



A Member of the Montefiore Health System

Nyack Hospital Community Service and Implementation Plan 2016 – 2018

1. Community being served:

Nyack Hospital is a 375-bed community acute care medical and surgical hospital which was founded in 1895 and is located in Rockland County, NY and is affiliated with Montefiore Health System. Its mission is to provide competent, innovative, and accessible emergency and acute care services to the residents of Rockland County and surrounding areas. A partner with Touro College of Osteopathic Medicine, it provides clinical rotations to third-year medical students.

Nyack Hospital's primary service area is Rockland County. Our service area is determined by the number of discharges from Nyack Hospital and number of Emergency Department visits according to zip codes. In 2015, 90% of Nyack Hospital discharges and emergency visits were Rockland County residents, with Spring Valley, New City, Nanuet, Nyack, and Haverstraw as the top five towns. Nyack Hospital defines its total service area for the purposes of community/local health planning as all of Rockland, Westchester, Orange, and Putnam counties.

Rockland County, located 30 miles north of Manhattan, is comprised of 115,000 acres with more than 35,000 acres of preserved open space and parklands. The United States Census Bureau estimates Rockland County's 2015 population at 326,037. This represents a 4.6% increase in population from 2010. The county's population is 51% female, 77.5% White, 13.2% Black, 17.4% Hispanic, and 6.7% Asian. 21.7% of the residents are foreign-born. 37.6% of the population speaks a language other than English at home.

As part of the hospital's ongoing efforts to reduce health disparities and improve access to health care services by the underserved, Nyack Hospital provides all patients information regarding the hospital's charity care. The Financial Assistance and Charity Care Information brochure outlines provision of free or reduced charges for services policy. The brochures are available in several languages and are posted on the hospital's website. The brochure will be distributed to the Rockland County Public Health Priorities Committee and at health-related events in the community.

2. Health and other data reviewed to identify health issues of concern in the community:

In 2014, a community needs assessment titled “One Region, One CNA,” was conducted by Montefiore Health System, of which Nyack Hospital is affiliated, in collaboration with other participating provider systems in the Hudson Valley region, as part of the Delivery System Reform Incentive Payment Program (DSRIP). Rockland County Department of Health (RCDOH) prepared a Community Health Needs Assessment and Community Health Improvement Plan 2014 – 2017. RCDOH reviewed the health status of the county, current health-related programs addressing the identified needs of their residents, and defined focus areas that align with the New York State Prevention Agenda (NYSPA).

Both aforementioned community health needs assessments cover the same population as Nyack Hospital’s primary service area. The population served outside Rockland County is covered in “One Region, One CNA”.

Rockland County’s population is growing and this trend is projected to continue over the next three decades. However, despite a growing aging population, the overall mortality rate in the county has decreased, suggesting a continued improvement of the overall health of Rockland’s population. Heart disease and cancer remain the leading causes of death in the county. (Rockland County Community Health Assessment 2014 – 2017)

Rockland County ranked #3 for health outcomes in New York State County Health Rankings in 2016. This category is based on an equal weighting of length and quality of life. Rockland County ranked #8 for health factors, based on weighted scores for health behaviors, clinical care, social and economic factors and the physical environment.

Heart disease and cancer remain the leading causes of death in the county. In both needs assessments, certain geographical locations were identified as at risk for a variety of health issues. Areas were identified as hot spots for health improvement. For instance, Spring Valley and Haverstraw were identified as medically underserved areas according to criteria used in this assessment.

3. Identify the two Prevention Agenda Priorities and health disparity being addressed and community engagement process to review data and identify priorities:

Prevent Chronic Disease and Promoting Healthy Women, Infants and Children are the two NYSPA selected.

Nyack Hospital works closely with the local Health Department in identifying the Prevention Agenda Priorities. Nyack Hospital is an active member of the Rockland County Healthcare Priorities Committee, which represents

22 community organizations throughout the county. This group meets monthly. Its primary purpose is to set health care priorities for Rockland County. The health care priorities defined by this local group are aligned with New York State Prevention Agenda Priorities.

