



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

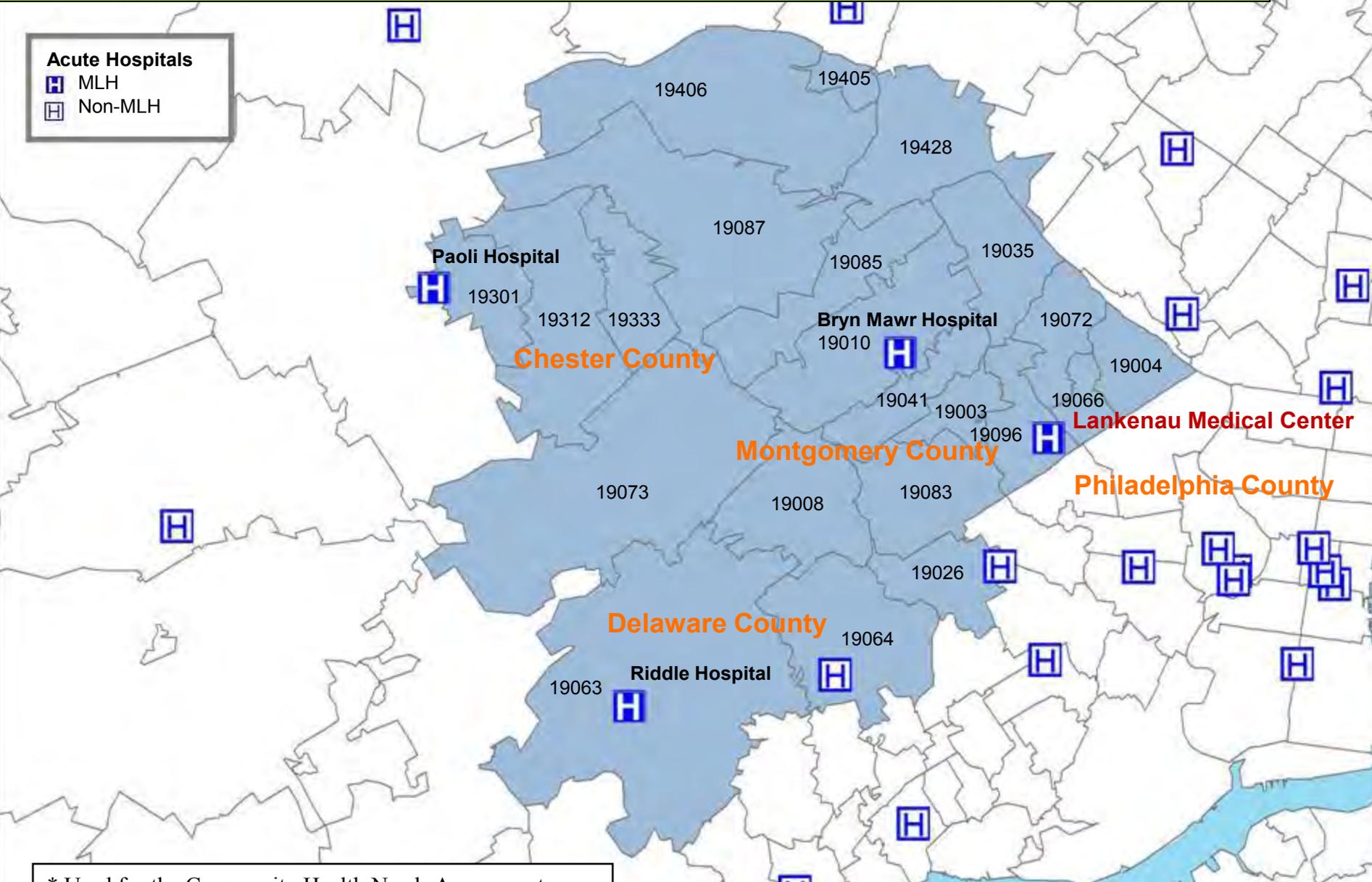
Chinwe Onyekere, MPH

**Food Fit Philly Coalition Meeting
June 22, 2015**

Main Line Health: Our Geography and Service Area

Acute Hospitals

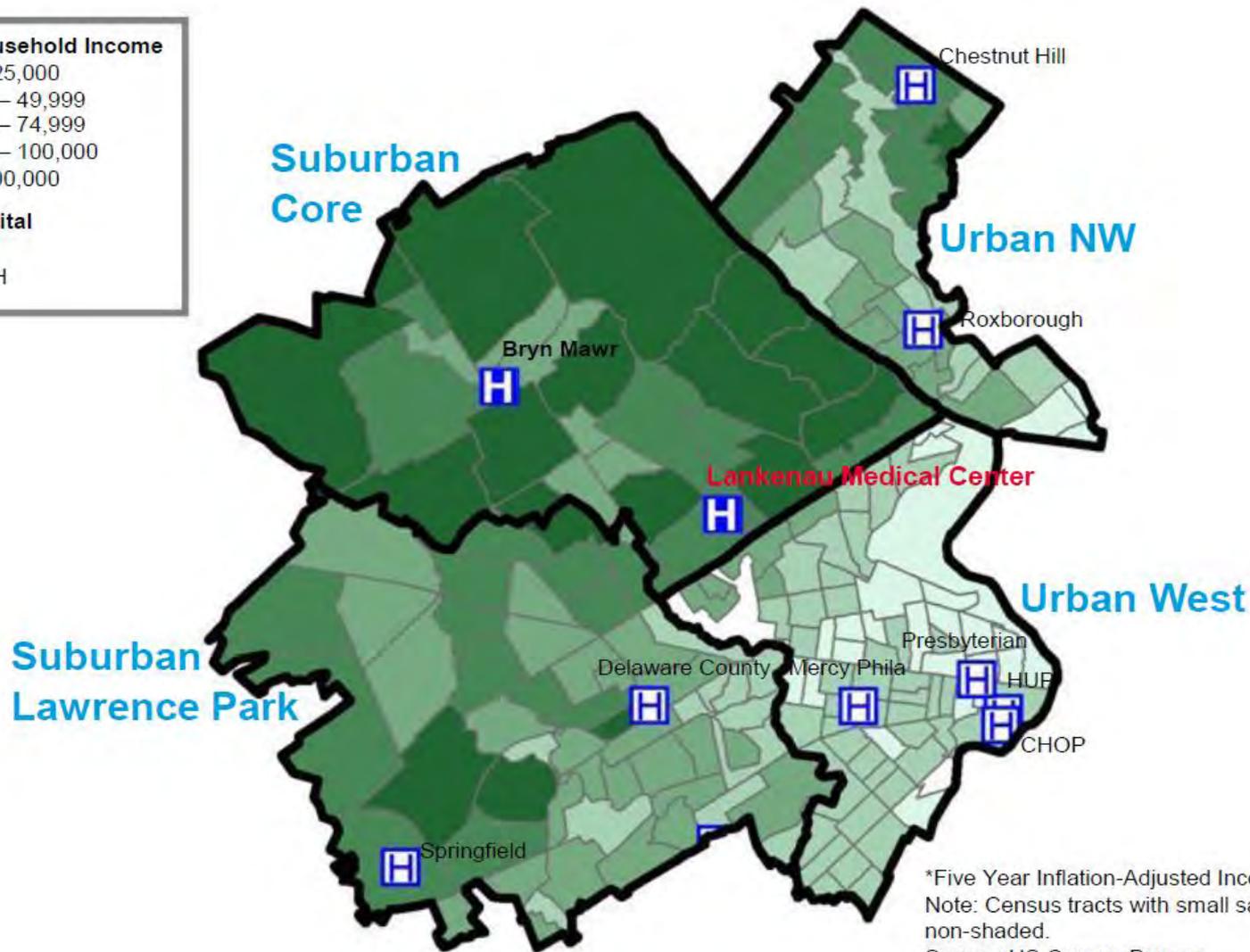
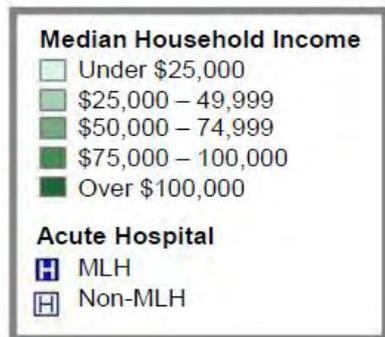
-  MLH
-  Non-MLH



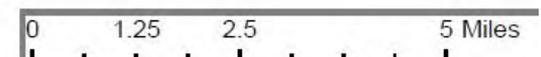
* Used for the Community Health Needs Assessment



