

## Regional Community Health Grant Proposal

**Organization Name:** Beth Health Care Foundation Inc.

**City, State:** Newark, NJ

**Web Site:** www.newarkbethfoundation.org

**Organization Type:** Hospital

**Project Title:** Depression in Seniors -- Are You at Risk?

**Total Request Amount:** \$29,898.00

**Project Status:** New

**Project Focus:** Depression - Racial and Ethnic Populations

**Annual Operating Budget:** \$3,774,500

**Full time employees:** 2765

**Part time employees:** 281

**Volunteer Base:** 250

**Aetna Involvement:**

### ***Contact Information Categories***

**Title:** Director, Vice President of Development

**Name:** Holly Gauthier

**Office Phone:** (973) 926-7018

**E-mail:** hgauthier@sbhcs.com

**Title:** Development Director

**Name:** Amy Engel

**Office Phone:** 973-926-4398

**E-mail:** aengel@sbhcs.com

## Regional Community Health Grant Proposal

**Background & Mission Statement:** Newark Beth Israel Medical Center (NBIMC), a 673-bed regional care, community-based tertiary teaching hospital in Newark, NJ, is Newark's busiest hospital. Founded in 1901 with a mission to serve all, NBIMC is well known and respected throughout Newark and Essex County for providing high quality health care regardless of a patient's income or insurance status. NBIMC places special emphasis on community outreach and education to help reduce the significant health disparities affecting the Greater Newark community. Our community outreach and education program for seniors is offered through NBIMC's Center for Geriatric Health Care, our outpatient center which provides primary health care services and access to specialty care.

**Organization diversity:** 86% of NBIMC's 24,691 patients discharged are of minority background, which is reflective of the community we serve. 69% are Black/African American; 12% are Latino; 5% are other minority populations. NBIMC staff, which is extremely diverse, undergoes cultural sensitivity training. The staff is sensitive to the needs of our multicultural patient population and provides all patients with the same high level of care no matter their race or ethnicity. In fact, Core Measures studies have demonstrated that patients are receiving the standardized care prescribed by the study parameters while they are inpatients regardless of their ethnic background. As the Spanish speaking population grows in the greater Newark area, so too does the number of Spanish speaking patients. All consent forms are now available in Spanish and NBIMC's registration process is available in Spanish. For many programs, education materials are being prepared in both English and Spanish. Additionally, many education and support programs are available in Spanish, such as Pancreas and Renal Transplant groups and programs and community education programs on breast health. The diversity of NBIMC's staff enhances the hospital's ability to provide culturally competent and sensitive care. Of the hospital's 3,046 employees, the ethnic breakdown is 43% African American; 24% Caucasian; 23% Asian; 9% Hispanic and 1% Other. In addition to these efforts within the hospital, we have many different community outreach and education programs focused on preventive health for our underserved community. Our Senior Wellness Action Team program staff, which works with a senior population that is 90% minority or higher, is 75% African American and 25% Caucasian.

**Statement of need:** Funding from Aetna will allow us to add a new education segment, Depression in Seniors, to our highly effective community outreach, education, and screening program for seniors called Senior Wellness Action Team (SWAT). Reaching more than 3,000 seniors in 30 different locations throughout the greater Newark area, SWAT not only helps seniors to understand the importance and benefits of health prevention and wellness, it helps them to become more knowledgeable consumers, to advocate for themselves and to seek preventive care. The SWAT program conducts an education and screening program on depression, however dedicated financial resources will enable us to increase our depression screening and education programs from one per year at each site to two programs a year at each site. In addition, we would like to conduct depression education programs for those who work with seniors on a daily basis, including managers and social workers of the senior housing sites and senior centers; for caretakers and family members; and for medical residents and physicians. Often unrecognized, undiagnosed and untreated, depressed seniors experience more falls, increased heart disease, anxiety, irritability, memory impairment, decreased appetite and weight loss or weight gain; sleep disturbances; reduced energy and fatigue; lack of attention to personal care; social withdrawal and more. Depression can result in a poor quality of life and increased morbidity and mortality.

