



ANNA JAQUES

HOSPITAL

25 HIGHLAND AVENUE
NEWBURYPORT, MA 01950

2001 COMMUNITY BENEFITS PROGRAM

www.ajh.org

COMMUNITY BENEFITS MISSION STATEMENT

We are committed to the charitable mission of Anna Jaques Hospital and to cooperative partnerships with our communities.

Together, we will identify the health needs of vulnerable and at risk populations and implement activities to enhance the overall health of our area.

We will provide needed health and wellness assistance regardless of ethnicity, religious belief, gender and age.

Board of Trustees approval, 1997

Region Served

Newburyport, Newbury, West Newbury, Amesbury, Salisbury, Merrimack, Haverhill, Groveland, Georgetown, Rowley

INTERNAL OVERSIGHT AND MANAGEMENT

MANAGEMENT STRUCTURE OF COMMUNITY BENEFITS



The committee reviewed data and determined the best initiatives for our Community Benefits program based on need throughout our area, our financial capability, and the opportunity to change lifestyle to improve overall health. These recommendations were approved by the Executive Management Team, and endorsed by the Board of Trustees.

Sharing Information within the Hospital

Information is disseminated through our monthly newsletter, reported at Department Director Meetings and shared with the Executive Management Team.

COMMUNITY BENEFITS

Sources of health care need in our region

1. Three Salisbury Community Surveys
 - Telephone Survey
 - Department of Public Health (DPH) Data
 - Provider Survey
2. Data from Pettingill House of Salisbury (2000)
3. Department of Public Health Data (DPH)
4. Community Health Needs Assessment data (CHNA 12)
5. Salisbury School System
6. Amesbury School System
7. AJH Patient Satisfaction Surveys (1999-2000)
8. ENCORE Program of the YWCA
9. Women's Health Network (formerly Wise Woman)
10. Anna Jaques Hospital Child Psychiatric Unit
11. Cancer Incidence in Massachusetts – DPH

COMMUNITY BENEFITS PLANNING MECHANISM

The Community Benefits Committee

- Reviewed and monitored community benefits efforts.
- Developed short and long-range plans.
- Developed an inventory of community benefits and services.
- Worked collaboratively with individuals and groups to assess community needs.
- Developed responses to those needs and evaluated community benefits efforts to measure effectiveness.

Our health needs assessments are drawn from the agencies listed above.

These data are combined with demographic information and availability of current services to determine appropriate activities for our region. Program planning is divided between two Anna Jaques Hospital Community Benefits providers: the Case Management Department and the Community Benefits Committee.

Findings

1. **Domestic Violence**
The need for education, intervention and training remains significant within the service area.
2. **HIV/AIDS**
This region-side problem needs continued action.
3. **Mammography Screenings** Because of the
high incidence of breast cancer in the Newburyport, Georgetown, Salisbury area, this program remains vital to our Community Benefits initiative.
4. **Community Safety**
The demographics of our service population indicate the need for ongoing safety initiatives for various age groups

Community Participation

Process and Mechanism

Over and above the work of the Community Benefits Committee, various community groups and individuals are involved in specific action plans. For example, the Domestic Violence Coordinator works closely with the Women’s Crisis Center of Newburyport and police departments throughout the region. The mammography program involves the ENCORE program of the YWCA and the Massachusetts Women’s Health Network (formerly Wise Woman Program). It also enlists support of physicians and other health providers.

Identification of community participants

Police Departments throughout service area
Members of the Newburyport Mothers’ Club
ENCORE
MA. Women’s Health Network
Anna Jaques Hospital Aid Association
YWCA
Home Health VNA of Greater Lawrence
Newburyport Mothers’ Club
Haverhill Chamber of Commerce
Salisbury Chamber of Commerce
Anna Jaques Hospital Medical Staff members

VNA Care of Haverhill
Pettengill House of Salisbury
Turning Point

Community role in plan development and implementation

The community benefits committee is comprised of representatives from communities throughout the service area, these representatives bring suggestions from their communities and take information back to their communities.