Geography & Income



*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.

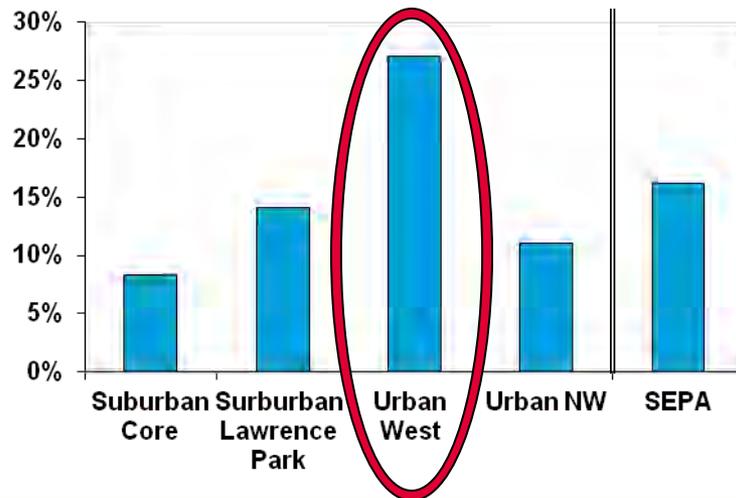


LMC serves both relatively healthy and unhealthy populations: Montgomery County ranked 6th and Philadelphia County ranked last at 67th in the State.

County Health Rankings for Pennsylvania: Health Outcomes*



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).

