



 **PRESBYTERIAN**  
Center for Community Health

# Community Health Investment Report

December 2016

# Community Health Investment Strategy

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*Presbyterian exists to improve the health of the patients, members and communities we serve.*

The Presbyterian Center for Community Health (CCH) was established in 2016 in pursuit of our purpose, and to demonstrate that we have taken seriously the priorities determined through our community health assessments and that we have analyzed and formulated interventions that will improve the health of the communities we serve. Our strategy further includes a priority to align with and support the effectiveness of delivered healthcare interventions. The CCH is working to centralize Presbyterian's efforts around programs and partnerships that offer funding and programmatic support to address needs of disinvested in populations and impact the community health needs of everyone throughout New Mexico. We fully leverage the investment by Presbyterian and seek additional financial opportunities to strengthen our response to identified community health needs.

## WE AIM TO:

- Serve as an anchor institution to convene diverse stakeholders around common vision, for the implementation of mutually reinforcing activities, and shared measurement of collective impact.
- Support community health assessments and implementation plans.
- Investigate, promote and implement innovative, scientific and data-supported interventions.
- Provide community benefits as part of our obligation as a not-for-profit healthcare delivery system.
- Leverage local and national foundations and grants to match funds for projects and use funds to bring in other partners such as United Way and local and state government.
- Pursue social impact investments to create and demonstrate measurable impact and return on investment.
- Sustain community health infrastructure with a focus on leveraging other resources, reaching meaningful outcomes, transparency and accountability.
- Support Presbyterian departments and service lines with expertise on innovative strategies in community health, epidemiology, population health, equity, community engagement, chronic disease self-management, health promotion and substance abuse prevention.
- Be aware of and align with community projects such as behavioral health initiatives through the County as well as United Way strategy in order to increase impact and support community needs.





**THIS IS HOW WE ARE IMPROVING COMMUNITY HEALTH**  
HEALTH AS A SHARED VALUE

STRONGER INTEGRATION OF HEALTH SERVICES & SYSTEMS

CROSS SECTOR COLLABORATIONS

<p><b>Community Health Assessment &amp; Implementation Plan</b></p> <ul style="list-style-type: none"> <li>Identify needs with communities</li> <li>Strengthen existing, effective programs</li> <li>Build partnerships &amp; provide supportive funding</li> <li>Enhance community capacity &amp; leadership</li> </ul>	<p><b>Community Benefit</b></p> <ul style="list-style-type: none"> <li>Strategic investment</li> <li>Accountability</li> <li>Responsive to community need</li> <li>Champion charitable purpose</li> </ul>	<p><b>Adjacency to Care Delivery</b></p> <ul style="list-style-type: none"> <li>Achieve results</li> <li>Pay for success</li> <li>Align population &amp; community health initiatives</li> <li>Service integration</li> <li>System transformation</li> </ul>	<p><b>Leverage Funds</b></p> <ul style="list-style-type: none"> <li>Social Impact Investing</li> <li>Private philanthropy</li> <li>Federal, state and foundation grants</li> <li>Matching funds</li> </ul>
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**COMMUNITY INFORMED PRIORITIES**

 <p>Increase access to and consumption of healthy food</p>	 <p>Increase physical activity</p>	 <p>Reduce unhealthy substance use</p>	 <p>Increase access to care</p>	 <p>Increase Behavioral &amp; Mental Health Support</p>	 <p>Prevent Violence</p>	 <p>Strengthen the Economy</p>
System Priorities			Local Priorities			



**WE ARE BUILDING A CULTURE OF HEALTH**

**Improve Population Health, Well Being, & Equity**

**Enhance Individual & Community Well Being**

**Manage Chronic Disease & Reduce Toxic Stress**

**Reduce Health Care Costs**



**OUTCOMES**

HEALTHIER MORE EQUITABLE COMMUNITIES

# Community Health Assessments and Implementation Plans

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Our Community Health Assessments and Implementation Plans are critical to guide internal priorities and help large scale, cross-sector partnerships and define actions to target efforts that promote population health improvement. The assessments and plans define the vision for the health of the community through a collaborative process that addresses the strengths, weaknesses, challenges, and opportunities that exist to improve the health status of that community.

