

Cayuga County Health Department
Community Health Assessment &
Community Health Improvement Plan
2013-2017

Community Health Assessment

1. A comprehensive Community Health Assessment (CHA) updated with data through 2012 and our CHA Executive summary are attached to the documents submitted. The Cayuga County Community Health Assessment 2012 update and Cayuga County Community Health Assessment Executive Summary can also be found on the web at www.cayugacounty.us/health . Within the CHA is narrative and graphical information that reflects the health status of populations in our county. These findings help guide our community planning and departmental decision making concerning interventions that will help improve the overall health of the county's residents.
 - Demographic information is found in the Community Health Assessment beginning on page 2 and continuing through page 7.
 - Information regarding health status of populations is found throughout the document. Specific areas of concern related to health disparities and areas to watch are included throughout the topical areas of the CHA and additionally highlighted in the attached CHA Executive summary document. These documents have narrative, data and graphical explanations often broken into gender, race and ethnicity where available.

2. The CHA and executive summary identify the main challenges facing our community regarding health disparities and areas for improvement. An excerpt from the Executive summary highlights these issues:
 - **Late or No Prenatal Care:** While the county, as a whole, compares very favorably in having a low rate of births to mothers who had late or no prenatal care, there were communities within the county where the rate was more than double the county rate.
 - **Unintentional Injury Mortality:** The county rate for the period 2008-2010 was 37 per 100,000 (the highest in the last 16 years), as compared to the state at 20.5. The 2013 prevention agenda objective is 17.1.
 - **Motor Vehicle Related Mortality:** Motor vehicle related mortality rates have gradually increased, with county rates significantly higher than the state's and higher than the Prevention Goal. While the numbers were small, the mortality rate for young adults ages 15-24 was over three times the state rate.
 - **Unintentional Injuries/Older Adults:** The number and percent of all hospital discharges for unintentional injuries of the 65+ age cohort is very high in the county, higher than the region or the state, and represented 58% of the hospital discharges for this category. Applying national health care costs, a working estimate of the annual cost in Cayuga County for older adults who were hospitalized for a fall is approximately \$19 to \$20 million annually (calculated in 2010 dollars).

- **Mental Health:** Cayuga County is 50% above the State and the nation (and the nearby counties of Seneca, Wayne, Cortland and Onondaga) with residents reporting poor mental health.
- **Hospitalizations for Self-inflicted Injuries:** Hospitalizations for self-inflicted injuries in the county have increased by 60% since 2000. The three year period, 2007 – 2009 saw a leveling out of the rate yet it continues to be twice as high as the state rate. Hospitalizations for intentional, self-inflicted injuries by youth (15-19 year olds) while small in number, are twice the rate experienced upstate, the state and is one of the highest rates state-wide and the highest in a decade.
- **Suicide:** While the numbers are small, the rate of suicide has shown an increase over time from 6.8 to 9.2/100,000. The suicide rate in the county has been increasing and the rate is higher than the state and the prevention goal.
- **Alcohol Abuse:** Cayuga County’s “excessive drinking” rate (binge plus heavy drinking) is more than twice the rate in neighboring Seneca County and considerably higher than the state rate. High rates of tobacco use coupled with high rates of excessive drinking are the primary cause of why Cayuga County ranks 49th (of 62) in healthy behaviors.
- **Breastfeeding:** The percentage of WIC mothers breastfeeding after six months is only 16.6% and continues to be far below the state rate of 40.6% and the prevention goal of 50%. Despite the fact the data presents this as an upstate issue, neighboring Tompkins County’s rate was 41%.
- **Chlamydia:** The incidence of chlamydia in the county increased dramatically (by 140%) in the first half of the decade and it continued to increase by another 56% in the later part of the decade.
- **Dental Health Children:** Cayuga County’s children have an abnormally high rate of dental caries. The percent of 3rd graders with untreated caries (cavities) is twice that of the state (excluding NYC). Recent oral health indicators report an ever increasing emergency room and ambulatory surgery utilization rate, by children ages 3 to 5 years for dental needs. It increased 300% and was 48% higher than upstate.
- **Overweight and Obesity Adults:** Of Cayuga County’s residents age 45 and over, 36% were overweight and approximately 28% of adult population fell into the more severe condition of obesity. Rates of pre-pregnancy obesity in women who participated in the WIC program remained high, at nearly 32%.
- **Overweight and Obesity in Children:** According to the most recent data 21.7% of all Cayuga County school students (elementary, middle and high school) were obese. The county was the second highest in the state,

excluding NYC. Unlike other counties, Cayuga had a higher percent of obese children in elementary school.

- **Diabetes:** The prevalence of diabetes in the county's population has nearly tripled since the mid-1990s. The most current data shows that 9.5% of its residents had diabetes though it is likely to be significantly higher due to residents living with diabetes not yet diagnosed. Of serious concern is the high rate of diabetes among youth (ages 6 to 17) at nearly double the state rate.
- **Lead Poisoning:** Elevated blood levels (greater than 25 ug/dl) per 100,000 employed persons age 16 plus in the county have been higher than the state over time.
- **Work Related Hospitalization:** The county's rates of work related hospitalizations have historically been higher than the region's, upstate and state rates. The latest data continues that trend and is almost twice the 2013 prevention goal.
- **Arthritis:** As the leading cause of disability in New York, arthritis is a major health concern. The county's incidence rate for arthritis was 34.1%, compared to the statewide rate of 26.6%.
- **Smoking:** Adult tobacco use in the county had been declining since 2004. The most recent data, however, shows that the decline in use rates have reversed. The percent of county residents who smoke, 23%, was nearly double that of the state.

These highlighted concerns address needs which continue to merit attention and are impacted by behavioral risk factors, environmental risk factors (natural and built), socioeconomic factors, policy (site specific and regional), and other aspects of our community, such as unique geography. The Community Health Improvement Plan (CHIP) will identify particular priority and focus areas for our Local Health Department (LHD) and the various approaches to be pursued with our Public Health Partners to address these issues and improve health.

3. Cayuga County Health Department has the benefit of a positive reputation and willingness to maintain strong collaborations and partnerships within our community for the benefit of positive outcomes for our population. We have excellent working relationships with our partner local and state government providers including: Parks and Trails, Emergency Management Office, Office for the Aging, Sheriff Department, Police Department, Fire Department, Human Services, Mental Health and Veterans. We have the support and involvement of our local Legislature, Board of Health and cooperation with state representatives in addition to our involvement in statewide organization focused on health, special needs and the environment.

Additionally we work with our non-governmental organizations, foundations and private entities to reach special populations in need, including: American Red Cross; United Cerebral Palsy/ Gavras Center; food pantries; Cayuga Seneca Community Action Agency; Rural Health

Network; churches; our local hospital, Auburn Community Hospital; Federally Qualifying Health Centers; migrant labor outreach; farmers' market and other regional and local entities and individuals. Our 9 school districts and two colleges in our county are great collaborators. We have great emergent and ongoing relationships with our media partners: local papers; radio stations; television stations (public access and cable). We have taken our messaging online with a recently updated website and have launched a presence on social media sites including Facebook and Youtube.

Tremendous effort goes forward to establishing and maintaining positive working relationships. Our partners are instrumental in providing educational outreach, reinforcing behavioral change, providing unique approaches to work toward improved and sustainable change in our community. The CHIP will outline some of the direct activities with our partners. Our grant programs rely upon the collaboration of these entities and various other projects and routine work shows the positive relationships, e.g. school districts and communicable disease control.

