



Community Service Plan

Prevention Agenda
ONE-YEAR UPDATE - 2014

HOSPITAL MISSION STATEMENT

To provide superior service to our patients and our community in a caring environment

FLUSHING HOSPITAL MEDICAL CENTER -- COMMUNITY SERVICE PLAN
Prevention Agenda, One-Year Update, 2014

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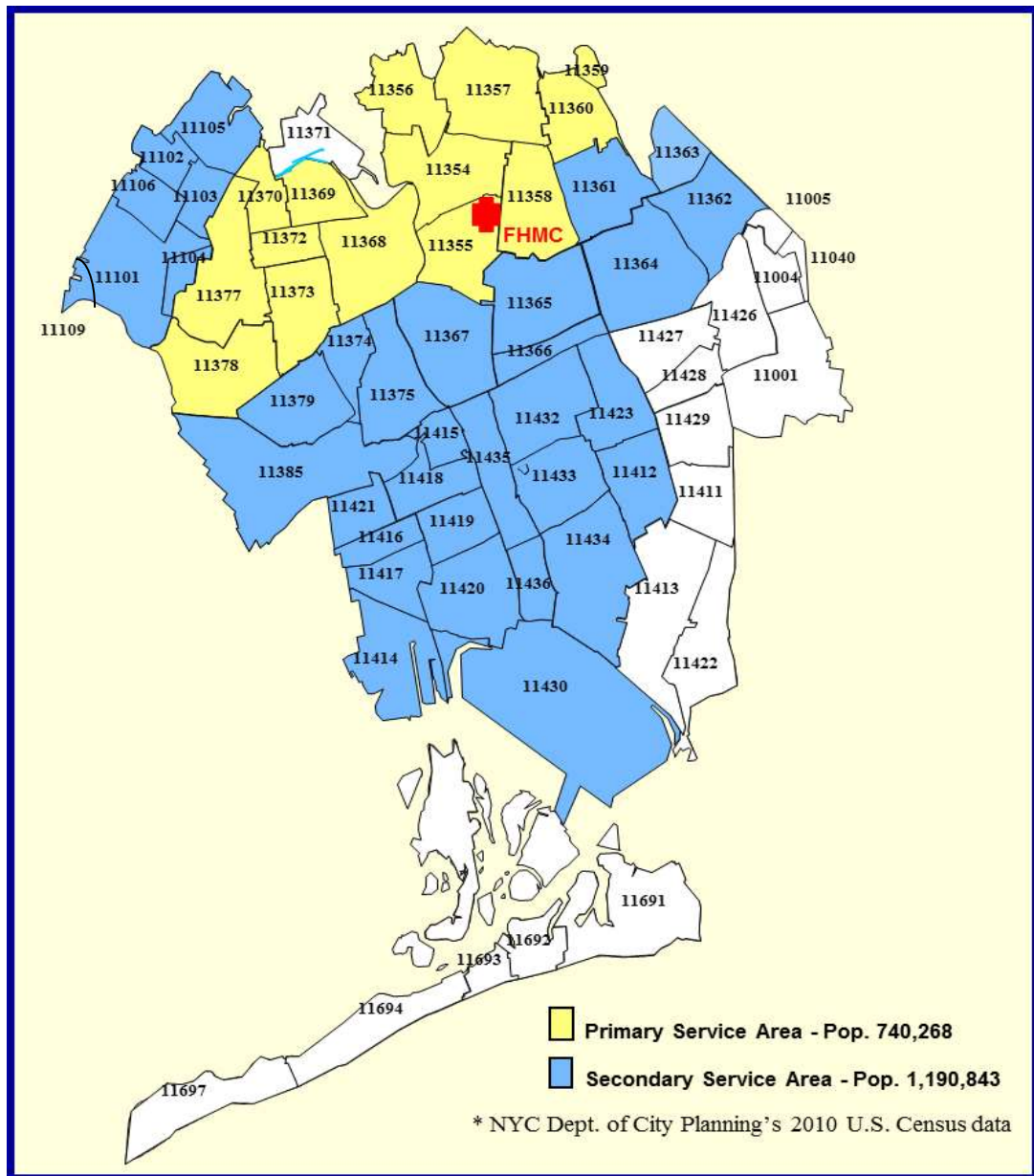
Hospital Mission Statement

To provide superior service to our patients and our community in a caring environment

Definition and Brief Description of the Community Served

There have been no significant changes to the community served.

