

MCKEESPORT HEALTHIER COMMUNITIES PARTNERSHIP



**Logic Model and Sustainability Work Plan
With Electronic Outcomes Database Reporting**

YEAR THREE ANNUAL OUTCOMES REPORT

Fiscal Year July 1, 2007 – June 30, 2008

2007 - 2008

Community Substance Abuse Year 3 Report

Fiscal Year 2008

Addressing Concerns Related to Drugs, Alcohol and Tobacco, Mental Health, Family Health – HIV/Aids

In 2008, the SA Logic Model members met monthly to assess needs, identify barriers to service, and fill gaps in service. The following activities were identified as opportunities to provide a greater continuum of care to those struggling with domestic violence, mental health and drug- and alcohol-related problems in our community.

Activity #1 - Provide Ongoing Support Groups

Outcomes to be achieved through Activity # 1

- An increase in the number of support systems
- An increase in the number of people receiving treatment
- An increase in the number of people receiving services

Actual Outcomes – In partnership with Auberle, Womansplace domestic violence shelter and counseling center and First Step Recovery Homes clients received group counseling sessions as an identified gap in services. **A total of 305 clients received services this year.**

Activity # 2 - Provide Immediate D&A/Mental Health Treatment

Outcomes to be achieved through Activity #2

- An increase in the number of people receiving treatment
- An increase in the number of people receiving services
- An increase in the number of volunteers

Actual Outcomes – Logic Model providers identified many residents who are homeless and/or in shelter and who do not have adequate medical, mental health and D&A care or ability to pay for service. To this end, the group initiated the D&A counseling in shelters, as well as provided funding for the uninsured to seek individual counseling at Auberle and Mon Yough Community Services through referrals from member agencies this year. **A total of 5 residents have been referred from Womansplace to Auberle.**

This year, the SA Logic Model included the new 9th Street Clinic as part of services being provided by SA Logic Model Providers. Individuals who are homeless or uninsured can seek treatment at the clinic each Thursday night. Ten Volunteer doctors and nurses are available each week to provide primary care and referrals. Twenty community members, medical and pharmacy students and social workers are available on a weekly rotating basis to assist clinic patients. Primary care and minor testing are available. Patients are assisted with medical assistance applications and other free and reduced prescription programs through the RxCouncil. A mental health counselor from

Mon Yough Community Services is available weekly during clinic hours to do assessments and make recommendations for support services and referrals as needed. In addition, several local human service providers are on-site each week to provide outreach and prevention education. A free, healthy meal is served to the community. This year, **736 clients received services at the clinic** and **2,069 meals were served to the needy in the community**.

There were 160 residents who participated in the adult smoking cessation group classes, as a result of the strong collaboration with UPMC McKeesport Community Outreach. More than 75% of the attendees improved smoking pattern scores by greater than 50%, where health indicators improved by more than 25%, and where socioeconomic factors improved by greater than 50% throughout 2007.

Activity #3 - Implement Referral System

Outcomes to be achieved through Activity #3

- An increase in community knowledge of healthcare and behavioral health

The SA Logic Model members came together in year one to learn more about each others' services. SA Logic Model providers initiated an internal referral system and started an internal listing of ongoing available services. The SA Logic Model providers continue to work with the entire SHIP to share support service information and to make referrals. Through the 9th Street Clinic, each agency is provided on-site space during clinic hours for outreach prevention education support to the public.

Actual Outcomes – Each week between 10 and 20 individuals stop by the Pittsburgh HIV/AIDS Prevention table for free condoms, information and testing. SA Logic Model providers including Womansplace, Rx Council, First Step Recovery Homes provide prevention educational information weekly. Over **40 community referrals are made to support services during clinic hours**. Those who stop by the clinic are provided free meals as a result of the SA Logic Model's partnership between Womansplace and First Step Recovery Homes.