4. The process of conducting our CHA is ongoing. The document we are submitting contains data compiled over 5 years for our graphical analysis, current data provided by NYSDOH and anecdotal concerns raised by community stakeholders throughout the year. All the data is sourced in the CHA document for reference. The CHIP was a process that essentially began back in January and May 2012 with the state sending emails discussing State Health Improvement Plan (SHIP) at New York State Association of County Health Officials (NYSACHO) meetings. The following is a chronological description of our process:

- Jan 2012 – email from NYSDOH S. Pirahni regarding anticipated changes in CHA, CSP, Public Health accreditation and the Prevention Agenda.
- May 2012 – LHD participated in NYSACHO surveys on SHIP
- 2012 LHD – consulting group Optimum Partners submission of invoices identifying contacts with stakeholders, data collection and analysis of CHA materials
- May 25, 2012 – meeting with LHD staff to discuss CHIP, CHA and process for data and anecdotal input from community people and resources
- 2012 throughout, data collection from various resources including updated Behavioral Risk Factor Surveillance Study (BRFSS)
- 2013 throughout LHD posted updated CHA to website and social media and shared Executive Summary, website reference and received verbal and written feedback with community stakeholders: including but not limited to Board of Health, Auburn Community Hospital, County Legislature, Federally Qualifying Health Care Centers, Professional Advisory Committee, Human Service Coalition, County departments, coalition groups (Creating Healthy Places to Live Work and Play, Governor's Traffic Safety Council), Community Health Network and board, other

LHDs in region, targeted presentations to community organizations and service organization (e.g. Rotary Club, Success by 6, Early childhood groups) , college student nurses, school nurses and superintendents. Specific topical areas were highlighted in newspaper articles and Facebook updates and special events.

- Jan. 11 and Jan. 29, 2013 – LHD participated in Hospital Association of New York (HANYS) and NYSACHO sponsored webinars on CSP, CHA, CHIP and Prevention Agenda Goals
- Feb. 7, 2013 – LHD staff meeting to refine CHA CHIP process and duties
- Feb 26-27, 2013 – shared concerning motor vehicle accident statistics with law enforcement and youth bureau for feedback as to atypical statistic and outreach done in this area. Discussion ensued as to activities to address issue
- March 25, 2013 – LHD met with ACH to discuss common areas to work on together and the process to do so for CHIP and CSP
- March 26, 2013 – discussed CHA CHIP with BOH
- March 26, 2013 – ACH shared CSP
- April 30, 2013 – LHD participated in technical assistance conference coordinated by Healthconnections in Syracuse
- May 15, 2013 – LHD participated in technical assistance phone call with Healthconnections
- June 2013 – email LHD communications with ACH
- July 5, 2013 – email communication from Port Byron FQHC with LHD re. Prevention Agenda and CHIP
- August 7, 2013 – LHD participation in Healthconnections email survey
- September 27, 2013 – LHD email communication with ACH re. Great Beginnings initiative
- Oct. 25, 2013 – email from NYSDOH re. updated data posted to NYSDOH site
- Oct. 22, 2013 – LHD met with ACH to finalize CHIP initiatives
- October - November 15, 2013 – LHD finalize preparations for CHIP including short and long range measures and community involvement

Community Health Improvement Plan

1. Two priority areas have been identified and selected through our Community Health Assessment process. These priority and focus areas align with the New York State Prevention Agenda 2013 – 2017 and will be worked on collaboratively with ACH and community partners. These areas were determined based on statistical evidence, mother's duration of initial and ongoing breast feeding, and stakeholder input to increase referrals of appropriate women to services in an effort to improve prenatal and postpartum care for themselves and their child. Organizations that participated include: ACH, Early Head Start, Healthy Families, Nurse Family Partnership, ABC Cayuga community organization, WIC program, Breastfeeding Coalition and school district nurses and guidance counselors.

Breastfeeding was selected as a focus area based upon data for initiation rates and drop-off rates throughout the first year of a child's life. It was also selected upon discussions with agencies, the breastfeeding coalition and program staff who interact with our target population. As an agency we can offer support, interaction, referral and feedback to increase our County breastfeeding rates of initiation and duration.

After much discussion the second goal of implementing a universal referral form for agencies to use in referring all pregnant and new mothers to the Health Department. Clients that are referred to the Health Department will be contacted and offered support and will be linked to services available in the community. By utilizing the universal referral form, outside agencies who may not be experts in what services are available in the community for pre and postpartum women will be assured that follow-up contact will take place. Upon contact with the client, if the woman does not wish or require a service, the show of support and information shared by staff will provide greater familiarity for the client in requesting information for future.

Conversations for universal referral form started in 2012 with the LHD consideration of hosting a Nurse Family Partnership (NFP) program in Cayuga County. The conversations were ongoing throughout 2013 as a referral form and process for referring were developed. Issues discussed and addressed included, concerns by existing programs to maintain participation rates, additional sites to outreach for referral and the ability to reconvene routinely to address issues as they arise. As we attach an evaluation aspect to this initiative, ongoing discussion will occur as to effectiveness and additional outreach. See the CHIP for detail.

2. Listed in the CHIP, our priority areas, focus areas, goals and objectives are identified. A detailed description of the activities, agencies responsible and evaluation are included with the CHIP. Please refer to the CHIP for greater detail on our initiatives.
3. The organizations we collaborate with, who are responsible for implementing the strategies are listed in the CHIP. There are no formal agreements for these activities;

however, there are some formalized coalitions and advisories which contribute to goals and objectives listed in the CHIP.

4. The evaluation process for the activities is documented in the CHIP. As we progress with our activities, evaluation methods will be used to assess the effectiveness of each activity and evaluation of all activities will occur on an annual basis. Goals and objectives may be revised at any point during the 2014 – 2017 time frame to better attain participation and adherence in attaining goals, both short term and long term. Self-imposed time lines are attached to certain activities to encourage adherence to action in a finite period of time in order to ascertain behavioral change or practice over a longer period.
5. Supporting data is referenced in our CHIP. Many of our activities for long range behavioral change and action may not fit into a best – practice or evidenced – based program. We are laying the groundwork in areas which provide education, gather information and attain interest in commitment to action and funds for that action. We are looking to our partners, including NYSDOH, to assist us in identifying specific practice/policy/environmental change which may provide targeted population health benefits. The Health Department does acknowledge some of our programs and activities which evidenced – based and pilot programs slated to become best – practice models.

For example some of our CHIP programs include but are not limited to:

- Nurse Family Partnership; evidenced based
- Complete Streets: best practice
- Great Beginnings: best practice
- Brush to Crush: pilot slated to become Best Practice (innovative program intervention)
- Healthy Families: partner agency program
- Early Head Start: partner agency program

Each program activity will be evaluated in some capacity to provide information on success and set the groundwork for greater program expansion and impact.

6. Involvement and commitment of our partners is critical to the success of these health improvement initiatives. To that end, we work diligently to maintain open communications, address issues directly, and communicate verbally, in writing and more importantly face to face to build professional familiarity. We have planned quarterly face to face meetings with some partners and will establish such meetings with others. We plan to share the CHIP via various venues to get the commitment and buy in from private sector, governmental support, not for profit sector, schools, health centers and individuals.

We have created the CHIP to be dynamic, to help us in measuring success and to build in the capacity to change. It is our intention to have a thorough review of the entire plan at

least annually to assess the impact our activities are having. Aspects of the plan will be reviewed on an on-going basis and quarterly. Community partners and involved entities are critical to the evaluation of the plan in order to fit the needs of our constituents and measure success of our efforts. A record of our formal meetings will be kept to add to our evaluation component.

