

ONEIDA COUNTY HEALTH DEPARTMENT

Community Health Improvement Plan

Focus Areas 2014-2017



November
2013

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Community Health Improvement Plan (CHIP) Focus Areas (2014-2017)
Oneida County

Prevention Agenda Priority Area: Prevent Chronic Disease

Goal: Promote Tobacco Use Cessation Among Adults

Prevention Agenda Priority Area: Healthy Women, Infants, and Children

Goal: Increase the proportion of Oneida County babies who are breastfed.

Disparity: Poverty

Purpose:

Prevent Chronic disease by decreasing adult smoking rates and improve the health of women, infants and children by increasing the proportion of babies who are breastfed.

Background:

The Oneida County Health Department (OCHD), Hospitals, and representatives from Community Organizations have met regularly over the last twelve months to plan for the Community Health Assessment and Community Health Improvement Plan. The health department facilitated the planning group and worked collaboratively with a team of professors and students from Syracuse University. The planning group hosted a large community forum with over sixty stakeholders, and collected information on community strengths, weaknesses, and priority areas for improvement. The planning group continued to meet monthly to discuss the data, community input, and priorities. Collectively we identified the focus areas of smoking and breastfeeding as a community need. We determined the areas of focus for the next four years while considering the county data profile, scope of work of the parties, and community involvement.

- Close to a quarter of adults (24%) in Oneida County smoke, compared to 16.8% for New York State.
- Fewer infants are exclusively breastfed in the hospitals in Oneida County as compared to other NYS Counties.
- Less than a quarter (15%) of Oneida County WIC infants are breastfed at least 6 months.

A steering committee comprised of a variety of agencies met regularly starting in the Fall of 2012. Roles and participation levels changed over the course of the project based on needs at the time. Organizations include the following:

- Community: Community Representation
- Provider: Federally Qualified Health Center
- Local Government: OCHD
Local Government: Oneida County Department of Mental Health
- Hospital: Faxton - St Luke's Healthcare
- Hospital: Rome Memorial Hospital
- Hospital: St Elizabeth's Medical Center

- Community Agencies and a variety of program representatives
- Syracuse University

The targeted groups listed below collaborated during the second half of 2013 to develop objectives and implementation strategies around each of the focus areas.

- OCHD
- Oneida County
- Oneida County Women, Infants, and Children Program
- Faxton - St Luke's Healthcare
- Rome Memorial Hospital
- St Elizabeth's Medical Center
- Mohawk Valley Perinatal Network
- Mohawk Valley Breastfeeding Network
- BRIDGES to Prevent Tobacco
- Childcare Council of Cornell Cooperative Extension
- Tri County Quits Tobacco Cessation Center
- Utica Community Health Center (FQHC)
- American Cancer Society
- Healthy Families Oneida County/Kids Oneida
- Neighborhood Center/ Mohawk Valley Community Action Agency

Focus Areas: (see attached workplan for detail interventions and measures)

1. Breastfeeding

Goal: Increase the proportion of Oneida County babies who are breastfed.

Disparity: Poverty

Objectives:

Objective 1: By December 2017, increase the percentage of WIC infants breastfed at least 6 months by 8% (2% annually). (baseline: 15.1%, 2011 PedNSS)

Our strategies include areas to support breastfeeding from multiple sectors of the Healthy Women, Infants, and Children action plan including provider, peers, and businesses. We are working with participants in the Oneida County WIC program, where poverty is higher than the general population, thus working toward addressing a disparity.

2. Tobacco

Goal: Promote Tobacco Use Cessation among adults

Objectives:

Objective 1: By December 31 2017 increase the number of referrals from Oneida County providers to NYS Smokers' Quitline by 70% from 249 (2012) to 423 referrals.

Objective 2: By December 31 2017 All Oneida County Government buildings will become smoke-free campus.

