

OCHC CHIP UPDATE Quarter 2: April 1-June 30, 2017

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

During quarter two, partners continued to provide community education and outreach through schools and food distribution events. UR Thompson Health (URTH) delivered the Get Up, Fuel Up program to the after school program at the Salvation Army in Canandaigua, offering education about healthy eating and exercise. In partnership with Food Link, URTH hosted a Food Pantry on the hospital campus on April 26. They served 174 households (528 individuals).

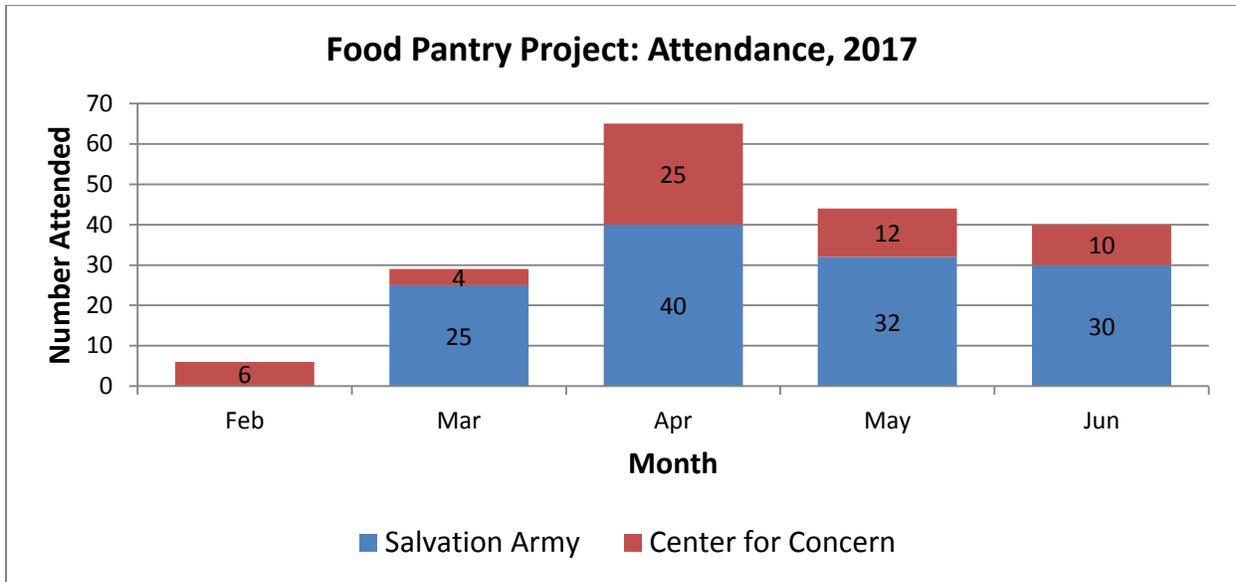
Addendum 11/15/17: Finger Lakes Community Health continued to deliver its CHAT program (Food, Fun and Fitness) in quarter two. CHAT coordinator Meredyth McMichael, with assistance from trained high school and college-age CHAT mentors, presents a six-part curriculum on healthy eating and physical activity, to elementary age students at North Street Elementary School, Geneva. Seven classrooms were involved and 23 sessions were delivered.

Early in 2017, Ontario County Health Collaborative (OCHC) members discussed the feasibility of beginning a *Fruit and Vegetable Rx Program* in Ontario County and S2AY Rural Health Network (S2AY RHN) submitted a proposal for a Greater Rochester Community Health Grant to develop and execute this initiative. OCHC received word during quarter two the grant was not received as the funder considers food vouchers “incentives” and they do not fund incentive programs.

On April 11, 2017, Common Ground Health (CGH), S2AY RHN and Food Link co-sponsored a Food Health Symposium at the NYS Wine & Culinary Center in Canandaigua. Seventy-five stakeholders attended, including Commissioner Ball and Deputy Commissioner Hutton. Strategies to address food distribution and the impact of nutrition on health were discussed.

This quarter, OCHC partners continued to provide monthly education and support to two food pantries in Geneva, NY: the Salvation Army and the Center of Concern. Healthy recipes were distributed to 60 attendees. In April, hypertension educational pamphlets were provided (English and Spanish) and two participants being treated for hypertension were given home blood pressure monitors. Participants received pedometers in May and two cookbooks were raffled in June (free drawing).

