

FY15 Community Benefit Report

Organization Information

Heywood Hospital

Organization Address and Contact Information

Organization Name: Heywood Hospital
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City, State, Zip: Gardner, MA 01440
Web Site: www.heywood.org
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Organization Type and Additional Attributes

Organization Type: Hospital
For-Profit Status: Not-For-Profit
Health System: Heywood Healthcare
Community Health Network Area (CHNA): CHNA 9
Regional Center for Healthy Communities (RCHC): 2
Regions Served: Ashburnham, Gardner, Hubbardston, Templeton, Westminster, Winchendon

CB Mission

Community Benefits Mission Statement: Heywood Hospital is dedicated to the community benefit goals of improving the health status of our community, addressing the special health needs of the underserved and collaboration with others to enhance quality and contain the growth of community healthcare costs.

Target Populations:

Name of Target Population	Basis for Selection
Committed to addressing health disparities that exist in our region and improving access to care for populations adversely affected by social determinants of health especially populations living in poverty, ethnic and linguistic minorities, disadvantaged youth, veterans, and elders and their caregivers. Priority Health Issues identified are: Mental Health and Substance Abuse; Suicide Prevention; Chronic Disease and related risk factors; Nutrition Issues including Obesity and food insecurity.	Community Health Needs Assessment quantitative and qualitative data

Publication of Target Populations: Marketing Collateral, Website

Hospital/HMO Web Page Publicizing Target pop.: www.heywood.org

Key Accomplishments of Reporting Year:

- Provided nutrition education to 159 individuals through cooking classes, shopping tours and interactive presentations promoting wellness and chronic disease management.
- Robust partnership with the Gardner and Ashburnham schools offering nutrition education and physical activities to over 400 elementary students and provided food assistance to 95 low-income and at-risk youth through a weekend backpack food program.
- Provided health information about heart disease and diabetes to over 635 individuals by participating at community health fairs and events at venues reaching vulnerable populations.
- Promoted chronic disease self management to over 260 individuals through workshops promoting self care techniques such as meditation and Reikki.
- Lead several multi-sector coalitions and actively participated on community boards and committees to collaboratively address community health needs and gaps in services.
- Provided insurance information and enrollment assistance to 2,821 individuals reducing financial barriers to accessing healthcare.
- Offered free psychosocial support to 79 community members looking for information on issues related to housing, food, transportation, behavioral and substance abuse.
- Assisted and paid for guardianship services for 19 patients who did not have the means to pay.
- Mentorship and internship opportunities provided to 310 students pursuing careers in healthcare.
- 6 grants totaling \$59,960 provided to local organizations to fund programs that are in line with the hospital's community benefit areas of focus and reach the targeted population.

Plans for Next Reporting Year: In 2015, we completed a community health needs assessment that helped determine the community benefit programming for 2016-2018. Heywood Hospital's remains committed to addressing health disparities that exist in our region improving access to care targeting populations adversely affected by socio-economic conditions and abuse and maltreatment especially low income individuals and families, school children, elderly, minority, veterans, disabled and vulnerable populations. Priority Health Issues identified are: Mental Health and Substance Abuse; Suicide Prevention; Tobacco Use; Chronic Disease; Obesity and Food Insecurity; and Primary Care/ Wellness.

Community Benefits Process

Community Benefits Leadership/Team: Heywood Hospital's community benefit leadership team is a 13 member Community Investment Committee (CIC), comprised of internal hospital leaders, community members, CHNA 9, MA Department of Public Health and external stakeholders representing the minority community, schools, and local businesses. Meetings are staffed by the VP of External Affairs. The Community Health Needs Assessment and related Community Benefit Plan goals and activities are shared with the Board of Trustees for approval.

Community Benefits Team Meetings: Formal Meetings of the CIC are held quarterly. Periodic meetings are held between the Community Benefits Manager and the program leads. Updates are provided at the Hospital's senior leadership meetings with feedback incorporated for program expansion and improvement. Members of the management team actively participate on various community agency boards, coalitions and committees, which assists in identify community needs and facilitates new ideas and community collaborations to address the issues.

