BON SECOURS DEPAUL MEDICAL CENTER FY2017 – FY2019 IMPLEMENTATION PLAN

The Mission of Bon Secours Health System is to bring compassion to health care and to commit ourselves to help bring people and communities to health and wholeness as part of the healing ministry of Jesus Christ and the Catholic Church. Our mission leads us to create collaborative partnerships to address the health care needs of the underserved residents of Norfolk and Virginia Beach. Through these partnerships, Bon Secours DePaul Medical Center (BSDMC) is able to positively impact the health of the community in its service area.

Using the results from the Community Health Needs Assessment (CHNA) survey and discussions with community groups, BSDMC convened a Community Advisory Board (CAB) to review the list of key needs and gaps identified. This group used specific criteria to evaluate each need and determine which needs to focus on over the next three years. These include:

- Fit with the Bon Secours Mission and Strategic Quality Plan
- High morbidity/mortality/negative outcome caused by need
- Service/Support for need is available within Bon Secours
- Service/Support for need is already available in the region, outside of Bon Secours
- Strong partners are available to address this need
- Need is present in more than one region in Hampton Roads

The CHNA process determined that the most significant health needs in our service area may be grouped into four broad categories:

- Homelessness
- Mental Health
- Crime
- Access to Health Services

The CHNA CAB also recommended education and racial equity as important areas to consider within the identified significant needs.

The CHNA further identified health needs in the BSDMC service area to be education, community violence, jobs with fair wages, adult and childhood obesity, alcohol/drugs, senior health, child abuse/neglect, access to social services, dental health, and health programs/screenings.

Upon review of the state and public data in the CHNA, the BSDMC executive team identified two additional areas to focus on in the implementation plan – cancer and obesity. Mortality rates per

100,000 (2008 – 2014) for colon, lung, prostate and breast cancers in Norfolk are higher than in Virginia and are higher than the Healthy People 2020 goals. In addition, cancer is the leading cause of death in Virginia Beach. Inclusion of obesity in this implementation plan is a continuation of the efforts begun in the FY14 implementation plan.

The following implementation plan has been developed as a result. Where services overlap due to internal structure, some needs have been combined.

PRIORITY: MENTAL HEALTH

GOAL: Improve mental health status by ensuring access to appropriate, quality mental health services.

BACKGROUND ON STRATEGY

Mental health is an integral and essential component of health. The World Health Organization (WHO) constitution states: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." An important implication of this definition is that mental health is more than just the absence of mental disorders or disabilities. The WHO has determined that an estimated 350 million people are affected by depression, which can become a serious health condition resulting in painful suffering and poor functionality in everyday life.

According to the National Institute of Mental Health (NIMH), an estimated 13 million American adults (approximately 1 in 17) have a seriously debilitating mental illness. Mental health disorders are the leading cause of disability in the United States, accounting for 25% of all years of life lost to disability and premature mortality. Additionally, suicide is the 11th leading cause of death in the United States with approximately 30,000 deaths each year. According County Health Rankings the percentage of poor mental health days in Norfolk (16.2%) and Virginia Beach (15.4%) are greater than Virginia's rate of 13.5%.

In understanding the need for increased access to behavioral health services, BSDMC will address the barriers experienced by patients when attempting to receive behavioral healthcare. BSDMC will also partner with other behavioral healthcare organizations in the community to provide support.

Evidence Base Sources:

Healthy People 2020 http://www.healthypeople.gov
World Health Organization http://www.who.int
National Institute of Mental Health https://www.nimh.nih.gov
County Health Rankings and Roadmaps http://www.countyhealthrankings.org

OBJECTIVE #1: Increase access to mental health services for adults and children.

ACTION PLAN

Activity	Target Date	Anticipated Impact or Result
Initiate Telepsych services in the	FY 2017 &	Decrease wait time for patients accessing
emergency room.	ongoing	behavioral health specialists.

