



2018 Annual Report

HEAL Schuyler 2018 Annual Report

List of 2018 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: HEAL Schuyler’s goal is 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. As of 2014, the level of obesity in Schuyler County according to the County Health and Rankings & Roadmaps was 27%. There has been a 15.88¹ decrease in the obesity and extremely obese diagnosis in Schuyler County between 2012 and 2018, when the last two CHA assessments were conducted.

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

Executive Summary

HEAL Schuyler’s programs grew in important ways in 2018. New developments included adding nutrition standards to the Choose HEALth program, integrating an Exercise is Medicine program into Schuyler Walks, making improvements to the newsletter distribution system to expand reach and collect new insights, and reaching more Schuyler County residents with information about cancer and diabetes screenings. New data from the 2018 Community Health Assessment (CHA) survey offers insight into areas where there is room for improvement in years to come and where progress has been made. In 2019, HEAL Schuyler plans to continue the programs we focused on in 2018 while also expanding the reach of the Choose HEALth and Schuyler Walks programs.

¹ 95% Confidence Interval [7.97, 23.8]

SECTION 1: OVERALL HEAL SCHUYLER COMMUNITY PROGRESS

HEAL Schuyler sets its priorities and projects based on indicators that are collected regularly through the County’s Community Health Assessment Survey. Below are the survey results from 2018:

Community Fears and Priorities

In the 2018 Community Health Assessment survey, Schuyler County residents shared the following health-related fears and priorities:

- Biggest fear for self related to health and well-being: Mental and emotional health issues, health care costs, weight, aging, cancer
- Biggest fear for others related to health and well-being: Cancer, health care costs, mental and emotional health issues, diet and nutrition, heart conditions
- Adult health and well-being topics that should be a county priority: Substance abuse, weight, mental and emotional health issues, diet and nutrition
- Child health and well-being topics that should be a county priority: diet and nutrition, exercise, substance abuse, mental and emotional health issues, weight.

Community Data

Below are indicators that show how Schuyler County is doing compared to the rest of the Finger Lakes region or Upstate New York:

Indicator	Rate	Years	Source
Percent of adults who are always stressed about having enough money to afford healthy food	12.1% Schuyler	12.9% Finger Lakes	2018 Common Ground CHA Survey
Percent of adults who are rarely/never stressed about having enough money to afford healthy food	53.8% Schuyler	56.1% Finger Lakes	2018 Common Ground CHA Survey
Percent of adults who have been diagnosed with diabetes or blood sugar problems	18.7% Schuyler	13.2% Finger Lakes	2018 Common Ground CHA Survey
Percent of adults who have been diagnosed with high blood pressure or hypertension	41.2% Schuyler	33.7% Finger Lakes	2018 Common Ground CHA Survey
Percent of adults who have been diagnosed with high cholesterol	24.3% Schuyler	26.0% Finger Lakes	2018 Common Ground CHA Survey

Percent of adults who have been diagnosed with obesity or extreme overweight	20.9% Schuyler 36.9%	18.2% Finger Lakes s	2018 2012	Common Ground CHA Survey S2ay CHA
Percent of adults with hypertension who said they are not managing the condition so well (n=88)	5.7% Schuyler	9.6% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults with diabetes who said they are not managing the condition so well (n=37)	31.3% Schuyler	20.0% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults with high cholesterol who said they are not managing the condition so well (n=60)	11.3% Schuyler	13.1 % Finger Lakes	2018	Common Ground CHA Survey
Percent of adults with obesity who said they are not managing the condition so well (n=55)	70.8% Schuyler	61.9% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who said they feel very safe in their neighborhood	60.2% Schuyler	62.1% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who said they feel not very safe or not safe at all in their neighborhood	4.0% Schuyler	5.6% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who said their neighborhood is great/good for children to play outdoors	88.0% Schuyler	80.8% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who said their neighborhood is good/great for adults to walk and be physically active	83.1% Schuyler	83.9% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who are physically active at least three times per week	75.4% Schuyler	74.6% Finger Lakes	2018	Common Ground CHA Survey
	60.4% Schuyler	N/A Finger Lakes	2012	S2ay CHA
Percent of adults who are physically active at least once per week	93.7% Schuyler	95.3% Finger Lakes	2018	Common Ground CHA Survey
	78.1% Schuyler	NA	2012	S2ay CHA

