

OCHC CHIP UPDATE Quarter 4: October 1-December 31, 2017

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

During the fourth quarter, OCHC partners continued to provide community education and outreach related to healthy eating and physical activity.

UR Thompson Health, in partnership with Food Link held a mobile food pantry on 10/25/17. One hundred and fifty-four households received healthy foods, representing 444 individuals; 135 of whom were children and 55, seniors.

On 11/30/17 UR Thompson's Wellness Department presented a puppet show, "Eat Your Colors," to Our Children's Place Preschool (56 children). Topics included eating fruits and vegetables versus less healthy processed foods.

This quarter, Public Health and Eat Smart NY continued to provide monthly education at Geneva's Salvation Army and Center of Concern food pantries, as noted below.

Month	Topic	Attendees		Reinforcement
		Salvation Army	Ctr. of Concern	
October	Dental Health	30	15	toothbrushes, toothpaste, floss, mouth wash
November	Food Safety	25	15	T-shirts, food safety magnets
December	Winter Safety	22		BP cuff, calendars, smoke detector information

Ontario County Public Health has joined the discussion and will contribute to funding a Blue Zone community assessment. The City of Canandaigua is interested in this designation but has agreed to a county-wide assessment. This will provide valuable information from an external source and will supplement future Community Health Assessment efforts.

Cornell Cooperative Extension/ESNY

Eat Smart NY reached 601 community members at 65 educational events during quarter four. Site locations targeted those at socioeconomic risk. Of note, ESNY provided *Cooking Matters*, a 6-week training for teens, at St. Peter's Episcopal Church in Geneva.

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.

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In quarter four, WIC welcomed a new Outreach Coordinator, Victoria Cretelle. WIC clinics were held in Canandaigua (32) and Geneva (6). Seven community events were attended. Of WIC participants who attended an Ontario County clinic during quarter four, 76% had initiated breastfeeding within the first 48 hours of birth.

Food Justice continues to bridge the gap between residents of Geneva's food desert and fresh produce/healthy foods. As the growing season wrapped up, efforts turned toward planning and sustainability. During the fourth quarter, Food Justice joined Blue Print for Geneva, an organization with 501c3 status. Through this partnership, funding opportunities will be pursued to create a food staging area. Other potential projects include creation of a Public Regional Market and purchase of shares in Community Supported Agriculture to donate to local food pantries. OCHC members encouraged leadership to engage Rotaries and other service groups to address their need for re-usable, breathable, stackable bins.

During quarter four, the Regional Transit System (RTS) continued to transport seniors and residents of the food desert to grocery stores using designated bus routes. Three routes are available for individuals living in Geneva's food desert-90 rides were provided in quarter four. Office for the Aging and Wegmans' Senior Shopper routes provided over 2,000 rides. Bus routes are now available on the RTS website in Spanish.

Other activities included:

- Agreement with Ontario County to serve as a lead agency during response to Public Health emergencies.
- Plans for installment of literature racks (April 2018) in RTS buses to disseminate information from OCHC and other partners.
- Providing transportation to Epic Zone (Youth Club House) for school children in Geneva.

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

UR Medicine/Thompson Health continues to offer breastfeeding classes throughout the year. During the 4th quarter, there were 31 participants. One hundred and fifty-one individuals participated in breastfeeding classes in 2017.



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The Breastfeeding Partnership co-sponsored a Regional Breastfeeding Gathering on October 26 at Crosswinds Wesleyan Church. There were 75 attendees. The Partnership co-Chair and a representative from the S2AY Rural Health Network were featured presenters on a NACCHO webinar re Baby Cafes. The group continues to wait for monies from a Linking Interventions for Total Population Health (LIFT) Grant. Funds will be used to sponsor Certified Lactation Counselor training and the opening of a second Baby Café in Ontario County.

#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

During quarter 4, the Substance Abuse Prevention Coalition engaged communities and schools through tabling at health fairs, open houses and other awareness events. The Partnership held 13 educational events, reaching 284 individuals. Nine schools were engaged with 979 students receiving education about addiction.

Heroin (addiction) Cafes were held in Canandaigua, Victor and Manchester (Red Jacket Library). A new program, *Substance Abuse and Employability*, was launched to students at *Finger Lakes Works Day* to students from across the Region-this included the use of “fatal vision” goggles provided by STOP DWI. A similar presentation was provided at Victor High School during Red Ribbon Week.

There are now 16 medication drop boxes in Ontario County and 6 have been installed in senior living facilities (total = 22). Over 800 pounds of medications were collected during the fourth quarter. Additionally, 384 pounds were collected during a mobile medication take back even in held in Victor. In 2017, medication drop boxes and medication take-back events removed 5,469 pounds of medications from the homes of Ontario County residents.

