

Hallmark Health System - FY2010

Community Benefits Mission Statement

Hallmark Health System, Inc. is committed to building and sustaining a strong, vibrant, and healthy community. Hallmark Health dedicates appropriate resources to collaborations with community partners and the utilization of community member's input toward improving health services. Hallmark Health pledges to act as a resource, and to work with the community during emergencies, improve access to care, identify, monitor, and address the unique health care needs within its core communities, and promote healthier lifestyles for residents through health education and prevention activities.

Target Populations

Name of Target Population	Basis for Selection
Families with children/adolescents at risk due to poverty, isolation, language or cultural barriers, domestic violence, lack of skills to navigate the health care system, or those in need of developing parenting skills. Based on public health data these efforts will focus especially on families in Burlington, Everett, Malden, Medford, Melrose, North Reading, Reading, Saugus, Stoneham, Wakefield, Wilmington, Winchester, and Woburn.	Vulnerable Population- Statewide Priority
Low to moderate income, un-served and underserved elderly in our communities, especially those living in the communities of Everett, Malden, Medford, Melrose, Reading, Saugus, Stoneham, Wakefield, and others where the percentage of elderly residents is higher than the state average.	Vulnerable Population-Statewide Priority
Families and patients coping with a variety of behavioral health issues in our core communities.	Vulnerable Population-Statewide Priority
Community members at risk for developing diabetes or with diabetes management issues.	Chronic Disease Management-Statewide Priority
Community members at risk for developing cancer, with a special focus on breast/uterine and cervical cancer, skin cancer, lung cancer and colorectal cancer.	Identified through health assessment data
Men and women needing bone and joint health awareness with a focus on injury prevention for all ages; specifically falls prevention, arthritis and osteoporosis prevention and detection, and prevention of sports injuries.	Chronic Disease Management and Prevention/Wellness - Statewide Priorities
Men, women, and children with weight management issues, with a specific focus on obesity prevention for adults and children.	Chronic Disease Management and Prevention/Wellness Statewide Priorities
Haitian and Haitian/American families impacted by the devastating earthquake that occurred in Haiti in January 2010. Based on public health data these efforts will focus especially on families living in Everett, Malden, and Medford; and relief efforts for residents of the country of Haiti.	Vulnerable Population- Statewide Priority
Community agencies and coalitions for capacity-building by strengthening connections with local groups and health care systems to avoid duplication of services and provide services to those most in need.	Connections to local health providers and community organizations ensure that community needs are met and that services are not duplicated.
The community at-large to be prepared for emergencies, both local and more pervasive such as seasonal flu, accidents involving large numbers of victims, natural disasters, pandemic flu, or terrorist activities.	During emergencies all populations may be impacted and require support.
Residents at risk for developing cardiovascular disease or those experiencing health issues due to undiagnosed or poorly understood cardiovascular risks including those at risk for developing Congestive Heart Failure (CHF) and for suffering a stroke.	Chronic Disease Management-Statewide Priority and identified through health assessment data.
Uninsured or underinsured residents of our core communities and specifically the target populations identified. This includes the recruitment, education, and training of nurses, physicians and other practitioners needed to care for the target populations.	Statewide Priority

Publication of Target Populations

Marketing Collateral, Website, Other- Internal documents and Annual Community Benefits Report

Hospital/HMO Web Page Publicizing Target Pop.

<http://www.hallmarkhealth.com/community-benefits.html>

Key Accomplishments of Reporting Year

Hallmark Health is proud of the efforts they have made to enhance cultural diversity awareness throughout the system. In 2010, fourteen(14) staff members were trained as Diversity Trainers and together trained more than 1,000 employees and leaders in a two-hour diversity program. A system wide Diversity Task Force met quarterly and hosted a "Diversity Day" at both hospital campuses. The exhibit created by the group has traveled across hospital locations to provide information to the staff regarding the common health practices of the diverse populations most prevalent in this service area. This foundation has set the stage for Hallmark Health to write and receive a Susan G. Komen grant focused on serving diverse young women; to reach out more successfully into the Chinese community of Malden to provide programs such as Healthy Kids in Motion-addressing obesity prevention in school-age children; and to better serve our Haitian neighbors after the January 2010 earthquake. Since October 2010, another 400 staff members have been trained and the system is committed to continuing this important initiative, helping us to better serve the more diverse members of our community with respect and culturally competent care.

Plans for Next Reporting Year

In 2011, Hallmark Health will continue to align its Community Benefits programs to best serve the identified needs of the community. In 2011, the system will explore the best ways to partner with other health systems and providers to utilize local, state and federal resources; with the goal to gain efficiencies in the Community Benefits processes, including completing a needs assessment. To best utilize hospital resources, continued efforts will be made to serve the most vulnerable residents- especially those who are currently underserved such as families with young children, teens, those dealing with behavioral health challenges, and the low-income elders in our area. Helping our residents to identify and manage their chronic illnesses will also be key. We will also review and evaluate our emergency planning processes to include those facing health disparities-such as the disabled, those with limited English capacity, and racial/ethnic minorities. It is critical to ensure these populations have the tools they need when emergencies happen, such as pandemic flu.

Community Benefits Process

Select Community Benefits Process

Community Benefits Leadership/Team

The Hallmark Health Community Benefits Advisory Council, comprised of a member of the hospital's Board of Trustees, the System Vice President of Home Care and Community Services; the System's Controller; the General Counsel and Chief Compliance Officer; the System Vice President for Fund Development; the System Director of Public Affairs and Marketing, two community representatives, a member of the hospital's Board of Trustees, and the Director of Community Services acted as the planning committee for Hallmark Health's Community Benefits Plan by defining the process for recognizing the current and emerging health needs in the community and developing the Community Benefits Plan to respond to these identified needs.

Community Benefits Team Meetings

The Community Benefits Advisory Council met four times during the year to create the 2010 Community Benefits Plan, to discuss progress on the plan, to amend the plan (after the earthquake in Haiti in January 2010), and to interview the consultant group hired to facilitate community focus groups. The group hired for this project was the Northeast Center for Healthy Communities, Aspects Consulting. The meeting dates for the Community Benefits Advisory Council were August 4, 2009, December 16, 2009, April 27, 2010, and July 1, 2010. The group communicated by email and telephone calls as needed between meetings.

Community Partners

American Cancer Association
Malden Coordinated Family and Community Engagement Grant
American Diabetes Association
MASS Parks and Recreation
American Heart Association
Massachusetts Children's Trust Fund

American Lung Association
Massachusetts Department of Early Education and Care
Baby Friendly America
Massachusetts Department of Public Health
Caring and Sharing Foundation of Melrose
Medford Family Network
Department of Children and Families
Medford Health Matters
Early Intervention
Melrose Alliance Against Violence
EMARC (Eastern Middlesex Association of Retarded Citizens)
Community Human Services, Inc.
Mystic Valley Elder Services
Tri-CAP Hunger Network
Oak Grove Improvement Organization
Greater Lynn Senior Services
Northeast Center for Healthy Communities
Healthy Malden, Inc.
North Suburban Health Alliance
Housing Families, Inc.
Portal to Hope
Joint Committee for Children's Health Care in Everett
Somerville Cambridge Elder Services
Local Chambers of Commerce
Stoneham Alliance Against Violence
Local Civic Groups (such as Rotary and Kiwanis)
The Community Partnerships for Children
Local Councils on Aging
The Malden YWCA
The Malden YMCA
The Melrose YMCA
Local Public Schools
The Medford Substance Abuse Task Force
The Melrose Community Coalition
Greater Lynn Senior Services
The Melrose Substance Abuse Prevention Coalition
Local Boards of Health
The Reading Substance Abuse Prevention Coalition
Merrimack Valley Elder Services
The Wakefield Safe and Drug Free School Coalition
Bread of Life
Tri-City Community Action Program
Project Bread
Tufts University
Zonta Clubs of Medford and Malden
Wakefield Alliance Against Violence
Malden Junior Aid
West Medford Chamber of Commerce
The Chinese Cultural Connection
Tri-City Haitian Relief Organization
Families First
Triangle, Inc.
Jewish Child and Family Services
Everett Family and Community Engagement Grant
West Medford Community Center
The Stoneham Theater
Winchester Hospital

Massachusetts Department of Elder Service
 Cambridge Health Alliance
 Massachusetts Hospital Association
 Joslin Diabetes Center
 American Red Cross
 Tzu Chi Foundation
 Melrose Human Rights Commission
 Susan G. Komen Race for the Cure MA Affiliate
 Malden Homelessness Task Force
 Eileen Fisher Foundation
 Local Arts Councils
 Junior Aid of Malden
 Staples, Inc.
 Rite Aid Foundation
 Local faith-based organizations such as the North Shore Rescue Mission and the Evangelical Church of Holiness
 The Marshall Foundation
 National Coalition for Educational and Cultural Programs (NCECP)
 And many others collaborations are developed with other groups as needed to implement Community Benefits programming.

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

In prior years Hallmark Health has reviewed data, and completed many components of a needs assessment through an informal process. In 2010, the system reviewed local, state, foundation and federal health and socio-economic data to identify its target populations. Data was also reviewed as needed when writing grant proposals to fund community benefits initiatives. In 2010 Hallmark Health also completed the bi-annual Language Needs Assessment for the MA Department of Public Health and reviewed internal language, race and ethnicity admission statistics. In addition, the organization hired Aspects Consulting to facilitate four community focus groups, reviewed on-line and paper health assessments completed by community residents, and interviewed the Community Teams and the members of the Patient/Family Advisory Councils. Hallmark Health staff and leaders are also members of many social and community health groups/coalitions and share anecdotal community reporting regularly with the Community Services department. In addition the health system is engaged in a strategic planning process. Currently the health system is working with a consulting group, Hallmark Health leaders, the medical staff, and community members to best identify and address local health needs strategically; while utilizing resources in the most efficient manner for our region.

Consultants/Other Organizations

Northeast Center for Healthy Communities, Aspects Consulting

Data Sources

Community Focus Groups, Hospital, Consumer Group, Interviews, MassCHIP, Public Health Personnel, Surveys, Other - Review of foundation, federal, school, new immigrant data reports, FLNE reports, unemployment data, and other reliable data sources.