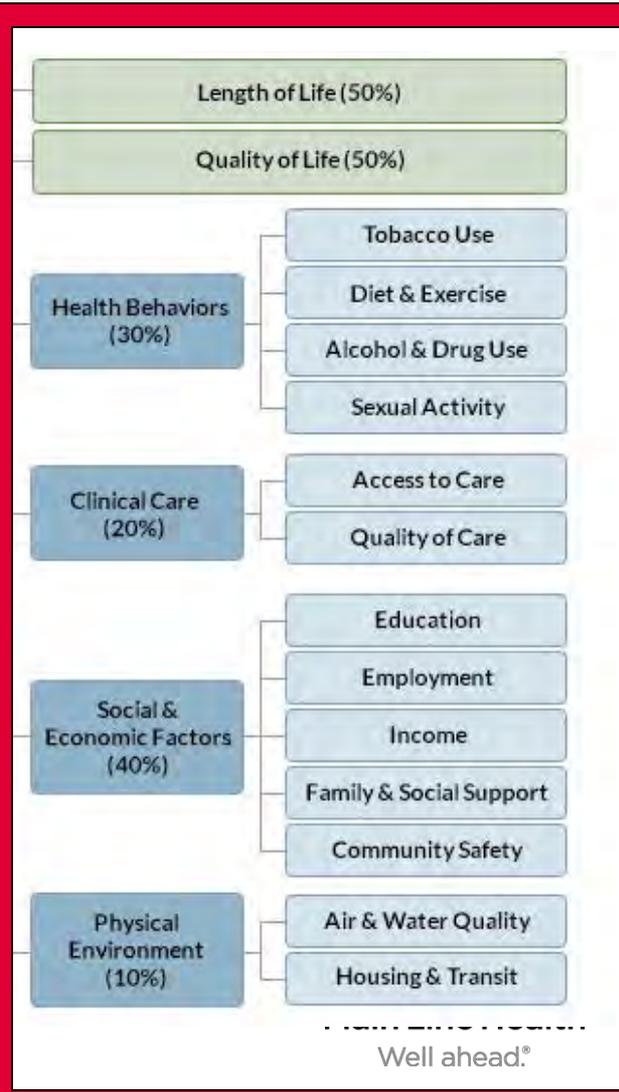
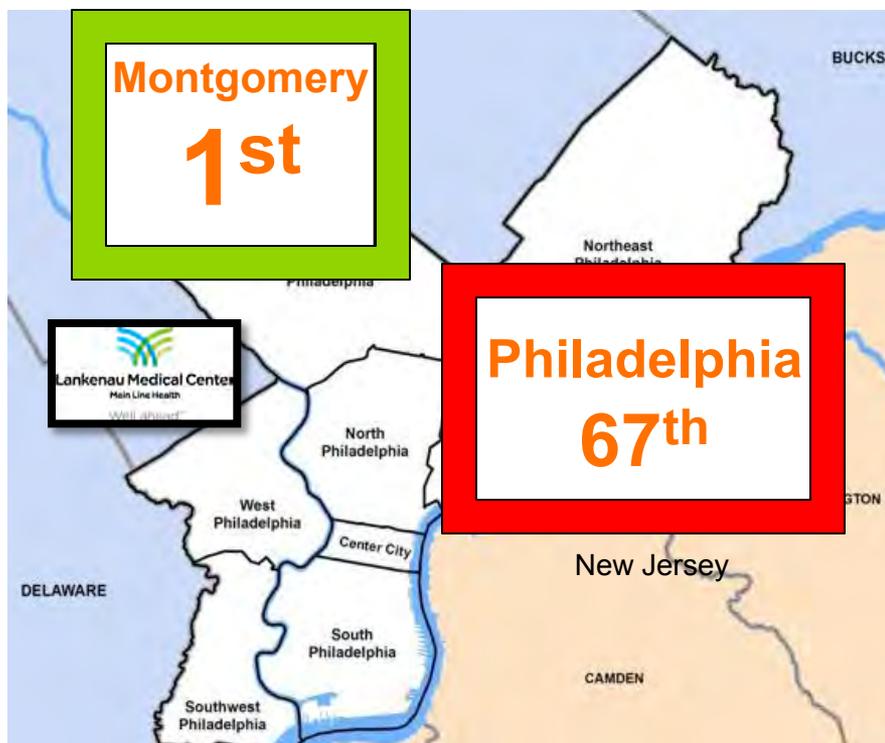
Health Outcomes : 50% Length of Life & 50% Quality of Life



*Robert Wood Johnson Foundation, University of Wisconsin Population Health Institute
Health Status Source: PHMC Southeastern Pennsylvania Household Health Survey, 2010.

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
Health Status Source: PHMC Southeastern Pennsylvania Household Health Survey, 2010.

