

The Prevention and Wellness Trust Fund (PWTF) of Massachusetts is a first-in-the-nation effort to **improve health outcomes** by combining **public health and health care strategies**.

Established by the state legislature through Chapter 224 of the Acts of 2012, PWTF received \$60 million over four years, through funding from an assessment of health insurers and large hospital systems.

The Holyoke Partnership, coordinated by Holyoke Health Center, received \$4.1 million as one of nine partnerships across the Commonwealth.

THE NEED

Preventable and chronic health conditions continue to climb.

Furthermore, health care inequities based on race, income, and geography are a persistent challenge. Holyoke is home to some of Massachusetts' most diverse, vulnerable, and high-risk individuals and families.

Prior to PWTF, no coordinated approach existed to address common health challenges and inequities affecting these communities.

PWTF leverages a network of health care providers, community-based organizations, residents, leaders, and existing initiatives to bring a comprehensive approach to the prevention and management of pediatric asthma, hypertension, tobacco use, and obesity.

CLINICAL PARTNERS

- Holyoke Health Center, Inc.
- Holyoke Medical Center, Inc.
- Western Mass Physician Associates, Inc.
- Holyoke Pediatric Association

COMMUNITY PARTNERS

- Greater Holyoke YMCA
- River Valley Counseling Center, Inc.
- Pioneer Valley Asthma Coalition
- City of Holyoke
- Holyoke Public Schools
- Holyoke Housing Authority

HOLYOKE SNAPSHOT

40,000 residents¹;
Health Equity: 49% of patients at the clinical sites are Hispanic/Latino²; 1 in 3 lives below the Federal Poverty Level¹

Pediatric Asthma: 18.1% of children were told they have asthma vs. 13.7% statewide.³

Hypertension: 37.6% of adults have been told they have hypertension vs. 28.8% statewide.³

Tobacco Use: 27.9% smoke regularly vs. 15.9% statewide.³

María Cedeño, 55 years old
Referred by: Dr. Jenifer Jurcsak from Holyoke Health Center to Greater Holyoke YMCA
Reasons: Hypertension and Obesity

“While doing Self-Monitored Blood Pressure I also started eating healthier by adding more vegetables and fruits to my diet ... I feel better, more active and energetic. My advice to others starting this new journey is to take advantage of all of these interventions which are free because they really help to manage and better our lifestyle and also meeting others that are in similar situations dealing with similar health conditions.”

Learn more at www.mass.gov/pwtf

A COORDINATED APPROACH

The PWTF model implements evidence-based prevention approaches at a systemic level, which complements existing health care services and ongoing health care transformation efforts. PWTF focuses on extending care into the community through **clinical-community linkages**, while developing stronger evidence of effective prevention programming.



CLINICAL

Identify high risk patients, treat them according to clinical guidelines, and refer them to prevention-based programming outside of the clinical setting.



LINKAGE

Bridge services through warm hand-offs by Community Health Workers (CHWs) and electronic systems; build strong partnerships among clinical and community leaders.



COMMUNITY

Evidence-based interventions at community-based and social service organizations, i.e., Chronic Disease Self-Management, Asthma Home Visiting, Tai Chi, etc.

THE PARTNERSHIPS

PWTF supports a partnership that shares leadership among clinical, municipal, and community organizations. **The coordinating partner (Holyoke Health Center) is responsible for building, monitoring, and maintaining a robust infrastructure of working relationships** that focuses on referral management, training, data collection and evaluation, and quality improvement.

THE LOCAL IMPACT

Since implementing the program, the Holyoke Partnership **made over 1,336 referrals** from clinical sites to community organizations. PWTF is proving to be an essential component in the mission to improve health outcomes and combat health inequities in our communities.

Massachusetts
Department of
Public Health



Learn more at www.mass.gov/pwtf

1. US Census, American FactFinder. 2010 data. Prepared by MDPH.

2. PWTF Clinical Data. 2013-2015 data. Prepared by MPDH.

3. Behavioral Risk Factor Surveillance System, CDC and Massachusetts Dept. of Public Health. 2011-2014 data. Prepared by MDPH. Grantee SAE covers three years to stabilize the small sample numbers.