



# 2017 Annual Report

# HEAL Schuyler 2017 Annual Report

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## List of 2017 HEAL member organizations:

Schuyler Hospital  
Cornell Cooperative Extension  
Schuyler County Public Health  
Finger Lakes Eat Smart NY  
Watkins Glen School District  
Exercise Enterprise  
Food Bank of the Southern Tier  
Selah Yoga and Music

**Goal:** To reduce the rate of adult obesity in Schuyler County to less than the NYS average of 25% (2012-2013). This will be done by the end of 2018 and will be measured by the County Health Rankings & Roadmaps.

**Vision:** HEAL Schuyler is supporting environmental changes that promote healthier eating and active lives for the people of Schuyler County.

## **Executive Summary**

HEAL Schuyler succeeded on enhancing the programming that was executed in the prior year. HEAL Schuyler went more deeply this year by reevaluating the Choose HEALth program and integrating the Schuyler Walks Maps into the provider offices. The newsletter met its goal of increasing the distribution by five percent and fostered feedback to further expand the newsletter in 2018. The group also collaborated with a new partner that was a new focus for 2017, increasing screenings. HEAL Schuyler has just hit the tip of the iceberg on integrating other Health messages outside of its “Healthy Eating, Active Living” approach and looks forward to integrating other important preventative health messages with its campaigns and work in 2018.

## SECTION 1: OVERALL HEAL SCHUYLER COMMUNITY PROGRESS

The current indicators of the overall Schuylar community that HEAL Schuylar is trying to tackle and improve for the betterment of the community's health include the following:

Indicator	Rate		Years	Source
Percentage of adults who are obese	33.1	24.1	2008-2009 2013-2014	NYS Expanded BRFSS
Percentage of children and adolescents who are obese	19.6	11.0	2012-2014 2014-2016	Student Weight Status Category Reporting System (SWSCRS) data as of May 2017
Percentage of adults who received a colorectal cancer screening Aged 50-75	68.2	63.6	2008-2009 2013-2014	NYS Expanded BRFSS
Age adjusted heart attack hospitalization rate per 10,000 population	20.6	14.0	2013 2014	SPARCS data as of August 2016
Rate of hospitalizations for short-term complications of diabetes per 10,000 - Aged 6-17 years	s	0	2011-2013 2012-2014	SPARCS data as of August 2016
Rate of hospitalizations for short-term complications of diabetes per 10,000 - Aged 18+ years	5.6	4.9	2011-2013 2012-2014	SPARCS data as of August 2016
Reported food insecurity in the past 12 months	24% Schuylar	22.7 Upstate	2013-2014	2017 Common Ground Health Schuylar County Health Profile
Physical Inactivity	23%	27%	2012 2013	CDC Diabetes Interactive Atlas
Access to exercise opportunities	55% Schuylar	91% NY	2014	Business Analyst, Delorme map data, ESRI & US census Tigerline Files
Consumed fast food three or more times per week	5.5% Schuylar	6.3 Upstate	2013-2014	2017 Common Ground Health Schuylar County Health Profile
Consumed one or more sugary drinks daily	18.9% Schuylar	23.3 Upstate	2013-2014	2017 Common Ground Health Schuylar County Health Profile
Participated in leisure time physical activity in the past 30 days	67.6% Schuylar	73.7 Upstate	2013-2014	2017 Common Ground Health Schuylar County Health Profile
Obese or overweight adults	59.2% Schuylar	62.2 Upstate	2013-2014	2017 Common Ground Health Schuylar County Health Profile

Physician-diagnosed diabetes	10.6% Schuyler	9.2 % Upstate	2013-2014	2017 Common Ground Health Schuyler County Health Profile
Consider neighborhood suitable for walking and physical activity	94.7% Schuyler	92.3% Upstate	2013-2014	2017 Common Ground Health Schuyler County Health Profile
High Blood Pressure Control	71 % Schuyler	68.0% Finger lakes	June 2016	Common Ground Health Hypertension Registry

S:Data does not meet reporting criteria

Legend

Doing better than the comparison

Room for improvement

Needs attention

**SECTION 2: HEAL SCHUYLER PROJECTS PROGRESS**

**Choose HEALth**

3 new locations have been added to the Choose HEALth Voluntary Standards and 2 locations closed this year. Schuyler Hospital has adopted their own set of voluntary food standards which are more restrictive than current Choose HEALth Standards. HEAL Schuyler has been exploring expanding their voluntary standards to include national voluntary standards for restaurant and food that include the macronutrients and micronutrients standards. HEAL Schuyler solicited feedback from the current restaurants on whether they would be interested in having a Choose HEALth meal go through an analysis to meet certain standards. Schuyler County Public Health is planning to purchase software in 2018 that will help analyze the nutritional content of local restaurants.

