

Building Resilience in the Community



2017 Community Benefits Report for Hallmark Health System

October 2016–September 2017

Table of Contents

Overview

About Hallmark Health*	2
About Community Benefits	3
Community Teams and Civic Engagement	4
Community Health Needs Assessment	5
Multiyear Community Benefits Plan	5
Programs and Services at a Glance.....	6
2017 Community Program Highlights.....	8

Building Community Health Resiliency

Substance Use Disorder Awareness and Support.....	10
Domestic Violence Awareness.....	12
Educating Youth to Succeed.....	14
Resilience in Action: A Story of Success.....	16

Program Summary and Key Partners

2017 Community Benefits Programs Summary	18
Key Partners	19

**In May 2018, Hallmark Health changed its name to MelroseWakefield Healthcare.*



Fiscal Year 2017 was an eventful year full of growth and change at Hallmark Health. These changes have resulted in increased energy, knowledge, development and progress to our health system including our community benefits

programming. I am pleased and proud to share with you this summary of community benefits.

This report features the activities, programs and partnerships Hallmark Health utilizes to build a resilient, educated, strong and healthy community, such as domestic violence awareness activities; substance use disorder awareness and support; educating youth with life skills to help them succeed; an active shooter training that was provided to Hallmark Health employees and local police, fire department and emergency medical services; and highlighting a story from a remarkable woman who has prospered through the support of Hallmark Health programs and services. The report also highlights awards received and activities our community benefits programs have accomplished during the year, including our work to decrease food insecurity, support maternal/child health care and outcomes, educate the community, and support vulnerable populations.

This year, we highlight Hallmark Health's programs that support community members and partners through education, awareness building, engagement, and training activities to develop the skills and tools needed for resiliency. A resilient community is socially connected and has accessible health systems that are able to withstand disaster and foster community recovery. Resilient communities handle such difficulties in ways that foster strength and growth. In many cases, they may emerge even stronger than they were before, able to take collective action after an adverse event. Typically, they develop resources and support systems that reduce the impact of major disturbances and help protect people's health.

Hallmark Health's community benefits program is committed to building and sustaining a strong, vibrant and healthy community. Hallmark Health dedicates its resources to supporting collaborations with community partners and utilizing community members' input toward improving

health services. Hallmark Health employees act as resources and work with the community during emergencies and to improve access to care. The system identifies, monitors, and addresses the unique health care needs within its core communities and promotes healthier lifestyles for residents through health education and prevention activities. Much of the community work at Hallmark Health is performed through engaged, longterm partnerships in which we share resources and ideas to improve the health of our communities together in the most efficient and advantageous framework.

On January 1, 2017, Hallmark Health became an equal one-third founding member of Wellforce, a collaboration of value driven, academic and community health care providers in Massachusetts, comprised of ourselves, Circle Health in Lowell and Tufts Medical Center in Boston. This affiliation provides Hallmark Health a valuable opportunity to collaborate with our new partners to further reduce health disparities and improve wellness in each organization's service area.

This year also marks the first year of Hallmark Health's new three-year (2017-2019) community health improvement plan that was developed to address the health priorities identified in the comprehensive 2016 community health needs assessment in our service area.

In the coming year, Hallmark Health will continue to maintain its oversight and responsibility for community benefit programs addressing local health needs and to strengthen its community services and presence as much as possible to enhance the scope of this important work.

Sincerely,

A handwritten signature in blue ink that reads "Diane Farraher-Smith, RN". The signature is fluid and cursive.

Diane Farraher-Smith, MSN, RN, MBA

System Vice President, Home Care and Community Programs

About Hallmark Health



Hallmark Health, now called MelroseWakefield Healthcare, is a comprehensive system of community hospitals, outpatient centers, primary care and specialty physicians, visiting nurse and hospice programs, and community programs serving north suburban Boston. Hallmark Health is committed to its mission to provide quality care for its communities and achieve clinical excellence for the patients it serves. On January 1, 2017, Hallmark Health became the third founding member of Wellforce, a collaboration of academic medical and community health care providers in Massachusetts that includes Circle Health in Lowell and Tufts Medical Center in Boston. This report covers activities from fiscal year 2017 – October 1, 2016, through September 30, 2017 – then under the name Hallmark Health.

The system includes Melrose-Wakefield Hospital in Melrose, Lawrence Memorial Hospital of Medford, Breast Health Center in Stoneham, Center for Radiation Oncology in Stoneham, Hallmark Health Medical Center in Reading, Hallmark Health Medical Associates (now called Tufts Medical Center Community Care), Hallmark Health Visiting Nurse Association and Hospice, community programs, and Lawrence Memorial/Regis College Nursing and Radiography Programs.

The Massachusetts Department of Public Health has designated Melrose-Wakefield Hospital and Lawrence Memorial Hospital as primary stroke service hospitals, ready to provide emergency diagnostic and therapeutic services 24 hours a day, seven days a week, to acute stroke patients.

Hallmark Health is designated a “Baby Friendly” health system, a program of the World Health Organization and United Nations Children’s Fund. Baby-friendly birthing facilities create environments for parents and infants to get the best start in life from the very start, supporting breastfeeding and best practice infant-care strategies.

Hallmark Health’s Community Services division oversees programs that impact both medical and social determinants of health, supported by a mix of federal, state and private funding. These programs include the following:

- North Suburban Women, Infants, and Children (WIC) Nutrition Program
- Healthy Families Program and MA Home Visiting Initiative
- North Suburban Child and Family Resource Network
- The Dutton Center Adult Day Health Program
- Aging in Balance – Senior Outreach Program
- Community Health Education
- Lifeline (PERS) Program

The current Massachusetts Community Benefits Guidelines were developed and adopted in January 2009 to improve reporting transparency and accountability, encourage planning and community engagement, and align community benefit activities with state health priorities.

Passage of the federal Patient Protection and Affordable Care Act in 2010 also created new requirements for not-for-profit hospitals to report their community benefits to the Internal Revenue Service along with mandates to conduct a community health needs assessment at least every three years. Compliance with these requirements are documented in the system's IRS Form 990 filing, on Schedule H. Final IRS rules governing requirements for community health improvement plans and reporting were published in 2017.

