

St. Joseph Health System - Humboldt County

Community Benefit Plan

2009 - 2011

**St. Joseph Hospital
Redwood Memorial Hospital** 
ST. JOSEPH
HEALTH SYSTEM

A Ministry of the
Sisters of St. Joseph
of Orange

**St. Joseph Health System – Humboldt County
Community Benefit Plan
FY09 – FY11**

Table of Contents

Executive Summary	1
Community Profile	3
Community Needs Assessment	5
DUHN Communities	6
Program Selection	6
Community Benefit Programs	8
Governance/Management	9
Key DUHN Community Benefit Initiatives	11
Key DUHN Community Benefit Activities/Programs	12

**St. Joseph Health System – Humboldt County
Community Benefit Plan
FY 09 - FY 11**

St. Joseph Health System – Humboldt County (SJHS-HC) ministries began when the Sisters of St. Joseph, a congregation of only nine Sisters, responded to the 1918 flu epidemic by visiting the homes of the sick to provide practical nursing care. The experience showed the teaching Sisters that, by establishing a hospital, they could provide health care services that would more effectively address the unmet health care needs of the area. In 1920, the Sisters opened their first hospital, St. Joseph Hospital, in Eureka. In 1957, the Sisters expanded their Humboldt County health care presence by opening Redwood Memorial Hospital to address the needs of the Eel River Valley. The commitment the Sisters began locally in 1918 continues today and is further defined by their vision - to extend the legacy of the Sisters of St. Joseph of Orange by continually improving the health and quality of life of the people in the communities we serve.

Humboldt County is located in the northwestern corner of California and is the largest and most populous of the North Coast's rural and isolated counties. It is wealthy in community collaboration, the same collaboration shown by the Sisters in 1918 when they accepted the community's request to assist those stricken by the flu epidemic. Elected officials, public agencies, community providers/organizations, and citizens continue to come together with St. Joseph Health System – Humboldt County to actively engage in designing programs, sponsoring activities and collaborating to address identified community concerns.

St Joseph Hospital (SJE) consists of two campuses in Eureka and is in the process of building a new patient tower to assure the facility meets all seismic requirements. The full service acute care hospital is one of the most advanced in Northern California and is a leader in furnishing care on the North Coast. The services provided include open heart surgery, interventional cardiology, total joint replacements, complex eye surgery, pediatric care, and a full range of women's and children's services. The hospital also offers comprehensive oncology care through an accredited cancer program as well as all Emergency Medicine Board certified physicians to provide care in the full service emergency room. SJE also includes both an outpatient surgery center and an outpatient imaging center

The General Hospital (GH) campus, located only a few blocks from the SJE campus, offers the community a Medical Rehabilitation Center, Occupational Medicine, Laboratory Services, the Sleep Disorders Center, and Outpatient rehabilitation services. The campus also houses many of the support services needed by SJHS-HC to address the community needs, including the Paso a Paso prenatal program for Latina woman.

Redwood Memorial Hospital (RMH) is a critical access hospital providing a full range of 24 hour emergency services and an accredited cancer program. RMH adopted a patient

and family centered holistic care model and has received recognition as a high achieving hospital in patient survey databases.

St Joseph Health System – Humboldt County works closely with our community partners to identify the needs of the citizens, as defined by the citizens themselves and the organizations that address the concerns. Humboldt County, and the surrounding counties that also have citizens who access health care locally, is a poor county. The per capita income is \$21,975 and 17.9% of all the citizens live in poverty. SJHS-HC identifies the entire county as one with disproportionate unmet needs and sets the community benefit priorities for the most isolated, under served in the regions.

Programs and priorities for FY 09-11 were identified in the Humboldt County Needs Assessment, September 2008. The assessment found a growing concern of citizens and organizations alike on the problem of obesity, lack of exercise, and the growth of poor health outcomes that relate to food insecurity and poor nutrition.

