



Community Benefits Report

FY20: October 1, 2019 – September 30, 2020

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EXECUTIVE SUMMARY

As a not-for-profit health system, Southcoast Health significantly invests in community benefit programs and services that provide care for the region's most vulnerable residents and help improve the health of our communities. Last year, Southcoast Hospital's Group invested over \$23 million in community benefits initiatives including charity care, hospital-based programs, collaboration with federally qualified community health centers, regional health and human service partnerships and support of community health programs designed to address pressing health issues across our region.

Through our latest community health needs assessment, we identified priorities in accordance with our mission to improve population health and reduce health disparities in the regions we serve. To address these priorities, we engage in various activities and collaborate with hundreds of community partners to plan, implement, monitor, and evaluate our Community Benefits programs.

Southcoast Health's community benefits activities in FY 2020 included the following:

Community Health Needs Assessment & Community Health Improvement Plan

In December 2019, Southcoast Health's Community Benefits team convened and led a morning long workshop that brought Southcoast and community leaders together for a presentation of the 2019 community health needs assessment (CHNA) and to begin developing a strategy for a community-driven Community Health Improvement Plan. During this event, it was established that the overarching goal of the CHIP would be to achieve improved health status and health equity among all residents by identifying and addressing root causes that disproportionately and negatively affect certain populations. Using the CHIP framework, Southcoast will lead a collaborative that will develop, monitor, evaluate and refine a continually evolving plan that will provide the roadmap for improving health outcomes in the region.

Community Impact Grants

Southcoast Health completed its fifth Community Benefits Impact Opportunity grant program. This is a competitive grant process focused on addressing unmet health needs on the South Coast. The grant proposals aligned with the nine priority areas, previously identified through the 2016 Community Health Needs Assessment. We received 27 applications and awarded 14 grants for a total of \$120,000 plus in-kind donations. The awards ranged from the minimum request of \$2,500 to the maximum request for funding of up to \$20,000.

Collaboration & Coalition Building

For years, Southcoast staff has led and participated in more than 30 community coalitions across the region. In regular times, coalition building is an important activity that promotes coordination and collaboration through the effective use of limited community resources. This activity became a critical component of our strategy to understand and address needs that arose due to the COVID19 pandemic.

Community Benefits Programs

Throughout the year, Southcoast collaborates with a number of community partners to implement our community benefits programs. During FY20 Southcoast administered 9 programs that addressed the following issues in our region: smoking cessation and prevention, health equity, maternal/child health, health access, behavioral health and substance use, healthy system and environment change, food security, chronic disease and homelessness. We also created a strategy to begin a new program called economic opportunity.

MISSION STATEMENT

Southcoast Health System, a not-for-profit charitable organization, is a leading provider of healthcare services in Southeastern Massachusetts and East Bay, Rhode Island. The organization includes the three hospitals that compose the Southcoast Hospitals Group — Charlton Memorial Hospital in Fall River, St. Luke's Hospital in New Bedford, and Tobey Hospital in Wareham.

Southcoast Hospitals Group is committed to improving the health and wellness of the communities we serve, by identifying pressing health needs and collaborating with community partners to prioritize and meet those needs.

We are accomplishing this through:

- Identifying the unmet health needs of the community through a needs assessment process that includes collaboration with relevant community health coalitions and networks and other community representatives and providers.
- Prioritizing health needs and identifying which needs can most effectively be met through the resources of Southcoast Hospitals Group and its affiliated corporations, particularly the needs of the uninsured and the medically underserved who require enhanced access to care.
- Collaborating with local health providers, human services agencies, advocacy groups and others to develop cooperative plans and programs to address pressing community health needs.
- Developing community benefits plans that incorporate the social determinants of health framework, including environmental, social and other demographic factors that may influence health status.
- Working with the Southcoast Health Board of Trustees the adoption of meaningful programs and services to address unmet needs and to improve the health of all members of our community.

INTERNAL OVERSIGHT OF COMMUNITY BENEFITS

The Southcoast Health Community Benefits Program is under the overall direction of the Community Benefits Advisory Council (CBAC). The CBAC oversees and guides Community Benefits programming and focused efforts.

The CBAC includes representatives from the various communities served by Southcoast Health and represent the diversity of our region, with members who are active leaders in minority communities including the Cape Verdean, Hispanic and Portuguese communities. The CBAC meets six times annually to review, plan and advise on activities and expenditures related to community benefits activities. Our community members have expertise in matters concerning the health and welfare of the community and are active members of local and regional coalitions.

An internal Community Benefits Committee meets bi-monthly to plan and coordinate community benefit projects and activities as guided by the CBAC. This team consists of representatives from departments that regularly engage in outreach in the community including staff from our Southcoast Health Van, Social Services, Stroke Outreach, Diabetes Management, Behavioral Health Services, Patient Access Services, Cancer Outreach, Smoking Cessation, Worksite Wellness, Youth Risk Behaviors program, Urgent Care, and Southcoast's Visiting Nurse Association, Physicians Group and Southcoast Health Network.

Senior management responsibility for the Community Benefits Program rests with Southcoast's Senior Vice President of Brand and Strategy, who also serves as a member of the CBAC. The Director of Community Benefits, who reports to the Director of Government and Community Affairs, manages the day-to-day community benefit activities and leads the internal Community Benefits Committee.

We provide regular updates and presentations on community benefit activities to Southcoast leadership at Vice President, Director and Manager level meetings. Regular messaging of these activities are delivered to all employees through an internal e-newsletter, Southcoast Weekly.

