

Genesee Valley Health Partnership



Annual Report 2014





Vision: To be the healthiest county in New York State.



Creating a Healthy Future Now

Mission: To improve the health and well-being of Livingston County residents through collaboration, education, and prevention.





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Creating a Healthy Future Now

About Us

The Genesee Valley Health Partnership, Inc. (GVHP) is a rural health network comprised of more than 40 organizations dedicated to improving the health of Livingston County residents. GVHP utilizes the Community Health Improvement Plan (CHIP), developed by the Livingston County Department of Health and their partners, to help create a healthier community. GVHP implements a broad range of activities that focus on a variety of health topics, including improving access to care, promoting a safe environment, preventing and managing chronic disease, and improving social and emotional health.



The Genesee Valley Health Partnership is pleased to announce that Livingston County was ranked the healthiest county in New York State for the second year in a row. The fifth annual *County Health Rankings* released by the Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute The *County Health Rankings* rank the overall health of nearly every county in all 50 states. The *Rankings* allow counties to see how well they are doing on 29 factors that influence health including smoking, high school graduation rates, employment, physical inactivity, and access to healthy foods.

The Board of the Genesee Valley Health Partnership contracted with Human Services Development in September of 2013 to coordinate GVHP. 2014 concluded their first full year managing the Partnership. Successes included the award of a grant from the New York State Health Foundation to implement Community Health Improvement Plan efforts, a regularly distributed Health Flash e-newsletter, coordination of the 16th Annual Taste of Livingston, assisting in the administration, coordination, and development of measurable objectives of GVHP committees, and updating the HelpSource database.



The Genesee Valley Health Partnership has four committees dedicated to achieving the goals and objectives of the CHIP which align with the vision and mission of our organization. Highlights of their efforts and other achievements in 2014 follow.



Chronic Disease Committee: Prevention and Management of Chronic Disease, chaired by Lisa Beardsley, Livingston County Department of Health

The Chronic Disease (CD) Committee works to promote the goals of the New York State Department of Health Prevention Agenda. These goals include promoting healthy eating, increased physical activity, encouraging early diagnosis and screening, and improved prevention services.



Highlights in 2014 include:

- 🍅 **Breastfeeding Initiatives:** One important benefit of breastfeeding is obesity prevention, which leads to healthier outcomes. To enhance breastfeeding efforts in Livingston County, several staff from Noyes Health and the Livingston County Department of Health were trained to be Certified Lactation Counselors (CLCs) through funding from a New York State Health Foundation grant. Staff will utilize their skills and knowledge to support breastfeeding mothers. The Health Department also worked toward creating a Baby Cafe in Dansville which will provide a place where breastfeeding mothers can meet to get support and connect with other mothers. The Baby Café will be staffed by a CLC and have an International Board Certified Lactation Consultant on call.
- 🍅 **Healthy Restaurants** – The Livingston County Department of Health and Cornell Cooperative Extension of Livingston County continues to collaborate with local restaurants to encourage owners to offer and label healthy menu items. Currently ten restaurants participate in the program and others are being recruited.
- 🍅 **Stroke Initiative:** The CD Committee has been working with Noyes Hospital as they apply for Stroke Center Certification. A pre-survey was conducted to gauge how much the community knows about stroke. A post survey will be conducted in the summer of 2015 to measure increased community awareness upon implementation of a media and outreach plan, which includes a stroke webpage to be coordinated by Noyes Health.



- 🍅 **Chronic Disease Self-Management:** Noyes Health has implemented evidence based programs to address chronic disease. Programs are regularly offered at various sites throughout the county. Outreach and promotion continues to build awareness and referrals to the programs. GVHP provided startup funding for this important initiative.



- 🍅 **Continuum of Care Coalition:** Comprised of 30 agencies and over 50 members, this group meets every other month to coordinate care and encourage communication to support the communities we serve through successful care transitions

- 🍅 **Grocery Store Labeling:** The Livingston County Department of Health, Livingston County Office for the Aging, and Cornell Cooperative Extension of Livingston County have worked with SavAlot grocery store to label shelves for items that are low fat, low sugar or low sodium. A customer survey will be conducted to evaluate the impact of the program.