Community Partners: Heywood's approach to Community Benefits is to actively participate on and collaborate with cross sector coalitions, healthcare and behavioral health providers, community and faith based organizations and businesses to develop and implement our plan, goals and strategies. Partners include: CHNA9; Montachusett Public Health Network; Gardner Area Interagency Team (GAIT); Suicide Prevention Task Force; Regional Behavioral Health Collaborative; Minority Health Coalition; Health Disparities Collaborative; Community Health Connections FQHC; GVNA Healthcare; Community Health Link; LUK, Inc; AED Foundation; SHINE Initiative; Gardner Community Action Team (GCAT); and Montachusett Opioid Prevention Coalition (MOPC); Gardner Religious Council; Unitarian Church; Gardner CAC; HOPE House; Peoples Place Tobacco Cessation Group; Gardner, Ashburnham, Winchendon and Westminster Public School Districts; Montachusett Vocational Technical High School; The Winchendon School; Mount Wachusett Community College; Fitchburg State University; Framingham State University; University of New Hampshire; Bates College; Gardner Rotary Club; Hannaford Supermarkets; Gardner News.

Community Health Needs Assessment: The target needs and populations for Heywood Hospital's 2015 Community Benefit initiatives were identified through a 2011 Community Health Assessment conducted in partnership by the CHNA 9, the Joint Coalition on Health and the Minority Coalition of North Central Massachusetts. Additionally, the Heywood Healthcare Board of Trustees was integral in the development and support of identified initiatives.

Date Last Assessment Completed and Current Status: During 2015 an updated Community Health Assessment of North Central MA (CHA) was conducted, including the greater Gardner area served by Heywood Hospital. The assessment report was released in 2015 and Hospital staff and community partners presented the findings at various venues to community members, stakeholders, and partners. **Hospital staff, community partners and the community benefit's leadership team analyzed the data and identified priority areas and developed a board approved implementation strategy to address the needs. The Assessment and Implementation Plan are posted on the hospitals website at www.heywoodhospital.org.** The CHNA 9, Athol Hospital, Heywood Hospital, and Health Alliance Hospital are in the process of developing a Community Health Improvement Plan (CHIP) in response to the CHA. The CHIP will align hospital efforts with other work being done in the region, leverage cross sector resources and expertise in the community, and maximize the impact to improve population health. The targeted population and priority areas of Heywood Hospital's 2016-2018 Community Benefit plan fits within this larger community context.

Consultants/Other Organizations: Health Assessment partners include Heywood Healthcare (Athol and Heywood Hospitals), Health Alliance Hospital, Community Health Connections FQHC, The Joint Coalition

on Health, and the Montachusett Public Health Network. The Center for Health IMPACT (formerly known as the Central Mass. AHEC) was subcontracted with for the quantitative and qualitative data analysis and to prepare the report.

Data Sources:

Quantitative Data sources included: MassCHIP; CDC Behavioral Risk Factor Surveillance System (BRFSS); U.S. Census Data and American Community Survey; MA Dept of Education; MA Dept of Workforce Development; MA Dept of Corrections; Tufts Foundation “ Healthy Aging Report; Athol Community Assessment; MPH N 2014 Community Assessment; North Quabbin Community Assessment.

Qualitative data included focus groups and/or interviews with the diverse communities and populations of North Central Ma, they included: Study Partners, Westwinds Clubhouse; North Quabbin Community Coalition; Veterans Homestead Inc; 15 West Teen Coffeehouse; Clinton Hospital; Montachusett Opportunity Council; New Hope Baptist Church; Hope Center; Fitchburg Senior Center; Goodrich Academy Alternative High School; and Regional Behavioral Health Collaborative.

Community Benefits Programs

Priority Area: Nutrition Services

Program Type: Community Education

Statewide Priority: Promoting Wellness of vulnerable populations, Chronic Disease management in disadvantaged populations

Brief Description or Objective: Nutrition educations focuses on helping individuals understand the role of good nutrition in the prevention and management of chronic conditions. Families and individuals participate in community educational events including cooking classes, supermarket shopping tours, presentations and information designed to give participants the tools to make healthy nutrition choices.

