

## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

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

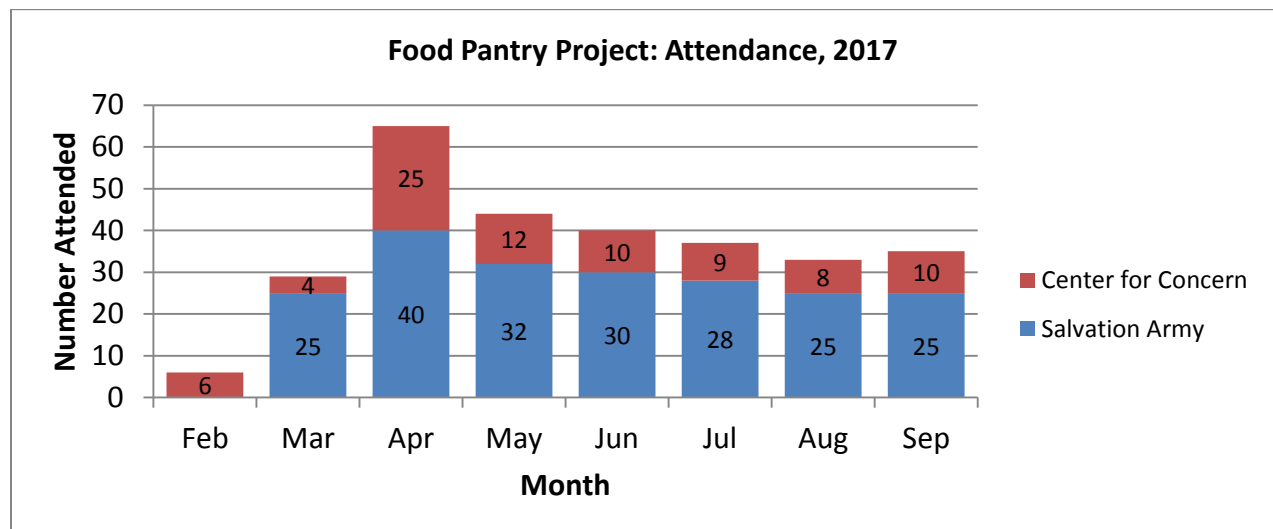
During the third quarter, partners provided community education and outreach through food distribution events and summer camps.

With funds from a Rural Health Grant, URThompson Health hosted the “Healthy Horizon Camp” at the Salvation Army summer program. Fifty-five children attended and learned about healthy snacks, My Plate, exercise, hydration and healthy beverage choices. Additional children were educated at Camp Bristol Hills when Thompson Health collaborated with a local chef to provide a daily culinary-focused activity for campers to enjoy during their camp week. Topics included preparing a balanced meal and making healthy substitutions. Exercise was sprinkled throughout the week.

For adults, Thompson offered a four-part series called “Food Prescription” which addressed how diet affects health. Participants learned ways to transition to a healthier diet. Thompson continues to sponsor a CSA (Community Supported Agriculture) and hosts a produce truck at the hospital every Monday afternoon which is open to the public. Employees continue to enjoy “Healthy Goodness” vending machines.

Unfortunately, Finger Lakes Health’s long running nutrition and exercise program for elementary school children in Geneva (CHAT) was discontinued during quarter three, due to reduced staffing.

This quarter, OCHC partners continued to provide monthly education at Geneva’s Salvation Army and Center of Concern food pantries. Topics included calories in fats, arthritis and portion control. During quarter three organizers conducted process evaluation by verbally surveying participants about the program. Staff and volunteers completed written surveys.



## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

### Summary of Process Evaluation

Patron Survey (8/24/17 and 9/28/17)-completed verbally (9 surveyed)			
	Responses		
	Yes	No	Unsure or no response
1) Did you listen to or participate in any of the food demos/ educational sessions held by Eat Smart NY and Public Health staff?	5	4	0
2) Did you like the Topics?	5		4
3) Did you learn anything new?	5		4
4) Were the presenters interesting and engaging?	5		4
5) <u>Was once a month a good schedule?</u> If no, what would be a better schedule?	3	1	5
	<i>More often</i>		
6) What did you like (best topic, favorite prize, <del>favorite</del> demo)?	<i>Mini Pizza, banana, info, everything good except the juice</i>		
7) What was least useful or enjoyable?	<i>Juice</i>		
8) How could we improve?	<i>Doing good! Keep up the good work!</i>		
9) Do you think other food pantries would like this?	5	0	4

Worker and Volunteer Survey-given survey with SASE (7 returned)			
	Responses		
	Yes	No	Unsure or no response
1) Did you listen to or participate in any of the food demos/ educational sessions held by Eat Smart NY and Public Health?	7	0	0
2) Were the topics presented, valuable to you or your clients?	7	0	0
3) Are there other topics you would recommend?	2	1	4
	<i>Comments: They seem to know what people need! Smart shopping, coupons, healthy snack food.</i>		
4) Were Eat Smart NY and Public Health staff members easy to work with?	7	0	0
5) Were they knowledgeable?	6	0	1
6) Did they communicate well?	6	0	1
7) Was the schedule acceptable (once a month for 8 months)?	7	0	0
8) Have you heard clients make any comments (good or bad) about the program?	5	2	0
What did you hear?	<i>Like the program, want it to continue! Good comments, They like the info &amp; recipes. Many clients expressed their satisfaction with the food samples and handouts.</i>		
9) Did the physical space work out well for you and your clients?	7	0	0
10) What did you like about the program?	<i>Friendliness of the staff, ease of communication, Recipes, ideas, Advice, food, Understanding the product, Learn about nutrition ideas for food, Reliable, variety of topics.</i>		
11) Were there any challenges? If yes, what were they?	0	5	2
	<i>Comment: Works great!</i>		
12) What should we do differently in the future?	<i>Continue to offer good advice, tasty recipes, More chance to know more about recipes.</i>		
13) Would you recommend this program to other food pantries or food distribution sites?	7	0	0
	<i>Comment: Definitely!</i>		

Though the cohort was small, responses and comments were overwhelmingly positive. Clients and staff found the program acceptable and informative and would like it to continue. Both facilities have requested a year-round schedule rather than the originally planned 9-month program. Initial barriers (lack of space, “too busy around the holidays”) have been set aside by food pantry staff. To that end, a planning meeting with Public Health, Eat Smart NY and SPCC WIC will be held in the fourth quarter to develop additional sessions and discuss sustainability.

## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

### Cornell Cooperative Extension/ESNY

Eat Smart NY reached 951 community members at 60 educational events during quarter three. Site locations targeted those at socioeconomic risk and included Geneva Middle School, Geneva Curbside Market locations, Lakeview Health Services, Geneva and Canandaigua Departments of Social Services, Geneva General Hospital Daycare, Geneva Center of Concern, Salvation Army Food Pantry, and Rushville Health Center.

### SPCC WIC

WIC continues to provide nutrition counseling and utilizes Certified Lactation Counselors and Peer counselors (available 24-hours a day) to provide breastfeeding support and education to pregnant women and new mothers. Breast pumps are available and all WIC clinics offer a private place for mothers to nurse.

In quarter three, WIC held seven clinics a month in Canandaigua; two in Geneva; and two in Naples (Mobile RV). Clinics are provided in the early morning and late evening, to accommodate working families.

WIC's enrollment numbers continue to increase related to the implementation of texting during quarter two. The ability to communicate by text provides busy, young mothers the opportunity to communicate with WIC staff in "real time" and keeps them engaged with the organization.

On August 4, WIC staff distributed 432 educational items at the annual Rushville Health Center Fair. The WIC RV was displayed at the Ontario County Fair on July 28 and 29. Staff members provided enrollment information and promotional items (almost 500) to encourage physical activity, healthy eating and breastfeeding. The WIC RV was available for use by breastfeeding moms during the fair.

Of WIC participants who attended an Ontario County clinic (Canandaigua, Geneva, and Naples) during quarter three, 79.1% had initiated breastfeeding in the first 48 hrs. of their child's birth. This compares favorably to WIC's agency total (74.3%) and the Western NY regional total (69.7%).

