

WCA Community Health and Wellness Report

2010

“Prevention Is Our
Intention”

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WCA COMMUNITY HEALTH AND WELLNESS

MISSION and GOALS

To provide a comprehensive health education and disease prevention program that promotes healthy living and lifestyle choices which enhance the quality of the lives of the people of Chautauqua County

2011 Goal: To follow along with WCA's key services and promote disease prevention programming for: Heart, Cancer, Joint Health, Womens Services, Primary Care, Employee and Behavioral Health

2011-2013 – Three Year Community Service Plan

To continue to be a partner on the Chautauqua County Health Planning Team, comprised of representatives from county hospitals and health organizations who together with the Chautauqua County Assessment and individual Community Service Plans will collaborate on goals and strategies of Prevention Agenda items identified as health priorities for Chautauqua County. The three identified health priorities are:

- Access to Healthcare
- Chronic Disease - Diabetes
- Physical Activity and Nutrition - Childhood Obesity

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Cardiovascular Disease

Risk Factors Addressed: Tobacco use, Obesity, Lack of Physical Activity and Good Nutrition Choices, Stress Management

What We Know

- Cardiovascular disease (CVD) is a general category of diseases that includes coronary heart disease, diabetes, congestive heart failure, and cerebrovascular disease (stroke). HANYS Community Health Needs Mapping Profile (2007) shows a greater than 10% hospital admission rate for Coronary Disease, and Diabetes in several zip codes in WCA's service area when compared to the New York State average admission rate. Chautauqua County is also above 10% in the 14701 zip code for adult asthma and diabetes admissions. We also know that tobacco use and obesity are the top two most preventable causes of death of cardiovascular disease in Chautauqua County and the nation. In 2004 fewer than 20% of NYS residents were current smokers, compared to nearly 28% of Chautauqua County residents. Because of the the combined efforts of WCA and it's partners, the numbers in Chautauqua County have decreased in 2005-2006 to 23.7%. We also know that the % of adults who are obese (BMI >30) in the county are 23.5% higher than the NYS

What We Did

- Risk Factor stratification of all WCA patient admissions for heart disease, stroke, diabetes and CHF with the use of patient education flowsheets, with referral mechanism to Wellness services.
- Community Events: Heart health education and awareness activities in schools, outreach organizations, churches and industry and schools
- Cardiovascular Screenings: blood pressure, body composition testing, tobacco use analysis, diabetes risk factor screening .
- WCA Employee Worksite Wellness activities promoting healthy heart choices such health risk assessments, blood pressures, body composition testing, physical activity and nutrition programs, monthly health e-tips, walking programs, tobacco cessation counseling and worked with Independent Health to provide programming for nutrition/physical activity programs.
- Navigation of the community and employees to all resources available to them for weight management, physical activities and tobacco cessation services
- Free tobacco cessation education and services to employees and community.
- Collaboration with Independent Health to provide employees with incentives for WCA employees to make an attempt quit tobacco use.
- Maintained a tobacco free environment on all WCA property.

Diabetes

- Diabetes Task Force implementation with area healthcare facilities / CSP
- Diabetes Community Program - Harvest the benefits of good diabetes care.

Cardiovascular Risk Factor Assessment

- WCA Cath Lab Patients – 125 Risk Factor Sheets returned to Wellness – Top 3 Risk Factors identified: 35% patients were overweight /obese 48% admitted to being stressed, 32% presented with hypertension. 4% admitted to tobacco use and referred to Wellness services.
- Blood Pressure Screenings - 240 at area business's, groups, outreach organizations 12 referrals to PCP for pre-hypertension/hypertension
- Body composition testing - 110 community members and employees with 30% overweight or obese. Health Risk Assessments - 64

Media/Marketing

- Time Warner Cable : The Medical Update : Topics, Tobacco Cessation, Heart Health, Diabetes, Physical Activity, Weight Management and Stroke prevention.
- WJTN, SE 93 radio spots regarding healthy heart lifestyle.
- Jamestown Post Journal, Penny Saver, CCP4P Newsletter
- Refer community to walking routes, paths and seasonal activities available in Chautauqua County
- Promotion of all WCA Heart Center services, access and resources available to the community at Chautauqua Mall month of February – Wear Red theme .

