2019 COMMUNITY HEALTH NEEDS ASSESSMENT & FY19-FY21 IMPLEMENTATION PLAN

September 2019
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Community Benefits at Anna Jaques Hospital
Timeline of events since January 2019

**Jan 2019**
- In January 2019, the AJH Board voted to approve:
  - FY18 Community Health Needs Assessment (CHNA) - as required every three years
  - FY19-FY21 Community Benefits Implementation Plan - that introduced new Attorney General CB Guidelines

**Spring 19**
- Now, as part of Beth Israel Lahey Health, both documents that were voted on by the Board have since been reviewed by the Ropes & Gray legal team and updated to ensure compliance with both: 501(R) IRS Regulations and Hospital Revenue Cycle; and Attorney General Community Benefit Guidelines.

**September 26, 2019**
- AJH Board of Trustees voted to re-approve the 2019 CHNA and FY19-FY21 Implementation Plan
Community Benefits at Anna Jaques
At-A-Glance

- Community Benefits (CB) efforts are investments by hospitals that further their charitable mission of addressing their communities' health and social needs – beyond the hospital.

- Mandated by the Attorney General’s Office which provides guidelines for developing, implementing and reporting activities; Attorney General Maura Healey introduced updated guidelines for FY20 - detailed in this report.

- Program is managed by the CB Manager in conjunction with a Community Benefits Advisory Committee (CBAC) comprised of local leaders and area representatives, which meets quarterly.

- CB Guidelines require an updated Community Health Needs Assessment (CHNA) every three years; AJH published a CHNA in FY18; updated the report in FY19.

- Programs must address needs specific to the community it serves as documented in a CHNA. / In FY19, the Advisory Committee and Board voted to focus efforts for FY2019 – FY2021: cancer, substance use.

- AJH CB Health Priorities Over the Years
  - FY2015 – FY2017: cancer, obesity, cardiovascular health
  - FY2016 – FY2018: cancer, obesity, substance use
  - FY2019 – FY2021: cancer, substance use

- Annual reporting includes expenditures; required for tax-exempted status.
Community Benefits at Anna Jaques
Community Benefits Advisory Committee (CBAC)

Andrea Egmont, Newburyport Youth Services, City of Newburyport, The BEACON Coalition
**Focus:** reducing high-risk behaviors and substance use in young people, youth programming, asset building, community partnerships
**State-Wide Priorities & Social Determinants of Health:** Substance Use; Mental Health; Prevention; Education; Violence; Social Environment

Deb Green, Ovarian Cancer Awareness of Greater Newburyport
**Focus:** Increasing awareness and prevention of cancer, ovarian cancer
**State-Wide Priorities & Social Determinants of Health:** Chronic Disease Prevention; Education

Ilene Harnch-Grady, YWCA of Newburyport
**Focus:** Support and programs for cancer survivors (ENCORE program instructor for cancer survivors); wellness, obesity
**State-Wide Priorities & Social Determinants of Health:** Chronic Disease Prevention; Mental Health (Survivorship); Education

Tina Los, Essex County Asset Builder Network
**Focus:** Substance use prevention; youth development; positive youth assets; community partnerships
**State-Wide Priorities & Social Determinants of Health:** Substance Use; Mental Health; Violence; Social Environment; Education

Pam Palombo, RN, Newburyport Public Health Nurse, City of Newburyport, Nourishing the Northshore
**Focus:** Overall wellness; access to healthy foods for vulnerable populations; infant and family wellness
**State-Wide Priorities & Social Determinants of Health:** all

Officer Dani Sinclair, Newburyport Police
**Focus:** Substance use; addressing opioid epidemic; safety; youth assets; community partnerships
**State-Wide Priorities & Social Determinants of Health:** Violence; Social Environment; Education; Build Environment; Substance Use; Homelessness

Deb Smith, The Pettengill House
**Focus:** Children and family services; at-risk individuals; intervention; underserved; housing; safety
**State-Wide Priorities & Social Determinants of Health:** Social Environment; Housing; Employment; Education; Violence; Substance Use; Mental Health; Homelessness; Chronic Disease Prevention

Shari Wilkinson, The Newburyport Farmers Market
**Focus:** Access to healthy food; community partnerships
**State-Wide Priorities & Social Determinants of Health:** Social Environment; Chronic Disease Prevention

Community: hosted in Newburyport, open to entire community.

Kelley Sullivan, Community Benefits Manager, AJH
Community Benefits at Anna Jaques
2019 Community Health Needs Assessment (CHNA) Process

**Background:** AJH published a 2018 CHNA as part of the triennial required schedule from the AGO; the report was updated in 2019 with more descriptive language and background on the processes.

