

WCA COMMUNITY HEALTH AND  
WELLNESS REPORT 2016

## **Our Mission**

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

### **WCA COMMUNITY HEALTH AND WELLNESS**

**“Our Intention is PREVENTION”**

#### **WCA WELLNESS MISSION AND GOALS**

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

#### **2013-2015 – Three Year Community Service Plan**

**To continue to be a partner on the Chautauqua County Health Planning Team, comprised of representatives from county hospitals and health organizations who together with the Chautauqua County Assessment and individual Community Service Plans will collaborate on goals and strategies of Prevention Agenda items identified as health priorities for Chautauqua County.**

#### **2015 WCA Community Service Plan – Collaborative**

**The three identified health priorities are:**

**Prevent Chronic Diseases**

**Focus Area(s): Reduce Obesity in Children and Adults**

**Disparity: Low-income residents**

***Promote Healthy Women, Infants, and Children***

***Focus Area(s): Preconception and Reproductive Health,***

***Prenatal care and Breast feeding supports***

**Maternal, Infant Child Health**

**Disparity: Pregnant mothers who use drugs**

**/drug addicted newborns**

**Promote Mental Health and Prevent Substance Abuse**

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

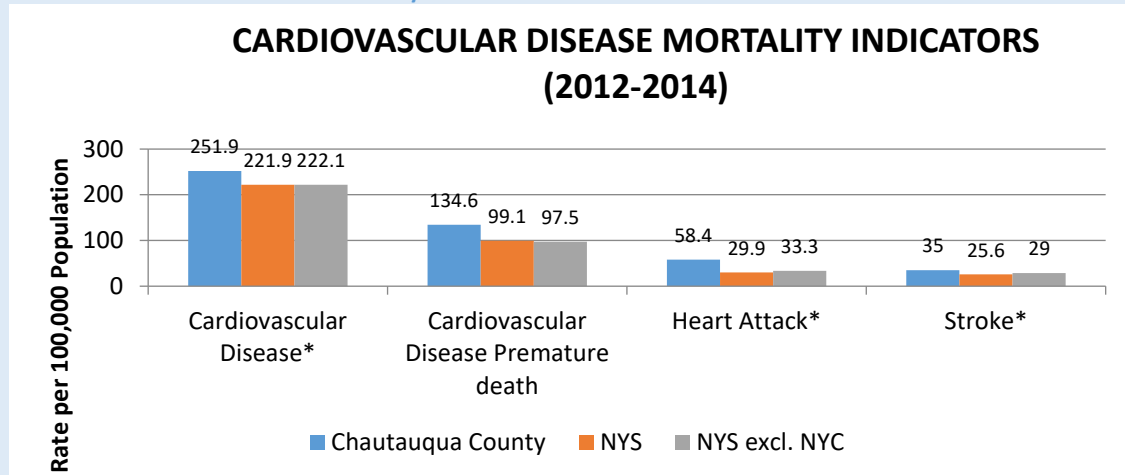
**Access to Chemical Dependency and Mental Health Services**

**Go to [www.wcahospital.org](http://www.wcahospital.org) for updated 2016 Community Health Assessment and Community Health Improvement Plan**

## Cardiovascular – Heart disease, Stroke, Diabetes

Review of NYSDOH's Community Health Indicator Reports showed that Chautauqua County experiences significantly higher rates of mortality for cardiovascular disease, including significant rates of premature death (ages 35-64) and pretransport mortality. Death rates for heart attack, stroke, and stroke premature death were all significantly higher in Chautauqua County than New York State as well. See Chart 1 below for more details. Corresponding hospitalization rates appear to be lower than the state averages, likely due to travel outside of Chautauqua County (and New York State) for health care relating to these conditions.

Chart 1. Cardiovascular Disease Mortality Indicators



Sources: Vital Statistics, 2012-2014

**Partners:** WCA Nutrition Services, Occupational Health, Sports Medicine Wellness, Chautauqua OB./Gyn, Jamestown High School, Community College, Jefferson Jr. High, YMCA, Emmanuel Lutheran Church, Lutheran Social Services, TriCounty Tobacco Control, NYS Quit Line, CCHD, STHCS, P2 WNY, Emeritus Lakewood, CCHN, Board of Public Utilities

