

# 2013

## USC Norris Cancer Hospital

### Implementation Strategy



## **INTRODUCTION**

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As part of Keck Medical Center of USC, Norris Cancer Hospital conducted a Community Health Needs Assessment (CHNA) in partnership with Keck Hospital of USC to fulfill its mandated obligation as a tax exempt hospital in accordance with state and federal regulations. This assessment incorporated components of primary data collection and secondary data analysis that focused on the health and social needs of the service area. The CHNA gathered a broad spectrum of data derived from interviews with community stakeholders and public data, which identified health statistics, socio-economic indicators, leading causes of death, chronic diseases and health behaviors in our community. It included collection and analysis of input from persons who represented the broad interests of the community served by the hospital, including those with special knowledge of public health. Based on the results of the primary and secondary data collection, health needs were identified.

## **PRIORITY HEALTH NEEDS**

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The health needs identified from the CHNA were prioritized through a structured process using defined criteria. This Implementation Strategy addresses the health needs identified through the CHNA. The needs that will be addressed by USC Norris Cancer Hospital through its community benefit programs and activities are:

- Cancer care and treatment
- Disease prevention and health promotion, with a special focus on cancer prevention, healthy eating, physical activity, and overweight/obesity issues
- Health sciences education for minority students

## **ADDRESSING THE HEALTH NEEDS**

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USC Norris Cancer Hospital plans to meet the identified priority health needs through a commitment of resources with the following programs and services.

### *EDUCATION AND OUTREACH*

USC Norris Cancer Hospital will offer a structured program of health education and outreach to the greater Los Angeles community. Understanding that care extends beyond our medical campus, we will provide health education and support groups that focus on a variety of topics related to health and wellness, cancer management, healthy eating, and physical activity. CancerHelp is a computer-based cancer education program from the National Cancer Institute. This education tool will be made available to patients, staff and the public. The Image Enhancement Center at USC Norris Cancer

Hospital assists with appearance and body image issues for men and women as a result of cancer treatment. Services will continue to be open to the community and include mastectomy prosthesis fittings.

In collaboration with the University of Southern California, the hospital will continue to support the Health Pavilion at the annual Los Angeles Times Festival of Books. Festival of Books attracts tens of thousands of guests for a weekend of screenings and health-related activities. In addition, we will sponsor education opportunities available to health care professionals to prevent disease and improve the treatment of cancer.

### *COMMUNITY GRANTS*

USC Norris Cancer Hospital has chosen to partner with community nonprofit groups and affiliated USC organizations whose programs align with the strategic priorities identified in our hospital's Community Health Needs Assessment as part of our Strategic Plan. As a method to address our identified health needs, we will provide a limited amount of grant funding to community programs that address our priorities.

In addition to the community grants program, the hospital will continue its support of the USC Neighborhood Outreach (UNO). This program was created to enhance the quality of life in the neighborhoods surrounding the University Park and Health Sciences campuses through mutually beneficial university-community partnerships. Funded programs include sponsoring community based health fairs, prevention and wellness services for underserved children and adults in the local community who are at high risk for diabetes and conditions associated with physical inactivity, and the neighborhood academic initiative, a comprehensive college preparation program for low-income middle and high school students.

### *ACCESS TO CANCER CARE AND TREATMENT*

Cancer is the leading disease related cause of death for individuals ages 15-39. While great advances have been achieved with cancer survival rates in other age groups, progress with adolescent and young adult (AYA) oncology has been slow for nearly 30 years. As a result, USC Norris Cancer Hospital will participate in a collaboration USC Norris Comprehensive Cancer Center, Children's Hospital Los Angeles, and LAC+USC Medical Center to develop a multi-disciplinary, collaborative care model that addresses the unique needs of the AYA population in our community.

USC Norris Cancer Hospital will continue its support of the USC Norris Comprehensive Cancer Center to provide cancer research, treatment, prevention and education. In partnership with the Keck Hospital of USC, Norris Cancer Hospital has plans to increase its emphasis on access to care through partnerships with area Federally Qualified

Health Centers. The hospital will explore supporting Community Health Centers to increase their capacity to provide primary care and preventive services, and provide clinic patients access to specialty care services and diagnostic testing at the hospital.

