

HAPPENINGS

PRINCETON HEALTH

JULY/AUGUST 2023



FREE CPR WEEK

PRINCETON HEALTH TRAINS 2,300+ COMMUNITY MEMBERS IN LIFESAVING TECHNIQUES

Instructors with Penn Medicine Princeton Health taught 71 Family & Friends CPR courses in June, training more than 2,300 individuals in basic lifesaving skills. The classes were offered as part of Free CPR Week, which Princeton Health Community Wellness has provided annually since 2010 in an effort to emphasize the importance of learning CPR (cardiopulmonary resuscitation).

The numbers of classes and attendees were the highest ever for Free CPR Week, said **Debbie Millar, RN**, director of Community Wellness and Engagement at Princeton Health.

Every year, the American Heart Association (AHA) estimates, about 350,000 people have heart attacks outside of hospital settings. Immediate, effective CPR can double or even triple their chances of survival, according to the AHA.

As an AHA training center, Princeton Health Community Wellness provides classes year-round for health care professionals who need to obtain or maintain CPR certifications.

Princeton Health also offers Family & Friends CPR courses, which are open to lay people, covering both CPR and how to assist someone who is choking. There are two separate curricula: one to provide care for children and adults and a second for infants up to 1 year old.

During Free CPR Week in 2023—which actually spanned two weeks, from June 3 through June 15—Princeton Health instructors delivered child/adult and infant courses at Community Wellness locations and other community sites, including libraries, senior centers, and schools. Private classes were also provided at local companies and organizations.

Healthier Families

PROMOTING THE BENEFITS OF BREASTFEEDING

Penn Medicine Princeton Health will host a series of events in early August for World Breastfeeding Week, an annual celebration to raise awareness of how breastfeeding benefits babies' overall health and welfare.

About 120 countries commemorate World Breastfeeding Week every year from August 1 through August 7. This year's theme will be "Enabling breastfeeding: Making a difference for working parents."

Princeton Health's festivities kick off Tuesday, August 1, when IBCLCs—international board-certified lactation consultants—from Community Wellness and the Mother

Baby Unit will staff a table outside the Princeton Medical Center (PMC) restaurant from 11:30 am to 1:30 pm.

The IBCLCs will share information about breastfeeding, as well as the federal PUMP Act and New Jersey laws that support mothers who are returning to work. They will also raise awareness of two pumping rooms that are available to mothers at the hospital.

On August 2, a Spanish-speaking lactation consultant will host a virtual chat with Spanish-speaking moms to discuss their experiences and successes with breastfeeding. Princeton Health will work with Children's Home Society of New Jersey and Zufall Health Center—a federally

qualified health center on the PMC campus—to outreach to Spanish-speaking moms for the chat, which is scheduled for noon to 1 pm.

A virtual chat with English-speaking moms will be held from noon to 1 pm on August 3.

On Friday, August 4, Princeton Health will distribute celebratory goodie bags to breastfeeding mothers on the Mother Baby Unit, in the neonatal intensive care unit, and at the Breastfeeding Support Group, which will meet from 11 am to noon that day.

To continue support for breastfeeding throughout the month, Community Wellness will offer a free pumping class on August 14 and a free virtual prenatal breastfeeding class on August 17.

Learn more or register at PrincetonHCS.org/Calendar.

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World Breastfeeding Week
August 1-7



COMMUNITY *Wellness* CORNER



▶ July/August Highlights

All events free

BBQing the Healthy Way

Join Beth Young, registered dietitian nutritionist, to learn some light, delicious summer recipes for the grill.

Tuesday, July 18

1 to 2 pm

Mercer County Connection
957 NJ Route 33, Hamilton, NJ 08690

Register: <https://tinyurl.com/mr4c9k9a>

6:30 to 7:30 pm

Hickory Corner Library
138 Hickory Corner Road, East Windsor, NJ 08520

Register: <https://tinyurl.com/3hdyfm99>

Seasonal Summer Bowls

Beth Young, registered dietitian nutritionist, teaches how to make simple summer bowls full of flavorful, colorful, and nutritious grains, fruits, and vegetables.

