

COMMUNITY HEALTH HUBS

BUILDING PARTNERSHIPS THAT SUPPORT ACCESS
TO GOOD FOOD AND GOOD HEALTH



A COLLABORATIVE INITIATIVE OF:



Lankenau Medical Center
Main Line Health®



The Food Trust
THEFOODTRUST.ORG

ACROSS THE COUNTRY,

nearly 40 million children and adults are underserved by supermarkets and other healthy food retail, forced to travel long distances to purchase groceries. Many of these residents rely instead on small corner stores within walking distance—the majority of which sell very little, if any, healthy food options.

This problem impacts residents of urban and rural areas alike, especially those with lower incomes and in communities of color. In many cases, these same communities also suffer from disproportionately high rates of obesity, diabetes and other diet-related diseases—health conditions exacerbated by both poverty and the lack of healthy food resources. Even when fresh foods are within reach, they may not be affordable, so shoppers may be hesitant to spend their food dollars on fresh produce instead of more filling—but often less nutritious—options to feed their families.

Lankenau Medical Center, part of Main Line Health, envisions a health care model in which food access and food education serve as critical components of patients' prevention and treatment plans. Through programming, strategic partnerships and a focus on community-based preventive health interventions, Lankenau has developed an innovative approach to creating community **health hubs** that bring nutrition education and health prevention directly to the people who need those services the most.



One region where residents have already begun to see the benefits of this model is **West Philadelphia**, a 14-square-mile area that comprises several small, distinct neighborhoods with a diverse group of residents. West Philadelphia is bordered by much more affluent Montgomery County, where median household incomes are largely over \$100,000; in West Philadelphia, that number is closer to \$40,000. Residents are also disproportionately burdened by diet-related disease, lack of access to healthy foods and high rates of poverty. With 26% of West Philadelphia's residents experiencing limited access to healthy food on foot in an area where walkability is limited, it comes as no surprise that food insecurity follows.

In 2012, Lankenau Medical Center and The Food Trust partnered to develop a community-focused approach to enhance access to nutritious foods in West Philadelphia. By linking preventive health care services and access points to healthy food retail, **health hubs** have emerged—spaces where communities can gather, access and learn about nutritious food, and receive preventive health care support. Together, these organizations have helped support increased access to nutritious foods while creating opportunities for at-risk community members to learn more about their health and well-being and connect to health care professionals.



MEETING PEOPLE WHERE THEY SHOP

HEART SMARTS AT CORNER STORES

In underserved communities that lack supermarkets, families often depend on corner stores—also known as mom-and-pop shops or bodegas—for food purchases. Unfortunately, most of these stores sell packaged foods and offer few, if any, nutritious options.

In response, The Food Trust developed a range of strategies for increasing the availability and accessibility of healthy food in communities that need it most, from bringing new supermarkets to underserved communities to working with small store owners to increase healthy offerings. Heart Smarts is a new model that builds upon this work, bringing coordinated public health and social services into the store environment.

Heart Smarts, originally designed for implementation in corner stores and other small food retailers, combines increased access to healthy, affordable food with community engagement, education and incentives to encourage healthy choices. The Food Trust's educators provide participants with in-store nutrition education lessons, healthy food tastings and healthy food incentive coupons (known as Heart Bucks). In addition, starting in 2015, Lankenau's health educators began providing free regularly occurring health screenings where shoppers can stop in to check their blood pressure and weight; receive healthy lifestyle counseling; and take home referrals and resources, including information on smoking cessation.

"This program has influenced me to take better care of myself, and I feel like being able to get my blood pressure done at the corner store that I shop at regularly gives me accountability."

— HEART SMARTS PARTICIPANT

Heart Smarts creates community hubs where underserved individuals are empowered to improve their health and reduce their risk of diet-related disease in a supportive store environment. By reaching people where they live and shop, Heart Smarts provides neighborhood residents with the



"Customers are always so excited to come monthly to get their blood pressure checked and purchase healthy options with their Heart Bucks coupons."

— CORNER STORE OWNER, WEST PHILADELPHIA

information they need to make healthy decisions and addresses social determinants of health by helping participants access needed community health and social services.

Lankenau currently provides free screening services at two corner stores in West Philadelphia on a monthly basis alongside Food Trust programming. With this community facing high rates of heart disease, diabetes and obesity—health conditions exacerbated by both poverty and the lack of healthy food resources—there is much opportunity for this program's continued growth and innovation.

