



Annual Report and Plan for Community Benefit  
USC Norris Cancer Hospital  
Fiscal Year 2021 (July 1, 2020 - June 30, 2021)

Submitted to:  
Department of Health Care Access and Information  
Accounting and Reporting Systems Section  
Sacramento, California

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## About USC Norris Cancer Hospital

### Keck Medicine of USC

Keck Medicine of USC is the University of Southern California's medical enterprise. Encompassing academic excellence, world-class research and state-of-the-art clinical care, we attract internationally renowned experts who teach and practice at the Keck School of Medicine of USC, the region's first medical school.

We operate the Keck Medical Center of USC, which includes two acute care hospitals: Keck Hospital of USC and USC Norris Cancer Hospital. The enterprise also owns the community hospital USC Verdugo Hills Hospital, and it includes more than 40 outpatient facilities, some at affiliated hospitals, in Los Angeles, Orange, Kern, Tulare and Ventura counties. In addition, we operate USC Care Medical Group, a medical faculty practice.

### USC Norris Cancer Hospital

USC Norris Cancer Hospital has been at the forefront of the fight against cancer for more than 40 years. The 60-bed hospital is one of the eight original comprehensive cancer centers designated by the National Cancer Institute and has a mission to translate scientific discoveries into innovative therapies for its patients.

USC Norris Cancer Hospital focuses on 13 key areas of cancer treatment: breast cancer, gastrointestinal cancer, genetic counseling, gynecological cancers, health and neck cancers, hematology, lung cancer, melanoma, neuro-oncology, radiation oncology, sarcoma, skin cancer and urologic oncology. As an integral part of a university-based medical center, USC Norris Cancer Hospital offers access to hundreds of innovative clinical trials and extensive patient education, empowering patients to take an active role in their health care.

### Awards

USC Norris Cancer Hospital was the recipient of the following awards and accolades in FY21:

- U.S. News & World Report Best Hospitals
  - Ranked in the top 3 in Los Angeles County and top 5 in California
- Magnet® designated by American Nurses Credentialing Center's (ANCC) Magnet Recognition Program® for nursing excellence
- Top hospital for LGBTQ+ patients and health-care workers by the Human Rights Campaign

## Mission and Values

### Mission

Keck Medical Center of USC.

- We strive to be the trusted leader in quality health care that is personalized, compassionate and innovative.
- We stand for empowerment, integrity, respect, collegiality and vitality.
- We commit to authenticity.
- We commit to excellence in clinical care, teaching and research.
- You can count on us to be fully present in the delivery of uncompromising health care.

### Values

- We deliver quality health care through uncompromised service excellence.
- We show compassion while building positive relationships with our colleagues, our patients and their families.
- We contribute to innovation through collegial collaboration.
- We are empowered to improve the performance of the organization.
- We have integrity and are accountable to the highest professional standards.
- We demonstrate respect for our environment by our demeanor, actions, and personal appearance.
- We demonstrate vitality by being fully present and engaging others.
- We are responsible for authentic communication with our colleagues, our patients and their families.
- We provide a private, safe and secure environment.
- We commit to personalizing the “KNOWN” Service Standards™
  - Kind greeting
  - Notice needs
  - Own it
  - Wow them
  - Next steps

## **Governance**

The USC Health System Board provides strategic, financial, and operational oversight to the USC Health System and clinical care activities across the University and its health professional schools, enables the USC Health System to be nimble and thrive in a competitive Los Angeles health care market, and continues to ensure patient access and experience meet the highest levels of safe and quality care.

### **USC Health System Board**

Wanda M. Austin, PhD

Tia Bush

Carol L. Folt, PhD

Rod Hanners

Gerald Hickson, MD

John Kusmiersky, JD

Leonard D. Schaeffer

Steven D. Shapiro, MD

William E.B. Siart

Jim Staten

Charles F. Zukoski, PhD

The Board of Directors provides organizational leadership for community benefit. The Board functions as an oversight and policy-making body for the hospital's community benefit commitments, efforts and strategic alignment with community needs. The Board has accountability for community benefit performance.

