

NewYork-Presbyterian Hudson Valley Hospital

AMAZING
THINGS
ARE
HAPPENING
HERE

Community Service Plan 2014

NewYork-Presbyterian/ Hudson Valley Hospital

About Our Hospital

Founded in 1889 by the Helping Hand Association, NewYork-Presbyterian/ Hudson Valley Hospital, located in Cortlandt Manor, New York, serves residents of the Hudson Valley and Westchester County. The 128-bed facility provides a wide range of ambulatory care and inpatient services, with 350 physicians on staff in 43 specialties.

The hospital is home to the region's only state-of-the-art, 24-hour "no wait" emergency department, which sees more than 39,000 visits per year. In 2011, the Cheryl R. Lindenbaum Cancer Center opened, offering the first comprehensive cancer center in the area, combining infusion, radiation therapy and support services all under one roof.

NewYork-Presbyterian/ Hudson Valley Hospital has received a string of national awards for patient and employee satisfaction as well as clinical excellence, including the 2014 Guardian of Excellence Award from Press Ganey for scoring higher than 95 percent of hospitals in the country in key quality metrics.

Our mission is to respond to the health care needs of the community with new services and the latest technology, to provide comprehensive and compassionate care and treatment, and to continuously improve quality of services and patient outcomes as well as offer the highest standards of care.

Overview

In 2013 as part of the Affordable Health Care Act, NewYork-Presbyterian/ Hudson Valley Hospital surveyed the community to determine the pressing health needs of our patients and their families. We sent questionnaires to more than 25 community organizations as well as letters to our patients. While there were many health needs identified in these surveys, nutrition, obesity and chronic diseases such as hypertension (high blood pressure) diabetes and obesity were recurring themes among all race, ethnic and age groups surveyed. In partnership with the Westchester County Department of Health and other hospital in our area, we identified **two prevention agenda health priorities** or areas that we as healthcare providers would tackle in a three-year plan to improve community health. While all hospitals in Westchester County shared the same priorities, each hospital created a program that it felt best suited its institution and its patient base.

Priority 1: Prevent Chronic Disease by decreasing the percent of blacks and Hispanics dying prematurely from heart related deaths.

Partnering with the NYU Hudson Valley Cardiology Group, Harvest for Health at NewYork-Presbyterian/Hudson Valley Hospital proposed offering a 6-month program for African-Americans and Hispanics, ages 75 and younger, within our community beginning January 2014.



Healthy Heart Program

The program proposed to follow 10-12 people as they met twice a month for a two-hour long cooking class. These classes focused on meal planning and changing to a healthy lifestyle. To incorporate exercise, the hospital's Wellness Club was to provide counseling based on each participant's needs. A nurse would track biometrics for each participant. Pulse rate, height, weight, BMI and blood pressure would be taken at the beginning of each class.

The program hoped to provide medical benefits as well as

overall general awareness to patients. New participants would join the program in 2015 and 2016. Annual measurements would continue following the program completion.



Priority 2: Promote Healthy, Women, Infants and Children by increasing breastfeeding

Partnering with the Westchester County DOH and local employers, NewYork-Presbyterian/Hudson Valley Hospital would work to recognize local businesses as a "Breastfeeding Friendly Employer".

Breastfeeding support



(Continued on page 2)

Priority 2 Breastfeeding cont.

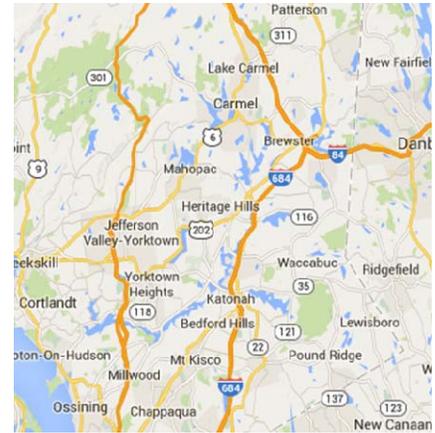
This designation will recognize an employer offering a private location for employees who have finished Maternity Leave and would like to continue breastfeeding. The room will offer privacy and an opportunity for new moms to connect during the post-partum experience. Educational materials will be provided by the Maternity Department as well as access to a lactation consultant. Employees will be expected to bring their own equipment and supplies.

Each organization that participates will track the number of employees who have used the room with a brief questionnaire asking employees if they would have continued breastfeeding without the private room and if they have other children what they have done in the past.