- The New York State Smoker's Quit line employs evidence based strategies to assist in a successful tobacco cessation attempt of an individual. The taskforce for the tobacco related objective will work to create/adapt/ and modify existing practice-wide policies in order to increase the number of referrals that are made to this program.
- The Tobacco Cessation Task Force will work to promote the Opt-To-Quit program within collaborating agencies and within private providers across Oneida County. The Opt-To-Quit program will be implemented within County providers who utilize Electronic Medical Records (EMR).

Future Collaboration and Evaluation

Many community organizations are working on the plan in the form of direct support, and are responsible for implementing specific strategies outlined in the plan. Other agencies are providing indirect support through their agency work. Where applicable, we have included letters of support showing the level of commitment. Organizations have committed their ongoing support and reporting of activities.

Meeting/Evaluation

Breastfeeding

1. participants in the breastfeeding action plan have committed to a flexible structure as some interventions require progress reporting and updates, while others require a series of initial meetings.
2. We will meet individually with applicable parties at the start of the plan, to work through implementation and planning for specific objectives. The group will meet as a whole periodically over the course of the plan.

Tobacco

1. The Tobacco Cessation Work Group has met twice in October 2013 to finalize the Community Health Improvement Plan. Beginning in January of 2014 the group has agreed to meet as a whole once per quarter to discuss the action plan, progress completed and discuss future activities. In addition, the representative from the OCHD will contact via phone and or email the representatives from the collaborating hospitals and medical centers to discuss progress on the items of the action plan.
2. Beginning in January 2014 a member of the OCHD, and other government staff (as needed) will meet in person, via phone, or email with the representative from Bridges to Prevent Tobacco and the Tri-County Quits Regional Cancer Center to work to develop and execute a plan to make all Oneida County owned property 100% smoke free.

The Plan will be posted on the website of the local health department, hospital partners, and that of community partners. The Oneida County Health Coalition, a coalition with broad representation of health and human service agencies will be the forum for information sharing with the broad community of public health partners. We recognize this is an ongoing workplan and Hospital and health department representatives will meet regularly to track progress and make any program adjustments necessary.

Priority Area: Healthy Women, Infants, and Children

Goal: Increase the proportion of Oneida County babies who are breastfed.

Disparity: Poverty

Objective 1: By December 2017, increase the percentage of WIC infants breastfed at least 6 months by 8% (2% annually). (baseline: 15.1%, 2011 PedNSS)

Related HP2020 Goals: Increase the proportion of infants who are ever breastfed (81.9%), Increase proportion of infants who are breastfed at 6 months (60.6%)

Related NYS Prevention Agenda Goal: Increase the proportion of NYS babies who are breastfed.

Related Additional NYS Indicators: Percentage of infants enrolled in WIC program breastfed for 6 months or longer. NYS Baseline: 39.7%; Year: 2008-10

Target Population: Pregnant Women, Breastfeeding Women, WIC Clients

Measurements: Pediatric Nutrition Surveillance Survey PedNSS (measure duration annually), WIC database

Activity/Interventions to achieve objective	Target Dates	Responsible Agencies	Anticipated Product or Result	Evaluation
Implement direct referral process to WIC with key providers	By June, 2014	WIC, St. Elizabeth's Women's Health Center, Faxton-St Luke's Healthcare OB Clinic	Key women's health providers will implement direct referral process to WIC thereby increasing the number of successful referrals.	Monitor the number of direct referrals received.
Conduct women's feedback group at WIC	Begin January 2014	Oneida County Health Department (OCHD) WIC	Schedule sessions at WIC offices to solicit feedback on specific breastfeeding barriers.	Monitor feedback
WIC breastfeeding peer counselors make contact with mother after delivery. Develop process where hospital notifies WIC of delivery.	Begin January 2014	OCHD, Rome Memorial Hospital, Faxton-St Luke's Healthcare	Connecting WIC Breastfeeding peer counselor with breastfeeding mother in hospital or soon after delivery will help establish the relationship and encourage exclusivity and duration	Monitor the mothers contacted and measure their duration at 6 months.
Health Department Maternal Child Health Staff (who have completed CLC training) will work with OB clinics in onsite group lactation support educational sessions	By June 2014	OCHD, St. Elizabeth Medical Center Women's Health Center, Faxton-St Luke's Healthcare OB Clinic	Health department staff will be available at the Center during designated client visits to offer group lactation support to help support exclusivity and duration.	Monitor usage of onsite resource
Use the Business Case for Breastfeeding to encourage employers to implement breastfeeding-friendly policies, provide support to the targeted employers, and monitor adoption of policy.	Begin October 2014	Mohawk Valley Perinatal Network, OCHD	MVPN will identify and work with employers with a higher percentage of lower income workers (thereby helping the duration of WIC mothers that return to work). WIC staff will continue to promote resources from the Making It Work toolkit to clients. St Elizabeth's Medical Center and Faxton-St. Luke's Healthcare will communicate the	MVPN will monitor the number of employers that have implemented a lactation support program.