Figure 1: Map of Service Area in Queens



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Assessment of Community Health Needs

In support of the Hospital's Delivery System Reform Incentive Payment (DSRIP) planning process, a thorough Community Needs Assessment (CNA) was performed. This assessment showed the same health needs described in the 2013 Community Service Plan (CSP), but in greater detail due to the availability of a vast amount of data on utilization, health status and the social determinants of health. In addition, the assessment identified service gaps that need to be filled in order to achieve the Triple Aim – Better Health, Better Healthcare and Consumer Experience, and Lower Costs.

Resources and Methods Used to Complete Community Needs Assessment

Data provided by the New York City Department of Health and Mental Hygiene (NYCDOHMH) was used by our partner, the NYC Health and Hospitals Corporation, to conduct detailed analyses of our overlapping service areas for the DSRIP program's CNA. The findings from this work were combined with findings from the primary data analysis conducted by The New York Academy of Medicine (NYAM) which included focus groups, interviews with key informants, as well as community surveys.

Selection of Public Health Priorities

Flushing Hospital's priorities are in line with the findings of the CNA and the priorities identified by the New York State (NYS) Prevention Agenda as well as New York City's Take Care New York (TCNY) program: Tobacco-Free Living, Healthy Eating, Active Living, Heart Health, HIV Prevention, Mental Health Promotion, Alcohol and Substance Abuse Reduction, Cancer Prevention, Healthy Indoor and Outdoor Air, Quality Preventive Care, Children and Youth, and Resources for Emergency Preparedness. The Hospital has chosen to focus its prevention activities on two of these areas: 1) Tobacco-Free Living and 2) Children and Youth - Promoting Exclusive Breastfeeding.

In addition, Flushing Hospital participates with the NYCDOHMH on eight of their sixteen specific community health interventions, and has been named as a TCNY Partner for these efforts. In addition to Tobacco Free Living and Promoting Exclusive Breastfeeding, some highlights of these efforts include:

- Diabetes Prevention Program (DPP) Lifestyle Coaching.
 - Eight Patient Navigators and one bilingual (Spanish) Registered Dietitian attended training in November; the Registered Dietitian achieved certification in December 2014 as a Certified Diabetes Educator (CDE).
 - The Hospital is currently enrolling pre-diabetic patients for classes starting in January 2015.
- The Food & Nutrition Department achieved Silver status in the NYCDOHMH's Healthy Hospital Food Initiative, a program that promotes healthier food choices in hospitals.
 - Working with the NYCDOHMH Good Choice program. "Good Choice is an initiative designed to help organizations and hospitals easily find and purchase healthier foods and beverages from food distributors that meet the NYC Food Standards."
 - The Clinical Nutrition Department presents multiple monthly nutrition lectures at local community centers.

Dissemination of the Plan to the Public

Written summaries of this report will be distributed to the public via the Hospital's Community Advisory Board members, community outreach events, and other programs. In addition, copies of the full report can be obtained from the Department of Public Affairs at 718.206.6772 or on the Hospital's website: <http://flushinghospital.org/community/csp.html>.

For more news items, refer to the MediSys Health Network newsletter archives at

http://medisys.typepad.com/medisys_network_news/archives.html

Process to Maintain Community Engagement and Track Progress

The process of maintaining community engagement and tracking progress remains the same; however, we have made and continue to make many new connections with health and social service agencies in our service area as we transition to the new healthcare paradigm, which promotes prevention, community-based care and care coordination, and seeks to reduce unnecessary acute care utilization.

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NYS Priority Area: Prevent Chronic Disease

Focus Area 2: Reduce illness, disability and death related to tobacco use and secondhand smoke exposure

