

# Cottage Health System Community Benefit Report 2011





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## **Executive Summary**

This document provides an update of Cottage Health System's community benefit in 2011. 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 for Cottage Health System focused on five health areas: cancer, heart disease and stroke, children's health, seniors' health, along with prevention and wellness. Cottage Health System leads many programs and participates in numerous community collaborations including local committees. Cottage Health System provides critical funding for charity care while also realizing shortfalls in Medicare, Medi-Cal, and indigent care. In 2011, Cottage Health System spent nearly \$121 million on these programs.

## 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,

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 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. The University of California, 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 break-throughs leading to new employment opportunities.

A recent Santa Barbara News Press “Business Outlook” summary describes the future of the local economy as cooling although not as much as may occur nationwide. The summary indicates tourism, retail, and real estate will continue to be strong although a shortage of affordable housing and available commercial space continues to be a problem.

In addition, a recent report by the California Economic Forecast Project suggests that Santa Barbara County grew despite the shaky conditions on the national level. Making these predictions more difficult are the persistent fluctuations in the stock market, the State Government budget status, terrorism activities and the economic competitiveness of California in the national and international job markets.

### **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 vision and mission are the following:

*Vision: A leading healthcare system in California in quality, patient, employee, and physician satisfaction, with cost-effective delivery.*

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

Established in 1888, Santa Barbara Cottage Hospital today is a 408-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 a 10-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, and has been developing workforce affordable housing on the site for qualified Cottage Health System staff together with a number of market rate units.

## **Community Health History**

Santa Barbara Cottage Hospital (SBCH), Santa Ynez Valley Cottage Hospital (SYVCH), and Goleta Valley Cottage Hospital (GVCH) each has 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, Cottage reviewed focus areas of local, state, and national organizations to determine our own focus areas and then reviewed our 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 15 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.

In 2009, the committee developed a first-time Community Benefit Plan, which received Board approval in early 2010. For the past several years, the committee has served as a resource and driving force for the health system's community outreach.

## **Community Health Needs Assessment**

For 2011, 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 2012.

## Financial Contribution

Cottage provides critical funding for community health, charity care, and external grants, while also realizing shortfalls in Medicare, Medi-Cal, and indigent care reimbursement. Cottage has provided charity care to the community for over 100 years, which further demonstrates Cottage's commitment to increasing access to health care for residents of the Santa Barbara area. In addition, Cottage provides much needed medical supplies and sponsorships for external organizations.

In 2011, Cottage Health System spent nearly \$121 million on these programs.

### Community Benefit Funding

Program	Total Costs
<b>Medical Care Services</b>	
Santa Barbara Cottage Hospital Charity Care	\$ 11,046,662
Goleta Valley Cottage Hospital Charity Care	563,802
Santa Ynez Valley Cottage Hospital Charity Care	68,436
Santa Barbara Cottage Hospital Medicare short-fall	53,284,454
Santa Barbara Cottage Hospital Medi-Cal short-fall	22,682,057
Santa Barbara Cottage Hospital Medically Indigent Care	2,529,483
Santa Barbara Cottage Hospital Children's Care Service	3,648,627
Santa Barbara Cottage Hospital Other Government payers	2,219,180
Goleta Valley Cottage Hospital Government short-fall	10,578,943
Santa Ynez Valley Cottage Hospital Government short-fall	1,524,362
<b>Subtotal Charity Care Services:</b>	<b>108,146,004</b>
<b>Other Benefits for Vulnerable Populations:</b>	
On-Call stipends for Emergency & Trauma Physicians	5,804,632
Palliative Care	488,806
Sarah House	30,000
Parish Nursing	582,031
Liberty Tattoo Removal	37,612
SB County Public Health Department - Tattoo Removal	20,000
Rehabilitation Recreational Therapy	228,351
Santa Barbara Neighborhood Clinics - Care for Every Child	50,000
Santa Barbara Neighborhood Clinics - Dental Clinic	50,000
Easy Lift Transportation	25,000
Santa Barbara County Education Office - Health Linkages	100,000
Casa Esperanza	52,366
Thresholds to Recovery	10,450

Patient Assistance for Discharge	56,677
Family Services Agency - Senior Services	20,000
Willbridge of Santa Barbara	20,850
<b>Subtotal for Vulnerable Populations:</b>	<b>7,576,775</b>
<b>Benefits for the Broader Community</b>	
Leases at below-market rates for non-profits	750,818
Translational Research	50,000
Santa Barbara County Education Office - Welcome Every Baby	100,000
Carpinteria Union School District - Children's Collaborative Project at Main	51,000
Community Wellness Programs	289,603
Santa Ynez Valley Cottage Hospital Cardiac Rehab Program	46,025
Coast Caregiver Resource Center	422,586
<b>Subtotal for the Broader Community</b>	<b>1,710,032</b>
<b>Health Education &amp; Research</b>	
Health Life (Television Series)	18,000
Reeves Medical Library	356,541
Graduate Medical Education	1,991,942
SBCC - Nursing Degree support & CSLA Higher Degree & Scholarships	360,000
California State University Channel Islands, BSN program	571,578
<b>Subtotal for Education &amp; Research</b>	<b>3,298,061</b>
<b>Grand Total</b>	<b>\$ 120,730,872</b>

### Patient Financial Assistance

Santa Barbara Cottage Hospital (SBCH) 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. In 2011, Charity Care program was 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 2011, 1,653 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 2011, 343 patients received assistance through the Community Service Program, an increase of 35% over 2010.

### **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, gasoline gift card for transportation to and from the hospital. In 2011, the Family Assistance Fund provided \$30,338 in support for 28 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 2011, nine programs were awarded grant funds.

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

Having a current completed Advance Care Directive available when needed is an essential way to insure that one has access to and receives the quality of health care desired. Programs were coordinated with local employers to include the Five Wishes document in their employee benefit packets and hold family/friends events at places of employment. The 2011 grant was paid with 2010 funds.

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

Primary health goal is to decrease obesity and increase the number of mothers who receive prenatal care. Funding was for a full time bilingual Health Coordinator who provided services such as education, connecting families with physicians, promoting healthy habits in children 0-5, facilitating efforts for children needing direct services (special needs, childhood obesity, challenging behavior), case management, collecting health data, home visitations, and community trainings.

**Easy Lift - Dial-A-Ride**

Funding 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.

**Santa Barbara County Education Office - Health Linkages**

Program components include oral health education, oral health screenings, care for children with untreated dental disease, building capacity by recruiting providers, and increasing access to surgery centers. Funding is to help cover Oral Health Program Manager, five Health Advocate positions, along with operating expenses and indirect costs.