**Details on the 2019 CHNA:**

- Primary data derived from shared resources by community partners and local organizations; local and state publicly reported data.
- The report was inclusive of all populations and represents a variety of interests and vulnerable populations, including low-income, minority, homeless, and other underserved or high-risk populations.
- Demographic data was collected using publicly available data from the U.S. Census Bureau, health indicators from the MA Department of Health, and the Center for Disease Control and Prevention.
- Health indicator data such as mortality, incidence, prevalence, and hospitalization rates were provided by the Massachusetts Department of Public Health, and by using other state, regional and national information sources on cancer incidence and opioid use trends.
- Summaries of the organizations that provided primary data and the communities and populations they serve, included: YWCA of Newburyport: “2017 One Night Homeless Count; Pennies for Poverty annual data; Our Neighbor’s Table’s public annual reporting; Essex County Asset Builder Network’s “2017 Youth Asset Report” in CHNA report.
Community Benefits at Anna Jaques
2019 Community Health Needs Assessment (CHNA)

The full 35-page 2019 Community Health Needs Assessment is available upon request and will be posted the AJH website following AJH Board approval.

This chart, published by the Health Partnership of the Lower Merrimack Valley, reflects major findings reflected in the 2019 CHNA – with survey data responding to the top health issues specific to our community:

1. Substance Use
2. Mental Health
3. Overweight/Obesity
4. Cancer
5. Alcoholism
Implementation Plan FY19-21
Community Benefits at Anna Jaques

Health Priorities

In January 2019, the CBAC determined that after three years of focusing on obesity, cancer and substance use as its significant health priorities, that the data and available resources consulted reflected positive changes for obesity but that cancer and substance use should remain the program’s core focus.

The CBAC voted that, in order to address the most pressing health needs in our community and incorporate state-wide goals/social determinants of health in the most impactful and realistic way, to prioritize cancer and substance use (noting connection with mental health) as the most significant health needs facing its community for FY19-FY21.

While obesity is not a primary focus, the World Cancer Research Fund estimates that about 20% of all cancers diagnosed in the US are related to body fatness, physical inactivity, excess alcohol consumption, and/or poor nutrition. Thus, access to healthy foods as well as opportunities for exercise will help us address factors impacting both cancer and substance use. AJH will:

- Continue support of programs like the Newburyport & Haverhill Farmers’ Markets; Nourishing the Northshore (access to healthy food)
- Continue sponsorship of free workout opportunities like Amesbury’s summer-long “Fitness by the Falls” and Yankee Homecoming Waterfront Workouts (physical activity)
- Reduce road race sponsorships (to redistribute funds to social determinants of health areas)
Community Benefits at Anna Jaques

Health Priorities: Cancer

One of every four deaths in the US is due to cancer (CDC). According to the American Cancer Society, in 2019, in the US, there will be an estimated 1,762,450 new cancer cases and 606,880 cancer deaths per year. In MA, deaths due to all cancers are slightly higher than the state average. Lung cancer deaths are higher than the state average overall, and significantly higher in Merrimac, Salisbury, Haverhill and Amesbury.

Cancer Screenings: Provide cancer screenings at a lower (or no) cost
- Align efforts with American College of Surgeons (ACOS) requirements for Anna Jaques Cancer Center
- Skin Screening: provide free sunscreen throughout communities/events, such as farmers’ markets; Salisbury Beach / Family Movie Night or other well-attended event

Continue to Support Local & Regional Efforts:
- Greater Newburyport Ovarian Cancer Awareness (GNOCA)
- North of Boston Cancer Resource: provides a online directory of healing therapies and programs available in the area; partner efforts with AJH Cancer Center
- Continue to expand efforts during Breast Cancer Awareness Month (mammogram reminder campaign; Pink Up the Port; Celebrating Survival) to all communities like Newburyport, Haverhill, Amesbury, Salisbury

Survivorship:
- YWCA Encore Program: extended program to all cancers (previously was breast cancer only)
- Cancer Survivors’ Day: local schools design comfort rocks/acts of kindness for cancer patients and survivors

Celebrating Survival “Couture for a Cure”: hosted during Breast Cancer Awareness Month featuring cancer survivors, and other community members, sharing their survival stories and walking the pink carpet to raise awareness and funds for the Gerrish Breast Care Center.
Community Benefits at Anna Jaques
Health Priorities: Substance Use

MA ranked among the top ten states with the highest rates of drug overdose deaths involving opioids. In 2017, Essex County ranked the second highest county for opioid-related overdose death. Additionally, Neonatal Abstinence Syndrome in hospitals across MA, including Anna Jaques, with the rate of NAS in MA about 14.5 cases per 1,000 hospital births.

