

Genesee, Orleans & Wyoming County, New York Community Health Improvement Plan

2013-2017

Submitted by: Genesee, Orleans & Wyoming County Health
Departments

November 15, 2013

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Introduction

This plan is a part of the [New York State Prevention Agenda 2013-2017](#) , a blueprint for state and local community action to improve the health of New Yorkers.

Developed by a diverse group of stakeholders, the *Prevention Agenda 2013-2017* is a comprehensive plan that identifies goals, measurable objectives and a range of evidence based and promising practices in five priority areas to be implemented by public health, health care and community partners. Each county in NYS is responsible for enacting a plan to work towards overcoming at least two priorities, with at least one of these priorities addressing a disparity.

NYS Prevention Agenda Priority Areas:

- ❖ Prevent chronic diseases
- ❖ Promote healthy and safe environments
- ❖ Promote healthy women, infants and children
- ❖ Promote mental health and prevent substance abuse
- ❖ Prevent HIV, sexually transmitted diseases, vaccine-preventable diseases and healthcare associated infections

The Genesee, Orleans and Wyoming County Health Departments, health care and community partners in the tri-county area have teamed up in this process, creating a Community Health Improvement Plan (CHIP) tailored to overcome the leading health issues identified in the tri-county area over the next three years. Spreading limited resources across vast distances is commonplace for small counties. Joining forces to combine resources and positively impact the lives of residents in these areas is an efficient and effective form of collaboration.

The following priority areas and focus areas have been chosen and are succinctly explained in this plan. These areas were chosen after analyzing existing county and state data in conjunction with local community feedback from over 1,600 respondents who completed a Community Health Assessment survey and from those who participated in the 19 community conversations across the tri-county area.

Priority Area 1: Prevent chronic disease

- ❖ [Focus Area 1: Increasing access to high quality preventative care and management \(Disparity: Uninsured/underinsured\)](#)
- ❖ [Focus Area 2: Reduce obesity in children and adults](#)
- ❖ [Focus Area 3: Reduce illness, disability and death related to tobacco use and secondhand smoke exposure](#)

Priority Area 2: Promote mental health and prevent substance abuse

- ❖ [Focus Area 4: Strengthen infrastructure across systems](#)

*If you would like to become a part of this process please contact your local Health Department:
Genesee County: (585) 344 - 2580 x 5000/ Orleans County: (585) 589 - 3278
Wyoming County: (585) - 786 8838 or 800 – 419 - 8670*

Priority 1:
Prevent Chronic Disease

Focus Area 1:
Increase Access to High Quality
Chronic Disease Preventative Care and Management

Priority Area:

Prevent Chronic Disease

Focus Area:

Increase access to high quality chronic disease preventative care and management in both clinical and community settings.

Goal:

Increase screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate population.

Objectives by December 31, 2017:

1. Genesee/Orleans/Wyoming County Cancer Services Program: 5 objectives

2. Chronic Disease Self-Management Program/Diabetes Self-Management Program: TBD

3. Diabetes Prevention Program: 1 objective

1. Uninsured/Underinsured

2. Adults (50-75 years of age) with an income <25,000 who receive a colorectal screening.

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A. Description of the Process & Criteria used to identify the priority and focus area

Over 1600 community surveys were completed in the tri-county area with six community conversations conducted in Genesee, six in Orleans, and seven in Wyoming in the late winter and early spring of 2013. An overwhelming amount of feedback supported the focus area and goal chosen, including...

- ❖ The top 3 concerns identified in the survey included cancer 45.87% and diabetes 37.54%.

(Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#))

- ❖ The tri-county area has increased rates of colorectal and ovarian cancer as compared to the NYS rates, excluding NYC.

Data Source:

[Genesee County: Cancer Indicators, 2008 – 2010](#)
[Orleans County: Cancer Indicators, 2008 – 2010](#)
[Wyoming County: Cancer Indicators, 2008 - 2010](#)

- ❖ Each county in the tri-county area has increased crude diabetes mortality rates per 100,000 and/or diabetes hospitalizations rates when compared to the NYS rates, excluding NYC.

Data Source:

[Genesee County: Obesity and Related Indicators, 2010-2012](#)
[Orleans County: Obesity and Related Indicators, 2010-2012](#)
[Wyoming County: Obesity and Related Indicators, 2010-2012](#)

Priority Area:

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Monthly discussions have occurred since February 2013.

Participatory organizations include:

- ❖ Genesee County Health Department
- ❖ Medina Memorial Hospital
- ❖ Orleans County Health Department
- ❖ United Memorial Medical Center
- ❖ Wyoming County Health Department

B. Goals, Objectives, Improvement Strategies & Performance Measures to be used over the five-year period

Purpose Statement: Promote the New York State Cancer Services Program (CSP) which provides cancer screenings at no cost to eligible men and women.

Genesee/Orleans/ Wyoming CSP:

1. By December 31, 2017, increase the percentage of women aged 50-74 years with an income <\$25,000 who receive a breast cancer screening, based on the most clinical guidelines (mammography within the past two years), by 5% from 76.7% (2010) to 80.5% (Data Source: NYS BRFSS) (Health Disparities Indicator)
2. By December 31, 2017, increase the percentage of women aged 21-65 years with an income of <\$25,000 who receive a cervical cancer screening, based on the most recent clinical guidelines (Pap test within in the past three years), by 5% from 83.7 (2010) to 88%. (Data Source: NYS BRFSS) (Health Disparities Indicator)
3. By December 31, 2017, increase the percent of adults (50-75) who receive a colorectal cancer screening, based on the most recent guidelines by 5% from 68% (2010) to 71%. (Data Source: NYS BRFSS), HP 2020 (C-16) target: 70.5% (all adults)
4. Increase percent of adults (50-75) with an income of less than \$25,000 who receive a colorectal cancer screening based on the most recent guidelines by 10% from 59.4% (2011) to 65% (Data Source: NYS BRFSS)

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Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

Purpose Statement: Implement the National Diabetes Prevention Program (DPP), the Chronic Disease Self-Management Program (CDSMP), and the Diabetes Self-Management Program (DSMP) to better identify and educate high-risk populations on healthy lifestyle management.

The program is pre-existing in Wyoming County as of September 2013.

DPP:

1. An average 7% weight reduction among program participants who complete the 16 week core phase by 2015.

CDSMP/DSMP:

1. To be determined

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Objectives by December 31, 2017:

1. [Genesee/Orleans/Wyoming County Cancer Services Program](#): 5 objectives
2. [Chronic Disease Self-Management Program/Diabetes Self-Management Program](#): TBD
3. [Diabetes Prevention Program](#): 1 objective

1. Uninsured/Underinsured

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Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2013 - 2017

C. Designation of individuals and organizations that have accepted responsibility

The groups (role: Outreach, implementation, evaluation) have informally defined tasks:

CSP Education and Outreach:

- ❖ Orleans Community Health
- ❖ Wyoming County Health Department
- ❖ United Memorial Medical Center

CSP Facilitators:

- ❖ Orleans Community Health
- ❖ Wyoming County Health Department
- ❖ United Memorial Medical Center

CSP Tracking, Monitoring, Evaluation:

- ❖ Orleans Community Health
- ❖ Wyoming County Health Department
- ❖ United Memorial Medical Center

CDSMP Education and Outreach:

- ❖ Genesee County Health Department
- ❖ Orleans County Health Department
- ❖ Lake Plains Community Care Network
- ❖ Wyoming County Health Department

CDSMP Program Facilitators:

- ❖ Lake Plains Community Care Network

CDSMP Tracking, Monitoring, Evaluation:

- ❖ Lake Plains Community Care Network

DPP Education and Outreach:

- ❖ Genesee County Health Department
- ❖ Lake Plains Community Care Network
- ❖ Orleans County Health Department
- ❖ Wyoming County Health Department

DPP Facilitators:

- ❖ Lake Plains Community Care Network
- ❖ Wyoming County Health Department

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Genesee, Orleans & Wyoming Community Health Improvement Plan, 2013 - 2017

Designation of responsibility continued:

DPP Tracking, Monitoring, Evaluation:

- ❖ Lake Plains Community Care Network
- ❖ Wyoming County Health Department

DSMP Outreach and Education:

- ❖ Genesee County Health Department
- ❖ Orleans County Health Department
- ❖ Lake Plains Community Care Network
- ❖ Wyoming County Health Department

DSMP Facilitators:

- ❖ Lake Plains Community Care Network

DSMP Tracking, Monitoring, Evaluation:

- ❖ Lake Plains Community Care Network

D. Outcome & Process measures to assist the planning group to monitor progress

Genesee/Orleans CSP:

1. INDUS: Client management system
2. CSP quarterly reports
3. Client log(s)
4. Pending files log(s)
5. Complete files log(s)

Wyoming CSP:

1. INDUS: Client management system
2. CSP quarterly reports

CDSMP/DSMP:

1. To be determined

DPP:

1. Participant weight log

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E. Description of the evidenced-based practices being implemented including how the C.H.I.P 2013 – 2017 integrated lessons learned from past implemented & adapted the interventions

The [NYS Cancer Services Program](#) provides no cost breast, cervical and colorectal cancer screenings and support to eligible men and women. The program also focuses on cancer prevention promotion to increase awareness of the benefits of regular screening. The primary target population for this program is those who are uninsured and underinsured.

CSP Program Adaptations:

1. In 2008 the program began using evidenced based approaches to achieve programs goals.
2. With the enactment of the Affordable Health Care Act enacted on October 1, 2013, the numbers of individuals in the program's target population (uninsured/underinsured) will decrease. The program will adapt to this change in the near future.

The [Chronic Disease Self-Management Program \(CDMSP\)](#) is an evidenced based approach, developed by Stanford School of Medicine. The workshop is conducted in two and a half hours, once a week, for six weeks, in community settings such as senior centers, churches, libraries and hospitals. People with different chronic health problems attend together. Workshops are facilitated by two trained leaders, one or both of whom are non-health professionals with chronic diseases themselves.

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Genesee, Orleans & Wyoming County Community Health Improvement Plan 2013 - 2017

CDSMP continued:

Subjects covered include:

1. Techniques to deal with problems such as frustration, fatigue, pain and isolation
2. Appropriate exercise for maintaining and improving strength, flexibility, and endurance
3. Appropriate use of medications
4. Communicating effectively with family, friends, and health professionals
5. Nutrition
6. Decision making
7. How to evaluate new treatments

The self-management program will not conflict with existing programs or treatment. It is designed to enhance regular treatment and disease-specific education. At risk populations, including uninsured and underinsured individuals will be targeted.

CDSMP Program Adaptations: N/A

The [Diabetes Prevention Program \(DPP\)](#) is an evidence based, structured lifestyle change program developed by the Centers for Disease Control and Prevention. The program helps participants make lifestyle changes to reduce their risk for type 2 diabetes. The Lifestyle Coach works with groups of participants to:

- a. Lose weight through healthy eating
- b. Be more physically active
- c. Learn to recognize and overcome barriers to healthy eating and physical activity.

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Genesee, Orleans & Wyoming Community Health Improvement Plan, 2013 - 2017

DPP continued:

The program has two parts:

❖ **Core Phase:** The core phase focuses on how to adopt a healthy lifestyle. The 16 one-hour sessions help participants to develop lifelong skills through step-by-step changes. Participants stay in the same group throughout the core phase and usually meet weekly at the same location and time.

❖ **Post-Core Phase:** Following the 16 core sessions, Lifestyle Coaches offer monthly one-hour post-core sessions that provide participants with additional support and learning opportunities. These sessions also assist participants in maintaining their lifestyle changes independently, overcoming challenges, and staying motivated.

At risk populations, including uninsured and underinsured individuals will be targeted.

DPP Program Adaptations: N/A

The [Diabetes Self-Management Program \(DSMP\)](#) is an evidenced based approach, developed by Stanford School of Medicine. The workshop is conducted 2.5 hours, once a week, for six weeks, in community settings such as churches. Community centers, libraries and hospitals.

People with type 2 diabetes attend the workshop in groups of 12 to 16. Workshops are facilitated from a highly detailed manual by two trained Leaders, one or both of who are peer leaders with diabetes themselves.

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Genesee, Orleans & Wyoming Community Health Improvement Plan, 2013 - 2017

DSMP continued:

Subjects covered include:

1. Techniques to deal with symptoms of diabetes, fatigue, pain, hyper/hypoglycemia, stress, and emotional problems such as depression, anger, fear and frustration
2. Appropriate exercise for maintaining and improving strength and endurance
3. Healthy eating
4. Appropriate use of medication
5. Working more effectively with health care providers.

Participants make weekly action plans, share experiences, and help each other solve problems they encounter in creating and carrying out their self-management program. At risk populations, including uninsured and underinsured individuals will be targeted.

DSMP Program Adaptations: N/A

F. Process to maintain engagement with local partners over the four years of the C.H.I.P., and the process that will be used to track progress and make mid-course corrections.

At minimum, bi-quarterly meetings will be scheduled to ensure forward movement of this plan is occurring. Local partners will actively seek funding opportunities for the DPP, CDSMP and the DSMP.

Implementation Plan:

Increase Access to High Quality

Chronic Disease Preventive Care and Management

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

PERFORMANCE MEASURES How We Will Know We are Making a Difference		
Genesee/Orleans/Wyoming County CSP Short Term Indicators	Source	Frequency
≥75% of screening mammogram clients will be ages 50 and older.	INDUS: Monthly Performance Measures Report	Monthly
≥20% of initial program funded pap tests will be for women who are rarely or never screened.	INDUS: Monthly Performance Measures Report	Monthly
≥20% of clients age 50 and older who were screened in the program during the most recent 12 months will be men.	INDUS: Monthly Performance Measures Report	Monthly
≥50% of women age 50 and older will receive comprehensive cancer screening (breast, cervical and colorectal cancer screenings).	INDUS: Monthly Performance Measures Report	Monthly
≥60% of eligible clients will be rescreened for breast and colorectal cancer.	INDUS: Monthly Performance Measures Report	Monthly
≥75% of abnormal cervical screens, 75% of abnormal breast screens, and 75% of abnormal fecal tests will be followed up and final diagnosis determined within the appropriate timeframe of the original abnormal finding.	INDUS: Monthly Performance Measures Report	Monthly
Each month, enroll ≥90% of all eligible clients in the MCTP.	INDUS: Monthly Performance Measures Report	Monthly
Ensure timely and accurate submission of ≥ 85% of Screening Intake Forms each month.	INDUS: Monthly Performance Measures Report	Monthly

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

Genesee/Orleans/Wyoming County CSP Long Term Indicators	Source	Frequency
By December 31, 2017, increase the percentage of women aged 50-74 years with an income <\$25,000 who receive a breast cancer screening by 5% from 76.7% (2010) to 80.5%.	BRFSS	Every two years
By December 31, 2017, increase the percentage of women aged 21-65 years with an income of <\$25,000 who receive a cervical cancer screening, based on the most recent clinical guidelines (Pap test within in the past three years), by 5% from 83.7%.	BRFSS	Every two years
By December 31, 2017, increase the percent of adults (50-75) who receive a colorectal cancer screening, based on the most recent guidelines by 5% from 68% (2010) to 71%.	BRFSS	Every two years
By December 31, 2017, increase the portion of adults who have had their blood pressure measured within the preceding 2 years and can state whether their blood pressure was normal or high by 2%. Baseline: 90.6% to Target: 92.6%.	BRFSS	Every two years

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

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PERFORMANCE MEASURES How We Will Know We are Making a Difference		
CDSMP/DSMP Short Term Indicators	Source	Frequency
By 2015, funding for the CDSMP/DSMP programs will be obtained for the tri-county area.	Grant opportunities	Apply when applicable
CDSMP/DSMP Long Term Indicators	Source	Frequency
Increase program participation by 5% by 2017. (Baseline: to be set after one year of program start)	Participant sign-in sheet(s)	Annual
DPP Short Term Indicators	Source	Frequency
By 2015, funding for the DPP program will be obtained for the tri-county area.	Grant opportunities	Apply when applicable
DPP Long Term Indicators	Source	Frequency
An average 7% weight reduction among program participants who complete the 16 week core phase by 2017.	Participant weight calculations	Annual
Increase the completion of the 16-week core phase by 5% by 2015. (Baseline: to be set after one year of program start)	Participant sign-in sheet(s)	Annual

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #1 : Genesee/Orleans CSP

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Deliver clear and consistent messages about breast, cervical and colorectal cancer screening targeting uninsured people age 40-64 by advertising in LakeCountry(Orleans) & Drummer Pennysaver(Genesee) monthly	Monthly	Time, funds, expertise	Coordinator	Increased community awareness	
Work with Batavia Daily to have at least 2 cover stories in the paper	March 2014	Time, expertise	Coordinator, outreach manager	Increased community awareness	
Speak on local radio station in Genesee county during Medical Mondays about cancer awareness, importance of screening and CSP	March 2014	Time, funds, expertise	Coordinator, outreach manager	Increased community awareness	
Maintain regional web site	Monthly	Time	Coordinator	Increased community awareness	
Maintain CSP Facebook page	Weekly	Time	Data manager	Increased community awareness	
Review Penny Savers & local newspapers	Weekly	Time, expertise	Data manager, coordinator	Seek opportunities to present CSP and collaborate with people and events in our communities to recruit our priority population	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #1 : Genesee/Orleans CSP (continued)