ACTION PLAN		
Activity	Target Date	Anticipated Impact or Result
 Collaborate with community partners to impact mental health awareness. Monitor number of patients referred to additional mental health services by Life Coaches. Monitor number of patients referred to Norfolk CSB for additional services. 	FY 2017 & ongoing	Improve access to community services.
Collaborate with the City of Norfolk Health Department to refer patients to the Care-A-Van LCSW.	FY 2017 & ongoing	Achieve better behavioral health with primary care.
Promote positive parenting practices for better mental health. Provide Family Focus education classes, support groups, and interactive learning groups.	FY 2017 & ongoing	Increase number of people participating in Family Focus programs.
Provide depression education and support services to the East Ocean View Hispanic community. Track number of people participating in support groups and educational sessions through community outreach programs.	FY 2019 & ongoing	Increase access to mental health services to the Hispanic population.
Expand services to the community through by providing the "Dealing with Grief" education series.	FY 2019 & ongoing	Greater access to education and support services.

ALIGNMENT WITH STATE/NATIONAL PRIORITIES		
Healthy People 2020	Virginia's Plan For Well-Being 2016 – 2020	
MHMD-4.1 Reduce the proportion of adolescents aged 12 to 17 who experience major depressive episodes.	Goal 4.1: Virginia has a strong primary care system linked to behavioral health care, oral health care, and community support systems.	
MHMD-9 Increase the proportion of adults with mental health disorders who receive treatment.		
PARTNERSHIPS		
Norfolk Community Services Board Norfolk Department of Health Barry Robinson Center	Virginia Beach Psychiatric Center Churches and other community organizations	

PRIORITY: OBESITY

GOAL: Positively impact the incidence of childhood and adult obesity.

BACKGROUND ON STRATEGY

Good nutrition, physical activity, and a healthy body weight are essential parts of a person's overall health and well-being. Together, these can help decrease a person's risk of developing serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer. Most Americans, however, do not eat a healthful diet and are not physically active at levels needed to maintain proper health. Fewer than 1 in 3 adults and an even lower proportion of adolescents eat the recommended amount of vegetables each day. Compounding this is the fact that a majority of adults (81.6%) and adolescents (81.8%) do not get the recommended amount of physical activity. Obesity often results in lost workdays, lower productivity, and negative health outcomes, including diabetes and depression. In 2011, the National Survey of Children's Health found that 29.8% of Virginia's 10 - 17 year olds were overweight or obese and in 2014, the Southside region of Virginia had an obesity rate of 36.9%, which is higher than the national average of 29.6%. Thirty-one percent (31%) of the residents of Norfolk, Virginia, are obese.

In understanding the need for reduction of obesity within its service area, BSDMC will provide programming aimed at reducing obesity in its service area. BSDMC also partners with other organizations in the community to provide support.

Evidence Base Sources:

Healthy People 2020 http://www.healthypeople.gov

City of Norfolk http://www.norfolk.gov

County Health Rankings and Roadmaps http://www.countyhealthrankings.org

Virginia Performs http://vaperforms.virginia.gov

OBJECTIVE #1: Reduce the incidence of obesity through a variety of weight loss and physical activity programs.

ACTION PLAN

Activity	Target Date	Anticipated Impact or Result		
Continue working with East Ocean View residents to develop programs and educational opportunities that increase knowledge of healthy eating and exercise. • Measure, through surveys and interval screenings, health behavior changes in food, exercise, and cooking habits. • Continue partnership with Five Points Community Farm Market to provide fresh produce. • Continue partnership with The Storehouse Food Pantry.	FY 2017 & ongoing	 Increase knowledge of nutrition recommendations Increase knowledge of healthy snack options. Increase knowledge of beneficial foods and methods to grow own food in community garden. Increase access to healthy foods through partnership with a neighborhood food pantry. Increase access to fresh, whole and organic produce through establishment of a community farm market. Enhance partnership with City of Norfolk officials to promote a healthy community environment. 		
Monthly educational sessions on healthy eating, cooking techniques, and physical activity, as well as risks associated with poor nutrition and inactivity, to positively impact the health of the community through the Passport to Health program.	Ongoing FY 2018 & ongoing	 A 10% decline in the rate of obesity for Passport to Health participants. Increase number of families participating in program. 		
Provide nutrition education and physical activity through Bon Secours InMotion, Bon Secours Glycemic & Nutrition, and Medical Surgical Weight Loss programs. • Track number of people participating in programs. • Expand programs to community settings.	FY 2017 & ongoing	 Increase number of people attending programs. Reduce BMI for people enrolled in programs. 		