Community Benefits Mission Statement

Hallmark Health System is committed to building and sustaining a strong, vibrant and healthy community. Hallmark Health dedicates appropriate resources to collaborations with community partners and the utilization of community members' input toward improving health services. Hallmark Health pledges to act as a resource and to work with the community during emergencies; to improve access to care; to identify, monitor, and address the unique health care needs within its core communities; and to promote healthier lifestyles for residents through health education and prevention activities.

Community Benefits Advisory Council

All aspects of Hallmark Health's community benefits program – from assessing health needs and planning to the implementation and evaluation of activities – rely upon the oversight and guidance of its advisory council, a cross section of hospital leaders and community members working together to lead and ensure the system remains responsive and effective in addressing community health issues.

The Community Benefits Advisory Council includes health system board and executive leaders, managers from clinical and administrative areas, and community members who represent the partners as well as the geographic, cultural, linguistic and socioeconomic diversity of the catchment area. The council meets six times per year to ensure compliance with the community health improvement plan, review program outcomes, discuss important community health issues, and offer recommendations to the Board of Trustees related to community health needs and disparities. The council approves any and all amendments to the improvement plan resulting from emerging health issues or unplanned changes in capacity. The group also engages new members from the communities served to join the group, prioritizing candidates who can help the organization better understand community health needs and barriers to access. This is ongoing since various populations experience challenges in accessing health or community-based services.

Oversight of Community Benefits

Hallmark Health Board of Trustees	<ul style="list-style-type: none"> • Affirms and publicly shares the community benefits mission statement • Reviews and approves the community health improvement plan and community health needs assessment once it is recommended for approval by the Board Governance Committee
Community Benefits Advisory Council	<ul style="list-style-type: none"> • Serves as the planning group for community benefits • Confirms all identified health priorities are addressed (or that there is a defensible rationale for why priorities cannot be addressed) • Ensures necessary resources are allocated
Director, Community Services Manager, Community Benefits and Operations	<ul style="list-style-type: none"> • Manages the day-to-day aspects of the improvement plan • Submits the annual Community Benefits Report to the Massachusetts Attorney General • Provides input to Schedule H for the system's annual IRS Form 990 filing • Supports the system in developing programs that improve health

Community Teams and Civic Engagement

As part of its efforts to improve health status in its core communities, Hallmark Health System participates in community coalitions and partnerships that work to address both overall and targeted health issues within its catchment area. Individually and as part of community teams, employees at all levels of the organization foster relationships with local leaders, civic groups, and faith-based and grassroots organizations.



In 2017, Hallmark Health had eight community outreach teams, representing individual cities and towns as well as the health system. Teams included Team Hallmark Health and teams Malden (also covering Everett), Medford, Melrose, Reading (also covering North Reading), Saugus, Stoneham, and Wakefield. Team captains take part in community building activities with members of the community, serve on local boards and councils in leadership roles, and convene with leaders from Community Services. Teams work within a charter framework, fully supported by the administration.

Community teams are a resource for residents seeking greater access to medical, behavioral and supportive services. These relationships are essential to bringing to the forefront problems that adversely impact the health of our communities, such as substance use disorders, overdose prevention, depression, suicide, and sexual abuse and intimate partner violence. Hallmark Health has demonstrated ability to convene stakeholders on these issues from the communities it serves to reduce duplication of services and promote regional planning and solutions.

In addition to community teams' activities, Hallmark Health supports partnerships and collaborations that include the following:

- Subsidizing occupancy costs for not-for-profit agencies closely aligned with community benefits

- Supporting membership and leadership activities with local coalitions that correlate to the community benefits plan, including board-level membership as appropriate
- Providing in-kind meeting space to agencies that partner on community benefits
- Supporting ongoing outreach to identify new or previously unknown community agencies working with target populations, especially grassroots and faith-based organizations
- Reaching out to other local health care systems to explore ways to work collaboratively and avoid unnecessary duplication of services
- Participating in a leadership role for the regional Community Health Network Area (CHNA 16) and membership on CHNA 15
- Committing Community Services and Finance staff time to analyze and document value, perform monitoring, and measure the impact of programs and services to Hallmark Health communities
- Devoting Fund Development and Community Services staff time to securing operating funds for community benefits programs (grant writing, restricted donations and general fundraising)

Community Health Needs Assessment

Hallmark Health completed its community health needs assessment (CHNA) in August 2016, in collaboration with the Institute for Community Health (ICH), a not-for-profit organization based in Malden, Mass. Using a mixed-methods approach, ICH assessed a variety of health topic areas and social factors within the nine communities in our catchment area, using a mix of primary and secondary data to identify the health care needs of the communities we serve and to help people gain the tools and knowledge they need to make healthy choices and lead healthy lives.

Based on this analysis, prioritized health concerns and secondary priorities were identified for the 2017–2019 community health implementation plan and are detailed below:

Primary health priorities

- Substance use disorders
- Behavioral health
- Cancer
- Cardiovascular disease
- Diabetes
- Infectious disease
- Access to care including barriers due to language, transportation, housing and food insecurity
- Vulnerable populations

Secondary health priorities

- Preventable injuries and poisonings
- Respiratory disease
- Obesity
- Violence and sexual assault prevention
- Disaster readiness and emergency preparation

The goals for the 2016 CHNA included identifying major health concerns and vulnerable populations in our service area, identifying unmet needs and gaps in service, gathering recommendations for programs and partnerships to address needs and gaps, defining priority focus areas for programming to improve population health, and identifying opportunities to reduce health disparities.

