

Shore Medical Center Community Health Needs Assessment Implementation Strategy

Adopted by the Shore Medical Center's Board of Directors on September 3, 2013

Introduction

Shore Medical Center conducted a Community Health Needs Assessment (“CHNA”) of the geographic areas it serves pursuant to the requirements of Section 501(r) of the Internal Revenue Code (“Section 501(r)”). The CHNA findings were presented to and approved by the Shore Medical Center’s Board of Directors on November 5, 2012 and was posted on the Hospital’s website on September 27, 2013. This Community Health Needs Assessment Implementation Strategy, also required by Section 501(r), documents the efforts of Shore Medical Center to address the community health needs identified in the CHNA.

This Implementation Strategy identifies the means by which Shore Medical Center plans to address the community health needs during 2014 through 2016 as part of its Community Benefit Program. Beyond the services, programs, and services detailed in this strategy, Shore has and continues to provide a full-range of services to our community. Shore Medical Center’s commitment to our community, patients and their family members runs parallel to our not-for-profit mission.

Because Shore Medical Center anticipates that the needs of the community may change during the period of 2014 through 2016, there may be a need to revise and/or add to this strategy during its implementation. Certain community health needs may become more pronounced and require changes to the initiatives identified in this strategy. Other community organizations may address certain needs, resulting in a different focus on the needs identified in the Community Health Needs Assessment. In addition, revisions may be warranted by changes in or clarifications of the requirements of Section 501(r) of the Internal Revenue Code.

Overview of the Implementation Strategy

The Strategy includes the following information:

1. Shore Medical Center’s Mission Statement
2. Community Served by Shore Medical Center
3. Priority Community Health Needs
4. Implementation Strategies – 2014 Through 2016
5. Needs Beyond the Center’s Mission or Service Programs
6. Implementation Strategy Development Collaborators

1. Shore Medical Center's Mission Statement

We care for and respect all patients, their families and each other.

2. Community Served by Shore Medical Center

The community served by Shore Medical Center is defined based on the geographic origins of its inpatients. The Primary Service Area is the geographic area from which a large majority of its inpatients originate. The Secondary Service Area is the area from which a smaller percentage of the inpatients originate. The Primary Service Area and Secondary Service Area, as identified for the Community Health Needs Assessment, included all of the cities and towns in Atlantic County as well as Ocean City and Upper Township in Cape May County.

Key information from the Community Health Needs Assessment:

- Atlantic County had an 8.7% increase in population between 2000 and 2010, while Cape May County had a decrease of 4.9%. Municipalities range from an increase of 41.0% to a decrease of 25.0%. Buena, Egg Harbor Township and Hamilton Township had the highest increases while Brigantine, Margate and Ocean City had the highest decreases.
- The population is aging in both Atlantic and Cape May County. Median age has increased in both counties with Atlantic County increasing from 37.0 in 2000 to 39.9 in 2010 and Cape May County increasing from 40.7 in 2000 to 47.1 in 2010. 14.2% of the people in Atlantic County and 21.6% of the people in Cape May County are 65 and older. Populations with the largest senior populations are Longport, Margate, Weymouth Township and Ocean City.
- Atlantic County's population is 65.4% White, 16.8% Latino, 16.1% African American and 7.5% Asian based on 2010 data. Atlantic City, Egg Harbor City, Pleasantville and Hamilton Township have the highest percentage of the African American population. Atlantic City, Egg Harbor Township, Galloway Township and Ventnor have the highest percentage of the Asian population. Atlantic County's Latino population represents 16.8% of the population based on 2010 data. This figure is a 50.5% increase in population from 2000 to 2010. Atlantic City, Pleasantville, Buena and Egg Harbor City have the highest percentage of Latino population.
- Both Atlantic and Cape May County have lower household income measurements than New Jersey counties overall. Atlantic City, Buena, Egg Harbor City, Pleasantville, Somers Point and Weymouth Township have the lowest household income measurements. Atlantic County at 11.8% and Cape May County at 12.7% have higher percentages of the population living below the poverty level compared to New Jersey overall at 9.1%. Approximately 30,757 people live below the poverty level in Atlantic County. Atlantic City, Egg Harbor City and Pleasantville have the highest percentages of people, who live below the poverty level.

Additional information regarding the demographic profile of the community served by Shore Medical Center, along with supporting raw data, is included in the Community Health Needs Assessment.