Percent of adults who say their level of activity is poor or fair	35.3% Schuyler	34.5% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who say physical activity is very important to them	43.8% Schuyler	53.5% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who say their eating habits are fair or poor	19.5% Schuyler	22.1% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults who say eating healthy is important to them	47.4% Schuyler	54.3% Finger Lakes	2018	Common Ground CHA Survey
Percent of adults reporting transportation for buying healthy wholesome food is always or often difficult challenge	5.3% Schuyler	10.7% Finger Lakes	2018	Common Ground CHA Survey
Percentage of adults who are obese	24.1	37.4	2013-2014 2016	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	63.6	74.9%	2013-2014 2016	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	N/A	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% Schuyler	22.7% Upstate	2013-2014	2017 Common Ground Health Schuyler County Health Profile
Physical Inactivity	27% Schuyler	23% Schuyler	2013 2012	CDC Diabetes Interactive Atlas
Access to exercise opportunities	63% Schuyler	93% NY	2018	County Health Rankings
Consumed fast food three or more times per week	5.5% Schuyler	6.3% Upstate	2013-2014	2017 Common Ground Health Schuyler County Health Profile

Consumed one or more sugary drinks daily	18.9% Schuyler	23.3% Upstate	2013-2014	2017 Common Ground Health Schuyler County Health Profile
Participated in leisure time physical activity in the past 30 days	67.6% Schuyler	73.7% Upstate	2013-2014	2017 Common Ground Health Schuyler County Health Profile

N/A: Not Available

Legend

Doing better than the comparison
Room for improvement
Needs attention

The 2018 Community Health Assessment offered HEAL more detailed indicators this year, giving the group insight on potential topics to address in the future. Through this survey, we learned that the biggest fears and priorities of the community related to HEAL’s initiatives include mental and emotional health issues, weight, diet and nutrition, and heart conditions. Diagnosis of diabetes and high blood pressure and the percentage of adults who are obese and are not managing it well are all higher than the Finger Lakes Region average.

The survey also provided data on areas where Schuyler County is doing well. We learned that a large portion of adults in Schuyler County feel their neighborhoods are safe, great/good places to play outdoors and be physically active. Relatedly, over 75% respondents from the CHA survey said they are physically active at least 3 times a week, and more than 30% respondents said they don’t have any challenges or barriers to eating healthy or being physical active. While we learned that Schuyler County residents spend more time in their cars driving to get groceries than do residents of other counties in the Finger Lakes region, we also learned that more Schuyler County residents get fruits and vegetables from farms stands or from their own garden, compared to residents of other Finger Lakes Counties. For more detailed information on the CHA survey results, see Appendix A.

Over the last ten years HEAL Schuyler has seen an increase in healthy behaviors while tracking community members’ self-reported barriers to healthy eating, exercise behaviors, and weight status. In 2005 CHA assessment, the major reason for not eating 5 servings of vegetables was short shelf life, followed by cost and time required to prepare. The 2012 CHA assessment resulted in the same responses in the same order. Although the 2018 CHA assessment questions and answers were different, the top ranking responses were that there was no barrier, cost, and don’t have time to prepare. There was a 14.86² increase in the percentage of Schuyler County adults who say they exercise at least three times per week between the 2012 and 2018 CHA assessments. There was also a 15.88³ decrease in the obesity and extremely obese diagnoses in Schuyler County between the CHA assessments in 2012 and 2018.

² 95% Confidence Interval [7.22,22.5]

³ 95% Confidence Interval [7.97, 23.8]

SECTION 2: HEAL SCHUYLER PROJECT PROGRESS

Appendix B summarizes the metrics for each of the HEAL Schuyler Projects that are associated with the Community Health Improvement Plan, and the description below give a more details on their overall progress.