Partnership with Essex County Asset Builder Network (ECAB): designed to coordinate a comprehensive and integrated delivery of best practices in prevention strategies, educational curricula and programs through schools to alleviate needs and gaps in services. AJH participates on the board and will partner to support efforts.

Addiction, Prevention & Awareness Month: partner with the City of Newburyport and Newburyport Public Schools in May (changed from March to align with the national observance week) to host educational and awareness raising initiatives in Newburyport; AJH to host CME for physicians and clinical community.

Hospital ED Commitment
- AJH Emergency Department committed to the MA Hospital Association to have an ED Policy & Procedure in place to address opioid misuse.
- AJH representatives to participate and attend Opioid Task Force meetings and committees in surrounding communities to partner on efforts.

Support Local Resources & Programs
- Continue to support programs such as The Pettengill House, Link House, YWCA, Beacon Coalition, Essex County Asset Builder Network, and others, through sponsorships and shared resources; support parent education (ex. Vaping).

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Essex County Asset Builder Network: AJH supported the acquisition of a database that would track overdoses between communities and allow for a more cohesive, multi-agency, approach to connecting individuals with the assistance that they need and the services available in the area.
Community Benefits at Anna Jaques
Health Priorities – Social Determinants of Health

See pg. 19 for more details on Social Determinants of Health.

As reported in the 2019 CHNA:

**Positive Youth Development:** As reported by Essex County Asset Builder Network - A survey of student’s grades 6-12 in the Amesbury, Georgetown, Newburyport and Triton school districts. The percentages listed indicate the number of young people who report:
- While “Family Support” is high (84%), “Parent Involvement in School” (37%) and “Positive Family Communications” is much lower (39%)
- Community Values Youth - Young person perceives that adults in the community value youth. 30%
- Youth as Resources - Young people are given useful roles in the community. 39%

**Homelessness:** in Newburyport, Newbury, Rowley, Salisbury and Amesbury: number of homeless children continues to grow according to school district data. 2016 reported that homeless was on the rise within all five communities compared to 2015; 2016 count also reported that the 18+ category rose from 87 in 2015 to 193 in 2016. (YWCA)

**Food Insecurity:** According to data compiled by The Greater Boston Food Bank and Feeding America, there are approximately 6,000 people who are food insecure living in northeastern Essex County. 2,500+ of those people live in Amesbury and Newburyport combined, but there are children, adults and seniors struggling with hunger. (Our Neighbor's Table)

**Poverty:** In Newburyport, Amesbury, Salisbury, Newbury, West Newbury and Rowley, 4-12% of the population live in poverty, as defined by the federal government. That definition doesn’t take into account the costs of today’s healthcare, housing and other essentials so the true rate of poverty is much higher. Despite the impression of affluence in our area, many are struggling with poverty and many of those are children. (Pennies for Poverty)
Community Benefits at Anna Jaques

FY19 Highlights

Free Fitness Opportunities:

Continued *free* workouts for all ages/abilities in Amesbury & Newburyport

- **Yankee Homecoming Waterfront Workout Series sponsored by AJH:** 300+ participants; 7 days of free workouts; 16 classes/hours; 12 local studios
- **Amesbury Chamber’s “Fitness by the Falls” sponsored by AJH:** in its second year, the program continues to grow; free workouts in Amesbury every Sunday through the summer; giveaways included sunscreen and AJH workout towels

*NEW* Sponsored free workouts through the summer with Haverhill Chamber of Commerce

Support Access to Healthy/Fresh Foods:

**Continued co-sponsorship of Newburyport Farmers’ Market:** 40 markets a year; 1,500+ attendees per market; 35+ vendors and 50% local farms; Supported efforts to spread the word that Farmer Dave takes EBT and Snap vouchers accepted at the Market for lower-income families

*NEW* **Sponsored Haverhill Farmers’ Market:** AJH newly sponsored market to support access in Haverhill - summary to come at the end of the year.
Community Benefits at Anna Jaques
FY19 Highlights

Highlight:

• Dr. Jamie Morse, Chief of Emergency Medicine, participated in a panel discussion for business community entitled “Addiction in our Workplace” hosted by the Essex County Asset Builder Network.

FY19-21 Plan – Support Regional Efforts

• Partner with ECAB and regional school nurses to feature prevention campaigns in middle schools during May’s prevention month

• Support local events/programs, such as Parent Speaker Series’ with AJH audience/social medial to expand reach

AJH shared a Facebook post to its 4,071 followers to support Amesbury High School’s upcoming “SPACES” (Student Parent and Community Educational Series).