Target Population: Regions Served- Greater Heywood Service Area

Health Indicator- Nutrition, Diabetes, Cardiac Disease

Sex- All Age Group- All Ethnic Group- All Language- All

Goal Description	Goal Status
<p>Cooking Classes: An interactive and fun way to translate complex nutrition information into everyday low cost, practical and healthy meals. Each nutrition and cooking class features a nutrition lecture by a registered dietitian and live cooking demonstration offered in a community based group setting. The program reaches vulnerable groups including low income children, families and veterans.</p>	<p>-Four cooking classes offered at Stallings Campus Veterans Outreach with 43 male veterans participating.</p> <p>-Happy Eats cooking and nutrition class for kids and families met four times with 20 participants. Children and families tasted new recipes and learned healthy cooking techniques.</p> <p>-Cooking/nutrition class offered to 18 women at the Baldwinville Church Women’s Groups.</p> <p>At each of the cooking classes, participants learned healthful cooking techniques and expressed ways they would incorporate into their home preparation. At the Veterans Campus, A garden was also built for participants to use the vegetables in their menu planning.</p>

<p>Shopping Tour and Healthy Meal Planning- Healthy meal planning and shopping tours provided to community groups incorporates practical suggestion on how to eat healthy on a budget, understanding food labels or finding foods that support a healthy diet and certain dietary requirements.</p>	<p>Nutrition workshop held for girl scout troop. From this 4 hour nutrition workshop, 7 girls earned the Healthy Meal Planning badge.</p> <p>-Hannaford shopping tour for 12 elementary school parents and their children. While the parents participated with the R.D. on label reading and had specific questions about the foods they purchased answered, the children tasted new food items and had a scavenger hunt for healthy foods in the store.</p>
<p>Presentations- Provided by a Registered Dietitian these presentations are offered to adults with chronic conditions. Focuses on the role good nutrition can have on the management and slowing the progression of the disease.</p>	<p>-Healthy Heart offered 11 times and reached 55 individuals at the cardiac rehab. -Nutrition and COPD- offered to 4 participants at the better breathers club -Insulin Forward Diabetes Education provided to 3 participants. Pre and post tests measured participant’s knowledge gained on the actions and benefits of insulin.</p>

Contact Information:

Name- Denise Foresman
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Priority Area: Nutrition Services

Program Type: School Partnership

Statewide Priority: Promoting Wellness of Vulnerable Populations, Reducing Health Disparities

Brief Description or Objective: In conjunction with area schools, programs are designed to help enrich student’s wellness curriculum and foster good health in and out of school time. Programs incorporate physical activity and nutrition education as well as supplementing low income at risk students with food on the weekend.

Target Population: Regions Served- Gardner, Ashburnham

Health Indicator- Nutrition, Overweight and Obesity, Food insecurity

Sex- All **Age Group-** school aged children **Ethnic Group-** All **Language-** All

Goal Description	Goal Status
<p>“Off Our Rockers”: An after school fitness instruction and healthy snack provided at Gardner Elementary for children in grades K-2. The objective is to reduce the incidence of childhood obesity, increase fitness levels. Managed by Registered Dietitian and a Registered Nurse.</p>	<p>120 students participated, with most students attending all sessions. Through this program students gained exposure to new fruits and vegetables and became more comfortable and improved their exercise ability.</p>
<p>Get Up and Grow: including a healthy snack and</p>	<p>120 preschoolers at Waterford School in Gardner</p>

puppet show	participated in this fun introductory session of identifying healthy snack alternatives..
Project LEAP: Nutrition and physical activity program for early elementary aged students.	Kindergarten and first grade students at Ashburnham Briggs Elementary School participate in fun interactive activities that expose them to healthy foods and learn about food groups.
Back Pack Program: A back pack of kid friendly and healthy food items are given out on Friday for the weekend when kids are likely to be most hungry. The food is discreetly and conveniently distributed at the school.	50 low income third grade students that attend the Gardner Public Schools benefited from the back pack program. 2100 food bags were distributed. In addition to helping children with having enough food on the weekend and not coming to school hungry on Monday, the school administration expressed it building a connection between the families and the school.

Contact Information:

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Name- Dawn Casavant
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Priority Area: Chronic Disease

Program Type: Outreach to underserved and community education

Statewide Priority: Promoting wellness of vulnerable populations

Brief Description or Objective: Participation at community events and health fairs hosted by partner organizations such as schools, senior centers where targeted populations are served. Different hospital departments offer education on a variety of health and wellness topics.