This year, the SA Logic Model provided funding to the McKeesport Collaborative (MC) for MC's AIDS Walk. Free testing and condoms are made available during the community outreach awareness Walk. **A total of 240 individuals participated in the 2007-08 Walk.**

Activity # 4 - Schedule Prevention Education Groups

Outcomes to be achieved through Activity #4

- An increase in the number of people receiving service
- An increase in the community's knowledge of healthcare and behavioral health

Actual Outcomes -

The SA Logic Model design also includes participation in the McKeesport Area School District Health Fair and the McKeesport Hospital Healthier Communities Fair each year where **prevention education and outreach efforts are accessed by approximately 250 individuals.**

Womansplace Medical Advocates are available each clinic night to do outreach in the community. People gather information about child and domestic abuse; however, due to confidentiality laws, SA Logic Model providers are not able to track the actual number of community residents who seek services. Medical Advocates also eliminate barriers for victims by assisting them with direct video conferencing from local emergency rooms to the Allegheny County night Court Judge where victims can obtain an Emergency Protection From Abuse Order in less time without traveling greater distances. This year, **92 victims received this life-saving service at UPMC McKeesport.** Womansplace also provided outreach and counseling services **to 445 clients at UPMC McKeesport** alone.

3 Years of Progress

After 3 years, the Substance Abuse Logic Model has successfully achieved the following as set forth by the identified activities:

- ***Peer participation in supportive environment***-All member agencies have a better knowledge of services provided by each provider and are better equipped to make appropriate referrals for their clients in need.
- ***No waiting list for access to treatment*** – Clients are able to receive services regardless of their ability to pay through the member providers' referral service and the Ninth Street Clinic.
- ***Increase accessibility and awareness of services to those in need*** – A greater number of government and community service providers are more knowledgeable regarding services available in the McKeesport area and are able to make appropriate referrals, thereby increasing the number of individuals receiving service.
- ***Increased community involvement/increased interest in volunteerism*** – Increased visibility in the community by the SA Logic Model service providers have increased community involvement. This increase is evident in the number of volunteers at the 9th Street Clinic. In addition, Womansplace has experienced the ability to develop a resale shop, as a result of an increase in the number of volunteer support and donations. The shop provides clothing for clients as well as opportunities for those seeking work experience. Volunteer partnerships have also developed between agencies such as the meal that is prepared for the community during 9th Street Clinic hours each week by First Step Recovery Homes and Womansplace.
- ***Increase in HIV/AIDS Awareness*** – More individuals are more aware of the effects of HIV and are more knowledgeable of where and how to seek treatment.

Economic Job Growth/Opportunity Year 3 Report Fiscal Year 2008

*Addressing Concerns Related to Image, Employment and Training,
Infrastructure, Entrepreneurship and International Business*

The core focal goals of this logic model remain:

1. To increase the #/% of the population over age 16 that are employed.
2. To increase the per capita income of \$13,242.

1) What were your goals in year two?

MASD	Expanded Certifications for Computer Related Certifications (several including Desktop Operator Specialist, Microsoft A+, CAD Operators) and tracking of resulting jobs and pay rate (10 to 20 students minimum)
MVPC	ME Inc. – entrepreneurial workshop Coordination/Reporting/Tracking Proposal Development when appropriate Career Fair (not for jobs, but for how to get a job, etc) Spring 2008 in McKeesport
Advancing Academics	New Venture to Work with MASD Seniors on College Application and Scholarships

2) did you reach your goals?

Yes, and the following are the outcomes:

McKeesport Area School District

Approximately 85 people have utilized funds for certification testing to date in: Professional Credential Services, Inc. (cosmetology), NRAEF Serv-safe (culinary arts), Microsoft Office Specialization, ASE Certification A5-Brakes, IC3 (web page design), First Aid (child care), CPR, Certified Nursing Assistant, and ASE Certification B-2 (auto body) making them more employable and eligible for higher pay rates. Others are pending, or we do not have results.

Mon Valley Providers Council

A total of 50 youth participated in the ME Inc. entrepreneurial day and several connected to jobs. A total of 55 adults and high school seniors participated in the Employment Skills and Opportunities Seminar.