Community surveys conducted as part of the “One Region, One CNA” indicate that 58% of respondents consider diabetes to be a top health issue. Hudson Region DSRIP Public Health Council is focusing on increasing colorectal cancer screenings as their collective goal to address DSRIP community outreach section Domain 4.b.ii. Surveys conducted with the Mamas Maravillosa attendees listed breastfeeding when going back to work as an area of concern.

The Patient and Community Education Department at the hospital identified diabetes, pre-diabetes, cancer, obesity, maternal and infant care, and heart disease as concerns of the public from the requests this department receives for lectures in the community on specific topics. The public contacts us via the hospital website or by telephone.

In 2017, Nyack Hospital will host quarterly community forums, providing more opportunities for the public to interact with the health system, make needs known and form a more open and cohesive relationship.

The hospital also provides community health services at the request of the local health department (e.g. administering flu shots to seniors throughout the county, including those residing at assisted living facilities).

4. Identify two prevention agenda priorities and health disparity being addressed with community partners (LHDs 7 hospitals), provide description of community engagement process that was used to select/confirm existing priorities:

All NYS Prevention Agenda topics are addressed by Nyack Hospital. The two priority areas aligned with RCDOH and NYSPA and Montefiore’s Hudson Valley Collaborative DSRIP are: Prevent Chronic Disease and Promote Healthy Women, Infants and Children.

Prevent Chronic Disease

Prevent Chronic Disease is one priority area, with the focus of “Increase access to high quality chronic disease preventive care and management in both clinical and community settings.” Nyack Hospital conducts several programs that address this priority to reduce cardiovascular disease by reducing obesity and preventing diabetes. These are outlined in the table that follows this narrative.

Our Cancer Center is targeting colorectal cancer screening in adults (50 – 75 years of age), in a high-risk population, in this case, Latino men.

The New York State Prevention Agenda Dashboard reflects Rockland County's overall colorectal cancer screening rate is 71.4%. This is based on NYS Expanded Behavioral Risk Factor Surveillance System (BRFSS) 2014. However, the Village of Haverstraw, West Haverstraw, and Spring Valley have been identified as areas where, according to published data, are statistically more likely to have a low rate of colorectal cancer screening for persons ages 50 – 75. BRFSS estimates screening rates may be as low as 57% in these areas.

Increasing colorectal cancer screenings in adults ages 50 – 75 was identified in both of the above-mentioned assessments as a focus for improvement. New York State Prevention Agenda (NYSPA) 2016 – 2018 goal is to increase the percentage of adults (50 – 75 years) who receive a colorectal cancer screening based on the most recent guidelines by 5% or 71%. NYSPA is aligned with Healthy People 2020 target of 70.6%.

Nyack Hospital has joined the American Cancer Society's initiative "80% by 2018." Nyack Hospital is joining forces with the Cancer Services Program in setting up this screening program.

Promote Healthy Women, Infants and Children

The New York State's Prevention Agenda Dashboard reflects Rockland County's percentage of infants exclusively breastfed in the hospital at 45.4%. The state goal is 48%. In January of 2016, the percentage of women exclusively breastfeeding in the hospital was 14%. 82% were breastfeeding with formula supplementation and 3% were receiving only formula. Best practices employed by hospital include implementing "Ten Steps to Successful Breastfeeding," a WHO/UNICEF initiative with a specific focus on "Skin to Skin" practice and promoting rooming-in exclusivity in the overnight hours.

Scripting suggestions were provided to staff for patient education to handle requests for routine formula supplementation and to dissuade this practice. Policies were revised to clarify RN role in promoting exclusive breastfeeding while hospitalized and to continue for at least the first six months of life.

Within 10 months, the rate for exclusive breastfeeding while hospitalized had risen to 28%! The goal is to achieve the NYSPA agenda goal of 48.1% by 2018. The following narrative summarizes other hospital activities aligned with the NYSPA.

Prevent Chronic Disease

The Breast Center at Nyack Hospital continues to offer comprehensive services to women of Rockland County. The Breast Center (BC) promotes self-breast and bone-health awareness for both women and men and provides screenings for breast and cervical cancer for uninsured and underinsured women and men.

The BC professional staff of registered nurses, nurse practitioners, physician assistants, technologists, physicians, clerical staff, and breast surgeons all played a role in these community activities.