ACTION PLAN				
Activity	Target Date	Anticipated Impact or Result		
Partner with middle and high schools to provide nutrition and physical activity education to students. • Enhance partnership with	FY 2017	 Increase number of middle school students participating in Heart Health Academy. Increase awareness of nutrition and physical activity health benefits. 		
Bishop Sullivan Catholic School to provide programs around obesity and physical activity for high school students. Track numbers of children	FY 2018	 Increase number of children participating in education programs. Reduce BMI of program participants. 		
 Track numbers of children receiving education of nutrition and physical activity. Track BMI of children participating in programs. 				
 Expand programming to other schools. 	FY 2019			
Offer health fairs to congregations	FY 2018 &	Increase number of people screened.		
through the Bon Secours Faith Community Nurse Network.	ongoing	 Refer at-risk patients to providers and community resources. 		
RESOURCES REQUIRED				
Staffing, Funding, Partnerships				
ALIGNMENT WITH STATE/NATIONAL	PRIORITIES			
Healthy People 2020 National Diabetes Prevention Project		Virginia's Plan for Well-Being 2016 – 2020		
NWS-8 Increase the proportion of adults who are at a healthy weight.		Goal 3.1 Virginians follow a healthy diet and live actively.		
NWS-9 Reduce the proportion of adults who are obese.				
NWS-10 Reduce the proportion of children and adolescents who are considered obese.				

PARTNERSHIPS

American Diabetes Association

American Heart Association

Bon Secours Faith Community Nurse Network

East Ocean View Athletic Association

East Ocean View Civic League

East Ocean View Community Center

Five Points Market

New Life Christian Church

St. Gregory School

St. Matthew School & Church

Southside YMCA

Walmart

PRIORITY: ACCESS TO HEALTH SERVICES: CANCER

GOAL: Ensure access to appropriate, quality cancer services.

BACKGROUND ON STRATEGY

According to the American Cancer Society, the risk of developing most types of cancer can be reduced by changes in a person's lifestyle. In addition, increased education and early detection of cancer gives people the greatest chance of survival. Once a diagnosis of cancer is made, BSDMC provides education and support for patients and their families throughout treatment. Cancer is second to heart disease as a leading cause of death in the United States. According to the American Cancer Society, over 43,000 people in Virginia will be diagnosed with cancer in 2016, excluding basal cell and squamous skin cancers. This is an increase of 10% since 2004. The BSDMC primary service area is ranked 10th out of 35 Virginia Health Districts in mortality from cancer.

Increased education and early detection of cancer gives people the greatest chance of survival. The Bon Secours Cancer Institute at DePaul has been granted the Commission on Cancer of the American College of Surgeon's three-year designation as a Community Hospital Cancer Program with Commendation due in part by their very active and strong outreach, prevention, and detection programs. Bon Secours offers cancer screenings, treatments, and programs to residents in the BSDMC service area.

Evidence Base Sources:

Healthy People 2020 http://www.healthypeople.gov
American Cancer Society http://www.cancer.org
Virginia Department of Health http://www.vdh.virginia.gov

OBJECTIVE #1: Increase access to quality cancer screenings, treatment and programs.

ACTION PLAN

Activity	Target Date	Anticipated Impact or Result
 Provide programs on early detection of cancer. Collaborate with Eastern Virginia Medical School to provide screenings for early detection of skin cancer. Monitor number of people diagnosed with cancer through screenings. Monitor number of people referred to resources for breast, colon, and prostate cancer. Partner with Faith Community Nurse Network to provide cancer screenings. 	FY 2017 & ongoing	Increase number of people who receive screenings and receive early intervention for cancer.
 Provide education and support for people and families of those diagnosed with cancer. Track number of people receiving individual support and education through Nurse Navigator program. Support the Virginia Department of Health's Chronic Disease Collaborative. Develop a Caring for the Caregiver program. 	FY 2017 & ongoing FY 2019	 Increase number of people who have support and education throughout the experience of cancer diagnosis to wellness. Increase education and availability of resources. Improve education and support interventions for caregivers.

