

South Nassau Communities Hospital Community Service Plan—Year 2 Update 2015

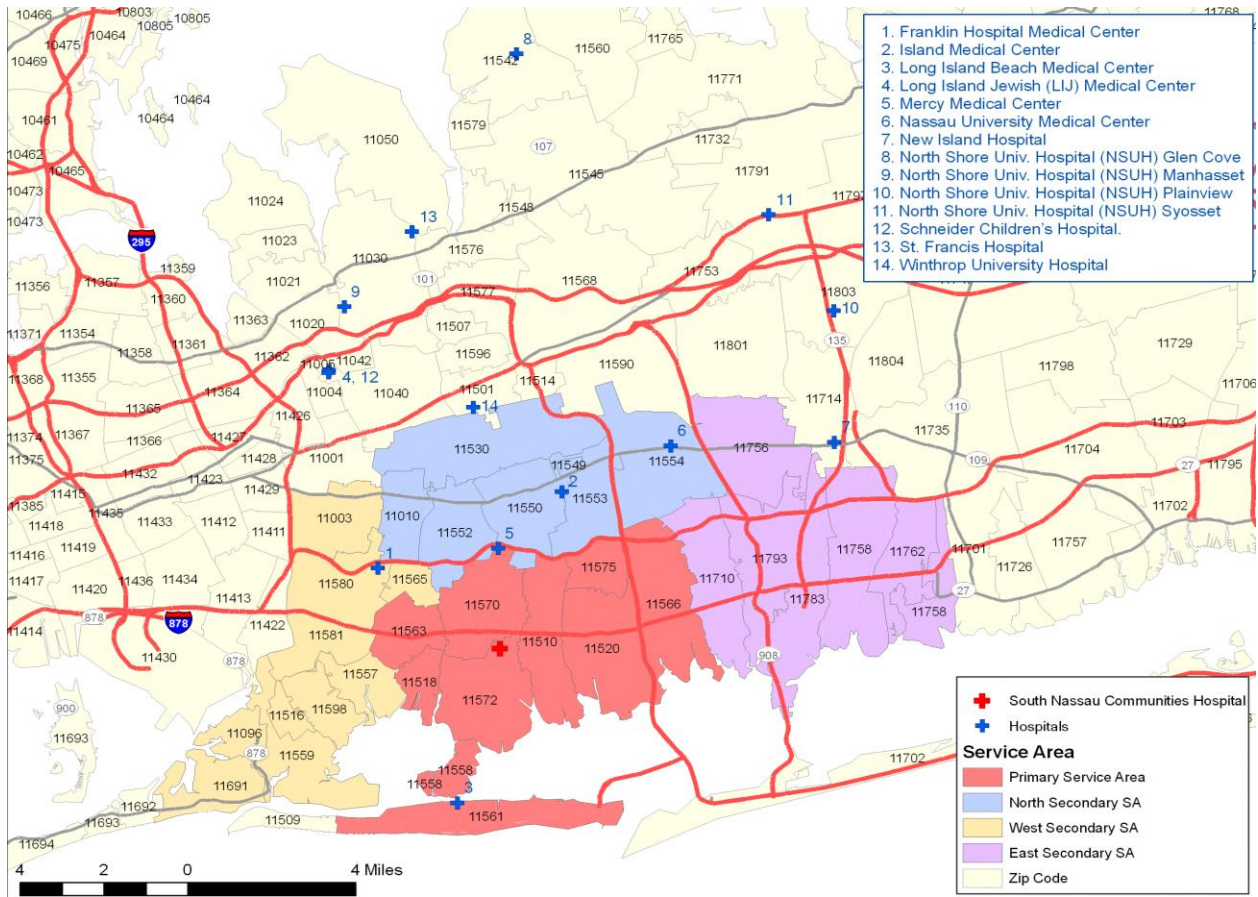
I. Mission Statement for South Nassau Communities Hospital

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, 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 (*C*heck-*i*n *A*nd *T*ake *C*harge of your *H*ealth) 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 "Living Healthy NY" 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 2 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 3 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 2 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 (*C*heck-in *A*nd *T*ake *C*harge of your *H*ealth) 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 (Elmont, Long Beach) GOAL MET**
 - Elmont Public Library (7/1—7/15); total of 16 participants (although weekly participation was variable; 19, 15, and 15, respectively). There was an increase of 12% in pre-/post-test scores for educational content and pre-/post self-rated abilities for health practices as measured by a wellness survey remained unchanged for the group. Among all participants, a total of 11.5 pounds and 11.5 inches were lost over the course of the program. At the completion of the program, nine participants had reductions in blood pressure readings and 5

showed reductions in their body mass index. All program participants rated the overall program as above average or “excellent”.

