

Southcoast Health System - FY2017

Community Benefits Mission Statement

Southcoast Health System, a not-for-profit charitable organization, is a leading provider of healthcare services in Southeastern Massachusetts and East Bay, Rhode Island. The organization includes the three hospitals that compose the Southcoast Hospitals Group — Charlton Memorial Hospital in Fall River, St. Luke's Hospital in New Bedford, and Tobey Hospital in Wareham.

Southcoast Hospitals Group is committed to improving the health and wellness of the communities we serve, by identifying pressing health needs and collaborating with community partners to prioritize and meet those needs.

We are accomplishing this through:

- Identifying the unmet health needs of the community through a needs assessment process that includes collaboration with relevant community health coalitions and networks and other community representatives and providers.
- Prioritizing health needs and identifying which needs can most effectively be met through the resources of Southcoast Hospitals Group and its affiliated corporations, particularly the needs of the uninsured and the medically underserved who require enhanced access to care.
- Collaborating with local health providers, human services agencies, advocacy groups and others to develop cooperative plans and programs to address pressing community health needs.
- Developing community benefits plans that incorporate the social determinants of health framework, including environmental, social and other demographic factors that may influence health status.
- Recommending to the Southcoast Hospitals Group Board of Trustees the adoption of meaningful programs and services to address unmet needs and to improve the health of all members of our community.

Target Populations

Name of Target Population	Basis for Selection
Residents who lack health insurance	High unemployment rates in the South Coast region have led to loss of insurance coverage for many area residents. Additionally, many area residents who have state-subsidized health insurance are not aware of the renewal process. As a result, the South Coast has a higher rate of uninsured residents than the state as a whole.
Undocumented immigrants	Large populations of undocumented immigrants in Fall River and New Bedford who lack access to adequate care.
Teens at risk for relationship violence.	High rates of relationship violence and other risks associated to youth violence.
Teens at risk for violent crimes.	High rates of gun and other violence among teens in our region.
Teens at risk for becoming pregnant while still in high school.	High rates of teen pregnancy, particularly in the cities of Fall River and New Bedford.
Residents who have or are at risk from heart disease.	Our region has one of the highest incidence rates of heart disease in Massachusetts.
Residents at risk from sudden cardiac death.	South Coast communities, particularly Fall River, New Bedford and Wareham have a higher than average death rate from heart disease.
African American Men who suffer from or are at risk for cardiovascular disease.	Studies show that African American men in our region suffer from heart disease and stroke at a higher rate than the rest of the population.
Portuguese and Hispanic men who are at risk for cardiovascular disease.	Data indicates that men of Portuguese and Hispanic ethnicity suffer from colon cancer at a higher rate than the state and do not receive adequate screening.
Portuguese and Hispanic women who are at higher risk for breast cancer.	Data indicates that women of Portuguese and Hispanic ethnicity do not take advantage of screening mammography at the same rate as the of our population.
African American, Portuguese and Hispanic men who are at	Data indicates these groups have a higher death rate from prostate disease.

risk for undetected prostate cancer.	
South Coast residents who smoke.	Higher rates of smoking than the state average.
Gay, lesbian and transgender youth.	Our data shows that these groups of youth in our region sometimes exhibit youth risk behaviors at a higher rate.
Middle School students, particularly in Fall River and New Bedford	Middle school students are targeted for prevention efforts and screenings for prevention of chronic diseases such as heart disease and diabetes, which are higher than average in our region.
Students in english as a second language programs	ESL programs serve as a good means of reaching high numbers of Portuguese, Hispanic and other ethnic residents including undocumented immigrants, who all lack good access to health care and suffer from chronic diseases at a higher rate than the rest of the population.
Unemployed residents	The rate of unemployment in our region is higher than the state average and these residents have often lost their health insurance and lack good access to health care.
Worksites, especially those with a workforce of lower income and who employ higher rates of ethnic residents.	Our region has a number of manufacturing and service industries whose workforce lacks access to health education and disease prevention services.
Fishermen and fishing families in New Bedford.	Higher health risks than the rest of the population. Lower rate of health insurance. Partnering with CHW's.
Residents who suffer from diabetes.	Higher rates of diabetes in South Coast communities than the state as a whole, particularly in Fall River, New Bedford and Wareham.
Residents impacted by mental/behavioral health issues.	High admission rate for behavioral health and fragmented care system in the community. High rate of ED repeat visits and poor completion of care.
Residents impacted by substance use disorder, particularly opioid use disorder.	High increase in overdose admissions to our Southcoast Emergency Departments. More than a 150% increase in infants admitted to our level II nursery with neonatal abstinence syndrome.
Homeless residents, particularly in the town of Wareham.	Homeless rate in Wareham is higher than towns of comparable size and there is a significant lack of resources.

