

Southcoast Hospitals Group - FY2011

Community Benefits Mission Statement

Southcoast Hospitals Group, including Charlton Memorial Hospital, St. Luke's Hospital and Tobey Hospital, is committed to improving the health status of the communities we serve, by identifying pressing health needs and collaborating with community partners to prioritize and meet those needs.

We will accomplish this through:

- Identifying the unmet health needs of the community by working in collaboration with the relevant community health networks established by the Massachusetts Department of Public Health and other community representatives and providers.
- Prioritizing the identified health needs, utilizing criteria inclusive of the severity of the problem, the availability of alternative resources to address the issue, the benefit to be derived and the potential of collaboration with others to address the need.
- Identifying which needs can most effectively be met through the resources of Southcoast Hospitals Group, and its affiliated corporations, particularly the needs of the uninsured and the medically underserved needing enhanced access to care.
- Collaborating with local health providers, human services agencies, advocacy groups and others to develop cooperative plans and programs to address pressing community health needs. Providing educational resources to educate the community regarding health promotion and wellness, particularly to address health issues that disproportionately affect the South Coast.
- Recommending to the Southcoast Hospitals Group Board of Trustees the adoption of meaningful programs and services to address specifically unmet needs and to improve the health of the community.

Target Populations

Name of Target Population	Basis for Selection
Residents who lack health insurance	Higher rate of uninsured than the state average
Undocumented immigrants	Large populations of undocumented immigrants in Fall River and New Bedford who lack access to adequate health care
Teens at risk for relationship violence	High rates of relationship violence and other risks associated with youth violence
Teens at risk for violent crimes	High rates of gun and other violence among teens in our region
Teens at risk for becoming pregnant while still in high school	High rates of teen pregnancy particularly in the cities of Fall River and New Bedford
Residents who have, or are at risk from heart disease	Our region has one of the highest incidence rates of heart disease in Massachusetts
SouthCoast residents at risk from sudden cardiac death	South Coast communities, particularly Fall River, New Bedford and Wareham, have a higher than average death rate from heart disease.

Homeless residents	High unemployment rates and substance abuse rates in our region have resulted in a growing homeless population who lack access to regular health care.
African American men who suffer from or are at risk for cardiovascular disease	Studies show that African American men in our region suffer from heart disease and stroke at a higher rate than the rest of the population
Portuguese and Hispanic men who are at higher risk from colon cancer	Data indicates that men of Portuguese and Hispanic ethnicity suffer from colon cancer at a higher rate than the state and do not receive adequate screening
Portuguese and Hispanic women who are at higher risk for breast cancer	Data indicates that women of Portuguese and Hispanic ethnicity do not take advantage of screening mammography at the same rate as the rest of our population.
African American, Portuguese and Hispanic men who are at risk for undetected prostate cancer.	Data indicates these groups have a higher death rate from prostate disease.
Youth at risk for skin cancer	Higher than average number of teens and tweens who who engage in unhealthy sun exposure, particularly with the high number of beaches in our coastal region.
SouthCoast residents who smoke	Higher rate of smoking than the state average
Gay, lesbian and transgender youth	Our data shows that these groups of youth in our region sometimes exhibit youth risk behaviors at a higher rate.
Residents who experience substance abuse	Higher rate of substance abuse than the state average, particularly high average of opioid overdose and higher than average admission rate for all substance abuse.
Middle school students, particularly in middle schools in Fall River and New Bedford	Middle school students are targeted for prevention efforts and screenings for prevention of chronic diseases such as heart disease and diabetes, which are higher than average in our region.
Students in English as a Second Language programs	ESL programs serve as a good means of reaching high numbers of Portuguese, Hispanic and other ethnic residents including undocumented immigrants, who all lack good access to health care and suffer from chronic diseases at higher rates than the rest of the population.
Unemployed residents	The rate of unemployment in our region is much higher than the state average and these residents have often lost their health insurance and lack good access to health care.
Worksites, particularly those with a workforce of lower income and ethnic residents	Our region has a number of manufacturing and service industries whose workforce lacks access to health education and disease prevention services
Residents in our urban communities of Fall River and New Bedford who lack ready access to walking and biking trails and other recreational opportunities which will help promote health and make healthy choices more readily available.	Our region has a high rate of obesity in our urban areas and residents report a low rate of regular exercise.

