

Hampden County Public Health Improvement Forum

November 13, 2014

Registration & Breakfast - 8:15am - 9:00am

Welcoming Remarks - 9:00am - 9:20am

Soloe Dennis

*Western MA Public Health Regional Director
MA Department of Public Health*

Keynote Address: Health & Economics - 9:20am - 9:40am

Dr. Rosa Rodriguez-Monguiro

*Associate Professor and Director of the Health Policy & Management
Program at UMASS Amherst School of Public Health*

Featured Programs - 9:45am - 10:30am

Holyoke Let's Move 5-2-1-0

Gator Grins

LiveWell Springfield

Panelist Discussions - 10:30am - 12-15pm

Working Lunch - 12:15

Derek Brindisi

Health Director of Worcester, MA

Afternoon Breakout Session - 1:00pm - 2:55pm

Red Group to Room KC 203

Blue Group to Room KC 205

Reconvene and Report - 3:00pm - 3:30pm

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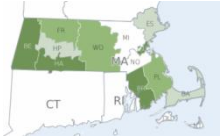
2014 County Health Rankings

Hampden County ranks lowest among Massachusetts' Counties in both Health Factors and subsequent Health Outcomes

Rank	Health Outcomes	Rank	Health Factors
1	Middlesex	1	Norfolk
2	Dukes	2	Middlesex
3	Norfolk	3	Hampshire
4	Nantucket	4	Barnstable
5	Hampshire	5	Dukes
6	Essex	6	Nantucket
7	Barnstable	7	Essex
8	Franklin	8	Franklin
9	Worcester	9	Berkshire
10	Plymouth	10	Plymouth
11	Berkshire	11	Worcester
12	Bristol	12	Suffolk
13	Suffolk	13	Bristol
14	Hampden	14	Hampden

(County Health Rankings & Roadmaps – Massachusetts 2014,
University of Wisconsin – Population Health Institute)

2014 County Health Rankings (Con't)



	Hampden County	Error Margin	Top U.S. Performers*	Massachusetts	Rank (of 14)
Health Outcomes					14
<u>Length of Life</u>					14
Premature death	6,848	6,578-7,118	5,317	5,295	
<u>Quality of Life</u>					13
Poor or fair health	15%	14-16%	10%	12%	
Poor physical health days	3.8	3.6-4.0	2.5	3.1	
Poor mental health days	3.9	3.7-4.2	2.4	3.2	
Low birth weight	8.6%	8.3-8.8%	6.0%	7.8%	
Health Factors					14
<u>Health Behaviors</u>					14
Adult Smoking	19%	18-20%	14%	15%	
Adult Obesity	29%	28-31%	25%	24%	
Food environment index	8.0		8.7	8.6	
Physical inactivity	27%	26-28%	21%	22%	
Access to exercise opportunities	88%		85%	89%	
Excessive drinking	19%	18-21%	10%	20%	
Alcohol-impaired driving deaths	31%		14%	28%	
Sexually transmitted infections	611		123	346	
Teen births	41	40-42	20	19	
<u>Clinical Care</u>					9
Uninsured	6%	5-6%	11%	5%	
Primary care physicians	1,368:1		1,051:1	977:1	
Dentists	1,362:1		1,392:1	1,121:1	
Mental health providers	206:1		521:1	248:1	
Preventable hospital stays	68	66-71	46	71	
Diabetic screening	89%	89-92%	90%	89%	
Mammography screening	72%	70-75%	71%	73%	
<u>Social & Economic Factors</u>					14
High School Graduation	71%			83%	
Some College	58%	56-60%	70%	70%	
Unemployment	8.5%		4.4%	6.7%	
Children in poverty	31%	27-34%	13%	15%	
Inadequate social support	22%	20-23%	14%	19%	
Children in single-parent households	45%	43-48%	20%	30%	
Violent crime	670		64	451	
Injury deaths	47	44-50	47	45	
<u>Physical Environment</u>					11
Air pollution - particulate matter	10.7		9.5	10.5	
Drinking water violations	7%		0%	8%	
Severe housing problems	20%	19-20%	9%	19%	
Driving alone to work	83%	82-84%	71%	72%	
Long commute - driving alone	27%	26-28%	15%	40%	

* 90th percentile, i.e., only 10% are better.