**Santa Barbara County Education Office - Welcome Every Baby**

Free service available to all newborns and their families in Santa Barbara County. Services include a series of home visits and calls from a nurse and infant specialist over the baby's first nine months. 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, symptoms of post-partum depression, and developmental concerns present. Funding was to help cover the salary and benefits for two bilingual infant home visitors.

### **Santa Barbara County Public Health Department – Tattoo Removal**

Since 1993 Cottage Health System's Liberty Program has provided the service of removing visible anti-social tattoos for individuals in exchange for community service hours. Tattoos often prevent people from entering the job market, pursuing educational opportunities, or reaching their full potential. The Liberty Program is a voluntary program that offers individuals a fresh start, with no charge for the laser medical treatment as long as they fulfill the requirement of 10 community service hours for each treatment. People are referred to the Liberty Program by friends, employers, school counselors, police officers, health clinics, and the probation department. The tattoo removal clinic was held in the MacDougall Eye Center at Santa Barbara Cottage Hospital twice a month through July of 2011 at which time it transitioned to Santa Barbara Public Health Clinic.

### **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 Dental Clinic**

Provides services to the low-income, uninsured, and homeless population. Primarily serves children, but also offers adult pain and swelling care. Works to change unhealthy behaviors through oral hygiene and nutrition education to children and their families.

## **Sponsorships**

Throughout 2011, Cottage Health System sponsored a number of community events by contributing both cash and gifts in kind totaling more than \$120,000. Community events included educational workshops, walks/runs, galas, and luncheons.

<b>Organization</b>	<b>Donation</b>
Alzheimer's Association	\$3,950
American Cancer Society	\$1,500
American Heart Association	\$5,500

Anti-Defamation League	\$2,000
Arthritis Foundation	\$2,500
Association of Fundraising Professionals	\$750
Boys & Girls Club of SB	\$300
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
Casa Serena	\$680
Central Coast Commission for Senior Citizens Area Agency on Aging	\$5,000
Cinco de Mayo Festival	\$500
Coalition for Sustainable Transportation	\$450
Council on Alcoholism & Drug Abuse	\$9,200
Crohn's & Colitis Foundation of America	\$500
Cystic Fibrosis Foundation	\$500
Emmaus of Santa Barbara	\$5,000
Foodbank of Santa Barbara County	\$1,250
Goleta Valley Cottage Hospital Foundation	\$5,000
Mental Wellness Center	\$1,000
Miller-McCune Center for Research, Media, and Public Policy	\$1,000
National Health Foundation	\$8,500
National Kidney Foundation Southern California	\$1,000
National Multiple Sclerosis Society	\$1,500
Pacific Pride Foundation	\$5,500
Regents of UCSB	\$1,000
Rehabilitation Hospital Foundation	\$2,500
Sansum Clinic	\$5,000
Sansum Diabetes Research Institute	\$1,000
Santa Barbara Association of Health Underwriters	\$250
Santa Barbara City College Athletics	\$450
Santa Barbara County Deputy Sheriffs' Association	\$100
Santa Barbara County Firefighters - Local 2046	\$100
Santa Barbara Foundation	\$1,100
Santa Barbara Hispanic Chamber of Commerce	\$1,000
Santa Barbara Neighborhood Clinics	\$1,400
Santa Barbara Region Chamber of Commerce	\$600
Santa Barbara Rescue Mission	\$3,000
Scholarship Foundation of Santa Barbara	\$500
Special Olympics	\$2,500
Teddy Bear Cancer Foundation	\$1,000

Traffic Solutions	\$1,000
United Way of Santa Barbara County	\$3,750
Visiting Nurse & Hospice Care of Santa Barbara Foundation	\$2,500
Westmont Foundation	\$3,500
<b>Total</b>	<b>\$103,330</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.

<b><u>Organization</u></b>	<b><u>Description</u></b>	<b><u>Value</u></b>
Direct Relief International	Zimmer power tourniquet	\$ 2,000
Direct Relief International	Philips patient monitoring system	\$ 2,500
Direct Relief International	Tilt table	\$ 750
Direct Relief International	Pilling light source for endoscopic surgery	\$ 1,000
Direct Relief International	ACMI light source for urology surgery	\$ 1,000
Direct Relief International	Defibrillator	\$ 1,000
Direct Relief International	Passport vital sign patient monitor	\$ 1,500
Iraheta, Sandra	Medical supplies for Costa Rica trip	\$ 100
Santa Barbara County Public Health Department	Medlite MC6 laser	\$ 5,000
Santa Barbara Street Medicine	Inhalers	\$ 566
Santa Barbara Zoo	Anesthesia machine	\$ 2,000
YMCA	Large adult crutch with accessories	\$ 14
YMCA	Adult crutch with accessories	\$ 12
	<b>Total</b>	<b>\$ 17,442</b>

## 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, October 15 at the Eastside Neighborhood Clinic in the afternoon. This was the first time the event was held at this venue; in addition, the event is traditionally in the morning. Free oral cancer screenings, clinical breast exams, and colon cancer at-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 helped register people for health insurance.

Approximately 70% of attendees were Spanish-speaking and 73% were uninsured or under-insured.

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

## **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 the group to have continued support from their peers and instructor.

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

Twelve 6C Oncology Nurses participated in the ACS Relay for Life at Carpinteria High School in July. Team "Paper Crane" was led by Nicole Dion, RN, who was also a featured speaker at the event.

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

Colon cancer is the second leading cause of cancer deaths in both men and women. With regular screening this can be detected early, when treatment is most effective. Early detection is critical and we know that at least 80% of colorectal cancers can be prevented with recommended screening. It is one of the most detectable cancers and most treatable if caught early.

Santa Barbara Cottage Hospital Endoscopy department collaborated with the Cancer Center of Santa Barbara to offer an educational program and free Fecal Occult Blood Test (FOBT) screening for community members. Informative lectures by a local gastroenterologist and a local dietitian were well received by the attendees. March is National Colon Cancer Awareness month, and this event was held on March 26.

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

Seventeen members of "Team 6C" participated in the 19th Annual Cancer Center Walk/Run on Sunday, October 16. 100% of the proceeds remain in the community to support the Santa Barbara Cancer Center Clinical Research program and a post-doctoral fellowship in basic science research at UCSB.

## 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 4 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

Participation in Community CPR Programs at Santa Barbara Cottage Hospital and Santa Ynez Valley Cottage Hospital:

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

#### Heart Health Fair

This past year, the Heart Health Fair provided information, consultation, and services related to maintaining cardiac health. Departments involved include 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 delicious nutritious recipes. Nurses were available to answer questions about heart health, and body composition profiles were offered for \$5.