Advancing Academics

The following is the aggregate data for 2006-2007 for all Advancing Academics' students:

- 100% (30/30) of the students were admitted to at least one institution of their choosing.
- 100% (27/27) of the students who applied to more than one school

were admitted to more than one, thus achieving choice in market place.

- 90% (27/30) of the youth secured at least 50% of the cost of their first year's tuition, room, and board.

14 students were from McKeesport:

Student	# of Schools Applied	# of Schools Accepted	Attending	Significant Info
Names removed for confidentiality.	3	2	CCAC	100% of her tuition and fees are covered.
	4	4	Penn State-GA	
	5	3	Pitt Greensburg	100% of her tuition, room, and board, are covered by aid (not loans).
	4	3	Cheyney	Full Tuition Scholarship Attained
	3	3	Unknown	
	3	2	Pitt	\$44,000 in Scholarships Attained
	4	2	Howard or Duquesne	
	4	4	Thiel	91% of his tuition, room, and board, are covered by aid (not loans). This includes \$14,500/year from the school.
	1	1	Clairion	69% of her tuition, room, and board, are covered by aid (not loans). 93% with loans.
	4	2	Waynesburg	57% of her tuition, room, and board, are covered by aid (not loans). 93% with loans.
	2	2	Penn State-GA	91% of her tuition, room, and board, are covered by aid (not loans).
	5	5	St. Vincent	63% of her tuition, room, and board, are covered by aid (not loans). 87% with loans.
	3	2	Duquesne	77% of her tuition, room, and board, are covered by aid (not loans). 90% with loans. This includes \$15,500 in school aid per year and \$6,000 in scholarships.

	4	3	CCAC and later Art Institute, Cal or Robert Morris for Graphic Art/Design	We attained independent status for him so all of his tuition, fees, and books are fully paid at CCAC. He also received a Horatio Algers Ben Franklin Scholarship for \$10,000.
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3) how did you reach your goals (activities, events, workshops, new programs)?

As outlined in our original 2007-2008 application:

MASD	Expanded Certifications for Computer Related Certifications (several including Desktop Operator Specialist, Microsoft A+, CAD Operators) and tracking of resulting jobs and pay rate (10 to 20 students minimum)
MVPC	ME Inc. – entrepreneurial workshop Coordination/Reporting/Tracking Proposal Development when appropriate Career Fair (not for jobs, but for how to get a job, etc) Spring in McKeesport
Advancing Academics	New Venture to Work Seniors on College Application and Scholarships

4) how did your goals compare to year two (what you did the same and what you did that was different)

We focused on impacting employment in a greater way. **The sheer number of unduplicated people assisted is 204 people.**

5) how did you measure your progress (example, year one benchmarks)?

Each project funded had to explain its method for evaluation in the application letter. Improving employability and earning potential are the two measurements that relate to the core focal goals of this logic model.

Elder Logic Model Year 3 Report

Fiscal Year 2008

Addressing Concerns Related to Access to Health, Safety, Housing, Comprehensive Medical Care Insurance, Financial and Social Activities

What were our goals for Year 2?

1. Raise community awareness of aging issues.
2. Educate the public regarding available aging services.
3. Refer people to appropriate services.
4. Provide opportunities for adults 50 years of age and over to have meaningful social contact.

Did we reach those goals and, if so, how were they reached?

Goal 1 – Raise community awareness of aging issues.