### **Keck Hospital of USC and USC Norris Cancer Hospital Governing Board**

Tammy Capretta, MPH, RN

Mark Cunningham, MD

Michael Gallagher

Stephanie Hall, MD

Rod Hanners

Caryn Lerman, PhD

Holly Muir, MD

David Peng, MD, MPH

Marty Sargeant

Steven D. Shapiro, MD

Steven Siegel, MD, PhD

Vaughn Starnes, MD

James Staten

Annette Sy, DNP, MSN, RN

Mark Todd, PhD

Alison Wilcox, MD

## Caring for our Community

USC Norris Cancer Hospital recognizes its obligation to provide service above and beyond its role as a healing facility. This report demonstrates tangible ways in which USC Norris is fulfilling its mission to improve the health and wellbeing of our community and provide personalized, compassionate and innovative health care. USC Norris provides financial assistance to those in the community who cannot afford services, or whose health insurance does not cover all services rendered. In addition, USC Norris invests in the community to increase access to health care services and improve health.

### Service Area

USC Norris Cancer Hospital is located east of downtown Los Angeles on the USC Health Sciences Campus at 1441 Eastlake Avenue, Los Angeles, California 90033. USC Norris is located in the Boyle Heights neighborhood of Los Angeles in LA County Service Planning Area (SPA) 4. The hospital draws primarily adult patients regionally from Southern California, with a primary service area of Los Angeles County, California.

**Map of Los Angeles County by Service Planning Areas 1-8**



## **Community Snapshot**

The population of Los Angeles County is 10,057,155. Children and youth make up 22.8% of service area population, 64.9% are adults, and 12.2% are seniors, ages (65 and older). Almost half of the population (48.3%) is Hispanic or Latino. At 26.7% of the population, Whites are the second largest race/ethnic group in the service area. Asians make up 14.1% of the population in the service area and African Americans are 8% of the population. In Los Angeles County, Spanish is spoken in 39.4% of the homes, 43.3% of the residents speak English only, and 10.9% speak an Asian language in the home.

Among county residents, 22.6% are at or below 100% of the federal poverty level (FPL), which is higher than in the state (15.8%). Poverty increases for the population at 200% of FPL as 45% of county residents are at 200% of FPL. In Los Angeles County, children suffer with higher rates of poverty (30.4%) compared to the state (21.9%). Low levels of education are linked to poverty and poor health. In the county, 77.7% of the adult population, 25 years and older, have obtained a high school diploma or higher education. This is lower than the state rate of 82.1%.

## Community Health Needs Assessment

USC Norris completed a Community Health Needs Assessment (CHNA) in 2019 as required by state and federal law. The CHNA is a primary tool used by the hospital facility to determine its community benefit plan, which outlines how it will give back to the community in the form of health care and other community services to address unmet community health needs. The assessment incorporated components of primary data collection and secondary data analysis that focused on the health and social needs of the service area.

The CHNA examined up-to-date data sources for the service area to present community demographics, social determinants of health, access to health care, leading causes of death, cancer incidence and mortality, disease and disability, health behaviors, mental health, substance use and misuse, and preventive practices. When applicable, these data sets were compared to the Healthy People 2020 objectives.

Targeted interviews were used to gather information and opinions from persons who represent the broad interests of the community served by the hospital. Eight (8) interviews were completed from February to March, 2019. Interviewees included individuals who are leaders and/or representatives of medically underserved, low-income, and minority populations, local health or other departments or agencies that have current data or other information relevant to the health needs of the community. Input was obtained from the Los Angeles County Department of Public Health.

## Community Engagement

In addition, Keck Medicine of USC commissioned the National Health Foundation (NHF) to conduct a Community Environmental Scan in FY19 to create a three-dimensional picture of the hospital communities, including their social, economic and physical barriers to healthy living, and engage the community for their perspectives on these issues.

This community engagement strategy was designed to gather community input on disparities within the hospital's service area, understand community resources, gauge gaps in services, clarify and enhance the community profile and provide recommendations for strategies and investments that could address community concerns and health disparities. Data collection occurred in three phases: community canvassing, focus groups and community stakeholder surveys.

Community canvassing occurred at two large events across the hospital's service area. The canvassing events engaged 111 residents. During these canvassing events, community residents were recruited for focus groups in multiple languages. Ten (10) focus groups engaged 108 persons and were conducted from November 2018 to March 2019.