Select Community Benefits Programs

Patient Financial Navigators

Brief Description or Objective

Patient Financial Navigators screen uninsured and underinsured individuals and provide case management to newly enrolled Mass Health recipients. The Financial Counselors also assist patients with the re-determination process.

Program Type

Direct Services, Health Coverage Subsidies or Enrollment, Outreach to Underserved

Target Population

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

Goals

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

Goal Description**Goal Status**

Assist a minimum of 1,500 residents with applications for health insurance.

2,220 application were completed in 2010.

Attend community "Talking About Outreach" group meetings hosted by the Joint Committe for Children's Health Care in Everett.

Meetings attended as available in 2010.

Attend a minimum of 10 outreach events in 2010.

Staff attended more than 10 events.

Assist families with access to family assistance programs.

Trained with Project Bread in early 2010. Packets and WIC information are now available through financial counselors.

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

The Joint Committe for Children's Health Care in Everett (JCCHCE)

<http://jcchce.org/>

Project Bread

http://www.projectbread.org/site/PageServer?pagename=walk_main

Network Health

<http://network-health.org/>

Neighborhood Health

<http://nhp.org/Pages/home.aspx>

Boston Medical Center Health Net

<http://bmchp.org/pages/home.aspx>

Contact Information

Janet Hare, Patient Accounts Manager Hallmark Health System, Inc. (781) 338-7068, jhare@hallmarkhealth.org

Detailed Description

Not Specified

Darkness to Light- Shine the Light Melrose**Brief Description or Objective**

The Darkness to Light Program is a child sexual abuse prevention program is designed to train local citizens to protect the children in their care. The Mayor in Melrose requested the support of the hospital after children were targeted by a sexual predator at the local YMCA.

Program Type

Community Education

Target Population

- **Regions Served:** Melrose
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Bereavement, Other: Domestic Violence, Other: Education/Learning Issues, Other: Parenting Skills, Other: Public Safety, Other: Safety, Other: Stress Management, Responsible Sexual Behavior, Substance Abuse

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

Goals

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

Goal Description

Goal to train 5% (28,150) of the adult population of the city over the next few years.

Goal Status

280 Adults were trained in 2010.

Participants will learn how to recognize a potentially abusive situation before it occurs.

Evaluations to date demonstrate understanding of the topic by participants.

Partners**Partner**

Name, Description **Partner Web Address**

The City of Melrose <http://www.cityofmelrose.org/>

The Melrose Public Schools <http://melroseschools.com/>

Darkness to Light-Stewards of Children <http://www.d2l.org/site/c.4dICIJOkGcISE/b.6035035/k.BDE1/Home.htm>

Contact Information

Eileen Dern RN, CES Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338-7552, edern@hallmarkhealth.org

Detailed Description

Not Specified

Domestic Violence Education and Support in the community.**Brief Description or Objective**

Domestic Violence Prevention & Education is a key initiative for Hallmark Health. The hospital works closely with local community agencies Melrose, Stoneham, and Wakefield Alliances Against Violence (MAAV, SAAV, and WAAV).

Program Type

Community Education, Community Participation/Capacity Building Initiative, Prevention

Target Population

- **Regions Served:** Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield
- **Health Indicator:** Other: Public Safety, Other: Rape, Other: Safety, Other: Stress Management, Substance Abuse
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

To support local initiatives addressing domestic violence.

Goal Status

Ongoing

Offer space in-kind to Portal to Hope

Ongoing at Lawrence Memorial Hospital

Partners

Partner Name, Description **Partner Web Address**

Melrose Alliance Against

Violence (MAAV)
 Stoneham Alliance Against
 Violence (SAAV)
 Wakefield Alliance Against
 Violence (WAAV)
 Portal to Hope
 Victim Witness Services
 Bureau- Office of Middlesex
 District Attorney's Office
 Local Police Departments
 Department of Children and
 Families

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
 Malden, MA 02148 (781) 338-7552, edern@hallmarkhealth.org

Detailed Description Not Specified

In-kind space for Portal to Hope

Brief Description or Objective Portal to Hope is a non-profit agency dedicated to supporting victims of domestic violence and advocating for legislative changes to support these victims. One of Portal to Hope's offices is at the Lawrence Memorial Hospital in Medford.

Program Type Community Education,Community Participation/Capacity Building Initiative,Direct Services,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield
- **Health Indicator:** Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Domestic Violence, Other: Homelessness, Other: Public Safety, Other: Safety, Substance Abuse
- **Sex:** All
- **Age Group:** All Adults, All Children, Child-Infant
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description **Goal Status**

To provide in-kind space for this domestic violence service provider.

Ongoing

Partners

Partner Name, Description **Partner Web Address**

Middlesex District Attorney's Office

Melrose Alliance Against Violence (MAAV)

Stoneham Alliance Against Violence (SAAV)

Wakefield Alliance Against Violence (WAAV)

Local Police Departments

Department of Children and Families (DCF)

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
 Malden, MA 02148 (781) 338-7552, edern@hallmarkhealth.org

Detailed Description Not Specified

Sliding Scale Fee Schedule for Outpatient Behavioral Health Counseling

Brief Description or Objective	The Community Counseling program, with the support of the Patients Accounts Department has developed a sliding scale fee for patients needing these crucial services.
Program Type	Direct Services,Grant/Donation/Foundation/Scholarship
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Bereavement, Other: Domestic Violence, Other: Uninsured/Underinsured, Substance Abuse • Sex: All • Age Group: All Adults • Ethnic Group: All • Language: All

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

Goal Description	Goal Status
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Offer support for residents who are unable to afford mental health services	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Portal to Hope	
Melrose Alliance Against Violence	
Stoneham Alliance Against Violence	
Wakefield Alliance Against Violence	
Tri-CAP	
Joint Committee for Children's Health Care in Everett	
Mystic Valley Elder Services	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338-7552, edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Support to local Substance Abuse Prevention Coalitions

Brief Description or Objective	Hallmark Health continues to provide support to the Melrose, Medford, and Reading Substance Abuse Prevention Coalitions.
Program Type	Community Participation/Capacity Building Initiative,Healthy Communities Partnership,Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: Medford, Melrose, Reading • Health Indicator: Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse • Sex: All • Age Group: Adult, Adult-Elder • Ethnic Group: All • Language: All

Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Support parent/child education for the schools in Melrose.	A staff member attends the "Guiding Good Choices"

trainings to provide assistance to the facilitator.

Complete training and provide one or more tobacco spot checks in Melrose.

Completed

Attend housing site education sessions in Medford with other Team members.

Community Services staff attended program this past summer.

Reduce the abuse of substances in our region as measured by YRB surveys and through anecdotal community reporting.

Ongoing

Provide support to three local substance abuse coalitions.

Staff from Pharmacy, Psychiatric Services, and Community Services attend meetings regularly.

Partners

Partner Name, Description Partner Web Address

The Melrose Substance Abuse Prevention Coalition

Medford Substance Abuse Prevention Coalition

Reading Substance Abuse Prevention Coalition

Melrose-Wakefield Board of Health

Medford Board of Health

Northeast Center for Healthy Communities

Reading Board of Health

Contact Information

Eileen Dern Director of Community Services Hallmark Health System, Inc. 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

In-kind space local Alcoholics Anonymous Group

Brief Description or Objective

A local Chapter of Alcoholics Anonymous utilizes Perkins Hall at the hospital on Sunday mornings during each week of the year. This is one of three AA meetings offered in Melrose and is the only handicapped-accessible site.

Program Type

Community Participation/Capacity Building Initiative, Outreach to Underserved, Support Group

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Provide weekly space to AA support group in a handicapped accessible location.

Goal Status

Perkins Hall at Melrose-Wakefield Hospital is made available ongoing.

Partners

Partner Name, Description Partner Web Address

Local AA groups

Contact Information

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Detailed Description

Not Specified

Alzheimer's Caregiver Support Group

Brief Description or Objective

The Alzheimer's Caregiver Support Group provides education and support for families and caregivers of Alzheimer's patients. The group meets monthly at LMH. This program is a component of the hospital's geriatric psychiatric program.

Program Type

Community Education,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Access to Health Care, Mental Health, Other: Alzheimer Disease, Other: Stress Management
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Offer support to caregivers of Alzheimers patients

Goal Status

Monthly and ongoing

Partners

Partner Name, Description Partner Web Address

Mystic Valley Elder Services
Courtyard Nursing Home

Contact Information

Eileen Dern Director of Community Services Hallmark Health System, Inc. 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Behavioral Health Community Phone Line

Brief Description or Objective

Hallmark Health's Behavioral Health Services Department monitors a single-number line for the community to access behavioral services system wide.

Program Type

Direct Services,Outreach to Underserved

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Access to Health Care, Injury and Violence, Mental Health, Other: Alcohol and Substance Abuse, Other: Alzheimer Disease, Other: Bereavement, Other: Chronic Pain , Other: Domestic Violence, Other: Gambling, Other: Stress Management, Other: Uninsured/Underinsured, Substance Abuse
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Decrease number of calls needed to access the correct behavioral health service.

Goal Status

Measure ongoing

Provide phone triage services Ongoing
for callers identified as in
distress.

Partners

Partner Name, Description Partner Web Address

Not Specified

Contact Information

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Detailed Description

[Download/View Attachment](#)(83.40 KB)

File Name: behavioralhealthaccesscenterflyer.pdf

Behavioral Health Education

Brief Description or Objective

Hallmark Health Clinicians provided free education to the community regarding mental health issues.

Program Type

Community Education

Target Population

- **Regions Served:** County-Essex, County-Middlesex
- **Health Indicator:** Access to Health Care, Mental Health, Other: Alzheimer Disease
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** English

Goals

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

Goal Description

Reduce the stigma of mental illness through education.

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Local cable TV stations

The Joint Committee for Children's Health Care in Everett

Contact Information

Eileen Dern Director of Community Services Hallmark Health System, Inc. 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Transportation Services Partial Hospitalization Program

Brief Description or Objective

The Partial Hospitalization program provides intensive short-term psychiatric services for patients that do not require 24-hour inpatient care. In addition, transportation is provided for the elderly patients enrolled in the program.

