

MARK GOTHLBERG EHEALTHCARE ORGANIZATIONAL COMMITMENT AWARD

Promoting Community Well-being Through Access & Awareness: Find Help with UCLA Health

BACKGROUND

UCLA Health is more than just a collection of hospitals and clinics — it's an engaged member of the broader community. The organization takes its responsibility for community service seriously.

Whether expert physicians are providing basic health care to unhoused populations on the streets of Los Angeles, outreach teams are supporting healthier communities through the Sound Body Sound Mind program, or staff are caring for service members injured in war as part of Operation Mend, UCLA Health is about serving people with dignity and respect.

PROBLEM

UCLA Health conducts an annual Community Health Needs Assessment (CHNA). The CHNA complies with federal regulations guiding tax-exempt hospitals, assessing the significant health needs of the hospital's service area.

The Patient Protection and Affordable Care Act through IRS section 501(r)(3) regulations directs nonprofit hospitals to conduct a CHNA every three years and develop a three-year Implementation Strategy that responds to identified community needs. The CHNA and Implementation Strategy help guide the hospital's community health improvement programs and community benefit activities and its collaborative efforts with organizations that share a mission to improve health.

UCLA Health's CHNA incorporated demographic and health data collected from various local, county and state sources to present community demographics, social determinants of health, and a broad range of health indicators. Initially, significant community needs were identified through a review of this secondary health data. The identified significant needs included:

- Access to health care (primary care, specialty care, dental care)
- Chronic diseases (asthma, cancer, diabetes, heart disease, liver disease, stroke)
- Community safety

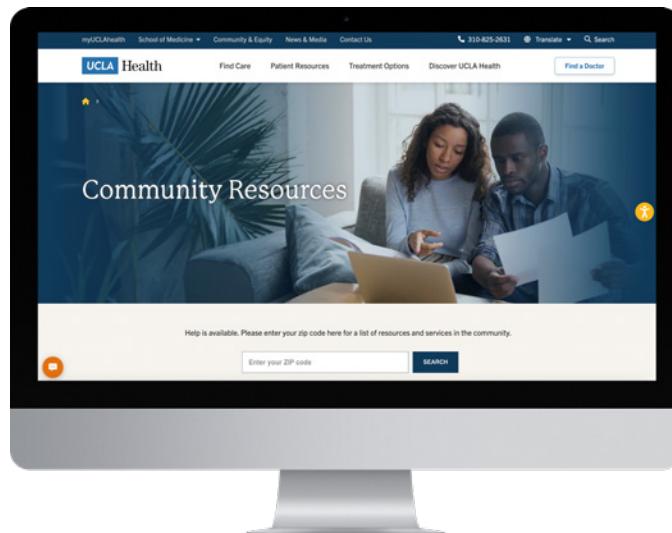
- COVID-19
- Economic insecurity
- Environmental conditions (air and water quality, pollution)
- Food insecurity
- Housing and homelessness
- Mental health
- Overweight and obesity (healthy eating and physical activity)
- Preventive practices (vaccines, screenings, fall prevention)
- Sexually transmitted infections
- Substance use
- Transportation

UCLA Health examined the identified significant needs and prioritized them with community input through interviews with representatives from community-based organizations and public health agencies.

SOLUTION

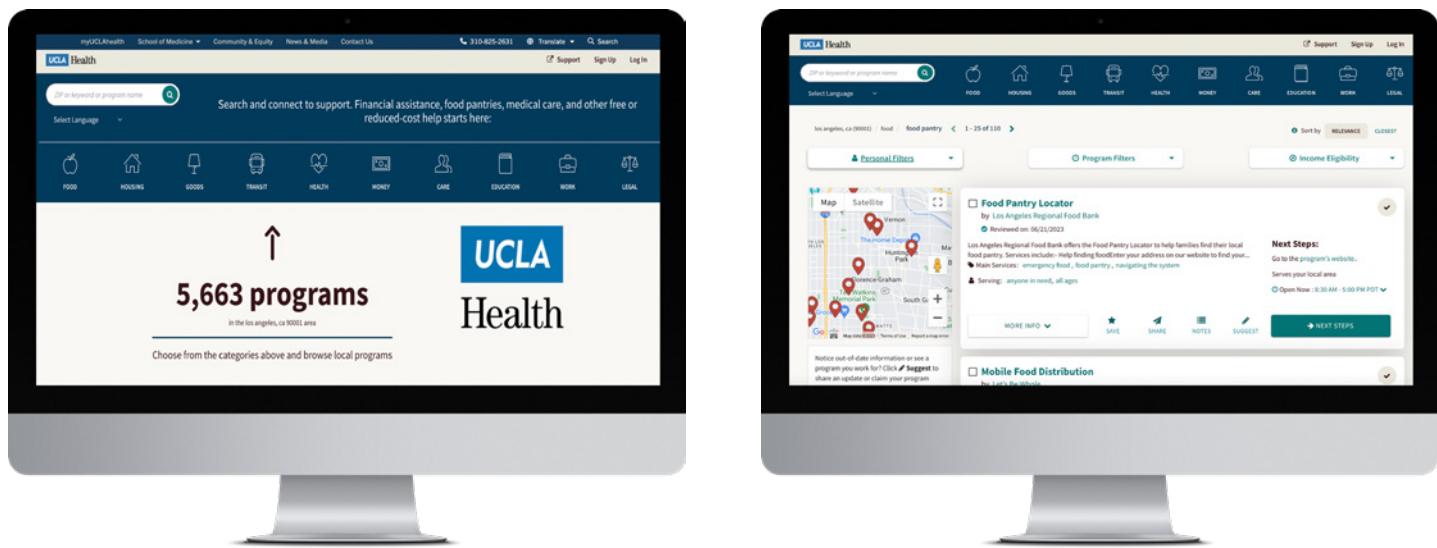
As a society, if we want to improve the public's health, we must consider more than just access to high-quality, affordable health care. Good health also requires access to pivotal resources that impact well-being such as affordable food, housing and transportation.

