

# WCA Community Health and Wellness Report

2013

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“Cultivating the Ultimate  
Healthy Lifestyle for  
Our Community “

Prepared by:

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WCA Community Health and  
Wellness Director

# 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

**2012-2013 Goal:** To follow along with WCA's key services and promote disease prevention programming for: Heart, Cancer, Orthopedic Health, Maternal and Child Health Primary Care, and Worksite Wellness

### **2013-2015 – 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.

### **2013 Community Service Plan – Collaborative ( WCA CSP 2013-2015 separate document)**

The three identified health priorities are:

#### **Prevent Chronic Diseases**

**Focus Area(s): Reduce Obesity in Children and Adults**

**Disparity: Low-income residents**

#### **Promote Healthy Women, Infants, and Children**

**Focus Area(s): Preconception and Reproductive Health,**

**Maternal and Infant Health**

**Disparity: Pregnant mothers who use drugs**

**/drug addicted newborns**

**(Not including TLC Health Network or Westfield Memorial Hospital)**

#### **Promote Mental Health and Prevent Substance Abuse**

**Focus Area(s): Strengthen Infrastructure Across Systems**

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### WCA Hospital Community Service Plan – 2013-2015

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##### Evidence Based Programs –

- National Diabetes Prevention Program
- American Cancer Society – “Fresh Start” Tobacco Cessation
- Weigh to Go Kids
- Stanford Chronic Disease Self Management Program
- Million Hearts Program
- Baby and Me Tobacco Free Program

#### Cancer Prevention

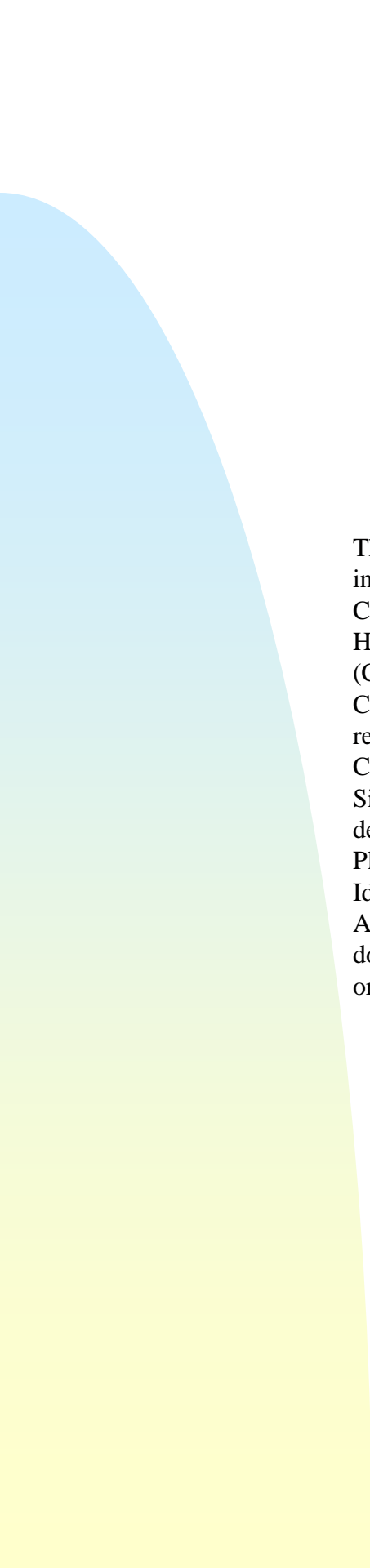
##### Evidence Based Program –

- National Cancer Institute -Maximizing Mammography Participation

#### WCA Employee Worksite Wellness

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# WCA Hospital Community Service Plan and Chautauqua County Health Department Collaboration 2013-2015

The Chautauqua County Health Planning Team (CCHPT) partners involved along with WCA Hospital in the joint planning sessions for the Chautauqua County Community Health Assessment (CHA) the Community Health Improvement Plan (CHIP) and individual Community Service Plan (CSP) processes are: Chautauqua County Health Department, Chautauqua County Health Network, Chautauqua County Mental Health, Lake Erie regional Health System of New York ( Brooks and TLC), The Chautauqua Center, and Westfield Hospital and P2 Collaboration of WNY

Since the initiation of the county health collaborative in 2009, the partners decided to name the group the Chautauqua County Community Health Planning Team (CCHPT) which is how they are still referred as to date. Identification of community health needs and selection of Prevention Agenda Priorities from the New York State Department of Health , were done through community input, focus groups and assessing county and organizational data.

