

UMass Memorial Medical Center - FY2012

Community Benefits Mission Statement

Mission: UMass Memorial Health Care is committed to improving the health status of all those it serves, and to address the health problems of the poor and other medically underserved populations. In addition, non-medical conditions that negatively impact the health and wellness of the community are addressed. The Mission incorporates the World Health Organization's broad definition of health defined as "a state of complete physical, mental and social well being and not merely the absence of disease." The UMass Memorial Medical Center Community Benefits Mission was developed and recommended by the Community Benefits Advisory Committee and approved by the Board of Trustees.

Target Populations

Name of Target Population	Basis for Selection
Members of the community who are underinsured/uninsured, experiencing food insecurity and homelessness	<p>Massachusetts has made great strides in making health insurance attainable for nearly all residents. While health insurance is mandatory in the state, nearly 4% remain uninsured. Blacks and Hispanics report even higher rates for lacking access to care. • Insurance enrollment: Among residents of the City of Worcester, according to Census data 95.6% have health insurance coverage. Of those, 64.4% have private health insurance coverage and 41.4% are enrolled in public health insurance (Medicaid, Medicare etc.) Nevertheless, there remains a significant need to provide insurance enrollment assistance. This is evidenced locally by UMass Memorial, where a dedicated department provides insurance enrollment assistance on an ongoing basis and completed a total of 12,446 insurance applications in its Fiscal Year 2011. This department additionally helps patients and the general public with SNAP (Food Stamp) enrollment, WIC applications and other support services. • Affordable medical and dental care: Worcester has been designated by the federal government as having a shortage of health care professionals in the region. UMass Memorial's support of two federally qualified health centers, in conjunction with the Care Mobile, improve access to affordable medical and dental care. These programs address the shortage of primary care professionals. The target populations/programs have been identified through a community input and planning process.</p>
Underinsured/ Uninsured and Medically Underserved	<p>Access to affordable health care is vital to the health of individuals and the community. Massachusetts has made great strides in making health insurance attainable for nearly all residents. However, while health insurance is mandatory in the state, nearly 4% remain uninsured.</p>
Youth At Risk (Ages 12-22)	<p>According to Census 2010 data, nearly 30% of children under the age of 18 in the city of Worcester are living below the poverty level. This is almost double the state average. Poverty and low educational attainment are among the top social determinants leading to lower utilization of health care services and poor health outcomes. In addition, youth living in poverty are exposed to and at greater risk of becoming involved in gangs, or affected by gang-related violence.</p>
The Public Health of the Worcester Community	<p>UMass Memorial Health Care's Community Benefits Program aims to improve the health status of our community by addressing social, economic and political obstacles that prevent people from attaining optimal health. We do this by supporting community health initiatives that address unmet health needs in a proactive manner and through a variety of collaborative initiatives and partnerships with the Worcester Health Department, local coalitions and organizations and Common Pathways (Community Health Network Area (CHNA) 8). The hospital supports the Commissioner of Public Health position and has taken a leadership role in the implementation of the Community Health Improvement Plan (CHIP).</p>
Outreach to Neighborhoods	<p>To promote healthy living in low income neighborhoods, UMass Memorial brings a number of programs directly to where people live and conducts focused outreach in Worcester's Bell Hill and Plumley Village neighborhoods.</p>
Elders in Public Housing	<p>Seniors account for the fastest growing sector of the population as baby boomers reach the age of 65. According to Census 2010 figures, residents over the age of 65 account for 11.6% of Worcester's population.</p>
School age children with asthma in Bell Hill/ Plumley	<p>To address the high prevalence of asthma among school age children, UMass Memorial will develop a pilot home visiting asthma program that will reduce unnecessary use of the Emergency Department while improving health outcomes.</p>
Overweight children and adults	<p>Obesity/overweight has reached epidemic levels across the country and locally. Disparities in overweight and obesity rates exist by race, education, income, gender, disability status and geography. Lower-income residents are significantly more likely to suffer from obesity and other diet-related health problems.</p>
	<p>The City of Worcester is very ethnically-diverse and that diversity continues to increase. According to the</p>

Ethnic and Linguistic Minorities

2010 Census, the Hispanic population and other non-Hispanic, non-White ethnic groups have notably increased while the White, non-Hispanic population has decreased. The number of Hispanics living in the city has grown by 35% followed by Vietnamese and Portuguese. The city's foreign born population is also significantly higher compared to the nation and state overall. Diversity among new immigrants and refugees also continues to expand. Refugees from Iraq currently account for the greatest percentage of new immigrants followed by refugees from Bhutan, Burma, Liberia and other African nations.

Publication of Target Populations

Marketing Collateral, Annual Report, Website, Other- Presentations to community groups and brochure

Hospital/HMO Web Page Publicizing Target Pop.

www.umassmemorial.org

Key Accomplishments of Reporting Year

Improved Access to Care

- Provided dental services at 15 elementary schools and medical/dental services at 10 neighborhood sites; totaling 5,976 patient visits
- Supported medical care for 206 patients at the Akwaaba African Free Clinic
- Supported dental services at Family Health Center and Edward M. Kennedy Community Health Center serving a minimum of 50,000 patients
- Provided mental health services to youth at various community organizations, including the Worcester Youth Center, the Boys & Girls Club of Worcester and YouthNet
- Provided medical/dental services outreach and preventive health education to the Southeast Asian population reaching 1,020 individuals
- Provided medical services to 300 elderly residents at nine public housing sites and Centro Las Americas
- Provided medical and prevention outreach services to Plumley Village residents
- Offered insurance enrollment assistance, referrals and other social support services
- Provided services to at-risk pregnant women as part of the Health Start Program
- Provided ongoing medical services at residential substance-abuse treatment facility for Latino men
- Supported outreach to 300 men of color who are at risk of developing chronic diseases

Literacy

- Conducted community-based literacy by coordinating health literacy programs, teen parenting and Reach Out and Read Bell Hill Healthy Community
- Conducted health assessments at two elementary schools and provided social support services to children and families and identified 100 families in need of services
- Worked with neighborhood residents and providers to identify and address safety issues
- Improved physical conditions at Bell Pond
- Provided support for after school summer school exercise programs for 133 students

Healthy Weight & Food Insecurity Initiatives

- Improved access to physical activity through the City of Worcester Wheels to Water Program for 1,294 youth resulting in 2,355 swimming lessons and 15,231 nutritional meals served through the summer reading program
- Developed a community garden in Plumley Village as a means of bringing fresh produce to this food desert area
 - Developed exercise and walking groups
 - Coordinate Healthy Cooking classes for 10 residents

Public Health

- Supported the City of Worcester Commissioner of Public Health position.
- Provided injury prevention programs that included the Mobile Safety Streets van, Goods for Guns and other safety programs targeting teens and children
- Co-chaired the development of the Community Health Needs Assessment and Community Health Improvement Plan in collaboration with the Worcester Division of Public Health

Youth at Risk

- Provided employment opportunities for youth as a way to reduce violence
- Developed a Social Norms campaign in collaboration with the Worcester Public Schools
- Supported youth development programs that include leadership, after-school programming and academic enrichment at the Worcester Youth Center and HOPE Peer Leaders for a total of 790 youth

- Secured over \$500,000 in state funds for youth jobs through collaboration with Worcester Interfaith

Coalition Building/Community Capacity

- Participated and had leadership roles in various coalitions and partnerships to address community issues: Pioneering Healthy Communities, Task Force on Homelessness, Common Pathways, Bell Hill Task Force, the Worcester Youth Advisory Council, the Worcester Education Collaborative, Worcester Free Clinics Coalition and the Worcester Food & Active Living Policy Council

Plans for Next Reporting Year

Plans for Next Reporting Year

We will continue to work collaboratively with community groups, the Community Benefits Advisory Committee, Common Pathways, providers, coalitions and medically-underserved populations. Our Community Health Needs Assessment (CHA) was completed in collaboration with the Worcester Division of Public Health and other key stakeholders. A Community Health Improvement Plan (CHIP), completed in December, 2012, is based on findings of the CHA. Our UMass Memorial's Community Benefits Plan aligns with and supports the CHIP sharing mutual goals, strategies and outcome indicators. We will work with the Health Department in leading the community in the adoption of these strategies for the purpose of collective impact.