- Martin Luther King Center (MLK); Long Beach (6/9-6/23): total of 5 participants (although weekly participation was variable: 10, 5, and 0, respectively.) Due to the inconsistency of attendance by program participants, pre-/post-test scores for educational content and the wellness survey were not able to be assessed. Additionally, post-program measures for blood pressure, body mass index, waist circumference and overall program evaluation could not be obtained.
- Long Beach Public Library (6/11) A one-time “CATCH” screening was provided to seniors for the library’s annual health fair. A total of 66 participants were screened for blood pressure, body mass index and waist circumference at this event.

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**
 - South Nassau Communities Hospital (for both community and hospital staff) (3/19; 25 attendees and 1 screening kit distributed/1 returned)
 - Tally Ho Fire House, Lynbrook (in collaboration with Senator Dean Skelos) (5/4; 17 attendees and 6 screening kits distributed/ 1 returned)

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**
 - India Day Parade, Hicksville (8/9; 20 attendees)
 - Breast Cancer Awareness Day (10/15; 85 attendees)
 - SNCH Health Fair (10/17: 60 attendees)

Implementation Strategy: Host “Living Healthy NY” series.

Year 1 Activities and Progress Toward Goal:

- **Host one “Living Healthy NY” series GOAL MET**
 - This is a program offered in conjunction with the EAC Network which is funded by the Nassau County Office for the Aging, the New York State Office for Aging and the Federal Administration on Aging. This series was offered (9/14-10/19); a total of 8 participants started the program and 3 (38%) completed the program.

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

Year 1 Activities and Progress Toward Goal:

- **Host one “Diabetes Self-Management Program” in English and offer same in Spanish as per availability of bilingual staff GOAL PARTIALLY MET**
 - The collaboration with community partner EAC Network continues, as this 6-week program series (in English) was offered at the Oceanside Public Library (5/14-6/18); a total of 14 participants started the program and 11 (79%) completed the program.
 - This program was not offered in Spanish due to the inability to secure a bilingual instructor trained specifically for this 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. A site visit was conducted in February, 2015 but the Hospital did not receive designation. A re-visit is scheduled for December 17 and 18, 2015. 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**

- No committee meetings of the worksite wellness committee have been held. Human Resources has included health promotion content in their newsletter and email campaigns for all South Nassau Communities Hospital email users.

Free Taste Test Flyers and Recipes, promoted by the employee cafeteria, Farmer's Market sales in the Atrium (June and July), and a month by month calendar of activities highlighting health screenings and wellness tips were included in this campaign.

- A free skin cancer screening was offered to all South Nassau employees on September 18, and 83 employees were screened.
- A Benefits and Wellness Expo was held on September 24, for all South Nassau employees. This year's theme focused on tobacco use and its effects on the family. Smoking cessation information was available for the 843 employees who attended, and vendors and benefits representatives were onsite to address employee inquiries.

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 (Elmont, Long Beach) GOAL MET**

- Program content was revised to be appropriate for single sessions rather than a series in order to facilitate improved participation. Educational content was provided along with free community screenings:
 - Convoy of HOPE, Valley Stream (6/6: 325 attendees)

- Long Beach Library Senior Health Fair (6/11; 200 attendees)
- SNCH Health and Wellness Fair (10/17; 200 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:
 - Jackson Annex School, Hempstead (3/27; 100 attendees)
 - Shore Road School, Bellmore (4/27; 320 attendees)
 - Tally Ho Firehouse, Lynbrook (5/4; 17 attendees)
 - Long Beach Farmer’s Market (5/9; 109 attendees)
 - Convoy of HOPE, Valley Stream (6/6; 325 attendees)
 - Community Health and Wellness Day, Five Towns Community Center, Lawrence (6/20; 81 attendees)
 - Oceanside Lutheran Church (8/2; 20 attendees)
 - Lynbrook Synagogue (8/2; 50 attendees)
 - Nassau Tabernacle of Praise, Elmont (8/15; 50 attendees)
 - SNCH Health and Wellness Fair (10/17; 200 attendees)

Plan for Year 3

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. The hospital continues to share and adopt/adapt best practices with other hospitals, its community partners and other community-based organizations. The target communities for Year 3 of the CSP will be Roosevelt and Uniondale.

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 presented 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 Years 1 and 2 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, "Heart Health", "Stroke Awareness and Prevention", "Staying Psychologically Healthy as You Age" and "Fall Prevention".

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 and Wellness 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 and Wellness 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:

- Bereavement
- Breastfeeding

- Cancer (Breast, Prostate)
- Caregiver
- Diabetes (Type I and Type 2)
- Stroke
- Weight Management/Bariatrics

Healthy Mothers, Healthy Babies: South Nassau’s Family Medicine Center offers a prenatal care program (PCP) that provides easy access to care designed to help 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.

The hospital’s Community Education Department also educates about 845 kindergarteners 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.

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.

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 more than 800 seniors at sites throughout the county. Flu vaccine is also provided to adults (18+) at the Hospital's Health and Wellness Fair each Fall.

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).