

Northeast Hospital Corporation
Addison Gilbert Hospital
and
Beverly Hospital

Community Benefits Report

Fiscal Year 2002

October 1, 2001- September 30, 2002

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Northeast Hospital Corporation
Addison Gilbert Hospital and
Beverly Hospital
Community Benefits Plan

Community Benefits at Northeast Hospitals and Northeast Health System (NHS) affiliates serve many communities, with needs as diverse as the individuals who live within them. By providing targeted health and education programs that respond to the unique needs of these communities, these organizations strive to improve the health of North Shore residents. Our community outreach mission – to provide area residents the education and tools they need to remain healthy and well – is evidenced in the wide range of programs we offer. From children’s health to cardiac health to senior health, we are positively affecting the lives of those individuals and families who rely on us to receive the highest quality health care, services and education.

**I. Community Benefits Mission Statement
(Approved by the Board of Trustees, June 6, 1997)**

The Community Benefits Program at Addison Gilbert Hospital and Beverly Hospital incorporates the Community Health concepts of wellness, adaptation, self-care and health promotion. Strategies used in Community Benefits health activities include prevention, early detection, early intervention and long-term management. Health issues addressed encompass the realms of safety, chronic disease, infectious disease and substance abuse.

Also included with the Community Benefits Mission Statement is the Mission Statement of Northeast Health System. The corporate Mission Statement is founded in the concepts of quality, caring and community.

Northeast Health System Mission Statement

Northeast Health System is a network of people and care giving organizations joined together by a shared commitment to improve the health of the individuals and communities we serve. We provide efficient, high quality care through a uniquely comprehensive system of community-based hospitals, physician practices, human services, senior care and referral organizations. We strive to:

Access and take responsibility for community health needs;

Forge healing partnerships with patients and communities;

Care for even the most vulnerable among us;

Provide care in the most appropriate setting as close to home as possible;

Respect the dignity of those who work within our organization and those we serve.

These goals are achieved through careful trusteeship of our charitable resources.

II. Internal Oversight - Management of Community Benefits Program

A. The Community Benefits program is organized by the Community Relations and Public Affairs office of Northeast Health System with the responsibility for overall management centered with the Vice President, Community Relations and Public Affairs.

III. Community Health Needs Assessment

A. Information Source

The Healthy Communities Council of Addison Gilbert and Beverly Hospitals conducted a Health Needs Assessment during the first half of 1997. This assessment was a survey in two versions, mailed to 38,000 households in 17 communities. Thirteen of these cities and towns were identified by the Council as its target area. These communities were: Beverly, Boxford, Danvers, Essex, Gloucester, Hamilton, Ipswich, Manchester, Middleton, Peabody, Rockport, Topsfield and Wenham. The remaining four communities were included as a cooperative effort with AtlanticCare Medical Center in Lynn.

In preparation for the assessment, the council investigated four magnet programs across Massachusetts, evaluated five national survey tools, and developed and pre-tested a customized survey tool that met the council's needs. The survey process included conducting a random sample of all households in the targeted communities and mailing the survey with pre-addressed, bar-coded return envelopes that would maintain the anonymity of the respondents.

The total number of usable returns from the survey was 2,866. Unusable returns were those on which the respondents did not indicate the city or town in which they resided.

B. Summary of Assessment Finding

Lifestyle Behaviors, with 2,251 write-in answers, was the overwhelming response to the question, “What Would Help You to be More Healthy?” A number of respondents gave multiple answers to this question. Lifestyle Behaviors included exercise & fitness, diet, nutrition, weight, smoking, alcohol use. The second most frequently mentioned category was stress management, with 280 responses, followed by chronic disease, 110 and access to care, 102.

Respondents to the Healthy Families version of the survey identified the following chronic health issues: high blood pressure, high cholesterol, asthma, back problems and arthritis. Healthy Families version respondents identified the following mental health issues: stress, anxiety, depression and isolation. Lifestyle issues were: overweight, high blood pressure, high cholesterol and dieting. Access to Care issues were: affordable care, money to pay for care and obtaining insurance.

Respondents to the Healthy Communities version of the survey were asked to identify Health Risk Factors present in their communities, using a likert scale format. Underage drinking was mentioned by 63.8%, drug use by 53.5%, alcohol use by 52.9% and tobacco use by 45.6%. This version of the survey also asked about community strengths and problem. The following problems were identified: schools, adequate public transportation, affordable housing and affordable medical care. The following strengths were identified: libraries, fire response, police response and 911 availability.