BY THE NUMBERS

HEALTH SCREENINGS (2017)

345
screenings
conducted

42.9%*
repeat
participants

36.4%
participants had
lost weight on a
subsequent visit

*repeat visitor (2015–17) with at least one visit during 2017



HEART SMARTS AND MEDICAL STUDENT ADVOCATES

The Medical Student Advocate (MSA) program is an innovative collaboration between Lankenau Medical Center and Philadelphia College of Osteopathic Medicine, created with the intention of improving health outcomes for vulnerable patients. Second-year medical students act as advocates for patients, working to recognize and address non-medical needs and barriers to care. The MSA program has demonstrated that medical students have a place in identifying and addressing social needs, which can benefit both patients and providers. The program is part of Lankenau’s Patient Centered Medical Home, where Lankenau Medical Associates, an internal medicine and subspecialty practice, and City Line Family Practice, a family practice, function as a medical home by using systematic, patient-centered and coordinated care management processes.

Lankenau recently expanded their MSA program to include a community rotation, and is now using MSAs to identify and address social determinants of health alongside its Heart Smarts health screenings. These trained medical students conduct a survey as part of the screening to identify a variety of potential social

needs such as those related to food insecurity, childcare, employment, transportation and access to primary care. The students can then follow up with participants with referrals to local resources and social services, helping to address the social determinants of health, and track the number of needs identified and the number of referrals and connections made.

Community *Heart Smarts* Social Needs Questionnaire

Name: _____ Age: _____
 Phone: _____ Location: _____

May we leave a message at this telephone number? Yes or No
 Indicate the best time to call: Days: M Tu W Th F Sat Sun
 Time of Day: AM PM

We are interested in other needs that may impact your health. This form will help us to identify some of these needs. If any of the following are a concern for you, a member of our team will contact you.

Your answers are confidential!

| | Check if you would like help | Please Explain |
|---|------------------------------|------------------------------|
| Do you have health insurance? | <input type="checkbox"/> | |
| Are you able to afford your medications? | <input type="checkbox"/> | |
| Are you able to afford transportation to and from health appointments? | <input type="checkbox"/> | |
| Do you have urgent home repairs/maintenance? | <input type="checkbox"/> | |
| Do you have child care concerns? | <input type="checkbox"/> | |
| Do you have concerns about paying for utilities (electric, gas, water)? | <input type="checkbox"/> | Number of Children: Ages: |
| Do you have employment or career issues? | <input type="checkbox"/> | |
| Other Problems, Please describe | <input type="checkbox"/> | |

MEETING PEOPLE WHERE THEY SHOP

PHILLY FOOD BUCKS AT FARMERS MARKETS

Many Pennsylvanians struggle to provide their families with fresh fruits and vegetables, even with efforts over the years to increase availability and access. More than 580,000 households in Pennsylvania receive Supplemental Nutrition Assistance Program (SNAP) benefits, which can be used at many types of food retailers.

Since 2010, The Food Trust has administered Philly Food Bucks, a SNAP incentive program that encourages SNAP users to purchase fresh, local foods at participating farmers markets. For every \$5 spent using SNAP at participating markets, customers receive a \$2 Philly Food Bucks coupon for fresh fruits and vegetables, increasing the purchasing power of lower-income farmers market shoppers by 40%.

Since the launch of the program, The Food Trust has partnered with Lankenau to reach even more community members by creating a food buck distribution system through Lankenau Medical Associates, a Lankenau-based primary care practice bordering West Philadelphia. In-clinic patients screened for food insecurity receive \$10 in Philly Food Bucks, which can be redeemed at any of The Food Trust's 20 farmers markets and other partner farm stands in Philadelphia to purchase locally grown fruits and vegetables. Patients that use their first packet of "bucks" are then eligible for a free "refill" of another \$10 worth of vouchers. These food bucks are purchased by Lankenau from The Food Trust through the innovative use of community benefit dollars. Lankenau was the first hospital to leverage community benefit dollars to purchase Philly Food Bucks.

By tracking long-term health outcomes through the electronic medical records at the time of Food Buck distribution and through The Food Trust's Food Buck redemption tracking, Lankenau Medical Associates staff can support ongoing conversations with their patients about nutrition, food security and healthy food access.

In addition to the integration of Food Buck distribution with primary care locations in West Philadelphia, Lankenau is also able to reach community members where they shop by



“[On-site screenings] let me know if I should be going to the doctor sooner instead of later!”