Finally, community stakeholders were identified during these community canvassing and focus group recruitment events. Executive leaders in community organizations or schools, or individuals heavily involved in addressing community issues through local government were identified as qualified stakeholders. Stakeholder surveys were developed and disseminated once canvassing and focus group themes emerged. The surveys summarized the needs and concerns of community residents, which allowed the NHF team to ask stakeholders more direct questions regarding the severity of the emerging issues. The eleven (11) responding stakeholders represented a broad range of interest in the hospital's services area and included nonprofit leaders, school principals, police department representatives and local government officials.

### **Priority Health Needs**

Health needs were identified from secondary data using the size of the problem (relative portion of population afflicted by the problem) and the seriousness of the problem (impact at individual, family, and community levels). The analysis of secondary data yielded a preliminary list of significant health needs, which then informed primary data collection. The primary data collection process was designed to validate secondary data findings, identify additional community issues, solicit information on disparities among subpopulations, ascertain community assets to address needs and discover gaps in resources.

The identified significant health needs were prioritized with input from the community. Housing and homelessness, mental health, and preventive practices were ranked as the top three priority needs in the service area. The calculations of the community input resulted in the following priority ordering of the significant health needs:

1. Housing and homelessness
2. Mental health
3. Preventive practices
4. Chronic diseases
5. Access to health care
6. Sexually transmitted infections
7. Cancer
8. Overweight and obesity

The complete CHNA report and the prioritized health needs can be accessed at <https://www.keckmedicine.org/community-benefit/>. We welcome feedback on the Community Health Needs Assessment and Implementation Strategy. Please send your feedback to: [BenefitandOutreach@med.usc.edu](mailto:BenefitandOutreach@med.usc.edu).

## Addressing Priority Health Needs

In FY21, USC Norris engaged in activities and programs that addressed the priority health needs identified in the 2020-2022 Implementation Strategy. USC Norris has committed to community benefit efforts that address cancer care and treatment, overweight and obesity, and preventive practices. Selected activities and programs that highlight the USC Norris commitment to the community are detailed below.

### Cancer Care and Treatment

#### Response to Need

##### Patient Perspective Series

USC Norris presented the Patient Perspective Series, which explored the cancer journey from diagnosis to survivorship and built community among cancer patients and their loved ones. The Patient Perspective Series featured cancer survivors who are authors, artists, academics, and motivational speakers whose narratives serve to destigmatize cancer, as well as mentor fellow cancer patients and educate and inform the public. Topics such as doctor-patient communications, cancer survivorship, and end-of-life decision making were addressed from the distinct perspective of cancer survivors who share their personal insights with the audience. The Patient Perspective Series was offered free of charge to the public.

##### I AM Program

I AM Program provides a virtual opportunity for AYA patients to create music during their chemotherapy treatment cycle and meaningfully impact anxiety, depression, somatic symptoms, and resilience.

##### Support Groups

The community was served by several support groups, open to the public and offered free of charge, which included:

- Adolescent and Young Adult Cancer Support Group for Parents and Caregivers
- Bladder Cancer Support Group
- Prostate Cancer Support Group

##### Cancer Sponsorships

Support of community organizations focused on cancer prevention awareness, prevention and treatment. These organizations received financial support to address cancer:

- Leukemia & Lymphoma Society (LLS) for the Greater Los Angeles Light the Night event
- GO2 Foundation for Lung Cancer
- Cancer Support Community

### Health Education

USC Norris Cancer Hospital hosted education seminars and workshops on a variety of topics open to the public and provided health education informational materials. Public health education in the media and community health awareness events were conducted to encourage healthy behaviors, and prevent and treat cancer.

### Electronic Health Library

Norris provided access to an electronic health library available to the public on its website. The site provided information on health conditions, wellness and prevention.

### CancerHelp

*CancerHelp* is a computer-based cancer education program from the National Cancer Institute. This program is available to patients, staff and the public.

### The Patient Education and Community Outreach Center (PEOC)

PEOC and Jennifer Diamond Cancer Resource Library is a state-of-the-art facility with print and electronic cancer education and resource materials devoted to patients, their families and community members seeking information on cancer. The center also provided outreach activities and conducted informational programs.

### LGBTQ Healthcare Equality Leaders

In 2020, the Human Rights Campaign Foundation (HRC), the educational arm of the nation's largest LGBTQ civil rights organization, designated Keck Medicine's hospitals — Keck Medical Center of USC, which consists of Keck Hospital of USC and USC Norris Cancer Hospital, and USC Verdugo Hills Hospital — as LGBTQ Healthcare Equality Leaders.

