

# NORRIS CANCER HOSPITAL

## Implementation Strategy



FY2020 - 2022

## TABLE OF CONTENTS

Introduction.....	2
Report Adoption, Availability and Comments .....	2
Significant Health Needs the Hospital Will Address .....	2
Cancer Care and Treatment .....	3
Overweight and Obesity .....	3
Preventive Practices .....	4
Evaluation of Impact.....	5
Needs the Hospital Will Not Address .....	5

## **INTRODUCTION**

USC Norris Cancer Hospital is a 60-bed inpatient facility providing acute and critical care. It is one of only a few facilities in Southern California built exclusively for cancer research and patient care. USC Norris focuses on 13 key areas of cancer treatment: breast cancer, gastrointestinal cancer, genetic counseling, gynecological cancers, health and neck cancers, hematology, lung cancer, melanoma, neuro-oncology, radiation oncology, sarcoma, skin cancer and urologic oncology.

In FY19, USC Norris Cancer Hospital conducted a Community Health Needs Assessment (CHNA) in partnership with Keck Hospital of USC to assess the significant health needs for the hospital service area. The CHNA and the resulting Implementation Strategy identify and address significant community health needs and help guide the hospital's community health improvement programs and community benefit activities, as well as its collaborative efforts with other organizations that share a mission to improve health. This Implementation Strategy explains how USC Norris Cancer Hospital plans to address the significant health needs identified by the CHNA.

## **REPORT ADOPTION, AVAILABILITY AND COMMENTS**

The hospital's CHNA was approved by the Keck Medical Center governing board in June 2019 and is incorporated herein by reference. This Implementation Strategy was adopted by the board in September, 2019. Both the CHNA and the Implementation Strategy are widely available to the public on the hospital's web site: <https://www.keckmedicine.org/community-benefit>. Written comments on this report can be submitted to [BenefitandOutreach@med.usc.edu](mailto:BenefitandOutreach@med.usc.edu).

## **SIGNIFICANT HEALTH NEEDS THE HOSPITAL WILL ADDRESS**

This Implementation Strategy details how USC Norris Cancer Hospital plans to address the significant health needs identified in the 2019 CHNA. The hospital plans to build on previous CHNA efforts and existing initiatives, while also considering new strategies and efforts to improve health.

USC Norris Cancer Hospital will address: cancer care and treatment, overweight and obesity and preventive practices through a commitment of community benefit programs and charitable resources. For each health need the hospital plans to address, the Implementation Strategy describes: actions the hospital intends to take, including programs and resources it plans to commit and the anticipated impacts of these actions.

## **CANCER CARE AND TREATMENT**

USC Norris Cancer Hospital will address cancer care and treatment by taking the following actions:

- Through its ongoing partnership with the Leukemia & Lymphoma Society, the hospital will offer health education and outreach to the greater Los Angeles community.
- Norris Cancer Survivorship series will showcase the exceptional work of artists diagnosed with cancer and provides opportunity for patient to share their stories as cancer survivors to patient, families, staff and faculty.
- Norris Cancer Hospital's Annual Festival of Life will increase awareness of cancer survivorship. The Festival will host leading cancer organizations and support groups to promote health education on a variety of topics related to health and wellness, cancer management, healthy eating, and physical activity.
- The Image Enhancement Center at USC Norris Cancer Hospital will assist with appearance and body image issues for men and women as a result of cancer treatment. Services will continue to be open to the community and include mastectomy prosthesis fittings.
- Host health/wellness fairs, including screenings at the Mariachi Festival, Skid Row Carnival of Love, and Taste of Soul.
- Design and implement strategies to foster a welcoming environment for LGBTQ community members facing cancer care and treatment.
- Provide grant funding and in-kind support to encourage cancer prevention and treatment.

## **Anticipated Impact**

USC Norris Cancer Hospital will conduct the above referenced strategies with the overarching goal in mind to reduce the impact of cancer on health and increase the focus on early detection, prevention and treatment education.

