

St. Joseph Health System – Humboldt County

*Fiscal Year 2011 COMMUNITY BENEFIT REPORT*



# EXECUTIVE SUMMARY

Required by CA OSHPD, TX DSHS

## Our Mission

To extend the healing ministry of Jesus in the tradition of the Sisters of St. Joseph of Orange by continually improving the health and quality of life of people in the communities we serve.

## Our Vision

We bring people together to provide compassionate care, promote health improvement and create healthy communities.

## Our Values

The four core values of St. Joseph Health System -- Service, Excellence, Dignity and Justice -- are the guiding principles for all we do, shaping our interactions with those whom we are privileged to serve.

## Who We Are and What We Do

St Joseph Health System–Humboldt County (SJHS-HC) began with the vision of nine teaching Sisters who responded to the flu epidemic of 1918 by going into the Humboldt County homes to minister to the sick. The Sisters had arrived in Humboldt County in 1912 in response to a request from the local Bishop to establish a school. The Sisters opened the school in August of 1912, and remained teaching until they accepted the request of the local community leaders to go into the homes and care for the sick. The flu epidemic brought to the forefront the lack of quality medical care in this rural region of California and the Sisters responded accordingly. The need was so clear, in 1920, they opened the first St. Joseph Hospital in what was to be the beginning of what is now the St. Joseph's Health System. In 1957, they increased their presence in Humboldt County by opening Redwood Memorial Hospital in Fortuna to address the medical needs of the Eel River Valley. The Sister's commitment to the health care needs of Humboldt County continues today in their ongoing vision to bring people together to provide compassionate care, promote health improvement and create healthy communities.

St. Joseph Hospital (SJE) consists of two campuses in Eureka and employs over 1,100 individuals. The full service acute care hospital is one of the most advanced in far Northern California and is the leader in providing health care on the North Coast. SJE's services include open heart surgery, interventional cardiology, total joint replacements, complex eye surgeries, pediatric care, urgent care and a full range of women's and children's health care. SJE offers comprehensive oncology care through an accredited cancer program, as well as Emergency Medicine Board certified physicians for the hospital's full service emergency room. The hospital provides the community with both an outpatient surgery and an inpatient imaging center. All services will be enhanced in spring of 2012 when the hospital will open a new patient tower.

The General Hospital campus is located only blocks from the SJE campus and offers the community a medical rehabilitation center, occupational medicine, outpatient laboratory services, a sleep disorder clinic and outpatient rehabilitation services. The campus also houses many support services needed by SJHS-HC including patient accounts, clinical education, improving performance the Humboldt Way, the SJHS-HC Foundation and Paso a Paso.

Redwood Memorial Hospital (RMH) is a critical access hospital and provides a full range of 24 hour emergency services and an accredited cancer program. The hospital employs over 200 and provides outpatient rehabilitation services for the Eel River Valley. RMH provides a patient and family centered holistic care model and has received recognition as a high achieving hospital in patient satisfaction surveys.

SJHS-HC provides care to all residents of Humboldt County, a county that has high disproportionate unmet health care need resulting in SJHS-HC identifying community benefit activities and priorities for the most iso-

lated, underserved areas of the county. These activities include addressing the unmet needs of the growing Hispanic population, providing community specific resource centers and partnering with like organizations to expand outreach to populations with identified unmet health needs.

## **Community Plan Priorities**

- The five Community Resource centers are the SJHS-HC main outreach program for the rural, isolated regions of the county. The centers are located in Blue Lake, Rio Dell, Loleta, Eureka and Willow Creek, communities separated by distance, isolation and economics from many of the county's support programs. The centers provide support and resources identified by each community as priorities, and although alike in mission and structure, activities from one center to another differ in scope and reach. The centers collectively address the food insecurity needs of their populations through distribution of summer lunches, commodities, and weekend back pack, as well as access to Cal Fresh enrollment through on line applications. The Eureka Center is the primary resource for many of the county's homeless who receive mail, clothing, food and access to homeless court at this one location, while both the Rio Dell and Loleta centers are actively involved with the schools that share their addresses. Each center is unique and these are only a small example of the many programs they offer.
- Paso a Paso began to meet the needs of the growing Hispanic population for culturally and linguistically appropriate education and outreach for child birth preparation classes. The success of the classes proved the need for additional education and there was an expansion of the scope of classes offered to meet the growing needs of the population. The program now offers not only child birth education and lactation classes, but also parenting, positive discipline and community support services education. The classes include processes on dealing with depression, locating jobs in the area's bad economy and how to obtain interpretation services for assistance at school, health care appointments and in many legal circumstances.
- SJHS-HC collaborates with many community partners, understanding that we each gain strength through leveraging our resources to address the unmet needs of our community. Some strong collaboratives include a project to enroll families and children in all entitlement programs for which they are eligible, increased access to food pantries through collaboration with Food for People and safe exercise programs for children and their parents.
- SJHS-HC collaborates with the North Coast Clinic Network and Open Door Community Health Center to bring clinic services, both medical and dental, to the isolated regions of our county.

## **Community Benefit Investment in 2011**

Partnerships, collaborations and the Community Resource Centers are the primary tools SJHS-HC utilizes to address identified community needs across Humboldt County. SJHS-HC is aware that, with the enormity of the issues facing our rural, isolated communities, without collaboration, achievements will be difficult to accomplish and when accomplished, difficult to track and monitor. Our partnerships and collaborations increase the ability to meet identified needs many fold.

Partnering with Food for People, Hum Can and community food groups, the Community Resource Centers continue to focus on providing access to food and exercise for all age groups. Located in the far regions of the county (Loleta, Blue Lake, Rio Dell, Fortuna, and Willow Creek) the centers provide access to weekly food back packs for school aged children, after school snacks/activities, summer food activities/programs, food pantries within the centers, food commodities, family dinners, and delivery of senior food boxes. These activities bring the food resources directly to the families that are not able to travel to the 101 corridor to access the food distribution directly.

