



**COMMUNITY SERVICE PLAN
2013-2015**

November 15, 2013

Question #1:

Mission Statement:

White Plains Hospital is a voluntary, not-for-profit health care organization with the primary mission of offering high quality acute health care and preventive medical care to all people who live in, work in or visit Westchester County and its surrounding areas. This care and service will be delivered in a caring and compassionate manner, focusing on meeting the needs of the community.

White Plains Hospital's services extend beyond inpatient and outpatient care to include assessing and improving the health care status of the local community, the professional community and the business sector. The Hospital will strive to enhance its capabilities and to deliver health care services, within the scope of its resources, in a cost effective manner.

White Plains Hospital believes success is assured by the dedication of the people who make up the supporting constituencies:

- employees
- physicians
- licensed health care professionals
- volunteers
- individual supporters
- business and civic organizations

All care and services will be provided without regard to race, color, creed, national origin, age, sexual orientation or ability to pay.

Question #2:

Definition of Service Area:

White Plains Hospital draws patients from throughout Westchester County and the surrounding areas, with the majority coming from nearby communities in the central and southern portions of the County.

The Hospital defines the following communities, as designated by zip code, as it's primary and secondary catchment areas:

10502	Ardsley	10603	White Plains
10503	Ardsley on Hudson	10604	White Plains
10523	Elmsford	10605	White Plains
10528	Harrison	10606	White Plains
10530	Hartsdale	10607	White Plains
10532	Hawthorne	10701	Yonkers
10533	Irvington	10703	Yonkers
10538	Larchmont	10707	Yonkers
10543	Mamaroneck	10708	Yonkers
10573	Port Chester/Rye Brook	10709	Yonkers
10577	Purchase	10710	Yonkers
10580	Rye	10706	Hastings on Hudson
10581	Avon	10707	Tuckahoe
10583	Scarsdale	10708	Bronxville
10591	Tarrytown	10709	Eastchester
10594	Thornwood	10801	New Rochelle
10595	Valhalla	10802	New Rochelle

10601 White Plains
10602 White Plains (PO Boxes)

10803 New Rochelle
10804 New Rochelle
10805 New Rochelle

White Plains Hospital continues to be the primary hospital for White Plains, Scarsdale, Hartsdale, Harrison and sections of the Town of Greenburgh.

Question #3: Public Participation

- Academia
- Community-based organizations
- Elected Officials
- Employers and businesses
- Faith organizations
- Governmental organizations
- Local health department
- Health-care partners
- Schools

Promoting Community Health and Well-being by connecting ideas, people, resources and data.

Prior to formulating and writing our Community Service Plan we asked ourselves one question: What is our community and how can we define it in order to engage, implement and obtain a thoughtful CSP, looking beyond the zip codes to a more targeted population. While we traditionally think of a community as the people in a given geographical location, the word can actually refer to any group sharing a common thread. This may refer to smaller geographic areas; a neighborhood or street, a rural area or to a number of other possible communities within a larger geographically defined space. These groups are often defined by race or ethnicity, professional or economic breakdowns, religion, culture, or shared areas of interest.

Much of our best and most interesting information has traditionally come from community members with no particular credentials except that they're part of our greater White Plains Hospital community. It is especially important to get the perspective of those who often don't have a voice in community decisions and politics -- lower-income people, immigrants, and others who are often kept out of these discussions. In addition to these often over looked community members we also want to hear from those individuals in key positions, or those who are trusted by a large part of the community or by a particular population. They include: elected officials, community-based organizations & volunteers, employers and businesses, clergy & faith organizations, local health departments, health-care partners, community activists, school superintendents, principals and teachers.

Gathering information

After thoughtfully defining our "community" we moved forward and gathered data and initiated a conversation in which we collected information to process and measure the needs of our WPH community. We looked at various efforts we had implemented in the past and brought about a new component as well, targeted on the new generation of gathering information and input.

To start we continued our personal meetings with our collaborative partners. Starting in the new year we arranged for and personally met with our collaborative partners. Armed with 3 questions:

1. What can we do to assist you & the community you serve achieve your wellness goals?

2. Are there any unmet health-related needs?

3. Explaining the Department of Health's Prevention Agenda items: Do you have populations in your organization/community that would benefit from any or all of these items? Please explain.

After discussing these questions we are in the process of putting together action plans which we will implement in the following arrangement as we move forward in the coming 3 years.