All meetings are open to the community.

The committee also receives requests from schools, police departments and other town/city departments.

The Annual Report is reviewed by the committee and available through the Public Relations Department and it is available on the hospital's web site www.ajh.org.

Community Benefits Plan

Development process

Information is noted in the Community Benefits Planning Mechanism section of this report.

Choice of target populations

This is outlined in our list of resources and planning mechanism sections

Short- and long-term goals

We have four Long-term goals (strategies included in program overview)

- a. HIV/AIDS
- b. Domestic Violence
- c. Mammography screening for uninsured and underinsured women
- d. child and adult safety in the region

Short-term goals

- a. ongoing education programs about the two major illnesses in the region
 1. heart disease
 2. diabetes
- b. collaborative programming and education with other health organizations
 1. Alzheimer's support groups
 2. ADD/ADHD support group

3. Stroke support group
4. Fibromyalgia educational group

Measuring outcomes and evaluating effectiveness of programs

1. number of people served
2. continued monitoring of breast cancer rates
3. number of positive outcomes in mammography clinics
4. number of digital thermometers given away and mercury thermometers received
5. count of safety apparatus distributed
6. Number of clients in the Domestic Violence and HIV/AIDS programs and outcomes of clients

Determining the budget

1. Identification of need
2. Determining projected cost of programs to fill the needs
3. Identifying and enlisting sponsors/grantors for the programs
4. assigning 2% of the marketing/PR budget for Community benefits initiatives

Reviewing, updating and evaluating plan

Measurement of the following criteria determine the benefit of any program or service:

- utilization of needed health care resources as a result of a community benefit program or service
- Comparing the number of people who attend programs or take part in services, compared with the projected response.
- Asking the participants

At this time, the committee addresses program review and programmatic updates once a year. The committee meets to evaluate the year's programs and ascertain the viability of continuing each program/service. The exceptions to this evaluation are the HIV/AIDS initiative and the Safe D Net Program. Each is grant-funded and is planned for long-term implementation.

An overview of the four major 2001 Community Benefit programs:

HIV /Aids

This program has been active at Anna Jaques Hospital since 1995. It is funded by two Department of Public Health Grants in the amount of \$42,295.

Collaboration

Anna Jaques Hospital is a member of several strong community HIV networks, including Organized AIDS Services Integrating Support (OASIS) in the Beverly area and AIDS Coalition of the Merrimack Valley in Lawrence, who helped develop the original grant. The AIDS coordinator works closely with human services agencies throughout the region and the hospital offers several HIV/AIDS journals, videos, articles and internet access through its Rogers Medical Library, which is available to the community during it's business hours, 9 a.m. to 5 p.m.

Services

The HIV Coordinator offers counseling case management for those infected assistance in quality of life issues and education for both infected individuals and the general public. She offers monthly anonymous, confidential screening in four towns and cities: Amesbury, Newburyport, Haverhill, and Salisbury. She provides referral for primary medical care and referral and access to integrative care such as acupuncture, therapeutic massage, etc. She offers support groups and caregiver and family support.

Each year on World AIDS Day, December 1, the AIDS coordinator organizes an AIDS vigil in downtown Newburyport in collaboration with the Mayor's office, local churches and area social service agencies

Statistics

In 2001, 57 HIV positive clients received case management services.

500 clients have received anonymous HIV counseling and testing services.

The World AIDS Day Vigil has drawn between 20 and 100 people per year.

A support group draws between 6 and 8 participants weekly.

Domestic Violence Program

Active since 1997, the Domestic Violence Program is funded by a federal grant of just over \$25,000. The grant has been decreased once, but the services remain in place.

The Domestic Violence Coordinator offers confidential assistance to victims of domestic violence and their children through the Safe-D Net Program. This grant-funded program through the Massachusetts Department of Public Safety is designed to offer individual and group counseling, case management and safety planning to victims of domestic violence in the lower Merrimack Valley. It is also an educational resource to healthcare practitioners in our medical community for identifying and effectively intervening in cases of family violence.

