

# **Cottage Health System Community Benefit Report 2012**





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## **Executive Summary**

This document provides an update of Cottage Health System's community benefit in 2012. Cottage Health System—located in Santa Barbara County, California and comprised of Santa Barbara Cottage Hospital, Goleta Valley Cottage Hospital, and Santa Ynez Valley Cottage Hospital—is committed both to serving the South Coast communities' acute care needs and, from a broader perspective, identifying and addressing community health needs.

Community benefit efforts focused on five health areas: cancer, heart disease and stroke, children's health, seniors' health, along with prevention and wellness. Cottage Health System led many programs and participated in numerous community collaborations. Funding for community benefit including charity care, shortfalls in Medicare and Medi-Cal, and indigent care, totaled more than \$144 million in 2012.

## Overview of the Community and Cottage Health System

### Santa Barbara Community

#### Geography and Population

Santa Barbara County is situated on the southern coast of California, with Ventura County bordering on the east, San Luis Obispo County on the north, and Kern County on the northeastern corner. Roughly rectangular in shape, the county contains 2,750 square miles of varied terrain. Much of the county is mountainous. The Santa Ynez, San Rafael and Sierra Madre mountains extend in a predominately east-west direction. Within the county, there are numerous fertile agricultural areas, including the Santa Maria, Cuyama, Lompoc, and Santa Ynez Valleys, and the southeast coastal plain. These areas, which include most of the developed land, also accommodate the majority of the population. The Los Padres National Forest, in the eastern part of the county, covers approximately 44 percent of the total county area.

The county's 430,200 population is divided into five sub regions: South Coast (205,800); Lompoc Valley (61,200), Santa Maria Valley (137,600); Santa Ynez Valley (24,000); Cuyama (1,500).

#### Household Income (south to north)

Jurisdiction	Median Housing Cost	Median Household Income
Carpinteria	\$1,295,000	\$57,610
Goleta	1,149,898	69,151
Santa Barbara	1,310,000	55,481
Buellton	583,522	58,773
Solvang	640,760	52,778
Lompoc	360,000	41,727
Santa Maria	376,635	42,220
Guadalupe	382,938	39,555

#### Occupational Characteristics

During the last four decades, the County has evolved into a diversified agricultural and service-based economy. Sparking this transformation was the establishment of Vandenberg Air Force Base in 1957 and subsequent acceleration of defense and space-related research activities at the facility. In addition, a number of electronics and research and development firms moved to the Santa Barbara-Goleta area that helped to stimulate the local economy.

Between 1972 and 1983, county employment rose by approximately 49 percent, with the manufacturing sector exhibiting the largest gain in the number of jobholders. Tourism increased employment opportunities in the retail trade and services industries during this

period, while the manufacturing industry was stimulated by new industrial firms moving into the area.

During the recession in the early 1990's the manufacturing, construction, and other sectors downsized and employment was in decline. The drought, a nationwide recession, and the end of the cold war combined to put a damper on the economy during this time, and a halt to the job-growth pattern of the 1980's. Total 1991 non-agricultural wage and salary employment in Santa Barbara County was 151,200 people. This total represents a 900-job decrease from the 1990 level of 152,100.

In particular, the future of manufacturing was uncertain due to cutbacks in defense spending. However, the economic expansion in the late 1990's showed great strength driven by expanding local firms in the telecommunications, computer, software, medical, and electronic business sectors. The 1998-1999 period saw a gain of 4,300 non-farm jobs. In the more recent years, the county has experienced less growth with 1,375 non-farm jobs in the 2000-2001 period, a decline of 700 jobs in the 2001-2002 period, and an increase of approximately 2,900 in the 2004-2005 period.

In the short term, employment growth in the South Coast should slow as the labor market becomes tighter and it becomes more difficult to obtain skilled workers that are put off by the high cost of housing in the area. As reported by the UCLA Anderson Forecast, corporate growth is expected to slow as consumer spending drops and other factors come into play.

According to a recent University of California, Santa Barbara (UCSB) Economic Forecast report, any new employment growth is mostly occurring in the North County where relatively low home prices and new home building combine to create bedroom communities and concentrations of workers that may attract employers. UCSB, Vandenberg Air Force Base, and local government provide stable sources of middle-class jobs. Additionally, Vandenberg AFB may see some additional growth as the Base Realignment process continues.

Unfortunately, the County's largest job sectors such as those in the service and retail sector are the lowest paying and these sectors are growing. The only well-paying sector showing significant growth is the relatively small construction sector. Longer-term economic growth should continue as California and to a certain extent the Santa Barbara County area benefit from innovations and development in the internet as well as other technological breakthroughs leading to new employment opportunities.

**Race, Hispanic Origin, Nativity, Language and Persons Below the Poverty Level**

(2010 U.S. Census Data)

For people reporting one race, 88.6% are White; 2.4% are Black or African American; 1.7% are American Indian or Alaska Native; 4.5% are Asian; less than 0.3% are Native Hawaiian or Other Pacific Islander, and 2.5% reported 2 or more races. 40.4% are persons of Hispanic or Latino origin. Of the County's population, 21% are foreign-born, 32.8% of persons over the age of five reported speaking a language other than English at home, and 12.7% of county residents live below the poverty level.

**Cottage Health System**

Cottage Health System serves the South Coast and Santa Ynez Valley regions in Santa Barbara County, California and is comprised of three not-for-profit hospitals, whose mission and vision are the following:

*Mission: To provide superior health care through a commitment to our communities and to our core values of excellence, integrity, and compassion.*

*Vision: Cottage Health System, in partnership with physicians, is recognized as a California leader in quality, safety, patient experience, transparency, and cost effective care.*

Established in 1888, Santa Barbara Cottage Hospital today is a 510-bed acute-care teaching hospital and level II trauma center located in Santa Barbara city proper. It offers an array of inpatient and outpatient services, including but not limited to the areas of cardiology, orthopedics, neurology/neurosurgery, labor & delivery, pediatrics (Cottage Children's Hospital), oncology, outpatient surgery (including the MacDougall Eye Center), along with inpatient and outpatient rehabilitation services (Cottage Rehabilitation Hospital). Goleta Valley Cottage Hospital is a 122-bed facility located in the Goleta city limits, with services including medical/surgical and critical care units, emergency services, subacute services, and a wound management program. Santa Ynez Valley Cottage Hospital is an 11-bed rural hospital in the Santa Ynez Valley that offers emergency services, a medical/surgical unit, and radiology and laboratory outpatient services. In 2003, the Santa Barbara Cottage Hospital Foundation purchased the property and assets of the closed St. Francis Medical Center in order to create workforce homes for Cottage Health System employees. In April 2013, the Bella Riviera development celebrated the completion of the project that includes 81 affordable condominium units exclusively for qualified Cottage Health System employees.

## **Community Health History**

Santa Barbara Cottage Hospital, Santa Ynez Valley Cottage Hospital, and Goleta Valley Cottage Hospital each have a tradition of supporting community health needs since long before SB 697 was enacted. In 1996, Cottage Health System was established as the parent company overseeing these three hospitals, which had joined forces over the previous two years. For decades, Santa Barbara Cottage Hospital's medical residents have participated in providing primary and acute care to the vulnerable populations of Santa Barbara County at the hospital and through Santa Barbara County health clinics. Our mission and practice have always been to provide emergency care to members of this community who are unable to pay, and the hospital has also been active in health education and outreach.

In 2009, Cottage Health System began an overhaul of its community benefit program. First, the organization reviewed focus areas of local, state, and national organizations to determine focus areas and then reviewed internal community outreach programs to ensure they aligned. Cottage Health System evaluated its external community grants process. Funds were shifted from the Foundation to Operations and grant guidelines were developed around the identified focus areas. Both the focus areas and grants program were part of an overall Community Benefit Plan that was approved by the Board of Directors in early 2010.

## **Community Health Coordinating Committee**

The Community Health Coordinating Committee (CHCC) has 14 members comprised of the following Cottage Health System departments: Compliance, Education, Finance, Nutrition, Parish Nursing, Psychiatric Services, Public Affairs, Reeves Library, Rehabilitation Hospital, Santa Ynez Valley Cottage Hospital Foundation, Trauma Services, and Volunteer Services.

## **Community Health Needs Assessment**

For 2012, Cottage Health System used information from its 2009 community health needs assessment. In 2009, Cottage Health System reviewed focus areas of multiple organizations. The Centers for Disease Control and Prevention and The National Health Foundation were reviewed at the national level, and the California Department of Public Health was reviewed at a state level. Locally, four organizations' focus areas and reports were reviewed: Santa Barbara County Public Health Department Status Report, Santa Barbara KIDS Network, United Way of Santa Barbara, and Santa Barbara Neighborhood Clinics. Cottage Health System conducts a regular community perception survey, which includes questions regarding community needs. Cottage Health System also held a brainstorming session with 20 different hospital departments, and the Community Health Coordinating Committee provided input. After reviewing all of the information, Cottage Health System determined the greatest needs to be children's health, seniors' health, cancer, heart disease and stroke, and prevention and wellness. Cottage Health System is moving forward with a community health needs assessment in 2013. In addition, a more in-depth assessment will occur in 2014, which will be in partnership with the Santa Barbara County Public Health Department.

## Financial Contribution

Cottage Health System provides critical funding for community health, charity care, and external grants, while also realizing shortfalls in Medicare, Medi-Cal, and indigent care reimbursement. Cottage Health System has provided charity care to the community for over 120 years, which further demonstrates Cottage Health System's commitment to increasing access to health care for residents of the Santa Barbara area. In addition, Cottage provides much needed funding for on-call physicians, medical supplies, and sponsorships for external organizations. In 2012, Cottage Health System spent nearly \$144 million on these programs.

### Community Benefit Funding Summary

Program	Total Costs
<b>Medical Care Services</b>	
Santa Barbara Cottage Hospital Charity Care	\$ 16,320,877
Goleta Valley Cottage Hospital Charity Care	584,959
Santa Ynez Valley Cottage Hospital Charity Care	94,865
Santa Barbara Cottage Hospital Medicare short-fall	64,185,406
Santa Barbara Cottage Hospital Medi-Cal short-fall	26,224,374
Santa Barbara Cottage Hospital Medically Indigent Care	3,590,784
Santa Barbara Cottage Hospital Children's Care Service	3,849,750
Santa Barbara Cottage Hospital Other Government payers	2,660,296
Goleta Valley Cottage Hospital Government short-fall	11,039,308
Santa Ynez Valley Cottage Hospital Government short-fall	1,541,049
<b>Subtotal Charity Care Services:</b>	<b>130,091,668</b>
<b>Other Benefits for Vulnerable Populations:</b>	
On-Call stipends for Emergency Specialists & Trauma Physicians	7,239,843
Palliative Care	521,490
Sarah House	30,000
Parish Nursing	567,544
Santa Barbara County Public Health Department - Tattoo Removal	20,000
Rehabilitation Recreational Therapy	270,376
Santa Barbara Neighborhood Clinics - Care for Every Child	75,000
American Indian Health & Services - Senior Dental Care	97,600
Carpinteria Union School District - Early Childhood Health & Wellness	90,000
Franklin Elementary School - Childhood Obesity Initiative	32,000
Santa Barbara Neighborhood Clinics - Dental Clinic	50,000
Council on Alcoholism & Drug Abuse - Project Recovery	35,000
Jodi House - Brain Injury Support	50,000
Mental Health Association - Recovery Learning Center	40,000
Easy Lift Transportation - Dial-A-Ride	25,000
Santa Barbara County Education Office - Health Linkages	100,000
Casa Esperanza	134,633
Thresholds to Recovery	8,000

Patient Assistance for Discharge	22,907
Family Services Agency - Senior Services	20,000
Willbridge of Santa Barbara	12,813
<b>Subtotal for Vulnerable Populations:</b>	<b>9,442,206</b>
<b>Benefits for the Broader Community</b>	
Santa Barbara County Education Office - Welcome Every Baby	100,000
Community Wellness Programs	301,843
Various Health Fairs	101,842
Support for Community Events	102,945
Santa Ynez Valley Cottage Hospital Cardiac Rehab Program	62,538
<b>Subtotal for the Broader Community</b>	<b>669,168</b>
<b>Health Education &amp; Research</b>	
Reeves Medical Library	407,392
Graduate Medical Education	2,198,026
SBCC - Nursing Degree support & CSLA Higher Degree & Scholarships	720,000
California State University Channel Islands, BSN program	540,367
<b>Subtotal for Education &amp; Research</b>	<b>3,865,785</b>
<b>Grand Total</b>	<b>\$144,068,827</b>

## **Patient Financial Assistance**

Cottage Health System has always provided care to patients regardless of their ability to pay. When the Santa Barbara County General Hospital was closed, Santa Barbara Cottage Hospital made a commitment to provide hospital services to the County's indigent patients. This commitment lives on at the Cottage Health System hospitals through the Charity Care and Community Service Programs, which provide financial assistance to patients who meet income-eligibility requirements. Eligibility is based on Federal Poverty Level (FPL), and patients are eligible for 100% charity care coverage if their household income is less than or equal to 350% of the Federal Poverty Level. Patients that make up to 543% of the FPL are eligible to receive discounted services. The Charity Care program has been expanded to include underinsured patients and patients that have catastrophic illnesses but earn more than 543% of the FPL.