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Attend community meetings with other human service agencies to seek opportunities to present CSP and collaborate to recruit target population.	Monthly	Time	Coordinator, outreach coordinator, outreach worker	Increased referrals	
Continue to print Recall List monthly and make multiple efforts as outlined in the Recall List Process to get clients screened. All attempts will be documented on the Recall List	Monthly	Time	Data manager	Increased cancer screenings	
Continue to offer community education to interested groups where CSP Priority population may attend	March 2014	Time, expertise, materials	Coordinator, outreach coordinator, outreach worker	Increased community awareness	
Work with UMMC and OCH Marketing Representative to develop a comprehensive advertisement plan for 2013-2014 grant year targeting uninsured people age 50-64.	March 2014	Time, expertise	Outreach manager, coordinator, marketing representative of UMMC and OCH	Advertisement Plan	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

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**OBJECTIVE #1 : Genesee/Orleans CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
At monthly staff meetings identify, plan and schedule advertisement for upcoming events and activities. Review, revise and implement changes to the advertisement plan as necessary.	Monthly	Time, expertise	Coordinator	Advertisement Schedule	
Send reminder letters to all women due for re-screening with mammography. The letters include contact information for the CSP for women without health insurance.	Monthly	Time, expertise, materials	Coordinator	UMMC, OCH radiology partners	
Offer \$5 incentive for new clients to	Ongoing	Time, funds	Data manager	Increased cancer screenings	
Plan, conduct and then evaluate scheduled outreach activities and events.	Monthly	Time, expertise	Coordinator	Detailed Plans/evaluations	
Recruit at Unemployment Orientation in Genesee & Orleans	Monthly	Time, materials	Coordinator, outreach manager	Increased screenings	
Provide colorectal education and offer FIT Kits during CRC Awareness month at TOPS market	March 2014	Time, FIT Kits	Data manager, outreach worker, coordinator	Increased screenings, increased community awareness	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

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**OBJECTIVE #1 : Genesee/Orleans CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Monitor and review short-term indicator #1 at monthly staff meetings and quarterly partnership meetings. Make necessary deletions for unsuccessful outreach. strategies.	Ongoing	Time, expertise	Coordinator	Successful outreach	
Continue to seek opportunities to collaborate with community organizations to recruit the priority population (women 50 - 64)	Ongoing	Time, expertise, effective communication	Coordinator	Successful outreach	
Continue to document all outreach activity on Outreach Log	Monthly	Time	CSP team	Tracking tool	
Monitor and review short-term indicator #1 at staff meetings and quarterly partnership meetings	Monthly	Time, expertise	Coordinator	Identify successes and room for improvements	
Monitor and review short-term indicator #2 at staff meetings and quarterly partnership meetings	Monthly	Time, expertise	Coordinator	Identify successes and room for improvements	
Monitor and review short-term indicator #3 at staff meetings and quarterly partnership meetings	Monthly	Time, expertise	CSP team	Identify successes and room for improvements	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

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**OBJECTIVE #1 : Genesee/Orleans CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Contact potential partners from faith based communities, community restaurants, small businesses, barber shops, Elks clubs, fire halls, sportsman shops, VFW etc. to discuss CSP & possibility of collaboration in distribution of literature, and recruitment of eligible clients through employees and patrons of above establishments	March 2014	Time, expertise, effective communication, materials	CSP team	Increased community awareness	
With all new clients, staff will review CSP, consents and eligibility criteria. They will discuss the importance of comprehensive screenings, schedule appointments, address barriers to screenings and review & distribute FIT kits when appropriate.	Ongoing	Time, expertise, FIT kits, additional materials	Data manager, coordinator	Increased community awareness	
A Client Log will be maintained in each office (Genesee and Orleans).	Ongoing	Time, expertise, client information	Data manager	Tracking tool for services received, as well as a visual aid to easily distinguish what services each client still requires.	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

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**OBJECTIVE #1 : Genesee/Orleans CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Each office (Genesee and Orleans) to maintain "Pending Files"	Ongoing	Time, "CSP pending file" document	Data manager	Tracking tools for active clients awaiting appointments, documentation, exams, or written results	
Each week staff will review the "Client Log" and "Pending Files" and make necessary contacts with clients or providers.	Weekly	Time	Data manager	Tracking tool	
When all screenings and documentation is completed files are then removed from "Pending" files to "Complete"	Weekly	Time, "CSP complete file" document	Data manager	Tracking tool	
Monitor and review short-term indicator #4 at staff meetings and quarterly partnership meetings	Monthly	Time, expertise	Coordinator	Identify successes and room for improvements	
Run "Recall List" and encourage clients to complete annual screenings via recall list process.	Monthly	Time, expertise, materials, FIT Kits	Data Manager	Increased screening rates	
Advise client to notify CSP if services are no longer needed through CSP so they can be discharged from the program.	Ongoing	Effective communication	Data Manager	Adequate tracking	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #1 : Genesee/Orleans CSP (continued)

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Review short term indicators at staff meetings and quarterly Partnership meetings.	Monthly	Time, expertise revise or develop new strategies to address performance issues.	Coordinator	Revise or develop new strategies to address performance issues.	
Providers will notify CSP of abnormal screenings within 72 hours of availability.	Daily as needed	Time	Data managers	Adequate follow-up	
CSP staff will make every effort via phone calls, letters, emergency contact, home visit, to contact client within 72 hours.	Daily as needed	Time, materials	Data managers	Adequate follow-up	
If unable to reach client a certified letter will be sent	Daily as needed	Time, materials	Data managers	Adequate follow-up	
When client is reached, complete Case Management Assessment tool to assist client to schedule follow up and address any barriers to care.	Ongoing	Time, case management assessment tool	Data managers	Adequate follow-up tracking	
Submit results and final diagnosis into INDUS (client management system) within 60 days of abnormal results.	Ongoing	Time, expertise	Data managers	Tracking tool	
Monitor and review short term indicators at staff meetings and quarterly Partnership meetings	Monthly	Time, expertise	Coordinator	Identify successes and room for improvements	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

**OBJECTIVE #1 : Genesee/Orleans CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Maintain qualified trained designated qualified entity's (DQE's) in each office.	Ongoing	Adequate training	DQE(s)	Ability to complete MCTP applications	
Identify eligible clients requiring assistance from the Medical Treatment Act Program, (MCTP) and contact clients immediately.	Ongoing	Time, expertise, MCTP application	DQE(s)	Obtain client coverage	
Provide education, support, guidance and case management during the application process	Ongoing	Time, materials	DQE(s)	Increased community awareness	
Ensure timely submission of data and the MCTP application to NYSDOH to facilitate enrollment into the MCTP	Ongoing	Time, expertise, MCTP application	DQE(s)	Adequate tracking	
Provide continued communication with client until application is approved and client receives enrollment card.	Ongoing	Time, expertise	DQE(s)	Adequate follow-up	
Maintain periodic communication with client while receiving treatment to provide support.	Ongoing	Time	DQE(s)	Adequate follow-up	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

**OBJECTIVE #1 : Genesee/Orleans CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Review short-term indicator #7 at monthly staff meetings and partnership meetings	Monthly	Time, expertise	CSP team	Identify successes and room for improvements	
Complete and submit all SIF's (screening intake forms) with abnormal results within 30 days of date of finding and within 90 days of normal findings.	Daily	Time, expertise	Data managers	Adequate follow-up	
Complete and submit all FUF's (follow up forms) into INDUS (client management system) within 30 days of service.	Daily	Time, expertise	Data managers	Adequate tracking	
Conduct provider training and follow-up as necessary.	Ongoing	Time, expertise, materials	Coordinator	Timely and accurate documentation to CSP	
CSP staff will meet with each providers office staff to review program guidelines.	Monthly	Time, expertise, effective communication, materials	Coordinator	Timely and accurate documentation to CSP	
Receive documentation from providers as identified.	Ongoing	Time, expertise, documentation	Data Managers	Timely and accurate documentation to CSP	
Promptly obtain missing information or documentation from providers as identified.	Ongoing	Time, expertise, documentation	Data Managers	Timely and accurate documentation to CSP	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

**OBJECTIVE #1 : Genesee/Orleans CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Notify providers initially verbally or any incidence of untimely documentation. If problem persists notify providers in writing and meet with provider staff to develop plan of corrective action when necessary.	Ongoing	Time, expertise, documentation	Data Managers	Timely and accurate documentation to CSP	
Provide communication reminders about importance of timely accurate data via phone calls, letters, office meetings and partnership newsletters.	Ongoing	Coordinator, outreach manager, data manager	Coordinator, outreach manager, data manager	Timely and accurate documentation to CSP	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #2: Wyoming County CSP

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/Organization	Anticipated Product or Result	Progress Notes
Periodic partnership newsletters, full partnership meetings, and in-person in-reach visits	1/2014, 2/2014, 3/2014, ongoing	Funds, expertise, time, materials	Outreach staff	Encourage providers to educate uninsured and underinsured clients 50+ about CSP and cancer screenings.	
Educate appropriate staff at the local hospital and/or after-hours clinic about CSP and ask them to make referrals for eligible clients that are in need of cancer screenings	1/2014	Expertise, time, materials	Coordinator, Case Managers	Increased referrals	
Conduct 2 in-reach visits to CSP providers' offices, per year. Conduct in-person visits to 2-3 non-CSP providers' offices per year.	Annually	Expertise, time, incentives: "Rx" pads, pens, etc	Coordinator, Case Managers	Increased referrals	
Visit two (2) business/agency to display and/or distribute CSP posters, brochures, and currently available promotional materials. Local businesses will include hair & nail salons/spas, restaurants, pharmacies, public libraries, grocery stores, DMVs and bowling alleys	Monthly	Expertise, time, promotional materials	Outreach Staff	Increased referrals	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #2: Wyoming County CSP (continued)

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Info on CSP will be displayed at 2 Health Fairs by LC Health Education. State incentives only.	01/2014, ongoing	Time, promotional materials	Outreach Staff	Increased community awareness	
Participate in two (2) community outreach events including Community Action Vendor Fair and Wyoming County Fair.	Annually	Time, promotional materials	Coordinator, outreach staff	Increased community awareness	
Participate in 4 community flu vaccine clinics (2 per county) with an enrollment table set up.	Annually	Time, promotional materials	Outreach Staff	Increased community awareness	
Focused advertising will be place in Penny Saver in October for Breast cancer awareness month.	Annually	Time, funds	Coordinator, outreach staff	Increased community awareness	
Visit Department of Labor offices to attend new applicant orientation sessions	1/2014, 3/2014	Time	Coordinator, outreach staff	Increased referrals	
Reach out to the United Methodist Women units to promote availability of CSP to residents.	Ongoing	Time, expertise	Outreach staff, case managers	Increased community awareness	
Participate in two community flu vaccine clinics with an enrollment table set up.	01/2014	Time, expertise	Coordinator, outreach staff	Increased program enrollment	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #2: Wyoming County CSP (continued)

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/Organization	Anticipated Product or Result	Progress Notes
For Cervical Cancer Awareness Month, press releases or PSAs will be the Penny Saver. Also will invite a guest speaker from Cytology Outreach Labs to speak about current pap cytological and HR-HPV testing.	1/2014: Second and fourth weeks	Time, expertise, funds	Coordinator, outreach staff	Increased community awareness	
Focused advertising will be placed the Penny Saver during Colon Cancer Awareness Month, and for Main Streets Go Blue (MSGB) campaign. Ads will be ran in 4 Penny Savers in the month of March. Each penny saver will run the ads once in the month of March, at different weeks of the month.	3/2014	Time, expertise, funding	Outreach staff	Increased community awareness	
Gift (\$5.00) cards will be given to all men who return FIT kits in March 2013. This will be offered at the time of phone enrollment.	3/2014	Time, funds	Coordinator	Increased number of returned FIT kits	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #2: Wyoming County CSP (continued)

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Schedule in-reach visits to credentialed and non-credentialed providers in each county during the program year. Will educate all providers about the availability of the program and the importance of all age and risk eligible clients (uninsured and undersinsured) to get cancer screenings.	03/2014, ongoing	Time, expertise	Coordinator, case managers	Increased referrals	
100% of abnormal cervical test results are/ will be followed up by partnership Coordinator and Case Manager within the appropriate time frame, and will be entered into Indus within the appropriate time frames.	Ongoing	Time, expertise	Coordinator, case managers	Assess for barriers to care and care plan drawn up for careful and timely follow-up.	
100% of all MCTP eligible clients (CSP enrolled and non-CSP enrolled) will be contacted by a DQE and an in-person application appointment will be scheduled.	Ongoing	Time, expertise	Coordinator, case managers, DQEs	Increased program enrollment	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

**OBJECTIVE #2: Wyoming County CSP
(continued)**

BACKGROUND ON STRATEGY

SOURCE: [NYSDOH Cancer Services Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
95% or > of screening intake forms (SIFs) and follow up forms (FUFs) are and will be entered for each month. Providers that are not timely in submitting forms will be contacted by the Coordinator and process improvement measures will be discussed.	Ongoing	Time, expertise	Coordinator, case managers, data manager	Timely and accurate of screening intake forms	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #3: CDSMP/DSMP

BACKGROUND ON STRATEGY

SOURCE: [Stafford School of Medicine: Chronic Disease Self-Management Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/Organization	Anticipated Product or Result	Progress Notes
Obtain funding to support CDSMP/DSMP program	Ongoing	Applicable grant opportunities, time, expertise	Tri-county health department	Funding	
CDSMP Workshop (6, 1 hr sessions weekly)	Once funding is obtained	Living a Health Life with Chronic Conditions, 4 th editions, Relaxation for Mind and Body CD Markers, paper flip chart	Lake Plains Community Care Network	Increased participants confidence to manage their health and maintain active lives	
DSMP Workshop (6, 2.5 hr sessions weekly)	Once funding is obtained	Living a Health Life with Chronic Conditions, 4 th editions, Relaxation for Mind and Body CD Markers, paper flip chart	Lake Plains Community Care Network	Increased participants confidence to manage their health and maintain active lives	
Program promotion	Once funding is obtained	Time, expertise, funds	Lake Plains Community Care Network	Increased program participation	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

OBJECTIVE #4: DPP

BACKGROUND ON STRATEGY

SOURCE: [CDC: National Diabetes Prevention Program](#)

Evidence Base: Y

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Obtain funding to support DPP program	Ongoing	Applicable grant opportunities, time, expertise	Tri-county health departments	Funding	
Wyoming County: Core Phase (16, 1 hr. sessions weekly)	Ongoing	Time, expertise, participants, space, printed curriculum materials,	Wyoming County Health Department	Development of healthy lifelong skills through step-by step changes	
Wyoming County: Post-Core Phase (1 hr. sessions each month for 16 months)	Ongoing	Time, expertise, participants, space, printed curriculum materials,	Wyoming County Health Department	Continuation of healthy lifestyle decisions	
Genesee, Orleans counties : Core Phase (16, 1 hr. sessions weekly)	Once funding is obtained	Time, expertise	Lake Plains Community Care Network	Development of healthy lifelong skills through step-by step changes	
Genesee and Orleans counties: Post-Core Phase (16, 1 hr. sessions monthly)	Once funding is obtained	Time, expertise	Lake Plains Community Care Network	Continuation of healthy lifestyle decisions	
Program promotion	Once funding is obtained	Time, expertise, funds	Lake Plains Community Care Network	Increased program participation	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

ALIGNMENT WITH STATE/NATIONAL PRIORITIES			
Obj #	<u>Prevention Agenda</u>	<u>Healthy People 2020</u>	<u>National Prevention Strategy</u>
1	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.	Increase the proportion of women who receive a breast cancer screening base on the most recent guidelines. (C-17)	Provide people with tools and information to make healthy choices. Ensure strategic focus on communities at greatest risk.
2	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.	Increase the proportion of women who receive a cervical cancer screening based on the most recent guidelines. (C-15)	Ensure strategic focus on communities at greatest risk.
3	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.		Ensure strategic focus on communities at greatest risk.
4	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.	Increase the proportion of women who receive a cervical cancer screening based on the most recent guidelines. (C-15) Increase the proportion of adults who receive a colorectal screening base on most recent guidelines. (C-16) Increase the proportion of women who receive a breast cancer screening base on the most recent guidelines. (C-17)	Provide people with tools and information to make healthy choices. Ensure strategic focus on communities at greatest risk.
5	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.	Increase the proportion of adults who receive a colorectal screening base on most recent guidelines. (C-16)	Ensure strategic focus on communities at greatest risk.

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Increasing screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate populations.

ALIGNMENT WITH STATE/NATIONAL PRIORITIES			
Obj #	Prevention Agenda	Healthy People 2020	National Prevention Strategy
6	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.	<p>Increase the proportion of women who receive a cervical cancer screening based on the most recent guidelines. (C-15)</p> <p>Increase the proportion of adults who receive a colorectal screening base on most recent guidelines. (C-16)</p> <p>Increase the proportion of women who receive a breast cancer screening base on the most recent guidelines. (C-17)</p>	Ensure strategic focus on communities at greatest risk.
7			Ensure strategic focus on communities at greatest risk.
8			Ensure strategic focus on communities at greatest risk.
9	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.	Increase prevention behaviors in persons at high risk with prediabetes. (D-16)	<p>Provide people with tools and information to make healthy choices.</p> <p>Ensure strategic focus on communities at greatest risk.</p> <p>Support the National Quality Strategy's focus on improving cardiovascular health.</p>
10	Increasing screening rates for cardiovascular disease, diabetes and breast/cervical;/colorectal cancer, especially among disparate populations.	Increase prevention behaviors in persons at high risk with prediabetes. (D-16)	<p>Provide people with tools and information to make healthy choices.</p> <p>Support the National Quality Strategy's focus on improving cardiovascular health choices.</p> <p>Ensure strategic focus on communities at greatest risk.</p> <p>Support the National Quality Strategy's focus on improving cardiovascular health.</p>

DESCRIBE PLANS FOR SUSTAINING ACTION

This plan will be posted on the tri-county health department and hospital partner websites. CSP work plans will be submitted quarterly and an ongoing effort will continue to obtain funding for CDSMP, DSMP, and DPP in the tri-county area.

