

COMMUNITY BENEFITS REPORT

FISCAL YEAR 2018

Beth Israel Lahey Health 
Winchester Hospital

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Massachusetts Attorney General's Community Benefits Guidelines

The Attorney General's Community Benefits Guidelines for Nonprofit Acute Care Hospitals include an outline of voluntary principles that encourage Massachusetts hospitals to build upon their commitment to addressing health and social needs in the communities they serve.

The Guidelines represent a unique, non-regulatory approach that calls upon hospitals to identify and respond to the unmet needs of the communities they serve by formalizing their approaches to community benefits planning, collaborating with community representatives to identify and create programs that address those needs, and issuing annual reports on their efforts. The Guidelines do not dictate the types of community benefits programs that hospitals and HMOs should provide. They do, however, suggest that hospitals and HMOs tap into their own and their communities' particular resources and areas of expertise to target and meet the needs of medically underserved populations.

The hospital and HMO Community Benefits Guidelines are the result of an extensive process of consultation and partnership between the Attorney General, representatives of the hospital and HMO industries, and community advocacy groups. These discussions took place at a time of ongoing debate in Massachusetts and around the nation about whether nonprofit, tax-exempt hospitals were fulfilling their charitable missions. Several Massachusetts hospitals had, on their own initiative, adopted model community benefits guidelines developed by national hospital associations, and the Massachusetts Hospital Association was considering a long-term initiative to produce voluntary guidelines of its own.

The resulting Community Benefits Guidelines were the first of their kind to be issued by an Attorney General. The Guidelines were modeled after community benefits guidelines developed by the Kellogg Foundation, the Catholic Hospital Association and the Voluntary Hospital Association, and community benefits legislation in several other states. To see the full Guidelines, please go to: <https://www.mass.gov/files/documents/2018/02/07/Updated%20Hospital%20Community%20Benefits%20Guidelines.pdf>

Community Benefits Mission Statement

Winchester Hospital is committed to benefiting all of the communities we serve by collaborating with community partners to identify health needs, improve the health status of community residents, address health disparities, and educate community members about prevention and self-care. (Approved by the Winchester Hospital Board of Directors — June 2013)

Community Benefit Advisory Board — Fiscal Year 2018

Richard Weiner, MD	CEO and CMO, Winchester Hospital
Joseph Tarby	Winchester Hospital Board of Directors
Paul Andrews	Winchester Hospital, Chairman of the Board of Directors
Jane Walsh	Winchester Hospital, Vice Chair of the Board of Directors
Catharine Robertson	VP of Physician Services, Winchester Hospital
Kathy Schuler, RN	COO, CNO, VP of Patient Care Services Winchester Hospital
Matthew Woods	VP of Finance, Lahey Health Community Network & Winchester Hospital
Denise Flynn	VP of Philanthropy, Winchester Hospital
Christine Healey	Director, Community Relations, Lahey Health
Marylou Hardy	Regional Manager, Community Relations, Winchester Hospital
Sue Powers, RN	Associate Director, Winchester Hospital Center for Healthy Living
Dean Solomon	Executive Director, Woburn Council of Social Concern
Jennifer Murphy, MPH	Director, Winchester Board of Health
Adam Rogers	Executive Director, Boys & Girls Club of Stoneham & Wakefield
Jenny Vanesse	Executive Director, Mystic Valley Elder Services
Dot Butler	Winchester Coalition for a Safer Community

Community Health Needs Assessment Overview

In FY16, Winchester Hospital, a member of Lahey Health, conducted its triennial Community Health Needs Assessment (CHNA) in conjunction with all the hospitals in the Lahey Health system. The purpose of the CHNA is to inform and guide the hospital's selection of and commitment to programs and initiatives that address the health needs of the communities it serves. The assessment was conducted in partnership with John Snow Inc., a public health consulting and research organization.

Methodology: The CHNA was conducted in three phases, allowing Winchester Hospital to:

- Compile an extensive amount of quantitative and qualitative data
- Engage and involve key internal and external stakeholders
- Develop a report and detailed Community Health Improvement Plan (CHIP)
- Comply with all state and federal community benefits requirements

Data Collection: To ensure a comprehensive understanding of the issues, data was collected from a number of quantitative and qualitative sources.

Quantitative Data Sources:

- MA Community Health Information Profile
- U.S. Census Bureau (2009-2013)
- Behavioral Risk Factor Surveillance System (2012)
- MA Vital Records (2008-2012)
- MA Health Data Consortium ED Visits
- MA Hospital Inpatient Discharges (2008-2012)
- MA Bureau of Substance Abuse Services (2013)
- MA Board of Health
- MA Cancer Registry (2007-2011)
- MA Communicable Disease Program (2011-2013)
- MA Hospital Emergency Department Discharges (2008-2012)

Qualitative Data Sources: In order to obtain targeted data and understand what health issues are currently perceived by the community, interviews and listening sessions were conducted:

- Informant interviews with external stakeholders (28 completed)
- Random household surveys (1,022 completed in the Winchester Hospital service area)
- Community listening sessions (two sessions; 100 attendees total)

Winchester Hospital Community Benefits Service Area:

Winchester Hospital’s community benefits investments are focused on expanding access, addressing barriers to care and improving the health status of residents living in nine municipalities in Middlesex County:

- *Medford*
- *North Reading*
- *Reading*
- *Stoneham*
- *Tewksbury*
- *Wakefield*
- *Wilmington*
- *Winchester*
- *Woburn*

Winchester Hospital’s Health Improvement Plan

Winchester Hospital’s FY16 Community Health Improvement Plan was developed with input from the Winchester Hospital Community Benefits Advisory Committee and approved by the Winchester Hospital Board of Directors. The programs in the three-year plan were designed to address the priority health needs identified in the 2016 CHNA and the statewide priorities identified by the Executive Office of Health and Human Services.

2016 CHNA Health Issues:

- *Behavioral Health/Substance Use*
- *Elder Health: Isolation, Depression, Falls*
- *Cancer/Chronic Disease*
- *Wellness & Prevention*

Statewide Health Priorities:

- *Address Unmet Needs of the Uninsured*
- *Manage Chronic Disease*
- *Promote Wellness of Vulnerable Populations*
- *Reduce Health Disparities*
- *Support Health Care Reform*

Plans for Reporting Fiscal Year 2019

Community Health Needs Assessment: In FY19, Lahey Health will be conducting its triennial CHNA, to be published in September-2019. In the interim, Winchester Hospital will continue to work with community partners and hospital leaders to address the needs identified in the 2016 CHNA and the statewide priority needs identified by the Executive Office of Health and Human Services and the Department of Public Health. In addition of health:

Priority Needs:

Statewide:

- Substance Use Disorders
- Housing /Homelessness
- Mental Health
- Chronic Disease
(*Cancer, Heart Disease, Diabetes*)

2016 CHNA:

- Mental Health/Substance Use
- Elder Health
- Chronic Disease
- Cancer

DPH/DoN:

- Built Environment
- Social Environment
- Housing
- Violence
- Education

Key Accomplishments for Fiscal Year 2018

- **Substance Use Disorder Community Outreach Initiative** — Winchester Hospital worked collaboratively with several community partners to develop and execute a variety of educational programs to address substance use prevention, early identification, recovery and support.
- **Community Home Blood Draw Program** — Winchester Hospital Phlebotomy staff provided home blood draws for 9,942 patients who were homebound due to illness, injury or transportation issues.
- **“Aging on Your Own Terms” Senior Outreach Initiative** — Winchester Hospital partnered with local senior centers and community partners to provide an ongoing series of free social activities and educational programs to approximately 2,000 older adults in Winchester Hospital’s service area. The educational programs were in alignment with the priority health needs identified in the 2016 CHNA, and included sessions on preventing and managing chronic disease, nutrition and healthy meal preparation, and a variety of programs designed to help older adults navigate the health care system and maximize their doctor visits. The overall goal of the social activities was to increase the emotional well-being of older adults and reduce isolation and depression by providing opportunities to have fun and engage with community members. .
- **Community and Hospital Asthma Management Program (CHAMP)** — In FY18, 127 children were enrolled in CHAMP, a pediatric asthma management program where the pediatric asthma nurse specialist works collaboratively with the child, family, doctor and school personnel to effectively manage the child’s asthma, resulting in fewer missed school days and emergency rooms visits, and to improve his/her overall quality of life.
- **Integrative Therapies Program for Oncology Patients** — Winchester Hospital provided free integrative therapy sessions to 758 patients with cancer before, during or after treatment. Therapies included acupuncture, massage, hypnotherapy and yoga.
- **Mobile Mental Health Program**- In collaboration with Mystic Valley Elder Services, the Mobile Mental Health program provided home-based mental health services to 160 older adults living in Medford, Reading, Stoneham and Wakefield. The program addressed a variety of issues affecting older adults’ emotional well-being and quality of life thorough home-based mental health counseling and direct care services including diagnosis, prescription medication, and therapy.
- **Boys & Girls Club Intergenerational Garden Program**- More than 150 youth from the Boys & Girls Club in Stoneham/Wakefield and 45 older adults from the area worked together to build and maintain a garden and harvest a variety of healthy fruits and vegetables. In addition, participants attended workshops to learn how to incorporate healthy foods and vegetables into everyday easy meal preparation, and had the opportunity to enjoy meals together using the foods they harvested.
- **Safe at Home Initiative** – More than 300 older adults participated in this community wide collaboration between the Woburn Council on Aging, the Woburn Police and Fire Departments, New England Rehab, Minuteman Senior Services and the Woburn Board of Health designed to reduce the incidence of household injuries among older adults. The yearlong initiative included a variety of ongoing learning opportunities such as classes, balance screenings, lobby learning, and a video series in order to reach as many people as possible.
- **Chronic Disease Management Program** — In FY18, 1,184 adults with chronic diseases participated in the program, which included in-person counseling and follow-up phone consultations

Fiscal Year 2018 Community Partners

- American Cancer Society
- American Diabetes Association
- American Lung Association
- Boys & Girls Club of Stoneham/Wakefield
- Checker Cab
- CHNA 15
- Eastern Middlesex Opioid Task Force
- EnKa Society
- Medford Board of Health
- Medford Council on Aging
- Middlesex District Attorney's Office
- Minuteman Senior Services
- Mount Vernon House
- Mystic Valley Elder Services
- Mystic Valley Opioid Addiction Prevention Coalition
- North Reading Council on Aging
- North Reading Police Department
- North Reading Public Schools
- Patrick Gill Foundation
- Reading Board of Health
- Reading Council on Aging
- Reading Fire Department
- Reading Lions Club
- Reading/North Reading Chamber
- Reading Police Department
- Reading Public Schools
- Reading Substance Abuse Coalition
- Salter Healthcare
- Stoneham Board of Health
- Stoneham Council on Aging
- Stoneham Police Department
- Stoneham Fire Department
- Stoneham Public Schools
- Stoneham Chamber of Commerce
- Stoneham Council on Aging
- Stoneham Fire Department
- Stoneham Police Department
- Stoneham Substance Abuse Coalition
- Tewksbury Public Schools
- U.S. Postal Service
- Wakefield Public Schools
- Wilmington Board of Health
- Wilmington Council on Aging
- Wilmington Fire Department
- Wilmington Police Department
- Wilmington Public Schools
- Wilmington Rotary
- Wilmington/Tewksbury Chamber
- Winchester Board of Health
- Winchester Chamber of Commerce
- Winchester Council on Aging
- Winchester Fire Department
- Winchester Got Lunch
- Winchester Police Department
- Winchester Public Schools
- Winchester Rotary
- Winchester SAFER Coalition
- Winchester Seniors Association
- Winchester Youth Soccer Club
- Winton Club
- Woburn Board of Health
- Woburn Business Association
- Woburn CASA
- Woburn Council of Social Concern
- Woburn Council on Aging
- Woburn Fire Department
- Woburn Lions Club
- Woburn Police Department
- Woburn Public Schools
- Woburn Recreation Department

FY18 Community Benefits Programs

Substance Use Disorder

In addition to the devastating effects addiction has on an individual suffering from the misuse of substances, there are many socioeconomic factors that affect the community as well, including increased rates of criminal behavior, domestic violence, and child neglect resulting in increased demands on the criminal justice system. In response to this public health crisis, Winchester Hospital worked collaboratively with several community partners to implement broad-based programs designed to educate community members and help prevent misuse.

Substance Use Disorder Community Collaboration

Description: Winchester Hospital staff members bring their clinical expertise and donate time to participate in local and regional coalitions to help develop strategies to prevent substance abuse, reduce stigma, eliminate barriers to treatment and improve access to care. In addition, hospital staff provide educational forums throughout the community to create awareness and provide resources to help detect, prevent and treat substance use disorder.

Goal: To work collaboratively with local coalitions and task forces to help reduce or prevent substance use disorder, create awareness about treatment options, eliminate barriers to treatment and improve access to care.

Outcomes: Winchester Hospital staff provided more than 100 hours of support to local and regional substance abuse prevention coalitions, and provided educational sessions reaching more than 500 community members and first responders:

- *“Marijuana and Vaping”- Wilmington*
- *“Addressing the Opioid Epidemic” – District Rotary*
- *“ The Healthcare Response to the Opioid Epidemic – Medford*
- *“Responding to Overdose Victims” Winchester Fire Department*

Screening, Brief Intervention, Referral to Treatment (SBIRT) @ the Boys & Girls Club

Description: This program utilizes an innovative approach to screening and identifying youths who have or are at risk of developing mental health and substance use disorders, and providing intervention as early as possible. What differentiates the program is that it is delivered on-site at the Boys & Girls Club by staff members who know the participants and see them on a regular basis. The staff members are the participants’ mentors and are highly liked and respected. Administering the program in this non-authoritarian, safe environment results in a more natural, open and honest dialogue between the staff member and the participant. The program incorporates three main components:

Screening — Two screening tools are used based on age (older teens get a combination of the two):

- a. CRAFFT behavioral screening tool — ages 12-17
- b. QPR — ages 8 and up

Intervention — Ongoing interventions include:

- c. Positive reinforcement (at risk youth): Inoculation effects
- d. Weekly meetings between at risk youth and an assigned mentor
- e. Leadership groups (all youth) — Group discussions led by social workers and staff that are focused on current events and challenges as well as community service

Referral to Treatment — If a screening reveals findings of mental health disorder or substance use behaviors, a referral is made immediately to guardians and treatment providers. In addition, ongoing support is provided to youths to help them open the dialogue with their parents, and to parents to help them in accessing treatment.

Goals: The goals of the program are to:

- Identify youths who have or at risk of developing mental health and substance use disorders
- Deliver immediate intervention and/or referral to treatment to those identified as at risk
- Ensure sustainability by training staff to become leaders/mentors who in turn train additional staff

Outcomes: 300 youths were screened in FY18, resulting in the following:

- 3 participants were referred to treatment.
- 32 participants were referred to staff mentors.
- 95% attended weekly mentoring sessions.
- 74% reported they were less likely to participate in risky behaviors.
- 87% identified an adult to talk to if they felt depressed or had thoughts of self-harm.
- 30% of teens improved their accuracy in estimating peer marijuana use.
- 2 additional staff members (totaling 6) were trained in screening techniques, motivational interviewing, treatment of substance use disorders and suicide prevention.
- 5 additional staff members (totaling 25) were trained in early recognition, basic treatment and SBIRT methodology.

Community Partners: Stoneham and Wakefield police and fire departments and school districts, Riverside Healthcare, North Suburban Health Alliance, Eastern Middlesex Opioid Task Force, Stoneham Substance Abuse Coalition

Substance Use in the Workplace

Description: In response to the priority needs identified in the 2016 Winchester Hospital Community Health Needs Assessment, Winchester Hospital awarded a mini-grant to the Winchester Coalition for a Safer Community to implement the Substance Use in the Workplace Program. The program, launched in October, 2017, was designed to educate employers and employees about substance use issues in the workplace, and the important role staff can play in helping employees and/or family members who are struggling with substance misuse or addiction. The program included one educational session targeted towards department heads and supervisors, followed by four educational sessions that were open to all employees of the Town, and included:

- An Overview of Substance Use in the Workplace
- The Incidence/Prevalence of the Problem
- Identifying Helpful Resources (Internal & External/Community)
- Review of Legal Policies/Procedures
- Accessing Care/Health Insurance FAQs

Goal: To increase awareness of substance use in the workplace and provide participants with helpful information and resources for addressing issues among employees and/or their families.