Paso a Paso is a SJHS-HC priority community benefit program that is reaching the low income Latino families of the area. The program began as a child birth education program for Latina women and has expanded services to include parenting classes and positive discipline training. For many of the Latino families, this program is the gateway to community services that, due to physical and language isolation, they were unaware existed. The program continues to reach into the Eel River Valley, expanding services to the area where the majority of Latino families reside.

The Community Resource Centers are the conduit for much of the priority outreach provided by SJHS-HC. Located for many years in the communities of Rio Dell, Fortuna, Willow Creek, Eureka and Blue Lake, this year an additional site will open at the Loleta Elementary School. Each of the named locations are separate and in many cases distinct from each other, as each addresses the needs of the individual community they serve. All centers do provide core services to their clients including access to health insurance, job resume assistance, access to communication through phone, fax and Internet, food and clothing assistance, to name a few. The centers partner with numerous community programs and participate in a Family/Community Resource Center coalition of 14 centers, sharing best practices to enhance program delivery.

The Humboldt Community for Activity and Nutrition (Hum CAN) is a group of committed organizations that define their mission to be to improve the quality of life for residents by fostering a healthy, engaged Humboldt community. Hum CAN has set goals to improve health status through increased physical activity and healthful eating, increase overall community fitness and to increase the consumption of nutritious foods. As a partner in Hum CAN, SJHS-HC has also identified these goals as top priorities for community benefit work.

Humboldt County Community Profile

The population of Humboldt County is estimated to be 128,864 citizens in 2008. The county covers 3,582 square miles, with 80% of the land designated to state and national parks and privately owned timber land. The county has an over all population density of 36 persons per square mile, compared to the rural definition of 52 people per square mile and the State average of 217.2. The area is rich in natural resources, recreational activities, and unique architecture but poor in a stable economic base. The county was founded on fishing, farming and logging but each year becomes more dependent on tourism as the most important economic driver.

The population density is not consistent over the geological regions of the county, with a few communities showing a density of over 50 citizens per square mile, while others have less than 10. The differences in the population density, as well as the physical isolation of the most rural citizens, provide a picture of the diversity of the needs of the area.

The population center, Eureka, the county seat, is located 272 miles north of San Francisco, 309 miles east of Sacramento and 466 miles south of Portland. Eureka is the commercial, cultural, social and health care access hub of California's North Coast. The city is bordered on the west by Humboldt Bay, the only deep water port on California's North Coast. The port remains undeveloped and attempts to expand services to and from the port are met with opposition from the area's large environmentalist/no growth population.

The rugged mountains, forests, and adverse weather conditions between Humboldt County and major cities, geographically isolate the county from other coastal communities and services. Eureka provides the goods and services to neighboring areas and hosts more amenities and services than would normally be expected in a city of its size.

The major highway transportation access is Highway 101, which runs through the county from the northern border of Mendocino County, to the southern border of Del Norte County. The three most populous communities of the region are located along this 101 corridor, including the communities of Eureka (26,128), Arcata (17,149) and Fortuna (11,217). The three communities comprise over 42% of the County's total population and are within 20 miles of each other. The county also has a very large percentage of unincorporated bedroom communities, with McKinleyville (13,599), the largest and Eureka itself bordered by unincorporated areas such as Cutten and Humboldt Hill that do not contribute to the tax base, but contribute to the police, fire and service needs of the City.

The remainder of the population lives in small, unincorporated communities with populations of 3,000 or less or in true isolation in rugged mountainous regions. Almost 55% of the County's total population resides in these communities. Inconsistent

transportation is a major issue without available bus transportation between communities making access to the medical, dental and community services extremely difficult for the more isolated regions. Weather plays a factor in access as well, with some areas of the county having in excess of 100 inches of rain a year, and others isolated from support services due to road closures from snow, ice and forest fires. Gas prices for the region have been consistently above the national average, hovering nearly \$5.00 a gallon at the high point in 2008, before decreasing to mid-\$4.00 range. With the per capita income of \$21, 975, this price seriously impacts the low income, isolated communities where small, local gas stations charge more per gallon than the 'city' prices noted here.