Publication of Target Populations

Marketing Collateral, Annual Report, Website

Hospital/HMO Web Page Publicizing Target Pop.

www.southcoast.org/communitybenefits

Key Accomplishments of Reporting Year

Our community benefits programs benefited tens of thousands of local residents this year. Our programs target under-served groups in our community who often have difficulty accessing health services or may face significant barriers to good health.

Our programs had an impact on our priority health issues, which include:

- Reducing the high rate of cardiovascular disease in our region and also minimizing the risk factors that cause heart disease.
- Addressing youth risk behaviors that result in high rates of teen pregnancy, violence and substance abuse among our youth.
- Improving access to care, particularly for those who are underinsured and uninsured.
- Expanding cancer screening and education.
- Expanded advocacy and program development in our region that helps achieve "system change" both in our communities and within our health system. This change is designed to make healthy lifestyle options -- like food and exercise options -- more readily available to all residents, making the options the easy rather than difficult choice.

All of our planning, programming and initiatives are now organized with a focus on addressing health disparities that exist in our region -- including racial,ethnic,economic and other disparities that are barriers to good health.

Plans for Next Reporting Year

Our programs will continue to address the high rates of cardiovascular disease and other related, chronic diseases such as diabetes. We also will continue our focus on reducing high rates of teen pregnancy through programming in the region's schools, with a goal of expanding our RAPPP program to additional urban schools. Our health access efforts will continue to assist our residents connect with needed health insurance and other assistance, particularly those most vulnerable residents such as the homeless and unemployed. We will also actively collaborate with community partners on regional coalitions to address environmental and system changes in our communities with a focus on preventing disease and making our communities healthier places to live and work. These include addressing risk factors such as high rates of obesity, lack of exercise and high rates of smoking, all contributors to the chronic diseases that are so prevalent on the South Coast. We will also play a leadership role in other regional initiatives that address health disparities existing among various racial, ethnic and demographic segments of our communities.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Jim Rattray, Vice President, Marketing & Public Affairs
Kerry Mello, Community Benefits Manager

Community Benefits Committee

Maureen Sylvia Armstrong, chair, Southcoast Health System trustee

Keith Hovan, President, CEO, Southcoast Health System

Mary Crowley

John Dator

Marcine Fernandes

Stuart Forman

Peter Georgeopoulos

Dana Keyes

Rev. David Lima

Arlene Macnemy

M. Paula Raposo

Dr. David Weed

Community Benefits Team Meetings

The Southcoast Community Benefits Committee of the Southcoast Hospitals Group Board of Trustees meets on a quarterly basis.

An internal Community Benefits Task Force includes Southcoast staff who engage in community outreach.

This group meets monthly.

Community Partners

American Heart Association.

American Cancer Society.

Catholic Social Services.

CFC Family Planning Organization.

Child and Family Services

Community Connections

Community Development and Recreation, Fall River

Greater New Bedford Domestic Violence Committee.

Fall River Council on Aging.

Diabetes Association of Southeastern Mass.

Fall River Health Department.

Fall River School Department.

Greater New Bedford Community Health Center.

Greater New Bedford Allies for Health and Wellness

(Greater New Bedford CHNA26)

Greater New Bedford Health Access Committee.

Greater New Bedford Prevention Partnership.

Greater New Bedford Women's Center.

Greater New Bedford Youth on the Move.

Health Access Collaborative.

HealthFirst Family Care Center, Fall River.

High Point Treatment Center

Immigrants Assistance Center, New Bedford.

Interchurch Council

Junior Achievement.

Massachusetts Department of Public Health.

Mass in Motion Fall River
Mass in Motion New Bedford
Massachusetts Health Council
Mended Hearts.
NAACP.
New Bedford Council on Aging.
New Bedford Police Department.
New Bedford School Department.
New Bedford Board of Health.
PACE-Head Start.
Partners for a Healthier Community (Greater Fall River
CHNA 25).
Portuguese Youth Cultural Organization.
Positive Attitude Against Chemical Addiction (covering
Greater New Bedford and Wareham).
Regional Tobacco Control programs.
SER-Jobs for Progress Inc.
Southcoast Regional Bike Path Committee
Stanley Street Treatment & Resource Center (SSTAR) /
MediCall Program.
United Way of Greater Fall River.
United Way of Greater New Bedford.
University of Massachusetts Extension Program.
Wareham Board of Health.
Wareham Community Services Collaborative.
Wareham Council on Aging.
Wareham School Department.
Voices for a Healthy Southcoast
YMCA Southcoast (including Fall River, New Bedford,
Wareham, Dartmouth and Mattapoisett).
YWCA of Southeastern Massachusetts.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

Major health assessment was completed in 2009
This assessment was updated with qualitative research
in 2011 with 20 additional key informant interviews and
six new focus groups.
Health data will be updated in 2012.