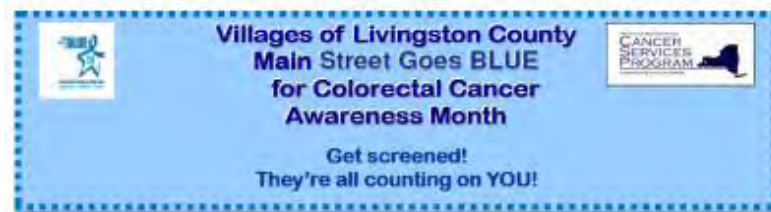
- 🍅 **ACHIEVE:** The Community Health Action Response Team (CHART) has been working in Livingston County to help create more opportunities to participate in physical activity, healthy eating and tobacco-free outdoor spaces.
 - Lima opened new walking trails in April. Evaluation data shows that the trails have increased physical activity levels among users.
 - A Health and Wellness Guide that included physical activity opportunities in the County was developed and printed. County-wide distribution will occur in 2015.
 - Lima, Avon and Mt. Morris Farmers' Markets joined Geneseo Farmers' Markets by adopting tobacco-free outdoor area policies





Chronic Disease Committee continued:

- **Main Street Goes Blue:** The Cancer Services Program of Livingston and Wyoming Counties, a program of the Livingston County Department of Health, coordinates this annual event throughout the County to increase awareness and promote colorectal cancer screenings. The number of colonoscopies at Noyes Health continues to trend upward.



- **HIP HOP:** This initiative supports childhood wellness and encourages children and their families to play every day, eat more fruits and vegetables, cut down on screen time, drink more water, and get a good night's sleep. York Central School completed the School Health Index and nutrition initiatives were one of the identified opportunities for improvement. The Committee will be working with York School to enhance current wellness policies to improve health outcomes among students.



- **Worksite Wellness:** Arkema, a local worksite, completed the CDC's CHANGE assessment tool and is currently working on creating a policy based on the results to improve the health of the employees. In addition, a worksite wellness toolkit to offer support and guidance regarding policy and practice changes in the workplace was provided.
- **Community Gardens:** Noyes Health continues to collaborate with local daycare centers to provide vegetable gardens, one in Nunda (13 children, home based) and one in Geneseo (15 children, center based). Both of the gardens are thriving and the children are engaged in maintaining the gardens. Evaluations from parents to gauge the level of education and effect of the gardens on their children are being conducted.



Safe Communities Committee: Promote a Safe Community, chaired by Liz Green, Livingston County Department of Health and Avon Central School District

This Committee works on fall prevention, domestic violence, violence prevention, and anti-bullying initiatives including presentations on the Dignity for all Students Act. They coordinated the Main Street Goes Purple program to raise awareness of domestic violence. In 2014 the Committee held its first annual fall prevention event that included a guest speaker, exercise awareness and teaching, and information on resources available from 16 different vendors. The Committee collaborated with RESTORE, Livingston County Office For the Aging, Noyes Health, Livingston County Department of Health, Chances and Changes, Livingston County Youth Bureau and Workforce Development, Livingston County Sheriffs Office, and Schools to promote HelpSource and Safe Communities Committee activities.

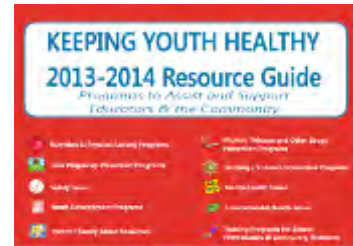


- ◆ **Anti-Violence and Bullying:** The Safe Communities Committee implemented a media campaign through a marketing specialist regarding anti-violence and bullying. Ads were printed quarterly in local media and a billboard was displayed in the fall. An anti-violence/bullying webpage was added to the GVHP website. The Violence Prevention Coordinator of the Livingston County Department of Health continues to implement Second Step and Peace Circles throughout the county school districts. She has been active with York School's Stand Up group, providing school staff with trainings on restorative practices and peer mentoring. Community presentations on anti-violence and bullying including the Dignity for All Students Act were conducted in several locations. New anti-bullying curriculum was provided to three schools this year in collaboration with funding from the United Way of Livingston County; Keshequa, Mt. Morris, and Avon received over \$2,000 in new program materials.