**Schuylar Walks Maps**

HEAL also distributed over 1000 maps to the Community Organizations, Pantry, Hospital and Health and Wellness Fair. HEAL is looking at expanding the Schuyler Walks program to involve an exercise prescription program that came from the Institute at the Golden Gate. (Institute at the Golden Gate, 2017) HEAL developed an exercise prescription pad format and got feedback from the providers offices who would be using them. HEAL is ready to distribute more maps and the exercise prescription pads in 2018 through a display of maps and working with the providers who will talk to their patients about increasing their exercise.

**HEAL Newsletter & Website**

The HEAL newsletter distribution list has increased from last year. HEAL Schuyler has also received feedback on the HEAL newsletter this year from its subscribers and has modified the 2018 HEAL Schuyler Newsletter. In 2018, the newsletter will use MailChimp to deliver its newsletter

electronically one month ahead of the date of issue. The amount of distribution increased last year from 3 to 7. The number of hits to the main page of the HEAL Schuyler is a down from last year (200 to 192), although the physical activity page has seen an increase from last year (205 to 297).

## **Screenings**

HEAL Schuyler has been establishing the baseline data for screenings and has been performing blood glucose screenings at its event appearances. HEAL Schuyler has been working with their partners to increase screenings with those that are underinsured and uninsured. NY State Cancer Service program has increase the amount of people they have screened for Schuyler County this year. Schuyler County Public Health and Schuyler Hospital has conducted two focus groups to capture the barriers and motivators of cancer screenings for individuals in 2017. They will use this information and try to expand its outreach on campaigns.

## **Worksite Wellness**

Schuyler Steps Out was implemented again this year; 51.6 thousand miles were stepped in 2017. Schuyler County Public Health helped implement a worksite wellness committee with County Employees this year and performed 3 worksite wellness assessments to get a baseline of the workforce before implementing programs. They promoted a Holiday Challenge this year during the month of November and December which included daily tips and an online community to participate with.

## **Nutrition Education**

HEAL Schuyler held an event for National Walking Day in the Spring of 2017 at Schuyler Outreach Pantry in Watkins Glen. The event involved diabetes screenings along with physical activity game, which involved teaching kids about go, slow and whoa foods. HEAL Schuyler also partnered with Finger Lakes Eat Smart NY, OFA and Schuyler County Public Health to survey three sites in Schuyler about nutrition education. 11 classes were offered to around 90 residents at 2 different residential facilities, which included Watkins Glen School Apartments and Jefferson Village. The response received was a total of 3 response out of 90. We received more “no thank you” responses than people who were interested in the classes. The group was suggesting doing an introductory class to these sites to garner interest. The classes that people were interested in included Rethink your Drink, Grocery Store Tours, Eat Healthy Be Active, Make Half your Grains Whole.

## **SECTION 3: 2018 HEAL SCHUYLER INTENTIONS**

The projects that HEAL Schuyler wants to work on for 2018 include the following;

- National Walking Day
- Scavenger Hunt
- Live Like Liz Tabling
- Screenings at Pantries

- Survey for Emotional Eating during the Holidays
- Choose HEALth Restaurant Standards
- Exercise Prescription Program
- Schuyler Walks Map Program
- Quarterly HEAL Schuyler Newsletter

The projects planned for 2018 and their duration are described on page 9 of this report.

#### **SECTION 4: CONCLUSION**

There have been overall improvements in the community health indicators. Although the health data does not reflect the outcomes that would have come from HEAL Schuyler's work conducted in 2017. HEAL Schuyler has been around since 2012, therefore some of the impacts of the earlier group's work may be coming to be actualized. It is unsure to know if we are making an impact. Over the last 4 years, the group has been tracking their efforts and looking at what it's doing and continually striving to make an impact. This is a time to have a mini celebration along our journey of achieving our mission, as the rate of obesity in adults and children has decreased by about 8 percent. Yet we must continue the journey of making environmental changes in our community that promote healthier eating and active lives, because the rate of obese and overweight community residents remains above 50%. The rate of overweight and obese adults is contributing to the fact the heart disease and cancer is the number one and two causes of death and premature death in our community. HEAL Schuyler's upcoming path this year includes 5 projects that will work on increasing the community access and awareness to avenues for physical activity. We will also work on 4 projects that improve access and awareness of healthier choices to eat in our community. One new project that is a carryover from looking at the whole community's health in 2017 is increasing the screening rates within the community. Many of the HEAL Schuyler projects are carryovers from previous years but we have decided to further expand the capabilities of the group as we do each year and starting with three new projects; Live Like Liz Tabling, Survey for Emotional Eating during the Holidays and the Scavenger Hunt.

