

# WCA Community Health and Wellness Report

## 2015

---

“Cultivating the Ultimate Healthy Lifestyle for Our Community “

### **Our Mission**

The Mission of the WCA Hospital is to improve the health and well-being of the people of Chautauqua County and the surrounding area in a way that includes compassion, dedication, a commitment to quality and patient safety while maintaining economic viability and a vision for the 21st Century.

# WCA COMMUNITY HEALTH AND WELLNESS

**“Our Intention is PREVENTION”**

## WCA WELLNESS MISSION AND GOALS

Provide comprehensive health education and disease prevention programs that promotes healthy living and lifestyle choices while enhancing the quality of the lives and population health of the people of Chautauqua County

### 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.

### 2015 WCA Community Service Plan – Collaborative

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,*

*Prenatal care and Breast feeding supports*

**Maternal, Infant Child Health**

**Disparity: Pregnant mothers who use drugs**

**/drug addicted newborns**

**Promote Mental Health and Prevent Substance Abuse**

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

**Access to Chemical Dependency and Mental Health Services**

## **WCA Hospital Community Service Plan 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 named the group the Chautauqua County Community Health Planning Team (CCHPT). 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.**

**SEE: WCA Community Service Plan UPDATE 2015 on [www.wcahospital.org](http://www.wcahospital.org) – click on YOUR HEALTH**

## **Health Education, Awareness and Outreach 2015**

### **Evidence Based Programs**

- **National Diabetes Prevention Program**
- **Baby and Me Tobacco Free Program**
- **National Cancer Institute -Maximizing Mammography Participation**
- **American Cancer Society Look Good Feel Better**
- **“Rethink Your Drink” Decrease Consumption of Sugary Beverages**
- **Esperanza Y Vida – Minority Breast Screening Program**
- **Patient Navigation in Cancer Care**
- **Million Hearts Program**

### **Cardiovascular Health**

#### **Cancer Prevention**

**Focus: Tobacco Cessation among pregnant women**

**Women in need of clinical breast exams and mammograms**

#### **WCA Employee Worksite Wellness**

#### **WCA Community Health and Wellness Notable Achievements**

# 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 Wellness
- NYS Hospitalists/OB/GYN and WCA

## Schools:

- Jamestown High School
- Jamestown Community College
- Jefferson High School

## 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
- Chautauqua County Health Network

## Businesses:

- Cummins Engine
- Board of Public Utilities

## Funding Sources:

- WCA Care and Share Fund
- Susan G. Komen of WNY

## 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 2015

- **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, weight management, Weight Watchers at Work, Diabetes Prevention Program.
- **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.
- **Maintained a tobacco free environment** on all WCA property since 2010.

## PRE-DIABETES/Diabetes

- **Diabetes Task Force** implementation with area healthcare facilities
- **Diabetes Prevention Program – 16 week class for prediabetics with one year monthly follow up sessions.**
- **Diabetes Education Services** provided by Certified Diabetes Educator
- **WCA Farmers Market Express** – easy access of fruits and vegetables for employees and community members
- **WCA Raised Gardens** – provides fruits and vegetables to WCA employees and community members
- **Rethink Your Drink** campaign – Decreased sugary beverages in vending machines throughout the hospital.

## CARDIOVASCULAR HEALTH

- Blood Pressure Screenings
- Body composition testing
- **TOBACCO FREE FACILITY.**
- Free tobacco cessation sessions to community members/WCA employees-Referrals to NYS Quit Line for nicotine replacement therapy and follow up services.
- Participant in the Tri-County Tobacco Control Program for county resource and advocacy programs
- Baby and Me tobacco Free program
- Chautauqua Quits Nicotine Replacement Therapy Program

## Media/Marketing

- Time Warner Cable : The Medical Update : Topics, Tobacco Cessation, Heart Health, Diabetes, Physical Activity, Weight Management and Stroke prevention.
- 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.

# CANCER PARTNERS

## WCA Hospital

- WCA Cancer Care Committee
- WCA Center for Imaging
- WCA Nutrition Services
- WCA Radiology and Imaging Systems

### Regionall Health Organizations

- American Cancer Society of WNY Eastern Div.
- Office of the Aging
- Chaut. County Health Dept
- 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
- Roswell Park Office of Health Disparities
- Chautauqua County Cancer Services Program
- Chautauqua County Health Network

### Outreach and Faith Based Organizations

- Jamestown Breast Cancer Support Group
- . Office of the Aging
- . Blackwell Chapel
- . Saint Susans Food Pantry
- . Eastside YMCA

### 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.

### What We Did

- Maintained WCA Tobacco free facility and policies
- Patient Navigation Cancer Resource Program
- Re-Certification of one 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 2015
- "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 (10 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.
- Facilitated 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
- Nutrition classes for cancer survivors and caregivers
- Implementation of Esperanza y Vida breast screening program for Spanish speaking women
- Shades of Pink breast screening program for the underserved/uninsured
- Implemented Chautauqua Quits nicotine replacement program to community and employees
- WCA Baby and Me Tobacco Free program

### Media/Marketing

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

WCA  
Administration  
WCA Medical  
Staff  
WCA Cancer  
Treatment  
Committee I  
NYS Quitline  
Chaut. County  
Dept. of Health -  
Maternal, Infant  
Child Health  
Program  
Westfield  
Hospital  
Brooks Hospital  
Chautauqua  
County Health  
Network -  
Chautauqua  
QUITS  
P2 of WNY

**Tobacco**

**Need:** 25.3% of Chautauqua County residents use tobacco compared to 16.8% in New York State. 27.9% are female and 22.6% are male. The prenatal rate of smoking during pregnancy is 37%, a 20% higher rate than nation wide.