The program will be deemed successful if we recognize 10 local businesses as “Breastfeeding Friendly Employer” with 10% of the participants claiming they would not have been able to continue breastfeeding without the private



Geographic Service Area



NewYork-Presbyterian/Hudson Valley Hospital's geographic service area includes the Hudson River Valley that spans from Upper Westchester County, into Putnam County and reaching Southern Dutchess County. This service area represents a total population of 320,000 with a total of 130,000 living in the Primary Service Area and 190,000 in the Secondary Service Area. our traditional service area.

2014 Update of progress and new goals for Priority 1.

NewYork-Presbyterian/Hudson Valley Hospital has made great strides in accomplishing much of what it set out to achieve in the creation of what we have called “The Healthy Heart” program. This free program is part of our larger Harvest for Health program, which will be explained in greater detail later on.

The hospital began development of the Healthy Heart program in December of 2013 by calling together hospital and community stakeholders to refine the program parameters and to identify patients who fit the profile – minorities ages 40-75 at risk of heart disease identified by their physician in part due to previous heart attack or other cardiac

issues and predisposition due to heredity, high blood pressure, diabetes or being overweight. Included in the planning group were the hospital's Community Outreach team, Wellness Club, Nursing Education Department, Coordinator of the Chef Peter X. Kelly Teaching Kitchen and Harvest for Health program, who would be teaching the classes, and a cardiologist from Hudson Valley NYU Langone Cardiology Group.

Over three meetings in January and February the group developed parameters for the program including: identified the type of participants, curriculum for the classes, vitals to be measured and follow up plan. Also developed were materials – a brochure and letter – to recruit

new patients. Our Community Outreach team worked to reach other local groups. Flyers were created and distributed throughout the community and the outreach team met with representatives of the Peekskill Area Pastors Association, the Peekskill Business Improvement District and Hudson River Healthcare Clinic in Peekskill. The team also sent letters to the 350 physicians with hospital privileges and attended the Quarterly Medical Staff meeting to do a presentation on the program. HRHC was extremely helpful and through this collaboration we were able to sign up 13 participants, as well as, recruit a volunteer social worker to do Spanish translation since our instructor was not fluent in Spanish. Classes were held on the second and fourth Mondays of the month from July-December

with 13 participants starting with the initial class and eight participants attending regularly.

Each participant was asked to complete a short questionnaire to collect information about their age, gender, ethnicity, as well as information about their health including past medical history, chronic conditions, medications and primary care physician.

At the outset of the first class, participants were given a handbook containing the curriculum that would be covered during the course.



NYP/HVH's nutrition program

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Healthy Heart Curriculum

Class 1: Reducing Sodium –
Recipe: Soup

Class 2: Fruits & Vegetables – Fruits and Vegetables as the cornerstone of a healthy diet.

Recipe: Salad

Class 3: Fats – Comparing healthy vs. unhealthy fats and their sources.

Recipe: Chicken

Class 4: Obesity – Discussion of obesity's effects on the body. Illustration of portion sizes.

Recipe: Low-sugar beverages

Class 5: Fiber – The positive benefits of fiber and complex carbohydrates. Recipe: Bulgur salad

Class 6: Fish – Nutritional differences between fish and more commonly consumed meats. Recipe: Fish

Class 7: Physical Activity – Wellness Club presentation on exercise. Talk on deceptive marketing. Recipe: Granola

Class 8: Reading Labels – Field trip to a supermarket for a guided tour and instructions on how to navigate nutrition labels while shopping.

Class 9: Healthy Desserts - Importance of moderation and portion control. Recipe: Examples of treats that are better alternatives

Tracking results

Pulse rate, height, weight, BMI and blood pressure readings were taken at the beginning of each class and at each subsequent visit. We requested participants to share these readings with their physicians during their follow up appointments. Participants were from minority populations, with 3 African Americans and 9 Hispanics, and one unidentified. Six reported having high blood pressure, 3 were diabetics, 8 reported having high cholesterol, 2 had had arthritis, and 2 thyroid disease, and one was an asthmatic.

We began on July 28th with 13 participants and have had 10 bi-monthly sessions completed by 8 participants.

The average BMI of participants when we started was 31.5. Of those who completed the program, the average BMI was 26.5, and rose slightly to 27.1, which was not statistically significant. Four participants had blood pressure readings outside of normal range (> 140/80), however, all blood pressures dropped to normal range before the participant's final visit. This information was shared with their physicians.

Assessment from participants

Patients surveyed at the end of the program reported that they experienced positive health results as well as learned new techniques for improving their eating habits. Participants of the program completed an assessment form in which they were asked whether the program had helped them change their lifestyle and whether they noticed a change in their overall health. They were asked to rate the program in different areas on a scale of 1 to 5 (1 being poor and 5 excellent).

