

Valley Presbyterian Hospital
15107 Vanowen Street
Van Nuys, CA 91405

Community Benefit Report and Plan
Fiscal Year 2011
OSHPD Facility ID #106190812

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Facility History and Background

Valley Presbyterian Hospital traces its origins to an event that took place in post-World War II Los Angeles. In 1947, a countrywide study projecting population trends singled out the San Fernando Valley region as an area that would experience significant growth—and one whose medical needs were in risk of being under-served unless new resources were created. At that time, there was no full-service hospital in the San Fernando Valley region.

On October 6, 1948, articles of incorporation were filed and a small group of civic leaders began to make plans for a new full-service, acute care community hospital. The next seven years would be dedicated to planning, fundraising and site location.

In the mid-fifties, the Valley population jumped from 402,000 residents (in 1950) to 650,000 in 1956. San Fernando Valley region business leaders convinced the Olmstead Family Trust to buy ten acres of land on Vanowen Street near Sepulveda Boulevard for \$250,000 in seed money and lease it to the new organization at \$1 per year. With this funding, Valley Presbyterian Hospital-Olmstead Memorial was born.

By the spring of 1955, trustees, physicians, business and civic leaders pledged another \$480,000. The State Department of Hospitals had provided \$339,000 in funding and the Los Angeles Building Fund had pledged \$80,000. On January 21, 1958, a three-story, 63-bed hospital opened its doors, and phase I, the first of five major development phases, was complete.

Throughout the years, Valley Presbyterian Hospital board members, hospital administrators and physicians have made a concerted effort to match the growth of the hospital to the needs of this ever-changing, complex region. A health education center, ancillary services and additional space have been added over the years to create today's comprehensive health service campus.

Today, Valley Presbyterian Hospital is an innovative, full-service, non-sectarian, not-for-profit community hospital that serves multi-ethnic, multi-lingual families from Palmdale to Burbank to West Hills.

Valley Presbyterian Hospital offers leading-edge technology and medical expertise in maternal and child health, cardiac care, orthopedics and critical care services. Valley Presbyterian Hospital is a ST segment elevation myocardial infarction (STEMI) receiving center for heart attack patients. The hospital is equipped and staffed in its cardiac catheterization laboratory to provide intervention within the critical 90 minutes following the onset of chest pain.

Valley Presbyterian Hospital is a certified stroke center providing immediate access to specialized neurologist via RP-Lite telemedicine technology. This system includes an on-camera interface that allows our physicians to perform real-time consultations with neurologists located hours away.

Women's and children's services feature integrated medical specialty care. Women with high-risk pregnancies have access to the perinatal clinic and the level II neonatal intensive care unit. The emergency department approved for pediatrics (EDAP), is one of the major EDAP hospitals in the San Fernando Valley region. There is an ample pediatric unit and a level II pediatric intensive care unit (PICU).

Valley Presbyterian Hospital remains one of the Valley region's only independent, locally controlled medical institutions. Every decision we make, whether in the boardroom or in a patient room, is intended to be in the best interests of our community. The investments we are making in new technologies and expanded services will serve the community with enhanced and more responsive care.

Vision, Mission and Values

Our vision: “Excellence in all we do”

Our mission: “To improve to improve the quality of healthcare in our community”

Our core values:

- Dignity and respect for all individuals
- Compassion and patient-centric care that addresses diverse cultural needs
- Dedication to a quality environment in which physicians and employees can succeed
- Pride in providing community-based healthcare
- Trust and transparency
- Collaboration in the work place

Community Needs Assessment Process

Valley Presbyterian Hospital participates in the triennial San Fernando/Santa Clarita Valley community needs assessment process that began in 1997. This large consortium of health care and social service providers is currently conducting research and will produce its sixth triennial report by late summer 2013.

Specific pages from the 2010 Community Needs Assessment in the appendix contain the names of the participating organizations and a description of the collaboration process. The survey’s findings, along with various internal and external analyses, are used to assist Valley Presbyterian Hospital in determining the types of service modifications and programs that it should consider to address the needs of its community. If you would like a full report, please contact pegi.matsuda@valleypres.org.