Community Health Needs Assessment: Addressing needs of our most vulnerable

Criteria: Focus area:	Worse than benchmarks or unhealthy trend	National Focus for Improvement	Community stakeholder interest	Sub-group population with special needs
Obesity / Diabetes	✓	✓	✓	
Cardiovascular / Stroke	✓	✓	✓	
Cancer	✓	✓	✓	✓
Lung Disease	✓	✓	✓	✓
Senior Care	✓	✓	✓	✓
Cultural / Diversity			✓	✓

CHNA identifies the major issues

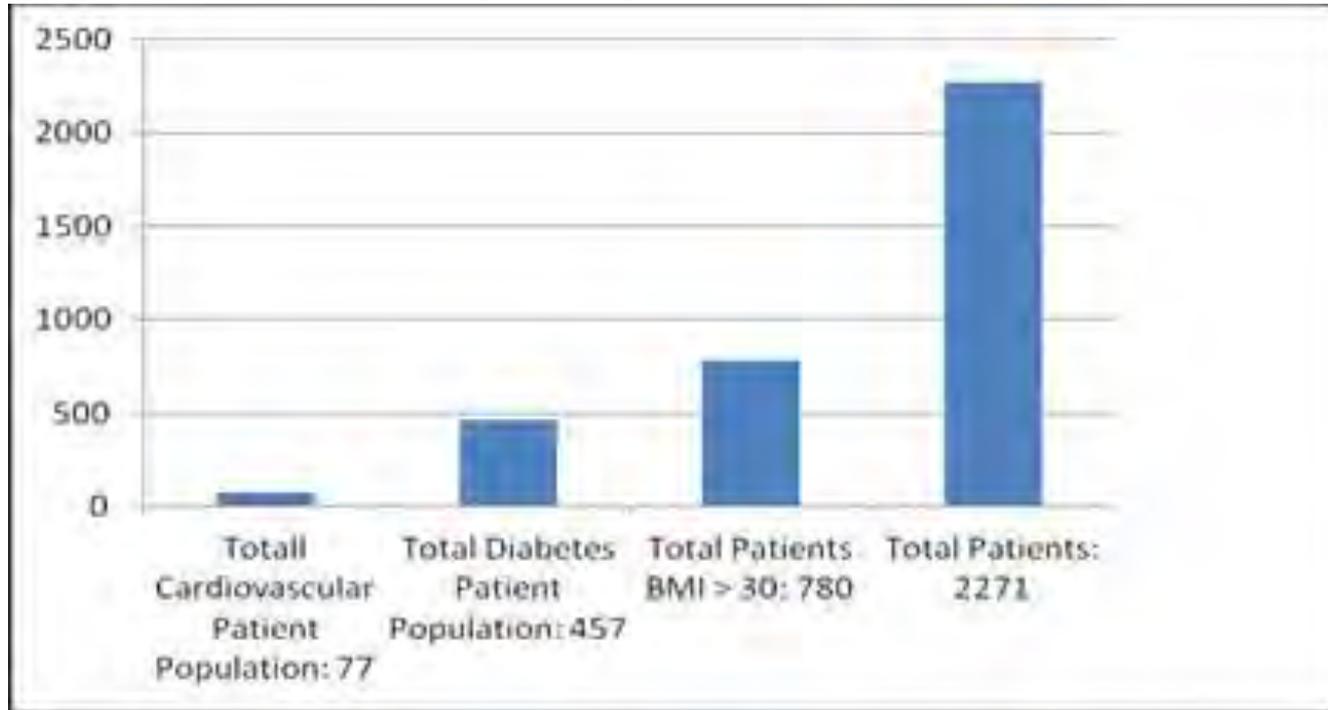


LMC: Addressing the health needs of our most vulnerable populations

- 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.