### What we did

- **Community Events:** Heart health education and awareness activities in schools, outreach organizations, churches and industry
- **WCA Strike Out Heart Disease** – community bowl a thon for heart disease awareness
- **Cardiovascular Screenings:** blood pressure, testing, tobacco use analysis, diabetes risk factor screening.
- **WCA Employee Worksite Wellness activities** promoting healthy heart choices such health risk assessments, blood pressures, physical activity and nutrition programs, monthly health e-tips, walking programs, tobacco cessation counseling, weight management, Diabetes Prevention Program.
- **Navigation** of the community and employees to all resources available to them for weight management, physical activities and tobacco cessation services
- **Free tobacco cessation education** and services to over 1500 employees and community members

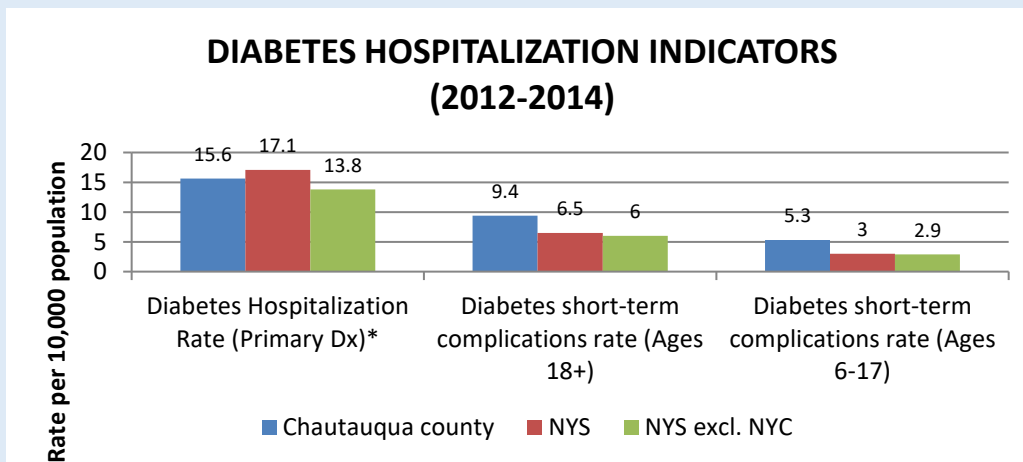
- **Maintained a tobacco free environment** on all WCA property since 2010.
- **Tobacco cessation for employees and community – Baby and Me Tobacco Free, Chautauqua County Quits, Tobacco cessation for bariatric, Cessation training of community health workers visiting moms at home visits.**
- **Obtained National Stroke Center Status**

## Diabetes and Pre-Diabetes

Partners: CCHN, WCA Nutrition Department, Diabetes Education, CCHPT

### What we know

Diabetes and Cirrhosis-related Community Health Indicator Reports were reviewed. Diabetes mortality rates, while higher than the state average, have dropped over the past eight years, and are no longer as concerning as they once were. Short-term complications for both the 6-17 year old and 18 and older age groups seem to have risen over the past several years.