Publication of Target Populations

Marketing Collateral, Annual Report, Website

Hospital/HMO Web Page Publicizing Target Pop.

www.southcoast.org/communitybenefits

Key Accomplishments of Reporting Year

As a not-for-profit health system, Southcoast Health invests significantly in community benefit programs and services that provide care for the region's most vulnerable residents and help improve the health of our communities. Last year, Southcoast Hospital's Group invested almost \$19 million in community benefits initiatives including charity care, hospital-based programs, collaboration with federally qualified community health centers, regional health and human service partnerships and support of community health programs designed to address pressing health issues across our region.

Through our latest community health needs assessment, we identified nine priorities in accordance with our mission to improve population health and reduce health disparities in the regions we serve. To address these priorities, we collaborate with hundreds of community partners to plan, implement, monitor, and evaluate our Community Benefits programs.

Southcoast Hospital Group's community benefits activities in FY 2017 included the following:

Community Health Needs Assessment

We facilitated six discussion groups with community partners to gather feedback regarding the findings of our 2016 health needs assessment. We utilize this information to frame community conversations and to ask residents for their perspectives; we will be working with community partners to develop a regional health improvement plan to address issues of concern and health disparities.

Community Impact Grants

Southcoast Health completed its second Community Benefits Impact Opportunity grant program. This is a competitive grant process focused on addressing unmet health needs on the South Coast. Grant proposals must align with the nine health priority areas as identified by the community health needs assessment. We received 35 applications and awarded 32 grants for a total of \$132,500 plus in-kind donations. The average award ranged between \$2,500 and \$7,500 with a limit of \$10,000. An awards ceremony held for grantees provided an opportunity for networking and collaboration.

Collaboration & Coalition Building

Coalition building is an important activity that promotes coordination and collaboration through the effective use of limited community resources. In FY17, Southcoast staff led and participated in more than 30 community coalitions across the region. These coalitions are comprised of various stakeholders from the community including health providers, teachers, law enforcement, businesses, religious leaders, and others who come together with a shared goal to make our communities safer, healthier and drug-free.

Community Benefits Programs

Throughout the year, Southcoast collaborates with a number of community partners to implement our community benefits programs. During FY 2017 Southcoast administered ten programs that addressed the following issues in our region: youth risk behaviors, smoking cessation and prevention, health equity, maternal/child health, health access, behavioral health and substance use, healthy system and environment change, food security, chronic disease and homelessness.

Plans for Next Reporting Year

Southcoast's programs and activities will continue to address the nine health priorities identified by our most recent Community Health Needs Assessment (CHNA), the four focus issues identified by the Executive Office of Health and Human Services (EOHHS) and the Department of Public Health (DPH), and DPH's six health priorities. We will continue to collaborate with community partners on regional coalitions to implement system and environment changes in our communities, with a focus on preventing disease and making our communities healthier places to live and work.

Our department is implementing several changes in order to better serve the needs of our communities. In collaboration with a regional coalition, we are working to develop a comprehensive, multi-day Community Health Worker (CHW) training course, which will enable CHWs to better serve the needs of our diverse communities. We are also working within our health system and with community partners to increase our capacity to monitor and evaluate our programs. We will continue to adapt our services to serve the needs of our changing communities, especially considering the recent influx of families that were displaced by Hurricane Maria.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

Maureen Sylvia Armstrong, Sylvia Group, CBAC Chair and Trustee, Southcoast Health
Louis Cabral, Conroy Development Corp., Trustee, Southcoast Health
Helena DaSilva Hughes, Executive Director, Immigrants Assistance Center
Rev. David Lima, Executive Director, Greater New Bedford Interchurch Council
Michelle Loranger, Executive Director, Children's Advocacy Center of Bristol County
Robert Mendes, Executive Director, New Bedford Boys and Girls Club
David Weed, PsyD. Director, Partners' for a Healthier Community
Dennis Demarinis, Director of Development, Woonasquatucket River Watershed Council RI
Jamie Berberena, Community Health Worker, City of New Bedford
Lisa Alves, Community Coordinator, Fall River WIC Nutrition Program
Jeffrey Pelletier, Executive Director, Junior Achievement of SEMA
Kerry Mello, Community Benefits Manager, Southcoast Health
Rachel Davis, Community Benefits Coordinator, Southcoast Health
Stephen Canessa, Senior Vice President of Brand and Strategy, Southcoast Health
William Burns, Director of Government Affairs, Southcoast Health

Community Benefits Team Meetings

The Southcoast Health Community Benefits Program is under the overall direction of the Community Benefits Advisory Council (CBAC). The Council meets six times annually to review and advise on activities and expenditures related to community benefits activities. The CBAC reports to the Southcoast Hospitals Group Board of Trustees.

Chaired by a trustee, the CBAC includes representatives from the various communities served by Southcoast Hospitals Group and Southcoast leadership. Our community members have expertise in matters concerning the health and welfare of the community and are active members of local and regional coalitions. The CBAC represents the diversity of our region, with members who are active leaders in minority communities including the Cape Verdean, Hispanic and Portuguese communities.