Humboldt County is ranked 47th of the 58 counties in the state for residential real estate growth. The median home price in 2007 was nearly \$177,000 less than the state median and \$25,000 less than the prior year. Total employment has declined by 2% since 2001 while wages have increased by 19.6% although wages are still 39% lower than the state average. Ninety percent of the population in 2007 was employed by four major economic players – Humboldt County itself, Humboldt State University, St. Joseph Health System- Humboldt County and Pacific Lumber Company. Pacific Lumber Company declared bankruptcy in early 2008 and in July of 2008, assets of the company – including the company owned community of Scotia – were sold to the newly formed Humboldt Redwood Company. The new company is establishing an economic presence in the county but it is not yet known how many of the employees will maintain their high paying jobs over time.

Humboldt County has a relatively high all-cause, age adjusted death rate as compared to other counties within the state. The county expects 645 new cancer cases a year, with breast, prostate, lung, colon and rectum cancers accounting for 38% of all projected new cases. Although there are these high rates of illness, there has been a decline in the percent of eligible persons covered by health insurance with a cumulative loss of 9% of covered persons since 2000. The greatest percentage of decline is in commercial insurance and this loss is largely driven by unemployment trends. The economic growth industry, tourism, is noted to have seasonal, low income, jobs with little or no benefits.

St Joseph Health System – Humboldt County considers all of Humboldt County to be the primary service area for the ministries. The secondary service areas reach into Del Norte, Mendocino and Trinity counties. All three of these counties are low income, isolated, rural counties with poverty rates higher than Humboldt. The primary and secondary service areas have a predominately white, non-Hispanic population comprising 79.5% of the total population. The Latino population is growing slowly with the impact on the health care delivery system greater than the impact of this growth on the general community. The Latino population lives in the smaller communities of the county, impacting the smaller, less equipped schools and town services. With little public transportation, the smaller towns have decreased access to services available only in the larger communities of Eureka, Fortuna and Arcata, placing a burden on the lower income Latinos to provide adequately for their families basic needs.

Humboldt County Community Needs Assessment

The Humboldt County Community Needs Assessment process began with a call to all community partners to share documents, needs assessments, studies and surveys completed since the prior assessment in 2005. The documents were collected and reviewed following the same formula used in all prior Humboldt County needs assessment. The thirteen areas of concern to the community were reviewed and priority areas were placed in a crosswalk. The thirteen areas reviewed are community support, jobs & training, affordable, accessible housing, transportation, recreational/social opportunities, substance abuse treatment programs, mental health services, life skills, medical care, dental care, coordinated information and referral, care giving and personal safety.

Since 2005, the California Center for Rural Policy (CCRP) was founded at Humboldt State University, Arcata, California. CCRP is a research center committed to informing policy, building community, and promoting the health and well being of rural people and environments. The research from CCRP utilized a mail in survey tool mailed to all post offices with a low population density of 11 people per square mile and randomly to selected post offices for higher population density areas. The information from CCRP provided access to specific stakeholder information and opinions from all regions of the county. The survey information is still being compiled with additional information published by CCRP on their web site as it is completed. To date, CCRP has published briefs on Investigating Very Low Food Security, Health Insurance Disparities and Disparities in Connectivity and Access to Health Care.

The Humboldt County Department of Health and Human Services – Public Health Branch state, in Humboldt County, 58% of adults and 41% of school-age children are overweight or obese. In an effort to obtain an understanding of how the Humboldt County stakeholders feel about this issue, a survey to examine the issue was conducted by St. Joseph Health –System Humboldt County.