The Charity Care program offers free or reduced cost care to patients who access services through the Emergency Department. In 2012, 1,777 patients received assistance through the Charity Care program. Patients requesting assistance must complete an application to determine eligibility. All guidelines for charity care are consistent with California Assembly Bill 774.

The Community Service Program provides free or reduced cost care for non-emergent but medically necessary services to patients who meet income eligibility requirements based on medical necessity as determined by a medical panel. This program seeks to provide treatment to patients prior to the patient requiring emergency services. Patients have received free or reduced cost care to repair hernias, remove tumors to diagnose cancer and remove gallbladders. This service is limited in scope

based on an annual budget amount; however, management may adjust this amount based on community need. In 2012, 346 patients received assistance through the Community Service Program.

### **Cottage Children's Hospital Family Assistance Fund**

The purpose of the fund is to provide special assistance and support to children and families receiving medical care and support at Cottage Children's Hospital. These include patients being cared for in Neonatal Intensive Care, Acute Pediatrics, Pediatric Intensive Care, as well as in the Pediatric Hematology/Oncology program. The fund process begins with the Clinical Social Worker and medical staff completing an allocation request form which includes a description of the circumstances leading to the request.

The funds are not intended to offset hospital expenses, but rather to support children and families who have special financial needs as a result of medical and health issues. Since the inception of the process, some very deserving families have received support. In most of the cases, the patients and families could not qualify for any other form of support from the government, which makes this fund even more significant.

Examples of support include funeral expenses, mortgage assistance, rental assistance, grocery gift card, and gasoline gift card for transportation to and from the hospital. In 2012, the Family Assistance Fund provided \$21,180 in support for 18 families.

### **Community Grants**

Cottage Health System supports local organizations and their programs that improve the community's health, especially those programs within the community health needs assessment. Programs must go through a competitive process, which are reviewed by the Community Health Coordinating Committee, Executive Management Committee, and Board of Directors. In 2012, 14 programs were awarded grant funds.

#### **Alliance for Living & Dying Well – Advance Health Care Directives**

Having a current completed Advanced Health Care Directive available when needed, is an essential way to insure that one receives the quality of health care desired. Program coordinates with local employers to include the Five Wishes document in their employee benefit packets and to hold family/friends events at places of employment.

#### **American Indian Health & Services – Senior Dental Health Program**

Funding established a senior dental health program that provided dental services for free to some low-income seniors as part of new dental program with AIHS. Poor oral health can contribute to poor nutritional intake, pain, isolation, and oral manifestations can be an initial sign of disease.

**Carpinteria Union School District – Children's Collaborative Project at Main**

The prenatal months and the first eight years of life are crucially important to laying the foundation for healthy habits. Because children do not develop and live in silos, it is essential that both the cognitive and physical needs of the child be addressed before and after birth. Funding goes towards two desired program results: 1) children entering Kindergarten have a healthy BMI, and 2) children entering Kindergarten have had at least one developmental screening.

**Council on Alcoholism and Drug Abuse – Project Recovery**

The Project Recovery Detox Center provides a safe, alcohol- and drug-free environment for alcoholics and addicts who have the desire to become clean and sober. This program is a 14-day, social-model residential treatment. The detox center is located at Casa Esperanza, a local homeless shelter, where clients receive round-the-clock supervision and care from professional staff.

**Easy Lift – Dial-A-Ride**

Funding provided for paratransit services. Individuals that require paratransit services are either physically or cognitively impaired, and cannot feasibly use common types of public transportation such as the bus. Dial-A-Ride allows people to access medical and other service centers essential to their physical and mental health.

**Family Service Agency – Senior Services**

Offers at-risk seniors case management, counseling, and companionship to prevent physical, emotional, and social programs while ensuring seniors will have the opportunity to age at home safely while maintaining their dignity and independence.

**Franklin Elementary School – Eastside Childhood Obesity Initiative**

Continuation and expansion of childhood obesity intervention which includes physical education, nutrition education, gardening, education for at-risk families, education on the fitness facility, and development of local Promotoras de Salud.

**Jodi House – Together in Brain Injury Support**

Collaborative project with Cottage Health System's Coast Caregiver Resource Center with a goal of providing comprehensive services to an increased number of survivors of stroke and traumatic brain injury and their caregivers in Santa Barbara County.

**Mental Health Association – Recovery Learning Center**

The program is a rehabilitation and socialization center for adults with chronic mental health disabilities and very low incomes. Discouragement and isolation contributes to low self-esteem, further deepening

a client's inability to become part of the larger community. The coping skills developed, plus regular activity including job training and part-time work, help clients in their pathway to recovery.

#### **Santa Barbara County Education Office – Health Linkages**

Program creates awareness of the importance of oral health and improves access to dental treatment and prevention services for children in low income, underserved and disenfranchised populations. Dental disease affects more school age children than any other chronic health condition. Funding supported coordination, oral health education, dental screenings, restorative treatment, and health case management.

#### **Santa Barbara County Public Health Department – Liberty Program**

Tattoos often prevent people from entering the job market, pursuing educational opportunities, or reaching their full potential. The Liberty Program offers individuals a new start by providing laser tattoo removal in exchange for community service.

#### **Santa Barbara County Education Office – Welcome Every Baby**

Welcome Every Baby is a free service available to all newborns and their families in Santa Barbara County. Funding supports one home visit to all families requesting the service along with services for high-risk children referred by community based organizations. Program indicators include infant breastfeeding, nutritional needs of infant being met, periodic well baby visits being completed, infant free of exposure to tobacco smoke in home, positive infant/mother relationship, social isolation/lack of support for role as mother, symptoms of PPD in mother, and developmental concerns present.

#### **Santa Barbara Neighborhood Clinics – Care for Every Child**

This program targets low-income, homeless, uninsured, and underserved children. The program provides free and sliding-scale comprehensive health care services to children ages 0-19 including well and sick child visits, immunizations, mental health services, chronic care services (asthma, diabetes, obesity, etc.), and case management.

#### **Santa Barbara Neighborhood Clinics – Eastside Family Dental Clinic**

The Eastside Family Dental Clinic provides services to the low-income, uninsured, and homeless population. Primarily serves children, but also offers adult pain and swelling care. The clinic works to change unhealthy behaviors through oral hygiene and nutrition education to every single child patient and their families.

## **Sponsorships**

Throughout 2012, Cottage Health System sponsored a number of community events by contributing both cash and gifts in kind totaling more than \$100,000. Community events included educational workshops, walks/runs, galas, and luncheons.

<b>Organization</b>	<b>Donation</b>
Alzheimer's Association	\$3,000
American Cancer Society	\$2,000
American Diabetes Association	\$1,500
American Heart Association	\$5,250
Arthritis Foundation	\$2,500
Boys & Girls Club of Santa Barbara	\$1,000
Breast Cancer Resource Center of Santa Barbara	\$1,000
California Association of Hospitals and Health Systems	\$5,000
Cancer Center of Santa Barbara	\$1,500
Carpinteria Education Foundation	\$500
Central Coast Commission for Senior Citizens / Area Agency on Aging	\$850
Coalition for Sustainable Transportation	\$450
Cottage Rehabilitation Hospital	\$1,750
Council on Alcoholism & Drug Abuse	\$15,000
Crohn's & Colitis Foundation of America	\$500
Cystic Fibrosis Foundation	\$500
Dream Foundation	\$1,000
Goleta Valley South Little League	\$520
Incredible Children's Art Network	\$350
Junior League of Santa Barbara	\$3,000
Mental Wellness Center	\$1,500
Montessori Center School	\$550
National Health Foundation	\$2,300
National Multiple Sclerosis Society	\$1,000
Pacific Coast Business Times	\$225
Pacific Pride Foundation	\$5,500
Project Healthy Neighbors	\$1,252
Pulmonary Hypertension Association	\$500
Sansum Clinic	\$300
Sansum Diabetes Research Institute	\$2,000
Santa Barbara Association of Health Underwriters	\$250
Santa Barbara Beautiful	\$2,000
Santa Barbara County Firefighters - Local 2046	\$100

Santa Barbara County Public Health Department	\$300
Santa Barbara Foundation	\$1,100
Santa Barbara Kids' Triathlon	\$350
Santa Barbara Rescue Mission	\$3,000
Santa Barbara Triathlon	\$500
Santa Barbara Youth Baseball	\$375
Scholarship Foundation of Santa Barbara	\$3,500
Special Olympics	\$2,000
Teddy Bear Cancer Foundation	\$3,300
Traffic Solutions	\$1,000
UCSB Arts & Lectures	\$12,500
United Way of Santa Barbara County	\$4,550
Visiting Nurse & Hospice Care of Santa Barbara Foundation	\$2,500
Westmont Foundation	\$3,500
<b>Total</b>	<b>\$103,122</b>

### **Gifts in Kind of Medical Supplies**

Besides making financial contributions to organizations, Cottage Health System donates medical supplies to various organizations to help local, national, and international people in need. The largest organization supported was Direct Relief International who received a variety of medical supplies which they in turn distributed to international communities. Another significant donation in 2012 was made to San Marcos High School's Health Careers Academy. Cottage Health System donated a hospital bed, vital signs monitor, and other equipment.

## Community Benefit Focus Area: Cancer

### Cottage Health System Programs

#### Cancer Prevention Fair

Santa Barbara Cottage Hospital and Cancer Center of Santa Barbara teamed up with the Santa Barbara Neighborhood Clinics and other community organizations to provide this community health fair. Cottage Health System departments involved included 6C Adult Oncology, Parish Nursing, Public Affairs, and Volunteer Services.

The event was on Saturday, May 19 at the Eastside Neighborhood Clinic from 9:00 am to noon. This was the second time the event was held at this venue, and the first time the event was in May. Historically the fair has been in October. Free oral cancer screenings, clinical breast exams, skin cancer screenings, and colon cancer take-home kits were available.

In addition to the screenings, there was free information on mammograms, HPV, and Pap smears; hereditary cancer risk; lung cancer and stop smoking courses; community health assistance and education programs; cancer fighting foods, nutrition, stress reduction, and exercise; and Cancer Center Resource Library. The Santa Barbara Neighborhood Clinics provided follow-up physician appointments and registered people for health insurance when applicable.

Approximately 70% of attendees were Spanish-speaking and 75% were uninsured or under-insured.

	2012	2011	2010	2009	2008	2007	2006	2005	2004
Skin Exam	134	NA	NA	108	134	177	125	106	88
Breast Exam	69	40	85	73	64	50	77	60	NA
Oral Exam	81	25	95	85	108	118	61	NA	NA
PSA	NA	NA	NA	77	88	78	63	75	36
DRE	NA	NA	NA	NA	86	80	53	76	41
Colon Test	54	28	97	121	105	136	81	87	57
Total	338	93	277	464	585	639	460	404	222
Consents	176	59	204	221	286	279	246	222	150
Tests/Person	1.9	1.6	1.4	2.1	2.0	2.3	1.9	1.8	1.5

#### Meet the Doctors: Breast cancer screening, detection and treatment

In support of Breast Cancer Awareness Month, Cottage Health System provided free educational seminars aimed at informing women about everything from prevention tactics and nutritional health, to current recommendations for breast imaging, and surgical treatment options when breast cancer is detected. The public had an opportunity to discuss current medical trends with a radiologist and surgical oncologist, as well as support services provided by a community nurse navigator. In 2012, seminars

were held during Breast Cancer Awareness month on October 15, 17, and 23, and there were a total of 48 participants.

