

**USC Norris**  
**Cancer Hospital**  
Part of the Keck Medical Center of USC



Annual Report and Plan for Community Benefit  
USC Norris Cancer Hospital  
Fiscal Year 2020 (July 1, 2019 - June 30, 2020)

Submitted to:  
Office of Statewide Health Planning & Development  
Healthcare Information Division  
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.

A 60-bed hospital, USC Norris focuses on 13 key areas of cancer treatment: breast cancer, gastrointestinal cancer, genetic counseling, gynecological cancers, head 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 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 2019:

- U.S. News & World Report Best Hospitals
  - Top 3 in Los Angeles County
  - 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.

### **Health System Board**

Wanda Austin

Tia Bush

Carol Folt

Rod Hanners

Gerald Hickson

John Kusmiersky

Leonard Schaeffer

William Siart

Jim Staten

Chip Zukoski

USC Norris Cancer Hospital Governing Board guides the direction of community benefit.

### **Governing Board**

Rod Hanners, Interim Chief Executive Officer, Keck Medicine of USC, Chairman

Marty Sargeant, Interim Chief Executive Officer and Chief Operating Officer of Keck Medical Center of USC, USC Norris Cancer Hospital, Vice Chairman

Jeannine Taylor, Senior Healthcare Counsel, Office of the General Counsel, Secretary

Tammy Capretta, MPH, RN

Mark Cunningham, MD

Michael E. Gallagher

Stephanie L. Hall, MD

Caryn Lerman, PhD

Holly Muir, MD

David Peng, MD, MPH

Steven Siegal, MD, PhD

Vaughn Starnes, MD

James Staten

Annette Sy, DNP, MSN, RN

Mark Todd, PhD

Fred Weaver, MD

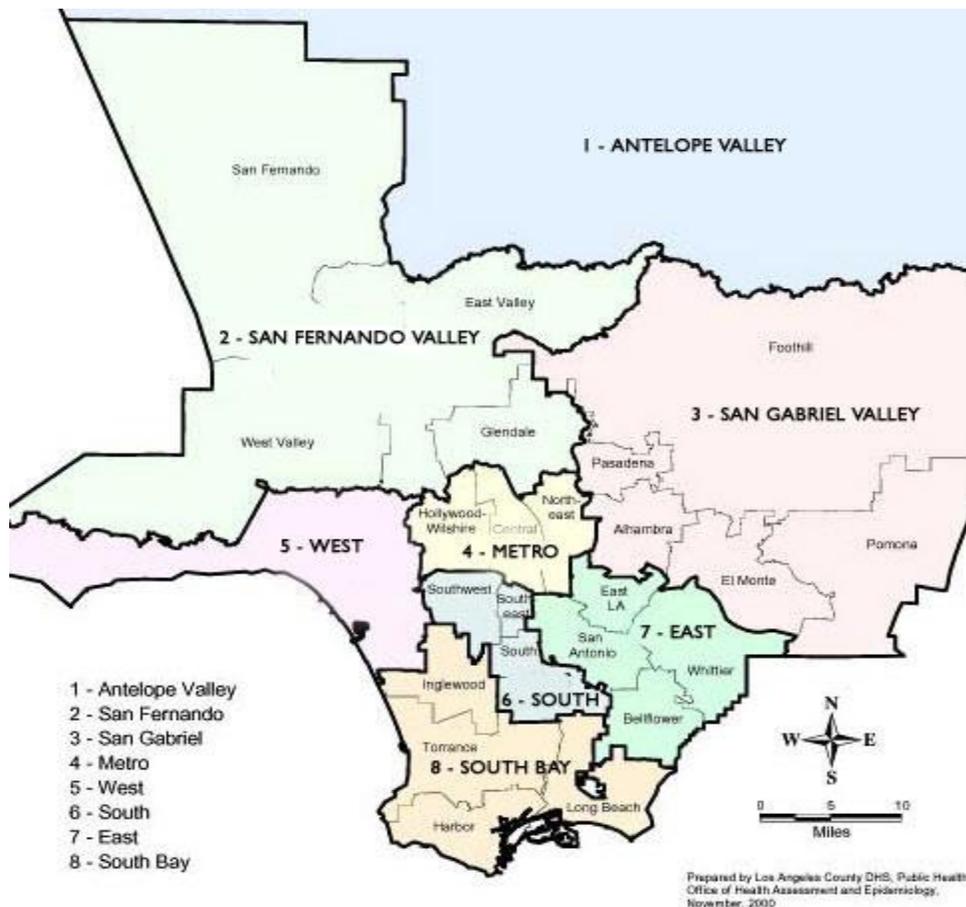
## Caring for our Community

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 USC's 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 (65 years 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.