**Project Summary:** SWAT is a grant-supported program which reaches 3,000 low-income, minority seniors at 30 different locations including senior housing, churches and community centers throughout the greater Newark area. With an emphasis on preventive health, SWAT reduces unnecessary hospital admissions and ER visits. Led by a nurse educator with assistance from senior "ambassadors" -- fellow seniors who are trusted liaisons that help facilitate the programs -- SWAT provides interactive educational programs and screenings which promote health, wellness and socialization. Programs include arthritis, depression, hypertension, diabetes, exercise, fall prevention, healthful diets, stroke prevention, stress management, and more. We also conduct screenings for depression, diabetes, memory loss and hypertension and make appropriate referrals. We need to enhance our program on depression to heighten awareness and emphasize its seriousness. For seniors we will conduct 2 programs a week to provide each site with 2 programs a year (up from 1/year now). The program will have an educational and screening component, an open discussion and refreshments. Topics will include Symptoms of Depression in the Older Person; Ways to Treat Depression; Talking to Your Doctor about Depression. We will also administer the Geriatric Depression Scale Assessment tool and refer high scoring seniors for further evaluation to their physicians or to the Center for Geriatric Healthcare at NBIMC where they can receive medical management by a geriatrician and counseling with a geropsychologist. We will follow up with seniors throughout this continuum. For family members and caretakers we will provide monthly educational programs (none are offered now); for building and senior center managers we will provide quarterly Lunch and Learn education programs; for medical residents and physicians we will conduct 2 Grand Rounds education programs.

**Goal #1:** Educate seniors on the signs and symptoms of depression, and what to do if they suspect they are depressed or if they believe a friend or neighbor is depressed.

**Objective(s):** Create an atmosphere of openness and remove perceived stigma of depression. Provide each of 30 sites with a 2

Request ID: 1937414  
Organization ID: 1948246  
Proposal Type: Regional Grant Program  
2 of 5

## Regional Community Health Grant Proposal

hour program on Depression and Seniors that includes a talk by the nurse educator, a visual presentation, refreshments, an open discussion, assessment with a Geriatric Depression Scale and referrals for further evaluation. Our objective is to conduct this program at each site twice a year for a total of 60 programs. An average of 20-30 seniors will attend each program.

**Evaluation Plan:** Conduct pre and post program knowledge surveys to participants;  
Track number of seniors attending each program, number who participate in Geriatric Depression Scale assessment and number who are referred for further evaluation. Phone and letter follow up for those who screen positive.

**Goal #2:** Educate building managers and social workers and senior center managers about depression in seniors, from Recognition through Treatment.

**Objective(s):** Conduct quarterly education programs on Depression and Seniors during Lunch and Learn sessions at multiple program sites.

**Evaluation Plan:** Conduct pre and post program knowledge surveys to participants;  
Track number of attendees; Track number of referrals for further evaluation.

**Goal #3:** Educate primary care and emergency room physicians and medical residents on the signs of depression in seniors and current treatment modalities.

**Objective(s):** Conduct two grand rounds programs. Presenters to include geropsychologist and/or geropsychiatrist, geriatrician and social worker. Conduct one program in first half of grant year and attract 25 or more doctors; conduct second program toward end of grant year and attract more than 35 doctors.

**Evaluation Plan:** Track attendance at each program;  
Conduct post-program knowledge survey;  
Track number of referrals for depression evaluation resulting from programs.

**Goal #4:** Educate family, caretakers and significant others regarding depression recognition via educational programs.

**Objective(s):** Hold monthly meetings at local libraries. Meetings will have an educational presentation and open discussion. Anticipate 10-20 participants per meeting.