Consultants/Other Organizations

Greater New Bedford Allies for Health and Wellness
Partners for a Healthier Community
Market Street Research
Health Imperatives

Data Sources

Community Focus Groups, Hospital, Consumer Group, Interviews, MassCHIP, Public Health Personnel, Surveys, CHNA

Select Community Benefits Programs

Cardiac Prevention Program

Brief Description or Objective	The Cardiac Prevention Program targets primary and secondary prevention of heart disease in the South Coast region. It includes individualized screening for risk factors, consolidation of health information into a database and patient tracking with a cardiovascular nurse and dietitian who has special training in preventing heart disease and minimizing risk factors.
Program Type	Community Education, Direct Services, Health Screening, Healthy Communities Partnership, Outreach to Underserved, Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Southeastern MA • Health Indicator: Access to Health Care, Other: Cardiac Disease, Other: Diabetes, Other: Hypertension, Other: Nutrition, Overweight and Obesity, Physical Activity • Sex: All • Age Group: All • Ethnic Group: All • Language: English , Portuguese , Spanish

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Increase screenings in "at risk" populations, including middle school students, by ten percent.	Our team provided screenings for 7,035 individuals — a 23 percent increase over last year
<ul style="list-style-type: none"> • Participate in school wellness councils to advocate for wellness policies that emphasize healthy foods and exercise opportunities. 	The Cardiac Prevention Team were regular members of several school wellness councils and assisted in drafting school wellness policies.
Expand cardiac prevention curriculum to include smoking prevention messages.	Team members introduced the Tar Wars curriculum, developed by the American Academy of Pediatrics, into several local school systems including Wareham and New Bedford, where smoking rates are much higher than average.

Partners

Partner Name, Description Partner Web Address

Mended Hearts (local support group of heart attack survivors)

Catholic Social Services

Fall River School Department

New Bedford School Department

Partners for a Healthier Community South Coast Regional Workplace Task Force

Wareham School Department

YMCA Southcoast

Dighton Rehoboth Regional School Department

Joseph Aboud Clothing
 Duro Finishing Co.
 City of Fall River Fire
 Department
 Healthy City Fall River Fitness
 Challenge
 Mass in Motion Fall River
 Mass in Motion New Bedford
 American Heart Association
 YWCA of Southeastern
 Massachusetts
 Old Rochester Regional School
 District
 Fall River Police Department
 Mercy Meals and More

Contact Information

Donna Querim, RN Coordinator, Southcoast Hospitals Cardiac Prevention Program 363
 Highland Ave. Fall River, MA 02720 508-679-7187, querimd@southcoast.org

Detailed Description

[Download/View Attachment](#) (39.94 KB)
 File Name: Cardiac Prevention--2012.doc

Responsible Attitudes Toward Pregnancy Parenting & Prevention (RAPPP)**Brief Description or Objective**

Created in response to the region's high teen pregnancy rates, RAPPP is a comprehensive education program targeted at middle and high school youth. RAPPP offers programming at junior high schools, high schools, after school programs, alternative learning centers, a group home for troubled adolescent girls and a local correctional facility. RAPPP also addresses other youth risk behaviors such as high rates of violence and substance abuse.

Program Type

Community Education, Community Participation/Capacity Building Initiative, Direct Services, Health Professional/Staff Training, Healthy Communities Partnership, Outreach to Underserved, Prevention, School/Health Center Partnership

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Injury and Violence, Other: Alcohol and Substance Abuse, Other: Parenting Skills, Other: Pregnancy, Other: Sexually Transmitted Diseases, Responsible Sexual Behavior, Substance Abuse
- **Sex:** All
- **Age Group:** Adult-Young, Child-Preteen, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

- Expand RAPPP programs in area middle schools.
- Expand number of assets training programs at community agencies that work with youth

Goal Status

We added RAPPP education in a middle and high school in Greater New Bedford.
 Provided assets training education to a group of community leaders in Wareham, including youth. Continued to provide assets training to partners in New Bedford.