Programs continuing next year:

- Access to care programming for vulnerable populations such as mobile medical and dental (Care Mobile), medical outreach program to the elderly and insurance enrollment
- Youth programming (access to care, jobs, leadership development, public health, mental health services, after school programming, violence prevention and academic enrichment)
- Literacy/health literacy programs that focus on delivering health education/prevention for refugees/ immigrants and other vulnerable populations
- Mobile preventive dental services at schools
- Medical and psychiatric support services for Latino male substance abuse residential facility
- Plumley Village Health Services
- Bell Hill Healthy Communities Initiative/Neighborhood Revitalization
- Oral Health programs at community health centers
- City of Worcester Public Health programs
- Injury prevention
- Initiatives targeted at addressing Health Disparities
- Food Insecurity/ community gardens in Bell Hill/Plumley Village
- Healthy weight initiatives that address physical exercise, healthy eating and policy
- Initiation of a home-based Asthma prevention program for children in Bell Hill

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

UMass Memorial has a dedicated Community Benefits Department that is responsible for working closely with different community groups. Day-to-day operations are managed by the Vice President of Community Relations. In addition, the Board of Trustees of UMass Memorial Health Care has a standing Community Benefits Committee to oversee the clinical system's responsibilities to the community and to strengthen the hospital's Community Benefits organizational commitment and accountability. Community Benefits activities and goals are presented to the Board of Trustees for approval. A community-based Community Benefits Advisory Committee additionally provides input and identifies community needs and other efforts.

Community Benefits Team Meetings

Community Benefits meetings with the Board of Trustees are held throughout the year. Meetings with UMMC's Community Benefits Advisory Committee are held annually and this committee's DoN subcommittee meets as needed. Recommendations made by the Community Benefits Advisory Committee are reported and discussed with senior leadership and the Board of Trustees. The Community Relations Department staff is involved with multiple coalitions and community-based organizations to

address programs and issues related to our priority areas.

Community Partners

Abby Kelley Foster Charter School
Abby's House
AIDS Project Worcester
Akwaaba Free Health Clinic
American Heart Association
Barnes & Noble
Belmont Street Baptist Church
Blackstone Valley Free Medical Clinic
Boys & Girls Club of Central Massachusetts
Central Mass Housing Alliance
Centro Las Americas
City of Worcester Department of Parks and Recreation
City of Worcester Division of Public Health
City of Worcester Youth Opportunities Office
Clark University
Common Pathways Healthy Communities
Community Builders at Plumley Village
CommunityBuild
Department of Children and Families
East Side Community Development Corporation
Edward M. Kennedy Community Health Center
Epworth United Methodist Church Free Clinic
Family Health Center of Worcester
Family Ties
Guild of Our Lady of Providence Church Free Medical Clinic
Health Care for All
Hector Reyes House
Lakeside Public Housing Apartments
Lutheran Refugee Program
March of Dimes
Massachusetts Department of Youth Services
Massachusetts Society for the Prevention of Cruelty to Children
Massachusetts State Police
Quinsigamond Community College (ESL Program)
Quinsigamond Village Free Medical Clinic
Rainbow Children's Center
Regional Environmental Council
St. Anne's Parish Free Clinic
Seven Hills Charter School
South Worcester Neighborhood Center
Southeast Asian Center
UMass Medical School
United Way of Central Massachusetts
Worcester A City That Reads
Worcester Community Action Council
Worcester Court House
Worcester Healthy Start Initiative
Worcester Housing Authority
Worcester Infant Mortality Task Force
Worcester Interfaith
Worcester Literacy Volunteers
Worcester Office of the District Attorney
Worcester Police Department/ Youth Summit

Worcester Public Library
Worcester Public Schools
Worcester Research Bureau
Worcester Roots Project/Toxic Soil Busters
Worcester Senior Center
Worcester Youth Center
Workforce Central
YMCA of Central Massachusetts
YWCA
You Inc.
YouthNet

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

The UMass Memorial Community Health Needs Assessment was completed and presented to 100 community stakeholders in December, 2012.

Consultants/Other Organizations

UMass Memorial Medical Center joined efforts with the Worcester Division of Public Health (WDPH) and Common Pathways, a Healthy Communities Coalition that is comprised of 30+ health and human service organizations, in the development of its Needs Assessment report.

Over an eight month period from May to December 2012, the Director of the WDPH and the UMass Memorial Vice President of Community Relations co-chaired the leadership process to develop a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) for the greater Worcester region. More than a total of 3,000 individuals (including participants in an online community survey) representing diverse institutions and community organizations from across the region worked together to establish a roadmap for the future health of the region. Input from community stakeholders and experts were taken into account in the completion of the CHA and CHIP reports. In addition, our hospital has a Community Benefits Advisory Committee that provided guidance.

The CHIP is not intended to be a static report, but is intended to focus and guide the beginning of a continuous health improvement process that will monitor and evaluate health priorities and system changes in an ongoing manner. The Greater Worcester CHIP provides an approach that is structured and specific enough to guide decisions, and flexible enough to respond to new health challenges. Its inclusive process represents a common framework for all stakeholders to use when implementing strategies for improving population health.

Data Sources

Community Focus Groups, Hospital, Consumer Group, Interviews, MassCHIP, Public Health Personnel, Surveys, CHNA, Other - Behavioral Risk Factor Surveillance System (BRFSS), Massachusetts Cancer Registry, Massachusetts Department of Education and Office of Refugees & Immigrants, the University of Massachusetts Medical School, Worcester Public Schools and Diocese, Worcester Teen Housing Task Force, Worcester County Food Bank, Centers for Disease Control and Prevention (CDC) and the U.S. Census

Select Community Benefits Programs

Mobile Medical / Dental Services

Brief Description or Objective

The Care Mobile program provides medical and preventive dental services to 10 low income neighborhoods and 15 inner city elementary schools in Worcester. This mobile clinic is a user-friendly point of entry into the health care system for medically underserved families and individuals. Regardless of insurance status, patients of all ages are assessed for health and dental problems, assisted with health insurance enrollment and other support services, and

connected to a medical home. This highly successful program is making a real difference in the lives of families and children, completing an average of nearly 6,000 patient visits annually.

