Working at the Intersection of Food and Health: A Health System’s Approach

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Food Fit Philly Coalition Meeting
June 22, 2015
Main Line Health: Our Geography and Service Area

* Used for the Community Health Needs Assessment
The 67th vs. the 5th: Your zip code is more powerful than your genetic code.

Geography & Income

Median Household Income
- Under $25,000
- $25,000 – 49,999
- $50,000 – 74,999
- $75,000 – 100,000
- Over $100,000

Acute Hospital
- MLH
- Non-MLH

*Five Year Inflation-Adjusted Income to 2010. Note: Census tracts with small sample sizes are non-shaded.
Source: US Census Bureau.
About Lankenau Medical Associates

• The Lankenau Medical Associates is a hospital-owned practice that serves as the teaching site for 39 internal medicine residents and 26 fellows in cardiology, gastroenterology, hematology-oncology, and nephrology.

• The LMA serves mostly underserved and vulnerable populations, with 60% of our patients covered by Medicaid, 15% by Medicare, 7% by commercial insurance, and 28% uninsured.

• LMA provides primary and specialty care for men and women, ranging in age from 18-100.
LMC serves both relatively healthy and unhealthy populations: Montgomery County ranked 6th and Philadelphia County ranked last at 67th in the State.

**County Health Rankings for Pennsylvania: Health Outcomes**

- Montgomery 6th
- Philadelphia 67th

**Adults Self-reported Health Status – Fair Or Poor**

- A greater percent of persons in the Urban West area report having poorer health as compared to other LMC areas and Southeastern PA (SEPA).

**Health Outcomes**: 50% Length of Life & 50% Quality of Life

*Robert Wood Johnson Foundation, University of Wisconsin Population Health Institute
Health Status Source: PHMC Southeastern Pennsylvania Household Health Survey, 2010.*
The 67th vs. the 1st: Your zip code is more powerful that your genetic code

In terms of health factors the comparison is even more stark with Montgomery County ranked 1st and Philadelphia County ranked last at 67th in the State.

County Health Rankings for Pennsylvania:
Health Factors*

*Robert Wood Johnson Foundation, University of Wisconsin Population Health Institute
Community Health Needs Assessment: Addressing needs of our most vulnerable

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CHNA identifies the major issues
LMC: Addressing the health needs of our most vulnerable populations

• For over 50 years, the Lankenau Medical Associates (LMA) has provided primary and specialty outpatient care to uninsured and underinsured individuals in our primary service area.
  – Most patients seen at LMA reside in West Philadelphia
  – 28% of the population is uninsured.
  – The median income for West Philadelphia is $29,107 and 25.8% of adults have a college degree.

• LMA transformed into the more comprehensive and strategic Patient-Centered Medical Home model where we proactively address the medical and social needs of our patients
  – 61% of adults in Philadelphia County are more likely to consume two or fewer servings of fruits and vegetables on a typical day compared with those in Delaware (52%), Bucks (48%), Montgomery (47%), and Chester (46%) Counties.
  – A quarter have reduced the size of their meal due to cost.
  – Among the uninsured, 32% report that cost is a major barrier to health care.
Prevalence of Chronic Disease

- 73.1% of adults in our service area rate their health as excellent/very good/good. 26.9% rate their health as fair/poor.
- 40.3% of adults exercise less than 3 times a week
- 62.2% of adults have between 0-2 servings of fruit and vegetables a day
- Approximately 60% of adults who have been diagnosed with diabetes consume two or fewer servings of fruits and vegetables daily.
Patient Needs Assessment Results

"Most Important Barrier to Health"
The Robert Wood Johnson Foundation's Commission to Build a Healthier America called upon "health care providers, particularly those whose patients have lower incomes or live in disadvantaged communities, [to] help connect patients with community services and resources".
Population Health in Action: Addressing Nutritional Needs to Improve Health Outcomes
• The Food Trust has become a regional and national leader in preventing childhood obesity and other diet-related diseases. Managing over 25 Philadelphia farmers’ markets.