An internal Community Benefits Committee meets bi-monthly to plan and coordinate community benefit projects and activities as guided by the CBAC. This team consists of representatives from departments that regularly engage in outreach in the community including staff from our Southcoast Health Van, Social Services, Stroke Outreach, Diabetes Management, Behavioral Health Services, Patient Access Services, Cancer Outreach, Smoking Cessation, Worksite Wellness, Youth Risk Behaviors program and others.

Senior management responsibility for the Community Benefits Program rests with Southcoast's Senior Vice President of Brand and Strategy, who also serves as a member of the CBAC. The Community Benefits Manager, who reports to the Government Affairs Division, manages the day-to-day community benefit activities and leads the internal Community Benefits Committee.

We provide regular updates and presentations on community benefit activities to Southcoast leadership at Vice President, Director and Manager level meetings. Regular messaging of these activities are delivered to all employees through an internal enews letter, Southcoast Weekly.

Community Partners

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Acushnet Company

AdCare North Dartmouth

Adult Learning Programs on the South Coast

American Cancer Society

American Heart Association

Bayview Mental Health Counseling

BOLD Coalition

Boston Medical Center HealthNet,

Boys and Girls Club of New Bedford

Bristol County Sheriff's Department

Cape Cod Behavioral Health Providers Network

Cape Cod Regional Tobacco Partnership

Catholic Social Services

Citizens for Citizens

City of New Bedford

City of New Bedford Health Department

City of New Bedford Office of Planning

City of New Bedford Opioid Task Force

City of New Bedford Parks and Recreation

Community Counseling of Bristol County

Councils on Aging

Dennison Memorial Club

Dog Tags Navigators Veterans Organization

Fairhaven High School

Fall River Community Recreation Department

Fall River Health Department

Fall River Housing Authority

Fall River Parks Advocates

Fall River, Taunton and Dighton MOAPC and SAPC Coalitions

Family Recovery Council

Father Bill's/Mainspring

Fishing Partnership

Friends Academy

Friends of Buttonwood Park

Girls Scouts of Southeastern Massachusetts

Gloria Gemma Foundation

GNB Suicide Prevention Coalition

Greater New Bedford Allies for Health and Wellness

Greater New Bedford Allies for Health and Wellness Health Equity Committee
Greater New Bedford Community Health Center
Greater New Bedford Interchurch Council
Greater New Bedford Regional Vocational High School
Health Access Collaborative
Health First Family Health Center
Healthcare for All
Healthy Cities Fall River
High Point Addiction and Treatment Center
Hunger Commission of Southeastern Massachusetts
Immigrants Assistance Center
Inter-Church Council
Local colleges including Bristol Community College and UMass Dartmouth
Massachusetts Alliance on Teen Pregnancy
Massachusetts Department of Children and Families
Massachusetts Department of Public Health
Massachusetts Service Alliance
Massachusetts Tobacco Cessation Program
Mercy Meals and More
National Park Service
Nativity Preparatory School
Neighborhood Health Plan
New Bedford Child and Family Services
New Bedford Economic Development Council
New Bedford Global Charter School
New Bedford Homeless Service Providers Network
New Bedford Housing Authority
New Bedford Mental Health Providers Network
New Bedford Well
Norfolk County Agricultural High School
O'Jomal
Old Colony High School in Rochester
Old Colony Regional Vocational High School
Our Sisters School
PACE
Parks Advocates, City of Fall River
Partners for a Healthier Community
Partners Substance Abuse Committee
Physicians to Prevent Opioid Abuse
Positive Action Against Chemical Addiction (PAACA)
QuitWorks
Radio Voice of the Immigrant (WHTB)
Roosevelt Middle School in New Bedford
Sailing Heals
SER Jobs for Progress
Seven Hills Behavioral Health
Seven Hills Behavioral Health Tobacco-Free Community Partnership
Sister Rose
South Coast Regional Network to End Homelessness
South East Community Health Worker Collaborative
Southcoast Regional Pathways Coalition
Southeastern Massachusetts Agricultural Partnership (SEMAP)
Southeastern Massachusetts Food Security Network
St. Anthony of Padua Soup Kitchen
Stanley Street Treatment and Recovery (SSTAR)
Stepping Stone, Inc.
Substance Exposed Newborns Committee
The ESL Program (English as a Second Language) in New Bedford and Taunton
The Immigrant Assistance Center
Training Resources Inc.
Trinity Alternative Junior and Senior High Schools

Turning Point Wareham
United Interfaith Action
United Way of Fall River and New Bedford
University of Massachusetts Dartmouth
Voices for a Healthy SouthCoast
Wareham Health Department
Wareham High School
Wareham Homeless Coalition
Wareham Housing Authority
Wareham Public Schools
Wareham Social Services Department
Whaling City Alternative High School
YMCA Old Colony
YMCA Southcoast
YWCA of Southeastern Massachusetts

