

Community Service Plan Update

2014



South Nassau Communities Hospital Community Service Plan—Year 1 Update 2014

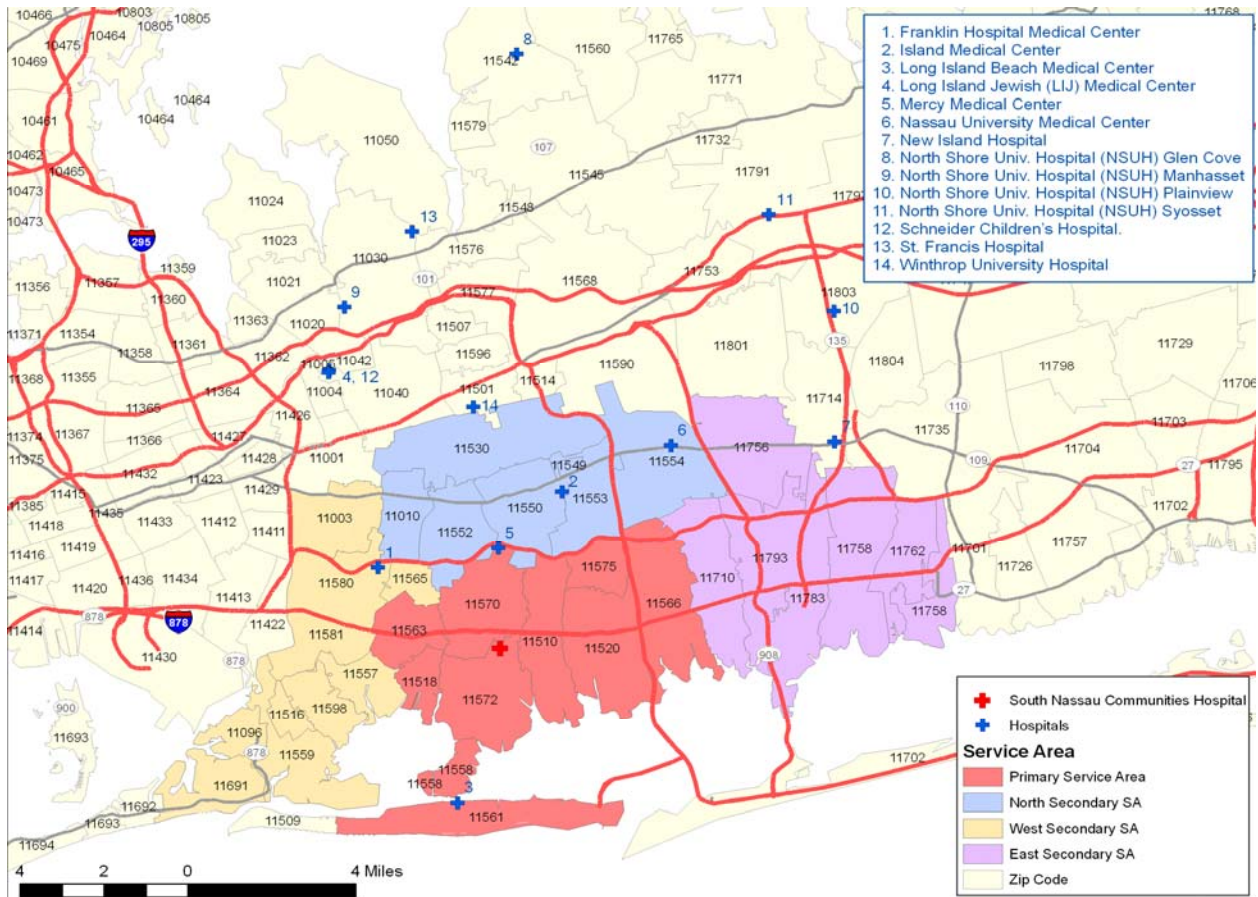
I. Mission Statement for South Nassau Communities Hospital

It is the mission of South Nassau Communities Hospital (referred to as South Nassau Hospital) to provide high quality, comprehensive and easily accessible health care services to all residents of the South Shore communities in a manner which reflects a culture of excellence, personalized culturally competent care and innovation.

The community service plan is in alignment with the Hospital's mission. The mission statement remains unchanged.

II. Hospital Service Area

The Hospital's service area comprises all villages in Nassau County that lie east of the Cross Island Parkway and south of the Southern State Parkway, as well as the villages of Levittown, Garden City, Roosevelt, Uniondale, East Meadow, Malverne and Far Rockaway. The Hospital's service area has not changed.