The Breast Center promotes breast health awareness not only to the residents of Rockland County but to healthcare providers in the county. The Breast Center provides mammograms, clinical breast exams, and cervical cancer screening recalling those requiring further diagnostic studies.

The Breast Center at Nyack Hospital collaborates with numerous organizations such as Susan G. Komen, The Cancer Services Program of the Greater Hudson Valley Region, Hudson River Healthcare, Inc., National Association of Nurse Practitioners in Women's Health, Rockland County Legislature, and the local health department in addressing these priorities.

In 2016, The Breast Center continued to provide education through lectures, health fairs, and other venues throughout the county. Sites included Nyack College, Church of God of Prophecy, Seventh Day Adventist Church of Nyack, Clarkstown-Pearl River Senior Center in Nanuet, St. Peter's Church in Haverstraw, Nyack Head Start, Nyack College's Hands on Health event, The Shops at Nanuet's Paint the Mall Pink women's health fair, Kings Daughters Library in Haverstraw, Rockland County Legislature, Meals on Wheels, and several presentations at The Breast Center. The Breast Center reported a great turnout for their "Blow Away Breast Cancer 5K Run/Walk with more than five hundred participants. Spanish-speaking women, The Dominican American Coalition of Rockland County and African-American women attended the health events happening in their own neighborhoods.

The Breast Center received the 2016 Susan G. Komen grant, and the NYS National Accreditation Program for Breast Centers (NAPBC) grant to fund patient navigation services. These generous grants have allowed The Breast Center to hire a RN Breast Health Navigator (Community/Physician Outreach and Education) and a Patient Navigator (Outreach and Scheduling), who assist women to schedule their screenings during their breast care, from the time of diagnosis and throughout their treatment.

During the first eight months of 2016, 476 uninsured or underinsured women received screening mammograms, 101 breast ultrasounds, 399 clinical breast exams, and/or cervical cancer screenings, 107 were recalled for diagnostic studies, 23 biopsies were performed and 13% or 3 cancers were found.

In 2016, The Breast Center added to their arsenal of tools in fighting breast cancer in our community the Genius 3D Mammography unit, the only mammography unit proven to detect 41% more invasive breast cancers and reduces false positives by up to 40%. The radiation dose for this 3D is one of the lowest in the industry. Additionally, The Breast Center enhanced the services it offers to their breast cancer patients with the addition of a dedicated breast cancer support group, and yoga class for stress relief on a weekly basis.

The hospital's Community Health and Education Department responds to requests from the community for lectures and blood pressure screenings. In 2016, health fairs/lectures were conducted for the following organizations located throughout the service area:

Heart Day by Montefiore Hospital, Teddy Bear Hospital at RCC, Diabetes Symposium, RP Connor Fit Day, Redeeming Lord Christian Center, Nice Pak Safety, VISIONS, Senator Carlucci's Senior Awareness Event, Montebello Health Fair, and St. Thomas Aquinas College.

Diabetes continues to be a major health issue. The rate of diabetes in Rockland County is 8%, but more prevalent in non-Hispanic black adults and Hispanic adults. The state will no longer be using diagnosis of diabetes as an indicator for measuring progress in fighting this disease. Instead, the state is focusing on reducing overweight and obesity. Risk factors for developing diabetes are being overweight or obese, having a family history of diabetes, or a history of gestational diabetes.

Rockland County's rate of pre-diabetes is 6.9%, higher than the NYS rate of 5.8%. Two of the hospital's certified diabetes educators were recently trained and certified to conduct the CDC Diabetes Prevention Programs. This evidence-based national program has been shown to effectively help adults prevent or delay diabetes. The program will be offered at low or no cost to the community in 2017. The Mamas Maravillosa Program, a diabetes prevention program based on the CDC DPP, will continue to be conducted in Spring Valley. In 2016, there were twenty participants from Ecuador, Guatemala, El Salvador, and Mexico. Participants reported an 83% increase in physical activity, a 54% decrease in consumption of fried food, 30% decrease in sugary drinks, and an increase in servings of fruits and vegetables per day.

The hospital offers the AADE Diabetes Self-Management training program, an evidence-based certified program by the American Association of Diabetes Educators. This program is covered by Medicare, Medicaid, and most other health insurance companies.

