



2012 Community Benefit Total: \$26,785,531

As a not-for-profit community hospital, Lowell General is dedicated to improving the health and quality of life of the individuals and communities we serve. Each year, Lowell General Hospital develops a Community Benefit Plan that seeks to identify unmet existing health needs in the community, and to anticipate future health needs, particularly in vulnerable and underserved populations. Every day, our staff, physicians and volunteers work together to meet those needs through quality health services, wellness and education initiatives, charity care, and charitable contributions.

Supporting the health of our **community**

Chronic disease prevention and maintenance

Over the last two years, increasing chronic disease prevention and management education has been one of our main concerns and biggest successes. In 2012, we more than tripled the number of participants attending a screening program. We were successful in surpassing our initial goal through a combination of intervention and prevention programs including:

- Monthly CPR, AED, and First Aid Combo classes in partnership with Trinity EMS, Inc.
- Get Heart Smart Health Fair
- Brown Bag Goes Red workshops
- The Heart and Soles Mall Walking program to help increase physical activity
- Monthly blood pressure screenings and education at the Pheasant Lane Mall, in conjunction with the Mall Walking program

Healthy eating, active living

Fitness and nutrition programs have become a top priority throughout the Greater Lowell area and within Lowell General Hospital. Regular physical activity and a healthy diet play a key role in the prevention of cardiovascular diseases, cancer and diabetes. We surpassed our goal of increasing participation in our exercise and fitness programs by over 50 percent in 2012. Some programs we offered include:

- Diverse fitness programs (Gentle/Moderate Yoga, Hip Hop Hustle®, Kickboxing, Tai Chi, Turbo Kick®, Zumba®, etc.)
- Healthy eating programs for both children and adults, such as Marching in with Healthy Food on the Go, the Plate Method and Portion Sizes for Children
- Weight loss programs such as Weight Watchers®

Aiming to reduce risk of injuries

Lowell General Hospital is focused on emphasizing the importance of injury prevention and community education. We participated in a number of community prevention programs to help reduce the risk of serious injuries and provided injury prevention information to a vast number of people throughout the Greater Lowell area. Our efforts included:

- Reducing the likelihood of injuries in infants and children by partnering in the Lowell Car Seat Safety Event
- Providing motorcycle helmet safety information tables
- Dare to Prepare Safe Driving courses for new teen drivers and their families

Continuous dedication to community health improvement

In 2012, we began the planning process for the 2013 Community Health Needs Assessment. In addition, we maintained our active participation in many collaborative events, as well as coalitions and task forces aimed to address prominent health issues facing our community. Some examples include:

- Provided financial support and leadership to the Greater Lowell Health Alliance, including participation in the Mental Health, Cultural Competency, Healthy Weight, ATOD (Alcohol, Tobacco and Other Drugs) and Maternal Child Health task forces
- Participated within domestic violence and sexual assault awareness campaigns and initiatives, including the Take Back the Night planning committee
- Participated in over 20 community health fairs

Partnering and planning for the future of our community

In 2013, short- and long-term goals for community benefit planning will focus on prevention, management and intervention efforts around four key areas: chronic disease, mental health/stress, substance abuse, and community health improvement.

For 2013, we seek to:

- Increase the number of stress management and mental health programs offered
- Provide grant opportunities to community organizations to fund innovative programs and initiatives
- Increase the number of participants in substance abuse intervention programs
- Continue to provide financial support and leadership to the Greater Lowell Health Alliance



A CIRCLE HEALTH MEMBER

Complete connected careSM