Primary: Oceanside, Rockville Centre, Baldwin, Freeport, Merrick, East Rockaway, Lynbrook, Long Beach, Island Park and Roosevelt.

Secondary: Bellmore, Wantagh, Seaford, Massapequa, Massapequa Park, Atlantic Beach, Franklin Square, West Hempstead, Elmont, Hempstead and Lido Beach. Levittown, Garden City, Uniondale, East Meadow, Inwood, Cedarhurst, Hewlett, Lawrence, Malverne, Valley Stream, Woodmere and Far Rockaway.

III. Prevention Agenda Priorities

As a result of the collaborative Nassau County-wide community health needs assessment (CHNA) conducted in 2013, data collected from community-based organizations (CBO) and individuals residing in Nassau county yielded results indicating that the public is concerned about disease management and prevention, as well as affordable access to quality health care. The significance of obesity was also revealed; healthier food choices were requested, as well as exercise programs and more diabetes screenings.

Chronic disease was reported overwhelmingly as the most pressing health problem, with 50% ranking it as the #1 health priority. The most commonly mentioned chronic diseases were diabetes, heart disease and cancer. Obesity was seen as the most important risk factor for chronic conditions and preventing obesity among youth, especially among minority populations, was a strong theme. Other issues included: coordination of care for persons, especially the elderly, with multiple co-morbidities; prevalence of smoking among the mentally ill population and the need for more time and money to be allocated to prevention efforts.

Based on the data collected via the community health needs assessment described above, two focus areas from the *NYS Prevention Agenda* priority to *Prevent Chronic Diseases* were selected and are being addressed in South Nassau's comprehensive Community Service Plan (CSP).

These two focus areas include:

- 1) Increase Access to High Quality Chronic Disease Preventive Care and Management in both Clinical and Community Settings; and**
- 2) Reduce Obesity in Children and Adults**

With the intention to achieve meaningful and measurable improvements in the county's health, the leadership team of South Nassau Communities Hospital unanimously selected and supported this plan. Additionally, both focus areas are also being utilized as an attempt to address health disparities that exist in select communities that fall within the Hospital's primary (Freeport, Long Beach, Roosevelt) and secondary (Elmont, Hempstead, Uniondale) service areas.

PRIORITY FOCUS AREA 1: Increase Access to High Quality Chronic Disease Preventive Care and Management in both Clinical and Community Settings

Program Goals

The goal of the Hospital's program under this focus area is to increase screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancers, especially among disparate populations, while at the same time, promoting the use of evidence-based care to manage chronic diseases and promoting culturally relevant chronic disease self-management education. The following improvement and implementation strategies were employed in order to support these goals:

- Provide CATCH (*Check-in And Take Charge of your Health*) Educational Series/Screening programs in local communities including those in select communities where disparities exist.
- Offer education regarding colorectal cancer, the importance of screening and offer screening in local communities including those select communities where disparities and/or increased at-risk populations are noted
- Provide education regarding women's health and the importance of early detection/screening for breast and cervical cancer in collaboration with identified community partners
- Host "Healthy Living" series
- Host "Diabetes Self-Management Programs" in English and Spanish

PRIORITY FOCUS AREA 2: Reduce Obesity in Children and Adults

Program Goals

The goal of the Hospital's program under this focus area is to expand the role of health care, health service providers, and insurers in obesity prevention, and to create community environments that promote and support healthy food/beverage choices and physical activity. The following improvement and implementation strategies were employed in order to support these goals:

- Become a Baby-Friendly Hospital
- Increase participation in worksite wellness programs

- Offer C.A.T.C.H. (*Check-in And Take Charge of your Health*) educational series and screening to all employees
 - Create a workplace environment that promotes and supports healthy food choices
 - Reduce the amount of adults who drink one or more sugary drinks per day
- Conduct “Eat Healthy-Be Active” Community Workshops for adults
 - Participation in community health fairs and related activities targeting adults and children including but not limited to content areas as described above: Eat Healthy-Be Active and the Student Media Awareness to Reduce Television (SMART)

Summary of Program Impact

In addition to expanding our community partnership base, the outreach of the program has expanded so that education on preventive care and self-management is provided at every health fair and community event attended and/or coordinated by the department of Community Education. New partners and enhanced community relationships has supported the expansion and distribution of this content into new venues and to populations not previously targeted for such education and preventive/screening services.