Cayuga County Health Department
Community Health Improvement Plan (CHIP)
2013 – 2017

Background Information: Breastfeeding Data

The percentage of Cayuga County babies who are exclusively breastfed in the hospital is 60.5. This exceeds the New York State (NYS) percentage of 42.5 and the NYS 2017 Objective at 48.1; however, Cayuga County breastfeeding rates drop-off upon discharge from the hospital (1).

The Healthy People 2020 Benchmark for breast-feeding in early post-partum is 81.9% or more. For 2012, the Central New York Region is at 72.7% and Cayuga County is at 69.6% (2).

The 2013 Centers for Disease Control and Prevention Breastfeeding Report Card shows New York State breastfeeding rates at six months were 52.6 and at twelve months 28.4. (3)

When looking at low-income women enrolled in the Women, Infants and Children Program (WIC), the percentage of Cayuga County WIC mothers breastfeeding at six months has remained around 16% for the past ten years (4). The Cayuga County 2012 Community Health Assessment illustrates that this percentage has remained relatively stable (5); however it is much lower than the NYS percentage which is 38.8 and the 2013 NYS Prevention Agenda goal of 50%.

There is limited data on breastfeeding rates of women at one, three, six and twelve months post-partum, outside of the WIC Program. One activity will be to create a survey that will be shared with all post-partum women to assess their breastfeeding status.

References:

1. Cayuga County Indicators for Tracking Public Health Priority Areas, 2013-2017.
https://www.health.ny.gov/prevention/prevention_agenda/2013-2017/indicators/2013/cayuga.htm
2. Healthy People 2020 Benchmarks for Cayuga County Residents January 1st, 2012 – December 31st, 2012
3. Centers for Disease Control and Prevention 2013 Breast Feeding Report Card
<http://www.cdc.gov/breastfeeding/pdf/2013BreastfeedingReportCard.pdf>
4. Cayuga County Percentage of WIC Mothers Breastfeeding at Six Months (September, 2012)
http://www.health.ny.gov/statistics/chac/general/g62_5.htm
5. 2012 Cayuga County Community Health Assessment
www.cayugacounty.us/health

**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #1 – Cayuga County Health Department and Auburn Community Hospital will collaborate to promote breastfeeding to pregnant and post-partum women in an effort to increase the number of babies who are breastfed by 5% by 2017.

Objective #1 – By September 2014, increase the awareness of breastfeeding and breastfeeding resources available in community via a multi-media campaign, utilizing all forms of media.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Work with hospital and breastfeeding coalition to create consistent messages around breastfeeding.	March 2014	Cayuga County Health Department	Dates of meetings, messages created	
Partner with WIC, Reach CNY, breastfeeding coalition and hospital to update a resource (brochure or flyer) to promote breastfeeding resources, support groups and IBCLCs in the community.	March 2014	Cayuga County Health Department	Dates of meetings, Final copy of revised resource	
Distribute publication in the community.	April 2014	Cayuga County Health Department	List of when, where & number of publications distributed	
Meet with both OB/GYN providers and office staff to share publication with them and promote breastfeeding resources available in the	May 2014	Cayuga County Health Department	Listing of when, and number of publications distributed	

community.				
Work with Auburn Community Hospital – Based OB/GYN practice to promote breastfeeding to patients and resources available in the community.	May 2014	Cayuga County Health Department	Date of meeting, number of materials distributed	
Work with Hospital – Based OB/GYN practice and their Centering in Pregnancy group to educate on and promote breastfeeding and resources in the community.	June 2014	Cayuga County Health Department	Date of meeting, number of materials distributed	
Work with local pediatricians to educate and promote breastfeeding resources in the community.	June/July 2014	Cayuga County Health Department	Date of meeting, number of materials distributed	
Conduct multi-media campaign promoting breastfeeding and resources available. On-going, but with emphasis in August for Breastfeeding Awareness month	July/August 2014	Cayuga County Health Department	Dates of articles, press releases, Facebook posts, radio interviews, etc.	
Educate local businesses on how to become breastfeeding friendly.	June 2014	Cayuga County Health Department	Dates and number of businesses contacted	
Promote local businesses which are breastfeeding friendly.	July/August 2014	Cayuga County Health Department	Number of businesses which are breastfeeding friendly and ways in which they were promoted	

<p>These activities will be evaluated and revised accordingly. These activities will be on going, annually through 2017.</p>	<p>December 2014/ January 2015</p>	<p>Cayuga County Health Department</p>		
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**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #1 – Cayuga County Health Department and Auburn Community Hospital will collaborate to promote breastfeeding to pregnant and post-partum women in an effort to increase the number of babies who are breastfed by 5% by 2017.

Objective #2 – By December 2014, develop/implement/evaluate a policy with the hospital to get mother’s consent prior to discharge in order for Health Department staff to contact mother within a few days of discharge to assess breastfeeding status.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Work with hospital to develop a consent form/referral form as part of the Great Beginnings NY initiative.	March 2014	Cayuga County Health Department	Dates of meetings Copy of finalized referral form	
Educate Hospital Maternity Ward staff of the importance of promoting breastfeeding after discharge from hospital and inform staff of resources available to patients.	March 2014	Auburn Community Hospital & Cayuga County Health Department	Dates of meetings with Maternity Ward Staff	
Educate Hospital Maternity Ward staff on Great Beginnings NY and the importance of obtaining consent from mother and sending the consent/referral form to the Health Department.	March 2014	Auburn Community Hospital & Cayuga County Health Department	Dates of meetings with Maternity Ward Staff	

Implement the use of the consent/referral form.	April 2014	Auburn Community Hospital	Date of implementation/use of form	
Evaluate the number of consent/referral forms received by Hospital Maternity Ward staff.	Quarterly basis. July, October 2014 January 2015	Cayuga County Health Department	Number of referrals received	
Meet with Hospital staff on quarterly basis.	July, October 2014 January 2015	Cayuga County Health Department	Dates of meetings	
Evaluate the effectiveness of the activities, address any issues and continue with activities annually through 2017.	December 2014/ January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #1 – Cayuga County Health Department and Auburn Community Hospital will collaborate to promote breastfeeding to pregnant and post-partum women in an effort to increase the number of babies who are breastfed by 5% by 2017.

Objective #3 – By December 2014, develop a survey to assess and obtain baseline information on the mother’s breastfeeding status, information on breastfeeding made available to patient in hospital prior to discharge, and identify barriers to mother’s breastfeeding post discharge from hospital, and again at 1 month, 3 months, 6 months and 12 months post-partum.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Create survey	January 2014	Cayuga County Health Department	Draft survey form	
Share survey with Hospital, breastfeeding coalition, WIC and Reach CNY.	January/February 2014	Cayuga County Health Department	Comments and feedback from organizations	
Finalize survey	March 2014	Cayuga County Health Department	Final survey	
Health Department staff will contact/survey all mothers post discharge, at 1 month, 3, 6 and 12 months post-partum who consent to be contacted.	April 2014 – Implementation date of survey	Cayuga County Health Department	Number of surveys completed each month	
Survey results will be compiled on a quarterly basis.	July, October 2014 January 2015	Cayuga County Health Department	Compile survey results and analyze	
Survey results will be shared with Hospital, breastfeeding coalition and Reach CNY to identify any	July, October 2014 January 2015	Cayuga County Health Department	Dates of meetings, comments/feedback regarding survey results	

issues and address them.				
Evaluate the effectiveness of the activities, address any issues and continue with activities annually through 2017.	December 2014/ January 2015	Cayuga County Health Department		

Background Information: Maternal Child Health Referrals, Pre-Term Birth Rates & Smoking During Pregnancy Rates

For 2012, Auburn Community Hospital reports that there were 439 births (1). In 2012, the Cayuga County Health Department received 229 referrals from Auburn Community Hospital, OB/GYN providers and community organizations including WIC. Of the 229 referrals received, 121 were prenatal referrals, while 108 were post-partum/infant health referrals (2).

