

Community Benefits Plan *Implementation Strategy* FY 2019



- The Attorney General’s Community Benefits Guidelines call upon hospitals to identify and respond to unmet community health needs. By formalizing their approach to community benefits planning and collaborating with community representatives they identify and create programs that address those needs, and issue annual reports on their efforts/findings.
- Efforts are expected to be measurable and fall within at least one of the statewide priorities:
 - Supporting health care reform
 - Chronic disease management in disadvantaged populations
 - Reducing health disparities
 - Promoting wellness of vulnerable populations

Oversight & Management

- Signature Healthcare’s governing body, the Board of Trustees, shall engage in the development, review and approval of:
 - CHNA (Community Health Needs Assessment) every three years
 - Implementation Strategy Annually
- Signature Healthcare shall solicit input from the Board of Trustees, Massachusetts Department of Public Health and other agencies with whom we collaborate.
- Signature Healthcare shall solicit written comments on the impact of actions taken pursuant to the prior CHNA and include the evaluation of that input in the development of the subsequent CHNA.

Community Health Needs Assessment

- The Community Health Needs Assessment utilized a four pronged approach to uncover the state of health in the City of Brockton and the surrounding towns:
 - Key informant interviews - with people who work within the CHNA 22 cities and towns - were conducted to determine the needs of the residents both inside and outside of the city. The types of key informants who participated in these discussions were police officers, educators, administrators and physicians.
 - Existing programs, strategies and services in the area were reviewed to uncover gaps;
 - Data was analyzed to determine how health outcomes in the City of Brockton and surrounding towns differ from each other and the State of Massachusetts overall;
 - Focus groups were conducted to examine perceptions regarding the priority areas and their impact in the service area. These focus groups were held at Massasoit Community College, Stonehill College and the South Shore Leadership Conference. There were 171 conversations that lasted about 20 minutes each and all perceptions of various health conditions were captured.
- A Community Health Needs Assessment (CHNA) is required to be conducted every three years thus, in December 2016, an assessment was completed. Signature Healthcare will begin working on the 2019 Assessment in September 2018 to be finalized by September 30, 2019.

- Signature Healthcare’s assessment was compiled with assistance from various community partners that include representation of medically underserved, low-income and minority populations including:
 - Brockton Neighborhood Health Center
 - Community Connections
 - Stonehill College
 - Greater Brockton Health Alliance
 - Review of existing programs

Priority Health Concerns for 2019
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- **Substance Abuse**

- Substance use is an ongoing issue in Brockton and all of its surrounding towns. Admission to a DPH funded treatment program is higher than the state average in several towns within our service area including Abington, Whitman, Weymouth, Brockton, Holbrook and Taunton.
- Looking at YRBS (Youth Risk Behavior Survey) data from Stoughton High School showed that 16.6% of the students had 5 or more drinks within a span of a few hours in the past 30 days. Avon High School’s survey revealed that 7.5% of their students used non-prescription medications for something other than its intended purpose.

- **Nutrition, Fitness and Diabetes**

- 18.1% of First graders from the Whitman Hanson School District were considered overweight compared to the state average of 15.5%.
- Stoughton High School student body reported that 24.9% of the adolescents spend 5 or more hours in front of a screen per day.
- Only 6.1% of Stoughton High School students reported eating fruit 4 or more times per day. 31.1% of the students reported eating fruit 1-3 times during the past 7 days and 9.7% stated they did not eat any fruit.
- According to the South Shore Health Compass, Brockton, West Bridgewater, Randolph, East Bridgewater and Avon have higher rates of diabetes than the state average.

Interventions

- **Wellness Programs**

- 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. In 2016, Yoga was added to our offerings to the community. Signature aims to continue offering both Zumba and Yoga yearly.



- **Blessings in a Backpack**

- To address the need for enhanced nutritional services, 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. Signature will provide the 50 children, identified from the Kennedy School, nutritious food to take home for the weekend.



- **Brockton Knocks Down Diabetes**

- 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 various community partners including:
 - Brockton VNA
 - Old Colony YMCA
 - American Diabetes Association
 - Harbor One

- **Health & Wellness Expo**

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

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



- **Kids Road Races**

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



- **Substance Abuse & Opioid Crisis Management Programs**

- 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.
- Within the Signature Healthcare Emergency Department, overdose patients will receive nasal narcan, a list of detox facilities and counseling. The Emergency Department physicians are also limiting the number of narcotics prescribed to patients. They will not fill lost prescriptions and they are advancing use of the State’s “Prescription Monitoring Program”.
- Signature Healthcare Pediatrics offices will provide education to parents and children over age 11. Materials are provided by the Brockton Area Opioid Abuse Prevention Collaborative to assist in educating children at a younger age.
- 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.