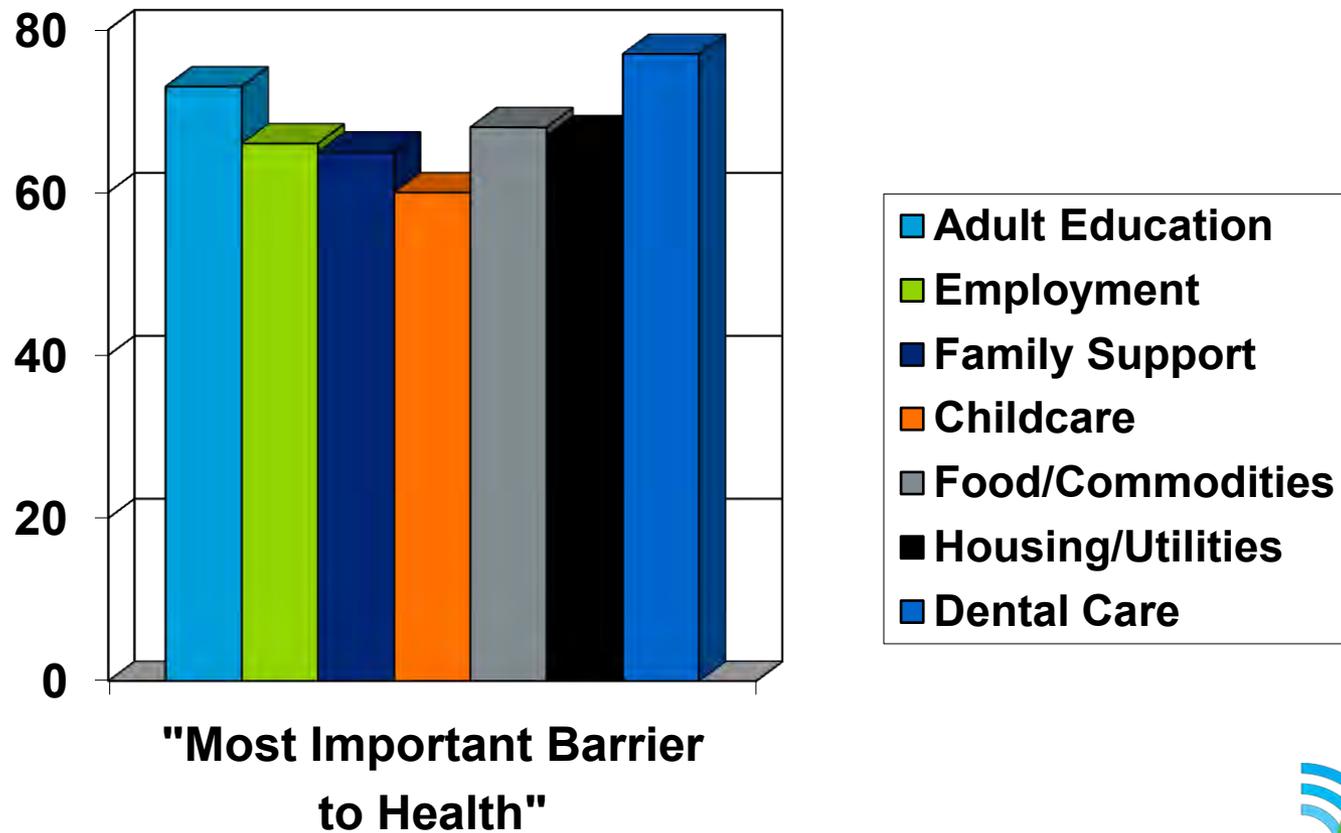


Prevalence of Chronic Disease



- 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



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's

Overbrook **farmers'**
market Saturday, 9am-1pm



sponsored by:



Lankenau Medical Center
Main Line Health

- 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



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Our Patients Received 3 PFB (worth\$6)



USE THIS COUPON AT YOUR PARTICIPATING FARMERS' MARKETS

USE THIS PHILLY FOOD BUCKS COUPON
 This Philly Food Bucks coupon is accepted at 25 farmers' market locations.
 Call 311 or visit www.foodfitphilly.org/foodbucks to find a market near you!

GET MORE PHILLY FOOD BUCKS COUPONS!
 Got ACCESS/food stamps? Get more Philly Food Bucks! Use your ACCESS card at market and receive a \$2 Philly Food Bucks coupon for every \$5 you spend. Call 311 or visit www.foodfitphilly.org/foodbucks to find your nearest participating farmers' market.

Call 311 or visit www.foodfitphilly.org/foodbucks to find your nearest participating farmers' market.

Coupons only for fresh fruits and vegetables. Not redeemable for cash. For SNAP/food stamp recipients only. No change given. Only redeemable at participating farmers' markets. Remember, most farmers' markets are open May through November.

SPONSORED BY THE PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH (WWW.PHILA.GOV/HEALTH)


The Food Trust
 THEFOODTRUST.ORG



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PFB Brochure/List of Participating Markets

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.



MADE POSSIBLE BY FUNDING FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION AND GET HEALTHY PHILLY, AN INITIATIVE OF THE PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH.

SAVE ON FRUITS AND VEGETABLES

at your FARMERS' MARKET



GET A \$2 PHILLY FOOD BUCKS COUPON
FOR EVERY \$5 YOU SPEND USING YOUR ACCESS CARD/
FOOD STAMPS AT MORE THAN 25 FARMERS' MARKETS.