Partnering with the North Coast Funder's Network, SJHS-HC reviews applications to provide direct support to low income families throughout Humboldt County. The process includes funding and support for Holiday Programs, Summer Lunch Programs, Low Income Car Seat Distribution, Summer Youth Activities and Access to Dental Supplies to name a few. The partnership addresses these and other identified needs through an application review process with SJHS-HC participating on projects that enhance the needs of our community in addressing needs of the area's most vulnerable.

Partnering with First Five Humboldt and the Department of Public Health, SJHS-HC sponsors the Paso a Paso outreach program for Latina women and their families. Beginning as a child birth education program, Paso a Paso has expanded to address the multiple needs of the growing Latino population. The program continues to focus new/enhanced services for the Eel River Valley, home to the greatest percentage of Humboldt County Latino families.

All Community Resource Centers continue to focus on the needs of the underserved, with programs appropriate to the community's where the centers are located. The centers participate through two coordinators with the Humboldt County Collaborative for Family Resource Centers, enhancing the ability for all centers to meet their targeted outcomes. The newest center, located in Loleta, opened in September for the first full year of activities to the low income families of Loleta Elementary School. Similar to the Rio Dell, the Loleta Center is located within the school itself. Each SJHS-HC CRC continues their focus on access – access to low cost medications, to communication tools, to insurance and food stamps and to resources addressing identified community needs.

SJHS-HC partnered with Open Door Community Health Center to provide medical, dental and mental health services to the community of Willow Creek, California. SJHS-HC had operated Willow Creek Family Health Center (WCFHC) for 13 years and in December of 2007, assisted Open Door in an application to include WCFHC in the Open Door network of federally qualified clinics. Open Door has over 30 years of experience in operating federally qualified clinics and the partnership has strengthened the services provided by WCFHC, a rural health clinic that was a department of St. Joseph Hospital.

St. Joseph Hospital provided \$14,396,835 in community benefit services in FY 2011 and Redwood Memorial provided \$5,642,602 in the same period of time.

## **Community Benefit Governance Structure**

SJHS-HC has a mirror Board of Trustees for both St. Joseph and Redwood Memorial Hospitals. The board designates a Community Benefit (CB) Committee to guide and participate in the planning, development, implementation and evaluation of the community benefit activities. The Committee, chaired by a Trustee, follows the guidelines of the Advancing the Art of Community Benefit and has Board approved by-laws, charter and policies. The BOT receives monthly written reports on Community Benefit activities and verbal reports from the Trustee committee chair, who takes forward the recommendations for programs and initiatives that were approved by the full committee. The full CB committee includes membership from community non-profits, the SJHS-HC finance department and a local non-profit foundation.

The Vice President of Mission Integration is a member of the CB Committee and is the representative between the Regional Director of Community Benefit, the CB Committee and the Executive Leadership Team. The Vice President provides the committee with support from leadership and assures the SJHS-HC CB Plan is in alignment with SJHS-HC's strategic goals. The Regional Director of Community Benefit is an active participant on the Area Leadership Team, a team that reviews and supports the strategic plan.

## **Overview of Community Needs and Assets Assessment**

St. Joseph Health System – Humboldt County completed a Needs Assessment in 2008 and the community benefit program activities are set according to the identified priorities of the citizens of the areas served. The assessment reviewed the areas reviewed in prior assessment to track changes over time in the community members' perception of needs. The assessment found a growing concern of citizen's and organizations alike on the issue of obesity, including lack of access to exercise for the area's children. FY 2011 continued the economic downturn for the area and food insecurity, identified in 2008, grew and put increased strain on community resources that address this need. Food for People, the county food resource pantry, reports that in June of 2011, there was a 50% increase in the requests for food assistance from June of 2010, in many cases from individuals who had never before had to seek help and had in the past volunteered to help distribute the food they now needed for their own families. With 22% of all school aged children living in poverty throughout Humboldt County, July and August are the most difficult months for Food for People to meet the needs of the community as these children no longer receive free and reduced lunches from their schools. Food for People is very con-

cerned about meeting this increased summer need for food. The high poverty rate found in the needs assessment continues as well, as does the high unemployment rates, adding to the overall concern for the families of the area to meet their most basic needs.

With almost 3,600 square miles, Humboldt County is the largest, most populous of the North Coast counties. Located on the far north coast, the county is densely forested, mountainous and rural with nearly 1.5 million acres of combined public and private forests with a large portion, 680 thousand acres, of redwood forests protected or strictly conserved. The county is the southern gateway to the Pacific Northwest and is surrounded by Del Norte County to the north, Trinity to the east, Mendocino to the south and the Pacific Ocean on the west. As the only major health care provider for the entire region, SJHS-HC considers all of Humboldt and portions of Del Norte, Trinity and Mendocino to be the service area.

The county has a projected population of a little over 133,000 residents or 35.4 residents for each square mile of land. Humboldt is classified as a rural county as California averages 217.2 residents per square mile and classifies rural as counties with 52 residents per square mile. The area unemployment rate stood at 13% (June 2011) and is not consistent over the wide geographic region of the county with some communities having as low as 4% and others as high as 20%.

The poverty rate for the region is very high with 19% of all residents living below the national poverty rate. Statistics monitored by Humboldt State University Economics department show the region had a 8.3% drop in hospitality positions from May of 2010 to May of 2011, and a 11.9% drop since 2001. Hospitality was believed to be the economic booster for the community that had relied on fishing and lumber as the main sources of income for many years. The manufacturing jobs continued to decline as well with a 34.1% drop in the past five years and a total drop of 55.2% in ten years. The reality of the State and Federal economy is hurting all facets of the local economy, certainly the hospitality industry.