Yes, we achieved this goal through program initiatives such as:

- Elder Expo Fair – held in April of 2008.
 - Approximately 20 exhibitors disseminated information and talked with participants. The event was held at the Central Presbyterian Church in McKeesport.
- Healthier Communities Fair – held in July 2008.
 - This is a community-wide event. Members of the Elderly Logic Model group pooled resources to set up a common table to disseminate their information. Group members took turns staffing the table to minimize the time impact on any one person. The event was held at UPMC McKeesport.
- McKeesport *Daily News* full page ads in special older adult tabloid sections – published in the Fall and Spring of the year: the page was devoted to the work and partners of the Elderly Logic Model.
- *Healthier Tomorrows* column twice a month in the McKeesport *Daily News* – published on the 1st and 3rd Mondays of the month: the Center for Healthy Aging at the University of Pittsburgh, the Lead Organization for the Elderly Logic Model group, provides leadership for these articles.
- Members of the Elderly Logic Model Team interacting with their clients, conducting assessments, providing education and dissemination of information, and making referrals.
- Continued dissemination of the informational/referral magnets created in 2006 as a one-stop list of phone numbers for community services for the older adult population.
- Monthly meetings of the Elder Logic Model group – held monthly, except in June, July, and December.

Goal 2 – Educate the public regarding available aging services.

Yes, we achieved this goal through program initiatives such as:

- Elder Expo Fair – held in April of 2008.
 - Approximately 20 exhibitors disseminated information and talked with participants. The event was held at the Central Presbyterian Church in McKeesport.
- Healthier Communities Fair – held in July 2008.
 - This is a community-wide event. Members of the Elderly Logic Model group pooled resources to set up a common table to disseminate their information. Group members took turns staffing the table to minimize the time impact on any one person. The event was held at UPMC McKeesport.
- McKeesport *Daily News* full page ads in special older adult tabloid sections – published in the Fall and Spring of the year: the page was devoted to the work and partners of the Elderly Logic Model
- *Healthier Tomorrows* column twice a month in the McKeesport *Daily News* – published on the 1st and 3rd Mondays of the month: the Center for Healthy Aging at the University of Pittsburgh, the Lead Organization for the Elderly Logic Model group, provides leadership for these articles.
- Members of the Elderly Logic Model Team interacting with their clients, conducting assessments, providing education and dissemination of information, making referrals.
- Continued dissemination of the informational/referral magnets created in 2006 as a one-stop list of phone numbers for community services for the older adult population.
- Monthly meetings of the Elder Logic Model group – held monthly, except in June, July, and December.

Goal 3 – Refer people to appropriate services.

Yes – this goal was accomplished through initiatives such as:

- Elder Expo Fair – held in April of 2008
- Magnets referred to above.
- Logic Model Team information supplied to the McKeesport SHIP Referral.

Goal 4 – Provide opportunities for adults 50 years of age and over to have meaningful social contact.

Yes – we accomplished this through program initiatives such as:

- Ageless Spirit Talent Show – held in October of 2007.
 - Any adult age 50 or older from McKeesport and the surrounding area was invited to come and share his/her talent by singing, dancing, displaying artwork, etc. Anyone in the community was invited to attend. The event was free and held at the Palisades in McKeesport.
- Elder Expo Fair – held in April of 2008
- Community Picnic for adults age 50 or over from McKeesport and surround communities – held in June 2008.
 - Any adult age 50 or older from McKeesport and the surrounding area were invited to attend this event free of charge. They

received a substantial box lunch, entertainment, games, and free time.

How did the group's goals and their results for Year 3 compare with those for Year 1?

The results were similar across both years. In year four, logic model participants will be exploring capacity building options based on the logic model's strong foundation in years one, two and three with special emphases on coordinating logic model initiatives with national monthly celebrations (i.e., May as Older Americans Month and September as Healthy Aging Month). Perhaps this sort of emphasis will accompany ongoing events being re-scheduled to coincide with one of these monthly emphases. Furthermore, the Elder Logic Model Team will explore possibilities of planning and implementing a professional and/or community health education event in the McKeesport area.

How was progress measured?

Progress was measured through a combination of attendance records, reported referrals made, and anecdotal evidence of Elderly Logic Model group members. It is impossible to gauge the impact of initiatives such as the McKeesport *Daily News* tabloids and the *Healthier Tomorrows* columns, except through the anecdotal evidence mentioned above or in the rare instances that a reader takes the time to call about what he/she has read. Regardless of that lack of quantitative evidence of the impact of those media efforts, we continue to believe in their potential for dissemination and raising of awareness on key issues related to healthy aging.