Community Needs and Planning Assessment

There are four key steps in the planning process that directs our community development program planning. These four steps include:

1. *Review of community needs assessment:* Every year, Valley Presbyterian Hospital reviews current community programs for re-evaluation and measurement.
2. *Creation of new programs:* Using the information from the community needs assessment and through interaction with community leaders, Valley Presbyterian Hospital identifies new programs for implementation.
3. *Creation of community strategic plan:* an annual plan is created and presented to the board of directors for discussion and approval
4. *Program design and implementation:* when the plan is approved, current community programs are revised and or enhanced, if necessary. New community programs are created and implemented.

Area Demography

Valley Presbyterian Hospital's total service area is comprised of almost 1.7 million persons with a forecasted increase of 3.0 percent by 2016. Valley Presbyterian Hospital's 2011 primary service area (the area that generates 75% of VPH discharges) has a population of approximately 1 million and is made up of 19 zip codes that have some of the lowest median household income levels – and highest population densities – in the San Fernando Valley region. It includes the communities of: Van Nuys, Pacoima, Reseda, Sun Valley, Canoga Park, Granada Hills, Panorama City, San Fernando, Sylmar, North Hills, North Hollywood, Sherman Oaks and Winnetka.

Primary Service Area Population by Age and Gender *

Age	2011 Population	2016 Population	% of Change
Under 18	297,161	306,165	3.0%
18-59	590,823	608,725	3.0%
60-64	28,201	28,870	2.4%
65-74	44,488	45,836	3.0%
75+	39,077	40,189	2.8%
TOTAL	999,750	1,029,785	3.0%

With the exception of San Fernando, the PSA is part of the city of Los Angeles. The 2011 racial/ethnic distribution is *:

Race/Ethnicity	Percent of Population
Hispanic	57%
Caucasian	22%
Asian/Pacific Islander	13%
African-American	4%
Other	4%

In the PSA, approximately 27% of the residents are on Medi-Cal and approximately 28% are uninsured.

**Source: 2011: www.city-data.com/zips*

Community Health Services

In addition to its hospital services and clinical programs, Valley Presbyterian Hospital provides additional benefits to the community through its health services programs.

Obstetrical (OB) Service Affinity Program – Little Treasures

Valley Presbyterian Hospital has created the Little Treasures or the “Pequeños Tesoros” program as a way of creating a unifying identity for the full suite of maternity services offered by the hospital. Little Treasures creates a visual, emotional and relatable expression for the mission of VPH’s maternity services: a singular commitment to the health and well-being of the women of our community, their children and their families.

Obstetrical (OB) Service Affinity Program – continued from previous page

The program established an OB outreach liaison who visits community clinics and OB physician offices regularly, acts as a patient advocate, assesses patient needs and assists with opportunities for improvement. The program has been structured to respond to the needs of pregnant women to improve the quality of care and customer service.

Little Treasures encompasses a comprehensive range of prenatal and obstetrical services provided by VPH in a comfortable, safe and expertly staffed environment. These services include:

- Obstetrics
- 24/7 toll free call center to provide free physician referrals
- 24/7 OB laborist
- 24/7 anesthesiology patient
- Medi-Cal eligibility assistance
- Comprehensive education/classes
- Perinatology services
- Antepartum services
- Monthly baby showers, maternity tours and free education classes
- Bilingual community liaison
- Breastfeeding support
- Neonatology and high-risk infant follow-up

High Risk Infant Clinic

The neonatal intensive care unit (NICU) is certified by California Children's Services (CCS) within the San Fernando Valley to provide follow-up care for high-risk babies that qualify for CCS childbirth services. Each high-risk infant is evaluated every six months, 18 months and 24 months. This high risk infant clinic provides:

- Complete history and physical evaluation
- Evaluation by a dietician who provides a nutritionally adequate diet
- Occupational and physical therapist evaluation and assessment
- Referral to tertiary care medical centers, if necessary

Amputation Prevention Center

Valley Presbyterian Hospital's Amputation Prevention Center (APC) is one of a handful of identified hospital-based centers in the nation to offer cutting edge clinical and technological expertise in limb salvage. Located within a geographical location that serves a large diabetic population, many residents within our community and beyond do not have access to appropriate health services and education due to their economic constraints. Hence, the need for our APC is great within the community.

Since its opening, the APC has gained national attention for its extraordinary limb salvage rate, believed to be in the 90th percentile. The center functions as a specialty program of Valley Presbyterian Hospital, offering inpatient and outpatient diagnostics and surgery for diabetic patients with limb-threatening conditions such as chronic wounds, gangrene and infections.