Humboldt CAN, whose mission is to improve the quality of life for residents by fostering a healthy, engaged Humboldt County, is a collaborative, formed from an invitation of SJHS-HC, to mobilize the community to improve health status through increased physical activity and healthful eating. In April, to learn more from the community stakeholders, a meeting was held to prioritize ‘call to action’ items identified by the collaborative partners. The meeting brought together a cross section of community groups – including Humboldt County schools, CCRP, local farmers, parks and recreation representatives, and the members of the Humboldt CAN collaborative.

The Needs Assessment documents, the prioritization provided by the stakeholders and the demographics of Humboldt County has led SJHS-HC to select as the priority areas: continuing attention to the needs of the growing, under served Latino population, access to insurance/care issues, obesity and lack of safe, affordable exercise, and healthful eating through increased food security.

Disproportionate Unmet Health Needs DUHN Communities

Humboldt County, a rural isolated county by definition, is a region where all zip codes are areas with disproportionate unmet health needs. These needs range from the lack of affordable transportation, the high rate of citizens living in poverty, the isolated communities without access to medical care, and the language, cultural and documentation barriers of the Latino population.

The programs of St. Joseph Health System – Humboldt County are targeted specific populations within these zip code areas to address their specific needs. Working in collaboration with community organizations and partners, the region covered and stakeholder concerns are addressed not only by SJHS-HC, but by strong partnerships. The partnerships assure many more needs are addressed than can or should be by SJHS-HC alone.

DUHN Population	Key Community Needs	Key Community Assets
Latino population of Eel River Valley	Access to health education programs and services	Strong connection to church, school, and hospital
Under employed/unemployed families without medical and dental insurance	Access to health insurance and medical/dental care	County –wide Children’s Health Initiative Partnership
Households with incomes below the federal poverty level with children living in the homes	Access to food	County- wide community and program support, Food for People, schools and rotary clubs
Low income households who do not have access to physical activity	Access to transportation resources and safe routes to schools	County wide community collaborative working for increased physical activity for all ages
Isolated rural communities with low income families	Access to tools and resources to meet specific unmet needs	Existing network in place to support, review requests for funds, services

Program Selection

The Humboldt County Needs Assessment process included the review of 46 reports, forums and surveys in relation to 13 criteria – (1) Community Support, (2) Jobs and Training, (3) Affordable, accessible housing, (4) Transportation, (5) Recreational/social opportunities, (6) Substance abuse treatment programs, (7) Mental Health Services, (8) Life Skills, (9) Medical Care, (10) Dental Care, (11) Coordinated Information and Referral, (12) Care Giving and (13) Personal Safety. These 13 criteria were a consistent tool to filter the wealth of data available. The data represented community organizational and citizen views on a wide variety of consumer issues. The reports, forums and surveys were conducted not by St. Joseph Health System- Humboldt County, but by the citizens and organizations who had primary interest in the topic reviewed.

The top three issues of concern within the information reviewed were medical care (31 of the 46 reports considered it extremely important), coordinated information and referral and life skills (20 of 46), affordable housing and personal safety (18 of 46).

The top issues are defined as:

- **Medical Care:** The provision of affordable, accessible medical care for all citizens that will bring the county health statistics closer to the 2010 goals and outcomes.
- **Coordinated Information and Referral:** Coordination between service providers for seniors, parents and youth to use when information or referrals are needed
- **Life Skills:** Ability for all to provide or to learn skills ranging from appropriate personal grooming to financial management, from personal self esteem to responsible parenting, from routine household maintenance to meal preparation
- **Affordable, Accessible Housing:** Safe and accessible housing that the majority of the people of the county can afford to rent or purchase, and for which appropriate utilities are available and affordable
- **Personal Safety:** The ability of community members to feel safe in their homes and in their communities.

In addition to the above, the information obtained from the California Center for Rural Policy (CCRP) was included as a tool for prioritization of programs and initiatives. CCRP did a mail survey to households through out Humboldt County and, with Humboldt County itself a DUHN, the data CCRP collected on health care access, food insecurity and communication access were an additional prioritization tool.