The 2011 event was held on Saturday, February 12 at Santa Barbara Cottage Hospital. Attendees had the opportunity to complete a participant survey, and approximately 78% of the surveys were returned from people who received lab work. The majority of attendees were Spanish-speaking individuals at 65%. The event targeted the uninsured or under-insured, and there was significant difference between Whites and Hispanics/Latinos who had health insurance. Overall, 69% of attendees stated they did not have insurance. While 30% of White attendees did not have insurance, nearly 83% of Hispanic/Latino attendees did not have insurance.

	2011	2010	2009	2008	2007
Packets distributed English	206	334	285		373
Packets distributed Spanish	329	350	315		196
<b>Packets Distributed Total</b>	<b>535</b>	<b>684</b>	<b>600</b>	<b>487</b>	<b>569</b>
Consents signed English	181	289	244	245	350
Consents signed Spanish	296	331	294	216	173
<b>Consents Signed Total</b>	<b>477</b>	<b>620</b>	<b>538</b>	<b>461</b>	<b>523</b>
Screenings Paid	453	562	514	425	489
Screenings with Coupon	32	44	27	33	29
<b>Screenings Funded Total</b>	<b>485</b>	<b>606</b>	<b>541</b>	<b>458</b>	<b>518</b>
Labs Drawn Female	302	373	336		
Labs Drawn Male	186	247	207		
Labs Drawn Unknown	0	1	2		
<b>Labs Drawn Total</b>	<b>488</b>	<b>621</b>	<b>545</b>	<b>484</b>	<b>528</b>
Average Age Female	49.8	49.8	50.9		
Average Age Male	46.0	47.6	48.2		
<b>Average Age Overall</b>	<b>48.3</b>	<b>48.9</b>	<b>49.9</b>		
<b>Body Composition Profiles</b>	<b>56</b>	<b>106</b>	<b>110</b>	<b>105</b>	<b>126</b>
<b>Kids' Bags</b>	<b>47</b>	<b>59</b>	<b>75</b>		

## 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 on Wednesday mornings from 10:00 to 11:00 am at Santa Barbara Cottage Hospital 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

## Neurosciences Lecture

In January 2011, Gary Milgram, Director of SBCH Service Line, gave a presentation to the Los Olivos Rotary Club on the Neurosciences Department at SBCH and services and departments at Santa Ynez Valley Cottage Hospital.

## 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 17 individuals who participated in 357 visits in 2011.

## 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 2011.

## **Community Collaborations**

### **Arthritis Foundation's Arthritis Walk**

The Arthritis Walk is the Arthritis Foundation's annual nationwide event that raises awareness and funds to fight arthritis, the nation's most common cause of disability. At the event, Parish Nursing provided first aid and blood pressure screenings. Also, Cottage Rehabilitation Hospital provided resource information on the Tuohy Foundation Aquatic Center, Arthritis Aquatics Classes, Adapted Golf Program, and Adapted Kayaking Clinics.

## 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

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

#### Child Car Seat Safety

The goal is to educate parents how to install child restraints properly. Certified Technicians are trained through a 5-day 40-hour class in Child Passenger Safety and can assist parents with all types of child seats and suggest needed recommendations. Seat checks at Goleta Valley Cottage Hospital were done by appointment twice a month until the program ceased in July. Families are now referred to the California Highway Patrol, Santa Barbara County Fire Department, and Santa Barbara City Fire Department.

	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
January	23	12	16	27	18
February	19	14	18	33	20
March	26	19	31	41	18
April	22	14	15	40	19
May	18	22	36	45	23
June	29	20	41	52	18
July	3	11	33	9	26
August	-	27	30	14	36
September	-	23	26	17	36
Baby Fair	-	7	34	36	34
October	-	10	23	15	56
November	-	12	36	10	45
December	-	8	10	12	31
<b>Total</b>	<b>140</b>	<b>199</b>	<b>349</b>	<b>351</b>	<b>380</b>

### **Family Fitness & Baby Fair**

The Family Fitness & Baby Fair was held at Oak Park near Santa Barbara Cottage Hospital on Saturday, September 17 from 10:00 am to 2:00 pm and attended by approximately 1,250 people.

At this Fair, Cottage Health System joined with 62 local agencies to provide up-to-date information on services available to new and future parents. Cottage Health System had representatives from Childbirth Education, Respiratory Care, NICU, and Nutrition along with Cottage Children's Hospital, Auxiliary, Trauma Services, and Cottage Rehabilitation Hospital.

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.

Kids had fun in the jumper and inflatable obstacle course, getting their faces painted, winning at carnival games, and playing with numerous toys at the park. Families enjoyed entertainment throughout the event, including a clown, Mexican folklore dancing, musician performances, and karate 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 2011, the camp was attended by 37 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 220 mother-baby couples (as well as many fathers and several grandmothers) joined the group.

## **Warm Line**

The Lactation Center's Warm Line allows clients to leave a message with non-urgent breastfeeding questions and concerns. A Lactation Consultant will return their phone call from Monday through Friday, 2:00 to 4:00 pm. Approximately 550 calls were placed in 2011.

## **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.

The Santa Barbara County Sheriff's department and the California Highway Patrol have brought this program to Santa Barbara and Goleta. This is the ninth year Goleta Valley Cottage Hospital's Emergency Department has participated. In 2011, we participated with Dos Pueblos. In addition, we have worked with other local high schools including

twice with Dos Pueblos High School, three times with San Marcos High School, and four times with Carpinteria High School.

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.

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

Cottage Health System has partnered with CenCal Health to assist children and now 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 ED visit. CenCal Health then follows up with the families to get them in touch with physicians or clinics in the community. For 2011 we have decreased non-emergent ER visits by 10%. For 2012, the program has expanded to include immediate phone contact with a CenCal appointed case worker and the family member and/or adult client, while they are in the ER to assist with follow-up appointments, which can be made at the time of their ER visit. The partnership is working well and we look forward to continued collaboration with CenCal.

### **Parent Click's Kid's Expo**

The Kid's Expo is a community outreach opportunity for many businesses in Santa Barbara organized by Parent Click. Last year it was held in March. Cottage Children's Hospital was represented by Santa Barbara Cottage Hospital Physical and Occupational Therapy, Nutrition and Cottage Rehabilitation Hospital's Recreational Therapy. We had several interactive activities for the children and educated on the importance of exercise and proper nutrition. There were approximately 350 people that stopped by the booth.

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

Partners for Fit Youth (PFY) was formed in summer 2001 in response to a growing concern about the epidemic of childhood obesity in Santa Barbara County and currently consists of 21 organizations. 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 2011 were expanding healthy food choices in youth environments, increasing

physical activity among youth, and public awareness and advocacy. Public Affairs represents Cottage Health System for Partners for Fit Youth.

### **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 and 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, followed by a play presented by the children. Respiratory Care employees volunteer at the camp.