### What we did:

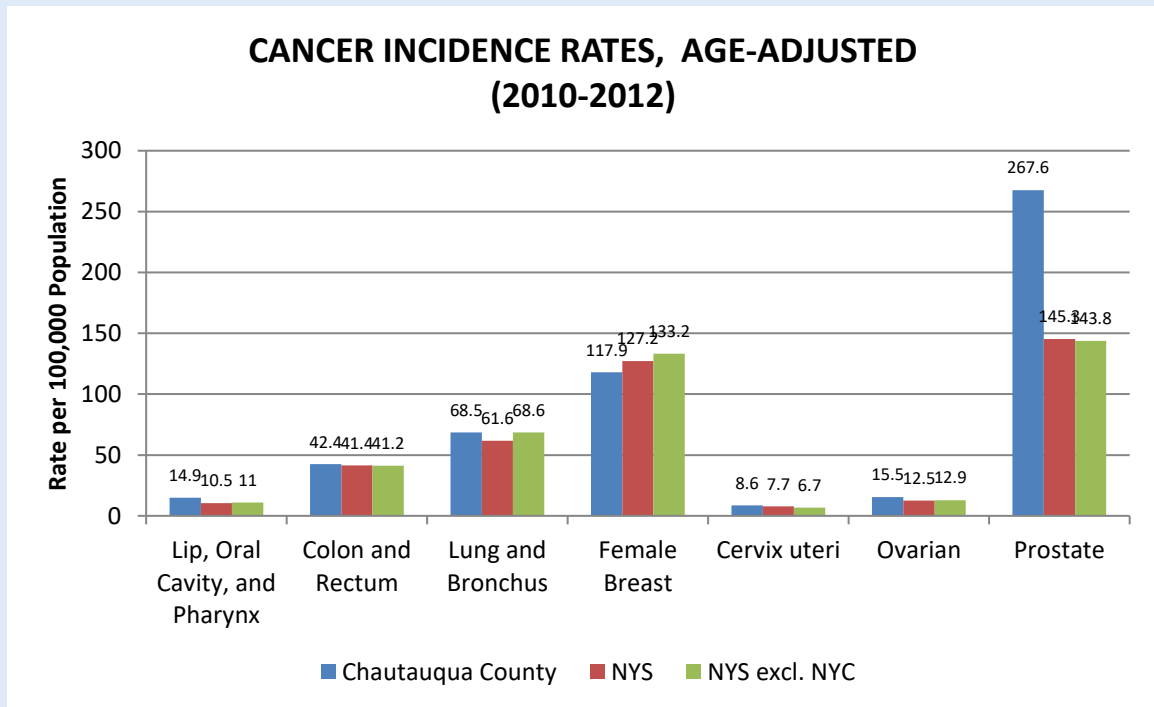
- **Diabetes Prevention Program – 16 week class for prediabetics with one year monthly follow up sessions.**
- **Diabetes Education Services** provided by Certified Diabetes Educator
- **WCA Farmers Market Express** – easy access of fruits and vegetables for employees and community members
- **WCA Raised Gardens** – provides fruits and vegetables to WCA employees and community members
- **Rethink Your Drink** campaign – Decreased sugary beverages in vending machines throughout the hospital.
- **Community Foot Screening**
- Refer community to walking routes, paths and seasonal activities available in Chautauqua County

# Cancer

Partners: WCA Cancer Treatment Committee, Zonta of Jamestown, Breast Cancer Support Group of Jamestown, Chautauqua County Cancer Services Program, American Cancer Society, Community Helping Hands, Blackwell Chapel

## What We Know

According to the American Cancer Society's Chautauqua County Cancer Burden Profile 2011 17 individuals are diagnosed with cancer each week and 6 individuals die from cancer each week. Four cancer sites represent 53.2% of all new cancer cases and 46.9% of all new cancer deaths in Chautauqua County.



## What We Did

- Maintained WCA Tobacco free facility and policies
- Patient Navigation Cancer Resource Program
- Re-Certification of one WCA Breast Health Nurse Navigator in Mammography
- October- Breast Cancer Awareness risk factor awareness campaign for community and WCA employees.
- One-to- one tobacco cessation counseling sessions, self referred, referred from physicians and cath lab program

## Cancer continued

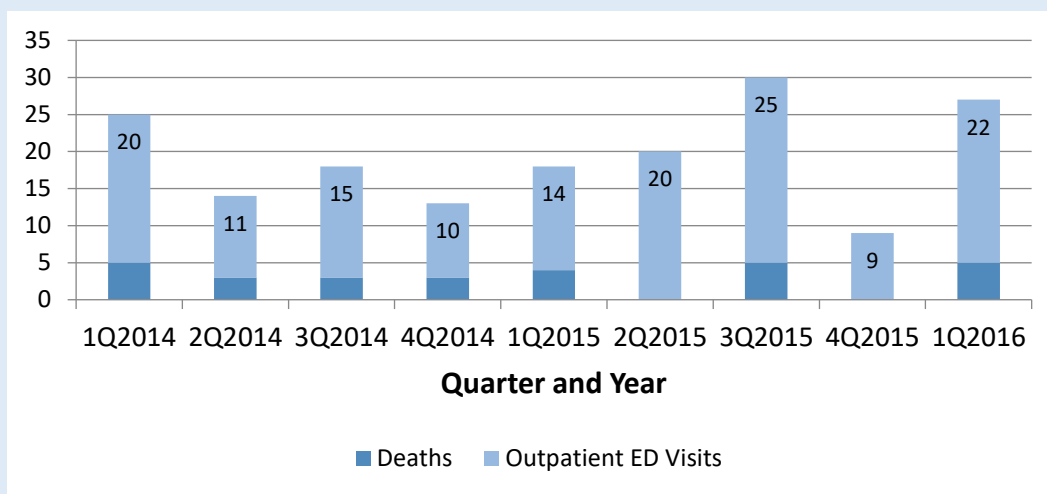
- Great American Smokeout Blitz for WCA Employees Middle school and high school presentations on tobacco