# WCA Cardiovascular Disease Risk Factors Addressed:

Tobacco use, Obesity, Lack of Physical Activity and Good Nutrition Choices, Stress Management

## Partners



## WCA Services:

- WCA Heart Center
- WCA Diabetes Education
- WCA Nutrition Services
- WCA Occupational Health
- WCA Sports Medicine
- WCA Nursing Two minute Intervention
- WCA Wellness

## Schools:

- Jamestown High School
- Persell Elementary
- Jamestown Community College

## Outreach, Faith Based and Organizations:

- Eastside YMCA
- YMCA of Jamestown
- Senior Housing
- Emmanuel Lutheran
- Lutheran Social Services
- Tri County Tobacco Control Program
- NYS Quit Line
- Southern Tier Healthcare System
- Chautauqua County Health Dept.
- P2 Collaborative of WNY
- Emeritus of Lakewood
- Tanglewood Manor

## Businesses:

- Cummins Engine
- Serta

## Funding Sources:

- WCA Care and Share Fund
- Al Short Education Fund: Obesity
- Serta America's Mattress
- Fluvanna Fountain Bowl
- Five Star Bank

## 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)**. Consistent with New York State as a whole, statistics from the NYSDOH Vital Statistics indicated that in 2011, the leading cause of death in Chautauqua County was heart disease. There were 452 deaths to heart disease in Chautauqua County, resulting in a rate of 231 per 100,000 residents. (NYS Vital Statistics Leading Causes of Death by County, NYS, 2011) The Chautauqua County rate for **congestive heart failure** was significantly higher than New York State as a whole. For all subgroups, the rates in Chautauqua County were greater than the state comparison groups **Stroke**, or cerebrovascular disease, was the fourth leading cause of death in Chautauqua County in 2011. In total, 82 deaths were caused by stroke, with a rate of 43 deaths per 100,000 residents. (NYS Vital Statistics Leading Causes of Death by County, NYS, 2011) While the age-adjusted **diabetes** hospitalization rate per 10,000 in Chautauqua County (12.6) was lower than its state comparisons, the age-adjusted diabetes mortality rate per 100,000 was much higher in Chautauqua County at 21.4 compared to 17 in New York State and 15.1 in New York State excluding New York City.

## What We Did 2013

- **Community Events:** Heart health education and awareness activities in schools, outreach organizations, churches and industry and schools
- **WCA Strike Out Heart Disease** – community bowl a thon for heart disease awareness
- **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 since 2010.

## PRE-DIABETES/Diabetes

- **Diabetes Task Force** implementation with area healthcare facilities / CSP
- **Diabetes Prevention Program – 16 week class for prediabetics (Dr. order required) with one year follow up**
- **Diabetes Education Services** provided by Certified Diabetes Educator
- **WCA Farmers Market Express** – easy access of fruits and vegetables for employees and community members ( See also under WCA Worksite Wellness and Cancer)
- **WCA Raised Gardens** – provides fruits and vegetables to WCA employees and community members

## Cardiovascular Risk Factor Assessment

- WCA Cath Lab Patients –Risk Assessment Sheets with Healthy Lifestyle referrals to Wellness
- Blood Pressure Screenings
- Body composition testing
- **Tobacco**
- 2013 WCA Hospital continues to maintain tobacco free facility status
- Two-minute tobacco cessation initiative – All identified in patients are asked "Are you ready to Quit Tobacco Use?" by nursing staff with referral to Wellness for tobacco cessation consult.
- Free tobacco cessation sessions to community members/WCA employees- Fresh Start Program
- Referrals to NYS Quit Line for nicotine replacement therapy
- Participant in the Tri-County Tobacco Control Program for county resource and advocacy programs

## 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
- Refer community to walking routes, paths and seasonal activities available in Chautauqua County
- Health e-tips via e-mail to all employees regarding risk factors for heart disease and prevention.



WCA Administration  
WCA Management Team  
WCA Medical Staff  
WCA Quality Improvement Committee  
WCA Heart Center  
Tri County Tobacco Control  
NYS Quitline  
Southern Tier Healthcare/Tobacco Coordinator  
American Cancer Society  
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)  
Chautauqua County Health Network  
P2 of WNY

## Cardiovascular Goals and Strategies 2013

### Goal 1 - Risk Factor Stratification and Education to low risk cardiac patients.

**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

Outcomes: 2013: 100% of cath lab patients educated on cardiac risk factors  
9 patients referred to Wellness for tobacco cessation with  
6 making a quit attempt

**Goal and objective for 2013-2015 CSP:** Increase tobacco cessation quit attempts to 10% using the NYS Smokers Quit Line Fax to Referral Form

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### Goal 2 - Community Diabetes Task Force/CSP Decrease 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 – Farm to School, Farmers Markets (See Physical Activity and Nutrition)