FY 2020 CBAC Membership

Helena DaSilva Hughes, Executive Director, Immigrants Assistance Center, CBAC Chair and Trustee, Southcoast Health

Rev. David Lima, Executive Director, Greater New Bedford Interchurch Council

Jeffrey Pelletier, Executive Director, Junior Achievement of SEMA

Robert Mendes, Executive Director, Boys and Girls Club of Greater New Bedford

Dennis Demarinis, Chairperson, The Commission for Citizens with Disabilities in New Bedford

Jamie Berberena, Community Health Worker, City of New Bedford

Erik Rousseau, Administrator, Southeastern Regional Transit Authority

James Reid, Executive Director, Veterans Transition House

Gaelen Adam, Librarian/ Editor/Senior Research Associate, Center for Evidence Synthesis in Health Program Manager, Brown Evidence-based Practice Center

Chelsie Stephenson, Community Coordinator, Fall River WIC Nutrition Program

Kathy Downey, Retired Public Health Nurse, Board of Health Marion

Katlyn Auty, Director of Business Development, Southcoast Behavioral Health

Kimberly Shaver-Hood, Superintendent, Wareham Public Schools

Michelle Hantman, President & CEO, United Way of Greater New Bedford

Sylvia Nobre-Hilton, Chief Program Officer, Coastline Elderly Services, Inc

Beth Perdue, Freelance Writer and Editor

Ron Ponte, Patient Family Advisory Council Member, Southcoast Health

Sandi Montour, Patient Family Advisory Council Member, Southcoast Health

David Borges, Springline Research Group

Michael McCarthy, Springline Research Group

Rachel Davis, Director of Community Benefits, Southcoast Health

Alison Bettencourt, Community Benefits Specialist, Southcoast Health

Stephen Canessa, Senior Vice President of Brand and Strategy, Southcoast Health

William Burns, Director of Government and Community Relations, Southcoast Health

Lauren DeSimon, Senior Vice President of Human Resources, Southcoast Health

COMMUNITY BENEFITS PLAN AND ACTIVITIES

Community Benefits Plan

Southcoast's Community Benefits Strategic Action Plan was first formulated in 1998 as the result of an extensive needs assessment and since is updated annually. Our current plan is based on the 2019 community health needs assessment. Through the needs assessment process, Southcoast identified ten priorities for addressing the most pressing health needs of the community. These priorities are:

1. **Reduction of the high rate of chronic disease** (including diabetes, asthma, cancer and other diseases) in our region.
2. **Reducing Health Disparities** including racial and ethnic disparities, income-based disparities, and education-based disparities. One other aspect of this is increasing access to health care for vulnerable populations through insurance enrollment and outreach.
3. The development of programs and services that support **the reduction of homelessness** in our region including strategies for increased collaboration among agencies serving homeless residents.
4. **Innovative approaches to population health**, i.e. improving health and wellness for defined populations such as specific demographic or geographic groups.
5. **Reduction in the incidence of youth risk behaviors** such as teen violence, high rates of teen pregnancy and substance abuse.
6. **Behavioral health issues that include substance abuse and mental health**, including improved coordination of behavioral health providers and systems.
7. **Development of healthy "System and Environment" change**, including healthy food options, increased access to free and low-cost opportunities for active living, such as public parks, bike trails etc., and reduction in the high rate of smoking in our communities.
8. **Maternal and Children's Health**, including fetal and infant health, abuse and neglect, hospitalizations, substance abuse, healthy weight, and mortality.
9. **Increasing Emergency Preparedness** in our cities and towns, including basic infrastructure equipment.
10. The development of programs and services that support **economic opportunity** in our region including strategies for early childhood development, educational attainment, workforce development, and achieving higher income and wealth status.

The activities of Community Benefits are completed in accordance with these priorities. These activities are: conducting ongoing community health needs assessments, awarding Community Benefits Impact Opportunity Grants to community organizations working on projects aligned with our priorities, and coalition-building and collaborating with community partners in the planning, implementing, monitoring and evaluating of the Community Benefits programs described below.

Target Populations

Target populations are determined by our comprehensive health needs assessment and are reviewed on an annual basis.

Our target populations include:

- South Coast residents who suffer disproportionately from chronic disease such as cardiovascular disease, diabetes, cancer and respiratory disease. Particular focus is given to residents who experience barriers to care due to language, culture, race, income or education.
- Area youth who are at high risk for problems such as teen pregnancy, violence, substance abuse, lack of educational attainment and other risky behaviors that affect health and wellbeing. This includes Gay/Lesbian/Bisexual/Transgender (GLBT) youth.
- Residents who lack access to regular primary health care due to lack of health insurance or other barriers.
- Residents and their families who are impacted by mental/behavioral health issues, including substance use disorder, particularly those who experience barriers to or breaks in care and are forced to rely on the Southcoast Emergency Department for regular care.
- Area Boards of Health, Emergency Medical Services and other municipal agencies whose programs impact a number of aspects of health for their residents, and who have experienced severe budget cuts that have impacted these programs. This may include smoking cessation and prevention, chronic disease management and emergency preparedness.
- Public housing residents, who suffer disproportionately from health disparities and have high rates of unhealthy risk factors including smoking, obesity and hypertension.
- Homeless residents on the South Coast, particularly in the town of Wareham, where the rate of unsheltered homeless exceeds other towns in the region and approaches South Coast cities that have five times the population.
- Those in our communities who experience health disparities due to racial, ethnic or economic factors. These include residents for whom English is not a first language, especially undocumented immigrants.
- The fishing community in New Bedford, who experience higher rates of chronic health issues due to barriers to health access and care.
- Adolescents, youth and families/caregivers in the region who are at a higher risk of social and economic factors that will impact their long-term health outcomes.