Changes and Modifications to Scope of Plan

As this was Year 1 of 3 of the CSP, no major modifications or changes have been made to the scope of the plan. However, based on program feedback from participants as well as observations made by program administrative staff, minor adjustments may be considered for Year 2 and will be discussed further in Section V.

Measures used to track progress

In order to evaluate program effectiveness and outcomes of participation, the following performance measures were selected to track progress of programs:

Focus Area 1:

- Number of program participants
- Weight, BMI, waist circumference, blood pressure for individual biometrics
- Participant feedback/program evaluations
- Pre-/Post-Tests for educational content

- Rate of screening participation and referrals indicated for positive findings

Focus Area 2:

- Evaluation of the “10 Steps to Successful Breastfeeding”
- Rate of infants breastfeeding at discharge and at 6 months
- Lactation counseling and support available
- Number of program participants
- Weight, BMI, waist circumference, blood pressure for individual biometrics
- Participant feedback/program evaluations
- Pre-/Post-Tests for educational content
- Rates of consumption for fruits, vegetables , saturated fats, sugary drink consumption

V. Update on the Community Health Improvement Plan

Summary of the Implementation Status of the Year 1 of the CSP

Priority Focus Area 1: Increase Access to High Quality Chronic Disease Preventive Care and Management in both Clinical and Community Settings

Implementation Strategy: Provide CATCH (*Check-in And Take Charge of your Health*) Screening program in local communities including those in select communities where disparities exist.

Year 1 Activities and Progress Toward Goal:

- **Provide two CATCH educational/screening programs targeting Hospital service area/select communities (Freeport, Hempstead) GOAL MET**
 - Freeport Public Library (7/9—8/13; total of 12 participants (although weekly participation was variable)). There was an increase of 10% in pre-/post-test scores for educational content and pre-/post self-rated abilities for health practices as measured by a wellness survey increased 18% for the group. Among all participants, a total of 19 pounds and 21 inches were lost over the course of the program. At the completion of the program, two participants had reductions in blood pressure readings and 5 showed reductions in their BMI. 100% of program participants rated the overall program as above average or “excellent”.

- United Healthcare Community Plan, Hempstead Office (Open House/Kickoff 9/17; program series conducted 9/25—10/9; total of 10 participants (although weekly participation was variable)). Pre-/post measures were difficult to assess due to the variable participation and decreased number of sessions offered. However, there was an increase of 6% in pre-/post-test scores for educational content and pre-/post self-rated abilities for health practices as measured by a wellness survey increased 13% for the group. Available biometric data was largely unchanged among participants.
- Additional programs were offered to the Freeport community at the Freeport Recreation Center and in Hempstead at the Hempstead Public Library but were not held due to lack of participation (Freeport) and lack of interest/willingness to provide space to offer the program (Hempstead).

Implementation Strategy: Offer education regarding colorectal cancer, the importance of screening and offer screening in local communities including those select communities where disparities and/or increased at-risk populations are noted.

Year 1 Activities and Progress Toward Goal:

- **Offer one educational/screening program for colorectal cancer GOAL MET/EXCEEDED**

- Friedberg JCC, Oceanside (3/13; 6 attendees and 1 screening kit distributed/returned with no follow-up required)
- South Nassau Communities Hospital (for both community and hospital staff) (3/17; 22 attendees and 4 screening kits distributed/0 returned)
- Tally Ho Fire House, Lynbrook (in collaboration with Sen. Dean Skelos) (5/22; 9 attendees for education only, no screening kits were requested/distributed)

Implementation Strategy: Provide education regarding women’s health and the importance of early detection/screening for breast and cervical cancer in collaboration with identified community partners.

Year 1 Activities and Progress Toward Goal:

- **Offer one educational/screening program for breast and/or cervical cancer GOAL MET/EXCEEDED**

- Women’s Health Fair in Hempstead (4/6; 20 attendees)
- Health/Wellness Fair at Compare Foods Supermarket in Freeport (8/23; 120 attendees)

- Panel presentation participation by Breast Patient Navigator at Councilwoman Dorothy Goosby’s 12th Annual Breast Cancer Forum held at the African-American Museum, Hempstead, NY (10/18; 65 attendees)
- Lobby display at South Nassau Communities Hospital for Breast Cancer Awareness Month followed by free community program/lecture including “Updates in Breast Cancer Diagnosis & Treatment” presented by Dr. C. Hodyl; “Survivorship, Legislation & Insurance” presented by G. Barish of Hewlett House; and “The New Panel of Genetic Testing” presented by E. Griffith, Certified Genetic Counselor (10/23; 20 attendees)
- Panel presentation participation by Breast Patient Navigator at Councilwoman Dorothy Goosby’s Breast Cancer Awareness Forum held at the Bethpage Senior Community Center, Bethpage, NY (10/28; 50 attendees)

Implementation Strategy: Host “Healthy Living” series.