Presbyterian's core community health priorities in all counties are: healthy eating, active living and prevention of unhealthy substance use.

Additional priorities added to address county-specific needs are behavioral health, violence prevention, access to care and economic development.

These make up many of the biggest risk factors for chronic disease, injury and mortality, and poor quality of life, and include the social and economic determinants that drive poor health and high healthcare costs.

## Our Concept of Community Impact

- Community driven
- Honor the voice of the community
- Capacity building and strengthening what exists
- Adjacency to healthcare delivery
- Projects that are bold and have visible impact
- Promote equity and elimination of health inequities

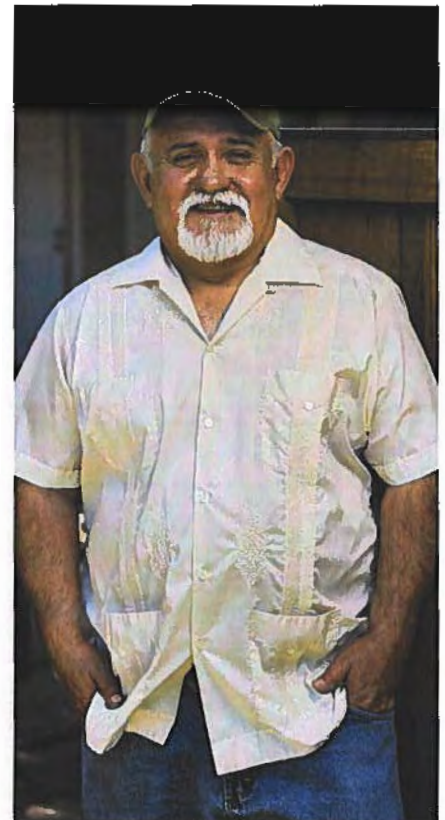
## Wellness Referral Center Patient Success Stories

### 67-year-old man with diabetes

One challenge to attending classes is that he is only available certain days because he has running card games already scheduled. The Wellness Referral Center (WRC) helped him find classes that fit his schedule. After taking cooking classes and receiving nutrition education he learned to watch his carb intake, which foods contain bad sugars and portion control. His A1C dropped from a nine to a six after class completion. He also really liked the people in the class and wants to attend other classes as soon as they begin.

### 33-year-old woman with a developmental disability

She was referred for physical activity and registered in a South Valley Walking Group sponsored by the CCH. Her mother, who is also her caretaker, is overjoyed because her daughter is physically active and having so much fun getting out of the house and meeting new people.



# The Wellness Referral Center



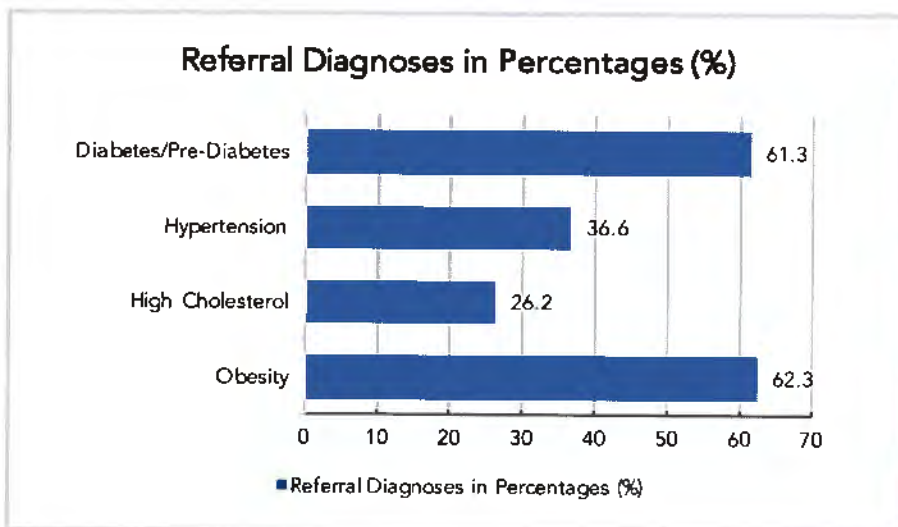
The Wellness Referral Center (WRC), operated by Adelante Development Center, Inc., receives referrals from healthcare providers for community wellness activities for their patients with chronic diseases. The WRC actively connects patients to evidence-based, community support services like cooking classes, exercise and dance classes, and six-week Chronic Disease Self-Management Program workshops.

