

Implementation Strategy 2020



SIGNATURE HEALTHCARE

Signature Healthcare Brockton Hospital benefits from the talents and insight of countless individuals including staff and volunteers, stakeholders and the community at large who are committed to our mission of compassionate care and community service. The Board of Trustees sets and approves the overall direction and goals of the hospital, meeting monthly to review plans and progress on all projects to further the hospital's mission of service and care. They provide internal oversight and management of our Community Benefits programming. Each year, Signature Healthcare's Board of Trustees review and consider the health needs of the community utilizing the "Health Needs Assessment" and goals are set for impacting community health. Progress is monitored monthly and formal presentation of the progress is offered to the Board of Trustees by the CEO annually.

The Community Health Needs Assessment (CHNA) and Implementation Strategy (IS) are overseen and managed by the Marketing Department. The CHNA and IS were developed through a collaborative process involving both administrative and clinical staff within Signature Healthcare Brockton Hospital, as well as Stakeholder and Advisory committees comprised of health and social service providers, community health advocates and other community leaders.

Once Signature Healthcare's Community Health Needs Assessment was complete, the quantitative and qualitative findings from the assessment were shared with the Steering Committee and Community Advisory Board. These committees were able to review the findings and identify which health related issues they believed Signature Healthcare should be focusing on for the year to come. Once the priorities were identified, the strategies and community benefit activities that would be implemented in 2020 were reviewed and approved.

The following report identifies the strategies and community benefit activities prioritized by the Steering Committee and Community Advisory Board whose members are listed below:

Signature Healthcare Community Health Needs Assessment 2019 Steering Committee

Kim Hollon, President	Lynn Worley, Corporate Compliance
David Fisher, VP Corporate Services	Ethan Davis, Associate General Counsel
Karen Murphy, VP General Counsel	Lorraine McGrath, Director of Marketing
Kim McCarthy, Controller	Jean Ivil, Director of Population Health

Signature Healthcare Community Health Needs Assessment 2019 Community Advisory Committee

Dottie Slack, RN, Health Education and Outreach, Mary Cruise Kennedy Senior Center
David Gorman, Director, Kids Road Races
Amanda Sandoval, Assistant Director of Prevention Services, High Point Treatment Center
Jen White, VP of Community and Public Relations, HarborOne
Zico Antunes, Intake/Outreach Coordinator, Cape Verdean Adult Day Health Center
Jesuina Nunes, Director of Nursing, Cape Verdean Adult Day Health Center
Karen MacDonald, Director, Stoughton Council on Aging/Stoughton Youth Commission
Lauren Bartell, Healthy Living Director, Old Colony YMCA
Dennis Carman, Executive Director, United Way of Greater Plymouth County
Marline Amadee, President, Haitian Community Partners
Evelyn Lebrun, Public Health Nurse, City of Brockton
Stephanie Patton, Prevention Coordinator, Stoughton Oasis
Janet Trask, Community Voice
Cynthia McDonough, Family Self-Sufficiency Coordinator, Housing Authority
Rosa Lotson, Community Voice
Linda Cahill, Director of Nursing, Brockton Public Schools
Linda Clegg, Case Manager, Brockton Public Schools
Allon Fernandes, Clinical Coordinator, Old Colony YMCA
Chris Maloney, Sr. Executive Director, Old Colony YMCA

Interventions

- **Priority Area 1 – Chronic Disease (Diabetes/Hypertension)**
 - **Goal – Promote Wellness and Behavior Change in a safe environment**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**
 - **Individuals with Chronic Disease**

In response to a variety of findings in the past few CHNA's that highlighted the lack of physical activity for adults and children, Signature Healthcare implemented a free Zumba program. This program has been in place since 2011. The classes are held at Massasoit Community College and attract 20-30 attendees each week. These classes, offered in a safe environment, provide community members with an opportunity to begin their fitness journey.



