



Cayuga County Health Department & Auburn Community Hospital

2016 Community Health Assessment

2016-2018 Community Health Improvement Plan & Community Service Plan

Cover Page

1. Identify county/counties or service area covered in this assessment and plan:
The 2016 Community Health Assessment and Combined Improvement Plan will cover Cayuga County.
2. Participating Local Health Department(s) (LHDs) and contact information:
Cayuga County Health Department
8 Dill Street
Auburn, NY 13021
(315) 253-1560
3. Participating Hospital/Hospital System(s) and contact information:
Auburn Community Hospital
17 Lansing Street
Auburn, NY 13021
(315) 255-7011
4. Name of coalition/entity, if any, completing assessment and plan on behalf of participating counties/hospitals:
CNY Care Collaborative Assessment completed by the John Snow Institute in October 2014.

Executive Summary – maximum four double-spaced pages.

1. What are the Prevention Agenda priorities and the disparity you are working on with your community partners including the local health department and hospitals for the 2016-2018 period?

The Cayuga County Health Department (CCHD) and Auburn Community Hospital (ACH) along with our community partners have agreed to select the following Prevention Agenda priorities Prevent Chronic Diseases and Promote Healthy Women, Infants & Children. Prevent Chronic Diseases focus areas will include: reduce obesity in children and adults; increase access to high quality chronic disease preventive care and management in both clinical and community settings; and attention to the built environment. Promote Healthy Women, Infants and Children focus areas will include: maternal, infant and child health. Our focus will be on those living outside the City of Auburn, in rural communities, with limited access to health care providers and public transportation. In addition, we will work to outreach to low income residents.

2. What has changed, if anything, with regard to the priorities you selected since 2013 including any emerging issues identified or being watched?

Prevent Chronic Diseases Priority: Overweight and obesity rates have remained relatively consistent. Childhood obesity rates reflect improvement, but are still not meeting the State average or Prevention Agenda Goal. The percentage of Cayuga County adults who are obese remains steady and our percentage well exceeds the State average and Prevention Agenda Goal. The rate of hospitalizations for short-term complications of diabetes has worsened.

Promote Healthy, Women, Infants and Children: The percentage of Cayuga County infants exclusively breastfed in the hospital has remained constant and above the State average and Prevention Agenda goal; however, the issue is with duration. Most women surveyed through our well-check calls stopped breastfeeding between zero to three months

of the child's age. This is below the Healthy People 2020 Benchmark target of 60.6% for babies who were breastfed at six months.

Promote Healthy Women, Infants and Children continues to be a priority area for us as some areas have worsened including; premature births of minorities compared to white non-Hispanics, premature births for Medicaid clients compared to non-Medicaid clients and unintended pregnancies for minorities compared to white non-Hispanics.

These highlighted concerns 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.

3. What data did you review to identify and confirm existing priorities or select new ones?

CCHD and ACH reviewed DSRIP data including the Community Health Assessment completed by the John Snow Institute in October 2014. Our agencies also reviewed the New York State Department of Health (NYSDOH) Prevention Agenda County Dashboard Indicators and regional health data was reviewed from the Healthconnections website. We feel very confident that three of these data sources are very reflective of the needs of what is occurring in our community.

4. Which partners are you working with and what are their roles in the assessment and implementation processes?

CCHD and ACH have been engaging and soliciting the Cayuga Community Health Network (CCHN) as a partner on specific parts of our assessment and planning process. CCHN, our local rural health network is the subcontractor of Population Health Improvement (PHIP) and Local IMPACT programming. Other community partners engaged include East Hill Family Medical, Inc. a Federally Qualified Health Center (FQHC). CCHD staff have great relationships with many local school districts who share anecdotal information. These agencies will be partners in the initiatives that relate to their

work and will support our combined efforts of improving the health through promotion of the CHIP/CSP.

5. How are you engaging the broad community in these efforts?

CCHD's positive reputation and willingness to maintain strong collaborations and partnerships within our community will augment the health outcomes of our population. We have excellent working relationships with our local and state government organizations 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. Furthermore, we are involved in statewide organizations focused on health, special needs and the environment.

Our efforts also expand across 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 (CSCAA); Rural Health Network; churches; our local hospital, ACH; FQHCs; migrant labor outreach; farmers' market and other regional and local entities and individuals. We continue to work with CSCAA to assist them with their Community Needs Assessment. We solicit information from our local Human Services Coalition and United Way. Our nine 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). Our messaging occurs online with a recently updated website and on social media sites including Facebook and Youtube.

6. What specific evidence-based interventions/strategies/activities are being implemented to address the specific priorities and the health disparity and how were they selected?

For Prevent Chronic Diseases we continue to make referrals to Chronic Disease Self- Management program and National Diabetes Prevention Program. We continue to support the implementation of Complete Streets policies, assist schools with their local school wellness policies, continue to encourage local providers to become Breastfeeding Friendly Practices, work with public and private employers to implement breastfeeding friendly policies, and promote interventions to prevent or manage chronic diseases.