2017- Priority: Prevent Chronic Disease				
Focus Area: Reduce Obesity in Children and Adults				
Goal	Objective	Interventions	Partner Role	Measurement/Evaluation
Create adult community environments that promote and support physical activity	By December 31, 2017 increase distribution of “Schuyler Walks” maps by 5% through online and print media.	Increase community physical activity through the promotion of local hiking trails, Watkins Glen Gorge and other natural resources by distributing online resource guide and printed brochure maps “Schuyler Walks”.	Schuyler Hospital Schuyler County Public Health CCE ARC of Schuyler Schuyler County Soil and Water	<b>Over 1836 maps</b> printed and distributed. Number of hits to online resource <b>January to December 31, 2017= 297</b>
Expand the role of public and private employers in obesity prevention.	By December 31, 2018, increase by 10% the percentage of small to medium worksites that offer a comprehensive worksite wellness program for all employees and that is fully accessible to people with disabilities. Baseline to be determined	Implement nutrition and beverage standards in public institutions, worksites, and other key locations such as hospitals.	Schuyler Hospital to adopt and implement nutrition and beverage standards in Hospital cafeteria. Schuyler Hospital and Public Health to pursue acquiring a calorie counting machine for use with implementing nutrition standards. Public Health to identify and potentially recruit additional worksites. S2AY RHN/Regional Worksite Wellness Committee to assist PH and partners in worksite wellness efforts.	Number and type of key community locations that adopt and/or implement nutrition and beverage standards. <b>7 locations</b>  Number of adults that have access to key community locations that adopt and/or implement nutrition and beverage standards. <b>129,000</b>
Create adult community environments that promote and support healthy food and beverage choices and physical activity	By December 31, 2017 increase distribution of HEAL Schuyler newsletter and website by 5%.	Continue and expand HEAL Schuyler newsletter distribution and encourage promoting a healthy lifestyle, through various media platforms, such as HEAL Schuyler website, social media and seminars	Schuyler Hospital Schuyler County Public Health CCE Finger Lakes Eat Smart NY	Number of hits to HEAL Schuyler website- <b>January to December 31, 2017= 192</b> Number of HEAL newsletter distribution sites. <b>76 email, 52 postal addresses</b>

**2017- Priority: Prevent Chronic Disease**

**Focus Area: Increase Access to High Quality Chronic Disease Preventative Care and Management in Both Clinical and Community Settings.**

<p>Increase screening rates for cardiovascular diseases, diabetes and breast, cervical and colorectal cancers, especially among disparate populations.</p>	<p>By December 31, 2018, increase the percentage of women aged 50-74 years with an income of &lt; \$25,000 who receive breast cancer screening, based on the most recent clinical guidelines (mammography within the past two years), by 5% from 76.7% (2010) to 80.5%.</p> <p>By December 31, 2018, increase the percentage of adults (50-75 years) who receive a colorectal cancer screening based on the most recent guidelines (blood stool test in the past year or a sigmoidoscopy in the past 5 years and a blood stool test in the past 3 years or a colonoscopy in the past 10 years) by 5% from 68.0% (2010) to 71.4%. Target: 70.5% (all adults)</p> <p>Note! In November 2015, a revised target of 80% was set for 2018. By 10% from 59.4% to 65.4% for adults with an income &lt;\$25,000.</p> <p>By December 31, 2018, increase the percentage of adults 18 years and older who had a test for high blood sugar or diabetes within the past three years by 5% from 58.8% (2011) to 61.7%.</p>	<p>a. Use media and health communications to build public awareness and demand.</p> <p>b. Foster collaboration among community-based organizations, the education and faith-based sectors, independent living centers, businesses and clinicians to identify underserved groups and implement programs to improve access to preventive services.</p> <p>c. Establish training programs across the health professional spectrum, to include enhancement of patient-centered skills, disability literacy and providers' cultural competence.</p> <p>d. Expand use of health information technology to remind, provide feedback and incentivize clinicians and health care systems.</p>	<p>Schuylers Hospital to conduct screenings.</p> <p>Schuylers Hospital to work on the development of tools and process to allow Hospital to track individual patient screenings.</p> <p>Public Health, and Schuylers Hospital to facilitate any screening event with willing partners for example (Office for the Aging, Catholic Charities – Food Pantries, Local Churches etc.)</p>	<p>Number of patients navigated to and /or through screening.</p> <p><b>Breast-75%</b></p> <p><b>Colorectal-30%</b></p> <p><b>Glucose- 72%</b></p> <p>Number of events promoted. <b>5, Health and Wellness Fair, National Walking Day, PH Open House, OFA Block Party, Health and Wellness Fair</b></p> <p>Number of media alerts. <b>47- January to December</b></p> <p>NYS Cancer Service clients screened.</p> <p><b>2016-11</b></p> <p><b>2017-39</b></p>
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# HEAL Schuyler 2018 Project Planner

Select a period to highlight at right. A legend describing the charting follows.

Period Highlight: 1  Plan Duration  Actual Start  % Complete  Actual (beyond plan)  % Complete (beyond plan)