Partners**Partner Name, Description Partner Web Address**

Friends Academy, Dartmouth
 Nativity Preparatory School,

New Bedford
 Bristol County Sherrifs Office
 Wareham High School
 Fairhaven High School
 Greater New Bedford Regional
 Vocational Technical School
 New Bedford Mayor's Invest in
 Kids program
 Dartmouth High School
 Our Sisters School New
 Bedford
 New Bedford Womens Center
 New Bedford Global Charter
 School
 Trinity and Whaling City
 Alternative High Schools
 Girls Scouts of Eastern
 Massachusetts
 Norfolk Agricultural School
 Fairhaven High School
 Greater New Bedford Allies for
 Health and Wellness (CHNA
 26)
 Greater New Bedford Boys and
 Girls Clubs
 YWCA of Southeastern
 Massachusetts
 Katie Brown Foundation
 Old Colony Regional Vocational
 High School

Contact Information

Lucinda Guilbeault, RN RAPP Program Southcoast Hospitals Group 508-995-0306,
 guilbeaultl@southcoast.org

Detailed Description

[Download/View Attachment](#) (34.82 KB)
 File Name: RAPP_2012[1].doc

Health Access Outreach**Brief Description or Objective**

Outreach for health access and enrollment activities are conducted by Southcoast's Patient Financial Services Department. Outreach is conducted on-site, at businesses and through community organizations and resource fairs.

Program Type

Health Coverage Subsidies or Enrollment, Outreach to Underserved

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Work with community partners to enroll residents who are uninsured. Our region has a higher than average rate of residents who lack health

Goal Status

Our staff was recognized last spring by Health Care for All for our participation in the Statewide Enrollment Challenge. Our intensive

insurance.	efforts during May, 2011 resulted in 163 newly enrolled children who were previously uninsured.
Develop systems for alerting residents about insurance renewal since many lose health insurance because they are unaware of the process.	our staff made 709 redetermination calls in an effort to ensure continued MassHealth managed care enrollment.
Participate in community outreach events that target low income residents who may lack health insurance.	Activities included a town-wide, health insurance sign-up day in collaboration with the town of Wareham Social Services Department, family outreach programs at elementary schools in Fall River and outreach at the St. Anthony of Padua soup kitchen.
Work to complete and file applications for uninsured residents.	Our staff filed 3,021 Virtual Gateway applications and 3866 MassHealth applications.
Provide assistance to unemployed residents who have lost health insurance. Our region has a high rate of unemployment.	Our staff filed 862 agency applications (BMSP). Although this number declined slightly over previous years, it still is about 50 percent higher than normal

Partners

Partner Name, Description Partner Web Address

PACE, New Bedford
 Greater New Bedford
 Community Health Center
 Coastline Elderly
 Partners for Healthy
 Community
 Greater New Bedford Allies for
 Health and Wellness (CHNA
 26)
 Neighborhood Health Plan
 Senior Whole Health
 Health Care for All
 Towne House Fall River
 BMC Health Net
 Health First Family Health
 Center
 Seven Hills Behavioral Health
 Citizens for Citizens, Fall River
 and Taunton
 St. Anthony of Padua Church,
 New Bedford
 Stanley Street Treatment and
 Resource Center (SSTAR)
 Town of Wareham Social
 Services Department

Contact Information

Cynthia Francis Manager, Patient Financial Services Southcoast Hospitals Group 101 Page St.
 New Bedford, MA 02720 508-961-5021, francisc@southcoast.org

Detailed Description

[Download/View Attachment](#)(15.20 KB)
File Name: Health Access Outreach--2012.docx

Health Access Collaborative**Brief Description or Objective**

The Health Access Collaborative is a regional group that works together to achieve cultural competency within and among healthcare member organizations, with the overall goal of improving the delivery of health services to various ethnic groups.

Program Type

Community Participation/Capacity Building Initiative,Health Professional/Staff Training,Healthy Communities Partnership,Physician/Provider Diversity

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Cultural Competency
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** Cambodian , Portuguese , Spanish

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description**Goal Status**

Collaborate through and share best-practice resources through regular member meetings.