### **Santa Barbara County Education Office's Health Linkages**

Health Linkages program coordinates countywide health screenings, education, and treatment support for dental, vision, hearing and asthma. Parish Nursing partnered with Health Linkages on the health fair and screening held at Franklin School in September. Parish Nurses participated on the planning committee and saw more than 150 children.

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

The Santa Barbara County Education Office contracts with various child care centers in SB County to provide "special day classes" for children who have special needs. In contracting with the County, the Orfaea 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 our regular classroom activities. The County provides instructors who also work within our 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.

## **Seniors' Health**

### **Cottage Health System Programs**

#### **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 in our local schools and community centers. They help to find or fund services needed by individuals unable to afford these services.

Throughout 2011, the MacDougall Eye Center has provided surgical services at reduced fees to individuals unable to pay for their surgery. Some of these individuals have benefited from our ongoing association with SEE International, a Santa Barbara-based philanthropic ophthalmic organization.

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

Cottage Health System hosted four comprehensive community workshops focusing on advance care planning and related issues, including topics important to our senior population and their families.

Several of these workshops were held in collaboration with Visiting Nurse and Hospice Care of Santa Barbara. These free events drew nearly 250 people. Speakers included physicians, attorneys, spiritual care leaders, psychologists, counselors, as well as Cottage and Visiting Nurse and Hospice Care of Santa Barbara representatives. The workshops were:

Advance Care Planning in April 2011 and was a six-hour seminar, open to the general public, on end-of-life care, life choices and how to share them, general legal and spiritual guidance.

Conversations Before the Crisis in October 2011 was a six-hour seminar, open to the general public, 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 2011 was a five-hour seminar, open to the general public. 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.

### **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.

An estate and gift tax law changes seminar was held in conjunction with Visiting Nurse & Hospice Care on Saturday, March 12th from 9 – 11am at the Santa Ynez Valley Presbyterian Church. The event was free to attend and information on wills, trusts, gift annuities, and long-term care planning was presented. In addition, the Five Wishes brochures and instructions were distributed to 21 Santa Ynez Valley residents who attended.

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. Cottage Health System participated in National Health Care Decision Day on April 16, 2011 by having open houses and distributing documents and buttons to community visitors as well as staff at each of its hospitals.

Five Wishes was discussed at various community educational workshops hosted by Cottage. A segment of the April and October Community Workshops was dedicated to providing education on advance directives. Additionally, print ads were placed throughout the year encouraging the general public to call for a complimentary copy of the document.

In 2011, more than 4,000 copies of Five Wishes were distributed to patients, visitors, staff, and community members from the tri-counties.

The Parish Nursing Manager is a master trainer for the Alliance of Living and Dying Well and participated in three "Train the Trainer" events held at the Hospice of Santa Barbara, in addition to these trainings four more of the Parish Nurses have now taken

the Five Wishes "Train the Trainer" course and conduct" Friends and Family trainings" with the Alliance for Living & Dying Well in the community to educate organizations and individuals on the importance of completing a living will. Trainings using the Parish Nurses were completed at eight different community venues, and more than 2,000 copies of Five Wishes were distributed to community members by the Alliance with the help of the Parish Nurses.

Cottage is also in the early planning stages, in collaboration with the Alliance for Living and Dying Well, to participate in an employee campaign in 2012 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 2011, four classes were held at Santa Barbara Cottage Hospital.

### **Lifeline**

The Lifeline program has been a service offered by Santa Barbara Cottage Hospital since 1985. Lifeline 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 Lifeline communicator unit is installed in the subscriber's home by an experienced volunteer. The subscriber wears a small personal help button and pushes the button whenever help is needed. Lifeline center will respond, assess the situation, and send the appropriate help.

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.

Lifeline brochures are distributed throughout Cottage Rehabilitation Hospital, Santa Barbara Cottage Hospital, doctors' offices, along with clinics in Carpinteria, Santa Barbara, and Solvang. Installation after request for service is usually completed in one to two business days.

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 Lifeline Subscribers. 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.

In 2010, Lifeline produced a new Auto Alert pendant. The Auto Alert enables a person to push the pendant-style button for help at any time. It 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.

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. There are currently 200 Subscribers. Lifeline information is posted in the Goleta Valley Cottage Hospital (GVCH) lobby and doctors' offices in the area of the hospital.

Santa Barbara Cottage Hospital and Goleta Valley Lifeline both work with Santa Barbara Visiting Nurse and Hospice Care of Santa Barbara providing Lifeline through referrals for their clients.

The Santa Ynez Valley Cottage Hospital Lifeline program is run by volunteers as part of the Santa Ynez Valley Cottage Hospital Auxiliary. There are currently 118 subscribers in the Santa Ynez Valley and surrounding areas. Lifeline information is posted in the hospital lobby and doctors' offices in the area of the hospital.

### **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'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 2011, 24 classes 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 gas costs.

### **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.

#### **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 130 clients were seen in 2011.

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

Cottage Health System participated in the annual Senior Health & Fitness Day on Wednesday, May 25 from 9:00 am to 1:00 pm at the Santa Barbara YMCA. Several hundred seniors and other from the community attended the event. Cottage Health System had representatives from Cottage Rehabilitation Hospital and Volunteer Services, which included resources on the Lifeline program.

## **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 at the event included Cottage Rehabilitation Hospital, Parish Nursing, Public Affairs, Trauma Services, and Volunteer Services.

In addition, an 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 2011, 868 people attended the event and 925 vaccinations were provided to event attendees, volunteers, and exhibitors.

## **Westside Senior Center**

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 Westside Senior Center's residents. Parish Nurses were on site three to five hours per month through June 2011, serving more than 100 seniors.

## Prevention & Wellness

### Cottage Health System Programs

#### Diabetes Education Classes

Santa Barbara Cottage Hospital has initiated weekly Diabetes Education Classes at no cost to the community. Estimates from the CDC and U.S Census Bureau show about 22,643 people are diagnosed with diabetes in Santa Barbara County and another 163,230 people with pre-diabetes. There is no cure for diabetes, so the key to good health for people who have this disorder is learning to control it.

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, and physical activity. In 2011, 48 classes were offered and had approximately 65 attendees at each session.

#### Diabetes Liaison Program

The Diabetes Liaison Program was developed in 2000. Membership is voluntary and must be approved by the represented department director/manager. There are no term limits; however, in order to continue to keep up the ongoing changes to maintain and improve quality diabetes care, membership in the Diabetes Liaison Committee is based on annual meeting attendance rates and meeting responsibilities. Each nursing unit at Santa Barbara Cottage Hospital selects a nurse representative to participate in the program. Each clinical department also has the opportunity to participate and can select an appropriate staff member to participate.