Note: Blank values reflect unreliable or missing data

Keynote Address - Health and Economics

Dr. Rosa Rodriguez-Monguio

Professional Title:

Associate Professor and Director of the
Health Policy & Management Program

Department:

UMASS Amherst School of Public Health & Health Sciences

Email:

rmonguio@schoolph.umass.edu

Education:

B.S. in Economics, University Carlos III, Madrid, Spain, 1994

Ph.D. in Health Economics, University of Barcelona, Spain, 2001



Area(s) of Specialization:

Pharmaceutical Economics and Policy; Economic Evaluation of Health Services and Programs; Cost-effectiveness of Diabetes Education and Management Interventions; Mental Health Services Evaluation

Research Description:

Rosa Rodriguez-Monguio PhD is an Associate Professor and Director of the Health Policy & Management Program at the University of Massachusetts, Amherst School of Public Health and Health Sciences. Through her research, Dr. Rodriguez-Monguio advances and applies a variety of quantitative methods to study equity in access to health care services and pharmaceuticals, and the efficiency in the provision of health care services and products. Dr. Rodriguez-Monguio 's current research interests are in the areas of cost-effectiveness of healthcare services and programs including community-based diabetes behavioral interventions, assessment of the Medicaid provisions and mental health services evaluation, and the safety of drugs and medical devices. Dr. Rodriguez-Monguio's research also examines the impact of intellectual property regulation, the FDA regulation and policy, and reimbursement mechanisms on pharmaceutical prices and utilization.

Key Publications:

- **Rodriguez-Monguio R**, Spielberger K, Seoane E. Examination of risk evaluation and mitigation strategies and drug safety in the US. *Res Social Adm Pharm*. 2014; 10(1):232-238\
- Jasinski CF, **Rodriguez-Monguio R.**, Tonyushkina K, and Allen H. Healthcare cost of type 1 diabetes mellitus in new-onset children in a hospital compared to an outpatient setting. *BMC Pediatrics*, 2013; 13:55
- Pellegrini LC, **Rodriguez-Monguio R**. Unemployment, Medicaid provisions, the mental health industry, and suicide. *Social Science Journal*. 2013;50(4):482-490.
- **Rodriguez-Monguio R**, Seoane E. The Patent Life of Antiretroviral Drugs Approved by the FDA between 1987 and 2007. *AIDS Care*, 2009;21(6):760-768.
- Seoane E, **Rodriguez-Monguio R**, Szeinbach SL, Visaria J. Incentives for Orphan Drug Research and Development in the United States. *Orphanet Journal of Rare Diseases*, 2008;3(33):1-7.

www.umass.edu/sphhs/person/faculty/rosa-rodriguez-monguio

Moderator and Panelists

Dr. Frank Robinson, Moderator

Executive Director, Partners for a Healthier Community

Email: frank.robinson@baystatehealth.org
www.partnersforahealthiercommunity.org

Dr. Robinson has over thirty (30) years of public and non-profit experiences, which grounds his work aimed at eliminating racial and ethnic health disparities and improving health in communities of color in Springfield. For the past 19 years, Dr. Robinson simultaneously serves as the Executive Director of Partners for a Healthier Community and the Director of Community Health Planning at Baystate Health. In his role at Partners for a Healthier Community, Dr. Robinson excels in breaking down traditional non-profit sector silos and fostering innovative community responses to community problems.



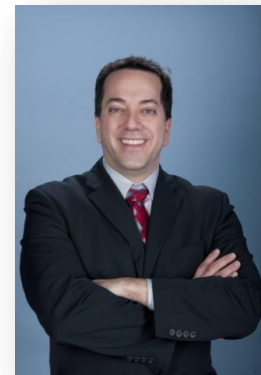
Dr. Robinson has served as adjunct faculty at various colleges including University of Massachusetts at Amherst School of Public Health and Health Sciences; Springfield College School of Human Services; Smith College School of Social Work; Western New England College Criminal Justice Program; and the Westfield State University Sociology Department.

Aaron Vega, Panelist

State Representative of the Fifth Hampden District

Email: aaron.vega@mahouse.gov
www.aaronvega.org & www.malegislature.gov/People/Profile/A_V1

Aaron Vega is a graduate of Keene State College with a dual bachelor degree in film and psychology. Aaron soon became a film editor, working on projects for Ken Burns, PBS, TLC and HBO. After living in New York City and New Hampshire for a number of years, Aaron moved back to his birth place, Holyoke, with his wife Debra. Together they opened Vega Yoga and Movement Arts, a small business in downtown Holyoke that has quickly become one of the most successful yoga studios in the region.



In 2009, Aaron was elected one of Holyoke's first Latino at-large councilors. In his first term he worked to keep his commitment to improve the quality of life for all Holyoke residents by strengthening ordinances while giving city departments and citizens the tools they need to address the many issues facing Holyoke. In 2011, Aaron was elected to a second term, before his 2012 election as State Representative.