Safe Communities Committee continued:

◆ **Resources:** The committee continues to add to the resources available to improve the health and safety of County residents. They have begun gathering information to create new pages on the website to share health information and continue to promote and update the Help Source database. Webinars can be found on the GVHP website on teen substance abuse and prevention, getting ready for school and managing children’s behavior, and stress management. A program on Fall Prevention for home safety is being developed.



◆ **Main Street Goes Purple:** The Safe Communities Committee implemented a Main Street Goes Purple campaign. Letters were sent to town mayors in Geneseo and Mt. Morris to gain support and approval with permission given to implement the initiative. Purple lights and flyers were distributed to participating stores. The Committee engaged the SUNY Geneseo Community Health Alliance to distribute the lights and flyers to businesses. The SUNY Geneseo Community Health Alliance also assisted in contacting each of the businesses to ask if they would like to participate. All businesses were receptive; approximately 45 businesses participated in the campaign. The Committee will continue to work with the SUNY Geneseo Community Health Alliance to survey businesses on the effect of the campaign. Chances and Changes will be providing hotline call data from before and after the initiative to gauge the impact of our efforts. In addition presentations on the initiative were given to two local Rotaries and domestic violence booklets were given to local law enforcement officers to distribute in all domestic dispute cases.



◆ **Fall Prevention:** A Fall Prevention Subcommittee was formed to decrease falls among seniors. The first annual Fall Prevention Workshop was held in September, which was a huge success. There were 31 attendees and 16 vendors including physical therapists, senior groups, Office For the Aging, caregiver resources, and senior exercise programs. As a result of attending this event, 6 participants are now active in the evidence-based Matter of Balance Program. The Health Department has received calls from seniors to reserve spots for next year's event. The subcommittee has also partnered with Office For the Aging (OFA) to distribute rack cards and magnets that can be utilized in the home for fall prevention. The Committee continues to work with the OFA to survey seniors through the Meals on Wheels program to gauge their knowledge on falls and



whether educational materials have been helpful. The Committee will also be collaborating with the Geneseo Community Health Alliance to reach out to seniors through phone calls.





Social and Emotional Health Committee: Strengthen Social and Emotional Health, Chaired by Chris Taylor, CASA of Livingston County

This Committee works on decreasing substance abuse, and chemical dependency in addition to addressing mental health issues. The Committee focused on two priorities: suicide prevention and the abuse/misuse of prescription medications.

- 🟡 **Prescription Misuse/Substance Abuse:** The committee distributed informational material on prescription misuse/abuse to local providers, dental offices, and pharmacies to promote and educate people on the topic. Ads were also run at the Geneseo Theater and in the Pennysaver to heighten awareness of the issue. The committee has been active in keeping pharmacies up to date on legislation that was passed allowing pharmacies to take back controlled substances, making it easier for consumers to get rid of old and unused prescriptions. In September the Livingston County Sheriff obtained a medication collection box through the CVS Pharmacy and its Medication Disposal for Safer Communities Program, which the committee has actively promoted. In the fall, the Committee also assisted CASA of Livingston County with a recovery walk event during the month of September. Over 40 participants attended the walk and helped to plant a memorial garden at CASA.

- 🟡 **Suicide Prevention Task Force:** The Task Force continues to identify opportunities to reach out to the community. A community panel discussion on bi-polar disorder and suicide was planned, as well as an event for the International Survivors of Suicide Loss Day. The event was listed on the international website as a participating location. The task force continues to research opportunities to train a trainer in Safe Talk (the task force will be providing the training to all schools in the county throughout the year). The Task Force will also be offering an ASIST training (Applied Suicide Intervention Skills Training) in the spring to increase the workforce available to help those in need.