Choose HEALth

In 2018, Schuyler County Public Health purchased software to conduct micronutrient and macronutrient analysis for the new Choose HEALth restaurant standards. So far, four out of the eight participating restaurants have submitted recipes and been classified into one of the four membership tiers (gold, silver, bronze, and member). Classic Chef's and Jerlando's Ristorante have recipes that meet the gold standards, and Seneca Sunrise and Paradiso's Village Bakery have recipes that meet the silver standards. WENY News covered the new standards in a November story and gave the program some new media attention:

<http://www.weny.com/story/39420946/schuyler-county-restaurants-working-to-incorporate-healthier-meal-options>

Schuyler Walks Maps

In 2018, HEAL Schuyler worked with the Schuyler Primary Care Center to implement an Exercise is Medicine Program along with displaying the Schuyler Walks maps. Through the Exercise is Medicine Program, health care providers can write prescriptions for physical activity based on their patients' needs. An evaluation for the program is planned for February 2019. In 2018, there was an increase in the number of walking trail map displays within the community: currently, there are 3 displays in the County. Displays are located at Mill Creek Center, the Schuyler County Courthouse Complex, and Fresh Start Church. HEAL Schuyler is planning to expand the displays to the following locations in 2019:

- Office of the Aging Silver Spoon Café
- Town of Orange
- Town of Catharine
- Village of Burdett
- Town of Montour
- Montour Falls Library
- Town of Hector

HEAL Newsletter & Website



The HEAL newsletter expanded its distribution systems for delivering the 2018 newsletter to include MailChimp and postal mailings. By upgrading to the MailChimp email distribution system, HEAL Schuyler can now track how many people open the newsletter, click on links, forward the newsletter, or unsubscribe. In 2018, the average percent open rate for four emailed newsletters was 31.2 percent.

The new electronic newsletter contributed to an increase in visits to the HEAL Schuyler website from 192 in 2017 to 393 in 2018. This is the greatest number of visits to the HEAL Schuyler website in the last three years.

In 2018, HEAL Schuyler also held a photo contest through which we received 16 photos of things that people do to “HEAL” in Schuyler County. Three winners were selected by the HEAL Schuyler community and were awarded prizes from our Choose HEALth and HEAL Schuyler partners. This was a great campaign that gives us more content to use in future newsletters and campaigns promoting health in Schuyler County.

Screenings

In 2018, HEAL Schuyler worked to increase awareness of colorectal cancer, breast cancer, and diabetes screenings. The group sent out 50 media alerts on cancer screenings and coordinated free blood glucose screenings at 10 community events in 2018. In total, 103 people were assessed for diabetes risk over the 10 events. Promotion of these screenings is an important part of prevention and early treatment of chronic disease.

Worksite Wellness

In 2018, HEAL Schuyler held several worksite wellness events in partnership with local employers. During the spring, Schuyler Hospital continued its tradition of organizing the Schuyler Steps Out walking challenge. On World Diabetes Day in November, HEAL Schuyler offered free diabetes risk screenings for Welliver and Schuyler Hospital employees. Schuyler County also promoted a Holiday Challenge from November to January, where people were encouraged to maintain or lose weight over the holidays. The challenge included daily tips and an online community to work with along with a virtual race through Rome.

HEAL Schuyler Events

HEAL Schuyler held the following events in 2018:

April 28: HEAL Schuyler Community Walk on the Catharine Valley Trail

June 2: Attended Live Like Liz race; distributed walking trail maps and information on HEAL

June 3: Blood Glucose Screening at Bradford Mobile Food Pantry

June 16: Attended Water Front Festival; distributed information on colorectal cancer prevention and screenings



July 14: Scavenger Hunt in Montour Falls in collaboration with Gary Emerson, Montour Falls Library, and Eat Smart NY

July 26: Obesity and Diabetes Community Summit in Corning, NY

August 11: Blood Glucose Screening at Schuyler Outreach Mobile Food Pantry

August 23: Blood Glucose Screening at Montour Falls Mobile Food Pantry at the Schuyler County Human Services Complex

September 13: Living Well Event in collaboration with Office for the Aging to increase awareness of colorectal screening

September 28: Head Start Wellness Day; worked with employees on offering evidence based classes

September 29: Schuyler Family Fit Festival featuring Strong Kids, Safe Kids in Montour Falls

October 6: Planning for Peace of Mind workshop

October 15: Presentation on evidence-based classes to TOPS, (Taking Off Pounds Sensibly) Group

October 18: Blood Glucose Screening at Welliver

November 4: Blood Glucose Screening at OFA Meal site in Monterrey

November 7: Blood Glucose Screening at OFA Meal site in Tyrone

November 14: Blood Glucose Screening at OFA Meal site in Montour Falls

November 15, 20: Blood Glucose Screening at Schuyler Hospital for employees

November 29: Blood Glucose Screening at OFA Meal site in Hector

SECTION 3: 2019 HEAL SCHUYLER PLANS

HEAL Schuyler's plans for 2019 include the following;

- Schuyler Walks: Walking Trail maps including the Exercise is Medicine Program
- Blood glucose screenings
- Choose HEALth restaurant program
- Quarterly HEAL newsletter and website
- Promote screenings for cancer and diabetes
- Attend events to promote HEAL Schuyler's initiatives
 - Live like Liz
 - Family Fit Festival
 - Scavenger Hunt
 - Community Walk in April



The projects planned for 2019 and their duration are described in more detail in Appendix C of this report.