A survey of individuals attending the SJHS-HC Community Resource Centers and the areas served by the Area Agency on Aging was used to determine how citizens felt about obesity prevention in their community. Did they feel obesity was the problem the Department of Health and Human Services, Public Health Branch, believed it was – and if so, what would they like to see done in their community to address it. The survey

responses, 255 out of 600 for 42.5% response rate, were county-wide and covered all ages.

A community forum was led by Humboldt Community for Activity and Nutrition (HuM CAN) in April of 2008. The forum was attended by 60 individuals, representing either community organizations or themselves, to prioritize the issues the 14 core HuM CAN partners had identified as potential goals to increase the physical activity levels and overall community fitness of Humboldt County. The top three responses from the forum were to:

- Advocate for built environment elements that support physical activity in city and county plans
- Increase organized fitness and nutrition activities in programs and organizations that serve children and families
- Increase social connectivity, social engagement and relationships among individuals and families in order to increase engagement in physical activity.

Each SJHS-HC Community Resource Center was invited to provide activities for their community that would address the priority areas. Community partners were asked – what are you doing to address the priority areas and how can St. Joseph Health System – Humboldt County assist the process? The program suggestions were presented to the Community Benefit Committee for review and their recommendation was taken to the Board of Trustee for final approval.

Using all of these tools and prioritization processes, SJHS-HC is confident the programs and initiatives selected for the Community Benefit plan will address community identified unmet needs for the DUHN populations of Humboldt County.

Community Benefit Programs

Partnerships, collaborations and the Community Resource Centers will be the primary tools SJHS-HC will utilize to address identified community needs across Humboldt County. SJHS-HC is aware that, with the enormity of the issues facing our rural, isolated communities, without collaboration, achievements will be difficult to accomplish and when accomplished, difficult to track and monitor. Our partnerships and collaborations increase the ability to meet identified needs many fold.

Partnering with Food for People, Hum Can and community food groups, the Community Resource Centers will continue to focus on providing access to food and exercise for all age groups. Located in the far regions of the county (Loleta, Blue Lake, Rio Dell, Fortuna, and Willow Creek) the centers will provide access to weekly food back packs for school aged children, after school snacks/activities, summer food activities/programs, food pantries within the centers, food commodities, family dinners, and delivery of senior food boxes. These activities will bring the food resources directly to the families that are not able to travel to the 101 corridor to access the food distribution directly.

Partnering with the North Coast Funder's Network, SJHS-HC will review applications to provide direct support to low income families throughout Humboldt County. The process will include funding and support for Holiday Programs, Summer Lunch Programs, Low Income Car Seat Distribution, Summer Youth Activities and Access to Dental Supplies to name a few. The partnership will address these and other identified needs through an application review process with SJHS-HC participating on projects that enhance the needs of our community.

Partnering with First Five Humboldt, the March of Dimes and the Department of Public Health, SJHS-HC will sponsor the Paso a Paso outreach program for Latina women and their families. Beginning as a child birth education program, Paso a Paso has expanded to address the multiple needs of the growing Latino population. The program will continue to focus new/enhanced services for the Eel River Valley, home to the greatest percentage of Humboldt County Latino families.

All Community Resource Centers will continue the focus on the needs of the under served, with programs appropriate to the community's where the centers are located. The centers participate through two coordinators with the Humboldt County Collaborative for Family Resource Centers, enhancing the ability for all centers to meet their targeted populations. The newest center, located in Loleta, will open in September for the first full year of activities to the low income families of Loleta Elementary School. Similar to the center at Rio Dell Elementary, the Loleta Center will be located within the school itself. All centers will continue their focus on access – access to low cost medications, access to communication tools, access to insurance and food stamps and access to resources addressing specific community needs.