Focus Area 2:
Reduce Obesity in Children and Adults

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

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

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

**Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2014 - 2017**

**A. Description of the Process & Criteria used to identify the
priority and focus area**

Over 1600 community surveys were completed in the tri-county area with six community conversations conducted in Genesee, six in Orleans, and seven in Wyoming in the winter and spring of 2013. An overwhelming amount of feedback supported the focus area and goal chosen, including...

- ❖ The top three concerns identified in the survey included cancer 45.87% and diabetes 37.54%.

Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

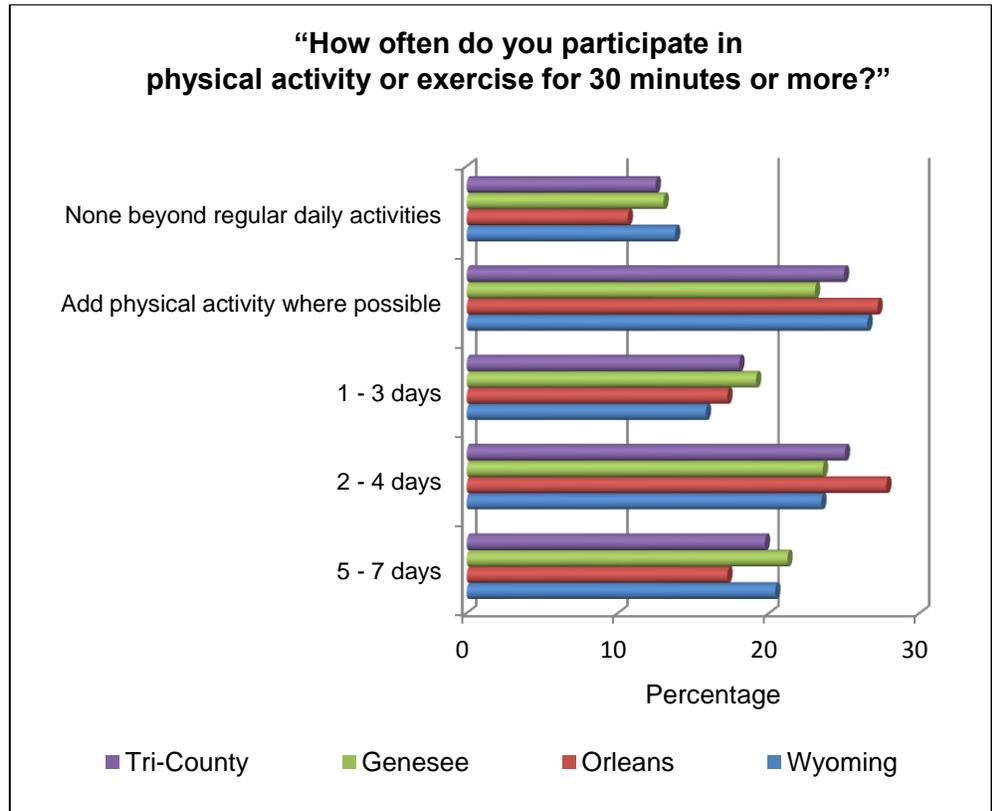
Create community environments that promote and support healthy food and beverage choices and physical activity.

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

- ❖ In the tri-county area 37.22% of respondents revealed that they either do not exercise or their only source of exercise is added where possible, for example, taking the stairs.



Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

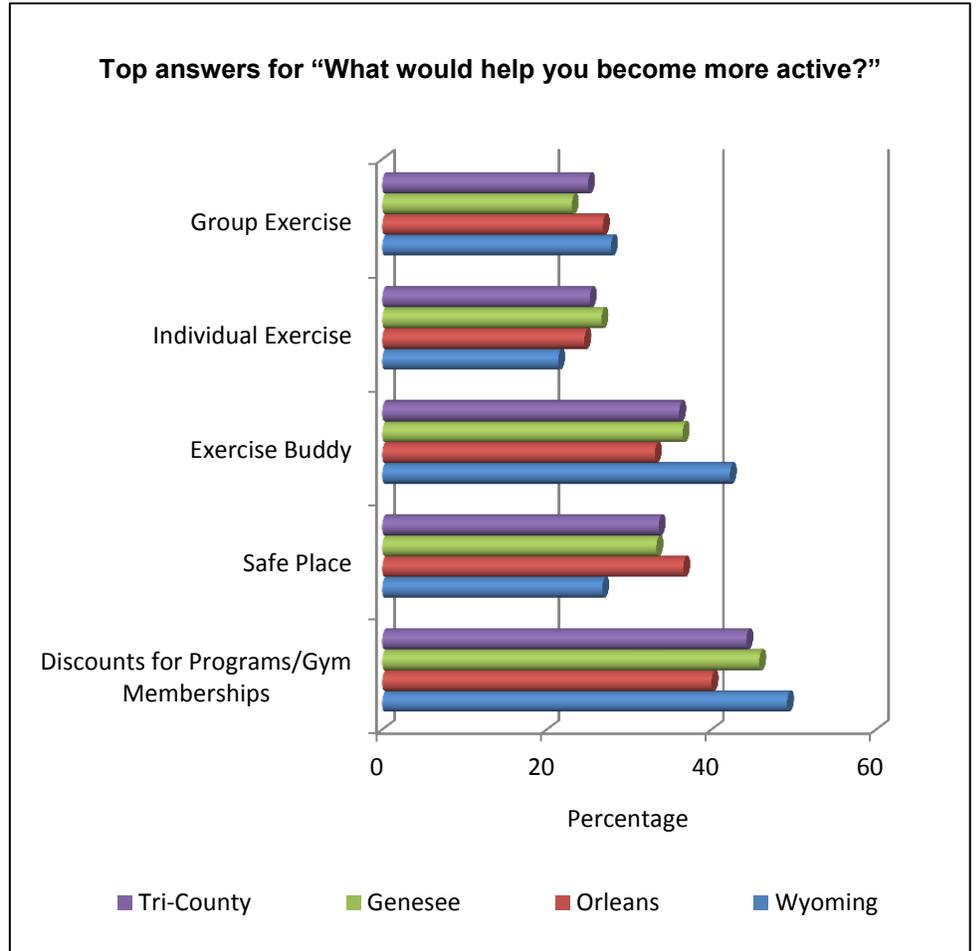
Create community environments that promote and support healthy food and beverage choices and physical activity.

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

- ❖ In the tri- county area 44.25% of respondents reported that discounts for exercise programs and gyms memberships would help them to become more active.



Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

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

**Objective by
December 31, 2017:**

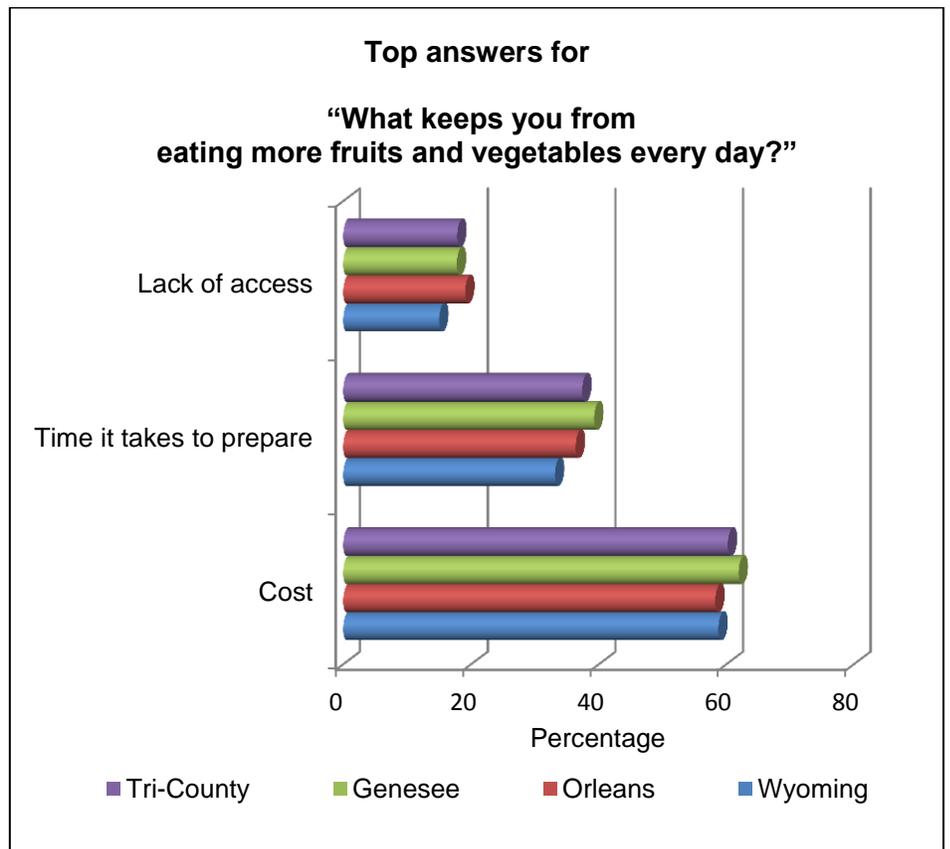
Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

- ❖ In the tri-county area over 80% of respondents consume less than 5 servings of fruits and vegetables per day.

Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

- ❖ In the tri-county area the majority of respondents attributed the cost of produce as the reason for less than the recommended amount per day.



Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

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

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

- ❖ The tri-county area has increased rates of overweight and obese children and adults when compared to the NYS rate, excluding NYC.

Data Source:

[Obesity and Related Indicators – Genesee County, 2010-2012](#)

[Obesity and Related Indicators – Orleans County, 2010-2012](#)

[Obesity and Related Indicators – Wyoming County, 2010-2012](#)

Monthly discussions have occurred since February 2013.

Participatory organizations include:

- ❖ Genesee County Health Department
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ United Memorial Medical Center
- ❖ Wyoming County Community Health System
- ❖ Wyoming County Health Department

B. Goals, Objectives, Improvement Strategies & Performance Measures to be used over the five-year period

Purpose Statement: Expand upon the existing Get Fit program in Genesee County and replicate the program in Orleans County.

1. Decrease the caloric intake of participants by 10% upon program completion.
2. Decrease the sodium intake of participants by 10% upon program completion.
3. At least 40% of participants will improve in one or more nutrition practices upon program completion. (i.e. plans meals, makes healthy food choices, prepares food without eating salt, reads nutrition labels, or has children eat breakfast)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

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

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

Purpose Statement continued:

4. At least 15% of participants will have a positive change in physical activity upon program completion.

C. Designation of individuals and organizations that have accepted responsibility

Genesee County Get Fit Program:

The program is offered by,



Coalition Team:

Batavia City School District
City of Batavia Youth Bureau
Cornell Cooperative Extension in Genesee County
Genesee County Health Department
Genesee County YMCA
Rotary Club of Batavia
United Memorial Medical Center

Genesee County Primary Program Roles:

Activity coordinators:

- ❖ Batavia City School District
- ❖ Cornell Cooperative Extension
- ❖ YMCA
- ❖ *Qualified volunteers*

Activity incentives donated by:

- ❖ City of Batavia Youth Bureau
- ❖ Local Supermarket(s)
- ❖ Rotary Club of Batavia

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

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

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

Genesee County Primary Program Roles continued:

Activity support staff:

- ❖ ALL coalition members

Outreach/education:

- ❖ ALL coalition members

Program coordinators:

- ❖ Rotary Club of Batavia
- ❖ United Memorial Medical Center

Program recruiters:

- ❖ ALL coalition members

Program housing/space:

- ❖ Batavia City School District
- ❖ Genesee County Office for the Aging
- ❖ Genesee County YMCA

Tracking, monitoring, evaluation:

- ❖ Cornell Cooperative Extension
- ❖ United Memorial Medical Center

Orleans County Program: Name to be determined

The Orleans County Health Department and Orleans Community Health will recruit and assemble a team of community partners that will create a program similar to Get Fit.

Orleans County Primary Program Roles:

Activity Coordinators:

- ❖ To be determined

Activity Incentives Donated by:

- ❖ To be determined

Activity Support Staff:

- ❖ To be determined

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

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

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

Orleans County Primary Program Roles continued:

Outreach/education:

- ❖ To be determined

Program coordinator(s):

- ❖ To be determined

Program recruiter(s):

- ❖ To be determined

Program housing/space:

- ❖ To be determined

Tracking, monitoring, evaluation:

- ❖ To be determined

D. Outcome & Process measures to assist the planning group to monitor progress

1. Pre and post evaluation; Eating Right is Basic – The Enhanced Behavior Checklist includes questions on nutrition practices, food resources management practices and food safety practices.
2. Amount of families who complete 80% of the program
3. Program Satisfaction Evaluation
4. Growth in community stakeholder involvement

E. Description of the best practice being implemented including how the C.H.I.P 2013 – 2017 integrated lessons learned from past implemented & adapted the interventions

The Get Fit program began in 2010 as a result of the Healthy Communities Capacity Building Initiative. It is a family-based program to combat and prevent childhood obesity. As a part of the program, each family participates in nutrition education with hands-on activities and fun fitness

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults

Goal:

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

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

activities for everyone. Initially the program was offered for FREE, for 10 weeks, 1 day/week for 1 hour and 15 minutes.
**Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2013 - 2017**

Best practice description continued:

As a part of the program, each family participates in nutrition Education with hands-on activities and fun fitness activities for everyone. Initially the program was offered for FREE, for 10 weeks, 1 day/week for 1 hour and 15 minutes.

Get Fit mission:

- ❖ To combat and prevent childhood obesity by advocating healthy lifestyles for our children and families.

Get Fit goals:

- ❖ Provide opportunities for families to be active together.
- ❖ Help families to understand and follow the Dietary Guidelines for Americans.
- ❖ Empower families to take action by using simple and interesting ways to improve nutrition and fitness level.

Get Fit families will learn:

- ❖ How to make healthy, family friendly food choices
- ❖ To prepare simple and great tasting recipes
- ❖ How to stretch your food dollar
- ❖ Fun ways to exercise

Get Fit families will receive:

- ❖ Nutrition education
- ❖ Guidelines and support to maintain a healthy lifestyle
- ❖ Resources to encourage family physical activity
- ❖ Weekly incentives and a chance to win a grand prize

Weekly Get Fit Activities:

- ❖ Participants meet once per week for 1 hour and 15 minutes to either enjoy a hands-on nutrition education activity or engage in family oriented exercise. To keep families engaged, nutrition and physical activity classes are conducted in opposing weeks. At the end of each one family will be chosen to receive the weekly incentive. The decision is made by the activity coordinator and is based off of each family's level of participation as a group and as individuals during the activity.

Priority Area:

Prevent Chronic Disease

Focus Area:

Increase access to high quality chronic disease preventative care and management in both clinical and community settings.

Goal:

Increase screening rates for cardiovascular disease, diabetes and breast/cervical/colorectal cancer, especially among disparate population.

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

Get Fit Action Plan:

- ❖ All families participating need to follow the action plan. The action plan is continually referenced throughout each session.

6 ounces of juice or less per day

5 servings of fruit and vegetables per day

4 servings of whole grains per day

3 servings of low fat or fat free milk or dairy products per day

2 hours or less of screen (TV/computer) time per day

1 hour of moderate physical activity per day

✓ **Eat breakfast** daily

✓ Regularly eat **family meals** prepared at home

↓ **Decrease** fast food, take out and eating out

↑ **Increase** water intake

Get Fit Success:

- ❖ The two sessions where pre and post evaluation was conducted proved successful. Example below,

Get Fit Session Results: 10/01/11 – 01/04/12

Diet Recall Results:

- ❖ 100% of participants demonstrated acceptable nutrition practices (i.e. plan meals, makes healthy food choices, prepared foods without adding salt, reads nutrition labels and has children eat breakfast.
- ❖ Calories Cut:
 - <1200 (Entry = 36%, Exit = 55%)
 - 1200-2199 (Entry = 36%, Exit = 46%)
 - >2199 (Entry = 27%, Exit = 0%)

Get Fit Session Results: 02/01/11 – 04/12/11

- ❖ 46% of participants demonstrated acceptable nutrition practices (i.e. plan meals, makes healthy food choices, prepared foods without adding salt, reads nutrition labels and has children eat breakfast.
- ❖ 31% of participants more often prepared foods without adding salt.
- ❖ Calories Cut:
 - <1200 (Entry = 0%, Exit = 66.7%)
 - 1200 – 2199 (Entry = 100%, Exit = 33.3%)
 - >2199 (Entry = 0%, Exit = 0%)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce obesity in children and adults.

Goal:

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

**Objective by
December 31, 2017:**

Reduce the percentage of adults who are obese by 5% so that the percentage of adults ages 18 years and older who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Healthy People 2020](#) (NWS-9) target 30.5%.

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 – 2017

Get fit Session Results: 02/02/11 – 04/12/11 continued:

- ❖ 33.3% of participants reported positive change in physical activity.