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

As a community-based health delivery system, Southcoast Health System continually strives to identify the priority health needs of the community and to ensure that its services align with these needs. Every three years we conduct a Community Health Needs Assessment that assists with this goal by documenting the major demographic, socioeconomic and health trends among South Coast residents and by engaging the community to develop information-driven priorities and strategies that can be implemented to improve the overall health of South Coast residents. We worked with the Public Policy Center at the University of Massachusetts, Dartmouth, to conduct our FY 2016 community needs assessment that included three primary activities:

1. Demographic and Socioeconomic Analysis: Understanding the community by examining the region's people in terms of population, race, education, income, poverty, wages, and employment.
2. Health Assessment: Identifying major health issues and needs by analyzing a variety of health indicators, with a focus on health outcomes and disparities.
3. Key Informant Interviews and Focus Groups: Engaging stakeholders to provide qualitative analysis that enriches the primary data.

The geographic definition of the South Coast Region for this report includes the 13 towns and cities served by the Southcoast Health System. Data are reported and compared by city (Fall River and New Bedford), by town when available or relevant (e.g., Wareham), by Community Health Network Area or CHNA (CHNA 25 is reported as Greater Fall River and CHNA 26 is reported as Greater New Bedford), and by region overall (all 13 towns/cities). Data are compared to Massachusetts averages and/or with past years to examine trends.

The community needs assessment presents data on a variety of health indicators. However, the analysis goes a step further by presenting this data in the context of social determinants of health by highlighting disparities in terms of income, education, and race, all of which are factors that affect health outcomes. The combination of highlighting disparities and identifying census tracts with vulnerable populations allows Southcoast Health System to direct policies and programs to the areas in which they are most needed. The assessment also provides context and validation to the health data through key informant interviews and focus groups.

The complete 2016 Southcoast Health Community Needs Assessment is available by request or for viewing online: www.southcoast.org/communitybenefits/programs.

Consultants/Other Organizations

Our needs assessment was completed with the assistance of the University of Massachusetts Public Policy Institute and in collaboration with the Greater New Bedford Allies for Health and Wellness (CHNA 27) and the Partners for a Healthier Community (CHNA 26).

In FY17 our needs assessment was shared with and utilized by:
 GNB Allies (CHNA 27)
 Partners (CHNA 26)
 Wareham Community Services Collaborative
 Voices for a Healthy Southcoast
 Boys and Girls Club of Greater New Bedford and Wareham
 New Bedford Health Department
 New Bedford Housing Authority
 Wareham Health Department
 Wareham Public Schools
 YMCA Southcoast

Data Sources

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

Select Community Benefits Programs

Responsible Attitudes toward Pregnancy, Prevention and Parenting (RAPPP)

Brief Description or Objective Created in response to the region's high teen pregnancy rates, RAPPP is a comprehensive education program targeted at middle and high school youth. RAPPP offers programming at junior high schools, high schools, after school programs, alternative learning

Program Type Community Education,Community Participation/Capacity Building Initiative,Direct Services,Grant/Donation/Foundation/Scholarship,Mentorship/Career Training/Internship,Outreach to Underserved,Prevention,School/Health Center Partnership

- Target Population**
- **Regions Served:** Other-Southeastern MA
 - **Health Indicator:** Injury and Violence, Other: Alcohol and Substance Abuse, Other: Family Planning, Other: Pregnancy, Other: Sexually Transmitted Diseases, Other: Smoking/Tobacco, Responsible Sexual Behavior
 - **Sex:** All
 - **Age Group:** Adult-Young, Child-Teen
 - **Ethnic Group:** All
 - **Language:** All

Goals

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

Goal Description	Goal Status
<ul style="list-style-type: none"> • Continue programming for 50 minority male youth in the PRIDE program, which provides teen pregnancy and health education, educational support and life skills education. 	<ul style="list-style-type: none"> • The PRIDE program met three times weekly and successfully retained over 50 minority males between the ages of 13 and 18.
<ul style="list-style-type: none"> • Conduct at least two developmental assets trainings at community organizations serving youth. 	<ul style="list-style-type: none"> • Our Southcoast Asset Educator provided two developmental assets trainings at community organizations serving youth.
<ul style="list-style-type: none"> • Continue teen pregnancy prevention education in at least 11 local schools. 	<ul style="list-style-type: none"> • Students in 12 area schools received teen pregnancy prevention education.