Outcomes:

- 1 educational session was held with 40 department heads in attendance.
- 4 employee sessions were held, reaching 178 employees from throughout the town.
- 100% of the participants reported the seminars were helpful and informative.
- There was increased awareness about the role of Human Resources resulting in a significant increase in the number of calls and more than 15 individual follow up meetings with participants.

Community Partners: Winchester police & fire departments, Winchester Council on Aging

Elder Health

Mobile Mental Health Program

Description: In alignment with two of the leading health priorities identified in the 2016 Winchester Hospital CHNA, substance use disorder/mental health, Winchester Hospital awarded a mini-grant to Mystic Valley Elder Services to support the Mobile Mental Health program in extending home-based mental health services to older adults living in Medford, Reading, Stoneham and Wakefield. The program addresses a variety of issues affecting older adults' emotional well-being and quality of life such as hoarding, depression, anxiety adjustment to loss and substance use are addressed. Recognizing there is no timeline for how a client responds to his/her mental health needs, the goal is to get trained professionals to clients as soon as possible to ensure recovery. A clinical caseworker provides participants with ongoing communication and linkages to health care services such as in-home mental health therapy, medication evaluation, and other supports as needed.

Goal: The goal of the program is to improve the mental health and emotional well-being of older adults and increase access to mental health care by providing home based mental health counseling and direct care services including diagnosis, prescription medication, and therapy to older adults living in Medford, Reading, North Reading, Stoneham, and Wakefield.

Outcomes: In FY18, home-based mental health counseling and direct care services including diagnosis, prescription medication, and therapy services were provided to 160 older adults in Winchester Hospital's service area: Medford (75), North Reading (8), Reading (19), Stoneham (29), and Wakefield (29). While Mystic Valley Elder Services has anecdotal evidence from 100% of people currently served by the program to demonstrate that participants find the services beneficial, there was no formal process in place for collection of data. In FY19 the program will continue with support from Winchester Hospital, and a survey will be administered to all participants to collect quality-of-care data and measure the overall impact.

Serving Health Information Needs of Everyone (SHINE) Program

Description: The SHINE Program provides free health insurance information, counseling and assistance to Massachusetts residents and caregivers with Medicare. The program is administered by the Massachusetts Executive Office of Elder Affairs in partnership with Minuteman Senior Services. Counselors are extensively trained and recertified annually by the Executive Office of Elder Affairs. Services are available to Massachusetts residents for assistance with Medicare Parts A and B, Medicare Advantage Plans, Medicare Prescription Drug Coverage, Medicare Supplement Plans, Mass Health and assistance programs for people with limited resources.

Goals: To help Medicare beneficiaries and their caregivers:

- Navigate the complex health insurance options
- Understand the language of the plans and how the components work
- Review their current coverage and compare the costs and benefits of options available
- Enroll in assistance programs if needed

Outcomes: In FY18, free SHINE counseling was provided to 307 community members at two locations: The Jenks Center in Winchester (271 people) and the Winchester Hospital Center for Cancer Care (36 people):

- 67% of attendees were over the age of 65.
- 72% of the attendees were female and 28% were male.
- 7% of the attendees reported their race was non-white.
- 16 % reported living below the poverty level.

Community Partners: Massachusetts Executive Office of Elder Affairs, Winchester Council on Aging, Minuteman Senior Services

Chair Yoga

Description: Recognizing elder health as one of the leading health priorities identified in the 2016 Community Health Needs Assessment, Winchester Hospital collaborated with the Stoneham Council on Aging to implement a series of chair yoga classes provided free of charge to older adults living in Stoneham and nearby cities and towns. The practice of yoga increases mental focus enhances flexibility, decreases stress, and improves brain function and respiration. Offering participants the opportunity to participate in a yoga class from the comfort of a chair helps reduce barriers to exercise for individuals with physical limitations, mobility issues and/or disabilities, and allows them to achieve the benefits of a yoga program in a comfortable and safe way.

Goals: The goals of the program were for attendees to:

- Reduce pain and improve mobility
- Improve emotional well-being
- Increase level of fitness

Outcomes: 48 classes were held in FY18, reaching 98 participants. As per a survey completed by participants upon completion of the program, more than 80% experienced the following changes as a result of taking the classes:

- Increased level of strength/improved level of fitness and balance
- Felt more relaxed/reduced level of stress
- Improved social life
- Reduced feelings of isolation
- Increased connections with neighbors and/or made new friends
- Improved overall sense of happiness and overall well-being

Mount Vernon House Resident Health Program

Description: Winchester Hospital clinicians provided acupuncture and massage therapy at no cost to residents at the Mount Vernon House and to Winchester residents over the age of 68. Many of the residents who receive treatment report relief of chronic pain for a period of time and either improved or maintained their health.

Goal: To provide temporary pain relief for elder adults with chronic health issues in order to improve or maintain their current health status.

Outcomes: In FY18 Winchester Hospital provided 310 treatments to residents at the Mount Vernon House and an additional 679 treatments to Winchester residents. Health issues treated included back weakness, leg stiffness, edema in lower legs, leg numbness, shoulder pain, sinus headaches, hip and knee problems, arthritis of the low back, neck pain, sciatica, carpal tunnel and balance trouble. Most patients have either improved or maintained their health status. A participant survey was administered at the end of the year producing the following results:

- 57% decreased pain
- 36% improved mood
- 29% improved flexibility
- 21% decreased level of stress
- 21% improved balance

Community Partner: Mount Vernon House

“Aging on Your Own Terms” Senior Outreach Initiative

The senior population is the fastest growing demographic group in the United States. Currently there are more than 33 million Americans over the age of 65, and that number is expected to double by the year 2030. In addition, the health needs of this population are complex. With this in mind, Winchester Hospital launched the “Aging on Your Own Terms” Senior Outreach Initiative in September-2001.

Description: The “Aging on Your Own Terms” Senior Outreach Initiative is a series of programs that include educational content designed to meet the health needs of active aging adults, along with social events and activities to enhance their social well-being and quality of life. Winchester Hospital works collaboratively with local senior centers and elder care agencies to offer a variety of programs and services that meet the needs of area seniors at no cost to attendees. Events are held at various locations throughout the community that are accessible via public transportation. The educational programs align with the health needs identified in the CHNA and thorough feedback from participants and community partners. A distinguishing component of the program is the integration of social programming to address issues of isolation, depression and social well-being.

Goal: To provide a broad array of programs designed to improve health, enhance social and emotional well-being, and address various social determinants of health.

Outcomes: In FY18, Winchester Hospital partnered with local senior centers to provide 6 social events and four educational programs to 1,770 seniors in Winchester Hospital’s service area:

- Understanding Urgent Care, Reading — 130 attendees
- Eating Healthy to Age Well, — 130 attendees
- Maximizing Your MD Visit, North Reading — 130 attendees
- Conversations on Cancer, Woburn – 80 attendees
- Social Events, Woburn(2), Medford (2) , Stoneham (2) — 1,300 attendees

As per a member survey was completed by 265 seniors in FY18 experienced the following:

- 87% of participants identified helpful community resources to increase access to health services.
- 86% made new friends.
- 83% reduced or learned to better manage stress.
- 82% increased daily intake of healthier foods.
- 71% spent less time at home and more time socializing.
- 66% reported an increased purpose in life.

Community Partners: American Cancer Society, Mystic Valley Elder Services, local Councils on Aging

Home Blood Draw Program

Description: The Winchester Hospital Community Home Blood Draw Program was developed to enhance access to phlebotomy services for homebound patients who have difficulty getting to a laboratory/drawing station. Homebound patients are defined as individuals with a condition due to surgery, illness or injury that precludes them from accessing medical care outside their home.