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% and does not meet the Healthy People 2020 objective of 87% for high school graduation.

## 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 FY2019 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 FY2020, USC Norris engaged in activities and programs that addressed the priority health needs identified in the 2020-2022 Implementation Strategy/Community Benefit Plan. 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**

Cancer is the second leading cause of death in the U.S. USC Norris focuses on 13 key areas of cancer treatment: breast cancer, gastrointestinal cancer, genetic counseling, gynecological cancers, head and neck cancers, hematology, lung cancer, melanoma, neuro-oncology, radiation oncology, sarcoma, skin cancer and urologic oncology.

### **Response to Need**

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.

The community was served by a number of 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
- Caregiver Support Group
- Mindfulness Support Group
- Prostate Cancer Support Group

Gentle yoga classes engaged 87 persons with cancer.

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.

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.

USC Norris supported the Adolescent and Young Adult (AYA) ZooPendous at Los Angeles Zoo, where children get to spend a day at the zoo with their parents who are battling cancer. Keck AYA Network, KAN, project focuses on addressing common themes among young adults with cancer through online programming to build up a virtual support community offering psychosocial support. Online offerings included online support groups, information and educational resources about illness and treatment, fertility and sexuality counseling; programs to address work, school and family like; resources for coping with physical and emotions and symptoms of cancer; and financial resources.

The hospital provided financial support to a number of community organizations focused on cancer awareness and treatment, including (but not limited to): Susan G. Komen, Camp Kesem, Cancer Support Community Pasadena, and the Leukemia & Lymphoma Society.

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**

Being overweight or obese affects a wide range of health issues and are major risk factors for cancer, diabetes, cardiovascular disease, and other chronic diseases. Physical activity plays a key role in levels of overweight and obesity, and in the development and management of chronic diseases. Healthy eating and nutrition programs also promote a healthy body weight.

## **Response to Need**

In collaboration with the American Heart Association, Keck Medicine of USC continued support of the innovative school-based Teaching Garden program that educates students on healthy lifestyle habits and eating habits. Lincoln High School students worked alongside seniors from the Adventist Health White Memorial Senior Center where they built eight new portable planters to help expand their garden. The program focused on increasing access to healthy food in communities of need, as well as building intergenerational relationships between youth and seniors.

The American Heart Association's *A Tu Salud* produce distribution was conducted in collaboration with Keck Medicine of USC, USC Civic Engagement, Adventist Health White Memorial, the Weingart YMCA and Food Forward. Produce, meals and other personal care items were delivered directly to community members in need including low-income residents, seniors and people experiencing homelessness. Over 2,000 home deliveries were made.

Keck Medicine of USC supported the American Heart Association's development of Healthy for Good, a revolutionary healthy living movement to inspire everyone to create lasting change in their life and health, one small step at a time: eat smart, add color, move more, be well.

The hospital supported a weekly Farmer's Market at Hazard Park in East Los Angeles. Profits from the market provided funding for fresh fruits and vegetables for the local community. Additionally, a weekly Farmer's Market was held on the campus of the Keck School of Medicine located in Boyle Heights, providing fresh fruits and vegetables to local families.

Monthly, hospital staff members spent an afternoon to purchase, prepare and serve healthy meals to vulnerable men and women receiving shelter at the Dolores Mission.

## **Preventive Practices**

Preventive health screenings and primary health care significantly increase life expectancy. Preventive practices include vaccinations, check-ups, and routine tests and exams.

## **Response to Need**

The annual Carnival of Love on Skid Row provided services for homeless Los Angeles residents. Keck Medicine of USC participated and distributed hygiene kits, sunscreen, health education materials, and blood pressure screenings.

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

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.

### **USC Norris COVID-19 Response**

The university, 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.