— FARMERS MARKET CUSTOMER





providing health screenings and nutrition education at five West Philadelphia farmers markets. While shopping for fruits and vegetables, customers can also receive free nutrition resources, seasonal recipes, on-site health screenings and family-oriented wellness activities. Blood pressure screenings help educators identify at-risk individuals and provide them with health information and connections for follow-up care.

Meeting people where they shop presents a unique opportunity: Instead of speaking with a doctor and then shopping many days later, we can directly link patients to fresh, nutritious food while their health is fresh in their mind.

“It’s great that they come out. The elderly really need their blood pressure checked in this community. Knowing where their health stands really encourages them to shop healthy at the market.”

— ALKEBU-LAN MARCUS, MILL CREEK FARM, WEST PHILADELPHIA

ACCOMPLISHMENTS

PHILLY FOOD BUCKS DISTRIBUTION AND REDEMPTION (2017 SEASON)

325

patients received
Philly Food
Bucks

1,528

participants
reached at
market

667

participants
received health
screenings

20

farmers impacted
across five
markets

CREATING IMPACT

WIN-WIN FOR INDIVIDUALS AND COMMUNITIES

Infusing health care services into a community creates positive outcomes on an individual and community level:

Individual: People most in need of healthy food access and preventive health screenings benefit from partnerships like those between Lankenau and The Food Trust. By working together to increase the purchasing power of healthy foods and educating and empowering individuals to make healthy decisions, health care institutions and food access partners can combat food insecurity and health disparities.

Community: Building customer demand and sales by co-locating services like health screenings, nutrition education and cooking demonstrations has proven an effective strategy for driving the sale of nutritious foods at farmers markets and in small stores. Farmers and corner store owners value programs like Philly Food Bucks and Heart Smarts because of the community-building the programming creates, and because healthy food incentive programs support healthy bottom lines for these small businesses.

IMPACT

COMMUNITY BENEFITS (2017)

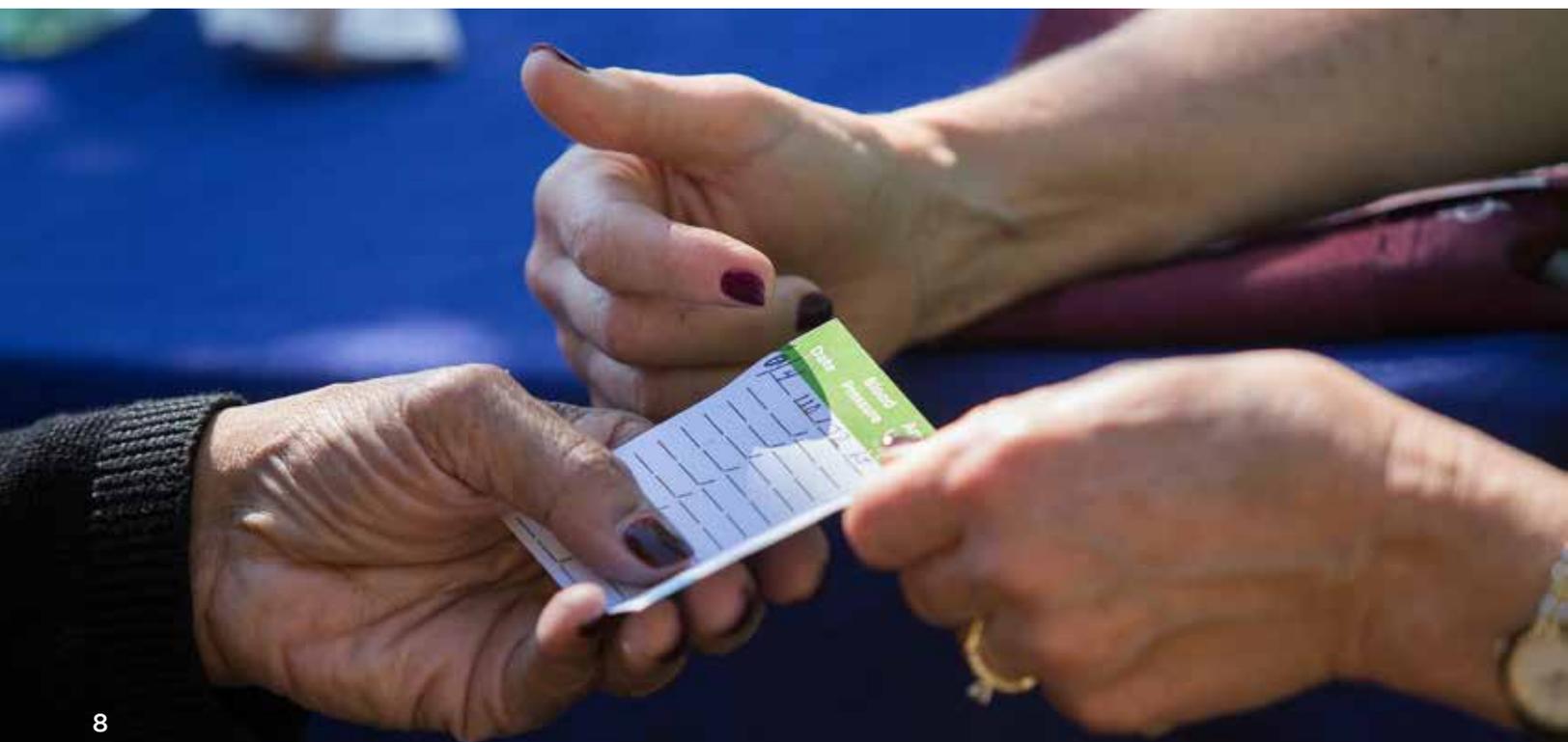
\$2,851
in healthy food incentives redeemed