Goal: To increase access to phlebotomy services for homebound patients who have difficulty getting to a laboratory/drawing station due to illness or injury.

Outcomes: In FY18, Winchester Hospital Lab Services provided free in-home blood draws for 9,942 homebound patients. In addition to appreciating the convenience of the home blood draw, patients have reported reduced feelings of isolation because the visit with the phlebotomist provides them with a social opportunity.

Safe Home Initiative

Description: Recognizing elder health as one of the leading health priorities identified in the 2016 Community Health Needs Assessment, Winchester Hospital awarded a mini-grant to the Woburn Council on Aging to support a Safe at Home Initiative, a community wide collaboration between the Woburn COA, Police and Fire Departments, New England Rehab, Minuteman Senior Services and the Woburn Board of Health. The overall goal of the program was to improve home safety and reduce the number of falls by increasing awareness about common safety hazards in the home. The program targeted older adults living in Woburn and nearby cities and towns, and included a full array of workshops, classes and learning opportunities designed to reach as many seniors as possible, including:

- Home Safety Classes/Workshops
- Safety Awareness Forum
- Lobby Learning
- Video Learning Series
- Home Safety Self Assessments
- Balance Screenings
- Fitness/Stretching Classes
- Buried in Treasures / Help for Compulsive Acquiring, Saving, & Hoarding” Support Group

Goal: To increase the level of safety in the home by teaching participants how to:

1. Implement lifesaving fire prevention tips, tools and strategies
2. Identify and eliminate potential fall risks in the home
3. Improve balance, and overall level of fitness to reduce their risk of falling

Outcomes:

- More than 300 seniors participated in at least one component of the program.
- More than 100 seniors accessed the information via the video learning videos produced by the program partners, and aired on Woburn Cable Access.
- As a direct result of participating in the program, which encouraged seniors to do self-assessments in their own homes, the following home safety changes were reported by participants:
 - 9 added handrails in their homes
 - 14 added shower bars
 - 17 added smoke alarms
 - 46 checked smoke alarm batteries
 - 9 added a nightlight
 - 3 added non-slip stair treads
 - 24 removed scatter rugs
 - 5 added a bathmat

Lifeline Program - Mount Vernon House Grant

Description: According to the Centers for Disease Control and Prevention, falls are the leading cause of injuries and death in adults over the age of 65. It is estimated that each year, one in three seniors will fall. Nearly half of older adults who fall cannot get up on their own, resulting in extended periods of lying on the floor, and leading to serious medical complications including pressure ulcers, hyperthermia, dehydration and more. To help keep older adults safer at home and ensure they get immediate medical attention if needed, Winchester Hospital offers the Lifeline Personal Emergency Response System. It helps seniors live independently in their homes by providing peace of mind, early intervention and security in knowing that help is just a button push away, 24 hours a day. The service requires a monthly fee and many seniors do not qualify to receive financial benefits through insurance. Through a grant from the Mount Vernon House, Winchester Hospital is able to provide the monthly service to seniors requiring financial assistance.

Goal: To provide the Lifeline service to older adults who are unable to receive financial assistance.

Outcomes: One full year of Lifeline service was provided to 12 area seniors in FY18. Per a member survey conducted in FY18, the seniors experienced the following outcomes:

- 97% of subscribers felt safer in their home
- 46% used the service for a medical emergency
- 97% received needed help by pushing the button

Chronic Disease Prevention & Management

According to the Massachusetts Department of Public Health, cancer, heart disease, stroke, chronic respiratory disease and diabetes were leading causes of death in Winchester Hospital's service area. All these causes of death have a major impact on community members and are, to a large extent, preventable by reducing the associated risk factors such as obesity, lack of physical exercise, poor nutrition, food insecurity and tobacco use. With that in mind, Winchester Hospital provided a wide variety of programs aimed at preventing and/or managing chronic disease.

CHAMP - Community and Hospital Asthma Management Program

Description: According to the American Academy of Pediatrics, pediatric asthma continues to be a leading cause of hospital admissions in the U.S., with readmission rates of between 10% and 40%. Asthma is the leading chronic disease in children, affecting approximately 10 percent of the population under the age of 18. In addition, it is the No. 1 reason for missed school days. According to Winchester Hospital's 2016 CHNA, hospital admissions rates for asthma patients under the age of 20 were significantly higher in certain towns in the service area, such as Woburn (35% higher than the county/16% higher than the state) and Medford (29% higher than the county/20% higher than the state). According to the Centers for Disease Control and Prevention's Vital Signs report on pediatric asthma, the use of asthma action plans can decrease the rate of asthma related hospitalizations by more than 5%. As a result, Winchester Hospital's Center for Healthy Living developed and launched the Community and Hospital Asthma Management Program (CHAMP), a model of care that incorporates a team approach that has been proven to help children with asthma manage the condition more effectively. The team consists of family members, caregivers, the child's pediatrician and/or primary care physician, clinical staff from Winchester Hospital, the child's school nurse, child care personnel, classroom teachers, and anyone else who may be in a position to advise the child and the child's parents about his/her asthma management.

Goal: To reduce emergency department visits for pediatric asthma patients by ensuring effective control of the disease through treatment and through education of patients, families, physicians and other health professionals.

Outcomes: In FY18, 36 new children were enrolled in the program, bringing the total to 127 participants. Of the 127 enrolled in the program, only 6 emergency department visits and 2 hospital admissions were reported, compared to the state average of 18.5 visits as reported in the Massachusetts Department of Public Health's "Asthma among Children in Massachusetts" 2017 report. This demonstrates that the program is effective and that the parents and children were using their asthma action plans appropriately, giving medications and calling their primary care physician when needed to avoid trips to the hospital. As part of the program Winchester Hospital's pediatric asthma nurse specialist provided 133 home visits and 6 visits to physician offices to facilitate care coordination. In addition, 48 educational sessions were held in schools, child care facilities and camps throughout Winchester Hospital's service area to educate students, teachers and families about pediatric asthma. During the year 2,121 contacts were made with families of the children enrolled in the program to support, update and educate and 461 asthma plans were filed with physicians, parents and schools.

Community Partners: Beverly, Burlington, Gloucester, Malden, Medford, Melrose, North Reading, Reading, Stoneham, Tewksbury, Wakefield, Winchester, Wilmington and Woburn school districts.

Intergenerational Garden to Table Program

Description: In response to needs identified in Winchester Hospital's 2016 CHNA, the Youth Risk behavior Survey and a survey conducted by the Boys & Girls Club, the Intergenerational Garden to Table program was created by the Boys & Girls Club of Stoneham & Wakefield, and launched in FY18. The overall goal of the program was to partner children from the club with older adults living in the area to build the garden, prepare the soil, harvest a variety of healthy fruits and vegetables and maintain the garden. Once the fruits and vegetables have grown the participants learn how to incorporate them into everyday easy meal preparation, and have the opportunity to enjoy a meal together using the foods they have grown. In addition, the fruits and vegetables are incorporated into the club's regular food program

Goals:

- Create intergenerational programming around the gardens specifically for local senior citizens to assist and mentor local at-risk youth
- Increase access to fresh, healthy food for youth and their families
- Increase daily intake of fruits and vegetables
- Increase awareness of the importance of healthy eating
- Improve mental health and decrease depression and social isolation

Outcomes: In FY18 more than 150 children and 45 older adults from the area participated in the program.

According to a participant study conducted after the program, participants experienced the following outcomes:

- 85% increased their access to fresh, healthy foods
- 65% increased their daily intake of fruits and vegetables
- 75% increased their awareness of the importance of healthy eating
- 75% expressed interest in volunteering for future youth projects
- 35% of the older adults experienced improved mental health
- 25% of the children experienced improved mental health
- 10% of the older adults experienced reduced feelings of social isolation

Community Partners: Stoneham Council on Aging

"How to Keep a Healthy Heart" – Women & Heart Disease Forum

Description: Recognizing that heart disease is a leading health issue in the community, and a leading cause of death for women in the U.S., Winchester Hospital provided a free educational forum called "How to Keep a Healthy Heart" which was offered to women of all ages. The program included a presentation from a Winchester Hospital cardiologist who provided information about the signs, symptoms, and risks unique to women, along with strategies and techniques to help reduce the risk of developing the disease.

