COMMUNITY BENEFITS PROGRAM

Anna Jaques Hospital

FY18 HIGHLIGHTS & FY19 IMPLEMENTATION
Community Benefits Overview

- Community Benefits 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

- Programs must address a need documented in a Community Health Needs Assessment (“CHNA”) which must be updated every three years

- Annual reporting includes expenditures; required for tax-exempted status

- Managed by the Community Benefits Manager in conjunction with a Community Benefits Advisory Committee (CBAC) comprised of local leaders and area representatives
  - Set yearly budget; identifies existing programs/events that address health needs; updates CHNA/health priorities

**CBAC**

- **Andrea Egmont**
  - The BEACON Coalition

- **Deb Green**
  - Ovarian Cancer Awareness of Greater Newburyport

- **Ilene Harnch-Grady**
  - YWCA of Newburyport

- **Tina Los**
  - Essex County Asset Builder Network

- **Pam Palombo**
  - Newburyport Public Health

- **Officer Dani Sinclair**
  - Newburyport Police

- **Deb Smith**
  - The Pettengill House

- **Shari Wilkinson**
  - The Newburyport Farmers Market

**CB Manager:** Kelley Sullivan

Anna Jaques Hospital

*New members*
• Updated Guidelines introduced by Attorney General Maura Healey’s Office

• FY18 Community Health Needs Assessment

• Re-aligned health priorities

• Next steps for implementing guidelines
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.

**Note:** Updated guidelines are effective for FY2019 reporting which takes place in spring 2020. Reporting for FY2018 (April 2019) is governed by the 2009 Guidelines.
What’s New? Updated Guidelines

Statewide Priorities & Social Determinants of Health

Current Practice

CB efforts at AJH have been focused strictly on health priorities as identified in community health needs assessments (e.g., obesity, cancer, substance use, cardiovascular health)

Priorities sometimes aligned with statewide priorities, such as health epidemics like substance use, but primarily focuses on local needs.

New Guidelines

AGO encourages consideration of statewide focus issues to build long-term capacity to improve outcomes:

- Substance Use
- Mental Health
- Homelessness
- Chronic Disease Prevention

In addition, the AGO encourages the consideration of health priorities to underscore the relevance of investing in the social determinants of health:

- Built Environment
- Social Environment
- Housing
- Violence
- Education
- Employment

*Focus issues/social determinants listed also reflected in graph on p. 4

Action Plan

Updated guidelines identify focus issues and priorities to encourage hospitals to strive to achieve collective state-wide goals.

However - hospitals must still assess and identify needs specific to their community.

The CBAC recommends to narrow priorities from three to two 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)

Leadership

The Community Benefits Advisory Committee (CBAC) guides the CB program in conjunction with the CB Manager; Annual reporting/approvals from AJH Board

Develop an AJH CB Leadership Team

comprised of multi-disciplinary members

Form work group of AJH staff to share expertise with regard to the most successful way to reach community members in need; address health needs/social determinants of health
### What’s New? Updated Guidelines

#### Improved Reporting

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<thead>
<tr>
<th>Current Practice</th>
<th>New Guidelines</th>
<th>Action Plan</th>
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</table>
| Current reporting process:  
- Implementation Strategy  
- Reporting to SMT and Board  
- Fiscal Year AGO Report  
- Community Needs Assessment (every three years) | **Annual Hospital Self-Assessment Form** 
Includes reporting on: CB process; list of community groups involved with hospital, lessons learned, regional collaboration (to name a few) | **Self-Assessment form due by FY19 CB Report in April 2020** |

#### Community Engagement

A Community Benefits Advisory Committee (CBAC) guides the CB program in conjunction with the CB Manager; meets quarterly. AJH staff and leaders participate on local boards and coalitions aimed at health issues.

- (1) Community Representative Feedback form completed by CBAC
- (2) Opportunity for community feedback and participation

(1) Form reported in the FY19 Community Benefits Reports due April 2020.

(2) Host x2 coalition symposiums to share best practices and combine efforts - cancer; substance use

#### Regional Collaboration

CB Manager sits on Executive Committee of the Health Partnership of Lower Merrimack Valley (primarily focused in Haverhill) focused on health issues across service area.