			availability of a private room at the hospital for employees and visitors to breastfeed infants or pump breast milk.	
Target churches and other community locations and organizations to develop "lactation lounges" or breastfeeding friendly spaces.	Begin January 2014	Mohawk Valley Perinatal Network	MVPN will work to create more areas where women can comfortably breastfeed and express milk.	MVPN will monitor the number of locations adopting supportive environments.
Work with registered child care providers to obtain the breastfeeding friendly daycare designation	Begin Fall 2013	Child Care Council of Cornell Cooperative Extension, Mohawk Valley Perinatal Network	Provide education to registered childcare providers on the benefits of being a breastfeeding friendly daycare.	Monitor number of providers achieving designation (baseline: 5); target 50% increase
Promote breastfeeding cafes (group peer support); monitor utilization of the breastfeeding cafes	Begin January 2014	Mohawk Valley Breastfeeding Network; Providers; Mohawk Valley Perinatal Network, OCHD	Increased number of women will access café and get peer and lactation educational support.	Track volume of café participants and their referral source
Monitor duration rates of people utilizing breastfeeding café.	Begin January 2014	Mohawk Valley Breastfeeding Network	Women using the peer support and lactation education of the breastfeeding café will increase their duration.	Survey women attending the café.
Train physicians, resident physicians, nurses and other healthcare providers in the importance of breastfeeding and lactation support.	Begin June 2014	St Elizabeth Medical Center, Mohawk Valley Perinatal Network, Faxton-St Luke's Healthcare	Healthcare providers will have an increased understanding of exclusivity, breastfeeding and lactation support. Mohawk Valley Perinatal Network will help St. Elizabeth Medical Center offer breastfeeding education to their residents. Faxton-St Luke's healthcare will offer an educational conference focusing on exclusivity to providers and hospital staff.	Number of training sessions held annually by breastfeeding specialists
OB clinic track will begin tracking the number of patients who breastfeed and will make a follow-up call about breastfeeding after birth	Begin June 2014	St Elizabeth Medical Center, Faxton-St. Luke's Healthcare	Baseline developed in year one.	Monitor the number of patients who breastfeed and the number of contacts made.
Distribute educational messages to pregnant and childbearing women	Begin June 2014	St Elizabeth Medical Center, Faxton-St. Luke's Healthcare	Women will receive positive message from their healthcare provider and in support of exclusivity and duration. Center will work with health department on this messaging. Faxton-St. Luke's will develop and provide translated materials.	Number of patients who receive educational information