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A planning meeting was held on 6/8/17 to evaluate the program's process and acceptability and to discuss the introduction of Food Nudges and Nourish Your Neighbor concepts. Members of this group including Ontario County Public Health (OCPH), Eat Smart NY (ESNY) and SPCC WIC, agreed these concepts should be discussed with food pantry managers and appointments were pursued at both facilities for July.

Cornell Cooperative Extension/ESNY provided education at schools, food pantries, low-income housing, churches, daycares, and libraries. Nineteen programs were held (178 individuals). Recruiting for CATCH (Coordinated Approach to Child Health) was conducted in May for school districts with $\geq 50\%$ of students qualifying for free/reduced lunches (Geneva, Shortsville-Manchester and Marcus Whitman). CATCH is a school-based obesity prevention program selected by the Center for Disease Control and Prevention as part of their "Whole School, Whole Community, Whole Child" (WSCC) initiative. For additional information see, <http://catchinfo.org/about/> and <https://www.cdc.gov/healthyouth/wsccl/>.

Also in quarter two, Cornell Cooperative Extension/ESNY ran the Rethink Your Drink Campaign; an evidence-based initiative aimed at decreasing the consumption of sugar-sweetened beverages. June messaging encouraged individuals to drink water instead of sugary beverages. Outreach included three billboards, radio spots (three stations), print ads (Geneva Town Crier) and bus wraps. This program will continue into the third quarter. For more information about Rethink Your Drink, see https://www.cdc.gov/healthyweight/healthy_eating/drinks.html.



Rethink Your Drink Bus Wrap



Rethink Your Drink Billboard

This quarter, WIC's efforts to increase check distribution and redemption rates included using their RV as a clinic site in Naples. In addition, the WIC RV made visits to farmer's markets in Canandaigua and Geneva to distribute Farmer's Market checks to be used on site. Frisbees were provided to encourage physical activity at these events.

WIC began communicating with clients via text this quarter. This new strategy was implemented to increase the ease and frequency of communication with young families and improve compliance with appointments and attendance at WIC programming.



SPCC WIC RV

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

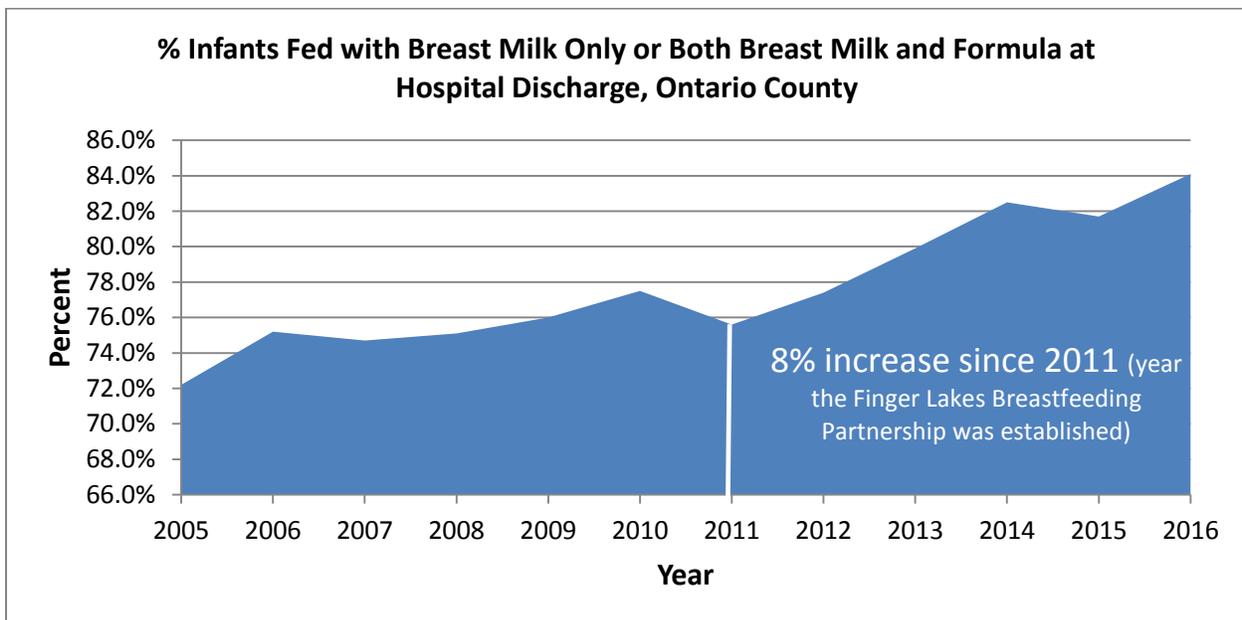
Breastfeeding classes continue to be offered at local hospitals. During quarter two, URTH organized and advertised a Breastfeeding Instructor Course for August 2017. Certified Lactation Counselors will be able to obtain recertification by completing this course.