- Attendance at regional and county cancer coalitions, dialogue sessions and cancer education/networking programs in the county.
- Community presentations and media education on risk factors and prevention of cancer.
- Promotion of access to WCA Cancer Care services and cancer care resources available to the community.
- Monthly meetings of WCA Cancer Treatment Committee
- Lab participation in community prostate screening.
- Coalition partnerships with Chautauqua County Cancer Services Program WNY Cancer Coalition, Regional Round Table Discussions and P2 Collaborative of WNY
- CEO Gold Accreditation 2016
- “Lily’s Hope – collaboration with Zonta of Jamestown to provide wigs and turbans for those going through chemo or hair loss from medical condition accessed through WCA Patient Navigation
- WCA Farmers Market (10 weeks) open to community to promote the benefits of plant based nutrition and its role in prevention of certain cancers. Cancer education available each week/nutrition services.
- Facilitated American Cancer Society Look Good Feel Better Programs at the WCA Cancer Treatment Center.
- WCA Raised Garden Project
- Distress Screening Tool for inpatient cancer patients
- Nutrition classes for cancer survivors and caregivers
- Shades of Pink breast screening program for the underserved/uninsured
- Implemented Chautauqua Quits nicotine replacement program to community and employees
- WCA Baby and Me Tobacco Free program

## Behavioral Health

Poor Mental Health and Substance Abuse are growing concerns in Chautauqua County. During the 2013-2014 eBRFSS survey period, 16.3% of Chautauqua County adults indicated that they had poor mental health during 14 or more days within the past month, compared to 11.1% of NYS adults. From 2012 to 2014, the age-adjusted suicide mortality rate in Chautauqua County was 12.6 per 100,000, compared to 7.9 per 100,000 in New York State (NYS Vital Statistics). Chautauqua County experienced higher death rates and emergency room visit rates for opioid overdoses in 2014 and 2015, compared to New York State. Hospitalization rates in Chautauqua County were slightly lower than New York State rates during the same time period.

Partners: WCA Behavioral Health Program, CASAC, CCOMH, PRIDE, CC



### What we did:

- Working with the community Health Planning Teaming the assessment of community health needs regarding Substance abuse and suicide prevention
- Involvement in community dialogues with Mental Health specialists to understand the needs of those with and caregivers of those with substance abuse , mental health concerns, and suicide.
- Hospital presence and sponsorships of to include International Survivors of Suicide Loss Day in Chautauqua County, Alex, Celebrate the life...the smile, Out of the Darkness and Recovery Walk.

# Employee Health

## What We Know

- Over 33% of the U.S. population is obese, and two thirds of Americans are overweight.
- An estimated \$18.2 billion in productivity is lost due to health-related issues each year.
- The price of obesity in a company with 1,000 employees is about \$285,000 per year in increased medical costs and absenteeism.
- 70% of diseases are due to lifestyle -- the major reason being inactivity.

WCA has been the leader of worksite wellness in Chautauqua County since 1984. Ultimately, one of the most ambitious goals of any comprehensive health promotion program is to attempt to influence the attitudes and actions of the organization's most valuable resource -- its employees. Studies show that a healthy workforce benefits the organization by improving morale, reducing turnover and absenteeism, while containing health care costs.

## What We Did For Employees

All programs are free to WCA Employees

- WCA Walking at Work and Working Out at Work programs
- Health Risk Assessments & Body Composition Testing
- Wellness at Heart Screening – Blood pressures
- Tobacco cessation programs and 1-1 counseling for employees and family members
- Chautauqua Quits NRT for tobacco users
- WCA and JMHC exercise rooms for employees
- WCA Farmers Market
- Monthly Health e-tips for healthy lifestyle living
- Healthy Lifestyle newsletters from Independent Health
- Great American Smokeout health education and promotion
- All in house and community activities promoted through flyers, e-mail, WCA HR Communicator, and Website
- Weigh in with Wellness coaching program
- Health e-tips weekly
- Promotion of physical activity programs in the community with advocacy toward discounts for WCA employees
- Promote WCA health programs at management team, e-mail, time clock bulletin boards and employee portal.
- Collaborate with Occupational Health on providing information to new hires and or at employee physicals
- Promote all physical activities county wide so employees can choose healthy activities that they like to do.