By increasing the number of prenatal referrals received by the Cayuga County Health Department, we hope to improve our pre-term birth rates and increase the number of women who abstain from smoking while pregnant.

The New York State rate of preterm births is 12.0%. Cayuga County fares better than the State at 10.6%, but is slightly higher than the New York State Prevention Agenda 2017 Objective of 10.2% (3).

Cayuga County smoking during pregnancy rates have been much higher than our neighboring counties in the past. In 2001, Cayuga County rates were 24.8% compared to Onondaga at 21.2% and the region at 23.7%. In 2003, Cayuga County rates actually increased to 28.5% while the opposite trend happened in Onondaga County and the region (4).

Auburn Community Hospital reports that the smoking abstinence in pregnancy rate was 70.4% for 2012 (1). The Healthy People 2020 goal for smoking Abstinence during pregnancy is 98.6%, with the Central New York Region at 74.7% as and Cayuga County at 74.4% for 2012 (5).

References:

1. Auburn Community Hospital 2012 Report
2. Cayuga County 2012 Report
3. Cayuga County Indicators for Tracking Public Health Priority Areas 2013 – 2017.
http://www.health.ny.gov/prevention/prevention_agenda/2013-2017/indicators/2013/cayuga.htm
4. Cayuga County Community Health Assessment 2012
www.cayugacounty.us/health
5. Healthy People 2020 Benchmarks for Cayuga County Residents January 1st, 2012 – December 31st, 2012

**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #2 – Increase the number of referrals made to the Cayuga County Health Department by hospitals, medical providers and community agencies for prenatal and post-partum services by 5% by 2017.

Objective #1 – Cayuga County Health Department will develop and implement a policy in which a single point of entry/referral form is utilized by hospitals, medical providers and community agencies in an effort to increase the number of low-income pregnant and post-partum women being referred to appropriate Health Department Programs including Nurse Family Partnership, an evidence-based program.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Develop policy in which the Health Department becomes the single point of entry for prenatal and post-partum referrals made by hospitals, medical providers and community agencies.	January 2014	Cayuga County Health Department	Implementation date of the policy	
Develop single point of entry referral form.	January 2014	Cayuga County Health Department	Draft version of the referral form	
Share the referral form with community partners and make necessary revisions.	February 2014	Cayuga County Health Department	Comments and feedback from partners	
Finalize the referral form and distribute to community partners for implementation.	March 2014	Cayuga County Health Department	Final version of referral form, date of implementation	
Evaluate the policy on an annual basis through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #2 – Increase the number of referrals made to the Cayuga County Health Department by hospitals, medical providers and community agencies for prenatal and post-partum services by 5% by 2017.

Objective #2 – Cayuga County Health Department will work with Auburn Community Hospital administration and staff to obtain single point of entry/referral form.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Share the single point of entry form with Auburn Community Hospital administration and encourage the form be part of the post-partum discharge packet.	March 2014	Cayuga County Health Department	Date of meeting with Auburn Community Hospital	
Implementation/utilization of the form by Auburn Community Hospital	April 2014	Auburn Community Hospital	Date of implementation	
Referrals received will be tracked monthly and evaluated	On-going	Cayuga County Health Department	Number of referrals received, compared to number of births	
Meet with Auburn Community Hospital staff on a quarterly basis	July, October 2014 January 2015	Cayuga County Health Department	Dates of meetings and feedback from meetings	
Evaluate annually through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #2 – Increase the number of referrals made to the Cayuga County Health Department by hospitals, medical providers and community agencies for prenatal and post-partum services by 5% by 2017.

Objective #3 – Cayuga County Health Department will work with both OB/GYN providers to obtain single point of entry/referral form.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Share the single point of entry form with both OB/GYN providers and encourage form be submitted to Health Department prior to 28 weeks of pregnancy.	March 2014	Cayuga County Health Department	Date of meetings with OB/GYN providers.	
Implementation/utilization of the form by OB/GYN providers.	April 2014	OB/GYN providers	Dates of implementation at each OB/GYN providers	
Referrals received will be tracked monthly and evaluated	On-going	Cayuga County Health Department	Number of referrals received by both offices	
Follow-up with OB/GYN providers on a quarterly basis	July, October 2014 January 2015	Cayuga County Health Department	Dates of meetings and feedback from meetings	
Evaluate annually through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #2 – Increase the number of referrals made to the Cayuga County Health Department by hospitals, medical providers and community agencies for prenatal and post-partum services by 5% by 2017.

Objective #4 – Cayuga County Health Department will work with pediatricians to obtain single point of entry/referral form.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Share the single point of entry form with pediatric providers and encourage form be submitted to Health Department.	March 2014	Cayuga County Health Department	Dates of meetings with pediatric providers	
Implementation/utilization of the form by pediatric providers.	April 2014	Cayuga County Health Department	Dates of implementation at provider offices	
Referrals received will be tracked monthly and evaluated	On-going	Cayuga County Health Department	Number of referrals received by pediatric offices	
Follow-up with pediatric providers on a quarterly basis	July, October 2014 January 2015	Cayuga County Health Department	Dates of meetings and feedback from meetings	
Evaluate annually through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Maternal and Infant Health**

Goal #2 – Increase the number of referrals made to the Cayuga County Health Department by hospitals, medical providers and community agencies for prenatal and post-partum services by 5% by 2017.

Objective #5 – Cayuga County Health Department will work community agencies to obtain single point of entry/referral form.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Identify community agencies to partner with	February 2014	Cayuga County Health Department	List of community partners	
Share the single point of entry form with community agencies and encourage form be submitted to Health Department.	March 2014	Cayuga County Health Department	Dates of meetings with community agencies	
Implementation/utilization of the form by community agencies	April 2014	Cayuga County Health Department	Implementation dates for community agencies	
Referrals received will be tracked monthly and evaluated	On-going	Cayuga County Health Department	Number of referrals received from community agencies	
Follow-up with community agencies on a quarterly basis	July, October 2014 January 2015	Cayuga County Health Department	Dates of meetings and feedback from meetings	
Evaluate annually through 2017.	January 2015			

Background Information: Oral Health Data

It is important to note that Cayuga County lacks fluoridated water. Public water is supplied by the City of Auburn to its residents and outlying towns which purchase water from the City. According to the City of Auburn Water Quality Report, public water is provided to over 45,000 Cayuga County residents (2009). Cayuga County residents not supplied water by the City of Auburn rely on wells for their water. (1)

For 2010-2012, the percentage of Cayuga County third graders with evidence of untreated decay is 40.4. This exceeds the New York State (NYS) percentage of 24.0 and the NYS 2017 Objective at 21.6 (2).

Cayuga County implemented the Brush to Crush Cavities Program in partnership with Cayuga Community Health Network, East Hill Family Medical, Inc. and the Auburn Enlarged City School District. This Program takes a comprehensive look at the oral health screenings of students in grades K – 6 at Genesee Elementary and Casey Park Elementary Schools in Auburn, NY. Both schools are identified as high-needs and Title 1 schools. Local data shows the need for interventions which promote oral health to children in need. Data collected through the Brush to Crush Cavities Program is listed below (3).