- Identify programs
- Coordinate / Plan programs
- Implement programs
- Evaluate programs together

Collaborative Partners:

American Heart Association (Jan, 2013)
Atria Rye Brook (Jan, 2013)
Apogee (Aug, 2013)
Armonk Lions Club (March, 2013)
Bethel Baptist Church (Feb 3, 2013)
Bloomingdales (May, 2013)
Brazen Fox (Sept, 2013)
Butterfield 8 (Jan 15, 2013)
Burke Rehabilitation (Feb, 2013)
Church Street Elementary School (April, 2013)
The City of White Plains (March, 2013)
Community Synagogue in Rye (Jan 12, 2013)
The Council on Community Services (Jan, 2013)
Crunch Gym (Oct 2013)
Dannon Corp (Feb, 2013)
El Centro Hispano (Jan, 2013)
Energy Kitchen (April, 2013)
The Esplanade (Feb, 2013)
Westchester County Dept of Health (monthly meetings, 4th Thursday)
Gilda's Club (April, 2013)
The Harrison Public Library (Jan, 2013)
Iona College (March, 2013)
Jefferson Village Senior Living (Sept, 2013)
Jolly Seniors, Atria Senior Group (August, 2013)
The Journal News, Amy Cooper (June 13, 2013)
The Junior League (Feb, 2013)
Love, Dance, Fitness (Jan, 2013)
Mamaroneck Ave Elementary School (March, 2013)
Manhattanville College (March, 2013)
MBIA Offices in Armonk (Jan 24, 2013)
MTA North White Plains HQ (May 29, 2013)
NE Jewish Center (Aug, 2013)
New York Sports Club (Feb 2013)
City of New Rochelle Mayor Noam Bramson (March, 2013)
City of New Rochelle Chamber of Commerce (Sept, 2013)
The Old Guard of White Plains (Jan, 2013)
Our Lady of Sorrows (Feb, 2013)
Rail Europe HQ (May, 2013)
Rye Brook Senior Center (Jan, 2013)
Rye Country Day School (March, 2013)

Rye YWCA (March, 2013)
The Sage Group, Rye (Sept, 2013)
Scarsdale Schools, Administration Offices (Jan, 16, 2013)
Shop Rite of White Plains, (Jan, 2013)
Simon Malls (Jan, 2013)
The Slater Center (Feb, 2013)
Theodore D Young Community Center (Feb, 2013)
TD Bank, Power of Women Group (Sept, 2013)
United Baptist Church (March, 2013)
Westchester Community College Collegium Learners (June, 2013)
White Plains Library (April, 2013)
White Plains Youth Bureau (January 10, 2013)
White Plains Parks and Rec Dept: Al Moroni (April, 2013)
White Plains YWCA (March, 2013)
White Plains Senior Center (January 9, 2013)
White Plains School District (January, 2013)
Whole Foods (Feb, 2013)
Westchester County: Rob Astorino (January 10, 2013)
Westchester County Association Young Professionals (Feb, 2013)
Westchester County Mental Health Department (Feb, 2013)
Westchester Women's Group (March, 2013)

To better determine our Prevention Agenda Priorities we met and continue to work with all of our 60 partners (noted above). Through direct dialogue with our public partners we developed and identified needs.

As we move forward into 2014 we have recognized that we need to hear more from the smaller pockets of our community as well. Our Community Service Plan Committee decided that this year we would create an online "Needs Assessment" that could be distributed to all of our designated "partners" and community members; gaining valuable knowledge and perspectives from a previously untapped population.

The information gathered from both our personal meetings and our online survey was used in the formulation of our discussions with the Westchester County Department of Health (a mandated partner in the formulation of our Prevention Agenda Items) and in the choosing of our 2 Prevention Agenda priorities. Before we could adequately develop our focus for our 3 year Community Service Plan we needed to make sure that the action plans we were developing were realistic, obtainable and actionable with our given resources and community partner buy-in.

Question #4: Assessment and Selection of Public Health Priorities

After analyzing all of our responses and conversations it was clear that improving the health status and reducing health disparities by decreasing the percent of blacks and Hispanics dying prematurely from heart related disease (before the age of 65 years) needed to be a top priority. Of the 400 health risk assessment surveys returned to us Poor Nutrition & Heart Disease ranked at the top of our question, which asked, "please rank the health indicators affecting your community", making up over 45% of the responses (in a 15 choice field). This answer, coupled with the following question "what are the top five greatest healthcare needs in your community", Cardiology was #1 with 79.6% responses favoring this.