Program Type

Direct Services, Health Coverage Subsidies or Enrollment, Health Screening, Outreach to Underserved, Prevention, School/Health Center Partnership

Target Population

- **Regions Served:** County-Worcester, Worcester
- **Health Indicator:** Access to Health Care, Immunization, Other: Dental Health, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **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

Goal Description

To improve access to medical and preventive dental services

Goal Status

In FY2012, completed 6,000 patient visits (of which 5,000 were children) and 14,237 procedures

Partners

Partner Name, Description

Partner Web Address

South Worcester Neighborhood Center, community-based organization in low income neighborhood

www.southworchester.org

Abby Kelley Charter School, charter school

www.akfcs.org

Seven Hills Charter School, charter school

www.sevenhillscharter.org

Edward M. Kennedy Community Health Center, federally qualified community health center

www.edwardmkennedychc.org

Ronald McDonald House Charities, charitable organization/funder

www.rmhc.org

YMCA/Men of Color Initiative, community organization that focuses on physical activities and wellness

www.ymcaworcester.org

Lakeside Public Housing Apartments, low income Worcester Housing Authority

www.biddocsonline.com/docs/specs/worchalakesidekitcab

site	
Community Builders Plumley Village, low income housing project	www.tcbinc.org
Worcester Youth Center, youth organization that targets at-risk youth	www.worcesteryouthcenter.org
Family Health Center, federally qualified community health center	www.fhcw.org
Lutheran Family Services	http://www.lssne.org/
Abby's House Shelter	http://www.abbyshouse.org/
AIDS Project Worcester	http://www.aidsprojectworcester.org/
Worcester Public Schools, fifteen elementary schools served	www.wpsweb.com

Contact Information

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Detailed Description

Not Specified

Healthy Communities Initiative: Outreach to Bell Hill Neighborhood

Brief Description or Objective

Through this initiative, UMass Memorial develops a multi-strategy approach that engages residents and providers to improve the quality of life in Worcester's Bell Hill neighborhood. A designated outreach liaison is at the core of working in this low income area. Focus is placed on bringing resources, the provision of medical and dental care services, public insurance enrollment, health assessments at two elementary schools and neighborhood safety and revitalization. To combat Food Insecurity and promote healthy living in the neighborhood which is considered to be a Food Desert, a mini Farmer's market was coordinated and land was secured from the City Department of Parks & Recreation to develop a community garden. Arrangements were made by staff for stops in the neighborhood by the "Veggie Mobile" mobile farmers market including produce grown in the community garden. The UMass Memorial community liaison works closely with families and at-risk children to ensure they have the necessary basic services such as educational/employment opportunities, access to health care, shelter, food and clothing. A total of 100 families from two elementary schools were provided assistance from staff. Health assessment surveys are conducted to connect impoverished children and their families to medical/dental care, insurance enrollment, and other social support services.

Program Type

Outreach to Underserved

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care, Injury and Violence, Other: Dental Health, Other: Education/Learning Issues, Other: Nutrition, Other: Public Safety, Other: Safety, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All, Asian, Black/African American, Hispanic/Latino
- **Language:** All , Other , Portuguese , Russian , Spanish , Vietnamese

Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured

Goal Description

To reduce obesity and promote life-long fitness habits by providing opportunities for physical exercise

To assist families in need of stabilization and support services in the Bell Hill neighborhood

To beautify and revitalize the physical conditions of the neighborhood

To improve the quality of neighborhood life by bringing resources and community engagement

To increase access to healthy, nutritious, local food

To engage residents of the neighborhood and provide educational sessions to promote health

Goal Status

Funded two summer exercise programs that targeted 750 youth from Belmont Community Elementary school.

Conducted home visits to families in need identified by the public schools to assess basic health and living needs and to promote student attendance.

Coordinated Earth Day and lead youth in a trash remediation effort.

Provided support to the Bell Hill Task Force and secured funding for summer programs and a bus for Plumley Village students

Outreach staff worked closely with the Worcester Regional Environmental Council (REC) on the 20-bed Grant Square Community Garden project. Hospital supported five youth staff positions for the Grant Square Community Garden. Held two mini-farmer's markets.

Held monthly Task Force at City View School. Held monthly PTO meetings including presentations from UMass Memorial and other professionals on an array of health related topics

Partners

Partner Name, Description	Partner Web Address
Worcester Housing Authority, low income public housing site	
City of Worcester Parks and Recreation, city department supporting beautification and revitalization efforts	
City of Worcester Department of Public Works	
Bell Hill Neighborhood Association, group comprised of neighborhood residents interested in safety issues and neighborhood improvements	
City of Worcester Police Department, partner in education, prevention and reduction in crime in the neighborhood	
Seven Hills Charter School, neighborhood charter school	
Belmont Community School,	

neighborhood elementary school

City View School, neighborhood elementary school

Regional Environmental Council, grassroots organization specializing in developing neighborhood-based environmental health food justice program in low income neighborhoods

Worcester Roots Project/Toxic Soil Busters, grassroots organization comprised of a collective of youth from the neighborhood and adult organizers to create opportunities for economic, social and environmental justice

Bell Hill Task Force, community focus group comprised of providers, residents, school administrators, and members of the clergy

Belmont Baptist Church

Contact Information

Ana Rodriguez, Outreach Liaison, Community Relations, UMass Memorial Medical Center, (508) 334-7643, Ana.Rodriguez@umassmemorial.org

Detailed Description

Not Specified

Worcester Youth Center / Youth Development Program

Brief Description or Objective

UMass Memorial supports the Executive Director position at the Worcester Youth Center, a youth violence prevention program. This is a key managerial position that ensures the delivery of programs that address the needs of at-risk youth (ages 14-24). WYC is working with the most at-risk teens in the city by empowering them with the skills to succeed in education, leadership training, academic enrichment, and workforce development. In FY2012, the WYC served a total of 640 unduplicated youth. Thirteen youth participating in WYC's Education program went on to four-year and two-year colleges and 11 earned a GED. WYC's academic lab additionally provided academic support to 75 youth. WYC's Work Readiness program includes vocational programs such as Urban Forestry, Culinary Arts, Micro-Enterprise and summer jobs at the Higgins Armory Museum and internship opportunities for youth at local restaurants. Its Health and Wellness program is a drop-in model with activities such as dance, recording studio education, recreation and field trips as well as counseling services. In FY2012, Fifteen youth, from the WYC's Massachusetts Cultural Council-funded program called YouthReach, chose a theme based on their community analysis and created a mixed media art exhibit depicting Worcester's poverty and violence. The exhibit was hung at The Sprinkler Factory Gallery. YouthReach is a collaborative with the Worcester Art Museum.

Program Type

Community Participation/Capacity Building Initiative, Direct Services, Mentorship/Career Training/Internship, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** County-Worcester
- **Health Indicator:** Access to Health Care, Injury and Violence, Mental Health, Other: Dental Health, Other: Education/Learning Issues, Other: Language/Literacy, Other: Nutrition, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** Adult-Young, Child-Teen
- **Ethnic Group:** Asian, Black/African American, Hispanic/Latino, White
- **Language:** English, Spanish

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

To provide services and support to an organization where at-risk youth can build lasting, positive change by addressing root causes of poverty

To increase educational attainment among Worcester's at-risk youth

To connect homeless youth to services

To improve physical activity through dance performance

Goal Status

640 youth utilized the Recreational, Leadership, Workforce, Vocational/Academic enrichment programs and support services at the Worcester Youth Center.

75 youth enrolled in Basic Skills Education, 81 WYC youth made gains of at least one grade level and 11 earned a GED.

In conjunction with Luk, Inc., conducted outreach to homeless youth with a total of 1,511 contacts. Provided referrals to housing, rehabilitation, Food Stamps, medical and dental services, jobs and training and the Dept. of Transitional Assistance

206 contact hours for 17 youth in dance program

Partners

Partner Name, Description

Massachusetts Society for the Prevention of Cruelty to Children (MSPCC), mental health organization that provides services

United Way of Central Massachusetts, supporter of mental health services at Worcester Youth Center

HOPE Coalition, youth-adult partnership consisting of 18 organizations and a group of 20 ethnically diverse teenagers who work on public health issues

Greater Worcester Community Foundation, funder of community projects including mental health services

Partner Web Address

www.umassmemorial.org

www.greaterworcester.org

Contact Information

Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description

Not Specified

Dental Services at Community Health Centers

Brief Description or Objective

This initiative provides dental care for the underserved due to the lack of fluoridation in the city water supply. UMass Memorial funding supports oral health programs for underserved and uninsured/underinsured patients who do not have access to treatment. The lack of fluoridation in the city water supply has resulted in a high incidence of tooth decay in patients seen at two community health centers. Funding helps provide overall operations support of the dental

program, including the provision of comprehensive preventive, restorative, and emergency dental services. Through the partnership with the UMass Memorial Care Mobile program, patients are referred to two community health centers.