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During quarter two, no new medical provider offices became Breastfeeding Friendly, but three home day cares in Ontario County received this distinction. As noted in quarter one, the S2AY RHN (OCHC partner) obtained a Linking Interventions for Total Population Health (LIFT) Grant. Additional documentation has been provided, but these funds have not yet been released by the grantor. They are earmarked for 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.

With assistance from the Finger Lakes Breastfeeding Partnership, Ontario County Public Health (OCPH) submitted a Breastfeeding Friendly Departmental Policy in pursuit of NYSDOH Breastfeeding Friendly Status. Other counties in the S2AY RHN followed suit with the development of Breastfeeding Friendly procedures. The NYSDOH reviewed Ontario County's application/policy and declined it because there was no precedent for a Breastfeeding Friendly health department. This issue is under review at the NYSDOH.

Normalizing and promoting breastfeeding in the community is one of many strategies to curb chronic diseases, including obesity and hypertension. The Finger Lakes Breastfeeding Partnership was established in 2011 with these goals in mind. Recent Ontario County data reflects an increase in the percentage of infants receiving breast milk at hospital discharge, most significantly since 2011.



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

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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. Regional Worksite Wellness joined *Linked In* to increase visibility in the community. The aforementioned LIFT Grant will provide support for the Regional Worksite Wellness Committee to conduct outreach re development or breastfeeding friendly policies.

During quarter two, Public Health staff contacted fifteen Ontario County businesses to offer assistance with implementing lactation support policies. These included Ontario ARC and numerous health and fitness centers located in Canandaigua, Victor, Naples and Farmington. Many facility managers did not return phone calls and others declined assistance with developing lactation support policies.

#2.1 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 (SAPC) held 18 community educational events (316 participants) and engaged 11 schools (469 students) this quarter. The Coalition created a lunch and learn series on medication safety for children in grades four through six. This included provision of *Monitor, Secure and Dispose Campaign* brochures for children to take home to parents.

A new partnership with Head Start has provided a different demographic and additional opportunities for engagement. Additionally in April and May, the Coalition collaborated with Office for the Aging and delivered the *Monitor, Secure and Dispose Campaign* to older adults attending congregate meal sites. Other community engagement activities included paid advertising, newsletter articles and guest essays in local newspapers.

The Coalition held two medication take-back events during quarter two and collected 992 pounds of unwanted medications. Twelve medication drop boxes throughout Ontario County yielded 953 pounds of medications this quarter.

Heroin Cafes were held in communities throughout the county. An engaged and active sub-committee has grown out of the Heroin Forum and Cafes held in Honeoye, NY. The Substance Abuse Coalition continues to work with P-Tech BOCES students. Members have received their final projects for review.

Public Health Activities

During quarter two, supplies of Narcan were limited. Most Narcan received from the NYSDOH was distributed to local law enforcement whose supplies were either depleted or expired. No

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community-wide trainings were offered. Public Health staff trained three school nurses in the use of Narcan and educated healthcare providers at Hobart and William Smith's Student Health Center on its use.

Other Partner Activity

UR Thompson Health reported their medication drop box yielded 55.5 lbs. of meds from 6/1 to 7/7.

