FY19-FY21 IMPLEMENTATION STRATEGY

September 2019

Updated September 2020 in response to impact of COVID-19
Community Benefits at Anna Jaques Hospital
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/behavioral health; social determinants of health; access to care

- 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
Community: Amesbury, Georgetown, Newbury, Rowley, Salisbury, Newburyport

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-come, 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.
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 Strategy FY19-21
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.
Community Benefits at Anna Jaques

Health Priorities

In January 2019, 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 FY19-FY21 priorities as:

- Chronic Disease (Cancer)
- Substance Use/Behavioral Health
- Social Determinants of Health/Supporting Vulnerable Communities

Updated in September 2020

Following the impact of COVID-19, the AJH CBAC voted to adopt “Access to Care” as an identified priority in line with recommendations from the Attorney General’s Office. Specifically:

- **Access to Care:** Ensure access to preventive measures, testing, screening and treatment for those at-risk or exposed to COVID-19 and mitigate the impacts of the pandemic on the social determinants of health
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

FY 19 HIGHLIGHT

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/Behavioral Health

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)

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**

**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
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
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
Questions? Feedback?

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