Target Population: Regions Served- Greater Heywood Service Area

Health Indicator- Chronic conditions

Sex- All

Age Group- All

Ethnic Group- All

Language- All

Goal Description	Goal Status
Cardiac and Nutrition Department provided educational information on diabetes and cardiovascular disease.	635 participants at the following events increased knowledge about the risk factors, prevention and treatment of Diabetes and Cardiovascular Disease: -Mount Wachusett Community College Health Fair(75 participants) -LIFE Center Wellness Fair (60 participants) -Step Out Diabetes Walk- (500 participants)

Contact Information:

Name- Denise Foresman
Title- Nutrition Services Manager

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Priority Area: Chronic Disease

Program Type: Direct Service

Statewide Priority: Promoting wellness of vulnerable populations

Brief Description or Objective: Self care techniques provided for individuals suffering from cancer and chronic conditions.

Target Population: **Regions Served**- Greater Heywood Service Area

Health Indicator- Chronic conditions

Sex- All

Age Group- All

Ethnic Group- All

Language- All

Goal Description	Goal Status
American Cancer Society Feel Good Look Good Program - 2 hour hands on workshop for female cancer patients to help them combat the appearance-related side effects of Cancer Treatment.	Program offered twice with 6 individuals participating. Females gained practical knowledge on skin care, nail care and accessories for hair loss. But the greatest benefit is the support developed with other individuals in the group who they can feel safe with and who understand what they are going through.
Meditation and Reikki offered to community	Offered bi monthly with approx. 240 participated. Nurses monitor the patients' blood pressure and heart rates relax as soon as they get reiki. Other benefits the participants expressed include: "offered a peaceful, serene space to come together"; "The relaxation and the healing is so wonderful for the body, mind and Spirit. It can also be a great emotional release for people like myself who hold everything inside"; "I find myself very anxious for every test. I joined this meditation and just one session helped me the next day while I was in the MRI machine. On any other day I would have had to take anxiety medication"

Contact Information:

Name- Sandra Ryder

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Priority Area: Behavioral Health and Social Determinants of Health

Program Type: Community Participation/ Community Building Initiative

Statewide Priority: Promoting Wellness of Vulnerable Populations; Supporting health care reform

Brief Description or Objective: Heywood Hospital leads several coalitions that include bringing together multi-sector partners in the planning and implementation of strategies to reduce identified health needs and gaps in services. Additionally hospital staff actively participates in and take leadership roles on a number of organization boards and committees.

Target Population: Regions Served- Greater Heywood Service Area

Health Indicator- Behavioral Health and Social Determinants of Health

Sex- All

Age Group- All

Ethnic Group- All

Language- All

Goal Description	Goal Status
<p>GAIT (Gardner Area Interagency Team) Administered by Heywood, this well established coalition has been working together for over 35 years to improve access to health and social services for the communities' most compromised populations. GAIT consists of over 50 members representing school departments, elected officials, health and human service providers, mental health providers, home care services and businesses.</p>	<p>Monthly meetings consistently had 40 members attend. The meetings provided opportunities for networking, information on community services, and collaboration on addressing community health needs. Annual activities include a Community Resource Service Fair with over 200 people attending and a Legislative breakfast.</p>
<p>The Montachusett Suicide Prevention Task Force – Spearheaded by HH, this multi-sector Task Force serves the City of Gardner and the surrounding 22 towns. In its fourth year, its mission is to prevent suicide by providing education and resources to help those who struggle with depression, survivors of suicide and those who have lost loved ones to suicide.</p>	<p>Approx 40 members participated monthly for resource sharing and educational events. Offered QPR training for community groups, organized Ride of your Life and supported MENders support group.</p>
<p>Regional Behavioral Health Collaborative Developed in partnership with Heywood Healthcare and HealthAlliance Hospital, Leominster, membership consists of emergency department directors and staff, clinical emergency service and behavioral health providers, school personnel (nursing, guidance and administration), community health workers, as well as hospital administration. The goal is to facilitate improved and protocol development.</p>	<p>Approx 30 members participated monthly for information sharing and to develop a system-wide response to the regions behavioral health needs. The RBHC is coordinating the implementation of HelpPro, a shared, on-line resource directory used by clinicians, physicians and consumers to assist with resource identification from mental health and addiction services to transportation.</p>
<p>Participation on organization boards and committees.</p>	<p>Heywood staff actively participated on the following coalitions/boards: Minority Coalition; Multicultural task force; Health Disparities Collaborative; Greater Gardner Religious Council; House of Peace and Education; Gardner Rotary; Community Health Connections; SHINE;</p>