For Promote Healthy Women, Infants and Children we will utilize our Cayuga County Nurse-Family Partnership Program (NFP). This is an evidence-based program administered by the CCHD which improves the health of mom and baby and increases access to healthcare and community programming. Collaboratively the NFP and Cayuga County Women, Infants and Children Program, will work with ACH and other community partners to increase the number of babies who are breastfed.

7. How are progress and improvement being tracked to evaluate impact? What process measures are being used?

The evaluation process for the activities is documented in the Plan. The CCHD along with ACH will continuously evaluate projects and activities that have been selected. This on-going evaluation will ensure that our work is being held to the highest of standards. CCHD has a Quality Assurance (QA) program that reports to our Board of Health quarterly and activities of the CHIP will be evaluated by our QA team. Goals and objectives may be revised at any point during the 2016 – 2018 time frame to better attain participation and adherence in accomplishing 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. We will measure and monitor our data throughout the year and compare as able to the previous year.

Report

1. Provide a short description of the community being served and how the service area has been defined. This could be one county or several counties or parts of several counties. If this is a regional assessment and plan, the plan must describe each county's health issues and identify the process each county used to identify its priorities and how it will contribute to addressing them.

Nearly 55.3 miles long and 24.18 miles wide, Cayuga County's land area stretches from the shores of Lake Ontario into the heart of the Finger Lakes Region and the Southern Tier of Central New York. According to the 2014 American Community Survey population estimate, Cayuga County has a total population of 78,823 residents. Located in the center, Auburn is the only City and largest community in the County. The Cayuga County Health Department's physical offices are located in the Downtown Business District of the City of Auburn. Auburn Community Hospital is the only hospital in the County, and is located in the northern section of the City of Auburn.

Thirty-four percent of Cayuga County's total population resides in Auburn, which includes about 10 percent of the County's minority population, mostly African American. This dense concentration of the county's population, health care providers and Hospital is one of the primary reasons why most of the early initiatives will be in the City of Auburn. Downtown Auburn is the epicenter for most of the historical sites, businesses, restaurants, the Auburn Farmer's Market, hotels, city and county government agencies, public housing and three of the County's senior citizen complexes.

One of the largest segments of the population are Baby Boomers. These are individuals ages 65 and older and make up seventeen percent of the County's population. This group, in particular, has already been diagnosed with one or more chronic diseases, which is why our focus will be on managing and preventing those conditions from getting worse.

2. Provide a short summary of health and other data that was reviewed to identify health issues of concern in the community. This could include the Prevention Agenda Dashboard, County Health Rankings and/or other sources of data on demographics and health issues facing the community and the underlying conditions that contribute to their health.

Obesity and diabetes disproportionately affects low-income children and adults, African American and Hispanic residents and those with disabilities. The 2015 U.S. Census estimate shows that 12.7 percent of Cayuga County residents are living in poverty, with 22.2 percent of children under 18 years of age living in poverty.

From 2012-2014, the New York State Department of Health reported that the percentage of Cayuga County elementary school students who were overweight or obese was 36.4 as compared to the NY Value of 33.1 percent, which is third highest in the CNY region. Furthermore, the percentage of Cayuga County children in grades 7 and 10, classified as overweight or obese was 37.5 as compared to the NYS Value of 35.2 which is fourth highest in the CNY region. The Dashboard; however, indicates an improvement in childhood and adolescent obesity rates. With Cayuga County at 21.4 percent this exceeds the New York State percentage of 17.3 and the NYS Prevention Agenda 2018 goal of 16.7 percent, and ranks us second highest in the CNY region.

Thirty-three percent of Cayuga County adults are obese, compared to the New York State percentage of 24.9 and the Prevention Agenda Goal of 23.2, which is third highest in the Central New York (CNY) region. Cayuga County is second highest in the region for adults who are sedentary at 30.7 percent and second highest for high blood pressure prevalence at 35.7 percent.

The NYS Prevention Agenda County Level Dashboard shows that the Cayuga County rate of hospitalizations for short-term complications of diabetes is 7.5 compared to the Prevention Agenda Goal of 4.86. This is very alarming considering that in 2008, we

were at 4.3. Specifically, Auburn Community Hospital's number one reason for hospital admission is Diabetes, with 163 admissions occurring in 2015 and 92 admissions thus far, in 2016.

Cayuga County has an aging population with 17 percent of the total population being over 65 years of age. Our aging population ranks the worst when it comes to many Community Dashboard Indicators (provided by HealtheConnections), one being second highest in the region for Preventable Hospital Stays for the Medicare population. Community Dashboard Indicators reflect that Cayuga County ranks highest in the region for both the percentage of adults 65 years and older treated for hyperlipidemia and hypertension for the Medicare population. Also, this age group accounted for the largest percentage of Cayuga County residents with hospitalizations due to long-term complications from diabetes. Special attention will be given to this group as many of them have been diagnosed with one or more chronic diseases and some are having issues managing their condition(s).