COMMUNITY HEALTH NEEDS ASSESSMENT

As a community-based health delivery system, Southcoast Health System continually strives to identify the priority health needs of the community and to ensure that its services align with these needs. Every three years we conduct a Community Health Needs Assessment that assists with this goal by documenting the major demographic, socioeconomic and health trends among South Coast residents and by engaging the community to develop information-driven priorities and strategies that can be implemented to improve the overall health of South Coast residents. We worked with the Public Policy Center at the University of Massachusetts, Dartmouth, to conduct our 2019 community needs assessment that included three primary activities:

- 1. Demographic and Socioeconomic Analysis:** Understanding the community by examining the region's people in terms of population, race, education, income, poverty, wages, and employment.
- 2. Health Assessment:** Identifying major health issues and needs by analyzing a variety of health indicators, with a focus on health outcomes and disparities.
- 3. Key Informant Interviews and Focus Groups:** Engaging stakeholders to provide qualitative analysis that enriches the primary data.

The geographic definition of the South Coast Region for this report includes the 13 towns and cities served by the Southcoast Health System. Data are reported and compared by city (Fall River and New Bedford), by town when available or relevant (e.g., Wareham), by Community Health Network Area or CHNA (CHNA 25 is reported as Greater Fall River and CHNA 26 is reported as Greater New Bedford), and by region overall (all 13 towns/cities). Data are compared to Massachusetts averages and/or with past years to examine trends.

Overall, Fall River and New Bedford continue to lag the region in most socioeconomic metrics, including lower levels of educational attainment, higher poverty levels, and higher unemployment, although many of the region's towns also struggle with these issues, particularly in comparison to state averages.

Residents also trail their counterparts statewide on many health metrics, particularly in terms of health outcomes. The following results represent the most significant findings based on the five categories included in the health assessment analysis: clinical care, physical environment, health behavior, health outcomes, and children's health, with a focus on health disparities.

The community needs assessment presents data on a variety of health indicators. However, the analysis goes a step further by presenting this data in the context of social determinants of health by highlighting disparities in terms of income, education, and race, all of which are factors that affect health outcomes. The combination of highlighting disparities and identifying census tracts with vulnerable populations allows Southcoast Health System to direct policies and programs to the areas in which they are most needed. The assessment also provides context and validation to the health data through key informant interviews and focus groups.

The complete 2019 Southcoast Health Community Needs Assessment is available by request or for viewing online: www.southcoast.org/communitybenefits/programs.

COMMUNITY BENEFITS IMPACT OPPORTUNITY GRANT PROGRAM

Southcoast Health completed its fifth Community Benefits Impact Opportunity grant program. This is a competitive grant process focused on addressing unmet health needs on the South Coast. The grant proposals aligned with the priority areas, previously identified through the 2019 Community Health Needs Assessment. We received 27 applications and awarded 14 grants for a total of \$120,000, plus in-kind donations. The awards ranged from the minimum request of \$2,500 to the maximum request for funding of up to \$20,000.

The selected grantees for 2020 represented a variety of programs that positively impact communities across the South Coast. The proposals ranged from mental health support for youth, investment in programs to support early childhood education, and programs focused housing assistance. Other projects promote wellness through programs to promote healthy eating and opportunities for physical activities. Over the last five years, Southcoast Health has administered a total of \$679,565 in grant funding through this program.

2020 Grant recipients:

- Calmer Choice
- Child & Family Services, Inc
- Father Bill's & Mainspring in Collaboration with Wareham Area Committee for the Homeless
- Greater Fall River Food Pantry
- Institute for Health and Recovery, Inc
- Katie Brown Educational Program
- The Marion Institute
- Meeting Street Massachusetts
- Samaritans of Fall River/New Bedford, Inc
- Steppingstone Incorporated
- United Neighbors of Fall River
- Veterans Transition House
- Youth Opportunities Unlimited
- YWCA of Southeastern MA

COLLABORATION AND COALITIONS

Coalition building is an important activity that promotes coordination and collaboration through the effective use of limited community resources and every year Southcoast Health staff lead and participate in a number of community coalitions across the region. These coalitions are comprised of various stakeholders from the community including health providers, teachers, law enforcement, businesses, religious leaders, and others who come together with a shared goal to make our communities safer, healthier and drug-free.

During FY 2020, Southcoast Health supported the following community coalitions across the region:

- Age Friendly Coalition in New Bedford
- BOLD Coalition
- Bristol County Regional Alliance to End the Opioid Crisis
- Bristol County District Attorney's Youth Substance Use Prevention Task Force
- Confronting Discrimination Coalition
- ERASE – Human Trafficking Coalition
- GFR Partners for a Healthier Community (CHNA 25)
- GNB Allies for Health and Wellness (CHNA 26)
- GNB Opioid Task Force
- GNB Suicide Prevention Coalition
- GNB Youth Alliance
- Healthy Tri-Town
- Homeless Service Providers Network (HSPN)
- Let's Talk Tuesday – Greater Fall River Coalition
- Mental Health Providers Network
- Near North End Alliance
- New Bedford Human Trafficking Task Force
- New Bedford Resilience Committee
- Plymouth County Substance Abuse Task Force
- SE MA Community Health Worker Collaborative
- Southcoast Coalition for Early Childhood Education
- Southcoast Community Response Corps
- Southcoast Food Policy Council
- South East Community Health Worker Collaborative
- Substance Abuse Task Force of Greater Fall River
- Substance Exposed Newborn Committee of Southeast Massachusetts
- United Neighbors Community Coalition
- Wareham Community Services Collaborative
- Wareham Fighting Against Addiction
- Wareham Homeless Coalition
- Worksite Wellness Collaborative
- YWCA Racial Equity
- Zero Suicide Coalition

COMMUNITY BENEFITS PROGRAMS

Program: Smoking Cessation & Prevention

Documented health need: The South Coast region has a smoking rate that is close to double the state average, particularly in the region's cities, Fall River and New Bedford and in the town of Wareham.