- Throughout 2016, **10 clinics in the Bernalillo County-area** referred patients through the WRC. Two are Presbyterian clinics, including Presbyterian Medical Group Isleta and Pediatric Endocrinology.
- In 2016, there were **13 FREE community wellness programs** available in patient’s neighborhoods that accommodate patients’ schedules, transportation and childcare needs.
- **Five to seven additional Presbyterian Medical Group clinics** plan to begin using the WRC in 2017 to help meet their patients’ needs and help support population health goals related to diabetes and cardiovascular health.

In 2015, PMG Isleta Clinic saw approximately 33,500 patients – the potential for impact of lifestyle change programs on Presbyterian patients and their families is inspiring.

In 2016, **more than 400 patients** were referred and approximately one in four patients registered for additional classes once they complete their initial referral.

All of the offered resources welcome and encourage family members, friends and/or caregivers to attend with the person referred – effectively delivering prevention activities to friends or family members at risk for chronic disease and building social support for successful behavior change. Because of growing demand, there is a continuous effort to find, grow and develop more wellness programs that meet the needs of the various communities and populations within Albuquerque and surrounding counties.



Lifestyle-change treatments are twice as effective as medication in preventing incidence of Type II Diabetes. To prevent one case of diabetes during a period of three years, seven people would have to participate in the lifestyle-intervention program, and 14 would have to receive the medication Metformin.