The center has been effectively healing wounds within 52 days compared to the national average of 120 days. The center is an example of how Valley Presbyterian Hospital has improved the quality of care, not only for the local community it serves, but for the lives of patients as far north as Bakersfield and as far south as San Diego.

The center continues to offer an array of clinical non-invasive and invasive procedures to its patients and optimizes the potential to heal wounds and save limbs. Utilizing the most current clinical medicines and technology, our physicians and nursing staff diligently apply this expertise and develop treatment plans to heal wounds. The APC continues to educate the medical community and the lay public on limb loss and treatment alternatives.

Cardiac Rehabilitation

Cardiac rehabilitation is a customized program of exercise and education designed to help patients recover after a heart attack from other forms of heart disease, or after surgery to treat heart disease.

Cardiac Rehabilitation – continued from previous page

It is a method designed to help patients increase their quality of life and return to a healthy and active lifestyle. The cardiac rehab program at VPH provides three phases of care. Phase I is a physician-ordered inpatient visit by cardiac rehab team members who educate patients on their disease, the recovery process and the type of therapy they will receive while in the hospital. Phase II is a physician ordered program for patients who are medically cleared for cardiac rehabilitation. These patients are monitored by a board certified cardiologist and specialty trained registered nurses. Phase III is a self-maintenance program that is offered to all patients interested in maintaining their cardiovascular health after completing their phase II program.

The outpatient program provides the following services:

- In-depth medical review and analysis
- Customized nutritional counseling with a registered dietitian
- Outpatient exercise prescription incorporating several modalities of aerobic exercise
- Lifestyle education and modification with an emphasis on risk management

In addition, Valley Presbyterian is one of the few hospitals within our local community that continues to offer cardiac rehab services.

Valley Rehabilitation Center (VRC)

The Valley Rehabilitation Center (VRC) offers a 15-bed capacity and includes a patient dining area and therapy gym equipped with a body weight support treadmill.

Patients referred to the VRC receive care from the Valley's best interdisciplinary team of experts. The team includes a physical therapist, 24/7 rehabilitation nurses, occupational therapists, speech and recreational therapists, dietitians, orthotic/prosthetic consultants and a licensed clinical social worker. A neuropsychologist is also available to help with the emotional and cognitive issues patients and families face during and after their rehabilitation.

Valley Rehabilitation Center (VRC) - continued from previous page

Since its launch, the VRC has built a reputation for superior quality and outcomes, with an average 80 percent home-return rate.

Physician Referral Services

Valley Presbyterian Hospital's physician referral service is a free service that helps community members find a primary care physician or specialist. This program provides more than 300 free referrals a month to members of the community and surrounding greater San Fernando Valley.

Our consultants are able to provide the following information about a physician:

- Board certification
- Education
- Gender
- Languages spoken
- Medical insurance accepted
- Office hours and locations

A consultant will match one's preferences with his/her medical insurance plan and provide profiles of physicians who meet a caller's criteria. The service will also send callers a confirmation, including the names of the physicians referred, their office locations, directions and telephone numbers.

In addition to providing assistance over the telephone, the PRS also maintains a "find a physician" section on the Valley Presbyterian Hospital website where prospective patients can learn more about our physicians.

Medi-Cal Eligibility Unit

Valley Presbyterian Hospital offers a Medi-Cal eligibility unit to assist in qualifying uninsured patients and a select group of insured patients for Medi-Cal benefits.

Medi-Cal Eligibility Unit - continued from previous page

Authorized eligibility workers screen patients for qualification and manage the entire Medi-Cal application process. In addition, the unit assists victims of crime in their applications for state compensation.

Clinical Care Internships

The clinical care extender pipeline program recruits a diverse group of students and individuals in career transition from surrounding colleges and universities to participate in a year-long volunteer clinical internship. Through this internship, participants gain experiential education in departments throughout the hospital and are motivated to pursue careers in health care. These individuals are then encouraged to return to work for Valley Presbyterian when they complete training programs to become health professionals. The diversity cultivated through this internship helps VPH provide more culturally competent care to its diverse patient population. In addition to receiving guidance and support along their paths to health careers, the interns provide valuable support for VPH patients and assist with multiple community projects such as the Diabetic Foot Global Conference, sibling visitation day, blood drives and baby showers.