In his first term as State Representative for Holyoke, Aaron served on the Higher Education and the Economic Development committee. He secured funding for the Holyoke Fire Department, Holyoke Works and worked to increase local aid and school funding. As a member of the Gateway Cities Caucus Rep Vega initiated Statewide tours for the members, help write legislation to move Gateway cities forward and has been a strong voice for our Urban centers throughout Western MA.

Representative Vega is looking forward to his second term and will continue to focus on public health, economic development, education and making sure that Holyoke, as well as Western MA is represented strongly and fairly.

Panelists (Con't)

Victoria Healy, Panelist

Executive Director of HealthSouth Rehab Hospital of Western Massachusetts

Email: victoria.healy@healthsouth.com

www.healthsouth.com

Victoria Healy specializes in healthcare strategic planning, operations, and program and business development. She has more than 25 years of healthcare financial management experience in both for-profit and not-for-profit settings. Prior to her position at HealthSouth she worked at Wing Memorial Hospital and served on the Quaboag Valley VNA Board of Directors. She is an active member of the Massachusetts Hospital Association who has lobbied for patients rights in the latest healthcare reform initiative. She is a Massachusetts native who received a bachelor's degree in business administration from Western New England University.



Cristina Huebner Torres, Panelist

Vice President of the Caring Health Center at Springfield Massachusetts

Email: chuebnertorres@gmail.com

www.caringhealth.org

Cristina Huebner Torres is Vice President of Caring Health Center (CHC) and is completing her doctorate in Epidemiology at the University of Massachusetts School of Public Health and Health Sciences. As VP, Ms. Huebner Torres oversees the administrative functions of the organization in accordance with regulatory agencies. In line with the mission and vision of the health center, she has secured a wide variety of grants aimed at the development of quality improvement and sustainable health promotion initiatives that address both individual and systems-level factors to reduce health disparities and to assure the delivery of culturally and linguistically appropriate services. She is the site Principal Investigator on a prospective observational NIH-funded study to examine health literacy, cultural beliefs and medication adherence. Guided by theoretical frameworks from social epidemiology and medical anthropology, her research is primarily focused on social determinants of health and health disparities as they shape chronic illness prevention and management among urban, lower income populations within the community health center setting. Prior to her current role, Ms. Huebner Torres was the Director of Research and Community Programs at CHC for 7 years. During this time, she was the Project Director of the Culture and Health Literacy Study, a 5-year NIH/NCI-funded study to examine health literacy, cultural differences and chronic disease outcomes. She has co-authored five peer-reviewed publications from that project. Based on the findings from this study, Ms. Huebner Torres led the development of the CHC Wellness Center, a community-based resource located within the health center that offers group-based exercise, nutrition, cooking demonstration, and chronic disease self-management classes to patients, staff, and the community at no cost.



Panelists (Con't)

Carlos Gonzalez, Panelist

State Representative Elect of the 10th Hampden District
President/CEO of the Massachusetts Latino Chamber of Commerce

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www.malcc.com

Carlos Gonzalez is the founder and President of the Massachusetts Latino Chamber of Commerce (MLCC) where he has developed programs on how to start and manage a business, serving over 2,000 small businesses. Gonzalez has worked to promote and protect business and communities in Massachusetts by focusing efforts that support the advancement of education and economic growth. He has worked closely with profit and non-profit businesses and organizations, as well as local and state Chambers of Commerce and the U.S. Hispanic Chamber of Commerce, to push forward economic development. Gonzalez is also the President/CEO of Nueva Esperanza, Inc. providing affordable housing and community development opportunities in Holyoke, MA.



Carlos has experience as a Realtor, with over 17 years in residential and commercial management experience. Mr. Gonzalez was the founder and project developer of WSPR 1270AM Spanish language radio station, Pa'lante Spanish Newspaper, and General Manager of Ethnic Television Network. He served as deputy Chief of Staff to the Mayor in Springfield, MA and also served as a legislative aide in the Massachusetts House of Representatives. Recently, he was elected as the 10th Hampden District State Representative.