Goal: To educate women about heart disease, one of the leading health issues in the community and teach them how to recognize the signs, symptoms, and risks unique to women to help reduce their risk of developing the disease.

Outcome: Winchester Hospital physicians and staff dedicated more than 100 hours of their time to provide the program. More than 100 women in Winchester Hospital's service area attended the event.

Outpatient Diabetes Management Program

Description: Diabetes is an epidemic in the United States. According to the Centers for Disease Control and Prevention, over 30 million Americans have diabetes, and 645,000 people in Massachusetts — 11.1% of the adult population — have diabetes. Per the 2016 CHNA, six of the nine towns in Winchester Hospital’s service area experienced diabetes-related hospitalization rates higher than the state or county. Heart disease is the leading cause of death for people with diabetes; it affects every part of the body and can lead to eye disease, kidney disease, nerve damage, foot sores and more. In addition, according to the American Diabetes Association, people with diabetes are more likely to suffer from depression than are people without diabetes. The Winchester Hospital Diabetes Management Program is an educational program designed to help adults living with type 1, type 2 or gestational diabetes better manage their diabetes in order to prevent or reduce complications. Recognized by the American Diabetes Association, the program provides participants an individual consultation with a certified diabetes nurse educator, along with educational sessions where they learn self-management strategies to help them live a healthier life, including:

- Selecting, preparing and eating healthier foods
- Incorporating exercise into their daily routine
- Monitoring glucose levels accurately
- Managing medications
- Practicing coping techniques/reducing stress

Goal: To help participants reduce medical complications and improve their health and quality of life by teaching them strategies to better manage their diabetes.

Outcomes: In FY18, approximately 300 people participated in the program, which helped them lower their A1C levels and improve their health.

Community Blood Pressure Screenings

Description: Hypertension puts people at risk of heart disease and stroke, which are leading causes of death in the U.S. According to the 2016 CHNA, six of nine towns in Winchester Hospital’s service area experienced significantly higher cardiovascular disease rates than the state or county rate. As a result, Winchester Hospital is dedicated to providing community outreach in the form of education and free screenings to residents living in towns at high risk.

Goal: To create awareness about the health risks of elevated blood pressure, identify individuals with hypertension, provide information to help participants lower their blood pressure, and refer high-risk participants for follow-up care. Cities and towns with higher rates of hypertension than the state or county rate (per the 2016 CHNA), including Woburn, Medford, Stoneham and Wilmington, were targeted for screenings. Additional focus was on screenings for adults over the age of 65, who were reported to be 40% more likely to have elevated blood pressure levels.

Outcomes: In FY18, 7 free blood pressure screenings/clinics were held in cities and towns in the Winchester Hospital service area, including four towns with incidence rates of hypertension higher than the state or county rate: Woburn, Medford, Stoneham and Wilmington. A total of 389 community members were screened at one of the clinics, with the following results:

- 70% were over the age of 65.
- 20% had elevated blood pressure levels.
- 25% had borderline-high levels.
- All participants were referred to their primary care physician for follow-up and care, and received information and consultations on how to lower their blood pressure.

Winchester Meals on Wheels

Description: For more than three decades, Winchester Meals on Wheels has been preparing and delivering freshly cooked, nutritious meals at a discounted rate to Winchester residents of all ages who are unable to shop for and/or prepare food. The meals are prepared and packed by the kitchen staff at Winchester Hospital, under the direction of the staff dietitians, and delivered by Winchester Hospital volunteers. The meals are tailored to meet the dietary needs and personal preferences of the recipient, who can choose to receive meals up to two times per day, five days a week. Although providing healthy meals is at the core of the program, the program also helps isolated residents remain safely in their homes by providing a daily check-in with a trained and compassionate volunteer, along with an opportunity for social engagement and companionship. The cost of the meals is subsidized through generous donations from local organizations and members of the community, and financial aid is available for those who need it.

Goal: The goal of the program is to help isolated community members, or anyone unable to shop for and/or prepare a meal due to illness or injury, remain independent in their homes by personally delivering low-cost, healthy meals. The secondary goal is to reduce isolation and provide an opportunity for social engagement for community residents living alone.

Outcomes: Winchester Hospital's kitchen staff, under the direction of the hospital's team of registered dietitians, prepared and packed 5,200 meals to meet the dietary needs of each participant. The meals were delivered by hospital volunteers to homebound residents unable to shop for and/or prepare their own meals due to injury or illness.

Food Insecurity Relief Initiative

Description: Hunger is a health issue widely affecting people in the state of Massachusetts. Nearly one in every 10 households in Massachusetts lacks the resources to afford enough food for all household members to lead active, healthy lives. According to a recent study conducted by Children's Health Watch and the Greater Boston Food Bank, food insecurity and hunger contribute to a multitude of chronic diseases such as diabetes, obesity, and pulmonary and heart disease. In addition, hunger has a negative impact on education, mental health, productivity and the economy, costing the state of Massachusetts approximately \$2.4 billion per year.

Goal: The goal of the Food Insecurity Relief Initiative is to support local organizations and food banks in reducing hunger and food insecurity, resulting in improved health for food-insecure residents.

Outcomes: In FY18, Winchester Hospital provided support to help reduce hunger and food insecurity to more than 1,200 children, teens and adults in the community through the following initiatives:

- **Food Drives:** Hospital staff donated more than 100 hours to organizing monthly food drives for the Woburn Council of Social Concern and Winchester Got Lunch. More than \$10,000 worth of food was collected, reaching 625 community residents in need.
- **Financial Support:** Winchester Hospital donated \$3,000 to the food bank at the Woburn Council of Social Concern to reduce hunger and provide food to more than 6,000 children, teens and adults experiencing food insecurity in Woburn and Winchester.
- **Leadership and Community Involvement:** Winchester Hospital staff members donated more than 25 hours of their time in FY18 to support and provide direction to local community coalitions by occupying a seat on the board of directors for the Woburn Council of Social Concern and participating in community events that raise funds to provide services to community members in need.

Community Partners: Council of Social Concern, Woburn, Winchester Got Lunch

Winchester Hospital HMR Weight Management Program

Description: The Winchester Hospital Weight Management Program is an award-winning program designed to help people lose weight and keep it off. The program is highly structured, is facilitated by a team of registered dietitians and takes a comprehensive approach to weight loss that incorporates a wide variety of components:

- Weekly classes focused on choosing and preparing healthier meals
- Diet plans that are tailored to meet each person's needs
- Medical supervision during the weight-loss process
- Individualized phone coaching
- Optional weekly weigh-ins and consultations with registered dietitians
- Long-term support for maintaining weight loss and healthy behavioral changes

In addition to the comprehensive array of in-person activities, at-home program options, including individualized phone coaching sessions with a registered dietitian, are available for people who are homebound and/or unable to attend in person. What differentiates the program from other weight loss programs is that it includes a wide variety of individually tailored programs to reduce barriers to participation, and provides each participant with tools, resources, strategies and ongoing support to help maintain weight loss and achieve optimal health throughout life.

Goal: To help participants lose weight and learn lifestyle skills and strategies around diet and physical activity in order to prevent weight regain, improve mobility and increase self-esteem.

Outcomes: In FY18, 73 people participated in the program.

