WINTHROP-UNIVERSITY HOSPITAL
COMMUNITY SERVICE PLAN
YEAR ONE UPDATE - 2014

Your Health Means Everything.
I. INTRODUCTION

The following report is the Year One Update of Winthrop-University Hospital’s comprehensive Community Service Plan dated 2013-2016, developed to address public health priorities established by the New York State Department of Health’s Prevention Agenda. The Agenda calls for state and local action to improve the health of all New Yorkers, and to reduce health disparities for racial, ethnic, disability, socioeconomic, and other groups who experience them. Priorities were determined through a collaborative county-wide Community Needs Assessment conducted in 2013, as required by the Affordable Care Act.

No major changes or modifications were made to the Plan.

II. MISSION STATEMENT

It is the mission of Winthrop-University Hospital (referred to as “Winthrop” or “the Hospital”) to provide high-quality, safe, culturally competent, and comprehensive healthcare services in a teaching and research environment, which improve the health and well-being of the residents of Nassau County and contiguous county areas...based on a profound commitment to an enduring guiding principle – “Your Health Means Everything.”

The Hospital’s Community Service Plan is guided by and reflects its mission statement – to improve the health and well-being of the residents it serves.

III. COMMUNITY SERVED

As a large, regional healthcare provider on Long Island, Winthrop’s comprehensive approach to healthcare delivery includes the provision of both primary and specialty services to our service area. The Hospital’s primary/core service area has historically been Nassau County, specifically, Core Areas A, B, and C (See map below). The secondary service area, represented by Areas D and E, are also considered in the Hospital’s strategic planning process for purposes of establishing new programs and services.
Approximately 80% of Winthrop’s discharges are from Nassau County, in Core Areas A, B and C. Within these areas, 30% of discharges are from select communities, i.e., those experiencing health disparities. The following communities have been identified by the Nassau County Department of Health (NCDOH) as being “select communities. They are as follows: Elmont (11003), Hempstead (11550), Westbury (11590), Uniondale (11553), Inwood (11096), Freeport (11520), Glen Cove (11542) Long Beach (11561) and Roosevelt (11575).

In executing the Prevention Agenda, Winthrop highlighted the particular needs of the select communities within the Hospital’s largest percentage of discharges, Core Area A (24%): Hemsptead, Westbury, Elmont and Uniondale.

Winthrop believes strongly in the value of collaboration and camaraderie among healthcare institutions and practitioners. As such, we have working relationships with other hospitals across the region. It is through this collaborative process that the public health needs of all Long Islanders are addressed.

**PATIENT CARE**

Winthrop is a not-for-profit, 591-bed, regional healthcare resource offering an extensive range of preventive, diagnostic and clinical medical services through a broad range of primary care and specialized inpatient and outpatient programs. We deliver the highest level of care to newborns, children and adults. Winthrop is a NYS-designated Regional Trauma Center and NYS-designated Regional Perinatal Center.
In 2014, Winthrop logged 70,762 Emergency Department visits and 34,994 total inpatient discharges, including 4,792 deliveries. This includes 8,668 inpatient surgical discharges, 604 of which were open-heart operations and an additional 22,421 ambulatory surgical cases.

There were over 94,155 visits to community residents by the Hospital’s certified Home Health Agency and more than 4.477 visits through its Long Term Homecare Program.”

IV. PUBLIC PARTICIPATION - PARTNERSHIPS

Winthrop remains engaged with the community by maintaining relationships with community- and faith-based organizations, private organizations, local school districts; legislators from the village, town, county, state and federal government. In addition, many of Winthrop’s senior leadership sit on the boards of local organizations and regularly provide feedback on the health needs of their constituents.

Our partners include:

- Winthrop’s Cultural Competency Council
  - Circulo de la Hispanidad, Inc.
  - EOD of Nassau County
  - Girl Scouts of Nassau County, Inc.
  - Hempstead Hispanic Civic association, Inc.
  - Hempstead NAACP AHEAD Foundation
  - Hispanic Brotherhood of Rockville Centre
  - Hispanic Counseling Center
  - LI Minority Aids Coalition
  - Project Independence
  - Nassau BOCES
  - Nassau County Coordinating Agency for Spanish Americans (CASA)
  - Nassau County Perinatal Services
  - Nassau County Department of Health

- Chambers of Commerce – Mineola & Garden City
- Rotary Club of Williston Park, Mineola & Garden City
- Edward R. Smith Mineola Lions Club
- Mineola Kiwanis Club
- American Cancer Society
- American Heart Association
- LI Asthma Coalition
- Long Island Health Collaborative
- Local school districts