Get Fit Session Results: 01/09/13 – 3/20/13

- ❖ 44.4% with positive change in physical activity
- ❖ 63% improved in eating healthy foods
- ❖ 63% more often thought about healthy food choices when deciding what to feed their families

Get Fit Program Adaptations:

- ❖ In spring of 2013 a \$25.00 refundable deposit for each family was implemented to increase participants level of commitment. The deposit is returned to families who participate in 80% of activities. Scholarships are available for families who are unable to afford the fee.
- ❖ In fall of 2013 the program session length increased from 10 to 12 weeks to allow for the entrance and exit classes to be dedicated for pre and post evaluation.
- ❖ In fall of 2013 the location of the nutrition education classes changed from the Genesee County YMCA to the Genesee County Office for the Aging. The Genesee County Office for the Aging allows the Get Fit program to now use their kitchen for more hands-on cooking instruction.

F. Process to maintain engagement with local partners over the four years of the C.H.I.P., and the process that will be used to track progress and make mid-course corrections.

Community organizations and agencies involved with Get Fit in Genesee County and those involved in similar program in Orleans will meet monthly to individually discuss upcoming events/sessions, current successes, room for improvements, sustainability, etc. Emphasis will be placed on engaging additional partners for growth of these programs.

Implementation Plan:

Reduce obesity in children and adults

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

PERFORMANCE MEASURES How We Will Know We are Making a Difference		
Short Term Indicators	Source	Frequency
Reduce the percentage of adults who are obese by 5%.	Pre and post Evaluation	Each session
Decrease the caloric intake of participants by 10% upon program completion	Pre and post Evaluation	Each session
Decrease the sodium intake of participants by 10% upon program completion.	Pre and post Evaluation	Each session
At least 40% of participants will improve in one or more nutrition practices upon program completion.	Pre and post Evaluation	Each session
At least 15% of participants will have a positive change in physical activity upon program completion.	Pre and post evaluations	Each session
Increase the percentage of families who successfully complete each session by 10% by 2017.	Session Sign-in Sheet	End of each session
Increase community stakeholder involvement by 10% by December 2017.	Meeting minutes	Quarterly
Long Term Indicators	Source	Frequency
Reduce the percentage of adults who are obese by 5% by December 2017.	NYSDOH Obesity and Related Indicators Data	Every 2 years
Increase community stakeholder involvement by 10% by December 2017.	Meeting Minutes	Yearly
Increase the percentage of families who successfully complete each session by 10% by 2017.	Session Sign-in Sheet(s)	Yearly

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

OBJECTIVE #1: Reduce the percentage of adults who are obese by 5%.

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Genesee County: Participant recruitment	Ongoing	Time, funds, promotional materials	Coalition members	8-10+ families to participate	
Orleans County: Gain community stakeholder involvement	June 2014	Time, expertise	Program Coordinator(s)	Program coalitions	
Orleans County: Designation of community stakeholder responsibility	October 2014	Time, expertise	Program Coordinator(s)	Accountability	
Orleans County: Participant recruitment	November 2014	Time, funds, promotional materials	Program Coordinator(s), Community Stakeholders	8-10+ families to participate	
Genesee County: 12 weeks session	Ongoing	Activity coordinators, support staff, housing/space, incentives, food/drink, monitoring materials, equipment	Program Coordinators, Activity Coordinators	Participants adopt healthy lifestyle habits.	
Genesee County: Participant pre-evaluations	Ongoing	Eating Right is Basic- The Enhanced Before Checklist, The 24-hour Food Recall	Cornell Cooperative Extension	Entry data	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

OBJECTIVE #1: Reduce the percentage of adults who are obese by 5%.
(continued)

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Genesee County: Participant post-evaluations	Ongoing	Eating Right is Basic- The Enhanced Before Checklist, The 24-hour Food Recall	Cornell Cooperative Extension	Exit data	
Genesee County: Participant satisfaction survey	Ongoing	Time, expertise, satisfaction survey	United Memorial Medical Center	Participant feedback	
Genesee County: Assess the number of families who attended 80% of the activities	Ongoing	Completed sign-in sheet(s) for each activity	TBD	Completion rate	
Orleans County: Participant pre-evaluation	January 2015	TBD	TBD	Entry data	
Orleans County: Program session duration TBD	January 2015	Activity coordinators, support staff, housing/space, incentives, food/drink, monitoring materials, equipment	Program Coordinator(s), Activity Coordinator(s)	Participants adopt healthy lifestyle habits.	
Orleans County: Participant post-evaluation	April 2015	TBD	TBD	Exit data	
Orleans County: Participant satisfaction survey	April 2015	Time, expertise, satisfaction survey	TBD	Participant feedback	
Orleans County: Assess the number of families who attended 80% of the activities	April 2015	Completed sign-in sheet(s) for each activity	TBD	Completion rate	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

OBJECTIVE #2: Decrease the caloric intake of participants by 10% upon program completion.

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Genesee County: Dedication of nutritional education classes each session	Ongoing	Expertise, funds, food	Cornell Cooperative Extension	Participants adopt healthy habits.	
Orleans County: Dedication of nutritional education classes each session	Ongoing	Expertise, funds, food	TBD	Participants adopt healthy habits.	
Genesee County: Placing emphasis on the Get Fit action plan	Ongoing	Action plan	Activity Coordinators	Participants adopt healthy habits.	
Orleans County: Creation of a program(s) action plan(s)	October 2014	Time, expertise	TBD	Program reinforcement tool	
Orleans County: Placing emphasis on the similar program(s) action plan(s)	Ongoing	Action plan	TBD	Participants adopt healthy habits.	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

OBJECTIVE #3: Decrease the sodium intake of participants by 10% upon program completion.

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Genesee County: Dedication of nutritional education classes each session	Ongoing	Expertise, funds, food	Cornell Cooperative Extension	Participants adopt healthy habits.	
Orleans County: Dedication of nutritional education classes each session	Ongoing	Expertise, funds, food	TBD	Participants adopt healthy habits.	
Genesee County: Placing emphasis on the Get Fit action plan	Ongoing	Action plan	Activity Coordinators	Participants adopt healthy habits.	
Orleans County: Creation of a program(s) action plan(s)	October 2014	Time, expertise	TBD	Program reinforcement tool	
Orleans County: Placing emphasis on the program(s) action plan(s)	Ongoing	Action plan	TBD	Participants adopt healthy habits.	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

OBJECTIVE #4: At least 40% of participants will improve in one or more food resource management practices upon program completion (i.e. plan meals, compares prices does not run out of food, or uses grocery lists)

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Genesee County: Dedication of nutritional education classes each session	Ongoing	Expertise, funds, food	Cornell Cooperative Extension	Participants adopt healthy habits.	
Orleans County: Dedication of nutritional education classes each session	Ongoing	Expertise, funds, food	TBD	Participants adopt healthy habits.	
Genesee County: Placing emphasis on the Get Fit action plan	Ongoing	Action plan	Activity Coordinators	Participants adopt healthy habits.	
Orleans County: Creation of a program(s) action plan(s)	October 2014	Time, expertise	TBD	Program reinforcement tool	
Orleans County: Placing emphasis on the similar program(s) action plan(s)	Ongoing	Action plan	TBD	Participants adopt healthy habits.	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

OBJECTIVE #5: At least 15% of participants will have a positive change in physical activity upon program completion.

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Genesee County: Dedication of physical activity classes each session	Ongoing	Expertise, equipment, space	YMCA, United Memorial Medical Center, qualified volunteers	Participants adopt healthy habits.	
Genesee County: Placing emphasis on the Get Fit action plan	Ongoing	Action Plan	Activity Coordinators	Participants adopt healthy habits.	
Orleans County: Dedication of physical activity classes each session	Ongoing	Expertise, equipment, space	TBD	Participants adopt healthy habits.	
Orleans County: Creation of a program(s) action plan(s)	October 2014	Time, expertise	TBD	Program reinforcement tool	
Orleans County: Placing emphasis on the similar program(s) action plan(s)	Ongoing	Action Plan	Activity Coordinators	Participants adopt healthy habits.	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

OBJECTIVE #6: Increase the percentage of families who successfully complete each session by 10% by 2017.

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Genesee County: Placing emphasis on the Get Fit action plan	Ongoing	Action Plan	Activity Coordinators	Participants adopt healthy habits.	
Orleans County: Placing emphasis on the similar program(s) action plan(s)	Ongoing	Action Plan	Activity Coordinators	Participants adopt healthy habits.	
Genesee County: Place emphasis on the importance of dedication to the program	Ongoing	Action Plan	Activity Coordinators	Increased participant dedication	
Orleans County: Place emphasis on the importance of dedication to the program	Ongoing	Action Plan	TBD	Increased participant dedication	

OBJECTIVE #7: Increase community stakeholder involvement by 10% by December 2017.

BACKGROUND ON STRATEGY

SOURCE: Health Children and Families Coalition

Best Practice: Get Fit Program

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Invite additional MEB community stakeholders to monthly meetings.	Ongoing	Time, community stakeholder contact information	TBD	Additional community stakeholder support	
Invite member(s) of the public to monthly meetings.	Ongoing	Time, community trust	TBD	Public input and support	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

ALIGNMENT WITH STATE/NATIONAL PRIORITIES			
Obj #	Prevention Agenda	Healthy People 2020	National Prevention Strategy
1	Create community environments that promote and support healthy food and beverage choices and physical activity.	Reduce the proportion of adults who are obese (NWS-9) Reduce the proportion of children and adolescents who are considered obese (NWS – 10)	Help people recognize and make healthy food and beverage choices.
2	Create community environments that promote and support healthy food and beverage choices and physical activity.	Reduce the proportion of adults who are obese (NWS-9) Reduce the proportion of children and adolescents who are considered obese (NWS – 10)	Help people recognize and make healthy food and beverage choices.
3	Create community environments that promote and support healthy food and beverage choices and physical activity.	Reduce the proportion of adults who are obese (NWS-9) Reduce the proportion of children and adolescents who are considered obese (NWS – 10)	Help people recognize and make healthy food and beverage choices.
4	Create community environments that promote and support healthy food and beverage choices and physical activity.	Reduce the proportion of adults who are obese (NWS-9) Reduce the proportion of children and adolescents who are considered obese (NWS – 10)	Help people recognize and make healthy food and beverage choices.
5	Create community environments that promote and support healthy food and beverage choices and physical activity.	Reduce the proportion of adults who are obese (NWS-9) Reduce the proportion of children and adolescents who are considered obese (NWS – 10)	Assess physical activity levels and provide education, counseling, and referrals.
6	Create community environments that promote and support healthy food and beverage choices and physical activity.	Reduce the proportion of adults who are obese (NWS-9) Reduce the proportion of children and adolescents who are considered obese (NWS – 10)	
7	Create community environments that promote and support healthy food and beverage choices and physical activity.		

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goal: Reduce the percentage of adults who are obese by 5% so that the percentage of adults who are obese is reduced from 24.5% (2011) to 23.3%; (state: county, [Health People 2020](#) (NWS-9) target 30.5%.

DESCRIBE PLANS FOR SUSTAINING ACTION

This plan will be posted on the tri-county health department and hospital partner websites. The Coalition for Health Children and Families, as well as the newly created coalition will meet often and will obtain funds to run the program from donations, grants and/or fund raising.

Focus Area 3:

**Reduce illness, disability and death
related to tobacco use and secondhand smoke exposure**

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
3. Eliminate exposure to secondhand smoke.

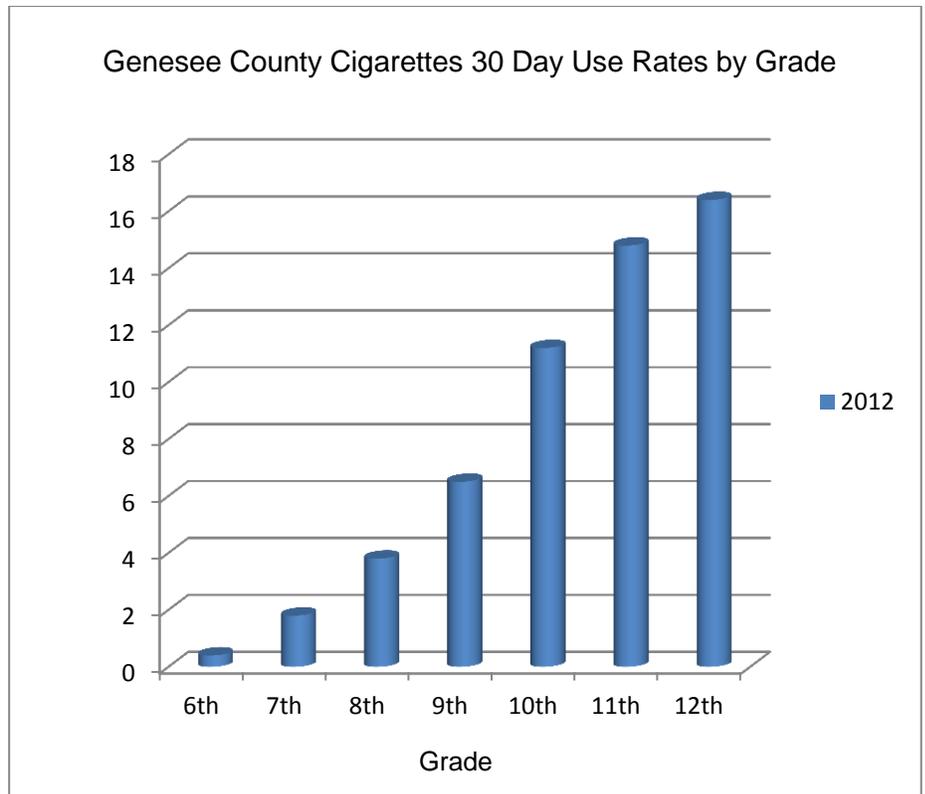
Objective by December 31, 2017:

1. Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% in 2010 to 15.0%.
2. Decrease the prevalence of cigarette smoking by adults by 17% from 18.1% in 2011 to 15%.
3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually. (Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming Community Health Improvement Plan 2013 – 2017

A. Description of the Process & Criteria used to identify the priority and focus area

Over 1600 community surveys were completed in the tri-county area with six community conversations conducted in Genesee, six in Orleans, and seven in Wyoming in the late winter through late summer of 2013. An overwhelming amount of community feedback and outside data supports the focus area and goals chosen, including...



Data Source: Genesee County Prevention Needs Assessment, 2012

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

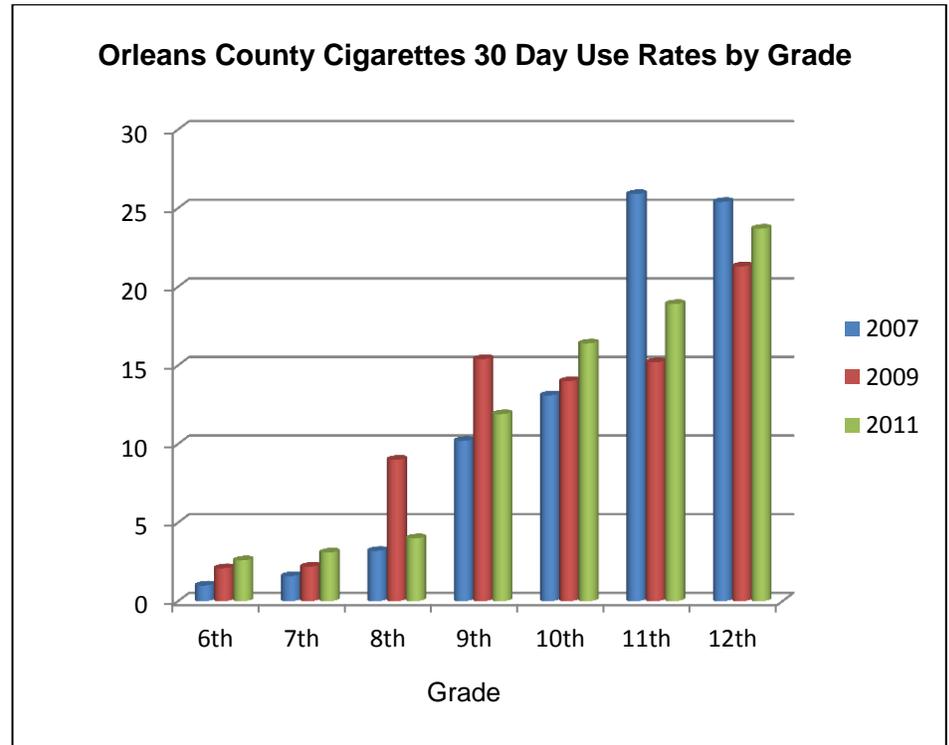
Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
3. Eliminate exposure to secondhand smoke.