3. Priority Community Health Needs

Poor health status can result when members of the community are impacted by major risk factors. Addressing these more common “root” causes of poor community health can serve to improve the community’s quality of life and reduce mortality and morbidity. The health risk factors that were identified as priorities through the Community Health Needs Assessment are detailed below along with plans by which to address these needs.

Obesity	Plans to Address
<p><i>Approximately 28% of Atlantic County and 24.9% of Cape May County are obese equating to approximately 70,000 to 81,000 people. Men, African-Americans, Hispanics, and people with lower levels of educational attainment were more likely to be overweight. Obesity is linked to heart disease and diabetes. For this reason proper nutrition, the importance of physical exercise and maintaining a healthy lifestyle need to be the focus. A priority on children needs to occur to prevent obesity.</i></p>	
<ul style="list-style-type: none"> High percentage obese and overweight 	<p>Incorporate BMI, blood pressure, cholesterol, and glucose screenings into all community health events. Provide individual coaching to those at high risk.</p>
<ul style="list-style-type: none"> High rates in men and African-Americans 	<p>Distribute educational materials about nutrition, exercise, and healthy lifestyles at locations where men tend to gather, such as local barbershops.</p>
<ul style="list-style-type: none"> High rates in Hispanics 	<p>Provide educational programs in Spanish as well as English at local Spanish Community Centers.</p>
<ul style="list-style-type: none"> High rates in people with lower educational attainment 	<p>Ensure that the educational materials about nutrition, exercise, and healthy lifestyles are written at the level of 7th – 8th grade.</p>
<ul style="list-style-type: none"> Poor health behaviors start in childhood 	<p>Offer a program similar to “Sustainable Me” developed by Rutgers Cooperative Extension, which focuses on health eating and physical activity, in local middle schools.</p>
Tobacco Use	Plan to Address
<p><i>Smoking percentages among adults is estimated at 24% in Atlantic County and 22% for Cape May County. These are some of the highest rates in New Jersey and equate to approximately 68,000. Tobacco use is linked to a variety of chronic diseases, such as lung cancer, emphysema, COPD, and heart disease. For this reason, tobacco education, smoking cessation, and the prevention of smoking are priorities. Because 80% of adult smokers started before the age of 18, children need to be a specific focus in the plan.</i></p>	
<ul style="list-style-type: none"> High percentage of people who use tobacco in our community 	<p>Offer community education through the Shore Medical Center Speakers’ Bureau Incorporate CO₂ level testing into all community health screenings. Provide individual coaching to people who use tobacco.</p>
<ul style="list-style-type: none"> Highest rates in New Jersey 	<p>Provide education to local communities who are considering “outdoor tobacco-free spaces.”</p>
<ul style="list-style-type: none"> Linked to variety of chronic diseases 	<p>Provide information to physicians on recommended means by which to discuss smoking cessation with their patients.</p>
<ul style="list-style-type: none"> Poor health behaviors start in childhood 	<p>Offer a program similar to “Sustainable Me” developed by Rutgers Cooperative Extension, which focuses on avoiding tobacco use. in local middle schools</p>

(Priority Community Health Needs continued on the following page)

Alcohol Use	Plan to Address
<i>Excessive drinking (binge drinking and heavy drinking) percentage among adults is estimated to be 18% for both Atlantic County and Cape May County. This percentage is the highest rate in New Jersey and equates to approximately 52,000 people. Alcohol use is linked to a variety of chronic diseases, such as hypertension and is linked to unintentional injuries. A priority on children needs to occur to prevent the use of alcohol.</i>	
<ul style="list-style-type: none"> Poor health behaviors start in childhood 	Offer a program similar to “Sustainable Me” developed by Rutgers Cooperative Extension, which focuses on avoiding the use of alcohol in local middle schools
<i>Note: Because the needs related to the use of alcohol in adults in beyond the services provided by Shore Medical Center, the services will be provided by available resources in the community.</i>	
Low Birth Weight	Plan to Address
<i>Low birth weight is estimated at 10.1 in Atlantic County as compared to 6.5% in New Jersey. Low birth weight can be caused by smoking, use of alcohol, and hypertension.</i>	
<ul style="list-style-type: none"> Higher rate compared to New Jersey overall 	Continue to be an active member of the Southern New Jersey Perinatal Cooperative.
<ul style="list-style-type: none"> Smoking is a factor. 	Follow the plan developed for the use of tobacco with a focus on women of child-bearing years.
<ul style="list-style-type: none"> Hypertension is a factor. 	Incorporate blood pressure screenings into all community health screenings. Provide individual coaching to women who are pregnant.