According to the Community Dashboard Indicators, 15.9 percent of Cayuga County residents have a disability. This ranks Cayuga second highest in the region behind Oneida and Oswego Counties respectively tied at 16.1 percent. In addition, thirty-eight percent of Cayuga County residents who have a disability are over the age of 65.

The percentage of WIC mothers who are 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%. Rates of pre-pregnancy obesity in women who participated in the WIC program remained high, at nearly 32%. Also, 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.

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 close to 43,000 Cayuga County residents (2015). 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 2018 Objective at 21.6 (2). Updated third grade surveillance data is not available at this time.

The Community Dashboard Indicators made available by HealtheConnections states that Cayuga County has the worst Primary Care Provider rate in the CNY region with 28 primary care providers per 100,000 residents. These same indicators rank Cayuga County the worst in the CNY region for access to supermarkets and grocery stores. As we begin the discussion of access to health care providers, grocery stores and government offices, most of which are located in the City of Auburn, we must start the conversation around transportation and those who would benefit from public transportation (i.e. people with disabilities, low-income residents who do not own a vehicle and senior citizens who do not drive).

3. Identify the two Prevention Agenda priorities and the health disparity being addressed with community partners including LHDs and hospitals and provide a description of the community engagement process that was used to select or confirm existing priorities.

The priority areas identified that the CCHD and ACH plan to collaborate on are

Preventing Chronic Diseases and Promote Healthy Women, Infants and Children. These have been determined due to the significant need in Cayuga County as demonstrated by the supportive data listed previously in this report. The Cayuga County Health Department and Auburn Community Hospital reviewed DSRIP data including the Community Health Assessment completed by the John Snow Institute in October 2014. Our agencies also reviewed the New York State Department of Health Prevention Agenda County Dashboard Indicators to compare data. In addition, regional health data was reviewed from the Healthconnections website. Our findings are very similar and are a common theme for many of our community partners. Cayuga County residents with low incomes, those living in poverty and those with disabilities have limited access to health care providers, supportive services/programs, grocery stores and public transportation. These issues affect many different factors in a person's life, include their health.

4. This information will be in workplan format, please see attached workplan:
5. Briefly describe the process that will be used to maintain engagement with local partners over the next three years, and the process that will be used to track progress and make mid-course corrections.

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 efforts 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.

6. Briefly describe plans for the dissemination of the executive summary to the public and how it will be made widely available to the public including providing the website where it can be located.

This entire report will be available on the homepage of our websites, posted on our respective Facebook pages and discussed at community meetings and coalitions. The Health Department website is: www.cayugacounty.us/health and our Facebook page can be found by searching Cayuga County Health Department. The website link for Auburn Community Hospital is www.auburnhospital.org. Information and updates will also be provided to the Cayuga County Legislature, Board of Health, county departments and community partners. Auburn Community Hospital will share this information with staff, including the hospital-owned provider groups.

Priority Area – Prevent Chronic Disease
Focus Area – Increase Access to High Quality Chronic Disease Preventive Care and Management in Both Clinical and Community Settings

Background Information: Obesity in Adults

Thirty-three percent of Cayuga County adults are obese as compared to the New York State percentage of 24.9 and the Prevention Agenda Goal of 23.2, which is third highest in the Central New York (CNY) region. Cayuga County is second highest in the region for adults who are sedentary at 30.7 percent and second highest for high blood pressure prevalence at 35.7 percent. (1)

The NYS Prevention Agenda County Level Dashboard shows that the Cayuga County rate of hospitalizations for short-term complications of diabetes is 7.5 compared to the Prevention Agenda Goal of 4.86. This is very alarming considering that in 2008, we were at 4.3. Specifically, Auburn Community Hospital's number one reason for hospital admission is Diabetes, with 163 admissions occurring in 2015 and 92 admissions thus far, in 2016.

Partners: Cayuga Community Health Network, Auburn Community Hospital and local providers.

References:

1. HealtheCNY Indicators

<http://www.healthecny.org/index.php?module=indicators&controller=index&action=dashboard&alias=alldata>

2. New York State Prevention Agenda County Level Dashboard

https://apps.health.ny.gov/doh2/applinks/ebi/SASStoredProcess/guest?_program=%2FEBI%2FPHIG%2Fapps%2Fdashboard%2Fpa_dashboard&p=ch&cos=5

Priority Area – Prevent Chronic Disease
Focus Area – Increase Access to High Quality Chronic Disease Preventive Care and management in Both Clinical and Community Settings

Goal #1 – Promote evidence-based care to manage chronic diseases.

Objective #1 – By December 2018, Cayuga County Health Department will **create a referral form and referral process** for evidence-based programs that Auburn Community Hospital, local providers and community-based organizations can use.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Create a referral form for providers and community-based organizations to use.	Share draft of referral form with partner agencies.	Cayuga County Health Department	CCHN-Coordinator	Sharing staff and data.	Winter 2017	
Promote the use of the form to all Cayuga County providers and community-based organizations in the City of Auburn and rural areas.	Identify any changes or enhancements to be made to the form to maximize the number of referrals received.	Cayuga County Health Department	ACH & CCHN Coordinators	Sharing staff and data.	Winter/ Spring 2017	Yes
Serve as clearing house for all referrals that are received.	Number of referrals received quarterly.	Cayuga County Health Department			Spring 2017 and on-going.	
Forward referrals to appropriate programs.	Number of referrals sent to appropriate programs.	Cayuga County Health Department			Spring 2017 and on-going.	