Program Type Direct Services,Grant/Donation/Foundation/Scholarship,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** County-Worcester
- **Health Indicator:** Access to Health Care, Other: Dental Health
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, All Adults, All Children
- **Ethnic Group:** All
- **Language:** Cambodian , Cape Verdean Creole , Chinese , English , Haitian Creole , Laotian , Other , Portuguese , Russian , Spanish , Vietnamese

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured

Goal Description	Goal Status
To increase the number of uninsured/underinsured patients who can access dental services	644 patients received dental services at the Edward M. Kennedy Health Center. 1,725 adult patients obtained services at the Family Health Center

Partners

Partner Name, Description	Partner Web Address
UMass Memorial Care Mobile, mobile unit that provides services to low income populations in neighborhoods and schools	www.umassmemorial.org
Family Health Center, federally qualified community health center	www.fhcw.org
Edward M. Kennedy Community Health Center, federally qualified community health center	www.edwardmkennedychc.org

Contact Information Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description Not Specified

Plumley Village Health Services

Brief Description or Objective UMass Memorial supports a satellite health clinic located in the vicinity of a federally subsidized public residential complex that houses 1,400 families. The clinic improves access to care by providing medical services and health education programs to the residents of Plumley Village and the surrounding neighborhoods. Services include clinical family medicine and public health methods including outreach services, health education, health fairs, literacy fairs, insurance enrollment, home visits, and social service supportive services referrals to housing and public programs.

Program Type Community Education,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care, Immunization, Mental Health, Other: Cancer, Other: Diabetes, Other: Family Planning, Other: Hypertension, Other: Language/Literacy, Other: Pregnancy, Other: Smoking/Tobacco, Other: Uninsured/Underinsured, Overweight and Obesity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** All

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

Goals

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

Goal Description

To promote healthy lifestyle behaviors such as eating fruits and vegetables and increased physical activity

Goal Status

Plumley Village Women's Group participants reported increased intake of fruits, vegetables and physical activity. Ten participants completed 6-week Healthy Cooking Classes. Exercise and walking was integrated into each Women's Group session

Partners

Partner Name, Description Partner Web Address

Community Builders, management organization of Plumley Village

Community Healthlink Youth and Family Services, provider of mental health services

Willis Center Food Pantry, community-based organization that provides a wide array of services and resources for low income populations

Boys & Girls Club at Plumley Village, community organization that promotes safety, leadership, and health and wellness

Project Bread, organization that provides emergency food programs while addressing hunger prevention efforts

Reach Out and Read, literacy program for parents and their young children in the pediatric setting

Contact Information

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Detailed Description

Not Specified

Literacy

Brief Description or Objective

Low literacy has been identified as one of the known risk factors that influences poverty and poor health outcomes. UMass Memorial offers a wide range of individual and family literacy programs in collaboration with the Worcester Public Schools, community-based organizations, English as a Second Language programs and neighborhood groups. These programs serve economically disadvantaged families and youth that are at risk of dropping out of school. The Literacy Coordinator partners with multiple community agencies to conduct health literacy workshops that focus on providing the fundamentals on how to be in charge of your health. The curriculum is specially designed to target immigrant/refugees, and those individuals most at risk of not being connected to health care. Topics include "Learning How to Navigate the Health System," reading prescription labels, nutrition, the importance of exercise, immunizations, and other health-related topics. In addition, individuals are referred to the UMass Memorial Care Mobile for dental and medical care, and insurance enrollment.

Workshops results indicate that 75% of participants reported achieving healthier eating styles.

Program Type

Community Education,Community Participation/Capacity Building Initiative,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care, Immunization, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Dental Health, Other: Diabetes, Other: HIV/AIDS, Other: Hypertension, Other: Language/Literacy, Other: Nutrition, Other: Parenting Skills, Other: Sexually Transmitted Diseases, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

To improve literacy among medically-underserved and linguistic minority populations

YWCA – Young Parent Program: To improve parenting skills for to medically-underserved and linguistic minority teen parents

Taking Charge of Your Health: To deliver information about healthy lifestyle choices, knowing how to seek medical care, asking the right questions in the primary care setting, understanding medical information and learning basic prevention skills to the medically-underserved and linguistic minority population

To refer program participants to UMass Memorial Ronald McDonald Care Mobile for medical, dental and health insurance services and schedule immunizations at the Care Mobile

Reach out and Read (RoR): To promote literacy as a standard part of the pediatric primary care setting; to increase parents reading to their children, improving skills in children and fostering a love or reading

Goal Status

Funding provided for the launch of Worcester Public Library's Library Express (Libby) for low-income neighborhoods

25 teen parents and their children participated and showed evidence of improved skills and incorporated literacy. 25 parents and their children visited the library and received library cards. 18 participated in a nutrition workshop. 15 participated in a

Health information workshops were provided to a total 900 participants

131 people were referred to the Care Mobile. 75 people received their flu vaccine

90 medical providers distributed and literacy guidance was provided to families during well-child visits. 12, 210 books were distributed. 10 Medical providers were trained in the RoR program model. 1, 500 books were donated by Barnes & Noble

Partners

Partner Name, Description Partner Web Address

Abby's House, shelter for women and their children

Worcester Public Library, City of Worcester

Worcester Public Schools, City of Worcester

Lutheran Refugee Program, community organization that serves refugees and recent immigrants

Worcester Senior Center, organization that provides a wide array of programs and services to the elderly population

Community Builders GED/ESL Program, management office of Plumley Village that provides services and training opportunities for residents

Rainbow Child Care Center, neighborhood child care provider

Reach Out and Read, literacy program that promotes reading to at-risk families

Quinsigamond Community College, post-secondary education organization that offers remedial programs, ESL and GED programs

YWCA, community organization that offers a wide range of programs including health and wellness, child care and domestic violence education/prevention

Plumley Village United Women's Group, grassroots organization for residents of Plumley Village to address the need for a community garden and establish a walking brigade

Family Ties, community organization that provides parenting and GED programs

Abby Kelly Foster Charter School

Belmont Street School

City View School

Contact Information

Sharon Lindgren, Literacy Coordinator, Community Relations, UMass Memorial Medical Center, (508) 334-7632, Sharon.Lindgren@umassmemorial.org

Detailed Description

Not Specified

HOPE Coalition / Healthy Options for Youth**Brief Description or**

Healthy Options for Prevention and Education (HOPE) is a youth/adult partnership that

Objective addresses public health concerns affecting at-risk youth, including tobacco and alcohol use, violence and access to mental health. • HOPE Peer Leadership Program: Participants in this program (ages 14-19) worked with the City of Worcester Health and Planning Departments to change local policies that regulate outdoor signage of tobacco products and sales at pharmacies. They utilized findings from research they conducted including, GIS mapping, to effectively advocate for policy change. This group achieved significant milestones in helping to reduce smoking in Worcester, particularly among low-income neighborhoods of color. HOPE's outstanding efforts lead to the adoption of a new Tobacco Ordinance banning the sale of tobacco from all health care institutions including pharmacies in the city. Their work has also resulted in the institution of a first-of-its-kind ban on all outdoor tobacco advertising visible from a sidewalk, park or school in Worcester, making the city the first in the nation to adopt such a policy. Eighteen youth participated in this program in FY2012. • HOPE Mental Health Model: This initiative pursues a unique collaborative strategy to address mental health problems by bringing clinical services to youth at locations that are youth-friendly such as the Boys & Girls Club, the Worcester Youth Center and YouthNet. Staff at these youth-serving organizations are trained to identify and appropriately address signs of mental health problems. There is no third party billing. On-site counseling services were provided to a total of 800 at-risk youth in 2012. • HOPE Youth Worker Training Institute: The formal training component of the Youth Worker Training Institute consists of a 13-week program that included six sessions on protective factors (e.g. positive discipline, making referrals and building relationships with families), five sessions on risk factors (e.g. abuse, mental health, sexual behavior, and substance abuse) and two sessions on program development and management (e.g. program planning based on youth and adolescent development principles; time management). Thirty-two youth participated in this program in 2012.