A brief orientation with the Cottage Health System Diabetes Nurse is recommended and available to new members. Since each liaison may have slightly different roles and methods of performing his/her responsibility, the exiting liaison (whenever possible) is responsible for providing department specific orientation for any replacement. A basic diabetes core curriculum is included in orientation for completion within one month.

#### Responsibilities:

- Facilitate the transfer of information from the Diabetes Liaison Committee Meetings to the clinical units, and vice versa
- Case study presentation prn (for support input from committee)
- Function as a resource to the unit staff
- Triage/refer patients when appropriate to Diabetes Nurse
- Identify areas for improvement in diabetes management (unit, hospital, discharge planning)

- Provide education to the unit on diabetes issues (presentations, email, etc.)
- Community outreach

### **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 our community consistent with the goals and objectives of Cottage Health System. The program is accredited by the American Diabetes Association.

Interested people contact the program secretary 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.

#### Committee

- Carol H. Nelson, Director of Education at Cottage Health System
- Tracey Lord, RN, CDE, Program Coordinator of Diabetes Self-Management Education Program
  - Lord is a member of Cottage Health System's Community Health Coordinating Committee
  - Lord is a member of the American Association of Diabetes Educators
- Sharon Smith, RD, CDE, works in the following programs at Cottage Health System: Diabetes Self-management Education Program, Healthy Balance Weight Management Program, Cystic Fibrosis Outpatient Program, Nutrition Counseling Outpatient Program, Cardiac Rehabilitation Program
  - Smith is a member of Cottage Health System's Community Health Coordinating Committee
  - Smith is a member of the American Association of Diabetes Educators

### **Farmers Market**

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 Cottage's creative chefs, and then offered in the cafeteria.

## **Flu Shot Clinics**

Nearly 4,000 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 largest clinics provided vaccinations to older adults at the Santa Barbara Senior Expos, which totaled 25% of vaccinations provided. Parish Nurses provided 24% of vaccinations through multiple congregations, homeless shelters, low-income housing developments, and agriculture workers. Santa Ynez Valley Cottage Hospital provided 15% of vaccinations, predominantly at its annual health fair along with vaccinations provided through the emergency department and at a special clinic for high school teachers. The remaining community clinics were held at local libraries and farmers markets, which accounted for 14% of vaccinations.

The remaining 22% were donated to the Santa Barbara Public Health Department and for the Binational Health Fair.

## **Mental Health Fair**

A Mental Health Fair for the community of Santa Barbara was held on Saturday, May 7, 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 anxiety disorders, the brain chemistry of addiction, and keys to maintaining a happy and successful marriage.

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 in the community to network and learn more about the work of various agencies that offer unique and vital services in the community. The Mental Health Fair is an annual event that takes place each year in the month of May to commemorate National Mental Health Month.

## **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 2011, 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 clinical team and a young person, called a VIP "Voice for Injury Prevention," who has experienced a traumatic injury which could have been prevented.

There were 10 classroom and assembly presentations at Cold Springs Elementary School, Goleta Valley Schools Health Fair, Kellogg Elementary School, La Cuesta High School, McKinley Elementary School, Monroe Elementary School, and for a total of 1200 students in 2011.

## **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 422 participants in 2011.

## **Community Collaborations**

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

Santa Barbara Cottage Hospital Trauma Service began partnering with the California Highway Patrol in October to present the Start Smart Teen Driver Safety Program on the first Tuesday of every month at SB 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 and the 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 help in providing health education and screenings, access to food, emergency clothing, and dental treatments as well as rental eviction assistance to families in economic crisis. A Parish Nurse is available five to six hours a week to act as an advocate for low-income individuals and families, doing basic health assessments and referrals. More than 800 clients were served during the last year, checking blood pressure, glucose, and providing flu vaccines, dental/medical referrals, and Hispanic grief-support and Alzheimer support groups.

## **Congregations**

Cottage'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), Emanuel Lutheran (six hours until July 2011), Goleta Presbyterian (six to eight hours), and St. Joseph's (four hours). Parish Nursing is also done on a consultant basis for First Baptist and St Marks churches.

## **Homeless/Transitional Housing Outreach**

Four Parish Nurses conduct outreach and provide health assessments, basic wound care, education, referrals, and screenings and vaccines each week in various locations. They provide more than 30 hours a week, serving more than 2,000 clients annually.

- 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: This is an annual three-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 600 homeless individuals, with flu and pneumonia vaccines, TB tests, HIV testing, 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. The Cottage Health System's Parish Nurses provide nursing care and medication management for housed, mentally ill adults. Two Parish Nurses work with case managers, social workers, and physicians to provide services for this at-risk population. They work with their 130 Mental Health clients, for a total of 72 hours a week and nearly 2000 visits annually.

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

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

### **Saint Vincent's**

The Parish Nurses provide four to six hours per week of nursing care to seniors and low-income families at this residential facility. The nurse provides personal assessments and health screenings, educational classes including fall prevention, stroke and heart disease, diabetes management, as well as wellness education and walking groups. In 2011, 449 people were served.

## **Multiple Focus Areas**

### **Cottage Health System Programs**

#### **Annual Health Fair**

The annual Santa Ynez Valley Cottage Hospital Health Fair was held on Saturday, October 1st from 9:00 to 11:30 am in the Hotel Corque ballroom located in Solvang. In attendance were 47 community organizations including all services of the hospital such as Medical/Surgical, Radiology, Laboratory, Cardiopulmonary Rehab, Health and Nutrition, Lifeline and the Santa Ynez Valley Cottage Hospital Auxiliary. In addition, the Braille Institute bus provided free low vision consultations. Discount coupons were given out for low-cost Santa Ynez Valley Cottage Hospital services, such as lipid panel, diabetes screening, mammograms, and bone density screenings. The community event was very successful with approximately 700 in attendance and 361 free influenza vaccines given.

#### **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 25 years through: assessment of caregiver need, specialized information on brain impairments, educational programs, retreats, support groups, family consultation, individual counseling, long-term care planning, advocacy, legal consultations and respite care.

Due to the California budget crisis, CCRC's funding from the California Department of Mental Health has been reduced by more than 75% in recent years. New funding, from the Area Agency on Aging (AAA) for Santa Barbara and San Luis Obispo, helped to make up for some of the lost revenue for caregiver counseling and respite care in those counties. Caregivers of seniors (aged 60 or older) without brain impairment in Santa Barbara and San Luis Obispo Counties are now eligible for CCRC services funded by AAA.