Dr. Lynn Ostrowski, Panelist

Director, Corporate Responsibilities & Government Affairs
Health New England

Email: lostrowski@hne.com
www.healthnewengland.com

Lynn Ostrowski earned her Bachelor's of Science Degree in Health Fitness, and her Master's Degree (M.Ed) in Health Promotion & Wellness Management from Springfield College and her Ph.D. in Health Psychology from Capella University. She began her career with the YMCA of Greater Springfield and S.T.A.R.T. Inc. as a Fitness Specialist. Lynn's experience includes Corporate Health & Fitness Management for major corporations including Digital Equipment Corporation, New England Telephone, Monsanto, and Milton Bradley. She also had her own award winning Cable TV Program, Young At Heart, a fitness program for the senior population. In 1993 she accepted the Health Promotion Specialist position at HNE and was quickly promoted to Manager of Health Promotion and Disease Management, overseeing the plan's population health management strategy and working directly with HNE's employer groups and members. Lynn created a series of pediatric health story books branded as the HNE Whiz Kidz, several of which are National Health Award winners. As an advocate for smoke free workplaces, she led the Smoke Free Environment initiative at HNE and assisted several companies in the region to plan and implement Smoke Free Work environments. Lynn has held several positions through her years at HNE including oversight of Marketing & Advertising, Communications, and Brand.



Today, Lynn is the Director of Corporate Responsibility & Government Affairs at HNE. Her role includes oversight of Community Relations & Sponsorships, Community Benefits, Public Relations and Government Affairs. Population health management continues to be her passion. She co-authored the White Paper entitled *My Mother's Health Plan, Everything I Need to Know About Good Health I Learned From My Mother*. In 2011 Lynn was appointed the Program Coordinator for the Health Services Administration undergraduate degree at the Elms College and in 2013 Lynn received a gubernatorial appointment to the Prevention & Wellness Advisory Board.

Working Lunch Presentation

Derek Brindisi, MPA, RS

Director of Public Health

City of Worcester, Division of Public Health

Email: brindisid@worcesterma.gov

www.worcesterma.gov/ocm/public-health

Mr. Brindisi is responsible for providing direct oversight to a wide range of community-based public health, environmental, and medical services, while ensuring health protection and improvement for a population of approximately 178,000 city residents with an additional 101,500 residents through inter-municipal agreements with six neighboring communities. Under the City's reorganization plan, Mr. Brindisi's primary responsibilities are to provide organizational leadership and direction for a newly restructured public health department with an increased focus on various community health improvement initiatives.



In 2013, Mr. Brindisi was appointed by Governor Deval Patrick to the Massachusetts Public Health Council and in 2009 was given the Alfred Frechette Award for exceptional leadership in public health under the age of 40 by the MA Public Health Association. Additionally, in 2008 Mr. Brindisi received the Hope Award by the YMCA of Central MA for his leadership on health equity in Worcester's most disadvantaged neighborhoods.

Mr. Brindisi began his public health career in 1993 as a trained Public Health Technician for the United States Air Force (USAF). During his time in the USAF, Mr. Brindisi trained in basic public health functions, such as food protection, vector borne disease surveillance, communicable disease surveillance and field sanitation. In 2009, Mr. Brindisi was appointed as a Commissioned Officer in the field of public health at Pease Air National Guard Base, Portsmouth, NH and currently serves as a Major (select).

Mr. Brindisi received his Masters degree in Public Administration in May 2003 from Clark University in Worcester, MA. He holds a Bachelor of Science degree in Health Education from Worcester State University, also in Worcester, MA. Since 2002, Mr. Brindisi has been a certified Registered Environmental Health Specialist from the Commonwealth of Massachusetts' Board of Licensure. Mr. Brindisi graduated from the Blue Cross Blue Shield of Massachusetts Institute for Community Health Leadership (MICHL) as well as the National Association of County and City Health Officials' (NACCHO) program for public health leadership (Survive and Thrive). Most recently, Mr. Brindisi has completed the PHAB Site Visitor training.

Featured Health Programs

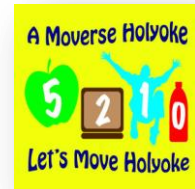
Let's Move Holyoke 5-2-1-0

Presenter: Dr. Vincent M. Biggs, MD

Email: vinny.biggs@hhcinc.org

Let's Move Holyoke 5-2-1-0 is an initiative to combat childhood obesity that is spreading throughout Holyoke promoted by a multi-sector coalition from health care, public health and the community based organizations. Partners include Holyoke Health Center and Holyoke Medical Center, health department, public schools, head start and child care centers, WIC, Greater Holyoke YMCA and other organizations. This city-wide collaboration promotes consistent messaging across sectors and is modeled after a nationally recognized childhood obesity prevention program designed to increase health eating and physical activity in children and adolescents. Let's Move Holyoke 5-2-1-0 is using these principles to affect change in all ages, include adults.

www.facebook.com/Letsmoveholyokey5210



LiveWell Springfield

Presenter: Jessica Collins, Deputy Director at
Partners for a Healthier Community