SJHS-HC will partner this year with Open Door Community Health Center to provide medical, dental and mental health services to the community of Willow Creek, California. SJHS-HC has operated Willow Creek Family Health Center (WCFHC) for 13 years and in December of 2007, assisted Open Door in an application to include WCFHC in the Open Door network of federally qualified clinics. Open Door has over 30 years of experience in operating federally qualified clinics and SJHS-HC believes the partnership will strengthen the services now provided by WCFHC, a rural health clinic that is now a department of St. Joseph Hospital.

Governance/Management

St. Joseph and Redwood Memorial Hospitals comprise what is commonly referred to a St. Joseph Health System –Humboldt County. The hospitals are over seen by mirror Boards of Trustees who have established a Community Benefit Committee to guide and participate in the planning, development, implementation and evaluation of programs to improve the health of the community served by SJHS-HC. The Community Benefit Committee follows the guidelines established in the Advancing the State of the Art of Community Benefits and has Board approved by-laws, charter and policies defining/delineating processes.

The Community Benefit Committee is charged in assuring the completion of a Community Needs Assessment and Community Benefit Plan every three years, with annual updates to the Plan itself. The Committee includes at least three Board of Trustee members and is chaired by a trustee. The chair reports all Community Benefit activities directly to the BOT, and carries recommendations to them for programs and initiatives approved by the CB Committee. The Regional Director of Community Benefit provides monthly written reports to the BOT and the minutes of all CB Committee minutes are included in the BOT packet.

The Vice President of Mission Integration is a member of the CB Committee and is the representative between the committee and the Executive Leadership Team. The Vice President provides the Committee with support from management and assures the CB Plan is in alignment with the Strategic Plan of the local ministry. The Vice President of Mission Integration and the BOT attend the Strategic Planning sessions and provide the Regional Director of Community Benefit access to the Strategic Plan. The Regional Director of Community Benefit is an active participant on the Area Management Team, a team that also reviews and supports the Strategic Plan.

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**INITIATIVE LEVEL
Key DUHN Community Benefit Initiatives**

Initiative: Increase physical activity and healthful eating for communities of the Community Resource Centers

- Activity/Program Name(s):**
1. Healthful food distribution
 2. Bike Rodeos
 3. Backpacks for Kids

Outcome Measure (if available): School students will have access to healthful food throughout the calendar year

DUHN Target group School students who qualify for free and reduced lunches

Activity 1: Content category: Community Health Services **Sub-content category:** Community Building Activities

Activity 2: Content category: Community Health **Sub-content category:** Community Building Activities

Activity 3: Content category: Community Health **Sub-content category:** Community Building Activities

How does this initiative fit with the identified DUHN needs and assets? Humboldt County Schools average 46% free and reduced lunch eligibility county-wide, with many schools between 75-95%

How many unduplicated persons do you target to serve in this initiative in FY 09? 575

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
Improve the health of school aged children through increased access to healthful foods and physical activities	<ol style="list-style-type: none"> 1. Rural CRCs will sponsor food distributions for low income children/families 2. Sponsor fitness events at three low income schools 3. Increase 'back pack ' for kids distribution points 	<p><i>Strategy 1 - Measure:</i> # of families obtaining food in rural regions of the county</p> <p><i>Strategy 2 - Measure:</i> # of families attending and partnerships involved</p> <p><i>Strategy 3 - Measure:</i> # of 'free and reduced' children receiving weekend foods</p>

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**ACTIVITY/PROGRAM LEVEL
Key DUHN Community Benefit Activities/Programs**

Activity/Program Name: Healthful food distribution

Outcome Measure (if available): Improved access to healthful foods to # of low income homes/families in rural communities

DUHN Target group: Isolated low income

Content category of activity/program: Community Health **Sub-content category of activity/program:** Community Building

How does this activity/program fit with the identified DUHN needs and assets? Healthful food access and lack of transportation are identified as primary needs for multiple residents in the rural isolated communities of Humboldt County

How many unduplicated persons do you target to serve in this activity/program in FY 09? 200

