S. Anderson Center for Medical Practice Research and Education, a department of the Wisconsin Medical Society.
- \$8,000: The Prevention of Youth Violence, the presidential initiative of the Society's current president, Dr. Mark Andrew.
- \$5,000: Wisconsin Medical Society Foundation.

The Wisconsin Medical Society Foundation raises funds throughout the year to support programs including the Houghton Award, the Summer Fellowship in Government and Community Service, Scholarships, the 50 Year Club and the Wisconsin Senior Physician Program. Currently, our general scholarship fund, supporting the education of allied medical professionals whose skills are so essential to both physicians and patients, is extremely low and in need of contributions.

While we are not exactly sure what the activity will be in 2003, we have had only positive feedback on the importance of a "fun" event to kick off the Wisconsin Medical Society Annual Meeting. Please contact me or Jan Viste, chair of the Wisconsin Medical Society Alliance Foundation, with questions about the Auction. We're committed to this goal and hope you will join us again!

New look, new name for Medical Society

Earlier this spring, the State Medical Society of Wisconsin began to do business as the Wisconsin Medical Society, which will help defeat the common misunderstanding that the Society is a state agency.

A new tag line, "Your Doctor. Your Health." is accompanying the new name to more clearly emphasize the patient advocacy nature of the Society. The Society's website (wisconsinmedicalsociety.org) has been redesigned to offer patients access to thousands of physician-approved articles on medical problems.

Calendar of events

2002

October 9
SAVE Day

October 6–8
Leadership
Confluence I
Chicago

2003

Feb. 2–4
Leadership
Confluence II
Chicago

April 11–12
SMSW Alliance
Annual Meeting
Monona Terrace
Madison

June 15–17
AMA Alliance
Annual Session
Chicago

President's message— *continued from page 1*

we can blend our schedules so members can attend educational sessions for both the Society and the Alliance. We plan to research making a user-friendly website and perhaps make forms and brochures more interactive.

Our National Alliance President, Patti Herlihy writes: "Membership in the AMA Alliance is truly cause for celebration, because it lets us express ourselves as individuals without ever forcing us into a pre-established mold. Our four program areas are rich in opportunities. Within this framework, we can be whatever we want to be. We can work on legislation, health initiatives, member-

ship or fundraising to help medical students. We can mentor the spouses of doctors-in-training, or help them form alliances with their peers. We can participate in the Community Welcoming Program, offering shelter, food, and community information that can be gotten from insiders to fourth-year medical students. There will always be a niche for our fondest interests, because the Alliance is an organization of our members, by our members, and for our members."

I consider myself available to your ideas and concerns. I can be reached at cagarvey@dwave.net or 715.675.6210.

Alliance activities — *continued from page 4*

actively address issues such as depression, peer rejection, teen pregnancy and violence in a number of our middle and/or high schools in Wisconsin.

The Extinguisher is now available to vanquish child tobacco use in your community. Formerly administered by the AMA, the superhero now calls the AMA Alliance home as the two organizations work together to support his motivational messages to kids. Previously, the AMA would send an actor and the Extinguisher costume to a state or county Alliance, who would pay the actor's travel and lodging expenses for the length of his visit. Under the new system, Alliances can rent the costume for one week for \$250, including script, cartoon handouts and care instructions, and can hire their own actor locally.

Our Alliance can also continue to raise public awareness about organ tissue, blood, and bone marrow donations and the need for donors to register and discuss their decisions with family members.

The AMA Alliance 2002 House of Delegates recommended that the AMA Alliance encourage state and county Alliances to implement and support programs that educate parents and adolescents about the health threats imposed by childhood asthma. Another resolution recommended that the AMA Alliance encourage state and county Alliances to raise awareness about the dangers of mobile phone usage while driving a motor vehicle, and to consider such mobile phone usage a threat to roadway safety. Another resolution recommends that the AMA Alliance encourage state and county Alliances to advocate newborn hearing screenings to study the relationship between early identification of hearing problems

and long-term language learning. Resolution 5 resolved that the AMA Alliance encourage county and state Alliances to work with sexual abuse nurse examiners and other appropriately trained professionals to increase awareness of programs and services for victims of sexual abuse and assault. The SAVE Planning Guide "Solving the Puzzle of Violence" is another excellent resource that can be obtained from national headquarters (312.464.4470). The final recommendation that was adopted was that the AMA Alliance encourage its state and county Alliances to develop or support public education and training programs regarding the proper use of safety seats, including the appropriate use of booster seats or other approved restraints for children over four years of age who are too small for the adult restraint system.

The AMA Alliance Project Bank booklet includes guidelines for successful project planning. It features more than 500 different projects covering 22 different topics. Assess the needs of your community and consider what other groups are doing. Perhaps you could establish a coalition with other organizations, including your medical societies. Target your audience. How will you reach them most effectively?