Nurse Scholar Program

The nurse scholar program aims to grow nurses from within the community to serve the unique needs of Valley Presbyterian Hospital's diverse patient population. In fiscal year 2011, VPH provided 16 nursing students with financial support associated with nursing school. In addition to financial support, the nurse scholars are provided mentorship and guidance by experienced nurse educators, and the nurse educators work with them through any challenges that occur while in nursing school. Upon completing their nursing programs, nurse scholars are hired by Valley Presbyterian Hospital and commit to serving the community for a minimum of one year.

Student Healthcare Program

Valley Presbyterian Hospital partners with Los Angeles Valley College (LAVC) to bring low- and no-cost quality healthcare to our community's students. Through this unique collaboration, the hospital provides physicians and physician assistants for LAVC's Student Health Center, where enrolled students benefit from an array of healthcare services, including physical exams, screenings, immunizations and referrals.

Maternal Child Health Services

Valley Presbyterian Hospital continues to advocate and act on the Surgeon General's call-to-action to support breastfeeding. Breastfeeding is recognized as a preventive measure for obesity, diabetes and other chronic illnesses. This is why Valley Presbyterian Hospital advocates breastfeeding as the healthiest option for nurturing newborns.

To further this nationally recognized practice, VPH offers breastfeeding classes that encourage a successful breastfeeding experience by providing mothers with information about positions, frequency, myths, troubleshooting and pumping. In addition, free breastfeeding support groups are offered to help support mothers with breastfeeding techniques that provide a more successful and more enjoyable experience for both the mother and the baby.

Prepared Childbirth

Prepared childbirth classes educate expecting parents-to-be about personal nutrition, relaxation skills, breathing techniques, administration of epidural anesthesia, C-section delivery and the latest in labor and delivery comfort measures.

Childbirth Education

Valley Presbyterian Hospital recognizes that childbirth education is a vital component in preparing for delivering a baby. To assist parents in planning for their delivery, VPH offers classes that cover important information and training on the following:

Childbirth Education – continued from previous page

- Basic pregnancy information
- Preparation for the laboring process
- Pain management
- Relaxation techniques
- Partner coping measures
- Post-partum care

In addition, given our predominately Hispanic population and our commitment to meet the needs of our diverse community, all classes are held in English and Spanish.

Baby Beginnings

Baby beginnings classes are intended to offer expecting parents-to-be a proper foundation when it comes to basic infant care. Valley Presbyterian Hospital offers classes that educate parents on the following:

- Choosing a pediatrician
- Infant behavior
- Bathing techniques
- Safety
- Feeding patterns
- Swaddling and soothing techniques

Heart Saver

The heart saver program provides our community members education on cardiopulmonary resuscitation (CPR) for adults, children and infants. Every parent should know how and when to administer CPR. When performed correctly, CPR can save a child's life by restoring breathing and circulation until advanced life support can be given by health care providers. CPR may be necessary during many different emergencies, including accidents, near-drowning, suffocation, poisoning, smoke inhalation and electrocution injuries.

Valley Simulation Lab

The Valley simulation lab is one of the region's most technologically advanced simulation labs. It uses a full line of high fidelity mannequins that are designed to simulate realistic patient situations and responses by allowing instructors to build limitless medical scenarios. Each mannequin is also connected to high tech audio-visual equipment that allows participants to record and play back scenarios, as well as have live broadcasts.

The lab is designed to model a patient care unit with a labor and delivery section, ICU, three fully equipped medical/surgical bays and a nursing station. It features the full line of mannequins, such as a birthing mother, adult male, infant and child that respond to the participants' interventions and responses. For nursing students, the lab provides a link from didactic learning to hands-on medical application in a no-risk environment.

Community Health and Wellness Outreach

As a Primary Stroke Center, Valley Presbyterian Hospital hosted its first annual Stroke and Wellness Fair in 2011, which was attended by more than 600 people. VPH provided more than 400 free flu vaccinations; carotid artery screenings; cholesterol, glucose (blood sugar), and blood pressure screenings, and body fat (BMI) analyses. Attendees also enjoyed healthy cooking demonstrations and obtained tips from clinical dietitians on eating healthy to lessen their risk for type 2 diabetes.

Our physicians presented lectures on diabetes and stroke prevention, as well as other timely topics. Representatives from numerous VPH services lines and community partners— such as the American Cancer Society and American Diabetes Association—were present to share information and answer questions.