**Evaluation Plan:** Track attendance at each meeting. Phone and letter follow up to attendees. Referrals to community evaluation resources (including Center for Geriatric Healthcare) for seniors who need help.

**Project Plan - See Attachment:** Project\_Plan\_Regional template 2007 app.doc  
Project\_Plan\_Regional template 2007 app.doc

**Key Implementation Strategy:** The Senior wellness Action Team program, the community outreach and education program offered by the Center for Geriatric Health Care, will be the mechanism through which we will provide this comprehensive education program on Depression in Seniors. SWAT is a well established community program that enjoys a reputation for providing quality educational programs. This grant will allow us to enhance our current senior programs and develop new programs for family members, caretakers, building managers, and physicians. Programs will be offered at SWAT sites community wide and at the hospital.

**Key collaborators:** With leadership, involvement and support from the medical team at The Center for Geriatric Health Care at Newark Beth Israel Medical Center, SWAT effectively collaborates with senior housing buildings (Grace West Senior Buildings, Donald Tucker Complex, Nellie Grier and more); churches (Bethany Baptist Church, St. Philips Cathedral, and more); senior community centers (Liberty Senior Center, 1199 Pension Fund Retirees and more) throughout the greater Newark area. We plan to expand to local libraries as well which we believe will be attractive locations for the monthly family/caretaker programs.

**Project Replication and Results Dissemination:** Having a structure and network like SWAT, where we take our medical

Request ID: 1937414  
Organization ID: 1948246  
Proposal Type: Regional Grant Program  
3 of 5

## Regional Community Health Grant Proposal

expertise out into the community to benefit seniors, will enable us to conduct this program for seniors, family members, community individuals, health professionals, and others. This program will be highly replicable in other communities where there is an established senior program with community sites and a sponsoring organization like our hospital and our geriatric program. We can disseminate results of this program in several ways. We can write articles and press releases and submit them for publication in professional and consumer newsletters and magazines. We can publish articles in Saint Barnabas Health Care System publications for physicians, nurses and employees. We can also share our findings in local and statewide conferences and programs on senior health.

**Additional information:** Census projections for Essex County indicate that the 65+ age group is expected to grow from 96,683 (2003 estimate) to 101,365 (2008 projection).

The Chief of Geriatrics, Dr. Theresa Redling, was named "Gerontologist of the Year" in 2006 by the New Jersey Society of Aging and was listed as a "Top Doc" by New Jersey Monthly Magazine. Dr. Redling oversees SWAT and frequently conducts talks with seniors at SWAT programs and throughout the community. Our other geriatricians do as well. Dr. Canales conducts talks in Spanish for our Spanish speaking seniors.

The Spanish speaking population in our community is growing rapidly -- in Essex County it is estimated that more than 29% of the population is of Latino background compared with the state where 13% is of Latino background. Ideally we will hire a bilingual registered nurse for the nurse educator position to better accommodate this large minority population.

**Board of Directors Template - See Attachment:** BOD\_Template.doc

**Project Budget - See Attachment:** Copy of Budget\_Template\_Regional.xls

**Budget justification:** Key Staff Salaries: \$16,000 for a nurse educator one day a week and \$4,680 for a Senior Ambassador one day a week. This essential team will develop, coordinate and implement the programs.  
Consultant Fees: \$500 for honorariums for speakers for the 2 Grand Rounds programs.  
Printing and Publications: \$2,500 for reproducing and mailing program announcements and participant handouts.  
Meeting expenses: \$3,500 is requested -- \$2,000 for quarterly Lunch and Learn programs for building managers on basis of 4 programs X \$500 each (30 participants). Also, \$1,200 for snacks for senior programs -- \$20 per program X 60 programs.  
Indirect costs estimated at 10% for grant management.

**Partial award impact:** In the event that we receive less funding than requested, we will provide fewer educational programs to seniors, physicians, family members, building managers and caretakers, which may result in less impact on these audiences.