Program Type

Direct Services

Target Population

- **Regions Served:** Chelsea, Everett, Lynn, Malden, Medford, Melrose, Revere
- **Health Indicator:** Access to Health Care, Other: Public Safety
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Provide low-moderate income

Goal Status

Ongoing

elders transportation for medical and health related appointments

Provide transportation for patient needing transportation support such as those recovering from cancer. Ongoing

Provide transportation for elders in the Partial Hospitalization program at LMH Ongoing

Partners

Partner Name, Description Partner Web Address

Local Councils on Aging
Mystic Valley Elder Services
Local health care providers

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Cancer Center Support Groups

Brief Description or Objective

The Cancer Center offers multiple support groups and educational programs to help patients and their families cope with their cancer treatment and their side effects.

Program Type

Community Education,Support Group

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Cancer, Other: Cancer - Breast, Other: Cancer - Cervical, Other: Cancer - Colo-rectal, Other: Cancer - Lung, Other: Cancer - Multiple Myeloma, Other: Cancer - Other, Other: Cancer - Ovarian, Other: Cancer - Prostate, Other: Cancer - Skin, Other: Stress Management
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Provide opportunities for cancer patients and their families to discuss the challenges of living with this disease.

Goal Status

Five different groups are offered at different times.

Partners

Partner Name, Description Partner Web Address

American Cancer Society
YWCA of Malden
Local health care providers

Contact Information

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Detailed Description

Not Specified

Continuing Medical Education

Brief Description or

With rapid advances in technology and pharmaceuticals, all physicians and health care

Objective	professionals must be engaged in lifelong learning or as some prefer to call it Continued Medical Education. The program is available to providers and the community. Topics related to the Community Benefits plan include diabetes, health care for the homeless, and managing certain types of leukemia (CLL) for example.
Program Type	Health Professional/Staff Training
Target Population	<ul style="list-style-type: none"> • Regions Served: All Massachusetts • Health Indicator: Access to Health Care • Sex: All • Age Group: Adult • 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
The CME program open to all	All local health providers, students, and the community are welcome to attend sessions
Annually some of the topics will be focused on the Community Benefits target populations	In 2010 topics included diabetes, homelessness, and other related topics.
Attendance will be tracked.	1,244 attendees were tracked.

Partners

Partner Name, Description Partner Web Address

Local health providers
Lawrence Memorial/Regis
College Schools of Radiology
and Nursing
Other local hospitals
Tufts Medical Center
Students from a variety of
colleges and disciplines.

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description Not Specified

AARP Safe Drivers Program

Brief Description or Objective	The American Association for Retired Persons (AARP) Safe Driving Program is offered to the community in response to concerns for the safety of elder drivers and the public.
Program Type	Community Education, Outreach to Underserved
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Injury and Violence, Other: Public Safety, Other: Safety - Auto/Passenger • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • Language: All

Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Educate older drivers regarding	13 Residents trained

mitigating the risks of driving to increase safety for them and the public.

Partners

Partner Name, Description Partner Web Address

Local branch of the AARP
Local Councils on Aging
Mystic Valley Elder Services

Contact Information

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Detailed Description

[Download/View Attachment](#)(160.31 KB)
File Name: AARPDriverSafetyFlyer.pdf

March Into Colon Health

Brief Description or Objective

The Edoscopy Department at Melrose-Wakefield Hospital created and offered a program for local residents to reduce anxiety when needing annual colonoscopy screening.

Program Type

Community Education

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Cancer - Colo-rectal
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

To increase the number of residents in our region completing colon cancer screening

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Local health care providers
American Cancer Society

Contact Information

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Detailed Description

[Download/View Attachment](#)(117.76 KB)
File Name: ColonHealth.pdf

Community Health Education

Brief Description or Objective

A variety of community health education programs were planned and offered either free or at low cost to area residents. Topics ranged from cardiac health, to diabetes education, to parenting education. Community surveys, Patient/Family Advisory Councils, and other reliable data was used to choose programs best suited to the community needs.

Program Type

Community Education

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Community health education was offered on a variety of topics addressing identified needs of the community- such as creating a healthy home.

Goal Status

Ongoing

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

American Cancer Society
 American Heart Association
 The Joint Committee for Children's Health Care in Everett
 Local Councils on Aging
 YWCA of Malden
 Local womens groups such as Junior Aid and Zontas
 Senior meal sites

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

[Download/View Attachment](#)(39.62 KB)
 File Name: makingyourhomehealthier.pdf

Community CPR Training Wakefield**Brief Description or Objective**

The Wakefield Board of Health Director contacted Hallmark Health and local ambulance companies to ask us to support her efforts to offer a low-cost community CPR training for lower-income residents of Wakefield, especially focused on seniors.

Program Type

Community Education,Prevention

Target Population

- **Regions Served:** Wakefield
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

Goal Description

Community request to train community residents in CPR- many elders

Goal Status

100 trained

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

Wakefield Board of Health
 American Heart Association
 Action Ambulance

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Save a Life, Pass it On!

Brief Description or Objective	To increase the number of area residents trained in CPR, Hallmark Health has begun teaching CPR to local high school students. These trained students will then bring CPR skills home to their families, where it is most needed. The students will be trained using the American Heart Association "Family and Friends, CPR Anytime" model. This method of training is easily offered in a group setting and takes less than one hour.
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Program Type	Community Education, Grant/Donation/Foundation/Scholarship, School/Health Center Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: Malden, Melrose • Health Indicator: Access to Health Care, Injury and Violence, Other: Cardiac Disease, Other: First Aid/ACLS/CPR, Other: Public Safety • Sex: All • Age Group: Child-Teen • Ethnic Group: All • Language: All
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Goals**Statewide Priority:** Supporting Healthcare Reform**Goal Description**

To train high school students in CPR and have them train their families and friends.

Overall to increase the number of residents in our area that receive CPR in the community- after a cardiac arrest.

Goal Status

More than 700 students trained and given kits to train their families and friends.

Ongoing

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

Cataldo Ambulance

Armstrong Ambulance

American Heart Association

Malden Public Schools

Melrose Public Schools

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

M&M Rounds**Brief Description or Objective**

Educational sessions for local EMTs are provided by the Hallmark Health Emergency Department (ED) Medical Director and the ED staff. These programs are offered to meet the educational needs of these local care providers. Topics are determined to meet the needs identified by the participants and the ED Director.

Program Type

Health Professional/Staff Training

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Public Safety
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Not Specified**Goal Description**

EMTs and other EMS professionals offered training.

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Armstrong Ambulance
Cataldo Ambulance
Action Ambulance
Other professionals as space allows

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Preparation for H1N1- Pandemic Flu

Brief Description or Objective

The staff members of Hallmark Health and the Hallmark Health Visiting Nurse Association and Hospice offered support to Seasonal Flu Clinics in the core Hallmark Health communities and provided additional support such as donations of hand sanitizer for schools, education materials for families, and consultation time donated by expert medical staff to support community efforts. In 2010, these efforts included supporting local cities and towns to address the H1N1 Pandemic as well as seasonal flu.

Program Type

Not Specified

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Immunization
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

To provide support to Hallamrk Health communities preparing for seasonal and H1N1 Flu
Act as a resource to the community

Goal Status

Provided more than 600 community vaccines- does not account for work done in VNA
Ongoing

Partners

Partner Name, Description Partner Web Address

Local Boards of Health
Public and private schools locally

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Diabetes Screening and Education

Brief Description or Objective

Diabetes is the 7th leading cause of death in the US and it is estimated that more than 22 million people have diabetes. The sad truth is 11 million people don't know it! The good news is, when it comes to diabetes, knowledge really is power! The power to live life healthier starts with the identification and treatment of diabetes, especially good diabetes control. Taking control of diabetes is the key to improving the quality of life. Hallmark Health provides a variety of diabetes education and screenings in our communities. Seniors and middle aged adults are the majority of residents screened.

Program Type

Community Education,Health Screening,Outreach to Underserved,Prevention

Target Population	Regions Served: County-Middlesex <ul style="list-style-type: none"> • Health Indicator: Other: Diabetes • Sex: All • Age Group: Adult, Adult-Elder • Ethnic Group: All • Language: All
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Goals
Statewide Priority: Address Unmet Health Needs of the Uninsured, Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Provide diabetes education and screening throughout the region; especially focused on the underserved.	112 residents screened/educated.

Partners

Partner Name, Description Partner Web Address

American Diabetes Association
Mystic Valley Elder Services
Tri-City Hunger Network
Local Councils on Aging
Local providers
West Medford Baptist Church

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Diabetes Support Group

Brief Description or Objective	Diabetes Support Groups meet monthly at both the LMH campus and at the Reading Health Center. This program receives clinical support from the hospital's Diabetes Self-Management Team. Attendance is monitored.
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Program Type	Community Education, Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Other: Diabetes • Sex: All • Age Group: All • Ethnic Group: All • Language: Not Specified
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Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Offer monthly support to area residents with diabetes.	Ongoing

Partners

Partner Name, Description Partner Web Address

American Diabetes Association
Local health care providers
Local Councils on Aging
Mystic Valley Elder Services

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Diabetes Self-Management Program

Brief Description or Objective	The Diabetes Self-Management Program continues to offer group or 1:1 classes on the following topics: what type of diabetes you have and how it affects you and your treatment; weight loss techniques and up to date methods to prevent diabetes; and meal planning focused on learning about the impact of carbohydrates on blood sugar management. Many other important topics are also covered. Scholarships are provided for patients without insurance coverage or with limited financial resources. Family members and friends are also invited to attend without cost to allow them to be able to support the diabetic patient.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Other: Diabetes • Sex: All • Age Group: All • Ethnic Group: All • Language: All
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Goals
Statewide Priority: Chronic Disease Management in Disadvantage Populations, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Provide comprehensive diabetes education for newly diagnosed and long term diabetics	679 residents attended. More than half had friends and family members attend with them.