Services offered:

- QuitWorks referral program (referrals and education provided to patients and community residents, (i.e. public housing residents, fishing partnership, youth serving agencies).
- Smoking cessation education is throughout the prenatal education programs offered.
- Education on addressing the changing tobacco landscape related to the rapidly emerging market for electronic smoking products, including e-cigarettes.
- Partnerships with public housing coordinators, community & church leaders, to provide resources to help people quit smoking, Churches have virtual services & online bulletins to post/share resources.
- Provide smoking outreach, resources & health information using culturally appropriate language terms and concepts
- Smoke free campus along with cessation classes for employees, families, and the public.
- Smoking cessation services for residents through the Southcoast Health Wellness Van.

Populations served: Smokers and those at risk for smoking, particularly youth. Other audiences include Southcoast employees, inpatients and outpatients who smoke.

FY 2020 goals:

- Increase the number of community events where smoking cessation education and resources are provided by 10% in FY20.
- Investigate cause of decrease in referrals. Aim to increase referrals by 5% (700 referrals).

FY 2020 outcomes:

- Due to the COVID-19 pandemic, in person events to provide smoking cessation education and resources were limited. However, there was active participation on daily and weekly zoom meetings in which education and resources were provided on smoking cessation in English and Spanish.
- Despite the COVID-19 Pandemic, 358 patients were referred to the QuitWorks program

FY 2021 goals:

- Develop and share a PSA to raise awareness about the high rates of smoking, prevalence of smoking related illness and share smoking cessation resources to an area of high need.
- During at least 20 Wellness Van events, share information and education related to smoking cessation.

Community partners:

- Fall River Health Department
- Fall River Housing Authority
- Greater New Bedford Community Health Center
- Massachusetts Tobacco Cessation Program
- New Bedford Board of Health
- New Bedford Housing Authority
- QuitWorks

- Seven Hills Behavioral Health Tobacco-Free Community Partnership
- Wareham Board of Health
- Wareham Housing Authority
- YMCA Southcoast

Program: Community Health Worker Projects

Documented health need: Health status indicators demonstrate a number of significant health disparities in our region, both by racial and ethnic segmentation and by income. Financial insecurity poses a major barrier to obtaining needed health services and achieving better health. There are also perceived language barriers to care faced by residents with low levels of English proficiency.

Services offered:

- Professional Development Forums (PDFs) for Community Health Workers (CHWs): Southcoast, in collaboration with regional and statewide groups, played a leadership role in establishing ongoing PDFs for CHWs on the South Coast.
- Fishing Partnership: Southcoast continues to work with the regional Fishing Partnership in efforts to reach out to local fishing families, who suffer from a high rate of chronic disease and sometimes have difficulty maintaining health insurance and accessing care. The Southcoast Health Van works with a CHW at the Fishing Partnership to coordinate regular health screenings and health insurance outreach with Southcoast’s Patient Financial Services Department.
- Southcoast participates in the South East Community Health Worker Collaborative, which works to plan CHW trainings and promotes individual and team skill development for CHWs in Southeastern Massachusetts.

Populations served: Those in our community who experience ethnic, racial and socioeconomic health disparities. These include ethnic groups such as Portuguese, Hispanic, Brazilian and Mayan and Cambodian Khmer communities, African American residents, and the large percentage of residents in our region who live near the poverty level or below.

FY 2020 goals:

- Continue to work with Greater New Bedford Allies for Health and Wellness to identify and facilitate at least two more opportunities for local CHW trainings in FY20.
- Create a new job role on the Southcoast Health Wellness Van for a Community Health Worker to assist and meet the needs of the vulnerable population that we serve in FY20.

FY 2020 outcomes:

- Due to the COVID-19 Pandemic, there were no CHW trainings facilitated by the Greater New Bedford Allies.
- Due to the COVID-19 Pandemic, the Southcoast Wellness van was dispatched to provide COVID-19 testing opportunities. There was no new job role create for a Community Health Worker.

FY 2021 goals:

- Collaborate with community partners to facilitate at least one opportunity for local CHW trainings in FY21.

- Work with community partners to establish a response to an identified need to increase health education and outreach specific to Spanish and K'iche speaking populations.

Community partners:

- The Fishing Partnership
- Greater New Bedford Allies for Health and Wellness Health Equity Committee
- Greater New Bedford Allies for Health and Wellness
- Partners for a Healthier Community
- Greater New Bedford Community Health Center
- Health First Family Health Center
- Immigrants Assistance Center
- Community Economic Development Center
- SER Jobs for Progress
- Health Access Collaborative
- South East Community Health Worker Collaborative
- Stanley Street Treatment and Recovery (SSTAR)
- City of New Bedford Health Department
- YWCA of Southeastern Massachusetts

Program: Maternal Child Health Education and Outreach

Documented health need: Many segments of Southcoast Hospital Group's service region have high rates of smoking among pregnant women and low breastfeeding rates compared to state averages. Furthermore, despite recent declines, teenage pregnancy rates in New Bedford and Fall River are still above the state average.

Services offered:

- Smoking cessation education among this target population (*as described in Smoking Cessation program section above*).
- Referral program for pregnant people who smoke through QuitWorks.
- Offer weekly Baby Cafés (in partnership with Baby Café USA) led by Southcoast Health Obstetrician/Gynecologist and lactation consultants. These classes transitioned to a virtual platform in response to COVID-19. There was 509 people that attended the cafes in FY20.
- Subsidized lactation classes offered at Southcoast hospitals and are open to the public.
- Early pregnancy education programming, including targeted expansion of childbirth education enrollment among BMC HealthNet enrollees.
- Parenting support through partnership with People Inc. and Healthy Families programming.
- Collaboration with GNB Allies for Health Access Committee, including distribution of resource information to community stakeholders, increasing awareness of postpartum depression through community events, and pre-implementation planning for support groups that will target socioemotional issues faced by postpartum parents.

Populations served: Families, including pregnant women, fathers, siblings and new parents, particularly teen mothers and mothers who smoke.