Access to Care Committee: Improve Access to Health Care and Insurance, Chaired by Sheila Betters, Excellus

The Access to Care Committee concentrates on reducing the number of uninsured, increasing enrollment in health insurance, and increasing accessibility to health care services. The Affordable Care Act brought many changes to the health care system and committee members concentrated on raising awareness and educating County residents on the new health insurance system. The New York State of Health Benefit Exchange completed its first year and Committee members collaborated as system glitches were worked out to ensure Livingston County residents got enrolled in the new system. The Quick Access Tools were updated to provide quick and easy reference tools for residents and providers throughout the County.

- 📄 **Quick Access Tools:** These handy one page tools were updated and translated into Spanish. They were distributed throughout the County and are available on the GVHP website.



- 📄 **Media Campaign:** A major focus of the committee was promoting the New York State of Health. The Marketplace wrapped up its first full year of operation and the committee spent considerable energy using various methods to ensure that Livingston County organizations and residents were able to access the Marketplace.
- 📄 **Enrollment:** The first open enrollment for the New York State of Health Marketplace was October 1, 2013 through April 15, 2014. During this period 1,922 Livingston County residents were enrolled with 72% of those uninsured at the time of enrollment.





Taste of Livingston

The Taste of Livingston County is held in April of every year to help celebrate National Public Health Week. GVHP works with local restaurants who donate all the food, encouraging them to provide healthy options to local residents during the event.

The event relies on donations from local vendors such as Nunda Mustard, Monk's Bread, and local fitness centers to provide items for gift bags and door prizes. Generous sponsorships and donations from organizations such as Once Again Nut Butter, the Livingston County Chamber of Commerce, the Geneseo String Band, C & R Food Service, Sweet Briar, RPCN, and David's Coffee also helped make the event a success in 2014.

In 2014 a sellout crowd of 500 people enjoyed dishes from 13 area restaurants at the 16th Annual Taste of Livingston County. If you are interested in:

- Applying to receive donated funds from the event,
- Donating funds, services, time or goods, or
- Being a participating vendor

to the Taste of Livingston please contact Hillary Anderson at hbanderson@stny.rr.com.

Last year, Joan Ellison, President of the Genesee Valley Health Partnership and retired Director of Livingston County Public Health said, "The goal of the Taste of Livingston County is to showcase our local restaurants and show that people can eat out and eat healthy,"

Participating restaurants have their recipes reviewed to be sure they are created with a heart healthy twist and did not include high amounts of added fats and sodium. The event coincides with Public Health Week, thus the emphasis on healthy eating. Restaurants featured at last year's event, held at the Genesee River Restaurant included: Applebee's, Wegmans, Omega Grill, Big Tree Inn and Village Tavern, all in Geneseo; Beachcomber in Conesus, Brian's USA Diner, Genesee River Restaurant and Questa Lasagna, all in Mount Morris; 3 Legged Pig BBQ and Leisure's Restaurant in Lakeville, Partyman Catering, Sweet Arts Bakery and Genesee Valley Roasters, all in Avon.

In 2014 proceeds from the Taste of Livingston County were donated to the Geneseo Parish Outreach Center in Geneseo and Faith in Action, a program of Livingston County Catholic Charities. The Outreach Center provides free medical treatment and services to uninsured and underserved adults and children through an all-volunteer staff of doctors, nurses, nurse practitioners and physician's assistants. Faith in Action provides direct one-on-one assistance to elderly individuals, providing services such as friendly visits, light housekeeping or home repairs, or transportation to medical appointments.



New York Connects:

NY Connects Livingston County is a toll-free phone number and web site that provides information and assistance for resources in the community such as personal care, home delivered meals, transportation, caregiver support, health insurance counseling, housing, support groups, dementia, and much more. NY Connects was developed as the fastest and easiest way for caregivers, family and friends to find services for aging family members and disabled loved one. The initiative is made possible by a joint partnership among the Livingston County Office for the Aging, Livingston County Department of Health, and Genesee Valley Health Partnership.