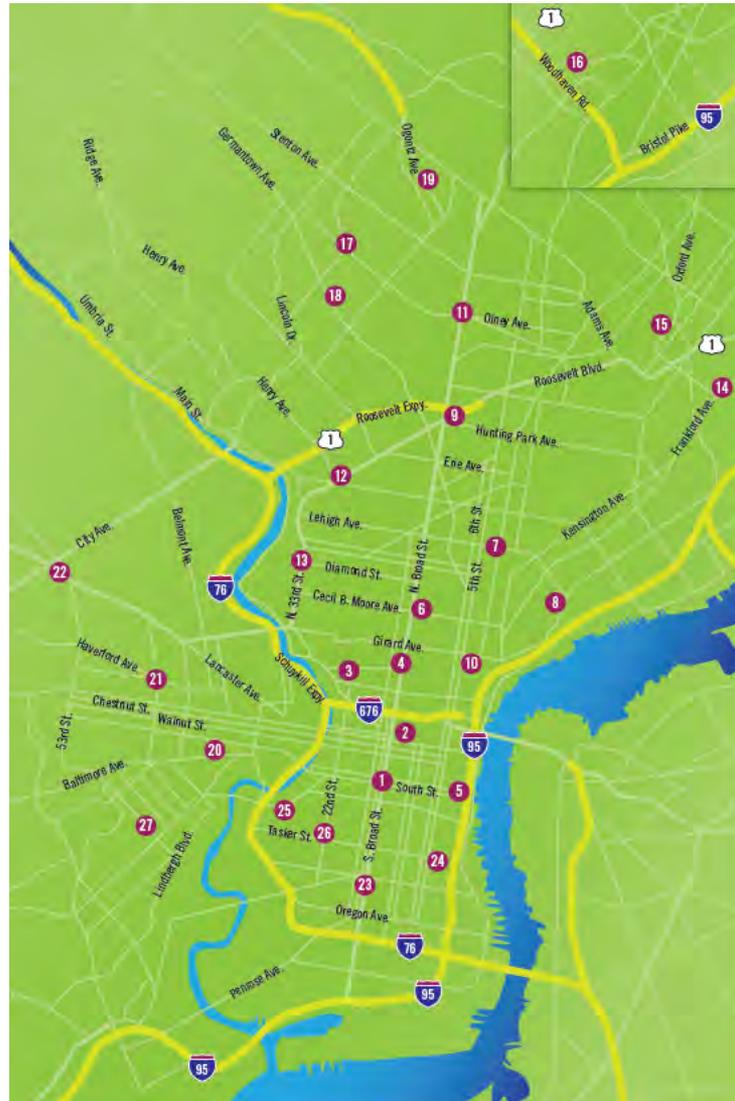


Look inside for a list of participating farmers' markets where you can use your ACCESS card and Philly Food Bucks.



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PFB Brochure/List of Participating Markets



PARTICIPATING FARMERS' MARKETS

CENTER CITY

- 1 **Broad & South:** Broad and South Streets, at the Arts Bank, Wednesdays 2–7pm, end of May to Thanksgiving
- 2 **Fair Food Farmstand:** Reading Terminal Market, Mondays–Saturdays 8am–6pm, Sundays 9am–5pm, open year round
- 3 **Fairmount:** 22nd Street and Fairmount Avenue, Thursdays 3–7pm, May to Thanksgiving
- 4 **Francisville:** 19th Street and Fairmount Avenue, Fridays 3–7pm, June to end of October
- 5 **Headhouse:** 2nd and Lombard Streets, Sundays 10am–2pm, May to late December

NORTH PHILADELPHIA

- 6 **Cecil B. Moore:** Cecil B. Moore Avenue between Broad and 13th Streets, Thursdays 2–6pm, May to Thanksgiving
- 7 **Fairhill Square Park:** 4th Street and Lehigh Avenue, Tuesdays 1–5pm, July to November
- 8 **Greensgrow Farm:** 2501 Cumberland Street, Thursdays 2–7pm and Saturdays 10am–3pm, open year round
- 9 **Hunting Park:** West Hunting Park Avenue and Old York Road, Saturdays 10am–2pm, June to Thanksgiving
- 10 **Liberty Lands Park:** *[new location]* 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 **SHARE Nice Roots Farm:** *[new location]* 2901 West Hunting Park Avenue, Tuesdays 3–6pm, Thursdays 3–6pm, May to November
- 13 **33rd & Diamond:** 33rd and Diamond Streets, in front of Mander Playground, Tuesdays 2–6pm, June to end of October

NORTHEAST PHILADELPHIA

- 14 **Frankford Transportation Center:** Bustleton and Frankford Avenues, Tuesdays 2–6pm, June to November
- 15 **Oxford Circle:** 900 East Howell Street, Oxford Circle Mennonite Church, Thursdays 2–6pm, June to end of October
- 16 **Parkwood:** *[new location]* Byberry and Barbary Roads, in the parking lot of the Third Reformed Presbyterian Church, Saturdays 10am–2pm, June to October

NORTHWEST PHILADELPHIA

- 17 **Cliveden Park:** Chew Avenue and Johnson Street, Wednesdays 2–6pm, July to Thanksgiving
- 18 **Germantown:** Germantown Avenue and Walnut Lane, in front of the Historic Wyck House, Fridays 2–6pm, June to Thanksgiving
- 19 **West Oak Lane:** Ogontz and 72nd Avenues, Tuesdays 2–6pm, July to Thanksgiving

WEST PHILADELPHIA

- 20 **Clark Park:** 43rd Street and Baltimore Avenue, Thursdays 3–7pm open from June to Thanksgiving, Saturdays 10am–2pm open year round
- 21 **52nd & Haverford:** 52nd Street and Haverford Avenue, Wednesdays and Fridays 1–5pm, July to Thanksgiving
- 22 **Overbrook Farms:** Lancaster and City Avenues, at the Overbrook Presbyterian Church, Saturdays 9am–1pm, middle of May to Thanksgiving

SOUTH PHILADELPHIA

- 23 **Broad & Snyder:** Broad Street and Snyder Avenue, Tuesdays 2–7pm, middle of June to end of October
- 24 **Dickinson Square:** East Moyamensing Avenue and Morris Street, Sundays 10am–2pm, June through October
- 25 **29th & Wharton:** 29th and Wharton Streets, in front of Peace Plaza, Tuesdays 2–6pm, June to end of October
- 26 **22nd & Tasker:** 22nd and Tasker Streets, Tuesdays 2–6pm, June to Thanksgiving

SOUTHWEST PHILADELPHIA

- 27 **58th & Chester:** 58th Street and Chester Avenue, Wednesdays 2–6pm, June to November

Call 311 or visit www.foodfitphilly.org/foodbucks for the most up-to-date market information.