FY 2020 goals:

- Increase the number of individuals who enroll in the postpartum support group by 2.5% in FY20.
- Increase the number of women breastfeeding upon discharge by 2% in FY20.

FY 2020 outcomes:

- Due to the COVID-19 Pandemic, the creation of a postpartum support group was put on hold.
- The number of women breastfeeding upon discharge in FY20 was 35%.

FY 2021 goals:

- Increase the number of women breastfeeding upon discharge by 4%.
- Host an event, in partnership with the GNB Allies Health Access Committee to bring awareness to maternal health inequities.

Community partners:

- Boston Medical Center HealthNet Plan
- Greater New Bedford Alliance for Health and Wellness
- Greater New Bedford Community Health Center
- Health First Family Health Center
- Kennedy Donovan Center
- Marion Public Health Nurse
- Meeting Street
- PACE
- People Incorporated
- South Bay Community Services
- WIC

Program: Health Access Outreach

Documented health need: High unemployment rates in the South Coast region have led to loss of insurance coverage for many area residents. Additionally, many area residents who have state-subsidized health insurance are not aware of the renewal process. As a result, the South Coast has a higher rate of uninsured residents than the state as a whole.

Services offered:

- Provide insurance application assistance through Patient Financial Services (at Southcoast Hospitals, community outreach events and on the Health Van) to our patients that are uninsured, underinsured, or denied coverage by a government healthcare program.
- Provide culturally sensitive outreach and education to families, local schools and other community entities, including outreach to public housing residents in Fall River and New Bedford.
- Provide free interpreter services for non-English speaking patients across the Southcoast Health system and during community outreach events as needed.

Populations served: Residents who lack health insurance or need to renew public insurance plans. Residents who have lost their employment and as a result, their health insurance.

FY 2020 goals:

- Expand community outreach through participation in at least 50 community outreach events in FY20.
- Conduct research to better understand cultural barriers to care including communicating with our Spanish speaking communities.
 - Conduct no less than 4 focus groups
 - Administer no less than 250 surveys

FY 2020 outcomes:

- Despite the COVID-19 pandemic, our Patient Financial services team participated in 17 community outreach events.
- Due to the COVID-19 Pandemic, conducting research (focus groups & surveys) to better understand local cultural barriers to care were put on hold until in person gatherings can occur.

FY 2021 goals:

- Partner with at least one community organization to provide translation services related to health information, access, and education for vulnerable population.
- Expand community outreach through participation in at least 34 community outreach events in FY21.

Community partners:

- Area Councils on Aging (for senior health insurance assistance)
- Boston Medical Center HealthNet
- Citizens for Citizens
- Community Economic Development Center
- Fall River Health Department and Housing Authority
- Greater New Bedford Community Health Center
- Immigrants Assistance Center
- New Bedford Health Department and Housing Authority
- PACE
- Partners for a Healthier Community
- Stanley Street Treatment and Recovery (SSTAR)
- Wareham Social Services Department

Program: Behavioral Health/Substance Use Intervention

Documented health need: Over the last several years, the South Coast region has seen a steady increase in the number of admissions for substance use treatment and greater than state averages for hospitalization rates due to opioid related injuries and neonatal abstinence syndrome (NAS). Additionally, South Coast residents also report higher numbers of days of “poor mental health” than the state average.

Services offered:

- Southcoast Resource Connect Platform is a comprehensive resource database offering information on regional behavioral health services and community resources. The database includes almost 2,000 pages of searchable information on access to basic needs such as food, shelter, clothing, and other supportive services. This platform is available for use by anyone, including Southcoast staff, patients, community members and community agencies.
- Members of our staff participate in local community coalitions to address various behavioral health issues including, the misuse of prescription drugs, underage substance use, risk behaviors in youth, maternal mental health, substance-exposed newborns, suicide prevention, and overdose prevention/intervention.
- Southcoast facilities host a variety of behavioral health support groups open to the community across the South Coast region. Due to COVID-19, these support groups were only available onsite through the month of February and then put on hold. These weekly groups aimed to support those struggling with issues relating to addiction such as a women-only meeting of Narcotics Anonymous and “Learn to Cope,” a peer run group for families of those suffering with

an opioid addiction. In addition to providing peer support, Learn to Cope offers attendees the opportunity to be trained in the use of Narcan (opioid overdose reversal drug) and supplies those who are trained with kits to take home.

- New Beginnings Program provides support to opiate exposed newborns and their mothers with the goal of improving long-term outcomes. This program includes referral to medication treatment programs, education on NAS, assistance developing a plan of safe care for discharge and referral to community agencies as needed to address social determinant and health needs. The program's primary goals are to increase newborn/mother visitation (frequency and duration), decrease length of stay for newborns and newborn foster placements, and decrease postnatal opioid overdoses.
- The Help and Hope South Coast campaign was created by community partners and supported by Southcoast Health. This campaign is focused on ending the stigma around mental health and raising awareness about the available resources in our area to seek support.

Populations served: South Coast residents who experience behavioral health issues such as substance use disorders, mental health diagnosis (e.g. major depressive disorder), or dual diagnosis with both substance use and mental health disorders.

FY 2020 goals:

- Increase the number of moms and substance exposed newborns referred to the New Beginnings program by 15% in FY20.
- Through the New Beginnings program, continue to decrease the length of stay for moms and babies who have been diagnosed with NAS by 2% in FY20.
- Implement new social determinant of health screening tool in primary care offices and the Southcoast Wellness Van engaging at least 60% of patients offered in screening. Launch South Coast Resource Connect to assist with community linkages and referrals if a patient screens positive for a social determinants of health need.