5 West Philadelphia farmers markets enrolled in program

2 West Philadelphia corner stores enrolled in program

34
health care providers engaged

25 MSAs engaged and activated to address patients' social needs



LOOKING TO THE FUTURE

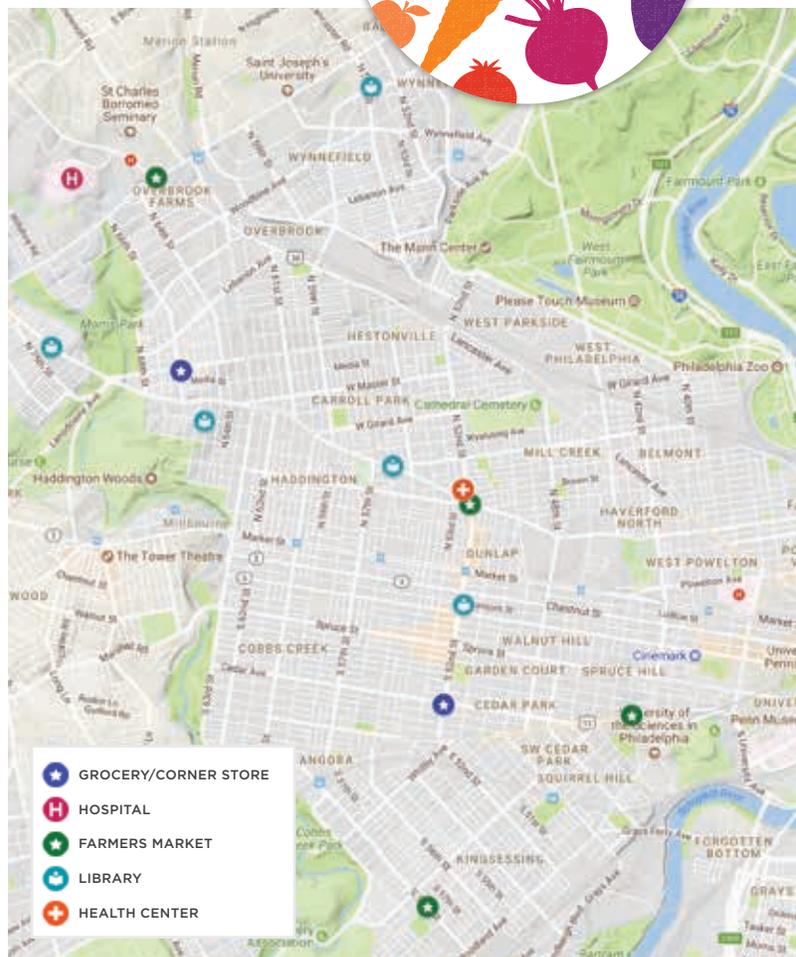
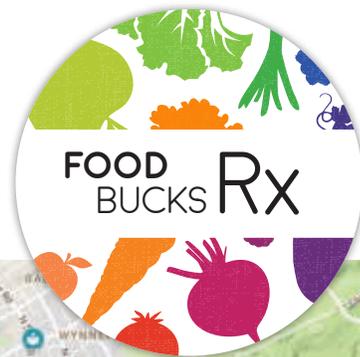
FOOD BUCKS RX AND EXPANDING PROGRAMS

In the coming years, Lankenau Medical Center and The Food Trust plan to expand their retail-health care strategies to reach more retail settings throughout West Philadelphia and, in turn, reach more individuals.