**Goal for 2013-** Provide healthy choice classes for overweight/obese children ages 8-14.

**Strategies –** Find funding to support **Weigh to Go Kids** Program at WCA Hospital or in community Referrals from PCP's and pediatricians - obtained

**Goal obtained –** Weigh to Go classes to start in September 2014

**Goal 2b:** *See WCA CSP page 17 for Goals/Objectives/Strategies – Evidence based Diabetes Prevention Program*

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### Goal 3 – Provide Wellness Program Tobacco Cessation to in patients

**Strategies –**

•Offer 2 minute intervention to those identified as tobacco users and are ready to make a quit attempt

•Monitor 2 minute intervention question on patient flow sheet **“are you ready to make a quit attempt” with a referral to Wellness**

**2013 Outcome:** 2 minute intervention referrals 15  
25% made quit attempts

**Goal for CSP 2013- 2015:** Increase quit attempts to 50 % of referrals from 2 minute intervention

### Goal 4 – Increase tobacco cessation participation among community members and WCA Employees

Objective – 20 % more referrals and will be referred to NYS Quit Line for NRT and cessation counseling via Fax to Quit Form

Outcome 2013 Quit attempts fell 25% - 2 industries did not participate in Tobacco Free for Life classes

**Goal for CSP 2013 - 2015 :** Increase participation in cessation sessions by 20%

# CANCER PARTNERS

## WCA Hospital

- WCA Cancer Care Committee
- WCA Center for Imaging
- Dr. L. Gritters
- WCA Nutrition Services
- WCA Radiology and Imaging Systems Coordinator

### Regionall Health Organizations

- American Cancer Society of WNY Eastern Div.
- Office of the Aging
- Chaut. County Health Dept
- Southern Tier Health Care Sys.
- Appalachian Cancer Network
- National Cancer Institute
- Cancer Information Services
- Tri County Tobacco Control
- American Cancer Society
  - Reach to Recovery
  - Look Good Feel Good
- Susan G. Komen for the Cure of Western New York
- P2 Collaborative of WNY

### Outreach and Faith Based Organizations

- Joint Neighborhood Project
- Partners for Prevention Coalition and Screening Program
- Chautauqua County
- Jamestown Breast Cancer Support Group
  
- Jamestown High School Band
- Curves for Women

### Funding Sources

- Susan G. Komen WNY
- Zonta of Jamestown
- Community Foundation

### What We Know

According to the American Cancer Society's Chautauqua County Cancer Burden Profile 2011 17 individuals are diagnosed with cancer each week and 6 individuals die from cancer each week. Four cancer sites represent 53.2% of all new cancer cases and 46.9% of all new cancer deaths in Chautauqua County. Prostate, Breast, Colorectal, and Lung with lung cancer being the highest percent of deaths at 27.2%. January –September 2012 WCA diagnosed 46 lung cancers, among them 20 were current tobacco users.

### What We Did

- Maintained WCA Tobacco free facility and policies
- Patient Navigation Cancer Resource Program
- Re-Certification of two WCA Breast Health Nurse Navigator in Mammography/Susan G. Komen for the Cure WNY Affiliate
- 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.
  
- 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.
- Monthly meetings of WCA Cancer Treatment Committee
- Lab participation in community prostate screening.
- Coalition partnerships with Chautauqua County Cancer Services Program WNY Cancer Coalition, Regional Round Table Discussions and P2 Collaborative of WNY
- CEO Gold Accreditation 2013
- "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. (Komen)
- 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.
- Facilitation and implementation of WCA Palliative Care Program
- Facilitated 3 American Cancer Society Look Good Feel Better Programs at the WCA Cancer Treatment Center.
- WCA Raised Garden Project
- Distress Screening Tool for inpatient cancer patients
- Plant based nutrition classes for cancer patients and their families

### Media/Marketing

- Post Journal articles , Radio PSA's on risk factor awareness and prevention of breast cancer, ovarian cancer, lung cancer ( tobacco)
- Health e tips on Cancer Prevention to WCA employees

# Cancer

Continued

## Goals, Objectives and Strategies for 2013

### 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

**Outcomes 2013:** over 100% referrals to Patient Navigation

**Goals 2013-2015 :** **Continue** to provide Patient Navigation to through certified breast health nurse and patient navigation for general cancer services.

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### Goal 2 – 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.

#### Evidenced Based Programing: Research Tested Intervention Program, National Cancer Institute - Maximizing Mammography Participation

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

**Strategies:** WNY Komen for the Cure grant application renewal for phone navigator

**Outcomes 2013:** Grant funding obtained for April 2013 – March 2014 250 women who were late or due for a mammogram **completed** their mammogram.