Program Type Mentorship/Career Training/Internship, Outreach to Underserved

- Target Population**
- **Regions Served:** Worcester
 - **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Tobacco Use
 - **Sex:** All
 - **Age Group:** Adult-Young
 - **Ethnic Group:** All
 - **Language:** English

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

Goal Description	Goal Status
HOPE Mental Health Model: To increase access to supportive mental health services for low income youth of color	Provided onsite counseling services to 800 youth
HOPE Youth Worker Institute: To improve youth worker competency on protective factors	32 youth workers completed the 13-week program and reported an increase in competency and self-efficacy
HOPE Peer Leadership Program: To reduce youth violence and Alcohol, Tobacco and Other Drugs (ATOD) use and to promote positive adolescent mental	Conducted a Social Norms campaign in the Worcester Public Schools focused on 10th graders to assess and raise knowledge about ATOD use. As a result of the Peer Leaders involvement, additional youth became involved in the HOPE Coalition.
HOPE Peer Leadership Program: To raise the community's awareness about challenges young people face in accessing college	Produced "My Chance at Success" video and held eight showings at various youth-based organizations and public schools.

Partners

Partner Name, Description Partner Web Address

YWCA, community organization that offers a wide range of programs that include, but are not limited to, health and wellness.

United Way of Central Massachusetts, funder of mental health program.

City of Worcester Department of Health, responsible for providing oversight, management and support of a wide range of community-based public health programs and services for the city of Worcester.

Sullivan Middle School, city public middle school.

Edward M. Kennedy Community Health Center, federally qualified community health center

Oak Hill Community Development Corporation, community organization that creates opportunities to connect with resources while supporting community members in their effort to enhance and revitalize the neighborhood.

North High School, city public high school

Central Mass Center for Healthy Communities, state Department of Public Health funded organization that promotes partnerships and collaborations among communities in Central Massachusetts www.cmchc.org

Girls, Inc., community organization serving girls by providing opportunities and programs that focus on healthy risks, leadership, physical activities, and social and emotional development.

Planned Parenthood, community organization that promotes health education and family planning services www.plannedparenthood.org

The Medical Foundation, funder of coalition peer leadership program.

Worcester Youth Center, community-based organization that provides services to at-risk inner city youth

Massachusetts Society for the Prevention of Cruelty to

Children, nonprofit organization dedicated to protecting and promoting the rights and the well-being of children and families by offering behavioral health services.

Boys & Girls Club, community organization that offers a wide range of activities and programs for inner city youth.

YouthNet, community organization comprised of eight youth-driven agencies that work closely with school officials and other community stakeholders by providing healthy alternatives for economically disadvantaged youth.

Clark University, post-secondary educational institution whose students are involved in HOPE Coalition community projects.

Willis Center, minority-based social and human services organization that provides a wide array of services to disadvantaged populations.

You, Inc., multi-service nonprofit agency that provides a wide range of social, psychological, educational, and vocational programs for at-risk youth.

Greater Worcester Community Foundation, funder of community projects including mental health services.

CommunityBuild, grassroots organization that promotes individual, organizational and community development programs.

Contact Information

Dr. Laurie Ross, HOPE Coordinator, UMass Memorial Medical Center, Community Relations Department, (508) 334-7639, Laurie.Ross@umassmemorial.org

Detailed Description

Not Specified

Low Income and Uninsured Projects / Insurance Enrollment and Support Services

Brief Description or Objective

UMass Memorial has a dedicated department that focuses on helping patients and anyone in the community apply for health insurance and other benefits (i.e. food stamps, SSI and referrals to other support services). This program is targeted to improving access to care for the uninsured by helping with enrollment in health insurance and other social support services. The financial counseling dept. developed strategies to better reach the remaining uninsured people in our services area. This program assisted 11,355 people in 2012.

Program Type

Health Coverage Subsidies or Enrollment, Outreach to Underserved

Target Population

- **Regions Served:** County-Worcester
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured

- **Sex:** All
- **Age Group:** All Adults, All Children
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Address Unmet Health Needs of the Uninsured

Goal Description

Goal Status

To improve access to care by reducing the number of uninsured people by developing outreach strategies, raising awareness, distributing resource materials and improving health insurance application assistance

Assisted 11,355 people with insurance applications

To help educate vulnerable populations on insurance enrollment and navigating the health care system

Provided funding to consumer health and advocacy organization, Health Care for All. Funding partially supported HCFA's HelpLine which results in an annualized rate of 2,819 individuals, including children, being enrolled in benefits

Partners

Partner Name, Description Partner Web Address

Worcester Community Action Council, multi-service organization that provides a wide array of services to address poverty.

YWCA, community organization that offers a wide range of programs that include, but are not limited to, health and wellness.

Salvation Army, community program that provides basic needs services for vulnerable individuals and families.

Akwaaba African Clinic, free care clinic located at African faith-based organization serving immigrants primarily from Ghana.

Epworth Methodist Church, faith-based organization that anchors a free health clinic.

Blackstone Valley Free Medical Clinic, free clinic at Northbridge High School in Whitinsville, MA.

Workforce Central, entry point to employment and training information for job seekers, businesses and service providers throughout Worcester County. www.workforcecentralma.org

St. Paul's Church Food Pantry-Diocese of Worcester, faith-

based organization that provides basic needs to low income individuals and families.

Adult Learning Center, evening program that offers education programs for adults, i.e. GED and ESL.

Quinsigamond Village Free Medical Clinic, free care clinic.

St. Anne's Church, faith-based organization that anchors a free care clinic.

UMass Memorial Care Mobile, www.umassmemorial.org
medical/dental services mobile van that travels to multiple community-based sites and city schools

Contact Information	Denise Connolly, Patient Financial Services, UMass Memorial Medical Center, Worcester, MA, 508-334-1801, Denise.Connolly@umassmemorial.org
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Detailed Description	Not Specified
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Infant Mortality Reduction

Brief Description or Objective	Worcester has one of the highest infant mortality rates in Massachusetts. Black and Hispanic babies are most at risk. Efforts to address this disparity include UMass Memorial's participation in the Infant Mortality Reduction Task Force, partnering with the Healthy Start program and conducting outreach to identify social risk factors that impact immigrants from West Africa. The Worcester Healthy Start Program provides case management, education and support for all social service needs, including transportation to appointments, referral to mental health services and domestic violence assessments. The program followed 110 women in 2012.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Direct Services,Health Screening,Outreach to Underserved,Prevention
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Target Population	<ul style="list-style-type: none">• Regions Served: Worcester• Health Indicator: Access to Health Care, Other: Pregnancy• Sex: Female• Age Group: Adult, Adult-Young• Ethnic Group: Asian, Black/African American, Hispanic/Latino, White• Language: All
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Goals	Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations
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Goal Description	Goal Status
Care Coordination for Worcester Healthy Start Initiative: To ensure at-risk pregnant women receive adequate prenatal care to deliver healthy, thriving babies	Through case management, follows 110 at-risk women
Infant Mortality Task Force: To reduce the Infant Mortality rate in the City of Worcester by creating a community awareness and engagement process that identifies the physical, pyschological, environmental and social determinant risk factors	Supported and participated in the Task Force to identify and track issues impacting Infant Mortality
African Women Support	Held support groups with

Groups: To provide support and education to past and current patients of UMass Memorial's Center for Women and Children to reduce health and racial disparities among African women participation from 30 African women

Partners

Partner Name, Description Partner Web Address

City of Worcester, Department of Public Health

March of Dimes, national agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality through research, community services, education and advocacy

www.marchofdimes.com

UMass Memorial Medical School, including providers and faculty from the Graduate School of Nursing

www.umassmed.edu

Worcester Infant Mortality Reduction Task Force, a diverse group comprised of many providers and key stakeholders that addresses Infant Mortality such as Edward M. Kennedy Community Health Center, Family Health Center, and Pernet Family Health Services and others

Contact Information

Cathy Violette, Nurse Practitioner, UMass Memorial Fetal Maternal Medicine 508-334-7481, Cathy.Violette@umassmemorial.org

Detailed Description

Not Specified

Building Brighter Futures with Youth / Workforce Development Program

Brief Description or Objective

A youth employment program at UMass Memorial offers job opportunities to inner city youth during summer months and throughout the year to reduce violence and provide these at-risk youth with access to meaningful employment opportunities in the health care industry. The program offers a skill-building curriculum that includes work readiness and an orientation to health careers. Students are recommended by their teachers/guidance counselors and work 24 hours per week during the summer months and are given the opportunity to continue working during the school year. Students are placed in various departments spanning all our Worcester campuses. A total of 57 students were placed in jobs during the summer of 2012.