List of Participating Farmers' Markets with Major Transit Routes



Southeastern Pennsylvania Transportation Authority
Serving Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

Google™ Custom Search

Getting Around

About

Customer Service

Media

Careers

Business

Choose Your Service

- Regional Rail
- Market-Frankford Line
- Broad Street Line
- Trolley Lines
- Norristown High Speed Line
- Buses
- CCT Connect

Trip Planner [System Map](#)

From

To

11/12/2014 7:51 PM

Departing Arriving

or

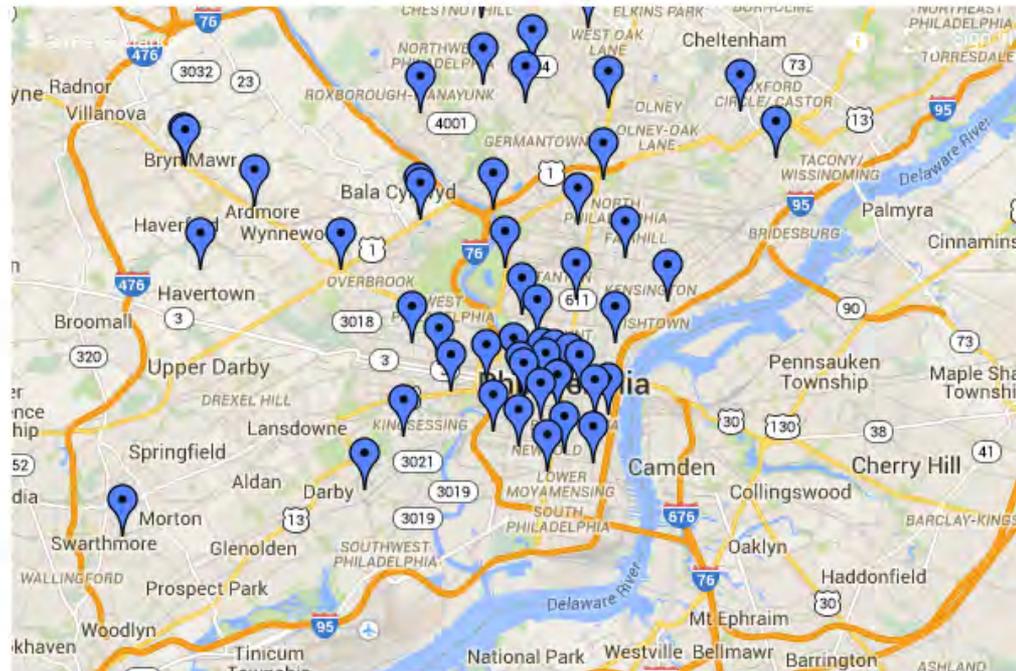
Quick Links

- Schedules
- Maps
- Fares
- System Status

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



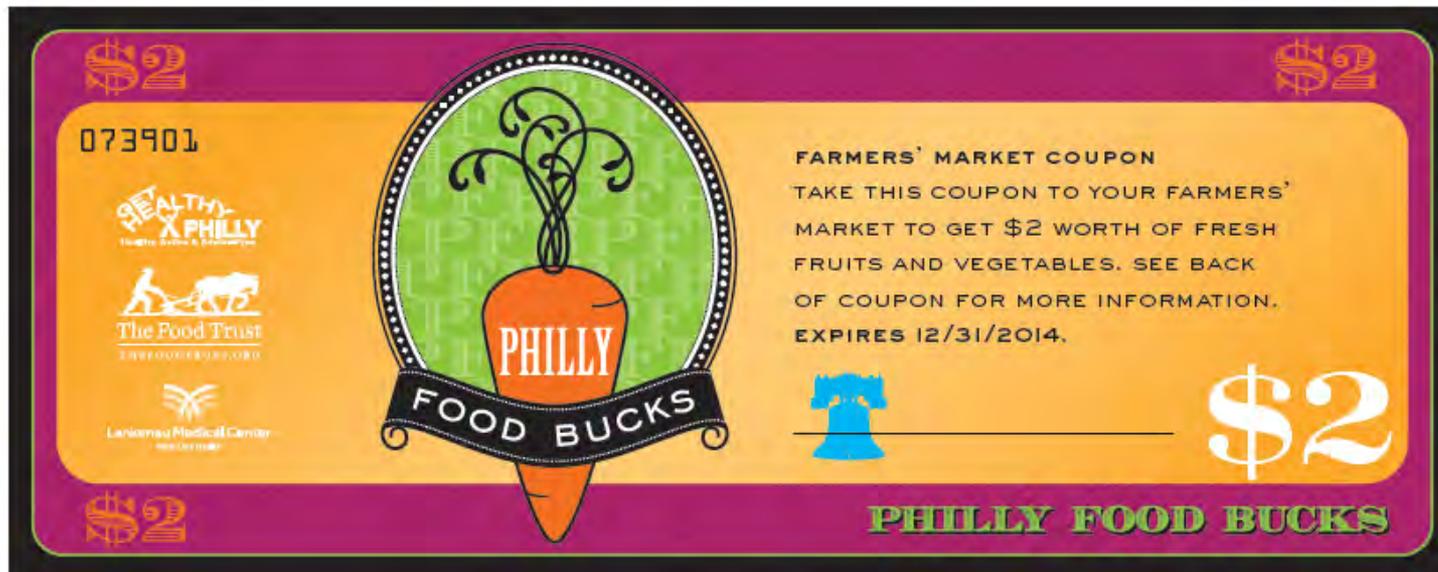
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Early Outcomes:

- 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, 52nd and Haverford, 58th 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.”