OB clinic will initiate a formal process to make patients aware of breastfeeding classes and other services and track referrals made to these services.	June 2014	St Elizabeth Medical Center	Women will be connected with support services to increase exclusivity and duration.	Monitor the number of referrals to services.
Home visiting programs will continue to monitor and evaluate the breastfeeding rates of their client populations	Begin January 2014	Healthy Families, Neighborhood Center Community Health Worker Program, Home Care Agencies as applicable	Continued increases in breastfeeding rates	Monitor rates and report to BF workgroup
Hospital will increase referrals to their centering for pregnancy program, proactively schedule one-on-one follow up lactation appointments at discharge, work with local OB/GYNs on referring women to breastfeeding classes, continue to foster a culture that promotes breastfeeding by adhering to the 10 Steps to Successful Breastfeeding and reinforcing them through staff education	Begin January 2014	Rome Memorial Hospital	Centering program features a breastfeeding module and peer support to increase breastfeeding rates. Providing ongoing support soon after discharge increases exclusivity and duration. Providing classes in advance increases the likelihood that mothers will attempt to breastfeed. Ongoing education reinforces the importance of the 10 Steps to Successful Breastfeeding, which will help improve breastfeeding rates.	Monitor breastfeeding exclusivity at delivery and duration for centering patients, at 6-week follow-up. Monitor number of appointments made with lactation counselor. Monitor hospital exclusivity rates at discharge. Staff time dedicated to breastfeeding education.
Continue to gather information on the status of policies and procedures at the two delivering hospitals in the county as they support Great Beginnings/BF friendly designation	Ongoing	Workgroup participants	Increased exclusivity rates at delivery hospitals.	Policy changes at hospitals

Priority Area: Prevent Chronic Disease				
Goal: Promote Tobacco Use Cessation Among Adults				
Objective 1: By December 31 2017 increase the number of referrals from Oneida County providers to NYS Smokers' Quitline by 70% from 249 (2012) to 423 referrals.				
Related HP2020 Goals: Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure				
Related NYS Prevention Agenda Goal: Promote tobacco use cessation, especially among low SES populations and those with poor mental health				
Target Population: Oneida County adults (18 and up) who smoke tobacco cigarettes				
Measurements: NYS Smokers Quitline Data Collection				
Activity	Target Date	Responsible Agencies	Anticipated Product or Result	Evaluation
Develop a Quitline Referral policy to be adopted by all collaborators. Policy will be recommended to all healthcare related agencies in the county	Begin Fall 2013- Completed by July 1 2014	Oneida County Health Department (OCHD), All partners	A specific, inclusive, and detailed policy guiding the Fax-to-Quit referral policy document adopted and utilized by a majority of healthcare agencies in Oneida County	Completed policy document Letter of intent by all collaborators to use policy
Prepare to implement the Fax-to-Quit policy	July 2 2014- September 30 2014	OCHD, Hospitals, Utica Community Health Center (UCHC), Tri County Quits Smoking Cessation Center	All HCP within the collaborating agencies will be prepared for the implementation of the new/improved Fax-to-Quit Policy	Meeting Agenda presentations meeting minutes emails/memos
Implement the Fax to Quit Policy	October 1 2014	OCHD, Hospitals, UCHC, Tri County Quits Smoking Cessation Center	All collaborators will enact the Fax-To-Quit policy	Policy notification materials
Develop an Opt-to-Quit policy for implementation within all collaborators who use an Electronic Medical record.	Begin January 2014- completed October 1 2014	Tri County Quits Cessation center, OCHD, Hospitals	A specific and effective policy guiding the use of the Opt-to-Quit program including a list of provider roles and responsibilities	Policy Document
Develop and establish the digital infrastructure required for the implementation of the Opt-To-Quit Program	January 1 2014- December 31 2014	Hospitals, Tri-County Quits Cessation Center	An electronic medical record system full integrated with the Opt-To-Quit Program	Letter of completion
Organize and conduct training for all pertinent staff within all hospitals and satellite offices who will utilize Opt-to-Quit Programming	January 2015- September 30 2015	Tri County Quits Cessation center, OCHD, Hospitals	All providers, nurses, support staff who would interact with Opt-to-Quit are trained on technical operation and benefits of using Opt-To-Quit program	Training materials Sign-in sheets from meetings
Implement the Opt-to-Quit program within all collaborators who utilize an EMR	October 1 2015	Hospitals, Tri-County Quits, UCHC, OCHD	All hospitals, affiliated providers, and the UCHC will regularly use the Opt To Quit programs in offices equipped with an EMR	Program kick-off notification materials
OCHD will meet with targeted providers who utilize Fax-to-Quit and Opt-To-Quit programs each quarter to review progress, gather feedback and make suggestions to improve Fax-to-Quit referrals	January 2015- continuous	OCHD (lead), Hospitals, UCHC	A quarterly meeting in which OCHD and Hospitals can improve Fax-to-Quit referrals within Hospitals and affiliated providers	Meeting sign-in sheets and other meeting materials