The HRC's Healthcare Equality Index provides health care facilities information and resources that help ensure that LGBTQ people have access to nondiscriminatory, patient-centered care. The report is used to applaud facilities that have shown their commitment to LGBTQ patient-centered care, with scores based on the services and programs offered to the LGBTQ community.

## **Overweight and Obesity**

### **Response to Need**

#### Food Assistance

In collaboration with the American Heart Association, the hospital supported food security measures in East LA neighborhoods and increasing SNAP incentives for fruit and vegetable purchase. Over the past year, families were provided with immediate food assistance.

### Inglewood Active Communities Collaborative

The hospital supported the American Heart Association's Inglewood Active Communities Collaborative in partnership with the Unified School District to virtually implement a physical activity program in K-8 schools aimed at keeping the students physically active. As a result, 82% of students reported increasing the average numbers of days per week that they were physically active.

### EmPOWERED

Norris supported the American Heart Association's EmPOWERED to Serve/Social Support Circles are designed to foster social connections, reduce isolation, and encourage a sharing of knowledge and skills. Sessions included virtual health lessons on chronic condition management. Participants often utilized the program through their place of worship.

## **Preventive Practices**

### **Response to Need**

#### Transportation

Taxi vouchers were made available to patients and families for whom accessing transportation is a barrier to obtaining care.

#### Health Education

USC Norris Cancer Hospital hosted education seminars and workshops on a variety of topics open to the public and provided health education informational materials. Public health education in the media and community health awareness events were conducted to encourage healthy behaviors and prevent cancer.

#### Patient Perspective Series

USC Norris presented the Patient Perspective Series, which explored the cancer journey from diagnosis to survivorship and built community among cancer patients and their loved ones. The Patient Perspective Series featured cancer survivors who are authors, artists, academics, and motivational speakers whose narratives serve to destigmatize cancer, as well as mentor fellow cancer patients and educate and inform the public. Topics such as doctor-patient communications, cancer survivorship, and end-of-life decision making were addressed from the distinct perspective of cancer survivors who share their personal insights with the audience. The Patient Perspective Series was offered free of charge to the public.

#### Patient Assistance Program

The Patient Assistance program assisted individuals in managing their medications.

### Guadalupe Homeless Project

USC Norris supported a local East Los Angeles shelter that served men and women over the age of 55. The Guadalupe homeless project is the only shelter for older women in Los Angeles.

### Tobacco and Vaping Advocacy

USC Norris supported the American Heart Association's advocate efforts against tobacco and vaping. In 2021, the cities of Maywood and Alhambra took steps to reduce the harm from tobacco use in their communities by eliminating the sale of flavored tobacco products while adding electronic tobacco products to retail licensure.

### Promesa Boyle Heights

USC Norris supported Proyecto Pastoral's social justice collaborative and promotora network that focuses on community organization, leadership development and restorative practice efforts.

## **COVID-19 Response**

USC, Keck Medicine and USC Verdugo Hills Hospital established dedicated coronavirus update pages to serve a variety of audiences needing to know safety precautions, visitor policies and more.

### Research

Ali Gholamrezanezhad, MD, a clinical emergency radiologist with Keck Medicine of USC, was one of the first researchers to study COVID-19 in early 2020. Today, Gholamrezanezhad has co-authored more than 40 papers on the disease, gathering and analyzing a wide array of data and patient scans.

### Vaccine Access

Keck Medicine has been increasing efforts to raise vaccination access to the predominantly Latino communities around the Health Sciences Campus. Given the disproportionate impact of COVID-19 on Latino and African American communities, efforts to quickly vaccinate these high-risk community members was important. In January 2021, Keck Medicine of USC opened up 300 slots for the first dose of the COVID-19 vaccine to the 65-and-older family members of Environmental Health Services employees and cafeteria workers.