### **Smoking Cessation Program**

The Smoking Cessation Program consists of seven evening classes that provide group support as well as a comprehensive approach to the problem of smoking. The quarterly program emphasizes behavior changes as well as improvement in nutrition and self-esteem. A donation of \$20 is suggested to help cover the cost of materials, and free nicotine replacement therapy is available to individuals meeting income qualifications. In addition, Cottage Health System has a smoking relapse support program. Every Monday, former students can join a group to have continued support from their peers and instructor.

	<b>2012</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Registered	102	70	84	65	71	57
First Class	71	66	64	46	44	33
Graduates	42	48	43	36	28	23
Registrants to First Class	70%	94%	76%	71%	62%	58%
First Class to Graduation	59%	73%	67%	78%	64%	70%

## **Community Collaborations**

### **American Cancer Society's Community Council Committee**

The Community Council for the American Cancer Society meets quarterly, featuring a guest speaker on a variety of cancer-related topics. In addition, council members obtain status updates and are given the opportunity to volunteer in the areas of advocacy, patient services, public education, and special events. Public Affairs represents Cottage Health System on the Council.

### **American Cancer Society's Relay for Life**

In July, Linden Field in Carpinteria hosted one of the American Cancer Society's (ACS) Relay for Life events. Santa Barbara Cottage Hospital's Oncology Department, "Team Paper Crane," had 16 participants who raised more than \$1,200 of the \$60,000 event total. Oncology's team captain, Nicole Dion, read a poem about hope before the first ever "Paddle Out for Hope." Participants traveled to nearby Carpinteria State Beach, where more than 75 people paddled out in remembrance of loved ones.

### **Cancer Center of Santa Barbara's Colon Cancer Screenings**

The Endoscopy Department of Santa Barbara Cottage Hospital collaborated with the Cancer Center of Santa Barbara in hosting an informational presentation to the public. Dr. Vincent DeRosa, a local gastroenterologist, and Judy Corliss, RN, delivered this presentation to encourage preventative screening for colon cancer.

Before and after the presentation, Endoscopy staff members volunteered their time to educate community members about the FIT screening kits. These kits were given to the public free of charge. Endoscopy staff members helped with additional screenings in various community settings.

### **Cancer Center of Santa Barbara's Walk/Run**

More than 1,000 runners and walkers participated in the 10<sup>th</sup> annual Cancer Center Walk/Run in October. Cottage Health System's Oncology Department, "Team 6C", had 24 participants. Money raised from the event supports clinical trials, research, and a post-doctoral fellowship at University of California, Santa Barbara.

### **Free to Breathe Lung Cancer Awareness**

The Free to Breathe event creates a community that brings together survivors, advocates and others touched by lung cancer to help double lung cancer survival by 2022. Members of the Respiratory Care Department helped to organize an event in Lompoc in 2012.

### **Shine a Light on Lung Cancer Vigil**

The Shine a Light on Lung Cancer Vigil is a unique event that provides an opportunity for volunteers to get creative in the way in which they want to help the lung cancer community in their area. Messages of hope, support, and compassion are conveyed to attendees at each and every one with the underlying message that "No One Deserves to Die" from lung cancer. Respiratory Care Department members attended the vigil in support of this cause.

## Community Benefit Focus Area: Heart Disease & Stroke

### Cottage Health System Programs

#### Cardiopulmonary Resuscitation (CPR)

##### Adult Course

This course is based on American Heart Association guidelines designed for the general public. Participants receive a course completion card following an exam. At the end of this course, participants are able to:

- Describe the links in the AHA Chain of Survival, including the importance of dialing 9-1-1
- Describe and demonstrate the steps of CPR and relief of Foreign Body Airway Obstruction (FBAO)
- Describe and recognize the signs of four major emergencies in adults

##### Infant/Child Course

This course is based on American Heart Association guidelines and is designed for parents, babysitters, and friends who do not require certification for employment. Participants receive a course participation card and there is no exam.

At the end of this course, participants are able to:

- Describe the causes and prevention of injury and cardiopulmonary arrest in children
- Demonstrate how to administer CPR and first aid for choking infants and children

In 2012, Santa Barbara Cottage Hospital had 184 participants in CPR programs, while 5 people attended at Santa Ynez Valley Cottage Hospital. Historical participation in Community CPR Programs at Santa Barbara Cottage Hospital and Santa Ynez Valley Cottage Hospital:

2012	2011	2010	2009	2008	2007	2006
189	158	145	175	189	188	164

#### Heart Health Fair

The Heart Health Fair provides information, consultations, and services related to maintaining cardiac health. The 2012 event was held on Saturday, April 14 at Santa Barbara Cottage Hospital. This fair is traditionally held in February, but due to opening events of the new section of the hospital, the Heart Health Fair was delayed.

Departments involved included Cardiac Rehabilitation, Cardiology, Community Wellness, Laboratory, Nutrition, Parish Nurses, Patient Care Services, Public Affairs, and Volunteer Services. Attendees to the Fair could have their blood screened for \$20, and they were provided results for 16 different blood tests including cholesterol, glucose, and triglycerides. Test results were mailed to participants within one

week. Included with the person's results was an explanation of each screening along with reference values. Participants' results outside the reference values were highlighted and they were asked to see their physician.

In addition to the blood work, participants could take advantage of free height/weight testing and nutritious recipes. Registered nurses were available to answer questions about heart health, and body composition profiles were offered for \$5.

Attendees had the opportunity to complete a participant survey, and approximately 90% of the surveys were returned from people who received lab work. The majority of attendees were Spanish-speaking individuals at 63%. The event targeted the uninsured or under-insured, and there was significant difference between Whites and Hispanics/Latinos who had health insurance. Overall, 78% of attendees stated they did not have insurance. While 39% of White attendees did not have insurance, nearly 95% of Hispanic/Latino attendees did not have insurance.

	2012	2011	2010	2009	2008	2007
Packets Distributed Total	449	535	684	600	487	569
Labs Drawn	448	488	621	545	484	528
Free Screenings	38	32	44	27	33	29
Average Age	48.3	48.3	48.9	49.9		
Body Composition Profiles	87	56	106	110	105	126
Kids' Bags	35	47	59	75		

Do you have health insurance coverage?	2012	2011	2010	2009
Deductible under \$1,000	6%	3%	0%	0%
Deductible between \$1,000 and \$5,000	5%	8%	0%	0%
Deductible over \$5,000	4%	3%	0%	0%
No	78%	65%	91%	68%
Don't know/Not sure/Refuse	3%	4%	1%	3%
Blank	2%	2%	1%	2%
Yes (no or left blank, but then marked had insurance)	2%	8%	43%	46%

### Heart Smart Lecture Series

Cardiac Rehabilitation patients and their family members are invited to attend a free lecture series called Heart Smart: Risk Reduction for Life. The series is held on Wednesday mornings from 10:00 to 11:00 am at Santa Barbara Cottage Hospital and is based on the American Heart Association Guidelines. The eight-week series is held five times per year with approximately 10-15 people attending each lecture.

Topic	Speaker
How Your Heart Works and Treatments for Heart Disease	Karen Bradbury, RN
Risk Factors and Coronary Artery Disease: An Overview	Lynn Tabor, RN
Emotions & Heart Disease	Luisa McLoughlin, MSW
The Heart Healthy Diet: Making the Right Choices	Sharon Smith, MS, RD
Exercise: Staying Fit for the Health of Your Heart	Michelle Smith, PT
Developing a Heart Healthy Lifestyle	Bob Huhn, PT

### Project Re-Entry

As a Cottage Rehabilitation Hospital program, Project Re-Entry offers a weekly socialization and recreation program for people who have had strokes or other disabling conditions that limit their community participation. The group meets Friday mornings, 10:00 am to noon, at Cottage Rehabilitation Hospital. There were 13 individuals who participated in 178 visits in 2012.

### Stroke Education Series

*Strokes: Prevention, Rehabilitation and Possibilities* is an annual educational course for former stroke patients, family caregivers, and healthcare professionals to learn current stroke information and care-giving skills from healthcare specialists. The series is offered in collaboration with Santa Barbara City College Adult Education and is held at Cottage Rehabilitation Hospital. There were 37 participants in 2012.

### Stroke Education & Risk Assessment

This free 1-1/2 hour class is offered to the public on the third Wednesday of each month at Cottage Rehabilitation Hospital. The class focuses on stroke prevention and education and is taught by registered nurses who have expertise in caring for the stroke population. The class is a multi-media program that includes screen presentation, discussion, lecture, and hand-outs. There is a brief personal risk factor assessment and vital signs check at the conclusion of the class. In 2012, 77 people attended the program.

## Community Benefit Focus Area: Children's Health

### Cottage Health System Programs

#### Birth and Parent Education Classes

Cottage Health System provides a variety of classes to support parents including:

- Breastfeeding
- Breathing Refresher
- Condensed Childbirth Series
- Prepared Childbirth Series
- Clases de Maternidad en Español
- Maternity Center Tours
- New Parent
- Siblings at Birth

Attendance at Birth and Parent Education Classes

Class	2012	2011	2010	2009	2008	2007	2006
Breastfeeding	376	336	336	373	367	266	304
Breathing Refresher	18	16	20	16	18	36	20
CBE Series	738	659	688	654	728	516	550
Maternidad	50	60	80	96	77	122	70
Maternity Tours	1787	1154	1175	1309	1168	1002	850
New Parent	291	227	239	167	193	189	222
Sibling Preparation	40	57	73	61	58	10	25
Total Participants	3441	2509	2756	2747	2668	2201	2106

#### Family Fitness & Baby Fair

The Family Fitness & Baby Fair was held at Oak Park near Santa Barbara Cottage Hospital on Saturday, September 15 from 10:00 am to 2:00 pm and attended by approximately 1,250 people.

Cottage Health System had representatives from Childbirth Education, Lactation Support Services, Respiratory Care, NICU, PICU, Therapy Services, and Nutrition along with Cottage Children's Hospital, Auxiliary, Trauma Services, Pediatrics, and Cottage Rehabilitation Hospital. In addition, 54 local agencies provided up-to-date information on services available to new and future parents.

Cottage Rehabilitation Hospital and Trauma Services provided interactive demonstrations that illustrated the importance of a safety helmet. Eggs and watermelons were dropped once in a safety helmet and then once without a safety helmet. More than 100 eggs and three melons were dropped, and 70 helmets were either sold or given away, which was a record number.

Attendees also received information about how to sign-up for a car seat safety check and could take a tour of a fire truck or pediatric ambulance. Children had fun in the jumpers, getting their faces painted, interacting with a live reptile petting zoo, and playing with numerous toys at the park. Families enjoyed entertainment throughout the event, including a clown, magician, along with karate and ballet demonstrations.

### **Junior Wheelchair Sports Camp**

The Junior Wheelchair Sports Camp is designed for individuals between the ages of 6 and 19 years who use a wheelchair to participate in sports. The camp, held on the UCSB campus, features tennis, rock-wall climbing, kayaking, wheelchair dancing, swimming, and many other activities tailored to individuals' abilities. This program is sponsored by Cottage Rehabilitation Hospital and the Cottage Rehabilitation Hospital Foundation. In 2012, there were 40 campers.

### **Mother's Circle**

Free drop-in support and breastfeeding information for expectant mothers who have questions and concerns about breastfeeding, for new mothers just getting started, and ongoing support for nursing are offered weekly on Tuesdays from 3:30 to 4:30 pm by The Lactation Center. Approximately 320 mother-baby couples, as well as many fathers and several grandmothers, joined the group. There was a significant increase in attendance this year since moving into the new Women's Services Conference Room in the Junipero Pavilion.