Year 1 Activities and Progress Toward Goal:

- **Host one “Healthy Living” series GOAL UNMET**
 - This is a program offered in conjunction with the EAC Network who is funded by the Nassau County Office for the Aging, the New York State Office for Aging and the Federal Administration on Aging. Originally hosted by SNCH in 2013, the 6-week program series was scheduled to commence in September, but was postponed to November due to lack of registrants. There were no registrants for the November dates so EAC/SNCH decided to postpone this offering until Spring 2015 at a new location.

Implementation Strategy: Host “Diabetes Self-Management Programs” in English and Spanish

Year 1 Activities and Progress Toward Goal:

- **Host one “Diabetes Self-Management Programs” in English and offer same in Spanish as per availability of bilingual staff GOAL PARTIALLY MET**
 - Another collaboration with community partner EAC Network, this 6-week program series (in English) was offered in Baldwin at the Community Education office (4/7—5/12; total of 8 participants started the program and 5 (63%) completed the program.

- A Spanish version of the program was also scheduled to be offered; however, this was not completed. Both EAC and SNCH marketed the program via direct mailings to churches and community-based Hispanic organizations, postings on each agency’s website, and flyers widely distributed in the community (including SNCH Family Medicine Department), but there were no registrants for the program.

Priority Focus Area 2: Reduce Obesity in Children and Adults

Implementation Strategy: Become a Baby-Friendly Hospital.

Year 1 Activities and Progress Toward Goal:

- **Receive Baby-Friendly Hospital Designation GOAL IN PROGRESS**

- Achievement of Baby-Friendly Hospital designation remains in progress; SNCH is currently anticipating completion/awaiting a site visit early 2015 (site visit scheduled for February). Data collection for evidence of breastfeeding rates and meeting steps toward successful breastfeeding are in progress/ongoing and lactation support and counseling continues to be available for all mothers.

Implementation Strategy: Increase participation in worksite wellness programs.

Year 1 Activities and Progress Toward Goal:

- **Increase participation in worksite wellness programs GOAL MET**

- As planned for Year 1, one C.A.T.C.H. (*C*heck-*i*n *A*nd *T*ake *C*harge of your *H*ealth) educational series and screening offered to all employees; Series held June 2—July 14; total of 4 attendees. There was an increase of 4% in pre-/post-test scores for educational content and pre-/post self-rated abilities for health practices as measured by a wellness survey decreased 4% for the group. Among all participants, a total of 7.2 pounds and 4.5 inches were lost over the course of the program. At the completion of the program, all four participants had reductions in blood pressure readings and 2 showed reductions in their BMI. 100% of program participants rated the overall program as above average or “excellent”.

- The SNCH Human Resources Department re-launched the worksite Wellness Committee. In May, Human Resources conducted a brief survey of employees to determine topics of interest and learning preferences. The most frequently requested topic was stress management, closely followed by weight loss and exercise. Other topics requested included high blood pressure, high cholesterol and diabetes. The top learning format preferences were “lunch & learn” sessions, hospital-based programs, and interactive web-portals followed by videos, newsletters or brochures. Based on survey results:
 - Monthly “Be Well” Lunch & Learn sessions were offered:
 - “I’m Stressed! Relaxation through Meditation and Yoga (7/17; 36 attendees)
 - “So Many Choices, So Little Time—The Lowdown on Protein Bars” (8/29; 25 attendees)
 - “Make the Most of It—Great Workouts in 30 Minutes or Less” (9/26; 10 attendees)
 - “Get to the Core of It—The Importance of Core Strength” (10/24; 25 attendees)
 - “Hit Your Target—Monitoring your Heart Rate During Exercise (scheduled for 11/21)
 - A Benefits & Wellness Expo was held September 18. In addition to a wide variety of vendors and benefits representatives, the focus and content of the participants included promotion of healthy food choices and reducing the amount of sugary drinks consumed aimed at creating a workplace environment that promotes and supports health.