With increased availability of Narcan and trainers, the Partnership worked with Ontario County Public Health and OASAS to provide community Narcan Trainings in various locations during quarter four. A public awareness campaign targeting 12-25 year olds was created and implemented to raise awareness about heroin and prescription



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drug abuse using Face Book, Instagram and Snap Chat.

UR Thompson Health continued to house a medication drop box and collected 115 pounds of unwanted medication this quarter.

Public Health Activities

The partnership between Ontario County Public Health, Trillium Health and FLACRA to bring Trillium's Mobile Syringe Exchange Program to Ontario County has continued. The mobile van has begun to visit the two designated sites, but provision of syringes has not yet started. Final approval from the NYSDOH is pending.

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. Subcommittee members continue to pursue strategies to engage medical providers re use of EHR prompts for suicidal ideations. Suicide in youth is being explored by another subcommittee. Matt Frahm, Superintendent of Schools in Naples, is surveying his counterparts to learn what strategies are currently being used in schools.

At the December meeting of OCHC, Christy Richards, Public Health Educator for Ontario County, presented data from the NY State Electronic Syndromic Surveillance System on overdoses treated in ED's. Also presented were trends in the number of overdose calls to the 911 Center.

Finger Lakes Health's Employee Health Office continues to offer addiction counseling to staff members and family members at risk for opiate abuse/overdose. Additionally, they provide training/resources regarding addiction to students in a variety of programs (New Vision, Hobart William Smith, Finger Lakes Health College of Nursing, etc.). During quarter four FLH was happy to welcome a new Psychiatrist to address the growing need for mental health services in the region.

UR Thompson Health created a new "Mom to Mom" group to address anxiety, mood disorders, depression and bipolar conditions in new moms.

Regional Transit system is partnering with UR Medicine and NY State to provide transportation for Ontario County residents to a methadone clinic in Henrietta. The route will run from Geneva and Canandaigua locations six days a week.

Ontario County Public Health provided education and Narcan training to health center staff at Hobart and William Smith Colleges in December.

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

UR Thompson Health continues to offer free nicotine replacement systems to employees to facilitate smoking cessation. Their Cardiac Rehab Department partnered with the Wellness Department and provided education during the *Great American Smoke Out*. Associates and community members were provided with literature and educational materials.

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

During quarter four, TACFL continued to provide *Reality Check* at Epic Zone (Geneva students) and began work on Tobacco –free Pharmacies in Wayne, Seneca, Yates and Ontario Counties. No private pharmacies in Ontario County sell tobacco products. If chains halted sales, it is estimated availability would drop by 11%. TACFL’s continued efforts with landlords, resulted in a lease addendum at Center Pointe (Canandaigua) making one of their buildings smoke-free.



In November TACFL participated in the “Great American Smoke-Out” and tabled at Finger Lakes Community College (FLCC); surveying students about a potential tobacco-free campus policy. TACFL has partnered with Janette Aruck, RN from health services (OCHC member) regarding a policy and grant application for tobacco-free colleges.

#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 medical practices. The blood pressure control rate is currently 81%. During the fourth quarter, HTN Practice Reports were provided to UR Thompson, Finger Lakes Community Health, Valley View, Rushville Health Center and Finger Lakes Health.

The S2AY RHN continues to support and facilitate Regional Work Site Wellness, Farm to Cafeteria, Regional Healthy Living and the Finger Lakes Breastfeeding Partnership. They are currently working with Common Ground Health to develop a Regional Hypertension Coalition. Additionally, in December S2AY submitted a HRSA Outreach Grant for an opioid-prevention program. They continue to await LIFT and CBO Grant funds.

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

UR Medicine /Thompson Health sent two staff members to Albany to become Master Trainers for CDSMP and sponsored two six-week workshops.

1. 80 Parrish Street (senior housing)-13 registered; 4 completed (42%).
2. Wood Library (Canandaigua)-14 registered; 8 completed (57%). Ontario County Public Health staff facilitated this group.

Other educational activities aimed at managing chronic diseases, included:

- Managing Parkinson's Symptoms-provided to the local Parkinson's Support Group in November.
- Prevention of Type II Diabetes with diet management
- World Diabetes Day event featuring education on diabetes and kidney disease by a Nurse Practitioner who works at a local dialysis center
- Monthly support group meetings re heart disease, lung disease, lymphedema and diabetes.
- Caregivers Support Group

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 quarter four, Public Health Nurses began to prepare to deliver CDSMP to male inmates at the Ontario County Jail.

Public Health has had no response from Wayne Cap re CDSMP activities in 2017 and whether it desires to continue to be included in 2016-2018 CHIP activities and reporting.

Respectfully submitted 2/8/18 Kate Ott, MPH