

Summary Narratives

Community Benefits Mission Statement

We are committed to the charitable mission of Anna Jaques Hospital and to cooperative partnerships with our communities. Together, we will identify the health needs of vulnerable and at risk populations and implement activities to enhance the overall health of our area. We will provide needed health and wellness assistance regardless of ethnicity, religious belief, gender and age.

Program Organization and Management

A. Management Structure: The advisory group makes its recommendations to the hospital community benefits coordinator who provides those recommendations to the hospital's senior management. The community benefits coordinator works with all appropriate hospital and volunteer staff to carry out, to the best of their ability, the advisory's recommendations for health improvement initiatives.

B. Sharing Information:

The report is shared with staff at all levels of the institution using all available communication vehicles:

- „X Meditech/Mox mail for clinicians
- „X e-mail for staff
- „X NewsBreak (employee newsletter)
- „X Employee intranet (Anna Online) site
- „X Hard copy distribution to physicians, senior management
- „X Availability of report is printed in Be Well magazine

Key Collaborations and Partnerships

Key Collaborations and Partners:

- o American Heart Association
- o American Diabetes Association
- o American Red Cross
- o School districts in Amesbury, Newburyport, Georgetown, Haverhill, Triton Regional (Salisbury, Newbury, Rowley), Merrimac
- o Councils on Aging and senior citizen centers in Salisbury, Newbury, Amesbury, Newburyport
- o Boys and Girls Club, Greater Merrimack Valley
- o Greater Newburyport YWCA
- o Newburyport Rotary Club
- o Amesbury Charitable Healthcare Trust
- o AJH physicians
- o Police departments in Amesbury, Newburyport
- o Jeanne Geiger Crisis Center
- o Opportunity Works
- o AJH Infectious Disease Control Nurse
- o Community members and business owners
- o David Marshall, Community Relations Manager, Anna Jaques Hospital
- o Deborah Chiaravalloti, Vice President, public relations and marketing, community benefits coordinator, Anna Jaques Hospital

Community Health Needs Assessment

A. Process:

Assess community needs

The advisory reviewed data from the Massachusetts Department of Health, MassCHIP, Northeast Center for Healthy Communities, and the Health of the Merrimack Valley 2003 report (commissioned by CHNA -12), and held discussions with community health nurses, healthcare providers, physicians, clinical technologists, the hospital infectious disease control nurse, and community partners, (listed in B below) for its community health needs assessment.

Community Benefits Plan

After reviewing the statistics and demographics available, and holding discussions with healthcare providers, it became clear that several health issues that cause, or contribute to, the statistically high mortality rate in our service territory were in need of publicity, education, and community outreach, specifically; heart disease, breast health, and obesity. We focused on these issues as the result of compelling state and local data regarding the health and mortality rates of the citizens in our service communities. We also identified a dire need for blood donations, as a blood shortage exists in the Merrimack Valley and other regions.

Key Accomplishments of Reporting Year

Healthy Snack Corner program was endorsed by the United States Senate and incorporated in the Farm Bill. The program was successfully implemented in elementary schools in 3 school districts, 600 students.

Pedometer Program: The Massachusetts Department of Transportation, Massachusetts Hospital Association, and American Hospital Association use this program to illustrate how hospitals can address obesity and successfully implement school programs. Three thousand students participated.

Immunization Guide:

With a grant from the Newburyport Rotary Club the hospital developed an immunization guide. The laminated chart covers immunizations and screenings from birth to age 65+. 24,941 charts were distributed throughout the community.

Plans for Next Reporting Year

A. Approved budget: \$25,000 line item only

B. Anticipated goals and program initiatives: Continue to develop programming to address the high rates of cardiovascular disease, breast cancer and obesity in our service territory.

C. Projected outcomes: An increase in mammography rates, cardiac tests and screens; the number of school age children participating in healthy lifestyle/eating programs; the number of women attending community events and educational seminars. While it takes time to significantly reduce statistics of disease, it is hoped that we will continue to see a decrease in the statistical occurrence of heart disease, breast cancer and obesity in our service territory.

Select Community Benefits Programs

Women's Night Out

Brief Description or Objective

A seminar series delivering information on topics including osteoporosis and osteoarthritis, breast health, cardiac care, stress reduction, mental health, proper diet, and exercise, and asthma. Topics are determined based on input from community members.

