Community Benefits

FY16 Summary & Recommendations to the Board

Anna Jaques Hospital
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.
Community Benefits Advisory Committee

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

- Annmary 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
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.
Recommendations

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.
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
New Health Priority – Substance Use

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
Health Priority: Obesity

**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.

**LONGTERM GOAL:**

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

*MDPH Data from 2008-2009*
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
• 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.
FY15 Highlights

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.

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.

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.