Partners



WCA Services:

- WCA Cath Lab
- WCA Cardiac Rehab
- WCA Diabetes Education
- WCA Nutrition Services
- WCA Occupational Health
- WCA Sports Medicine
- WCA Nursing Two minute Intervention

Schools:

- Jamestown High School
- Persell Elementary
- Jamestown Community College

Outreach, Faith Based and Organizations:

- The Joint Neighborhood Project
- YMCA of Jamestown Senior Housing
- Emmanuel Lutheran
- Lutheran Social Services
- Chautauqua County Tobacco Control Coalition
- American Heart Association
- NYS Quit Line
- STHCS
- Chautauqua County Health Dept.
- P2 Collaborative of WNY
- Jamestown Pediatrics

Businesses:

- Acurite
- Cummins Engine

Funding Sources:

- Community Foundation CVD Education Grant
- WCA Care and Share Fund
- Chautauqua County Steps to a HealthierNY
- AI Short Education Fund: Obesity

Tobacco

July 1st, 2010 WCA Hospital maintained tobacco free facility status

- Two-minute tobacco cessation initiative 100% documentation on patient flow sheets and referrals to wellness of all patients identified as tobacco users –
- Tobacco cessation classes and sessions highest participation among community members/WCA employees
- Medical Update - Four Part Series on How to Quit Tobacco Use
- Referrals to NYS Quit Line for nicotine replacement therapy

Cardiovascular Goals and Strategies 2011

Goal 1 - Risk Factor Stratification and Education

Objective: 100% of cath lab patients will receive cardiac education regarding tobacco use, obesity, stress and hypertension and diabetes

- Strategies:**
- Cardiac Risk Assessment Form to Identify Risk Factors
 - American Heart Association Controlling Your Risk Factors
 - Refer patients to Wellness for tobacco cessation program and other risk factor education needs

Goal 2 - Community Diabetes Task Force/CSP Goal

Objective – 3 health priorities will be identified by the Chautauqua County Planning Team (a WCA partnership) regarding the burden of Diabetes in the county

Strategies – County wide Diabetes Task Force implemented with collaboration of area hospitals. (see attached minutes)

Goal 2b Childhood Obesity – Collaboration with local health organizations i.e. Boys and Girls Club, Falconer School, United Way, YMCA, CCHN, and Chaut. Co. Health Dept on ways to promote healthy lifestyles in school systems.

Goal 3 – To identify and counsel all MI, CHF and Pneumonia Patients who use tobacco admitted to WCA Hospital

Objective – 100% of MI, CHF, and Pneumonia patients will be identified as tobacco users and referred to WCA Tobacco Cessation Program for help to make a quit attempt

Strategies – Monitor quality indicators for tobacco use of MI, CHF, and Pneumonia patients monthly

- Monitor two-minute intervention question on patient flow sheet “ are you ready to make a quit attempt with referral to Wellness

Goal 4 - Decrease tobacco use in Chautauqua County by increasing tobacco cessation participation among community members and WCA employees

Objective- 20% more patients and community members will make quit attempts in 2011

- Strategies** – Offer free tobacco cessation education and sessions
- Send employee health e-tips on ways to quit tobacco use monthly
 - Quit Smoking Campaigns in November to prepare for the Great American Smokeout
 - Provide incentives and nicotine replacement therapy to program participants through the local tobacco coalition and insurance providers
 - Follow up with participants 3, 6, 9 and 12 months on tobacco use status
 - Market WCA Tobacco Cessation Program on WCA website, and other media venues

PARTNERS



WCA Medical Staff

WCA Quality Improvement Committee

WCA Heart Center

Tri County Tobacco Control

NYS Quitline

Southern Tier Healthcare/Tobacco Coordinator

American Cancer Society

United Way of Southern Chaut. Co.