Partners

Partner Name, Description	Partner Web Address
American Diabetes Association	
Local Councils on Aging	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (77.49 KB) File Name: diabeteseducationprogramlocations.pdf
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Support for Haiti

Brief Description or Objective	After the January 12, 2010 earthquake in Haiti, the Administration of Hallmark Health sent a cash donation to the Partners in Health organization and another organization connected to the School of Nursing. These funds were used to support long-term medical programs in Haiti. Massachusetts has the third largest population of Haitian and Haitian/Americans in the country, and many of these people live and work in the Everett, Malden, Medford, and Somerville area. Staff of the hospitals and the School of Nursing staff have gone to Haiti multiple times to support medical care for residents there since the earthquake.
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Program Type	Not Specified
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Target Population	<ul style="list-style-type: none"> • Regions Served: Not Specified • Health Indicator: Access to Health Care, Other: Public Safety • Sex: All • Age Group: All • Ethnic Group: Black/African American • Language: English , Haitian Creole , Other
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Goals
Statewide Priority: Reducing Health Disparity

Goal Description	Goal Status
Provide support to residents of Haiti	Hallmark Health serves a large Haitian community in the

service area and has been working in Haiti for many years through the School of Nursing.

Partners

Partner Name, Description Partner Web Address

Tri-City Haitian Relief Task Force

Local Haitian churches and those parishes serving the Haitian community

Partners in Health

The Crudem Foundation

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

[Download/View Attachment](#) (62.46 KB)

File Name: 021210 Moloney returns from medical relief effort in Haiti.doc

Support for Haitian and Haitian/American locally

Brief Description or Objective

Support was provided for Haitian and Haitian/American families impacted by the devastating earthquake that occurred in Haiti in January 2010. Based on public health data these efforts were focused especially on families living in Everett, Malden, and Medford. Hallmark Health has donated significant efforts to the Tri-City Haitian Relief Task Force. This group includes leaders from many local agencies, legislators, and other government officials.

Program Type

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

Target Population

- **Regions Served:** Everett, Malden, Medford
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** Black/African American
- **Language:** English , Haitian Creole

Goals

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

Goal Description

To provide health services and other supports to the local Haitian community as needed.

Goal Status

Ongoing

Partners

Partner Name, Description Partner Web Address

Tri-City Haitian Relief Task Force

Tri-CAP

Cambridge Health Alliance

Local city leaders

Local state and federal organizations

Legislative leaders both local and federal

The JCCHCE

BMC Health Net, Neighborhood Health, and Network Health

North Shore Rescue Mission
Church
Evangelical Church of Holiness
Philidelphie Church in Malden
Other local churches
The community at large

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description Not Specified

Conversational English Classes

Brief Description or Objective Through English At Large, free Conversational English classes have been offered to staff and community residents at the Lawrence Memorial Hospital in Medford.

Program Type Not Specified

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Access to Health Care, Other: Education/Learning Issues, Other: Public Safety
- **Sex:** All
- **Age Group:** Adult
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description **Goal Status**

Provide the opportunity for FLNE learners to improve their English language skills to assist them in daily activities and promote their ability to gain and retain employment. Ongoing

Help community residents learn English while waiting ESL placement Ongoing

Partners

Partner Name, Description **Partner Web Address**

English at Large
A Better Tomorrow, Inc.
Medford Health Matters
Tri-CAP
JCCHCE
Cambridge Health Alliance
Mystic Valley Elder Services

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description [Download/View Attachment](#)(56.99 KB)
File Name: EAL Conversation Group Schedule - Fall 2010.pdf

Other Professionals Medical Education

Brief Description or Objective Hallmark Health provides educational opportunities for students in a variety of health fields such as physical therapy, nutrition, respiratory therapy, lab, and pharmacy.

Program Type Health Professional/Staff Training

Target Population

- **Regions Served:** County-Middlesex

- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description	Goal Status
Continue to work with local schools and colleges to promote the education and training of new health professionals.	Ongoing

Partners

Partner Name, Description	Partner Web Address
Salem State College	
Bunker Hill Community College	
Northeastern University	
North Shore Community College	
Simmons College	

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Family Supper Programs

Brief Description or Objective	A family focused meal was offered to families in collaboration with the Medford Family Network. The programs included an informative topic on various subjects (one topic per supper) presented by one of HHS health professionals.
Program Type	Community Education,Healthy Communities Partnership,Outreach to Underserved,Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: Medford • Health Indicator: All • Sex: All • Age Group: All • Ethnic Group: All • Language: All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
To promote the importance of family suppers and healthy eating to an underserved population.	84 served

Partners

Partner Name, Description	Partner Web Address
Armstrong Ambulance	
Cataldo Ambulance	
Medford Family Network	

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Senior Supper Programs

Brief Description or Objective A program for area Senior citizens that includes a one hour information session provided by health professionals on various health related issues with Q & A time, set in a relaxed social atmosphere.

Program Type Community Education,Health Screening,Outreach to Underserved,Prevention

Target Population

- **Regions Served:** Malden, Medford, Melrose
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
Provide low-cost meal, health education, and socialization for local seniors.	Ongoing- last year 479 served

Partners

Partner Name, Description	Partner Web Address
Mystic Valley Elder Services	
Local Chambers of Commerce	
Local Councils on Aging	

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description [Download/View Attachment](#)(37.80 KB)
File Name: seniorsuppersLMH.pdf

In-kind support for Healthy Malden, Inc.

Brief Description or Objective Healthy Malden, Inc. was a unique public/private community-based coalition founded in 1993 by Hallmark Health and the Mayor's Office of the City of Malden. The mission of Healthy Malden, Inc. was to improve the health of Malden residents by fostering citizen and agency collaboration aimed at the community's priority health and social issues. The Healthy Malden coalition consisted of more than 250 volunteers from all sectors of the community committed to working together to promote programs that improved the health of Malden residents. In December of 2009, despite best efforts of the staff and the Board of Directors, Healthy Malden, Inc. suspended operations due to fiscal constraints.

Program Type Community Education,Community Participation/Capacity Building Initiative,Grant/Donation/Foundation/Scholarship,Health Coverage Subsidies or Enrollment,Health Screening,Healthy Communities Partnership,Outreach to Underserved,Prevention,School/Health Center Partnership

Target Population

- **Regions Served:** Malden
- **Health Indicator:** All
- **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, Supporting Healthcare Reform

Goal Description	Goal Status
To provide support to local health service agency	Due to economic downturn, the agency suspended operations in December of

2009

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

Healthy Malden Board
Members
City of Malden

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Healthy Heart Education Series**Brief Description or Objective**

Hallmark Health's mission is to educate residents about taking care of their heart, as well as the rest of the body. With a few lifestyle changes along with a heart healthy diet and exercise regimen, community members can maintain a healthy heart for life! The Healthy Heart lecture series is designed to help reduce the incidence of heart disease by educating people about heart disease and its risks and to prevent heart disease by promoting regular physical activity, healthy eating habits, and stress reduction.

Program Type

Community Education

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Cardiac Disease
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

Provide heart health education to community residents

Goal Status

Ongoing

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

American Heart Association
Local service agencies

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

[Download/View Attachment](#)(49.32 KB)
File Name: Healthy Heart Series Flyer.pdf

Lifeline Services**Brief Description or Objective**

Personal emergency response system, that is available 24/7. Department provides installation and maintenance of units. Department also installs a medication dispensing unit to reduce medication mistakes. This helps avoid hospital readmittance.

Program Type

Community Education,Direct Services,Outreach to Underserved

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Homebound, Other: Safety - Home
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description	Goal Status
Provide medication dispensing serves to promote medication safety	Newer program tracking usage
Promote independence and safety in older residents	2717 residents served

Partners

Partner Name, Description	Partner Web Address
---------------------------	---------------------

Hallmark Health VNA and Hospice
Mystic Valley Elder Services
Local Councils on Aging

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Blood Drives in Partnership with the American Red Cross

Brief Description or Objective

Hallmark Health regularly partners with American Red Cross to support local blood needs. These blood drives are held at both hospital campuses.

Program Type

Direct Services,Prevention

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

Goal Description	Goal Status
Ensure local blood supply is available during emergencies and for regular needs.	Drives held multiple times during the year at both hospital campuses.

Partners

Partner Name, Description	Partner Web Address
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American Red Cross
Local business

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

The North Suburban Child and Family Resource Network

Brief Description or Objective

The North Suburban Child and Family Resource Network (NSCFRN) is a community-based parenting education and support program that serves families living or working in Melrose, Stoneham and Wakefield as well as other local communities. The Network, funded by a grant through the Massachusetts Department of Early Education and Care through a partnership with the Wakefield, Stoneham, and Melrose Public Schools, offers parent/child play-groups, parenting education programs, support groups, family fun activities, as well as information on resources and referrals. Specific programs are offered for grandparents and fathers. The Network is governed by a parent-led community coalition, which over- sees numerous programs. Parents and community representatives assist with fundraising, community outreach and program development. The NSCFRN Family Assistance program provides needy families with food, clothing, household equipment, and books. The NSCFRN serves families with children up to school age in 2010.

Program Type	Community Education,Community Participation/Capacity Building Initiative,Grant/Donation/Foundation/Scholarship,Health Professional/Staff Training,Healthy Communities Partnership,Prevention,School/Health Center Partnership,Support Group
Target Population	<ul style="list-style-type: none"> • Regions Served: Melrose, Stoneham, Wakefield • Health Indicator: Mental Health, Other: Bereavement, Other: Child Care, Other: Cultural Competency, Other: Domestic Violence, Other: Education/Learning Issues, Other: Language/Literacy, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Other: Safety, Other: Stress Management • Sex: All • Age Group: Adult, Child-Infant, Child-Preschool, Child-Preteen, Child-Toddler • Ethnic Group: All • Language: All

Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations, Supporting Healthcare Reform

Goal Description	Goal Status
Provide education and support to families with children from birth to school-age	900 unduplicated families served

Partners

Partner Name, Description Partner Web Address

Healthy Families
Department of Early Education and Care
Early Intervention
EMARC
Local childcare providers- both family child care and center care providers
Local public schools
Many other local agencies

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (373.99 KB) File Name: Spring 2010 Newsletter.pdf
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Grandparents Raising Grandchildren in Harmony

Brief Description or Objective	A grant from the Eileen Fisher Foundation was used to offer education and support to grandparents raising grandchildren in our area. This is a growing challenge statewide. One of the members of our group was appointed by our state senator to the state commission on this topic. The group traveled the state last year to gather information about this topic.
Program Type	Community Education,Community Participation/Capacity Building Initiative,Grant/Donation/Foundation/Scholarship,Outreach to Underserved,Prevention,School/Health Center Partnership,Support Group
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Mental Health, Other: Alcohol and Substance Abuse, Other: Child Care, Other: Education/Learning Issues, Other: Parenting Skills, Other: Safety - Home, Other: Stress Management • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • Language: All

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

Goal Description	Goal Status
To support the growing number of seniors raising their grandchildren	Over 120 grandparents received services in 2010

Partners

Partner Name, Description	Partner Web Address
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Life Care Center of Stoneham
Families First
Department of Early Education and Care
State Elder Services Division
Mystic Valley Elder Services
Advocacy agency in Stoneham
Eileen Fisher Foundation

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Healthy Kids In Motion

Brief Description or Objective	In 2009, the Hallmark Health Nutrition Department created and conducted a 3-week Nutrition series- Healthy Kids in Motion. Each week, a Registered Dietitian would meet with individual classes to review various topics, including the Food Guide Pyramid, Understanding Food Labels, Portion Distortion, and Eating for Performance. Students also learned the importance of balancing 'calories in with calories out'. In 2010, the program was expanded to add a component of exercise. The program was offered in local elementary schools in the Malden and Medford school systems. It was also offered to community groups such as the Chinese Cultural Connection in Malden.
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Program Type	Community Education,Healthy Communities Partnership,Prevention,School/Health Center Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: Malden, Medford • Health Indicator: Other: Nutrition • Sex: All • Age Group: Child-Preteen, Child-Teen • Ethnic Group: All • Language: All
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Goals	Statewide Priority: Not Specified
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Goal Description	Goal Status
To provide nutrition and exercise education to school age children- focused on reducing obesity	Offered multiple times in Malden, Medford, and other communities.