Of the 6 participants who completed the survey, all rated the program a 5 (excellent) when asked if they learned new information about diet and nutrition. Four out of six rated the program a 5 (excellent) and two a 4 (very good) when asked whether they used any of the information they learned in class to change their eating habits. Five out of six rated the program a 5 (excellent) on whether they saw positive changes in their overall health.

Comments from Participants

"Chef Michael is excellent. He shared very valuable information which has been very helpful in helping me make better choices when purchasing foods. It also allowed me to be more aware of my portions." – Female, age 50-55

"Chef Michael is an excellent teacher. I am very grateful. He teach (sic) a lot of healthy things including now my son put away any kind of juice and change to water. I want more classes for diabetes. I am going to miss my class!" – Female, age 40-49.

Plans for 2015

In 2015, the hospital plans to continue the Healthy Heart program, recruiting new participants for the nutrition classes and incorporating more units on physical activity with the Hospital's in-house Wellness Club. The club, which opened in 2003, is the only medical fitness facility in our area. The Wellness Club offers residents the unique opportunity to increase their physical activity and manage their weight in a safe and supervised environment.

Harvest for Health larger mission

The Healthy Heart program is one of several targeted nutrition programs as part of our Harvest for Health program. Launched in 2012 with the opening of an Organic Garden for Healing, the program includes an educational garden, a twice monthly Farmers' Market and an in-Hospital food service that incorporates locally sourced foods and from scratch cooking.

Since the opening of Chef Peter X. Kelly Teaching Kitchen in February of 2014, 125 classes have been held serving a variety of groups and age levels. Class attendance for the year was approximately 650. In addition, we have served 40 Young Chefs (middle school students at risk for obesity) and 10 Healthy Heart Program participants. On a scale of 1-10, with 10 being excellent, participants gave classes an average overall score of 9.8 on our feedback surveys.

Farmers' Market expansion in 2015 will also address Priority 1

The goal of reducing premature deaths among minorities living in the hospital's service area will also be helped by plans to expand access to our Farmers' Market.

In October of 2014, the hospital's Farmers' Market, which began on campus in 2012, received a grant from the U.S. Department of Agriculture to expand. The purpose

was two-fold: to boost the local farm economy and to **make fresh, healthful foods more available to low-income residents in the Peekskill area.**

The program plans to accomplish this by purchasing an EBT machine so residents using SNAP can purchase produce at the market and by offering a shuttle service to make the markets more accessible to those without transportation.

2014 Update of progress and new goals for Priority 2: Improve Breastfeeding Rates

A Natural Choice

NewYork-Presbyterian/Hudson Valley Hospital has long been a leader in the movement to increase exclusive breastfeeding, recognizing the health benefits to mother and child. The Hospital is the only “Baby Friendly” Hospital in the region recognized by the World Health Organization and Baby Friendly USA for excellence in breastfeeding support and maternity care. *Promoting Healthy Women and Infants* as a health priority was a natural choice for HVH.

In 2011, the Hospital was presented with an Award of Excellence by then NYS Health Commissioner Nirav Shah for attaining an exclusive breastfeeding rate of 90 percent. It was one of the highest exclusive breastfeeding rates in the state and significantly

NewYork-Presbyterian/Hudson Valley Hospital was one of 12 hospitals in the state which had participated in a **2010 quality improvement study with the NYS Health Department and the National Initiative of Children’s Healthcare Quality** to test practices that would support new mothers and increase the number who breastfed their babies. The Hospital was chosen because of its success in getting new mothers who gave birth there to breastfeed.

While 90 percent of women were exclusively breastfeeding their babies while in the Hospital, NYS Health Department figures in the study mentioned above showed that this 90 percent number dropped dramatically once mothers left the hospital. To try to counteract this drop, the Hospital offers a telephone help line and twice monthly breastfeeding support groups for mothers. It also offers a class for grandparents to help them support new mothers in breastfeeding.

While the hospital’s efforts were very successful, mothers in our support group told us that the biggest obstacle to continuing to breastfeed was their return to work and the lack of support for breastfeeding in the workplace.



This is what led us to pursue breastfeeding in the workplace as the focus for our Health Priority in our 2013 Community Service Plan.

The “Breastfeeding Friendly Workplace” program

The “Breastfeeding Friendly Workplace” program is designed to recruit the employer as a partner in these efforts. Our first step in starting the program was to form an internal committee that included the Community Outreach Team, Director of Maternal Child Health and Lactation Consultant.