*New England Journal of Medicine (2002)*

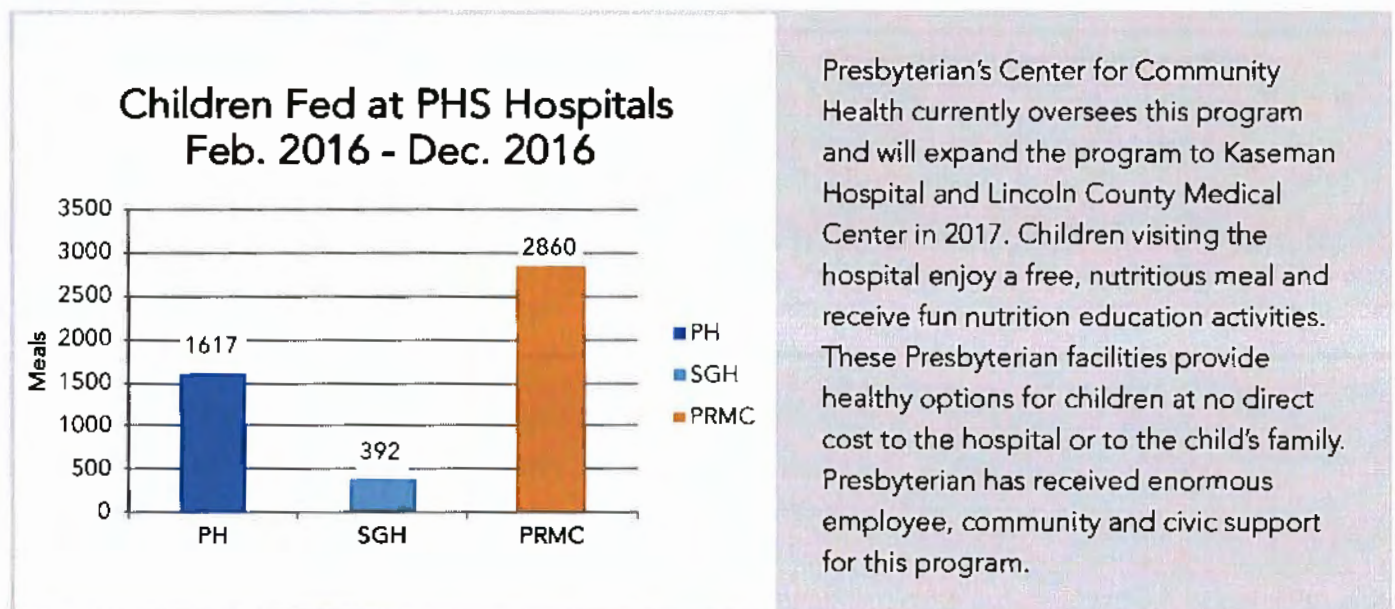
## Free Healthy Meals for Kids

Children at Presbyterian Hospital, Presbyterian Kaseman Hospital, Socorro General Hospital and Plains Regional Medical Center receive free meals in the hospital cafeterias. New Mexico Children, Youth, and Families Department (CYFD), Family Nutrition Bureau administers the USDA Child Nutrition Programs and provides federal funds to participating institutions to initiate and maintain non-profit food service programs for eligible children and adults. The funds provided through these programs help ensure that eligible children receive nutritious meals that meet USDA meal pattern requirements. In 2017, Lincoln County Medical Center in Ruidoso will also offer the program.

*"Another wonderful program! Your work makes me proud to be part of PHS!"*

– PHS Dietician

**More than 6,000 FREE meals served in 2016 since the program began in February.**



**This means that in under a year, Plains Regional Medical Center potentially has fed 70 percent of the children we identified as living poverty in our 2016 CHA in Curry County, 28 percent in Socorro County, and 3.8 percent in Bernalillo County.**

In one month (August) – Presbyterian was reimbursed \$951 for 282 meals provided, covering the entire retail price of the food – this saved families the same amount in out-of-pocket expense for nutritional food.

*"I'm in total amazement by this program. Thank you so much for doing this. I think this is one of the most fantastic initiatives for hungry children that I've ever witnessed. I couldn't be prouder to be part of an organization that makes this a priority."*

– Presbyterian Pharmacist

## Mobile Farmers' Market

In 2015, Healthy Here's Mobile Farmers' Market (MFM) - a farmer's market on wheels - provided 659 residents of southeast Albuquerque with fresh, affordable fruits and vegetables, free healthy food samples, and nutrition education. The MFM travels weekly to six school, clinic and community center locations in Albuquerque's International District and South Valley areas June through October.



- In 2016, an estimated **1,000 unique customers** visited the market and **78 percent** reported their ethnicity as Hispanic or American Indian.
- By the end of the season in 2016, produce sales had totaled \$14,500, a **445 percent increase** over sales in 2015.
- As part of the integrated Healthy Here initiative, healthcare providers at partner clinics talked to patients about the importance of healthy foods. This resulted in **23 percent** of customers saying they heard about MFM from their provider.
- In 2016 **36.7 percent** of customers used WIC, **18 percent** used SNAP and **20 percent** used senior checks to purchase healthy foods.

### Special Visitor at Mobile Farmers' Market

Thanks to the New Mexico Farmers' Market Association, U.S. Representative Michelle Lujan Grisham visited the Healthy Here Mobile Farmers' Market in July 2016. In an effort to promote Double Up Food Bucks, which enables SNAP/EBT recipients to double the amount of fresh produce they can purchase at farmers' markets, Congresswoman Lujan Grisham met with SNAP recipients and their family members at the UNM Southeast Heights Clinic. She was also briefed on the Healthy Here initiative and how it is serving families in the International District and South Valley.