### **Warm Line**

The Lactation Center's Warm Line allows clients to leave a message with non-urgent breastfeeding questions and concerns. A Lactation Consultant returns their phone call from Monday through Friday, 2:00 to 4:00 pm. Approximately 250 calls were placed in 2012.

## **Community Collaborations**

### **California Highway Patrol's Every 15 Minutes Program**

The Every 15 Minutes program is a two-day program focusing on high school juniors and seniors. The program challenges the participants to think about drinking, driving, personal safety, responsibility of making mature decisions and the impact their decisions make on family, friends, and many others.

The program's name was derived from the fact that in the early 1990's, every 15 minutes, someone in the US died in an alcohol-related traffic collision. However, with the implementation of new laws, grass roots programs like MADD, SADD, Friday Night Live, and Every 15 Minutes, the death rate is now every 30 minutes, a figure which continues to be unacceptable.

An accident is staged at the school and the victims are transported to the hospital or coroner's office. The "Grim Reaper" removes a student from a classroom every 15 minutes and they become the "living dead." An officer or counselor comes in the room and reads the student's obituary. Later in the day,

they must place their tombstones in a temporary cemetery on campus. The following day there is an assembly to mourn the dead and guest speakers talk about experiences with drinking and driving. It is a very intense program with retreats and much planning. The accident, hospital and jail and court scenes are filmed and shown at the assembly.

The Santa Barbara County Sheriff's Department and the California Highway Patrol have brought this program to Dos Pueblos High School, San Marcos High School, and Carpinteria High School. This is the tenth year Goleta Valley Cottage Hospital's Emergency Department has participated.

### **Carpinteria Children's Project at Main's Ready for Kindergarten Health Fair**

The Carpinteria Children's Project at Main hosted a health fair to promote school readiness. The event included free height and weight screenings, beverage sugar content education, kids' farmers market, physical activities, and kid friendly health tips. Therapy Services and the NICU attended the event on Friday, May 4, which had approximately 150 families.

### **CenCal Health's Kid Program**

Cottage Health System has partnered with CenCal Health to assist children and adults in obtaining appropriate non-emergent care. Care management and education is reviewed with the families to assist in the needs of the children at the time of the Emergency Department visit. CenCal Health then follows up with the families to get them in touch with physicians or clinics in the community. In 2012, the program has expanded to include immediate phone contact with a CenCal appointed case worker while they are in the Emergency Department to assist with follow-up appointments, which can be made at the time of their Emergency Department visit.

### **Partners for Fit Youth Committee**

Partners for Fit Youth was formed in summer 2001 in response to a growing concern about the epidemic of childhood obesity in Santa Barbara County. The mission of the group is to improve the health of youth and their families through education, intervention, outreach, and environmental changes, to prevent chronic disease, and to promote healthy weight. The focus areas for 2012 were expanding healthy food choices in youth environments, increasing physical activity among youth, and public awareness and advocacy. Public Affairs represents Cottage Health System, which is one of 21 organizations, on the Partners for Fit Youth committee.

### **Sansum Clinic's Camp Wheez**

Camp Wheez is a day camp each year in August for elementary school children, ages 6-12 with chronic asthma, providing them with a camp experience designed for their special needs. It is free of charge and open to the community. Campers learn about their asthma while they participate in recreation along with arts and crafts. Parents attend a brief workshop which provides an update on asthma care and a time to have their questions answered by an asthma specialist. This is followed by a play presented by the children. Respiratory Care employees help at the camp.

**Santa Barbara County Education Office's Inclusion Program**

The Santa Barbara County Education Office contracts with various child care centers in Santa Barbara County to provide special day classes for children who have special needs. In contracting with the County, the Orfalea Children's Center at Santa Barbara Cottage Hospital provides space for two children who may have a range of special needs. These children are able to join in with regular classroom activities. The County provides instructors who also work within the classroom and support the children in the special day class so that they are able to experience a typical child care setting and socialize with a larger group of children.

**Washington Elementary School's Spinal Muscular Atrophy Education**

Spinal muscular atrophy (SMA) is a group of inherited disorders that cause progressive muscular degeneration and weakness. SMA is the second leading cause of neuromuscular disease. It is usually inherited as an autosomal recessive trait. One in 6,000 babies is born with SMA. One in every 40 people carries the gene that causes SMA. The child of two carriers has a one in four chance of developing SMA. The Respiratory Care Department developed a check-off for medical equipment and procedures competency and has provided inservicing for nursing staff at Washington Elementary School. Additionally, the department assembled a guidebook for parents and professionals regarding SMA.

## **Community Benefit Focus Area: Seniors' Health**

### **Cottage Health System Programs**

#### **Cafeteria Discount**

Any person who is 55 or older receives a 20% discount at Santa Barbara Cottage Hospital's Cafeteria. The Cafeteria is open weekdays from 6:30 am to 8:00 pm and on weekends from 6:30 am to 7:30 pm. The Cafeteria feature dishes with seasonal local organic produce, home-made soups and desserts, heart-healthy fare, and more, at very reasonable prices.

#### **Eye Center**

The MacDougall Eye Center is the home base for Santa Barbara Lions Club International and the Lions Sight and Hearing Center. Besides the collection of used eye glasses for world-wide distribution, the group also conducts vision and hearing screening on Mondays and Thursdays at the MacDougall Eye Center and in local schools and community centers. They help to find and/or fund services needed by individuals unable to afford these services.

Throughout 2012, the MacDougall Eye Center provided surgical services at reduced fees to individuals unable to pay for their surgery. Some of these individuals have benefited from ongoing association with SEE International, a Santa Barbara-based philanthropic ophthalmic organization.

#### **Financial and Legal Community Workshops**

Cottage Health System hosted comprehensive community workshops focusing on advance care planning and related issues, including topics important to the senior population and their families. Several of these workshops were held in collaboration with Visiting Nurse and Hospice Care of Santa Barbara. Speakers included physicians, attorneys, spiritual care leaders, psychologists, counselors, as well as Cottage Health System and Visiting Nurse and Hospice Care of Santa Barbara representatives. There were three workshops open to the general public in 2012, which drew nearly 250 people.

Advance Care Planning in April 2012 and was a six-hour seminar on end-of-life care, life choices and how to share them, general legal and spiritual guidance.

Conversations Before the Crisis in October 2012 was a six-hour seminar about the medical, legal, and emotional components related to end-of-life choices. This class includes an interactive session where participants engage in role-playing and practicing challenging conversations.

Who Gets Grandma's Yellow Pie Plate in November 2012 was a four-hour seminar. This is a unique and thought-provoking legacy planning workshop, offering tools and techniques for the effective transfer of personal possessions and philanthropic gifts. Materials were developed by University of Minnesota Extension Program. All participants received a complimentary legacy-planning workbook to take home with them.

## **Fit Stop**

Fit Stop is a fall prevention program that was trialed at the Santa Barbara Senior Expo where it provided comprehensive fall risk assessment to over 100 participants. The goal of the program is to become an ongoing fall assessment program that will be available for the active senior community in Santa Barbara County. Ideally, this one stop fall assessment/education outreach will be offered several times per year in all parts of the County.

## **Five Wishes Advance Healthcare Directive**

The Five Wishes advance healthcare booklet is an easy-to-complete and comprehensive form that allows an individual to document exactly how they wish to be treated if they become seriously ill and unable to communicate their wishes. Crafted with the help of the American Bar Association, it is a legally binding living will, valid in 42 states and available in over 20 languages. It is unique among all other living will and health agent forms because it addresses all of a person's needs: medical, personal, emotional, and spiritual. Five Wishes encourages discussion among family members and helps patients and doctors talk to one another in a meaningful way about end-of-life healthcare issues. It lets family and doctors know who has been selected as the healthcare agent as well as the kind of medical treatment an individual wants, or doesn't want.

Cottage Health System is a community leader in promoting advance healthcare directives. Clinical and counseling personnel are encouraged to inquire if patients have an advance directive and, if appropriate, to counsel patients and their families regarding provisions in the document.

The Parish Nursing Manager is a master trainer for the Alliance of Living and Dying Well and participated in six "Train the Trainer" and Friends and Family events at Hospice of Santa Barbara, Center for Successful Aging, and the Unitarian Society. Two of the nurses gave trainings at Catholic Charities and Goleta Presbyterian.

In 2012, more than 2,500 copies of Five Wishes were distributed to patients, visitors, staff, and community members from the tri-counties.

Cottage Health System is also in the early planning stages, in collaboration with the Alliance for Living and Dying Well, to participate in an employee campaign in 2013 to encourage all employees to complete this important document.

## **Healthy Joint Living**

The Cottage Center for Orthopedics offers free seminars about joint replacement options and about keeping joints healthy. Healthy Joint Living is designed for anyone interested in learning ways to better maintain and improve their body mobility through the aging process. The seminar is taught by licensed physical therapists who use a variety of teaching aids, such as video presentations, discussion, and demonstration. A healthy snack is also offered during the 1.5 hour program.

Participants learn:

- How to better care for the major joints in the body.
- Ways to help prevent injury and pain as a result of poor body alignment and mechanics.
- Questions to ask their physician regarding joint pain.
- About additional resources available in the community for healthy joint living.

In 2012, five classes were held at Santa Barbara Cottage Hospital.

## **Lifeline**

Lifeline keeps seniors independent in their own home. It assists people of all ages who may need reassurance that help will arrive in an emergency or situation that requires the help of another. The new Auto Alert pendant provides an added layer of protection by automatically placing a call for help if a fall is detected. This enhanced service option provides greater peace of mind and confidence. It gives many family members peace of mind when they are working, vacationing or just going through their daily routine, knowing their loved ones will receive the help they need with a push of a button.

Lifeline brochures are continuously distributed throughout Cottage Health System, doctor's offices, along with clinics in Carpinteria, Santa Barbara, and Solvang. Visiting Nurse and Hospice Care of Santa Barbara provide Lifeline through referrals for their clients. The Lifeline Coordinator promoted, displayed, and demonstrated Lifeline capabilities at health fairs throughout the county, including Mended Hearts Annual Luncheon, Encina Royale, Santa Ynez, and Senior Expo.

Santa Barbara Cottage Hospital Lifeline Program area is from Carpinteria to Santa Ynez Valley, Los Olivos, Los Alamos, Solvang, and Buellton. There are currently 800 subscribers.

The Goleta Valley Cottage Hospital Lifeline program is a community outreach program and is run by volunteers as part of the Goleta Valley Cottage Hospital Auxiliary and concentrate on the Goleta area. There are currently 200 subscribers.

The Santa Ynez Valley Cottage Hospital Lifeline program is run by Santa Barbara Cottage Hospital Lifeline program in Santa Barbara. There are currently 125 subscribers in the Santa Ynez Valley and surrounding areas.

## **Meet the Doctors: A Discussion on Joint Pain**

The Cottage Center for Orthopedics offers free seminars for those who want to learn more about surgical options for joint pain. The seminars are taught by Fellowship trained orthopedic surgeons who specialize in joint replacement. Participants learn:

- Criteria physicians use to help determine if surgery is the right choice
- Different surgical techniques available for joint replacement surgery
- Minimally invasive surgery and rapid knee recovery programs
- Pros and cons of robotic surgery

In 2012, five seminars were held with 165 attendees.

## **Pre-Operative Joint Replacement Seminar**

The Cottage Center for Orthopedics offers free seminars about joint replacement options and about keeping your joints healthy. There is a growing body of literature that indicates patients recover faster and are more satisfied with their joint replacement if they attend a pre-operative class on joint replacement. Cottage Health System's pre-operative Joint Replacement seminar is offered free of charge to all who are interested. The seminar is designed for those scheduled for a hip or knee joint replacement or for those considering surgery in the future. The seminar is taught by licensed physical therapists and registered nurses who use a variety of teaching aids such as video presentations, discussion, and demonstration. A healthy snack is also offered during the 1.5 hour program.

Participants learn:

- The steps involved in preparing for a successful joint replacement.
- The anatomy of the major joints in the body.
- What to expect while in the hospital.
- What to expect during the recovery period after hospitalization.
- How to safely prepare the home for the recovery period.
- Answers to common questions about how to live successfully with the new joint.