**Region:** Northeast

**States served:** Northern New Jersey

**County served:** Essex

**Ethnicity:** Hispanic/Latino - 20% Not Hispanic/Latino - 80%

**Race:** Black or African American - 75% White - 5%  
Other - 20%

**Gender:** Female - 70% Male - 30%

**Age:** Seniors (55+) - 100%

**Secondary Population:** Those who care for or work with seniors in our community, including family members, building managers,

## Regional Community Health Grant Proposal

and caretakers, will become much more aware of the problem of depression in the elderly and be able to identify the warning signs and assist seniors in obtaining help.

**Acknowledgement/Communications:** We will be pleased to acknowledge Aetna's support in the following ways:

Recognition on any printed materials produced and disseminated;  
Recognition in our senior health newsletter, NewsLine, which is disseminated to 13,000 seniors throughout Essex county on a bi-monthly basis;  
Recognition on the Newark Beth Israel Medical Center Foundation's website;  
Dissemination of press release to local media.

**Previous Funding:** The Newark Beth Israel Medical Center Foundation received a grant of \$5,000 in 2004 toward NBIMC's Head Start Oral Health Program for pre-schoolers.

**Impact Report(s) for Prior Funding - See Attachment:**

BOD\_Template.doc

**Additional documents:**

Request ID: 1937414  
Organization ID: 1948246  
Proposal Type: Regional Grant Program  
5 of 5

**Project Budget  
Organization Information**

**Organization Name:** Newark Beth Israel Medical Center Foundation

**Project Title:** Depression in Seniors -- Are You at Risk?

**Budget Details**

		<b>Total Project Costs</b>	<b>Aetna Request</b>
<b>A.</b>	<b>Personnel Costs</b>		
	Key Staff Salaries: <sup>(1)</sup>	\$20,680	\$20,680
	Key Staff Benefits: <sup>(1)</sup>	\$4,963	\$0
	Consultant Fees:	<u>\$500</u>	<u>\$500</u>
	<b>Personnel Costs:</b>	<b>\$26,143</b>	<b>\$21,180</b>
<b>B.</b>	<b>Operating Costs</b>		
	Facilities:	\$0	\$0
	Equipment:	\$0	\$0
	Office Supplies:	\$1,000	\$0
	Printing and Publication:	\$2,500	\$2,500
	Travel and Transportation:	\$0	\$0
	Event & Meeting Expenses:	\$3,500	\$3,500
	Other:	<u>\$0</u>	<u>\$0</u>
	<b>Operating Costs:</b>	<b>\$7,000</b>	<b>\$6,000</b>
<b>C.</b>	<b>Indirect Costs<sup>(2)</sup></b>		
		\$3,300	\$2,718
<b>D.</b>	<b>Total Project Cost</b>		
	<b>Total:</b>	<b>\$36,443</b>	<b>\$29,898</b>

**E. Other Funding Sources**

List other funding sources, including all health care benefits/health insurance firms for the program.

**Please note--these funders support SWAT, not the Depression program.**

	<b>Amount Requested</b>	<b>Amount Received</b>
<b>Funding Source</b>		
Healthcare Foundation of NJ	\$45,000	\$45,000
Wachovia	\$10,000	\$10,000
Eisai, Inc	\$15,000	\$5,000
Sovereign Bank	<u>\$5,000</u>	<u>\$0</u>
<b>Total:</b>	<b>\$75,000</b>	<b>\$60,000</b>

(1) Key staff salaries and benefits should also include those that are listed under "Project Details" in this application.

(2) **Indirect costs should not exceed 15%.** Indirect costs are overhead expenses that relate to overall operations and shared among projects and/or functions incurred by the applicant organization. Examples include executive oversight, accounting, grants management, legal expenses, utilities and facilities maintenance. Indirect costs should not include those items listed in Part A and Part B.

\*Please use the "Budget Justification" section in the application to provide specific details concerning the budget line items.