Hospital admissions were reviewed as one data source with which to compare survey responses. The most frequent diagnoses for Addison Gilbert and Beverly Hospitals, excluding pregnancy, non-pneumonia infection, occupational health and vague diagnoses, were: Injuries (7,090), Respiratory (2,905), Mental health (2,418), Cardiovascular (1,505), Cancer (818), pneumonia (559), Congestive Heart Failure (453),

Orthopedic (289), Substance Abuse (222), Diabetes (108). The Healthy Communities Council selected the following areas as priority targets: preventable pneumonia, cardiac health, cancer detection and prevention and diabetes mellitus management.

C. Action Steps

The results of our survey indicated four priorities for healthy community intervention:

- Lifestyle behavior modification
- Mental health, particularly stress management
- Chronic disease management
- Access to health care services.

To date, we continue to stress those four priorities in our community outreach and Community Benefits programs.

IV. COMMUNITY HEALTH PARTICIPATION

A. COMMUNITY HEALTH NETWORK NORTH (CHNN)

Since the early 90's, Northeast Hospitals have worked with over 30 area agencies and the Massachusetts Department of Public Health (MDPH) to develop a Community Health Network (CHNN) for nine cities and towns on the North Shore. In 2002, the CHNN's were merged to form a larger consortium of providers and communities in Northeastern Massachusetts.

B. THE HEALTH ACCESS NETWORK

Each month, a group of agency and health care workers gather to discuss access to the health system including mental, community and dental health and insurance coverage. On the average, 25 or 30 representatives from throughout the northeast area of Massachusetts attend these meetings to share mutual issues of concern.

C. PUBLIC HEALTH OFFICIALS MEETINGS

Each year, Beverly Hospital organizes meeting for the directors and staffs of the local health departments in the 16 cities and towns considered part of the hospital's service area. Members of the infection control staffs of area hospitals have also been invited to attend selected programs of importance to the broader health provider community. Recently, Northeast Hospitals received a grant from the MDPH to provide Lyme-tick disease education to the greater North Shore communities.

Public Health Forum Luncheon Lectures provided

Syphilis Control: Nearing the End

Rabies Update and Hoof/Mouth Review

Mad Cow, Hoof/Mouth & West Nile Virus & Tularemia

HIV/AIDS Surveillance Update

V. Community Benefits Plan

A. As mentioned earlier, the results of our survey and the work with local community groups, indicated four priorities for healthy community intervention:

1. Lifestyle Behavior Modification
2. Mental Health
3. Chronic Disease Management
4. Access to Health Care Services

To date, we continue to stress those four priorities in our community outreach and Community Benefits programs. (see Section VI).

B. Multiple screenings, lectures, health fairs, etc., were developed to adequately address the needs to identify within the community.

C. Short-term goals:

Screenings were developed in the following areas, skin cancer screenings, oral cancer screenings, pap smear clinics, depression seminars, diabetes screenings, bone density screenings, blood pressure clinics, flu clinics and pneumococcal clinics, CPR programs, cardiovascular risk assessment, osteoporosis risk assessment, diabetes risk assessment, body mass index and breast cancer risk assessment.

D. A number of disease management initiatives have been instituted including cardiac rehabilitation, heart failure management, pulmonary rehabilitation, osteoporosis management, vascular health and women's health screenings.

E. Within each of the chronic disease areas, an initiative was developed to identify and manage the treatment of each patient and family.

F. A database has been developed for maintenance and appropriate follow-up.

VI. Part I. Screenings Conducted in 2002 (Detailed Narrative)

BLOOD DRIVE

American Red Cross Drive

Sponsored by the Friends of Beverly Hospital & Blood Bank

May 17, 2002

1-6 PM

Presented donors: 41

Lecture Hall – Beverly Hospital

ORAL CANCER SCREENING

April 11

10 AM – 12 Noon

Beverly Hospital Hunt Center – Geriatric Care Center

Eight people screened – Four people in need of further evaluation

SKIN CANCER CLINICS		Screened	In need of further Evaluation
April 23	Beverly Hospital	22	14
June 4	Addison Gilbert	16	9
September 25	Addison Gilbert	19	11
November 6	Beverly Hospital	21	16