Educational programs are a great way to improve awareness of health issues, and they increase the Alliance's visibility in the community. If the problem is real, and if it needs to be addressed, find out what your Alliance can do to help. Choose a program or project that your Alliance can achieve and will best utilize your members' talents and resources. No matter what you choose to do, remember that your efforts are needed and will be appreciated by your community. Best wishes for a successful year!

Bullying bookmark available from AMA Alliance

The "Talk to your kids about bullying" bookmark offers parents and caretakers simple tips on how to talk to their children about bullying. As a companion piece to the extremely popular *I Can Handle Bullies* activity book, the bookmark reinforces the message that bullying is not acceptable. By talking with their children about bullying, parents can offer guidance, support and assistance. Bookmarks may be ordered from the AMA web site at <http://www.ama-assn.org/ama/pub/category/2160.html>.

Update from the AMA Alliance Annual Session

By Linda Minnihan, State Alliance President-Elect

Kathy Schneider of Milwaukee, Linda Minnihan of Wausau, Carol Harding of Neenah, and Jan Viste of Oshkosh attended the American Medical Association Alliance Annual Meeting in Chicago, June 16–18. The meeting was full of networking and information exchanges.

Three hundred and ninety people from throughout the United States attended the Annual Session. There were 201 delegates (members selected to vote), 35 alternate delegates and 154 members and guests. Patti Herlihy of South Dakota was installed as the AMA Alliance President for 2002–2003.

You may review a comprehensive summary of the actions on the AMA Alliance's website, www.ama-assn.org/alliance, by typing "resolutions" into the search bar. The summary of actions state the outcome of each amendment, report and resolution brought before the House.

The meetings resulted in broadening the scope of eligibility for membership:

- Divorced spouses can now retain membership at the national level until remarriage.
- All family members of physicians including parents and married children are allowed to

participate in local alliance activities, if that alliance chooses to include them.

- Any physician belonging to the AMA may also be a member of the alliance.

There were also changes to broaden the scope of membership into the House of Delegates:

- Each state is entitled to bring two county delegates in addition to their allotted quota.
- Each state is entitled to two resident physician/medical student spouse delegates.
- National Specialty Physician organizations are entitled to one delegate, regardless of the number of members.

The House of Delegates voted to replace the membership committee, which is comprised of delegates, with a membership advisory committee, to be comprised of both delegates and non-delegate members. This was done in order to draw from the expertise of non-delegate members with marketing backgrounds to brainstorm ideas for increasing membership.

The House of Delegates also reviewed and retained several policies relating to alcohol, automobile restraints, safety, family violence, legislative activities, health education, SIDS, and Internet youth safety.

Who's going to Confluence?

Each year, state alliance members are invited to attend Leadership Confluence, a conference put on by the National Alliance.

There are two leadership conferences per year: Confluence I in October and Confluence II in February. The conferences are held at the Drake Hotel in Chicago. A total of 200 members may attend.

Attendance is based on a mathematical formula that allows states to have a minimum of one attendee and a maximum of 10. Wisconsin may send two president-elects along with their membership chair.

Members attending from Wisconsin in October are: Kathy Garvey (State) and Molly O'Malley-Sprick (Marathon County President-elect). Karen Tarm (La Crosse County President-elect) will attend Confluence II in February.

If you are a county president-elect and wish to attend Confluence, please contact Kathy Garvey.

Scenes from Chicago



Wisconsin Alliance members at the AMA Alliance Annual Meeting in Chicago. Left: Linda Minnihan, Kathy Schneider, Carol Harding and Jan Viste. Right: Kathy Garvey, Jan Viste, and Carol Harding.

Alliance President speaks in the WMJ

The most recent issue of the *Wisconsin Medical Journal*, dedicated to youth violence prevention, contains a guest editorial on Alliance efforts towards youth violence prevention by State Alliance President Kathy Garvey.

The issue is accessible on-line at www.wisconsinmedicalsociety.org. To receive a printed copy, contact Rachel Berens-VanHeest at rachelb@wismed.org.

Alliance activities: Promoting public health, violence prevention and awareness

By Carol Harding, State Alliance Health Promotion Chairman and Region II Representative

"Improving the health and quality of life of the people across America."

Since 1922, the AMA Alliance has worked diligently to achieve that goal. Whether it means sponsoring an adolescent health fair or an AIDS education forum, developing a brochure on teen suicide, substance use and abuse, or sexuality, or teaching senior citizens how to monitor their medications, Alliances are committed to meeting the needs of their communities.