Humboldt County, a rural isolated county by definition, is a region where all zip codes are areas with disproportionate unmet health needs. These needs range from the lack of affordable transportation, the high rate of citizens living in poverty, the isolated communities without access to medical care, and the language, cultural and documentation barriers of the Hispanic population.

The programs of St. Joseph Health System – Humboldt County are targeted to specific populations within these zip code areas to address their defined needs. Working in collaboration with community organizations and partners, the region covered and stakeholder concerns are addressed not only by SJHS-HC, but by these strong partnerships. The partnerships assure many more needs are addressed than can or should be by SJHS-HC alone.

<b>DUHN Population</b>	<b>Key Community Needs</b>	<b>Key Community Assets</b>
Hispanic population of Eel River Valley	Access to health education programs and services	Strong connection to church, school, and hospital
Under employed/unemployed families without medical and dental insurance	Access to health insurance and medical/dental care	County –wide Children’s Health Initiative Partnership
Households with incomes below the federal poverty level with children living in the homes	Access to food	County- wide community and program support, Food for People, schools and rotary clubs
Low income households who do not have access to physical activity	Access to transportation resources and safe routes to schools	County wide community collaborative working for increased physical activity for all ages
Isolated rural communities with low income families	Access to tools and resources to meet specific unmet needs	Existing network in place to support, review requests for funds, services

## Program Selection

The Humboldt County Needs Assessment process included the review of 46 reports, forums and surveys in relation to 13 criteria – (1) Community Support, (2) Jobs and Training, (3) Affordable, accessible housing, (4) Transportation, (5) Recreational/social opportunities, (6) Substance abuse treatment programs, (7) Mental Health Services, (8) Life Skills, (9) Medical Care, (10) Dental Care, (11) Coordinated Information and Referral, (12) Care Giving and (13) Personal Safety. These 13 criteria were a consistent tool to filter the wealth of data available. The data represented community organizational and citizen views on a wide variety of consumer issues. The reports, forums and surveys were conducted not by St. Joseph Health System- Humboldt County, but by the citizens and organizations who had primary interest in the topic reviewed.

The top three issues of concern within the information reviewed were medical care (31 of the 46 reports considered it extremely important), coordinated information and referral and life skills (20 of 46), affordable housing and personal safety (18 of 46).

### The top issues are defined as:

- Medical Care: The provision of affordable, accessible medical care for all citizens that will bring the county health statistics closer to the 2010 goals and outcomes.
- Coordinated Information and Referral: Coordination between service providers for seniors, parents and youth to use when information or referrals are needed
- Life Skills: Ability for all to provide or to learn skills ranging from appropriate personal grooming to financial management, from personal self esteem to responsible parenting, from routine household maintenance to meal preparation
- Affordable, Accessible Housing: Safe and accessible housing that the majority of the people of the county can afford to rent or purchase, and for which appropriate utilities are available and affordable
- Personal Safety: The ability of community members to feel safe in their homes and in their communities.

In addition to the above, the information obtained from the California Center for Rural Policy (CCRP) was included as a tool for prioritization of programs and initiatives. CCRP did a mail survey to households throughout Humboldt County and, with Humboldt County itself a DUHN, the data CCRP collected on health care access, food insecurity and communication access were an additional prioritization tool.

A survey of individuals attending the SJHS-HC Community Resource Centers and the areas served by the Area Agency on Aging was used to determine how citizens felt about obesity prevention in their community. Did they feel obesity was the problem the Department of Health and Human Services, Public Health Branch, believed it was – and if so, what would they like to see done in their community to address it. The survey responses, 255 out of 600 for 42.5% response rate, were county-wide and covered all ages.

A community forum was led by Humboldt Community for Activity and Nutrition (HuM CAN) in April of 2008. The forum was attended by 60 individuals, representing either community organizations or themselves, to prioritize the issues the 14 core Hum CAN partners had identified as potential goals to increase the physical activity levels and overall community fitness of Humboldt County. The top three responses from the forum were to:

- Advocate for built environment elements that support physical activity in city and county plans
- Increase organized fitness and nutrition activities in programs and organizations that serve children and families
- Increase social connectivity, social engagement and relationships among individuals and families in order to increase engagement in physical activity.

Each SJHS-HC Community Resource Center was invited to provide activities for their community that would address the priority areas. Community partners were asked – what are you doing to address the priority areas and how can St. Joseph Health System – Humboldt County assist the process? The program suggestions were

presented to the Community Benefit Committee for review and their recommendation was taken to the Board of Trustee for final approval.

Using all of these tools and prioritization processes, SJHS-HC is confident the programs and initiatives selected for the Community Benefit plan will address community identified unmet needs for the DUHN populations of Humboldt County.

## **Patient Financial Assistance Program**

Our mission is to provide quality care to all our patients, regardless of ability to pay. We believe no one should delay seeking needed medical care because they lack health insurance. That is why St. Joseph Health System has a Patient Financial Assistance Program that provides free or discounted services to eligible patients. In FY 11, St. Joseph Hospital provided \$2,697,457 in charity care for 10,377 patients. This is a 27.5% increase in charity care costs and a 37% increase in the number of patients who received assistance. For Redwood Memorial Hospital, \$919,438 in charity care was provided to 10,175 patients in FY 11. This was a 21% increase in services provided to an increase of 260% in patients covered.