CCRC provided the following services in 2011:

- 185 hours of specialized information and referral to 593 callers
- 148 new client intakes for a total of 419 clients receiving multiple services
- 97 new comprehensive assessments of caregiver ability to provide care and need for supportive services

- 703 hours of family consultation, problem solving, coaching and care planning
- 4,450 hours of caregiver respite (substitute care) to 128 caregivers
- 217 hours of caregiver counseling to 20 caregivers
- 290 hours of support group to 1,181 caregivers
  - 10 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
  - Information provided at other support groups in the tri-county area (e.g. for Parkinson's Disease, Multiple Sclerosis, ALS)
- 33 hours of sponsored or co-sponsored education and training to 591 caregivers, including topics such as "*Care Smarter, Not Harder*" and "*Mastering the Maze of Medi-Cal*"
- 10 hours of education to 109 professionals and paid caregivers, including topics such as "*Stress, Depression and Caregiving: What Family Caregivers Need and Why It Matters*"

### **HealthLife TV Program**

Since 1992, the community has been learning from medical experts and staying informed about health issues with Cottage HealthLife, a television program featuring Cottage physicians. During commercial breaks, community service announcements are showcased. The weekly show airs on KEYT TV Channel 3 every Sunday from 5:30 to 6:00 pm. Viewers are invited to contact the hospital to purchase or borrow a DVD copy of any show.

After 18 years of weekly airtime with dozens of different topics, HealthLife featured its finale in March of 2011, with Cottage deciding to use a different range of communication vehicles for reaching its constituents.

### **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 2011, the Healthy Balance weight-management program at Santa Barbara Cottage Hospital celebrated its 9-year anniversary. Since 2002 the program has grown 200% in

participant visits. A total of 369 participants have completed the Healthy Balance program since 2002.

## **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 our hospitals and at coffee shops, libraries, banks, and newsstands. The publication includes a variety of clinical and human interest features, a calendar of health events, an annual listing of donors to the hospital foundations, and ongoing construction updates during this era of seismic rebuilding.

## **On-Call Specialty Physicians**

Due to the high rate of uninsured patients and low payments from Medicare, 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 2011, Parish Nursing provided service to more than 12,500 community members. Community outreach programs include congregations, homeless and transition outreach, Isla Vista, PathPoint Mental Health clients (formerly Work Training Programs Inc.), Carpinteria food bank and 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
- 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
- Homeless Coalition
- Hospice of Santa Barbara
- Isla Vista Food Bank
- Catholic Charities
- Phoenix House Professional Advisory Committee
- SBCC Nursing Program
- HMA (Health Ministries Association)
- Santa Barbara Clergy Association
- Santa Barbara Neighborhood Clinics
- St. Cecilia Society
- Visiting Nurse & Hospice Care Professional Advisory Board
- Jodi House Professional Advisory Committee

#### Miscellaneous Community Events

Parish nurses help to plan and staff many community events annually including but not limited to the following:

- Senior Expo - blood pressures and flu vaccines
- Providing flu shots throughout the community including senior housing units, schools, libraries, farmers markets, food banks and churches
- Cottage Health System Heart Health Fair
- Cottage Health System Cancer Prevention Fair
- Project Healthy Neighbors homeless outreach
- Common Ground homeless census project
- Goleta Presbyterian Church, Five Wishes Advance Care Directives Program
- Trinity Episcopal Church Five Wishes Advance Care Directives Program
- UCSB Five Wishes Advance Care Directives Program
- Housing Authority Five Wishes Advance Care Directives Program

#### **Reeves Consumer Library**

There is a large and varied scope of health information provided through myriad sources at Reeves 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. 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 (family members, neighbors, friends, etc.), 10% are curious about something, such as when Lyme disease started to appear in California, and the other 10% are gathering information for reports.

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.

## **Website**

The Cottage website provides immediate news and updates, a calendar of events, electronic versions of Cottage Magazine, and other patient/community brochures and pamphlets, clinical quality data, online bill pay, and a comprehensive on-line health library. We have begun to include videos of patient stories, public service announcements, and clinical information. In 2011, we had 333,087 unique visitors, 479,640 total visits, and 1,787,786 page views, which is an average of 4,898 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. 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.

Coalition for Community Wellness's vision is helping 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.

Goals include 1) create neighborhoods that are safe for walking and biking by people of all ages, 2) create neighborhoods that promote physical activity, 3) ensure convenient access to affordable and healthful food, 4) reduce air pollution, 5) provide a wide variety of housing options for people of all income levels to help address the need of the local healthcare workforce.

The Coalition also keeps contacts updated regarding opportunities for input to the general plan by sending them information that relates to community health and urban planning.

In 2011, the Coalition attended multiple Planning Commission, City Council, and general plan meetings. On Thursday, December 1, 2011, the Council adopted the Plan

Santa Barbara (PlanSB) General Plan update document. The plan includes public health as a policy driver. The future role of the coalition will be to ensure public health is considered while various programs are implemented. Public Affairs represents Cottage Health System on the Coalition for Community Wellness.

## **Other Focus Areas**

### **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 four individuals who participated in five visits in 2011.

#### **Adapted Driving Program**

Cottage Rehabilitation Hospital offers this service for those concerned about their ability to drive due to health-related conditions. Two components are offered by an Occupational Therapist and a certified driving instructor. Pre-Driving Evaluations were provided to 14 participants in 2011, and 37 people received Behind the Wheel Evaluations.

#### **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 CRH 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 a CRH 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 Rehabilitation Hospital Foundation. There were 18 participants participating in 245 visits in 2011.

#### **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 15 participants in 2011 with 3 to 8 people per class.

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

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

2011 were given to community groups for people with disabilities and donors. There were 85 persons served in the ATC in 2011.

The 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.

## **Disaster Planning**

An essential role Cottage 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 Safety 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 2011 include:

### Activations of Emergency Operations Plan:

- Alternate Care Site/Videoconferencing Drill May 18<sup>th</sup>
- Emergency Generator test to support original hospital in addition to new hospital was conducted on July 20<sup>th</sup>
- Statewide Medical & Health Emergency Exercise November 17<sup>th</sup>: SBCH partnered with SB County Public Health Department, City Water department, and various local healthcare agencies to prepare for and respond to a contaminated water incident.

### Key Emergency Preparedness Initiatives:

- 96 Hour Sustainability Analysis: 96 Hour Sustainability assessment was reviewed and updated.
- Hospital Preparedness Program (HPP) Meetings: Meetings were held quarterly and are ongoing with our county partners, including participation in the monthly communication drills, videoconferencing drill focused on alternate care sites in May, and Statewide Medical & Health Emergency Management exercise focused on contaminated water supply in November.