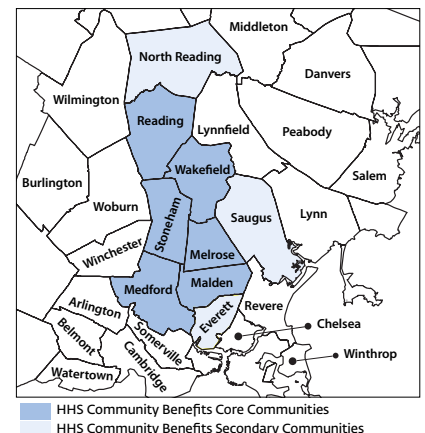
The report details insight into the current health status of the nine communities in the community benefits service area, defines Hallmark Health's primary and secondary health priorities to be addressed, and identifies opportunities for optimizing population health improvement. It was used to guide planning and development of a new 2017–2019 community health improvement plan, which the Board of Trustees approved in January 2017. The complete assessments for both 2013 and 2016 are available on the Hallmark Health website, melrosewakefield.org, and are located in hard copy at several system and community locations.

Multiyear Community Benefits Plan

The FY 2017–2019 community benefits implementation plan aligns activities to specific health concern, to ideally address both Massachusetts Attorney General and IRS guidelines for community benefits. Some initiatives are led solely by Hallmark Health, although the system has made collaboration a priority, wherever possible, to engage local stakeholders and residents and ensure their critical feedback informs its efforts.

The 2017–2019 implementation plan includes input from residents reflecting broad community concerns, input from officials with public health expertise, and feedback from representatives of medically underserved, low-income and minority populations.

Both the CHNA and the community benefits implementation plan are widely available to the public for review and comment. They are available on the Hallmark Health website (melrosewakefield.org), at Lawrence Memorial Hospital in the Human Resources Department, at the Medical Records Department at MelroseWakefield Hospital, and at other key service and community locations.



Community Benefits Programs and Services at a Glance



4,500
Calls
to elders were made
by Lifeline buddies

4,289
Families
utilized the Mobile Food
Market in Malden



48
People
attended the
Cancer Survivor
Support Group



12
Programs
focused on managing
chronic illnesses were
offered in Aging in Balance

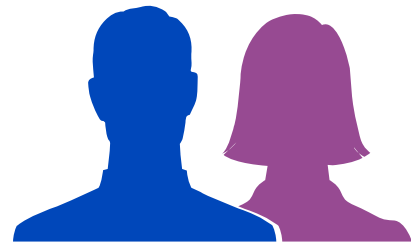


1,410
Women
received support at
the Baby Cafés in Melrose,
Malden and Everett

1,751 Hours
of volunteerism were
generously donated by
leaders not connected
with programs



366 Community Members
attended the Diabetes Self-Management Group



3,266
Individuals

utilized services through
the North Suburban Child and Family
Resource Network



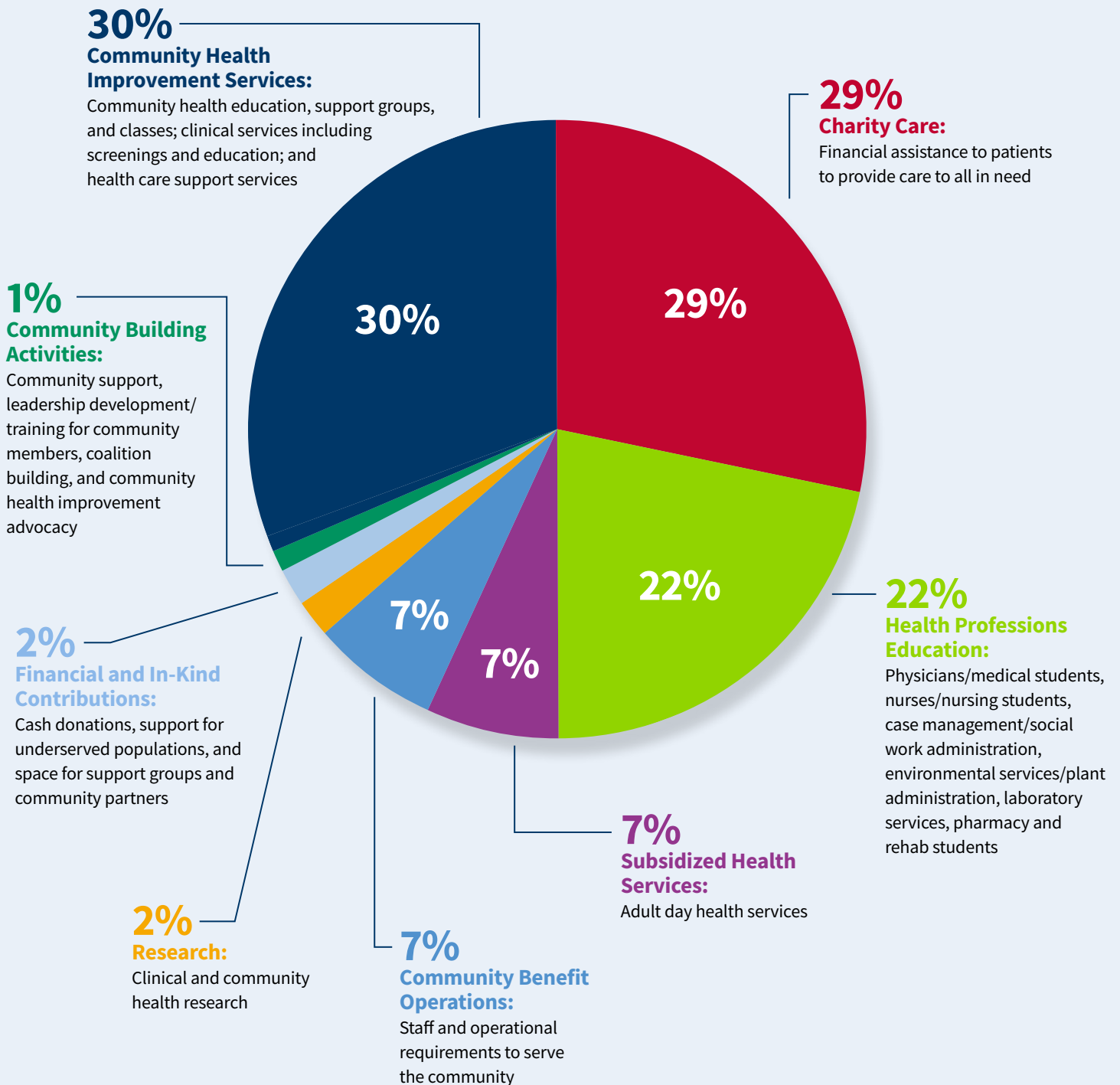
231
Visits

were made to
the Mothers Helping
Mothers store



105 Adults
utilized the Dutton Center
Adult Day Health Program

2017 Community Benefits



2017 Community Program Highlights

High School CPR Training Program Recognized at Fenway Park

The Cardiovascular Center at Melrose-Wakefield Hospital was recognized by WEEI Red Sox Radio Network at Fenway Park for its service to the community through CPR training at local high schools. In 2017, 300 students were trained in lifesaving CPR techniques and equipped with a CPR training kit to teach their families.