FY 2020 outcomes:

- There was an increase of moms and substance exposed newborns to the New Beginnings program of about 30% in FY20.
- The average length of stay in FY20 for moms and babies who were diagnosed with NAS was 12.1. This is a decrease in length of stay from FY19 by 25%.
- The Southcoast Resource Connect platform in tandem with the THRIVE screening tool was launched and rolled out through 19 primary care offices. Out of the primary care offices who utilized the platform and screening tool, 57% of patients were engaged in screening.

FY 2021 goals:

- Increase the number of moms and substance exposed newborns referred to the New Beginnings program by 10% in FY21.
- Continue to expand the use of the of the Southcoast Resource Connect Platform and THRIVE screening tool, by rolling out to 10 additional primary care offices and at least one other department.
- Increase patient engagement of the THRIVE screening tool from FY20 by 5%.

Community partners:

- AdCare North Dartmouth
- Calmer Choice
- City of New Bedford Opioid Task Force

- Community Counseling of Bristol County
- Fall River Health Department
- Fall River, Taunton and Dighton MOAPC and SAPC Coalitions
- GNB Suicide Prevention Coalition
- Greater New Bedford Interchurch Council
- High Point Addiction and Treatment Center
- Massachusetts Department of Children and Families
- New Bedford Health Department
- New Bedford Mental Health Providers Network
- Partners Substance Abuse Committee
- Positive Action Against Chemical Addiction (PAACA)
- River to Recovery
- Samaritans of Fall River/New Bedford, Inc
- Seven Hills Behavioral Health
- Stanley Street Treatment and Resources (SSTAR) Health Center
- Substance Exposed Newborn Committee of Southeast MA (SENSE)
- Turning Point Wareham
- United Neighbors of Fall River
- University of Massachusetts Dartmouth
- Veterans Transition House

Program: Healthy System and Environment Change

Documented health need: Creating healthier communities depends a great deal on the environment that people live in, which include their homes, neighborhoods and wider communities. We recognize that many chronic diseases and health problems that afflict area residents relate to risk factors such as sedentary lifestyles and high rates of smoking. Significant health disparities exist in our region, evident in chronic disease and mortality rates. Residents in several of our communities, namely Fall River and New Bedford, often lack access to healthy nutrition such as fresh fruits and vegetables and safe and inexpensive exercise options. These communities also have extremely high rates of smoking.

Services provided:

- “Be Well Wareham,” program, a once a month event offering participants the opportunity to walk with a Southcoast physician and then join Southcoast staff in healthy activities such as chair yoga and nutritional education. This program is in collaboration with YMCA Southcoast.
- Southcoast supports various wellness events that targets vulnerable neighborhoods including
- Southcoast support wellness events that focus on exercise and movement including local 5k walks/runs, fitness challenges, etc. Many of these events moved to a virtual platform style due to COVID-19.
- Southcoast engages in many efforts to expand food security and food rescue programs. Food is Medicine projects include:
 - In partnership with the United Way of Greater New Bedford, 5 weeks’ worth of mobile markets were held for low-income families in Wareham. There were 323 bags of food given out that benefited 1,244 people.
 - In partnership with the Marion Institute and other community partners, the initiative Cooks for Community served over 11,425 meals to families in need throughout the South Coast region in the months of April - June. This initiative allowed local restaurants, that had closed due to the pandemic, bring back staff to create meals to support community needs.

- In partnership with AD Makepeace 12 farmers market were held that resulted in over \$2,000 worth of donations to local food pantries.
- Southcoast staff regularly participate on a number of coalitions focused on addressing social determinants that impact health including food insecurity, housing and homelessness, opportunities for active living, and access to education and employment opportunities.

Populations served: South Coast residents who experience food insecurity and have low rates of physical activity, particularly low-income residents in the cities of Fall River and New Bedford, where data show these risk factors to be higher than the region as a whole.

FY 2020 goals:

- Implement a CSA pilot program in partnership with local farmers that has at least 25 participants to increase access to affordable locally grown produce.
- Expand “Be Well Wareham” programming to include health screenings and a nutritional component in FY20.

FY 2020 outcomes:

- Due to the COVID-19 pandemic, the CSA pilot program was put on hold.
- Due to the COVID-19 pandemic, the Be Well Wareham program was put on hold in early March.

FY 2021 goals:

- Work in collaboration with the Greater New Bedford United Way’s Hunger Commission to bring Mobile Markets and health education to Wareham residents.
- Resume the “Be Well Wareham” programming in FY21 and offer at least 4 events.

Community partners:

- AD Makepeace
- American Heart Association
- Catholic Social Services
- City of New Bedford Health Department
- City of New Bedford Office of Planning
- City of New Bedford Parks and Recreation
- Coastal FoodShed
- Damien’s Food Pantry
- Fall River Community Recreation Department
- Fall River Health Department
- Greater Fall River Community Food Pantry
- Hunger Commission of Southeastern Massachusetts
- Immigrants Assistance Center
- The Marion Institute
- MO LIFE Food Pantry
- New Bedford Economic Development Council
- New Bedford Well
- Partners for a Healthier Community
- Steven’s Farm Stand
- Southcoast Food Policy Council
- Southeastern Massachusetts Agricultural Partnership (SEMAP)

- Southeastern Massachusetts Food Security Network
- United Way of Greater New Bedford
- Wareham Health Department
- YMCA Southcoast
- Youth Opportunities Unlimited (YOU)

Program: Southcoast Health Van

(Licensed by the Massachusetts Department of Public Health)

Documented health need: Many South Coast residents lack access to regular primary and preventive health care. There is a low rate of recommended colorectal screening in our region, due to cultural and health access barriers.