Partners

Partner Name, Description	Partner Web Address
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Local public schools
Chinese Cultural Connection

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (60.00 KB) File Name: HealthyKidsinMotion_Layout 1.pdf
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Building Awareness About Head Injury in Athletes

Brief Description or Objective	DPH is partnering with a wide range of educational, medical, and student athletic organizations to build awareness on the impact of sports-related head injuries among student athletes. A key part of this effort is a new law requiring that schools which are members of the Massachusetts Interscholastic Athletic Association (MIAA) participate in a sports head injury and concussion awareness program beginning this school year. DPH has also issued Updated Guidance for athletic directors, trainers, coaches, school nurses, physicians, superintendents and principals. Hallmark Health has been working closely with DPH on this program and in the fall of 2010 partnered with the Boston Bruins to offer some education and training sessions at the hospital.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Health Professional/Staff Training,Healthy Communities Partnership,Prevention,School/Health Center Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: All, Other: Safety - Sports, Physical Activity • Sex: All • Age Group: All Children, Child-Preteen, Child-Primary School, Child-Teen • Ethnic Group: All • Language: All
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Goals
Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
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Provide education meeting the new requirements for coaches and schools working with students.	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Department of Public Health	
Local Public Schools	
Boston Bruins Foundation	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (38.35 KB) File Name: theyoungathleteflyerssportsconcussions.pdf
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PVD Screening

Brief Description or Objective	Hallmark Health offers free screenings so residents can learn more about peripheral vascular disease and other vascular conditions. This screening includes one-on-one access to an Interventional Radiologist or Vascular Surgeon who specialize in the treatment of PVD and other vascular conditions, Ankle Brachial Index (Measures blood pressure in arms and legs) Carotoid Ultrasound (Measures plaque build-up)and Abdominal Ultrasound (Evaluates for abdominal aortic aneurysm). Diabetes and heart disease are prevalent in all of the local communities putting residents at risk of PVD.
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Program Type	Community Education,Health Screening,Outreach to Underserved,Prevention
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Other: Cardiac Disease • Sex: All • Age Group: All Adults • Ethnic Group: All • Language: All
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Goals
Statewide Priority: Supporting Healthcare Reform

Goal Description	Goal Status
Offer PVD Screening to area	Two screenings held last year

residents and follow-up with results and 205 residents screened.

Partners

Partner Name, Description Partner Web Address

American Heart Association
Local health care providers
Local Councils on Aging

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

[Download/View Attachment](#) (63.65 KB)
File Name: PVD Screening.pdf

Student Athletes Summer Camp

Brief Description or Objective

With the popularity of sports in today's society, there are many student athletes looking to improve their skills. In 2010 the Outpatient Rehabilitation Department designed a program to improve the overall athletic conditioning for athletes in the communities that Hallmark Health serves, especially Malden and Medford. The program allows athletes to build a relationship with the Hallmark Health Rehab staff, while improving their overall performance both physically and mentally. Scholarships were provided to students based on need.

Program Type

Community Education, Direct Services, Mentorship/Career Training/Internship, Outreach to Underserved, Prevention, School/Health Center Partnership

Target Population

- **Regions Served:** Malden, Medford
- **Health Indicator:** Other: Nutrition, Other: Safety - Sports, Overweight and Obesity, Physical Activity
- **Sex:** All
- **Age Group:** Child-Preteen, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

Program provided for lower-middle income teens in the Malden/Medford area to help reduce sports injuries through conditioning.

Goal Status

One program offered. Some scholarships provided.

Partners

Partner Name, Description Partner Web Address

Local public schools
Local health care providers

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Marshall Foundation Transportation for Malden Residents with Cancer

Brief Description or Objective

The Marshall Foundation evolved from The Malden Home for Aged Persons. The Home was formed in 1892 to provide a residence and life care support for Malden's elderly in need. Unfortunately, it was forced to cease operations on December 31, 1991, after 100 years of dedicated service. The Marshall Foundation, Inc. Board of Trustees provides grants annually to assist organizations that are dedicated to assisting elderly in need. This program provides transportation to Malden residents needing rides to the Cancer Center for treatment or to attend support groups.

Program Type	Direct Services, Grant/Donation/Foundation/Scholarship, Outreach to Underserved, Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: Malden • Health Indicator: All • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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Grant funded program to provide transportation and supportive services to residents recovering from cancer.

Services provided

Partners

Partner Name, Description	Partner Web Address
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Marshall Foundation
American Cancer Society
Malden YWCA

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Back School

Brief Description or Objective	Free lectures were offered to members of the community addressing treatment and prevention of back/neck pain.
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Program Type	Community Education
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Other: Arthritis, Other: Chronic Pain , Other: Osteoporosis/Menopause, Physical Activity • Sex: All • Age Group: All Adults • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
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Provide education and training for residents facing chronic back problems.

Ongoing

Partners

Partner Name, Description	Partner Web Address
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Local Councils on Aging
Local health providers
Mystic Valley Elder Services

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (59.91 KB) File Name: BackPainandSciatica_Layout 1.pdf
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Support for Smoking Cessation

Brief Description or Objective

In 2008, Hallmark Health provided individualized support and education to patient and employee smokers and in November of 2008 all of Hallmark Health's campuses became "smoke-free". Education and information was shared system-wide and throughout our communities to promote public awareness, and classes and support groups were offered for employees to assist them with this transition. In 2010, Hallmark Health continued to focus on this important public health topic by developing additional resources for both employees and patients, focused on helping them with the skills and support they need to successfully quit smoking. Three eight-week smoking cessation sessions were offered with a support program following each class. Low cost, nicotine replacement products were also offered to employees and non-employees for purchase in both the LMH and MWH gift shops. The program often serves residents with behavioral health issues.

Program Type

Community Education,Prevention,Support Group

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Tobacco Use
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Not Specified

Goal Description

Offer low-cost nicotine replacement supplies in gift shops.

Provide resources for long term smokers to be able to successfully quit.

Goal Status

Ongoing

Offered in multiple sessions over the year.

Partners

Partner Name, Description Partner Web Address

American Lung Association

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Better Breathers Support Group

Brief Description or Objective

Better Breathers is a monthly support group for people with chronic breathing difficulties. It is a caring and supportive session facilitated by a certified Pulmonary Rehabilitation RN. Participants learn how to manage their chronic breathing difficulties and learn the whys and wherefores of their condition. This supportive and educational session is offered monthly.

Program Type

Community Education,Support Group

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Pulmonary Disease/Tuberculosis
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Provide support for residents with chronic and cardiac lung disease affecting breathing.

Goal Status

Offered monthly

Partners

Partner Name, Description Partner Web Address

American Lung Association
American Heart Association

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

[Download/View Attachment](#) (62.42 KB)
File Name: Better Breathers.pdf

HeartSense for Women

Brief Description or Objective

The HeartSense for Women program is funded by a grant from the Rite Aid Corporation. The aim of the program is to educate women on how heart disease presents in women and the importance of knowing your family health history. Lecture and blood pressure and BMI screenings were made available, as well as information on medical insurance. This program served mainly women in Everett, Malden, and Medford.

Program Type

Community Education, Grant/Donation/Foundation/Scholarship, Health Screening

Target Population

- **Regions Served:** Everett, Malden, Medford
- **Health Indicator:** Other: Cardiac Disease
- **Sex:** Female
- **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, Reducing Health Disparity

Goal Description

Provide healthy heart information and screening for women in Everett, Malden, and Medford.

Goal Status

36 women served

Partners

Partner Name, Description Partner Web Address

Rite Aid Foundation
JCCHCE

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Senior Citizen Lunches West Medford Senior Center

Brief Description or Objective

Hallmark Health continues to support Mystic Valley Elder Services Senior Citizen lunches monthly at the West Medford Community Center. This is a racially diverse area of the community where many seniors are living below the poverty level. Screenings and health lectures are also offered.

Program Type

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

Target Population

- **Regions Served:** Medford
- **Health Indicator:** Other: Elder Care
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All, Black/African American
- **Language:** Cape Verdean Creole , English , Haitian Creole , Other

Goals

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

Goal Description	Goal Status
Support Mystic Valley Elder Services with serving lunches to low-income diverse residents	Staff volunteers provided weekly
Provide health screening and education to this population	Ongoing- 30+ residents attend weekly

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

Mystic Valley Elder Services
West Medford Community Center

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description Not Specified

Shadow/Mentoring High School Students High School students

Brief Description or Objective High School students from Medford HS, Melrose HS, Wakefield HS and Wilmington Voc Tech are offered a job shadow day. The goal of the Program is to give high school students exposure to nursing and allied health careers.