SECTION 4: CONCLUSION

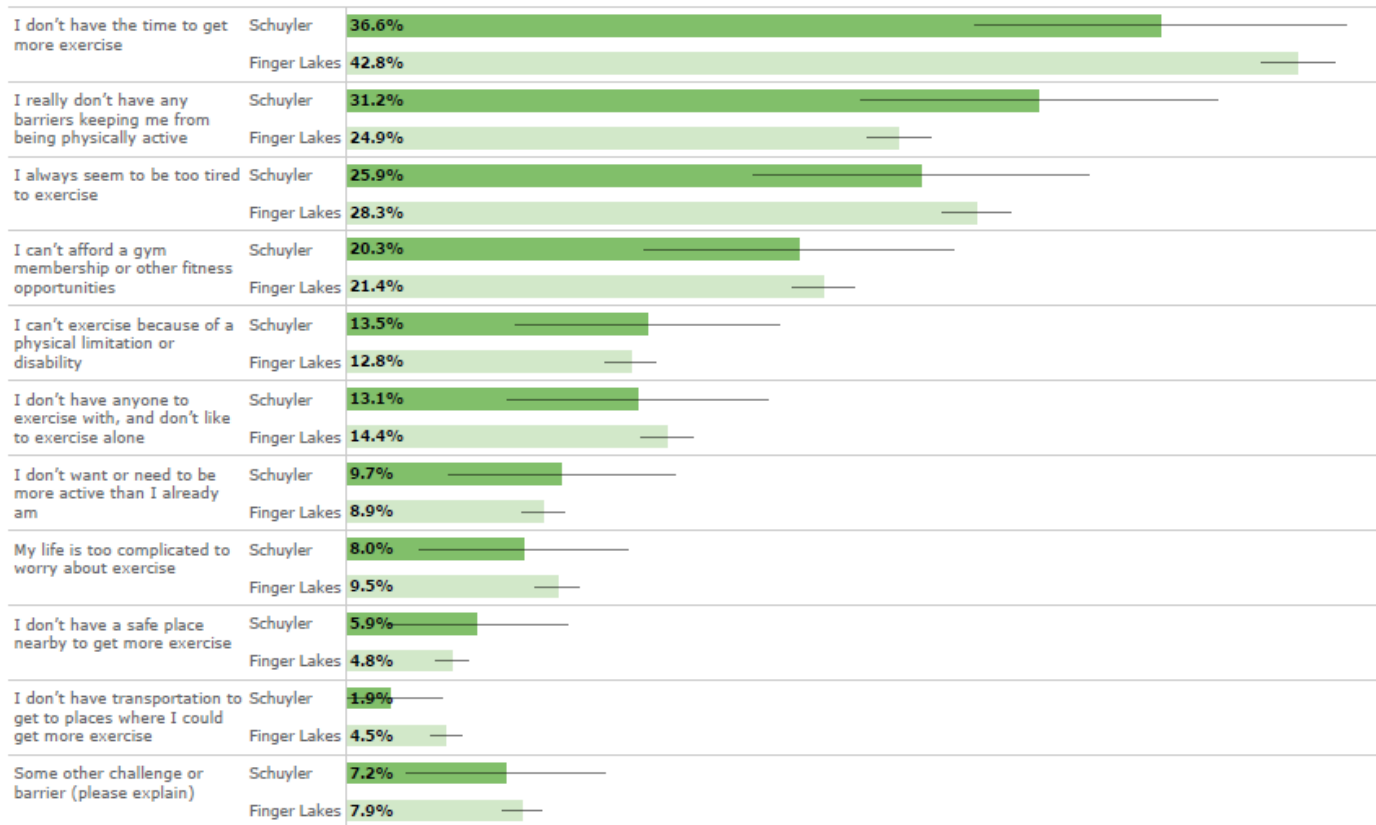
Looking back on 2018, HEAL Schuyler made major improvements in several key areas, including media reach and events. The WENY coverage of the Choose HEALth program's new standards brought great attention to the progress that has been made in the program. The HEAL newsletter now has an expanded distribution list and has new built-in functions like analytics and clickable links that will help HEAL promote its events and programs. In 2018 HEAL Schuyler had a very positive response to its first photo contest, which also contributed to an increase in newsletter subscriptions. HEAL Schuyler helped raise awareness of cancer and diabetes screenings and increased the number of diabetes screenings done, referring at least 10 people to follow up with their health care provider because they were identified as being at elevated risk for diabetes. Schuyler Hospital and Schuyler County Public Health both carried out worksite wellness initiatives, and another 17 HEAL Schuyler events occurred in collaboration with committee agencies and members.