Drilling down on the data, cross referencing our populations in Westchester County and in WPH's community we can clearly see that our community has a solid grasp on the pulse of the health and wellbeing of the community we serve. Our rank & percentage of premature death, specifically in the ratio of blacks and Hispanics is worse than the current status comparing the NYS 2017 objective. Specifically, we rank, in black non-Hispanics to white non-Hispanics dying prematurely 27 out of the 37 counties reviewed in the DOH data. We also come in "worse" than the NYS objective at 2.48, the objective being 1.87. When we look at the ratio

of Hispanics to white non-Hispanics dying prematurely we rank 26 out of 29 counties measured and 3.16, with the NYS objective being 1.86.

After completing our community meetings and health survey, our second identifiable agenda priority also became clear. More than half of our partners asked that we work with them on Mother/Baby and Child health initiatives. It was first brought to our attention earlier in 2013 during our one on one partnership meetings. The majority of our community groups, specifically our community health organizations, not for profits and community center partners themselves are focused on promoting healthy, women, infants and children through the increase of breastfeeding in the first year of life. The push for our community hospitals to become “baby friendly” and for our community to embrace nursing moms, in both the workplace and at home is paramount in the minds of our partners; business and non.

This information coupled with our survey data shows that our younger, 25-35 age group population is most personally concerned with pediatric and nutritional health, and sees this as a need in their community as well. While we are above range, or higher (according to their goals and statistics), coming in above average, as compared to the NYS 2017 objective (we are at 48.9 and the NYS objective is 48.1) we are lagging behind other counties, ranking 43rd out of 56 counties surveyed. While this has been on our radar for some time armed with this information we will now move forward with our partners so we can create not only a baby friendly hospital, but baby friendly community.

Two Health Priorities were thus identified as part of White Plains Hospital’s Community Service Plan:

Priority 1: Prevent Chronic Disease by decreasing the percent of blacks and Hispanics dying prematurely from heart related deaths.

Priority 2: Promote healthy women, infants and children by increase breastfeeding.

Question #5: 3 Year Plan of Action:

Our first priority agenda goal, to prevent Chronic Disease by decreasing the percent of blacks and Hispanics dying prematurely from heart related deaths.

To address and work to improve our first priority agenda goal, to prevent chronic disease by decreasing the percent of blacks and Hispanics dying prematurely from heart related deaths we will be working to increase awareness of ways to maintain a healthy blood pressure and avoid heart disease. We will first focus on our African American Churches, food pantries and Hispanic Community Centers. We will be creating a Community Service Plan Advisory Board comprised of Nursing, outreach staff and community partners to oversee the delivery of education and outreach programs. The committee will be focused on addressing this particular prevention agenda item. The CSP Advisory Board will begin meeting this fall and will continue to meet regularly over the next 3 years to analyze our respective data to determine the effectiveness of each program, to plan our collaborative events and compare best practices across the communities we serve. This Advisory Board will work in conjunction with our Westchester County Department of Health and Hospital’s Quarterly Health Summits Committee. Meeting monthly, the Westchester County DOH and Westchester Hospitals work together and decided, as a group, to create quarterly health summits, the first of which was held this past summer, bringing together Westchester County Hospitals, the DOH and our community partners/stakeholders. The goal of the summit was to have an open dialogue and discuss our 2 prevention agenda items and how we can work together to improve disparities, create actionable programs, prevention services and overall investing in our communities focusing on these 2 priorities.

In addition White Plains Hospital will continue to hold its Annual Heart to Heart Fair in February which offers free blood pressure screenings, valuable heart healthy education and free consultations from nurses, pharmacists and nutritionists to over 200 individuals. WPH will also continue to host it’s Annual Neighborhood Health Fair, which is held every April at the Thomas Slater Community Center, serving over 400 individuals with free screenings such as: asthma, blood pressure, breast, cholesterol, dental, diabetes, ENT, Vision, HIV,

Mammography, podiatry, prostate and sickle cell. There is also a vast array of free health information, exhibits, and interactive nutrition workshops for families.

To combat chronic disease we need to continue to focus on combating obesity and wellness/nutrition education. White Plains Hospital has taken steps and will continue to create new ways to increase physical activity and education, collaborating with partners such as: Simon Malls, the YWCA, Burke Rehabilitation Center, New York Sports Club, Crunch Gym, The Harrison Public Library, Thomas H. Slater Center, El Centro Hispano, Westchester County Mental Health Department, the City of White Plains, White Plains Parks and Recreation Department, the Youth Bureau and Apogee Pilates & Wellness.