- **Priority Area 1 – Chronic Disease (Diabetes)**
 - **Goal – Address food insecurity for children on the free & reduced breakfast and lunch program**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Brockton Community**
 - **Low-income**

Signature Healthcare will continue to work with “Blessings in a Backpack”; a program that supports children who are on the free and reduced breakfast and lunch program within Brockton Public Schools. Signature will provide the 50 children, identified from the Kennedy School, nutritious food to take home for the weekend.



- **Priority Area 1 – Chronic Disease (Diabetes/Hypertension)**
 - **Goal – Promote Wellness and Behavior Change in a safe environment**
 - **Goal 2 – Link those who face barriers to healthcare access or disparities in health outcomes due to social determinants of health to appropriate community based services, schedule appointments with primary and specialty care providers and offer free screenings.**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**
 - **Individuals with Chronic Disease and their families**

Signature Healthcare will continue to be part of the larger community wide “Brockton Knocks Down Diabetes” (BKDD) initiative and will kick it off with a Health & Wellness Expo. Signature:

- Will provide clinicians when needed
- Assist with coordination and staffing for various events
- Offer healthcare education classes throughout the initiative
- Work with a variety of community partners including:
 - Brockton VNA
 - Old Colony YMCA
 - American Diabetes Association
 - Harbor One

Signature Healthcare’s annual FREE Health & Wellness Expo will be offered in November and will include:

- Screenings
- Education
- Healthy Cooking Demonstrations
- Kids’ Activities
- Walk with the Doc
- Fitness Demonstrations
- Ask the Clinician stations



- **Priority Area 1 – Chronic Disease (Diabetes/Hypertension)**
 - **Goal – Promote Wellness and Behavior Change in a safe environment**
 - **Target Population:**
 - **Youth and Adolescents and their families**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**
 - **Individuals with Chronic Disease and their families**

Signature Healthcare will, in an effort to address the community’s nutrition and fitness needs, continue to support “Kids Road Races,” a grassroots program led by a community resident for more than 30 years

Signature Healthcare will provide funding for the insurance coverage for the event and healthy food options at the end of each race.



- **Priority Area 2 – Substance Use Disorder**

- **Goal – Provide continued education to local police and fire departments through work on Substance Use and Opioid Crisis management programs.**
- **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Signature Healthcare Emergency Department Physicians will continue to work with local police and fire departments – providing training and medical guidance.

Staff will continue to be part of the Brockton Mayor’s Opioid Coalition, Independence Academy and the Plymouth County’s Substance Abuse Coalition.

- **Priority Area 2 – Substance Use Disorder**

- **Goal – Provide continued education to local residents on various risky behaviors affecting youth and adults.**
- **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Power to the Parent’s Hidden in Plain Sight room provides parents with clues from a teen’s bedroom to help them determine whether their child might be experimenting with or using drugs or alcohol. This presentation will be brought into Signature Healthcare to provide education to our employees and the community.

Signature Healthcare will work with the Tobacco Free Partnership on various initiatives to provide education and awareness around Vaping and E-cigarette use.

- **Priority Area 2 – Substance Use Disorder**
 - **Goal – Provide continued education to athletic trainers and school nurses on the various risky behaviors affecting youth.**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Staff from Signature Healthcare’s SportSmart program offer in-services and a lecture series which provide continuing education for athletic trainers and school nurses. Topics covered will include Substance Abuse and role of Naloxone, and Upper and Lower Extremity Injury Management.

- **Priority Area 2 – Substance Use Disorder**
 - **Goal – Work to ensure educational resources and programs are available to improve pain assessment, pain management, and safe use of opioid medications throughout the organization in an ongoing basis.**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Signature Healthcare created a Pain and Opioid Management Committee who developed a Charter to guide our purpose and ensure we are meeting the regulatory requirements of the Joint Commission as they relate to pain and opioid management. We started by ensuring appropriate pain and opioid management policies were developed to meet the needs of our patient populations. At the same time, we have been monitoring the effectiveness of patient pain assessments and pain management throughout the organization. Part of our effort includes raising awareness of available services for consultation and referral for patients with complex pain management needs among staff and our licensed independent practitioners.

