

2014 Community Service Plan Update

Executive Summary

NewYork-Presbyterian/Lawrence Hospital (NYP/LH), located in the heart of southern Westchester County, New York, is partnering with the Westchester County Department of Health and the area's hospitals and healthcare service agencies to fulfill requirements of the New York State Department of Health's Prevention Agenda 2013-17. In our efforts to meet the Agenda's requirements, NYP/Lawrence conducted a Community Needs Assessment Survey in 2013 to sample residents in its service areas to determine which two of the five Prevention Agenda initiatives it plans to address during this four year period. Based on the findings, NYP/Lawrence has focused on Preventing Chronic Diseases and Promoting Healthy Women, Infants and Children. More specifically, NYP/Lawrence and its partners will also address a health disparity by identifying ways to reduce premature deaths among African American and Hispanics and increasing breastfeeding among women.

In 2014, the New York State Department of Health requested hospitals including NYP/Lawrence develop a summary of its priorities, goals and interventions found within its Community Service Plans submitted to the State in November 2013. The following is a summarization of NYP/Lawrence selected Prevention Agenda priority areas and any progress made as of December 2014.

Promoting Healthy Women, Infants and Children

The hospital selected two Prevention Agenda priority areas. The first is to "Promote Healthy Women, Infants and Children". Within that Agenda Priority item, the focus area was on Maternal and Infant Health. Specifically, we chose to identify strategies internally to encourage pregnant and post-partum mothers to choose to breastfeed their babies. The expected number of mothers we hoped to target was 1000. As of December 2014, the number of people actually reached was 800. Further, we were not addressing a disparity with this intervention.

At this point in time, the current partner involved in the implementation of the Intervention is the Women's, Infants, and Children's (WIC) Office in New Rochelle, NY. The role of the partner is to coordinate programming and resources. Overall, we would describe our partners as

engaged regarding the level of implementation of this intervention. Plans to work with WIC are set to begin in December 2014.

Also, NYP/Lawrence is working with a coalition of local partners who each are addressing the breastfeeding initiative. The Westchester County Health Department is the lead agency in this coalition and the subsequent implementation of the overarching interventions.

As a hospital, two initiatives are underway to increase the number of mothers who breastfeed as well as the length of time they continue to breast feed. They are regular classes and support group meetings. A two-hour class is held monthly to provide instruction and tips on how to prevent common problems and share positioning techniques. The hospital's Breast Feeding Support Group offers a time for new mother's to learn from each other and receive professional guidance from Judy McArdle, NYP/Lawrence's Lactation Counselor. The group meets on the second Monday of each month from 10 a.m. to noon in the hospital's Lobby Conference Room. There is no registration required and the meeting is free to attend and open to all, regardless of where a mother has given birth.

NYP/Lawrence has implemented the following measures to increase the number of breast fed babies in our service area.

Increasing the Number of Breastfed Babies	
Prenatal Education & Information	<ul style="list-style-type: none"> • Incorporated breastfeeding as topic in Childbirth Education classes • Held Breastfeeding education classes monthly • Provided breastfeeding information on prenatal tours • Included information in pre-registration and discharge packets • Included a schedule of support group meetings and contact information for Lactation Specialist in discharge materials
Intra-partum Measures	<ul style="list-style-type: none"> • Breastfeeding bill of rights provided and hanging in room • Registered Nurse provides education to each patient • Lactation counselor visits with each patient • 81% of all Registered Nurses completed NYS 10 steps to successful breastfeeding (Gold standard in best practices) • Breast/bottle feeding removed as a feeding option in delivery room • Physician orders indicate breastfeeding as primary method for nutrition of infant • All NICU infant families have lactation counselor consultation • Improve compliance with offering skin to skin contact within

	<p>one hour for ALL deliveries</p> <ul style="list-style-type: none"> • Increase % of patients rooming in to between 18-24 hours
Post-Partum Measures	<ul style="list-style-type: none"> • Lactation counselor discharge phone call to all patients • Lactation warm line available to patients • Breast feeding support group meets at LHC regularly
Administrative Measures	<ul style="list-style-type: none"> • Maintain NYS approved Breastfeeding policy containing all 28 required criteria • Mother-Baby Intent filed; next step is to file First Step on pathway to becoming a designated “Baby-Friendly” hospital
Breast Feeding Support Group	<ul style="list-style-type: none"> • Continue regular meetings of support group and engage more women through post-discharge follow-up, marketing and social media.
Social Media & Marketing	<ul style="list-style-type: none"> • Utilize marketing initiatives including newsletter, website, and social media to share breastfeeding and nutritional tips for breastfeeding mothers • Engage with LHC Facebook group of breastfeeding mothers to announce support groups, tips, health information, etc.