Services offered:

- Focused outreach on vulnerable populations in public housing, homeless shelters, senior centers, the fishing community, soup kitchens and ESOL programs.
- Health screenings, including cholesterol, blood pressure, blood sugar, body mass index, bone sonometry, oral cancer, colon cancer, pregnancy, and sexually transmitted disease (STI) testing at a number of teen clinics at local high schools.
- Health information for stroke prevention and cancer education on breast, skin, cervical, prostate, lung and colon cancers.
- Referrals for primary care and other health services including access to health insurance.
- Outreach and screening to commercial fishermen and their families, who often lack access to regular primary health care and have a higher incidence of health risk factors and chronic disease.
- Monthly screenings and education at a number of housing sites throughout New Bedford, Fall River and Wareham.
- Collaboration with local family planning agencies to offer counseling on sexually transmitted diseases, pregnancy prevention and confidential pregnancy testing at several high schools in the South Coast region.
- Continued collaboration with the City of New Bedford, Board of Health and New Bedford Public Schools to provide vaccinations to Middle and High School students for school entry, most are homeless or have recently entered the country.
- Provided access to COVID-19 testing and education in vulnerability communities.

Populations served: South Coast residents who lack access to regular primary and preventive health care, particularly populations who have language, income or geographic barriers to accessing care. The Southcoast Health Van serves an ethnically diverse population including Portuguese, Brazilian, Hispanic, Mayan Kichie and Cambodian immigrants.

FY 2020 goals:

- Develop a strategic plan for the Southcoast Wellness Van that will increase visibility in the business community and continue to provide health screenings to underserved and vulnerable populations in the South Coast region. Increase overall reach by 3%.
- Continue to participate in pediatric vaccinations clinics as needed increasing students vaccinated by 5% in FY20.

FY 2020 outcomes:

- Due to the COVID-19 pandemic, the strategic plan for the Southcoast Wellness Van was put on hold to respond to emergent need related to COVID-19 in the community.
- Despite the COVID-19 pandemic, 6 pediatric clinics were able to be held in partnership with New Bedford Public Schools & the Greater New Bedford Community Health Center.

FY 2021 goals:

- Provide at least 20 COVID-19 vaccine clinics throughout the region to eliminate access barriers for the vulnerable populations.
- In order to better meet the needs of the community, develop a new strategy for the Wellness Van that would increase access in the community to preventative health education and screenings for underserved and vulnerable populations in the South Coast region.

Community partners:

- Adult Learning Programs on the South Coast
- Church of the Good Shepard
- City of New Bedford Fire, Police and municipal staff
- Fall River Public Schools
- Greater New Bedford Allies For Health
- Greater New Bedford Regional Vocational High School
- Local colleges including Bristol Community College and UMass Dartmouth
- New Bedford Housing Authority
- New Bedford Public Schools
- New Bedford/Wareham Family Planning
- Old Colony High School in Rochester
- Partners for a Healthier Community
- Sister Rose House
- St. Anthony of Padua
- The ESL Program (English as a Second Language) in New Bedford and Taunton
- The Immigrant Assistance Center
- The United Way of Greater New Bedford
- Wareham Public Schools
- YMCA Southcoast

Program: Cancer Outreach

Documented health need: The South Coast region generally has higher rates of cancer than state averages in almost all categories of cancer, with the top three highest incidences being in breast cancer, prostate cancer and lung cancer.

Services offered:

- Breast cancer: Provided breast cancer education through the Wellness Van in multiple languages, and free mammograms to uninsured individuals during the month of October.
- Colorectal cancer: Assisted vulnerable residents overcome barriers to preventative and comprehensive care for colorectal cancer, utilizing community health workers to provide education and navigation.
- Prostate cancer: Through the Wellness Van, we distributed educational materials in both English and Spanish.

- Skin cancer: In addition to free skin cancer screenings, we provided skin safety and prevention information at a variety of venues with a focus on local schools to emphasize sun safety and the risks associated with tanning beds.
- Lung Cancer: The Lung Cancer Screening program has now become an open referral process. This will allow for necessary candidates to get into the program more efficiently.
- Support Groups: Due to COVID-19, all cancer support groups were moved to a virtual format. These groups included Breast Cancer support, Caregiver support, Lung Cancer support, general cancer support, MML support, and post treatment support groups.
- Shine a Light on Lung Cancer Vigil: Due to COVID-19, this year's event was held virtually utilizing the Facebook Live platform. This event creates a voice for the millions affected by this disease and unites our community to show lung cancer patients, family members and caregivers that they are not alone.
- Celebration of Hope: Due to COVID-19, this year's event was held virtually utilizing the Facebook Live platform. This event is meant to pause and honor individuals who are living with a cancer diagnosis and their families.
- Podkowa 5k Walk/Run: There were more than 400 participants in the first virtual Podkowa 5k Walk/Run. Held annual, this event raises awareness on breast cancer.
- Every year, Southcoast Centers for Cancer Care Physicians and Nurse Navigators donate their time by offering free lectures in the community on a variety of subjects.
- A Wellness Page, open to the public and patients was created as a resource guide for managing wellness during an individual's cancer journey. This includes videos and information on medication techniques, yoga & fitness techniques, healthy eating tips and recipes, and financial resources support.

Populations served: General public and particularly racial, ethnic and other groups who are at higher risk of a particular type of cancer or who get cancer at a rate higher than the rest of the population.

FY 2020 goals:

- Increase referrals to the lung cancer screening program by 5% in FY20.
- Continue Cancer outreach and prevention education by attending two additional community events with those who are underserved in our region during FY20. Provide the necessary materials in the appropriate languages to address the needs and additional services these individuals may need.

FY 2020 outcomes:

- Due to the COVID-19 pandemic, the Lung Cancer screening program becoming an open referral process was put on hold.
- Due to the COVID-19 pandemic, community events were put on hold.

FY 2021 goals:

- Create at least one PSA related to preventative cancer methods in multiple languages.
- Partner with at least two community partner agencies to provide information and education on cancer prevention and awareness.