In 2019, HEAL Schuyler looks forward to continuing and expanding the programs it focused on in 2018. Our goals include deepening partnerships with the Choose HEALth restaurant partners and marketing the Choose HEALth program to reach new partners and customers. HEAL Schuyler will also expand the reach of the Schuyler Walks program by displaying maps in more locations for community use and evaluating the Exercise is Medicine program that was implemented in 2018.

Appendix A- CHA Assessment Data

Biggest challenges or barriers keeping you from being as physically active as you would like (Q.16e)

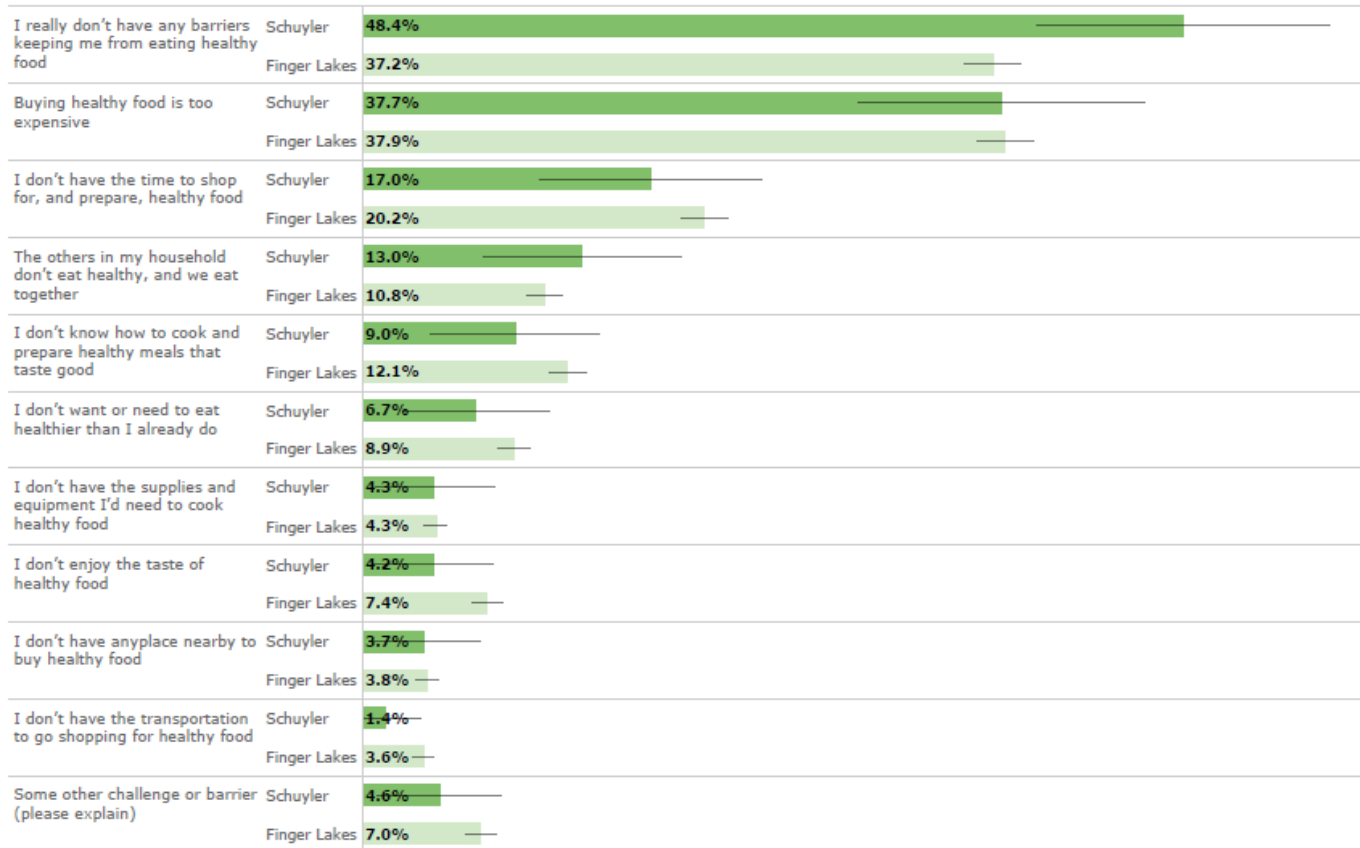
Schuyler County sample = 249



Source: My Health Story survey 2018. Analysis by Common Ground Health incorporates weighting to normalize survey participants to demographics of each county. Estimates shown with 95% confidence intervals.

Biggest challenges or barriers keeping you from eating healthier (Q.17e)