Over 40 % of women who are patients at the WCA Prenatal Clinic admit to using tobacco during their pregnancy on a regular basis. There is only one tobacco cessation specialist at WCA Wellness that has been providing pregnant women with tobacco cessation counseling and incentives to quit tobacco through the Baby and Me Tobacco Free Program. In the first 12 months of the program 78 pregnant moms were referred to the program from WIC, and other OB/GYN offices. The challenge became difficult logistically to coordinate and connect with all of the women referred. Increased tobacco cessation training needs to be done community wide to increase the number of tobacco cessation counselors and expand tobacco cessation services throughout the county.

**Goal:** Increase the amount of Tobacco Cessation Counselors in Chautauqua County and decrease tobacco use among community members as well as women who are pregnant and use tobacco.

**Objectives:** 10 % of referrals to the WCA Baby and Me Tobacco Free program will quit tobacco use during their pregnancy and remain quit up to 1 year post partum.

- WCA Wellness participates in Chautauqua County Health Networks tobacco cessation training and nicotine replacement program i.e.. Chautauqua Quits and the Chautauqua County Health Department Maternal Infant Child Program to develop sustainable tobacco cessation counseling resources in Chautauqua County by training a cadre of cessation counselors and coordinating the delivery of cessation services collaboratively with community-based partners
- WCA Baby and Me Tobacco Free program and MICH program (MOMS QUIT) will provide two separate tobacco cessation programs which will expand tobacco cessation outreach services to pregnant moms. Both programs will work in tandem to avoid duplication of tobacco cessation services and incentives to pregnant women in Chautauqua county .
- WCA will participate in the Initial training facilitated by the Chautauqua County Health Network Chautauqua Quits Program for general tobacco cessation counseling and the Nicotine Replacement Program for community members.
- WCA Baby and Me will train 4 CHW specifically in tobacco cessation for pregnant women and the use of monthly carbon monoxide (CO) monitoring with smokalyzer. (breath analysis of CO).
- WCA Baby and Me will continue to see moms who use tobacco at the WCA Prenatal clinic, providing tobacco cessation education, CO monitoring, and incentives for those that quit tobacco after delivery.
- CHW will see their clients to educate and monitor CO levels of moms on their scheduled monthly home visits with incentives for staying tobacco free after delivery as well.

**Objective:** 10 % of those who refer to the WCA Chautauqua Quits program will quit tobacco use with supplemental help of nicotine replacement therapy if recommended and remain tobacco free for up to 1 year.

Outcome: 2015

## **CESSATION TRAINING**

**Chautauqua Quits** –Tobacco cessation training/ trained \_ 2 WCA Employees ( one bilingual – Spanish) were trained as Tobacco cessation counselors. 3 MICH Community Health Workers

**WCA Baby and Me Tobacco Free counselor** trained 3 MICH Community Health Workers Moms Quit program specifically on effects of tobacco use during pregnancy, use of the carbon monoxide smokalyzer.

### **WCA Baby and Me Tobacco Free Program –**

Number of pregnant moms referred: 35

Number of pregnant moms in counseling:15 ‘

Number of pregnant and post partum who have quit successfully - 12

Number of women that are in the voucher program after delivery: 11

### **MOMS Quit Program ( Community Health Worker)**

Number of pregnant moms referred: 65

Number of pregnant moms counseled 65

Number of pregnant moms who quit : 11

Number of women in the voucher program - 10 receiving diapers

### **Chautauqua Quits (WCA)**

Nictotine Replacement Program - 8 remain tobacco free to date.

### **Note: Referrals**

Because of the additional county tobacco cessation program MOM QUITs through the MICH program, the referrals to the WCA Baby and Me Tobacco Free program have been decreased by 50 %. (35) and the referrals to the Moms Quit Program have doubled. (65). Together these programs has increased the expansion of tobacco cessation services outreach in Chautauqua County. The moms are being seen and identified earlier with the Moms Quit program as it is part of their initial in home monthly visits by the Community Health Worker visits.