• LMC is the exclusive hospital sponsor for the three large Philadelphia farmers markets where we provide weekly health education, screenings, and community outreach.

• Partner for Philly Food Bucks Program: A partnership with the Philadelphia Department of Public Health and The Food Trust that encourages SNAP (food stamp) recipients to purchase fresh, healthy food.

• 5 Philly Food Bucks coupons can buy 3 pounds of apples, 5 bunches of collard greens, and 5 pounds of sweet potatoes.
Our Patients Received 3 PFB (worth $6)
How can I get Philly Food Bucks?
Use your ACCESS card/food stamps at participating farmers’ markets. Get a $2 coupon to buy more fruits and vegetables for every $5 you spend.

What are Philly Food Bucks?
Philly Food Bucks are coupons that help you save money on fruits and vegetables at your weekly farmers’ market. Each coupon can be used to buy $2 of fresh fruits and vegetables.

How can I use Philly Food Bucks?
Take them to any participating farmers’ market. Use the map inside to find the market closest to you. You can also call 311 or visit www.foodfitphilly.org/foodbucks.

SAVE ON FRUITS AND VEGETABLES at your FARMERS’ MARKET

GET A PHILLY FOOD BUCKS COUPON FOR EVERY $5 YOU SPEND USING YOUR ACCESS CARD/FOOD STAMPS AT MORE THAN 25 FARMERS’ MARKETS.

Look inside for a list of participating farmers’ markets where you can use your ACCESS card and Philly Food Bucks.
PFB Brochure/List of Participating Markets

PARTICIPATING FARMS’ MARKETS

CENTER CITY
1. Broad & South: Broad and South Streets, at the Arts Bank, Wednesdays 2-7pm, and of May to Thanksgiving
2. Fair Food Farmstands’ Reading Terminal Market, Mondays-Saturdays 8am-6pm, Sundays 8am-5pm, open year round
3. Fairmount: 33rd Street and Fairmount Avenue, Thursdays 3-7pm, May to Thanksgiving
4. Frantzi’s Place: 6901 39th Street, Fridays 3-7pm, June to end of October
5. Headhouse: 2nd and Lombard Streets, Sundays 10am-2pm, May to late December

NORTH PHILADELPHIA
6. Conestoga Market: between Broad and 12th Streets, Thursdays 2-6pm, May to Thanksgiving
7. Fairmount Park: 4th Street and Lehigh Avenue, Tuesdays 1-5pm, July to Thanksgiving
8. Greenstreet Farm: 2503 Cumberland Street, Thursdays 2-7pm and Saturdays 10am-2pm, open year round
9. Hunting Park: West Hunting Park Avenue and Olney Avenue, Saturdays 10am-2pm, June to Thanksgiving
10. Liberty State Farm: 3rd Street, between Poplar and George Streets, Thursdays 3-7pm, June through November
11. Olney Transportation Center: Broad Street and Olney Avenue, Thursdays 2-6pm, June to November
12. SABRE: Home Depot Farm: 2503 W Hunting Park Avenue, Tuesdays 3-6pm, Thursdays 3-6pm, May to November
13. 23rd & Diamond: 33rd and Diamond Streets, in front of Market Place Mall, Tuesdays 2-6pm, June to end of October

NORTHWEST PHILADELPHIA
14. Germantown: Germantown Avenue and Walnut Lane, in front of the Historic Woman’s Club, Fridays 2-6pm, June to Thanksgiving
15. West Oak Lane: Ogontz and 67th Avenues, Tuesdays 2-6pm, July to Thanksgiving

WEST PHILADELPHIA
16. Clark Park: 4th Street and Baltimore Avenue, Thursdays 3-7pm open from June to Thanksgiving, Saturdays 10am-2pm open year round
17. 52nd & Netherfield: 52nd Street and Netherfield Avenue, Wednesdays and Fridays 1-5pm, July to Thanksgiving
18. Overbrook Farms: Lancaster and City Avenue, at the Overbrook Presbyterian Church, Saturdays 9am-1pm, middle of May to Thanksgiving