Hallmark Health Re-Energized the North Suburban Health Alliance

In June 2017, Hallmark Health led the effort to re-energize the Community Health Network Area 16 including rebranding the coalition to the North Suburban Health Alliance. A steering committee was formed consisting of the Malden and Burbank YMCAs, Mystic Valley Elder Services, Cambridge Health Alliance, Joint Committee for Children's Health Care in Everett, North Suburban WIC, Action for Boston Community Development, Massachusetts Department of Mental Health, City of Medford and Hallmark Health System. In FY18, the coalition will meet quarterly focusing on the Department of Public Health's six social determinants of health priority areas.

Active Shooter Drills Train Employees for Emergencies

Melrose police and fire departments, three separate ambulance companies and about 120 employees of Hallmark Health participated in active shooter trainings, which followed the Advanced Law Enforcement Rapid Response Training (ALERRT) model – a program adopted by the FBI as the national standard for special agent tactical instructors. The employees learned to run, hide, fight and avoid, deny, and defend. The drills helped employees and local agencies be prepared should an active shooter event occur in the community.



Mobile Food Market Received Program of Excellence Award

Jackson Healthcare presented the Mobile Food Market with the Program of Excellence Award as part of their 2017 Hospital Charitable Service Awards. The program was chosen as one of the country's top 10 hospital-sponsored programs that positively impact local communities. In collaboration with the Greater Boston Food Bank, the Malden Zonta organization, and the cities of Malden and Medford, the market reaches approximately 400 households each month and has distributed more than 1 million pounds of nutritious food since it launched in 2012.

COACHH Recognized as Model Program

Collaborative Outreach and Adaptable Care at Hallmark Health was recognized locally and nationally as a model program for providing care to individuals with substance use disorders. The American Hospital Association program featured the program regionally on Boston 25 and in national news. Many of the features of the program will be adopted by the health systems' accountable care organization when the COACHH program ends in February 2018.



Hallmark Health Redesignated as a Baby-Friendly® Birth Facility

This prestigious international award recognizes birth facilities that offer breastfeeding mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies. In addition to the breastfeeding support and education received at Melrose-Wakefield Hospital, Hallmark Health supports three community-based Baby Cafés in Melrose, Malden and Everett.

System-Wide Community Benefits Policy Created and Implemented

Community benefits reporters will now follow a community benefits policy that articulates system-wide oversight and guidance regarding tracking community benefits activities, assessing community health needs, and developing strategic plans that design, prioritize, implement and evaluate community benefits programs. The community benefits policy exists to provide structure and accountability in Hallmark Health's efforts to reach out to those in need, to improve the health of the individuals and communities it serves, to enhance health access as a response to identified community needs, and to promote the common good.



Hallmark Health Community Volunteers Make a Difference

This year, Hallmark Health employees staffed and volunteered at more than 60 health events across 9 local communities, reaching more than 36,000 community members. Our employees offered health screenings, hosted fun and educational activities, and connected local residents with health resources and services.

Substance Use Disorder Awareness and Support

According to the Centers for Disease Control and Prevention, each day more than 140 Americans die from a drug overdose, 91 specifically due to opioids. Each year federal, state and local governments spend close to \$500 billion on addiction and substance abuse, but for every dollar that federal and state governments spend, only 2 cents goes to prevention and treatment, according to The National Center on Addiction and Substance Abuse.

Hallmark Health works closely with local agencies, groups, and programs to build awareness and support efforts in the community around primary prevention, overdose reduction and recovery-based interventions. In FY 2017, our staff spent nearly 350 hours at meetings and events working toward prevention, awareness, treatment and interventions to reduce the impact of substance use disorder partnering with the following groups and programs.

Wakefield Unified Prevention Coalition: A community-based coalition dedicated to reducing alcohol, tobacco and other drug use among its residents, especially its youth

- *The coalition's director is a member of our Community Benefits Advisory Council.*
- *An employee in the Community Services Department regularly attends these meetings.*

Melrose Substance Abuse Prevention Coalition: A local leader in creating a community free of substance abuse by providing resources and partnering locally and regionally

- *Two Hallmark Health employees are members of this group.*

Mystic Valley Public Health Coalition: A coalition of local municipal health departments that includes the Massachusetts Opioid Prevention Coalition, which addresses the issues of opioid abuse and fatal and non-fatal opioid overdoses in Massachusetts, and Substance Abuse Prevention Coalition, a group focused on preventing underage alcohol use

- *Two Hallmark Health employees regularly attend these meetings.*

District Attorney's Eastern Middlesex Opioid Task Force: A task force led by District Attorney Marian Ryan that focuses on combating the increase in drug overdoses in the eastern region of Middlesex County

- *Hallmark Health provides space and food for the meetings as well as employee membership.*

Malden Overcoming Addiction: A group dedicated to connecting the community with addiction support and recovery services, removing the stigma of addiction, and

fighting to eliminate overdose fatalities

- *An employee in the Community Services Department regularly attends these meetings.*

Reading Coalition Against Substance Abuse: A coalition of youth and adults who promote a safe, healthy, vibrant community based on healthy decision making

Stoneham Substance Abuse Coalition: A coalition that addresses the epidemic of drug and alcohol abuse in the Stoneham community, focusing on education and prevention

- *Hallmark Health provides physician and community outreach and members on the advisory and sector boards.*

Medford Mental Health and Substance Use Case

Conferences: A community collaborative to discuss high-risk mental health and substance use cases

- *A social worker from Hallmark Health attends the conferences.*

Substance Use Disorders and Substance Exposed

Newborns Care Collaborative: A group of clinicians from local agencies serving women with substance use disorder and their substance exposed newborns

- *The group is led by representatives from Hallmark Health, the District Attorney's office, and Jewish Families and Children's Services.*

Below, District Attorney Marian Ryan describes the strong partnership with Hallmark Health and the impact on substance use disorder.

