

OCHC CHIP UPDATE Quarter 1: Jan 1-Mar 31, 2017

#1.1 Create community environments that promote and support healthy food and beverage choices and physical activity.

Partners provided community education through schools and food pantries. UR Thompson presented “Get Up, Fuel Up” to 757 third, fourth and fifth graders in Canandaigua, offering education about healthy eating and exercise. Samples of a variety of fruits were available to students. On the eastern side of the county, Finger Lakes Health provided the CHAT program, a six-part curriculum on healthy eating and physical activity to five classrooms of elementary students in Geneva.

Addressing Socioeconomic Disparity: OCHC partners developed a food pantry project in the fourth quarter of 2016. It replaces the previous CHIP’s restaurant-focused initiative. The program was rolled out in February 2017 to two food pantries in Geneva (Salvation Army and Center of Concern). Food preparation demonstrations and educational reinforcements were provided in February and March by Eat Smart New York, Ontario County Public Health and the Cancer Services Partnership of Wayne, Seneca, Ontario and Yates Counties. Thus far, 26 food pantry clients have received nutrition education. Lessons learned from piloting this initiative will be used to expand to additional food pantries in the future.

Additionally, the Ontario County OFA addressed socioeconomic disparity by providing education about added sugars/sugary beverages to 59 older adults at six congregate meal sites in Ontario County (Canandaigua, Gorham, Clifton Springs, Shortsville and Honeoye).

Q1 Sum up of 2016 Activities: In Ontario County the average redemption rate for WIC checks distributed was 45.87%. This low redemption rate is consistent across the State.

Canandaigua site: Distributed 3,576 checks to 596 families in Canandaigua office (1,350 were redeemed- 38.86%)

Geneva site: Distributed 1,242 checks to 207 families (660 redeemed-53.14%).

In 2017, efforts to increase distribution and redemption rates will include having the mobile unit in Naples on a monthly basis and at the Canandaigua & Geneva Farmer's market once, each.

#1.3 Expand the role of health care health services providers and insurers in obesity prevention.

No new Breastfeeding Friendly (BFF) practices were established this quarter, but OCPH began the process of pursuing BFF designation with help from the Finger Lakes Breastfeeding

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Partnership (FLBFP). The S2AY RH Network received notification they received the LIFT grant for the region and activities should commence next quarter. Included in the grant is a detailed work plan expanding on the existing work of the regional work groups. This includes training, education, and assistance to providers in becoming Breastfeeding Friendly Certified. Additionally, it includes expansion of Baby Café's in the region and training of additional Certified Lactation Counselors (CLC).

#1.4.2: Increase the percentage of employers with supports for breastfeeding at the worksite by 10%.

Breastfeeding classes continue to be offered at local hospitals. OCPH staff members continue to participate in regional efforts (worksite wellness and breastfeeding partnership). Regional Worksite Wellness joined Linked In to increase visibility in community. The S2AY program manager (LIFT grant) will be working with the regional worksite wellness committee to conduct outreach to the local organizations in the region to determine what stage they are at for either development or implementation of BFF policies.

#2.1 Prevent underage drinking, non-medical use of prescription pain relievers by youth, and excessive alcohol consumption by adults

The Substance Abuse Coalition of The Partnership for Ontario County provided 19 educational events with over 500 participants. Ten school events were held and more than 600 students were engaged. Currently, there are 12 medication take-back sites in the county and 1,265 pounds of meds were collected in the first quarter. Mental health and substance abuse admissions are being tracked at RRH/CSHC with assistance from Common Ground Health. Narcan has been in short supply from NY State, so no trainings have been offered via OCPH, other than for three school nurses who attended the Snack and Chat.

#2.1 Prevent initiation of tobacco use by youth and young adults, especially among low socioeconomic status (SES) populations.

The Ontario County Health Collaborative met monthly, providing a venue in which Tobacco Action Coalition of the Finger Lakes (TACFL) and Reality Check representatives updated members concerning efforts and availability to partner and network. During Quarter one, six elected officials were contacted, two organizations were engaged and *Seen Enough Tobacco* advertising appeared in local newspapers.

Point of Sale (POS): Reality check youth attended Legislative Day in Albany on 2/7/17 and discussed POS with Senators and Assemblymen, representing Ontario County (Helming, Funke and Kolb). Also in Quarter one, TACFL members approached Geneva City Councilman Ken Camera about a local level POS policy. Towards the western side of the County, POS information was shared with town supervisors in Farmington and Victor.

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TACFL remained active in the Geneva area where socioeconomic disparity affects tobacco use. It continued its work with the Neighborhood Association and youth at the Boys and Girls Club. With assistance from TACFL, an office park in Geneva adopted a Tobacco Free Outdoor (TFO) policy.

#3.2: Promote use of evidence-based care to manage chronic diseases.

Common Ground Health has not requested assistance in recruitment of practices for the HTN registry this quarter, but OCHC members remain willing to assist. Practices affiliated with URTH and FLH continue to provide data uploads to the HTN registry (10 practices, total). The NDPP was not included in the CHIP, but FLH is offering this program through its new Diabetes Center with success-28 Ontario County residents participated in the first quarter. Additionally, their independent program (Cardiac Pre-Hab) continues to attract community members, including six Ontario County residents during the first quarter.

#3.3 Promote culturally relevant chronic disease self-management education.

URTH held a well-attended (18 completed) CDSMP group in the community. OCPH has arranged for two staff members to be trained in Q2 to supplement URTH programming. S2AY will continue to assist and coordinate CDSMP/NDPP with LIFT Grant funds for additional peer and master trainers and will be collaborating with providers to institute automatic electronic referrals for these programs.

Respectfully submitted 5/1/17, Kate Ott, MPH

Updated 5/8/17, Kate Ott, MPH