In 2012, 24 classes with 210 attendees were held at Santa Barbara Cottage Hospital.

## **Transportation from Santa Ynez Valley Cottage Hospital**

Valley residents who are ambulatory, can receive a free ride to medical appointments at Santa Barbara Cottage Hospital or in Lompoc, Santa Maria and the Santa Ynez Valley area at no charge to the patient. The Santa Ynez Valley Cottage Hospital Auxiliary supports the program by paying for the gasoline and providing van drivers. Donations are also accepted to help with the fuel cost.

## **Community Collaborations**

### **Adult & Aging Network Committee**

The Adult and Aging Network (AAN) collaborates, informs and recommends services to older adults, disabled adults, their families and caregivers in Santa Barbara County. The AAN is a countywide committee that is chaired by one of the Board of Supervisors. The Network meets quarterly and includes Cottage Health System representation from Public Affairs and Trauma Services.

### **Garden Court**

Parish Nursing provides health education such as fall prevention, heart health and stroke prevention, cold and flu prevention, flu vaccines as well as blood pressure screenings for Garden Court's senior residents. Parish Nurses were on site three to five hours per month, and more than 165 clients were seen in 2012.

### **Santa Barbara YMCA's Senior Health & Fitness Day**

Cottage Health System participated in the annual Senior Health & Fitness Day on Wednesday, May 30 from 9:00 am to noon pm at the Santa Barbara YMCA. The event included a presentation by Senior Deputy District Attorney, Vicki Johnson, regarding financial abuse of elders.

Several hundred seniors and other from the community attended the event. Cottage Health System had representatives from Villa Riviera assisted living for seniors, Trauma Services, and Nutrition.

### **Senior Expo**

The Senior Expo was on Wednesday, October 19 from 9:00 am to noon pm at Earl Warren Showgrounds in Santa Barbara. Cottage Health System along with the City of Santa Barbara Parks & Recreation, Community Home Health, Friendship Manor, LivHome, Our Gang, Sansum Clinic, Visiting Nurse & Hospice Care, and Vista del Monte coordinated this annual event. For \$10, seniors received a flu shot, lunch, fitness/balance testing, and access to more than 90 community agencies, organizations, and businesses who present a variety of products and services geared towards senior interests.

Cottage Health System departments with information tables included Parish Nursing, Nutrition, Volunteer Services, Cottage Center for Brain Fitness, Cottage Rehabilitation Hospital, and Cottage Center for Wound Management.

Trauma Services lead the efforts for Fit Stop, a fall prevention program. Approximately 100 people received evaluation and education for vision, hearing, blood pressure, feet, home safety, and balance.

Occupational Therapist from Cottage Rehabilitation Hospital participated in the CarFit Program. CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community.

Cottage Health System donated the flu shot vaccine, supplies, and staff for the event as well. In 2012, 752 vaccinations were provided to event attendees, volunteers, and exhibitors.

## **Community Benefit Focus Area: Prevention & Wellness**

### **Cottage Health System Programs**

#### **Cottage Center for Brain Fitness**

In October 2011, Cognitive Fitness & Innovative Therapies (CFIT) changed from being an independent organization to a Cottage Health System program. The CFIT name was modified to be the Cottage Center for Brain Fitness.

Established in March 2009, CFIT had been dedicated to helping people maintain brain fitness over the entire lifespan. Programs included a complete cognitive evaluation, as well as exercise training, life coaching, cognitive exercises, music, nutrition counseling, technological aides, massage, social networking, aquatic wellness, and genetic testing. The entire program was designed to provide an additional dimension to the comprehensive care currently offered by the Santa Barbara physician community.

The program offered a broad spectrum of services proven to be helpful in preventing or delaying the onset of cognitive decline. For participants, a personalized brain wellness plan was developed and included the following: brain fitness exercises, nutrition, physical fitness, stress reduction, and social recommendations. Neuropsychological testing, comprehensive medical history review, and a physical evaluation were also offered.

In 2012, 56 clients received services offered at the Cottage Center for Brain Fitness including Comprehensive Cognitive Evaluations, Brain Wellness Packages, Cognitive Exercise Sessions, Nutrition Counseling, Yoga Therapy, Massage Therapy, and Music Therapy. Also, 239 community members attended one of the popular Memory Matinee sessions.

#### **Diabetes Education Classes**

Goleta Valley Cottage Hospital offers Living Well with Diabetes classes four times each month in English and in Spanish. These one-hour classes are free of charge to the community and include topics such as label reading, blood pressure, wound healing, and physical activity. In 2012, 46 classes were offered and had approximately 5 attendees at each session.

Santa Ynez Valley Cottage Hospital hosts weekly free nutrition classes. On the first Wednesday of every month, a diabetes-related topic is discussed, and subsequent weeks cover general nutrition topics, varying from heart disease to vegetarian nutrition to dining out healthfully. In 2012, approximately 25 classes were held with an average of five students per class.

#### **Diabetes Outpatient Self-Management Education**

The mission of the program is to educate on self-management of diabetes; in a collaborative manner promote improved health and quality of life for patients, families, and community consistent with the

goals and objectives of Cottage Health System. The program is accredited by the American Diabetes Association. The committee includes the Director of Education, a Registered Nurse, and a Dietitian.

Those interested contact the program secretary at Santa Barbara Cottage Hospital who makes the appointment, which is currently a one to two week wait. The program hours are on Tuesdays and Thursdays from 1:00 to 4:00 pm. Referring physicians are sent progress note summarizing patient assessment, goals, and evaluation following every patient visit.

In 2012 there were 20 physicians from the community who referred their patients for one-on-one diabetes self-management education. Patient population included those with pre-diabetes, type 1 diabetes, type 2 diabetes, and gestational diabetes. The average drop in A1C of new patient referrals was 2.04% after receiving diabetes education.

### **Flu Shot Clinics**

More than 2,500 influenza vaccinations were provided by Cottage Health System to the community. Cottage Health System held clinics in Carpinteria, Santa Barbara, Goleta, and Santa Ynez. People were charged \$20 at the clinics, but no one was turned away based on inability to pay.

The Santa Barbara Senior Expo provided 29% of vaccinations. Parish Nurses also provided 29% of vaccinations through multiple congregations, homeless shelters, low-income housing developments, and agriculture workers. Santa Ynez Valley Cottage Hospital provided 17% of vaccinations, predominantly at its annual health fair along with vaccinations provided through the Emergency Department, and at the Los Olivos Rotary Club meeting. The remaining community clinics were held at farmers markets, YMCA, and Santa Barbara City College.

### **Harvest Santa Barbara**

Santa Barbara Cottage Hospital hosts a weekly farmers market outside in the central courtyard which provides a variety of local, seasonal, organic produce. Originally aimed to target employees, the market has become popular with patient visitors and the local community. Every Wednesday the market is open from noon to 5:00 pm and averages around 100 customers. The market is run by Farmer's Direct which is a local organic food co-op that sources all of the seasonal organic produce locally within the tri counties. Left-over produce is turned into sides and salad bar offerings by the hospital's creative chefs, and then offered in the cafeteria.

### **Mental Health Fair**

The Mental Health Fair is an annual event that takes place each year around the month of May to commemorate National Mental Health Month. The 2012 event was held on Saturday, April 28 at Santa Barbara Cottage Hospital. The Mental Health Fair was hosted by the staff of the inpatient psychiatric unit at Santa Barbara Cottage Hospital and included 25 non-profit community agencies as participants in the event. The primary goal of the event was to provide education to the community about services available for those affected by mental illness -- both consumers and their friends and family members. Each agency hosted a table that included information about their programs and services, educational

information about various types of mental illness and substance abuse, self-assessment tools, reference books, and other community resource information.

The Mental Health Fair also included a speaker series featuring local psychologists and psychiatrists. The topics of the presentations included treatment options for obsessive compulsive disorder, new developments in bipolar disorder, and a panel discussion on the family stages of recovery in addiction.

The Mental Health Fair was attended by approximately 200 community members. In addition to being a valuable resource for community members, the event provided a venue for mental health and medical professionals to network and learn more about the work of various agencies in the community.

### **Safety Helmets**

Santa Barbara Cottage Hospital, Goleta Valley Cottage Hospital, and Santa Ynez Valley Cottage Hospital all provide no-cost or low-cost donation safety helmets through their Emergency Departments in addition to the Santa Barbara Cottage Hospital Trauma Service Department. The helmets, purchased through the Santa Barbara County Emergency Medical Services and COAST, are sold at cost or provided at no cost. In 2012, 70 helmets were sold or provided at no cost at the Family Fitness & Baby Fair. Other helmet-fitting opportunities include ongoing fitting children for helmets at the Domestic Violence Solutions Safe House.

### **Think First Spinal Cord and Brain Injury Prevention Program**

Think First's mission is to educate young people about personal vulnerability and risk taking. The central message is that you can have a fun, exciting life without risking injury if you think first and use your mind to protect your body. The 45-50 minute presentation is offered in an assembly or classroom format given by a member of the Cottage Rehabilitation Hospital clinical team and a young person, called a VIP "Voice for Injury Prevention," who has experienced a traumatic injury which could have been prevented. In 2012, there were 21 presentations to 1,471 students in grades kindergarten through 8<sup>th</sup>. In addition, an injury prevention booth was staffed for three days and one evening, which reached 923 students.

### **Tuohy Foundation Aquatic Center**

The Tuohy Foundation Aquatic Center at Cottage Rehabilitation Hospital features an outdoor, warm-water (92°) therapy pool. In addition to inpatient and physician-ordered outpatient aquatic therapy, the pool is used for a variety of programs that are open to the community, including personal training, independent exercise and swim, Arthritis Foundation Aquatic Program, Fibromyalgia exercise class, aerobic conditioning class, Youth Adapted Swim Program, and Aquatic Volunteer "Buddy" Program. There were 525 participants in 2012.

## **Community Collaborations**

### **California Highway Patrol's Start Smart**

Santa Barbara Cottage Hospital Trauma Service partnered with the California Highway Patrol (CHP) to present the Start Smart Teen Driver Safety Program on the first Tuesday of every month at Santa Barbara Cottage Hospital. This free two-hour program designed by the CHP and conducted by each county's CHP public information officer is an interactive program between the officer, the trauma nurse, guest speakers, teens, and parents. Using straight talk, personal testimony, and practical applications, the students are given tools to successfully transition into the adult world of driving. The particular topic presented by the injury prevention nurse is the value and use of the parent-teen driving contract. An average of 20-30 local teens, parents, and other interested parties attend each month.

### **Catholic Charities**

Catholic Charities has a wide range of services that cater to families and individuals in need that serves their mission of preventing homelessness and advancing self-sufficiency. The organization provides food distribution, case management, life skills planning, counseling services, medical treatment referrals, emergency shelter assistance, older adult services, and holiday programs.

Cottage Health System's Parish Nurses provide five to six hours each week at Catholic Charities. The nurses provide health education and assessments including blood pressure check, glucose check, and flu vaccination. In addition, the nurse are advocates for low-income individuals and families, and they work to connect these people with community resources, such as access to food, dental treatments, and mental health support. More than 1,000 clients were served during the last year.

### **Congregations**

Cottage Health System's Parish Nurses work at multiple congregations during the week, which include Trinity Episcopal (four to eight hours/week), Trinity Lutheran (ten hours), Our Lady of Guadalupe (twenty hours), First Presbyterian (ten hours), Goleta Presbyterian (six to eight hours), and St. Joseph's (four hours). Parish Nursing is also done on a consultant basis for First Baptist, Unity and St Mark's churches.

### **Homeless/Transitional Housing Outreach**

Four Parish Nurses conducted outreach and provided health assessments, basic wound care, education, referrals, screenings, and vaccinations each week in various locations. They provided more than 30 hours a week, which served more than 2,000 clients.

- Casa Esperanza and the homeless camps: 24-26 hours of care a week is provided by 2 nurses
- Transition House: three hours a week plus the Bi-monthly Homeless Women's Clinic, flu and pneumonia vaccines, as well as emotional and spiritual support
- Faulding Hotel and Hotel De Riviera: visits are for the medically challenged and dual diagnosis clients at four hours a week

- **Project Healthy Neighbors:** annual two-day community collaboration and large-scale health screening. Parish Nursing co-sponsored the event with the Public Health Department, Direct Relief International, Sansum Clinic, and several other agencies reaching more than 500 homeless individuals, with flu and pneumonia vaccines, TB tests, HIV tests, blood pressure checks, and skin examinations. Backpacks and shoes were also provided.