In 2016, the hospital conducted a diabetes self-management training program for the blind, for the third year in a row. This is the only program of its kind in New York State. The program was conducted at the summer camp program for VISIONS, located in Spring Valley.

Our efforts to combat obesity continue with the Lose to Win program. In 2016, there was another decline in number of programs and number of attendees. In 2017, the programs will be facilitated by persons with experience in educating adults including registered dietitians.

Promote Healthy Women, Infants and Children

Throughout the United States, there has been an increase in the number of infant deaths associated with pertussis (whooping cough). Strategies to prevent this are ensuring newborn caregivers are immunized to pertussis by receiving the T-dap vaccine. In 2016, the hospital developed a policy in providing T-dap vaccine information in a culturally sensitive manner to primary caregivers of newborns and to provide access to receiving this vaccine. Though the process is in place, the response has not been as anticipated. This will be focus for the hospital, with a person dedicated to exploring the low response and developing a plan to increase vaccination rates among these caregivers.

Promote a Healthy and Safe Environment

Nyack Hospital, in conjunction with RCDOH, Rockland County Emergency Management, Rockland County EMS, Good Samaritan Hospital, and the NYS Department of Health Emergency Preparedness, conducts regular disaster drills.

In the spring of 2016, 20 Nyack Hospital employees completed decontamination/ Hazmat training through the Rockland County Fire Training Center. This training included classroom instruction, donning and doffing Hazmat suits and an exercise utilizing Nyack Hospital's decontamination unit.

In May, the hospital participated in a disaster drill with our regional partners and local EMS. The drill involved an aircraft accident at Westchester County Airport, generating 140 victims with Nyack Hospital receiving 13 victims. The "victims" were student volunteers, triaged by our emergency department for a variety of injuries, six of whom required decontamination.

Another drill was conducted regarding a public health emergency involving exposure to a chemical nerve agent. This functional exercise tested Nyack Hospital's Emergency Department Decontamination Response Team, Hospital Command Mobilization, and response to a local Mass Casualty Incident requiring patient decontamination. The strategic National Stockpile/Chempack was available for distribution by Rockland County for treatment of exposure.

As an Area Trauma Center, Nyack Hospital continually works toward decreasing the incidence and severity of trauma; ensuring optimal, equitable, and accessible care for all persons sustaining trauma, preventing unnecessary deaths and disabilities from trauma, and implementing quality and performance improvement measures for trauma care.

The Trauma Department at Nyack Hospital is committed to injury prevention and community outreach. We focus on injury trends within the community and offer education to reduce and prevent injury that may lead to the need for medical attention. Nyack Hospital Trauma Professionals share their expertise in a variety of topics that help educate our community members and offer guidance in the reduction of habits that may lead to injury.

The Trauma Department participated in numerous community based educational activities throughout the year. In May, the Department participated in National

Trauma Awareness Month distributing educational materials regarding the initiative, “Safe Steps for Seniors”, in the hospital and on the hospital website. The campaign was also supported by a social media campaign on the Hospital’s Facebook site. At the Nice Pak Safety Fair in June, The Nyack Hospital Trauma Department promoted awareness of Distracted Driving to the community.

The public was encouraged to support laws that prohibit texting and driving. Community members signed a pledge not to text and drive. Thumb bands were distributed to help remind community members not to text and drive. During Child Passenger Safety week observed in September, child car seat checks within the community were promoted and educational materials were offered to Hospital visitors, employees, and to the public via our website. The Trauma Department hosted the Trauma Care after Resuscitation (TCAR) course to Registered Nurses in March. Approximately 35 RN’s from various hospitals throughout our region attended this event advancing their trauma skills.

In the future, the Trauma Department will have the ability to focus its community outreach efforts, not only on the most common injuries occurring in the County, but also on the locations where these injuries have taken place. Using a new Trauma Registry, they can collect detailed information on the types of accidents occurring, injuries sustained, and the location in the County where they happen. The Trauma Department can then focus their community outreach efforts on educating the public on a particular danger and assessing if their prevention education makes a difference in occurrence.