FHMC Prevention Agenda Priority #1

Decrease Tobacco Use among Employees, Visitors, Patients and Community Residents

Decrease Tobacco Use Goals	Objectives 2014	Outcomes
1. Eliminate smoking and other tobacco use on hospital campus and grounds.	1. Develop and maintain database of all employees regarding their tobacco use habits, referral and treatment.	Number of self-identified tobacco using employees in 2013: 37 Number of self-identified tobacco using employees in 2014: 28
	2. Counsel and refer for treatment all employees and all tobacco using applicants for employment.	100% of applicants and employees identified as tobacco users are counseled and offered treatment.
	3. Achieve sustained quit-rate of 5-7% per year of identified tobacco users.	Sustained employee quit-rate from comparable time frames of January through September 2013 and 2014 is 24.3%.
	4. Establish employee support group.	Patient Navigators were trained to conduct group counseling in the “Freedom From Smoking” program by the American Lung Association. Support groups for employees and patients began the week of November 24 th .
	5. Sustain NYCDOHMH Bronze Star status.	Both Bronze and Silver Star status has been achieved. Efforts to achieve Gold Star status have already begun.
Activities Accomplished		Yes No
1. Joined NYCDOHMH Tobacco-Free Hospitals Campaign in 2012, received Bronze Star in 2013, and Silver Star in 2014.		X
2. Issued employee policy and posted appropriate signs on campus.		X
3. Informed staff of insurance benefits for smoking cessation and services available in Occupational Health Service.		X
4. Included policy as well as benefits and services available in employee orientation and reorientation, and also in employee handbook.		X
5. Include “scripts” for use by staff about effectively approaching/engaging tobacco users. Barrier: Technique is a problem for some who are uncomfortable approaching strangers.		X
6. Medical Director of Occupational Health Service was certified in Smoking Cessation Counseling at the Rutgers University program, and four respiratory therapists have received training to become Certified Tobacco Treatment Specialist. (CTTS)		X
7. Reminders of policy and benefits will be made at regular meetings of department heads and individual departments.		X

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Decrease Tobacco Use Goals	Objectives 2014	Outcomes
2. Increase number of outpatient and inpatient tobacco users aged 13 and above who receive an intervention including counseling, referral for treatment, and/or medication.	<p>1. <u>Outpatients</u></p> <p>a. Provide assessment to 100% of patients.</p> <p>b. Increase interventions to 65%. Refer to NYS Quit Line all who consent.</p> <p>c. Achieve sustained 5-7% quit-rate at one year.</p>	<p>Timeframe 1/1/2014 to 12/2/2014:</p> <p>a. 75% of patients were assessed.</p> <p>b. 32% of identified tobacco users were provided a tobacco cessation intervention. Recent technical upgrades by NYS Quit Line have made connection with our EHR a real possibility.</p> <p>c. 8.4% quit rate was observed.</p>
	<p>2. <u>Inpatients</u></p> <p>a. Provide assessment to 100% of patients.</p> <p>b. Increase interventions to 15% of tobacco users. Refer to NYS Quit Line all who consent.</p>	<p>Timeframe 01/01/2014-12/2/2014:</p> <p>a. 96% of patients were assessed; the remaining 4% were considered to be too ill to cooperate.</p> <p>b. 55.3% of identified tobacco users received tobacco cessation interventions. Recent technical upgrades by NYS Quit Line have made connection with our EHR a real possibility.</p>
	<p>3. <u>Treat and Release ED patients</u></p> <p>a. Provide assessment to 100% of patients:</p> <p>b. Refer to NYS Quit Line all who consent.</p>	<p>Timeframe 01/01/2014-12/2/2014:</p> <p>a. 77.1% of patients seen in ED were assessed; the rest of the patients were considered too ill to cooperate.</p> <p>b. Recent technical upgrades by NYS Quit Line have made connection with our EHR a real possibility.</p>
	<p>4. <u>NYCDOHMH Tobacco-Free Hospitals Campaign:</u> Achieve Silver Star status</p>	<p>Jamaica and Flushing Hospital Medical Centers, of the MediSys Health Network, were awarded  Silver Star Status from the New York City Health Department for demonstrating excellence in implementing systems to provide comprehensive tobacco screening and treatment for inpatients. Previously, both hospitals received a Bronze Star for enhancing their environmental/campus tobacco policies and employee cessation programs. These are the first two hospitals in Queens to achieve Silver Star Status. July 9, 2014.</p> <p><i>Source: NYCDOHMH website.</i></p>

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Activities Accomplished	Yes	No
1. Train providers on completion of tobacco use screens in Epic EHR.	X	
2. Implement electronic referral to NY Quits line from Epic EHR. Barrier: The IT department originally determined that connection with NYS Quit Line was too complicated to implement: following technical upgrades by NYS Quit Line, IT is revisiting this connection.		X
3. Schedule Queens Quits to provide education sessions on counseling, referral and treatment for all providers.	X	
4. Send four respiratory therapists to be certified in Smoking Cessation Counseling and work with inpatients.	X	
5. Hire one asthma educator who will earn certification in Smoking Cessation Counseling and work with outpatients.	X	
6. Provide quarterly reports to clinical and administrative leadership on counseling, referral and medication prescribed.	X	
7. Enter current information in the NYCDOHMH system in order to earn a Gold Star in their Tobacco-Free Hospitals Campaign.	X	
8. Establish organization-wide performance improvement program concerning tobacco use.	X	