Preventing Chronic Disease

The second Prevention Agenda Priority Area NYP/Lawrence selected was Preventing Chronic Disease, with a focus on reducing the number of heart related deaths. Concerning this priority, we chose to focus our efforts on Reducing Obesity in Children and Adults. We have several interventions in this area including the construction of a new cardiac catheterization laboratory to open in May 2015 and be operated by our parent NewYork-Presbyterian here on site; the formation of a “Heart Disease Prevention Committee” made up of nurses, physicians and administrators who will begin meeting in February 2015 to plan and implement community outreach and education; and an ongoing focus on educating the public about eating healthy and making good food choices. The hospital is currently building an expanded clinical team in the area of cardiology. While this is underway, in 2014, the hospital’s Outpatient Nutrition program, screenings and the promotion of cardiovascular health were at the core of the interventions.

NYP/Lawrence clinicians and dietitians participated in the following outreach events, including but not limited to the two selected prevention agenda priorities:

Spirit of Women “Dinner with a Doctor”

Date: Thursday January 16th 2014

Dietitian: Kathleen Campbell

The objective of this presentation was to inform attendees on the epidemic of metabolic syndrome, diabetes and obesity, including the effects of yo-yo dieting, strategies for weight

management and improving blood sugar control. A PowerPoint presentation was presented on common diabetic myths, general diabetic diet guidelines and the importance of physical activity for glucose control. Approximately 50 people attended this presentation

Spirit of Women “Day of Dance”

Date: Thursday February 6th, 2014

Dietitian: Kathleen Campbell & Physician Thomas Camisa, M.D.

The objective of this community outreach was to promote Lawrence Hospital Center Outpatient Nutrition Services along with encouraging healthy eating practices. We provided information regarding appropriate portion sizes, sodium and fat recommendations for heart health and free BMI screenings. Instruction was provided in cardiovascular health and exercise with guided classes in Zumba, Yoga, and Kick Boxing. We also held a raffle for a free 30 minute nutritional counseling session and a free Med-gem reading. Several hundred people attended this event.

Eastchester High School Library/Media Center

Date: March 13, 2014

Dietitian: Kimberly Philbin

Objective of the presentation: To educate parents of three different elementary schools, grades K-5, on healthy eating practices. In attendance was also the Superintendent of the three schools. Basic nutrition tips for the parents on how to be a role model for their children was provided. An overview of what a healthy nutrition plan looks like was also given using MyPlate posters. Parents were asked to volunteer their input on how to “build a healthy plate”. Tips and suggestions on healthy breakfast ideas, lunch options (including ideas on what to pack and suggestions for healthy options to purchase at school), dinner, and snacks to serve to their families were also provided. We discussed healthy options to send to school for children’s birthday parties and other classroom celebrations in which parents offered their own advice on treats they have prepared in the past. An in depth discussion was provided on how to read a Nutrition Facts Label, focusing on Serving Size and Amount per Serving as many are typically confused or unaware of this area. The “5, 10, 20” rule was also explained. Time for Q&A was left after the presentation was concluded and many parents had additional questions in which all were answered. Handouts on the topics discussed were provided to all in attendance.

1st Bloodless Medicine and Surgery Outreach Event

Date: April 5, 2014

Dietitian: Katie Campbell

Objectives of the presentation: To promote LHC Outpatient Nutrition Services and provide education related to bloodless medicine i.e. Iron, Folic Acid and B12 rich foods.