Jamestown Boys and Girls Club

Falconer School

CCHN

Chaut. County Dept. of Health

YMCA of Jamestown/Lakewood

Westfield Hospital

Brooks Hospital

Chautauqua County Diabetes Educators (6)

CCHN

P2 of WNY

CANCER PARTNERS

WCA Hospital

- WCA Cancer Care Committee
- WCA Center for Imaging
- Dr. L. Grillers
- Dr. Daniel Glotzer, Surgeon
- WCA Nutrition Services
- WCA Radiology and Imaging Systems Coordinator

Regional Health Organizations

- Roswell Park Cancer Institute/ Dr Deborah Erwin
- American Cancer Society of WNY Eastern Div.
- Office of the Aging
- Western New York Cancer Coalition
- Southern Tier Regional Round Table Cancer Discussions
- Chaut. County Health Dept
- STHCS
- Appalachian Cancer Network
- National Cancer Institute –
- Cancer Information Services
- Chautauqua County Tobacco Control Coalition
- American Cancer Society Reach to Recovery and Look Good Feel Better Programs
- Susan G. Komen for the Cure of Western New York P2 Collaborative of WNY

Outreach and Faith Based Organizations

- Emmanuel Baptist
- First United Methodist Church
- Emmanuel Temple
- Blackwell Chapel
- Healing Word Ministries
- Word & Glory Tabernacle
- Partners for Prevention Coalition and Screening Program
- Chautauqua County
- Jamestown Breast Cancer Support Group

Funding Sources

- The Childress Foundation
- Al Short Cancer Education and Screening Fund
- Grow for Life Breast Cancer Education and Research Foundation
- Volunteer Training

What We Know

According to the American Cancer Society's Chautauqua County Cancer Burden Profile 2009 17 individuals are diagnosed with cancer each week and 6 individuals die from cancer each week. Four cancer sites represent 53.1% of all new cancer cases and 49.9% of all new cancer deaths in Chautauqua County. Prostate, Breast, Colorectal, and Lung with lung cancer being the highest percent of deaths at 27.7%. In 2010 WCA diagnosed 31 lung cancers, among them 11 were current tobacco users and 16 previously used tobacco.

What We Did

- Maintained WCA Tobacco free facility and policies
- Patient Navigation Cancer Resource Program
- Certification of WCA Breast Health Nurse Navigator in Mammography/Susan G. Komen for the Cure WNY Affiliate
- Cancer Resource Library books for healthcare professional use at WCA Library – Grow for Life Breast Cancer Research and Education Foundation
- October- Breast Cancer Awareness risk factor awareness campaign for community and WCA employees.
- One-to-one tobacco cessation counseling sessions, self referred, referred from physicians and cath lab program
- Great American Smokeout Blitz for WCA Employees Middle school and high school presentations on tobacco
- Attendance at regional and county cancer coalitions, dialogue sessions and cancer education/networking programs in the county.
- Participation in the American Cancer Society Relay for Life and Making Strides Against Breast Cancer.
- Community presentations and media education on risk factors and prevention of cancer.
- Promotion of access to WCA Cancer Care services and cancer care resources available to the community.
- Lab participation in community prostate screening.
- Two community melanoma education and screening days
- Coalition partnerships with Chautauqua County Cancer Services Program Partners for Prevention, WNY Cancer Coalition, Regional Round Table Discussions and P2 Collaborative of WNY
- CEO Gold Accreditation
- Opening of "Lily's Hope – collaboration with Zonta of Jamestown to provide wigs and turbans for those going through chemo or hair loss from medical condition accessed through WCA Patient Navigation
- Facilitation of Maximizing Mammography Participation program for increased adherence to breast screening guidelines of women 40 years and over who miss, cancel or have not had a mammogram.
- WCA Farmers Market (6 weeks) open to community to promote the benefits of plant based nutrition and it's role in prevention of certain cancers. Cancer education available each week/nutrition services.