First, as part of a USDA Food Insecurity Nutrition Incentive (FINI) program grant, Lankenau will support the implementation of a “Food Bucks Rx” program, a fruit and vegetable prescription that will build on the success of Philly Food Bucks by expanding venues in which low-income patients can shop with food bucks. Distributed at clinics and intended to support healthy food choices, these new vouchers will be eligible for redemption at grocery stores and supermarkets, select corner stores and farmers markets.

By meeting people where they shop—and for most people, this includes multiple settings—Lankenau and The Food Trust will increase the access and affordability of healthy foods for more Philadelphians. Tracking voucher distribution and redemption rates and linking this information to patients’ electronic medical records (EMRs), while also providing ongoing opportunities to learn about healthy eating and where to access nutritious foods, may further help reduce food insecurity and support healthy food choices among those accessing services.

Second, Lankenau will expand its Medical Student Advocate (MSA) program and outreach in partnership with the Free Library of Philadelphia, the Office of the Mayor Community Schools Initiative, and federally qualified health centers in West Philadelphia. In 2018, Lankenau Medical Center will collaborate with the Blackwell, Haverford, Wynnefield, Overbrook and Haddington branches of the Free Library to provide preventive health screenings and to connect those utilizing library services to farmers markets as well as Philly Food Bucks and Food Bucks Rx program incentives. In addition to libraries, Lankenau plans to expand its outreach and preventive health care services to health centers including Spectrum Health Center (a federally qualified health center in West Philadelphia), City Line Family Practice (a Main Line Health Care practice just outside the city), PCOM City Ave Family Practice (a Delaware Valley Accountable Care Organization practice) and Lankenau’s Emergency Department.



By expanding the breadth and depth of food access and preventive health care services in the years ahead, Lankenau Medical Center and The Food Trust aim to reduce health and wellness inequities facing West Philadelphians.

Lankenau Medical Center and The Food Trust have created an innovative approach to food access by creating connections between preventive health care services and points of access to healthy foods in a variety of retail settings. This partnership has led to the creation of community health hubs that benefit small business owners and underserved communities alike. In West Philadelphia, these health hubs exist in select corner stores and farmers markets where residents can take advantage of a wealth of programming and free services, including purchasing healthy food, receiving nutrition education, earning healthy coupon incentives and participating in free health screenings.

Together, these organizations have empowered underserved individuals to improve their health, providing them with the services and information needed to make healthy choices.



ABOUT LANKENAU MEDICAL CENTER

Caring for the community for more than 150 years

Lankenau Medical Center is an acute care hospital and medical complex located just outside the western city limits of Philadelphia on a 93-acre campus in Wynnewood, Pennsylvania.

Part of Main Line Health since 1985, Lankenau Medical Center has been devoted to the health and wellbeing of the community since 1860, with a founding mission to serve all those in need. Its continued dedication to service, compassionate patient care, and superior clinical programs make Lankenau a preferred destination for care by people throughout and far beyond the Philadelphia region.

As a longtime teaching hospital, Lankenau Medical Center is committed to maintaining high-level expertise across all clinical areas—from primary care and disease prevention to medical and surgical management of all diseases and disorders.

Lankenau is consistently ranked among the top 5 hospitals in the region and top 10 hospitals in Pennsylvania by *U.S News & World Report*. In 2017, for the tenth consecutive year, Lankenau was named one of the nation's 50 Top Cardiovascular Hospitals® by Truven Health Analytics. The Joint Commission has awarded Lankenau the Gold Seal of Approval® for Stroke Care, Breast Cancer Care, and Hip and Knee Replacement and named Lankenau a Top Performer on Key Quality Measures® shown to improve heart attack, heart failure, pneumonia, and surgical care.



Lankenau Medical Center
Main Line Health®



The Food Trust
THEFOODTRUST.ORG

ABOUT THE FOOD TRUST

The Food Trust, a nonprofit founded in 1992, strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, The Food Trust has developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food. To learn more about The Food Trust, visit thefoodtrust.org.



For additional copies or citations, contact The Food Trust:
thefoodtrust.org | 215-575-0444