For the 2012 – 2013 school year screening results for Genesee Elementary showed:

- 346 children screened
- 46.8% identified with a problem
- 8.1% in need of immediate care
- 81.5% in need of better brushing

For 2012 – 2013 school year screening results for Casey Park Elementary showed:

- 440 children screened
- 49% identified with a problem
- 6.1% in need of immediate care
- 69% in need of better brushing

By screening all the children in the two schools and analyzing the screening data, parents will be notified when a child has been identified with a problem or in need of immediate to ensure that follow-up care is provided to the child. A listing of dental providers will be shared with families and the community. Following – up with the parents makes them aware of the oral health issues there child faces and gives options for care, in an effort to decrease the percentage of third grade students identified with untreated decay.

References:

1. City of Auburn, (2009). *City of Auburn water quality report 2009*. Retrieved from website: http://www.auburnny.gov/Public_Documents/AuburnNY_Uilities/2009H2Orpt.pdf
2. Cayuga County Indicators for Tracking Public Health Priority Areas, 2013-2017. https://www.health.ny.gov/prevention/prevention_agenda/2013-2017/indicators/2013/cayuga.htm

3. Cayuga County Health Department 2012 – 2013 Brush to Crush Cavities Program Report

Priority Area – Healthy Women, Infants and Children
Focus Area – Child Health

Goal #1 – To increase community awareness of the importance of proper oral health for both children and adults.

Objective #1 – By February 2014, increase the awareness of proper oral health and oral health resources available in community via a multi-media campaign, utilizing all forms of media.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Conduct multi-media campaign promoting oral health and dental providers in the community. On-going, with emphasis in February for Children’s Dental Health Month	February 2014	Cayuga County Health Department	Dates of articles, Press releases, Facebook posts, radio interviews, etc.	
Present Cayuga County oral health information to community partners in an effort to raise awareness and promote oral health and resources in the community	On-going	Cayuga County Health Department	Dates of presentations.	
These activities will be evaluated annually and changed accordingly through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Child Health**

Goal #1 – To increase community awareness of the importance of proper oral health for both children and adults.

Objective #2 – By August 2014, survey local dental providers to assess their services offered and insurances accepted.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Create survey to be distributed to dental providers	May 2014	Cayuga County Health Department	Final survey	
Survey local dental providers	June – July 2014	Cayuga County Health Department	Number of surveys completed and Survey results	
Create listing of dental providers and insurances accepted to be distributed.	August 2014	Cayuga County Health Department	Final listing of dental providers.	
Distribution of dental provider listings in the community	August 2014 & On-going	Cayuga County Health Department	List of when, where and number of dental provider listings in the community.	
These activities will be evaluated annually and changed accordingly through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Child Health**

Goal #2 – To decrease the percentage of third grade students with evidence of untreated decay by 5% by 2017.

Objective #1 – By November 2014, oral health screenings will take place in two low-income schools.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Coordinate and schedule screenings of children in grades K-6 with the two schools	August 2014	Cayuga County Health Department	Dates of screenings	
Send home information and consent form to parents on in-school oral health screenings being offered	September 2014	Auburn Schools – Casey Park and Genesee	Number of consents returned	
Conduct in-school screenings at both schools.	Late September & October 2014	East Hill Family Medical, Inc.	Dates of screenings & Number of children screened	
Notify parents of children screened who were identified with a problem or who are in need of immediate care. Send home listing of dental providers to parents.	October & November 2014	East Hill Family Medical, Inc. & Auburn Schools	Number of children identified with a problem, number of children in need of immediate care, number of dental provider listings	
Analyze oral health screenings forms and compile in to a report.	November 2014	Cayuga County Health Department	Final Report	

Compare oral data from year to year and plan accordingly.	December 2014	Cayuga County Health Department		
These activities will be evaluated annually and changed accordingly through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Healthy Women, Infants and Children
Focus Area – Child Health**

Goal #2 – To decrease the percentage of third grade students with evidence of untreated decay by 5% by 2017.

Objective #2 – By November 2014, oral health education will take place in two low-income schools.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Coordinate and schedule education of children in grades K-6 with the two schools	September 2014	Cayuga County Health Department	Dates of education	
Attend open houses at both schools to share oral health information with families	September 2014	Cayuga County Health Department	Dates of open houses	
Conduct oral health education at both schools	October – November 2014	Cayuga County Health Department	Number of presentations	
Share educational resources with teachers	November 2014	Cayuga County Health Department	Letter/Email to teachers with educational resources available	
Reinforce oral health education with students and staff throughout the school year, but especially in February for National Children’s Dental Health month.	On-going	Cayuga County Health Department		
Educational activities will be evaluated annually and	June 2015	Cayuga County Health Department	Dates of meetings with teachers and	

changed accordingly through 2017.			principals and comments/feedback from each meeting.	
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**Priority Area – Healthy Women, Infants and Children
Focus Area – Child Health**

Goal #2 – To decrease the percentage of third grade students with evidence of untreated decay by 5% by 2017.

Objective #3 – By November 2014, the first round of oral health supplies will be distributed to two low-income schools for use in-school and at-home.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Coordinate distribution of supplies to two schools for in-school and at-home use.	October – November 2014	Cayuga County Health Department	Dates of distributions	
Replace/replenish supplies for in-school and at-home use.	December 2014	Cayuga County Health Department	Dates of distributions	
Replace/replenish supplies for in-school and at-home use.	February 2015	Cayuga County Health Department	Dates of distributions	
Replace/replenish supplies for in-school and at-home use.	April 2015	Cayuga County Health Department	Dates of distributions	
Distribute supplies for students' at-home use over summer break.	June 2015	Cayuga County Health Department	Dates of distributions	
Supplies and dates of distributions will be evaluated annually through 2017.	June 2015	Cayuga County Health Department	Dates of meetings with teachers and principals and comments/feedback from each meeting	

Priority Area – Healthy Women, Infants and Children
Focus Area – Child Health

Goal #2 – To decrease the percentage of third grade students with evidence of untreated decay by 5% by 2017.

Objective #4 – By April 2015, oral health screening data collected by the School-Based preventive Dentistry Program will be analyzed to identify a third school to provide targeted oral health education, supplies and support.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Initial meetings with East Hill Family Medical, Inc. (contractor of the School-Based Dental grant) will take place to go over oral health screenings.	January 2015	Cayuga County Health Department	Dates of meetings	
After looking at oral health data, work with East Hill Family Medical, Inc. to identify a third school with high percentage of students with oral health issues.	February – March 2015	Cayuga County Health Department		
Identify the third school selected to target and implement the Brush to Crush Cavities Program at.	March – April 2015	Cayuga County Health Department		
Start discussions with identified school and begin planning for upcoming school year.	April 2015	Cayuga County Health Department		

Background Information: Obesity and the Environment

The Cayuga County Creating Healthy Places to Live, Work & Play (CHP) grant was awarded to the Cayuga County Health Department in 2010. The grant continues through September 2015.

Cayuga County Creating Healthy Places to Live, Work & Play works to implement environmental changes that promote and support physical activity and healthy food choices in the community.

Currently, there are no municipalities who have passed Complete Streets policies. Local municipalities have implemented environmental changes to improve safety and support use by all users. These changes include the addition of crosswalks, painting of crosswalk to improve visibility, installation of sidewalks, bicycle racks, benches along trails and signage.

CHP has created/enhanced five trails in the County so far and continues to work on promoting the existing trails and identifying opportunities for creating or enhancing new trails.