- Disaster Supplies: A complete and accurate inventory was completed in April 2011 by Security. A new container to store disaster supplies arrived the second week of June.
- Monthly Communication Drills: ReddiNet, Radio, and Satellite Phone Drills were conducted monthly throughout the year. These drills are initiated by SBCPHD/EMS with a report card sent out by Kyle Fleher shortly afterwards indicating participation and success with ReddiNet, Satellite phones, and radios.
- Westmont College hosted a Disaster Drill on April 29<sup>th</sup> and invited community members to observe. Susanna Shaw, Shawn Hodges, and Jesus Landeros attended. Really good information was disseminated on hospital processes and how to improve reunification of students with their families.
- Joplin, Missouri: Disaster Preparedness was brought up as it related to the catastrophic disaster in Joplin, Missouri. Committee members provided the following disaster preparedness efforts in place:
  - CHS has a paper process in place for evacuation.
  - CHS currently has a representative go to the County command center to ensure a direct line and hospital interests.
  - CHS Command Center would be the point of contact for Red Cross and the County.
  - AMR is our critical care transportation method
  - ReddiNet will be used if communications are available. Currently conduct monthly communication drills that include satellite phones and medic radios.
  - Currently hold drills with Incident command center in Conference Room E&F.
- Santa Barbara County Office of Emergency Management held a Strategic Planning Session on August 17<sup>th</sup> with local key stakeholders and responders.

## **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 nearly 100 people in 2011. 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 May 2011, Trisha Meili, author of the New York Times best-selling book, *I Am the Central Park Jogger: A Story of Hope and Possibility*, presented the story of her recovery from a vicious assault in 1989, which left her with a traumatic brain injury and lessons on how to overcome life's obstacles and get back on the road to life. There were 206 attendees in 2011.

## **Gift Shop**

Santa Barbara Cottage Hospital (SBCH) Gift Shop has always projected customer service excellence in providing the community and all Cottage employees with available sale merchandise, charitable donations, and service recovery applications. This is achieved by operating 7 days per week equating to over 60 hours. One full-time manager, 3 part-time sales associates, and 12 dedicated volunteers strive for making each customer experience a positive and enjoyable transaction. The Gift Shop is a retail business operation but also engages in many charitable contributions, whether with merchandise, special monetary discounts, or gift cards. This is performed with numerous inside hospital events, along with outside community involvement. Such contribution affiliations include the Children's Miracle Network, Care for Kids, Family Fitness and Baby Fair, Cancer prevention Fair, preparation for the SBCH Community opening, Volunteer appreciation holiday luncheons and banquets. The shop's special pleasure is gained when participating in the annual children's Trick or Treat and grade school children's holiday musical programs. Any floral arrangements that remain prior to the shops holiday observance closure are prioritized and sent out to any patient that may not have family or just needs something special. The shop prides itself on the fact that all proceeds go directly to Cottage Health System's Charity Care and Community Service Programs. In addition, any merchandise that has not been sold in a reasonable time frame is donated to Santa Ynez Cottage Hospital Thrift Shop. Nothing is discarded or unsold when the Patient's Assistance program can benefit.

## **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, wayfinding 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 our communities.

In 2011, 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.

### **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 staff and volunteers, are thoroughly screened by the Interpreter Services Supervisor, Denise Filotas, MA, for their level of expertise in English and Spanish medical terminology. 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 2011, Filotas continued to teach in Santa Barbara City College's Health Care Interpreter certificate program. Numerous employees and other interpreter-candidates took these courses, increasing our 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.

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 interpreting). Face-to-face interpreters help reduce the length of hospital stays and the number of repeat visits for care.

### **Liberty Tattoo Removal Program**

Since 1993 the Liberty Program has provided the service of removing visible anti-social tattoos for individuals in exchange for community service hours. Tattoos often prevent people from entering the job market, pursuing educational opportunities, or reaching their full potential. The Liberty Program is a voluntary program that offers individuals a fresh start, with no charge for the laser medical treatment as long as they fulfill the requirement of 10 community service hours for each treatment. People are referred to the Liberty Program by friends, employers, school counselors, police officers, health clinics, and the probation department. The tattoo removal clinic was held in the MacDougall Eye Center at Santa Barbara Cottage Hospital twice a month through July of 2011 at which time it transitioned to Santa Barbara Public Health Clinic.

- The program served more than 100 unduplicated clients, including 30 minors; 263 laser treatments were provided before the program transitioned to the county in July 2011.
- Clients provided more than 4,000 hours of community service helping local charities, service organizations and churches, including but not limited to the Unity Shoppe, Community Kitchen, Boys & Girls Club, Carpinteria Library Homework Center, Alano Club, Catholic Charities, American Red Cross, Our Lady of Guadalupe Church, Special Olympics, and New House.
- The Liberty Program continues to collaborate with the Santa Barbara Adult Education Center, the Sheriff Ancillary Services, the probation department, with the School Law Enforcement Gang Task Force, Youth Media Cinema, Community Action Committee on Youth Gang Violence and Santa Barbara City College.

## Outlook

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, Rehabilitation Hospital Foundation, and the City of Santa Barbara Parks and Recreation Adapted Programs, 41 participants had 198 visits in 2011.

## 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 694 patient referrals in 2011, a slight increase from 661 in 2010. Of these referrals:

- 75% were new consultations; 25% were re-consults
- 47% had a cancer diagnosis; 53% were non-cancer patients
- 20% of consultations originated in the Intensive Care Units
- The primary reason for consultation was:
  - Patient and family support: 47%
  - Pain management: 29%
  - Comfort care/end-of-life care: 14%

Bereavement support was provided to well over 200 family members of the 195 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, half-hour class for individuals with Parkinson's. The class addresses a variety of practical topics including exercises and strategies for better speech and voice, ways to improve speech clarity in conversation, cognitive exercises, and memory strategies and compensation techniques. The class ranged from 25-35 participants in 2011.

### **Psychiatric Grand Rounds**

Santa Barbara Cottage Hospital Center for Psychiatry and Behavioral Healthcare has presentations for the healthcare community once or twice of the 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 2011, there were 16 sessions at Santa Barbara Cottage Hospital with approximately 75 people at each meeting, along with 5 sessions in San Luis Obispo with approximately 40 people at each gathering.