Program Type Community Education,Community Participation/Capacity Building Initiative,Mentorship/Career Training/Internship,School/Health Center Partnership

Target Population

- **Regions Served:** Medford, Melrose, Wakefield, Wilmington
- **Health Indicator:** Other: Education/Learning Issues
- **Sex:** All
- **Age Group:** Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Supporting Healthcare Reform

Goal Description	Goal Status
Offer health professional experience for local teens	Ongoing- 220 students served in 2010.

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

Local high schools

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description Not Specified

My Life, My Health

Brief Description or Objective This Chronic Disease Self-Management(CDSM) Program is designed to help those with chronic conditions to improve healthful behaviors, improve health status, and decrease days in the hospital. The workshops meet weekly for 2.5 hours for 6 weeks. The program is lead by 2 trained certified leaders.

Program Type Community Education,Healthy Communities Partnership,Outreach to Underserved,Prevention,Support Group

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** All

- **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

Through a collaborative effort- provide CDSM programs in the area.

Goal Status

Training was completed for four Hallmark Health staff in 2010.

Partners

Partner Name, Description Partner Web Address

Mystic Valley Elder Services
Merrimack Valley Elder Services
Cambridge Health Alliance
Hallmark Health VNA and Hospice
Hallmark Health Medical Associates
Other local providers
Local Councils on Aging
Massachusetts Department of Public Health

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Watch Over Me- Stroke Prevention Program

Brief Description or Objective

A stroke community health education program offered to adults/elders/teens. Volunteers have been trained to reach out to peers

Program Type

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

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Stroke
- **Sex:** All
- **Age Group:** All Adults, Child-Teen
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Train the community to recognize and respond quickly to the signs of stroke.

Goal Status

942 residents trained

Partners

Partner Name, Description Partner Web Address

American Heart Association
American Stroke Association
Massachusetts Department of Public Health

Local Ambulance Companies

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
Detailed Description	Not Specified

Kids in Grief

Brief Description or Objective	This is a program for children, who have experienced loss. "Kids in Grief", utilizes expressional therapies, and was offered in multiple sessions this year.
Program Type	Community Education,Outreach to Underserved,Support Group
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Mental Health, Other: Bereavement • Sex: All • Age Group: All Children • Ethnic Group: All • Language: All

Goals

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

Goal Description	Goal Status
Provide support for children after a death of a friend or family member.	offered twice monthly during the school year.

Partners

Partner Name, Description	Partner Web Address
Hallmark Health VNA and Hospice	
Tri-City Haitian Relief Task Force	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
Detailed Description	Not Specified

For the Best Health, Remember Breast Health

Brief Description or Objective	Hallmark Health System, Inc. is proud to have been awarded a generous grant from the Massachusetts affiliate of Susan G. Komen for the Cure. "For the Best Health, Remember Breast Health", is a three-part educational and support program designed to serve women in Burlington, Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield, Wilmington, Winchester and Woburn. The program allows the staff of Hallmark Health to educate young women, aged 20 to 39 years about the importance of breast health and breast cancer prevention strategies, provide state of the art training to health care staff at Hallmark Health's six local mammography sites, and offer navigation services to any women in the community needing support in scheduling her annual mammogram. The program is funded through April of 2011.
Program Type	Community Education,Community Participation/Capacity Building Initiative,Health Professional/Staff Training,Outreach to Underserved,Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: Burlington, Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield, Wilmington, Winchester, Woburn • Health Indicator: Access to Health Care, Other: Cancer - Breast, Other: Cultural Competency • Sex: Female • Age Group: Adult-Young • 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

Breast health education will be provided to low-income, diverse young women.

Goal Status

Over 1,000 women were educated.

Partners

Partner Name, Description **Partner Web Address**

Massachusetts Alliance of Portuguese Speakers
Malden YWCA
Cambridge Health Alliance
Susan G. Komen Race for the Cure, Massachusetts Affiliate
Local health care providers

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

[Download/View Attachment](#) (79.78 KB)
File Name: BreastHealthSeriesFlyer.pdf

A Healthy Birthday- Mammography Education

Brief Description or Objective

Breast cancer is the second-leading cause of cancer deaths for women in the United States. With advances in diagnostic information and increases in patient education, we can detect breast cancer early, while it is still very small and highly treatable. In this program, birthday greeting- including health information was sent to residents in our area reminding them to have a screening mammogram beginning at age 40 years (for women without other risk factors).

Program Type

Community Education, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Cancer - Breast
- **Sex:** Female
- **Age Group:** Adult
- **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

Increase the number of local women receiving annual screening mammograms.

Goal Status

Education and mailing developed and distributed. Mammography use tracked.

Partners

Partner Name, Description **Partner Web Address**

Susan G. Komen Race for the Cure, Massachusetts Affiliate
American Cancer Society
Local providers

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Holiday Toy Drive

Brief Description or Objective	This toy drive is held annually to support children that are DCF involved.
Program Type	Community Participation/Capacity Building Initiative, Outreach to Underserved
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Mental Health, Other: Homelessness • Sex: All • Age Group: All Children • Ethnic Group: All • Language: All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description	Goal Status
Provide an annual toy drive for DCF involved children.	Completed in December.

Partners

Partner Name, Description	Partner Web Address
Department of Children and Families	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (72.19 KB) File Name: Hallmark Health gives back this holiday season.doc
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Transportation Services

Brief Description or Objective	Hallmark Health provided transportation to underserved seniors and residents to assist them in making medical and health service appointments. Hallmark Health System also provided cab vouchers for patients experiencing financial hardships. In addition, transportation is provided for the elderly behavioral health patients enrolled in the Partial Hospitalization program.
Program Type	Community Participation/Capacity Building Initiative, Direct Services, Healthy Communities Partnership, Outreach to Underserved, Prevention
Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: All • Sex: All • Age Group: All • Ethnic Group: All • Language: All

Goals

Statewide Priority: Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Transportation services are provided for low-income diverse residents- mainly seniors	Ongoing, 2630 residents served

Partners

Partner Name, Description	Partner Web Address
Door to Door Transportation	
Malden Taxi Service	
MBTA	
Mystic Valley Elder Services	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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North Suburban Women, Infants and Children (WIC) Nutrition Program

Brief Description or Objective	The North Suburban Women, Infants and Children (WIC) Nutrition Program provides food and nutrition services to prenatal and postpartum women and to infants and children under the age of five at five local sites. Participants receive nutrition education on topics such as diet during pregnancy, feeding infants and children, and the benefits of breastfeeding as well as referrals to other health and social services. In addition, participants receive checks for nutritious foods and formula to redeem at local grocery stores, pharmacies, and farmers markets.
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Program Type	Community Education, Direct Services, Grant/Donation/Foundation/Scholarship, Health Screening, Outreach to Underserved, Prevention
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Target Population	<ul style="list-style-type: none"> • Regions Served: Burlington, Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield, Wilmington, Winchester, Woburn • Health Indicator: Access to Health Care, Other: Nutrition, Other: Pregnancy • Sex: All • Age Group: Adult, Child-Infant, Child-Preschool, Child-Toddler • Ethnic Group: All • Language: All
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Goals	
Statewide Priority:	Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity

Goal Description	Goal Status
Provide nutrition education and vouchers to eligible recipients	Over 6,000 participants served with an average caseload of 3,400.
Support breastfeeding efforts across the region.	New Baby Cafe opened in Malden, breastfeeding classes offered monthly.

Partners

Partner Name, Description	Partner Web Address
Massachusetts Department of Public Health	
DTA	
Hunger Network	
Early Intervention	
Healthy Families	
Local CFCE sites	
Other local health and community service providers	
Cambridge Health Alliance	
Winchester Hospital	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (22.35 KB) File Name: breastfeedingflyer.pdf
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Feeling Fit and Fabulous

Brief Description or Objective	"Feeling Fit and Fabulous" WIC, is very successful program funded by special WIC funding. The program serves a vulnerable population helping in the prevention of gestational diabetes and obesity in pregnancy. Mothers meet with a trained facilitator weekly throughout the last two trimester of pregnancy to learn about healthy nutrition and effective exercise, such as walking that will support their optimum prenatal health and that of their baby.
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Program Type	Not Specified
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Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Access to Health Care, Other: Diabetes, Overweight and Obesity
- **Sex:** Female
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

Reduce weight gain and improve overall pregnancy health in low-income diverse women.

Goal Status

Ongoing- 40 women served.

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

Massachusetts Department of Public Health

WIC

Local providers

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Community Focus Groups**Brief Description or Objective**

In 2010, Hallmark Health hired Aspects Consulting group (from the Northeast Center for Healthy Communities) to assist with identifying residents to participate in the process, develop the tool used to screen the groups, and facilitate the groups. The groups represented families with young children, elders, adult women, and community stakeholders.

Program Type

Community Benefits Planning Process

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** All
- **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, Supporting Healthcare Reform

Goal Description

Interview community stakeholder as a component of a community health needs assessment

Goal Status

Four groups convened

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

Aspects Consulting

Local Boards of Health

Community health and service providers

Area residents

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description	Not Specified
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Community Teams

Brief Description or Objective	Six community outreach teams -- named for Malden, Medford, Melrose, Reading, Stoneham and Wakefield-- work to boost institutional involvement, identify community needs and otherwise reach out to local organizations in their respective towns. Their efforts have won Hallmark Health three major awards from local chambers of commerce and ensured that Hallmark Health is the organization that local communities look to when they face a health-related challenge or need. Sixty percent of Hallmark Health staff live in our primary or secondary service area. And over two hundred employees, volunteers and physicians were involved in a team or a team-sponsored event this year. Teams solicit input from key community leaders including; superintendents of schools, state representatives and local health departments. The community teams log thousands of hours annually as active members in over 35 civic groups and service organizations throughout the North Suburban Region.
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Program Type	Not Specified
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Target Population	<ul style="list-style-type: none"> • Regions Served: Malden, Medford, Melrose, Reading, Stoneham, Wakefield • Health Indicator: All • Sex: All • Age Group: All • Ethnic Group: All • 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, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
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Six community teams provide support to local communities and bring back information from stakeholders and residents	Ongoing
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Partners

Partner Name, Description	Partner Web Address
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Local cities and towns	
Local Boards of Health	
Local city/town leaders	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Support to North Suburban Health Alliance (CHNA 16)

Brief Description or Objective	Hallmark Health's Community Outreach Coordinator chairs this group. Hallmark Health also provides three other staff to support this initiative.
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Program Type	Community Health Needs Assessment,Community Participation/Capacity Building Initiative,Healthy Communities Partnership
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Target Population	<ul style="list-style-type: none"> • Regions Served: Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield • Health Indicator: All • Sex: All • Age Group: All • Ethnic Group: All • 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, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

In collaboration rebuild membership of CHNA 16

Goal Status

Ongoing- group met 4 times this year.