### National Advocacy

Lourdes Baezconde-Garbanati, PhD, MPH, a member of the Pandemic Research Center at the Keck School of Medicine of USC, the Associate Director of Community Outreach at USC Norris Cancer Center and chair of the Board of Directors of the National Alliance for Hispanic Health, presented to the White House COVID-19 Health Equity Task Force. The task force, which is chaired by

Marcella Nunez Smith, MD, MHS, of Yale School of Medicine, was created by President Joe Biden and Vice President Kamala Harris to study and address the disproportionate impact of the pandemic on some of the nation's most vulnerable communities.

#### Food Assistance

In collaboration with the American Heart Association, Norris supported food security measures in East LA neighborhoods and increasing SNAP incentives for fruit and vegetable purchase. Over the past year, more than 85,000 families were provided with immediate food assistance.

## Community Benefit Services Summary FY21

### Accomplishments in FY21 (July 1, 2020 to June 30, 2021)

Community benefit services promote health and healing and are focused on addressing the identified unmet health needs of the community. For a program or service to be considered a community benefit it must: improve access to health care; or enhance the health of the community; or advance medical or health care knowledge; or reduce the burden of government or other nonprofit community efforts. Due to COVID-19, some of our annually supported programs and events were postponed. Other programs were transferred from in person events to virtual meetings to allow for social distancing.

### Community Health Improvement Services

*Definition: activities carried out to improve community health, available to the public, which address a community need.*

#### Community Health Education

- USC Norris Cancer Hospital hosted education seminars and workshops open to the public and provided health education informational materials.
- Public health education in the media and community health awareness events were conducted to encourage healthy behaviors, and prevent and treat cancer.
- Support groups were open to the public and offered free of charge. They included:
  - Adolescent and Young Adult Cancer Support Group for Parents and Caregivers
  - Bladder Cancer Support Group
  - Prostate Cancer Support Group
- Public health education in the media and community health awareness events were conducted to encourage healthy behaviors and prevent chronic diseases.
- The Patient Perspective Series explored the cancer journey from diagnosis to survivorship and built community among cancer patients and their loved ones. Cancer patients and survivors shared their firsthand experiences through art, literature and speeches to inspire and inform audiences about their journey.
- I AM Program provides a virtual opportunity for AYA patients to create music during their chemotherapy treatment cycle and meaningfully impact anxiety, depression, somatic symptoms, and resilience.
- USC Norris held its 31<sup>st</sup> annual Festival of Life in a virtual format.
- USC Norris Image Enhancement Center is designed to help men and women cope with cosmetic and physical challenges related to undergoing chemotherapy and/or radiation therapy. Specialty services include wigs, breast prosthesis, and mastectomy bra fittings by certified fitters, as well as non-metallic deodorant and sunblock and skin care products, all offered at below retail market pricing.

- USC Norris and Keck Medicine of USC partnered with other leading health systems in the BetterTogether.Health Public Service Campaign, a multi-media educational campaign: *Get Back to Your Doctor. Your Health. Your Joy. We Love a Healthy LA.*

### **Health Care Support Services**

- Transportation vouchers were made available to patients and families for whom accessing transportation is a barrier to obtaining care.
- Keck Medicine of USC provided access to an electronic health library available to the public on its website. The site provided information on health conditions, wellness and prevention.
- *CancerHelp* is a computer-based cancer education program from the National Cancer Institute. This program is available to patients, staff and the public.
- The Patient Education and Community Outreach Center (PEOC) and Jennifer Diamond Cancer Resource Library is a state-of-the-art facility with print and electronic cancer education and resource materials devoted to patients, their families and community members seeking information on cancer. The center also provided outreach activities and conducted informational programs.
- The Patient Assistance program assisted 256 individuals in managing their medications.
- In partnership with USC Norris Comprehensive Cancer Center, USC Norris is establishing Cancer Wellness HUBs in the greater Los Angeles area. The Cancer Wellness HUBs will be situated within diverse communities. USC Norris staff will enhance community engagement and provide a local resource for cancer-related education and navigation support for cancer services, ranging from prevention to survivorship.

### **Health Professions Education**

*Definition: education programs for physicians, nurses, nursing students, and other health professionals.*

### **Graduate Medical Education**

The USC Hospitals are clinical settings for Interns, Residents and Fellows from the USC Keck School of Medicine. Clinical faculty at the Keck School of Medicine directs a broad range of accredited residency and fellowship training programs. The hospital offered guests lectures presented to the at-large community and to health sciences students in Southern California, including:

- Clinical Chart Review Seminar for 92 practitioners
- 200 practitioners participated in the Interprofessional Education Day, promoting collaboration across disciplines



- In partnership with the American Heart Association, the hospital brought together over 120 practitioners from hospitals, medical practices and health service organizations through the virtual *Target: BP Symposium*

### **Other Health Professions Education**

USC Norris welcomed numerous health professionals in FY21. Occupational Therapy students and USC Pharmacy students were educated and performed their clinical hours and/or internship rotations.