- **Priority Area 3 – Chronic Disease (Cancer)**
 - **Goal – Promote Prevention and Screening Opportunities**
 - **Target Population:**
 - **Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Signature Healthcare Cancer Center in affiliation with Beth Israel Deaconess Medical Center and Harvard Medical School Teaching Hospital will host “Conversations on Cancer – What you need to know about the changing landscape.” This event will offer a free dinner and priceless information to community members in attendance. They will learn about dramatic advances in cancer research and clinical care. An opportunity to join the conversation with local experts from the Cancer Center at Beth Israel Deaconess Medical Center and the Greene Cancer Center at Signature Healthcare will be provided.

- **Priority Area 3 – Chronic Disease (Cancer)**
 - **Goal – Increase Access to Clinical Services including Primary Care and Women’s Health as well as important education on prevention and screening opportunities.**
 - **Target Population:**
 - **Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Signature Healthcare will offer “Ladies Night”, a free evening for women in the communities we serve to enjoy dinner, education and screening opportunities. During the evening attendees will have the opportunity to hear from a provider on the importance of prevention and annual screenings, access to clinical staff to answer their questions and the chance to schedule appointments for mammograms, pap smears and Primary Care visits. This event will include local community partners in the area of health insurance and chronic disease self management.

- **Priority Area 3 – Chronic Disease (Cancer)**

- **Goal – Provide free cancer screenings to those at risk and additional education when appropriate.**
- **Target Population:**
 - **Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**
 - **All Races and Ethnicities**

Signature Healthcare will work with ENT Associates to provide a free Head & Neck Cancer Screening. Attendees will receive a personalized risk assessment along with information on how to prevent head and neck cancers. We will continue to look into other options for cancer screenings to schedule throughout our service area.

- **Priority Area 4 – Mental Health**

- **Goal – Develop and implement a plan, driven by the community voice, to support positive mental health.**
- **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Signature Healthcare will work with the community to identify what resources are needed around mental health, what is already in existence, and ensure the community is aware of those resources.

- **Priority Area 1 and 4 – Mental Health & Chronic Disease (Diabetes)**
 - **Goal – Provide free education for those in social isolation, specifically seniors, using the local cable access channels.**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Seniors identified social isolation as a major concern for their community. This was prominent in focus groups and key informant interviews with immigrant populations. Signature Healthcare will work with a fitness instructor to record fitness classes for local cable channels to address providing free physical fitness activity and education to those in isolation.

- **Priority Area 1 and 4 –Mental Health & Chronic Disease (Diabetes)**
 - **Goal – Research and implement free options for meditation and relaxation for the community.**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Signature Healthcare will look to offer yoga at Massasoit Community College on a weekly basis at no cost to the community. We will research other opportunities for meditation and relaxation within the communities we serve.

- **Priority Area 1, 2, 3 & 4 – Chronic Disease, Substance Use, Cancer & Mental Health**
 - **Goal – Provide continued education and resources to students and faculty.**
 - **Target Population:**
 - **Youth and Adolescents**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Continue to work with Massasoit Community College on health education for the students and faculty. Signature Healthcare works with the Women’s Center to build a calendar each year, where each month throughout the semester a different health topic is covered during the lunch time. Topics to be covered include substance use, vaping, nutrition, sleep and stress and a variety of others.

- **Priority Area 1, 2, 3 & 4 – Chronic Disease, Substance Use, Cancer & Mental Health**
 - **Goal – Provide education and resources through the “Signature Series” to local seniors.**
 - **Target Population:**
 - **Older Adults**
 - **Low to Moderate Income**
 - **All Races and Ethnicities**

Signature Healthcare will work with local senior centers and adult day health centers to provide education on topics including breast cancer awareness, colon cancer awareness, diabetes, nutrition, healthy cooking, mental health and variety of others.