Winthrop also regularly welcomes and receives feedback directly from individuals in the community through the following methods:
• Evaluation forms distributed to attendees at each community lecture
• The Welcome Center’s phone line 1-866-WINTHROP, which facilitates community inquires and concerns
• Website – which provide an opportunity for e-mail
• Social Media – such as Facebook and Twitter

Winthrop is also actively involved with the Long Island Health Collaborative (LIHC), a working group of hospital members, local health department personnel, representatives from social service organizations, public health specialists from colleges, and others who form the core of health and human services for all Long Islanders. LIHC’s goal is to help Long Islanders understand why prevention and primary care are important, why each patient must play a more active role in their own health, what resources and services are available here on Long Island, and how these resources and services can be accessed. There are currently more than 75 members.

V. Public Health Prevention Agenda Priorities

SUMMARY

The results of the collaborative community needs assessment conducted during 2013 by Winthrop and its partners, as required by the President’s Affordable Care Act, indicated that obesity-related conditions such as heart disease, stroke, type 2 diabetes and certain types of cancer – are some of the leading causes of preventable death. Therefore, it was determined that Winthrop and its partners may make the most significant impact on public health by addressing obesity and the most prevalent, preventable chronic conditions in our community. Our goal is to not only improve access to care, but also to encourage individuals to make the behavioral changes needed to lead a healthy lifestyle through an approach that encompasses health interventions, education and public outreach.

Our focus areas area as follows:

1. Reduce Obesity – Nutrition and Healthy Weight
2. Prevention of and Management of Chronic Disease
3. Touch On and Promote Mental Health

VI. Plan of Action Updates

During 2014, Winthrop added two per diem community health nurses to the outreach team, one of whom is bilingual, to help expand the availability of our programs. Programs are being conducted, evaluated and modified if needed.
FOCUS AREA 1 – OBESITY – NUTRITION AND HEALTHY WEIGHT

GOAL: Expand the role of health care and health service providers and insurers in obesity prevention.

OBESITY SCREENINGS IN PRIMARY CARE PROVIDER OFFICES
Strategy: 5-2-1-0 Program

5-2-1-0 is a healthy lifestyle plan – five servings of fruits and vegetables, no more than two hours of screen time (including TV and IPADS), one hour of exercise and zero sugary drinks. The objective is to teach children the basics of a healthy lifestyle; intended goal is to have a long-term positive impact on their health.

Through this program, primary care providers are encouraged to consistently document BMI, provide lifestyle counseling, and develop individual care plans and follow-up measures.

The identification and counseling of children who are obese (BMI =/>95%) was implemented in 2013 in the Hempstead Pediatric Clinic, an area suffering health disparities. Children are measured for obesity at every well-child visit beginning at age two. Those who are identified as being obese receive a folder with informational sheets, resources and a personal “goal tracker” that encourages documentation (by coloring for age-appropriate children) the number of fruits and vegetables, screen time, physical activity and sugary drinks they have each day. Families also receive a visual chart, developed by a nutritionist, to clarify portion sizes.

Parents are asked to bring their child back within three months for a follow-up visit. Children nine years old and over who are still obese (BMI =/>95%) are sent for lab work which includes cholesterol and liver function testing. Children with abnormal results are then referred to an endocrinologist or a gastroenterologist.

Original tracking measures identified in the 2013 plan were to “increase the number of care plans and obesity folders distributed to 25%.” An evaluation of tracking methods determined a more effective measure: “documentation of counseling rate and follow-up rate.” This will be used going forward. Results are as follows:

2014 – Hempstead Practice: Counseling Documentation rate – 96%; up 17% from 2013
2014 – Follow-up rate with parents – 30%; 14% increase from 2013. This was attributed to the mailing of reminder cards.

GOAL: PREVENT CHILDHOOD OBESITY THROUGH EARLY CHILD-CARE AND SCHOOLS.

CHILDHOOD OBESITY SCREENINGS IN THE COMMUNITY
Strategy: Bring the 5-2-1-0 Program to the Community
Winthrop is in the process of collaborating with the Head Start communities located in Hempstead and Westbury to document BMI’s, and provide nutritional counseling for families of children identified as having an unhealthy weight. The healthy lifestyle program is currently being introduced at Head Start parent meetings. Moving forward, plans include providing nutritional counseling and support to parents of children who are identified as having BMIs greater than 95%. BMI’s will be documented after two to three months to monitor progress. Baseline statistics are being collected this year.