Media/Marketing

- Time Warner Cable -- 4 part series on breast cancer and WCA New Imaging Center services, Collaboration with American Cancer Society and WCA in the Patient Navigation ,Reach to Recovery program and Look Good Feel Better Program and Lily's Hope.
- Post Journal articles , Radio PSA's on risk factor awareness and prevention of breast cancer, ovarian cancer, lung cancer (tobacco)

Goals, Objectives and Strategies for 2011

Goal 1 - Increase awareness and referrals to WCA Patient Navigation Program

Objective - 50% more referrals to Patient Navigation Services will be made by physician offices and nursing departments

Strategies-

- Provide Patient Navigation DVD to all doctor ofc, nursing and surgical depts.
 - Provide Reach to Recovery Information to all doctors offices, nursing depts. and surgical departments for breast cancer patients.
 - Promote patient navigation services via the media/marketing quarterly, on website, radio, tv and newspaper
 - Increase community participation and awareness of Lily's Hope Services
 - Increase mammography screening through Maximizing Mammography Participation
-

Goal 2 - Increase quit attempts among tobacco users 18 years and older

Objective- WCA tobacco cessation program will see a 20% increase in quit attempts in 2011

Strategies-

- Continue to market and provide free tobacco education and cessation programs to all referred to WCA cessation program
 - Offer tobacco cessation classes February, August and November
 - Continue to provide counseling services on a one to one basis, phone, e-mail, or session per individuals needs
 - Refer to NYS Quit Line and community programs that provide nicotine replacement therapy
 - Promote the benefits of quitting tobacco and how to in the media, with a focus on women
 - Market cessation program to county physicians for referral
 - Monitor Two minute intervention on patient flow sheet for referral to tobacco cessation
-

Goal 3 - Decrease the percentage of skin cancer in Chautauqua County through skin inspection screening for early detection and treatment of non-melanoma and melanoma skin cancers

Objective – 100% of those with suspicious findings will be referred to PCP and/or surgeon of their choice for further follow up testing

Strategies –

- WCA will provide a free community skin screening in the spring of 2011
 - WCA Wellness will call patients with suspicious finding to follow up on seeing their PCP or surgeon
 - Provide skin cancer education to community and WCA employees on a regular basis
-

Goal 4 – Increase adherence of women over 40 years of age to complete mammogram screening appointments at WCA Imaging through phone navigation counseling, scheduling and incentives. (Funded through a grant from the Susan G. Komen Foundation.

Objectives: 250 women will complete their missed, canceled or no show mammogram appointments

Strategies: WNY Komen for the Cure grant application 2011 (Pending – March) – Identified need and plans of action available upon request

Employee Health

Partners

WCA Administration
 WCA Occupational Health
 WCA Human Resources
 YMCA
 JCC
 Independent Health



What We Know

- Over 33% of the U.S. population is obese, and two thirds of Americans are overweight.
 - An estimated \$18.2 billion in productivity is lost due to health-related issues each year.
 - The price of obesity in a company with 1,000 employees is about \$285,000 per year in increased medical costs and absenteeism.
 - 70% of diseases are due to lifestyle -- the major reason being inactivity.
 - WCA has been the leader of worksite wellness in Chautauqua County since 1984.
- Ultimately, one of the most ambitious goals of any comprehensive health promotion program is to attempt to influence the attitudes and actions of the organization's most valuable resource -- its employees. Studies show that a healthy workforce benefits the organization by improving morale, reducing turnover and absenteeism, while containing health care costs.