Through our renewed pledge to America's Promise, we can build a stronger relationship with our communities, especially our local schools, by being involved in the Stop America's Violence Everywhere (SAVE) program.

Since 1995, state and county Alliances have provided school children, battered women and their families, and homeless families with financial aid, emotional support and lessons in conflict resolution.

The AMA Alliance chose the second Wednesday in October to be SAVE Today, a day when physicians' spouses across the country work together to reduce violence. SAVE-A-Shelter was introduced in 1996 as part of the SAVE initiative by the AMA Alliance in partnership with the AMA. Alliances have provided much-needed support for domestic violence shelters, including teaching conflict resolution skills to families living in the shelters.

In 1999, when school shootings were on the rise, SAVE Schools from Violence was added as a primary focus for SAVE. Through SAVE Schools from Violence, Alliances take the same conflict resolution activities they used in shelters into the schools. Your state and county Alliances can implement the latest activity book, *I Can Handle Bullies*, as part of your SAVE efforts. This tool is designed for children in kindergarten through third grade to assist them in resolving conflicts and dealing with bullies.

Realizing the devastation caused by the terrorist attacks on September 11, 2001, Alliance members across the country have donated more than \$7,000 to the people who suffered in the disasters.

SAVE will continue to focus on bullying. The AMA Alliance will develop materials for "bully-free schools" and a bookmark series to educate parents about public health issues that affect their children.

The Alliance will also continue to work with the AMA as it promotes the public health issue of gun safety. The AMA Alliance Publications and Children's Conflict Resolution Resources include: "Solving the Violence Puzzle" Activity Book Series, "Hands Are NOT for Hitting" placemats, "Shape Up for Life" pamphlets and "Monitor the Media" pamphlets.

Our Alliance may sponsor performances by the Skits Outreach Services, Inc. (S.O.S. Players), to

continued on page 6

County Alliance receives violence prevention grant

Congratulations to the Winnebago County Medical Society Alliance for being one of the first round of 15 grant winners from the Fund for Better Health. For 2002, the initiative focused on providing financial support to AMA-affiliated programs dealing with violence prevention, anti-smoking and health literacy.

The Winnebago Alliance will participate in the Safe Homes project, a poster/ phone card campaign that provides patients in doctors' offices and emergency rooms with a list of domestic violence services.



Carol Harding (I) and Jan Viste with young participants at the "Hands Are NOT For Hitting" project in Fond du Lac.



Harding (I) and Sherry Clark (front) with "Hands" participants from a first-grade class in Neenah.

Preventing youth violence in Wisconsin:

A commitment from medicine, nursing and public health

We in the health professions pledge to make youth violence prevention in the state of Wisconsin one of our highest priorities. Working with educators, judges, psychologists, social workers, police, community activists, clergy and others, we must take a firm stand against the violence that devastates families and communities throughout this state and throughout the nation. More school suspensions and more prisons are not the answer for our youth. The answer, rooted in public health, is prevention.

Together, we must work to overcome those factors that place children, youth and families at risk for violence and capitalize on factors that promote healthy development and resilience such as close parental bonds, safe and stable communities, and good consistent health and mental health care. As scientists and humanitarians, we will incorporate into our clinical and advocacy efforts everything possible to contribute to the violence prevention movement.

We resolve to:

Be involved in the community. We will develop ongoing collaborations in our schools, youth activities and other community-based programs to prevent youth violence. We will seek to enhance the physical and mental health status of children and youth in our communities and throughout Wisconsin.

Advocate for youth violence prevention and access to comprehensive health and mental health care. We will advocate for increased resources dedicated to a comprehensive and coordinated public health approach to youth violence prevention. In

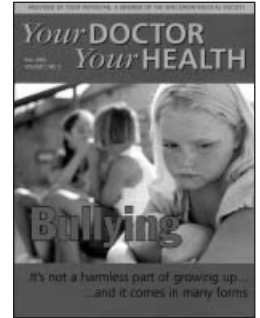
addition, we will work with local, state and federal policy-makers to ensure access to high quality health and mental health care for all citizens of Wisconsin.

Put violence prevention into practice. We will implement violence screening and response protocols to identify children and youth at risk for violence, including identification of abuse-related injuries, and direct them to appropriate intervention. We will also talk to our patients and their parents about the potential hazards of firearms, alcohol and other drugs, and exposure to violence at home and in the community.

Educate ourselves about youth violence prevention and intervention. As part of our professional development, we will seek education and training on the prevention of youth violence, including the diagnosis, comprehensive treatment and prevention of such associated problems as alcoholism, drug abuse, domestic violence, child abuse and suicide prevention. We will learn to provide culturally competent and supportive guidance and education to families at risk for or involved in violence. We will become informed about local resources and referral services for victims and witnesses of violence and family members at risk of harm.

