

COMMUNITY BENEFITS

FY16 SUMMARY & RECOMMENDATIONS TO THE BOARD



ANNA JAQUES HOSPITAL

Community Benefits at AJH



- The Community Benefits Program at Anna Jaques, led by the Community Benefits Advisory Committee (CBAC) comprised of local leaders and area representatives, works to address the most pressing health needs in our community.
- The CBAC helps guide the hospital's involvement in events and programs that advocate for healthy living, encourages people to get their annual screenings, and motivates people to get out and get walking.

The ywca meets the TWP
eliminating racism
empowering women
ywca
greater newburyport
Embracing Possibilities
Tough Warrior Princesses

THE Newburyport Farmers' Market
Summer Market Opens May 3
Sundays 9-1
THE NEWBURYPORT FARMERS' MARKET
See you at the Farmers' Market!
• Fruits and veggies farmed locally
• Free range meats
• Local milk, yogurt and butter
• Sumptuous cheeses
• Delicious baked goods
• Artisanal hand made crafts
Tannery Marketplace
50 Water St • Newburyport, MA
Rain or Shine
www.thenewburyportfarmersmarket.org

WEEK OF WELLNESS
May 15-20 2015
HEALTHY LIVING
Sponsored By
AMESBURY Chamber of Commerce & Industrial Foundation
ANNA JQUES HOSPITAL

LOCK YOUR MEDS™



Medical Directors

Joined the CBAC in FY15 to share a physician perspective and expertise; collaborate with physicians and community organizations; assist in evaluating potential programs

- **Tammy Bottner, MD** - Riverside Pediatrics
- **Michael Pilz, MD** - Riverside Pediatrics

Committee Members

- **Anmary Connor** – Amesbury Senior Community Center*
- **Andrea Egmont** – The BEACON Coalition*
- **Judy Fayre, RN, IBCLC** - Anna Jaques Hospital, Exeter Hospital
- **Melissa Foley** – Society for the Relief of Aged Women
- **Deb Green** – Ovarian Cancer Awareness of Greater Newburyport
- **Ilene Harnch-Grady** – YWCA of Newburyport
- **Cathy Hill** – Bresnahan School
- **Meghan Kinsey** – Motivate
- **Patty Mellon** – Tough Warrior Princesses
- **Pam Palombo** – Newburyport Public Health Department
- **Deb Smith** – The Pettengill House
- **Shari Wilkinson** – The Newburyport Farmers Market*

**New CBAC members*

Community Benefits Requirements



- The Attorney General, through its Community Benefits Guidelines, calls upon hospitals to reassess their health priorities based off an updated health needs assessment every three years. Efforts are expected to be measurable and fall within at least one of the statewide priorities:
 - Supporting health care reform
 - Chronic disease management in disadvantaged population
 - Reducing health disparities
 - Promoting wellness of vulnerable populations
- Since 2012, the CBAC has focused their efforts on:
cancer, diabetes, cardiovascular health, and obesity
- Key findings from the Health Partnership's Community Health Needs Assessment, along with community input and evaluation of available area programs, drive the selection of AJH's Community Benefits priorities.





- In July 2015 the Health Partnership of the Lower Merrimack Valley and Seacoast Area (formerly named CHNA12) conducted a Community Health Needs Assessment in collaboration with Anna Jaques. The assessment is a comprehensive review of our area's most pressing health needs by analyzing community and public health data for CHNA 12.*
- Primary data included a total of 231 surveys, 21 key informant interviews, 2 focus groups, and secondary data sources that included demographic and public health data.
- Surveys, focus groups, and key informant interviews were hosted for residents of: Amesbury, Boxford, Georgetown, Groveland, Haverhill, Merrimac, Newbury, Newburyport, Rowley, Salisbury, and West Newbury.
- Analysis of the primary data identified what the community views as top health issues:
 1. Drug Addiction/Use
 2. Mental Health
 3. Overweight/Obesity
 4. Cancer
 5. Alcoholism



*Massachusetts Department of Public Health (MDPH) state data is not updated on the same schedule as the need assessment – thus, MDPH public data is the same as when AJH reassessed priorities in 2012.



Following the review and analysis of the Health Partnership's Community Health Needs Assessment, MDPH state data, partner resources and data, media coverage, community input and evaluation of available area programs, the CBAC recommends the following health priorities for FY16-FY18:

- Continue our efforts to address: **Cancer and Obesity**
- Add a new priority (replacing diabetes and cardiovascular health) in response to the statewide opioid epidemic: **Substance Use**
 - In March 2014, MA declared a public health emergency in response to the growing opioid epidemic. From 2000-2012, the number of unintentional fatal opioid overdoses in MA increased by 90%. In 2012, 668 MA residents died from unintentional opioid overdoses, a 10% increase over the previous year.