Evaluate where the forms are coming from and contact providers who are not referring.	Number of referrals received and from who.	Cayuga County Health Department	CCHN - Evaluator	Sharing staff and data.	Summer 2017 and on-going.	
Contact providers who are not making referrals.	Dates of contact.	Cayuga County Health Department	CCHN - Coordinator	Sharing staff and data.	Summer 2017 and on-going.	

Priority Area – Prevent Chronic Disease
Focus Area – Increase Access to High Quality Chronic Disease Preventive Care and management in Both Clinical and Community Settings

Goal #1 – Promote evidence-based care to manage chronic diseases.

Objective #2 – By December 2018, Cayuga County Health Department will promote the use of the referral form to assist in increasing the number of referrals made to Cayuga Community Health Network’s Chronic Disease Self-Management programs.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Educate Hospital staff on the use of the form and the programs the form refers patients to.	Dates of meetings. Number of referrals received.	Cayuga County Health Department & Auburn Community Hospital	ACH – Coordinator	Providing meeting room, sharing data.	Winter 2017	
Educate primary care providers in the City of Auburn and rural areas on the use of the form and the programs the form refers patients to.	Dates of meetings. Number of referrals received.	Cayuga County Health Department & Auburn Community Hospital	ACH – Coordinator	Providing meeting room, sharing data.	Winter 2017	Yes
Educate specialty providers in the City of Auburn and rural areas on the use of the form and the	Dates of meetings. Number of referrals received.	Cayuga County Health Department &	ACH – Coordinator	Providing meeting room, sharing data.	Winter 2017	Yes

programs the form refers patients to.		Auburn Community Hospital				

Priority Area – Prevent Chronic Disease
Focus Area – Increase Access to High Quality Chronic Disease Preventive Care and management in Both Clinical and Community Settings

Goal #1 – Promote evidence-based care to manage chronic diseases.

Objective #3 – By December 2018, Cayuga County Health Department will promote the use of the referral form to assist in increasing the number of referrals made to Cayuga Community Health Network’s National Diabetes Prevention Program.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Educate Hospital staff on the use of the form and the programs the form refers patients to.	Dates of meetings. Number of referrals received.	Cayuga County Health Department & Auburn Community Hospital	ACH – Coordinator	Providing meeting room, sharing data.	Winter 2017	
Educate primary care providers on the use of the form and the programs the form refers patients to.	Dates of meetings. Number of referrals received.	Cayuga County Health Department & Auburn Community Hospital	ACH – Coordinator	Providing meeting room, sharing data.	Winter 2017	
Educate specialty providers on the use of the form and the programs the form refers patients to.	Dates of meetings. Number of referrals received.	Cayuga County Health Department & Auburn Community Hospital	ACH – Coordinator	Providing meeting room, sharing data.	Winter 2017	

Priority Area – Prevent Chronic Disease
Focus Area – Increase Access to High Quality Chronic Disease Preventive Care and management in Both Clinical and Community Settings

Goal #1 – Promote evidence-based care to manage chronic diseases.

Objective #4 – By December 2018, Cayuga County Health Department will work with Cayuga Community Health Network and Auburn Community Hospital to **offer evidence-based programs** in the community.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Offer Chronic Disease Self-Management Programs in the community including the City of Auburn and rural areas.	Number of programs offered. Dates of each program offered. Number of participants at each program.	Cayuga Community Health Network	CCHD & ACH – referral to and promotion of.	Sharing information and data.	Winter/ Spring 2017	Yes
Offer National Diabetes Prevention Programs in the community in the City of Auburn and rural areas.	Number of programs offered. Dates of each program offered. Number of participants at each program.	Cayuga Community Health Network	CCHD & ACH – referral to and promotion of.	Sharing information and data.	Winter/ Spring 2017	Yes

Evaluate the promotional activities of the programs.	Determine how people have heard about the programs, work to implement new strategies.	Cayuga Community Health Network	CCHD – Facilitator	Sharing information and data.	Summer/Fall 2017	
Evaluate the progress of the programs.	Participant satisfaction surveys. Pre/Post Test results.	Cayuga Community Health Network	CCHD – Facilitator	Sharing information and data.	Fall 2017	

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

Background Information: Breastfeeding-Friendly Practices

Partners: Auburn Community Hospital and Cayuga Community Health Network

Resources:

<https://www.health.ny.gov/community/pregnancy/breastfeeding/providers/>

https://www.health.ny.gov/community/pregnancy/breastfeeding/docs/model_hospital_breastfeeding_policy.pdf

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

Goal #2 – Expand the role of health care, health services providers and insurers in obesity prevention.