USC Norris Cancer Hospital anticipates the following impact from these efforts:

- Increase the identification and treatment of cancer.
- Improve cancer detection by increasing public awareness and adherence to cancer prevention and early detection recommendations.
- Increase the availability of supportive resources for individuals with cancer and their families.

## **OVERWEIGHT AND OBESITY**

USC Norris Cancer Hospital will address overweight and obesity by taking the following actions:

- Offer community health education, community lectures, presentations and

workshops.

- In conjunction with the American Heart & Stroke Association and Hazard Park Recreation Center, USC Norris Cancer Hospital will provide a reoccurring free produce market, *A Tu Salud*, to help address food access and affordability for the surrounding community. In addition, the hospital will host a weekly Farmers Market to provide fresh fruits and vegetables for the local community and donate fresh fruits and vegetables to local families in need.
- AmeriCorps Interns will lead ongoing nutritional workshops within the local community such at the Boys & Girls Club in Ramona Gardens.
- In collaboration with the American Heart & Stroke Association, USC Norris Cancer Hospital will continue the innovative school-based Teaching Garden program education students on healthy lifestyle habits and eating habits.
- Ensure equitable and inclusive care of lesbian, bisexual, transgender and queer (LGBTQ) community members facing overweight and obesity issues and concerns.
- Provide grant funding and in-kind support to increase overweight and obesity awareness and access to care.

### **Anticipated Impact**

USC Norris Cancer Hospital will conduct the above referenced strategies with the overarching goal in mind to increase access to overweight and obesity services.

USC Norris Cancer Hospital anticipates the following impact from these efforts:

- Increase availability of overweight and obesity services in community settings.
- Increase availability of nondiscriminatory patient-centered overweight and obesity care.
- Improve coordination among health care providers and community resources and programs related to overweight and obesity issues.
- Increase availability and access to healthy foods.

### **PREVENTIVE PRACTICES**

USC Norris Cancer Hospital will address preventive practices by taking the following actions:

- Collaborate with the Department of Dermatology to provide the Los Angeles Fire Department with free skin cancer screenings.
- Host health and wellness fairs, including screenings at the Mariachi Festival, Skid Row Carnival of Love, and Taste of Soul.
- In collaboration with the Street Medicine program at Keck School of Medicine of USC, USC Norris Cancer Hospital will address the circumstances that undermine

the physical well-being of the community's homeless population.

- Provide education and resources focused on healthy living and disease prevention.
- Increase access to specialty care through telehealth screening services in partnership with safety net clinics and hospitals in the Los Angeles Region through the California Telemedicine Network.
- Ensure staff members are equipped with the skills and knowledge to provide nondiscriminatory patient-centered preventive care.
- Provide grant funding and in-kind support to increase preventive health services.

### **Anticipated Impact**

USC Norris Cancer Hospital will conduct the above referenced strategies with the overarching goal in mind to improve community health through preventive practices.

USC Norris Cancer Hospital anticipates the following impact from these efforts:

- Increase availability and access to preventive care services.
- Increase compliance with preventive care recommendations (screenings, immunizations, lifestyle and behavior changes).

### **EVALUATION OF IMPACT**

USC Norris Cancer Hospital will monitor and evaluate the programs and activities outlined above. The hospital anticipates the actions taken to address significant health needs will improve health knowledge, behaviors, and status, increase access to care, and help support good health. The hospital is committed to monitoring key initiatives to assess impact and has implemented a system to track the implementation of the activities. Reporting processes include the collection and documentation of tracking measures, such as the number of people reached/served and collaborative efforts to address health needs. Through our grants program, community partners track and report program outcomes. An evaluation of the impact of the hospital's actions to address these significant health needs will be reported in the next scheduled Community Health Needs Assessment.

### **NEEDS THE HOSPITAL WILL NOT ADDRESS**

Taking existing hospital and community resources into consideration, USC Norris Cancer Hospital will not directly address the remaining health needs identified in the CHNA: access to health care, chronic diseases, housing and homelessness, mental health, and STIs/HIV/AIDS. USC Norris Cancer Hospital has chosen to concentrate on those health needs that can most effectively be addressed given the organization's areas of focus and expertise.