In 2016, the Nyack Hospital Pharmacy Department developed a brochure on the safe use of antibiotics. While this is not a new issue, recent public health problems associated with multi-drug resistant organisms gained attention throughout the nation. Several colleges and senior groups made inquiries via the Community Health Education Department requesting a speaker on this topic. Our pharmacists attended several health-related functions, distributing the brochure and engaging in discussions with attendees regarding the dangers of misuse of antibiotics and what steps people can take to avoid this practice. We will continue this “Ask the Pharmacist” format in the future and make this brochure available at private physician practices.

Promote Mental Health and Prevent Substance Abuse

Mental, emotional, and behavioral (MEB) health promotion is an emerging field that uses a strengths-based developmental approach. MEB disorder prevention includes mental illness prevention and substance abuse prevention. Substance abuse prevention has more than two decades of etiological and program-outcome research, and evidence is emerging to show that mental illness can be prevented (*source: NYSPA*).

The Behavioral Health Center at Nyack Hospital provides a full spectrum of acute psychiatric and medical care, focusing on the combined needs of the patient. The needs of the patient are provided throughout the continuum of care, including emergency treatment, hospitalization, and appropriate discharge.

Community outreach includes educating general practitioners in discussing availability of mental health services to their clients, raising awareness of mental health issues in our community and taking steps to reduce the stigma, shame and barriers in seeking help. Nyack Hospital provides screening tools and resources for depression awareness and Suicide Assessment Five-step Evaluation and Triage (SAFE-T).

Promoting awareness and information on seeking help is also provided at health fairs and schools throughout our community. A focus is on disseminating information on the B4Stage4 program, an anonymous, free, and confidential screening to start a conversation with a primary care provider or a trusted friend and begin to plan a course of action for addressing mental health.

Some of the organizations the hospital collaborates with in this effort are Rockland County Suicide Prevention Coalition, Mobile Crisis Unit, Rockland County Friends of Recovery, Mental Health Association of Rockland, Jawonio, VCS, Rockland County Department of Mental Health, Orangeburg Service Center, Nyack Consultation, and Behavioral Health Response Team.

A physician, caregiver, family or friend may make a referral by calling 845.348.6700.

Prevent HIV, Sexually Transmitted Diseases, Vaccine Preventable Diseases and Healthcare Associated Infections

Nyack Hospital continues to respond to the request of the local health department to help increase the rate of providing vaccinations for vaccine preventable diseases such as influenza. In 2016, Nyack Hospital, in collaboration with the RCDOH and Office of the Aging, administered 500 influenza vaccines to seniors age 65 and older at community sites. Vaccines are administered by registered nurses and pharmacists who have been certified in administering immunizations. The hospital staff also administered 350 vaccines to first responders and not-for-profit organizations with contact with the public during flu season.

The Employee Health Department focuses on increasing the rate of immunization of all staff by expanding hours of availability and going from unit to unit with a mobile cart. Pharmacists are also available to immunize staff.

Immunizations administered will be reported with consent to New York State Immunization Information System (NYSIIS) with permission of clients.

5. Process to maintain engagement with local partners and process used to track progress and make mid-course corrections:

Various hospital committees, such as the Diabetes Self-Management Training Program Advisory Board, the Cancer Committee, and the Maternal Child Services Department, will meet minimally on an annual basis to evaluate progress and make mid-course corrections as needed. Community members will be invited to participate in all of these committees. The hospital will also continue to attend the Public Health Priorities Steering Committee meetings, the Montefiore Mid-Hudson Collaborative Committee meetings, and the Rockland County Immunization Coalition meetings.

Nyack Hospital's Community Health Education department will continue to encourage community input via the hospital website nyackhospital.org and by phone at 845.348.2004.

6. Plans to disseminate executive summary to the public and how it will be made widely available to the public providing website where it can be located.

The community service plan will be available to the public through the hospital website and copies will be available to the public in the lobby of the hospital and at health events throughout the year.

The following depicts a few of the Prevention Agenda Topics and Implementation Plan highlighted in this Community Service Plan.

Prevent Chronic Disease

Goal 1

Increase access to high quality chronic disease preventive care and management in both clinical and community settings

Outcome Objectives

Increase the percent of adults (50 – 75 years) who receive a colorectal cancer screening based on the most recent clinical guidelines especially among disparate populations.