Number of Unintentional¹ Opioid² Overdose Deaths by County, MA Residents, 2000-2014³

Massachusetts Department of Public Health, Office of Data Management and Outcomes Assessment • October 2015

County	Year of Death															Total 2000-2014
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014 ³	
Barnstable	12	17	17	14	16	17	19	29	21	20	19	15	22	40	51	329
Berkshire	2	3	0	2	3	9	1	8	3	8	3	6	15	21	25	109
Bristol	37	56	60	80	67	75	79	61	78	66	74	76	92	111	139	1,151
Dukes	1	0	1	0	0	2	0	3	1	1	0	0	0	1	5	15
Essex	41	58	44	74	61	73	83	85	52	69	48	54	85	111	193	1,132
Franklin	5	2	1	5	3	4	6	4	2	2	4	6	8	9	11	72
Hampden	30	36	34	44	26	33	42	38	43	45	46	42	51	68	59	637
Hampshire	5	5	4	10	8	2	9	12	10	9	10	9	10	28	23	154
Middlesex	56	76	77	102	96	109	106	101	104	113	90	118	106	142	257	1,653
Nantucket	0	0	0	0	0	0	0	1	0	1	1	0	0	1	N/A ⁴	N/A ⁴
Norfolk	24	39	34	36	37	49	46	53	67	64	55	59	65	79	116	823
Plymouth	22	24	27	42	24	35	47	49	45	46	39	60	54	83	104	701
Suffolk	44	79	75	93	73	62	106	101	67	91	60	79	82	105	135	1,252
Worcester	59	73	55	47	42	55	71	69	68	64	77	79	78	112	137	1,086
TOTAL DEATHS	338	468	429	549	456	525	615	614	561	599	526	603	668	911	1,256	9,118



Essex County Ranked In The Top Four Counties In MA With Unintentional Fatal Opioid Overdose Deaths Behind Middlesex, Suffolk, And Bristol.



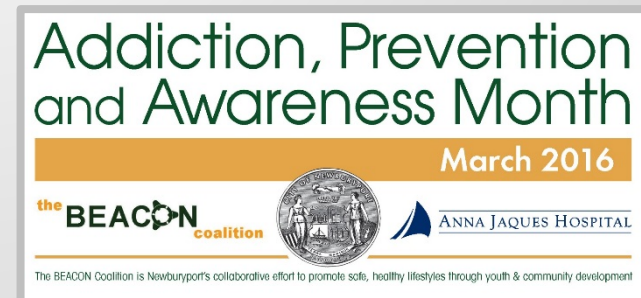
Addiction, Prevention & Awareness Month

AJH to partner with the City of Newburyport and Newburyport Public Schools in March to host educational and awareness raising initiatives in Newburyport.

- AJH to host nationally renown speaker Dr. Ruth Potee to present *Opiate Prescribing in a Changed Climate* CME to the medical community on safe prescribing of opiates
- *A Hungry Heart* documentary with panel discussion to follow. AJH to participate on panel discussion

Education & Awareness

- WNBP Public Service Announcements: series of PSAs written and voiced by high school students with call-to-action on alcohol, drug, and other triggers of substance use
- Lock Your Meds: continue support of campaign, specifically to educate each town on where to safely dispose of prescription drugs
- Infographic: featured in local paper/magazine on substance abuse prevention and triggers





Hospital Commitment to ED Opioid Management

In May 2015, AJH Emergency Department committed to the MA Hospital Association to have an ED Policy & Procedure in place to address opioid misuse. Guidelines include:

- Prescribing no more than three days' worth of opioid analgesics (as clinically appropriate)
- No prescription of long-acting or controlled released opioids such as OxyContin or methadone
- No refills of prescriptions for controlled substances that were lost, destroyed, stolen
- ED reviews the MA Prescription Monitoring Program (PMP) before writing opioid prescription

LONGTERM GOALS – SUBSTANCE USE:

- ✓ Regionalize awareness month, specifically Amesbury, Haverhill, and Seabrook
- ✓ Create a dynamic community resources pages on AJH website