Long-term care is a variety of services and supports to meet health or personal care needs over an extended period of time. Most long-term care is non-skilled personal care assistance, such as help performing everyday Activities of Daily Living (ADLs), which are: bathing, dressing, using the toilet, transferring (to or from bed or chair), caring for incontinence, and eating. The goal of long-term care services is to help you maximize your independence and functioning at a time when you are unable to be fully independent.



If you need additional assistance in locating appropriate resources and services, contact the toll free Livingston County information and referral line

24 hours a day, 7 days a week at 1-888-443-7520

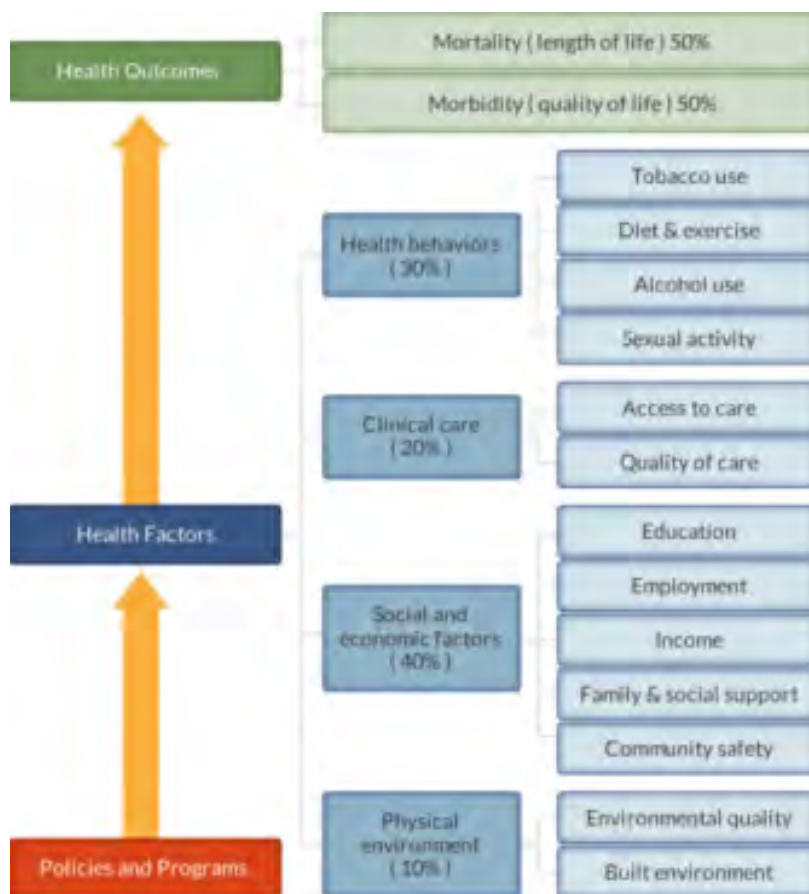
Or visit www.nyconnectslivingstoncounty.org



Livingston County #1 in New York State!

The Genesee Valley Health Partnership was proud to play a part in Livingston County being ranked the healthiest county in New York State for the second year in a row. The County Health Rankings and Roadmaps, a project of the University of Wisconsin and the Robert Wood Johnson Foundation, looks at a variety of measures that affect health to rank counties throughout the nation.

Rankings are determined by considering factors that affect health outcomes such as mortality and morbidity rates, health behaviors such as tobacco use, diet and exercise, access to and quality of care, social and economic factors like educational and unemployment levels, and the physical environment of the county. The *Rankings* are available at www.countyhealthrankings.org.



County Health Rankings model ©2012 (UWRF)



Thank you!

The Genesee Valley Health Partnership would like to thank all our partners, funders, the community, and committee chairs for all of the support and hard work in 2014. Thanks to you we were once again the healthiest county in New York State.

Join

The Genesee Valley Health Partnership is always looking to engage anyone interested in improving the health of Livingston County residents. Email us at info@gvhp.org if you'd like to participate in any of our initiatives.

Donate

If you're interested in participating in a committee or making a donation to the Genesee Valley Health Partnership please email us at info@gvhp.org or call us at 607-962-8459.



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