### **Isla Vista Food Bank**

Parish Nursing continues to serve the low-income Isla Vista community by providing flu vaccinations at the Isla Vista Food Bank for homeless individuals and low-income Latino families.

### **PathPoint**

This nonprofit organization is dedicated to helping people with disabilities or disadvantages reach their fullest potential. Cottage Health System's Parish Nurses provided nursing care and medication management for housed, mentally ill adults. Three Parish Nurses worked with case managers, social workers, and physicians to provide services for this at-risk population. They worked with 130 mental health clients, for a total of 72 hours a week and nearly 5500 visits for 2012.

### **Saint Joseph's Food Bank/Main Family Center**

A Parish Nurse provided services for low-income families at St. Joseph's Parish Food Bank. The nurse provided health education, individual assessments, flu vaccinations, and health screenings for more than 1,200 clients.

### **Saint Vincent's**

The Parish Nurses provided four to six hours per week of nursing care to seniors and low-income families at this residential facility. The nurse provided personal assessments and health screenings, educational classes including fall prevention, stroke and heart disease, diabetes management, fraud prevention as well as wellness education and walking groups. In 2012, 388 people were served.

In addition, Saint Vincent held a six-week summer wellness program that served more than 17 children and provided education on injury prevention and trauma, obesity, diabetes, and hypertension prevention. Healthy lifestyle choices were encouraged.

## Multiple Community Benefit Focus Areas

### Cottage Health System Programs

#### **Annual Health Fair**

The 30th Annual Santa Ynez Valley Cottage Hospital Health Fair was held on Saturday, October 6 for the first time at the Santa Ynez Valley Marriott Hotel in Buellton. Each year, the event is planned, coordinated and funded by Santa Ynez Valley Cottage Hospital Foundation, and staffed with volunteers from the Auxiliary. More than 1,000 people of all ages attended the free event that featured more than 40 vendor/display booths, including the Wound Care Center. Free flu vaccines were given to 420 people, and 63 free bone density tests were performed. A large drawing took place with 30 giveaway bags and refreshments.

#### **Coast Caregiver Resource Center**

Coast Caregiver Resource Center (CCRC), a program of Cottage Rehabilitation Hospital, is funded through grants and individual donations.

CCRC supports family and other informal (unpaid) caregivers of adults with cognitive disorders and other disabling conditions in Santa Barbara, San Luis Obispo and Ventura counties. CCRC has helped thousands of families of those with adult onset brain impairment in the tri-counties for the past 26 years through: assessment of caregiver strength and need, specialized information on brain impairments, family consultation, individual counseling, long-term care planning, educational programs, retreats, support groups, advocacy, legal consultations, and respite care.

In 2012 CCRC and Jodi House Brain Injury Support Center launched a collaborative project, *Together In Brain Injury Support*, to provide enhanced assistance to survivors of brain injury and their families, primarily in south Santa Barbara County.

CCRC provided the following services in 2012:

- 180 hours of specialized information and referral to 521 callers
- 140 new client intakes for a total of 345 clients receiving multiple services
- 177 assessments of caregiver strength and need for supportive services
- 630 hours of family consultation, problem solving, coaching and care planning
- 3,285 hours of respite (substitute care) to 99 caregivers
- 321 hours of counseling to 50 caregivers
- 302 hours of support group to 1,047 caregivers, including:
  - 11 Family Support Groups each month for family caregivers of individuals with Alzheimer's Disease or other dementia, Huntington's Disease, Stroke or TBI, including the Stroke and Brain Injury Support Group for Family/Friend Caregivers held at Cottage Rehabilitation Hospital
  - 6 sessions of Telephone Support Group

- 53 hours of sponsored or co-sponsored education and training to 636 caregivers including topics such as *“Taking of YOU: Powerful Tools for Caregivers”* and *“Building Caregiver Resilience”*
- 32 hours of education to 278 professionals and paid caregivers, including topics such as *“Stress, Depression and Caregiving”* and *“Caregiver Resources”*.
- Co-sponsorship of Santa Barbara Caregiver Retreat for 27 family caregivers

### **Cottage Magazine**

Cottage Health System provides health information and news to the community through its “Cottage” magazine, published three times a year. The magazine is placed as an insert in two local newspapers and is distributed throughout the community in the hospitals and at coffee shops, libraries, banks, and newsstands. The publication includes a variety of clinical and human interest features covering emerging technology, treatment and wellness topics, a calendar of health events, an annual listing of donors to the hospital foundations, and ongoing construction updates from the hospitals. In 2012, approximately 35,000 copies were distributed.

### **Healthy Balance Weight-Management Clinic**

Healthy Balance is an eight-week weight-management program, featuring:

- Individualized, exercise-based weight loss
- On-site exercise in a comfortable environment
- Comprehensive fitness and lifestyle assessment
- BodyGem calorimeter to monitor metabolism
- Custom meal planning
- Instruction by professional clinical staff
- Competitive rates

In 2012, the Healthy Balance weight-management program at Santa Barbara Cottage Hospital celebrated its 10-year anniversary. Since 2002 the program has grown 200% in participant visits. A total of 401 participants have completed the Healthy Balance program since its inception.

### **On-Call Specialty Physicians**

Due to the high rate of uninsured patients and low payments from Medicare and MediCal, it has been difficult to find specialty physicians to provide services to patients in the Emergency Department. Cottage Health System arranges for the provision of emergency on-call coverage with qualified specialty physicians in order to ensure that all patients who seek treatment at Cottage Health System have access to all necessary services. This program helps Cottage Health System to assure proper diagnosis and treatment of all patients in the Emergency Department, regardless of their ability to pay.

## **Parish Nursing**

Parish Nursing's mission is to empower men, women, and children to seek health in mind, body, and spirit, by expanding their knowledge about whole person wellness, assisting in identifying methods of disease prevention, and increasing access to health and community resources.

In 2012, Parish Nursing provided service to more than 13,500 community members. Community outreach programs include congregations, homeless and transition outreach, PathPoint Mental Health clients (formerly Work Training Programs Inc.), Carpinteria/Isla Vista food banks and several ecumenical congregations, Catholic Charities, St. Vincent's, and Garden Court senior housing. Program descriptions are under community collaborations throughout this report.

### Collaborating Agencies and Committees with Parish Nursing include:

- Alliance for Living and Dying Well Five Wishes Trainings
- American Heart Association
- Cancer Center of Santa Barbara
- Casa Esperanza Homeless shelter
- Catholic Charities
- Dart Dental Team
- Direct Relief International
- Doctors Without Walls/Santa Barbara Street Medicine Women's Clinic at Transition House
- Gatekeeper and Friendship Center Adult Day Care Program
- HMA (Health Ministries Association)
- Homeless Coalition
- Hospice of Santa Barbara
- Isla Vista Food Bank
- Jodi House Professional Advisory Committee
- Phoenix House Professional Advisory Committee
- Santa Barbara City College Nursing Program
- Santa Barbara Clergy Association
- Santa Barbara Neighborhood Clinics
- St. Cecilia Society
- Visiting Nurse & Hospice Care Professional Advisory Board

### Miscellaneous Community Events

Parish nurses help to plan and staff many community events annually including:

- Common Ground homeless census project
- Cottage Health System's Heart Health Fair
- Cottage Health System's Cancer Prevention Fair
- Five Wishes Advance Care Directives Program at multiple locations
- Senior Expo - blood pressures, flu vaccines and stress management
- Project Healthy Neighbors homeless outreach
- Providing flu shots throughout the community including senior housing units, schools, libraries, farmers markets, food banks and churches

## **Reeves Consumer Library**

Taking increasing responsibility for their own health, consumers have developed both broad interests and very specific information needs. This underscores the role for consumer health libraries as consumer health information quality guides. The Consumer Health Collection has continued to serve the Santa Barbara County public and Cottage Health System patient and patient families since 2001. This collection currently consists of over 500 books, CD's, and DVD's concerning health issues. There is also access to online consumer health databases, streaming videos, and other electronic resources. Approximately one-fifth of the Reeves Library budget is allotted to the consumer support resources.

Currently, there are approximately 25 consumer interactions with the Master's trained librarian each month. Of these interactions, 40% are finding out information for themselves, 40% are finding information for significant people in their lives, 10% are curious about something, such as when Lyme disease started to appear in California, and the other 10% are gathering information for reports.

## **Website**

The Cottage Health System website provides immediate news and updates, a calendar of events, electronic versions of Cottage Magazine, Cottage Children's Hospital magazine, NeuroTRANSMITTER magazine, and other patient/community brochures and pamphlets; clinical quality data, online bill pay, and a comprehensive online health library. Also included are videos of patient stories, public service announcements, and clinical information.

In 2012, there were 342,147 unique visitors, 560,760 total visits, and 1,948,774 page views, which is an average of 5,324 per day.

## **Community Collaborations**

### **Coalition for Community Wellness**

In early 2007, the idea for was formed to have health organizations be involved with the general plan update process (*Plan Santa Barbara*) with the City of Santa Barbara. The Coalition for Community Wellness formed to help policy makers understand the health impacts of their decisions leading to lower rates of injury, obesity, and chronic diseases such as cardiovascular disease, diabetes, and asthma.

Cottage Health System along with Santa Barbara County Public Health Department, Sansum Clinic, and Sansum Diabetes Research Institute have been working to educate policy makers and the public on the relationship between urban planning and public health. On Thursday, December 1, 2011, the City Council adopted the Plan Santa Barbara (Plan SB) General Plan update document. The plan includes public health as a policy driver. In 2012, the Coalition worked with City staff to determine next steps regarding implementation. In addition, the Coalition supported other organizations and events that promoted a healthy community.

## **Other Community Benefit**

### **Cottage Health System Programs**

#### **Adapted Cycling**

This program of Cottage Rehabilitation Hospital offers an introduction to hand-powered and adapted bikes, basic biking instruction, and safety. The program is held on the UCSB campus. There were eight individuals who participated in 11 visits in 2012.

#### **Adapted Driving Program**

Cottage Rehabilitation Hospital offers this service to individuals interested in returning to driving after a disabling injury, illness or other health-related condition. The program includes two components under the expertise of an Occupational Therapist and a Certified Driving Instructor. There were 8 Pre-Driving Evaluations and 32 Behind the Wheel Evaluations conducted in 2012.

#### **Adapted Golf**

As a program of Cottage Rehabilitation Hospital, the Adapted Golf program's goal is to introduce or return people with disabilities to the game of golf. The program is open to current patients, as well as community members with physical, visual, and/or cognitive impairments. Lessons are weekly. An individualized golf program is designed for each participant by a golf professional and Cottage Rehabilitation Hospital recreation therapist. Golf clubs and special adaptive equipment are provided, with participants encouraged to bring any of their own equipment. The participants practice on the driving range and putting green, and progress to the golf course as appropriate. An adapted golf cart is used to facilitate participant success. Ocean Meadows Golf Course supports the Adapted Golf program through gifts to the Cottage Rehabilitation Hospital Foundation. There were nine participants participating in 153 visits in 2012.

#### **Aphasia Recovery Group**

This weekly class is offered by Cottage Rehabilitation Hospital Speech/Language Pathologists for those individuals needing assistance with word retrieval, understanding others, and in exploring creative ways to increase communication effectiveness. There were 11 participants in 2012 with two to eight people per class.

#### **Assistive Technology Center Community Tours**

The Assistive Technology Center (ATC) offers individuals with physical and/or cognitive/linguistic impairments access to devices which support maximum function, communication, and quality of life in their homes, at work and in the community. Highly trained and experienced therapists use a wide variety of state-of-the-art equipment to assess clients. The therapist works closely with the client and vendors to facilitate informed decisions when choosing devices that work best for each. Monitoring systems such as wheelchair and bed alarms may decrease the potential for falls and wandering.