The Food Trust's

Overbrook

farmers' market



sponsored by:



Lankenau Medical Center
Main Line Health

Saturday, 9am-1pm



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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 Hospitals does not constitute an employment or agency relationship.

Health Education Center



Lankenau Medical Center
Main Line Health®

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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 life style
- Learn the importance of making good health decision throughout their lives
- Understand the importance of the five senses
- Recognize the changes of puberty and learn how life begins

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.

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,E, 10.2.3A,B**

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**

GERMBUSTERS: (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**

SENSEABLE 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.KA, 16.1.1A**

BE A BUDDY 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.KA, 16.2.KB, 16.3.KA, 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, and 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, 10.3.3A,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, 10.3.3C, 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,C,E, 11.3.6D,E**

LET'S GET PHYSICAL: (Grades 4-8) 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,B,C,D, 10.4.3A,B,C,D, 10.1.6C,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 system. **PA 10.1.3B, 3.1.5A5, 3.1.6A4, 3.1.6A8**

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 6-8), 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**



Call 484-476-3434
for reservations.

Reservations are made on a first come first serve basis and can be scheduled any time in the day.

All Programs are Free!

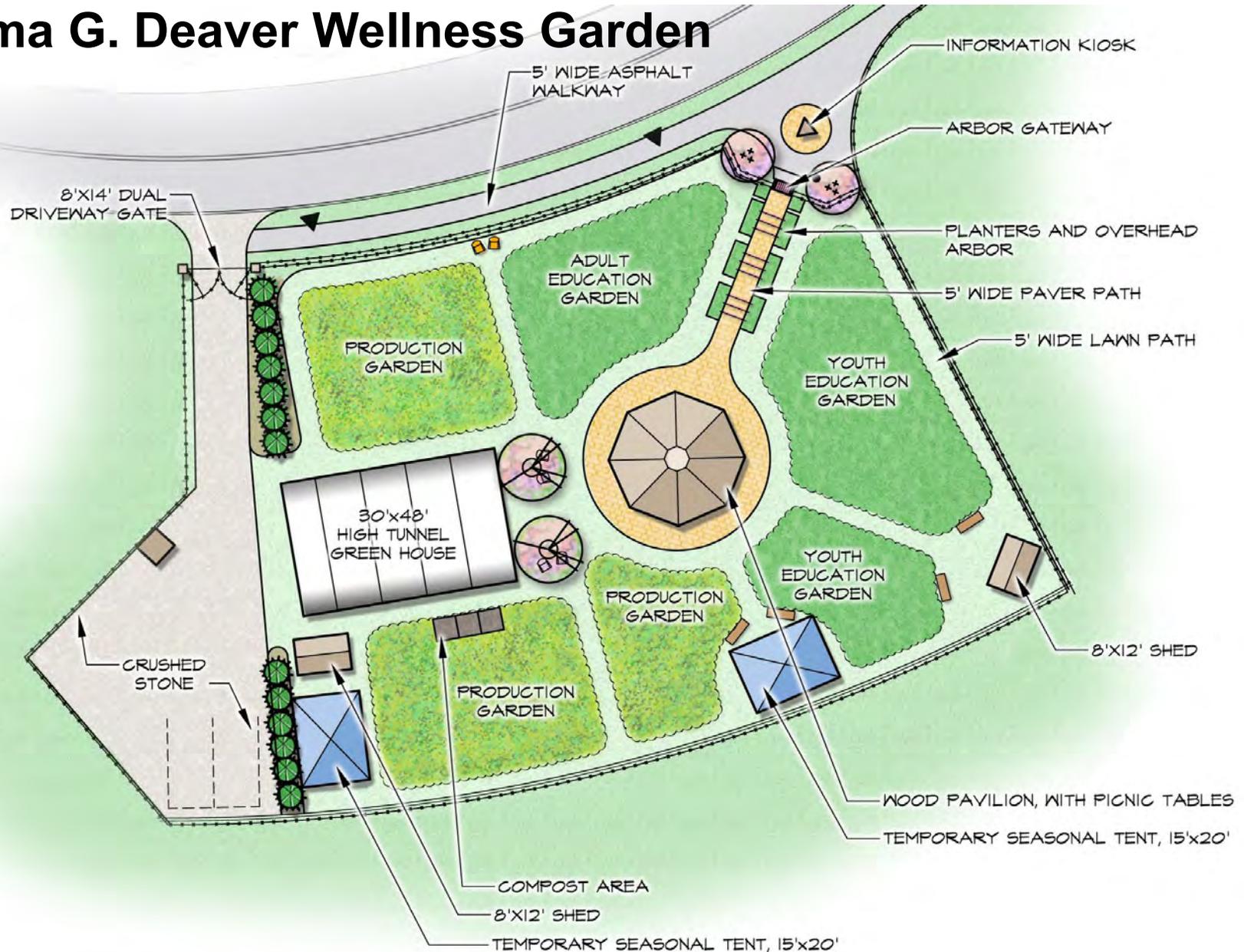


**Why focus on the
Redesign of our
campus to improve
health?**

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 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.



Main Line Health
Well ahead.®



“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



Main Line Health
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Thank you!



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