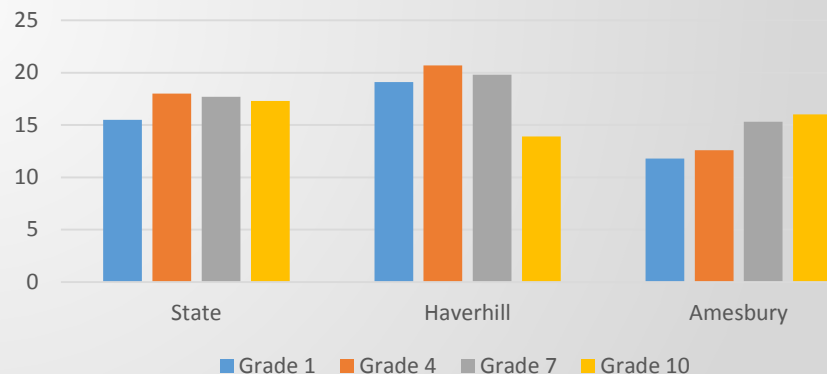
Obesity: continued focused on healthy lifestyle changes, education, and prevention with a heavy focus on obesity-related health issues diabetes and cardiovascular health.

Continued efforts will include:

- Support of programs that promote healthy eating such as The Newburyport Farmers' Market
- Sponsor and participate in local events that encourage physical activity such as Northern Essex Community College 5k and the Tri for the YWCA Triathlon
- Community events and health fairs to provide health education and AJH services, raise awareness and prevention, free screenings

In Haverhill, overweight and obese children is of concern in all grades. In Amesbury, obese children is of concern in middle school and high school.

Chronic Overweight Children in CHNA 12



*MDPH Data from 2008-2009

LONGTERM GOAL:

- ✓ Partner with an Amesbury & Haverhill organization to offer more fitness opportunities in the elementary/middle school level



Cancer: CHNA 12 deaths due to all cancers are slightly higher than the state average. Continued efforts include:

- Host educational presentations in community with our staff, including Patient Navigator of the Gerrish Breast Care Center, and leaders from the AJ Cancer Center at BIDMC
- Newburyport shows a higher incidence of Melanoma than expected, particularly for women. Skin cancer screenings will be hosted, as well as prevention and awareness initiatives in the spring/summer months
- Sponsorship of programs such as the Greater Newburyport Ovarian Cancer Awareness (GNOCA)
- Provide screenings throughout the year at a lower (or no) cost
- Promote cancer support groups and survivorship programs such as the ENCORE Program at the YWCA

LONGTERM GOAL:

- ✓ Increase annual cancer screenings provided by AJH



Women's Health Care team at the Greater Newburyport Ovarian Cancer Awareness Annual 5K



- Other health needs that AJH will not pursue as top priorities, and the rationale for this decision, are as follows:
 - **Smoking cessation**
 - Smoking cessation programs are well coordinated through the state's Tobacco Prevention arm. AJH refers patients in need to these programs and services.
 - **Adult asthma**
 - Adult asthma does not appear to be as strong of a need as other chronic diseases identified in this assessment, with only a slightly higher prevalence than the state average.
 - **Flu vaccination rates**
 - Flu vaccination is widely publicized and available through other local organizations, including physician offices, schools, and retail clinics/pharmacies.
 - **Less prevalent cancers (i.e. Oral/Pharynx, Non-Hodgkin's Lymphoma)**
 - Due to the relatively small raw number of incidences of certain cancers found to be more prevalent in specific towns, the hospital's focus and resources should be dedicated to cancers that effect larger populations throughout the community.
 - **Injury Indicators - motor vehicle deaths and suicides**
 - Potential root causes and related interventions may be outside of the scope of the hospital's core mission and services.



Mammogram Reminder Cards



Distributed 4,500 mammogram reminder cards and 1,000 pink pens throughout the community during Breast Cancer Awareness Month.



Salisbury Beach Partnership's Seacoast Running Festival

AJH sponsored the festival that hosted a 5K, 10K, 1-mile, and ½ marathon. AJH also supported the recovery tent and CPR certified staff volunteered as spotters throughout the course

Yankee Homecoming Waterfront Workout Series Hosted by Anna Jaques



Sponsored a free week of morning workouts during Yankee Homecoming, including: Yoga, Zumba, Pilates, Kickboxing, Cross Fit, and a Boot Camp.

Health Fairs

Sponsored & participated in a variety of health and wellness fairs, including: Lead sponsor of Amesbury Chamber's Week of Wellness; Lead sponsor of Newburyport Chamber's Health & Wellness Day.