There are certain areas of Cayuga County identified in the 2012 Community Food Security Assessment as having limited access to healthy, affordable foods. (1) CHP has worked to improve access to healthy, affordable and locally grown foods by creating community gardens and offering gardening workshops, providing educational workshops on freezing and canning of produce, and promoting local farmers markets and farm stands.

Creating community environments that promote and support the health of our residents is a focus of ours as we look to continue and expand upon the work already under way.

References:

1. 2012 Community Food Security Assessment
http://www.human-services.org/needs_assessments_cayuga.php

Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults

Goal #1 – Create community environments that promote and support physical activity.

Objective #1 – By December 2017, Cayuga County Health Department will increase the number of municipalities with Complete Streets policies from 0 to 2, by working with municipalities to educate and encourage the passage of Complete Streets policies.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Identify municipalities who are interested in Complete Streets and/or working on trails in their community	On-going	CHP - Cayuga County Health Department	Number of municipalities interested	
Provide education and trainings for municipalities	On-going	CHP – Cayuga County Health Department	Dates of education/ trainings	
Work with Cayuga County Planning Department as they assist municipalities in writing their Comprehensive Plans	On-going	CHP – Cayuga County Health Department	Listing of municipalities receiving assistance from Cayuga County Planning Dept	
Promotion of municipalities that pass Complete Streets policies	On-going	CHP – Cayuga County Health Department	Dates of newspaper articles, press releases, Facebook posts	
Activities will be evaluated annually through 2017.	January 2015 & annually	CHP – Cayuga County Health Department		

Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults

Goal #1 – Create community environments that promote and support physical activity.

Objective #2 – By December 2017, Cayuga County Health Department will work municipalities to increase the number of newly created or improved trails from five to ten.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Continue promotion of community trails CHP has assisted with	April 2014 & On-going	CHP – Cayuga County Health Department	Distribution of trail maps, dates of advertising, newspaper articles, press releases, Facebook posts	
Identify municipalities interested in creating or improving a trail in their community	On-going	CHP – Cayuga County Health Department	Listing of municipalities	
Review applications submitted by municipalities to CHP for assistance with trails	On-going	CHP – Cayuga County Health Department	Number of applications received & number of applications approved	
Hold ribbon cutting ceremonies on created or improved trails	On-going	CHP – Cayuga County Health Department	Dates and locations of ribbon cutting ceremonies	

Continue promotion of all trails CHP has assisted	On-going	CHP – Cayuga County Health Department	Distribution of trail maps, dates of advertising, newspaper articles, press releases, Facebook posts	
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**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #2 – Create community environments that promote and support access to healthy, affordable foods.

Objective #1 – By December 2017, Cayuga County Health Department will work with municipalities and other organizations to increase the number of community gardens from two to four, promote local farmers markets and farm stands.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Identify locations in the County with limited access to healthy, affordable foods and partner with municipalities to improve access	February – March 2014	CHP – Cayuga County Health Department	Listing of municipalities	
Continue to promote community gardens, farmers markets and farm stands and include new gardens and markets in promotional activities.	April 2014 & On-going	CHP – Cayuga County Health Department	Distribution of materials, dates of advertising, newspaper articles, press releases, Facebook posts	
Coordinate gardening workshops	March 2014, On-going	CHP – Cayuga County Health Department	Number and dates of workshops	
Coordinate healthy cooking demonstrations and workshops on freezing and canning of produce	On-going	CHP – Cayuga County Health Department	Dates and locations of demonstrations/ workshops	
Evaluate activities on an annual basis and revise accordingly through 2017.	On-going	CHP – Cayuga County Health Department		

Background Information: Obesity in Children

For 2010-2012, the percentage of Cayuga County children and adolescents who are obese is 21.7. This exceeds the New York State (NYS) percentage of 17.6 and the NYS 2017 Objective at 16.7. (1) This puts Cayuga County second highest in the State, excluding New York City. (2)

The 2008 – 2010 Student Weight Status Category Report showed that Cayuga County had the third highest percentage of children categorized as overweight or obese in New York State at 35.9%. (2) As mentioned in the Cayuga County Health Department Community Health Assessment, unlike other counties, Cayuga had a higher percentage of obese children in elementary school. (3)

Cayuga County has seen some successes in reducing childhood obesity rates when it comes to children enrolled in the Women, Infants and Children (WIC) Program. From 2001 – 2010, there was a decrease from 19.1 to 12.8; however, a slight increase to 14.0 was reported for 2011.

Activities and education will be planned in collaboration with our partners; Cayuga County Creating Healthy Places to Live, Work & Play grant (CHP), Cayuga County Governor's Traffic Safety Committee (GTSC), Healthy Schools NY, Cornell Cooperative Extension (CCE), Cayuga County School Superintendents and Cayuga County School Nurses. The Cayuga County Health Department will continue to lead specific activities and support the efforts of our partners.

References:

1. Cayuga County Indicators for Tracking Public Health Priority Areas, 2013-2017.
https://www.health.ny.gov/prevention/prevention_agenda/2013-2017/indicators/2013/cayuga.htm
2. 2012 Cayuga County Community Health Assessment
www.cayugacounty.us/health
3. Student Weight Status Category Reporting Survey Results: County- Level Report, 2008-2010
http://www.health.ny.gov/prevention/obesity/statistics_and_impact/docs/20082010_student_weight_status_by_county_and_level.pdf
4. Cayuga County Percentage obese (95th percentile or higher) children (aged 2-4 years) in WIC
http://www.health.ny.gov/statistics/chac/general/g72_5.htm

**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #1 – To increase awareness of childhood obesity rates in Cayuga County.

Objective #1 – By December 2014, Cayuga County Health Department will increase community awareness of childhood obesity rates in Cayuga County via a multi-media campaign, presentations and health fairs.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Develop consistent messages to be utilized by all Health Department programs and encourage the use of these messages by our community partners.	January 2014 and on-going	Cayuga County Health Department	Messages created	
Conduct multi-media campaign utilizing TV, radio, newspapers, websites, and Facebook.	On-going	Cayuga County Health Department	Dates of advertising, newspaper articles, press releases, Facebook posts	
Present Cayuga County childhood obesity information to community partners in an effort to raise awareness and promote resources in the community	On-going	Cayuga County Health Department	Dates of presentations	
Attend health fairs and community events	On-going	Cayuga County Health Department	Dates of health fairs and events	
These activities will be conducted, evaluated and revised through 2017.		Cayuga County Health Department		

**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #1 – To increase awareness of childhood obesity rates in Cayuga County.

Objective #2 – By September 2014, Cayuga County Health Department will establish a childhood obesity coalition.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Identify community organizations/schools to invite to participate in childhood obesity coalition.	February 2014	Cayuga County Health Department	Listing of organizations to invite	
Host first Childhood Obesity Coalition meeting	March 2014	Cayuga County Health Department	Date of meeting	
Present Cayuga County childhood obesity information to coalition members	March 2014	Cayuga County Health Department	Dates meeting	
Survey coalition members to identify what activities they are working on and where we can collaborate	April 2014	Cayuga County Health Department	Survey results	
Develop a childhood obesity action plan for the coalition to work on as a group	May 2014	Cayuga County Health Department	Childhood Obesity Action Plan	
Coalition meetings will be held every other month	On-going	Cayuga County Health Department	Meeting dates and minutes	
Coalition activities & the childhood obesity action plan will be evaluated annually through 2017.	January 2015	Cayuga County Health Department		

**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #2 – The percentage of Cayuga County children who are categorized as obese will decrease by 5% by 2017.