Another community outreach program where Valley Presbyterian Hospital participated was a Community Health and Safety Fair hosted by Los Angeles City Councilman Tony Cárdenas. This event brought together more than 30 organizations—including city, county, state and federal agencies for this annual event.

Community Health and Wellness Outreach—continued from previous page

Valley Presbyterian Hospital offered blood pressure screenings to attendees and free information on cardiovascular health. More than 2,000 community members attended the event.

Valley Presbyterian Hospital also participated in the following community wellness programs:

- Healthy Kids Day
 - This event educated the community on healthy eating habits, nutritional food models for low calorie options, proportional food servings and balanced nutritional meals. More than 150 community members participated in the event.

- Breastfeeding Challenge and Family Fair
 - This fair encourages expecting mothers to participate in breastfeeding their infants. Valley Presbyterian Hospital provided breastfeeding support informational materials and a registered nurse to answer inquiries about breastfeeding.

- Children's Community School 16th Annual Health and Safety Fair
 - This health fair is attended by Van Nuys children and families seeking education on diabetes. VPH provided health care professionals to perform glucose screenings and distribute educational materials on diabetes prevention.

Continuing Medical Education (CME)

Continuing medical education is a central component to improving the quality of care provided to our communities. Valley Presbyterian Hospital offers a robust program to our medical staff and community physicians.

This program follows the Accreditation Council for Continuing Medical Education's guidelines for furthering a physician's knowledge and competence to improve quality medical care for the patients and the communities the physicians serve. In keeping with our commitment to provide an environment of learning for our physicians, VPH provided 2,380 hours of continuing education during the calendar year 2011. 14

Community Events and Sponsorships

Valley Presbyterian Hospital acknowledges the importance of supporting local associations that further the wellness, legislative and economic interests of our communities. Below is a list of associations that Valley Presbyterian Hospital has supported and collaborated with:

- American Diabetes Association
- Arthritis Foundation
- California League of Conservation Voters
- JDRF
- Los Angeles County Economic Development Corporation
- Mid-Valley Chamber of Commerce
- Valley Economic Development Center
- Valley Industry & Commerce Association
- Western Los Angeles County Council Learning for Life

Fiscal Year 2011 Key Indicators

Total Inpatient Discharges (excluding normal newborns)	16,509
Total Medi-Cal Inpatients (discharges)	8,868
Total Births	4,198
Total Antepartum/Perinatal Patient Stays (discharges)	5,009
Percent of perinatal patients covered by Medi-Cal	93%
Total Number of Pediatric Patient Stays (discharges)	1,407
Percent of Pediatric patients covered by Medi-Cal	80%
Total Number of Emergency Room Patients (visits)	56,761
Percent of Emergency Room Patients covered by Medi-Cal	47%
Percent of Emergency Room Patients without Insurance	14%

2011 Community Benefit Value

Professional and Community Education	\$324,131
Physician Education Classes	\$159,528
Physician Referral Service	\$36,070
TOTAL EDUCATION & OTHER	\$519,729

Unreimbursed Medical Services – Excludes Provider Fee

Type	Charges	Cost Value	Reimbursement	Net Benefit
Medi-Cal	\$376,505,298	\$109,359,719	\$64,433,663	\$44,926,066
Self Pay	\$36,279,452	\$10,537,730	\$1,929,327 *	\$8,608,403
TOTAL	\$412,784,750	\$119,897,458	\$66,362,990	\$53,534,469

Unreimbursed Medical Services – Includes Provider Fee **

Type	Charges	Cost Value	Reimbursement	Net Benefit
Medi-Cal	\$376,505,298	\$119,148,867	\$112,000,000	\$7,148,867
Self Pay	\$36,279,452	\$11,480,995	\$1,929,327 *	\$9,551,669
Medicare	\$296,586,165	\$93,857,658	\$93,560,824	\$296,834
TOTAL	\$709,370,915	\$224,487,520	\$207,490,151	\$16,997,370