**Collaborate with:**
- Other hospitals
- Health plans
- Local public health departments
- Community organizations

Areas to collaborate: community health needs assessments; joint implementation strategies; sharing of best practices. Continue to collaborate with Health Partnership; possible collaboration with Holy Family; TBD impact with Beth Israel Lahey Health.
**Implementation Timing**

**FY19**: focused on gathering best practices, identifying local resources, and seeking expert input on how best to implement social determinants of health into CB efforts to combat cancer and substance use. Includes:

- Establishing AJH CB Leadership Team
- Holding Symposia on Cancer and Substance Use to identify best practices

**FY20**: begin implementation to incorporate social determinants of health and state-wide priorities in regards to prevention of cancer and substance use for CB efforts
Community Benefit Guidelines require an updated Community Health Needs Assessment (CHNA) every three years – with FY18 a year to update

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

What’s New? Community Health Needs Assessment

With much of the available state data the same as the CHNA in 2016, AJH updated the existing CHNA that builds upon the existing data and reports, including:
- 2015-2016 Health Partnership Community Health Needs Assessment
  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 in 11 towns
- Executive summaries of local efforts (for example: Youth Risk Behavior Survey)
- Massachusetts Department of Public Health state data
- Media Coverage/Reports

<table>
<thead>
<tr>
<th>Top 5 Answers</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Drug/Addiction Use</td>
<td>54%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>45%</td>
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<tr>
<td>Overweight/Obesity</td>
<td>45%</td>
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<tr>
<td>Cancer</td>
<td>38%</td>
</tr>
<tr>
<td>Alcoholism</td>
<td>37%</td>
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Health Partnership
Most Pressing Health Needs in our Community
Recommendation

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, with the same budget (approx. $50k), the CBAC’s recommendation is to focus health priorities in FY19-FY21 (previously: cancer, substance use, obesity) to:

**Cancer**

**Substance Use**

While obesity would not be 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.

- Continue support of programs like the Newburyport Farmers’ Market and 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)

*www.cancer.org/healthy
Health Priority: Cancer

**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: host mobile skin screening scanner to raise prevention and awareness to skin cancer in the spring/summer months and give out sunscreen:
  - Newburyport Farmers’ Market in early spring
  - 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

**Cancer Coalition Symposium:** host meeting in late September/early October to bring together coalitions; local agencies; regional efforts aimed at the prevention of cancer to share best practices and how best to reach the community

FY18 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.
Health Priority: Substance Use

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 2018 (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

Substance Use Prevention Coalitions Symposium: hosted during Prevention Month/May to bring together area coalitions, task forces, to share best practices, combine efforts, share resources

FY 18 Highlight

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.
FY18 Highlights / FY19 Plans

FY18 Highlights:

- Yankee Homecoming Waterfront Workout Series sponsored by AJH: 400+ people of all ages/fitness levels participated in free workouts over 7 days; 9 gyms

- *NEW* Amesbury Chamber’s “Fitness by the Falls” sponsored by AJH: This new program offered free workouts in Amesbury every Sunday through the summer; giveaways included sunscreen and AJH workout towels

FY19 Plan – Build on Success & Expand:

- Partner with City and/or Chamber to offer weekly (or frequent) free summer workouts in Newburyport (+Yankee Homecoming week)
- Continue Amesbury Chamber sponsorship
- Strive to offer free workouts in Salisbury; possibly Salisbury Beach
- Goal: to have a flyer ready for families at the end of school year with list of opportunities for fun/free fitness for all ages
FY18 Highlights / FY19 Plans

Newburyport Farmers’ Market (obesity; cancer)

FY18 Highlight:
• AJH co-sponsorship supported: 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

FY19 Plan – Provide Direct Services at Market:
• Host skin cancer scanner at Farmers’ Market late spring/early summer; sunscreen giveaways
• Support free fitness opportunities at Market
• Feature fruits/vegetables that are in season that support cancer prevention; provide healthy recipes
FY18 Highlights / FY19 Plans

Essex County Asset Builder (ECAB) Network (substance use)

FY18 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 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

Dr. Morse (second from left) presents at “Addiction in Our Workplaces”

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

FY18 Highlights:

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