Objective by December 31, 2017:

1. Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% in 2010 to 15.0%.
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Genesee, Orleans & Wyoming Community Health Improvement Plan 2013 – 2017



Data Source: Orleans County Prevention Needs Assessment, 2011

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

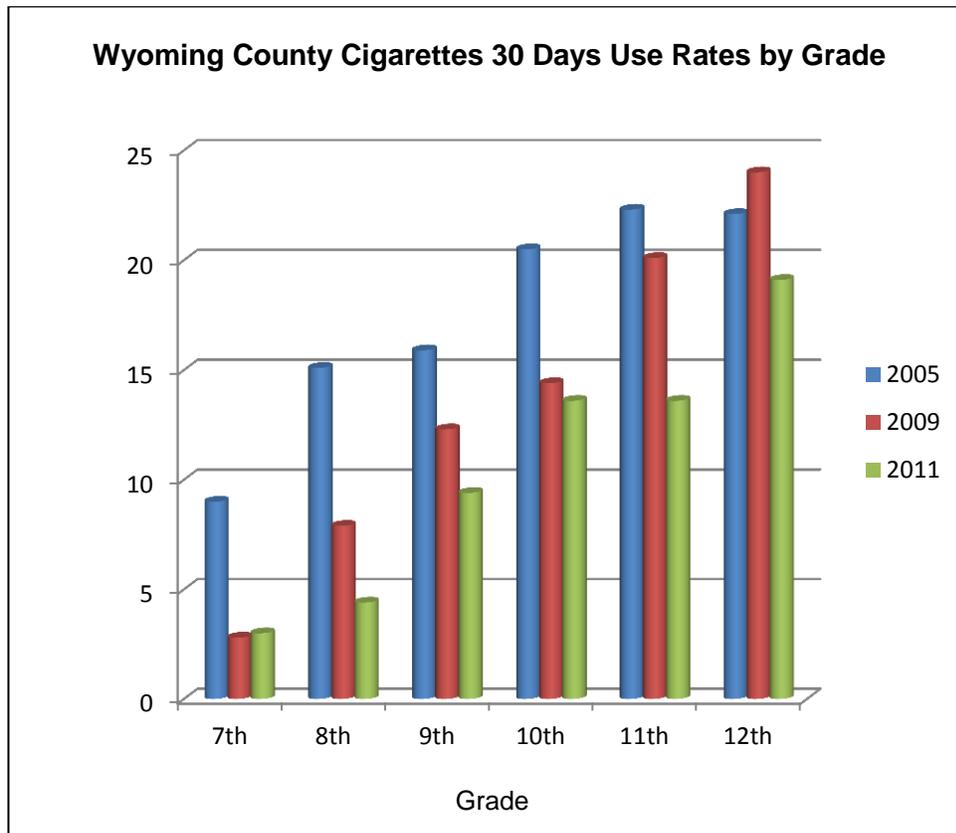
Goals:

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Genesee, Orleans & Wyoming Community Health Improvement Plan 2013 – 2017



Data Source: Wyoming County Prevention Needs Assessment, 2011

- ❖ A high percentage of respondents who indicate their overall health was either poor or fair also identified mental health as a concern for them.

Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

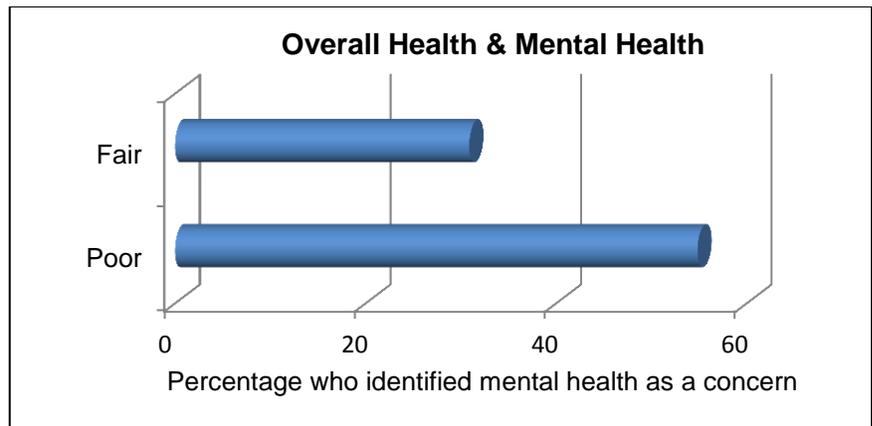
Goals:

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Objective by December 31, 2017:

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3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually. (Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming Community Health Improvement Plan 2013 – 2017



Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

- ❖ 18.56% of respondents who indicated that mental health is a concern for them also identified feeling sad, angry, or depressed most days.

Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

- ❖ 30.9% of respondents who indicated that mental health is a concern for them also identified having less energy compared to the average person.

Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

- ❖ 83.85% of respondents who indicated mental health is a concern for them also identified that tobacco/nicotine products/secondhand smoke is a concern for them too.

Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

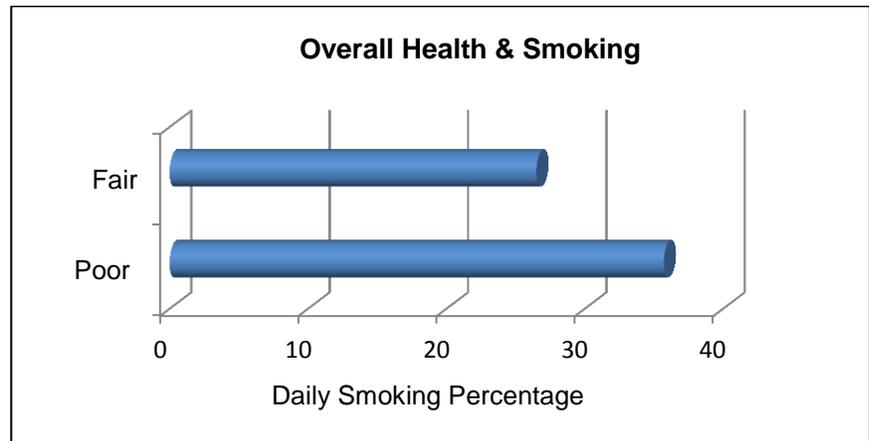
1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
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2. Decrease the prevalence of cigarette smoking by adults by 17% from 18.1% in 2011 to 15%.
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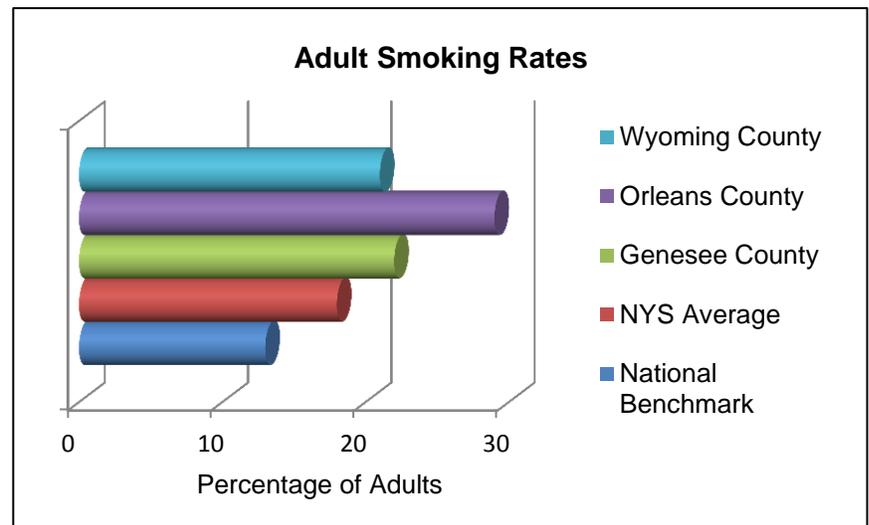
Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

- ❖ A high percentage of respondents who indicate they have either poor or fair overall health also smoke tobacco daily.



Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

- ❖ The tri-county area has a 24% adult smoking rate, higher than the NYS average of 18% and the national benchmark of 13%.



Data Source: [County Health Rankings & Roadmaps](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
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(Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

**Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2013 - 2017**

The data below was collected using a survey instrument that was developed through the collective efforts of the evaluation specialists at the New York State Department of Health and Tobacco Control Program, together with the local tobacco coalition coordinator at Smoke Free NOW. Each study included completing interviews of 350 residents in each county. All interviews were completed via phone, using randomly selected telephone numbers. To be eligible to complete the survey, the resident was required to be at least 18 years of age.

- ❖ Significant correlations with cigarette smoking – potential explanatory factors that are related with the likelihood that a Genesee County adult resident will be a current cigarette smoker –that were discovered include that younger residents (29.5% of those under 35 are smokers), residents with some college coursework in their educational background but less than a 4-year degree (18.3% are smokers), and those from lower income households (only 2.6% of those from household with annual income \$75,000 or more are smokers) are most likely to be current cigarette smokers. (Table 21).

(Data Source: [Community Tobacco Survey of Adult Residents of Genesee County \(New York\), June 2012](#))

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
3. Eliminate exposure to secondhand smoke.

**Objective by
December 31, 2017:**

1. Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% in 2010 to 15.0%.
2. Decrease the prevalence of cigarette smoking by adults by 17% from 18.1% in 2011 to 15%.
3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually. (Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

- ❖ Significant correlations with cigarette smoking – potential explanatory factors that are related with the likelihood that a Orleans County adults resident will be a current smoker – that were discovered include that males (26.2% are smokers), residents between the ages of 18-34 (26.6% are smokers), residents with no college coursework in their educational background (29.9% are smokers), and those from lower income households(23.1% of those from households with an annual income of \$25,000 or less are smokers) are most likely to be current cigarette smokers. (Table 42)

Data Source: [Community Tobacco Survey of Adult Residents of Orleans County \(New York\), December 2010](#)

- ❖ Significant correlations with cigarette smoking – potential explanatory factors that are related with the likelihood what Wyoming County adults resident will be a current cigarette smoker – that were discovered include that females (20.5% are smokers), residents between ages 18-34 (24.5% are smokers), residents with no college educational background (19.3% are smokers), and those from lower income households (23.6% of those from households with an annual income of \$25,000 or less are smokers) are most likely to be current smokers. (Table 36)

Data Source: [Community Tobacco Survey of Adult Residents of Wyoming County \(New York\), December 2011](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
3. Eliminate exposure to secondhand smoke.

Objective by December 31, 2017:

1. Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% in 2010 to 15.0%.
2. Decrease the prevalence of cigarette smoking by adults by 17% from 18.1% in 2011 to 15%.
3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually. (Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

- ❖ 89.6% of Genesee County adults either believe that smoking should be restricted or eliminated near all public building entryways. Notably, even among current smokers in the county, 75.4% indicate “restrict” or “do not allow at all,” with 1 in 5 (20%) of current smokers responding “do not allow at all.” (Table 16)

Data Source: [Community Tobacco Survey of Adult Residents of Genesee County \(New York\), June 2012](#)

- ❖ At least 70% of Orleans County residents support either restricting or completely eliminating cigarette smoking at each of the four types of outdoor locations studied (public outdoor community events; public outdoor recreation areas like parks, pools and beaches; public building entryways; and sporting events). Although, support for restriction or elimination of smoking at public outdoor locations in Orleans County is below current regional average levels of support. (Tables 35 – 39)

Data Source: [Community Tobacco Survey of Adult Residents of Orleans County \(New York\), December 2010](#)

- ❖ At least 79% of Wyoming County residents support either restricting or completely eliminating cigarette smoking at each of the four types of outdoor locations studied (public outdoor community events; public outdoor recreation areas like parks, pools and beaches; public building entryways; and sporting events).

Data source: [Community Tobacco Survey of Adult Residents of Wyoming County \(New York\), December 2011](#)

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
3. Eliminate exposure to secondhand smoke.

Objective by December 31, 2017:

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2. Decrease the prevalence of cigarette smoking by adults by 17% from 18.1% in 2011 to 15%.
3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually. (Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming Community Health Improvement Plan, 2013 - 2017

Discussions have occurred with the following organizations:

- ❖ Genesee County Health Department
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ Smoke Free NOW
- ❖ United Memorial Medical Center
- ❖ Wyoming County Health Department

B. Goals, Objectives, Improvement Strategies & Performance Measures to be used over the five-year period

Purpose Statement: Health departments and local hospitals will support initiatives set-fourth by Smoke Free NOW, the local Coalition to Reduce Tobacco Use in the tri-county area.

1. Decrease the prevalence of any tobacco use by high school age students by 30% in the tri-county area by 2017.
2. Increase by 20% the number of high school students Who participate in Smoke Free Now initiatives in each county by 2017.
3. Increase by 20% the amount of organizations, agencies, and local businesses who participate in Smoke Free Now campaigns and initiatives.
4. Increase the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas as a part of the Tobacco - Free Outdoors Initiative.

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
3. Eliminate exposure to secondhand smoke.

Objective by December 31, 2017:

1. Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% in 2010 to 15.0%.
2. Decrease the prevalence of cigarette smoking by adults by 17% from 18.1% in 2011 to 15%.
3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually. (Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming
Community Health Improvement Plan, 2013 - 2017

C. Designation of individuals and organizations that have accepted responsibility

ATUPA (Adolescent Tobacco Use Prevention Act):

- ❖ Genesee County Health Department
- ❖ Orleans County Health Department
- ❖ Wyoming County Health Department

Education/outreach:

- ❖ Genesee County Health Department
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ Smoke Free NOW
- ❖ United Memorial Medical Center
- ❖ Wyoming County Health Department

Point of Sale Campaign:

- ❖ Genesee County Health Department
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ Smoke Free NOW
- ❖ United Memorial Medical Center
- ❖ Wyoming County Health Department

D. Outcome & Process measures to assist the planning group to monitor progress

1. Excel spreadsheet tracking
2. New York State Smokers' Quitline annual reports.
3. Smoke Free Now's Community Activity Tracking (CAT) system.
4. Prevention Needs Assessment Survey

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
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**Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2013 – 2017**

Outcome and process measures continued:

5. Excel spreadsheet tracking
6. New York State Smokers' Quitline annual reports.
7. Smoke Free Now's Community Activity Tracking (CAT) system.
8. Prevention Needs Assessment Survey

E. Description of the evidence based practices being implemented including how the C.H.I.P 2013 – 2017 integrated lessons learned from past implemented & adapted the interventions

[Smoke Free NOW](#) is funded by The New York State Tobacco Use Prevention and Control Program and has been present in Genesee, Orleans and Wyoming counties since 2000. The program is built on a foundation of community partners using evidence-based strategies from the Guide to Community Preventive Services to decrease tobacco use.

Point of Sale Campaign:

This campaign brings awareness to the negative impact of tobacco marketing in stores, especially towards youth.

Point of Sale Campaign Activity 1:

Health Departments and local hospitals will participate in the annual statewide-coordinated Point of Sale Campaign activities for Kick Butts Day, World No Tobacco Day, and The Great American Smokeout by assisting in the promotion of each observance.

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
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**Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2013 – 2017**

Point of Sale Campaign Activity 1 continued:

- ❖ *What is The Great American Smokeout?*
Every year, on the third Thursday of November, smokers across the nation take part in the American Cancer Society Great American Smokeout. They may use the date to make a plan to quit, or plan in advance and then quit smoking that day. The event challenges people to stop using tobacco and helps people know about the many tools they can use to quit and stay quit

For additional information visit, the [American Cancer Society's](#) website.

- ❖ *What is Kick Butts Day?*
It is a national day of activism in March that empowers youth to stand out, speak up and seize control against tobacco companies.

For additional information visit the [Kick Butts Day](#) website.

- ❖ *What is World No Tobacco Day?*
Host by the World Health Organization (WHO), this observance occurs annually in the month of May with a powerful theme chosen to draw global attention to the health risks of tobacco use.

For additional information visit the [WHO](#) website.

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
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Objective by December 31, 2017:

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**Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2013 – 2017**

Point of Sale Campaign Activity 2:

Health departments and hospitals will assist Smoke Free NOW by advising to key groups in sectors in the tri-county area on tobacco control issues, data and relevant topical news. Emphasis will be placed on using media outlets to attract attention to the issues of smoking disparities among low SES populations.

Health department(s) and hospital(s) will distribute Smoke Free Now's quarterly newsletter in areas with greatest reach to the target population.

Point of Sale Campaign Activity 3:

When called upon, the health department(s) and hospital(s) will assist Smoke Free NOW by having a representative speak on behalf of the negative impact of point of sale marketing during municipal public hearings.

Tobacco - Free Outdoors Campaign:

The campaign educates the public on the need to have tobacco free recreational areas such as parks, beaches, playgrounds, and public entryways.

Tobacco – Free Outdoors Campaign Activity 1:

Health departments and hospitals will assist Smoke Free NOW when called upon to increase the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas including parks, beaches, playgrounds, clubs, college campuses and outdoor areas of businesses, including hospitals and other medical facilities, other grounds, recreation areas, and in proximity to building entryways.

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
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Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 -2017

Smoke Free NOW program adaptations:

The **Smoke Free NOW** program began in January 2000, and is built on a foundation of community partners using evidence-based strategies from the Guide to Community Preventive Services to decrease tobacco use.

Over the years the program has focused on several initiatives. From 2005 – 2009 a focus was placed on increasing the number of smoke free rental housing units and from 2010 – 2011 a focus was put on creating tobacco free grocery stores. The program also worked with retailers on a voluntary basis from 2005 – 2009 to reduce and/or remove tobacco marketing signage from inside and outside businesses. This initiative was then referred to as Point of Purchase instead of Point of Sale (POS), as it is today.

Over time, the program has effectively implemented a strong clean indoor air law, maintained support for high tobacco taxes to keep the price of tobacco high, and worked to increase access to effective cessation services and motivate smokers to try to quit.

Smoke Free NOW is presently working with community leaders, agencies and individuals to support actions that would motivate retailers to remove tobacco product sales and marketing towards youth from their facilities. The program is also working with decision makers in the community to encourage the passage of ordinances for tobacco free parks, beaches, playgrounds and public entryways.

Smoke Free NOW's partnership with the Genesee, Orleans and Wyoming County region's [Reality Check of New York](#) program has been beneficial since it first began in 2003. The two have collaborated on joint strategies including POS advertising and tobacco free outdoor initiatives.

