



**News Release: For Immediate Release**

**Contact:**

Cynthia Calmenson, Executive Director  
707-284-9225 [cynthiac@imcfound.org](mailto:cynthiac@imcfound.org) [www.imcfound.org](http://www.imcfound.org)

***The Integrative Medical Clinic Foundation's Imagine YOU... Program receives funding for initial pilot.***

**Santa Rosa, CA – (July 22, 2013)** The Integrative Medical Clinic Foundation (IMCF) is pleased to announce the award of a grant from the **Community Foundation Sonoma County**. The grant will be used to undertake Step One of a three step project to pilot and evaluate the use of the “Imagine YOU...” program with homeless adults. The pilot program is a collaboration with shelterless adults, service agencies, and IMCF.

Using the Imagine YOU Activity, homeless individuals and families are helped to see a clear image of themselves being healthy and having a safe and permanent home. At the program’s core is a one-hour group activity in which homeless adults literally create their own “Image of Health” that they employ as a tool to make their image a reality.

Imagine YOU... is a program of IMCF and has been in development in Sonoma County over the past two years. The program is the innovation of Ellen Barnett, MD, Family Physician, Educator, and IMCF Board President. “ I noticed that whenever my patients and I discussed a list of things they felt they should be doing to take care of their health, they always came back to their next visit feeling guilty about what they *didn't* get done. I decided to start asking my patients **why** they wanted to be healthy, what for? This question helped reframed the way they approached their own wellbeing and life choices,” notes Dr. Barnett.

#####

*IMCF is a 501-3C nonprofit organization. We aim to change the way people conceive of and communicate about their health with each other, their doctors, their employers, and their community. [www.imcfound.org](http://www.imcfound.org)*