County Hospital Gets Personal With Name Change

It's what most people call it - and now it is officially the new name. Natividad Medical Center has changed its name to simply Natividad.

The name change was announced this week during a special event which coincided with the opening of the Everyone's Harvest Certified Farmers' Market in front of the hospital.

Along with the announcement, hospital staff unveiled a new monument sign outside the facility. Here is a link to see the unveiling:
https://www.facebook.com/NatividadInspiringHealthyLives/videos/760034464190813/

It may seem like a subtle change, but it reflects personal connections Natividad has made with the community for the last 132 years.

“The story behind the new logo: the new logo was inspired by the mountains surrounding the hospital but it is also meant to reflect progress patients make with its high-quality care.”

“Natividad is on a first-name basis with everyone in the community. Our doctors, nurses, specialists and support team members provide comprehensive care that help patients feel less vulnerable and get back on the road to healthy lives,” says Dr. Gary Gray, Natividad CEO. “From our Health Department clinics throughout the county to our community programs, we are a health care partner with purpose and impact beyond inpatient care.”

The updated name, logo and tag line of “Inspiring healthy lives” are all part of a rebranding project that has been 18 months in the making. The hospital has been working with several consultants who did market research, focus groups and community interviews, resulting in recommendations to embrace the way the community refers to the hospital as simply Natividad. Another big change that can be seen is the new, modern website, which will soon offer a full Spanish-language version.

The name announcement had a festive air with free samples and other activities (at top). Assistant Administrator Andrea Rosenberg speaks to those gathered for the big event (above).
Natividad Farmers’ Market Returns

A sure sign that spring is here and summer is around the corner is the return of the Certified Farmers’ Market at Natividad.

This market is a community favorite, a nice midweek stop for fruits and vegetables as well as goodies from vendors such as The Crumb Bakery and food vendors offering lunchtime fare such as Thai bowls and those amazing baked potatoes.

The market launched for the season this week and will run through October. Market hours are 11 a.m. to 3:30 p.m.

Sellers accept EBT for fresh produce and there is a special incentive for EBT users offered by MarketMatch to encourage purchasing more fresh fruits and vegetables. The program will give EBT users an additional $10 to spend at the market if they spend $10. EBT users can sign up for the program at the Everyone’s Harvest information table at the market.

There are often cooking demos at the market. You can find an archive of recipes on the Natividad website to help liven your meal planning. http://www.natividad.com/community/health-living/farmers-market/

Fresh produce abounds at the market (top) and you will also find beautiful flowers (above). Best come early to snag some of the delicious baked goods (right).
Healthy Happenings: Bikes Take Center Stage in May

Whether you tried biking to work this month or watched the pros power through Monterey County on the Amgen Tour, it has been all about bikes this May.

The Amgen Tour of California traditionally makes a stop in Monterey County on the iconic Laguna Seca track and this year was no exception. There was a great crowd for the event, which was treated to a surprise winner for Stage 3 of the event, Toms Skujins of Latvia. Something else new this year was the route to Laguna Seca. Instead of heading up Highway 1, riders made a stop in King City before a grueling 122 mile trip through the hills of southern Monterey County. The route change gave King City a chance to celebrate the tour, bicycling and good health with a lifestyle festival on Tuesday.

The Health Department took advantage of the festivities and hosted a booth at the fair. Since many schools in King City let students out for the day to enjoy the Amgen activities, our intrepid Health Department staff made sure kids would notice them too. A kid-friendly dinosaur and staff posing as healthy foods made new friends.

As May is Bike Month, County staff helped with the launch of a Bike Walk Challenge which runs through the end of the month.

A fun, bike-centric event was held outside the Government Center on Alisal Street on May 11th to encourage folks to give the car a rest and try biking to work or elsewhere this month.
Some 70 people attended the event which also offered helmet fittings and bike repairs. You could even try your skill with the Smoothie Bike, as some familiar County faces did.

Thanks to Employee Wellness, TAMC, Bobcat Bikes, Go Green Monterey County and Natividad Trauma Center for taking part.

Still plenty of fun activities to take part in for Bike Month. Check out the list of events at right.