Intervention evaluation	December 2015-February 1 2016	OCHD, Coordinating Hospitals, UCHC, Tri-County Quits	A collective report detailing the overall progress of interventions completed including lessons learned and recommendations for implementation within other provider offices.	Report document
Develop promotion/outreach presentation	February 2 2016 March 1 2016	OCHD, Coordinating Hospitals, UCHC, Tri-County Quits	An informational multi-media presentation detailing how the Tobacco Cessation Group implemented the Fax-To-Quit and Opt-to-Quit programs to achieve the stated objective.	Presentation documents
Organize meetings with Oneida County private/nonprofit healthcare agencies to share evaluation report. Present report. Promote adoption of Fax-to-Quit and Opt-to-Quit programs	February 2 2016- December 31 2016	OCHD, Coordinating Hospitals, UCHC, Tri-County Quits	Area medical providers will be informed of the value of and specifics in implementing Fax-to-Quit/Opt-to-Quit programming	Meeting sign-in sheets and other meeting materials
Act as a resource for area private medical providers interested in implementing tobacco cessation objectives involving Fax-to-Quit/Opt-to-Quit	January 2017- December 31 2017	OCHD, Hospitals UCHC, Tri-County Quits	A list of Oneida County private and nonprofit healthcare providers will commit to utilizing NYS Fax-to-Quit and Opt-To-Quit programming	Letters of intent from providers committed to tobacco cessation objectives
Develop a Smoke-free-Pharmacy policy within Oneida County which bans the sale of tobacco products in pharmacies.	2014	Bridges, Tri County Quits, OCHD	A comprehensive policy document prohibiting the sale of tobacco in pharmacies	Policy Document
Implement Smoke-free-Pharmacy policy in Oneida County	2015	Bridges, Tri County Quits, OCHD	Commercial pharmacies will no long sell tobacco products	Completed legislation

Objective 2: By December 31 2017 All Oneida County Government buildings will become smoke-free campus'

Related HP2020 Goals: Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure

Related NYS Prevention Agenda Goal: Promote tobacco use cessation, especially among low SES populations and those with poor mental health. Eliminate exposure to secondhand smoke

Target Population: Oneida County Employees (18 and up) who smoke tobacco cigarettes

Measurements: Completed policy documents, proclamation document

Activity	Target Date	Responsible Agencies	Anticipated Product or Result	Evaluation
Research other counties which have 100% Smoke Free policies	January 2014- December 31 2014	OCHD (Lead) Bridges, Tri County Quits	A policy which requires all Oneida County owned property become 100% Smoke Free	Meeting materials including agendas, minutes, etc
Request feedback from county leadership and employees concerning implementation of new policy		OCHD (Lead) Bridges, Tri County Quits		
Determine the process by which Oneida County can implement a smoke-free building policy		OCHD (Lead) Bridges, Tri County Quits		

Conduct meetings with all necessary elements to acquire feedback on the development of a policy		OCHD (Lead) Bridges, Tri County Quits		
Develop a 100% Smoke Free Campus policy for all Oneida County owned facilities	January 2015- December 31 2015	OCHD (Lead) Bridges, Tri County Quits	A complete and effective 100% smoke free policy	Policy document Classes/referral documentation
Acquire support for policy from all stakeholders		OCHD (Lead) Bridges, Tri County Quits		
Inform/promote new forthcoming policy amongst employee population		OCHD (Lead) Bridges, Tri County Quits		
Begin offering cessation classes/referrals for employees who smoke		OCHD (Lead) Bridges, Tri County Quits		
Implement 100% Smoke Free Campus Policy in all Oneida County owned property	January 2016- December 31 2017	OCHD (Lead) Bridges, Tri County Quits	Oneida County employees or visitors will no longer smoke on or near Oneida County owned buildings	Policy document Proclamation
Promote new policy in media		OCHD (Lead) Bridges, Tri County Quits		Press release documents, newspaper clippings,