Grand Rounds program at Santa Barbara Cottage Hospital in 2011 were:

1. Therapy At Lightning Speed: A Case Study Of EMDR Therapy With Profound Depression
2. Capacity Issues And The Elderly
3. Orienting In Psychological Terrain: Evidence-Based Practice In Counseling And Psychotherapy
4. What Positive Psychology Has To Offer Psychotherapy
5. Advance Health Care Directives: Benefits, Challenges, Barriers And An Innovative Community Outreach Model In Santa Barbara
6. Trauma And Resilience
7. Therapeutic Effects Of Psychological Assessment
8. Cultivating Emotional Wellness And Resilience In The Latino/a Community
9. Trauma Informed Substance Abuse Treatment
10. Targeting Educational Mental Health Interventions To Mental Health Consumers, Family Members And The Community At Large: Emerging Evidence Based Practices
11. Transcranial Magnetic Stimulation: An Effective Treatment Option For Depression
12. Cultivating Emotional Balance
13. Supporting Those Who Serve: An Understanding Of The Military Culture

14. The Freeing Of A Person's Life Spirit During Psychotherapy: What That Spirit Asks Of The Therapist
15. Planning For The Loss Of A Spouse
16. Stress, Depression, And Caregiving: What Family Caregivers Need And Why It Matters

Grand Rounds program at San Luis Obispo Public Library in 2011 were:

1. The Landscape Of Attention Deficit With Hyperactivity Disorder
2. Psychological Trauma And The Brain
3. Beating The Sugar Blues: Helping Clients With Diabetes And Metabolic Syndrome Achieve Optimal Health
4. Psychoanesthesiology: The Use Of Ketamine And Other Anesthetic Agents In Psychiatry
5. Psychological Trauma, The Brain, And Dissociation

### **Restorative Yoga**

Cottage Rehabilitation Hospital provided yoga instruction for caregivers (therapists, families of patients, or caregivers within the Santa Barbara community) of people who have experienced illness or injury. The average class, offered twice weekly, was 4 to 6 participants in 2011.

### **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 19 participants in 2011, with a range of 4 to 9 per class.

### **Wheelchair Sports Clinic**

A wheelchair sports basketball clinic for children and adults was offered over three Saturdays at UCSB to learn and practice wheelchair basketball skills. There were three participants in 2011.

### **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. Parish Nursing and Respiratory Care are involved with the group and occasionally serve as speakers.

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

The United States is anticipating a serious shortage of nursing professionals. For California, it has been well documented that our state will likely need more than 60,000 additional nurses to meet the projected demand by 2020. Per capita, the Santa Barbara County nursing shortage is estimated in the range of 660 RN's, and Ventura County's is estimated in the range of 1,300 RN's. Santa Barbara and Ventura Counties' healthcare providers are addressing several compounding factors, including: A growing aging population that requires more nursing care (ages 65-84); a significantly larger number of RNs nearing retirement than the number joining the workforce; an increasingly diverse patient population that requires more diverse and culturally competent RNs.

After extensive planning, Cottage Health System and California State University Channel Islands have developed a partnership to establish a BSN program in Santa Barbara, the CSU Channel Islands Nursing Program at Cottage Health System (CI Nursing Program at Cottage). The CI Nursing Program at Cottage will be offered through CI Extended University, and housed in a facility adjacent to Goleta Valley Cottage Hospital. A high quality educational program in a hospital setting and a state-of-the-art clinical educational experience comprise the two major components of the program.

Beginning in the spring of 2012, students will be admitted to the CI Nursing Program at Cottage in a cohort fashion (22 per year). By the spring of 2014, a total of 66 students will be enrolled in three cohorts. At this point, the program will be operating at full capacity. The first cohort will graduate in the spring of 2014, and thereafter one cohort will graduate every spring.

In preparation for the program, in 2011 the office suite was rebuilt to house three high-tech classrooms, faculty offices and state-of-the-art simulation lab.

## **CalRecycle Waste Reduction Award Program**

In the fall of 2011, in recognition of all its efforts to lighten its burden on the environment, Santa Barbara Cottage Hospital was honored with a recycling award from the CalRecycle Waste Reduction Award Program (WRAP). It was one of only 20 health services in California who received this honor.

## **Career Fairs**

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.

## **Cystic Fibrosis Great Strides Walk**

The Respiratory Care department organized the Great Strides Walk to raise \$21,000 for the Cystic Fibrosis Foundation as part of Respiratory Care Week. In 2011, other drives to raise funds included a carwash and, a bake sale sponsored by Albertsons. Many members of the department and their families joined nearly 300 people in last year's walk.

## **Health Education School Tours**

San Marcos High School, Dos Pueblos High School, Santa Barbara City College, and Westmont students tour the Therapy Services department and learn about scope of services from staff.

## **Partners in Education Committee**

Santa Barbara 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 Santa Barbara 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 and Workforce Development, Technology Innovation in Education, Volunteer Recruitment, and Coordination, and the Student Internship programs. Cottage Health System's President & CEO is on Partners in Education's Board of Directors. Volunteer Services represents Cottage on the Career Education committee.

## **Robert J. Frank Intermediate School Career Day**

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

## **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 longer than those students educated outside of Santa Barbara County. With

Cottage 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. Due to the rotation of classes, students were unable to assist with flu shot clinics in 2011; however, they will volunteer in 2012 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 qualified skilled 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 an internship at Santa Barbara Cottage Hospital in the third and fourth quarter of their senior year.

We have 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 very rewarding to watch them mature over the years as they work towards their goals.

Santa Barbara Cottage Hospital continues to support the Health Careers Academy program together with Santa Barbara City College and San Marcos High School.

### **Science Nights/Health Fairs at Schools**

On April 21, Aliso Elementary School held its Family Science Night for the 435 students. Drs. Lauren Kernochan and Tim Cloherty from Pathology attended and brought organs for the students to touch and ask questions.

On November 3, La Patera Elementary School had its Science Night for 435 students. Dr. Tim Cloherty from Pathology attended and brought organs for the children to touch.

Goleta Union School District has its annual Health Fair for the more than 500 6th grade students. Parish Nursing participates annually by providing tattoo prevention education along with the health risk of tattoos. The program manager created an education video that was donated to the school for ongoing prevention awareness throughout the year.

## **Solvang Business Expo**

On October 27 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 17, 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 20th 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.

The Cottage team included 84 employees, family members, and friends; an impressive showing of volunteers placed the team in the top three volunteer groups for the day. The group did landscaping work at beautiful Shoreline Park, including weeding, gardening, and mulching, as well as general clean up and graffiti removal. The Cottage team did a great job working; everyone was in agreement that Shoreline Park would be a great place to work again for the 2012 event.

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

In 2011, approximately 70 at-risk youths 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 for 15 summers in Santa Barbara County, collaborating with organizations like Cottage 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 2011, the Employee Campaign raised \$175,000, an all-time high for Cottage.

## **Future Direction**

In the fall of 2012, Cottage Health System will begin working on a community health needs assessment with the Santa Barbara County Public Health Department. The results will influence the next Community Benefit Plan, which will occur in 2013. Input for the plan will also include elements from organization's strategic plan and national healthcare reform. Cottage Health System's Board of Directors will be reviewing the organization's strategic plan in mid-2012 which will help direct community benefit activities. National healthcare reform policies will be carefully monitored to ensure Cottage Health System is following appropriate regulations regarding community benefit.