Program Type

Mentorship/Career Training/Internship

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Injury and Violence
- **Sex:** All
- **Age Group:** Adult-Young
- **Ethnic Group:** All
- **Language:** English

Goals

Statewide Priority: Not Specified

Goal Description

Goal Status

To provide Worcester high school youth with summer and year-round employment opportunities in the healthcare industry and a meaningful work experience

A total of 81 youth obtained summer or year round part time employment at UMass Memorial

Partners

Partner Name, Description	Partner Web Address
City of Worcester Youth Opportunities Office	www.worcesterma.gov/development/youth-opportunities
Worcester Public Schools	www.wpsweb.com

Contact Information Ellen Sheil, Human Resources, UMass Memorial Medical Center, 508-334-5052, Ellen.Sheil@umassmemorial.org

Detailed Description Not Specified

Elder Medical Outreach Program

Brief Description or Objective The program delivers medical care to an isolated, physically/medically challenged elderly population living in residential public housing sites and at a community-based Latino organization. Medical services are provided by English/Spanish bilingual/bicultural staff. Funding supports an Internal Medicine physician and one medical assistant who provide acute and ongoing care at six public housing sites, and Centro Las Americas. This program served 286 elderly residents in 2012

Program Type Direct Services, Health Screening, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care, Immunization, Other: Elder Care, Other: Homebound, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Not Specified

Goal Description	Goal Status
To improve access to health care services for residents at several Worcester Housing Authority locations and elders at a community-based Latino organization	286 patients were served on an ongoing basis in FY2012 thus preventing the use of the ED for primary care

Partners

Partner Name, Description	Partner Web Address
Worcester Housing Authority, public housing sites	www.worcester-housing.com
City of Worcester Health Department	www.worcesterma.gov
Centro Las Americas Club 60, members age 60 and over	www.centrolasamericas.org

Contact Information Matilde Castiel, M.D., UMass Memorial Medical Center, Latin American Alliance, 508-334-0902, Matilde.Castiel@umassmemorial.org

Detailed Description Not Specified

City of Worcester Public Health Initiatives

Brief Description or Objective

UMass Memorial provides funding to support Worcester's Commissioner of Public Health. The Commissioner works with a diverse group of community partners to ensure the community is healthy and immunized against preventable diseases. In addition, UMass Memorial UMass Memorial Medical Center joined efforts with the Worcester Division of Public Health (WDPH) and Common Pathways, a Healthy Communities Coalition that is comprised of 30+ health and human service organizations, in the development of its Needs Assessment report. Over an eight month period from May to December 2012, the Director of the WDPH and the UMass Memorial Vice President of Community Relations co-chaired the leadership process to develop a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) for the greater Worcester region. More than a total of 3,000 individuals (including participants in an online community survey) representing diverse institutions and community organizations from across the region worked together to establish a roadmap for the future health of the region. Input from community stakeholders and experts were taken into account in the completion of the CHA and CHIP reports. The CHIP is not intended to be a static report, but is intended to focus and guide the beginning of a continuous health improvement process that will monitor and evaluate health priorities and system changes in an ongoing manner. The Greater Worcester CHIP provides an approach that is structured and specific enough to guide decisions, and flexible enough to respond to new health challenges. Its inclusive process represents a common framework for all stakeholders to use when implementing strategies for improving population health.

Program Type

Community Education,Community Participation/Capacity Building Initiative,Direct Services,Grant/Donation/Foundation/Scholarship,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Immunization, Other: Public Safety, Other: Smoking/Tobacco, Substance Abuse, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **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

Commissioner of Public Health: To support and increase the City of Worcester Division of Public Health's (WDPH) ability to deal with multiple public health issues

Goal Status

Provided financial support for the Commissioner of Public Health position. Worked collaboratively with the WDPH on the completion of Community Health Needs Assessment (CHA) and the Community Health Improvement Plan (CHIP)

Partners

Partner Name, Description

City of Worcester Health Department

Partner Web Address

www.worcesterma.gov

Contact Information

Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description

Not Specified

Akwaaba Free Medical Clinic

Brief Description or Objective

A free care clinic located at an African faith-based organization serves immigrants primarily from Ghana. The clinic plays a critical role, reducing cross-cultural barriers that impede newly arrived immigrants from navigating a complex system of care. UMass Memorial supports the

clinic's efforts by processing laboratory bloodwork at no cost. The clinic provides testing for infectious diseases (STDs, HIV, Hepatitis, etc.) as well as referrals for immunization and TB testing. It also works with the other free medical programs in Worcester as a part of the Worcester Free Clinic Coalition to perform the reading of PPD tests and coordinates follow-up appointments at Getchell Ward TB Clinic for those who test positive.

Program Type

Direct Services,Grant/Donation/Foundation/Scholarship,Health Coverage Subsidies or Enrollment,Health Screening,Outreach to Underserved

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** Black/African American
- **Language:** English , Other

Goals

Statewide Priority: Not Specified

Goal Description

To increase the treatment of and reduce the spread of infectious diseases among African immigrants in the City of Worcester

Goal Status

Provided free of charge lab services to 206 patients

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

International Central Gospel Church, faith-based organization serving African community.

UMass Medical School

Contact Information

Betsy Harder, UMass Memorial Lab Services, 774-442-9072, Betsy.Harder@umassmemorial.org

Detailed Description

Not Specified

Healthy Weight Initiatives**Brief Description or Objective**

Funding supports several community-based programs that focus on obesity in underserved populations through interventions aimed at obtaining healthy weight and wellness. These programs incorporate prevention and address health disparities by promoting healthy behaviors, access to medical care, utilization of evidence-based practices, nutrition and physical activity.

Program Type

Direct Services,Grant/Donation/Foundation/Scholarship,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Other: Nutrition, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** All Children, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

City of Worcester Wheels to Water: To provide access to an aquatics program that incorporates a Healthy Summer Nutrition Program and swimming lessons for youth

Goal Status

1,294 youth registered for the program. 2,355 youth had swimming lessons and access to nutrition program. 15,231 meals served at beaches and pools

Plumley Village Path to Wellness: To reduce childhood obesity in a high-risk population using a community engagement model and inter-agency collaboration that leverages services and develops new programs to provide individuals and families with information and skills to adopt positive health behaviors	See Plumley Village Health Services Program
To work with key stakeholders to establish a long-term strategy for addressing healthy weight/obesity in the City of Worcester and surrounding towns	Completed the CHA/CHIP with WDPH and key community stakeholders. Formulated a CHIP Healthy Weight Work Group including the Worcester Public Schools and key community stakeholders with strategies and an implementation plan
Funded community-based programs that addressed obesity in children (i.e. access to physical activity, exercise programs, nutrition and education).	Provided funding for exercise and other physical activity opportunities at a variety of community-based organizations and schools (see outreach to the Bell Hill neighborhood, City of Worcester Wheels to Water program, Southeast Asian Coalition, Worcester
To provide physical activity and exercise opportunities to youth in the Bell Hill neighborhood	Provided after school exercise classes to a total of 133 students of Belmont Street Community School
To develop a wellness/healthy weight workforce agenda with multiple community partners	Ongoing/ development of health and wellness efforts at worksites
To support a Wellness program of exercise, nutrition and tobacco cessation for 75 individuals with mental illness	74 people with mental illness participated in exercise, 95 in nutrition and 25 in tobacco cessation programs at a local community-based organization

Partners

Partner Name, Description Partner Web Address

City of Worcester, City Manager's Office

YWCA, community organization that offers a wide range of programs that include, but are not limited to, health and wellness.