Cottage Rehabilitation Hospital offers tours of its Assistive Technology Center (ATC). Participants may later choose to take advantage of what the ATC has to offer. Tours in 2012 were given to community groups for people with disabilities and donors.

### **Augmentative and Alternative Communication Group**

This monthly class is offered by Cottage Rehabilitation Hospital's Speech Pathology Department. The class is designed to serve members in the community using speech generating devices as their primary means of communication. The class offers a place to learn about AAC, meet with others in the community, and meet with representatives from AAC companies. There were three participants in 2012.

### **Disaster Planning**

An essential role Cottage Health System plays in access to health care is ensuring that appropriate health resources are available during a disaster. Santa Barbara Cottage Hospital has a standing multi-disciplinary Emergency Management Committee, chaired by the organization's Director of Security and Environmental Safety. In addition, the Environment of Care Committees at both Goleta Valley Cottage Hospital and Santa Ynez Valley Cottage Hospital focus on emergency management planning activities. Cottage Health System utilizes the Hospital Incident Command System (HICS) consistent with fire, law enforcement, and emergency services to support any type of disaster. The plan and corresponding procedures address four phases of emergency management: mitigation, preparedness, response, and recovery. Noteworthy emergency management activities in 2012 include:

#### Activations of Emergency Operations Plan:

- Alternate care site/videoconferencing drill on May 18
- Emergency generator test to support original hospital in addition to new hospital was conducted on July 20
- Statewide medical and health emergency exercise on November 17: Santa Barbara Cottage Hospital partnered with Santa Ynez Valley Cottage Hospital, Goleta Valley Cottage Hospital, Santa Barbara County Public Health Department, and various local healthcare agencies to prepare for and respond to a 7.1 magnitude earthquake. The drill was intended to improve communication among command centers across different public and private agencies, prioritize scarce resources, and provide information sharing as to appropriate back up procedures.

#### Key Emergency Preparedness Initiatives:

- Monthly communication drills: ReddiNet, Radio, and Satellite Phone Drills were conducted monthly throughout the year. These drills are initiated by Santa Barbara County Public Health Department / Emergency Medical Services with a report card sent out shortly afterwards indicating participation and success.
- Emergency management policies were updated and revised to reflect the move into the new hospital.
- Sustainability analysis: 96-hour sustainability assessment was reviewed and updated.

- Hospital Preparedness Program (HPP) meetings: Meetings were held quarterly and are ongoing with county partners, including participation in the monthly communication drills in all three Emergency Departments.
- Disaster supplies: A complete and accurate inventory was completed in April 2012 by Security.
- Helipad operations: Emergency Department and Security staff were trained in January and helipad landings began February 3. A considerable amount of time was devoted to helipad safety, proper adherence to the noise abatement path, and communications to both internal and external staff.
- Decontamination trainings: Initial training for eight hours on June 21; refresher training for four hours on June 22.

Cottage Health System also donated first aid kits for an Emergency Preparedness Resource Fair and Workshop hosted by California Assemblymember Das Williams on Saturday, September 15 from 10:00 am to 2:00 pm at the Goleta Valley Community Center. More than 25 agencies and community organizations provided information and answered questions on how to prepare in case of an emergency or disaster. In addition, there were presentations on emergency and disaster preparedness, ways to protect your pets before and after a disaster, mental health assistance during an emergency, and instruction on the emerging CPR method known as “hands-only CPR”.

### **Educational Briefings for Professional Advisors**

These events are aimed at educating and cultivating professional advisors – attorneys, CPAs, financial planners, bankers, and brokers -- by providing complimentary education briefings for them on various centers of excellence within Cottage Health System. These free events drew over 100 people in 2012. Speakers included physicians, healthcare administrators, and other clinical professionals.

### **Empowerment through Medical Rehabilitation**

Each year Cottage Rehabilitation Hospital Foundation sponsors a public presentation by exceptional people on topics concerning medical rehabilitation and its empowering effects on the lives of people with disabilities. In September 2012, Jack Youngblood, former NFL player for the Los Angeles Rams, inductee to the Pro Football Hall of Fame, and member of the NFL Players’ Association Mackey-White Traumatic Brain Injury Committee, gave a presentation on concussive brain injury, the potential risk to young athletes, and injury prevention. The presentation was in conjunction with National Rehabilitation Awareness Week. There were 225 attendees in 2012.

### **Friends & Family Art Receptions**

Artists’ Receptions along with Friends and Family Showings occur throughout the year. In 2012, approximately 350 people attended these events.

The Meisel Gallery has four exhibits per year. One of those exhibits is the Friends and Family show. This show gives CHS employees, and friends of employees, an opportunity to exhibit and sell their artwork. Artwork may also be displayed and not for sale. Twenty five percent of the proceeds from the sale of art go to Cottage Rehabilitation Hospital Foundation with the remaining going to the artist. The Friends and

Family exhibit is unique because the artwork is so varied. It can consist of paintings, photography, collages, and other mediums. The exhibit runs from early November through January. Each exhibit has an artist's opening reception.

The other three exhibits in the gallery are usually, but not always, central coast art groups.

### **Gift Shop**

The goal of the Santa Barbara Cottage Hospital Gift Shop is to continually provide customer service excellence. This is performed by identifying and projecting the sale of desired and quality merchandise to patients, employees, and the community. The shop also involves itself with charitable donations and service recovery availability. These goals are achieved by an operational retail shop which operates six days per week with over 55 hours. The shop operates with a full-time manager/buyer, three part-time sales associates, and eight dedicated volunteers whose goal is to engage customers with positive and enjoyable buying experiences.

The Gift Shop being a retail business operation also affiliates itself with many charitable contributions. This is accomplished by donating not only merchandise but monetary discounts and Gift Shop Gift Card distributions. Donations include both inside hospital and outside community events. This includes such involvement as the Children's Miracle Network, Care for Kids, Family Fitness and Baby Fair, Cancer Prevention Fair and volunteer appreciation, holiday and special banquets. The shop's most rewarding pleasure is gained when participating in the annual in-hospital children's Trick or Treat and grade school children's holiday musical programs.

Wanting to make sure that visitors bringing in latex balloons are not unable to present their loved one with a token of congratulations or get well wishes the shop absorbs the cost of a Mylar balloon in exchange so that the hospital latex free policy is in compliance. Floral arrangements that remain prior to any shop holiday observance closure are sent to specifically identified patients that have no family members or just need something cheerful. The Santa Barbara Cottage Hospital Gift shop prides itself on the fact that all proceeds go directly to Cottage Health System's Charity Care and Community Service Programs. Any unsold merchandise is donated to Santa Ynez Valley Cottage Hospital's Thrift Shop. The shop ensures that every possible means and effort is made towards all profits benefiting the Patient's Assistance program.

### **Healing Arts Program**

The mission of the program is for Cottage Health System to use its healing arts program to promote an environment that inspires and comforts patients, visitors, and staff. Goals and objectives include using the arts to emphasize the core values of the institution: excellence, integrity and compassion; use evidence-based methodologies to select artwork that facilitates the healing process; to complement and enhance the interior design, way finding and architecture of Cottage Health System facilities; to promote the arts of the region; to use art to celebrate the beauty, history, heritage, and diversity of the community.

In 2012, Santa Barbara Cottage Hospital staff installed more than 600 pieces of art created by Central Coast artists, according to general themes provided to them including:

- Architecture and Santa Barbara area landmarks
- Ocean life and seascapes
- Flowers, formal gardens and regional landscapes

More than 45 pieces were specially designed and commissioned for public areas which include the lobby, the gardens, elevator landings, waiting rooms, and the cafeteria. Other pieces were installed in patient rooms and in the corridors of the patient pavilions. Reactions to the installed art have been overwhelmingly positive.

Over 3500 people viewed the art during the nine open-house celebrations that were held in January 2012. The art has also been the subject of numerous media pieces, featuring the art and the important role it has to play in the new hospital.

### **Interpreter Services**

Cottage Health System fully complies with Joint Commission and government guidelines for assisting Limited-English Proficient (LEP) patients and family members in understanding medical information and services. Interpreter Services provides oral interpretation, translation of documents, conversational Medical Spanish courses, and assistance with community health fairs.

All interpreter candidates, including interpreters, bilingual staff and volunteers, are thoroughly screened by the Interpreter Services Coordinator, Denise Filotas, MA, for their level of expertise in English and Spanish medical terminology as well as interpreting skills. Only individuals with Interpreter II or III designations may help with clinical encounters. Persons designated as Interpreter I give directions, make phone calls, and answer non-medical questions.

In 2012, Filotas made several presentations to groups and departments at Santa Barbara Cottage Hospital about the importance of removing barriers to communication for Limited English Proficient patients and patient such as the deaf or blind experiencing different obstacles when communicating with staff. In doing so she also helped increase the community's involvement in the effort to elevate the profile of medical interpreting as a profession. Filotas and other staff interpreters attended the California Healthcare Interpreting Association's annual educational conference in Fresno. Filotas also attended the International Medical Association's National Administrators Symposium in Irvine.

Our surveys of peer hospitals consistently show that LEP patients and their relatives receive a superior level of service in Cottage Health System. This is in large part due to the ratio of live interpreters (as opposed to over-the-phone and video interpreting). Face-to-face interpreters help reduce the length of hospital stays and the number of repeat visits for care.

### **Outlook Group Physical Disabilities Peer Support**

Outlook is a group of persons with physical disabilities who share information and support at monthly meetings that include a potluck dinner and community presenter on various topics of interest.

Supported by Cottage Rehabilitation Hospital, Cottage Rehabilitation Hospital Foundation, and the City of Santa Barbara Parks and Recreation Adapted Programs, 37 participants had 156 visits in 2012.

### **Palliative Care Consultation Service**

The Palliative Care Consultation Service (PCCS) is an interdisciplinary team of professionals with advanced training and skills in palliative care. Their mission is to alleviate suffering, improve quality of life, and facilitate healing for patients and families facing advanced and terminal illness. The service is staffed seven days a week and a clinician is available twenty-four hours a day.

The PCCS received 675 patient referrals in 2012, a slight decrease from 694 in 2011. Of these referrals:

- 79% were new consultations; 20% were re-consults
- 44% had a cancer diagnosis; 56% were non-cancer patients
- 20% of consultations originated in the Intensive Care Units
- The primary reason for consultation was:
  - Patient and family support: 51%
  - Pain management: 22%
  - Comfort care/end-of-life care: 17%

Bereavement support was provided to well over 200 family members of the 194 patients who died in hospital while on the Palliative Care service. The 12-month bereavement program includes a bereavement card signed by PCCS team members and phone call at the time of death; a 1-month initial bereavement mailing/packet; a 3-month follow up phone call; a 6-month follow up phone call and mailing; a 9-month mailing; and finally a 12-month follow-up phone call and anniversary card. Family members are referred to appropriate counseling and support resources as needed.

### **Parkinson's Society Group**

This Cottage Rehabilitation Hospital program provides a monthly class for individuals with Parkinson's. The class addresses a variety of practical topics including exercises and strategies for better speech, voice, postural support, and respiratory strengthening. The classes ranged from 25-35 participants in 2012.

### **Psychiatric Grand Rounds**

Santa Barbara Cottage Hospital Center for Psychiatry and Behavioral Healthcare has presentations for the healthcare community once or twice a month from noon to 1:30 pm at Santa Barbara Cottage Hospital. In addition, sessions are held at the San Luis Obispo Public Library. In 2012, there were 14 sessions at Santa Barbara Cottage Hospital with approximately 80 people at each meeting, along with 6 sessions in San Luis Obispo that had approximately 35 people at each gathering.