"In 2015, we launched the Eastern Middlesex Opioid Task Force, which is based at Lawrence Memorial Hospital of Medford. There, we have monthly conversations with a large group of stakeholders on the federal, state and local level. As a result, we have seen partnerships form and initiatives develop. For example, last year we were able to expand our Project CARE, which provides 24-hour, seven-day-a-week rapid response trauma intervention for children who witness a parent or loved one suffer an overdose.

The task force is the most effective means of moving forward on all fronts necessary to address substance use disorder, namely, education, prevention, intervention, treatment and enforcement."



“As we combat the opioid epidemic, collaboration is the key to building best practices, streamlining the use of resources and illuminating service gaps. The partnership we have created with Hallmark Health has given us the opportunity to have unique conversations about substance use disorders.”

Middlesex County District Attorney Marian Ryan

Domestic Violence Awareness

In 2017, the Centers for Disease Control and Prevention reported that on average, 24 people per minute are victims of rape, physical violence or stalking by an intimate partner in the United States – more than 12 million women and men over the course of a year. In the United States, intimate partner violence, including sexual assault, physical violence, and stalking were experienced by 37.3 percent of women and 30.9 percent of men during their lifetimes.

Hallmark Health is committed to raising awareness of the severity of domestic violence, working with local groups, organizations and coalitions to prevent and end domestic violence, sexual assault and stalking crimes.

In January 2017, a panel of eight local agencies and coalitions providing intimate partner violence (IPV) support services convened at Melrose-Wakefield Hospital to attend a round table event titled “Domestic Violence and Sexual Assault: How Professionals Can Help.” Those in attendance gained a unique understanding and perspective on the roles of each agency providing IPV services to our local communities. Participants were able to identify best practices for assessing and working with survivors of IPV and were also able to collaborate with one another on resources for prevention, intervention and referrals.

In FY 2017, Hallmark Health staff spent nearly 300 hours at meetings and events providing support and working towards prevention, education, awareness, mentoring, and service in collaboration with our partners to reduce the impact of domestic violence.

Our Partners

Wakefield Alliance Against Violence:

Community-based volunteer organization dedicated to creating a lifestyle free from violence

- Two Hallmark Health employees serve on the WAAV Board of Directors.
- Hallmark Health sponsored WAAV’S White Ribbon Campaign and Reception.

Melrose Alliance Against Violence:

Community organization that raises community awareness of domestic and teen dating violence

- Hallmark Health’s director of medical staff development and services serves as the vice president of MAAV.
- Melrose-Wakefield Hospital provides space for MAAV’s relationship discussion group that met 35 times in 2017 and served 22 individuals.

Stoneham Alliance Against Violence:

Diverse group of community members who came together to address an upswing in reported incidences of violence

- One of Hallmark Health’s community health educators is a member.

Portal to Hope:

A domestic violence intervention agency leading local efforts to end domestic violence

- Hallmark Health has a strong partnership with PTH to provide confidential, comprehensive services to victims of domestic violence and related assault crimes as well as prevention education to the public.
- Hallmark Health provides operational and meeting space across our system and offers support services to victims at our medical facilities.

Partnership provides pathway to hope for victims of violence

Whether an individual has been transported to the emergency room in response to an incident or visiting the hospital for other purposes during which the question “Do you feel safe at home?” is asked, hospitals are vital for crisis intervention because they are a source of immediate support to people whose lives have been impacted by domestic violence crime.

When Sandra* gave birth at Melrose-Wakefield Hospital, she shared with a social worker that she had concerns about her home environment. Her husband was controlling and exhibited short-tempered behaviors. The social worker listened and informed her about Hallmark Health’s onsite domestic violence prevention program, Portal to Hope. The social worker connected with victim advocates to let them know Sandra was in need of help.



Members of Portal to Hope present Hallmark Health partners with a token of appreciation for their longstanding partnership and commitment to ending domestic violence abuse.

The onsite services made possible via Hallmark Health’s unique partnership with Portal to Hope led Sandra to access confidential services onsite including safety planning, support groups, legal aid and other advocacy. Portal to Hope helped Sandra and her two children via its Benevolence Project when they needed food and other necessary items, and advocates continued to monitor Sandra’s case, working with her to keep her and her family safe.

Hallmark Health has partnered with Portal to Hope since 2000. The partnership between Hallmark Health and Portal to Hope offers opportunities for victims of domestic violence to not only have access to support services but to have opportunities to heal in the aftermath of domestic violence crime.

“Medical professionals in hospital settings are a first contact for some people struggling with abuse, so it just makes sense for our agencies to serve as allies in treating people whose lives have been impacted by domestic violence crime,” said Deborah Fallon, director of Portal to Hope.

“Portal to Hope’s team is able to pick up where the medical intervention care ends. In other words, we are able to help patients once they have left an emergency room setting by offering comprehensive services – whether it is helping victims relocate to new housing, assisting them with abuse prevention orders or other legal matters, or helping them to rebuild their lives free from abuse. It is a complement to what the caring medical professionals are doing to provide great health care to patients and a terrific opportunity to not only provide education but to save lives through intervention,” added Fallon.

“Working together through the years,” said Fallon, “Hallmark Health and Portal to Hope are able to make a difference, offering direct care services as the community-based partnership that people can rely on for help.”