Community Builders at Plumley Village, low income housing complex

Edward M. Kennedy Community Health Center, federally qualified community health center

YMCA of Central MA, community organization that

offers a wide range of programs that include, but are not limited to, health and wellness.

Contact Information Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description Not Specified

Funded Community-Based Youth Initiatives That Target Violence Prevention

Brief Description or Objective UMass Memorial supports several community-based programs that provide at-risk inner city youth with the opportunity to gain employment, academic enrichment, exposure to health careers and referrals to social support services.

Program Type Community Participation/Capacity Building Initiative, Grant/Donation/Foundation/Scholarship, Mentorship/Career Training/Internship

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Injury and Violence, Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** Adult-Young
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Not Specified

Goal Description	Goal Status
Health Career Expo: To educate inner city youth about health career opportunities by coordinating a one day event with multiple community stakeholders	Through community partners offered health career fair that drew 364 students from area high schools
City of Worcester Youth Opportunities Office Summer Employment: To coordinate federal, state and local resources that provide the best opportunities for employment and pre-employment training for Worcester youth	Increased access to employment opportunities for 1,106 at-risk youth ages 14 to 21. Coordinated the Wheels to Water program. Participated in the Health Career Expo
YouthNet: To provide safe, recreational and cultural activities to middle school youth ages 11-15 during a seven-week summer and school year program to reduce violence and the school drop out rate and promote post-secondary educational opportunities	More than 11,000 youth participated
Worcester Interfaith Neighborhood Youth Workers Program: To secure funding for 400 summer jobs for youth and community school programs	The program secured over \$500,000 in state funding for youth jobs in the City of Worcester in FY2012

Partners

Partner Name, Description **Partner Web Address**

City of Worcester, City Manager's Office

Worcester Public Schools
 Colleges of Worcester Consortium
 City of Worcester Police Department
 Worcester Interfaith, multi-issue, multi-racial organization of religious congregations and neighborhood organizations that develop leaders, organize power, and work for social justice and change
 UMass Medical School/
 Worcester Pipeline Collaborative

Contact Information

Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description

Not Specified

Clinical Services at Federally Qualified Community Health Centers

Brief Description or Objective

UMass Memorial provides funding for direct services and primary care at the Edward M. Kennedy Community Health Center and Family Health Center. This support alleviates the financial challenges experienced by these organizations as a result of the high demand for primary care services, shortage of primary care providers, a reduction in state funding and a decrease in other funding resources.

Program Type

Direct Services, Grant/Donation/Foundation/Scholarship, Health Coverage Subsidies or Enrollment, Prevention

Target Population

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

Goals

Statewide Priority: Not Specified

Goal Description

To increase the capacity of on-site primary care services at Family Health Center and Edward M. Kennedy Community Health Center

Goal Status

Improved access for 3,000 new patients at Edward M. Kennedy Health Center. Supports operations for primary care services at Family Health Center

Partners

Partner Name, Description Partner Web Address

Edward M. Kennedy Community Health Center, federally qualified health center

Family Health Center, federally qualified health center

Contact Information

Gary Lapidis, Senior Vice President, UMass Memorial Medical Center, 508-334-0250, Gary.Lapidis@umassmemorial.org

Detailed Description

Not Specified

Access to Health Care for SouthEast Asian Population

Brief Description or Objective The program provides referrals and linkages to primary care providers, offers health and prevention education, and insurance enrollment.

Program Type Community Education, Grant/Donation/Foundation/Scholarship, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** Asian
- **Language:** Cambodian , Vietnamese

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

To connect the medically underserved Southeast Asian population to primary care services, other social support services and prevention

To address rising obesity rates among the Asian community in the City of Worcester

To provide physical activity opportunities to the Asian community with a focus on youth

To conduct outreach and provide health awareness building activities to Asian parents of children under the age of 10 to address the alarming rates of obesity among children

Goal Status

Assisted 300 individuals to access health insurance and primary care. Made 50 referrals to the UMass Memorial Care Mobile and UMMHC primary care

Held four workshops attended by 80 people that were focused on healthy eating and exercise

Provided the "Youth Effect" program for Worcester Public School students ages 13-19. Provided exercise and physical activity opportunities through activities such as: Lion dancing, Boxing, group workout sessions and summer activities

Asian parents were recruited for SEAC health workshops through existing coalition members and other community-based programs such as ESL programs, WIC and school-based health centers

Partners

Partner Name, Description **Partner Web Address**

Not Specified

Contact Information

Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description

Not Specified

Men's Health and Families Program / A Grassroots Outreach Approach

Brief Description or Objective

This community-based program conducts outreach to men of color who are at risk for developing chronic conditions. Services include referrals to primary care, case management and support groups, and discounted YMCA memberships for the men and their families.

Program Type

Community Education, Grant/Donation/Foundation/Scholarship, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care, Other: Uninsured/Underinsured, Physical Activity

- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** Black/African American, Hispanic/Latino
- **Language:** English , 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

To have men participate in group or individualized pre-and post education sessions on diabetes/prostate cancer/cardiovascular disease and nutrition

To improve access to care for homeless, indigent, uninsured/underserved population utilizing an intensive case management model that responds to the needs of individuals and families

To provide wrap-around services to medically underserved men

Goal Status

150 men took a pre- and post test assessment and increased their overall health literacy with a focus on obesity/diabetes/prostate cancer and nutrition. 150 participated in food labels trainings. 50 received a 30-day free pass to the YMCA and later joined

Conducted outreach to 300 men

Made 215 referrals to the UMass Memorial Care Mobile. Referred 15 men to emergency housing; 10 to Family Health Center for dental services; 4 for eyeglasses and 20 were connected to Community Health Link for drug abuse with accepted into detox

Partners

Partner Name, Description Partner Web Address

YMCA of Central MA, community organization that offers a wide range of health and wellness programs

Contact Information

Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description

Not Specified

Hector Reyes House Rehabilitation Program

Brief Description or Objective

This residential substance abuse treatment program for Latino men provides intensive counseling, state-of-the-art interventions for substance abuse, access to medical care, psychiatric services, training and employment options.