### New Partners

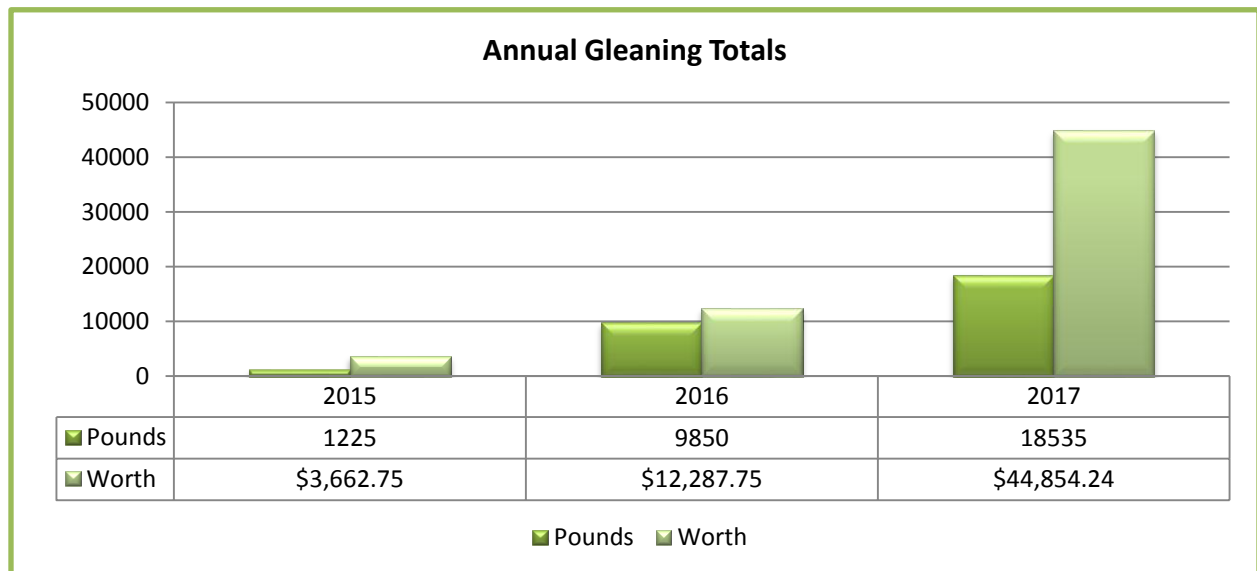
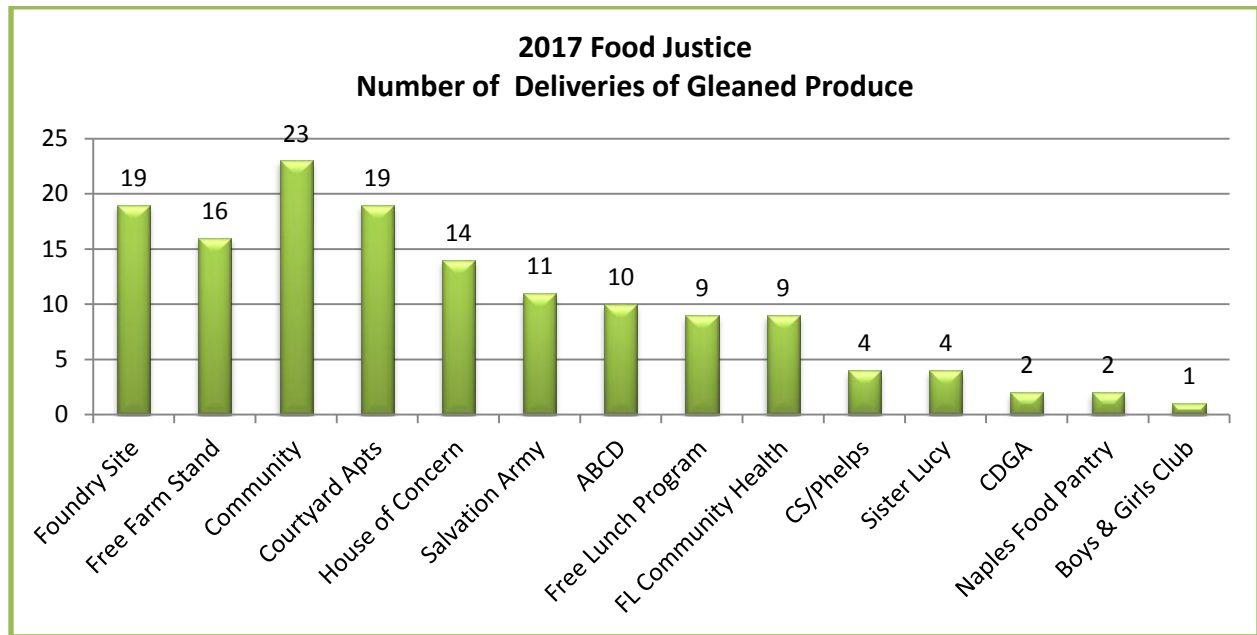
In quarter three, two additional partners (Regional Transit System and Food Justice) were added to Priority Area, Prevent Chronic Disease - Focus Area 1 (Reduce Obesity) - Goal 1.1 (Create community environments...).