Below are our “best practices” programs which we continue to host. Working with our community partners these programs will grow and be improved upon over the next 3 years:

- “Get on Your Mat for Mental Health” – June 19, 2013, more than 600 people from around Westchester County joined this summer solstice mega yoga event. Our partnership with the County Mental Health Department was a huge success and helped raise awareness for mental health needs and encouraged activities which improve health and wellness. WPH was the mat sponsor, giving each participant a free yoga mat to encourage community members in their daily yoga / exercise practice.
 - The Hospital also provides free Yoga and Zumba classes for employees, cancer survivors, weight loss surgery patients and volunteers, as well as our walking Wednesdays crew, e-blast health tips and handouts and various lunch and learns on nutrition and physical activity, both inside and outside the Hospital walls. Keeping us all motivated and moving.
- MallWalkers Program – This free, supervised walking program meets three times per week at the local mall and includes informative presentations plus free blood pressure screenings and events. 9,000 walkers participated in the program between September 2009-September 2013.
- White Plains Wellness Week – White Plains Hospital was the Grand Sponsor of the 1st Annual City of White Plains Wellness Week in partnership with the White Plains Cares Coalition and the City of White Plains. The week focused on the 8 dimensions of wellness: emotion, occupation, spiritual, environmental, social, financial, physical and intellectual. Over 1,000 people participated in this week-long event which engaged, educated and trained participants, bringing the message of wellness to all. All participants and the entire City of White Plains received a wellness guide published to showcase and promote healthy lifestyle tips, health education and provide general wellness information, all at your fingertips.
- Wellness Through Prevention Month (WTPM) – May is dedicated to educational seminars relating to chronic disease prevention through exercise, healthy recipes, health screenings, and other activities supporting wellness through prevention. In 2013, over 800 people attended WTPM events at the following locations: White Plains Senior Center, Burke Rehabilitation Hospital, The Slater Community Center, Bloomingdales, Dickstein Cancer Treatment Center, Gilda’s Club, Mulberry Street Restaurant, Church Street Elementary School, Trinity United Methodist Church, the City of White Plains, the Youth Bureau, White Plains Middle School and the White Plains Community Center.
- Blood pressure screenings continue to be held throughout the community and included educational pamphlets on sodium reduction in English and Spanish handed out to the screening recipients. Between September 2009 and September 2013, White Plains Hospital provided over 3,000 blood pressure screenings to individuals in the community at over 100 events. Additionally, the Auxiliary of White Plains Hospital sponsors monthly blood pressure screenings in the Hospital lobby/elevator alcove for the community.
- Nutritional presentations were held at several sites in the community including: ShopRite White Plains, Mamaroneck Ave, Church Street & George Washington Elementary Schools in White Plains, Bethel Baptist Church, The Thomas Slater Center, Open Door Health Care, The White Plains YWCA, Harrison

Public Library, Restaurant 42 White Plains, Atria Rye Brook, Port Chester Senior Center, White Plains Hospital for the White Plains Youth Bureau, At Home on the Sound in Rye, MBIA of Armonk, Panera Bread, Armonk Lions Club, The Old Guard of White Plains, Our Lady of Sorrows, White Plains Senior Center, Rye Brook Senior Center and the New Rochelle Senior Center. Over 600 people attended the various events.

- Educational articles on the importance of heart health and nutrition have been published in the Hospitals e-newsletter, intranet and through a “This Week in Wellness” employee E-Blast, as well as a monthly clinical nutrition newsletter and daily health tip distributed by our food services staff.

Along with the above programs, White Plains Hospital hosts a monthly Stroke Support Group, Diabetes Wellness Workshop and the Heart Club to help bring awareness to the community on the effects of heart health and diet to help lower blood pressure and reduce the risks for heart attack and stroke. We will continue to enhance and grow these programs, working with our collaborative partners and looking to expand into the community even more in coming 3 years.

Our second priority agenda goal, to promote healthy women, infants and children by increasing breastfeeding

In an effort to promote our goal of “healthy women, infants and children by increasing breast feeding” we will first embark on an aggressive educational campaign within the community to target our nursing moms and would-be nursing moms. Education is key in this arena, especially when dealing with cultural diversity, nutrition ideals and business/corporation buy-in. We will work with the Open Door Health Clinic, the YWCA, breast feeding support groups - moving onto large and small businesses/corporations to bring about nursing mom awareness and support systems.

White Plains Hospital’s Maternal Child Health Team is invested in this goal and has made the WPH’s *Baby Friendly* initiative a priority moving into the next 3 years. The action plan on the path to becoming a *Baby Friendly* Hospital involves the following items:

exploring the 10 tenets of baby friendly, reviewing perinatal core measures set for breastfeeding reporting, evaluating and trend performance related to exclusive breastfeeding rate and formula supplementation rate, educational intervention, creation of NetLearning education for all professional RN staff related to the 10 tenets of baby friendly, Nursing standard for use of donor milk, donor milk acquired on site, stop use of formula gift packs, early skin to skin contact with mother and infant, minimal separation of mother and infant post-delivery and during post-partum period, coordination of lab draw and pediatrician evaluation at the bedside and revising “welcome book” to include information specific to breastfeeding, rooming in, and formula preparation and usage.