Partners

Partners: New Bedford Community Center, Wareham Community Services Collaborative, Wareham Health Department, Wareham Public Schools, YMCA Southcoast

Partner Name, Description **Partner Web Address**

Boys and Girls Club of New Bedford
Bristol County Sheriff's Department
Dennison Memorial Club
Fairhaven High School
Friends Academy
Girl Scouts of Southeastern MA
GNB Allies for Health and Wellness (CHNA 26)
GNB Regional Vocational Technical High School
MA Tobacco Control Program
Nativity Preparatory School
New Bedford Child and Family Services
New Bedford Global Charter School
Old Colony Regional Vocational High School
Our Sisters School
Partners for a Healthier Community (CHNA 25)
Trinity Alternative Junior and Senior High Schools
Whaling City Alternative High School
Wareham High School
YWCA of SE MA
Norfolk County Agricultural High School
Training Resources Inc
MA Alliance on Teen Pregnancy
MA Service Alliance

Contact Information Lucinda Guibeault, GuibeaultL@southcoast.org

Detailed Description [Download/View Attachment](#)(15.47 KB)
File Name: RAPPP.docx

Smoking Cessation & Prevention

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

Program Type Community Education, Direct Services, Outreach to Underserved, Prevention

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

Goals

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

Goal Description

? Support public housing in Fall River, New Bedford and Wareham with smoking cessation activities through the Southcoast Health Van.

Work with Southcoast physicians to facilitate referrals for smoking cessation support.

Increase QuitWorks referrals in Southcoast physician practices.

Promote lung cancer screening among smokers.

Goal Status

- Southcoast Health Van provided smoking cessation education and outreach to public housing sites in Fall River, New Bedford and Wareham.

Due to targeted outreach to physician practices, Quitworks referrals increased overall 39% from FY16 to FY17.

Southcoast Cancer Center now employs a full time Smoking Cessation Educator.

Southcoast Health continues to provide extensive information and programs on smoking cessation and prevention at a variety of events; and continues to offer a low cost lung-screening program to employees and the public meeting specific criteria.

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

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BOLD Coalition

CC Regional Tobacco Partnership

Fall River Health Department

Fall River Housing Authority

GNB Community Health Center

MA Tobacco Cessation Program

New Bedford Board of Health

New Bedford Housing Authority

Quitworks

Seven Hills Behavioral Health Tobacco Free Community Partnership

Voices for a Health Southcoast

Wareham Board of Health

Wareham Housing Authority

YMCA Southcoast

Contact Information

Rachel Davis, davisra@southcoast.org

Detailed Description

[Download/View Attachment](#)(15.06 KB)

Community Health Worker Projects

Brief Description or Objective	Southcoast has assumed a leadership role in collaboration with the CHNA 26 to develop a regional collaborative of CHW's with the goal to increase the number of trained CHW's to remove barriers to health care and promote better outcomes.
Program Type	Community Education,Community Participation/Capacity Building Initiative,Mentorship/Career Training/Internship,Outreach to Underserved,Prevention
Target Population	<ul style="list-style-type: none">• Regions Served: Other-Southeastern MA• Health Indicator: Access to Health Care, Other: Cancer, Other: Cardiac Disease, Other: Cultural Competency, Other: Diabetes, Other: Homelessness, Other: Language/Literacy, Other: Nutrition, Overweight and Obesity• Sex: All• Age Group: All Adults• 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	Goal Status
Play a leadership role in formation of a South East Community Health Worker collaborative linked with the Massachusetts Association of Community Health Workers.	Southcoast played a leadership role in the formation of a SE Regional community health worker collaborative with ties to the Massachusetts Association of Community Health Workers.
Help conduct and document a Community Health Worker census in the South East region.	In collaboration with community partners, Southcoast helped lead and develop a Community Health Worker census in the South East Region.
Expand diabetes CHW program to additional physician practices.	Diabetes management specific outcomes: o A1c values help to illustrate the patient's adherence to prescribed medication regimen, in addition to other factors. Our outcomes show an average A1c decrease in those who received CHW interventions of 2.4%. Those patients seeing the greatest decrease in A1c had both Certified Diabetes Educator (CDE) and CHW interventions. The range of decrease was 3.1% to 6.6% within 6 months. Forty one percent of patients achieved an A1c of under 8. o Patient adherence with good self-management also increased, with Diabetes Self Management (DSME) procedure units improving by 38% in the CHW population

(compared with patients who did not have CHW interventions.) o Diabetes Self Management no shows were reduced from 47% to 10% among patients with CHW interventions.