Grand Rounds program at Santa Barbara Cottage Hospital in 2012 were:

1. 10 Keys To A Happy Loving Family
2. Young Adults, Borderline Personality Disorder, And Joy

3. The Seven Experiential Shifts Of Deep Change: How They Can Guide Us In Supporting Our Clients And Patients As They Traverse This Life Giving Yet Challenging Territory.
4. Animal Assisted Psychotherapy
5. Affirming Therapy With Bisexual Clients
6. Ancient Wisdom And Healing Universals
7. Complementary Medicine In Recovery
8. What's New In Bipolar Disorder: Six Things You Might Not Know
9. The Network... Rewiring the Adolescent Brain to Achieve Mental Health
10. The Medical Potential Of Dream Embodiment For Patients With Cancer And Other Illnesses
11. Introduction To Dialectical Behavioral Therapy
12. The Arrival Of A Person's Destiny In Certain Moments Of Psychotherapy
13. Dueling Diagnosis: Complicated Pain" & Substance Use Disorders
14. Gracefully Dealing With Emotions And Negative Thoughts

Grand Rounds program at San Luis Obispo Public Library in 2012 were:

1. Pick and Pulling: Current Conceptualizations and Treatments of Body Focused Repetitive Behaviors (BFRBs)
2. Stress, Depression, and Caregiving: What Family Caregivers Need and Why It Matters
3. The Role of the Speech Language Pathologist in Treating Those with Brain Injuries
4. Brain Stimulation for Mood Disorders
5. From Blame to Intent: Helping Couples Shift to More important Patters
6. What's New in Bipolar Disorder: Six Things You Might Not Know

### **Pulmonary Hypotension Society Walk**

The mission of the Pulmonary Hypertension Association (PHA) is to find ways to prevent and cure pulmonary hypertension, and to provide hope for the pulmonary hypertension community through support, education, advocacy, and awareness. Respiratory Care staff led a team of walkers and raised funds to further the quest for a cure.

### **Skin, Wound, and Ostomy Symposium**

The Center for Wound Management presented the 8th Annual Skin, Wound, and Ostomy Symposium on August 9, 2012 at Earl Warren Showgrounds. More than 200 people attended the symposium, and heard information regarding:

- Resources available to support pressure ulcer prevention Initiatives in various care settings
- Use of CNAs and PCT in the pressure ulcer prevention program
- Assessment and observation skills used in evaluating wounds and pressure ulcers
- Identification of pressure ulcers using NPUAP guidelines
- Challenges commonly found in diabetic wounds
- Clinical pathways to wound healing
- Best practices for hospital and LTC pressure ulcer prevention programs
- ABCs of diabetic wounds
- Evidence-based approaches to wound healing

- Understanding venous disease
- Impact of malnutrition on wound healing

### **Speech & Movement Enhancement Class**

This Cottage Rehabilitation Hospital program provides a weekly, one-hour class for individuals with Parkinson's, stroke, and brain injury. The class focuses on exercise for articulation, respiratory drive, vocal volume, flexibility, and postural alignment. The class is offered by a Speech-Language Pathologist and a Physical Therapist. There were 11 participants in 2012.

### **Walking Tours**

The community is invited to take a tour of the award-winning new wings of Santa Barbara Cottage Hospital. Tours are offered on the first and third Fridays of every month at 3:00 p.m., as well as the last Saturday of the month at 1:00 p.m.

These walking tours are about 45 minutes long and cover all the indoor and outdoor public space in the new hospital. In addition to hearing about the state-of-the-art medical facilities and patient-centered care services offered at Cottage, attendees will see several pieces of original artwork from the Healing Arts Collection and the gardens of the new hospital.

In 2012, 26 tours were conducted for approximately 130 people.

### **Wheelchair Sports Clinic**

A wheelchair sports clinic for children and adults was offered at UCSB to learn and practice wheelchair basketball, wheelchair rugby, wheelchair tennis, wheelchair racquetball, adapted swimming, and adapted SCUBA. There were 16 participants in 28 visits in 2012.

## **Community Collaborations**

### **American Lung Association's Better Breathers Club**

This support group meets regularly to learn about tips and techniques to improve management of their disease. Respiratory Care is involved with the group and occasionally serve as speakers.

### **California State University Channel Islands Nursing Program at Cottage Health System**

The CSU Channel Islands Nursing Program at Cottage Health System (CI Nursing Program at Cottage) is the first Bachelor of Science in Nursing (BSN) program in Santa Barbara County. The program will help prevent a future nursing shortage in Santa Barbara County, and it will enhance Cottage Health System's ability to recruit and retain the highest quality nursing workforce. With curriculum and clinical rotations developed on the principal of evidence-based practice, graduates will be prepared to collaborate as members and leaders of healthcare teams in the planning, implementation and improvement of healthcare services consistent with the health needs of a diverse and multicultural society.

Cottage is fortunate to have CI as a partner in the creation of a robust nursing pipeline. The 23-campus CSU system confers 60% of the nursing BSN degrees in the state, and is the state's leader in high-quality, accessible baccalaureate-level degrees. The CSU system is also known as the largest, most diverse, and one of the most affordable university systems in the country.

Cottage Health System and Channel Islands have committed to a 10-year partnership (2010 – 2020), and CI has committed to making every effort to transition the program to state funding after the 10-year agreement is completed.

Beginning in January of 2012 (spring semester), cohorts of 22 students are being admitted annually. By the spring of 2014, a total of 66 students will be enrolled. The first cohort will graduate in the spring of 2014, and thereafter one cohort will graduate every spring. A total of 140 graduates are anticipated by the spring of 2020, and 180 graduates by the spring of 2022.

Each semester, classroom lectures and simulation lab training support clinical rotations. For the clinical rotations, students are supervised on site by a CI instructor, and they work with the floor nurse assigned to the patient. With the exceptions of the first and last semesters, clinical rotations are completed at Santa Barbara Cottage Hospital.

Graduates will meet the eligibility requirements to successfully pass the California nursing licensure exam (NCLEX). They will be prepared to function within the professional nursing roles as providers and coordinators of care; as health educators; as advocates; and as members of the nursing profession in a variety of institutional settings. They will also be prepared to follow the nursing process by assisting patients, families, and communities in promoting an optimum level of wellness; sustain life, and recover from disease or injury in acute, long term care, institutional and community settings.

In the long term, Cottage Health System's goal is that BSN-trained nurses who make career commitments to the health system will then pursue certifications in specialized service lines and/or become nurse educators. In the future, some of these nurses would seek Masters- and even Doctoral-level training, and serve as the region's nursing professors. All of these steps are critical underpinnings of Cottage Health System's nursing vision.

### **Partners in Education Committee**

Partners in Education is a non-profit organization with members from business, industry, government, elementary and secondary schools, community colleges, and four-year colleges. The mission of Partners in Education is to develop outstanding graduates in the Santa Barbara area. Efforts began in 1977. Core programs include Computers for Families, Career Education, Workforce Development, Technology Innovation in Education, Volunteer Recruitment, and Coordination, and the Student Internship programs. Cottage Health System's President and CEO is on Partners in Education's Board of Directors. Volunteer Services represents Cottage Health System on the Career Education committee.

Partners in Education sponsors 3 breakfast meetings per year for members, fall, winter and spring. The spring breakfast is an awards meeting, honoring students from Santa Barbara and Carpinteria High Schools for outstanding accomplishments.

### **Santa Barbara City College's Associate Degree Nursing Program**

Students at Santa Barbara City College in the Associate Degree in Nursing (ADN) Program partner with Cottage Health System to help their education. Students assist at the Cancer Prevention Fair and Heart Health Fair by providing education to fair attendees and by practicing their training by taking blood pressures.

In addition, Cottage Health System supports the ADN program financially. Nurses who obtained their ADN from Santa Barbara City College tend to maintain employment with Cottage Health System longer than those students educated outside of Santa Barbara County. With Cottage Health System supporting the ADN program, the community obtains quality nurses who seek employment at various organizations.

### **Santa Barbara City College's Vocational Nursing Program**

Students at Santa Barbara City College in the Vocational Nursing Program partner with Cottage Health System to help their education. Students provided flu shots at community clinics with professor oversight.

### **San Marcos High School's Health Careers Academy**

San Marcos Health Careers Academy program continues to be a success. The Academy began in 2001, and has been a vital program in the community educating students who have a desire to go into the medical field.

The Health Careers Academy is a three-year program that offers courses at San Marcos High School and Santa Barbara City College. The students have hands-on experience at nursing homes, assisted living facilities, and conclude the course with a nine-week internship at Santa Barbara Cottage Hospital in the third and fourth quarter of their senior year.

In 2012, San Marcos High School added a hands-on class room for the students. Santa Barbara Cottage Hospital assisted them in acquiring hospital equipment including; hospital beds, wheelchairs, patient lifts and many other miscellaneous items.

Volunteer Services has the privilege of seeing students begin as volunteers, become a Health Careers Academy student, and return to Cottage Health System as Registered Nurses, Licensed Vocational Nurses, and Certified Nursing Assistants. It is rewarding to watch the students mature over the years as they work towards their goals.

The year of 2012 marked 11 years of participation for Santa Barbara Cottage Hospital. Santa Barbara Cottage Hospital continues to support the Health Careers Academy program together with Santa Barbara City College and San Marcos High School.

### **San Santa Ynez Valley Historical Museum Pictorial Exhibit**

Santa Ynez Valley Cottage Hospital installed a 50th Pictorial Exhibit (1962 – 2012) celebrating the history since fundraising first began. The exhibit was in the Valley Room of the SYV Historical Museum and ran from October 1 through November 4. There was a free reception held on October 10 with 60 in attendance.

### **Solvang Business Expo**

On June 13 at the Solvang Veteran's Memorial Hall, Santa Ynez Valley Cottage Hospital and Foundation attended the Solvang Business Expo distributing information on the hospital and its services, and giving away free health-related items.

### **United Way's Day of Caring**

On Saturday, September 15, United Way of Santa Barbara County held its annual Day of Caring to raise pledges to support a local network of health, human, and community building services at the Annual Day of Caring. Over 1,600 volunteers came together to help local non-profit agencies with hands-on work assignments from 9:00 am to 1:00 pm. In 2012, Cottage Health System had a team of employees from departments throughout the health system along with their family members and friends.

### **United Way's Fun in the Sun**

In 2012, approximately 100 at-risk 2<sup>nd</sup> to 6<sup>th</sup> graders from the Fun in the Sun (FITS) program visited Santa Barbara Cottage Hospital. The children received a tour of the Nutrition Department (including a healthy snack), Diagnostic Imaging, and Emergency Department, after which the kids listened to a talk by a pet therapist and Security Department. The tour ended with a delicious meal and reading time with hospital staff.

FITS has been working with low-income families in Santa Barbara County, collaborating with organizations like Cottage Health System to address the long-standing issues of summer learning loss, and the achievement gap that a majority of underserved and behaviorally at-risk children ages 6-18 experience. In addition, FITS new focus areas, science and math, have been adopted as part of the visits in order to encourage learning in these areas.

### **United Way Financial Support**

Cottage Health System supports United Way of Santa Barbara through one of the largest employee campaigns in the County. In 2012, the Employee Campaign raised \$184,303 by 760 donors, which is a 22% participation rate; an all-time high for Cottage Health System.

## Various Community Presentations

Cottage Rehabilitation Hospital provided presentations to various community organizations, including:

- Disability Awareness Presentation to Brandon Elementary School 6th Graders, Santa Barbara High School and Harding School
- Presentations on the Junior Wheelchair Sports Camp and other Therapeutic Recreation Outreach Programs to California Children's Services (CCS) Medical Therapy Units and at the CCS Children's Fair
- Presentation on Junior Wheelchair Sports Camp at the Rotary Club of Santa Barbara Sunrise and the Rotary Club of Carpinteria.
- Presentation on adapted recreation, leisure education, and wellness for the Parkinson's Association
- Presentation on Therapeutic Recreation and Aquatics for Mended Hearts

Therapy Services staff attend career fairs throughout the year to educate students on careers in therapy. These include two to three at local high schools as well as lectures to elementary school children.

Therapy Services provided tours to students from San Marcos High School, Dos Pueblos High School, Santa Barbara City College, and Westmont who learned about scope of services from staff.

Respiratory Care spoke to students at the Robert J. Frank Intermediate School annual Career Day in Oxnard.

## **Future Direction**

Cottage Health System is currently planning a preliminary community health needs assessment, which will be completed by the end of 2013. This fall, the organization will begin working on an in-depth community health needs assessment with the Santa Barbara County Public Health Department. In addition, national healthcare reform policies will be carefully monitored to ensure Cottage Health System is following appropriate regulations regarding community benefit.