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Decrease Tobacco Use Goals	Objectives 2014	Outcomes
3. Educate the community about the dangers of tobacco use and how to quit.	1. Establish quarterly educational forums on the topic on-campus for staff, visitors and the community.	<p>Several educational forums were conducted for the staff by Queens Quits and the NYCDOHMH Tobacco-Free Hospitals Campaign; our first forum for visitors and the community took place on October 21st.</p> <p>We hosted an Open House on November 17th and 18th in the FHMC main lobby, promoting the Great American Smoke-Out, and the FREE smoking cessation program which began November 24th. We provided a registration opportunity for that program and educational pamphlets on smoking cessation.</p>
	2. Develop a collaborative effort with community-based organizations to host programs/lectures on the topic at local businesses, and religious, cultural and entertainment organizations.	<p>We have established a relationship with the Flushing YMCA and also the Queens Library. The first event at the Library was on 11/24. Both are interested in hosting smoking cessation workshops. We will seek funds for staff and materials.</p> <p>Potential partnerships with our in-house retail pharmacy and external pharmacy chains that would counsel patients on smoking cessation medication when filling prescriptions received from Hospital providers.</p>
	3. Set up information and referral tables about tobacco use at health fairs and other community events hosted or attended by the hospital.	<p>In October we participated in a health and wellness day at FHMC for the Korean community. We had a Korean speaking respiratory therapist who distributed literature and counseled people on smoking cessation resources and techniques.</p>
	4. Host a poster competition at the hospital's School Based Health Centers and other middle and elementary schools in the service area.	<p>To date this initiative was not successful because the local schools were not willing to allocate the resources for the program.</p>

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Activities Accomplished	Yes	No
1. Develop schedule and program for educational forums on campus. Prepare and distribute invitations to these events.	X	
2. Together with community-based organizations develop annual schedule of events off-campus. Barrier: We have established relationships with the American Diabetes Association who will assist in reaching out to faith based organizations. We are in the process of establishing links with Hispanic and Latino community organizations. Funding and schedules are not yet established.		X
3. Together with local school districts plan a poster competition and related activities. Barrier: Lack of interest on the part of the high schools, which are more interested in eliminating marijuana use. We will reach out to the middle schools.		X

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NYS Priority Area: Promote Healthy Women, Infants and Children

Focus Area 1: Maternal and Infant Health – Increase the proportion of babies who are breastfed.

FHMC Prevention Agenda Priority #2

Increase Exclusive Breastfeeding among Hospital's Patients and Community Residents

Exclusive Breastfeeding Goals	Objective 2014	Outcomes
1. Exclusive breastfeeding for as many patients as clinically possible.	1. Increase exclusive breastfeeding rate at discharge from the annual rate as of July 2013 (300) to annual total of 360.	We discharged a total of 400 <i>exclusively</i> breastfeeding mothers in 2014. We distributed the NYC Mothers Guide to Breastfeeding to all expectant and new moms in different languages. We encouraged mothers to enroll in the text4BABY that is endorsed by NYCDOHMH.
	2. Enroll 50 women in the CenteringPregnancy program at FHMC's Ambulatory Care clinic.	We have enrolled 40 women in the CenteringPregnancy program which began in April of 2014 (full year not completed)
	3. Enroll 100 women in the hospital's breastfeeding support group which meets weekly, and will be open to community members in need of breastfeeding support.	We have offered classes on Nutrition and Breastfeeding, Prenatal Nutrition and Breastfeeding Basics. We reached our goal of enrolling 100 mothers in the breastfeeding support group and individual counseling offered at FHMC. We are open to all members of the community, regardless if they have birthed at FHMC or not.
	4. Reduce the number of babies transferred to newborn nursery after birth from all births to 150 out of approximately 250 total per month in order to promote the "Rooming In" concept.	We have encouraged "rooming in" and "skin to skin" immediately after birth and have implemented the transfer of newborns with the mother from the Labor and Delivery Room to the mother/baby unit. Rooming in is accomplished by at least 200 mothers/month. At this time, the transfer of babies with their mothers to the mother/baby unit is being tested with multiple Plan-Do-Study-Act (PDSA), performance improvement cycles and has been successful in the majority of births.
	5. 25% of All Maternal Child nurses trained and eligible to take the Clinical Lactation Counselor (CLC) exam.	30% of maternal child nurses have completed the certified lactation course or the Jones and Bartlett online course.