### *THE BUILT ENVIRONMENT*

The health of a community is influenced by the environments where we live, work and play. The built environment is the manmade surroundings that have consequences for individual and community health. Improving green access is a critical strategy in building healthy communities. Therefore, the hospital has plans to explore the development of a community garden and walking path in the East Los Angeles community of Boyle Heights adjacent to the USC Health Sciences campus. We envision this garden as a catalyst to develop a comprehensive five-year community wellness plan to improve nutrition education and healthy food options, develop targeted obesity, diabetes, fitness and stress management programs, as well as strengthen ties between the community and the health sciences campus. This garden will be a tangible, visible commitment to the community.

The proposed community garden is a one acre plot on the corner of Norfolk and Playground on the health sciences campus. Directly across the street from the Community Center and Hazard Park, this garden will become an epicenter of the USC Health Sciences campus: promoting physical and programmatic links between the local schools, hospitals, medical school, research labs, and the larger community. The garden will be a convenient outdoor lab to develop targeted obesity, diabetes, fitness, and stress management programs for the local community. The land is currently owned by USC and is designated as green space in the 35-year Master Plan.

We are partnering with the Los Angeles Community Garden Council to develop the land and will collaborate with Los Angeles Conservation Corps to provide hands-on job skills training for a minimum of 20 at-risk youth in the East Los Angeles area to build the garden. We will also rely on Keck Medical Center of USC employees, Master Gardeners, and local students to volunteer their time to help maintain the garden. Additionally, through the Hospital Grant Program, we will fund three programs to target obesity, diabetes and stress reduction in the community. The programs will focus on three age groups: elementary school children, high school children, and the adult population.

Preliminary plans for the garden including a fruit and nut orchard, an outdoor classroom with seating and an outdoor sink, raised plots of land for various school-based programs, herb and medicinal gardens, a water feature, storage shed, and a small meditation area with seating. Plans will be solidified with further community input.

The following programs utilizing the garden will be funded by Keck Medical Center of USC.

**Elementary School Program:** LA Sprouts is a 12-week nutrition, cooking and gardening intervention for low-income, predominantly Latino elementary school children in Los Angeles, currently under evaluation in a randomly controlled trial. This culturally-tailored program emphasizes the consumption of fruits, vegetables and non-processed foods, and teaches children easy recipes to prepare these foods at home and other strategies for including them into a regular diet. The gardening component of the program incorporates principals of environmental stewardship and the use of recycled materials for inexpensive at-home edible gardening. The underlying goal of this intervention is that increased hands-on exposure to fruits and vegetables will increase their familiarity, and in turn preferences, intake and physical health through their consumption.

**High School Program:** The high school program will incorporate many similar elements as the Elementary School program, such as nutrition and gardening for a healthy diet, and mindfulness for stress reduction. A noteworthy addition to the high school program will be in the incorporation of STEM principals of plant biology and soil chemistry, engineering water systems, and the scientific method. Other learning techniques to be included are team building, entrepreneurship and independent thinking. Finally, this program aims to improve self-esteem by emphasizing the accomplishment of growing plants and food.

**Adult Program:** As a solution to combat food insecurity, the adult program will focus on empowering individuals to utilize their own resources and knowledge gained from this program to grow edible plants at home and in community gardens. The adult program will also have a central stress-reduction component, with a focus on mindfulness practices and engagement with the natural world in a visually appealing space.

#### *MINORITY HEALTH EDUCATION*

A University-wide priority that impacts the work of the hospital is a commitment to minority education in the health sciences. To support this priority need, the hospital will continue to support a job shadowing and mentoring program in collaboration with Bravo Medical Magnet High School. Located next to the USC Health Sciences campus, Bravo High School places an emphasis on science, math, and language skills as they relate to the science and medical fields.

We will also continue to provide support to the Med-COR program. Established in 1970, USC's Med-COR Program has offered academic enrichment programs aimed at increasing the pool of high school students of color who are committed to pursuing

careers in the health professions. Students are provided structured academic enrichment in the areas of mathematics, science, and English as well as academic counseling, SAT assistance, and summer internships at local hospitals. The hospital will host a Minority Outreach Enrichment day, whereby directors of non-clinical fields at the hospital share their career paths and daily job duties with students, offering mentorship and internships.

## **OTHER HEALTH NEEDS**

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The Implementation Strategy adopted by USC Norris Cancer Hospital actively addresses the health needs that were identified in the CHNA as “priority health needs.” Certain other health needs that were identified, but not specifically addressed in the Implementation Strategy include: alcohol and drug use, and community safety. We have chosen not to focus on these areas because we believe we can have a greater impact on the priority health needs. These other health needs do not align with hospital strategic initiatives, and we do not have existing resources or infrastructure to effectively meet these community health needs.