*includes other discounts (flat rate) and 90% bad debt expenses

**includes 19 months of provider tax fee revenue (i.e., April 2009 through October 2010)

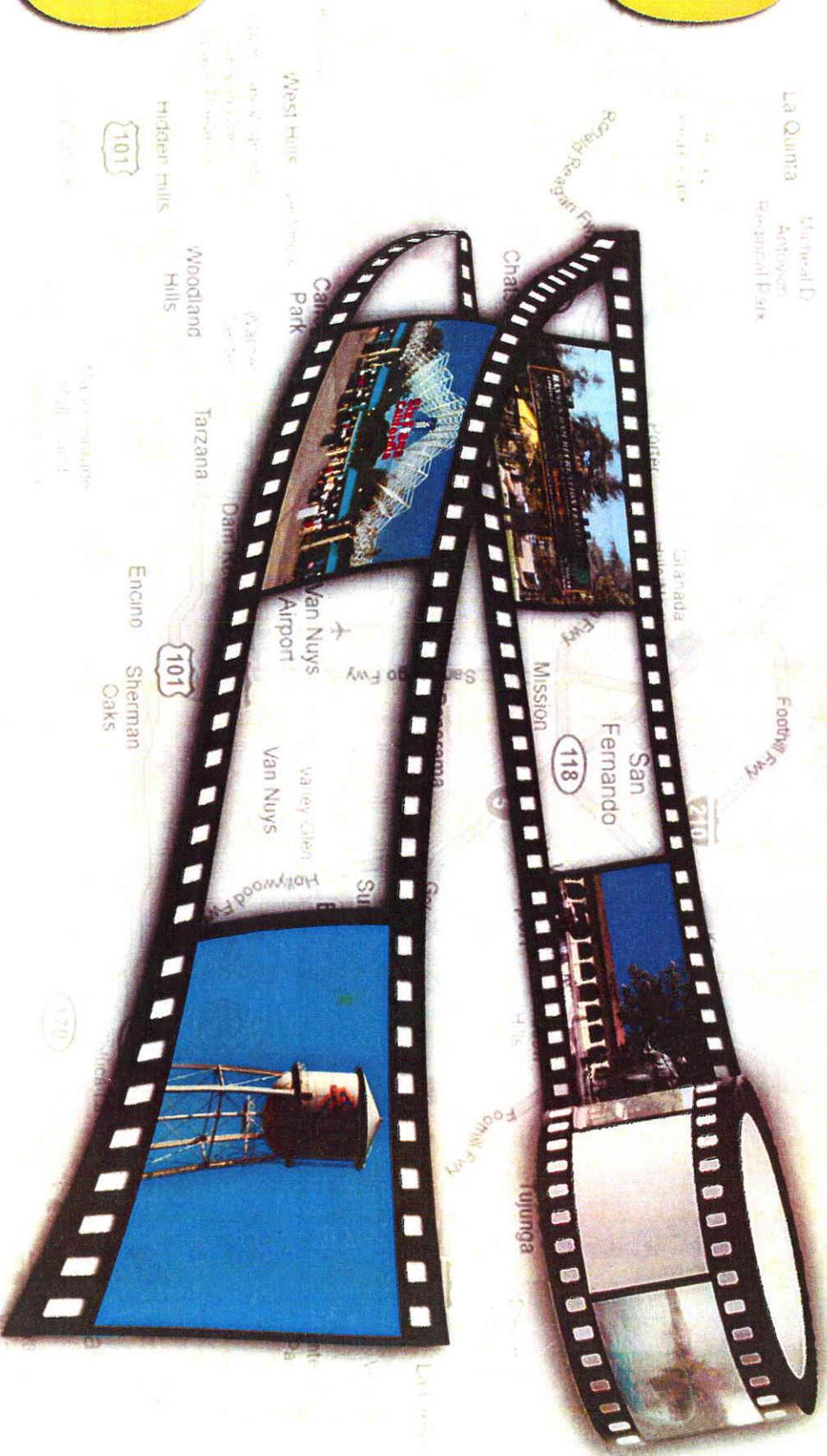
Appendix A - Community Needs Assessment

2010

ASSESSING THE COMMUNITY'S NEEDS: A TRIENNIAL REPORT ON SAN FERNANDO AND SANTA CLARITA VALLEYS



VALLEY CARE
COMMUNITY CONSULTANTS



ACKNOWLEDGMENTS

This effort would not have been possible without the financial support of Kaiser Permanente (Woodland Hills and Panorama City), Northridge Hospital Medical Center and Providence Health & Services (Holy Cross, Saint Joseph, and Tarzana Medical Centers). In addition to the financial support from these facilities, our additional SPA 2 hospitals sent staff to participate actively in the discussion and completion of surveys required to prepare this document.