Ongoing

Develop cultural competency training for health professionals throughout the South Coast.

Conduct ongoing trainings for member organizations and the community.

Partners**Partner Name, Description Partner Web Address**

Family Health Care Center at SSTAR

Greater New Bedford Community Health Center

Catholic Social Services

Khmer Family Resource Center

Immigrants Assistance Center

Portuguese Youth Cultural Organization

Alcance Hispano

Saint Anne's Hospital

HealthFirst Family Health Center

Contact Information

Jim Rattray, Vice President, Marketing & Public Affairs Southcoast Hospitals 363 Highland Ave. Fall River, MA 02720 508-961-5899 , rattrayj@southcoast.org

Detailed Description

[Download/View Attachment](#)(22.53 KB)
File Name: Health_Access_Collaborative--2012.doc

Stroke outreach**Brief Description or Objective**

A Stroke Outreach team at Southcoast provides education, screenings and professional training as part of our designation as a primary stroke center.

Program Type

Community Education,Health Screening,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Stroke

- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** Portuguese , Spanish

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description

Work to develop a regional African-American health task force on targeted outreach to the African-American community in New Bedford and Wareham. Outreach will address both signs and symptoms of stroke and risk factors such as high blood pressure and diabetes.

Provide education on recognizing signs and symptoms of stroke through utilization of DPH FAST campaign. Provide education in English/Spanish/Portuguese

Target "at risk" residents with stroke education.

Provide screenings related to stroke

Goal Status

Ongoing

Distributed over 5000 multi-lingual FAST cards and magnets through outreach with our Mobile Health Van and Cardiac Prevention program.

Added regular education through with our Cardiac Prevention Team on stroke at Mercy Meals and More in New Bedford, which last year served over 34,000 meals to needy residents.

Provided free vascular screenings and education and follow-up to over 1200 residents throughout the region.

Partners

Partner Name, Description Partner Web Address

American Heart Association
Cape Verdean Cultural Festival
Gospel Festival, New Bedford
Area Councils on Aging
St. Anthony of Padua Church,
New Bedford
Mercy Meals and More New
Bedford

Contact Information

Carter Hunt Vice President of Clinical Services 508-961-5018 , huntc@southcoast.org

Detailed Description

[Download/View Attachment](#) (26.62 KB)

File Name: stroke_outreach --2012.doc

Southcoast Health Van

Brief Description or Objective

The Southcoast Health Van provides free health screenings, blood donor services, education and some clinical services to a broad-based population, particularly those without access to health care. In addition to outreach, the van promotes referral and follow-up for primary health services.

Program Type

Community Education, Direct Services, Health Screening, Outreach to Underserved, Prevention, School/Health Center Partnership

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Cancer, Other: Cardiac Disease, Other: Cultural Competency, Other: Diabetes, Other: Hypertension, Other: Stroke, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** Portuguese , Spanish

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

Increase targeted outreach including adding feeding program sites that serve area homeless residents, who often lack access to health care.

Provide targeted screenings and education on chronic disease management to underserved residents on the South Coast.

Collaborate with local agencies that serve residents "at risk" for health disparities due to economic, cultural, racial, language or other barriers.

Goal Status

Organized regular visits to feeding programs for low income and homeless residents.

2,578 residents visited the van this past year, benefiting from more than 7,500 health screenings.

Ongoing

Partners**Partner Name, Description Partner Web Address**

English as a Second Language (ESL) program New Bedford

ESL program Taunton School Department

Immigrants Assistance Center

YWCA of Southeastern Massachusetts Women's Health Program

YMCA Southcoast

Cambodian Cultural Center

Greater New Bedford Community Health Center

Bristol Elder Services

St. Anthony of Padua Church, New Bedford

Church of the Good Shepherd, Wareham

Wareham High School

Diman Regional Vocational High School

Westport High School

Somerset High School

Contact Information

Susan Oliveira, RN Southcoast Health Van Charlton Memorial Hospital 363 Highland Ave. Fall River, MA 02720 508-679-7131 , oliveiras@southcoast.org

Detailed Description

[Download/View Attachment](#)(30.21 KB)

File Name: southcoast health van -- 2012.doc

Smoking Cessation and Prevention

Brief Description or Objective

Southcoast has assumed a leadership role in our region in smoking cessation and prevention, through systemic education and outreach programs, along with advocacy for stricter smoking regulations in all of our communities.