## FY 09 – FY 11 Community Benefit Plan: FY 11 Progress

### Initiative/Program: Back Pack Program for Students

**Key Community Partners:** Food for People, Humboldt County Office of Education, UPS drivers, CRC, Rotarians, North Coast Funders Network

**Unmet Health-Related Group:** Students eligible for free and reduced lunches

**Goal:** Improve access to healthful foods during weekends, holidays and summer vacations

### *How will we measure success?*

#### **FY 2011**

- **Strategy 1:** Partner with Humboldt County Office of Education for 1x month nutrition education at three low income schools
- **Strategy Measure:** Humboldt County Office of Education Nutritionist and staff provided monthly training and education to our three SPARKS schools during the school year. Classes included 'Harvest of the Month', 'Think your Drink' and the tracking of sugar consumption.
- **Strategy 2:** Expand access to community gardens in Rio Dell and Loleta to include 1 x month education during school year on farm to home use of garden items
- **Strategy Measure:** Both Rio Dell and Loleta Elementary Schools increased education to the students on the use of garden items. The Rio Dell Community Resource Center coordinator also became the editor of the Garden Collaborative Newsletter, educating the community on use of fresh locally grown items

#### **FY 2011 Accomplishments**

SJHS – HC continued our focus on food security, partnering with local funders to cover the costs of the summer lunch programs and numerous healthy food outreach projects for area schools. Our school age children face increased food insecurity on weekends and summer breaks, bringing an increased importance to the work of the CRC in providing the outreach for these important programs. Rio Dell, Loleta, Blue Lake and this year for the first time Willow Creek, resource centers all work with their local community partners to provide a community garden. Rio Dell also sponsored the Communities Take Root initiative, successfully winning 19 fruit trees from the Dryer's Fruit Bars and Fruit Tree Foundation. This is a major accomplishment for a community as rural and isolated as Rio Dell. The trees will arrive and be planted as a community event in FY 12.



## FY 09 – FY 11 Community Benefit Plan: FY 11 Progress

### Initiative/Program: Bike Rodeos

**Key Community Partners:** City Parks and Recreation, Humboldt County Schools, Cal. Highway Patrol, Department of Health and Human Service - Public Health Branch, Latino Net, local service clubs

**Unmet Health-Related Group:** Isolated rural communities of Humboldt County

**Goal:** Improve the health of students through increased physical activities



### *How will we measure success?*

#### FY 2011

- **Strategy 1:** *SJHS-HC will provide financial sponsorship for two walking events for families and children*
- **Strategy 1 measure:** *SJHS-HC provided financial sponsorship for three walking events for families and children – Foggy Bottoms, Atalantas and the Jim Davey Fun Run.*
- **Strategy 2:** *SJHS-HC will financially support the Latino Health Fair where bike rodeo activities and safety equipment will be provided for 35 Latino children*
- **Strategy 2 measure:** *SJHS-HC financially supported the Latino Health Fair and 100 children received free bike helmets and the organizers report that if available to them, they could have handed out an additional 30 helmets with the safety equipment.*
- **Strategy 3:** *SJHS-HC will add one bike rodeo to a rural isolated school with a 30% Spanish speaking enrollment and will provide safety and activity information and safety equipment for all children attending who require same*
- **Strategy 3 measure:** *The Loleta Community Resource Center sponsored a bike rodeo for the community of Loleta with a focus on reaching the Spanish speaking population. There were 52 attendees, primarily Spanish speaking families due to the focused outreach by the CRC coordinator, a Spanish speaker herself. The coordinator also participated in the outreach for the Latino Net health fair, including bike rodeo and safety at this successful event as well.*

#### FY 2011 Accomplishments

SJHS-HC continues to focus on increasing access to healthful activities for all the communities where there is a presence. The assistance to enroll in the many walking events that occur throughout the year has been extremely popular with many children and their families. To prepare for the actual events, the communities have offered training activities to assure participants are prepared for the event itself. These sessions have been well received with the children especially excited to be involved in the exercise program. The Spanish speaking families of Loleta have been involved in two of the events – training and participating in both the Foggy Bottoms Run in Ferndale and the Jim Davy Fun Run in Loleta itself.

## FY 09 – FY 11 Community Benefit Plan: FY 11 Progress

### Initiative/Program: Willow Creek Family Health Center/Dental Clinic

**Key Community Partners:** Open Door Community Health Center, SJHS- HC Community Resource Center, Family Resource Center Partnership, First Five Humboldt, Department of Health and Human Services Outreach services, Healthy Kids Humboldt

**Unmet Health-Related Group:** Rural isolated region within Humboldt County

**Goal:** The medical and dental services provided to underserved and the community of Willow Creek will continue to be available under a federally qualified health care delivery system and/or patient access to physician services



#### *How will we measure success?*

#### **FY 2011**

- **Strategy 1:** Partner with Willow Creek office of the Open Door Community Health Center to provide 'needy medication' assistance for 60 low income individuals who cannot afford to purchase prescribed medications
- **Strategy 1 measure:** With the supervision and assistance of the Willow Creek Community Resource Center coordinator, 63 low income individuals were assisted in receiving their medications from the pharmaceutical programs. This included 41 for the community of Willow Creek and 22 total individuals in the communities of Blue Lake, Eureka and Rio Dell.

#### **FY 2011 Accomplishments**

The Community Resource Centers continue to focus on providing assistance to all the individuals that come to them for help. The Willow Creek Resource Center is located in a rural part of a rural county, over roads that are often difficult to travel due to weather conditions that make them extremely treacherous. The ability of the Willow Creek Resource Center coordinator to assist with the 'needy' medication program for individuals that live in this isolated area is a tremendous asset to this community. The coordinator has successfully attracted volunteers that have been trained to assist the people that come to them for help. A system for call backs to assure that the patients do not run out of their medications has been developed and has enabled WC to maintain an average monthly enrollment of 20 individuals. The amount of dollars saved by these 41 individuals, and the 22 enrolled from other sections of the county, is huge and even greater is the stress reduction provided the individuals enrolled in the program.