Using “*The Business Case for Breastfeeding Guide*” developed by the U.S. Department of Health and Human Services, we developed a set of criteria that a workplace would have to meet to become a “Breastfeeding Friendly Workplace.” Among them was a private room and break time allocation for expressing milk.

We recognized immediately that there would be challenges in getting the buy-in of small and large businesses. We sought out the feedback of our two area Chambers of Commerce –

the Hudson Valley Gateway Chamber of Commerce and the Yorktown Chamber of Commerce. Both groups helped us to understand some of the objections that businesses might have in starting a “Breastfeeding Friendly Workplace,” the largest one being allotting women sufficient break time to express breast milk during the day.

All those who we spoke with felt that public relations would go a long way in helping to recruit businesses. We proposed to reward participants with a certificate from the Westchester County DOH along with a news conference to announce the chosen businesses. We developed a letter to send to area businesses outlining the program and sent it to the Westchester County Department of Health for their approval.



The Westchester County DOH felt that the program would be more successful on a county-wide basis so it brought the idea to a collaborative group of local hospitals which the Westchester DOH had organized to work on other projects including the 2013 CHNA. NewYork-Presbyterian/Hudson Valley Hospital, Phelps Memorial Hospital, St. John’s Riverside Hospital, Northern Westchester Hospital and White Plains Hospital among others, met to discuss the Breastfeeding Friendly Workplace Initiative.

The group agreed that it was a worthy project, but felt that we needed to get a baseline read of what workplace support programs currently existed. As part of this meeting a subcommittee was formed to develop a survey to assess current lactation support practices in workplaces across the County, and to identify challenges employers encounter when trying to implement breastfeeding friendly policies.

On June 2, 2014 a conference call was held with the subcommittee to review a draft of the survey. Based on this call, the survey was revised and sent to the subcommittee on June 12, 2014 for comment. The subcommittee submitted comments to the WCDH and WCDH incorporated the feedback received on the survey.

To garner support and feedback from the survey, WCDH will be reaching out to Westchester County business associations to review the developed survey and to determine the best method for distributing the survey to Westchester-County based businesses.

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Breastfeeding Friendly Workplace plans for 2015

The “**Breastfeeding Friendly Workplace**” committee is scheduled to meet to review the survey and send it to businesses throughout Westchester. It is hoped that in 2015, the county-wide committee can recruit business members to start work on workplace sites.

We hope to offer businesses the services of a consultant who can assess their worksite and assist in creating private space as well as workplace policies that are fair to all employees and not unduly onerous on businesses.

NewYork-Presbyterian/Hudson Valley Hospital has already had experience in this area. The hospital’s lactation consultant has worked with Hudson River Healthcare in Peekskill to help advise them on creating a breastfeeding friendly area for their employees and patients.



“Baby Friendly” hospital team. NewYork-Presbyterian/Hudson Valley Hospital is the only hospital in the region to receive the “Baby Friendly” designation from “Baby Friendly USA” and the World Health Organization for excellence in breastfeeding support and maternity care.

Other breastfeeding support initiatives in 2014: Support groups for mothers and family



“Big Latch On” breastfeeding event August 2014

In 2014, the hospital served 360 mothers in its breastfeeding support group and educated another 288 couples in its prenatal breastfeeding classes.

Another 776 mothers received one-on-one sessions with the Hospital’s lactation consultant while in the Hospital and another 156 mothers returned after discharge

to work in one-on-one sessions with the lactation consultant. Sixty grandparents completed the grandparenting support workshops.

In May 2014, the hospital’s breastfeeding support group participated in the hospital’s annual Maternity Fair at the Jefferson Valley Mall in Yorktown Heights and sponsored a booth to promote the group and raise

awareness about the benefits of breastfeeding.

In August 2014 the hospital’s breastfeeding support group participated in The Big Latch On. The event was started by the Women’s Health Action in 2005 to raise awareness about the importance of breastfeeding. In the “Big Latch On” groups of women come together at registered locations across the globe to simultaneously breastfeed.

Their participation was recorded in an attempt to break the worldwide record. In 2013, 14,536 children breastfed at the same time at 845 locations in 28 countries. Hudson Valley was the only location in Westchester County. The event was timed in honor of World Breastfeeding Week.

The following were NewYork-Presbyterian/Hudson Valley Hospital’s exclusive breastfeeding rates in 2014:

January – 85 percent

February – 95 percent

March – 90 percent

April – 80 percent

May – 77 percent

June - 85 percent

July – 86 percent

August - 88 percent

September – 90 percent

October – 92 percent

November – 90 percent

December—90 percent