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|-----------------------------|--|
| Program Type | Community Education |
| Target Population | <ul style="list-style-type: none"> • Regions Served:County-Essex • Health Indicator:Access to Health Care, Other: Arthritis, Other: Asthma/Allergies, Other: Cancer - Breast, Other: Cancer - Skin, Other: Cardiac Disease, Other: Diabetes, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Pulmonary Disease/Tuberculosis, Other: Sexually Transmitted Diseases, Other: Stress Management, Overweight and Obesity • Sex:Female • Age Group:Adult • Ethnic Group:Hispanic/Latino • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • AJH physicians • Community providers of yoga and fitness programs • American Heart Association • American Diabetes Association |
| Contact Information | Deborah Chiaravalloti, 25 Highland Avenue, Newburyport, MA 01950 978-463-1175 dchiaravalloti@ajh.org |
| Detailed Description | Not Specified |

Healthy Snack Corner

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| Brief Description or Objective | Children are encouraged to select healthy snacks each day, tracked on a door size tracking chart. Each week, children receive a healthy snack hero trading card , i.e. "Captain Broccoli" to encourage healthy snacking. Those who read library books about health and fitness sit on special chairs and rugs. |
| Program Type | School/Health Center Partnership |
| Target Population | <ul style="list-style-type: none"> • Regions Served:County-Essex • Health Indicator:Overweight and Obesity • Sex:All • Age Group:All Children • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | <ul style="list-style-type: none"> • Cashman Elementary School • Amesbury Charitable Healthcare Trust |
| Contact Information | Deborah Chiaravalloti Anna Jaques Hospital 25 Highland Avenue Newburyport, MA 01950 978-463-1175 dchiaravalloti@ajh.org |
| Detailed Description | Download/View Attachment (27.648 KB) |

How Far Can You Go pedometer program

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| Brief Description or Objective | The pedometer program encourages school children to walk, tracking their steps on a wall size map through historic landmarks across the US. Families and groups can use |
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the pedometer program guide to participate.

Program Type Community Education

Target Population

- **Regions Served:**County-Essex
- **Health Indicator:**Overweight and Obesity, Physical Activity
- **Sex:**All
- **Age Group:**All Children
- **Ethnic Group:**Not Specified
- **Language:**Not Specified

Partners

- elementary schools in service area,
- American Heart Association
- Amesbury Charitable Healthcare Trust

Contact Information

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Detailed Description [Download/View Attachment](#) (25.088 KB)

Be Well

Brief Description or Objective

This 12 page magazine is direct mailed to 20,000 residents, and distributed through physicians offices, gyms, libraries, schools and hospital events. Articles educate readers on breast health, obesity and weight reduction, healthy eating, cardiovascular health, men's health, children's safety issues

Program Type Community Education

Target Population

- **Regions Served:**County-Essex
- **Health Indicator:**Mental Health, Other: Arthritis, Other: Asthma/Allergies, Other: Bereavement, Other: Cancer - Breast, Other: Cancer - Skin, Other: Cardiac Disease, Other: Chronic Pain , Other: Diabetes, Other: Hospice, Other: Nutrition, Other: Osteoporosis/Menopause, Other: Parenting Skills, Other: Pregnancy, Other: Stress Management, Other: Stroke, Overweight and Obesity, Physical Activity
- **Sex:**All
- **Age Group:**All Adults
- **Ethnic Group:**Black/African American, Hispanic/Latino, White
- **Language:**Not Specified

Partners

- Local physician offices, Fitness Factory, american heart association, AJH diabetes educator, Ob/gyn and midwives, primary care physicians, ENT specialists,nurses, family therapists, adult mental health professionals

Contact Information

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Detailed Description [Download/View Attachment](#) (2083.723 KB)

Senior Dinners

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| Brief Description or Objective | To invite senior citizens to dinner at the hospital, hear a physician speaker and receive health information on a select topic of interest to the 60+ population. |
| Program Type | Community Education, Outreach to Underserved, Prevention |
| Target Population | <ul style="list-style-type: none"> • Regions Served:Not Specified • Health Indicator:Not Specified • Sex:Not Specified • Age Group:Not Specified • Ethnic Group:Not Specified • Language:Not Specified |
| Partners | Not Specified |
| Contact Information | Not Specified |
| Detailed Description | Not Specified |

| Program Type | Estimated Total Expenditures for FY2007 | Approved Program Budget for 2008 |
|---|--|--|
| Community Benefits Programs | <u>Direct Expenses</u> \$421,213 <u>Associated Expenses</u> \$1,151,149 <u>Determination of Need Expenditures</u> \$0 <u>Employee Volunteerism</u> \$7,500 <u>Other Leveraged Resources</u> \$19,136 | \$25,000 * Excluding expenditures that cannot be projected at the time of the report. |
| Community Service Programs | <u>Direct Expenses</u> \$157,642 <u>Associated Expenses</u> \$0 <u>Determination of Need Expenditures</u> \$0 <u>Employee Volunteerism</u> \$3,000 <u>Other Leveraged Resources</u> \$0 | |
| Net Charity Care | \$1,476,757 | |
| Corporate Sponsorships | \$15,145 | |
| | Total Expenditures \$3,899,151 | |
| Total Patient Care-Related Expenses for FY2007 | | \$86,115,149 |
| Comments: None | | |