BLOOD PRESSURE SCREENINGS

Addison Gilbert Hospital &

Beverly Hospital Hunt Center:

Addison Gilbert Hospital

January	177
February	132
March	139
April	201
May	169
June	192
July	225
August	168
September	153
October	202
November	139
December	155
	2,052

Beverly Hospital Hunt Center

June	31
May	42
April	37
March	38
Jan.	20
Feb.	18

Pap Smear Clinic

North Shore Birth Center

Provided to women who are uninsured

October 11 women screened, one in need of further follow-up

CPR

Date	Attendance	#Sessions	# Hours
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BLS Healthcare Provider

10/31	30	3	3
11/14	9	1	9
11/4&6	6	2	3.5
11/21	24	3	3
12/12	10	1	7
12/19	10	2	3

Heartsaver BLS

10/01 Pedi	4	1	3
11/05	2	1	3

Baby/Child Saver

November	15	2	3
September	15	2	3

NORTHEAST HEALTH SYSTEMS
HEALTH & DISEASE MANAGEMENT SERVICES

Health & Disease Management Services provide comprehensive, interdisciplinary programs and education from primary prevention and detection to treatment and management of disease for patients, families, our employees and the community. These services are available through Addison Gilbert Hospital, Beverly Hospital, the Cable Center, and Beverly Hospital Hunt Center and into the community.

These screenings are offered free or for a nominal fee. Multidisciplinary team performs the screenings and follow-up letters are sent to the individual's physicians, as authorized to insure communication of screened information. Individuals are then able to enter management programs through a physician referral as indicated.

Programs for Health and Disease Management include:

HEALTH SCREENINGS

Osteoporosis Management Program

Osteoporosis Risk Assessment & Bone Mineral Density:

Performed from 10-1-01 to 9-30-02

27 screenings

606 women

391 normal / 187 osteopenia / 28 osteoporosis

Vascular Management Program

CVD Risk Assessment & Peripheral Artery Disease Risk:

Performed November 2001

2 Screens

62 people

54 low risk/8 moderate risk/0 high risk

Performed September 2002

2 screenings (AGH & Beverly)

87 people

72 low risk / 11 moderate risk / 4 high risk

Cardiology Services

CVD Risk Assessment, BP Screening, Cholesterol & Glucose Testing:

Performed April 27, 2002, May 2, 2002,
September 24, 2002, September 26, 2002
4 Screenings
Please see attached reports

Breast Health Services

Breast Cancer Risk Assessment

4 Screenings

HEALTH FORUMS

Health Forums include both educational lectures by expert physicians and health screenings. The health screenings include: bone mineral density, osteoporosis risk assessment, cardiovascular risk assessment, blood pressure, cholesterol, glucose, depression risk assessment, diabetes risk assessment, pulmonary risk assessment and breast cancer risk assessment.

Heart Failure Management Symposium: Healthcare Provider

October 25, 2001
Peabody Marriott
Peabody, MA
Attendance: 84

External Grant: \$4000.00

Women's Health Forum: Community-Based: Heart & Bone Health

November 1, 2001
Oceanview Inn
Gloucester, MA
Attendance: 98

External Grant Funding: \$8,000.00

Women's Health Symposium: Community-Based: Breast Care

April 27, 2002
Sheraton Ferncroft
Danvers, MA
Attendance: 98

\$7120.00 Cost

\$ 980.00 Revenue

Women's Health Symposium: Community-Based: Breast Care

May 2, 2002

Elks @ Bass Rocks
Gloucester, MA
Attendance: 160

\$8400.00
\$1600.00 Revenue

HEALTH FAIRS

Health Fairs include both educational information and health screenings. The health screenings include: bone mineral density, osteoporosis risk cardiovascular risk assessment, blood pressure, cholesterol, glucose, and/or breast cancer risk assessment.