Objective #1 – By June 2015, Cayuga County Health Department will work with Cayuga County school districts to promote obesity prevention activities related to physical activity and promote resources available in the community.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Partner with Healthy Schools NY to create consistent messaging around physical activity for schools	January 2014	Cayuga County Health Department	Messages created	
Share Cayuga County childhood obesity information with all Cayuga County School Districts	February 2014	Cayuga County Health Department	Dates information was shared with schools.	
Attend open houses and health fairs at all Cayuga County schools	On-going	Cayuga County Health Department	Dates, locations and number of attendees.	
Share obesity data at Cayuga County School Nurses Meetings	April 2014 and on-going bi-annually	Cayuga County Health Department	Date of meetings & number of nurses in attendance	
Assist in planning of Bike to School Day	April 2014	GTSC – Cayuga County Health Department	Planning meeting dates	
Promote Bike to School Day and bicycle safety	April – May 2014	GTSC – Cayuga County Health Department	Flyers, newspaper articles, Facebook posts	

Attend Bike to School Day, distribute bicycle safety information	May 2014	GTSC – Cayuga County Health Department	Date of event, number of participants at each school	
Promote physical activity resources (parks and trails, bicycle rodeos, etc.) available to the students and the community over summer break.	May – June 2014	CHP – Cayuga County Health Department	Number of promotional materials distributed to the schools	
Assist in planning of Walk to School Day	September 2014	GTSC – Cayuga County Health Department	Planning meeting dates	
Promote Walk to School Day and pedestrian safety	September 2014	GTSC – Cayuga County Health Department	Flyers, newspaper articles, Facebook posts	
Attend Walk to School Day, distribute pedestrian safety information	October 2014	GTSC – Cayuga County Health Department	Date of event, number of participants at each school	
Promote physical activity resources available to the students and the community over the winter months	November 2014 – March 2015	CHP – Cayuga County Health Department	Number of promotional materials distributed to the schools	
Provide presentations to students, staff and parents	On-going	Cayuga County Health Department	Dates of presentations & number in attendance	
Assist in planning of Bike to School Day	April 2015	GTSC – Cayuga County Health Department	Planning meeting dates	

Promote Bike to School Day and bicycle safety	April – May 2015	GTSC – Cayuga County Health Department	Flyers, newspaper articles, Facebook posts	
Attend Bike to School Day, distribute bicycle safety information	May 2015	GTSC – Cayuga County Health Department	Date of event, number of participants at each school	
Promote physical activity resources (parks and trails, bicycle rodeos, etc.) available to the students and the community over summer break.	May – June 2015	CHP – Cayuga County Health Department	Number of promotional materials distributed to the schools	
These activities will be evaluated annually and revised accordingly through 2017.	June 2015	Cayuga County Health Department		

**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #2 – The percentage of Cayuga County children who are categorized as obese will decrease by 5% by 2017.

Objective #2 – By June 2015, Cayuga County Health Department will work with Cayuga County school districts to promote obesity prevention activities related to nutrition and resources available in the community.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Partner with Healthy Schools NY to create consistent messaging around nutrition for schools	January 2014	Cayuga County Health Department	Messages created	
Share Cayuga County childhood obesity information with all Cayuga County School Districts	February 2014	Cayuga County Health Department	Dates information was shared with schools.	
Attend open houses and health fairs at all Cayuga County schools	On-going	Cayuga County Health Department	Dates, locations and number of attendees.	
Share obesity data at Cayuga County School Nurses Meetings	April 2014 and on-going bi-annually	Cayuga County Health Department	Date of meetings & number of nurses in attendance	
Work with Healthy Schools NY to promote/support Healthy Fundraising efforts	April 2014	Healthy Schools NY		
Share information on local Farmers' Markets, farm stands and community gardens with schools	May 2014	CHP – Cayuga County Health Department	Number of promotional materials distributed	

Provide presentations to students, staff and parents	On-going	Cayuga County Health Department	Dates of presentations & number in attendance	
Work with Cornell Cooperative Extension to offer healthy cooking demonstrations at schools	Fall 2014 – Spring 2015	Cornell Cooperative Extension	Dates of Healthy Cooking Demos & number in attendance	
These activities will be evaluated annually and revised accordingly through 2017.	June 2015	Cayuga County Health Department		

Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults

Goal #2 – The percentage of Cayuga County children who are categorized as obese will decrease by 5% by 2017.

Objective #3 – By December 2014, Cayuga County Health Department will work Cayuga County pediatricians and family care providers to promote obesity prevention activities and physical activity and nutrition resources available in the community.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Share Cayuga County childhood obesity information with all Cayuga County pediatricians and family care providers	February 2014	Cayuga County Health Department	Dates information was shared with providers.	
Reinforce the importance of providers to categorize patients' weight status on the school health form	February 2014	Cayuga County Health Department	Dates information was shared with providers.	
Survey providers	March – April 2014	Cayuga County Health Department	Survey results	
Promote physical activity resources (parks and trails, bicycle rodeos, etc.) and share information on local Farmers' Markets, farm stands and community gardens with providers	April 2014 & On-going	CHP – Cayuga County Health Department	Number and locations of promotional materials distributed	
Communication will be maintained quarterly with providers	April 2014 October 2014 On-going			

These activities will be evaluated annually and revised accordingly through 2017.	January 2015	Cayuga County Health Department		
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Background Information: Obesity in Adults

For 2010-2012, the percentage of Cayuga County adults who are obese is 28.0. This exceeds the New York State (NYS) percentage of 23.2 and the NYS 2017 Objective at 23.2 (1).

2008-2009 Behavior Risk Indicator showed that 63.6% of Cayuga County adults were identified as obese compared to New York State at 59.3% (2).

References:

1. Cayuga County Indicators for Tracking Public Health Priority Areas, 2013-2017.
https://www.health.ny.gov/prevention/prevention_agenda/2013-2017/indicators/2013/cayuga.htm
2. <http://www.health.ny.gov/statistics/prevention/obesity/county/cayuga.htm>

**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #1 – To increase awareness of adult obesity rates in Cayuga County.

Objective #1 – By December 2014, Cayuga County Health Department will increase community awareness of adult obesity rates in Cayuga County via a multi-media campaign, presentations and community health fairs and events.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Develop consistent messages to be utilized by all Health Department programs and encourage the use of these messages by our community partners.	January 2014 and on-going	Cayuga County Health Department	Messages created	
Conduct multi-media campaign utilizing TV, radio, newspapers, websites, and Facebook.	On-going	Cayuga County Health Department	Dates of advertising, newspaper articles, press releases, Facebook posts	
Present Cayuga County obesity information to community partners in an effort to raise awareness and promote resources in the community	On-going	Cayuga County Health Department	Dates of presentations and number in attendance	
Attend health fairs and community events	On-going	Cayuga County Health Department	Dates of health fairs and events	

These activities will be evaluated and revised accordingly. These activities will be conducted annually through 2017.		Cayuga County Health Department		
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**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #2 – To decrease the number of Cayuga County adults who are obese.

Objective #1 – By December 2014, Cayuga County Health Department will promote obesity prevention activities and physical activity and nutrition resources available in the community.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Promote physical activity resources (parks and trails, bicycle rodeos, etc.) and share information on local Farmers' Markets, farm stands and community gardens	April 2014 & On-going	CHP – Cayuga County Health Department	Number and locations of promotional materials distributed	
Offer presentations to adult groups	On-going	CHP – Cayuga County Health Department	Dates of presentations and number in attendance	
These activities will be evaluated and revised accordingly. These activities will be conducted annually through 2017.		Cayuga County Health Department		

**Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults**

Goal #2 – To decrease the number of Cayuga County adults who are obese.