1. **Weight Loss Program/Phase 1:** 27 participated for an average of six months, producing the following outcomes:
 - Individual weight loss ranged from 2 to 120 pounds per participant.
 - The group averaged a weight loss of 28 pounds.
 - The group averaged a weight loss of 8% of their body weight.
2. **Maintenance/Phase 2:** 46 participants achieved the following results up to one year after the program:
 - 73% maintained their weight loss.
 - 65% increased their intake of fruits and vegetables to the recommended daily amount.
 - 48% incorporated regular physical activity into their life.
3. **Participant Survey:** All participants completed a participant satisfaction survey after completing the program and awarded the criteria below a score of 95% or higher:
 - Quality of program/usefulness of information (95%)
 - Knowledge of instructors (96%)
 - Attention to individual medical issues (100%)
 - Responsiveness to questions/calls/emails (100%)
 - Likelihood of referring a friend/family member (100%)

Chronic Disease Management Program

Description: Every day, millions of people with chronic diseases struggle to manage their symptoms. According to the National Council on Aging, approximately 80% of older adults have at least one chronic disease, 68.4% have two or more chronic diseases, and 36.4% have four or more chronic diseases. Chronic diseases such as heart failure, pneumonia and chronic obstructive pulmonary disease (COPD) can affect a person's ability to perform important activities, restricting their engagement in life and their enjoyment of family and friends. In addition, these progressive conditions can result in frequent hospital readmissions and fragmented care for the patient. In

response to this need, Winchester Hospital created the Chronic Disease Management (CDM) program to help adults with chronic diseases manage and improve their health. The CDM program consists of a personal consultation with a nurse from the Center for Healthy Living, followed by a minimum of two phone consultations to help manage care, intervene with medication self-management, assist with medical appointments and facilitate communication among all members of the patient's care team. The team also works to identify and address any social determinants of health (the conditions in which a patient lives, works and ages) that could be negatively impacting the patient's health. Conversations regarding end-of-life and palliative care are also initiated when appropriate.

The program is offered upon discharge to at-risk patients who have multiple health conditions and/or social determinants of health that could put their health and safety at risk, including lower income, problems with the physical home environment, lack of family support, lack of access to care, etc.

Goals:

- To help patients better manage their health, improve coordination of care and enhance their overall quality of life by addressing the physical and psychological effects of chronic disease.
- To help participants being treated with prednisone improve recovery and successfully taper down the dosage without medical complications.

Outcomes: In FY18, 1,184 patients participated in the program and received hospital visits and follow-up consultations with nurses from Winchester Hospital. In addition, 91% of the participants being treated with prednisone successfully tapered down after discharge.

Winchester Town Day Health Fair

Description: In FY18, Winchester Hospital provided a health fair at Winchester Town Day, offering community members of all ages the opportunity to participate in health screenings, demonstrations and educational exhibits. The health topics and information presented were selected in response to the priority health needs identified in Winchester Hospital's Community Health Needs Assessment, and included blood pressure, diabetes, lung cancer, skin cancer, falls prevention and nutrition counseling. In addition, the Boston Bruins BFit Team provided a children's fitness challenge designed to encourage physical activity and healthy living among youths.

Goals: To increase awareness about prevention, detection and management of chronic diseases including diabetes, hypertension, and cancer.

Outcomes: Twenty staff members from Winchester Hospital donated their time to provide screenings and exhibits. More than 50% of the nearly 500 attendees participated in at least one preventive health screening for blood pressure, diabetes or lung cancer. In addition, more than 100 children participated in the fitness challenge and received information on how to increase their level of physical activity.

Community Partners: American Cancer Society, Winchester Board of Health, Winchester Fire Department, American Diabetes Association, Children's HealthWatch, American Heart Association, Wilmington Shriners Club.

Cancer

According to the Massachusetts Department of Public Health, cancer is the leading cause of death in Massachusetts, having caused more than 23% of all deaths in 2014. Findings from Winchester Hospital's Community Health Needs Assessment show:

- Seven of nine towns experienced higher cancer incidence rates than the state and county did: **Wilmington, Tewksbury, North Reading, Woburn, Reading, Stoneham and Wakefield**
- Four towns experienced higher cancer death rates than the state and county did: **Tewksbury, Woburn, Wilmington and Reading**
- The cancer types with the highest incidence rates (listed from highest to lowest): **colon cancer, lung cancer and breast cancer**
- The cancer types with the highest death rates (listed from highest to lowest): **lung cancer, prostate cancer, colon cancer and breast cancer**

Recognizing that cancer prevention and treatment is one of the highest-priority health needs in our community, Winchester Hospital is dedicated to creating and delivering a comprehensive array of free community programs focused on the prevention and early detection of cancer, and ongoing support through all stages of treatment.

A Caring Place Wig Donation Program

Description: Battling cancer can be a huge physical and emotional burden. While undergoing treatment, many patients experience changes in physical appearance, such as hair loss, which can have a huge impact on their self-image and self-esteem. Through generous donations from the Winton Club, a fundraising arm of Winchester Hospital, the professional staff at A Caring Place (located at the Winchester Hospital Center for Cancer Care) is able to provide beautiful and natural-looking wigs free of charge to women experiencing hair loss due to cancer treatment. The professionally trained staff provides a consultation that includes a proper fitting along with thorough instructions on how to style and care for the wig.

Goal: To provide emotional support and improve self-image for women coping with hair loss from cancer treatment, by providing wigs at no cost to patients with financial difficulties.

Outcomes: In FY18, Winchester Hospital provided wigs free of charge to more than 40 women. In addition, staff and volunteers dedicated 80 hours to providing consultations and wig fittings.

Community Partners: American Cancer Society, the Winton Club

Integrative Therapy Program for Cancer Patients

Description: Staff from Winchester Hospital's Center for Healthy Living offer free integrative therapies and classes to patients undergoing treatment for cancer, to help them reduce stress and anxiety, relieve symptoms and side effects from treatment, and increase their general sense of health and well-being. The therapies include massage, acupuncture, hypnotherapy and yoga and are conducted during infusion treatments or individual appointments.

Goal: To help patients reduce stress and anxiety, relieve symptoms and side effects from treatment, and increase their general sense of health and well-being.

Outcomes: In FY18, Winchester Hospital provided free integrative therapies to 758 patients undergoing treatment for cancer. The therapies, which included massage therapy, acupuncture and hypnotherapy, were conducted during infusion treatments or through individual appointments upon request. In addition, eight yoga classes were offered to cancer patients in either treatment or recovery, reaching 64 participants.

Fighting Fatigue Program for Cancer Patients

Description: Numerous studies support the idea that exercise can reduce the chance of reoccurrence of cancer and help survivors reduce disability. At the Reno Center for Cancer Care at Winchester Hospital, more than 500 patients were assessed for their level of distress using the National Comprehensive Cancer Network Distress Thermometer, in which patients are asked to rate their distress over practical, family, emotional, physical and spiritual problems. Findings from the study indicated fatigue was overwhelmingly the No. 1 concern of the patients surveyed. As a result, physical therapists from Winchester Hospital developed and launched the Fighting Fatigue Program. Facilitated by a physical therapist and a fitness specialist, the program is designed for patients before, during and after cancer treatment. The program includes an initial screening followed by 12 weeks of fitness sessions tailored to each participant's ability. The fitness sessions incorporate relaxation techniques such as breathing and meditation exercises. The program uniquely targets a population that generally would not be able to exercise independently or in a fitness facility due to the level of impairment from their illness or side effects from their treatment.

Goal: To enable cancer patients to gain confidence in self-care independence, establish an exercise program to combat the effects of cancer treatment, and maintain or regain a healthy sense of well-being.

Outcomes: In FY18, 22 participants completed the program, and nine completed a post-program evaluation, with the following reported results:

- 100% increased confidence performing daily activities.
- 100% increased energy levels.
- 100% achieved ability to exercise independently in their home.
- 100% reduced fatigue/stress using breathing techniques.
- 90% found meditation helpful in reducing fatigue and/or stress.
- 90% improved flexibility.
- 67% improved sleep.

Subjective Data Results:

- 24% average decrease in Visual Analogue Scale (VAS) fatigue score
- 77% average decrease in VAS distress score
- 27% decrease in pain

Objective Data: Six-Minute Walk Test

- 12% average improvement in distance covered (106 meters)
- 47% average decrease in fatigue associated with completing test

Objective Data: Five Times Sit to Stand Test

- 16% average improvement in lower extremity strength

Dr. Richard Heidbreder Comfort Fund

Description: Due to the generous donations made in memory of Dr. Richard Heidbreder, former medical director of Radiation Oncology, Winchester Hospital is able to provide comfort and assistance to patients fighting cancer. The funds help offset daily living expenses (transportation, food, etc.) and the cost of integrative therapies provided by staff from Winchester Hospital's Center for Healthy Living.