Interventions Strategies Activities

80% by 2018 initiative.

Process Measure

Number of screening events, number of persons navigated through the screening process.

Partner Role (*facilitator, evaluator, coordinator*)

NH Cancer Center Outreach Committee: Evaluator: planning, data collection

Cancer Services Program (CSP): Facilitator

American Cancer Society (ACS): Provide educational materials in English and Spanish, promotional ideas

RCDOH: Promotion to extended family members for clients of the Family Planning Clinic

Digestive Disease Association of Rockland: Facilitator: Physician champion

Partner Resources (*provide room, share staff, share data*)

Nyack Hospital provides staff, room, and share data with CSP and ACS.

- **ACS:** Share staff and data.
- **CSP:** Staff and data collection and data reporting to NYS.
- **DDR:** Personnel, lab, data.
- **RCDOH:** Public Health Priority Committee will promote this message and scheduled events. Members will distribute educational materials to their organizations representing communities throughout Rockland County, particularly to those located in Haverstraw, Spring Valley, and Nyack.

By When

2016 Planning phase:

- Form team.
- Choose a physician champion. Develop non-specific patient standing order for screening.
- Develop screening event schedule for 2017. Choose educational materials in English and Spanish to promote awareness and provide education on risk for colorectal cancer and screening recommendations.

2017:

- Develop and distribute flyers, and FIT Kits.
- Conduct at least two prevention and screening events for residents from Haverstraw and Spring Valley.
- Review/ analyze data, improve as needed. Host professional seminar for clinical staff on the importance of colorectal cancer screening.

2018: Host 4 prevention and screening events targeted towards Latino adults age 50 – 75.

Will Action Address Disparity

Yes, educational brochures and promotion of screening events in English, Spanish, and other major languages for our community will be distributed.



A Member of the Montefiore Health System

Goal 2

Increase access to high quality chronic disease preventive care and management in both clinical and community settings.

Outcome Objectives

Improve access to health care services by the underserved.

Interventions Strategies Activities

Distribute brochures to the public regarding the hospital's charity care outlining provision of free or reduced charges for services policy. Distribute brochures to Public Health Priorities Committee. Brochures are in English, Spanish, Creole, and translators are available to persons speaking language other than English. Brochures are available in the hospital lobby at all times.

Process Measure

Number of events brochures distributed.

Partner Role (*facilitator, evaluator, coordinator*)

Nyack Hospital: Evaluator, Coordinator

RCDOH HPC: Assists with distribution to community organizations

By When

2016: ongoing

Will Action Address Disparity

Yes

Goal 3

Increase access to high quality chronic disease preventive care and management in both clinical and community settings.

Outcome Objectives

Increase the number of adults at high risk for developing type 2 diabetes from developing diabetes.

Interventions Strategies Activities

Conduct CDC DPP and MM

Process Measure

Number of CDC DPP programs conducted. # of people attending these programs



A Member of the Montefiore Health System

Partner Role (*facilitator, evaluator, coordinator*)

RCDOH: Evaluator

Local libraries: Coordinator

Local town government: Coordinator

Nyack Hospital: Facilitator/Coordinator and Evaluator

Partner Resources (*provide room, share staff, share data*)

- **RCDOH:** Provide support and materials.
- **Local libraries:** Provide rooms for program.
- **Local town government:** Provide room for program.
- **Nyack Hospital:** Coordinator and Evaluator: provide instructors for program.

By When

2016: Instructors certified to teach CDC DPP

2017: Conduct 3 programs throughout county

Will Action Address Disparity

Yes, one program specifically targeted to Latina women, whose primary language is other than English and are uninsured or underinsured.

Goal 4

Increase access to high quality chronic disease preventive care and management in both clinical and community settings.

Outcome Objectives

Reduce obesity in adults Decrease the rate of overweight and obesity in Rockland County.

Interventions Strategies Activities

- Conduct LTW program facilitated by registered dietitian or educator with experience in conducting programs.
- Conduct "Enhanced Fitness for Seniors" (Nyack Y program).

Process Measure

Number of programs conducted throughout the county, Number of people attending program, Number of pounds lost, number of servings of fruits and vegetables per day, minutes of physical exercise per day, etc.