RESOURCES REQUIRED

Staffing, Funding, Partnerships

ALIGNMENT WITH STATE/NATIONAL PRIORITIES	
Healthy People 2020	Virginia's Plan for Well-Being 2016 - 2020
C-16 Increase the proportion of adults who receive a colorectal cancer screen based on the most recent guidelines.	Goal 3.4 Cancers are prevented or diagnosed at the earliest stage possible.
C-17 Increase the proportion of women who receive a breast cancer screening based on the most recent guidelines.	
PARTNERSHIPS	
American Cancer Society Bon Secours Faith Community Nurse Network Cancer Action Coalition	Eastern Virginia Medical School Physician Partners

PRIORITY: Crime - Human Trafficking

GOAL: Reduce incidences of human trafficking in the BSDMC service area.

BACKGROUND ON STRATEGY

Various areas of crime have implications on health and safety within a community. In keeping with the values of Bon Secours, BSDMC has chosen to focus on human trafficking. Human trafficking is considered to be a form of modern-day slavery and involves the use of force, fraud, or coercion to obtain some type of labor or commercial sex act. Each year, millions of men, women, and children are trafficked in countries around the world, including the United States. It is estimated that human trafficking generates billions of dollars of profit each year, second only to drug trafficking as the most profitable form of transnational crime. In recent years, many instances of human trafficking in the Hampton Roads region have been identified and terminated.

Human trafficking is a hidden crime due to victims' fears of seeking help because of language barriers, fear of the traffickers, and fear of law enforcement. Contrary to some misconceptions, human trafficking crimes do not necessarily require any smuggling or movement of the victim. While undocumented migrants can be particularly vulnerable to coercion because of their fear of authorities, traffickers have demonstrated their ability to exploit other vulnerable populations, such as those who are either psychologically vulnerable, experiencing economic hardships, or lack a social safety net, and have preyed just as aggressively on documented guest workers and U.S. citizen children.

BSDMC is responding to this issue through collaborations and partnerships that focus on human trafficking in its primary service area.

Evidence Base Sources:

- U.S. Department of Homeland Security https://www.dhs.gov/blue-campaign/what-human-trafficking
- U.S. Immigration and Customs Enforcement https://www.ice.gov/human-trafficking
- U.S. Department of Justice https://www.justice.gov/crt/human-trafficking-prosecution-unit-httpu
- U.S. Census Bureau http://www.factfinder.census.gov

OBJECTIVE #1: Partner with community organizations and coalitions to address human trafficking.

ACTION PLAN

Activity	Target Date	Anticipated Impact or Result
Actively engage with community	FY 2017 &	Reduce incidences of human trafficking.
coalitions and organizations to address	ongoing	
human trafficking issues.		
Collaborate with the Hampton		
Roads Coalition Against Trafficking		
(HRCAT) to address human		
trafficking.		
Provide education about Human		
Trafficking in the Hampton Roads		
area to staff and partners.		
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Resources Required

Staffing, Funding, Community Partnerships, Technology

ALIGNMENT WITH STATE/NATIONAL PRIORITIES

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18 U.S.C. § 1581: Peonage	18 U.S.C. § 1591: Sex Trafficking of Children or by
	Force, Fraud, or Coercion
18 U.S.C. § 1584: Involuntary Servitude	
	18 U.S.C. § 1592: Unlawful Conduct with Respect to
18 U.S.C. § 1589: Forced Labor	Documents in Furtherance of Trafficking, Peonage,
	Slavery, Involuntary Servitude, or Forced Labor
18 U.S.C. § 1590: Trafficking with Respect to	
Peonage, Slavery, Involuntary Servitude, or Forced	
Labor	

PARTNERSHIPS

Hampton Roads Coalition Against Trafficking (HRCAT) Norfolk Police Department Virginia Beach Police Department

PRIORITY: ACCESS TO HEALTH SERVICES: HOMELESSNESS

GOAL: Provide access to coordinated quality health care to the homeless population in its service area.