**Patient name changed for privacy purposes.*

Building Community Health Resiliency

Educating Youth to Succeed

Coaching youth to become independent, educated, skilled and resourceful are important steps to their abilities to become resilient, healthy and successful. According to the Center on the Developing Child at Harvard University, resilience requires supportive relationships and opportunities for skill building. These relationships help youth have the ability to plan, monitor, and regulate behavior and adapt to changing circumstances, better enabling them to respond to adversity when they face it. The combination of adaptive skill building, positive experiences and supportive relationships constitutes the foundation of resilience.



Hallmark Health welcomed these six excited and enthusiastic students from Wakefield High School for the school's annual Job Shadow Day. These students have an interest in health care careers (particularly nursing) and enjoyed the benefit of shadowing some of our talented and dedicated staff – a rewarding experience for all!

Hallmark Health's dedication to serving the community is visible among local youth. In addition to providing valuable health care services, the organization mentored, educated, served, trained and supported youth development in FY17, providing the following services and programs for local youth in the community:

High School Education and Training:

- **Athletic Training Program:** Rehabilitation Services at Hallmark Health has contracts to provide both full-time and part-time services to local high schools to help students be better prepared to participate in athletic programs, maintain a healthy weight, and reduce injuries. In FY17, 2,170 students were trained.
- **Concussion Injury Education:** Rehabilitation Services has developed a sports concussion program to provide the surrounding communities with a sports management and treatment program after injury. The comprehensive program integrates community outreach, ImPACT testing, physician referrals and physical therapy based rehabilitation

to facilitate safe return to play for local student athletes. In September 2017, 55 people attended educational sessions on concussion awareness. Topics included concussion awareness (including signs and symptoms, complications, and return to play criteria) and what to do in the event an athlete has suffered a concussion. Attendees included athletic trainers, coaches, administrator, and nursing staff at Everett High School.

- **Food Service Internships:** The Food Services Department trained two students from Northeast Metropolitan Regional Vocational High School for 120 hours over four weeks. The students received 80 hours of mentoring from the executive chef and director of Food Services.
- **Human Resources Internships:** Hallmark Health hosted two Melrose High School students completing their internships in nursing for six weeks each. The total clinical time for the students was 270 hours including 81 hours of mentorship.
- **Human Resource Job Shadowing:** The Human Resources Department hosted a total of 31 students for three job shadow days. Students were from Wakefield, Melrose and Wilmington high schools and Medford Vocational School.
- **Cardiac Save a Life, Pass It On:** This program uses evidence-based American Heart Association first aid and CPR classes as models. Hallmark Health staff taught CPR to area high school students at Wakefield and Medford high schools. Through this program, 300 students were trained. Those students then trained an additional 150 family and community members.

Other Youth Education and Training:

- **Lifeline Buddy Volunteer Opportunities:** Seven students made 4,500 calls to approximately 3,000 Lifeline subscribers. The students learned valuable communication skills by calling subscribers and having a conversation with them reminding them to test their Lifeline buttons. This person-to-person interaction is important for youth to partake in during the age of texting. The volunteer coordinator spends 30 hours per year overseeing the program.

- **Healthy Families and MA Home Visiting Initiative:**

Hallmark Health provides a Healthy Families home-based, family coaching program that supports young, first-time parents age 24 and under to help them create stable, nurturing environments for their children. The program is funded by the Children's Trust and through the Department of Public Health and supported by Hallmark Health. Services are free for participants and their families during pregnancy and until the child turns three. Services include home visiting, family support, coaching, prenatal and parenting education, groups for young parents and resource referrals. In FY17, Healthy Families supported 102 families.

- **Safe Sitter® Babysitting Classes:** Hallmark Health's babysitting classes served 31 students who learned child safety skills, how to play with children, and how to calm a fussy baby. Participants must be at least 11 years old and have completed fifth grade. CPR is also taught.

- **Kids and Grief Support Group:** The group is a program for children who have experienced loss of a loved one. The program utilizes expressional therapies for children to ages 5–12. Research has shown that bereavement support groups for children are very effective. Our support group normalizes grief for kids, gives them lifelong coping skills, reduces isolation and takes place in a comfortable, protected environment with others going through the same situation. The group helps children build a sense of self efficacy and control, which lessens the impact of adverse childhood events that are tied to later physical problems as adults.

Highlights for FY 2017:

- *The Children's Trust awarded the Hallmark Health Healthy Families and MA Home Visiting Initiative Program with the 2017 Reflective Supervision Award. The program was recognized for demonstrating best or promising practices in reflective supervision, supervision documentation, and creative ways to support the supervision process as well as for contributing to additional statewide supervision-related efforts and initiatives.*
- *Katie Marek, a Healthy Families home visitor, was nominated for the Resiliency and Excellence in Service Award for her dedication and excellence in coaching. She encourages and helps parents and families achieve successes they never thought possible. Katie's resiliency in facing challenges, positivity, leadership, courage and strength inspires others.*
- *Hallmark Health provided a \$500 sponsorship for the development of the Wakefield Youth Health and Safety Guide.*

Kids and Grief Support Group

When a child reaches the age of 13–14 years old, they are encouraged to continue with the Kids and Grief Support Group as a senior group member. In this role, they can help mentor the younger group members. One of our senior group members who is about to graduate from high school and pursue a degree in nursing wrote the following to us recently:

Experiencing moments of conversations between those in a similar grieving state as me, I learned to cherish the positive gifts that life brings. Laughing, eating pizza and simply sharing a good time with those I know are facing a battle as well. In addition, I also learned to not push away the negative aspects of life, but rather to embrace both the good and bad holistically in order to establish inner peace.

Parents and caregivers value the impact the group has had on their children.

It's the only place they feel comfortable to talk about death.

My kids love to come to the group. They think it is good to meet other families with the same problem like us and we are not the only ones who need help.

They are more mature about talking to me and the rest of the family about death.

She enjoys being with the other children and doesn't feel so alone with her loss of her mother. She always looks forward to going.

Resilience in Action: A Story of Success

Nicole Graffam was 18 years old when she learned she was pregnant. Though she had a supportive family, her parents were going through a divorce at the time. She realized she wanted more guidance on becoming a parent herself and was referred to our Healthy Families program at Melrose-Wakefield Hospital when her son was born. The program offered her the resources and support she needed to embark on the journey of parenthood. Today, Nicole is a thriving mother of two children and who gives back to the community through a successful career as the executive director of the Joint Committee for Children's Health Care in Everett.