What were the approximate attendances at events and meetings?

	Average Attendance	
	2007	2008
Elderly Logic Model meetings	8-10 per meeting	8-10 per meeting
Elder Expo Fair	150	100
Community Picnic	200	150
Ageless Spirit Talent Show	150	150

Crime/Safety Logic Model Year 3 Report

Fiscal Year 2008

Addressing Concerns Related to Abuse/Neglect, Gun Violence, At-Risk Juvenile Violence, Elderly Crime/Home Invasion and Substance Abuse

In years one through three of the McKeesport Healthier Community PartnerSHIP Logic Model and Sustainability Work Plan, the Community Crime and Safety Logic Model identified the following goals:

- To increase crime prevention awareness and safety programs
- To increase service referrals using available resources
- To educate students on violence prevention
- To educate students on juvenile offenders
- To increase drug and alcohol prevention programs
- To increase the retention of youth staying in school
- To increase workplace performance by enhancing equipment
- To increase crime prevention programs for senior citizens
- To increase support groups for women who are coming out of the criminal system or who is currently involved in the criminal system

How Crime and Safety Goals were achieved and measured:

Crime Prevention Awareness and Safety Programs – The Crime and Safety Logic Model was designed to provide children with safe Halloween tips and to promote the Community Oriented Police (COPS) Program. Police and Fire Departments collaborated in a round-up reading program at Centennial Grade School to build an ongoing relationship between police/fire and young children. **Results showed that 553 children participated in the Safe Halloween Program in year one; 950 children K-3 children participated in year two; and 1,381 K-3 children participated in year three. In its first year (2006), 350 children participated in the COPS Program, and 375 children participated in 2007.**

The Crime and Safety Logic Model also sponsored a child fingerprinting/photo identification program to assist in finding a missing child. **Results showed that 1,367 pre-school – grade 3 children participated in the program in year 1; 691 pre-school, daycare and k-3 children participated in the program in year 2; and 331 pre-school, daycare and kindergarten children participated in year 3.**

A Business Crime Prevention Program was sponsored by the Crime and Safety Logic Model in 2007. Businesses were provided the tools and knowledge of how they could provide a safe and secure environment for employees, customers and clients. **Forty-one business owners and managers participated in the program.**

An Internet Safety Program for children was implemented in 2007 to provide youth with safety information on using the internet to avoid being a victim from predators. **Results showed that 146 children ages 5-15 participated in a**

10-day course at the Boys and Girls Club and YMCA of McKeesport in year one; 250 children participated in the course in year 2; and 185 children participated in the course in year 3.

In effort to increase awareness of bike safety, the Logic Model sponsored five bike safety events on how to prevent head and other injuries. **Results showed that 31 children received safety information and free bike helmets in year one; 259 children received bike safety prevention information and helmets in year two; and 173 children received bike safety prevention information in year 3.**

A National Awareness of Crime Prevention Light-Up Night was held in 2007 as a fun event with games and movies. **Results showed that 66 community children participated in the event in the first year (2007).**

Crime and Safety Logic Model sponsored a Senior Safety Program with three focal topics: banking safety, personnel safety and home safety. Seniors received the tools and knowledge on how they could be safe and secure in their home environment. **This was the first year for the Senior Safety Program with 28 seniors participating in the program.**

The Crime and Safety Logic Model Adult Police Academy was implemented in 2008 for citizens age 18 and over. **Results showed that 13 citizens participated in the 10-session course in the first year (2007).** The course was designed to educate participants on how police are trained, and information was provided on police procedures; policing and criminal law history; civil law; the Judicial System; criminal procedures and PA crime codes; crime scene investigation; identifying, collecting and processing of evidence; fingerprinting, traffic accident investigation; and traffic stops. Classes were conducted by McKeesport Police Officers who provided citizens with background information on law enforcement, hands-on experience with criminal investigation and the judicial system, as well as classes on conflict resolution, abuse in the home and community. Participants were educated about the effects of violence on the victim, their families and the community.