Geneva's Food Justice Coalition sprang from the grass roots partnership, Tools for Social Change. Because their goals are closely aligned with those of the Ontario County CHIP/CSP,

## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

Food Justice has been recognized as an important additional partner. On October 12, representatives from Food Justice updated OCHC members on their 2017 activities.

During the first three quarters of 2017, Food Justice members procured an enclosed trailer; retrofitted it for refrigeration; collected (gleaned) >18,000 pounds of produce; held a canning class; and distributed food to pantries, low income housing, churches and free roadside stands in neighborhoods lacking access to fresh produce.



Additionally, Food Justice has been instrumental in establishing new bus routes for those living in Geneva’s food desert. Historically, food shopping necessitated a 2-3 hour bus ride and riders

## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

were limited to 1-2 bags of groceries. After discussions with members of Food Justice, the Regional Transit System (RTS) created grocery-shopping-only bus routes (Tuesday and Thursday) for the residents of Geneva's food desert (northeast corner).



### Geneva Shopping Shuttle Effective July 31, 2017



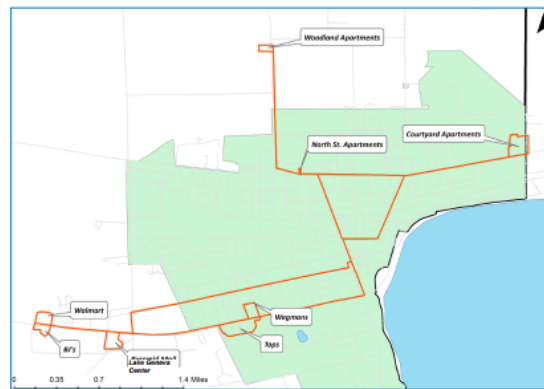
### Geneva Shopping Shuttle Effective July 31, 2017

TUESDAY SCHEDULE										
Geneva Gardens	Hobart College	Seneca Apts.	Elmcrest Apts	Holiday Manor	Walmart	BJ's	Lake Geneva Ctr.	Tops	Wegmans	Geneva Gardens
11:00	11:07	11:12	11:22	11:28	11:32	11:40	11:44	11:48	11:55	12:00
12:00	12:07	12:12	12:22	12:28	12:32	12:40	12:44	12:48	12:55	1:00
1:00	1:07	1:12	1:22	1:28	1:32	1:40	1:44	1:48	1:55	2:00
2:00	2:07	2:12	2:22	2:28	2:32	2:40	2:44	2:48	2:55	3:00

PM times in bold.

THURSDAY SCHEDULE									
Courtyard Apts	North St. Apts.	Woodlands	Walmart	BJ's	Lake Geneva Ctr.	Tops	Wegmans	Courtyard Apts	
11:00	11:10	11:15	11:25	11:30	11:35	11:37	11:40	11:45	
11:45	11:55	12:00	12:10	12:15	12:20	12:22	12:25	12:30	
12:30	12:40	12:45	12:55	1:00	1:05	1:07	1:10	1:15	
1:15	1:25	1:30	1:40	1:45	1:50	1:52	1:55	2:00	
2:00	2:10	2:15	2:25	2:30	2:35	2:37	2:40	2:45	

PM times in bold.