Implementation Strategy: Conduct “Eat Healthy-Be Active” Community Workshops for adults.

Year 1 Activities and Progress Toward Goal:

• **Conduct 2 “Eat Healthy-Be Active” Community Workshops for adults (Freeport, Hempstead) GOAL MET**

- Program content was revised to be appropriate for single sessions rather than series in order to facilitate improved participation. Educational content was provided along with free community screenings:
 - Health Fair at Holy Redeemer R.C. Church in Freeport (6/8; 50 attendees)
 - Health & Wellness Fair at Seventh Day Adventist Church in Hempstead (6/8; 33 attendees)
 - Lynbrook Expo (9/20; 240 attendees)

- SNCH Health & Wellness Fair (9/27; 190 attendees)
 - Health Fair at the Cathedral of the Incarnation in Garden City (10/18; 40 attendees)
- **Participate in two community health fairs and/or related activities incorporating SMART program content for children and families GOAL MET**
 - Program content was revised/condensed to include selected “We Can” (Ways to Enhance Children’s Activity & Nutrition) campaign materials from the U.S. Department of Health & Human Services (DHHS). Content was chosen based on the appropriateness for both children and their parents and included “Knowing What Your Weight Means”, “How to Use the Nutrition Facts Label”, “How Much Sugar and Calories are in Your Favorite Drink?”, “Portion Size Matters”, “UR What U Eat”, “Calories Needed Each Day”, “Help Your Kids Reduce Screen Time and Move More”, “We Can! Screen Time Chart” and healthy recipes. Programs offered included:
 - Health & Wellness Fair, Roosevelt Middle School (3/19; 182 attendees)
 - Health and Wellness Fair, Nassau Community College (3/21; 179 attendees)
 - Health and Wellness Fair, Oceanside School District/Drug Alcohol Wellness Committee (3/29; 101 attendees)
 - Hempstead Middle School (6/10; 450 attendees)
 - Freeport Medical Supply 2nd Annual Community Walk and Health Fair (8/10; 170 attendees)
 - ROK Fitness Health and Wellness Fair, East Rockaway (8/22; 150 attendees)
 - Lynbrook Expo (9/20; 240 attendees)
 - SNCH Health & Wellness Fair (9/27; 190 attendees)
 - Health Fair at the Cathedral of the Incarnation in Garden City (10/18; 40 attendees)

Plan for Year 2

The plan for Year 2 remains largely unchanged with the addition of rescheduling the “Healthy Living” series conducted by the EAC Network and SNCH for the Spring of 2015 and the rescheduling of one Spanish language “Diabetes Self-Management Program” which were not completed because of non-registrations in 2014. While South Nassau will continue to provide community and professional education programs, the hospital will evaluate the overall program to redirect education and make any other necessary modifications. At this point, the hospital will begin to share and adopt/adapt best practices with other hospitals, its community partners and other community-based organizations. The target communities for Year 2 of the CSP will be Long Beach and Elmont.

Barriers

Barriers to more effective implementation of the plan include transportation, time and ability to teach the program to non-English speaking participants. Among the target communities where programs were offered, many participants rely on public transportation so their ability to attend sessions consistently was not always possible. The length of programs also seemed to present challenges for many participants who were unable and/or unwilling to commit to a 6-week series. With that being said, while program content will likely remain consistent with Year 1, the number of sessions for selected series will be decreased in order to make the total commitment for participants more attractive/achievable. Finally, a barrier that remains is the availability of qualified bilingual staff to assist with teaching/facilitating program sessions. Hospital resources are limited in this area and while attempts were made to utilize staff of hosting agencies/community partners, this was also difficult to achieve. While community partners are eager and initially interested in working together to offer programs and services, follow-through and consistent involvement and marketing have been challenging due to their multiple competing priorities.

Ongoing conversation and collaboration between the Hospital and its community partners will continue as improved strategies and tactics will be discussed and implemented as applicable/feasible. Another obstacle is access to tractable data and ability to follow-up with program participants to assess program impact and outcomes. Demonstration of program

effectiveness without clear and consistent metrics will remain a challenge for which new methods and tactics will need to be considered going forward. The Hospital continues to participate in the Long Island Health Collaborative as well as the Greater New York Hospital Association/Community Forum to discuss and determine effective data collection and reporting strategies.

VI. Management of New Surveys

Since completing our CSP in 2013, there have been no new surveys conducted.