### Kids Cook at the Mobile Farmer's Market

A woman with her three adopted kids comes EVERY week, sometimes to buy, sometimes to try, and always to do the Kids' Cook activity (their favorite was coleslaw because of the grating). The mom feels like they are building their own family culture over shared food and recipes.



Healthy Here is an initiative of the Bernalillo County Community Health Council. It's funded through the Centers for Disease Control and Prevention's REACH (Racial and Ethnic Approaches to Community Health) award and managed by Presbyterian Healthcare Services. The Mobile Farmers' Market is also made possible with funding from the National Institute of Food and Agriculture, U.S. Department of Agriculture, Presbyterian Healthcare Services and Bernalillo County.

## Physical Activity

Numerous environmental changes have occurred in 2016 including placement of **10 streetlights** on private property throughout the International District that mark walking trails and address safety concerns of residents.

A stretch of busy roadway in the heart of the International District with high rates of pedestrian accidents was restriped to accommodate traffic calming designs, bicycle lanes and pedestrian-safety measures. **Ten neighborhoods** are directly adjacent to the improved roadway.

Healthy Here partners also recently marked and dedicated a new walking trail around the existing First Choice Community Healthcare South Valley Community Commons (the Commons), with plans to expand the trails connecting the Commons with nearby parks, recreation and other destinations. This new trail is accessible to an estimated **21,261 residents** living in South Valley neighborhoods within a one-mile radius of the Commons.

The Center also designed and promoted the **“Take a Break, Take a Walk”** campaign to get patients and staff members to utilize walking trails around Presbyterian Hospital for wellness and stress relief. These complement the ongoing work in Socorro, Cuba, Española, Clovis, Tucumcari and Ruidoso to promote hospital and community exercise trails.



**We've got some great walking and wheelchair rolling paths to recommend, right here at Presbyterian Hospital.**

These paths are all on tree-lined sidewalks that connect to our local neighborhood, the Silver District.



### Walking is a great way to get exercise.

Walking can help improve your mood and lower stress. Walking improves your overall health and helps you get better sleep, lose weight, and live longer.

- Diabetes
- High blood pressure
- Heart disease
- Different types of cancers, including breast and colon cancer

Ask your healthcare provider to write you a prescription for walking, wheelchair rolling, or other exercise based on your fitness level and health.

To find other walking and wheelchair routes that are safe and accessible, visit [prescripfortrails.org](http://prescripfortrails.org)



**PRESBYTERIAN**  
Community Health

## The Presbyterian Center for Community Health is Building Key Partnerships

Since at least 2013, many of the regional Presbyterian hospitals have established key community health partnerships in the cities where they are located.

With growing direction, technical assistance, and financial support from the Center for Community Health, all of the regional hospitals are expanding their community health work to truly assess and meet the needs of their communities. By building more diverse partnerships, including with health councils, public health, other healthcare providers, governments and schools, hospitals can support better health for rural and underserved populations in their communities.



# Youth Leadership Development

Presbyterian Center for Community Health follows the recommendations of the Interagency Working Group on Youth Programs, a collaboration of 12 federal departments and agencies that support youth, to promote the strategy of Positive Youth Development.

## Positive Experiences + Positive Relationships + Positive Environments = Positive Youth Development

Positive youth development is an intentional, pro-social approach that engages youth within their communities, schools, organizations, peer groups and families. This is done in a way that is productive and constructive; recognizes, utilizes and enhances youths' strengths; and promotes positive outcomes for young people by providing opportunities, fostering positive relationships, and furnishing the support needed to build on their leadership strengths.



Positive youth development is now a leading strategy in prevention science. In the past, prevention efforts typically focused on single problems before they surfaced in youth, such as teen pregnancy, substance abuse, and juvenile delinquency. Over time, experts determined through research, that promoting positive asset building and considering young people as resources were critical strategies to building resiliency and better protect young people from risky behavior, enabling them to become healthy and successful adults.