## **CCDOH/WCA Community Service Plan 2013-2015 - Prevention Agenda Items**

Promote Healthy Women, Infants and Children, Promote Mental Health an Prevent Substance Abuse



## Cancer Prevention Breast Education and Screening

**Need:** Chautauqua County's incidence of breast cancer is 168.2/100,000, significantly higher than the New York State rate of 147.1. The county's mortality rate of breast cancer is slightly lower than the state rate and correlates to 7% of regional deaths from breast cancer. 2009 statistics show that screening rates of women 40 years and older who had a mammogram in the past two years was down in Chautauqua County to 77.6. There is no data to meet reporting criteria on breast cancer incidence and mortality for the Hispanic population. However, WCA investigated its tumor registry data from 2008 – 2010 showing only 3 Hispanic women were treated for breast cancer during that time. It is also noted that out of all of the reminder letters sent out to women to obtain screening, only 70 % are compliant. 30 % of the women miss , cancel and or are due and never reschedule.

*Maximizing Mammography Participation/ Esperanza y Vida (MMP–EyV) NCI Research Tested Intervention Program - Phone calling women who have missed cancel, or are due for a mammogram increases compliance with completing their clinical breast exam and mammogram appointments.*

*Esperanza y Vida–( EyV) a culturally competent breast education and screening and screening program. WCA's collaboration with the Office of Disparities at Roswell Park Cancer Institute and Chautauqua County Cancer Services Program o implement this program in the Spanish Speaking neighborhoods in Jamestown, NY*

*Shades of Pink One Stop Screening program- “one-stop “ education programs for underserved, uninsured and women in need of mammogram screening. held at WCA Hospital*

**Goal: Education and breast screening** To increase breast cancer awareness and screening with cultural competent knowledge of recommended guidelines ( Komen funded – following guidelines 40 years and older) and adherence to clinical breast exam and mammogram screening in underserved neighborhoods in the City of Jamestown.

**Objective:** EyV bilingual navigators will educate up to 100 underserved hard to reach women in Spanish speaking neighborhoods discussing risk factors , myths and facts and recommended clinical breast exam and screening guidelines for breast cancer.

- EyV navigators will travel to Jamestown twice a month for 10 months to educate and recruit women to “one stop” screening programs titled “Shades of Pink”
- MMP program will make phone calls to women who have missed

### **Outcomes**

EyV: 100 women educated

Number of women contacted: 78

Number of women who registered and completed their clinical breast exam and mammogram for the Shades of Pink Screening Program: 42

Number of women who rescheduled with MMP phone calls mammograms: 243

## PATIENT NAVIGATION

**Increase awareness and referrals to American Cancer Society Patient Navigation Services 75% of patients served.**

### - Strategies-

- Distribute ACS Support for Services hard copy and ACS link for referral to surgical units, OR/ ASC, ICU, ER, Medical Floors., Cancer Treatment Center. cancer patients.
- Promote and increase
- Increase community participation and awareness of Lily's Hope wig room services

### Outcome:

**Goals 2016 : Continue** to provide Patient Navigation to through direct referrals from hospital departments and certified breast health nurse..

---

## NUTRITION

**Increase knowledge of benefits of good nutrition in the reduction and prevention of recurrence of cancer to cancer patients and their caregivers**

**Objectives:** - 70% of cancer treatment patients at the Cancer Treatment Center will be offered nutrition education through WCA Nutrition services with 30% attending classes.

**Outcome:** 27 patients participated in nutrition classes from January – August 2015.

**2 more classes offered in October and December to the community with no participation.**

Alternative Strategy 2016: All patients at the cancer treatment center nutrition will receive comprehensive nutrition education packets with the dieticians card for further self referral if desired.

# 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
- Chautauqua Quits NRT 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, 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 2015

#### 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

### Goals for 2015

- Increase participation in Worksite Wellness Programs by 10%

#### Goal:

- Decrease obesity in the workforce
- Decrease the opportunity for sugary beverages in the vending, coolers in the cafeteria and soda fountain.

#### Strategies:

- Rethink Your Drink Campaign –
- 80% of items in beverage vending machines are unsweetened, lightly sweetened ( less than 80 calories per bottle or can), or artificially sweetened. It is recommended water and seltzer be placed at eye level, or in the highest selling position.
- 20% sweetened beverages will be place on the bottom row and will be offered at a cost greater than that of all other items.
- Fruit juices are 100 % juice. Container sizes of 10 ounces or greater will be considered as a sweetened beverage due to the large amount of naturally occurring sugar present in fruit juices.
- Outcome : Sales of vending have not decreased as initially suspected with the change.
- Weight Watchers at Work Program - Offered twice with 28 employees completing the program and losing 5-7% of body weight.

# WCA Wellness Notable Achievements 2015

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

**“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. 2014 application granted to continue Maximizing Mammography participation with Minority Outreach program at WCA.
- 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 Breast Program linked over 8,000 patients to needed breast cancer care services through breast navigators.
- WCA Hospital CEO Gold Standard re-accreditation 2015 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 runner up large category business 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 2015 outcome measures by the New York State Department of Health and P2 of WNY
- WCA Maximizing Mammography Participation noted in the HANYS 2015 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 Honorable Mention in the HANYS Community Health Improvement Publication for Baby and Me Tobacco Free Program
- Awarded funding from Chautauqua County Health Department Creating Breast Feeding Resources in Chautauqua County to train two employee for certification in Lactation Consulting.
- .