Objective #1 – By December 2018, Cayuga County Health Department will work with Auburn Community Hospital to **implement and promote evidence-based practices**

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Support Auburn Community Hospital’s efforts to be in compliance with new perinatal services regulations.	Changes to Hospital policies and date of new policies being implemented.	Cayuga Community Health Department	ACH - Facilitator	Staff time and sharing of data.	January 2017	
Work with Auburn Community Hospital to participate in quality improvement efforts to increase breastfeeding exclusivity at discharge.	Number of breastfeeding exclusive moms being discharged from ACH	Auburn Community Hospital	CCHD – Facilitator	Staff time and sharing of data.	January 2017	

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

Goal #2 – Expand the role of health care, health services providers and insurers in obesity prevention.

Objective #2 – By December 2018, Cayuga County Health Department will work with Auburn Community Hospital to **promote and support local health care provider becoming Breastfeeding Friendly Practices.**

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Offer a workshop to educate hospital and community providers on becoming Breastfeeding Friendly Practices	Date of workshop. Number of providers in attendance.	Cayuga County Health Department	ACH & Cayuga Community Health Network – Coordinator	Staff time and sharing of information.	Winter 2017	
Work with Auburn Community Hospital to encourage hospital owned OB/GYN and primary care practices and clinical offices becoming NYS Breastfeeding Friendly Practices.	Dates of meetings with health care providers. Number of Hospital-owned practices designated as NYS Breastfeeding Friendly.	Cayuga County Health Department	ACH – Coordinator	Staff time and sharing of data.	Winter 2017	
Work to encourage other OB/GYN and primary care	Dates of meetings with health care providers.	Cayuga County Health Department			Winter 2017	

practices and clinical offices in the County becoming NYS Breastfeeding Friendly Practices.	Number of Hospital-owned practices designated as NYS Breastfeeding Friendly.					
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Priority Area – Prevent Chronic Disease
Focus Area – Reduce Obesity in Children and Adults

Background Information: Employer-based Breastfeeding-Friendly Policies

Partners: Auburn Community Hospital and Cayuga Community Health Network

Resources:

<http://breastfeedingpartners.org/images/pdf/toolkit/ForTheLawFINAL.pdf>

<http://breastfeedingpartners.org/images/pdf/ForEmployersFINAL.pdf>

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

Goal #2 – Expand the role of public and private employers in obesity prevention.

Objective #3 – By December 2018, Cayuga County Health Department will work with Cayuga Community Health Network and Auburn Community Hospital to **promote businesses implementing breastfeeding-friendly policies.**

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Offer a workshop for Cayuga County Employers on the NYS Laws regarding breastfeeding in the workplace and becoming breastfeeding-friendly.	Date of workshop. Number of employers in attendance.	Cayuga County Health Department	CCHN - Coordinator	Staff time		
Use the Business Case for Breastfeeding to encourage employers to implement breastfeeding-friendly policies.	Meeting dates with employers. Number of employers that have implemented policies and practices to support breastfeeding.	Cayuga County Health Department				

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

Background Information: Breastfeeding

The percentage of Cayuga County babies who are exclusively breastfed in the hospital is 64.7. This exceeds the New York State (NYS) percentage of 43.1 and the NYS 2018 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 (2).

Healthy People 2020 Benchmark for babies who were breastfed at six months target is 60.6% (2). The 2016 Centers for Disease Control and Prevention Breastfeeding Report Card shows New York State breastfeeding rates at six months were 55.8 and at twelve months 33.6 (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 steady for the past ten year. The 2012 – 2014 data shows Cayuga County WIC mothers breastfeeding at least six months was 19%, which is second lowest in the Central New York region, only behind Oneida County (4).

Last round of our CHIP (2013-2016), we decided to work with Auburn Community Hospital for well-check calls on women who consent to being contacted by Health Department staff. The well-check calls assessed breastfeeding status. Results from year#1 (May 2014 – May 2015) show that there were 479 births at ACH during that timeframe.

- We collected 287 consents (60%).
- 109 wished to be contacted (40%)
- Of the 71 women (65%) we reached by initial call:
 - 50 women were breastfeeding (70%).

- These 50 would be followed up with to assess breastfeeding status at 3, 6, 9, and 12 months.
 - 32 of the 50 (64%) were lost to follow-up throughout the year.
 - 18 of the 50 (36%) were contacted over one year.

Of the 18 women contacted over year one, fifteen stopped breastfeeding between 0-3 months, one mother stopped between 3-6 months, and two women stopped between 6-9 months. Not one mother we contacted breastfed for the entire first year of their child's life.

Auburn Community Hospital reports 387 births through December 11, 2016. As of December 12, 2016 for the 2016 well-check calls, we collected 243 consents (63%).

- 104 wished to be contacted (43%)
- Of the 79 women (76%) we reached by initial call:
 - 63 women were breastfeeding (78%).
- These 63 women who were breastfeeding at initial call were followed up with to assess breastfeeding status at 3, 6, 9, and 12 months.
 - Only 18 women were still breastfeeding at 3 months, only 9 at 6 months and 2 at 9 months.