Partners

Partner Name, Description Partner Web Address

American Heart Assoc
 GNB Allies for Health and Wellness
 Dog Tags Navigators Veterans Org
 Partners for a Healthier Community
 Health First Family Health Center
 Immigrants Assistance Center
 Catholic Social Services
 SER Jobs for Progress
 Health Access Collaborative
 Roosevelt Middle School in New Bedford
 New Bedford Boys and Girls Club
 Mercy Meals and More
 SEMA Community Health Worker Collaborative
 SSTAR
 United Interfaith Action
 Wareham Homeless Coalition
 City of New Bedford Health Department
 YWCA of SEMA

Contact Information Rachel Davis, davisra@southcoast.org

Detailed Description [Download/View Attachment](#)(16.59 KB)
 File Name: CHW Projects.docx

Maternal Child Health Education and Outreach

Brief Description or Objective Southcoast provides the only maternity services in our region to a very diverse population. Issues include a high rate of low birth weight among infants, low breastfeeding rate and a high rate of smoking during pregnancy. Our maternal child health educato

Program Type Community Education,Direct Services,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Other: Alcohol and Substance Abuse, Other: Parenting Skills, Other: Pregnancy
- **Sex:** Female
- **Age Group:** Adult, Adult-Young, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description	Goal Status
Continue referrals and educational support for smoking cessation and breastfeeding.	Southcoast continued to provide referrals for smoking cessation and educational support for breastfeeding to new and expectant mothers.
Increase number of women served by early pregnancy education by five percent.	Southcoast continues to increase the numbers of women served by early pregnancy education.
Continue collaboration with the GNB Allies Health Access Committee to hold at least one training to educate and engage the community on issues related to maternal mental health.	In collaboration with Greater New Bedford Allies Health Access Committee, a representative from MCPAP for moms participated in Grand Rounds at all three Southcoast Hospitals and trained staff on recognizing and treating maternal mental health issues.
Work with GNB Allies Health Access Committee to develop and implement a strategic social media campaign to increase awareness on the topic of postpartum depression.	Work began to develop and implement a social media campaign aimed at increasing awareness of postpartum depression in the community.

Partners

Partner Name, Description	Partner Web Address
GNB Community Health Center	
GNB Allies for Health and Wellness	
Health First Family Health Center	
Boston Medical Center Healthnet	
People Incorporated	
Marion Public Health Nurse Kennedy Donovan Center Shwartz Center	

Contact Information Lisa Beaudry, BeaudryL@southcoast.org

Detailed Description [Download/View Attachment](#)(14.78 KB)
File Name: Maternal Child Health Education and Outreach.docx

Health Access Outreach

Brief Description or Objective	Outreach for health access and enrollment activities are conducted by Southcoast's Patient Financial Services Department. Outreach is conducted onsite and at various community locations such as housing locations, community events, the waterfront (in conju
Program Type	Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Outreach to Underserved

Target Population

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

Goals

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

Goal Description

Increase community outreach by 25%.

Develop health insurance marketing campaign utilizing Spanish and Portuguese media outlets. Develop three new community partnerships that target Hispanic/Latino and Portuguese audiences. Expand outreach to seniors and disabled through area Councils on Aging and public housing.

Goal Status

Community outreach increased by 30% from FY16 to FY17.

Patient Financial Services filed 5,120 applications in FY17, a 15% increase over FY16.

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

Area Council on Aging
 BMC Healthnet
 Neighborhood Health Plan
 New Bedford Housing Authority
 Fall River Housing Authority
 PACE
 Citizens for Citizens
 Healthcare for All
 St Anthony of Padua Soup Kitchen
 GNB Community Health Center
 Wareham Social Services Department
 SSTAR
 Partners for a Healthier Community

Contact Information

Beth Sylvia, SylviaB@southcoast.org

Detailed Description

[Download/View Attachment](#)(14.74 KB)
 File Name: Health Access Outreach.docx

Behavioral Health/Substance Use Intervention**Brief Description or Objective**

Behavioral health education and outreach is performed by Southcoast staff in an effort to further prevent the misuse of substances among all ages and to expand communication, increase access to services, facilitate the referral process, and improve care c

Program Type Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Outreach to Underserved,Prevention,Support Group

- 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: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Develop and implement a regional education program that promotes safe storage and disposal of prescription medications	Southcoast worked collaboratively with many community partners to determine best practices in promoting safe storage and disposal of prescription medications in drug kiosks at police stations to the public.
Launch strategic marketing and public relations campaigns for Behavioral Health Connect (our online resource database) to increase general awareness and drive data population through increased provider engagement.	Implementation of a marketing plan for Behavioral Health Connect was on hold due to system upgrades. Planning is currently underway to begin to market the upgraded system widely across Southcoast staff and the public. However, utilization of current Behavioral Health Connect system increased from FY16 to FY17. Sessions increased by 173% (from 12,427 to 33,896), users increased 175% (from 9,737 to 26,805), and page views increased by 142% (from 20,886 to 50,537).
Expand clinical to community linkages for pregnant women with substance use disorder (active and in recovery) and their families to include Charlton Memorial Hospital in Fall River.	Southcoast assumed a leadership role in the Substance Exposed Newborn Committee of SE Massachusetts. A group consisting of various stakeholders and providers of services for pregnant women with substance use disorder.
Continue to collaborate with substance abuse coalitions on efforts to educate the public about prescription drug and opioid misuse, which is disproportionately high across the South Coast.	Southcoast physicians participated in five community forums in an effort to educate the public on various topics related to substance use disorder.