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Name- Dawn Casavant
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Priority Area: Social Determinants of Health

Program Type: Direct Services

Statewide Priority: Supporting Health Care Reform

Brief Description or Objective: Provide psychosocial supports for individuals and families to address needs and overcome barriers. Direct support includes health coverage enrollments; transportation; legal services; and information and referral.

Target Population: Regions Served- Greater Heywood Service Area

Health Indicator- Social Determinants of Health

Sex- All

Age Group- All

Ethnic Group- All

Language- All

Goal Description	Goal Status
Provide uninsured or underinsured patients with information and enrollment assistance with healthcare	2,821 individuals were provided counseling on health insurance coverage and financial assistance to overcome barriers to accessing needed health care. 631 health insurance applications were completed and 59 referrals made to other services.
Assist vulnerable individuals with information and referrals to community programs that could address their needs.	Assisted 79 individuals, which either phoned in or walked in, with psychosocial services. Many of the individuals served were elder caretakers, homeless individuals or veterans. Provided information and referrals on issues related to housing, food, transportation, behavioral health and substance abuse.
Assist low income families with free guardianship services.	Assisted 19 patients with completing the paperwork and paying for the attorney fees in order to complete guardianship and expedite discharge to a nursing home.
Provide cab vouchers to individuals who do not have transportation and it would be a financial burden to go to their medical appointments.	80 patients assisted with transportation and as a result were able to follow up with their healthcare and prevented missed appointments.

Contact Information:

Name- Terry Hibbert

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Name- Barbara Nealon

Title- Director of Social Services

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Priority Area: *Social Determinants- Career Development*

Program Type: Mentorship/Career Training/Internship

Statewide Priority: Promoting Wellness of Vulnerable Populations/ Reducing Health Disparity/ Supporting Health Care Reform

Brief Description or Objective: Heywood Hospital provides opportunities for high school and college students to gain experiences in various departments across the hospital. Students are exposed to different aspects of healthcare which serves two different purposes: to help educate young adults on current health issues, and to allow participants to explore different career options, which further supports Heywood Hospitals efforts to improve local socio economic factors and to increase the availability of trained healthcare workforce.

Target Population:

Regions Served- Greater Heywood Service Area

Health Indicator- Social Determinants of Health- Education, Employment, Income

Sex- All

Age Group- Teens and Young Adults

Ethnic Group- All

Language- All

Goal Description	Goal Status
Radiology Department supports a year-long internship for Senior High school students from Naragansett and Oakmont High School to explore a career in Radiologic Technology. Students are exposed to a wide variety of services offered by the department including XRAY, CAT scan, ultra sound and mammography.	1 student/ semester participated for a total of 4 students and 585 hours shadowing hospital technologists. One student decided to go on to college to pursue a career in radiology and was accepted into the 4 colleges she applied to.
Radiology Department serves as a clinical education site for first year and second year Radiologic Technology students enrolled at Quinnsigamond Community College.	5 students were precepted for a total 2080 hours. This is a qualifying experience for students to be eligible to sit for the federal ARRT exam and MA State licensure. All students were eligible to sit for and passed the exam and one of these students was hired.
Nursing Department serves as a clinical site for nursing students enrolled at Monty Tech Vocational High School, Mount Wachusett Community College, and Fitchburg State University. Nursing students rotate through Inpatient, Emergency Room, Geri-psych Unit, and Mental Health Unit.	Approx. 300 students rotated through. Staff spent 140 hours working with these students over the course of the year. The experiences students gain through this clinical rotation fulfills a requirement to graduate nursing school.
Nutrition Department provides internship and work-study opportunities for Dietetic students attending Framingham State University and University of New Hampshire. The dietetic internship provides a 17 week rotation for students to observe counseling skills and nutrition care planning for a variety of health conditions.	1 FSU student 17 week internship worked alongside nutrition preceptor for 274 hours. This student gained knowledge on conducting patient nutrition assessments, care planning and nutrition education. Participated in chart multidisciplinary team meetings and chart documentation cosigned by R.D. The clinical internship fulfilled student's requirements to be eligible to take the RD exam.
Philanthropy Department hosts summer work study for Bates Students to explore and gain knowledge of hospital administration and population health management.	Three students worked for 140 hours. Projects completed included a review of community health assessment data and assisting with identifying priority areas specific to each community and the