## FY 09 – FY 11 Community Benefit Plan: FY 11 Progress

### Initiative/Program: Healthy Kids Humboldt

**Key Community Partners:** Department of Health and Human Services, Public Health Department, First Five Humboldt, McLean Foundation, Humboldt Area Foundation, Community Health Alliance, Humboldt County Office of Education

**Unmet Health-Related Group:** Low income children without access to health insurance

**Goal:** Rural families will have access to health care coverage for their children

#### **How will we measure success?**

- **Strategy 1:** *Partner with First Five Humboldt to bring Healthy Kids Humboldt into SJHS-HC and the Paso a Paso staff, funding 100% of one staff member through SJHS-HC operations for FY 2011*
- **Strategy 1 measure:** The Healthy Kids Humboldt staff was incorporated in to the SJHS-HC operations as of July 1, 2010. SJHS-HC solidified a contract with First Five Humboldt for one of the two staff members, assuming full costs for the second. Both the staff members are now SJHS-HC employees with benefits and support afforded to all SJHS-HC staff members
- **Strategy 2:** *Actively participate on Children’s Health Initiative Steering Committee to assure alternative insurance available to at least 175+ children enrolled in Cal Kids as of July 1, 2010*
- **Strategy 2 measure:** The Regional Director of Community Benefit continues to be the co-chair of the Steering Committee for the Children’s Health Initiative. With the funding of the staff positions from SJHS-HC and First Five Humboldt, the steering committee successfully fund raised to cover the fees for all Cal Kids families from July 1, 2010 to June 30, 2011.



### **FY 2011 Accomplishments**

The partnership between Paso A Paso and Healthy Kids Humboldt has increased the ability of the Spanish speaking families to gain access to programs for which they are eligible. The combined staff of the two programs brings to SJHS-HC eight Spanish speaking individuals – the largest group of Spanish language staff in all of Humboldt County. Paso a Paso provides education for child birth education, lactation, parenting, positive discipline and car seat installation, to name a few – and for each series of classes in both Eureka and Fortuna – Healthy Kids Humboldt staff assist families to access programs for which they are eligible. This combination of resources provides support for the growing Spanish speaking population – a population that is new to Humboldt County demographics and for which the County has not yet gained the resources needed to assist them.

## FY 09 – FY 11 Community Benefit Plan: FY 11 Progress

### Initiative/Program: Increase Activity and Nutrition throughout Humboldt County

**Key Community Partners:** Food for People, Humboldt County Office of Education, RCAA, Hum PAL, Department of Health and Human Services, Public Health, Co-op, First Five Humboldt, Community Alliance of Family Farmers, North Coast Funders Network

**Unmet Health-Related Group:** Low income, high food insecurity families

**Goal:** Families/individuals will have increased access to education and resources on use of healthful food and exercise

#### *How will we measure success?*

#### **FY 2011**

- **Strategy 1:** Partner with the Humboldt County Community Alliance for Family Farmers to pilot a 'Fruit Stand' one time per week from July through October of 2010 to increase access to locally grown produce for one neighborhood
- **Strategy 1 measure:** A successful partnership was begun with the Community Alliance for Family Farmers and a Food Stand was available on the General Hospital campus weekly. The stand was available not only to SJHS-HC staff members but also to the neighbors and traffic passing by the campus.
- **Strategy 2:** Increase access to commodities/food resources for the community of Rio Dell through a partnership with Food for People for monthly distribution of food bags and commodities to low income residents of Rio Dell and Scotia

**Strategy 2 measure:** The partnership with Food for People has developed into a food bag and commodities program for Rio Dell and Scotia, with the Rio Dell Community Resource Center coordinator in the role of volunteer pantry coordinator.



## FY 09 – FY 11 Community Benefit Plan: FY 11 Progress

### Initiative/Program: Paso a Paso

**Key Community Partners:** Department of Health and Human Services- Public Health Branch, First Five Humboldt, Eureka Adult Education, Newcomers Center, Maternal Child and Adolescent Health, Mobile Medical Office, Healthy Kids Humboldt Steering Committee, North Coast Funders Network

**Unmet Health-Related Group:** Community members with language/cultural barriers to service/care access

**Goal:** Improve the broad understanding of child birth, new parenting challenges, and access to health and community resources among Latino women and families



### *How will we measure success?*

#### FY 2011

- **Strategy 1:** MSW will participate in all Paso a Paso training series (prenatal, breastfeeding and parenting) and in each class series devote scheduled time to discussing post partum and family depression issues. Follow up for all families with self identified depression
- **Strategy 1 measure:** The MSW provided assistance and training at all Paso a Paso class sessions in FY 11. Topics covered during the presentations included post partum depression symptoms/triggers, family support, what to do when depressed, anxiety symptoms and stress factors.
- **Strategy 2:** The first male staff member hired for Paso a Paso, will receive training at International Child Birth Association in FY 2011 and will teach class series in FY 2011 to increase father involvement in prenatal and parenting classes as documented by class attendance
- **Strategy 2 measure:** The first male staff member was hired and trained at the International Child Birth Association. This addition to the program as resulted in an increase in the number of fathers actively participating in the programs. The staff reported 8 fathers began and completed the full Positive Discipline series.

#### FY 2011 Accomplishments

The following is a quote from a father that attended the classes. "I want to thank you for the support and time you had given to me and my family and several other families. Also I want to tell you that I miss you very much. I hope someday I can come back with all the families and you to the classes you do. Right now I cannot go because I work in the afternoons. I hope one day I can find another job in the mornings to be able to participate in the classes that I, my wife and my children miss very much, my children whom I adore and love with the bottom of my heart. I need more to explain myself better. This is all I could write and I hope you understand. Thank you very, very, very much for every moment that always had given us. That is all I can say." Mr. D. M.