One of the most influential ways the UCLA Health marketing department could positively impact the Los Angeles area and address the community's significant needs was through the organization's website. Known as the Community Resource Project, the team created a website hub that provides quick access to resources affecting overall well-being.



After entering a zip code, website visitors browse a selection of community resources located within their neighborhood. The resources fall into the following categories:

- Food
- Housing
- Goods
- Transit
- Health
- Money
- Care
- Education
- Work
- Legal



Users can narrow down their search results with personal filters (e.g. age group, disability, citizenship, etc.), program filters (e.g. cost, open hours, etc.), or income eligibility. The results show important information like the resource's website, contact details, hours of operation, cost, and more.

Not only can any website visitor access the Community Resource hub, but internal UCLA Health social workers can also leverage the tool. When working with a patient who could benefit from resources outside health care, such as transportation or housing, UCLA Health social workers can show them the website and how it works. It's a simple, efficient tool for community members and social workers to find the life-changing resources they need.

"We are out in the community helping as much as we can," says UCLA Health Executive Director of Marketing Innovation, Technology and Operations, Linda Ho. "We wanted to provide this section of our website to show that our engagement in our local community is real, and it's much bigger than basic health care."

To get the word out about the Community Resource Project, the marketing department developed print collateral for social workers to hand out to patients, as well as email messaging, social media content, and more.

In addition to the Community Resource Project, UCLA Health provides several other [community and equity resources](#), including (but not limited to):

- **[UCLA Health Homeless Healthcare Collaborative](#)**: A direct-in-community program that expands access to efficient, equitable and high-quality health care for people experiencing homelessness in Los Angeles. Mobile medical units provide medical services to unhoused people. It connects people to social services through trusted community partner agencies. It visits encampments, shelters, and interim housing

sites to remove barriers to care to provide more accessible and equitable care to persons experiencing homelessness.

- **Stress, Trauma and Resilience (STAR) clinic:** This program provides evaluation, consultation, prevention, and treatment services for children and family members affected by trauma and other challenging events, including medical illness, traumatic loss, community violence, disasters, and combat deployment stress.
- **EMPWR:** This program promotes well-being and resilience in LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer/Questioning) children, teenagers, and adults.
- **Sound Body Sound Mind (SBSM):** This program supports a school network of more than 145 middle schools and high school in Los Angeles County. Students across six school districts (Los Angeles Unified, Long Beach Unified, Glendale Unified, Compton Unified, Culver City Unified and Santa Monica-Malibu Unified) have access to fitness centers, fitness accessories, and a physical activity and nutrition curriculum. Physical education teachers at the schools have access to professional development to ensure the successful implementation of the program.

With an emphasis on overturning long-standing systemic injustices to achieve equitable health care for all, UCLA Health uses a holistic approach — one that benefits from the insight of both social and biological sciences and reaches across a spectrum of activities, including research, patient care, education, dialogue, and partnership.

METRICS

In Fiscal Year 2020-2021

July 1, 2020 - June 30, 2021

UCLA Health Sound Body Sound Mind (SBSM) supported a school network of **more than 145 middle schools and high schools across six school districts** (Los Angeles Unified, Long Beach Unified, Glendale Unified, Compton Unified, Culver City Unified and Santa Monica-Malibu Unified). **More than 185,000 students** benefitted from SBSM's resources including state-of-the-art fitness centers, fitness accessories, and a physical activity and nutrition curriculum. Physical education teachers received professional training from SBSM.

To support health and exercise during the pandemic, SBSM developed online resources and distributed **more than 5,500 home fitness kits** to families to encourage home-based physical activity when schools, community centers, gyms and other recreation facilities were closed. SBSM also developed a youth mindfulness curriculum in collaboration with the UCLA Mindful Awareness Research Center to promote healthy lifestyle choices.

UCLA Health Community Engagement served more than 36,000 children, families, veterans and homeless citizens of our community, actively supported through outreach programs with our partners.

EMPWR, an initiative promoting well-being and resilience in LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer/Questioning) children, teenagers and adults — **served 158 clients in 1,488 therapy sessions**.

The Stress, Trauma and Resilience (STAR) clinic, which offers clinical and psychological support for patients suffering with the effects of a traumatic experience, **served 164 families in 1,927 therapy sessions**.

UCLA Health invested **\$2,472,342** in community health improvement services and community benefit operations.

Source: <https://read.uclahealth.org/community-benefit-2021/>