Gloucester Health and Wellness Exp: October 27, 2001
Breast Center Grand Opening: Community-January 20, 2002
Breast Center Grand Opening: Healthcare Providers-January 24, 2002
North Shore Health and Wellness Fair: April 28, 2002

LECTURES

Women's Health: A Dynamic Force in Healthcare: January 22, 2002

Osteoporosis - Prevention and Treatment: January 25, 2002

School site: Health Choices: February 8, 2002

Hidden Salt – Heart Failure Management: February 12, 2002

Exercise & the Prevention of Heart Disease: February 19, 2002

Osteoporosis Awareness: May 14, 2002

ARTICLES

Cardiac Transplant Patient
Cardiovascular Disease Tops the List
Women & Heart Disease: An Equal Opportunity
Snow Shoveling Risks
Do You Know Your Numbers?
Is Your Number Up?
Smoking
Osteoporosis: A Silent Disease
Stroke: A Brighter Outlook
Heart Failure: A Public Health Concern
Breast Cancer

WALKS

North Shore Heart Walk: May 11, 2002

Preparation for the North Shore Heart Walk includes: Patricia Grady - Chair
Multiple meetings, informational sessions and screenings.

Breast Health Center Walk: May 12, 2002

WOMEN'S HEALTH PROGRAMS

Programs and lectures focused on health issues for women are provided at a low cost or free. Programs include: Free Pap Smears, Prenatal Yoga, Infant Massage, Osteoporosis Exercise and Education, Basic Yoga, Yoga for the Breast Cancer Patient, Full of Energy Aerobics, Reiki, Stress Management, Mother & Infant Yoga. Support groups for women with breast cancer, fibromyalgia, cardiac disease, pulmonary disease and arthritis.

DIABETES SCREENING

October 8

Gloucester Health & Wellness Expo

Screened 111

Referred to Primary Care Physicians: 13

November 1

Endicott College Health Fair

Screened 25

Referred to Primary Care Physicians: 2

November 4

Diabetes Screening – Addison Gilbert Hospital

Screened 20

Referred to Primary Care Physicians: 2

December 15

Diabetes Screening – Holidays for Hero's

Screened 25

Referred to Primary Care Physicians: 6

VI Part II – Progress Report

1. LIFESTYLE BEHAVIOR MODIFICATION

HEALTH & WELLNESS PROGRAM

By offering a variety of health and wellness program, Addison Gilbert Hospital, Beverly Hospital and the Beverly Hospital Hunt Center provide patients, families and community members the choice and opportunity to remain healthy and well. The hundreds of programs for free or for a nominal fee during 2002 included, but were not limited to: Adult CPR & Baby/ChildSaver CPR; Blood Pressure Clinics; Bone Density Screenings; Diabetes Screenings; Foot Screenings; Flu Clinics; Health & Safety Day for Kids; Older Adult Luncheon Lectures; Oral Cancer Screenings; Osteoporosis Prevention & Exercise; PAP Smear Clinics; Prenatal Yoga; Skin Cancer Screenings; Speech and Language Screenings for Children; Women and Heart Disease and Yoga and Men's Health Series.

GLOUCESTER HEALTH AND WELLNESS EXPO 2002

The seventh annual Gloucester Health and Wellness Expo was held at Gloucester High School on October 5, 2002. The event was co-sponsored by Addison Gilbert Hospital, the Gloucester Health Department, Shorecliff-Deaconess Retirement Center and the Community Health Network North of the Massachusetts Department of Public Health. Another eight area businesses and non-profits offered in-kind support. More than 700 people attended and more than 100 attendees received free pneumovax shots. Sixty-three exhibitors offered educational displays, activities and health screenings. Live music was provided and a clown entertained young and old alike. Addison Gilbert Hospital's share of the costs for the event was \$2,700.

FLU AND PNEUMOVAX CLINICS

Each year, Northeast Hospitals conduct free flu and pneumovax clinics in its surrounding communities. Clinics this year were held in the Women's Health and Medical Arts Building on the Beverly Hospital campus, at the Geriatric Care Center at the Hunt, in the Addison Gilbert Hospital cafeteria and at the Cable Emergency Center. A total of 1,699 local residents received free flu shots and 174 community members received the pneumococcal vaccine.

NORTH SHORE HEALTH AND WELLNESS FAIR

Northeast Hospitals participated in the 2002 North Shore Health and Wellness Fair held at Salem State College O'Keefe Center. The annual fair promotes a healthy lifestyle and raises money for local charities. An estimated 1,500 people attended the event as nearly 100 health and fitness organizations exhibited their products and services. Participating NHS departments included maternity, pediatrics, senior outreach, women's health, breast health clinic, emergency services, North Shore Birth Center, the Diabetes Care Center and Beverly Sports Rehabilitation Center. Northeast Hospitals was also a lead sponsor for the Salem State College 5K Road Race/Fun Walk also held that day.