Partners

Partner Name, Description	Partner Web Address
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Fall River Health Department
PAACA
SSTAR
Fall River, Taunton and
Dighton MOAPC Coalitions
InterChurch Council
MA Dept of Children and
Families
High Point Treatment Center
ADCARE
UMD
New Bedford Health
Department
CCBC
Family Recovery Council
Turning Point
Bayview - South Shore Mental
Health
GNB MOAPC and SAPC
Coalitions
New Bedford Opioid Task
Force
SENSE
Seven Hills
Partners for a Healthier
Community
Physicians to Prevent Opioid
Abuse
GNB Suicide Prevention
Coalition
CC Behavioral Health
Network
Mental Health Providers
Network

Contact Information

Rachel Davis, davisra@southcoast.org

Detailed Description

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File Name: Behavioral Health_Substance Use Intervention.docx

Healthy System and Environment Change

Brief Description or Objective

Creating healthier communities depends a great deal on the environment that people live in, which include their homes, neighborhoods and wider communities. We recognize that many chronic diseases and health problems that afflict area residents relate to risk factors such as sedentary lifestyles and high rates of smoking. Significant health disparities exist in our region, evident in chronic disease and mortality rates. Residents in several of our communities, namely Fall River and New Bedford, often lack access to healthy nutrition such as fresh fruits and vegetables and safe and inexpensive exercise options. These communities also have extremely high rates of smoking.

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Other-Southeastern MA

- **Health Indicator:** Environmental Quality, Other: Nutrition, Other: Public Safety, Overweight and Obesity, Physical Activity, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** 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	Goal Status
Engage residents in the South End of New Bedford and the Flint neighborhood in Fall River in neighborhood action planning based on a participatory research project completed in 2016.	Analysis of a participatory research project completed in 2016 was shared with the community and formed the framework for various activities including three community dinners that were held with residents from the South End of New Bedford.
Develop wellness events that target vulnerable neighborhoods.	Southcoast supported various wellness events that targeted vulnerable neighborhoods including Homeless Connect.
Expand food security and food rescue programs in collaboration with Southcoast Food Services and community partners.	Southcoast engaged in many efforts to expand food security and food rescue programs. Projects included: a food rescue program with our hospitals cafeterias', delivery of CSA vegetables to vulnerable patients, distribution of locally grown produce to area food pantries.

Partners

Partner Name, Description	Partner Web Address
YMCA Southcoast	
Acushnet Company	
American Heart Association	
Catholic Social Services	
Fall River Community Recreation Department	
Healthy Cities Fall River	
Fall River Parks Advocates	
Hunger Commission of SEMA	
National Park Service	
New Bedford Office of Planning	
New Bedford Health Department	
New Bedford Parks and Recreation	
New Bedford WELL	
Seven Hills Behavioral Health	

MA Dept of Public Health
Immigrants Assistance Center
Southcoast Regional Pathways
Coalition
New Bedford Economic
Development Council
Partners for a Healthier
Community
Fall River Health Department
Wareham Health Department
SEMA Agricultural
Partnership
SEMA Food Security Network
Friends of Buttonwood Park

Contact Information Rachel Davis, davisra@southcoast.org

Detailed Description [Download/View Attachment](#)(16.87 KB)
File Name: Healthy System and Environment Change.docx

Southcoast Health Van

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

Program Type Community Education,Community Participation/Capacity Building Initiative,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Outreach to Underserved,Prevention,School/Health Center Partnership

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Immunization, Mental Health, Other: Alcohol and Substance Abuse, Other: Cancer, Other: Cardiac Disease, Other: Cultural Competency, Other: Diabetes, Other: Language/Literacy, Other: Smoking/Tobacco, Other: Stroke, Other: Uninsured/Underinsured, Tobacco Use
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** English , Portuguese , Spanish

Goals

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

Goal Description	Goal Status
Expand targeted screening population by 10%.	This past year, approximately 4000 residents visited the van. Van staff provided over 20,000 screenings and 465 vaccinations.
Expand smoking outreach to public housing residents in Fall River and Wareham, as part of efforts to create smoke-free housing.	Our data shows 50% of those screened in the past year had abnormal blood pressure, 25% had abnormal cholesterol levels, and 25% had abnormal blood sugar levels. Our van staff provides extensive education on these risk factors.
Continue targeted outreach to public housing, ESL programs	Van staff participated in Phase II of a cancer disparities

and other areas that serve vulnerable residents, to address cancer disparities and chronic disease management.

outreach project to increase screening rates for colon cancer among vulnerable populations. A range of cancer screenings and education on prevention, including distribution of colorectal cancer screening kits, were offered. Kits distributed on the van were processed free of charge at Southcoast Hospital labs and provided a basic level of screening accessible to all residents.