Priority Area:

Prevent Chronic Disease

Focus Area:

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Goals:

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1. Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% in 2010 to 15.0%.
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3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually. (Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming
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Adolescent Tobacco Use Prevention Act (ATUPA):

ATUPA is found in Article 13-F of the NYS Public Health Law which covers regulation of tobacco products and herbal cigarettes and their distribution to minors. This law was enacted to help stop the sale of tobacco products and herbal cigarettes to anyone under the age of 18. Included under this law are: cigarettes, cigars, bidis, gutka, chewing tobacco, powdered tobacco, shisha, or other tobacco products, herbal cigarettes, electronic cigarettes, rolling papers or smoking paraphernalia. Herbal cigarettes are made primarily of an herb or combination of herbs and are intended to be used in the same manner as tobacco.

Health departments will continue routine visits to businesses that sell tobacco to determine if they are selling to anyone under 18 years old.

The visits may include one or more of the following:

- ❖ Having an underage youth attempt to buy tobacco product or herbal cigarettes.
- ❖ Checking the location of tobacco products (must be behind a counter or in a locked container).
- ❖ Verify that the business have a current permit to sell
- ❖ Looking for the proper sign(s).

Additional Action:

1. Health departments, hospitals and Smoke Free NOW will promote the New York State Smokers' Quitline via social media, organizational websites, local advertising, outreach events, and/or patient visits, etc.

Priority Area:

Prevent Chronic Disease

Focus Area:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goals:

1. Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
2. Promote tobacco use cessation especially among low SES populations and those with poor mental health.
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Objective by December 31, 2017:

1. Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco) by high school age students by 30% from 21.2% in 2010 to 15.0%.
2. Decrease the prevalence of cigarette smoking by adults by 17% from 18.1% in 2011 to 15%.
3. Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually.
(Data Source: [NYS Smokers' Quitline 2011 Annual Report](#))

Genesee, Orleans & Wyoming
Community Health Improvement Plan, 2013 - 2017

F. Process to maintain engagement with local partners over the four years of the C.H.I.P., and the process that will be used to track progress and make mid-course corrections.

Community organizations and agencies within each county will meet quarterly to discuss upcoming events/sessions, current successes, room for improvements, etc. Emphasis will be placed on expansion by engaging additional support from youth, organizations/agencies, and businesses in the tri-county area.

Implementation Plan:

Reduce illness, disability and death

related to tobacco use and secondhand smoke exposure

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goals:

- ❖ Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
- ❖ Promote tobacco use cessation especially among low SES populations and those with poor mental health.
- ❖ Eliminate exposure to secondhand smoke.

PERFORMANCE MEASURES

How We Will Know We are Making a Difference

Short Term Indicators	Source	Frequency
Increase by 10% the number of high school students who participate in Smoke Free NOW observances in the tri-county area by 2017. (Baseline: to be set in 2014)	Excel tracking	Quarterly
Increase by 10% the amount of organizations, agencies, and local businesses who participate in Smoke Free NOW campaigns and initiatives in the tri-county area by 2017. (Baseline: to be set in 2014)	Excel tracking	Quarterly
Increase the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas as a part of the Tobacco - Free Outdoors Initiative. (Baseline: to be set in 2014)	Community Activity Tracking System	Quarterly
Increase NYS Smokers' Quitline education and outreach by 10% by 2017. (Baseline: to be set in 2014)	Excel tracking	Quarterly
Long Term Indicators	Source	Frequency
Decrease the prevalence of any tobacco use by high school age students by 6.2% in the tri-county area by 2017.	Prevention Needs Assessment	Every 2 years pending adequate funding
Increase by 10% the number of high school students who participate in Smoke Free NOW observances in each county by 2017.	Excel tracking	Annually
Decrease the prevalence of cigarette smoking by adults by 3.1% from 18.1% in 2011 to 15% by 2017.	NYS BRFSS	Annually
Increase the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas as a part of the Tobacco - Free Outdoors Initiative.	Community Activity Tracking System	Annually
Increase the number of unique callers to the NYS Smokers' Quitline by 22% from 163,428 (2011) to 200,000 annually by 2017.	NYS Smokes' Quitline Annual Reports	Annually

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goals:

- ❖ Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
- ❖ Eliminate exposure to secondhand smoke.
- ❖ Promote tobacco use cessation especially among low SES populations and those with poor mental health.

OBJECTIVE #1: Increase by 10% the number of high school students who participate in Smoke Free NOW initiatives in the tri-county area by 2017. (Baseline: to be set in 2014)

BACKGROUND ON STRATEGY

SOURCE: Smoke Free NOW

Evidence Base: [The Community Guide: Mass-Reach Health Communication](#)

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Track how many high school students participate in Smoke Free NOW Point of Sale observances	December 2014	Time, excel tracking	Smoke Free NOW	Baseline	
Collaboration with Community Stakeholders	Ongoing	Time, expertise	Smoke Free NOW	Increased adolescent participation	
Promotion of Point of Sale observances	Ongoing	Time	Health departments and hospitals	Increased community awareness	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goals:

- ❖ Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
- ❖ Eliminate exposure to secondhand smoke.
- ❖ Promote tobacco use cessation especially among low SES populations and those with poor mental health.

OBJECTIVE #2: Increase by 10% the amount of organizations, agencies, and local businesses who participate in Smoke Free NOW campaigns and initiatives. (Baseline: to be set in 2014)

BACKGROUND ON STRATEGY

SOURCE: Smoke Free NOW

Evidence Base: [The Community Guide: Mass-Reach Health Communication](#)

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Track how many organizations, agencies, and local businesses that participate in Smoke Free NOW campaigns and initiatives	December 2014	Time, excel tracking	Smoke Free NOW	Baseline	
Collaboration with Community Stakeholders	Ongoing	Time, expertise	Smoke Free NOW	Increased organizational, agency and business participation	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goals:

- ❖ Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
- ❖ Eliminate exposure to secondhand smoke.
- ❖ Promote tobacco use cessation especially among low SES populations and those with poor mental health.

OBJECTIVE #3: Increase the number of local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas as a part of the Tobacco - Free Outdoors Initiative. (Baseline: to be set in 2014)

BACKGROUND ON STRATEGY

SOURCE: Smoke Free NOW

Evidence Base: [The Communication Guide: Smoke Free Policies](#)

Policy Change (Y/N): Y

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Support local laws, regulations and voluntary policies that prohibit tobacco use in outdoor areas	Ongoing	Expertise	Health departments, hospitals	Increased mobilization toward smoke free communities	
Speak in opposition of POS marketing at open municipal hearings	Ongoing	Time, expertise	Health departments, hospitals	Increased mobilization toward smoke free communities	

OBJECTIVE #4: Increase impact and utilization of the NYS Smokers' Quitline via education and outreach by 10% by 2017. (Baseline to be set in 2014)

BACKGROUND ON STRATEGY

SOURCE: Smoke Free NOW

Evidence Base: [The Community Guide: Quitline Interventions](#)

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Increase community awareness of NYS Smokers' Quitline	Ongoing	Time, materials	Smoke Free NOW, health departments, hospitals	Increased unique NYS Quitline calls	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Prevent Chronic Disease

Goals:

- ❖ Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.
- ❖ Eliminate exposure to secondhand smoke.
- ❖ Promote tobacco use cessation especially among low SES populations and those with poor mental health.

ALIGNMENT WITH STATE/NATIONAL PRIORITIES

Obj #	<u>Prevention Agenda</u>	<u>Healthy People 2020</u>	<u>National Prevention Strategy</u>
1	Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations.	Reduce the initiation of the use of tobacco products among children and adolescents aged 12 to 17 years. (TU-3.2)	Use media to educate and encourage people to live tobacco free.
2	Prevent initiation of tobacco use by New York youth and young adults, especially among low socioeconomic status (SES) populations. Eliminate exposure to secondhand smoke.	Reduce the initiation of the use of tobacco products among children and adolescents aged 12 to 17 years. (TU-3.2)	Use media to educate and encourage people to live tobacco free.
3	Eliminate exposure to secondhand smoke	Establish laws in States and District of Columbia on smoke-free in entrances and exits of all public places. (TU-13.15)	Support comprehensive tobacco free and other evidence based tobacco control policies.
4	Promote tobacco use cessation especially among low SES populations and those with poor mental health.		Expand use of tobacco cessation services.

DESCRIBE PLANS FOR SUSTAINING ACTION

This plan will be posted on the tri-county health department and hospital partner websites. Partners will correspond quarterly at minimum and will meet as necessary.

Priority 2:

Promote mental health and prevent substance abuse

Focus Area 4:
Strengthen infrastructure across systems

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

Strengthen infrastructure for mental, emotional and behavioral health promotion, and mental emotional behavioral disorder prevention.

Objective by December 31, 2017:

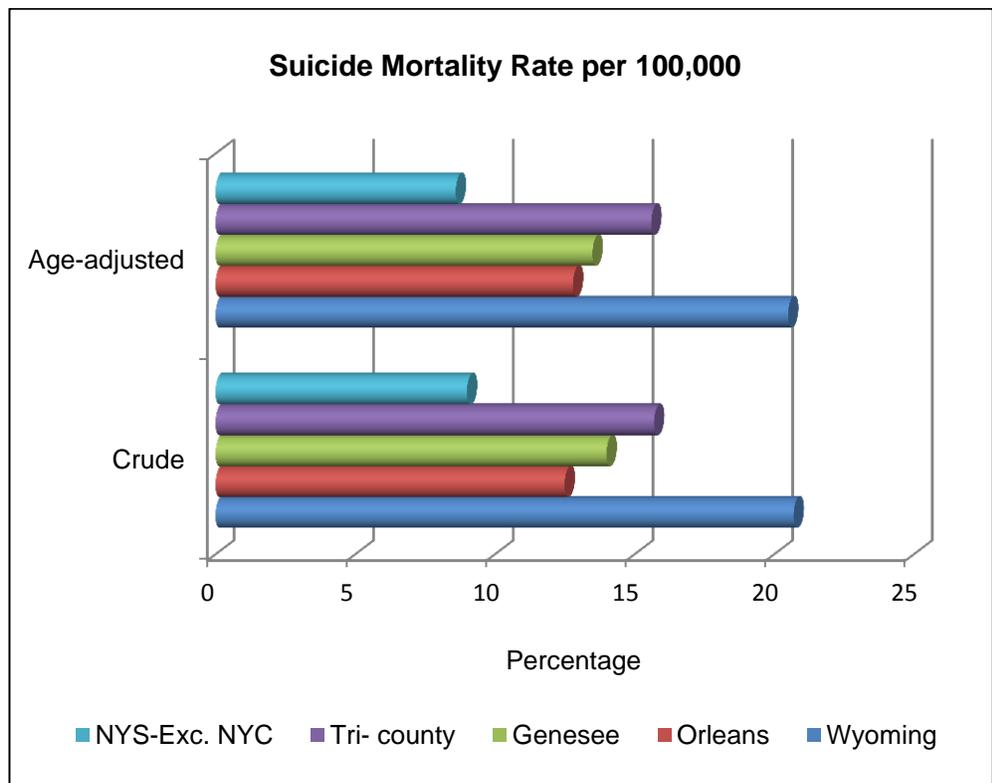
Increase public awareness of the mental health services available in the tri-county area by 20%.

(Baseline: to be set in in 2014-2015

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 – 2017

Over 1600 community surveys were completed in the tri-county area with six community conversations conducted in Genesee, six in Orleans, and seven in Wyoming in the winter and spring of 2013. An overwhelming amount of community feedback and outside data supports the focus area and goals chosen, including...

- ❖ The tri-county area has higher suicide rates (15.7 crude, 15.6 age adjusted) than the NYS average rate, excluding New York City (9 crude, 8.6 age adjusted).



Data Sources:

[Injury Indicators – Genesee County, 2009 – 2011](#)

[Injury Indicators – Orleans County, 2009 – 2011](#)

[Injury Indicators – Wyoming County, 2009 - 2011](#)

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

Strengthen infrastructure for mental, emotional and behavioral health promotion, and mental emotional behavioral disorder prevention.

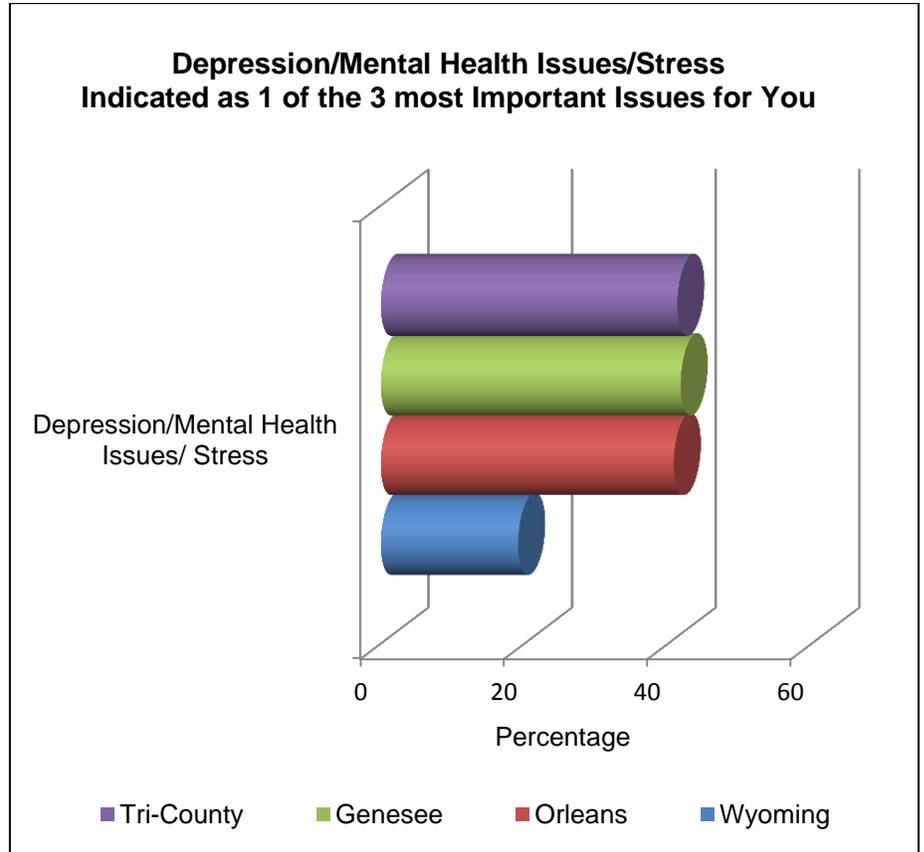
Objective by December 31, 2017:

Increase public awareness of the mental health services available in the tri-county area by 20%.

(Baseline: to be set in 2014-2015)

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 – 2017

- ❖ In two out of three counties, depression/mental health issues/stress ranked as a top issue concerned about.



Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

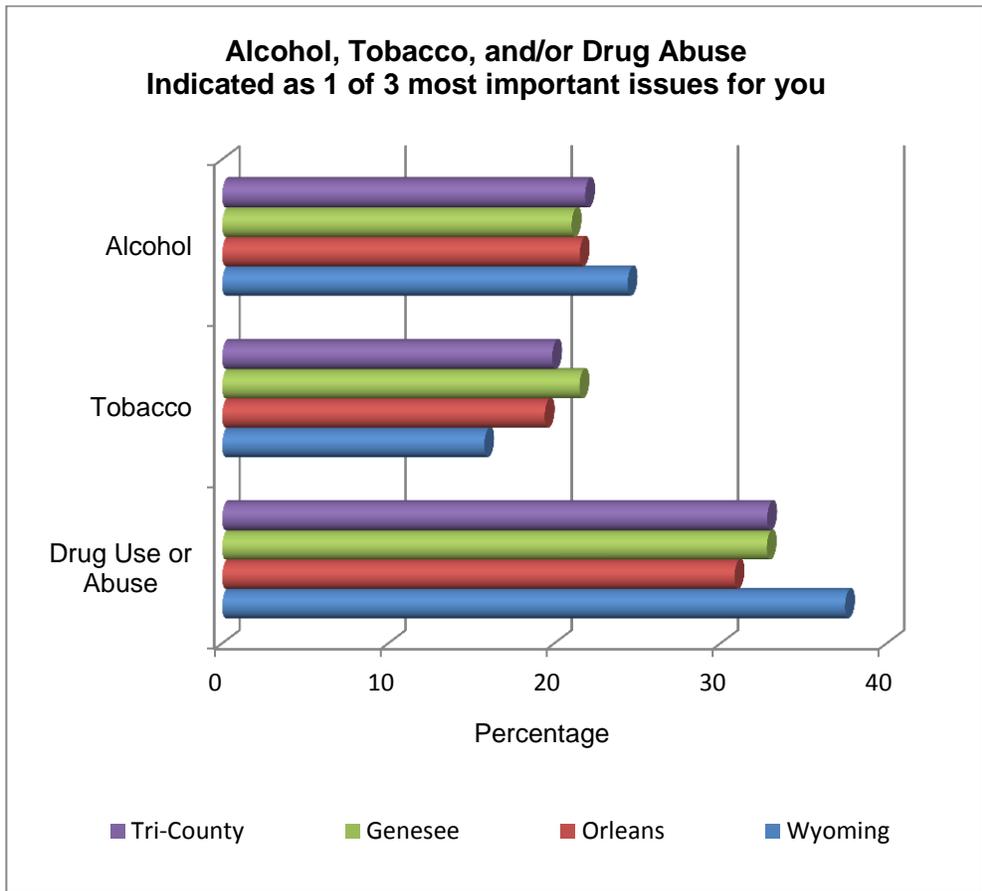
Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.

Objective by December 31, 2017:

Increase public awareness of the mental health services available in the tri-county area by 20%.