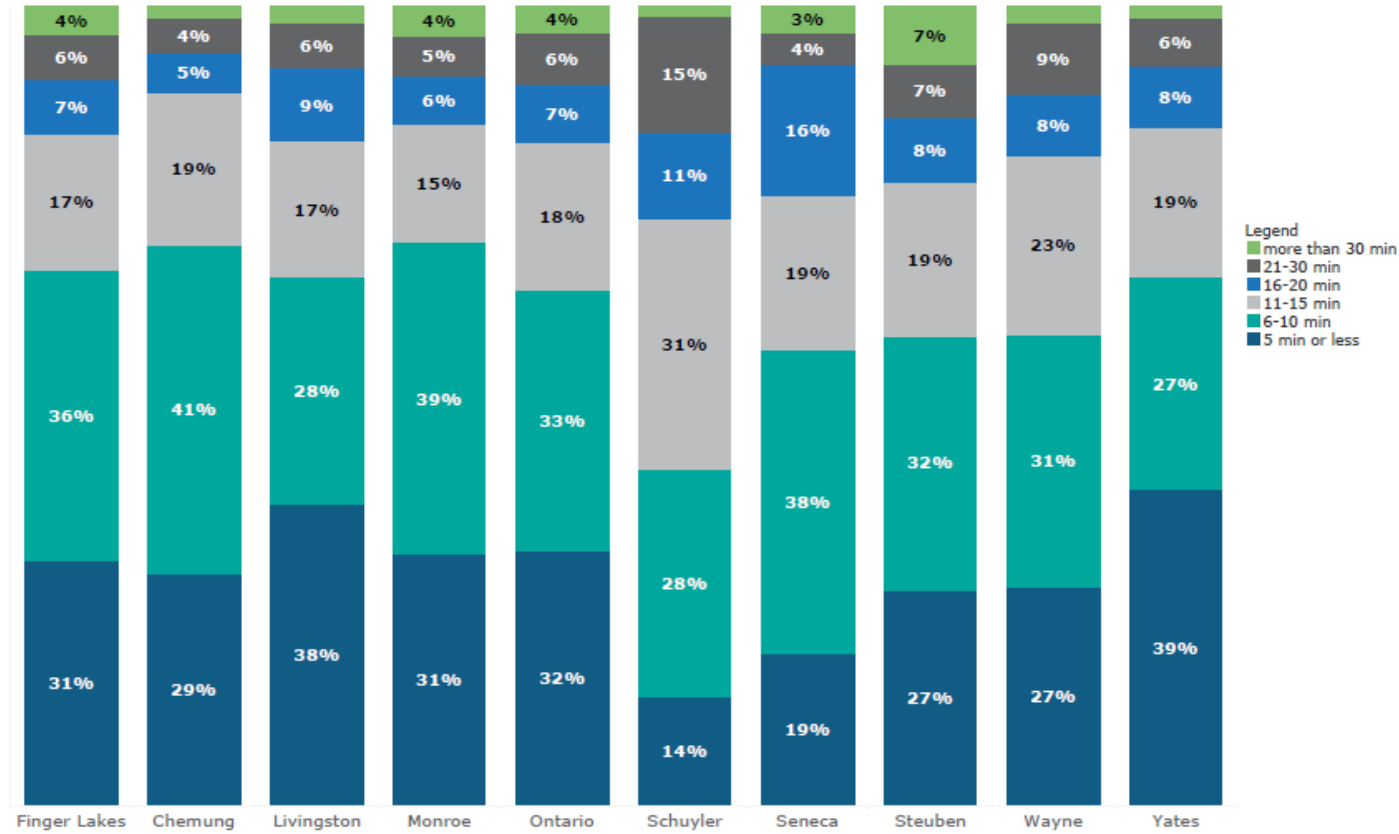
Schuyler County sample = 247



Source: My Health Story survey 2018. Analysis by Common Ground Health incorporates weighting to normalize survey participants to demographics of each county. Estimates shown with 95% confidence intervals.

How many minutes would it typically take you to get from your home to the nearest supermarket or grocery store that sells fresh fruits and vegetables? (Q.17f)