4. Implementation Strategies – 2014 Through 2016

Shore Medical Center has a strong tradition of meeting community health needs through its provision of ongoing community benefit programs. Shore will continue this commitment through the strategic initiatives set forth below that focus primarily on five high-priority diseases that are the leading causes of death in our community as identified in the Community Health Needs Assessment. Shore Medical Center has provided community benefit programs for many years and will continue to provide such programs.

A. Strategic Initiatives for the Three-Year Community Benefit Plan

- Strategy 1:** Create culturally-appropriate educational programs and materials that specifically address the health needs that have been identified as priorities.
- Strategy 2:** Develop screenings programs that specifically address the diseases that have been identified as priorities.
- Strategy 3:** Develop educational programs that are specifically designed for children in order to help them develop healthy life styles at an early age.
- Strategy 4:** Maintain Shore Medical Center’s partnership in *ShapingNJ* and continue to actively participate in their activities to make the community healthier through improving physical activity, encouraging proper nutrition, and lowering obesity in New Jersey.

B. Other Needs Addressed by Shore Medical Center's Programs

In addition to the preceding strategic initiatives, Shore Medical Center plans to provide other community benefit programs responsive to the health needs identified in the Community Health Needs Assessment. These may include, but are not limited to, health education programs, screenings, and education for physicians, nurses, and allied health professional. Needs identified in the Community Health Needs Assessment that the Shore Medical Center plans to address include:

- **Community Health Need 1: Heart Disease**
Heart disease is the leading cause of death in Atlantic County and Cape May County. Atlantic County's heart disease death rate is 13.7% higher than New Jersey's overall rate, whereas Cape May County's rate is similar to New Jersey's overall rate. Approximately 1,200 people die each year due to heart disease these two counties.
- **Community Health Need 2: Cancer**
Cancer is the 2nd leading cause of death in Atlantic County and Cape May County. Approximately 900 people die each year due to cancer in these two counties. Lung cancer is the one cause of cancer death in both counties.
- **Community Health Need 3: Stroke**
Stroke is the 3rd leading cause of death in Atlantic County and Cape May County. Approximately 200 people die each year due to stroke in these two counties.
- **Community Health Need 4: Chronic Respiratory Diseases**
Chronic Respiratory Diseases or Chronic Obstructive Pulmonary Disease (COPD) is the 4th leading cause of death in Atlantic County and Cape May County. Approximately 175 people die each year due to COPD in these two counties.

C. Planned Collaborations with Other Organizations

This Implementation Strategy will be implemented in collaboration with other entities including, but not limited to:

- **American Cancer Society**
- **American Heart Association**
- **Atlantic City Department of Health**
- **Atlantic County Department of Corrections**
- **Atlantic County Division of Public Health**
- **Cape Atlantic Coalition for Health (a regional chronic disease partnership)**
- **Rutgers Cooperative Extension**
- **Southern Jersey Family Medical Center**
- **Stockton College of Continuing Studies**
- **United Way of Greater Philadelphia and Southern New Jersey in Atlantic County**

D. Anticipated Impacts on Health Needs

Through implementing the above strategies, Shore Medical Center anticipates the following improvements in the community's health:

- **Impact 1:** Death rate from heart disease will decrease.
- **Impact 2:** Death rate from cancer will decrease.
- **Impact 3:** Death rate from strokes will decrease.
- **Impact 4:** Death rate from COPD will decrease.
- **Impact 5:** Percent of low birth weights will decrease.

5. Needs Beyond Shore Medical Center's Service Programs

- **Need:** Alcoholism and Alcohol Abuse in Adults
Reason: Shore Medical Center does not have an Alcohol Treatment Center, a Detoxification Program nor certified Alcohol Counselors.
Plan: Refer adults, who have needs related to alcohol use, to appropriate facilities and services provided by other entities in the region.

6. Implementation Strategy Development Collaborators

This Implementation Strategy was developed in collaboration with representatives from the following entities:

- **Cape Atlantic Coalition for Health (a regional chronic disease partnership)**
- **New Jersey Cancer Education and Early Detection Program for Atlantic County**
- **Shore Medical Center's Cancer Center**

Shore Medical Center has been recognized as a "Planetree Designated Patient-Centered Hospital®." This designation acknowledges Shore's achievement and innovation in the delivery of patient-centered care. Shore is the only hospital in New Jersey and one of only 39 healthcare organizations worldwide to receive the Patient-Centered Designation since the program's launch in 2007.