**Presbyterian supports a number of programs that impact youth environments, relationships and leadership development through home visits, parent education, cooking, and dance classes aimed at youth, school improvements for experiential learning, mentorship, leadership academies and more.**

**With the help of community benefit funds, Cessos, a non-profit organization in Albuquerque, provided programming to more than 262 children, young adults, parents and community elders in the South Valley in 2016.**

*"We want to extend our heartfelt thanks to Presbyterian Community Health for supporting our work through the funds received. Receiving these funds allowed us to continue and expand on the important work we are doing in the South Valley community that is connected to the protection and preservation of local traditions and to the betterment of overall community health. Presbyterian Community Health funds directly supported youth leadership development, local community events connected to acequia traditions, supported student and family engagement with local agricultural traditions and healthy eating at Dolores Gonzales Elementary school."*

*- Albuquerque Non-profit Organization Cessos*

**\$6.2 MILLION**

The Center for Community Health has leveraged \$6.2 million in federal and local grants, foundation funds, contracts and monetary recognition awards of excellence in three years.

**5.7 CCH Staff**

**Paid with Leveraged Funds**

# Community Health Funds Leveraged

## Funds Received

The CCH is fully leveraging the investment by Presbyterian to strengthen our response to identified priorities. In three years, the CCH has leveraged approximately **\$6.2 million** consisting of federal and local grants, foundation funds, contracts and monetary recognition awards of excellence.

## Funds Invested

The CCH supports **more than 60 community organizations** in **10 counties** that help Presbyterian achieve its community health implementation goals and provide culturally relevant programs and services to Presbyterian community members.

The support of the CCH has a major impact not only on recipients of programs and services but on local health infrastructure, cross-sector partnership development and the growth and stability of local economies through support for jobs and health sector capacity building.

## Future Goals and Recommendations

Beginning in 2017, Presbyterian will work with ReThink Health Ventures, a program funded by the Robert Wood Johnson and Ripple Foundations. This will allow us to partner with UNM Health Sciences Center, Bernalillo County and other stakeholders in the community to participate in a learning community on creating a stronger, more effective health system in Bernalillo County.

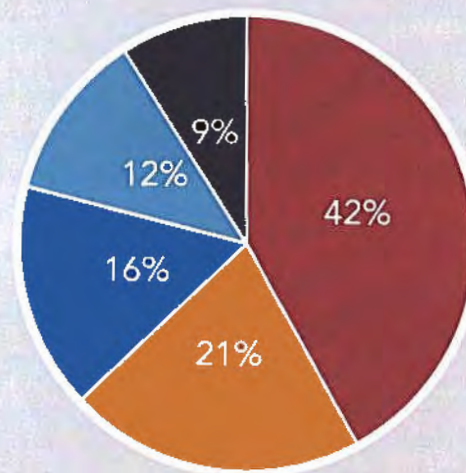
In early 2017, Presbyterian received an award of a **\$4.5 million** cooperative agreement from The Centers for Medicaid and Medicare Services (CMS) for an Accountable Communities for Health model that will further allow us to screen Medicare and Medicaid patients for social determinants of health and connect them to resources through 1:1 navigation; measuring for decreased cost of care and improved quality.

The Center for Community Health is also exploring the Pay-for-Success model, where we would invest in businesses that decrease the cost of care for our patients and improve health outcomes. In general, we are continuing to work with Population Health on alignment of our work as well as integration of equity as a core principle into our strategy.

## PRESBYTERIAN Healthcare Foundation

Presbyterian Healthcare Foundation has generously supported community health by providing funds for a number of programs addressing Presbyterian's three core community health priorities.

2016 Community Investment Priorities



- Healthy Eating
- Community Assessment & Local Health Capacity Building
- Active Living
- Prevention of Unhealthy Substance Use
- Integrated Services & Population Health Pilot Projects

## For more information about Presbyterian Center for Community Health, please contact:

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