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
Improve the health of low income individuals through increased access to healthful foods	1. Provide Summer Lunch Programs for low income 2. Pick up and deliver need food to isolated community members on a monthly basis	<i>Strategy 1 - Measure:</i> 65 low income WC students will have access to lunches during school recesses <i>Strategy 2 - Measure:</i> 12 home bound seniors and 129 Blue Lake citizens will have access to healthful food deliveries with increased health status as defined by citizens during monthly 'check ins'

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**ACTIVITY/PROGRAM LEVEL
Key DUHN Community Benefit Activities/Programs**

Activity/Program Name: Bike Rodeos

Outcome Measure (if available): Increased use of biking with use of proper safety techniques and equipment

DUHN Target group: Isolated rural communities of Humboldt County

Content category of activity/program: Community Health **Sub-content category of activity/program:** Community Building

How does this activity/program fit with the identified DUHN needs and assets? The citizens of the isolated communities requested increased education for students on bike safety, proper use of safety equipment and increased ability for safe physical activity

How many unduplicated persons do you target to serve in this activity/program in FY 09? 150

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
Improve the health of students through increased physical activities	1. Sponsor bike rodeos for students of Rio Dell and Loleta including free safety equipment for all 'graduates 2. Educate the families/children of Blue Lake through a Bike Rodeo	<i>Strategy 1 - Measure:</i> Students will receive safety education and earn safety equipment by scoring at least 85% on post safety test <i>Strategy 2 - Measure:</i> All bicycles will be inspected for road safety and all participants successfully completing post test (85%+) will be given free safety equipment

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**ACTIVITY/PROGRAM LEVEL
Key DUHN Community Benefit Activities/Programs**

Activity/Program Name: Back Pack Program for Students

Outcome Measure (if available): Healthful food provided for weekends, holidays and summer vacation to decrease hunger in isolated regions of the communities served by the CRC

DUHN Target group: Students eligible for free and reduced lunches

Content category of activity/program: Community Health **Sub-content category of activity/program:** Community Building

How does this activity/program fit with the identified DUHN needs and assets? Students eligible for free and reduced lunches have been identified as lacking adequate healthful foods over the weekends in their homes

How many unduplicated persons do you target to serve in this activity/program in FY 09? 100

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
Improve access to healthful foods during weekends, holidays and summer vacations	1. Weekend back packs of healthful foods will be handed out weekly at Willow Creek, Rio Dell and Blue Lake CRC sites 2. Summer lunches will be provided to the students of the above locations	<i>Strategy 1 – Measure:</i> Backpacks will be available to respond to the needs of the students, weekly <i>Strategy 2 - Measure:</i> Healthful food will be presented daily at selected sites in these rural isolated regions of the community

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**ACTIVITY/PROGRAM LEVEL
Key DUHN Community Benefit Activities/Programs**

Activity/Program Name: Healthy Kids Humboldt

Outcome Measure (if available): Enrollment numbers in Cal Kids will be maintained

DUHN Target group: Low income families with out adequate health insurance

Content category of activity/program: Community Health

Sub-content category of activity/program:

How does this activity/program fit with the identified DUHN needs and assets? Community members request access to insurance for their children

How many unduplicated persons do you target to serve in this activity/program in FY 09? 350

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
Rural families will have access to health care for their children	1. Partner with Healthy Kids Humboldt to provide outreach at all CRC locations through trained application assistors 2. Partner with Rio Dell and Loleta schools to assure 100% of families have opportunity to enroll their children in health insurance options	<i>Strategy 1 - Measure:</i> 100% of CRC coordinators will attend/be trained on the updated One E Ap process with access to on line tools at each location to provide families with immediate access to eligible coverage for children <i>Strategy 2 - Measure:</i> The CRC coordinators from Rio Dell and Loleta will partner with the schools to review 100% of the records of the children, locate all families with no insurance, and contact each family for insurance opportunities

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**ACTIVITY/PROGRAM LEVEL
Key DUHN Community Benefit Activities/Programs**