Email: jessica.collins@baystatehealth.org

LiveWell Springfield is a community based coalition that includes over 20 organizations working in Springfield. The coalition supports a grassroots movement towards health equity through improving access to healthy eating and active living opportunities. In 2012, the Pioneer Valley Planning Commission received a Community Transformation Grant (CTG) from the Center for Disease Control to further this movement. Great strides have been made in this effort and ongoing action is essential to continue the momentum. The current work includes the Go Fresh Mobile Farmer's Market, developing plans for a full line grocery store in Mason Square, rowing and biking programs on the Connecticut River at North Riverfront Park, and the development of a comprehensive plan for a more walkable/bikeable Springfield.

www.livewellspringfield.org



Gator Grins

Presenter: Kiirsten Cooper, Program Coordinator

Email: kcooper@hchcweb.org

Gator Grins is a mobile dental program that travels between schools based in the Gateway Regional School District. As all who live in the hilltowns know, getting the services needed can be a challenge. Studies have shown that children in rural areas miss more school for oral health appointments, and often have difficulties getting to the dentist. In addition, there is a higher cost to parents for time missed from work and the cost of the commute. Often times, parents cannot locate a local dentist that accepts their dental insurance. Fortunately, the Oral Health Foundation and the MassHealth Access Program understand this need, and through generous grants, Gator Grins have obtained portable state-of-the-art dental equipment to provide oral services.

The goal of Gator Grins is to provide easy access and comprehensive oral health services at the elementary, middle, and high schools. Gator Grins means that children will not have to miss a lot of classroom time for an oral health appointment and families will not have to miss work and spend valuable time and money transporting their children to the dentist.

www.hchcweb.org



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Planning Committee Members that worked to place the event together:

- Bettye Anderson-Frederic - Deputy Director of Department of Health and Human Services, Springfield
- Helen Arnold RN, MS, Director of Community Benefit and Oncology - Holyoke Medical Center
- Jessica Collins, Deputy Director, Partners for Healthier Community, Inc.
- Soloe Dennis, MS, MEP - Western Mass Regional Director of Public Health, DPH
- Jeanne Galloway, Director of Public Health, West Springfield
- Joshua A. Garcia - Municipal Services Coordinator, PVPC
- Wanda L. Givens - Director, Mason Square Health Task Force
- Angela Kramer, RN - Shared Public Health Nurse for Hampden County local municipalities
- Nikki Nixon - HCHC Emergency Preparedness Coordinator, PVPC
- Olivia Peters, RN - Western Region Coordinator - Refugee and Immigrant Health Program, Dept. of Public Health Western Regional Health Office
- Catherine Ratte - Principal Planner, PVPC
- Dora Robinson, President/CEO of United Way Pioneer Valley
- Frank Robinson, PhD, Executive Director - Partners for a Healthier Community, Inc
- Risa Silverman - Office of Public Health Practice & Outreach & Adjunct Faculty, Division of Community Health Studies School of Public Health and Health Sciences, UMASS
- Aaron Vega - State Representative of the Fifth Hampden District

Presenters and Panelist Members

- Dr. Frank Robinson - Executive Director of Partners for a Healthier Community
- Dr. Rosa Rodriguez-Monguio - Associate Professor and Director of the Health Policy & Management Program at UMASS Amherst School of Public Health & Health Sciences
- Dr. Vincent M. Biggs, MD - Let's Move Holyoke 5-2-1-0
- Jessica Collins - Deputy Director at Partners for a Healthier Community
- Kiirsten Cooper - Program Manager/Coordinator of Gator Grins
- Aaron Vega - State Representative for the Fifth Hampden District
- Carlos Gonzalez - State Representative Elect for the 10th Hampden District and the President/CEO of the Massachusetts Latino Chamber of Commerce
- Victoria Healy - Executive Director of HealthSouth
- Lynn Ostrowski - Director, Corporate Responsibilities and Government Affairs at Health New England
- Cristina Huebner Torres - Vice President of the Caring Health Center in Springfield
- Derek Brindisi - Director of Public Health for the City of Worcester and the Central MA Regional Public Health Alliance



Pioneer Valley Planning Commission Staff:

- Joshua A. Garcia - Municipal Services Coordinator
- Catherine Ratte - Principal Planner/Section Manager
- Nikki Nixon - Planner, Public Health Emergency Preparedness
- Todd Zukowski - GIS/Cartographic Section Manager
- Ray Centeno - Graphic/Web Designer
- Mary Mazik - Administrative Assistant

NOTES

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NOTES (Con't)

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