The Ontario County Mental Health Center provides evaluation, treatment and referral services to adults and children in Ontario County. Their recently updated website is found at <http://www.co.ontario.ny.us/99/Mental-Health>. The department houses a medication drop box and members provide representation and expertise on the newly formed Ontario County Suicide Prevention Coalition. As a Local Government Unit (LGU), the Mental Health Center distributes pass through funds to many community agencies, including:

- Ontario ARC
- Clifton Springs Hospital's Comprehensive Psychiatric Emergency Program (CPEP)
- Council on Alcoholism and Addictions of the Finger Lakes
- FLACRA
- Finger Lakes Parent Network, Inc.
- Lakeview Health Services
- Mental Health Association
- The Partnership for Ontario County (Clubhouse)
- Unity House

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

Early in 2017, the Partnership for Ontario County, Ontario County Mental Health and Ontario County Public Health discussed the feasibility of creating a Suicide Prevention Coalition in Ontario County. A focus group was convened and met in February to review data and complete a SWOT Analysis. Additional stakeholders were identified and engaged throughout the spring. The group continues to meet monthly. Activities to date have included development of a Vision and Mission, delineation of goals and objectives and creation of a palm card and pamphlet outlining mental health and addiction services available in the region.

On June 1, 2017, Ontario County Public Health met with Trillium Health and FLACRA to discuss bringing a Mobile Syringe Exchange Program to Ontario County. To ensure community and stakeholder support, OCPH representatives have met with the Ontario County Sheriff, the City

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Manager of Geneva and members of the Ontario County Health and Human Services Committee. Discussions with other stakeholders will take place in quarter three.

#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. This quarter TACFL collaborated with the S2AY RHN to provide *Tobacco 21* resources for use during legislative discussion in Albany.

At TACFL's coalition meeting in June, members from Ontario and neighboring counties considered Point of Sale (POS) opportunities. Ontario County targets for POS were discussed. TACFL is seeking approval for a POS mailing to town supervisors in Ontario County.

In May, TACFL staff held a *Reality Check* recruitment event at the Geneva Community Center where they educated youth about tobacco marketing and its focus on young buyers. In June, the group participated in Office for the Aging's (OFA) community lunches, focusing on secondhand smoke and discussing point of sale policies and tobacco marketing.

Additional quarter two activities included, *Seen Enough Tobacco* advertising in local newspapers and development of Tobacco Free Pharmacy PSA in cooperation with the Stephens Radio Group. This quarter, a Smoke Free Housing Policy was passed at an apartment complex in Canandaigua and a Tobacco Free Outdoor Space policy was passed at the Geneva Red Wings baseball stadium.

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

Common Ground Health continues its work providing and promoting the Hypertension Registry. OCHC partners remain available to assist with recruitment of practices. In Ontario County, 14,119 blood pressures have been harvested from the EMR's of participating practices. Hypertension control rate through December of 2016 =71.7%.

On June 19, 2017, Common Ground Health in partnership with the S2AY RHN provided a Hypertension Management and Training event in Canandaigua for healthcare providers. They further reached out to physicians with a letter concerning the Hypertension Registry and a list of trainings and resources available in the region. OCPH facilitated distribution of this letter to healthcare providers in Ontario County.

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During quarter two, S2AY RHN staff members completed Chronic Disease Self-Management Program (CDSMP) Master Training, using prospective LIFT grant funds. Once received, LIFT funds will be used to provide CDSMP Peer Leader trainings and to work with medical providers in development of electronic referral systems (via EMR's) to evidence-based interventions such as CDSMP and the National Diabetes Prevention Program (NDPP).

The S2AY RHN continues to support and facilitate the following groups: Regional Work Site Wellness, Farm to Cafeteria, Regional Healthy Living and the Finger Lakes Breastfeeding Partnership.

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

UR/Thompson Health completed a Chronic Disease Self-Management Program (CDSMP) session in April. Sixty-six percent of participants completed the course. Another CDSMP was delivered 5/1/17 - 6/12/17 with a 71% completion rate. Additionally during quarter two, CDSMP staff met with Nurse Case Managers of Family Practices associated with UR/Thompson Health to promote CDSMP. Tear-off pads were provided to encourage and expedite the referral process.

In June, two Ontario County Public Health Nurses were trained as Peer Leaders to provide support to UR Thompson Health's ongoing CDSMP programming.

Finger Lakes Health (FLH) provided the National Diabetes Prevention Program at its Diabetes Center from January to June. There were 55 participants with an 88% attendance rate. Cumulatively, the group shed almost 500 pounds. Participants hail from Ontario and surrounding counties. Additionally, FLH continues to deliver an independent program, Cardiac Pre-Hab. During quarter two, six sessions were held. Six of the 25 attendees were from Ontario County. The program teaches how to protect your heart through education; learning risk factors; lifestyle modifications; good nutrition and exercise habits. Outcome data is pending.

Respectfully submitted 9/14/17 Kate Ott, MPH