Program Type

Community Education, Direct Services, Healthy Communities Partnership, Prevention

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Cancer - Lung, Other: Smoking/Tobacco, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** English , Portuguese , Spanish

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations

Goal Description

Goal Status

Advocate for stricter smoking regulations through leadership in regional coalitions that address high rates of smoking.

Presented to regulatory groups including local Board of Health in Fall River, New Bedford and Wareham and our advocacy helped pass pharmacy bans in all three communities.

Participate in regional coalitions that focus on reducing the high rate of smoking.

Played a leadership role in the BOLD Coalition in Fall River and a new Cancer Prevention planning coalition that covers Greater New Bedford.

Involve youth in anti-smoking advocacy and peer education.

Formed an 84.org group with our Southcoast RAPPP teen council.

Advocacy and education to Southcoast staff and the community in our efforts to have a 100 percent smoke free campus in Jan. 2012.

Provided several months of advocacy and education efforts including expanded smoking cessation classes for our employees and community members.

Continue systemic referral to the DPH Quitworks program for all Southcoast patients who smoke.

Referred 446 inpatients to Quitworks and also 204 outpatients through a new program in our Emergency Department.

Partners

Partner Name, Description Partner Web Address

Seven Hills Behavioral Health
Tobacco Free Partnership

Massachusetts Department of
Public Health Quitworks
Program

Massachusetts Tobacco
Cessation Program

New Bedford Board of Health

Fall River Health Department

Wareham Board of Health

Cape Cod Tobacco Free
Partnership

Voices for a Healthy
Southcoast

Greater New Bedford
Community Health Center
Partners for Healthy
Community
BOLD Coalition Fall River
Greater New Bedford Allies for
Health and Wellness

Contact Information

Jim Rattray, Vice President Marketing and Public Affairs Southcoast Health System 101 Page St. New Bedford, MA 508-961-5278, rattrayj@southcoast.org

Detailed Description

[Download/View Attachment](#)(38.40 KB)
File Name: smoking -- 20012.doc

Cancer Outreach and Screenings**Brief Description or Objective**

The Southcoast Cancer Outreach program provides free screenings and education to thousands of area residents, including and targeted education on cancer prevention and early detection.

Program Type

Community Education,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Cancer, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Other, Other: Cancer - Prostate, Other: Cancer - Skin
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** English , Portuguese , Spanish

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

Provide free screenings to underserved populations

Goal Status

Provided free head and neck screenings to 75 residents. Targeted education prior to screenings through community health centers and ESL programs.

Increase support and education for cancer survivors.

Collaborated with YMCA Southcoast to develop a free exercise program for cancer survivors. Southcoast and YMCA staff received training as part of this program.

Provide targeted education on detection and prevention for a range of cancers.

Provided monthly education, working with community agencies to target the underserved. This included local community health centers and the Immigrants Assistance Center. Distributed over 2000 cancer education kits through the Southcoast Health Van.

Partners**Partner Name, Description Partner Web Address**

Fall River Health Department
New Bedford Board of Health
Greater New Bedford
Community Health Center

Health First Family Health Center
 American Cancer Society
 Barnstable County Health Department
 Interchurch Council
 Fishermen's Cooperative, New Bedford
 O'Jornal
 Radio Voice of the Immigrant

Contact Information Katherine Tsonis Cancer Outreach Coordinator Southcoast Centers for Cancer Care 206 Mill Road Fairhaven, MA 02719 Phone: 508-973-3000 , tsonisk@southcoast.org

Detailed Description [Download/View Attachment](#)(33.79 KB)
 File Name: Cancer Outreach--2012.doc

Maternal Child Health Outreach

Brief Description or Objective Southcoast provides the only maternity services in our region to a very diverse population. Issues include a high rate of low birthweight among infants, a low breastfeeding rate and a high smoking rate among pregnant women. Our maternal child health educators have developed collaborations and outreach to address these issues.