## FY 09 – FY 11 Community Benefit Plan: FY 11 Progress

**Initiative/Program:** Increase physical activity and healthful eating for communities served by SJHS-HC Community Resource Centers

**Key Community Partners:** Food for People, Humboldt County Office of Education, Law Enforcement, Rotarians

**Unmet Health-Related Group:** School students who qualify for free and reduced lunches

**Goal:** Improve the health of school aged children through increased access to healthful foods and physical activities

**How will we measure success?**

### FY 2011

- **Strategy 1:** SPARKS after school program will be established in three rural schools for 2011 school year
- **Strategy 1 measure:** SPARKS after school program was established in Blue Lake, Loleta and Rio Dell elementary schools for school year 2011. All three schools are rural and in high poverty areas of Humboldt County.
- **Strategy 2:** SPARKS after school program will include daily healthy snacks, access to high intensity exercise at least one time a month and tracking of outcomes for specific children
- **Strategy 2 measure:** All three programs provided healthy snacks and a contract with Inside Sports provided high intensity indoor futsal for the children one time a month.



### FY 2011 Accomplishments

The main accomplishment from the children's point of view was their introduction to futsal. Futsal is an internationally recognized 'soccer' sport. The game requires five players and utilizes a special low bounce ball. It is played on a regulation basketball court, allowing the game to continue regardless of the enormous amount of rain experienced in our rural county. The children do not need fancy equipment to play the game and the CRC coordinators work with Inside Sports to assure the proper shin guards and shoes are worn by each participant. For the children monitored, 11% maintained or improved their body mass index at the end of the first six months of program participation. The after school program offered to these children is often the only structured physical activity they are able to attend due to the isolation of the three schools from the main events that occur in the larger cities of the county. The program also offers them an alternative to 'hanging out' at the school waiting for their parents to return home from work.

## Other Community Benefit Initiatives and Programs

### **Program Name: Community Resource Centers**

**Key Community Partners:** Humboldt County Office of Education, Food for People, Cities of Blue Lake and Rio Dell, Willow Creek Open Door Community Clinic, Department of Health and Human Services

**Target Audience:** Rural isolated Humboldt County

**Goal:** Increase the health of low income individuals throughout rural Humboldt County by increasing access to healthful food, physical activity and support from community organizations

#### ***How will we measure success?***

Community Resource Centers will be located in rural, isolated communities throughout Humboldt County



### **Accomplishments**

The St. Joseph Health System - Humboldt County acts as sponsors of the Community Resource Centers in Blue Lake, Eureka, Fortuna, Rio Dell, Loleta and Willow Creek. These centers address the individual needs of the community they serve, as defined by the communities where they are located. The centers do not duplicate efforts of other non-profits but work closely with like organizations to address the defined needs. The coordinators of each center participate in community activities, lending the support of SJHS-HC to the community efforts to address problems. The centers are often the primary source for services for families – including food stamp applications, access to pharmaceutical assistance, enrollment into health insurance for children, food pantries, commodities etc.

## Other Community Benefit Initiatives and Programs

### **Initiative or Program Name: Community Resource Centers**

**Key Community Partner(s):** Humboldt County Office of Education, Blue Lake, Loleta and Rio Dell Elementary Schools, Department of Health and Human Services, First Five Humboldt, Family Resource Center Partnership, St. Vincent de Paul, Eureka Rescue Mission, Food for People, City of Blue Lake, Homeless Task Force, Funders Network, Mobile Medical, Open Door Community Health Centers

**Target Population:** Rural isolated citizens of Humboldt County

**Goal:** Increase the health of low income individuals throughout rural Humboldt County by increasing access to healthful food, physical activity and support from community organizations

### ***How will we measure success?***

The Community Resource Centers will be open daily in six rural locations of Humboldt County to provide assistance to citizens of the community, as identified by the community.

### **FY 2011 Accomplishments**

The Community Resource Centers continue to be the center of the most important community benefit programs provided by SJHS-HC. The centers partner with Paso a Paso, the Kris Kelly Health Information Center and Evergreen Lodge, with monthly staff meetings for all to discuss issues and assure collaboration of efforts. In FY 2011, the staff of Healthy Kids Humboldt joined the CRC team to provide assistance to assure the recipients of services are offered the opportunity to enroll in State/Federal programs for which they are eligible. This partnership brought to 9 the Spanish speaking staff for the CRC programs, the largest group of Spanish outreach workers for any program in Humboldt County.

The Blue Lake and Willow Creek centers work closely with First Five Humboldt to provide outreach to parents for family play groups and gathering and sharing at family dinners. The centers also have partnered with their communities to build and nurture community gardens. These gardens have become a gathering place for clients, as well as a food resource for themselves and their families. The centers also are the distribution sites for Food for People, the local food pantry. The Rio Dell center led a campaign that successfully brought a complete orchard to the community garden through a on-line voting process.

The Loleta CRC has fast become the gathering place for the area's growing Spanish speaking population. The Loleta coordinator speaks Spanish and through her role as the leader of the local Latino Net, as been a valuable resource to the school's Spanish speaking families. She has provided interpretation services for these family members for parent teacher conferences, medical appointments and in legal situations, including in court.

Rio Dell is in the midst of a very successful community garden collaborative and are harvesting fresh vegetables which are given to the children attending the summer lunch program. With Food for People, the local food pantry for Rio Dell and neighboring, Scotia, has been successful relocated and the CRC coordinator is now the pantry lead. This new FY 2011 partnership will increase the availability of food resources for the citizens of both communities.

Rio Dell, Loleta and Blue Lake were successful leads for SPARK training in FY 2011, following the successful pilot of the program at Loleta Elementary. The children enrolled in the program are very enthusiastic about the exercise they receive, especially the high impact 'futsal' in collaboration with In Side Sports.

The Eureka CRC is located at St. Vincent de Paul and is the gathering place and home address of over 275 homeless individuals. The ability to have an address has enabled many of the homeless to receive services that require a permanent address for eligibility. The center coordinators also arrange the homeless court where advocates assist the clients to address their legal issues.