Community partners:

- American Cancer Society
- Community Economic Development Center
- Fall River Health Department
- Fishing Partnership

- Fly Foundation
- Gloria Gemma Foundation
- Greater New Bedford Community Health Center
- Health First Family Health Center
- Immigrants Assistance Center
- Inter-Church Council
- New Bedford Board of Health
- Partners for a Healthier Community
- Sailing Heals
- Wareham Board of Health

Program: Coalitions to End and Prevent Homelessness

Documented health need: Homelessness is a problem throughout our region, particularly in the town of Wareham where the rate of unsheltered homeless residents approach numbers in our larger cities where there is more than triple the population.

Services offered:

- Southcoast Health supports various organizations across the region that provide a range of services for homeless individuals or those at risk of becoming homeless.
- The Homeless Service Providers Network (HSPN) addresses the most pressing issues around the complexity of homelessness and toward ensuring every individual and every family has access to appropriate, sustainable safe, decent and affordable housing. Southcoast Health sits on the Executive committee and assists with developing and influencing strategies and identifying resources.
- Southcoast supports events that assist vulnerable residents including New Bedford Connect. This event was created to connect homeless individuals or those at risk of being homeless to a better future by offering available resources and assistance. Two New Bedford Connect “pop up” events were held in response to COVID-19.
- Charlton Memorial Hospital Emergency Department’s Oskar’s Closet provides donated items to patients who identify as homeless and are in-need. Items that have been provided include hats, gloves, basic toiletries, socks, etc.

Populations served: Individuals in the region served by Southcoast Health who are currently homeless or at risk of becoming homeless or individuals who were previously homeless and recently housed.

FY 2020 goals:

- Expand Oskar’s Closet to an additional Hospital Emergency Department in FY20.
- Continue to support community coalitions and homeless shelters to provide medical services to those in need.

FY 2020 outcomes:

- Due to the COVID-19 pandemic, the expansion of Oskar’s Closet to additional emergency departments was put on hold.
- Southcoast continued to support community coalitions and homeless shelters to provide medical services to those in need. Including planning and implementing

FY 2021 goals:

- Develop a clinical-community response for individuals that present to the emergency room during inclement weather (for shelter) and have been determined to not be in need of medical care.
- Develop a standardized workflow in EPIC to capture resident's homelessness status at the time of registration. This data captured will be used to better understand and track prevalence of disease and other demographic data for this population to influence programming.

Community Partners:

- Catholic Social Services
- Citizens for Citizens
- City of New Bedford
- Father Bill's & Mainspring
- Greater New Bedford Community Health Center
- Homeless Service Providers Network
- PAACA
- PACE
- Partners for a Healthier Community Fall River
- South Coast Regional Network to End Homelessness
- Steppingstone Incorporated
- Town of Wareham
- Turning Point
- United Way of Greater New Bedford
- United Neighbors Coalition
- Wareham Area Committee Homeless Committee (WACH)
- The Women's Center
- Veterans Transition House

Program: Economic Opportunity

Documented health need: Economic opportunity can mean many things, but generally it refers to a person's opportunity to realize personal potential. The gap in health outcomes between South Coast resides in high both within the region and in comparison, to the state as a whole. Many of the most acute differences are driven by the social determinants of health, including wide gaps in income, educational levels, and childhood development risk factors.

Services offered:

- To be offered in FY21

Populations served: Adolescents, youth and families in the region served by Southcoast Health who are at a higher risk of social and economic factors that will impact their long-term health outcomes.

FY21 goals:

- Identify and partner with community-based organizations that focus on improving early childhood education and development to better long-term health outcomes.

- Develop and begin implementation of a strategy starting at birth to 5 years old, with the goal to improve long-term health outcomes.

Community Partners:

- Boys & Girls Club of Greater New Bedford
- Boys & Girls Club of Greater Fall River
- Bristol Community College
- Calmer Choice
- Child & Family Services
- Children's Advocacy Center
- Community Youth Empowerment
- Fall River Re-Creation
- Fall River School Department
- Family Resource Center
- Family Service Association
- Junior Achievement Southeastern MA
- Justice Resource Institute
- Katie Brown Educational Program
- Kennedy Donovan Center
- Mass Hire
- Meeting Street Early Intervention
- New Bedford School Department
- NorthStar Learning Center, Inc
- Our Sister's School
- PACE/Early Head Start
- SER Jobs for Progress, Inc
- South Bay Early Intervention
- Southcoast Coalition for Early Childhood Education
- Umass Dartmouth
- Wareham School Department
- WIC
- YMCA Southcoast
- Youth Opportunities Unlimited (YOU)
- YWCA Southeastern MA

EXPENDITURES DURING THE REPORTING YEAR

In FY 2020, Southcoast contributed over \$23 million in community benefit programs that reached the disadvantaged, underserved and those at-risk, and provided services they otherwise would not have been able to access. Our major initiatives concerning health access, health equity, behavioral health and youth risk behavior all had significant impact, with growing programs that reached large numbers of South Coast residents.

		FY 2017	FY 2018	FY 2019	FY 2020
Community Benefits Programs	Direct Expenses	\$11,459,744	\$13,663,225	\$13,797,415	\$14,471,957
	Determination of Need	\$0	\$0	\$0	\$0
	Other Leveraged Resources	\$692,128	\$1,245,184	\$537,095	\$197,227
Net Charity Care		\$6,750,771	\$7,183,943	\$8,310,708	\$8,360,323
	Total Expenditures	\$18,987,643	\$22,197,352	\$22,771,182	\$23,029,507
	Total Patient Care Expenses	\$678,880,034	\$704,153,311	\$747,642,844	\$761,771,916

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Public Access to This Report:

This report, along with those of other not-for-profit hospitals in Massachusetts, is available online from the Massachusetts Office of the Attorney General.

<www.mass.gov/ago/>

Southcoast also makes its annual Community Benefits Report available on its own Website, along with an archive of reports from prior years.

<www.southcoast.org/communitybenefits/>