More on RTS: At the start of 2017, RTS was already providing two Senior Shopper bus routes in collaboration with Ontario County Office for the Aging (OFA). In quarter two, it provided 1,062 rides via two routes; Bloomfield/Canandaigua (55 riders) and Canandaigua, Geneva, Victor, Farmington, Bloomfield and Clifton Springs (1,007 riders). During quarter two, 1,428 riders were served. Though created for seniors, other residents take advantage of these routes to travel to appointments at Lakeview Mental Health and Finger Lakes Health. In quarter three, Clifton Springs was added to the Bloomfield/Canandaigua route and the Geneva Food Shopper routes were created. The Geneva Food Shopper routes had 71 riders during quarter three. This number is expected to increase in quarter four.

Members of the Ontario County Health Collaborative are pleased and grateful to have representatives from both Food Justice and RTS at the table and are happy both have agreed to be added to this measure for the remainder of the 2016-2018 OC CHIP.

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

Breastfeeding classes continue to be offered at local hospitals. In August, URTH provided lactation education at its BABES course. This class allowed individuals to become certified or re-certified as childbirth educators.

The Breastfeeding Partnership continues to wait for monies from a Linking Interventions for Total Population Health (LIFT) Grant. Additional documentation has been provided, but funds have not been released by the grantor. These funds will be used to sponsor Certified Lactation Counselor training and the opening of a second Baby Café in Ontario County, as well as, other CHIP activities mentioned later in this document.

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

OCPH and the S2AY RHN continue to participate in area-wide efforts related to breastfeeding support via the Regional Worksite Wellness Committee and Finger Lakes Breastfeeding Partnership. The aforementioned LIFT Grant will provide support for the Regional Worksite Wellness Committee to conduct outreach re development or breastfeeding friendly policies.

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

**Substance Abuse Prevention Coalition Activities**

The Substance Abuse Prevention Coalition engaged communities and schools at festivals, open houses, athletic nights, heroin forums, heroin cafes and other awareness activities. Five educational events were held (112 participants). Nine schools were engaged -550 students were reached with messaging.

Three new medication drop boxes were placed (Towns of Phelps, Manchester and Richmond) bringing the total for Ontario County to fifteen. This quarter, 950 pounds of medications was collected, making the year-to-date total, 3,169 pounds.

The Partnership's new initiative, *Drugged, Drunk and Distracted Driving*, was rolled out to students at the County's three largest high schools-Canandaigua Academy, Geneva High School and Victor High School. This program was developed and is delivered in collaboration with Ontario County STOP DWI and local law enforcement.

UR Thompson Health continues to collaborate with the Drug Abuse Coalition of Ontario County and houses a medication drop box in its main lobby. During the third quarter, 215 pounds of unwanted medications were collected.

## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

### Public Health Activities

During quarter three, Public Health collaborated with the Partnership for Ontario County, the Sheriff's Department and Red Jacket Community Library to provide Narcan training after a Heroin Café. Ten community members were trained. Additionally, 19 EMS personnel were trained in Hopewell. Two received "train the trainer" to ensure sustainability.

Ontario County Public Health continued to meet with community leaders regarding the proposed mobile Syringe Exchange Program (SEP). In conjunction with Trillium Health, two sites were chosen: the Canandaigua Fire House and Finger Lakes Area Counseling and Recovery (FLACRA) Geneva office. Personnel at both sites are looking forward to this partnership. Neighboring businesses will be notified and letters describing the SEP will be sent to elected officials in Geneva and Canandaigua in quarter four. Mobile SEP services are anticipated to begin in December.

### **Additional activities (not included in original CHIP) related to Promotion of Mental Health and Prevention of Substance Abuse**

The Ontario County Suicide Prevention Coalition (OCSPC) meets every other month, with subcommittees meeting on alternate months. Topics being explored are collaboration with medical providers re use of EHR prompts to query patients about suicidal ideation; suicide and youth; school district policies related to suicide prevention; CALM training (Counseling on Access to Lethal Means); and crisis intervention.