White Plains Hospital’s journey to become a “baby friendly” hospital translates perfectly with our goal to go beyond the hospital walls and increase breastfeeding exclusivity, understanding that breastfeeding choice is made prior to delivery. Our goal is to promote healthy women, infants and children through increased breastfeeding statistics: breastfeeding, especially exclusive breastfeeding, is shown to reduce the risk of asthma, obesity, repertory issues and other chronic conditions. For mothers, breastfeeding has been shown to reduce the risk of breast cancer, ovarian cancer, type 2 diabetes, heart disease and a multitude of other conditions. Healthy moms = healthy babies and children.

Only 43% of NYS infants were exclusively breastfed while in the hospital, based on 2010 NYSDOH data. As our community has noted, this needs to change, for both the health of infants and children but to promote healthy women as well. While our White Plains Hospital “community” does better percentagewise we are looking to increase our “in house” breastfeeding to over 65% by next year and over 75% the following year.

White Plains Hospital and the Maternal Child Health division have begun a journey to become baby friendly and in doing so have completed 6 of the 10 tenets on its path to baby friendly and we look to complete all 10 tenets in the year.

In addition to our efforts to increase breastfeeding exclusivity at discharge we look to involve our community, by reaching out to our community partners, specifically the Greenburgh Community Center, the Junior League, Open Door Clinic, the YWCA and various businesses to see how we can help new moms adjust to going back to work and connect with the proper support groups and organizations and how we can assist in breastfeeding friendly practices. With the NYS Nursing Mothers in the Workplace Act and the Federal Break Time for Nursing Mothers Legislation we will work to educate our partners and help develop, in whatever way possible, lactation policies in the workplace and through the NYS DOH we will provide “making it work” toolkits to inform employers and hourly wage earners of the benefits of worksite lactation support programs. Healthy moms and babies mean less sick time taken, more productive and happier employees.

In trying to achieve not only increases in our “in house” exclusive breastfeeding but by involving our partners and gaining buy-in from businesses we will markedly increase our goal for breastfeeding exclusivity for the first 6 months of life. We look at our outcome measures by the percentage of infants exclusively fed breast milk in hospital, and in year 2 we will look at our regions numbers for inclusively breastfeeding at 3 or 6 months. Education before and support after mother comes home is so very important for our health and wellness outcomes. White Plains Hospital’s Maternal Child Health leadership group is committed to this project and will work to branch out to the community to increase our breastfeeding numbers incrementally over the next 3 years. We look forward to expanding our breast feeding support to not only new mothers, but any woman who comes to WPH as a visitor, patient, volunteer or employee who is breastfeeding.

Question #6: Dissemination of the plan to the public:

White Plains Hospital’s Community Service Plan is distributed to internal and external groups including: the Hospital board of directors, employees, volunteers, auxiliary and medical staff, as well as community agencies, elected officials, community partners, government agencies (State and County Department of Health, regional HSA), Hospital Association of New York State, and religious leaders. The plan will also be posted on our website at <http://www.wphospital.org/About-Us/Community-Service-Plan>

Question #7: Engagement with local partners over the 3 years of the CSP

In keeping with the Commissioner of Health’s mission, White Plains Hospital has been and will continue to work in partnership with our community, assessing our present initiatives, strategic plans and prevention agenda priorities. Assessing our Community’s Health Needs has been paramount for the Hospital. Needs were identified through an ongoing dialogue with patients, community members, elected officials, organizations, area business leaders and our local Department of Health. We meet with our partners early in the year and throughout the year as our collective needs prove necessary. This continuous open dialogue and interactions work to engage and maintain our communication throughout the year and into the 3 years of our CSP work.

Further, the Hospital collected extensive data from newly implemented Community Health Needs Assessment. This tool will be used every year going forward to assess our progress, the pulse of the community and what we can do to continue to grow and engage our community, helping to track progress and correct issues as they may arise.

Processes, best practices and data collection; from the Westchester County DOH, NYS DOH, community partners, hospital information and post event questionnaires will be used to assess and track our progress moving forward. Our community wants to tell us how they are doing, what progress has been made, what we

can do better and new strategies moving forward into our 3 year plan. WPH will be listening to our community, tracking data numbers, talking to pockets of community members and various organizations to amply gather the information needed to see how our plan of action is working and how we have made strides in our prevention agenda items.