Many organizations and individuals contributed time, expertise, resources, and financial support to the completion of this project. Special thanks go to the students in the Health Education and Health Administration programs at California State University, Northridge (CSUN) who collected data for this project. Public Health class HSCI-439 participated during a service learning project under the leadership of Kathleen Young, PhD. This class was assigned the task of taking the 2009 Claritas data and creating the City Snapshot. In addition, the Health Administration Class HSCI-424 Marketing and Planning class under the leadership of Ronald Sorensen conducted the surveys for the asset mapping of SPA 2 service agencies. Appreciation is also extended to Northridge Hospital for hosting the 2010 Needs Assessment Kick-Off Meeting and Kaiser Permanente Woodland Hills for hosting the dissemination meeting. The following agencies have generously hosted the general planning meetings: Providence Center for Community Health, Volunteers of America Head Start and Early Head Start, MEND (Meet Each Need with Dignity), ValleyCare Mid-Valley Comprehensive Health Center, and Tarzana Treatment Center. In addition, Providence Health and Services provided Thomson-Ruters Market expert and 2009 Claritas data. Los Angeles County Department of Public Health, Los Angeles County Department of Health Services and Los Angeles County Department of Mental Health provided data to VCCC, and Mid-Valley Comprehensive Health Center provided temporary office space for additional staff.

The participation and cooperation came in many different ways including organizations that assumed the responsibility of oversight of the development and completion of this project by participating actively at the Community Needs Assessment planning meetings. Acknowledgment and thanks go to the many collaborative partners for their support and assistance in the completion of the 2010 CNA project.

This year, special thanks go to Shalien Mistry, President of Crystal Coding Concepts for working with VCCC staff to expand this report into the e-book format and to create the City Snapshot information located at www.valleyccc.org.

This needs assessment was made possible by the dedicated work of VCCC staff and partners who worked diligently on data collection and analysis. The following people played a vital role in the development of the 2010 edition of Assessing the Community's Needs: A Triennial Report on the San Fernando and Santa Clarita Valleys:

Ronald Sorensen	Providence Health and Services Center for Community Health Improvement	Data Committee Chair
John Esplana	Providence Health and Services Center for Community Health Improvement	Data Committee
Amy Lightstone	Los Angeles County Department of Public Health, Office of Health Assessment & Epidemiology	Data Committee
Jorge Lopez	Los Angeles County Department of Health Services, Office of Planning	Data Committee
Joe Martinez	United Way of Los Angeles	Data Committee
Michelle Renfrow	Los Angeles County Department of Mental Health	Data Committee
Susan Savage	Child Care Resource Center	Data Committee
Mark Silverbush	Los Angeles Homeless Services Authority	Data Committee

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ASSESSMENT METHODOLOGY

The SPA 2 CNA was conducted using the Mobilizing for Action through Planning and Partnerships (MAPP) methodology. Developed by National Association of City and County Health Officials and the Centers for Disease Control, MAPP employs a community-wide strategic planning tool for improving community health. This process allowed for a more in-depth review and analysis of some of the critical health issues facing SPA 2.

This CNA aims at providing organizations, institutions, social service agencies, government offices, and individual communities with an overview of the SFV and SCV that comprise SPA 2. The findings of this CNA serve as a chronology and index of health needs and issues prevalent among population groups, including children, adults, seniors, the elderly, poor/low income, and medically indigent/uninsured. Similar to the previous community needs assessment studies, this project focused on collecting both primary and available secondary data that were relevant to the purpose of the investigation.

The primary data were collected using two different survey tools in addition to input from organizations at monthly meetings between November 2009 and May 2010. The two-part CNA Survey was utilized to gather information from community organizations that provide a multitude of services to the residents of SFV and SCV. An additional survey modeled after the MAPP Community Health Survey was modified and used to gather information from the local residents. A copy of both questionnaires is included in the appendices of this report under Appendix B.