At the end of August, the Ontario County Board of Supervisors issued a proclamation (Resolution 503), recognizing September 2017 as Suicide Prevention Month and applauded the OCSPC for its efforts.

Finger Lakes Health's Employee Health Office continues to offer addiction counseling to staff members and family members at risk for opiate abuse/overdose. This includes dispensing Narcan and providing training on its use. Since January, nineteen kits have been dispensed. Additionally, Finger Lakes Health provides training/resources regarding addiction to students in a variety of programs (New Vision, Hobart William Smith, Finger Lakes Health College of Nursing, etc.).

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

#### **Tobacco Action Coalition of the Finger Lakes (TACFL)/Reality Check**

During quarter three, TACFL worked with the town of Phelps to pass a municipal Tobacco Free Outdoor space (TFO) policy. Tobacco use on town property in Phelps is now prohibited. Additionally, TACFL presented on TFO to the Board of the Town of East Bloomfield and

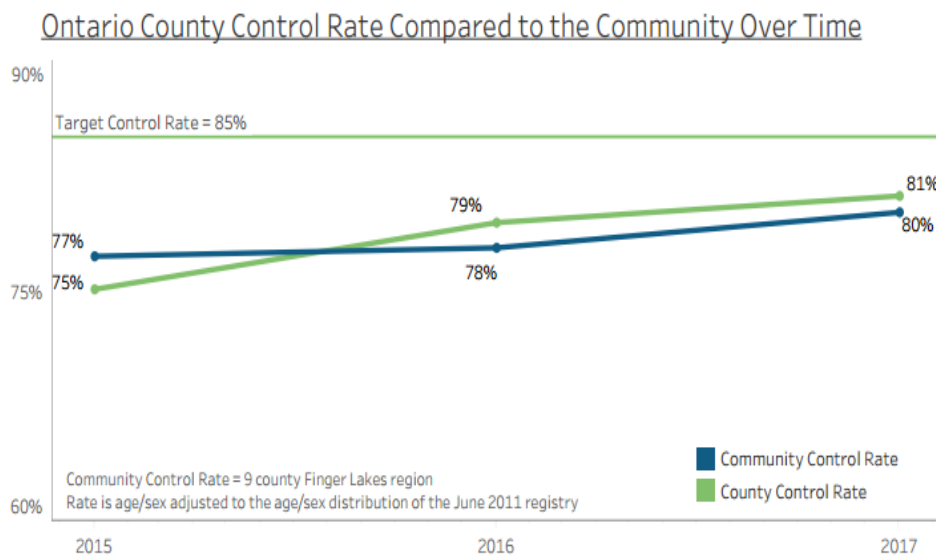
## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

continues to work with the town on creating a municipal policy. TACFL will be tabling at Finger Lakes Community College for the Great American Smokeout to provide education about cessation and assess interest in smoke-free campus policies.