Each center is separate and distinct, but the coordinators work together with each other and with all of SJHS-HC. They are actively involved in their individual communities to bring to each community the services that are most needed while addressing the Mission of the Sisters of St. Joseph of Orange – to go out into the community and address the needs of our most vulnerable neighbors.

## Other Community Benefit Initiatives and Programs

### **Initiative or Program Name: Donations of supplies, medications and housing**

**Key Community Partner(s):** Healing Ring, Mobile Medical Office, Open Door Community Health Center, local pharmacies, Serenity Inn, Eureka Rescue Mission, Betty's Blue Angels, St. Vincent de Paul, North Coast Clinic Network, American Cancer Society

**Target Population:** Rural isolated low income citizens of SJHS-HC primary service area

**Goal:** The medical and dental services provided to underserved and to the community of Willow Creek will continue to be available under Federally Qualified Health Clinics and patient access to physician/medical services, pharmaceuticals, supplies and housing

### ***How will we measure success?***

Services will continue to be available in the rural isolated community of Willow Creek through Open Door Community Clinic

### **FY 2011 Accomplishments**

Open Door Community Clinic continues to provide care to the patients of the Willow Creek area and beyond. The Open Door dental van focused their outreach to the county of Del Norte to the north of Humboldt where ODCHC also has a presence. As they do in Humboldt, the dental clinic remained at one school until all the children were screened for needed care and then provided the care at follow up visits.

To assist patients who are facing discharge from SJE or RMH, SJHS-HC uses social accountability funding. The funds purchase short term housing, transportation, discharge medications and supplies for patients who cannot afford to provide for themselves. In FY 2011, the funds were monitored by social services staff and were used by discharge planners to assist patients with needed health care items at discharge. In addition, SJHS-HC sponsored 5 beds in a safe and sober home, the Healing Ring, and a room at the Serenity Inn for patients that required either pre or post hospital care. Funds were also made available to the Eureka Community Resource Center coordinators to assist the homeless in receiving health care items ordered by the emergency room for which they had no resources to obtain.

SJE delivers lunches to the patients at the Healing Ring to assist with their healing process and SJHS-HC donates food from the SJE cafeteria daily to Betty's Blue Angels. In turn, Betty Chinn of Betty's Blue Angels delivers dinners to the patients at the Healing Ring, as well as those homeless staying at the Serenity Inn. Each of these activities has increased the ability of the discharged patient to improve their personal health status through improved nutrition and housing.

## Other Community Benefit Initiatives and Programs

### **Initiative or Program Name: Intern programs for health careers**

**Key Community Partner(s):** Humboldt State University, Touro University, College of the Redwoods, Eureka High School, California Center for Rural Policy, Robert Wood Johnson Foundation, Independent Physician Association, Community Health Alliance, Department of Health and Human Services

**Target Population:** Intern programs of rural isolated Humboldt County educational/training programs

**Goal:** Increase the capacity of residents to partner with community organizations to bring positive economic growth to the area

### ***How will we measure success?***

Internships will be available at both SJHS-HC ministries to provide nurses and allied professional's access to mentoring and on the job training

### **FY 2011 Accomplishments**

Staff from Redwood Memorial and St. Joseph's hospitals provided mentoring to students from Humboldt State University, College of the Redwoods, local high schools and Touro University. Mentoring occurred in nursing units, rehabilitation services, and community resource centers, on the care transition team, at the imaging center and in the lab. There were more than 500 students who interned at SJE and RMH, including Cal Works parents who worked with the Community Resource Centers, physical and occupational therapy interns, MSW interns, Touro University placements and paramedical providers.

SJE received a County Medical Services Program (CMSP) grant from the State of California for \$150,000 a year for three years to increase discharge support services for medically needy, non MediCal eligible adults. The grant has provided SJE the opportunity to increase the care transition team model to include a Masters prepared social worker lead and SW internships for HSU students. The social work team has successfully followed the model developed and implemented by the care transition senior year nursing students. The two disciplines partner to who follow a patient from hospital to home and provide support to increase probability of successful discharges. The SW team works closely with the Eureka Community Resource Center, partnering to address the needs of the homeless patients seen on a daily basis by the CRC coordinators. The program has increased the internships available to students while also providing additional resources and support for this most vulnerable population.

A new component to the array of educational opportunities offered the community is the Versant Residency Program. The program helps to facilitate the transition of new graduate nurses to professional RN role by helping them to be 'confident beginning level staff nurses who provide competent and safe patient care'. Residents go through an 18 week program designed to transition the new graduates to practice. Each resident has both a didactic and clinical time and will loop to different areas of the hospital to experience differing aspects in patient care. With the nursing shortage, the program's outcome focuses on reducing new graduate turnover rates and the improvement of clinical performance. SJHS-HC is proud to be the home of this program through the Clinical Education department allowing the Versant Residents participating to learn the care processes at both SJE and RMH.

## Other Community Benefit Initiatives and Programs

### **Initiative or Program Name: Physician Trauma Services**

**Key Community Partner(s):** FQHC, primary physician offices, emergency medical providers, emergency medical transporters, Mobile Medical Office, Serenity Inn, Healing Ring, Independent Physician Association, St. Vincent de Paul, Department of Health and Human Services

**Target Population:** Uninsured/underinsured patients of the emergency room and urgent care departments

**Goal:** The medical and dental needs of the underserved will continue to be available under a FQHC delivery system model and /or patient access to physician services

### ***How will we measure success?***

Low income patients will have access to appropriate physician services the patients access care through the emergency room and/or urgent care departments

### **FY 2011 Accomplishments**

There were 42,104 underserved patient encounters in the SJE emergency room and urgent care for FY 2011 and 21,163 encounters or 50.3% were for underserved patients. At RMH, there were 11,923 total encounters and 5,894 or 49.4% were for the underserved. These patients are primarily patients without medical homes, who seek all or the majority of their care through the doors of these two hospital based departments.