Partner: Auburn Community Hospital

References:

1. New York State Prevention Agenda County Dashboard
https://apps.health.ny.gov/doh2/applinks/ebi/SASStoredProcess/guest?_program=%2FEBI%2FPHIG%2Fapps%2Fdashboard%2Fpa_dashboard&p=ch&cos=5
2. Healthy People 2020 Benchmarks for Breastfeeding
<https://www.healthypeople.gov/2020/topics-objectives/topic/maternal-infant-and-child-health/objectives>
3. Centers for Disease Control and Prevention 2016 Breast Feeding Report Card
<https://www.cdc.gov/breastfeeding/data/reportcard.htm>
4. Cayuga County Percentage of WIC Mothers Breastfeeding at Six Months (September, 2012)
<http://www.healthecny.org/index.php?module=indicators&controller=index&action=view&indicatorId=4077&localeId=1885>

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 proportion of babies who are breastfed.

Objective #1 – By December 2018, increase the awareness of breastfeeding and breastfeeding resources available in community via a multi-media campaign, utilizing all forms of media.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Work with hospital and community-based organizations to create consistent messages around breastfeeding.	Messages created. Dates of advertisements.	Cayuga County Health Department	ACH & CCHN – Coordinator	Sharing staff and information.	Winter 2017	
Manage a community breastfeeding page on Facebook	Dates and postings on Facebook.	Cayuga County Health Department			On-going	
Promote the Breastfeeding Connection Facebook page.	Number of likes to the page.	Cayuga County Health Department	ACH & CCHN – Coordinator	Sharing information.	On-going	
Manage revisions and reprints of breastfeeding resource guide.	Revision dates. Number of copies printed.	Cayuga County Health Department			On-going	

Promote and distribute breastfeeding resource guide.	Dates and locations the list was distributed to.	Cayuga County Health Department	ACH & CCHN – Coordinator	Sharing information.	On-going with revisions as needed	
Offer breastfeeding workshops/trainings for hospital and health department staff and healthcare providers.	Dates of workshops/trainings. Number of individuals in attendance. Satisfaction surveys or pre/post tests.	Cayuga County Health Department	ACH & CCHN – Coordinator	Sharing staff and information.	Spring/Summer 2017	
Offer breastfeeding workshop for the community.	Dates of workshops. Number of individuals in attendance.	Cayuga County Health Department	ACH & CCHN – Coordinator	Sharing staff and information.	Spring Summer 2017	

**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 proportion of babies who are breastfed.

Objective #2 – By January 2017, revisions to the referral form (for well-check calls) will be made so that Auburn Community Hospital Maternity Ward staff can begin distributing to delivering mothers.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Revisions to the referral form will be discussed and approved.	Date the form is revised.	Cayuga County Health Department	ACH – Coordinator	Sharing information.	On-going with revisions as needed.	
Implement the use of the referral form.	Date form is approved.	Auburn Community Hospital			January 2017	
Maternity staff will be informed of the importance of promoting the use of the referral form and breastfeeding resources available to patients when they are discharged.	Date of meeting with maternity staff.	Cayuga County Health Department	ACH – Coordinator		January 2017	
Evaluate the number of referral forms received by Hospital	Compare number of referrals received to number of births at	Cayuga County Health Department	ACH - Coordinator		Spring 2017 and on-going	

Maternity Ward staff.	Auburn Community Hospital.					
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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 proportion of babies who are breastfed.

Objective #3 – By January 2017, Cayuga County Health Department staff will make revisions to well-check survey.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Health Department staff will revise the well-check survey questions to better obtain more pertinent information.	Survey revisions.	Cayuga County Health Department			January 2017	
Notify staff who conduct surveys of the revisions that have been made.	Date staff are notified.	Cayuga County Health Department			January 2017	

**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 proportion of babies who are breastfed.

Objective #4 – By January 2017, Cayuga County Health Department staff will begin conducting initial well-check calls to obtain baseline information on the health and well-being of mom and baby as was as to assess the mother’s breastfeeding status.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Health Department staff will conduct initial well-check phone calls to all mothers whom we received a referral on and consented to being contacted.	Survey revisions.	Cayuga County Health Department	ACH - Coordinator	Sharing of information.	January 2017 and on-going	Yes
Staff will offer support and resources as part of the initial call and will make referrals to other agencies as necessary.	Number of people referred to other agencies. Number of home visits made	Cayuga County Health Department			January 2017 and on-going.	Yes
Staff will enter survey results into an electronic database.		Cayuga County Health Department			January 2017 and on-going.	

Staff will file any breastfeeding mother into the follow-up folder and follow-up calls will be conducted at different time intervals.	Number of women breastfeeding at time of initial call.	Cayuga County Health Department			January 2017 and on-going.	
Staff will analyze survey results and address any issues that have been identified as part of the initial well-check call.	Survey results.	Cayuga County Health Department			January 2017 and on-going.	