SOUTH PHILADELPHIA
19. Broad & Snyder: Broad and Snyder Avenue, Tuesdays 2-7pm, middle of June to end of October
20. Bloomingdale Square: East Morningside Avenue and Morris Street, Sundays 10am-2pm, June through October
21. 29th & Wharton: 29th and Wharton Streets, in front of Phoenix Plaza, Tuesdays 2-6pm, June to end of October
22. 23rd & Tasker: 23rd and Tasker Streets, Tuesdays 2-6pm, June to Thanksgiving

SOUTHWEST PHILADELPHIA
23. 58th & Chester: 58th Street and Chester Avenue, Wednesdays 2-6pm, June to November

Call 1-877-3-MAIN-LINE or check our website for the most up-to-date market information.

Main Line Health
Well ahead.
List of Participating Farmers’ Markets with Major Transit Routes

Farmers Markets

Farmers Market season is back in the Philadelphia area. In addition to a wide variety of locally-grown fruits and vegetables, many of the markets feature meat, poultry, eggs, and dairy products. All are accessible by SEPTA and several are conveniently located at SEPTA stations. Dates and times could change as the season progresses.

Use the map below to find the farmers market nearest you or scroll down.

View Farmers Market in a larger map.
Early Outcomes:

- Distributed over 144 PFB packets (approx. 432 coupons).
- We are getting promising patient feedback.
- As of today, since the new redesign of the PFB process, the redemption rate has increased to 28%.
  - Top Redemption Locations: Overbrook Farms, 52\textsuperscript{nd} and Haverford, 58\textsuperscript{th} and Chester, Clark Park, and Reading Terminal
  - Nutrition Counseling from Health Educators increased redemption rate

Key Questions for Consideration:

- Expanding program to additional food outlets?
- Link with Delema G. Deaver Wellness Garden and LMC Farmers Market?
“Yes, it went well. I had enough information and I fully understood the program.”

“It was really great. I would love to get more PFB.”

“You really explained it well on the phone, and I have all the information you mailed me, so I know how the program works.”
What are we doing outside of our walls?

The Food Trust’s

Overbrook farmers’ market Saturday, 9am–1pm

sponsored by:

Lankenau Medical Center
Main Line Health

Main Line Health
Well ahead.
Health Education Center (HEC): regional resource promoting health and wellness

- Over 20 years of serving children and families in our region with a variety of health education classes and programs.
  - Many schools serving disadvantaged children utilize the HEC
  - HEC programs supplement school health and science curriculum requirements, and meet the PA standards for Science, Health Safety, and Physical Education
  - Last year we welcomed 7,237 visitors to 173 classes on topics including general health and human body facts, nutrition, fitness, substance abuse and safety, and harassment and bullying
  - In total, 509 different schools and/or groups have visited the HEC, for a grand sum of 218,456 visitors over the last 20 years
Educational. Informative. Fun!

The Lankenau Medical Center Health Education Center (HEC) was designed to promote health and well-being, while at the same time instilling an appreciation of the incredible human body. Through education and innovative technology the Center strives to help children and their caregivers make informed decisions about their health and bodies. The Health Education Center provides visitors with a creative, hands-on learning environment that supplements the health education efforts of schools, families and community organizations.

With eye-popping displays and sophisticated audio visual technology the HEC offers children the chance to learn about themselves in four vitally important areas: general health, food and nutrition, drugs and alcohol and family life. Information is presented in a factual and non-judgmental manner.