2. BEHAVIORAL HEALTH

CAB HEALTH & RECOVERY SERVICES

CAB Health & Recovery Services, Inc., a 44-year old substance abuse agency serving 27-plus communities in northeastern Massachusetts and greater Boston, has

developed programs specifically targeted at at-risk populations. In 2002, the Essex County Juvenile Drug Court was one of four juvenile drug court programs selected for federal funding. The grant is part of the federal **Substance Abuse and Mental Health Services'** (SAMHSA) drug courts initiative. Based on a highly competitive proposal process, CAP was awarded \$386,114 per year for three years to expand the Drug Court's services, thereby serving more of our North Shore youth.

Founded in 2000 as a collaboration of CAB Health & Recovery Services and the Essex County Juvenile Court, the Juvenile Drug Court works with youth (7-17) who have been court-involved and struggling with substance abuse. To date, the six-month, structured program has worked with over 80 area youth.

Also in 2002, CAB, with other community treatment organizations and universities, was selected for the National Institute on Drug Abuse (NIDA) Clinical Trials Network through Harvard University. CAB is a member of the Northern New England node. The Clinical Trials Network will study America's drug treatment strategies and will bridge the gap between research and actual addiction treatment facilities.

Across its communities, CAB provides a range of quality inpatient, outpatient, outreach, prevention and educational programs to serve families, groups and individuals. As clients' needs change, they can be referred from program to program across the agency or within Northeast Health System, thereby ensuring consistency and quality care.

HEALTH & EDUCATION SERVICES

A non-profit community behavioral health organization, serving the greater North Shore and lower Merrimack Valley areas, Health & Education Services (HES) provides mental health services to underserved and un-served populations. As part of the NHS Behavioral Health Network, HES is one of the largest regional providers of behavioral health services in the Commonwealth of Massachusetts and its full continuum of care is unparalleled in the state. Programs include emergency and crisis services; adult, child and adolescent residential services; partial hospitalization programs; extensive and wide-ranging outpatient mental health and substance abuse services; rehabilitative programs; private schools; and a complex array of community prevention services.

Embedded within this continuum is a host of services designed to meet the needs of un-served and underserved populations. These specialty programs are targeted to reach the following communities: cross cultural and linguistic minorities; elderly; gay and lesbian; trauma victims; dual diagnosis; the chronically and persistently mentally ill; and those persons living with HIV/AIDS and eating disorders.

3. CHRONIC DISEASE MANAGEMENT

HEALTH & DISEASE MANAGEMENT SERVICES

This newly formed service encompasses Cardiac Rehabilitation, Heart Failure Management, Pulmonary Rehabilitation, Osteoporosis Management, Vascular Health and Women's Health Services. An important component of this service involves the comprehensive education and screening of our community, our hospital employees and our health care providers. See Lifestyle Behavior Management section of this report for a detailed list of all programs and services.

4. ACCESS TO HEALTH CARE SERVICES

SUPPORT GROUPS

In addition to a number of outside groups conducting programs, the following support groups take place at various hospital campus locations:

Alzheimer's Support Group

Alzheimer's Support Group for Children

Connecting Young Moms & Education Support Group

Connecting Young Dads & Education Support Group

Breast Cancer Support Group at Beverly Hospital

General Cancer Support Group at Beverly Hospital

Breast Cancer Support Group at Addison Gilbert Hospital

Cape Ann Support Group (Cancer) at Addison Gilbert Hospital

Caregivers Support Group at Beverly Hospital

Diabetes Support Group at Beverly Hospital

Diabetes Support Group at Addison Gilbert Hospital

Type 1 Diabetes Support Group at Beverly Hospital

Fibromyalgia Support Group

Prostate Cancer Support Group

MotherTalk

MotherTime

Multiple Sclerosis Support Group & Education

Stroke Club

Widowed Person's Support Group

Cardiac Rehabilitation Support Group

CAB Health & Recovery Services hosts AA (Alcoholics Anonymous), NA (Narcotics Anonymous) and GA (Gamblers Anonymous) and other 12-step groups to help people in recovery from addictions.

WOMEN'S HEART INITIATIVE

The Women's Heart Initiative has been immensely successful, with numerous lectures and health screenings. The initiative's main objectives:

to increase the communities' awareness of heart disease and stroke in women, the risk factors, the less common warning signs and the alternative methods for diagnosis and care.