Services Referrals Using Available Resources –The Crime and Safety Logic Model opened a community resource information center that provides residents with information on crime and safety, health, employment, education and other available services through the Bridge to Recovery Program. **Results showed that 2,261 residents were connected to needed services in 2007 and that 2,976 residents were connected to needed services in 2008.**

Violence Prevention and Juvenile Offenders Programs – In order to decrease the presence of violence in the schools, the Crime and Safety Logic Model and Public Defenders Office sponsored an awareness program on the juvenile system and children's rights in a follow-up **Youth Summit for 351 8th grade students in 2007.** CISP, first time offenders, also participated in a Graffiti Program that focused on decreasing the presence of gang violence. The program started August 2007 and has continued in 2008.

A Victim of Crimes Memorial Park, located in the community, was dedicated in 2007 to the friends and families of local victims. Crime and Safety Logic Model continue to maintain the Victims Memorial Park.

Drug and Alcohol Prevention Program –In year two of the SHIP’S Logic Model Plan, the Crime and Safety Logic Model started a Drug **Free** Awareness Day for **651 7th and 8th graders**. In year three, 7th and 8th grade students also participated in an essay and poster contest on Drug Free and alcohol Awareness in conjunction with the DARE Program. **Results further showed that 84 5th and 6th graders participated in the program in 2007, and 250 5th and 6th graders participated in 2008.** Both programs are designed to prevent drugs and alcohol use in and out of the schools by educating students of the consequences.

Staying in School Retention Program – Sponsored by the Crime and Safety Logic Model, Youth Summits were designed to increase students’ awareness of staying in school and obtaining higher education. **Results showed that a number of professional speakers addressed 1,437 9th through 12th grade students in 2006; 2,206 7th through 9th grade students in 2007; and 1,409 9th through 12th grade students in 2008.**

Twelve high school students from MASD Forensic Class participated in the Crime and Safety Logic Model’s 2007 Junior Police Academy. Enrollment increased to 80 students in 2008. These classes were designed to provide hands-on knowledge from local experts about the benefits of staying in school.

Workplace Enhancement Program – Police and Fire Department were provided equipment upgrades that focus on improvement in quality work performance.

Youth Development Logic Model Report

Fiscal Year 2008

Addressing Concerns Related to Leadership, Career Development, Family Values, Nutrition/Physical Health, & Problem Behaviors

During year three, the Youth Education and Activities Logic Model (YLM) met monthly to address concerns related to leadership, career development, family values, youth fitness/exercise to reduce obesity, and nutritional habits.

Outcomes to be achieved through the Logic Model Activities

- Increase knowledge of college ready youth
- Youth fitness and reduce obesity
- Leadership and career development
- Ownership and pride of community

Objective #1 – Educational trainings and events

Actual Outcomes – Youth Logic Model providers achieved several expected and some unexpected outcomes over the course of the three-year plan. Youth Logic Model providers trained 12 youth in HIV/AIDS awareness as peer ambassadors. Youth Logic Model funding supported the program over the past two years after other funding sources were exhausted.

As a result of obtaining funding from the Pennsylvania Commission on Crime and Delinquency (PCCD), the Youth Logic Model **provided CASASTART training to over 20 adults from various SHIP providers throughout the McKeesport Community.**

In March 2007, the Youth Logic Model submitted a four-year, \$500,000 grant proposal to PCCD to implement the Strengthening Families Program 10-14. The partners involved in this evidenced-based parenting program are Mon Yough Community Services, Auberle, McKeesport Family Center and CASASTART. **At least 60 parents and children will receive the Strengthening Families curriculum in 2008-2009**, as a result of the Youth Logic Model's collaboration efforts.

Objective # 2 – Decrease youth obesity/increase good nutritional habits.