BACKGROUND ON STRATEGY

Homelessness can happen to anyone, anytime, for any number of reasons including natural disasters, job loss, eviction, illness, or divorce, among others. In many cases it is a result of substance abuse. It is difficult to determine exactly how many homeless there are in the BSHR service area. There are approximately 30 homeless shelters in the BSHR service area. According to the U.S. Census Bureau, nearly twenty percent (19.8%) of Virginia adults under age 65 did not have health insurance in 2014. The uninsured rate in Norfolk, VA, was nearly twenty-three percent (22.9%) of the nonelderly adult population, 18 – 64 years. Most uninsured people are in low-income working families. In 2014, over 80% were in a family with a worker, and 50% have family incomes below 200% of the federal poverty limit.

The Care-A-Van program is a mobile healthcare vehicle that provides primary and chronic care services in the BSDMC service area. The Care-A-Van program began in Richmond and since 2009 has expanded to Newport News, Portsmouth, Suffolk, and Norfolk.

Life Coaches are medical navigators who assist uninsured and underinsured patients in overcoming social barriers to care, when presented to the emergency department for non-emergency care. Life Coaches also meet with homeless inpatients prior to discharge to provide referrals and assistance once they leave the hospital.

BSDMC is responding to this issue through programs, collaborations, and partnerships that focus on the housing needs of the homeless population in its primary service area.

Evidence Base Sources:

Healthy People 2020 http://www.healthypeople.gov
County Health Rankings & Roadmaps http://www.countyhealthranking.org
U.S. Census Bureau http://www.factfinder.census.gov
Virginia Health Care Foundation www.vhcf.org
Housing Virginia www.housingvirginia.org

OBJECTIVE #1: Partner with community organizations and coalitions to improve access to housing for the homeless population.

ACTION PLAN

Activity	Target Date	Anticipated Impact or Result
 Support expansion of affordable housing for homeless populations, including veterans. Continue support of Virginia Supportive Housing through membership on the VSH Board of Directors. Provide financial assistance for development and construction of affordable housing in Norfolk. 	FY 2017 & ongoing	 Reduce number of people experiencing homelessness Improve number of people referred to community resources.
Actively engage with community coalitions, organizations, and churches to address affordable housing strategies and homeless issues. • Collaborate with the Hampton Roads Housing Consortium to investigate and develop plans to address issues affecting the homeless population.	FY 2017 & ongoing FY 2018	 Reduce incidence of homelessness. Two churches that provide shelter for the homeless identified and partnership for support initiated.
Collaborate with ForKids, Inc. to address issues impacting housing for homeless families in crisis.	FY 2017 & ongoing FY 2018	 Hold food drive to provide healthy food for homeless families. Continue support for homeless families through partnership.
Participate in annual City of Norfolk Project Homeless Connect and the City of Virginia Beach Project Homeless Connect.	FY 2017 & ongoing	 Improve health through health screenings, dental care, personal care, and referral to community resources. Improve number of homeless veteran receiving care through referrals to Veterans Center and Veterans Administration.

OBJECTIVE #2: Provide access to care for the homeless population in the BSDMC service area through the Bon Secours Hampton Roads Care-A-Van and Life Coaches programs.

ACTION PLAN

Activity	Target Date	Anticipated Impact or Result
Partner with Union Mission and churches to provide medical care to the homeless population through the BSHR Care-A-Van program.	FY 2017 & ongoing	Increase access to healthcare to uninsured and vulnerable adults and children in the Norfolk area through the Bon Secours Care-A- Van program.
 Increase access to healthcare for the homeless population through the Life Coaches program. Refer qualified individuals to Union Mission, Salvation Army, and the Housing Crisis Hotline as appropriate. 	FY 2017 & ongoing	 Reduce number of homeless people seen in the emergency room. Connect homeless discharged inpatients and emergency room patients with primary care resources and medication assistance. Increase awareness of community resources and assistance in obtaining prescription medications provided.