The Wisconsin Medical Society, along with the Wisconsin Department of Public Health, the Wisconsin Academy of Pediatricians, the Wisconsin Academy of Child and Adolescent Psychiatrists, the Wisconsin chapter of the Academy of Family Practice, the Wisconsin Public Health Association, the Wisconsin Psychiatric Association, the Wisconsin Nurses Association, and the Wisconsin chapter of the ACP-ASIM have all signed on to this pledge. We encourage groups and individuals to sign on as well. To sign on to the pledge, go to www.wisconsinmedicalsociety.org/youth_violence/default.cfm.

**Your Doctor.
Your Health.
a success**



More than 250 readers have requested a subscription to *Your Doctor. Your Health.*, the Wisconsin Medical Society publication that debuted last spring.

The first issue focused on the tobacco settlement, how the money was lost, and what the public can do to assure that our state will invest in tobacco prevention efforts.

The current issue highlights youth violence prevention, the presidential theme of Mark Andrew, MD. A poster calling for adult intervention to reduce bullying violence (pictured below) was distributed with the issue.

Contact Rachel Berens-VanHeest at rachelb@wismed.org to request copies of *Your Doctor. Your Health.* and the poster.

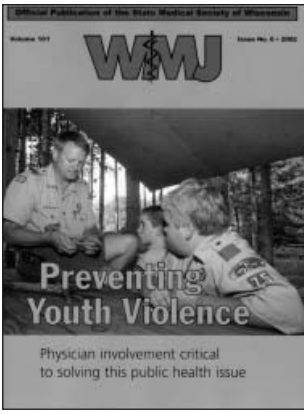


Teens talking to teens about choices

Skits Outreach Services, Inc. (the SOS Players) is a teen theater group presenting performances addressing issues such as depression, peer rejection, teen pregnancy and violence in a number of middle and high schools across Wisconsin.

State Alliance President Kathy Garvey is pictured at the far left. The SOS Players is one of the groups funded by the SMSW Alliance.





Youth violence prevention is a shared responsibility

By Mark H. Andrew, MD
Wisconsin Medical Society President

Just three days after I delivered my inaugural address at the Wisconsin Medical Society's Annual Meeting, stressing the role physicians should play in helping prevent youth violence, my wife and I received one of those phone calls parents dread: "Your son has been beaten up at school!"

As we went through the numerous discussions and "debriefings," we learned more about the pervasiveness of bullying and harassment at our school. Our experience was certainly consistent with what I have found in my research on youth violence. Treatment, or post-injury attention to the problem just doesn't seem to be working. The best way to solve the problem is by preventing it from happening in the first place.

While the types of youth violence that generate the strongest public response have been school shootings, the issue is much broader. And it's certainly not a problem with geographic boundaries. Consider these facts: 10 percent of school age children report being bullied on a regular basis, while half of all children are bullied at some time during their school

years. In the past, bullying has been largely overlooked or minimized by adults, who view it simply as a part of growing up. Violent incidents—even the threat of violence—at school negatively affect students, school staff, and the whole educational process. Furthermore, research indicates that those youth involved in more serious violent acts were often either bullies or their victims.

Wisconsin physicians are getting involved in the fight to prevent youth violence. They are educating themselves about what they can do before someone gets hurt. They are implementing violence screening and response protocols into their practices to identify youth at risk for violence.

But it will take more than physician involvement to solve this problem. Intervention, from ALL adults, is critical to reducing youth violence. Adult apathy can only make the problem worse. Please recognize that bullying is part of a problem, not a part of growing up. The most recent issue of *Your Doctor. Your Health.* contains information about what you, as a parent, can do. If we all work together, maybe other families can avoid going through what mine did with that dreaded phone call.

In the recent past, physician involvement has been minimal in the fight against youth violence. It's becoming clear, however, that a vital role physicians can play is getting involved in the community and with young people. Pictured at Camp Decorah near La Crosse (above, cover of current *Wisconsin Medical Journal*) with Boy Scouts Matt Long and Brandon Cade, Wisconsin Medical Society President Mark Andrew, MD, leads by example. He is a troop leader for Boy Scout Troop 75 in Viroqua as well a youth basketball coach and a former school board member.

- Youth Violence Prevention:
- Pledge to prevent youth violence
- in Wisconsin
- Wisconsin Medical Society president on youth violence prevention
- SOS Players: Teens talking to teens
- Alliance activities include Stop America's Violence Everywhere (SAVE)
- Additional items:
- May 16 board meeting report
- AMA Alliance Annual Session report
- New look, new name for Medical Society
- 2003 Foundation Auction
- Barbara Jett on "Motivating membership"

SCAN: Fall 2002



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