**GOAL: PROMOTE EXCLUSIVE BREASTFEEDING THROUGH THE IMPLEMENTATION OF THE 10 STEPS TO SUCCESSFUL BREASTFEEDING RESULTING IN BABY FRIENDLY DESIGNATION**

**INCREASE NUMBER OF BABIES ONLY RECEIVING Breast MILK UPON DISCHARGE.**

**BABY FRIENDLY DESIGNATION**

**Strategy:** – Achieve Baby Friendly Designation; improve percentage of newborns who only receive breast milk when discharged from the Hospital.

In 2014, University was awarded Baby-Friendly Designation by Baby-Friendly, USA. Winthrop is the first and only hospital on Long Island to achieve this distinct honor (as of December, 2014).

Baby-Friendly USA, Inc. is the accrediting body and the national authority for the Baby-Friendly Hospital Initiative in the United States. The Baby-Friendly Hospital Initiative (BFHI) is a global program that was launched by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) in 1991 to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding.

Scientific studies have shown that breastfed children have far fewer and less serious illnesses than those who never receive breast milk, including a reduced risk of SIDS, childhood cancers and diabetes. Breastfeeding has also been linked to the prevention of obesity. Researchers have learned that breast milk provides babies with food that is easy to digest and very nutritious. A baby learns how much to eat and when to eat, which helps him or her to develop healthy eating patterns.

During 2014, Winthrop’s target population for this initiative was all women seeking maternity care at the Hospital. Winthrop provided prenatal preparation and education at Winthrop Women’s Wellness in Hempstead, which treats a diverse population and at Winthrop’s New Life Center, which includes Labor and Delivery, NICU and mother/baby. After discharge, the support continues in the community through a Breastfeeding Support Group.

Year 2014 – 45% of babies were only receiving breast milk when discharged from Winthrop, an increase of 5% from 2013.
**ADDITIONAL OBESITY PREVENTION RESOURCES AT WINTHROP**

Winthrop’s Comprehensive Weight Management Program utilizes a food selection regimen and diet developed in conjunction with HMR Weight Management Service. **Winthrop is the only hospital in New York State to use the HMR System, which was recently ranked by U.S. News & World Report as one of the two best diet programs in the country.** For further information, please contact 1-866-WINTHROP.

Our Healthy KIDS program is a comprehensive weight management program for children and teens. In addition, we are a Bariatric Center of Excellence. Winthrop also offers a wide range of community- and hospital-based lectures that support a healthy lifestyle. For further information, please contact 1-866-WINTHROP.

**FOCUS AREA 2 – PREVENTING CHRONIC DISEASE – DIABETES**

**GOAL: PROMOTE EVIDENCED-BASED CARE**

**A. NATIONAL DIABETES PREVENTION PROGRAM**

**Strategy:** The National Diabetes Prevention Program is a 16-week core program, followed by a once-a-month post-core program for eight months.

The National Diabetes Prevention Program is an evidence-based lifestyle change program for preventing type 2 diabetes. The Program teaches participants strategies for incorporating physical activity into daily life and eating healthy. Lifestyle coaches work with participants to identify emotions and situations that can sabotage their success, and the group process encourages participants to share strategies for dealing with challenging situations.

Winthrop offered three core program groups and one post-core program during 2014. Sixty-three people enrolled and 50 (83%) completed the core program; all who completed enrolled for the post core program for eight months. During the fall of 2014, 46 people started the program – a total of 96 participants.

Day and evening programs have been scheduled for 2015.

**B. DIABETES CASE FINDING & EDUCATION**

**Strategy:** Winthrop is in the process of working with community partners to plan case-findings in communities experiencing health disparities. Blood pressure and cholesterol results will be used in the *My Health Advisor* web program from the American Diabetes Association to not only assign risk, but also to demonstrate the impact of risk of changes in blood pressure and cholesterol.
Those who are identified as high risk for type-2 will be given diabetes prevention guidelines and Spanish-language literature.

**C. PROMOTING CULTURALLY RELEVANT SELF-MANAGEMENT DIABETES PREVENTION AND DIABETES EDUCATION TO SOUTH ASIAN INDIAN COMMUNITY**

**Strategy:** The South Asian Indian community has a high prevalence of diabetes. Winthrop is targeting this population through community outreach to provide education about diabetes and diabetes prevention.

In 2015, Winthrop reached out and provided a lecture to 250 individuals in the Asian Indian community in Hicksville. At-risk individuals were provided with educational materials.

Winthrop will continue to explore culturally relevant avenues for reinforcing diabetes-specific prevention messages with the South Asian Indian Community.

**COMBINING FOCUS AREAS 1 AND 2**

**NUTRITION AND HEALTHY WEIGHT (OBESITY) - CHRONIC CONDITIONS**

**GOAL: PROMOTE CHRONIC DISEASE SELF-MANAGEMENT AND PREVENT OBESITY**

**Strategy:** Provide “Active Living” classes — A four-part series that addresses chronic condition management and the benefits of a healthy lifestyle.