The CSMP grant began in FY 2011 and will continue for three years, with the primary focus to increase the medical homes for the patients seen at the emergency room and urgent care. These patients may need little or no 'true' medical care and come to the hospital simply because they lack a medical provider where they can be seen.

The collaboration with the local homeless shelters, the Department of Health and Human Services, the Eureka Rescue Mission, St. Vincent de Paul and the Independent Physician Association has assisted the Care Transition Team to locate medical homes for the most frequent users of outpatient services. The Eureka Community Resource Center and the Care Transition Team has also increased their partnership to sponsor rooms at two local shelters for both pre and post acute care stays for the homeless population. The use of the shelter beds has decreased the inappropriate inpatient stays by providing recuperative housing for the patients – both before they receive needed surgery to make them 'strong enough' to receive it and after acute care for needed medical follow up care.

**FY11 COMMUNITY BENEFIT INVESTMENT**  
**ST. JOSEPH HOSPITAL, EUREKA**  
*(ending June 30, 2011)*

CA Senate Bill (SB) 697 Categories	Community Benefit Program & Services <sup>1</sup>	FY11 Financials
<b>Medical Care Services for Vulnerable<sup>2</sup> Populations</b>	St. Joseph Hospital Eureka Financial Assistance Program (FAP) (Charity Care-at cost)	\$2,697,457
	Unreimbursed cost of MediCal <sup>3</sup>	\$4,186,889
	Unreimbursed costs- other means-tested government programs	\$3,000,383
<b>Other benefits for Vulnerable Populations</b>	Subsidized Services	\$1,558,873
	Community Health Improvements Services	\$617,757
	Cash and in-kind contributions	\$393,785
	Community Benefit Operations	\$191,050
	Community Building	\$133,891
		<b>\$12,905,977</b>
<b>Other benefits for the Broader Community</b>	Cash and in-kind contributions	\$108,586
	Community Building	\$90,584
	Community Health Improvements Services	\$74,346
<b>Health research, education, and training</b>	Health Professions Education, Training and Research	\$1,343,234
<b>TOTAL COMMUNITY BENEFIT (excluding Medicare)</b>		<b>\$14,396,835</b>
<b>Medical Care Services for the Broader Community</b>	Unpaid cost to Medicare <i>(not included in CB total)</i>	\$24,013,726
<b>TOTAL COMMUNITY BENEFIT (including Medicare<sup>4</sup>)</b>		<b>\$38,410,561</b>

<sup>1</sup> Catholic Health Association-USA Community Benefit Content Categories, including Community Building.

<sup>2</sup> CA SB697: "Vulnerable Populations" means any population that is exposed to medical or financial risk by virtue of being uninsured, underinsured, or eligible for Medi-Cal (Medicaid), Medicare, California Children's Services Program, or county indigent programs. For SJHS, we exclude Medicare as part of Community Benefit total and only include it below the line for SB697 reporting purposes.

<sup>3</sup> Accounts for Hospital Fee.

<sup>4</sup> Reported below the line per requirement of SB 697.

**FY11 COMMUNITY BENEFIT INVESTMENT  
REDWOOD MEMORIAL HOSPITAL**  
(ending June 30, 2011)

CA Senate Bill (SB) 697 Categories	Community Benefit Program & Services <sup>5</sup>	FY11 Financials
<b>Medical Care Services for Vulnerable<sup>6</sup> Populations</b>	Redwood Memorial Hospital Financial Assistance Program (FAP) (Charity Care-at cost)	\$919,438
	Unreimbursed cost of MediCal <sup>7</sup>	\$1,104,602
	Unreimbursed costs- other means-tested government programs	\$1,550,466
<b>Other benefits for Vulnerable Populations</b>	Subsidized Services	\$855,699
	Community Health Improvements Services	\$225,991
	Cash and In-kind contributions	\$175,614
	Community Benefit Operations	\$37,642
	Community Building	\$266,345
		<b>\$1,561,291</b>
<b>Other benefits for the Broader Community</b>	Cash and in-kind contributions	\$151,448
	Community Building	\$55,026
	Community Health Improvements Services	\$14,504
<b>Health research, education, and training</b>	Health Professions Education, Training and Research	\$285,827
		<b>\$506,805</b>
<b>TOTAL COMMUNITY BENEFIT (excluding Medicare)</b>		<b>\$5,642,602</b>
<b>Medical Care Services for the Broader Community</b>	Unpaid cost to Medicare (not included in CB total)	\$7,611,179
<b>TOTAL COMMUNITY BENEFIT (including Medicare<sup>8</sup>)</b>		<b>\$13,253,781</b>

<sup>5</sup> Catholic Health Association-USA Community Benefit Content Categories, including Community Building.

<sup>6</sup> CA SB697: "Vulnerable Populations" means any population that is exposed to medical or financial risk by virtue of being uninsured, underinsured, or eligible for Medi-Cal (Medicaid), Medicare, California Children's Services Program, or county indigent programs. For SJHS, we exclude Medicare as part of Community Benefit total and only include it below the line for SB697 reporting purposes.

<sup>7</sup> Accounts for Hospital Fee.

<sup>8</sup> Reported below the line per requirement of SB 697.

## **Telling Our Community Benefit Story: Non-Financial<sup>9</sup> Summary of Accomplishments**

St. Joseph Health System – Humboldt County demonstrates organizational commitment to the community through the allocation of staff, financial resources, participation and collaboration. Its Vice President of Mission Integration is responsible for coordinating implementation of Senate Bill 697 provisions as well as the opportunities for Executive Management Team, physicians, and other management and staff to participate in planning and carrying out the Community Benefit Plan through participation in community boards and committees.

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<sup>9</sup> Non-financial summary of accomplishments are referred to in SB 697 as non-quantifiable benefits.