What Teachers Say

“3rd visit to Center and I learn something new each time. Great Program”– Montgomery County Public School

“Students came to class the next day talking about the food labels that they read at home!”– Montgomery County Public School

“Wonderful learning experience”– Delaware County School

“Instructor was wonderful and kept the kids engaged”– Philadelphia Public School

“Program is fun, interactive, age appropriate and multi-sensory”– Philadelphia Archdiocese School

“Excellent program as always”– Delaware County School

“The kids get a lot from these lectures”– Montgomery County Catholic Archdiocese School

“Great accommodation of special needs”– Philadelphia Private School

“Students commented on how much they learned”– Philadelphia Charter School

“Love instructor’s energy and management of kids”– Delaware County School

“Wonderful, fun and informative presentation”– Chester County School

Lankenau Medical Center
Main Line Health

The Health Education Center located at
Lankenau Medical Center
100 Lancaster Avenue
Wynnewood, PA 19096

484-476-3434
LHHealthEdCenter@mlhs.org

Membership on the medical staff of Main Line Health does not constitute an employment or agency relationship.
Program Offerings

DECAY NO WAY: (Grades Pre-K, K) 60 minutes
Students will learn how to care for teeth and gums by using proper dental hygiene and eating healthy foods. PA 10.1.3C, 10.2.3A

ALL ABOUT ME: (Grade K) 75 minutes
Students will learn about their amazing body through the use of interactive learning centers that highlight the heart, lungs, and healthy foods. PA 10.1.3C, D, E 10.2.3A

GERM BUSTERS: (Grades Pre-K - 1) 60 minutes
Students will learn how to stay healthy through the use of proper hand-washing techniques. PA 10.2.3A, 10.1.3E, 11.3.3B

HEALTHY ME: (Grades K, 1 & 2) 75 minutes
Students will learn how to keep their bodies healthy through the use of good hygiene, healthy food and exercise. PA 10.1.3C, E

READY, SET, EAT: (Grades K, 1 & 2) 75 minutes
Students will explore the topic of good nutrition through activities designed to highlight the importance of healthy food choices. PA 10.1.3C, 11.3.3D

SENSIBLE ME: (Grades K, 1 & 2) 75 minutes
Students will explore the senses through activities that demonstrate how they work, how they protect us and how we can protect them. PA 10.2.3A, B, 16.1.1A, 16.1.1A

BE A BUDY NOT A BULLY: (Grades 1-2) 60 minutes
Students will learn what to do if they are the target of bullying. Focus is also on how to be a friend in order to stop bullying. PA 16.2.4A, 16.2.4B, 16.3.4A, 10.2.3D

THE INSIDE STORY: (Grades 1-2) 75 minutes
Students will learn about the amazing body and explore some of the organs that make it special. PA 10.1.3B

HEALTH ADVENTURE: (Grades 2 & 3) 90 minutes
Students will learn about the skeletal and digestive systems and also explore the circulatory system. PA 10.1.3A, 3.1.7A, 3.1.4A, B

BE IN THE "NO"!: (Grades 2-4) 75 minutes
Students will examine the effects of tobacco, and the importance of saying no. Peer pressure and refusal skills are emphasized. PA 10.1.3D, 10.1.6B

SAFETY FIRST: (Grades 2-6) 90 minutes
Students will explore the importance of safety, learn a variety of ways they can help themselves and others avoid injury. The Heimlich maneuver is included. PA 10.3.9A, 10.3.6A, B, 3.3.3A, B

HARASSMENT HURTS: (Grades 3-5) 75 minutes
Students will examine the bullying that may occur in their lives. Focus is on self-confidence and behavior choices needed to resolve conflicts. PA 10.3.6C, 10.3.6C, 10.2.3D

EAT SMART: (Grades 4-8) 90 minutes
Students will learn the key concepts of good nutrition and investigate how healthy food and exercise positively impact health. PA 10.1.3C, 10.1.6B, CE, 11.3.6D, E

LET'S GET PHYSICAL: (Grades 4-9) 90 minutes
Students will discuss the importance of physical activity through active participation and learn ways they can increase their movement. Healthy nutrition will also be introduced as an important aspect of staying fit. PA 10.4.6A, 10.4.6B, 10.4.6C, D, 10.5.1C, D, E, 10.5.6D

THE INCREDIBLE MACHINE: (Grades 4-9) 90 minutes
Students will learn about the basic building blocks of life (cells), and explore the circulatory and nervous systems. PA 10.1.3B, 3.1.5A, 3.1.6A, 3.1.6B