Actual Outcomes – The YLM held a kick-off event at the Eden Park Roller in an effort to recruit youth for its Let's Get Physical Club. **Over 70 youth and 15 adults attended this event and registered to participate in this year's activities. By increasing numbers of participants to 120 youth, the LaRosa Boys and Girls Club achieved the following:**

- Increase in physical activity
- Decrease in weight, if necessary
- Increase in knowledge in nutrition education

- Increase in knowledge of mind, body and soul
- Incorporate health and fitness throughout the program

Through weekly programming and implementation of the evidence-based SPARKS and Triple Play programs, the LaRosa Boys and Girls Club of McKeesport achieved these goals in year three of the plan. In an effort to increase the number of evidence-based programs used by logic model partners, two staff members became trainers of the SPARKS program. The Boys and Girls Club conducted a large group session to train staff in family centers and at Head-start centers throughout the Mon Valley. The goal of the Let's Get Physical Club is to promote physical activity in a fun and creative way while also providing social and cognitive skills.

Objective # 3 – Increase Knowledge of College Ready Youth

Actual Outcomes – The YMCA of McKeesport trained several youth to become “Healthy Lifestyle Coaches” during the first year of the Logic Model. During the third year, the teens visited Harrison and Crawford Village as peer educators in an effort to achieve the following

- Improvements in fitness levels
- Academic achievement
- Enhanced self-sufficiency
- Reduction in violence and ATOD use
- Post-secondary advancement
- Employment placement
- Healthy relationships

There were 90 participants in the YMCA “Healthy Lifestyle Coaches” program who achieved their goals.

Objective #4 - Ownership and pride of community

Actual Outcomes – The Youth Logic Model submitted a grant to the Pennsylvania Commission on Crime and Delinquency to implement the Model Prevention Program “Positive Action.” With the \$125,000 received, **the program provided school- and community-based programming to over 1,000 youth and their families.** The activities in this program consisted of educational sessions and family workshops implemented by Mon Yough Community Services, LaRosa Boys and Girls Club, YMCA of McKeesport and The McKeesport Family Center. In addition, this grant supported the implementation of “Reducing the Risk” which is a Model program aimed at teen pregnancies and HIV/STI reduction that was implemented by staff from the Latterman Family Health Center.

MHCP SHIP Referral Center

Fiscal Year 2008

Addressing Community Concerns Related to Access of all SHIP Services

In February 2008, the McKeesport Healthier Communities PartnerSHIP (MHCP) Referral Center officially opened. Over the three-year period of the MHCP SHIP Logic Model and Sustainability Work Plan with Electronic Outcomes Database Reporting System, **MHCP increased logic model provider participation from 30 to 50 agency support systems and from 90 members to 130 members.**

The MHCP SHIP Referral Center serves as the hub for all MHCP activities, as well as the lead State Health Improvement Plan partner for four neighboring SHIPs that comprise the Mon River Fleet. MHCP received the 2008 Partnership Award by the PA Department of Health for its innovative three-year logic model plan and electronic outcomes reporting database. MHCP represented the southwest district that comprises 17 SHIPs located throughout 11 counties.

During 2007-2008, MHCP coordinated the PA Department of Health's Influenza Vaccine initiative with its partnering neighbors in Clairton, Duquesne, Braddock and Hazelwood providing **a total of 3,457 influenza vaccines and 150 pneumococcal vaccines free-of-charge at 60 sites located throughout the Mon Valley Region.** The SHIP coordinated the vaccine sites with local area emergency medical services and UPMC McKeesport and UPMC Braddock's pharmacy departments.

As of June 30, 2008, the MHCP SHIP Referral Center referred **114** residents to SHIP services with a majority being related to the community's healthcare needs.