- Collaborate with Nutrition Services to provide healthy choice options with appropriate information in cafeterias/vending
- Work with Univera to provide resources and assistance in obtaining a dashboard of employee health data to better focus wellness programming on disease prevention.

**Creating Healthy Schools and Communities**- grant from NYSDOH with a goal to reduce obesity related chronic disease. Supporting healthier eating and physical activity with policy changes within the 6 high needs school districts and messaging in the community sector.

Partners: Over 50 members of the Community Health Action and Community Planning Teams

- Over 3,000 pieces of messaging have been distributed to the community regarding nutrition, physical activity, sodium reduction in 2016
- WCA participated in all of the area Community Conversations within the schools and the community discussing the high health needs
- Participation in the State Wide Million Hearts /CHQ 250 messaging and organizational pledge with 40 other community organizations

## **Maternal Infant Child Health**

- Participation in the community Maternal Infant Child Health Coalition Initiatives
- Community Baby Showers (5<sup>th</sup> annual) 50 women attended– Mothers from the Dept. of Health Community Health Worker and Nurse Family Partnership invited as well as invites to all community members with the focus on the underserved. Topics covered are: Child development/play, breastfeeding, immunizations, healthy homes, birth control and fetal alcohol syndrome/substance abuse. Education was also provided on smoking cessation, car seat safety and safe sleep.
- Since the 1/1/16, 381 new moms have been seen at WCA and provided education on breastfeeding. 256 of those mothers initiated BF.
- 2 lactation consultants certified for the maternity ward
- 95% of new moms are referred to the NYS DOH Community Health Worker Program and Nurse Family Partnership from Chautauqua OB/GYN
- 77 moms counseled on tobacco cessation during pregnancy 25 remain tobacco free after delivery.

## Notable Wellness Achievements:

- Funding awarded by the Zonta of Jamestown for “Lily’s Hope” wig and accessory program at WCA to purchase items for those in Chautauqua County that are losing their hair due to cancer treatment or any medical condition. Over 300 women participated.
- Patient Navigation Breast Program linked over 8,000 patients to needed breast cancer care services through breast navigators.
- WCA Hospital CEO Gold Standard re-accreditation 2016 from Johnson and Johnson and the American Cancer Society for efforts in promoting and providing preventative and diagnostic cancer services to its 1100 employees.
- WCA was chosen first place winner in the large business category in the Regions Business First Healthiest Employers award.
- WCA awarded honorable mention certificate from the State of New York Cancer Services Program of Chautauqua County Cancer Services Program for its commitment to quality breast care in Chautauqua County.
- WCA Hospital noted for Community Service Plan 2016 outcome measures by the New York State Department of Health and P2 of WNY
- Honorable mention in the HANY’s 2016 Community Improvement Publication for submission of Access to Prenatal Care in Chautauqua County
- WCA awarded a certificate of appreciation from the Tri-County Tobacco Control Program for its efforts and accomplishments and maintenance of its tobacco free facility.
- Awarded funding from Chautauqua County Health Department Creating Breast Feeding Resources in Chautauqua County to train two employee for certification in Lactation Consulting.

## Physicians, Our Community and Prevention of Chronic Disease

- Over 100 community members participated in once a physician presentations to the community regarding risk factors for obesity, prevention and treatment options.
- Over 800 community members participated in WCA Sports Medicine sponsored community events and presentations. This includes: 2 day half marathons with medical support by WCA RN’s, Physical Therapists, and Sports Medicine Physician. Physician led education on concussions to area high school football teams, sponsorship of Chautauqua county Striders Runner series.

## WCA Community Sponsorships:

- International Survivors of Suicide Loss Day in Chautauqua County
- Alex, Celebrate the life...the smile,
- Out of the Darkness and Recovery Walk.
- 4th Annual One Ball Tournament for Testicular Cancer

- Bass Sponsor for the Big Fish Triathlon, held on Chautauqua Lake

## **Evidence Based Programs**

- National Diabetes Prevention Program
- Baby and Me Tobacco Free Program
- National Cancer Institute -Maximizing Mammography Participation – Shades of Pink
- American Cancer Society Look Good Feel Better
- Centers for Disease Control “Rethink Your Drink”  
Decrease Consumption of Sugary Beverages
- Patient Navigation in Cancer Care
- Million Hearts Program