Safe-D Net assists victims with shelter placement, housing searches, accessing financial or medical help and referral to other support services.

The coordinator offers individual counseling and a weekly support group.

In 2001 the Safe-D Net Program

Disclaimer from the state of Massachusetts: This project is supported by a Violence Against Women Act S.T.O.P grant awarded by the Violence Against Women Grants Office, Office of Justice Programs, U.S. Department of Justice to the Massachusetts Executive Office of Public Safety, Programs Division and sub-granted to Anna Jaques Hospital. Points of view in this document are those of the author and do not necessarily represent the official position or policies of the U.S. Department of Justice or the Massachusetts Executive Office of Public Safety Programs Division.

Mammography screenings

Because this part of the Merrimack Valley (particularly Salisbury, Amesbury, Georgetown) has a high incidence of breast cancer, we feel it is imperative to offer this screening tool to detect the illness at an earlier stage. Working with the MA Women's Health Network and the Encore Program, we can assure women who are uninsured or under-insured of treatment should their tests show breast cancer. In 2001 we screened

20 women: three needed follow-up testing and/or care, which they received. The program is advertised in local newspapers and in physician offices.

Combined with this initiative is a breast cancer support group which meets monthly. Several of the participants used the free mammography screening and are now recovering.

Safety Programs

Our three safety initiatives, the thermometer exchange, infant/child car seat program and the school resource listing were chosen after review of material from DPH and solicitation of parents' concerns. In both areas anecdotal evidence indicates that our programs promote safer and healthier lives.

In 2001, 120 families had car seats adjusted or replaced by police officers from throughout Massachusetts. Anna Jaques Hospital supplied 19 car seats at a cost of \$400.

National statistics told us that the mercury from just one thermometer can contaminate 32,000 gallons of water. We initiated the thermometer exchange to try to eliminate mercury from our communities. Our thermometer exchange was conducted at health fairs, employment fairs, educational meetings and at the hospital. In 2001 we exchanged 203 mercury thermometers for digital thermometers and distributed an additional 118 thermometers. Cost to the Anna Jaques Hospital was \$2,100.

In response to a request from the Newburyport school system, we developed a brochure of teen-specific health and safety resources. The information was so well received that we now distribute 3000 brochures to middle schools in throughout the service area. Contact information is provided in the areas of drugs, suicide, pregnancy, HIV/AIDS, STDs, and counseling resources. Brochure cost is \$350 per 1,000.

COMMUNITY SERVICE ACTIVITIES CLINICS AND SCREENINGS

Monthly Diabetes and Blood Pressure Screenings

Anna Jaques Hospital nurses conduct a free monthly screening and educational event for the communities. Those who are determined to be at risk for illness are directed to their physicians and those without physicians are put in touch with a doctor.

Educational material is available and limited counseling is conducted. During 2001, approximately 200 people attended each monthly clinic.

CARDIAC HEALTH EDUCATION PROGRAM

The hospital's HeartWise cardiac rehabilitation program holds monthly educational and screening events to promote cardiac health. Each program includes blood pressure screening, cholesterol screening conducted by Home Health VNA of Greater Lawrence, and a cardiac assessment survey. Those who are found to be at risk for cardiac disease are referred to a cardiologist or to the hospital's outpatient providers for follow-up.