Program Type

Outreach to Underserved,Physician/Provider Diversity,Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Other: Alcohol and Substance Abuse
- **Sex:** Male
- **Age Group:** Adult
- **Ethnic Group:** Hispanic/Latino
- **Language:** English , Spanish

Goals

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

Goal Description

To reduce substance abuse relapse among Latino men through case management and the delivery of wrap-around services that allow them to successfully graduate from the program and live independently

Goal Status

Provision of the Medical Director's part time position contributes to the financial sustainability of the program

Partners

Partner Name, Description Partner Web Address

Massachusetts Department of Public Health, state organization that supports public health initiatives

Community Healthlink, community-based organization that provides substance and alcohol abuse treatment services

Contact Information

Dr. Matilde Castiel, Executive Director, Latin American Alliance, 508-334-0902, Matilde.Castiel@umassmemorial.org

Detailed Description

Not Specified

UMass Memorial Community Outreach

Brief Description or Objective

UMass Memorial has a dedicated Community Relations Department that conducts community outreach and encourages engagement by working collaboratively with a broad-based number of community organizations and coalitions to address the community benefits priorities.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Health Coverage Subsidies or Enrollment,Healthy Communities Partnership,Mentorship/Career Training/Internship,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Access to Health Care, Injury and Violence, Mental Health, Other: Language/Literacy, Other: Lead Poisoning, Other: Nutrition, Other: Parenting Skills, Other: Public Safety, Other: Smoking/Tobacco, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **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

To develop linkages and partnerships with multiple stakeholders that leverage resources to support community benefits programs for medically underserved and vulnerable populations
To assemble a diverse

Goal Status

Evidenced by participation in multiple community health coalitions including Common Pathways, CHNA-8

Completed the CHA in

community effort for the development of a Community Health Needs Assessment (CHA)

December, 2012 and developed a CHIP

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Mónica Escobar Lowell, Vice President, Community Relations, UMass Memorial Medical Center, (508) 334-7640, Monica.Lowell@umassmemorial.org

Detailed Description

Not Specified

Common Pathways Healthy Communities Initiative

Brief Description or Objective

This initiative engages residents, providers and other key stakeholders in determining health priorities and improving the quality of life in Worcester and surrounding towns.

Program Type

Community Participation/Capacity Building Initiative, Grant/Donation/Foundation/Scholarship, Healthy Communities Partnership

Target Population

- **Regions Served:** Auburn, Boylston, Grafton, Holden, Leicester, Millbury, Paxton, Shrewsbury, West Boylston, Worcester
- **Health Indicator:** Access to Health Care
- **Sex:** All
- **Age Group:** All
- **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

To collaborate with and financially support a community coalition that is working on efforts that are aligned with public health needs identified by the Community Health Needs Assessment (CHA) and Community Health Improvement Plan (CHIP)

Goal Status

Worked in collaboration with UMass Memorial and the Worcester Division of Public Health on the completion of the CHA and the CHIP. Work Groups and strategies to addressing identified needs will align with the CHIP on an on-going basis

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Clara Savage, Program Coordinator, Common Pathways, 508-459-9664, csavage.commonpathways@gmail.com

Detailed Description

Not Specified

Injury Prevention Programs

Brief Description or Objective

UMass Memorial Department of Trauma, Surgery and Clinical Care (Injury Prevention Center) has undertaken several community-based initiatives that aim to improve public health and safety of the community by developing collaborative programs to prevent accidents and reduce injury.

Program Type

Community Education, Community Participation/Capacity Building Initiative, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Immunization, Injury and Violence, Other: Public Safety, Other: Safety,

Other: Safety - Auto/Passenger, Other: Safety - Home, Other: Safety - Sports

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

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
Child Passenger Safety Program: To educate parents and caregivers on the proper use of child passenger safety seats including use of seat belts and avoidance of driving distractions	300 participated
Mobile Safety Street/ Mobile Safety Street for Older Adults: To reduce injury among pre-school to 5th grade students in the Worcester Public Schools and older adults throughout Central Massachusetts through a mobile program that teaches about injury prevention and safety	12,250 participated
Teen Reality Intensive Driver Education (RIDE) Training Program: To teach teens convicted of first time motor vehicle offenses the medical impact associated with risky driving behaviors	80 participated
Goods for Guns: To retrieve as many firearms as possible from the community and educate gun owners on the proper storage of guns in the home	153 participated

Partners

Partner Name, Description **Partner Web Address**

Worcester District Juvenile Court, local judicial system

Brain Injury Association of Massachusetts, advocacy organization that promotes policies and awareness of brain injuries and their impact

City of Worcester, Department of Public Health

UMass Medical School

Worcester District Medical Society

Worcester Public Schools, South High School

City of Worcester, Police Department

Walmart

City of Worcester, Office of the District Attorney

Worcester Public Schools,
Head Start Program
Family Health Center, federally
qualified health center
Worcester Senior Center,
direct service provider for
seniors age 55 and over

Contact Information Mariann Manno, MD, Trauma and Surgical Critical Care, UMass Memorial Medical Center, 774-443-8627, Mariann.Manno@umassmemorial.org

Detailed Description Not Specified

Food Insecurity / Hunger Project

Brief Description or Objective Worcester has been identified as an area where food insecurity and hunger are prevalent with 66% of Worcester Public Schools students being eligible for the Free/Reduced Lunch Program. UMass Memorial has taken measures to develop strategies that raise awareness among clinical and hospital leaders, develop patient resource materials, improve SNAP (food stamp) and WIC application assistance, and participate in a citywide Food Advisory Council.

Program Type Community Participation/Capacity Building Initiative

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Other: Nutrition
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals
Statewide Priority: Not Specified

Goal Description	Goal Status
To address food insecurity among patients in the community	Completed 813 SNAP and WIC applications and staff are engaged in the Worcester County Food Bank and the Worcester Food & Active Living Policy Council

Partners

Partner Name, Description **Partner Web Address**

Worcester Food Advisory Policy Council

Massachusetts Department of Transitional Assistance

Project Bread

Worcester County Food Bank

Contact Information Katherine Shocas, Director of Special Projects, UMass Memorial Medical Center, 508-334-1699, Katherine.Shocas@umassmemorial.org

Detailed Description Not Specified

Homeless Triage and Assessment Center

Brief Description or Objective Worcester has a critical need to provide triage and temporary shelter for homeless adults.

Program Type Outreach to Underserved

Target Population

- **Regions Served:** Worcester
- **Health Indicator:** Other: Homelessness
- **Sex:** All
- **Age Group:** All

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

Goals

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

Goal Description

To address the need for temporary shelter and triage services for homeless individuals

Goal Status

Program served on average 80 people per night

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Deborah Ekstrom Executive Director, Community Healthlink, Inc. 72 Jaques Ave. Worcester, MA 01610-2480 508-860-1260 , DEkstrom@CommunityHealthLink.org

Detailed Description

Not Specified

Emergent Transportation for Patients

Brief Description or Objective

UMass Memorial Ob/Gyn provides emergent transportation via cab for low-income ambulatory patients to enable access to needed health care services.

Program Type

Outreach to Underserved

Target Population

- **Regions Served:** Not Specified
- **Health Indicator:** Not Specified
- **Sex:** Not Specified
- **Age Group:** Not Specified
- **Ethnic Group:** Not Specified
- **Language:** Not Specified

Goals

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

Goal Description

To improve access by enabling low-income, medically-underserved patients to receive medical care and health services

Goal Status

Improved access to care for 150 patients in FY2012

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

Not Specified

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2012	Approved Program Budget for 2012
Community Benefits Programs	Direct Expenses	\$7,256,917
	Associated Expenses	Not Specified
	Determination of Need	\$203,850
		\$900,000
		*Excluding expenditures

	Expenditures		that cannot be projected at the time of the report.
	Employee Volunteerism	Not Specified	
	Other Leveraged Resources	\$285,299	
Net Charity Care	HSN Assessment	\$20,900,041	
	HSN Denied Claims	\$1,690,885	
	Free/Discount Care	\$10,166,569	
	Total Net Charity Care	\$32,757,495	
Corporate Sponsorships		\$27,075	
	Total Expenditures	\$40,530,636	
Total Patient Care-Related Expenses for FY2012			\$1,308,353,616
Comments: None			

Optional Information

Expenditures	Amount	
Community Service Programs	Direct Expenses	Not Specified
	Associated Expenses	Not Specified
	Determination of Need Expenditures	Not Specified
	Employee Volunteerism	Not Specified
	Other Leveraged Resources	Not Specified
Total Community Service Programs		Not Specified
Bad Debt:	\$27,729,000	Certified
IRS 990:	Not Specified	