Keck Medicine of USC (KMUSC) participated in an ongoing community food drive in collaboration with local nonprofit organizations. More than 10,000 bags of fresh fruit, vegetables and food were distributed to nearby communities. In addition, KMUSC organized opportunities for volunteers to participate in daily wellness calls to connect with seniors and overcome feelings that are associated with self-isolation.

KMUSC sponsored the American Heart Association's annual symposium. This year's symposium focused on research on COVID-19 and cardiovascular health, managing hypertensive patients during COVID-19, and utilizing telemedicine to care for patients during the pandemic. The virtual symposium hosted over 200 attendees.

## Community Benefit Services Summary FY2020

### Accomplishments in FY2020 (July 1, 2019 to June 30, 2020)

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
  - Caregiver Support Group
  - Mindfulness Support Group
  - Prostate Cancer Support Group
- The hospital supported a weekly Farmer's Market at Hazard Park in East Los Angeles. Additionally, a weekly Farmer's Market was held on the campus of the Keck School of Medicine located in Boyle Heights, providing fresh fruits and vegetables to local families.
- The annual Carnival of Love on Skid Row provided services for homeless Los Angeles residents. Keck Medicine of USC participated and distributed hygiene kits, sunscreen, health education materials, and blood pressure screenings.
- Public health education in the media and community health awareness events were conducted to encourage healthy behaviors and prevent chronic diseases.
- Offered gentle yoga for 87 oncology patients and cancer survivors to increase relaxation and flexibility.
- In collaboration with the American Heart Association, USC Norris Cancer Hospital supported the innovative school-based Teaching Garden program that educated students

on healthy lifestyle habits and eating habits.

- 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.
- 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.

### **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.

### **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.

### **Other Health Professions Education**

USC Norris welcomed 8 pharmacy professionals in FY 2020. Beginning and advanced 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.*

The hospital provided in-kind donations of meeting space for a number of nonprofit organizations and community groups. Additionally, monetary contributions were made to nonprofit organizations that support community benefit efforts and address significant health needs in the community. Additionally, USC Norris was proud to support to following organizations and programs (partial listing):

- Keck AYA Network project for young adults with cancer
- Adolescent and Young Adult (AYA) ZooPendous at Los Angeles Zoo.
- American Heart Association
- Leukemia & Lymphoma Society
- GO2 foundation for lung cancer
- Susan G Komen
- Camp Kesem children's summer camp

## 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 FY2020, funding supported:

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

## 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**

USC Norris participated in community programs that encouraged careers in the health professions.

- Keck Medicine of USC continued its efforts to engage students from local Los Angeles schools that typically enroll underserved students. 68 students from the Bravo Medical Magnet High School participated in a job shadowing and mentoring program. Each semester, three classes of students spend 7.5 hours a week working with staff in a variety of roles and departments.
- USC STEM Day of Discovery was an opportunity for 700 middle school and high school students to discover the many career opportunities available in health care.
- Keck Medicine worked with AltaMed Health Services (a Federally Qualified Health Center) to co-sponsor two AmeriCorps interns. The focus was to promote health career development in local schools and job training.
- Keck Medicine worked with LA Hire Youth to employ 12 students over the summer, providing them the skills and confidence needed to pursue a job in the health care field.

## Financial Summary of Community Benefit

The USC Norris Cancer Hospital financial summary of community benefit for FY2020 (July 1, 2019 to June 30, 2020) 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 Hospital's overall cost to charge ratio.

Community Benefit Categories	Net Benefit
Charity Care/Financial Assistance <sup>1</sup>	\$231,374
Unpaid Costs of Medi-Cal <sup>2</sup>	\$4,228,224
Education and Research <sup>3</sup>	\$1,884,309
Other for the Broader Community <sup>4</sup>	\$430,842
<b>Total Community Benefit Provided Excluding Unpaid Costs of Medicare</b>	<b>\$6,774,749</b>
Unpaid Costs of Medicare <sup>2</sup>	\$8,654,917
<b>Total Quantifiable Community Benefit</b>	<b>\$15,429,666</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 FY2021

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 FY2021 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 FY2019 CHNA and detailed in the FY2022-2022 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  
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### Web Address

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### Community Benefit Contact

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