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

Massachusetts Department of Public Health

Northeast Center for Healthy Communities

Winchester Hospital

Cambridge Health Alliance

Mystic Valley Elder Services

Local Boards of Health

Other local health and community service providers

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmark.org

Detailed Description

Not Specified

Integrated Breastfeeding Services**Brief Description or Objective**

Hallmark Health provides a variety of education and support programs to promote breastfeeding including two Baby Cafe's one in Melrose and one in Malden. WIC Peer Counselors and Lactation Consultants provide support, and breastfeeding classes are offered monthly at WIC and through Community Health Education. All women/children programs support efforts to breastfeed from the VNA Maternal/Child Health program to Healthy Families.

Program Type

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

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Nutrition, Other: Parenting Skills, Other: Stress Management, Overweight and Obesity
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals

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

Goal Description

Promote breastfeeding system wide

Goal Status

166 families used the Melrose Baby Cafe and over 500 used WIC services

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

La Leche League

The Children's Charitable Trust

Massachusetts Department of Public Health

State WIC

Medela

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

The Robert M. Dutton Center

Brief Description or Objective The Dutton Center Adult Day Health Program offers Adult Day Health care for elders and those with special physical, cognitive or emotional needs. In addition to counseling, support groups, supervision, and socialization, the program offers activities such as music programs, arts and crafts sessions, games, and exercise groups.

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

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Adult-Elder
- **Ethnic Group:** All
- **Language:** All

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

Goal Description	Goal Status
Offer medical and Provide care for frail elders and DMR clients.	In 2010, the program cared for 90 unduplicated clients.

Partners

Partner Name, Description	Partner Web Address
Hallmark Health VNA and Hospice	
Local health and human service providers	
Mystic Valley Elder Services	
Greater Lynn Elder Services	
Many others	

Contact Information Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description Not Specified

File of Life Committee in Medford

Brief Description or Objective File of Life is a city-wide program run through the mayor's office in Medford for more than 10 years. As part of the program, residents fill out cards to go in their pocket and on their refrigerator that contain contact information and a list of important medical and prescription information that first-response crews would need to know in the event that a person at a scene is unable to speak. First-responders in the city are trained to look for the cards. To date there have been nearly 9,000 files distributed throughout the city. Hallmark Health is an active member of the group. In 2010, the group is focusing on reaching out to the local Haitian community.

Program Type Community Education, Community Participation/Capacity Building Initiative, Direct Services, Grant/Donation/Foundation/Scholarship, Healthy Communities Partnership, Outreach to Underserved, Prevention

Target Population

- **Regions Served:** Medford
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

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

Goal Description	Goal Status
Provide file of life cards to residents in Medford.	Ongoing 9,000 residents served since the inception of the program.

Partners

Partner Name, Description Partner Web Address

Hallmark Health VNA and Hospice
Mystic Valley Elder Services
Other local health and human services providers.

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Healthy Families

Brief Description or Objective	Hallmark Health provides a Healthy Families home-visiting program for first-time parents age 20 and under, living in Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, and Wakefield. Funded by the Children's Trust Fund and also supported by Hallmark Health, services are free for participants and their families during pregnancy and until the child turns three. Services include home visiting, mentoring, role modeling, prenatal and parenting education, parenting activities, and groups for young parents. In addition, services include educational classes such as prenatal classes, infant care, CPR, and First Aid.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Direct Services,Grant/Donation/Foundation/Scholarship,Health Screening,Outreach to Underserved,Prevention,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: Everett, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Wakefield • Health Indicator: Access to Health Care, Mental Health, Other: Alcohol and Substance Abuse, Other: Child Care, Other: Education/Learning Issues, Other: Family Planning, Other: Language/Literacy, Other: Nutrition, Other: Parenting Skills, Other: Pregnancy, Other: Sexually Transmitted Diseases, Other: Smoking/Tobacco, Other: Stress Management, Other: Uninsured/Underinsured, Overweight and Obesity, Physical Activity, Responsible Sexual Behavior, Substance Abuse, Tobacco Use • Sex: All • Age Group: Child-Teen • Ethnic Group: All • Language: All
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Goals	Statewide Priority: Address Unmet Health Needs of the Uninsured, Promoting Wellness of Vulnerable Populations, Reducing Health Disparity, Supporting Healthcare Reform
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Goal Description	Goal Status
Children in the program will reach optimum growth and development	tracked by the program
Reducing second pregnancy as a teen	tracked by the program
Intensive home visiting provided to families especially in the first year after birth	Ongoing
Promote educational attainment	tracked by the program
Ensure all family members have access to health care-including up-to-date immunizations	tracked by the program

Partners

Partner Name, Description Partner Web Address

Early Intervention
 Massachusetts Children's Trust
 Fund
 WIC
 Medford Family Network
 Public and private schools
 North Suburban Child and
 Family Resource Network
 Many other community
 agencies

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
 Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Support for Nursing Students

Brief Description or Objective

Today, the associate degree-nursing program is an integral part of the Hallmark Health System, which provides financial assistance through grants to qualified nursing students and employs many students within the healthcare system. Throughout the curriculum, and as part of their learning experiences, students provide nursing care to patients in the HHVNA and the hospitals of the Hallmark Health System. Both faculty and students in the nursing program are actively engaged in community activities. In addition Hallmark Health support the development of clinical practice skills through the mentoring of nursing students from a variety of local colleges.

Program Type

Community Participation/Capacity Building Initiative, Direct
 Services, Grant/Donation/Foundation/Scholarship, Health Professional/Staff Training

Target Population

- **Regions Served:** County-Middlesex, County-Suffolk
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Reducing Health Disparity, Supporting Healthcare Reform

Goal Description

Goal Status

Hallmark Health offers training sites to a variety of nursing schools Ongoing

Hallmark Health continues to offer one of two nursing schools in the state. Ongoing

Partners

Partner Name, Description Partner Web Address

Bunker Hill Community College
 Salem State University
 LMH/Regis College School of
 Nursing
 North Shore Community
 College

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street
 Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description	Not Specified
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Creative Coping for New Mothers

Brief Description or Objective	For the past four years, Hallmark Health has offered a PESP "Creative Coping: New Mothers Group" to provide services and create a supportive environment based on the Strengthening Families Initiative (SFI) Protective Factors from the Center for the Study of Social Policy. The five Protective Factors are parental resilience; social connections; knowledge of parenting and child development; concrete support systems in times of need; and support for children's social and emotional development. There are many local community programs designed to assist mothers who have toddler age children. However, based on feedback from various community programs, there is a lack of community programming designed to provide support to mothers with children under the age of one in our area. Although many local programs have identified this as a strong need, most do not have the funding to provide support programs for this group. Our program addresses an identified community need, providing support and guidance to new mothers.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Grant/Donation/Foundation/Scholarship,Outreach to Underserved,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex, Everett • Health Indicator: Mental Health, Other: Child Care, Other: Family Planning, Other: Nutrition, Other: Parenting Skills • Sex: Female • Age Group: Adult • Ethnic Group: All • Language: All
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Goals

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

Goal Description	Goal Status
Offer parenting education and support to a minimum of 16 mothers and their infants.	Eighteen mothers were served.
Follow the Strengthening Families model of service delivery.	Ongoing.

Partners

Partner Name, Description	Partner Web Address
The Massachusetts Children's Trust Fund	
Early Intervention	
Department of Children and Families	
Hallmark Health VNA and Hospice	
Cambridge Health Alliance	
Local providers	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edrn@hallmarkhealth.org
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Detailed Description	Download/View Attachment (46.13 KB) File Name: Creative Coping GroupFall2010.pdf
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Support to CHNA 15

Brief Description or Objective	The North Suburban WIC program serves four of the communities in CHNA 15, Woburn, Winchester, Wilmington, and Burlington. The WIC program supported the efforts of the CHNA through the membership of two staff. In 2010, we supported the on-going needs assessment being completed for this region.
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Program Type	Community Education,Community Health Needs Assessment,Community Participation/Capacity
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Building Initiative,Healthy Communities Partnership,Prevention

Target Population

- **Regions Served:** Burlington, Wilmington, Winchester, Woburn
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** All
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Not Specified**Goal Description**

Support the CHNA where two of the Hallmark Health WIC sites are located.

Goal Status

Ongoing

As a component of the CHNA needs assessment, complete telephone interviews for a local town.

Three interviews were completed.

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

Woburn Social Concern

Woburn YMCA

Local CFCE Coordinated Family and Community Engagement Grants

Healthy Families for this region.

Contact Information

Eileen Dern Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338-7552, edern@hallmarkhealth.org

Detailed Description

Not Specified

Weight Management Program**Brief Description or Objective**

The Nutrition department at Hallmark Health specializes in treating individuals with eating disorders and those needing nutrition guidance. In addition, we offer comprehensive counseling and support for gastric bypass patients, including a nutrition support group. Our Nutrition Committee, comprised of physicians, pharmacists, dietitians, nurses and laboratory technicians, manages inpatient treatment and provides a steady stream of new literature and best practices to the outpatient services.

Program Type

Community Education,Support Group

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Other: Nutrition, Overweight and Obesity
- **Sex:** All
- **Age Group:** All Adults
- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Chronic Disease Management in Disadvantage Populations**Goal Description**

Provide a minimum of one weight management class annually.

Goal Status

Ongoing

Provide scholarship/support to residents with financial need.