Attendance information: approximately 550 people

Salute to Seniors – White Plains County Center

Date of Event: May 8, 2014

Dietitian: Katie Campbell

Objectives of the presentation: To promote LHC Outpatient Nutrition Services and provide nutrition screenings by calculating BMI's and performing the MNA to determine malnutrition in the elderly population

Attendance information: about 2,000 people

Traffic Expo and Kids Safety Day

Date: May 17, 2014

Dietitian: Katie Campbell

Objectives of the presentation: To promote LHC Outpatient Nutrition Services and provide nutrition information geared towards children

Attendance information: about 100-200 people

AARP New York

Date: May 19, 2014

Dietitian Name: Katie Campbell

Objectives of the presentation: To provide nutrition information on the importance of fiber rich foods and increased hydration for the aging population

Attendance information: approximately 40 people

Stroke Awareness Day at Lawrence Hospital

Date: May 20, 2014

Dietitian Name: Katie Campbell

Objectives of the presentation: To provide nutrition information geared towards heart health, specially focusing on the consumption of Omega-3 fatty acids

Attendance information: approximately 15 people

Wake-Eden Community Baptist Church

Date: August 16, 2014

Dietitian: Katie Campbell

Objectives of the presentation: To promote Outpatient Nutrition Services at NYP/Lawrence Hospital by handing out bags and fliers while also providing nutrition education on general nutrition guidelines for healthy eating and weight loss.

Attendance information: several hundred

Breast Cancer Support Group at Lawrence Hospital

Date: August 21, 2014

Dietitian: Mian Catalano

Objectives of the presentation: Provide education on healthy eating, some food restrictions, some oral supplements, and physical activity in relation to breast health through a PowerPoint presentation and distribution of recipes

Attendance information: 14

Cancer Survivorship Meeting at Lawrence Hospital**Date: September 9, 2014****Dietitian: Mian Catalano****Objectives of the presentation:** To provide nutrition education regarding key concepts for weight loss and weight maintenance**Attendance information:** 15-20 people**Bronxville Salute to Seniors****Date: September 27, 2014****Dietitian: Katie Campbell****Objectives of the presentation:** To promote NewYork-Presbyterian/Lawrence Hospital Outpatient Nutrition Services and provide nutrition information on a variety of topics for the aging population, including diabetes, protein intake and importance of hydration.**Attendance information:** Approximately 50 people came by the table**Mayor Mike Spano's Annual Health Fair – Yonkers****Date: September 30, 2014****Dietitian Name: Katie Campbell****Objectives of the presentation:** To promote NewYork-Presbyterian/Lawrence Hospital Outpatient Nutrition Services and provide nutrition information on a variety of topics for the aging population, including diabetes, protein intake and importance of hydration.**Attendance information:** 20+ people**Community Flu Shot Program****Date: Oct. 22, Oct. 28, Nov. 6, 2014**

Free vaccinations given to members of the community in three sessions. 875 people were vaccinated.

Free Skin Cancer Screenings**Date: December 11-12, 2014**

45 People were screened

In addition to grassroots community educational presentations, NYP/Lawrence launched in September 2014 a new program designed to reduce the risk of obesity in children with a program called [Project Fit America](#). The program teaches elementary aged children how to get fit and eat right which reduces their risk for cardiovascular disease. By way of a grant application process, Project Fit selected Traphagen Elementary School in Mount Vernon, New York as the recipient of the two year project. 75 children were tested in September to develop a baseline for their fitness levels. The program's progress will be determined by a second testing in the spring of 2015 and then again in the following year. As of December 2014, NYP/Lawrence met its target goal of 75 children participating.

The Project Fit America program allows the Hospital to address a racial and ethnic disparity with this intervention by targeting a K-through 12 school with a majority African American

population. The role of the Hospital's Project Fit and elementary school partners is to do the following:

- Coordinate the Intervention On-site
- Conduct Educational and Physical Activities with Students
- Assist in Funding the Intervention
- Document and Measure Health Impacts and Results of the Fitness Education Program

The highly engaged partners include the principal and physical education teacher at Traphagen Elementary School, members of the Mount Vernon School Board and Project Fit America staff. Thus far, their support has led to program success because of the contribution of staff time to help with the intervention and the opportunity Project Fit has been given to offer activities to our target population. Further, the implementation schedule is on track. In order to initiate this effort, NYP/Lawrence spent approximately \$9,500 for the implementation of the two year health and fitness program.

To further address this Prevention Agenda initiative, NYP/Lawrence would like to develop other partnerships with certain sectors of the community including its existing local coalition of partners led by the Westchester County Health Department.

NewYork-Presbyterian/Lawrence Hospital is committed to providing hope and healing to anyone who comes through its doors. We are also dedicated to preventing disease and the development of medical conditions that can lead to impairment, or worse loss of life. Our goal is to always put patients first and do what we can to help New Yorkers lead healthier lives.

This is an update to the 2013 Community Service Plan which highlights the New York State Prevention Agenda 2013 through 2017.

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