Program Type Community Education, Outreach to Underserved, School/Health Center Partnership

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Other: Parenting Skills, Other: Pregnancy
- **Sex:** Female
- **Age Group:** Adult, Adult-Young
- **Ethnic Group:** All
- **Language:** Not Specified

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Provide services and education to increase the rate of breastfeeding.	Provided a breastfeeding support group and a breastfeeding hotline for new moms. Ongoing programs.
Provide free childbirth and parenting education to low income parents.	Provided free education to over 300 parents this past year.
Survey pregnant women and new mothers who deliver at Southcoast Hospitals in an effort to develop smoking cessation initiatives.	Collaborated with health center on referrals to special smoking cessation program for pregnant women. Also referred women to DPH QuitWorks program.

Partners

Partner Name, Description Partner Web Address

Durfee High School
 Diman Regional Vocational High School
 Child and Family Services
 BMC Health Net
 Greater New Bedford Community Health Center
 Greater New Bedford Allies for Health and Wellness

Quitworks

Contact Information	Patricia Bernadino Family Education Southcoast Hospitals 101 Page St. New Bedford, MA 02740, bernadinop@southcoast.org
Detailed Description	Download/View Attachment (29.70 KB) File Name: maternal child outreach -- 2012.doc

Voices for a Healthy SouthCoast

Brief Description or Objective	Voices for a Healthy SouthCoast is a regional coalition whose mission is to build and support healthy lifestyles in South Coast communities. The major focus of the coalition is to improve nutrition, encourage more active lifestyles and reduce the high rates of smoking.
Program Type	Community Education,Community Participation/Capacity Building Initiative,Healthy Communities Partnership,Outreach to Underserved,Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: Other-Southeastern MA • Health Indicator: Environmental Quality, Other: Nutrition, Other: Public Safety, Overweight and Obesity, Physical Activity, Tobacco Use • Sex: All • Age Group: All • Ethnic Group: All • Language: English , Portuguese , Spanish

Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
<ul style="list-style-type: none"> • Establish task forces to address key issues such as school wellness policies, nutrition and physical activity, including increasing local infrastructures for biking and walking. Our task forces are designed to make our coalition sustainable . 	Have working task forces on school wellness and establishing and connecting regional bike and walking paths.
Establish system and policy change goals.	Set goals and plans to: advocate for policies to increase healthy snacks in vending machines; advocate for increased regulations on smoking restrictions including ban of cigarette sales in local pharmacies.
Increase awareness of healthy exercise and food options on the South Coast.	Established a database of over 200 healthy options in Fall River, New Bedford and Wareham. Goal for 2012 is to transform the database into a searchable map.

Partners

Partner Name, Description	Partner Web Address
YMCA Southcoast	
Mass in Motion Fall River	
Mass in Motion New Bedford	
American Heart Association	
Acushnet Company	
Healthy Cities Fall River	
Hunger Commission of Eastern	

Massachusetts
 National Park Service
 City of New Bedford Office of
 Planning
 New Bedford Board of Health
 Wareham Board of Health
 Massachusetts Department of
 Transportation
 Southeastern Regional
 Economic, Planning and
 Development District
 (SRPEDD)
 Seven Hills Behavioral Health
 Tobacco Free Partnership
 Immigrants Assistance Center
 Massachusetts Department of
 Public Health
 Greater New Bedford
 Community Health Center
 Greater New Bedford Allies for
 Health and Wellness
 Partners for a Healthier
 Community
 Southcoast Regional Bike Path
 Committee

Contact Information

Jim Rattray, Vice President Marketing and Public Affairs Southcoast Hospitals 101 Page St.
 New Bedford, MA 02740 508-961-5899, rattrayj@southcoast.org

Detailed Description

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 File Name: Voices for a Healthy SouthCoast--2012.doc

Health Advocates**Brief Description or Objective**

The South Coast has a high rate of substance abuse and many of these patients are seen often in our Emergency Departments. We recognized a need for more comprehensive care for patients who abuse, or are at risk for abusing drugs, alcohol, tobacco or other substances. Working with community partners, we established a program based in our three Southcoast Hospitals Emergency Departments to provide intervention counseling and referrals for patients who present with substance abuse-related issues. Counseling is based on "brief negotiated interview" techniques. Our team also engages in extensive community outreach to educate the community on substance abuse issues.