**Goal 2013:** 250 women will complete their missed, canceled or no show mammogram appointment through phone navigation. 500 of those women notified by phone will also be educated on breast health and screening guidelines.

Grant application submitted to Susan G. Komen WNY to Continue Maximizing Mammography Participation for 2013-2014 along with funding 2 breast navigators for WCA Womens Imaging.

### Goal 5 – Increase knowledge of benefits of plant based nutrition in the reduction of preventions and recurrence of cancer to cancer patients and their caregivers

**Objectives:** - 70% of cancer treatment patients at the Cancer Treatment Center will participate in the plant based nutrition classes in 2014

**Strategies:** Offer free nutrition classes to all cancer patients – inpatient and undegoing radiation therapy at the WCA Cancer Treatment Center.



# Employee Health

## Partners

WCA Administration  
WCA Occupational Health  
WCA Human Resources  
WCA Nutrition Services  
WCA Care and Share  
YMCA  
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
- Weigh in with Wellness coaching program
- Health e-tips weekly
- Promotion of physical activity programs in the community with advocacy toward discounts for WCA employees

### Goals, Objectives and Strategies for 2013

#### 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 bulletin boards and employee portal.
- 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 in cafeterias/vending
- Work with Independent Health to provide resources and assistance in obtaining a dashboard of employee health data to better focus wellness programming on disease prevention.

## Employee Health Continued

- **Outcomes 2013:** See data attached for Employee health program participation.
- 100% Occupational Health presented all employees with a WCA Wellness brochure that explains Wellness services and resources for tobacco, weight management, stress, healthy lifestyle choices and nutrition programs.
- 100% of participants in the Weigh to Go either maintained or lost 1% –10 % of body fat per 8 weeks of the program. Participation rates maintained throughout.
- Increased usage of the WCA Employee exercise room newly located on the 2<sup>nd</sup> floor of the hospital.

### Goals for 2013-15

- Increase participation in Worksite Wellness Programs by 10%
- Heart Health Check – to assess worksite for healthy heart lifestyles -completed
- Readiness Survey to all employees to get a bigger picture of the percent of employees who want to change their behaviors to more healthier lifestyles. Also to direct wellness programs that are of interest to them.-completed
- Locate are fitness options for employees to participate in.-completed

# WCA Wellness Notable Achievements 2013

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 \$43,318. 2013 application granted to continue Maximizing Mammography participation program at WCA.
  - Awarded funding through the Susan G. Komen for the Cure of WNY for 2 certification of breast health navigators in the Center for Imaging and Medical Arts. 2013 Breast Health Navigators certified in the WCA Center for Imaging and Medical Arts.
  - Awarded funding through 5 Star Bank for WCA Weigh to Go Kids scholarship nutrition program for pediatric patients 8-13. 2013 program to start in September 2014.
  - Funding awarded by the Zonta of Jamestown for "Lily's Hope" wig and accessory program at WCA to purchase items for those in Chautauqua County that are losing their hair due to cancer treatment or any medical condition.
  - Patient Navigation Program linked over 8,000 patients to needed cancer care services
  - WCA Palliative Care Services Program initiated with Dr. Teresa Pagliuca, WCA Cancer Treatment Center, Radiation Oncologist
  - WCA Hospital CEO Gold Standard re-accreditation 2013 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 nominated as a finalist in the Business First Healthiest Employers award.
  - WCA awarded honorable mention certificate from the State of New York Cancer Services Program of Chautauqua County Cancer Services Program for it's commitment to quality breast care in Chautauqua County.
  - WCA Hospital noted for Community Service Plan 2013 outcome measures by the New York State Department of Health and P2 of WNY
  - WCA Maximizing Mammography Participation noted in the HANYS 2013 Community Health Initiatives Report
  - 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.
  - Awarded funding through WCA Care and Share for Worksite Wellness Initiatives
  - Awarded funding by Creating Healthy Places for a WCA Garden Project that includes in-door herb gardening in the cafeteria as well as raised garden beds at both WCA Hospital and JMHC campus.
  - Initiation of the Diabetes Prevention Program for the community co-sponsored with P2 of Western NY and Chautauqua County Health Network.
- WCA Hospital Initiatives:
- Opening of the New York OB/GYN Hospitalists at WCA Delphi Prenatal Clinic
  - Initiation of Robotic Surgery
  - Implementation of Electronic Health Record
  - Welcomed 14 new physicians to our Medical Staff and expanded our Hospitalist Program
  - Opened a new ENT Center
  - Introduced a WCA Palliative Care Program