The CNA survey instrument (developed in 2007) was used to collect primary data. The survey instrument was developed with the assistance of agencies that participated in the 2007 community needs assessment. Agency representatives brainstormed to identify areas of concern according to the current trends in the communities they served. The identified concerns were then used in the questionnaire. The first part of the survey was undertaken by the California State University, Northridge (CSUN) HSCI 424 Marketing and Planning class. Students were provided with a list of SPA 2 agencies and were asked to conduct either phone or in-person interviews to update the essential service locations in SPA 2. Special focus was given to those agencies that serve the under and uninsured to create an updated asset map of SPA 2. Data from the 120 surveys were updated into the location and services area on the VCCC web site providing up to date services, hours, service types and contact information. The second part of the survey consisted of ranking the top five priorities out of the 30 issues that were identified and the nine crucial areas where services need expansion or improvement. More than 250 surveys were sent out electronically to the VCCC list-serve. Others were distributed at the kick-off meeting and other sub-committee meetings between November 2009 and May 2010. VCCC received 109 completed surveys. The results of those survey responses were used to determine the key priority needs presented under the Key Findings section of this report.

The second survey was conducted by two VCCC Community Outreach staff members. VCCC staff members surveyed 110 VCCC walking group members. VCCC has established school-based and community-based walking groups under Pacoima Diabetes Collaborative Project (funded by California Endowment) and Northridge Hospital's School-Based Obesity and Diabetes Initiative project (funded by Northridge Hospital in collaboration with Los Angeles Unified School District (LAUSD) District 1 schools in the West Valley). In addition, surveys were

also conducted with participants from VCCC faith-based walking groups in the community. This survey tool included the perceived quality of life, health care access, health problems, and risky behaviors in the community. The overall results from the survey questions are discussed in the Key Findings and Health Access and Status sections of this report.

A list of organizations that completed the 2010 CNA survey is provided at the end of this report. In addition, a detailed resource listing of all the programs and services provided by the organizations that completed the asset mapping exercise worksheet has been compiled and will be maintained on the VCCC website, www.valleyccc.org.

Secondary data were secured from multiple sites as well as an additional community resident survey conducted by Providence Health and Services which is cited under data resources in Appendix C at the end of the report.

CITY SNAPSHOT

A new component of this report has been added to the VCCC website called City Snapshot. The purpose of creating a City Snapshot is to facilitate the process of compiling specific information about each SPA 2 community. The web-based City Snapshot includes demographic data, education levels, income levels, disease trend and prevalence for each city in SPA 2. The idea for this online resource came from the city profiles found on the Los Angeles Times web site. Data on this site will be from the 2009 Claritas projections and will be updated once the 2010 census data are released.

Claritas data sets were given to the Health Science undergraduate CSUN students to organize by SPA 2 communities. Data sets and graphs were created for demographics, educational attainment, income levels, top 10 leading causes of death, for the city in 2009, and top five causes of death for the past decade. Also, a Thomson-Reuters Market expert provided data on five disease categories by zip code. Collected data were input into the VCCC website by the Program Coordinator and a Master of Public Health intern.

This information can be accessed through the VCCC website, www.valleyccc.org.

KEY FINDINGS: SPA 2 PRIORITY NEEDS AND ISSUES

VCCC Community Needs Survey Results

Community Feedback on Health Needs and Issues

In May 2010 a written survey was conducted with people who participated in the walking groups organized by the Valley Care Community Consortium. These walking groups are located throughout the San Fernando Valley with representation from communities including Canoga Park, North Hills, Northridge, Panorama City, Reseda, Van Nuys, and Winnetka. There were a total of 110 respondents to the survey. Some of the key findings from the survey include:

- The respondents felt that the most important factors for creating a healthy community included:
 - Good schools (53%)
 - Access to health care (46%)
 - Good area to raise children (36%)
 - Strong family structure (32%)
 - Good jobs and a strong economy (32%)
- Those responding to the survey felt that the following issues were the most important health problems facing our community:
 - Diabetes (80%)
 - Cancer (53%)
 - High blood pressure (27%)
 - Heart disease and stroke (26%)
 - Dental problems (17%)
 - Teenage pregnancy (17%)
 - Health issues facing those who are aging (16%)
- Persons completing the survey felt that the most important risk behaviors of concern in our community include:
 - Drug abuse (54%)
 - Obesity/Overweight (51%)
 - Alcohol abuse (48%)
 - Poor eating habits (28%)
 - Dropping out of school/lack of education (23%)
 - Tobacco use (21%)

Funded By: Kaiser Permanente Panorama City, Kaiser Permanente Woodland Hills, Northridge Hospital Medical Center, Providence Health and Services (Providence Holy Cross, Saint Joseph, and Tarzana Medical Centers).