Resources Required

Staffing, Funding, Physician Partnerships, Technology

ALIGNMENT WITH STATE/NATIONAL PRIORITIES

Healthy People 2020	Virginia's Plan for Well-Being 2016 - 2020
NWS-12 Reduce household food insecurity and in doing so reduce hunger.	Goal 4.1: Virginia has a strong primary care system linked to behavioral health care, oral health care, and community support systems.
AS-5 Increase the proportion of persons who have a specific source or ongoing care.	
AHS-6.1 Reduce the proportion of persons who are unable to obtain or delay in obtaining necessary medical care, dental care, or prescription medicines.	

PARTNERSHIPS

Norfolk Department of Public Health	Union Mission
Virginia Beach Department of Public Health	Salvation Army
Virginia Supportive Housing	ForKids, Inc.
Hampton Roads Housing Consortium	Community organizations and churches
Hampton Roads Housing Development Services	Hampton Roads Community Health Centers
Catholic Charities	Physician Partners

OTHER IDENTIFIED COMMUNITY HEALTH NEEDS NOT ADDRESSED IN IMPLEMENTATION PLAN

BSDMC currently addresses several of the needs identified in the CHNA, but not included in the implementation plan—jobs with fair wages, crime (human trafficking and gun control), access to social services, child abuse/neglect, health programs/screenings, and senior health. BSDMC partners with local and state officials and agencies with advocacy efforts around gun control.

The Bon Secours Care-A-Van is a free medical service that provides general medical care to uninsured adults and children in Hampton Roads communities on the Southside and the Peninsula. The Care-A-Van team is bilingual and composed of registered nurses, licensed practical nurses, physicians, patient technicians, and outreach workers. Community partners, including free clinics, local health agencies, and numerous faith-based community organizations, collaborate with us in improving access to health services, one of the top 10 health issues identified by CHNA survey respondents. Bon Secours' funding, grants, and contributions sponsor the Care-A-Van to ensure that services are free for all patients.

The BSDMC Life Coach program is another program that improves access to health services by connecting patients with no insurance, little resources, or no personal doctor with primary care resources to minimize their trips to the emergency room. The Life Coaches help patients overcome social barriers to care, make follow up appointments, and obtain medications. In addition, the Life Coaches assist with issues around education, housing, employment, and child care services.

Senior health was ranked in the top 15 health issues identified by CHNA survey respondents. Bon Secours offers a free comprehensive membership-based community outreach program called SeniorHealth, which is designed to assist our aging population in achieving life-long wellness. In 2016, membership numbers were in excess of 40,000 primarily located in the Bon Secours Hampton Roads service area. Bon Secours SeniorHealth provides education on health and community topics, physical activity, and socialization is provided through various avenues including the quarterly GoodHealth magazine, monthly senior-focused events each year, the annual Successful Aging Forum, trips, and weekly exercise programs.

BSDMC, also, has a comprehensive community-based program in place to address child abuse. Bon Secours Family Focus provides an array of services to families, which include parent education classes, support groups for parents and caregivers, the Al's Pal's preschool program and parent-child interactive learning groups. Additional programs are available for Hispanic parents, (Circulo de Padres Hispanos at First Baptist Church and St. George's Episcopal). Three main goals direct all of our programs and activities: to reduce parent isolation by increasing parent-to-parent support and linking families to valuable community resources, to increase parents' knowledge of childhood behaviors and development through parent education, to promote positive nurturing parenting practices.

Although Bon Secours DePaul Medical Center (BSDMC) recognizes the importance of all the needs identified by the community including education, jobs with fair wages, mental health, community violence, alcohol/drugs, and dental health - resources are limited within the organization to prioritize

these specific needs. There are other providers and organizations addressing these needs with specialized programs and services. BSDMC is prepared to collaborate or assist with these efforts beyond the current set of services we provide.