Dr. Morse (second from left) presents at “Addiction in Our Workplaces”
Community Benefits at Anna Jaques
Going Beyond CB Efforts

Anna Jaques understands and is proud of the role we play as a community leader. The MVP Program (Employee Volunteer Program) was established to foster a culture of participation and support from the Anna Jaques community and strengthen the way in which we engage in both hospital and community events to:

• Carry out our mission of improving community health beyond the hospital
• Meet Community Benefits Guidelines
• Support local programs and events
• Build morale and camaraderie amongst staff

FY19 Highlights:
✓ 300+ hours volunteered by Directors
✓ 6+ health and wellness fairs
✓ AJH representation on 7+ community boards

ED Team;
Newburyport Lion’s Club Bed Race
Adopting Updated Attorney General Community Benefits Guidelines
Implementing Updated AGO Guidelines

Overview

In the last decade, evidence has made it increasingly clear that the *social conditions in which people are born, grow, live, work, and age play a key role* in determining health outcomes and health disparities.

In April 2017, Attorney General Maura Healey convened an Advisory Task Force to update Community Benefits (CB) guidelines to incorporate these factors, with updates including:

- **Statewide Priorities & Social Determinants of Health**
- **Community Benefits Leadership**
- **Improved Reporting**
- **Community Engagement**
- **Regional Collaboration**

Updated guidelines are effective for FY2019 reporting which takes place in spring 2020.
Implementing Updated AGO Guidelines
Statewide Priorities & Social Determinants of Health

Updated guidelines encourage consideration of statewide priorities to build long-term capacity to improve outcomes, as well as investing in the social determinants of health.

While hospitals are encouraged to strive to achieve collective state-wide goals, hospitals must still assess and identify needs specific to their community.

The CBAC narrowed its priorities from three to two in FY19 to best start adopting the focus issues/social determinants of health as it relates to preventing:

- **Cancer**
  (Ex: Consider barriers to screenings or preventative care; increase community education and outreach to underserved)

- **Substance Use**
  (Ex: parents and family support, education, healthy activities)
Implementing Updated AGO Guidelines
AJH Community Benefits Leadership Committee

To be established in FY20 – this diverse group of AJH employees provide expertise, support, and unique perspectives in support of the Community Benefits Implementation Strategy and mission.

Alison Sekelsky, Director of Maternal Child Health
• **Focus**: Early development; children & families; substance use prevention
• **Highlight**: Supports the Persist Program through the Birth Center and Women’s Health Care; represents AJH in the Pentucket Perinatal Support Group

Eileen Pekarski, Patient Navigator, Women’s Health Care & Birth Center
• **Focus**: Substance use prevention; social determinants of health; women; families
• **Highlight**: Manages the free weekly Persist Support Group for pregnant and parenting women in recovery of substance use hosted in Haverhill Medical Offices

Yvette Bailey, Director of Case Management
• **Focus**: Social determinants of health
• **Highlight**: Serves on board of The Pettengill House

Laura Rossi, Director of Cancer Services
• **Focus**: Cancer; survivorship; community partnerships
• **Highlight**: Supports the efforts of the North of Boston Cancer Resource, focused on cancer survivorship and wellness

Mary Williamson, Director of Development
• **Focus**: Community partnerships; healthy living
• **Highlight**: facilitates community partnerships in Haverhill such as the Haverhill Farmers Market; members of the AJH Wellness Committee

Marit Pywell, Dietitian
• **Focus**: diabetes; cancer; obesity; heart health
• **Highlights**: provides healthy eating demonstrations in community for diabetes patients; at Farmers’ Markets

- Annual meeting + as needed for consultation and planning
- Supports triannual CHNA process
- Identifies resources/partnerships to support CB efforts
Implementing Updated AGO Guidelines

**Reporting · Community Engagement · Regional Collaboration**

### Annual Hospital Self-Assessment Form
Includes reporting on: CB process; lists of community groups involved with hospital, lessons learned, regional collaboration; to be completed in Spring 2020

### Community Engagement
1. Community Representative Feedback form completed by CBAC
2. Opportunity for community feedback and participation

### Regional Collaboration (Merrimack Valley/Seacoast)
Guidelines encourage collaboration with other hospitals, health plans, local public health departments, community organizations

AJH continues to collaborate regionally with groups like the Health Partnership of the Lower Merrimack Valley; opportunity to strengthen efforts in the region with Lahey area hospitals and across BILH
Questions? Feedback?

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