MHCP SHIP Referral objectives for 2008-2009 include, but are not limited to:

- 1) Developing an outcomes reporting database for neighboring SHIPs in Clairton and Duquesne;
- 2) Increasing database reporting capacity with the addition of the new SHIP Cancer Navigator Logic Model objectives;
- 3) Increasing the number of SHIP referrals with the addition of on-site support groups for cancer, diabetes, smoking cessation and the 2008 influenza and pneumococcal initiatives where emergency medical services and community participation will increase by 10% from 2007;
- 4) Increasing on-site technical and internet support that will expand the SHIP's database to include development of additional reporting forms and ongoing system upgrades; and
- 5) Serving as the headquarters for all MHCP and Mon River Fleet activities.

New Cancer SHIP Navigator Logic Model – Proposed Objectives for Fiscal Year 2009

*Addressing Access Concerns Related to Cancer Information,
Screenings and Services*

Goals for Year 1

1. Raise community awareness of cancer
2. Conduct needs assessment and cancer education
3. Conduct cancer screenings in the community
4. Assist community with available health resources (navigation)
5. Work with community physicians regarding cancer treatment access

Goal 1 – SHIP Cancer Navigators propose to raise community awareness of cancer by conducting and participating in community activities providing cancer information, education and resource options to people in the community. Navigators plan to do this by going into various neighborhoods partnered with other community initiatives as well as sponsoring Logic Model initiatives.

Goal 2 – SHIP Cancer Navigators have conducted needs assessments and provided cancer education in three neighborhoods selected as priority areas by members of the logic model group in October 2007 to determine screening habits of McKeesport residents. Navigators plan to conduct similar needs assessments in other priority neighborhoods using the same methods – survey and discussions with community members. Formal focus groups will be conducted with representatives of several neighborhoods to supplement the information gathered via the survey mechanism.

Goal 3 – SHIP Cancer Navigators plan to respond to the needs assessment done at Crawford Village, Palisades and the 10th Ward by sponsoring cancer screening events directly in these neighborhoods. Navigators will work with partners to provide a festive atmosphere for the events in anticipation of drawing more people to the event. Navigators will advertise the events in the local newspaper, and flyers will be distributed door-to-door and posted in local public areas such as food markets and other businesses where permitted.

Goal 4 – SHIP Cancer Navigators will continue to serve as a resource for cancer services, information and conduit for other available health resources in the community working with the SHIP Referral Center. This assistance will be in the form of reducing barriers to health care such as transportation to medical treatment or appointments by directing those in need to appropriate resources related to insurance coverage, prescription coverage and other possible barriers to preventive and cancer care.

Goal 5 – SHIP Cancer Navigators will work with community physicians to accommodate patients in need. Navigator providers also plan to work with the physicians to avail them of the mechanisms established by the Neighborhood Cancer Care Cooperative to obtain voluntary faculty appointments with the University of Pittsburgh so they may access therapeutic clinical trials on behalf of their cancer patients.

Success Indicators: As follows:

1. Number of attendees for sponsored events
2. Number of surveys completed and focus group findings
3. Number of screenings conducted
4. Number of people assisted with barriers to care
5. Number of physician events and number of volunteer faculty appointments obtained

Logic Model and Sustainability Plan

The Cancer SHIP Navigator group has identified the following issues related to cancer care and prevention in the McKeesport area:

1. Low numbers of people being screened for cancer
2. Health insurance and prescription coverage and co-pays
3. Transportation and other barriers to seeking preventive and cancer care
4. Cancer education
5. Availability of innovative treatment, i.e. clinical trials with particular limitations for elderly individuals with Medicare/HMO insurance

In the McKeesport area

1. 29.3% of the population is over 55 – a cohort that is identified as underserved
2. 23% of the population live below the poverty level
3. 54.8% of the population's service needs are not being met

Elderly, minorities and those of low socio-economic status are considered to be underserved in areas of health care, particularly in cancer care. As well, these groups bear a higher burden of cancer and oftentimes are diagnosed at later stage disease resulting in poorer health outcomes. By prioritizing neighborhoods in greatest need of assistance to access appropriate preventive care, SHIP Cancer Navigator providers feel that the volunteer navigators can assist in providing access to appropriate screenings and follow-up care; thereby, reducing barriers to care.

MM: 8/7/08