To increase health care providers' awareness of heart disease in women, less common warning signs in women and alternatives for diagnosis and care.

to increase communication between patients and doctors through awareness, education and self-empowerment.

This important program was supported by education grants from outside of the hospitals as well as by the American Heart Association.

LOW-COST AND FREE WOMEN'S HEALTH PROGRAMS

Low-cost and free activities, programs and lectures help women create a healthy environment by taking more control over their lives. Programs offered in 2001 included, but were not limited to: Free Pap Smear Clinics; Prenatal Yoga; Infant Massage; Osteoporosis Exercise and Education; Basic Yoga; Full of Energy Aerobic class, including step, cardio-boxing and strength training; Staying Safe at College: a Self-Defense Program; Stress Reduction, Mother and Infant Yoga; Reiki Clinic; Anger Management; Women's Health Forum; and Bioenergetics. There were also support groups for women with Fibromyalgia.

WOMEN AND CHILDREN'S SUBSTANCE ABUSE SERVICES

CAB Health & Recovery Services provides gender-specific substance abuse treatment at its outpatient offices in Salem and its residential programs in Tewksbury and Lynn. Also, women's treatment protocols are integrated across the agency for other women's and co-ed programs. Staff from the women and children's programs is also available for community lectures on gender-specific substance abuse issues.

ADDISON GILBERT HOSPITAL HEALTHCARE ACCESS COUNSELING

The Addison Gilbert Hospital provides counseling and assistance for people to access group health insurance. The coordinator is fluent in Italian and Sicilian, the two most common non-English languages spoken in Gloucester. This program was initiated several years ago as the result of major changes in the fishing industry, which resulted in widespread unemployment among men and women employed in all aspects of that industry. However, the access coordinator has extended the reach of this program to reach other populations within the Cape Ann area. One goal of this program has been to

assure that all area children have insurance coverage so aggressive outreach through the public schools has been conducted each fall. Nearly 500 children a year have been enrolled in health insurance.

BEVERLY HOSPITAL COMMUNITY LIAISON/FINANCIAL COUNSELING

Through consistent outreach, education, enrollment and retainment, the Beverly Hospital community liaison/financial counselor provides access to health insurance for those who are uninsured or underinsured. The community liaison has established a relationship with the school department as well as the Department of Public Health. The community liaison also participates in hospital-sponsored health fairs, which have proven to be valuable tools in reaching families that needs health insurance coverage. Regular visits to area homeless shelters and community-based food pantries have also been established with much success. It is Beverly Hospital's goal to expand this program with the application for mini-grants.

HEALTHLINK INFORMATION RESOURCE CENTER

The Healthlink Information Resource Center was established at Addison Gilbert Hospital to provide free, confidential information, using proven reliable Internet sites and medical print literature. The Resource Center was created in response to the Addison Gilbert Hospital's patient-centered care initiatives and data from the 1998 Gloucester Mayor's Health Needs Committee's community surveys. The Healthlink Information Resource Center has as its goals:

- to provide information about diseases and lifestyle outcomes,
- to empower consumers to participate in managing their health and well being, and
- to foster communications between healthcare providers and consumers.

Healthlink services are offered for everyone – the general public, medical, nursing and ancillary personnel.

INFORMATION AND REFERRAL LINE

As a free service to the community, Northeast Hospitals offers a toll free information and referral line (1-888-253-0800) that links callers to health and human services both within and outside our system. Patients call asking for help locating a support group or provider, or seeking answers to health-related questions.

CAB'S PROFESSIONAL TRAINING SERIES

Each month, CAB Health & Recovery Services provides a free lecture for health care and social service providers on substance abuse prevention and treatment issues. Through this training series, CAB's staff lends a depth of knowledge and expertise to trade groups on these important topics.

NHS WEB PAGE

The NHS web page continues to provide up-to-date information on health education, services, programs and affiliated physicians. The Web site, www.nhshealth.org, receives thousands of hits each month, and contains relevant health information. CAB's website provides links and information on drug and alcohol abuse and how to seek help.

SPEAKERS BUREAU

Addison Gilbert Hospital, Beverly Hospital and CAB Health & Recovery Services maintain a free speakers' bureau that meets requests for speakers on health related topics from community agencies, organizations, libraries, educational institutions and businesses. To date, more system representatives than ever before filled community requests for free speakers in 2002.