Goal: To help alleviate the burden and hardship of the cancer journey by providing support and financial assistance with living expenses beyond the standard of care.

Outcomes: Winchester Hospital provided assistance to 60 patients treated for cancer in FY18.

Lahey Health Community Conversations on Cancer

Description: In response to the needs identified in the 2016 Community Health Needs Assessment, Lahey Health/Winchester Hospital provided a free community education forum called **Conversations on Cancer** focused on the leading types of cancer identified in Winchester Hospital's 2016 CHNA (breast, lung and colon) and targeted toward the cities and towns with the highest incidence (Wilmington, Tewksbury, North Reading, Woburn, Stoneham and Reading). The program incorporated a speaking program and panel discussion led by leaders from the Lahey Cancer Institute, along with an exhibit hall where attendees had the opportunity to participate in various cancer screenings and hands-on demonstrations, and to consult with physicians and clinicians.

Speaking Program/Panel Discussion:

- Dennis Begos, MD — *Colorectal Cancer: Screening and Surgical Approaches*
- Kelley Cornell, MD — *Breast Cancer: Screening and Risk Assessment Tools*
- Andrew Wiechert, MD — *Endometrial Cancer*
- Elliot Servais, MD, and Cameron Stock, MD — *Complex Chest Diseases*
- Cary Meyer, PsyD — *Survivorship: Collaborative Cancer Support From Diagnosis Forward*

Exhibits/Screenings:

- **da Vinci® Surgical Robot Demonstration:** Hands-on demonstrations with one of the industry's most sophisticated surgical robots, the da Vinci Xi.
- **Low-Dose CT Lung Cancer Screening:** A prescreening that provided attendees with the opportunity to find out if they met the criteria for low-dose CT lung cancer screening.
- **Cancer Rehabilitation and Survivorship:** Attendees had the opportunity to talk one-on-one with members of the cancer rehabilitation team about Lahey's comprehensive range of programs and services, including the SEAL (Survivor Evaluation at Lahey) Program and participate in a functional impairment screening designed to help patients and survivors manage pain, improve function and quality of life.
- **Breast Cancer Risk Assessment:** A tool that calculates a person's lifetime risk of developing breast cancer.
- **Skin Cancer Awareness and Education:** The latest information on skin cancer prevention, along with tools and resources to protect against skin damage.
- **Colon Cancer Risk Analysis:** A quiz to help create awareness of risk factors associated with preventing and detecting colon cancer.
- **Nutrition and Weight Loss:** Registered dietitians provided information and answered questions about proper nutrition before, during and after cancer treatment.

Goal: To educate community members on prevention, early detection and treatment of cancer, and to create awareness about support and survivorship programs for those diagnosed with cancer.

Outcomes:

- 150 community members attended the event: 70% women, 30% men.
- Of the 150 attendees, 35% reported having a friend or family member with cancer, 27% attended to minimize risk of developing cancer, 19% were survivors, and 5% were currently in treatment.
- 22 women completed a breast cancer risk assessment. Of the 22 women, six were identified as at risk and referred for follow-up.
- More than 50 people visited the Rehabilitation and Survivorship exhibit to consult with a physical therapist about recovering physically and emotionally after cancer treatment.
- More than 40 attendees visited the Colon Cancer Awareness exhibit to complete a quiz to learn more about preventing, detecting, and managing colon cancer and the importance of having a colonoscopy.

Breast Cancer Education and Outreach

Description: According to the 2016 Community Health Needs Assessment, three of the nine towns in Winchester Hospital's service area (Reading, North Reading and Wilmington) reported higher breast cancer incidence rates and death rates than state and county rates. In addition, the percentage of women 40 and up who had had a mammography screening in the preceding two years was slightly lower in WH's service area (84%) than in the state (85%). Recognizing this, clinical staff from Winchester Hospital's Breast Care Center provided free education and outreach sessions to educate community members about the risk factors associated with developing breast cancer and the importance of early detection through screening mammography. In addition, in recognition of National Cancer Survivors Day, Winchester Hospital provided a free celebration to bring together patients living with and in remission from cancer. During the celebration, Winchester Hospital physicians and clinicians paid tribute to their patients' compassionate support for one another in fighting the disease.

Goals: To promote lifestyle behaviors that can help reduce the risk of developing breast cancer and to raise awareness about the importance of early detection.

Outcomes: More than 600 community members participated in free education sessions targeted toward women in Winchester Hospital's service area.

Skin Cancer Awareness and Prevention Community Outreach Campaign

Description: Per the American Cancer Society, skin cancer is the most common type of cancer in the U.S. More skin cancers are diagnosed in the U.S. each year than all other cancers combined, and the number of skin cancer cases has been on the rise over the past few decades. Education and awareness can help prevent skin cancer from occurring and promote early detection; if detected early, skin cancer can often be treated effectively. Recognizing this, Winchester Hospital launched a skin cancer prevention community outreach campaign to raise awareness of the risk factors associated with developing skin cancer, provide easy-to-remember sun protection strategies, and promote the importance of sun safety and early detection. In order to maximize the impact, Winchester Hospital participated in several key community events from May to August 2018 at which information could be distributed to the largest audiences possible. At each event, sun safety messaging was reinforced using fun and interactive games and displays. In addition, all participants received sun safety tool kits, which included educational information provided by the American Cancer Society, sunscreen, lip balm and UV-protection-approved sunglasses. As part of this community outreach campaign, Winchester Hospital partnered with the Boys & Girls Club to provide the program on-site at the Hall Memorial Pool in Stoneham for children ages 5-15.

Goal: To raise awareness of the risk factors associated with developing skin cancer, provide easy-to-remember sun protection strategies, and promote the importance of sun safety and early detection.

Outcomes: More than 4,000 people of all ages participated in 10 community events in Winchester, Woburn, Stoneham, Reading and Wilmington.

Wellness & Prevention

Healthy State: Web-Based Health News

Description: Recognizing that more people are turning to web-based resources to access health information, Lahey Health, in collaboration with its physicians, clinicians and medical staff, created the Healthy State news website. The site provides users with expert, up-to-date health information designed to educate and to encourage participants to make healthy lifestyle changes. The site also includes personal stories and connections to resources. The stories and information address a wide range of health and wellness issues identified as priority needs in the community, including cancer, substance use, mental health, fitness and exercise, healthy eating, blood pressure, and heart health.

Goals: To influence personal health choice, inform people about ways to improve health, and prevent or reduce health risks by:

- Increasing knowledge and awareness of health issues
- Influencing behaviors and attitudes toward health issues
- Dispelling misconceptions about health

Outcomes:

- There were 81,511 page views recorded in FY18.
- More than 6,098 views were from users who accessed the site multiple times.
- The average duration of each session was 53 seconds, with 1.42 pages viewed.
- Increasing knowledge and awareness of health issues
- Influencing behaviors and attitudes towards health issues
- Dispelling misconceptions about health

Outcomes:

- There were 81,511 page views recorded in FY18
- More than 6,098 views were from users who accessed the site multiple times
- The average duration for each session was 53 seconds with 1.42 pages viewed

“Read to Me” Program

Description: The joy of reading is one of the greatest gifts a parent can share with a child. The “Read to Me” Program was established in 1997 by the Friends of Winchester Hospital. Since the inception of the program, Winchester Hospital has given tens of thousands of storybooks to new parents to share with their newborns as a way to emphasize the importance of reading to one’s children. The program is based on the research of Jim Trelease, reading specialist, and promotes the concept that listening comprehension comes before reading comprehension, and therefore it is very important to start reading to children from birth so they hear language in an organized way. Studies have shown that children who are read to early on become better readers and thus better students who typically feel better about themselves. This information is presented in each childbirth class and is then followed up with the presentation of a new book to the parent of each infant born at Winchester Hospital.

Goal: To educate parents about the impact reading to a newborn has on the child’s long-term reading comprehension.

Outcomes: In FY18, 36 educational sessions were conducted and 2,212 books were distributed to expecting parents.