(Baseline: to be set in in 2014-2015)

Genesee, Orleans & Wyoming Community Health Improvement Plan, 2013 - 2017



Data Source: [Genesee, Orleans, Wyoming County CHA Survey](#)

Discussions have occurred with the following diverse groups:

- ❖ Elba School District
- ❖ Genesee ARC
- ❖ Genesee/Orleans Council on Alcohol and Substance Abuse (GCASA)
- ❖ Genesee County Health Department
- ❖ Genesee County Jail
- ❖ Genesee County Social Services
- ❖ Lake Plains Community Care Network
- ❖ Living Opportunities of DePaul
- ❖ Orleans Community Health

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.

Objective by December 31, 2017:

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(Baseline: to be set in in 2014-2015)

Genesee, Orleans & Wyoming Community Health Improvement Plan, 2013 - 2014

Diverse group collaboration continued:

- ❖ Orleans County Health Department
- ❖ Orleans County Mental Health
- ❖ Orleans County Office for the Aging
- ❖ P2 Collaborative Group of Western New York
- ❖ Wyoming County Community Health System
- ❖ Wyoming County Health Department
- ❖ Wyoming County Office for the Aging
- ❖ Wyoming County Mental Health
- ❖ Wyoming County Social Services
- ❖ United Memorial Medical Center

B. Goals, Objectives, Improvement Strategies & Performance Measures to be used over the five-year period

Purpose Statement: Creation of a user friendly information portal focused on promoting the MEB services in the tri-county area.

1. Increase public and professional awareness of the MEB services available in the tri-county area by 20% by 2015.
2. Increase MEB community stakeholder involvement by 10% in the tri-county area by 2015.
3. Obtain funding for creation and/or maintenance and/or promotion of the tri-county MEB information portal by 2015.

C. Designation of individuals and organizations that have accepted responsibility

Creation of Community MEB Knowledge Assessment:

- ❖ Genesee County Health Department
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ Wyoming County Health Department

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

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Objective by December 31, 2017:

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(Baseline: to be set in in 2014-2015)

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

Creation of the Community MEB knowledge Assessment continued:

- ❖ United Memorial Medical Center
- ❖ P2 Collaborative Group of Western New York
- ❖ Wyoming County Community Health System

Creation of the tri-county MEB services portal:

- ❖ Genesee County Health Department
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ Wyoming County Health Department
- ❖ United Memorial Medical Center
- ❖ *Additional willing community stakeholders*

Distribution of the Community MEB Knowledge Assessments:

- ❖ Work group coordinator(s)
- ❖ Work group members

Education/outreach:

- ❖ Work group coordinator(s)
- ❖ Work group members

Grant writers:

- ❖ Genesee County Health Department
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ Wyoming County Health Department
- ❖ United Memorial Medical Center
- ❖ *Additional willing community stakeholder(s)*

Maintenance of the MEB services portal:

- ❖ Genesee County Health Department
- ❖ Orleans County Health Department
- ❖ Wyoming County Health department
- ❖ *Contracted source paid for by potential grant funding*

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

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(Baseline: to be set in 2014-2015)

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

MEB asset/resource mapping:

- ❖ Work group coordinator(s)
- ❖ Work group members

Promotional plan:

- ❖ Work group coordinator(s)
- ❖ Work group members

Work group:

- ❖ Elba School District
- ❖ Genesee ARC
- ❖ Genesee/Orleans Council on Alcohol and Substance Abuse (GCASA)
- ❖ Genesee County Health Department
- ❖ Genesee County Jail
- ❖ Genesee County Social Services
- ❖ Lake Plains Community Care Network
- ❖ Living Opportunities of DePaul
- ❖ Orleans Community Health
- ❖ Orleans County Health Department
- ❖ Orleans County Mental Health
- ❖ Orleans County Office for the Aging
- ❖ P2 Collaborative Group of Western New York
- ❖ Wyoming County Community Health System
- ❖ Wyoming County Health Department
- ❖ Wyoming County Office for the Aging
- ❖ Wyoming County Mental Health
- ❖ Wyoming County Social Services
- ❖ United Memorial Medical Center
- ❖ *Additional community stakeholders*

Work group Coordinator(s):

- ❖ P2 Collaborative Group of WNY
- ❖ Genesee County Health Department
- ❖ Orleans County Health Department
- ❖ Wyoming County Health Department

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.

Objective by December 31, 2017:

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(Baseline: to be set in in 2014-2015)

Genesee, Orleans & Wyoming County
Community Health Improvement Plan, 2013 - 2017

D. Outcome & Process measures to assist the planning group to monitor progress

1. Website traffic measurement tool(s), amount of incoming phone calls, or number of tri-county resource booklets distributed.
2. Community MEB Knowledge Assessments
3. MEB community stakeholder meeting minutes
4. Genesee County Health Department Education and Outreach Log – A departmental tracking document
5. Social media analytic tools

E. Description of the best practices being implemented including how the C.H.I.P 2013 – 2017 integrated lessons learned from past implemented & adapted the interventions

There is limited awareness of what MEB services are provided in the tri-county area. The public and professional communities struggle to easily obtain information on available services because the MEB health sector as a whole is very fragmented with little or no communication from one service provider to another and with the field continuously changing it is difficult to keep up to date. These issues are problematic as it can detour a person in need of seeking help, negatively impacting their already fragile state. The situation also limits a doctors' ability to adequately inform his/her patients of what is available, leaving them ill-advised and potentially in harm.

To assist in easing the stress and confusion that occurs when one is searching for MEB related services, the health departments, hospitals and community stakeholders involved believe a centralized location to obtain such information is necessary.

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.

Objective by December 31, 2017:

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(Baseline: to be set in in 2014-2015)

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 - 2017

Activity 1

MEB Asset/Resource Mapping, to include but not limited to:

- ❖ Organizations/agencies that provide MEB services
- ❖ Descriptions of the services provided by each organization/agency
- ❖ Psychiatrists, therapists, counselors
- ❖ Contact information
- ❖ Support groups
- ❖ Highlighting immediate assistance contacts
- ❖ Additional helpful resources for target populations. Examples include, local transportation, pharmacies, rehabilitation centers

Activity 2

Creation of the Community MEB Knowledge Assessment:

In the form of an electronic and hardcopy survey, the assessment allows data to be collected on how the public and professional communities currently obtain MEB services information, the level of knowledge on what is currently available, perceptions associated with seeking MEB services, and MEB concerns in each county. The data collected will direct what type of centralized information portal will be created and serve as the public and professional MEB awareness baseline. For example, print base, internet based, and telephone based MEB information portal.

To measure the level of change, the Community MEB Knowledge Assessment will be re-distributed by 2015.

Activity 3

Creation of the Centralized MEB information portal:

- ❖ Comprehensive
- ❖ Different languages
- ❖ User friendly

Priority Area:

Promote Mental Health & Prevent Substance Abuse

Focus Area:

Strengthen infrastructure across systems

Goal:

Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.

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(Baseline: to be set in 2014-2015)

Genesee, Orleans & Wyoming County Community Health Improvement Plan, 2013 – 2017

Activity 4

Formalization of a Promotional Plan:

The local health department and hospitals as well as community stakeholders involved will develop a formal MEB Information Portal promotional plan. The plan will include short and long term indicators for success, material development and strategic material distribution.

F. Process to maintain engagement with local partners over the four years of the C.H.I.P., and the process that will be used to track progress and make mid-course corrections.

Community stakeholders will meet bi-monthly to discuss in-process and upcoming action items, successes, room for improvements, etc. Emphasis will be placed on expansion by engaging additional community stakeholders, including a member of the public.

Implementation Plan:
Strengthen infrastructure across systems

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Promote Mental Health and Prevent Substance Abuse

Goal: Increase public and professional awareness of the MEB services available in the tri-county area by 20%. (Baseline: to be set in 2014)

PERFORMANCE MEASURES How We Will Know We are Making a Difference		
Short Term Indicators	Source	Frequency
Increase public awareness of the mental health services available in the tri-county area by 20%.	Education and outreach tracking	Quarterly
Increase MEB stakeholder involvement by 10% in the tri-county area by 2015.	Meeting minutes	Quarterly
Obtain funding for the creation and/or maintenance and/or promotion of the MEB information portal.	Grant opportunities	Apply when applicable
Long Term Indicators	Source	Frequency
Increase public awareness of the mental health services available in the tri-county area by 20%.	MEB Knowledge Assessment	Every 2 years
Increase MEB stakeholder involvement by 10% in the tri-county area by 2015.	Number of sustained community stakeholder involvement	Yearly

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Promote Mental Health and Prevent Substance Abuse

Goal: Increase public and professional awareness of the MEB services available in the tri-county area by 20%.

OBJECTIVE #1: Increase public awareness of the mental health services available in the tri-county area by 20%.
(Baseline: to be set in 2014)

BACKGROUND ON STRATEGY

Source: N/A

Evidence Base: N

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
MEB asset/resource mapping	6/1/14	Time, community stakeholder input	Work group coordinator, Tri-county MEB work group	Comprehensive lists of MEB services and entities who provide them	
Creation of the MEB Knowledge Assessment	9/1/14	Time, expertise	Work group coordinator, Tri-county MEB work group	Survey Tool	
Distribution of the MEB Knowledge Assessment (Pre-assessment)	10/1/14	Time, promotional materials, survey hardcopies	Work group coordinator, Tri-county MEB work group	Baseline data	
Development of a MEB promotional plan	12/1/14	Time, expertise	Work group coordinator, Tri-county MEB work group	Promotional plan blueprint	
Development of MEB information Portal	10/31/15	Time, expertise	Tri-county health department, hospitals, willing community stakeholders and/or potential contracted source	Comprehensive professional and community resource	
Maintenance of MEB information portal	01/04/16	Time, expertise	Tri-county health departments and/or potential contracted source	Reliable community resource	
Distribution of the MEB Knowledge Assessment (Post-assessment)	6/1/16	Time, promotional materials, survey hardcopies	Work group coordinator, Tri-county MEB work group	Professional and public community input	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Promote Mental Health and Prevent Substance Abuse

Goal: Increase public and professional awareness of the MEB services available in the tri-county area by 20%.

OBJECTIVE #2: Increase MEB Stakeholder involvement by 10% in the tri-county area by 2015.

BACKGROUND ON STRATEGY

Source: N/A

Evidence Base: N

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Invite additional MEB community stakeholders to bi-monthly MEB meetings.	Ongoing	Time, community stakeholder contact information	Tri-county health departments and hospitals	Additional MEB community stakeholder support	
Invite member(s) of the public to bi-monthly MEB meetings	Ongoing	Time, community trust	Tri-county health departments and hospitals	Public input and support	

OBJECTIVE #3: Obtain funding for the creation/maintenance/promotion of the MEB information portal.

BACKGROUND ON STRATEGY

SOURCE: N/A

Evidence Base: N

Policy Change (Y/N): N

ACTION PLAN

Activity	Target Date	Resources Required	Lead Person/ Organization	Anticipated Product or Result	Progress Notes
Obtain funding to create, maintain and/or promote the MEB information portal	Ongoing	Applicable grant opportunities, time, expertise	Tri-county health department and hospitals	Funding	

Genesee, Orleans & Wyoming County Improvement Process Implementation Plan

Priority Area: Promote Mental Health and Prevent Substance Abuse

Goal: Increase public and professional awareness of the MEB services available in the tri-county area by 20%.

ALIGNMENT WITH STATE/NATIONAL PRIORITIES			
Obj #	Prevention Agenda	Healthy People 2020	National Prevention Strategy
1	Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.		Promote early identification of mental health needs and access to quality services
2	Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.		Promote early identification of mental health needs and access to quality services
3	Strengthen infrastructure for mental, emotional and behavioral (MEB) health promotion, and MEB disorder prevention.		Promote early identification of mental health needs and access to quality services

DESCRIBE PLANS FOR SUSTAINING ACTION

This plan will be posted on the tri-county health department and hospital partner websites. The work group is new and currently enthusiastic. By having a tangible plan and continuing to look for resources we hope to sustain member engagement.

Community Health Assessment Survey 2013-2017

The Genesee, Orleans and Wyoming County Health Departments and Hospitals are currently working with community partners to gather information from residents to help with public health planning for the next four (4) years.

We want to know what you think! Please take a few minutes to fill out this survey, your responses will help us identify services in our communities that are working and ones that need to be improved. We can then use this information to review existing plans and to fill gaps and address the needs going forward.

Please be assured your responses are completely anonymous.

This survey will take about 15 minutes to complete.

Thank you for your time and help with this effort.

Please only take this survey ONCE (1 time) either online or on paper.

Starred (*) questions are required.

1. What county do you live in?

Genesee

Orleans

Wyoming

Other

Other (please specify)

2. What zip code do you live in?

Please answer the following questions according to your views about the county you live in.

3. What health issues are you concerned about?

	Check all issues you are concerned about	Check the 3 most important issues for you
Alcohol	<input type="checkbox"/>	<input type="checkbox"/>
Arthritis	<input type="checkbox"/>	<input type="checkbox"/>
Asthma / COPD	<input type="checkbox"/>	<input type="checkbox"/>
Cancer	<input type="checkbox"/>	<input type="checkbox"/>
Children's Health	<input type="checkbox"/>	<input type="checkbox"/>
Child Safety (Child-proofing) / Stranger Danger / Child Safety Seats	<input type="checkbox"/>	<input type="checkbox"/>
Cholesterol	<input type="checkbox"/>	<input type="checkbox"/>
Dental Health	<input type="checkbox"/>	<input type="checkbox"/>
Depression / Mental Health Issues / Stress	<input type="checkbox"/>	<input type="checkbox"/>
Diabetes	<input type="checkbox"/>	<input type="checkbox"/>
Drug Use or Abuse (including prescription and over-the-counter medicines)	<input type="checkbox"/>	<input type="checkbox"/>
Environment and Housing / Septic / Vermin (rodent control)	<input type="checkbox"/>	<input type="checkbox"/>
Family Planning / Teen Pregnancy Prevention	<input type="checkbox"/>	<input type="checkbox"/>
Firearms Safety	<input type="checkbox"/>	<input type="checkbox"/>
Food Safety / Water Quality / Safety	<input type="checkbox"/>	<input type="checkbox"/>
Heart Disease / Heart Health / Blood Pressure / Stroke	<input type="checkbox"/>	<input type="checkbox"/>
HIV / AIDS / Sexually Transmitted Diseases (STDs)	<input type="checkbox"/>	<input type="checkbox"/>
Immunizations / Prevention of Infectious Diseases (chicken pox, whooping cough (pertussis), influenza (flu), measles, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Injury Prevention	<input type="checkbox"/>	<input type="checkbox"/>
Lead Poisoning	<input type="checkbox"/>	<input type="checkbox"/>
Nutrition	<input type="checkbox"/>	<input type="checkbox"/>
Overweight / Obesity	<input type="checkbox"/>	<input type="checkbox"/>
Physical Activity / Fitness	<input type="checkbox"/>	<input type="checkbox"/>
Tobacco / Nicotine	<input type="checkbox"/>	<input type="checkbox"/>

Products / Second-hand

Smoke

Wound Care

Other issues, not listed (please specify)

4. How would you rate your overall health?

- Excellent
- Good
- Fair
- Poor

Other (please specify)

5. Where do you get most of your health information? (select up to three (3) choices)

- Doctor or Medical Provider
- Library
- Newspaper or Magazine
- School Nurse / School Health Educator / Teacher
- Computer or Internet / Social Media (Facebook / Twitter, etc.)
- Television (TV) or Radio
- Friends and Family
- Health Insurance Company
- Social Services
- Head Start
- WIC (Nutrition program for children and pregnant / nursing women)
- Work Place

Other (please specify)

6. Do you have health insurance (Medicaid, Medicare or other insurance)?

- Yes
- No

Other (please specify)

7. If you do have health insurance, please check those that apply.

- Private insurance from you or your spouse's work
- Medicaid
- Medicare
- Purchased by you directly from the insurance company
- Child Health Plus
- Family Health Plus

Other (please specify)

8. How often do you see a doctor or medical professional?

- Yearly checkup
- More than once a year
- Only when I'm sick
- I don't

Other (please specify)

9. Where do you usually seek medical care? Check all that apply.

- At your regular doctor
- At a hospital emergency room
- At a clinic
- At an urgent care center
- At a community health center

Other (please specify)

Chronic Disease Prevention:

Chronic disease can include heart disease, diabetes, asthma, COPD, hypertension (high blood pressure), cancer, stroke, overweight and obesity

10. Have you had the following exams? Check all that apply.

	Yes, within past year	Yes, within last 3 years	Yes, more than 5 years	No	Does not apply
Women: A mammogram to look for breast cancer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men: A prostate exam?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men and Women: An exam for colorectal cancer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

11. How often do you participate in physical activity or exercise for 30 minutes or more?

- 5-7 Times a Week
- 2-4 Times a Week
- 1-3 Times a Week
- I try to add physical activity where possible (taking the stairs, etc.)
- None beyond regular daily activities

Other (please specify)

12. Which, if any, of the following would help you become more active? Check all that apply.

- Transportation to the park or gym
- Groups to participate with
- Workshops for classes about exercise
- Safe place to walk or exercise
- Individual instruction / personal trainer
- Information about programs in your neighborhood
- Discounts for exercise programs or gym memberships
- Improved health
- A friend to exercise with
- Activities you can do with your children
- None of the above

Other (please specify)

13. How many servings of fruits and vegetable combined do you eat every day on average?

(a serving size is 1 cup or a fist sized piece)

- More than 5
- 5
- 4
- 3
- 2
- 1
- 0

Other (please specify)