What We Did For Employees

All programs are free to WCA Employees

- WCA Walking at Work and Working Out at Work programs
- Health Risk Assessments & Body Composition Testing
- Wellness at Heart Screening – Blood pressures
- Tobacco cessation programs and 1-1 counseling for employees and family members
- Employee Support Group or Buddy for tobacco users
- WCA and JMHC exercise rooms for employees
- WCA Farmers Market
- Monthly Health e-tips for healthy lifestyle living
- Healthy Lifestyle newsletters from Independent Health
- Great American Smokeout health education and promotion
- All in house and community activities promoted through flyers, e-mail, WCA HR Communicator, Health Link and Website
- Two week turnaround nutrition, physical activity and coaching program
- Independent health reimbursement for tobacco cessation class and 1st round of Chantix plus 25% discount cards for employees who quit smoking
- Asthma Prevention – 8 week campaign
- Zero Gain Campaign – 6 week for physical activity, nutrition and stress management
- Health e-tips weekly

Goals, Objectives and Strategies for 2011

Goal 1 Increase participation in worksite wellness physical activity and nutrition programs

Objectives : 20% more employees will participate in walking, exercise room, nutrition and health education programs

Strategies:

- Promote WCA health programs at management team, e-mail, time clock and website.
- Collaborate with Occupational Health on providing information to new hires and or at employee physicals
- Promote all physical activities county wide so employees can choose healthy activities that they like to do.
- Collaborate with Nutrition Services to provide healthy choice options with appropriate information

Behavioral Health

- **What We Know**
According to the Office of Mental Health (OMH) those people diagnosed with mental illness die 25 years prematurely than the regular population . Contributing factors such as high use of tobacco, overeating, no physical activity and medications as well as undiagnosed diabetes account for a 60-70% death rate at the mean age of 46. A 10% decrease in cholesterol would decrease heart disease by 30% increasing the lifespan and care of mentally ill patients.

Strategies:

- Work with OMH Guidelines (SPAN) i.e. smoking cessation, prevention, activity, nutrition for inpatient and outpatient behavioral health patients and develop integrated health care processes.
- Chautauqua County Diabetes Task Force participation to provide diabetes outreach programming to outpatient behavioral health patient/Community Service Plan strategies.

WCA Wellness Notable Achievements 2010

To all of WCA's
Administration,
Medical Staff,
Employees,
Volunteers and
Community Partners:

**"Thank You for
your continued
support."**

Toni DeAngelo RN

**WCA Community
Health and
Wellness Director**

- Awarded funding through The Susan G. Komen for the Cure of WNY for the implementation and development of the Maximizing Mammography Participation (an evidence based program) to increase mammography screening of women 40 years and older. (funded through a grant from the Susan G. Komen for the Cure, WNY affiliate in the amount of \$47,329.00
- Awarded funding through the Susan G. Komen for the Cure of WNY for certification of breast health nurse navigator in the Center for Imaging and Medical Arts. \$1,125
- Awarded funding through the Grow For Life Research Foundation for Breast Cancer Awareness to promote breast health and the prevention of breast cancer through environmental awareness and plant based nutrition in the amount of \$250
- Patient Navigation Program linked 89 patients to needed cancer care services
- WCA Hospital CEO Gold Standard Accreditation from Johnson and Johnson and the American Cancer Society for efforts in promoting and providing preventative and diagnostic cancer services to it's employees.
- WCA awarded honorable mention certificate from the State of New York Cancer Services Program of Chautauqua County Partners for Prevention for it's commitment to quality breast care in Chautauqua County.
- WCA awarded a certificate of appreciation from the Tri-County Tobacco Control Program for its efforts and accomplishments and maintenance of it's tobacco free facility.
- HANYS acknowledgment of The Witness Project in it's Connecting with Communities Community Health Initiatives Across New York State 2010 Edition
- Certificate of Mention from the American Academy of Dermatology for efforts to promote prevention and detection of skin cancer through education and screening .
- Notable mention in HANYS newsletter regarding WCA Heart Month risk factor awareness activities of lighting the hospital red and forming a human heart around the hospital in recognition of those who have had or have been a victim of heart disease and stroke