VII. Non-prevention Priorities

The hospital promotes wellness as a disease-prevention measure and engages a number of public education programs to accomplish its objectives in improving and preserving the health of its communities. In addition to the prevention agenda priorities identified for this Plan, South Nassau offers a large complement of non-prevention agenda programs:

South Nassau's annual Health Fair provides residents with educational literature and tips aimed at improving personal health practices through exercise and proper nutrition. In addition, South Nassau offers free educational lectures on site and in the community on topics, such as, "Keeping Hearts Healthy" , "Stroke Awareness and Prevention", and "Staying Psychologically Healthy as You Age".

Chronic Disease: The hospital's Community Education programs provide free lectures at the hospital and in the community on topics, such as preventing obesity, preventing/managing diabetes and healthy living after a stroke. In addition, educational materials are distributed to participants at South Nassau's annual Health Fair and by the hospital's personnel at health fairs in the community. Free screenings and interactive awareness education for modifiable risk factors are also an important offering at the hospital's Health Fair and at multiple community

health fairs held throughout the year. Support group coordination is also a major objective and groups meet regularly on the following topics:

- Weight Management/Bariatrics
- Bereavement
- Cancer (Breast, Prostate)
- Coma Recovery
- Heart Disease and Stroke

Healthy Mothers, Healthy Babies: South Nassau’s Family Medicine Center offers a prenatal care assistance program for indigent mothers that is designed to help these women have healthy pregnancies and healthy babies. The program is accredited and funded by the New York State Department of Health to provide full service multidisciplinary prenatal care. In addition, South Nassau already offers prenatal classes on topics such as baby care, prepared childbirth, preparation for breastfeeding and infant CPR.

Community Preparedness: The hospital currently partners with Nassau County’s Office of Emergency Management; South Nassau’s Regional Resource Center for Emergency Preparedness at North Shore-LIJ Health System as well as local fire and police departments and EMTs to coordinate the hospital’s planning efforts to address community and location needs and risks. South Nassau conducts drills and provides community preparedness lectures, where state and federal literature is also distributed. In addition, the hospital sets up a table on community preparedness in its lobby to educate the community and hospital staff on the importance of emergency preparedness. Because the communities we serve are at higher risk for events such as flooding and hurricane impact and have significant egress limitations, the hospital is dedicated to providing information about emergency preparedness to its communities. At the Hospital’s annual Health Fair, demonstrations are offered as well as information on home preparedness, examples of “Grab-and-Go” catastrophic event bags and evacuation center locations.

Mental Health and Substance Abuse: South Nassau has one of the largest sliding-scale community-based mental health counseling centers in the county, located near public transportation, operating six days a week. A wide range of programs is offered for ages ranging

from children to the elderly. Individual, as well as group counseling is offered. In addition, the hospital maintains one of the county's few acute-care inpatient mental health programs. Following acute treatment, patients may enter the hospital's Partial Hospitalization Program for continued support and therapeutic intervention. If substance abuse is involved, further counseling through the community-based Oceanside Counseling Center provides therapeutic intervention with families.

In addition to its large complement of traditional mental health programs, South Nassau offers SIBSPlace, a program that serves children, ages 5-17, living with a sibling or parent who has cancer or another serious or devastating illness. SIBSPlace provides support and attention to the unique experience and needs of the well children as they face the issues and conflicts related to the illness of their loved one. The program offers coping skills, therapy, tutoring and field trips for the children as well as interaction with other children facing similar issues. Support and parenting skills for their parents are also offered. The program is offered to all participants free of charge.

Infectious Disease: The hospital's Community Education Department and nursing staff work with New York State Senator Dean Skelos as well as Town of Hempstead's Services for the Aging and the Nassau County Department of Senior Citizens Affairs to administer flu vaccination to about 800 seniors at sites throughout the county.

The hospital's Community Education Department also educates about 1,200 kindergarten and first-graders annually through its Teddy Bear Clinic. The clinic program educates children as to what they might see if they injure themselves and must come to the hospital, which works to reduce their fears of hospitals. Children participate in demonstrations on suturing, taking x-rays, setting a cast and breathing treatments. The children also take an oath not to smoke and to encourage others not to smoke near them.

VIII. Dissemination of the Report to the Public

The Community Service Plan is available on South Nassau's website at www.southnassau.org. Upon request, it is provided to the community by mail or e-mail. The community is notified of the availability of the report at least once per year in the hospital's newsletter, which is distributed to all homes in the hospital's service area (approx. 280,000).