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

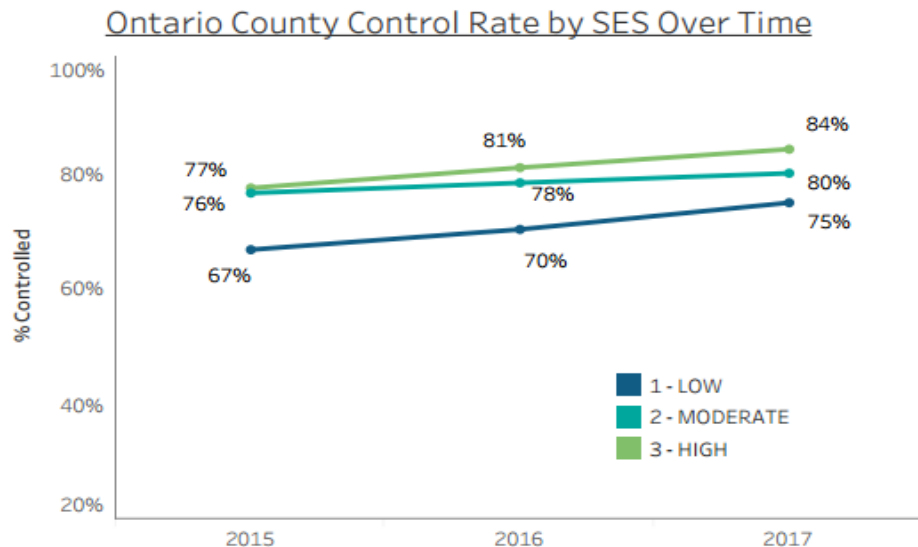
#### Regional Hypertension Registry

Common Ground Health continues to provide and promote the Regional Hypertension Registry. There are 15,773 Ontario County residents in the registry from thirteen Ontario County Primary Care Practices. Since 2016, the blood pressure control rate has increased from 79% to 81% (JNC-8\*).



\* The Eighth Joint National Committee (JNC 8) guidelines on hypertension

The most significant increase in control of blood pressure has been in individuals of lower socioeconomic status (8%).





## OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017

At the end of quarter two, Common Ground Health, in partnership with the S2AY Rural Health Network, provided hypertension management education to healthcare providers in Ontario County. There were 17 participants. The purpose of the training was to improve population health by increasing medical provider knowledge of best practices surrounding the diagnosis and treatment of hypertension. This activity strengthens and expands our stated intervention “Promotion of the Regional Hypertension Registry” by including a population-based program intervention.

During the fourth quarter, Common Ground Health will have additional opportunities to interact with healthcare providers when it reviews practice-specific hypertension control rates with participating practices. At this writing, all Ontario County participants have received practice-specific information with a letter highlighting five ways to improve blood pressure control rates.

The S2AY RHN supports and facilitates the following groups: Regional Work Site Wellness, Farm to Cafeteria, Regional Healthy Living and the Finger Lakes Breastfeeding Partnership. They continue to await LIFT Grant funds which will be used to work with medical providers in the development of electronic referral systems (via EHR’s) to evidence-based interventions such as CDSMP and the National Diabetes Prevention Program (NDPP).

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

Thompson Health completed two six-week CDSMP workshops during quarter three. One was held onsite at the hospital campus, the other at 80 Parrish Street, Canandaigua. Completion rates were 67 % and 42 %, respectively. The next community session will be held at Wood Library in Canandaigua in partnership with Ontario County Public Health.

Finger Lakes Community Health remains a partner on this measure and is willing to co-facilitate CDSMP classes in Ontario County and share resources (manuals), as necessary.

During September, Public Health Nurses delivered CDSMP to female inmates at the Ontario County Jail. Participation was voluntary. The incarcerated population is at high risk for chronic diseases due to high smoking rates, lack of access to healthy foods, history of drug and alcohol use/addiction and lack of access to disease management programs and medical care, in general. Additionally, inmates are more ethnically and racially

Session	Attendance
Two	7
Two	3
Three	3
Four	12
Five	8
Six	8

diverse and more likely to be at socioeconomic disadvantage than the general population of Ontario County. Because attendance was initially sporadic, Peer Leaders sought permission

### **OCHC CHIP UPDATE Quarter 3: July 1-Sept. 30, 2017**

from the Chief Corrections Officer to provide incentives to inmates for participating. The provision of a small, healthy snack (yogurt, low-fat cheese stick, etc.) beginning in session three, improved attendance. A session for male inmates is being planned for the future.

Finger Lakes Health (FLH) began another session of the National Diabetes Prevention Program at its Diabetes Center in late September, offering classes in Geneva and Seneca Falls (Seneca County). Eighty people are participating, with 33 of them being Ontario County residents. Additionally, FLH continues to deliver Cardiac Pre-Hab at locations throughout the Region.

The Director of Preventive Services for Ontario County Public Health reached out to Wayne Cap about its CDSMP/AmeriCorps activities in 2017 and whether it desires to continue to be included in 2016-2018 CHIP activities and reporting. They will be contacted again in quarter four.

Respectfully submitted 12/5/17 Kate Ott, MPH