### **Research**

*Clinical and community health research, and studies on health care delivery that are generalizable, shared with the public and funded by the government or a tax-exempt entity; does not include the costs of proprietary research.*

Clinical trials take place at the USC Health Sciences Campus. Administration and oversight are provided for all research studies that involve hospital patients and facilities. Much of the research performed is made possible by grants and other philanthropic support. In compliance with Federal regulations, research expenses are reported after applying the restricted research specific offsetting funding revenue.

### **Cash and In-Kind Donations**

*Definition: funds and in-kind services donated to community groups and nonprofit organizations.*

#### **Cash Donations**

Funds were donated to nonprofit community groups and local organizations. The support of these organizations furthered the hospital's mission and addressed the community health needs identified through the CHNA.

#### **In-Kind Donations**

Medical equipment/supplies donated to the Republic of Armenia.

### **Community Benefit Operations**

*Definition: direct and indirect costs associated with assigned staff, community health needs assessments, community benefit planning, tracking, reporting, evaluating and operations.*

In FY21, funding supported:

- Community benefit staff salary, benefits and expenses
- Administrative support for community benefit

- Community benefit consultant

### **Community Building Activities**

*Definition: activities that support community assets by offering the expertise and resources of the hospital organization. These activities may address the root causes of health problems or the determinants of health, such as education, homelessness, poverty and the environment.*

### **Workforce Development**

The Dermatology Pipeline Program engaged 440 students in grammar schools, high schools, undergraduate programs, and medical schools who have an interest in dermatology. The goal is to expose students to Dermatology at an early age and pair up the students with mentors at Norris Hospital.

## Financial Summary of Community Benefit

The USC Norris Cancer Hospital financial summary of community benefit for FY21 (July 1, 2020 to June 30, 2021) is summarized in the table below. The Hospital's community benefit costs are in compliance with Internal Revenue Service instructions for Form 990 Schedule H and are based on the Medicare cost report adjusted for the Form 990 reporting period.

Community Benefit Categories	Net Benefit
Charity Care/Financial Assistance <sup>1</sup>	\$1,379,827
Unpaid Costs of Medi-Cal <sup>2</sup>	\$8,421,963
Unpaid cost of Indigent Care <sup>2</sup>	\$404,038
Education and Research <sup>3</sup>	\$2,801,144
Other for the Broader Community <sup>4</sup>	\$356,115
<b>Total Community Benefit Provided Excluding Unpaid Costs of Medicare</b>	<b>\$13,363,077</b>
Unpaid Costs of Medicare <sup>2</sup>	\$15,358,335
<b>Total Quantifiable Community Benefit</b>	<b>\$28,721,412</b>

<sup>1</sup> Financial Assistance includes traditional charity care write-offs to eligible patients at reduced or no cost based on the individual patient's financial situation. Financial Assistance or Charity Care does not include costs for patients who had commercial insurance, but could not afford their out-of-pocket costs.

<sup>2</sup> Unpaid costs of public programs include the difference between costs to provide a service and the rate at which the hospital is reimbursed.

<sup>3</sup> Costs related to the health professions education programs and medical research that the hospital sponsors.

<sup>4</sup> Includes non-billed programs such as community health education, screenings, support groups, clinics, support services and community benefit operations.

## Community Benefit Plan FY22

USC Norris continues to implement activities and programs to address the priority needs in our service area. Given the current unprecedented times as a result of COVID-19, USC Norris anticipates some FY22 plans may be modified due to urgent community needs and situational restrictions that may limit how we are able to support the health and wellbeing of at-risk individuals and families in the hospital service area.

### Significant Needs the Hospital Intends to Address

USC Norris intends to take actions to address the following health needs that were identified in the FY19 CHNA and detailed in the FY20-FY22 Implementation Strategy:

- Cancer care and treatment
- Overweight and obesity
- Preventive practices

### Health Need: Cancer Care and Treatment Strategy

Increase access to programs to reduce the impact of cancer on health and increase the focus on early detection, prevention and treatment education.