Q: As a graduate of the Healthy Families program, how has the program impacted your life?

A: Healthy Families gave me the confidence to become the parent I knew I could be. Without the support from Healthy Families, I do not know what type of guidance I would have received. I may not have had the educational piece and the unbiased support. I know that this program pushed me to become a better parent and person. This program has largely impacted my life, from being there when I needed a friend or an opinion to helping me find resources that I needed. My healthy family worker helped me find out what I was eligible for while I was down on my luck. She stuck with me through unstable living situations, moving around until I found a job and an apartment that I could settle in. Guiding me through difficult decisions and setting goals have helped me look toward my future and not feel like I have hit a dead end having a child at such a young age.

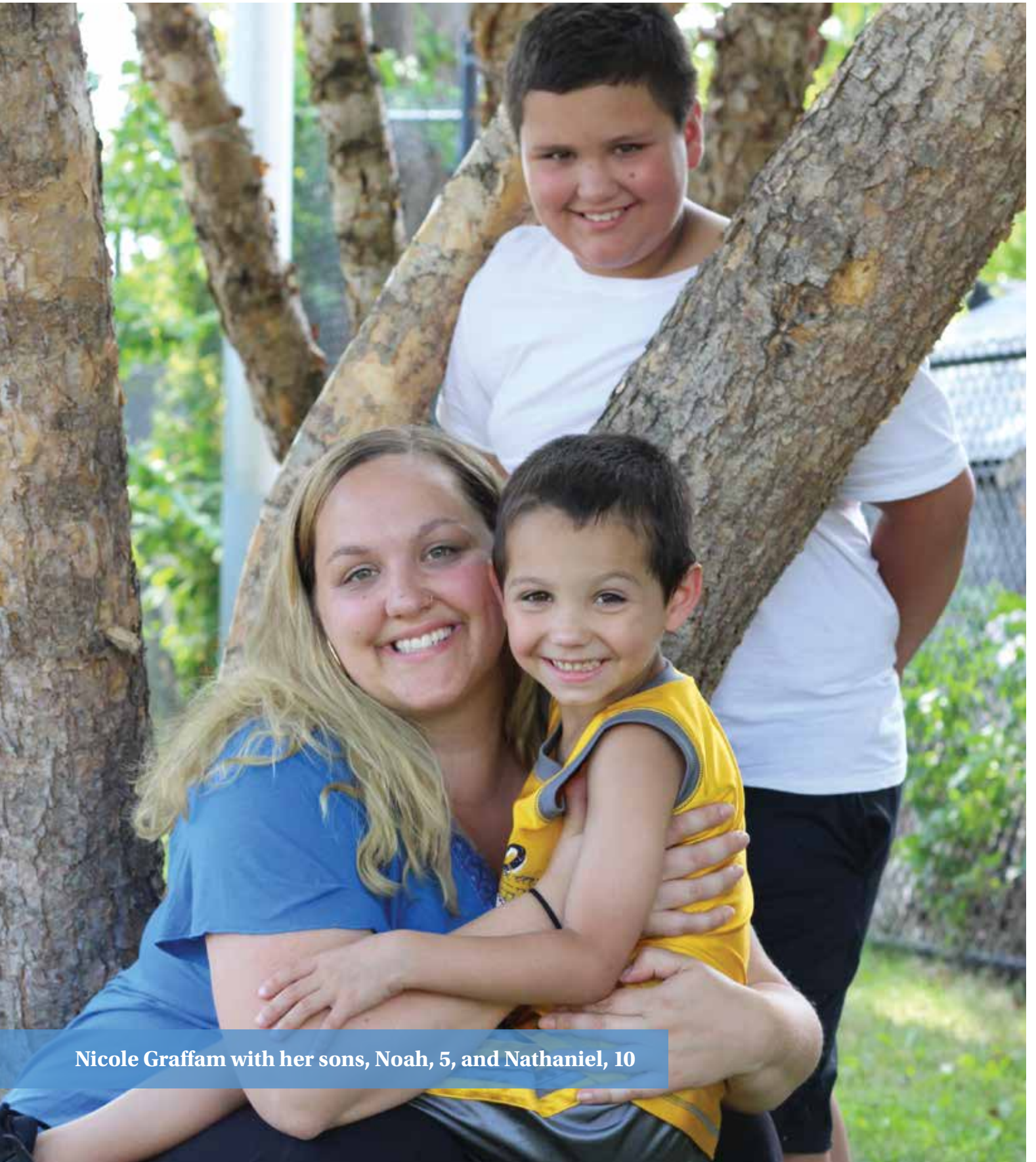
Q: Describe your current relationship with Hallmark Health.

A: I am still friends with my Healthy Family worker today. She has been such a great mentor. I really appreciate it when she checks in with me and we chat about our children. I am still currently active in Hallmark Health because I believe in giving back to those that helped you when you need it the most. Although I know that Hallmark Health continues to help people in different areas of life, I could not be more grateful for all the services I have received to date. When I was 19, I was part of several programs, including Healthy Families, the "Feeling Fit and Fabulous" program, North Suburban WIC,

and North Suburban Child and Family Resource Network, where I brought my son for drop-in play. Now, I am involved in the perinatal advisory committee (since having my children at Hallmark Health), a graduate of the pharmacy technician program through Hallmark Health, and with my current role as the executive director of the Joint Committee for Children's Health Care in Everett, I am now a professional partner of Hallmark Health.

Q: What would you tell other young parents about the Healthy Families program?

A: I would like to tell other parents that this program is so beneficial to the well-being of your whole family. This is a program that offers judgment-free support. They can help you learn about things in the community, learn about your child's growth and development, and to set and achieve goals. If you need a caring, supportive person or role model in your life, this program is designed for you. They both figuratively and literally meet you where you are at. I could not be a prouder graduate. This gave me what I needed in those first three essential years!