Objective #2 – By December 2014, Cayuga County Health Department will continue to support the Cayuga County Employee Wellness Committee and their efforts to decrease the rates of chronic diseases including obesity in the workforce. Health Department staff will continue to support other worksite wellness programs in the County.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Health Department staff will participate in the Employee Wellness Committee meetings	Monthly On-going	Cayuga County Employee Wellness Committee	Dates of meetings	
Offer health presentations when requested by the Employee Wellness Committee	On-going	Cayuga County Health Department	Dates of presentations & number in attendance	
Promote physical activity resources (parks and trails, bicycle rodeos, etc.) and share information on local Farmers' Markets, farm stands and community gardens	On-going	CHP – Cayuga County Health Department	Dates of emails to employees, number of promotional items distributed to employees	
These activities will be evaluated and revised accordingly. These activities will be conducted annually through 2017.		Cayuga County Health Department		

Background Information: Tobacco

For 2008 – 2009, the percentage of cigarette smoking among Cayuga County adults was 22.1. This exceeds the New York State (NYS) percentage of 16.8 and the NYS 2017 Objective at 15. (1) The January 2010 Prevention Agenda Report for the 2008 – 2009 Expanded Behavioral Risk Factors Surveillance System indicates that 22.9% of Cayuga County residents were current smokers compared to New York State at 17%. (2)

The current percentage of cigarette use among middle and high school students for the Northern Central area of New York State is 5.6 (middle) and 16.5 (high school) compared to the state rate of 3.5 and 14.7, respectively. (3) Cayuga County falls within the Northern Central area of the State. Specific rates for Cayuga County youth are who have used cigarettes in the past thirty days are 7.3% for middle school (grades 6-8) and 16.3% for high school (grades 9-12). (4) Smokeless tobacco rates for the Northern Central area from middle and high school students is 2.4 and 7.3 percent, respectively. State rates of smokeless tobacco use are 1.8% and 4.7%, respectively. (3)

As previously mentioned in the Healthy Women, Infants and Children section of the plan, Cayuga County smoking during pregnancy rates have been much higher than our neighboring counties in the past. In 2001, Cayuga County rates were 24.8% compared to Onondaga at 21.2% and the region at 23.7%. In 2003, Cayuga County rates actually increased to 28.5% while the opposite trend happened in Onondaga County and the region (5). Auburn Community Hospital reports that the smoking abstinence in pregnancy rate was 70.4% for 2012 (6). The Healthy People 2020 goal for smoking abstinence during pregnancy is 98.6%, with the Central New York Region at 74.7% and Cayuga County at 74.4% for 2012 (7). The Health Department will continue to monitor the smoking rates of pregnant women and will work with Auburn Community Hospital to reduce the rates.

The Cayuga County Tobacco Free Partnership (CCTFP) has been working to prevent the initiation of tobacco use among youth and young adults, reduce youth exposure to tobacco marketing in stores and eliminate exposure to secondhand smoke. The Cayuga County Health Department is an active coalition member, collaborates on projects and supports the efforts of the CCTFP. The CCTFP and the Health Department will work together to educate municipalities on the New York State Law regarding smoke-free playgrounds and hospitals and residential health care facilities on the New York State Law regarding smoke free grounds.

The Cayuga County Health Department also administers the Adolescent Tobacco Use Prevention Act program. The Cayuga County Legislature passed a local tobacco retailer license law in which Cayuga County tobacco vendors must apply with the Health Department for a license to sell tobacco in the county. The Legislature is also looking at a Youth Tobacco Possession Law, tobacco display ban and a pharmacy tobacco sales ban.

The Health Department will work together with CCTFP and the Legislature to promote environmental changes support policies and local laws related to tobacco use prevention, exposure to second hand smoke and a reduction of smokers in Cayuga County.

References:

1. Cayuga County Indicators for Tracking Public Health Priority Areas, 2013-2017.
https://www.health.ny.gov/prevention/prevention_agenda/2013-2017/indicators/2013/cayuga.htm
2. January 2010 Prevention Agenda Report for the 2008 – 2009 Expanded Behavioral Risk Factors Surveillance System
http://www.health.ny.gov/statistics/brfss/expanded/2009/prevention_agenda/county/docs/cayuga.pdf
3. New York State Youth Tobacco Survey: 2008, Northern Central Area, New York State Department of Health, April 2010
http://www.health.ny.gov/prevention/tobacco_control/docs/2008_ny_yps_northern_central_report.pdf
4. THE YPI Evaluation Newsletter: Central New York Rural Safe Schools/Healthy Students Initiative, Volume III, #5, July 2012
5. Cayuga County Community Health Assessment 2012
www.cayugacounty.us/health
6. Auburn Community Hospital 2012 Report
7. Healthy People 2020 Benchmarks for Cayuga County Residents January 1st, 2012 – December 31st, 2012

Priority Area – Prevent Chronic Disease
Focus Area – Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goal #1 – Prevent initiation of tobacco use by Cayuga County youth and young adults.

Objective #1 – By December 2014, Cayuga County Health Department will continue to support the Cayuga County Tobacco Free Partnership and the Cayuga County Legislature in their efforts to enforce and pursue policies and laws which restrict the marketing of tobacco products to children and prevent initiation of tobacco use by youth.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Health Department staff will continue to issue local tobacco vendor licenses.	Monthly On-going	Cayuga County Health Department	Number of licenses issued	
Health Department staff will continue activities under the ATUPA program	On-going	Cayuga County Health Department	Dates of ATUPA visits and number of violations	
Attend Cayuga County Tobacco Free Partnership Coalition meetings	On-going	Cayuga County Health Department	Dates of meetings	
Collaborate with CCTFP on projects	On-going	Cayuga County Health Department	Project description	
Provide Legislature with information data when requested	On-going	Cayuga County Health Department	Information provided	
These activities will be evaluated and revised accordingly. These activities will be conducted annually through 2017.		Cayuga County Health Department		

Priority Area – Prevent Chronic Disease
Focus Area – Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Goal #1 – Reduce exposure to secondhand smoke.

Objective #2 – By December 2014, Cayuga County Health Department will work with the Cayuga County Tobacco Free Partnership to educate and promote policies that reduce or eliminate secondhand smoke exposure.

ACTIVITY	TARGET DATE	LEAD AGENCY	EVALUATION	PROGRESS NOTES
Mailing to landlords in the City of Auburn to encourage smoke-free housing policies	Late 2013, early 2014	Cayuga County Health Department	Number of letters mailed, number of landlords who adopt policies	
Provide information to municipalities on smoke-free playgrounds	On-going	Cayuga County Tobacco Free Partnership	Number of municipalities contacted	
Provide information to hospitals and residential health care facilities on the New York State Law regarding smoke free grounds	On-going	Cayuga County Tobacco Free Partnership	Number of hospitals and residential health care facilities contacted	
Provide information to businesses and community organizations on smoke free entrances and grounds	On-going	Cayuga County Tobacco Free Partnership	Number of businesses and organizations contacted and number who adopt policies	
Include language regarding smoke-free recreational	On-going	CHP – Cayuga County Health	Dates of meetings	

<p>areas (parks, playgrounds, beaches, trails, etc) in MOUs with municipalities the Health Department is working with.</p>		<p>Department</p>		
<p>These activities will be evaluated and revised accordingly. These activities will be conducted annually through 2017.</p>		<p>Cayuga County Health Department</p>		