Partner Role (*facilitator, evaluator, coordinator*)

Nyack Hospital: Facilitator

RCDOH: Evaluator

Haverstraw King's Daughter's Library, Valley Cottage Library, Westcop, Spring Valley, Caribbean Food Delights, Tappan, Nyack Hospital



A Member of the Montefiore Health System

Partner Resources (provide room, share staff, share data)

- **Nyack Hospital:** Provide instructors.
- **RCDOH:** Provide instructors.
- **Locations:** Provide rooms.
- **Enhanced Fitness Program:** Nyack Hospital coordinator

By When

2016: Conduct 4 programs

2017: Conduct 4 programs

2018: Conduct 4 programs

Nyack Hospital will provide space for program.

Will Action Address Disparity

Yes, offered at low cost to all.

Promote Healthy Women, Infants and Children

Goal 1

Maternal and Infant Health

Outcome Objectives

Increase the proportion of NYS babies who are breastfed. (*Baseline: 43.7%; Year: 2010; Source: NYSDOH Vital Records; Data Availability: state, county*)

Interventions Strategies Activities

- Promote breastfeeding throughout the continuum of Care. Provide structured comprehensive breastfeeding education throughout the continuum of care. Adopt hospital policy that encourages exclusive breastfeeding while hospitalized.
- Educate staff in benefits of exclusive breast feeding, educate staff in educating patients in breastfeeding.
- Hire FT certified lactation specialist (CLC) to educate clients at the Prenatal Center, for inpatients and for community groups.
- Lactation specialist services free and available to the public.
- Skin to Skin initiative.
- Breastfeeding support groups free and open to the public.
- Outreach to local physician practices to promote and educate on Breastfeeding Friendly Practice Outreach to day care centers and babysitters re: using breast milk instead of formula, storage requirements, benefits, etc.

Process Measure

- Increase the percentage of infants exclusively breastfed in Nyack Hospital by 10% each year. Percentage of postpartum women who exclusively breast feed while hospitalized and continue breastfeeding x 6 months.
- Become a Breastfeeding friendly hospital.

Partner Role

Nyack Hospital Women's Health Services: Facilitator and Evaluator.

RCDOH coordinator: grant to promote Breastfeeding Friendly Practices.

Prenatal Center: Provides room to counsel women about breastfeeding.

Partner Resources

- **Nyack Hospital:** Provide CLC.
- **RCDOH:** Provide staff.
- **Crystal Run Pediatrics:** Provide room and share staff.
- **Hudson Center for Women's Health:** Provide room.
- **Nyack Hospital Prenatal Center:** Provide room and staff.
- WIC Peer Counselor Program for inpatients

By When

2016:

- Implement World Health Organization's "Ten Steps for Successful Breastfeeding".
- Initiate Skin to Skin initiative.
- Increase patients who exclusively breastfeed by 10% (2015 rate: 14%).
YTD 2016: 28%.

2017:

- Conduct bimonthly free breastfeeding support groups open to the public.
- Provide bimonthly counseling at Prenatal Center by CLC. Increase patients who exclusively breastfeed by 10%. Contact physician groups and provide education on becoming a "Breastfeeding Friendly Practice".
- Monthly "New Moms" support group.
- 2017 goal: 48.1 % exclusive breastfeeding in hospital.
- Conduct monthly new mom support groups open to all women.
- Develop plan with WIC for Peer Counselor Program

Will Action Address Disparity

Yes, as CLC will offer breastfeeding instruction at the Prenatal Center whose clients are either uninsured or on Medicaid.

Goal 2

- **Maternal and child health.**
- **Decrease the burden of pertussis and influenza**

Outcome Objectives

Increase the number of infant caregivers who receive T-dap and influenza vaccine.

Interventions Strategies Activities

- Develop policy for caregivers of newborns to receive T-dap and influenza vaccine.
- Provide culturally relevant educational materials and easy access to obtaining vaccine.

Process Measure

Increase the number of infant caregivers who are immunized with T-dap and influenza vaccine.

Partner Role

Pre-natal Center, pediatrician offices, local day care providers

Will Action Address Disparity

Yes.