During 2014, Winthrop implemented three pilot sessions at the Hospital’s Welcome Center. The series targets seniors with chronic disease and provide education about chronic disease self-management, stress management, nutrition, and exercise. The response has been positive; 63 people attended three classes. Plans are in place to bring the program out into the community during 2015.

**FOCUS AREA 3 - SUPPORTING MENTAL HEALTH AND ADDRESSING SUBSTANCE ABUSE**

**EXPANDED SERVICES IN THE DEPARTMENT OF BEHAVIORAL HEALTH** - During 2014, Winthrop added two new physicians to the Department of Behavioral Health: an adult psychiatrist and a child/adolescent/adult psychiatrist. Plans are to expand mental health services for the community during 2015.

**REFERRALS TO COMMUNITY RESOURCES** - Winthrop has a solid referral base for community members in need of assistance for both mental health and substance abuse.
SUPPLEMENTARY EDUCATIONAL STRATEGIES

Community Programs - In addition to the above interventions, Winthrop has a wide array of community education lectures that provide support for the above initiatives. Evaluation surveys are collected at the end of each lecture and are monitored for knowledge gained.

YouTube Videos - The Winthrop social media educational campaign has a number of videos, including “Living with Diabetes.” This particular video received 321 views during 2014.

Winthrop Cable Channel – The Hospital has developed a channel on cablevision that delivers health video content and information on community events. During 2014, there were more than 3,000 views on content directly related to Prevention Agenda priorities.

VII. ADDITIONAL INITIATIVES

FALL PREVENTION PROGRAM

Winthrop has a robust Fall Prevention Program for seniors. The program includes a beginner four-part fall prevention workshop, followed by exercise classes to improve balance, flexibility and strength.

A total of 33 beginner workshops were conducted, with 17 at the Winthrop Welcome Center and 16 out in the community. Four hundred and four (404) attendees completed the four-week sessions. The biggest changes reported were scatter rugs removed; carrying phone and medical information at all times, and recognition of importance of increasing daily physical activity.

A total of 73 follow-up exercise classes were offered at the Welcome Center and 70 classes were offered out in the community. Outcomes were evaluated by surveys, and many saw a noticeable difference in their posture, balance and strength. Endurance and motivation to do physical activity were also improved.

During 2015, Winthrop will continue to expand its Fall Prevention Program out in the community to reach individuals unable to attend classes at the Hospital’s Welcome Center.

TOBACCO CESSATION

The Tobacco Cessation Program is an interactive, four-session workshop offered over a four-week period; the program is free-of-charge. A registered nurse is responsible for conducting the programs. Seven workshops were conducted at Winthrop; two workshops were conducted out in the community, with a total of 66 people attending. Approximately 8 to 12 weeks after completing the workshops, participants were contacted via e-mail and phone. Twenty people reported back. Fifteen out of the 20 stopped smoking. Two are still smoking, although they
have decreased the number of cigarettes smoked daily. Three are using e-cigarettes. Two support groups were held with a total of eight attendees.

Winthrop will continue to promote its smoking cessation program during 2015 and will offer more workshops out in the community.

VIII. SUPPORTIVE HEALTH AND WELLNESS RESOURCES AT WINTHROP

Winthrop recognizes that a healthy lifestyle prevents or delays the onset of disease. A deep commitment to a healthy lifestyle through health maintenance and wellness is fundamental to the Hospital’s Mission. A description of supportive services follows:

**Center for Advanced Care of Chronic Conditions**
Winthrop offers a free service to the community to help individuals with a number of chronic conditions navigate the healthcare system. Winthrop’s Center for the Advanced Care of Chronic Conditions offers patients a coordinated approach to managing chronic conditions through individualized counseling and a case management approach. As a free service, a nurse “navigator” customizes a plan of care, coordinates treatment and follow-up care, and promotes awareness of Winthrop’s various preventive and health screening programs.

**Cancer Services**
Winthrop supports the public’s concern about cancer. As an American College of Surgeons (ACOS) Accredited Cancer Program, Winthrop has a robust program that offers a full complement of inpatient and outpatient services focusing on prevention, diagnosis, treatment, and support — all uniquely tailored to meet the highly personal needs of each patient.

Furthermore, data has shown that the following cancers maintain the highest incidence on Long Island: breast, prostate, lung and colorectal. Winthrop has assigned an oncology nurse navigator to each of these cancers in an effort to assist patients and their loves ones throughout their cancer journey. For more information please call 1-866-WINTHROP.