#### Actions

1. Through our ongoing partnership with the Leukemia & Lymphoma Society, USC Norris will offer health education and outreach to the greater Los Angeles community.
2. Norris Cancer Survivorship series will showcase the exceptional work of artists diagnosed with cancer and provides opportunity for patients to share their stories as cancer survivors to patient, families, staff and faculty.
3. Norris Cancer Hospital's Annual Festival of Life will increase awareness of cancer survivorship. The Festival will host leading cancer organizations and support groups to promote health education on a variety of topics related to health and wellness, cancer management, healthy eating, and physical activity.
4. The Image Enhancement Center at USC Norris Cancer Hospital will assist with appearance and body issues for men and women as a result of cancer treatment. Services will continue to be open to the community and include mastectomy prosthesis fittings.
5. Design and implement strategies to foster a welcoming environment for LGBTQ community members facing cancer and treatment.
6. Host health and wellness fairs, including screenings at the Mariachi Festival, Skid Row Carnival of Love, and Taste of Soul.
7. Provide funding and in-kind support to encourage cancer prevention and treatment.

## **Health Need: Overweight and Obesity**

### **Strategy**

Expand access to services that will impact overweight and obesity in Los Angeles County.

### **Actions**

1. Offer community health education, community lectures, presentations and workshops.
2. Ensure equitable and inclusive care of lesbian, bisexual, transgender and queer (LGBTQ) community members facing overweight and obesity issues and concerns.
3. In conjunction with the American Heart Association and Hazard Park Recreation Center, USC Norris will provide a reoccurring free produce market, *A Tu Salud*, to help address food access and affordability for the surrounding community. In addition, the hospital will host a weekly Farmers Market to provide fresh fruits and vegetables for the local community and donate fresh fruits and vegetables to local families in need.
4. AmeriCorps Interns will lead ongoing nutritional workshops within the local community.
5. In collaboration with the American Heart Association, USC Norris Cancer Hospital will continue the innovative school-based Teaching Garden program that educates students on healthy lifestyle habits and eating habits.
6. Provide funding and in-kind support to increase overweight and obesity awareness and access to care.

## **Health Need: Preventive Practices**

### **Strategy**

Expand availability and access to preventive care practices and increase compliance with preventive care recommendations, including screenings, immunizations, and lifestyle and behavior changes.

### **Actions**

1. Collaborate with the Department of Dermatology to provide the Los Angeles Fire Department with free skin cancer screenings.
2. Host health and wellness fairs, including screenings at the Mariachi Festival, Skid Row Carnival of Love, and Taste of Soul.
3. In collaboration with the Street Medicine program at Keck School of Medicine of USC, the hospital will address the circumstances that undermine the physical well-being of the community's homeless population.
4. Provide education and resources focused on healthy living and disease prevention.
5. Increase access to primary and specialty care through telehealth screenings in partnership with safety net clinics and hospitals in the Los Angeles Region through the California Telemedicine Network.

6. Ensure staff members are equipped with the skills and knowledge to provide nondiscriminatory patient-centered preventive care.
7. Provide funding and in-kind support to increase preventive health screenings.

#### **Needs the Hospital Will Not Address**

Taking existing hospital and community resources into consideration, USC Norris will not directly address the remaining health needs identified in the CHNA including access to health care, chronic diseases (other than cancer), housing and homelessness, mental health, and sexually transmitted infections. USC Norris chose to concentrate on those health needs that can most effectively be addressed, given the organization's capabilities. USC Norris will continue to look for opportunities to address community needs and provide assistance where we can make a meaningful contribution.

#### **Evaluation of Impact**

USC Norris Cancer Hospital will monitor and evaluate the programs and activities outlined above. The reporting process includes collection and documentation of tracking measures, such as the number of people reached/served and collaborative efforts to address health needs.

## **Contact Information**

USC Norris Cancer Hospital  
1441 Eastlake Avenue  
Los Angeles, California 90033

[www.keckmedicine.org/community-benefit/  
benefitandoutreach@med.usc.edu](http://www.keckmedicine.org/community-benefit/benefitandoutreach@med.usc.edu)