Winchester Hospital “Cuddler” Program

Description: Cuddling is an important part of a baby’s development. This is especially true for newborns in the Special Care Nursery and ones who are experiencing neonatal abstinence syndrome. Families find comfort during this difficult and emotional time knowing their babies are being held and cared for by our exceptional neonatal nurses and dedicated volunteers. These “Cuddlers” spend time rocking, holding and soothing babies to provide them with a feeling of comfort, warmth and human connection.

Goal: The goal of the program is to support the growth and development of newborn babies during the critical early stages of life by providing them with comfort and a feeling of security through personal interaction and calming human touch.

Outcomes: Trained volunteers spent more than 250 hours cuddling 10 babies in FY18.

Winchester Hospital Safe Sleep Initiative

Description: According to a study by the American Academy of Pediatrics, approximately 3,500 infants die annually in the U.S. from sleep-related causes, including sudden unexpected infant death (SUID), ill-defined deaths, and accidental suffocation and strangulation. In 2014, there were 29 instances of SUID in Massachusetts, according to the DPH Registry of Vital Records and Statistics. In addition, findings from the 2016 Community Health Needs Assessment revealed that two of the nine towns in Winchester Hospital’s service area (Wilmington and Woburn) had infant mortality rates higher than the state and county rates, and one town’s (Tewksbury’s) rate was higher than just the county’s. Recognizing the need to raise awareness of and provide critically important educational information about the risks associated with unsafe infant sleep practices, Winchester Hospital, in collaboration with the Middlesex District Attorney’s Office, developed and launched its Safe Sleep Initiative. The program provides extensive patient education and distributes two free tools proven to help increase safety:

1. **Baby Box:** Baby boxes have been credited with helping Finland significantly decrease and achieve one of the world’s lowest rates of infant mortality. The boxes come with a firm mattress and snug sheet, in line with American Academy of Pediatrics recommendations meant to protect against sleep-related deaths. They can be used as a portable crib or as a baby’s bed for the first four months of life. The baby box is combined with vital education aimed at reducing infant mortality and improving maternal and child health outcomes. Before receiving a box, parents must complete an online course at “Baby Box University,” developed by Winchester Hospital health care experts, complete with videos that discuss topics including safe sleep practices, the impact and causes of shaken baby syndrome, and general newborn care. The online curriculum is taught to parents in conjunction with Winchester Hospital’s safe sleep education, which includes always laying a baby on his/her back in a secure setting, whether that’s a crib, bassinet or baby box, with no borders, blankets or stuffed toys.
2. **Sleep Sack:** All mothers who deliver a baby at Winchester Hospital receive a sleep sack. The sleep sack is a wearable blanket that replaces loose blankets, which can cover a baby’s face and interfere with breathing. The sleep sack also helps reduce the risk of the baby overheating.

Goal: To provide families with education and resources to ensure a safe start to babies’ lives and reduce the risk of sudden unexplained infant mortality.

Outcomes:

- Sleep sacks were provided to 2,400 moms in FY18.
- 400 mothers completed the Baby University online training and received a baby box.

Community Partners: Middlesex District Attorney’s Office, local police and fire departments

Patrick Gill Memorial Trauma Symposium

Description: The Patrick Gill Memorial Trauma Symposium was founded in 2016 by Stephen Wood, Nurse Practitioner and Associate Director for EMS in Winchester Hospital's Emergency Department. The symposium was created in memory of Patrick Gill, a Winchester High School student who was tragically killed in a car crash in 2014 at the age of 17. The symposium, targeted toward first responders including police, fire and emergency medicine technicians, included a variety of educational sessions and hands-on training sessions presented by experts in the fields of austere and extreme medicine.

Goal: The goal of the program is to provide first responders with tools and lifesaving techniques that can be administered in a pre-hospital setting.

Outcomes: More than 200 first responders attended the symposium to learn about lifesaving techniques that can be administered in a pre-hospital setting.

Community Partners: Patrick Gill Foundation, EnKa Society, Saltmarsh Insurance Agency, Medical Reserve Corps, Fallon Ambulance Service, Winchester Co-operative Bank, Winchester fire and police departments

Support & Counseling

Support Groups

Description: Winchester Hospital offers a variety of monthly support groups for patients dealing with various diseases, conditions and concerns to help inform, console and lift the spirits of participants:

- *Alzheimer's / Caregivers*
- *Bariatric Surgery*
- *Breast Cancer*
- *Breast Cancer Survivors*
- *Diabetes/Insulin Pumps*
- *General Cancer*
- *Knit & Chat*
- *Prostate Cancer*
- *Look Good Feel Better Program*
- *Oncology Short-Term Counseling*
- *Nursing Mothers'*
- *Psycho-Social Support*
- *Writing as Healing*

Goal: To provide emotional support to patients during difficult times, and to provide education about available community resources.

Outcomes: In FY18, Winchester Hospital conducted support groups for 13 different diseases/conditions/concerns, reaching 2547 participants.

Financial Counseling

Description: Winchester Hospital is committed to providing high-quality care and services for all people who present to its facility and/or locations, regardless of their ability to pay. As part of this commitment, representatives from Winchester Hospital's Patient Financial Services Department assist individuals with limited incomes and resources by providing free counseling to help them find options to cover the cost of their care. The financial counselors dedicate time to meet individually with these patients to explore options and assist them with applying for health coverage, public assistance and/or the hospital's financial assistance program.

Goal: To help individuals with limited income and resources find options to cover the cost of their care, and to assist them with the process of applying for health coverage, public assistance and/or the hospital's financial assistance program.

Outcomes: The Patient Financial Services staff dedicated 2,080 hours to providing free counseling for community members needing assistance.

Transportation Program

Description: Winchester Hospital collaborated with Checker Cab of Woburn to help patients with financial difficulties or transportation issues by providing transportation home from medical appointments.

Goal: To increase access to health services by providing transportation to individuals with no means of transportation due to medical or financial issues.

Outcomes: In FY18, Winchester Hospital provided free transportation to/from various Winchester Hospital locations for health care-related appointments to 34 indigent patients with no access to public transportation.

Regional Center for Poison Control and Prevention

Description: Winchester Hospital makes an annual contribution to support the Regional Center for Poison Control and Prevention, a not-for-profit organization that provides assistance and expertise in the medical diagnosis, management and prevention of poisonings involving the people of Massachusetts and Rhode Island. In addition to staffing the Poison Help Hotline 24 hours a day, seven days a week, the doctors, nurses and pharmacists at the center collaborate with other professionals to extend the reach of their poison prevention message to the public.

Goal: To provide assistance and expertise in the medical diagnosis, management and prevention of poisonings.

Outcomes: The center manages over 50,000 phone calls annually. Exposure calls originate primarily from private residences, with other calls coming from health care facilities and medical professionals. The center maintains a standard of excellence in clinical research and professional development of health care professions, continually improving the quality of medical care given to patients throughout the health care system.

Community Service Highlights

In addition to a wide array of community benefit programs Winchester Hospital participated in and/or funded more than 50 events and initiatives to support community organizations with a shared goal of improving the health of the communities we serve. Included were:

- District Rotary Opioid Epidemic Symposium
- North Reading Town Day
- Reading/North Reading Chamber of Commerce
- Reading Fall Street Fair
- Reading Friends and Family Day
- Stoneham Health and Wellness Expo
- Stoneham Town Day
- Stoneham Veteran Day 5K
- Wilmington Annual Road Race
- Wilmington Public Schools
- Wilmington Rotary
- Wilmington/Tewksbury Chamber of Commerce
- Winchester Annual Road Race
- Winchester Chamber of Commerce
- Winchester Fire Department
- Winchester Foundation for Education Excellence
- Winchester Relay For Life
- Winchester Rotary
- Winchester Town Day
- Woburn Boys & Girls Club 5K
- Woburn Business Association
- Woburn Coalition Against Substance Abuse
- Woburn Lions Club
- Woburn Public Schools
- Woburn Recreation Health Fair
- Woburn Relay For Life
- Woburn Senior Center Health Fair
- Woburn Tanners Event