Nicole Graffam with her sons, Noah, 5, and Nathaniel, 10

Community Benefits Programs

Summary of FY 2017

Primary health priorities

Behavioral health

Behavioral health community phone line
Mental health community education
Bereavement and caregiver support groups

Substance use disorders

Local substance abuse prevention coalitions
Regional coalitions – Mystic Valley Public Health Coalition
The Care Collaborative
Collaborative Outreach and Adaptable Care at Hallmark Health

Cancer treatment/detection/prevention

Cancer support groups
Cancer screenings and education

Cardiovascular disease

Healthy nutrition education
Blood pressure screenings and education
CPR training in area high schools

Diabetes

Chronic Disease Self-Management Program
Diabetes screenings and education
Diabetes support groups and events
Diabetes Self-Management Program

Infectious disease

Regional tuberculosis clinic
Support to local flu clinics

Access to care

Financial counseling/patient access services
Nursing student training
Pharmacist residency and student training
Allied health professional student training
Social work student training
Transportation assistance programs
Online health library

Vulnerable populations

North Suburban WIC Nutrition Program
WIC/Maternal Child Health Baby Cafés
WIC Family Support Program
Mobile Food Market
Mothers Helping Mothers Closet
Healthy Families and MA Home Visiting Program
North Suburban Child and Family Resource Network
Dutton Center Adult Day Health Program
Aging in Balance–Senior Outreach Program
Produce in a Snap for Seniors
New mothers programs

Secondary health priorities

Preventable injuries and poisonings

Bone density screenings and risk assessments
Osteoporosis screenings and education
Bone and joint camp
Concussion screening program
High school athletic training program
Safe Sitter® babysitting training program
CPR and first aid community classes

Respiratory disease

Regional tuberculosis clinic
Promote vaccines as a prevention strategy
Support local flu clinics

Disaster readiness and emergency preparation

Training for local first responders
Active shooter training
Act as a resource during emergencies or acts of terror
Community blood drives

Obesity

Integrated breastfeeding services
Weight-management support groups
Healthy eating habits and cooking lectures
Support to area Mass in Motion programs
Medford Summer Fun bag program
Mobile Food Market

Violence and sexual assault prevention

Sexual assault and domestic violence prevention
Support local domestic violence prevention coalitions
Intimate partner violence support groups

Community at large

Malden's Promise coalition
Community Health Education programs
Civic engagement and support
Tri-City Homelessness Task Force
Community health days
Health Minute video series

Action for Boston Community Development (ABCD)
 American Cancer Society
 American Diabetes Association
 American Heart Association
 American Lung Association
 American Red Cross
 Asian American Civic Association
 Baby Café USA
 Baby Friendly America
 Boys and Girls Clubs of Middlesex County
 Bread of Life
 Burbank YMCA of Reading
 Cambridge Health Alliance
 Catholic Charities
 Children's Trust
 Chinese Culture Connection
 Community Family Human Services Inc.
 Community Health Network Area 15 & 16
 Community Servings Inc.
 Criterion Early Intervention
 Cross Cultural Communications Inc.
 Customized Communication Inc.
 East Boston Neighborhood Health Center
 Elder Services of Merrimack Valley
 Elder Services of the North Shore
 Eliot Community Human Services
 EMARC
 Everett CFCE Grant Program
 Families First
 Friends of Middlesex Fells Reservation
 Friends of Oak Grove
 The Greater Boston Food Bank
 Greater Lynn Senior Services
 Hallmark Health Medical Associates
 Hallmark Health VNA and Hospice
 Health Care for All
 Health Care Without Harm
 Housing Families Inc.

Immigrant Learning Center of Malden
 Institute for Community Health (ICH)
 Jewish Family and Children's Service
 Joint Committee for Children's Health Care in Everett (JCCHCE)
 Local arts councils
 Local boards of health
 Local chambers of commerce
 Local civic groups (Rotary, Kiwanis)
 Local councils on aging
 Local early intervention (EI) programs
 Local faith-based organizations
 MA Executive Office of Elder Affairs
 MA Health Policy Commission
 Malden Early Learning Center (CFCE)
 Malden Homelessness Task Force
 Malden's Promise Coalition
 Malden YMCA
 Massachusetts Departments of:
 Children and Families (DCF)
 Conservation and Recreation (DCR)
 Early Education and Care (EEC)
 Public Health (DPH)
 Transitional Assistance (DTA)
 Massachusetts Hospital Association
 Massachusetts Opioid Abuse Prevention Collaborative (MOAPC)
 Mass in Motion (Everett, Malden, Medford, Melrose/Wakefield)
 Medford Family Network (CFCE)
 Medford Health Matters
 Medford Substance Abuse Task Force
 Melrose Alliance Against Violence
 Melrose Birth to Five
 Melrose Community Coalition
 Melrose Family YMCA
 Melrose Human Rights Commission
 Melrose Substance Abuse Prevention Coalition

Middlesex County District Attorney
 Mystic Valley Elder Services
 Mystic Valley Public Health Coalition
 Mystic Valley Tobacco and Alcohol Program (MVTAP)
 North Shore Elder Services
 Oak Grove Improvement Organization
 Philips Lifeline
 Portal to Hope
 Reading Coalition Against Substance Abuse (RCASA)
 Reading Response
 Regional EMS Providers
 Regis College
 RESPOND Inc.
 The Salvation Army
 The Sharewood Project
 Somerville Cambridge Elder Services
 South Bay Mental Health Center
 Substance Abuse Prevention Collaborative (SAPC)
 Stoneham Alliance Against Violence
 Stoneham Theatre
 Tailored for Success
 Tri-City Homelessness Task Force
 Tri-City Hunger Network
 Tufts Medical Center
 Tufts University
 Wakefield Alliance Against Violence
 WAKE-UP: Wakefield Unified Prevention
 West Medford Community Center
 Winchester Hospital/Lahey Health
 YouthHarbors @ JRI
 YWCA of Malden
 Zonta Clubs of Malden and Medford
 Zoo New England – Stone Zoo



For more information on community benefits activities, contact:

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