Martha Jefferson Hospital’s community outreach programs and services support health needs of underserved, “at-risk” persons and are developed to improve the overall health and well-being of our community.

In January 2013, the Martha Jefferson Hospital Board of Directors accepted and adopted the “Thomas Jefferson Health District Mobilizing for Action through Planning and Partnerships MAPP2Health” district-wide community health assessment and improvement plan.

The Hospital’s outreach programs address the four priority health issues identified in the community assessment.

2013

OUR COMMUNITY’S PRIORITY HEALTH ISSUES

- Late and insufficient prenatal care and racial disparities in pregnancy outcomes
- Insufficient access to mental health and substance abuse services
  - An increasing rate of obesity
- Tobacco use above the Healthy People 2020 goal
Late and insufficient prenatal care and racial disparities in pregnancy outcomes

Martha Jefferson maintained an outreach program to the residents of the Southwood mobile home community in which a bilingual registered nurse offered education programs. This bilingual nurse also trained Spanish speaking health promoters on prenatal care.

Hospital representatives serve on the Increasing Pregnancy Outcomes (IPO) work group. This work group consists of over 15 organizations and it serves as the lead organization in addressing this issue in our community.

Martha Jefferson is investigating an evidence-based program designed to address racial disparities in pregnancy outcomes for implementation in 2014 community benefit programming.

Insufficient access to mental health and substance abuse services

Martha Jefferson supported this community health issue through financial and in-kind donations to the Community Mental Health and Wellness Coalition and The Women’s Initiative. The Community Mental Health and Wellness Coalition works to address gaps in the community’s access to mental health services. Program measures were developed in 2013.

The Women’s Initiative provides low cost counseling services, social support and educational opportunities to women. Martha Jefferson supported The Women’s Initiative through both financial and in-kind donations this year. The Hospital’s in-kind donation of office space resulted in the opening of the organization’s Jefferson School City Center office.

An increasing rate of obesity

Martha Jefferson Starr Hill Health Center

To support the community’s efforts to fight obesity, specifically childhood obesity, Martha Jefferson Hospital is utilizing its Starr Hill Health Center at the Jefferson School City Center to offer free educational and health programs to a targeted population in the city of Charlottesville. The goal is to encourage and support families with children to make healthy lifestyle choices.

The center’s Certified Nurse Practitioner works with adults and children alike in the community who are struggling with obesity. The center offers individual and family consultations, tests to determine health status, help determining personal lifestyle goals, and support through regular follow-up appointments with the Nurse Practitioner. Referrals for nutrition and exercise classes are also offered, along with assistance connecting with other community resources.

The obesity programming is focused on four populations including pregnant women, teens, families with children, and healthcare providers. Prenatal programming is designed to help new mothers break the cycle of obesity.

Programming specifically for teens includes individual wellness assessments with the Nurse Practitioner to help determine and reach health goals. In addition, teens are offered the chance to earn community service hours through the Teen Health Ambassador Program. They are trained on nutrition and physical fitness and then charged with sharing that information with their peers and younger children. Teen Health Ambassadors also present projects at Martha Jefferson sponsored events.

Families with children is the third targeted population. The Center has been successful in its outreach to parents and older adults this year. As of November 1, 2013, eighty-seven percent of people who have had an individual wellness assessment have been over the age of eighteen. Fifty-two percent have been between the ages of forty-one and sixty-four. Next year will focus on bringing in families for obesity programs.

Healthcare providers are offered assistance on body mass index and weight tracking as well as staff training on how to have sometimes uncomfortable conversations with patients about weight. This year the Nurse Practitioner has focused on developing outreach and presentations to physician groups.
As of November 1, 2013:

- 76 Individual wellness consultations
- 375 Follow-up office visits
- 13 Teen Health Ambassadors trained
- Over 400 community members attended an education session in the new building designed to familiarize the community with Starr Hill Health Center’s offerings.
- Targeted advertising and outreach has been successful in bringing in the community we are trying to reach. 68 percent have been city residents. Next year will focus on our four identified populations.

**Elementary School Standards of Learning (SOL) Program**

The Elementary School SOL program has been in the Charlottesville Public Schools for four years. The modules are tied directly to the Health Education Standards of Learning for Virginia Public Schools. There are an average of three modules per grade level. Each grade level has at least one fitness module and one nutrition module to support Martha Jefferson’s commitment to addressing childhood obesity.