Community Service Events

Event	Utilization
Lectures to the community	20
Free Screenings	60
Blood Drives	2
Meeting room utilization by outside groups	420 hrs.
Community Residents Using Medical Library	400
Meetings with Community Collaborations	30
Bags of Food to Salisbury Food Bank	300
Tours for Children and Families	150
Participation in Community Health Fairs	8

GROUPS TO WHOM WE DONATE SPACE ON A MONTHLY BASIS

Alcoholics Anonymous	Newburyport
Aspberger Support Group	Newburyport
Breast Cancer Support/Education Group	Amesbury
Head Injury Support Group	Amesbury
Healthy Heart Support Group	Newburyport
Diabetes Support Group	Newburyport
Lactation Support Groups	Newburyport
Neighborhood Group	Newburyport
New Mother Support Group	Newburyport
New Dad Support/Education Group	Haverhill
Overeaters Anonymous	Amesbury
Prostate Support Group	Amesbury
Smoking Cessation	Amesbury
	Newburyport

GROUPS TO WHOM WE DONATE SPACE ON AN AS-NEEDED BASIS

Emergency Medical Services	Newburyport
Civic organizations	Amesbury/Newburyport/Haverhill
Town/city committees	Amesbury/Newburyport
Fibromyalgia Support Group	Newburyport

COMMUNITY REVIEW

The Community Benefits Annual Report is available to the community through the Anna Jaques Hospital Public Relations Department

For further information about the Community Benefits Program, please contact Sue Gustafson at 978-463-1175 or sgustafson@ajh.org

Plans for 2002 and 2003

In addition to the ongoing programs, the Community Benefits Committee is now reviewing the feasibility of initiating "The Community Builder," a national instructional

program that allows communities to increase their capacity to create and sustain a healthier community. It is designed as a group experience for people with diverse interests and experience in community work. If adopted, this initiative will take place in one community as a pilot project and be enacted in the other communities in our service area upon successful completion of the pilot. The time required to accomplish this is at least two years.

The program was developed by the Healthcare Forum.

Standardized summaries

Program	Target Population &	objectives	Partners	Hospital Contact
HIV/AIDS (see narrative)	Population at risk for HIV virus, current patients, families of those who are HIV infected.	Encourage voluntary testing Provide outreach services for patients Provide services for families Community education about HIV/AIDS	Commonwealth of Massachusetts; Home Health VNA, VNA Care, local churches, Salvation Army	Nancy Bodwell Nbobwell@ajh.org
Safe D Net (see narrative)	Domestic abuse victims, providers who need to be trained	Identify domestic abuse victims Provide counseling for victims Case management services Education of health care providers and first responders in victim identification and intervention.	Women's Crisis Center Area police departments Ambulance companies Emergency Department staff	Bobbie Glidden Bglidden@dajh.org
Health/Safety (see narrative)	Children & adults in service area.	Improved safety throughout the region Instill safety awareness in population Provide safety equipment for those who need it	Police Departments Home Health VNA Newburyport Mothers' Club Yankee Homecoming committee Haverhill Chamber of Commerce	Sue Gustafson Sgustafson@ajh.org
Free Mammography for uninsured and underinsured women (see narrative)	Women over 40 years of age who are uninsured or underinsured	To ensure early breast cancer To connect women to the services they need To educate women about breast self care.	ENCORE Wise Woman Program Anna Jaques Hospital radiologists Primary care physicians gynecologists	Sue Gustafson Sgustafson@ajh.org

Type	Estimated total expenses for 2001	Approved Program budget for 2001
Community Benefits Programs	Direct Expenses: value of employee time: (using Medicare Area Wage Index for health care workers: Community benefits coordinator - \$3120 Mammography tech/coordinator - \$2,600	\$13,100

	Mammogram reimbursement \$500 Nurses for monthly screenings \$2,600 car seat safety - 4 nurses for 10 hrs/ea. \$1,000 6 nurses for 4 hrs/ea. \$600 donated conf rm. space 3 conf. rooms-420 hrs. @22/hr \$17,000 supplies car seats/thermometers \$2,500 storage space for CHNA 12 dental equipment \$400 Associated expenses -0- Determination of Need Expenditure -0- Employee Volunteerism Thermometer exchange - \$375 Other leveraged Resources -0-	
Uncompensated Care Pool		\$3,999,000
Corporate Sponsorships	AJH Aid Assn. -	\$10,000

Total Patient Care-Related Expenses for 2001	\$57,966,764
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