DRUG SMART: (Grades 4-9) 90 minutes
Students will learn about drugs, how they affect the body and the importance of making healthy choices. PA 10.1.6B, D, E, 10.1.9B, 10.2.6C

LIFE BEGINS: (Grades 5-9) 90 minutes
Students will follow human growth and development from conception to birth. The changes of the body during maturation will also be explored. PA 10.1.3A, 10.1.9A, E, 10.2.9C, D

AGGRESSION, INTIMIDATION AND BULLYING: (Grades 5-9) 75 minutes
Students will investigate the physical and emotional impacts of bullying and learn appropriate ways of responding to bully behavior. PA 10.3.3C, 10.3.9A

TEEN DILEMMAS AND DECISIONS: (Grades 8-12) 90 minutes
Students will examine the effects of alcohol and marijuana and take a hard look at the consequences. Decision-making skills and the influence of peer pressure are highlighted. PA 10.1.6B, D, 10.2.12D, E, 10.1.9B, D, E, 10.1.12D

Program Information

The LMC HEC programs supplement your school health and science curriculum requirements. Programs meet the PA Standards for Science and Health Safety and Physical Education.

At the Center Children Can...

- Observe the building blocks of a typical human cell and study the body's specialized cells
- Analyze the nutritional value of different foods and its effect on the body
- Discover the different systems of the body and how body systems are interdependent
- Understand the different centers of the brain and how they control the body
- Follow the flow of blood through the heart and learn how arteries become blocked
- Learn the impact of drugs, legal and illegal, on the human body
- Understand the importance of physical activity to a healthy lifestyle
- Learn the importance of making good health decisions throughout their lives
- Understand the importance of the five senses
- Recognize the changes of puberty and learn how life begins
Why focus on the Redesign of our campus to improve health?
ReDESIGNing our environment to improve health
Delema G. Deaver Wellness Garden
Delema G. Deaver Wellness Garden: Purpose

- Serve as a nutritional education site for approximately **10,000 school children** taking classes at Lankenau's Health Education Center.

- Address **food insecurity and chronic disease management** needs of our most vulnerable patients.

- Produce fresh foods to be integrated into Lankenau’s cafeteria options and **year-round farmers market** for patients and employees alike.

- Support **population health** initiatives that demonstrate how hospitals can play a vital and important role in creating a culture of health.

- Serve as a platform for **research** and conversation around issues at the intersection of food and health.
DISCOVER

THE WALKING TRAIL

Located at Entrance of Parking Garage C

WALKING TOWARDS WELLNESS
Lankenau Walking Trail

LANKENAU WALKING TRAIL

Trail Use Rules and Regulations:
1. Use of the trail is for recreational walking and running only and for no other purpose.
2. Open from dawn to dusk.
3. All dogs must be leashed.
4. Clean up after dogs.
5. Trash receptacles provided; please use them.
6. No bicycles, scooters, mopeds or other vehicles.
7. No smoking.
8. No alcoholic beverages.
9. Use at your own risk.

LEGEND:
- TRAIL ROUTE
- TRAIL HEAD
- WOODLAND
Lankenau is proud to announce a partnership with **Common Market** and **Aramark** that will bring fresh and locally grown produce to our hospital once a week.

**LOCATION:** LMC Cafeteria  
**DATE:** This Thursday  
**TIME:** 7:30am-3pm

Please bring your own reusable grocery bag and stock up on the following items: Blueberries, Beets, Red Potatoes, Cucumbers, Kale, White Mushrooms, Zucchini, Squash, Tomatoes, Peach Cider, Baked Goods, Gluten Free Bread, Apple Butter and other Spreads, Honey, Cheese and Eggs.

Payments accepted: cash, debit/credit, or payroll.

The market is sponsored by Community Health Services, Volunteer Services, and Wellness Advisory Group.
“Imagine a health care system that couples treatment with care, and considers the life needs of patients, families, and caregivers, inside and outside the clinic.”

-Risa Lavizzo-Mourey, President and CEO, Robert Wood Johnson Foundation
Thank you!