**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 proportion of babies who are breastfed.

Objective #5– By March 2017, Cayuga County Health Department staff **will begin conducting follow-up well-check calls** to obtain information on the health and well-being of mom and baby as well as to **assess the mother’s breastfeeding status**. Call will be conducted at 1 month, 3 months, 6 months, 9 months and 12 months post discharge.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Health Department staff will conduct follow-up well-check phone calls to all mothers whom indicated they were breastfeeding on initial well-check call.	Number of calls.	Cayuga County Health Department			March 2017 and on-going	Yes
Staff will offer support and resources as part of the follow-up call and will make referrals to other agencies as necessary.	Number of people referred to other agencies. Number of home visits made	Cayuga County Health Department			March 2017 and on-going.	Yes

Staff will enter survey results into an electronic database.		Cayuga County Health Department			March 2017 and on-going.	
Staff will analyze survey results to assess when breastfeeding rates drop off and address any issues that have been identified as part of the follow-up well-check call.	Number of women who have stopped breastfeeding and at what interval.	Cayuga County Health Department			March 2017 and on-going.	

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

Background Information: Reduce Pre-Term Birth Rates in Minority Populations

The New York State rate of preterm births is 10.8%. Cayuga County fares better than the State at 9.9%, but is slightly higher than the New York State Prevention Agenda 2018 Objective of 10.2%. However, preterm birth rates worsened for Black non-Hispanics compared to White non-Hispanics as well and premature births for Hispanics compared to White non-Hispanics. In addition, preterm birth rate worsened for Medicaid births compared to non-Medicaid births. (1)

For 2015, Auburn Community Hospital reports that there were 376 births (2). In 2015, the Cayuga County Health Department received 310 referrals from Auburn Community Hospital, OB/GYN providers, community organizations including WIC and self-referrals. Of the 310 referrals received, 121 were prenatal referrals, while 108 were post-partum/infant health referrals (3).

Through December 11, 2016 Auburn Community Hospital had 387 births. In 2016, the Cayuga County Health Department received 432 referrals from Auburn Community Hospital, OB/GYN providers, community organizations including WIC and self-referrals. Of the 432 referrals received, 94 were first-time mother referrals (NFP eligible) while 111 were infant health referrals. We had 227 maternal child health referrals (4).

By increasing the number of prenatal referrals received by the Cayuga County Health Department, we hope to increase the number of women receiving early, prenatal care, improve access to community programs and resources and improve our pre-term birth rates.

Partners: Auburn Community Hospital, local health care providers and community organizations.

References:

1. New York State Prevention Agenda County Dashboard
https://apps.health.ny.gov/doh2/applinks/ebi/SASStoredProcess/guest?_program=%2FEBI%2FPHIG%2Fapps%2Fdashboard%2Fpa_dashboard&p=ch&cos=5
2. Auburn Community Hospital 2015 Report
3. Cayuga County 2015 Report
4. Cayuga County 2016 Report

**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 postpartum services.**

Objective #1 – Cayuga County Health Department will continue to serve as the **single point of entry for the universal referral form** that 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.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Present information about our maternal child health programs to Auburn Community Hospital staff and distribute the universal referral form.	Date of meeting & distribution.	Cayuga County Health Department	ACH - Coordinator	Staff time.	Winter 2017 and on-going.	Yes
Present information about our maternal child health programs to local OB/GYN providers (including Hospital-owned practice, serving Medicaid patients) and	Date of meeting & distribution.	Cayuga County Health Department			Winter 2017 and on-going.	Yes

distribute the universal referral form.						
Present information about our maternal child health programs to community-based programs that serve low-income and minority residents and distribute the universal referral form.	Date of meeting & distribution.	Cayuga County Health Department			Winter 2017 and on-going.	Yes
Track which community partners are making referrals to us.	Number of referrals received.	Cayuga County Health Department			Winter 2017 and on-going.	

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

Background Information: Oral Health Data

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 (1).

Partners: East Hill Family Medical, Inc. (School-Based Dental Program), Cayuga Community Health Network

References:

1. Cayuga County Dashboard for Tracking Public Health Priority Areas, 2013-2018.
https://apps.health.ny.gov/doh2/applinks/ebi/SASStoredProcess/guest?_program=%2FEBI%2FPHIG%2Fapps%2Fdashboard%2Fpa_dashboard&p=ch&cos=5

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

Goal #1 – Reduce prevalence of dental caries among children.

Objective #1 – Link children and families to dental services.