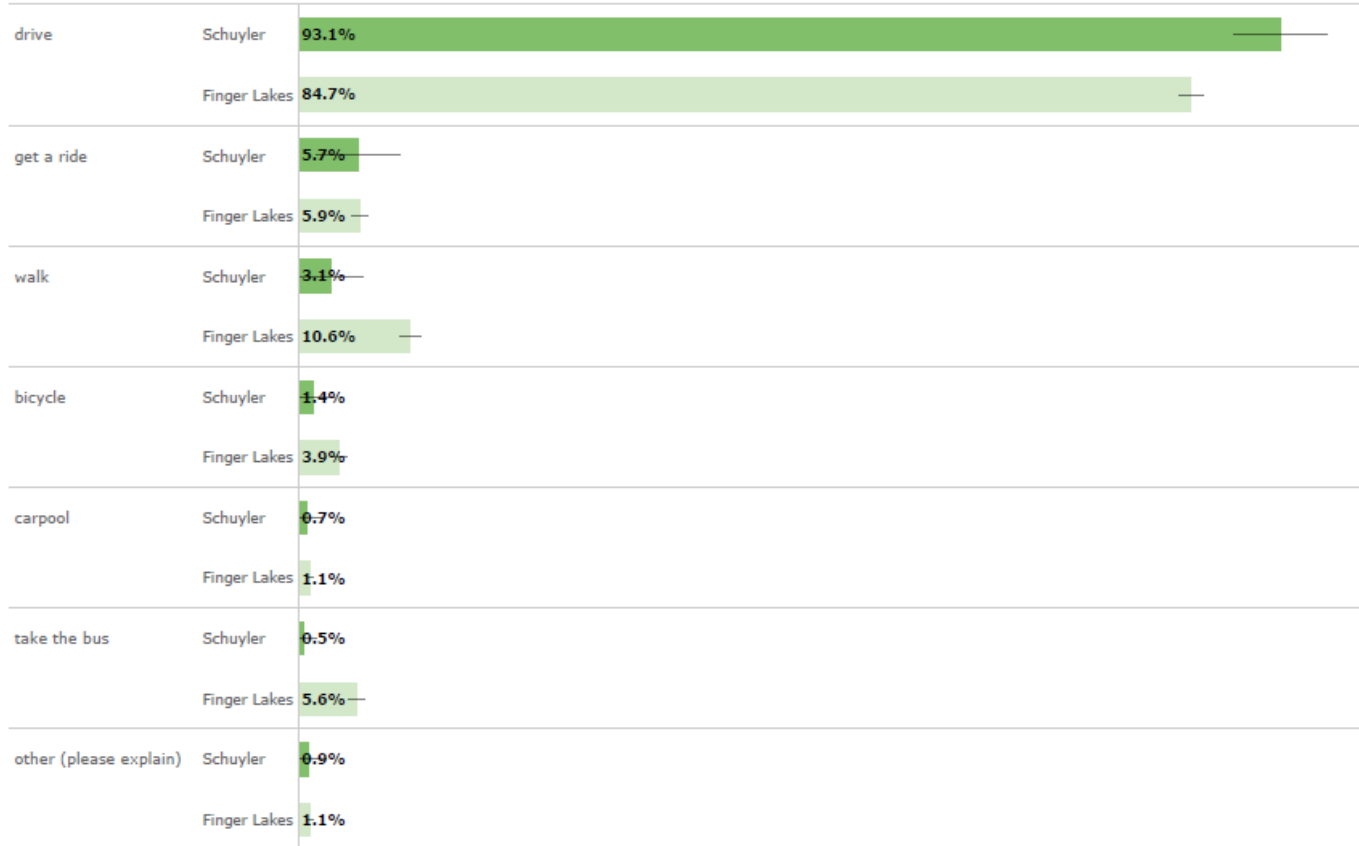
Schuyler County sample = 241



Source: My Health Story survey 2018. Analysis by Common Ground Health incorporates weighting to normalize survey participants to demographics of each county.

How do you usually get to the grocery store? (Q.17g)

Schuyler County sample = 250



Source: *My Health Story* survey 2018. Analysis by Common Ground Health incorporates weighting to normalize survey participants to demographics of each county. Estimates shown with 95% confidence intervals.

Where do you usually get your fruits and vegetables? (Q.17h)

Schuyler County sample = 254

from a chain supermarket or super-store	Schuyler	75.8%
	Finger Lakes	75.9%
from a local grocery store	Schuyler	44.4%
	Finger Lakes	42.3%
from a farm stand	Schuyler	41.2%
	Finger Lakes	29.6%
from my own garden	Schuyler	32.9%
	Finger Lakes	15.1%
from a farmer's market or public market	Schuyler	24.1%
	Finger Lakes	34.0%
from a food pantry	Schuyler	7.5%
	Finger Lakes	3.2%
from my farm	Schuyler	6.5%
	Finger Lakes	1.0%
from a food co-op	Schuyler	4.8%
	Finger Lakes	3.3%
From a community garden or a garden shared with others	Schuyler	2.7%
	Finger Lakes	1.2%
I don't really buy fruits and vegetables	Schuyler	2.5%
	Finger Lakes	1.4%
from a membership farm or CSA	Schuyler	2.2%
	Finger Lakes	3.1%
from a corner store or convenience store	Schuyler	1.3%
	Finger Lakes	2.1%
I shop online	Schuyler	0.8%
	Finger Lakes	0.9%
from Foodlink's curbside market	Schuyler	0.0%
	Finger Lakes	3.1%
from somewhere else (please explain)	Schuyler	3.3%
	Finger Lakes	1.6%

Source: My Health Story survey 2018. Analysis by Common Ground Health incorporates weighting to normalize survey participants to demographics of each county. Estimates shown with 95% confidence intervals.

Appendix B- Performance Measurements

2018- Priority: Prevent Chronic Disease				