In school year 2012/13:

- The program was offered in five city elementary schools
- Over 190 sessions were conducted
- The program received 4.9 on a 5.0 scale in all categories including meeting objectives, content, and effectiveness of speaker

Greenbrier Elementary School has participated in the program since it began in the 2009/10 school year.

Retention was tested at Greenbrier Elementary School at the end of the school year. The results of the fitness and nutrition module retention quizzes showed:

- 98% of Greenbrier kindergarteners said exercise would help keep their bodies healthy
- 95% of Greenbrier third graders said the foods they eat now can make a difference in their health as they grow up

- 87% of Greenbrier 4th graders said hamburgers and French fries are not good every day, but are good “once in a while” foods

**Other Obesity Initiatives**

Martha Jefferson representatives participated on the Community Action on Obesity (CAO) and the Move2Health Steering Committees. The CAO is a coalition of organizations addressing obesity in our community. Move2Health is a campaign to encourage the community to become more physically active.

**Tobacco use above the Healthy People 2020 goal**

Martha Jefferson participated in the start-up smoking cessation program offered at the Charlottesville Free Clinic. This year the Hospital continued to support this effort. Two free 12-week sessions were offered to the community and included speakers from Martha Jefferson Hospital. In June, 2013, Martha Jefferson housed a free 4-week smoking cessation group attended by 19 community members.

Martha Jefferson representatives served on the Tobacco Use Control Coalition, a collaborative effort to address this issue, again this year.

**Other highlights this year included:**

**ACCESS**

- Martha Jefferson supported the Charlottesville Free Clinic, an organization with a 20 year history of addressing access to care issues in the community.

- Charlottesville and Greene Free Clinic patients were referred to Martha Jefferson for outpatient diagnostic services. The costs of these services are projected to exceed $750,000 this year.

- Martha Jefferson supported access to dental care for children. Over 112 dozen toothbrushes were distributed, over 100 children received dental screenings, and 31 students received dental care.
• Martha Jefferson supported access to medications through a partnership with the United Way. The United Way’s Rx Relief prescription assistance program for uninsured adults saw a 33% increase in total number of patients and a 38% increase in total requests for medication assistance this fiscal year.

EDUCATION & PREVENTION
The Martha Jefferson Starr Hill Health Center is located in the city of Charlottesville. City residents are targeted for the Hospital’s community outreach programs due to disparities in income and health outcomes. The Starr Hill Health Center hosted several education and prevention programs this year with the following results:

• Over 200 Advanced Directives distributed
• 150 attended a breast health talk targeted to African American women
• 72 trained in American Heart Association Family and Friends CPR
• 52 people were trained on the signs and symptoms of a stroke
• 44 attended a healthy cooking demonstration
• 37 people got their blood sugar checked on National Diabetes Alert Day
• 36 HIV tests were given on National HIV Testing Day
• 25 people who had never tried Zumba, took a Zumba class sponsored by Martha Jefferson
• 24 people attended a stress reduction session
• 19 children became certified babysitters through an American Red Cross program sponsored by Martha Jefferson
• 19 students received physicals
• 13 middle school students took a yoga class

• 10 people received a medication review
Other education and prevention programs:
• Two breast health screening days held for vulnerable, “at-risk” populations
• 50 high school students participated in the summer Junior Volunteer Program

COMMUNITY CONNECTIONS
• Unwanted Medication Drop Off event expanded to a second location, with a record 1,000+ pounds of medications and sharps collected.
• Hospital pharmacy filled rescue squad boxes with medications and supplies again this year and is projected to exceed $29,000.

SUMMARY
• The opening of the Martha Jefferson Starr Hill Health Center in January 2013 has been the highlight of community outreach activities this year. The center’s childhood obesity focus is directly in line with the needs of our community and the location is helpful for reaching the populations our programs target.

Martha Jefferson will continue to be an involved partner in assessing and addressing the health needs in our community. We will continue to prioritize our initiatives based on substantiated needs and our ability to make documented outcomes to that need. We are guided by our mission and our community’s needs assessment data.