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First Annual Sunset 5k Run/Walk Attracts 600+ to Support Diabetes Prevention

SAN DIEGO, September 28, 2014 ---- Close to 650 people participated in the San Diego County Medical Society Foundation's (SDCMSF) first annual Solana Beach Sunset 5K Run/Walk on Saturday, September 27 at low tide on Fletcher Cove beach. The event raised awareness and $60,000 to launch the SDCMS Foundation's new *Jump Start for Health* program, a new initiative to prevent diabetes in San Diego County.

Honorary Chair County Supervisor Dave Roberts addressed the crowd, and presented SDCMS Foundation with its Live Well San Diego partnership designation. The County Board of Supervisors proclaimed September 27 as the SDCMSF Live Well Day. Also on hand for the ceremonies were Nick Macchione, Director of the Health and Human Services Agency; Nick Yphantides, MD, Chief Medical Officer of San Diego County; Wilma Wooten, MD, Chief Public Health Officer; and Dale Fleming, Director, Strategic Planning & Operational Support. The County's Health and Human Services Agency organized an HHSA Live Well San Diego team for the 5K.

The Wellness Expo, showcasing local companies that specialize in healthy living, introduced participants to lifestyle choices, and was held throughout the afternoon. Live music from the band, "WHIP" energized the crowd. The top three male and female finishers received awards, and all participants received medals, t-shirts and other items.

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Jump Start for Health is a pilot program designed to improve community health and prevent diabetes in uninsured, at-risk adults who seek treatment at area emergency departments. Medical professionals will provide intervention in an acute care setting, and Jump Start staff will provide personal coaching to adopt healthier lifestyle choices for up to a year. The goal of the program is to assist up to 400 patients in the first three years to modify behaviors and create healthier lifestyle habits, reduce the risk and incidence of diabetes, reduce ED recidivism, and lower healthcare costs.

Jump Start for Health was created in response to the increase of patients treated by SDCMSF's volunteer physicians program, *Project Access San Diego*. This program provides healthcare services for low-income, uninsured adults, many of whom are suffering from complications of diabetes and heart disease.

Despite ongoing efforts at the primary care level, the number diagnosed with type 2 Diabetes continues to rise, with more than 170,000 San Diego residents (more than 6 percent of the population) living with diabetes, today. More than 4,000 emergency department (ED) visits in San Diego County are associated with diabetes and death and hospitalization rates associated with diabetes continue to rise.

Event co-chairs Malcolm Williamson and SDCMS Foundation Board member Bob DeSimone, received enormous support from the community. They are both runners and believe a healthy active lifestyle – prevention versus medication *only* – is essential.

"With more than 600 people attending the first year, we consider the event a huge success, said DeSimone. "More than 20 physicians organized teams of their patients and staff to model healthier lifestyle choices, which was a major goal for the event."

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Among the volunteers to assist with logistics were members of the Live Well! Lions Club, a new County-wide Lions Club focused on health improvement in the community. Supervisor Dave Roberts was instrumental in the recent founding of the chapter. Also volunteering were team players from Cathedral Catholic High School.

The Sunset 5K Run/Walk was sponsored by The Doctors Company and The Doctors Insurance Agency, the County of San Diego and its Live Well San Diego initiative, Tri-City Medical Center, AKT CPAs and Business Consultants, Atlas Nationwide Real Estate, and Yoga Six.

Photos from the event can be seen at facebook.com/sdcmsf

About the San Diego County Medical Society Foundation
Founded by the San Diego County Medical Society (SDCMS) in 2005 as a 501c3 not-for-profit organization, the San Diego County Medical Society Foundation (SDCMSF) addresses the unmet healthcare needs of low-income uninsured or underinsured San Diego County residents. The Foundation focuses on increasing healthcare access, improving health education and prevention, and supporting physicians and medical students in improving the quality of care in the community. Through its flagship program, Project Access San Diego, SDCMSF has assisted more than 2,600 patients with access to specialty healthcare services. Healthcare partners, including nearly 650 specialty medical physicians, 25 hospitals and surgery centers, and numerous imaging, laboratory and ancillary providers, have provided patients with more than $8.5 million in donated healthcare services. For more information about SDCMSF please visit http://www.sdcmsf.org.

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