Tuesday, August 22

Hamilton Area YMCA
1315 Whitehorse–Mercerville Road, Suite 100
Hamilton, NJ 08619

1 to 2 pm

Register: <https://tinyurl.com/mwe4n7z3>

7 to 8 pm

Register: <https://tinyurl.com/ypru92yz>

Rise & Shine Summer Smoothies

Bring a light lunch and join Leslie Fischer, RN, to sample and learn to make smoothies featuring fresh fruits and vegetables.

Wednesday, August 30

1 to 2 pm

Princeton Fitness & Wellness
1225 State Road, Princeton, NJ 08540

Register: <https://tinyurl.com/db3ecyef>

ANOTHER SEASON, ANOTHER ROUND OF CEO STEP CLUB EVENTS

Sign up for the events
using the QR codes below.



▶ July 11



▶ August 1



▶ August 29

The CEO Step Club has scheduled a series of “summertime cooldowns” giving staff members and providers an opportunity to get some exercise and fresh air while connecting with colleagues and CEO **James Demetriades** and enjoying a summer treat.

The cooldown events are planned for three summertime Tuesdays—July 11, August 1, and August 29—on the Princeton Medical Center (PMC) campus. Each cooldown will follow the same schedule:

- ✔ Meet up around 3:45 pm at the Schreyer Education Center.
- ✔ Run, jog, or walk five kilometers.
- ✔ Enjoy a social hour from 4:30 to 5:30 pm, complete with treats.

All staff members are welcome to drop in for the social hour, regardless of whether they participate in the 5K. Demetriades launched the CEO Step Club in January to remind busy staff members to make time for regular physical activity. The first activity, the Million Step Challenge, drew more than 200 participants. The challenge was followed up by a series of Step Into Spring events in April and May at PMC and the Delaware & Raritan Canal.

HONORING MEMORIAL DAY AT PENN MEDICINE PRINCETON HEALTH



“Memorial Day is a solemn occasion, a tribute to individuals who lost their lives in service to our country,” CEO **James Demetriades** said to open Princeton Health’s Memorial Day tribute.

A few dozen Princeton Health staff members joined Demetriades outside Princeton Medical Center on May 25 for an event held in the shadow of the hospital’s flagpole, which was flying the U.S. flag and a POW-MIA banner.

“Dying while serving one’s country is the ultimate sacrifice,” Demetriades said. “There are lessons to be learned in the way these individuals lived, as well as the way they died, and that is the true meaning behind Memorial Day. We are honoring those who never made it home.”

PRINCETON HEALTH EARNS PRESTIGIOUS MARKETING AWARD

Get Back to Being You, a multimedia marketing campaign promoting the Center for Spine Care at Princeton Medical Center, won best marketing campaign in PR Daily’s Social Media and Digital Awards, which were presented June 14 in New York.

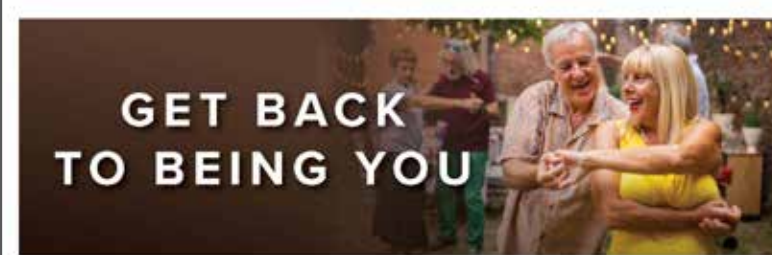
Princeton Health was one of seven finalists for the award.

“We believe this campaign resonated with people because it ultimately focused not on us but on the people whose lives we make better,” said Entity Marketing Officer **Carol Norris-Smith**. “The award was all the more satisfying because the

campaign was produced in-house—a collaboration between Princeton Health Marketing staff and Penn Medicine’s Creative Services team. We are delighted that it won despite strong campaigns from national and international brands in various industries including hospitality, IT, and television.”

Earlier in June, Princeton Health received four Aster Awards for the same campaign.

The Aster Awards are presented annually to recognize healthcare marketing professionals for excellence in advertising, marketing, and communications.



Relief from back and neck pain.



▶ HAPPENINGS

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