14. What keeps you from eating more fruits and vegetables every day? Select all that apply.

- Time it takes to prepare
- Cost
- Lack of access to fresh fruits and vegetables
- Don't like them
- Family doesn't like them
- Don't know how to cook them or prepare them

Other (please specify)

15. What is your drink of choice on MOST days? Check all that apply

- Water
- Milk
- 100 % Juice
- Soda or Pop
- Diet Soda or Pop
- Coffee (iced or hot)
- Tea (iced or hot)
- Juice Drinks
- Energy Drinks (Monster, Amp, Red Bull)
- Sports Drinks (Gatorade, Powerade)
- Kool-Aid / Crystal Light / Store brand drink mixes
- Beer / Liquor / Wine

Other (please specify)

16. When eating out, how do you decide what you are ordering? Check all that apply.

- Taste
- Health
- Cost
- Craving

Other (please specify)

17. When buying foods made from grains are you more likely to buy...

- Refined grains (white bread, rolls, regular pasta, white rice, typical breakfast cereal)
- Whole grains (whole grain breads, brown rice, oatmeal, high fiber cereal, whole grain pasta)

Other (please specify)

18. Where do you shop for food most of the time? (check all that apply)

- Amish / Mennonite Store
- Farmer's Market
- Grocery Store (which has the following departments: bakery, deli, meat, packaged foods, dairy, fresh fruits & vegetables)
- Neighborhood Convenient Store

Other (please specify)

Promote a Healthy and Safe Environment

The quality of the water we drink, the air we breathe, the built environments where we live, work, learn and play; and injuries and occupational health

19. If you heat your home with wood, coal, or natural gas / propane do you have carbon monoxide detectors in your home?

- Yes
 No
 Does not apply

Other (please specify)

20. Do you discuss stranger danger with your children?

- Yes
 No
 No children at home

Any comments:

21. Are any of these issues a problem in your county? Check all that apply.

	Yes	No	Not sure
Child abuse / neglect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elder abuse / neglect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual assault	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spouse / partner abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bullying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workplace - Violence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

22. Do you think that any of these environmental exposures are a problem?

	Yes	No	Not sure
Agricultural chemicals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon monoxide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contaminated well water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disease transmitted by insects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food poisoning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lead	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Septic systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toxic exposures at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toxic exposures at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

23. In your community, do you have: Check all that apply

	Have and use	Have but do not use	Do NOT have in my community	Do not know
Bike paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public gym (paid membership / free)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Firearms Safety Courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car Seat Safety Checks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

24. Do you and/or your children wear helmets when riding bicycles, skateboards, ATVs, snowmobiles, etc.

	You	Your child / children age 14 or younger
Always	<input type="checkbox"/>	<input type="checkbox"/>
Sometimes	<input type="checkbox"/>	<input type="checkbox"/>
Never	<input type="checkbox"/>	<input type="checkbox"/>
Does not apply	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="text"/>	

25. Do you know how to get information about the following services? Check all that apply

	Yes	No	Does not apply
Food Stamps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HEAP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hospice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medicaid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cancer Screenings (Pap tests / Mammography (breast exams) / Colorectal screening)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>		

26. In the event of a wide scale emergency (tornado, flooding, chemical spill, etc) that effects the public's health do you...

	Yes	No	Not sure
Have a ready-to-go kit that includes important family information / medications / pet supplies, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have food and water for at least 3 days in case you have to shelter in place or cannot get to a store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Know evacuation routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have one meeting place for family / guests to meet at outside the home in the event of a fire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Know where to get reliable information on what to do and where to go to keep safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

Promote Healthy Women, Infants and Children

Maternal (Mom) and infant (baby) health, child health and reproductive/preconception (before pregnancy) / inter-conception health (between pregnancies)

27. Women: Have you had a Pap smear and pelvic exam?

- Yes, within last year
- Yes, within last 3 years
- Yes, more than 5 years
- No
- Does not apply

Other (please specify)

28. If you have young children (under age 5) have they been tested for lead poisoning?

- Yes
- No
- No children at home
- Do not know

Other (please specify)

29. Do you know how to get information about the following services? Check all that apply.

	Yes	No	Does not apply
Breastfeeding / Lactation consultants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Health Plus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childproofing your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Early Intervention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Health Plus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lead Testing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prenatal Care / MOMS Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proper use / installation of child safety seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stranger Danger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WIC (nutrition program for pregnant women, infants and children)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

Promote Mental Health and Prevent Substance Abuse

Mental, emotional and behavioral (MEB) disorders, including conduct disorders, depression and substance abuse (alcohol, tobacco and other drugs)

30. Most days, I would consider my mood to be:

- Happy
- Average
- Sad
- Angry
- Depressed (difficult to do daily activities because of low mood)

Other (please specify)

31. I would say that I have _____ energy compared to the average person.

- More
- Average
- Less

Other (please specify)

32. How many hours of sleep do you think you get most nights of the week?

- Less than 4
- 4 - 6 hours
- 6-8 hours
- 8-10 hours
- More than 10 hours

Other (please specify)

33. Are the following behaviors a concern for you? Check all that apply.

	Yes	No	Don't know/Unsure
Alcoholism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drug Abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gambling Addictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mental Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco/Nicotine Addiction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

34. If you use tobacco / nicotine products, how often do you use it?

- Never
- Daily
- Weekly
- Monthly
- Sparingly

Other (please specify)

35. If you have drinks with alcohol, how often do you have 4 or more drinks in a row?

- Never
- Daily
- Weekly
- Monthly
- Holidays/Special Occasions

Other (please specify)

36. Do you use drugs recreationally (using with the intent of getting high)? If you click NO, skip to question 38.

Yes

No

Other (please specify)

37. If you do use drugs, for purposes other than as intended, what do you use (Please be honest, we guarantee your anonymity)? Check all that apply.

I never use drugs recreationally

Marijuana

Stimulants including prescription drugs (Ex: methamphetamines, amphetamines, Ritalin, Dexedrine, diet pills, cocaine)

Opiates including prescription drugs (Ex: heroin, morphine, methadone, darvon)

Painkillers

Anxiety Medication

Over-the-counter medications (Ex: Robitussin, Coricidin, NyQuil, Sudafed)

Hallucinogens (Ex: Mushrooms, LSD, PCP)

Take prescribed or over-the-counter medicines more or less than instructed

Other (please specify)

Prevent HIV/STDs/Vaccine Preventable Diseases/Healthcare Associated Infections

This includes HIV, STDs (including chlamydia, herpes, gonorrhea, syphilis), vaccinations (shots), and healthcare associated infections.

38. Do you know where to get information about the following services? Check all the apply.

	Yes	No	Don't Know/Unsure
Testing, Counseling & Treatment of STDs, including HIV/AIDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contraceptives (birth control)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immunizations (Measles, mumps, chicken-pox, whooping cough/pertussis, flu, tetanus, Hep A/B, HPV, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

39. Have the children in your house received immunizations (shots) against childhood diseases?

- Yes
- No
- No children in the home

If not, please tell us why not:

40. Do you use proper handwashing (warm water, soap, scrub hands/fingers for 15-20 seconds, rinse, dry with disposable paper towel or clean hand towel, use paper towel to turn off faucet)?

- Yes
- Yes, only when I am in public restrooms
- No
- Do not know / Unsure

Other (please specify)

41. Did you and/or the children in your household receive a flu shot during the fall or winter of 2012-2013? Check all that apply.

	You	Child / Children
Yes	<input type="checkbox"/>	<input type="checkbox"/>
No, I did not feel it was needed	<input type="checkbox"/>	<input type="checkbox"/>
No, my insurance does not cover it	<input type="checkbox"/>	<input type="checkbox"/>
No, I did not have time	<input type="checkbox"/>	<input type="checkbox"/>
No, I could not afford it	<input type="checkbox"/>	<input type="checkbox"/>
No, I did not know they should get it	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="text"/>	

42. Have the adults in your household received a tetanus shot and/or pertussis (whooping cough) shot (Tdap) in the last 10 years? Check all that apply.

	Tetanus	Pertussis
Yes	<input type="checkbox"/>	<input type="checkbox"/>
No, I did not feel it was needed	<input type="checkbox"/>	<input type="checkbox"/>
No, my insurance does not cover it	<input type="checkbox"/>	<input type="checkbox"/>
No, I did not have time	<input type="checkbox"/>	<input type="checkbox"/>
No, I could not afford it	<input type="checkbox"/>	<input type="checkbox"/>
No, I did not know we should get it	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="text"/>	

Check all the appropriate boxes - all responses are completely anonymous

43. Sex

Female

Male

Comments

44. Age

Under 18

19-24

25-49

50-64

Over 65

Comments:

45. What is your height (without shoes) and weight? (Please only use whole numbers, no decimals for example if you are 5'4" put 54 in the height box)

BMI

Height

Weight

Other Comments

46. Race / Ethnicity (check all that apply)

African / American

Hispanic / Latino

Asian

American Indian / Alaska Native

Caucasian (white)

Native Hawaiian / Pacific Islander

Other (please specify)

47. Marital Status

- Single
- Married
- Divorced
- Separated
- Widowed
- Unmarried couple

Other (please specify)

48. Education

- | | |
|--|--|
| <input type="checkbox"/> Less than 9th grade | <input type="checkbox"/> Associate's degree |
| <input type="checkbox"/> 9th - 12th grade - no diploma | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> High School Graduate (including GED - equivalent) | <input type="checkbox"/> Graduate or Professional degree |
| <input type="checkbox"/> Some College - no degree | |

Comments

49. Employment

Check all that apply.

- Full time
- Part time
- Retired
- Student
- Homemaker
- Out of work
- Unable to work
- Volunteer

Other (please specify)

50. Household income

- Less than \$15,000
- \$15,001 - \$25,000
- \$25,001 - \$50,000
- \$50,001 - \$75,000
- \$75,001-\$100,000
- Over \$100,000

Comments

[Community Health Assessment Survey results for the Tri-County Area](#)

*Click on the  icon to view the complete breakdown of results.

**Genesee – Orleans - Wyoming County
Community Conversation Starter**

We know that in Genesee, Orleans and Wyoming Counties **many people in our community face challenges every day in trying to live a healthy lifestyle.** All people have a right to health ... we would love to hear what you think the issues are in your community and how we might help remedy them.

Location of Conversation: _____

Issues/ Concerns:

- Transportation
- Jobs
- Access to Healthy Food
- Education
- Access to Health Care/Medical Providers/Hospitals
- Smoking/Tobacco Use
- Alcohol
- Other Drugs
- Nutrition
- Safety
- Exercise/Activity
- Youth
- Housing
- Mental Health

What **3 issues** listed above do you or your family face?

Are there **any other issues** not listed above that concern you?

Of the issues discussed, **any suggestions** on how to improve?
(Please feel free write on the back if needed)

Do you think it's important that we help change these factors so that the next generation can live longer, healthier lives?

Genesee, Orleans, Wyoming County CHA/CHIP/CSP 2013
Timeline of Events

Planning Meetings

- March 19th 2013 – County Health Departments and P² only (Survey Development)
 - June 24th 2013*
 - July 26th 2013*
 - August 28th 2013*
- (*meeting summaries available)*

Outreach Events

- Community Conversations*
 - Genesee Orleans Wyoming County Community Health Survey
 - UMMC Provider Meeting – July 23rd 2013*
 - Letchworth Family Medicine Provider Meeting – July 25th 2013 (combined with DPP presentation)
 - Orleans Community Health Provider Meeting – July 16th 2013*
 - Community Health Input Meeting – August 26th 2013*
 - Mental Health Asset Inventory Meeting – September 9th 2013*
- (*meeting summaries available)*

P² Documents

- “GOW Data Report” - presentation of data from surveys, NYS, etc. that was used in priority-setting.
- “GOW Variable Comparisons by County” – specific requested data analysis

Organizations in Work Group (Based on Contact List)

- Genesee County Health Department, Lake Plains Community Care Network, United Memorial Medical Center, Orleans County Health Department, Medina Memorial Hospital/Orleans Community Health, Wyoming County Health Department, Wyoming County Community Health System

Organizations in Mental Health Work Group (Based on Contact List)

- Genesee County Mental Health, Genesee County Veterans Services, Genesee County OFA/NY Connects, Genesee County Mental Health Association, Genesee County ARC, Living Opportunities of Depaul in Genesee County, GCASA, Genesee County Jail, Genesee County Department of Social Services, Elba Central School, Buffalo Federal Detention Center, Orleans Department of Mental Health, Orleans County Jail, Orleans County Office of the Aging, Mental Health Association of Orleans County, Wyoming County Office of the Aging, Wyoming County Department of Social Services, Allegany Rehabilitative Services, Wyoming County Community Health System Behavioral Health, Wyoming County Office of Mental Health, Spectrum Human Services, Wyoming County Jail, Olmstead Center for Sight

[Community Health Assessment Survey results for Genesee County](#)

*Click on the  icon to view the complete breakdown of results.

Genesee County, Appendix B
Community Conversation Feedback

Genesee County Community Conversation Feedback:

In Genesee County there were a total of 6 community conversations conducted, with a combined total of 59 community members in attendance.

Listed below are the locations where the community conversations were conducted, as well as the groups that participated:

Genesee Valley Boces - Students Against Drunk Driving Group, GCASA - Sobriety and Stabilization Group, East Bethany Presbyterian Church - OFA Meal site for Seniors, YMCA –Get Fit Program, Havenwood Congregate Apartments - OFA Meal site for Seniors, and USDA Service Center - Water Quality Coordinating Committee (WQCC) and Local Working Group (LWG)

The top three concerns that community members identified were:

Nutrition: Not enough access to healthy foods/ high availability of fast food, not enough education in how to prepare nutritious meals, or control portion sizes

Alcohol and Other drugs: Use/ misuse by youth, too much advertisement, over medicating (prescription medication)

Youth: Bullying (online, physical, verbal), need more parental supervision/ involvement, not many jobs wanting to hire teens

The three most common suggestions to improve issues within the community were:

Free games and activities for families who cannot afford them on their own, community newsletter and community center for information (better information to public about resources available, exercise after senior lunches; ex. Chair exercises either weekly or twice a month.

When asked, do you think it is important that we help change these factors to improve future quality of life within the community, a total of 44 participants out of 59 answered yes.

Genesee County Provider Meeting Summary:

Conducted at United Memorial Medical Center

- ❖ “Physicians can’t do it themselves” – it’s important to have a community-wide effort to share resources to address these issues
- ❖ Urgent Care centers may be a good way to reach people who typically aren’t seen by a provider to make them aware that they are due for screenings.
- ❖ Having another provider (outside of the MD) speak to the patient to learn what keeps them from being compliant is helpful.
- ❖ Great opportunities: the Cancer Services Program, the Navigator grant for the new health insurance exchanges.

[Community Health Assessment Survey results for Orleans County](#)



*Click on the  icon to view the complete breakdown of results.

Orleans County Community Conversation Feedback:

In Orleans County there were a total of 6 community conversations conducted, with a combined total of 64 community members in attendance.

Listed below are the locations where the community conversations were conducted, as well as the groups that participated:

Office of the Aging, Hoag Library- Albion GED, Medina GED, 4-H Fair Grounds- Senior Council, Mental Health Association, and The Farm Bureau.

The top concerns that community members identified were:

Alcohol and Other Drugs: Use/misuse by youth, new drugs (molly), increasing use of additives

Nutrition: Affordability, education is needed on where to locate and how to prepare healthy food, fast food is very available in the area

Access to Health Care/ Medical Providers/ Hospitals: Lack of affordability, cost of medication/ deductibles/co-pays too high, lack of urgent care access in the area

Transportation: Not available outside the main village of Albion/limited/unreliable

The three most common suggestions to improve issues within the community were:

We need to bring our jobs back into the country, more job opportunities locally and more training, suicide prevention, fundraisers to raise money for community enhancements, activities for youth, cooking and nutrition classes.

When asked, do you think it is important that we help change these factors to improve future quality of life within the community, a majority of participants answered yes.

Orleans County Provider Meeting Feedback:

Conducted at Orleans Community Health

- ❖ Need to focus on the reason people don't follow-through when they are told that they are due for a health screening. People know what they have to do – but why don't they do it?
- ❖ Have screenings outside of regular work hours, etc.
- ❖ A great resource would be more non-physician providers to spend more time with patients and get them connected to the services they need, bridging any barriers they may have (Similar to care coordinators).
- ❖ Great opportunities: the Cancer Services Program, the Navigator grant for the new health insurance exchanges

[Community Health Assessment Survey results for Wyoming County](#)

*Click on the  icon to view the complete breakdown of results.

Wyoming County Community Conversation Feedback:

In Wyoming County there were a total of 7 community conversations conducted, with a total of 70 community members in attendance.

Listed below are the locations where the community conversations were conducted:

Office for the Aging Advisory Council, Northridge Apartments, Warsaw Library Book Club, Knitting Club (Chicks with Sticks), Warsaw Tigers Little League Baseball Game Spectators, Hillside Children's Center (Tier II Meeting Participants), Attica Senior High School Student Council

Results from the individual conversations were recorded, and yielded widely divergent responses of issues of importance, including: jobs/financial, adolescent sexuality, alcohol and drug abuse, nutrition, physical fitness, access to health foods and housing

There were no trends noted among participants.

Wyoming County Provider Meeting Feedback:

Conducted at Letchworth Family Medicine

- ❖ Providers need to know more about services (e.g. the Cancer Services Program) to refer patients to
- ❖ The Cancer Services Program provides a great opportunity for increasing cancer screening, along with the Navigator grant
- ❖ Regarding mental health/substance abuse, public education is necessary to reduce stigma