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Exclusive Breastfeeding Goals	Objective 2014	Outcomes
	6. Hire one International Board Certified Lactation Consultant (IBCLC) to support exclusive breastfeeding throughout the institution, including direct patient care and training to providers and other staff.	We hired a full time IBCLC in October of 2013.
	7. 25% of All obstetrics and Pediatric providers will complete 4 hours of breastfeeding education as recommended by the American Academy of Pediatrics	We are currently in the dissemination phase of education of all obstetrics and Pediatric providers via an online course by NYS.
	8. Develop and offer a breastfeeding peer support group off-campus for mothers from the hospital, guided by an IBCLC.	We offer breastfeeding support groups at the local public library twice a month and at a local Babies R Us. We have held two classes per month since April 2014 on breastfeeding and perinatal nutrition.
2. Baby Friendly designation.	Continue to work toward designation.	In October, 2014, we entered the Dissemination phase, the third of four phases of the Baby Friendly Initiative. This phase addresses the required education of all staff members. A plan for education was developed by the steering committee, then submitted and approved by Baby Friendly USA/ World Health Organization (WHO).
Activities Accomplished		Yes No
1. Fully implement breast-feeding curriculum from evidence-based sources by trimester for all pregnant patients.		X
2. Developed and begin implementation nursing curriculum to prepare inpatient and outpatient Maternal-Child RNs to sit for the examination certification in Lactation Counseling.		X
3. Developed a 4 hour provider educational program focused on the benefits of breastfeeding and the provider approach to promote this health choice by all patients; mandatory for OB/GYN, Pediatrics, Family Medicine and Medicine.		X
4. Developed a mandatory educational program to educate general staff who interact with patients (e.g., registrars, housekeepers, managers).		X
5. Active participation in Latch on NYC, NY State's Greater Beginnings, and the Cohort study.		X

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Activities Accomplished	Yes	No
6. Continue to make available private areas for breastfeeding in all ambulatory care locations.	X	
7. Offer to the community child birth education classes with breastfeeding component on campus two times each month.	X	
8. Promote breastfeeding via posters at all ambulatory care and inpatient sites.	X	
9. Reminders of the exclusive breastfeeding goal will be made at all regular meetings of department heads and individual departments.	X	

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FHMC Prevention Agenda Priority #2

Increase Exclusive Breastfeeding among Hospital’s Patients and Community Residents

Exclusive Breastfeeding Goals	Objective 2014	Outcomes		
3. Educate the community on the benefits of breastfeeding.	1. Develop a collaborative effort with community-based organizations to educate the community and local business about the benefits of breastfeeding, how to support breastfeeding and resources to support the decision to breastfeed.	We have partnered with the Women, Infants and Children (WIC) office in educating prospective patients on the benefits of breastfeeding and give support postpartum as well. We attended a local day care center to educate the staff on how to support mothers in their breastfeeding experience as well as proper storage and administration of breast milk. We offer breastfeeding support groups at the local public library twice a month and at a local Babies R Us.		
	2. Offer to the community child birth education classes with breastfeeding component on campus two times each month.	We offer childbirth education classes to the community on a monthly basis and incorporate breastfeeding information. We offer a pre-admission class and baby shower to all expectant mothers to discuss 24 hour rooming in, skin to skin, breastfeeding and what to expect while in the hospital.		
	3. Provide to various media outlets an article or publish a community bulletin on the benefits of breastfeeding and services offered at FHMC on a quarterly basis.	The MediSys newsletter contains information on the breastfeeding activities surrounding World Breastfeeding week. Our website contains information on the support and education available to our community.		
Activities Accomplished			Yes	No
1. Continue to participate in community health fairs and provide educational materials as well as counseling on the benefits of breastfeeding.			X	
2. Continue partnership with WIC by ensuring that all eligible patients are referred for additional assistance.			X	

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ACRONYMS

CDE	Certified Diabetes Educator
CLC	Clinical Lactation Counselor
CNA	Community Needs Assessment
CSP	Community Service Plan
CTTS	Certified Tobacco Treatment Specialist
DPP	Diabetes Prevention Program
DSRIP	Delivery System Reform Incentive Payment
EHR	Electronic Health Record
FHMC	Flushing Hospital Medical Center
IBCLC	International Board Certified Lactation Consultant
NYAM	New York Academy of Medicine
NYCDOHMH	New York City Department of Health and Mental Hygiene
NYS	New York State
TCNY	Take Care New York
WIC	Women, Infants and Children