Activity/Program Name: Paso a Paso

Outcome Measure (if available): 80% of participants improve knowledge on post exams after attending prenatal and parenting classes

DUHN Target group: Language/cultural barriers to access

Content category of activity/program: Community health services

Sub-content category of activity/program: Community health education

How does this activity/program fit with the identified DUHN needs and assets? Latino families requested increased access to classes and education due to rising costs of fuel and transportation

How many unduplicated persons do you target to serve in this activity/program in FY 09? 564

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
Improve the broad understanding of child birth, new parent challenges, and access to health and community resources among Latino women and families	<ol style="list-style-type: none"> 1. Provide linguistically appropriate prenatal classes/parenting classes 2. Provide education on BMI and dangers of childhood obesity 	<p><i>Strategy 1 - Measure: 80% of attendees will show improved knowledge on the post test after completion of classes</i></p> <p><i>Strategy 2 - Measure: 80% of attendees will show understanding of BMI/obesity on post test</i></p>

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**ACTIVITY/PROGRAM LEVEL
Key DUHN Community Benefit Activities/Programs**

Activity/Program Name: Increase Activity and Nutrition throughout Humboldt County

Outcome Measure (if available): Increased awareness and access to resources for families/individuals facing food insecurity

DUHN Target group: Families with low income and increased food insecurity

Content category of activity/program: Community Health **Sub-content category of activity/program:** Community Building

How does this activity/program fit with the identified DUHN needs and assets? Increased numbers of families seeking food resources throughout Humboldt County

How many unduplicated persons do you target to serve in this activity/program in FY 09? Unknown at this time

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
Families/individuals will have increased access to education and resources on use of healthful food and exercise	1. SJHS-HC will partner with at least 4 community organizations to outreach to families/individuals to address increased healthful foods and exercise 2. SJHS-HC will actively participate on Humboldt Community Activity and Nutrition Coalition to increase community awareness of healthful foods and safe exercise	<i>Strategy 1 - Measure:</i> RFP will be sent to community organizations in October for potential SJHS-HC funding for 4 community organizations <i>Strategy 2 - Measure:</i> SJHS-HC representative will attend 90% of coalition meetings, assure two pilot projects are funded and completed and participate in at least one community forum on topics related to healthful food access

**St. Joseph Health System- Humboldt County
Community Benefit Plan
FY 09 – FY 11**

**ACTIVITY/PROGRAM LEVEL
Key DUHN Community Benefit Activities/Programs**

Activity/Program Name: Willow Creek Family Health Center/Dental Clinic

Outcome Measure (if available): WCFHC/DC will continue to provide services to the low-income patients of Eastern Humboldt

DUHN Target group: Rural Isolated Region within rural Humboldt County

Content category of activity/program: Subsidized Clinical Services

Sub-content category of activity/program: Community Health Services

How does this activity/program fit with the identified DUHN needs and assets? Willow Creek community members request that health care be available to their isolated region due to low income, lack of transportation, and no other medical/dental services available in their community.

How many unduplicated persons do you target to serve in this activity/program in FY 09? 1500

GOAL	STRATEGY(IES)	STRATEGY(IES) MEASURE
The medical and dental services provided to the community of Willow Creek will continue to be provided under a federally qualified health care delivery system	1.Assist Open Door Community Health Center in obtaining federally qualified health care status for the WC clinics 2. Transition the services, staff and equipment to ODCHC	<i>Strategy 1 - Measure:</i> Open Door Community Health Center will obtain FQHC status for WC clinics <i>Strategy 2 - Measure:</i> Staff, equipment and patients will transition to Open Door smoothly, with no loss of medical/dental care services to the community

Our Vision and Values

Our Vision: We bring people together to provide compassionate care, promote health improvement and create healthy communities. We demonstrate this through our four core Values: Dignity, Excellence, Service, and Justice.

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www.stjosepheureka.org and www.redwoodmemorial.org**