Focus Area: <i>Reduce Obesity in Children and Adults</i>				
Goal	Objective	Interventions	Partner Role	Measurement/Evaluation
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. 8 locations Number of adults that have access to key community locations that adopt and/or implement nutrition and beverage standards.
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- January to December 31, 2018= 393 Number of HEAL newsletter distribution sites. 92 email, 49 postal addresses

2018- 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 < \$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 <\$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>Breast-69%</p> <p>Colorectal-84%</p> <p>Glucose- 41%</p> <p>Number of events promoted. 17, see description on page 11 and 12</p> <p>Number of media alerts. 50- January to December</p> <p>NYS Cancer Service clients screened.</p> <p>2016-11</p> <p>2017-39</p> <p>2018-23</p>
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Appendix C – 2019 HEAL Schuyler Projects

HEAL Schuyler 2019 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)

Projects	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE	Months																
						1	2	3	4	5	6	7	8	9	10	11	12					
National Walking Day	3	2			0%																	
Scavenger Hunt	4	4			0%																	
Live Like Liz Tabling	5	2			0%																	
Blood Glucose Screenings	4	7			0%																	
Family Fit Festival	8	2			0%																	
HEAL Newsletter 1	1	1	1	1	100%																	
HEAL Newsletter 2	3	2			0%																	
HEAL Newsletter 3	6	2			0%																	
HEAL Newsletter 4	9	2			0%																	
Exercise Prescription	1	5			0%																	
Schuylter Walks Map	3	7			0%																	
Choose HEALTH	1	12			0%																	
2019 Mid Year HEAL Report	6	2			0%																	
2019 Annual HEAL Report	12	2			0%																	
HEAL Contest	4	8			0%																	