ACTIVITY	EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Update listing of dental providers and insurances accepted.	Dates of revisions.	Cayuga County Health Department			Spring 2017 and on-going.	
Distribution of dental provider listings in the community.	Locations of where the list is distributed.	Cayuga County Health Department			Spring 2017 and on-going.	
Promote school-based dental services offered by East Hill Family Medical.	Number of school-based sites and children served at each.	Cayuga County Health Department	EH – coordinator of services	Staff time and sharing information.	Fall 2016 and on-going.	Yes
Promote the application of fluoride varnish, especially to our WIC clients.	Number children receiving fluoride varnish.	Cayuga County Health Department	EH – coordinator of services	Staff time and sharing information.	Fall 2016 and on-going	Yes

Priority Area – Promote a Healthy and Safe Environment
Focus Area – Water Quality

Background Information: Public Water Supply

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 43,000 Cayuga County residents (2015). Cayuga County residents not supplied water by the City of Auburn rely on wells for their water. (1)

Partners: East Hill Family Medical, Inc. (School-Based Dental Program), Cayuga Community Health Network

References:

1. City of Auburn, (2015). *City of Auburn water quality report 2015*. Retrieved from website: http://auburnny.gov/Public_Documents/AuburnNY_Uilities/Auburn-Water-2015.pdf

**Priority Area – Promote a Healthy and Safe Environment
Focus Area – Water Quality**

Goal #1 – To increase the percentage of Cayuga County residents that receive fluoridated drinking water.

Objective #1 – Increase the awareness of the benefits of community fluoridated water.

ACTIVITY	EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Provide education/ conduct multi- media campaign on the importance of proper oral hygiene and benefit of fluoride.	Dates of campaign.	Cayuga County Health Department			Summer 2018	
Continue to support and advocate for the City of Auburn to add fluoride to the drinking water.		Cayuga County Health Department			On-going.	

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

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 continued through September 2015. Cayuga County Creating Healthy Places to Live, Work & Play worked to implement environmental changes that promote and support physical activity and healthy food choices in the community. Successes of Creating Healthy Places to Live, Work & Play include: the establishment of 6 self-sustaining community gardens, creation/enhancement of eleven walking trails (seven were new trails), four municipalities who adopted Complete Streets policies, and the implementation of Complete Streets design elements that included the painting of 17 crosswalks the color red to increase awareness to motorists and pedestrians.

Cayuga County has four municipalities who passed Complete Streets Policies: the Towns of Brutus and Montezuma, Village of Weedsport and the City of Auburn. These policies have impacted 36,189 residents in the four respective municipalities, representing 46 percent of Cayuga County's total population.

Currently, Cayuga County Health Department does not have any chronic disease grant programming. An application to New York State Department of Health (NYSDOH) was submitted for the LIFT Population Health grant. Our organization is continuously seeking out grant opportunities and looks to be a sub-contractor of work in the community.

Partners: Cayuga County Planning Department, local municipalities.

References:

1. Cayuga County Creating Healthy Places to Live, Work & Play Grant Summary Report
www.modelhealthychoices.com

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

Goal #1 – Create community environments that promote and support healthy food and beverage choices and **physical activity**.

Objective #1 – By December 2018, Cayuga County Health Department will assist **in increasing the number of municipalities with Complete Streets policies from 4 to 6**, by working with municipalities and Cayuga County Planning Department to educate and encourage the passage of Complete Streets policies.

INTERVENTION/ STRATEGY/ ACTIVITY	PROCESS MEASURES/ EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Identify municipalities who are interested in Complete Streets or working on Comprehensive Plans.	Number of municipalities interested or working on plans	Cayuga County Health Department	Planning Dept.– identify municipalities that are engaged in the process of writing Comprehensive Plans	History and experience working with municipalities and writing Comprehensive plans.	Winter 2017	
Provide education and trainings for municipalities	Dates of education/ trainings	Cayuga County Health Department	Planning Dept. – Assist with providing information to municipalities.	Staff expertise with assisting municipalities in the past.	Spring 2017	
Work with the municipalities to adopt Complete Streets Policies.	Number of municipalities that adopted C.S. policies. Number and percentage of residents impacted.	Cayuga County Health Department	Planning Dept. – Present Complete Streets information to Town Boards		On-going through December 2018	

Promotion of municipalities that pass Complete Streets policies	Dates of newspaper articles, press releases, Facebook posts	Cayuga County Health Department	Planning Dept. – Assist with promotion.		On-going through December 2018	
Activities will be evaluated annually through 2018.	December 2018 & annually	Cayuga County Health Department	Planning Dept. – Provide updates			

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

Goal #1 – Create community environments that promote and support healthy food and beverage choices and **physical activity**.

Objective #2 – By December 2018, Cayuga County Health Department will work municipalities to **increase the number of newly created or improved trails from eleven to fifteen**.

ACTIVITY	EVALUATION	LEAD AGENCY	PARTNER ROLE	PARTNER RESOURCES	TARGET DATE	WILL ACTION ADDRESS DISPARITY
Continue promotion of community trails CHP has assisted with	Distribution of trail maps, dates of advertising, newspaper articles, press releases, Facebook posts	Cayuga County Health Department	Assist with promotion.	CCHN - Diabetes Support Group, Diabetes Prevention Program and Chronic Disease Self-Management participants. ACH – Cardiac Rehab, Endocrinology and Bariatric patients. Tourism and Chamber email lists and office promotion.	Spring 2017 and on-going.	
Identify municipalities interested in creating or improving a	Listing of municipalities	Cayuga County Health Department	CCHN			

trail in their community.						
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