Partners

Partner Name, Description

Partner Web Address

The ESL Program in New Bedford and Taunton
Adult Learning Programs on the South Coast
New Bedford Housing Authority
Immigrant Assistance Center
YMCA Southcoast
Bristol Community College
UMass Dartmouth
Wareham High School
GNB Regional Vocational High School

Contact Information

Susan Oliviera, OlivieraS@southcoast.org

Detailed Description

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File Name: Southcoast Health Van.docx

Cancer Center Outreach Program

Brief Description or Objective

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

Program Type

Community Benefits Planning Process,Community Education,Community Health Needs Assessment,Direct Services,Health Coverage Subsidies or Enrollment,Health Screening,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Other: Cancer, Other: Cancer - Breast, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Multiple Myeloma, Other: Cancer - Prostate, Other: Cancer - Skin
- **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

Goal Status

In collaboration with community partners, expand colon cancer education and outreach to ethnically diverse communities that traditionally have low screening rates. Work to maintain increase in FIT kit screening rates.

Southcoast Center for Cancer Care received a grant in FY17 from the Colon Cancer Foundation to expand outreach efforts on the South Coast. Our Chief of Surgery conducted a workshop on colon cancer for a group of veterans and their families. This resulted in a number of participants undergoing early colon cancer screening. We also collaborated with the Immigrants Assistance Center at an annual ethnic event in New Bedford and reached over 100 people, many of whom are Portuguese or Hispanic and face language barriers.

Reach over 200 cancer patients with a survivorship event.?

This year we celebrated over 700 cancer survivors and their families for their courage at an annual Cancer Survivor event at our Center for Cancer Care in Fairhaven.

Partners

Partner Name, Description

Partner Web Address

- American Cancer Society
- Gloria Gemma Foundation
- Sailing Heals
- Fall River Health Department
- Partners for a Healthier Community
- New Bedford Board of Health
- Wareham Board of Health
- GNB Community Health Center
- Health First Family Health Center
- InterChurch Council
- Fishing Partnership
- O'Jornal
- Radio Voice of the Immigrant

Contact Information

Kathy Tsonis , TsonisK@southcoast.org

Detailed Description

[Download/View Attachment](#)(15.58 KB)
File Name: Cancer Outreach.docx

Coalitions to End and Prevent Homelessness

Brief Description or Objective

Southcoast participates in a number of coalitions aimed at homelessness prevention and intervention, and is the co-leader for the Council to Prevent and End Homelessness in the town of Wareham, which has a high number of unsheltered homeless residents and

Program Type

Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Other-Southeastern MA
- **Health Indicator:** Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Homelessness, Other: Safety, Other: Uninsured/Underinsured, Substance Abuse
- **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**Goal Status**

Continue to establish two additional housing sites for between three and five identified homeless individuals in Wareham.

One housing site for six chronically homeless individuals in Wareham was developed.

Continue convening Wareham Intervention Group and coordinate interventions for at least three recently housed residents.

Southcoast staff participated in the Intervention Group; multiple patients who were homeless and receiving services from Turning Point/Father Bills (at least 12) accessed care through a collaboration in which Southcoast Health takes part.

Engage in New Bedford Homeless Service Providers Network and the Community Intervention Crisis Team (CCIT) to increase collaboration in the city of New Bedford.

Southcoast took on a leadership role in the New Bedford Homeless Service Providers Network and regularly attended meetings of the CCIT in New Bedford.

Explore establishment of medical services at homeless shelters for medically unstable homeless residents.?

Southcoast staff visited the Father Bill's Main Spring shelter in Brockton to view and discuss an onsite clinic that supports medically unstable homeless residents.

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

Greater New Bedford
Community Health Center
Father Bill's MainSpring
Turning Point
Sister Rose House/CSS
United Way of Greater New
Bedford
New Bedford Homeless
Service Providers Network
South Coast Regional Network
to End Homelessness
Stepping Stone, Inc.
City of New Bedford

Contact Information

Rachel Davis. davisra@southcoast.org

Detailed Description

[Download/View Attachment](#)(15.18 KB)

File Name: Coalitions to End and Prevent Homelessness.docx

Expenditures

Program Type	Estimated Total Expenditures for FY2017	Approved Program Budget for 2017
Community Benefits Programs	Direct Expenses \$11,459,744 Associated Expenses \$0 Determination of Need Expenditures \$0 Employee Volunteerism \$0 Other Leveraged Resources \$692,128	\$19,885,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$4,227,773 HSN Denied Claims \$0 Free/Discount Care \$2,522,998 Total Net Charity Care \$6,750,771	
Corporate Sponsorships	\$85,000	
	Total Expenditures \$18,987,643	
Total Patient Care-Related Expenses for FY2017		\$678,880,034
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:	Not Specified Not Specified
IRS 990:	Not Specified