Ongoing

Partners

Partner Name, Description Partner Web Address

Local YMCAs

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Senior Citizen Outreach

Brief Description or Objective	Hallmark Health and Hallmark VNA and Hospice partner to provide health care counseling clinics and education programs for older adults at senior housing sites and Councils on Aging through Community Outreach Program for Older Adults. Registered nurses with extensive experience and training in geriatric health provide health counseling and referral, educational programs, and exercise and nutrition classes on an ongoing basis. In addition, in 2010, more than a dozen health screenings and resource fairs were held. Screenings included blood pressure, blood sugar, osteoporosis, eye and hearing. Flu immunizations clinics were also sponsored in the fall. In the spring, summer and fall of 2010, seniors were invited to each hospital (LMH one month and MWH the next) for a low-cost meal, blood pressure screening, entertainment, raffle prizes, and health education. Hallmark Health leaders and employees served the meals and socialized with participants.
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Program Type	Community Education,Community Participation/Capacity Building Initiative,Direct Services,Health Screening,Outreach to Underserved,Prevention,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: All • Sex: All • Age Group: Adult-Elder • Ethnic Group: All • 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, Reducing Health Disparity, Supporting Healthcare Reform

Goal Description Goal Status

Provide a variety of education, screening, and health monitoring for low- to moderate income elders.	Ongoing
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Partners**Partner Name, Description Partner Web Address**

Local Councils on Aging
Mystic Valley Elder Services
Hallmark Health VNA and Hospice

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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School of Nursing Financial Aid

Brief Description or Objective	When appropriate, scholarships for nursing and radiology student from the Lawrence Memorial/Regis College School of Nursing/ Medical Radiology representing diverse communities will be measured. Both faculty and students in the nursing and radiology programs will be offered opportunities to engage in community activities.
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Program Type	Health Professional/Staff Training
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex, County-Suffolk • Health Indicator: All • Sex: All • Age Group: All Adults
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- **Ethnic Group:** All
- **Language:** All

Goals**Statewide Priority:** Not Specified**Goal Description** **Goal Status**

Provide support for LMH/Regis College Nursing students determined to have financial need. Ongoing

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

Regis College

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Mothers Helping Mothers Store**Brief Description or Objective**

Mothers help each other by donating no longer needed children's clothing and baby equipment. "The Store" is run by a WIC peer counselor. Appointments are made on Wednesdays and Saturdays. Parenting education and resource and referrals are provided during store appointments.

Program Type

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

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** All
- **Sex:** All
- **Age Group:** Child-Infant, Child-Preschool, Child-Preteen, Child-Primary School, Child-Toddler
- **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** **Goal Status**

Provide lightly-used children's clothing to 500 families in need. This should allow families additional resources for food and other necessities. Served 600 families and providers in 2010

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

Early Intervention
Department of Children and Families
Hallmark Health VNA and Hospice

Contact Information

Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org

Detailed Description

[Download/View Attachment](#) (36.89 KB)
File Name: freeclothingstoreflyer.pdf

Bereavement Support group

Brief Description or Objective	Hallmark Health VNA and Hospice offered a series of ongoing support groups to help those who have experienced loss including nine on-going support groups such as Loss of a Spouse or Partner; Adult Child Loss of a Parent; and Loss after Sixty. These groups were helpful to Haitian residents after the January earthquake. Some of these residents are still attending sessions.
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Program Type	Community Education,Outreach to Underserved,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Other: Bereavement • Sex: All • Age Group: All • Ethnic Group: All • Language: English , Haitian Creole
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Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
Provide a variety of support programs for elders, children, and adults suffering after the loss of a family member or friend.	Ongoing
Offer these program- with interpreters as needed, for the Haitian community.	Families are continuing to find support through these groups.

Partners

Partner Name, Description	Partner Web Address
Hallmark Health VNA and Hospice	
Mystic Valley Elder Services	
The Tri-City Haitian Relief Task Force	

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Skin Cancer Screenings

Brief Description or Objective	Opportunities for Skin Cancer Screening were made available for community members last year and health information was also provided at health events.
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Program Type	Community Education,Health Screening
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Other: Cancer - Skin • Sex: All • Age Group: All • Ethnic Group: All • Language: All
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Goals

Statewide Priority: Not Specified

Goal Description	Goal Status
Provide skin cancer screening and education for older adults annually	Completed

Partners

Partner Name, Description	Partner Web Address
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American Cancer Society

Contact Information	Eileen Dern RN, CES Director Community Services Hallmark Health 239 Commercial Street Malden, MA 02148 (781) 338 7552 , edern@hallmarkhealth.org
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Detailed Description	Download/View Attachment (28.67 KB) File Name: Skin Cancer Screening Flyer.pdf
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Support to Medical Student from Haiti

Brief Description or Objective	A Haitian Medical Student was offered a placement here when her school was destroyed in the January 2010 earthquake.
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Program Type	Health Professional/Staff Training
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Target Population	<ul style="list-style-type: none"> • Regions Served: Medford, Melrose • Health Indicator: Other: Education/Learning Issues • Sex: Female • Age Group: Adult-Young • Ethnic Group: Black/African American • Language: English , Haitian Creole
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Goals

Statewide Priority: Reducing Health Disparity, Supporting Healthcare Reform

Goal Description	Goal Status
Provide medical rotation for young medical student displaced when her school was destroyed in the Haitian earthquake.	Rotation completed and student returned to Haiti.

Partners

Partner Name, Description	Partner Web Address
Hallmark Health Medical Association	
Private physician practices affiliated with Hallmark Health	
West Medford Baptist Church	

Contact Information	Eileen Dern Director of Community Services Hallmark Health System, Inc. 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org
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Detailed Description	Not Specified
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Behavioral Health Support to Horizon House Clubhouse

Brief Description or Objective	Dr. Welch the Medical Director of Psychiatric Services at Melrose-Wakefield Hospital offers his support to the board of the Horizon House Clubhouse in Wakefield a program for long-term chronically mentally ill residents.
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Program Type	Community Participation/Capacity Building Initiative,Healthy Communities Partnership,Outreach to Underserved,Prevention,Support Group
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Target Population	<ul style="list-style-type: none"> • Regions Served: County-Middlesex • Health Indicator: Access to Health Care, Mental Health • Sex: All • Age Group: Adult • Ethnic Group: All • Language: English
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Goals

Statewide Priority: Chronic Disease Management in Disadvantage Populations, Reducing Health Disparity

Goal Description	Goal Status
Provide professional support for a local service provider for	Ongoing

chronically mentally ill clients.

Partners

Partner Name, Description Partner Web Address

Horizon House Clubhouse in
Wakefield

Contact Information

Eileen Dern Director of Community Services Hallmark Health System, Inc. 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Shaken Baby Prevention Training

Brief Description or Objective

The Maternity social worker provided support to a regional collaboration bringing "The Happiest Baby on the Block" professional training to our area. This program has been shown to reduce the incidence of "shaken baby" in parents and caregivers trained using this tested program.

Program Type

Health Professional/Staff Training,Healthy Communities Partnership,Prevention

Target Population

- **Regions Served:** County-Middlesex
- **Health Indicator:** Injury and Violence, Other: Child Care, Other: Domestic Violence, Other: Parenting Skills, Other: Stress Management
- **Sex:** All
- **Age Group:** Adult, Adult-Elder, Adult-Young, Child-Infant
- **Ethnic Group:** All
- **Language:** All

Goals

Statewide Priority: Promoting Wellness of Vulnerable Populations

Goal Description

Plan and offer a training of "The Happiest Baby on the Block" for health care professionals serving families of infants in Middlesex County.

Goal Status

Hallmark Health partnered with Lowell General Hospital and other local provider hospital to offer this training in 2010.

Partners

Partner Name, Description Partner Web Address

Lowell General Hospital
Middlesex County District
Attorney's Office

Contact Information

Eileen Dern Director of Community Services Hallmark Health System, Inc. 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Support for Tri-Cap Hunger Network

Brief Description or Objective

The WIC Community Coordinator and the Hallmark Health Community Outreach Coordinator regularly attend the monthly Tri-City Hunger Network meetings. The group has been instrumental in helping to start a new food pantry in Medford, provide diabetes education at the Salvation Army, and share resources regionally to support families living in poverty. Many of these families are Haitian or Haitian/American.

Program Type

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

Target Population

- **Regions Served:** Everett, Malden, Medford
- **Health Indicator:** Access to Health Care, Other: Diabetes, Other: Homelessness, Other: Nutrition
- **Sex:** All
- **Age Group:** All

Ethnic Group: All
Language: All

Goals

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

Goal Description

Staff will attend a minimum of six (6) meetings annually.

Hallmark Health will provide outreach for collaborating organizations regarding their food pantries.

Hallmark Health will support Haitian parish efforts to open a food pantry in Medford.

Provide diabetes education to address an unmet need for education and support at the local Salvation Army

Goal Status

Staff attended more than nine (9) monthly meetings.

Information is posted in community locations affiliated with Hallmark Health. Information is also shared regularly with Financial Counseling staff and other providers as appropriate.

The parish opened its pantry in December 2010.

Education was offered in two sessions this past winter. Follow-up will also be provided.

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

Evangelical Church of Holiness

North Shore Rescue Mission

A Better Tomorrow, Inc.

Tri-CAP

Bread of Life, Malden

Project Bread

Salvation Army

Department of Transitional Assistance

Contact Information

Eileen Dern Director of Community Services Hallmark Health System, Inc. 239 Commercial Street Malden, MA 02148 (781) 338-7552 , edern@hallmarkhealth.org

Detailed Description

Not Specified

Expenditures

Program Type	Estimated Total Expenditures for FY2010	Approved Program Budget for 2010
Community Benefits Programs	Direct Expenses \$2,130,013 Associated Expenses \$1,347,991 Determination of Need Expenditures \$0 Employee Volunteerism \$27,748 Other Leveraged Resources \$1,010,422	\$2,100,000 *Excluding expenditures that cannot be projected at the time of the report.
Net Charity Care	HSN Assessment \$3,370,549 HSN Denied Claims \$114,696	

	Free/Discount Care	\$2,264,568	
	Total Net Charity Care	\$5,749,813	
Corporate Sponsorships		\$22,700	
	Total Expenditures	\$10,288,687	
Total Patient Care-Related Expenses for FY2010			\$240,340,982
Comments: In 2010, Hallmark Health began using a system wide data collection system for Community Benefits (CBISA).			

Optional Information

Expenditures	Amount	
Community Service Programs	Direct Expenses	\$38,851
	Associated Expenses	\$26,570
	Determination of Need Expenditures	\$0
	Employee Volunteerism	\$64,087
	Other Leveraged Resources	\$5,569
Total Community Service Programs		\$135,077
Bad Debt:	Not Specified	Not Specified
IRS 990:	Not Specified	