	region. Created materials to market and raise funds to expand the back pack program.
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Contact Information:

Name- Dayna Gioraud
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Priority Area:

Program Type: Grant/Donation/Foundation Scholarship
Statewide Priority: Chronic Disease Management in Disadvantaged Populations; Reducing Health Disparities; Promoting Wellness of Vulnerable Populations
Brief Description or Objective: Grants provided to local organizations to fund programs that are in line with the hospital’s community benefit areas of focus and targeted population. 6 grants totaling \$59,960 supported projects that addressed mental health and substance abuse, diabetes prevention, nutrition, and elder access to care.
Target Population:
Regions Served- Greater Heywood Service Area
Health Indicator- Nutrition; Chronic Disease; Mental health and substance abuse; and healthcare access
Sex- all **Age Group-** all **Ethnic Group-** all **Language-**all

Goal Description	Goal Status
AED Foundation to develop a community recovery and resource center for the Greater Gardner Area	Alysa’s Place Peer Recovery and Resource Center was opened in downtown Gardner. The center is open 3 days per week providing 12 hours of accessibility for people in recovery from substance use disorders, people seeking recovery and for persons affected by substance use of a family or loved one. The center is a safe place for support and connection to resources. Additionally community and wellness events were hosted monthly with information on Narcan Training, Opioid Replacement Therapies, Motivational Interviewing and Non-violent communication.
Athol YMCA to support the evidence based Diabetes Prevention Program (DPP)	24 participants participated in the 16 week DPP. During the program individuals set exercise and weight loss goals. At the completion of the six weeks participants celebrated and shared their successes. Some of the benefits shared include, increased knowledge on how to eat more healthy, improved ability to do activities of daily living such as house work and yard work , and a commitment to live a healthier lifestyle.
Community Health Connections to purchase portable dental equipment for improve access for elder dental screening and treatment.	Dental screenings were performed at the Athol, Gardner, and Templeton Senior Centers using the portable dental equipment purchased with the

	grant funds. Plans have been made to continue these services beyond the grant.
Gardner Public Schools for drug prevention programming and raise awareness to students and families about the dangers of smoking, alcohol, and drug use.	A resource event was held for elementary students and families with information on the dangers of drugs and alcohol. A parent presentation was given by another parent who had gone through the loss of child to drug abuse on how to communicate with their children about drug and alcohol use. Teachers and staff at the middle and high school level received tools and resources to provide drug prevention programs in the classroom.
LUK Crisis Center to increase capacity of the region to deliver the evidence based “All Stars” curriculum focused on substance abuse prevention. Also to raise awareness among youth in the region about alternative healthy activities rather than engaging in risky behaviors.	20 professionals from 12 service providers in the Greater Heywood Service were trained on the “All Stars” curriculum. With the Heywood grant funds, Luk was able to provide national Night Out activities in three towns within the Hospital catchment area. Over 600 youth participated in the events and learned about youth substance abuse prevention resources.
Noonday Farm Inc. to provide organic produce to low income families.	\$10,000 worth of produce was distributed to low income families in Winchendon reducing the financial burden and supporting a healthy diet for families.
CHNA 9 to disburse mini-grants to community based agencies that will support the hospital’s community benefit priority areas.	15 mini-grants totaling \$25,668 were provided to agencies serving the region. Priority areas addressed through these grants were behavioral and substance use, youth development, healthy living and chronic disease self management. The programs had a focus on health equity targeting disadvantaged groups such as low income children and families, developmentally disabled, and Latinos.

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