**Cardiology Services**
Staff from the Division of Cardiology regularly volunteers to speak with local community groups about the importance of integrating healthy lifestyle practices into the modern practice of medicine, both to lower the risk factors for chronic disease and/or if disease already present, serve as an adjunct to its therapy. Education about prevention and disease management is provided; referrals can be coordinated and include services such as cardiac rehabilitation, smoking cessation, diabetes education, and the Center for Cardiovascular Lifestyle Medicine. For further information, please call 1-866-WINTHROP.
**Diabetes Education Center**
The oldest program of its kind on Long Island, the Center provides those living with diabetes on a daily basis the up-to-date knowledge, skills and tools people with diabetes need to manage this chronic condition successfully and avoid the many associated complications. The Diabetes Education Center offers individual consultation and a comprehensive diabetes self-management program recognized by the American Diabetes Association. Special nutrition programs are offered, including cooking and meal planning classes, as well as a “Dining Out with Diabetes” program. Additional services are available for pregnant women with gestational diabetes based on the latest information regarding diabetes management. For information, please call (516) 663-2350.

**Community Education**
A longstanding tradition, Winthrop continues to offer “free” Community Wellness Programs on campus as well at the Mineola Community Center. These programs address focused population health priorities, as well as programs of interest to the community, such as any updates on current health issues. Topics presented by Winthrop physicians and specialists during 2014 addressed diabetes, heart disease, obesity, stroke awareness, memory changes and more.

Wellness programs are also offered at various local community centers based on needs discussed by our community partners, such as community-based organizations who represent their constituents, as well as by evaluation of the current trends. For further information, please call 1-866-WINTHROP.

**Community Training Center**
The Hospital is an American Heart Association Training Center. The Center provides training in Basic Life Support, PALS and ACLS to community members and to healthcare professionals requiring certifications. Please call (516) 663-4455 for information.

**Center for Family Dental Medicine**
Our full service, state-of-the-art dental facility serves the community’s patients and allows dentists to complete their residency in a hospital environment. The center offers specialized diagnostic and oral care from preventive measures which range from routine care and cleanings to more complex oral and maxillofacial surgery.

As a hospital-based program, we are uniquely positioned to care for medically complex patients, such as those with cancer, autoimmune diseases or other medical problems that require advanced treatments. For more information, please call (516) 663-2752.

**Health Fairs**
Winthrop participates in community-based health fairs and events. Hospital staff provides blood pressure and asthma screenings, as well as information about a variety of issues, including stroke prevention, diabetes, tobacco cessation, heart health and nutrition. Some of the community-based health fairs Winthrop participated in during 2014 included Senator
Hannon’s Senior Health Fair, Town of North Hempstead Health Fair, the Nassau County Health Fair, The Williston Park and Mineola Street Fairs and more.

**Support Groups**
Throughout the year, Winthrop coordinates many free support groups that meet periodically, are open to the public and cover a wide range of healthcare topics. Support groups focus on a variety of specific conditions/issues including: bariatric surgery, bereavement, breastfeeding, cancer, cardiac arrest, Alzheimer’s, caregiver, geriatric, pain management, perinatal bereavement, pulmonary problems, and stroke. For further information, please check the website at [https://www.winthrop.org/support-groups](https://www.winthrop.org/support-groups) or call 1-866-WINTHROP.

**Speaker’s Bureau**
The Hospital provides speakers at the request of local organizations. Topics are chosen based upon the specific interests of the groups and cover wellness issues such as nutrition, heart health, lung conditions, and stroke prevention. Please call (516) 663-2234.

**Winthrop Welcome Center**
The Welcome Center at the Winthrop Wellness in Garden City offers written educational material, free lectures and wellness classes. Topics presented are based on Prevention Agenda priorities, as well as the health information needs of the community. The Center demonstrates Winthrop’s commitment to improving the health status of the community.

Also, Community residents calling the 1-866-WINTHROP number for information are directly linked to clinical departments as well as given referrals to community physicians and services as needed.

**Winthrop Winnebago**
Winthrop’s Winnebago is used to bring health education information at various locations throughout the community.

**IX. DISSEMINATION OF THE PLAN TO THE PUBLIC**

The Community Service Plan is available to the public through the Winthrop-University Hospital website, [https://www.winthrop.org/community-service-plan](https://www.winthrop.org/community-service-plan). Upon request, community members may receive copies of the Plan by mail, at the Hospital Information Desk located in the main lobby, or at the Welcome Center, located at 1300 Franklin Avenue, Suite ML-5, Mondays through Friday, 9 AM to 4 PM.