SEVENTH ANNUAL HEALTH & SAFETY DAY FOR KIDS

Beverly Hospital was proud to sponsor the 7th Annual Health & Safety Day for Kids at the Northshore Mall in Peabody. Thousands of patrons of the mall received health and safety information. More than 20 community organizations participated in this successful event. Among the services and program exhibiting for Beverly Hospital were maternity, pediatrics (including Children's Hospital Boston), emergency and parent education.

SENIOR OUTREACH PROGRAMS

Beverly Hospital provides full-time management and administrative support and office facilities for the Senior Outreach Programs (SOP). The 53 senior volunteers of SOP design, develop and promote a diverse assortment of programs and services essential to the health, social and educational needs of other seniors in the community. Now entering its 19th year, the volunteers of SOP are recognized as a preeminent source of information and referral on available community resources. Programs and services offered include:

Living Right Along, a monthly health and information newsletter that is distributed to over 19,000 seniors. A team of volunteers is responsible for preparing it for mailing each month.

LIFELINE Personal Emergency Response System: a monitoring system that provides security and peace of mind to over 1,600 people on the North Shore. This vital program is staffed by four paid employees and 15 trained volunteer installers. Monitored at Beverly Hospital, the LIFELINE program provides a local team of support of isolated and frail individuals.

Luncheon Lecture Series: a monthly event providing health information on topics of interest to elders. A hearty lunch is served for a nominal fee.

Senior Network Breakfasts: a networking breakfast for professionals working in the field of geriatrics is sponsored five times a year. Each breakfast features a speaker covering a topic of interest to these professionals as well as ample time to meet with peers.

Phone Friends: provides homebound seniors with a friendly phone call once a week from Senior Outreach Program volunteers.

Public Housing Exercise Program: Collaborating with North Shore Elder Services, provides exercise programs in two public housing sites for elders twice a week, year round.

Prescription “Brown Bag” Mornings: monthly opportunity to meet with a pharmacist who review medications for possible dangerous interactions, held at our Geriatric Care Center at the Hunt Center.

T.I.P.S. Sheets: resource flyers provide information on many topics important to elders – hundreds distributed annually to community agencies, elder care professionals, patients and their families.

ADDITIONAL PROGRAMS

On May 12th, the 8th Annual Topsfield Run/Walk for Breast Cancer was held in Topsfield. Proceeds from the walk helped to benefit local breast cancer organizations. In 2001 and 2002, the Breast Health Center at Beverly Hospital's Hunt Center was a recipient of the donations.

A summer camp was conducted on the Beverly Hospital campus. The Good Works Day Camp is a healthcare career exploration program for children between the ages of 9-11. Over the years, several hundred students have benefited from the exposure to various departments and programs throughout the hospital. Many of these former campers are now pursuing healthcare careers.

VII. Next Reporting Year-2003

A. Projected expenditure will follow that of the current year:

B. Anticipated goals and program initiatives.

a. Well placed health stories and medical information in the local media on a weekly basis.

b. An average of eight to ten speaking engagements by healthcare professionals before community groups.

c. Timely health information to the community through

1. *Child Chat* (pediatric publication) three times a year.

2. *Healthy Issues* (Hospital health information) three times a year.

3. *Community Update* (Published annually for residents of Cape Ann)

d. Continue with health and disease management programs within identified

areas. ie. Women's Health Education Folder: Life After Forty

e. Continued partnership with the Gloucester School based health clinic.

f. Continued financial counseling and outreach program in the communities of Gloucester and Beverly.

g. Maintain the Healthlink Information Resource Center at Addison Gilbert Hospital

h. Maintain the Northeast Health System referral line/Health Connection 1-888-253-0800.

i. Provide access to the NHS web page with the appropriate free link to health information.

j. Maintain all primary prevention programs through health screenings and counseling, lectures and health fairs.

k. Maintain a full array of support groups for health and disease specific management and education.

l. Promote the services of Geriatric Care Center and Senior Outreach Programs.

m. Work with CAB Health and Recovery Services and Health and Education Services to enhance their delivery of behavioral health services to residents of the North Shore.

- n. Development of a comprehensive Lifestyle Management Institute with an interdisciplinary approach to risk reduction through disease management.
 - o. Development of disease specific risk assessment tools available through telephone interviews/ or interactive Web.
- C.** Outcome will be determined by the numbers of participants, quality of programs and the impact of the quality of lives of residents on the North Shore.

VIII. Contact Information

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