Program Type

Community Participation/Capacity Building Initiative, Direct Services, Healthy Communities Partnership, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Drunk Driving, Other: Safety, Other: Smoking/Tobacco, Other: Stress Management, Other: Uninsured/Underinsured, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

Facilitate referrals for substance abuse patients to improve care access and

Goal Status

- Made 193 inpatient referrals and 204 outpatient referrals for substance abuse treatment

reduce frequent use of the Emergency Department.

Provide education on substance abuse issues to community agencies.

Presented community programs to local schools and police departments. We also served as a resource for the University of Massachusetts Dartmouth's student health office and were regular participants in a monthly DCF substance abuse task force.

Assess patients at risk for substance abuse who present in Southcoast Emergency Departments, utilizing the "brief negotiated interview" technique.

Assessed 3,657 patients and conducted 1,497 brief negotiated interviews.

Partners

Partner Name, Description Partner Web Address

AdCare Treatment Center
 BOLD Coalition Fall River
 Fall River Health Department
 New Bedford Board of Health
 Interchurch Council
 Massachusetts Department of Children and Families
 High Point Addiction and Treatment Center
 Positive Action Against Chemical Addiction (PAACA), New Bedford
 University of Massachusetts Dartmouth
 New Bedford Police Department

Contact Information

Peter Wilmot Southcoast Hospitals 101 Page St. New Bedford, MA 02740 508-679-3131 extension 7229, wilmotp@southcoast.org

Detailed Description

[Download/View Attachment](#) (38.40 KB)
 File Name: health advocates--2012.doc

Addressing Health Disparities

Brief Description or Objective

This project is a joint effort of Southcoast, the Greater New Bedford Allies for Health & Wellness (CHNA 26) and the regional office of the Massachusetts Department of Public Health. Major funding includes a five –year, \$375,000 grant from Southcoast. The initiative is designed to address health inequities in the Greater New Bedford region, including access to health care, health literacy, disease prevention and chronic disease management and social justice issues. Another focus is increasing the capacity of health outreach workers who interact with the underserved in our region. The project also encompasses outreach through our Southcoast Interpreter Services Department, which serves ethnically and linguistically diverse groups both in our hospitals and in our communities.

Program Type

Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Healthy Communities Partnership,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Other -Southeastern MA
- **Health Indicator:** Access to Health Care, Other: Cultural Competency, Other: Language/Literacy, Other: Uninsured/Underinsured
- **Sex:** All

- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description

Play leadership role in the Health Equity Initiative of CHNA 26 (Greater New Bedford Allies for Health and Wellness), which is funded in part with Southcoast community benefits funds.

Goal Status

Ongoing

Partners**Partner Name, Description Partner Web Address**

Catholic Social Services
 Greater New Bedford Allies for Health and Wellness (CHNA 26)
 Greater New Bedford Community Health Center
 Immigrants Assistance Center
 Health Access Collaborative
 Wareham Community Services Collaborative
 New Bedford School Department
 Wareham School Department
 Boys and Girls Clubs of Southeastern Massachusetts
 New Bedford Board of Health
 Massachusetts Department of Children and Families
 Massachusetts Department of Public Health
 Interchurch Council

Contact Information

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Detailed Description

[Download/View Attachment](#) (36.35 KB)
 File Name: health equity 2012.doc

Expenditures

Program Type	Estimated Total Expenditures for FY2011	Approved Program Budget for 2011
Community Benefits Programs	Direct Expenses \$4,581,736 Associated Expenses \$0 Determination of Need Expenditures \$112,573 Employee Volunteerism \$32,000	\$13,000,000 *Excluding expenditures that cannot be projected at the time of the report.

	Other Leveraged Resources	\$572,705	
Net Charity Care	HSN Assessment	\$4,191,864	
	HSN Denied Claims	\$1,656,967	
	Free/Discount Care	\$602,754	
	Total Net Charity Care	\$6,451,585	
Corporate Sponsorships		\$40,000	
	Total Expenditures	\$11,790,599	
Total Patient Care-Related Expenses for FY2011			\$614,701,529
Comments: None			

Optional Information

Expenditures	Amount	
Community Service Programs	Direct Expenses	\$15,000
	Associated Expenses	Not Specified
	Determination of Need Expenditures	Not Specified
	Employee Volunteerism	Not Specified
	Other Leveraged Resources	Not Specified
Total Community Service Programs		\$15,000
Bad Debt:	\$7,446,396 Certified	
IRS 990:	\$13,561,786 2010	