

# Healthy Ulster Council A Review of 2015 Progress

December 2015



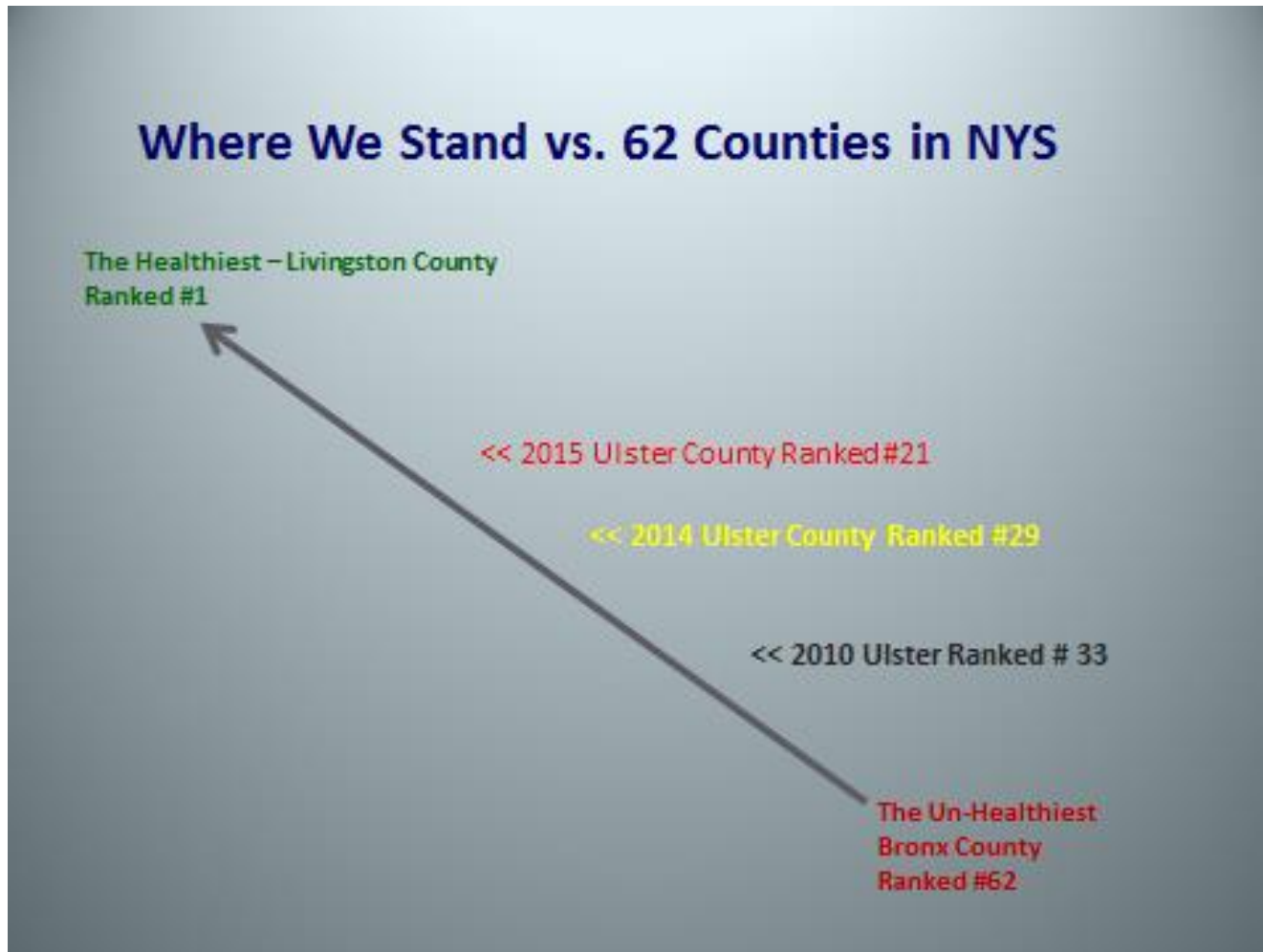
We started with a new era of prevention.

“My goal is to make Ulster the healthiest county in New York.”

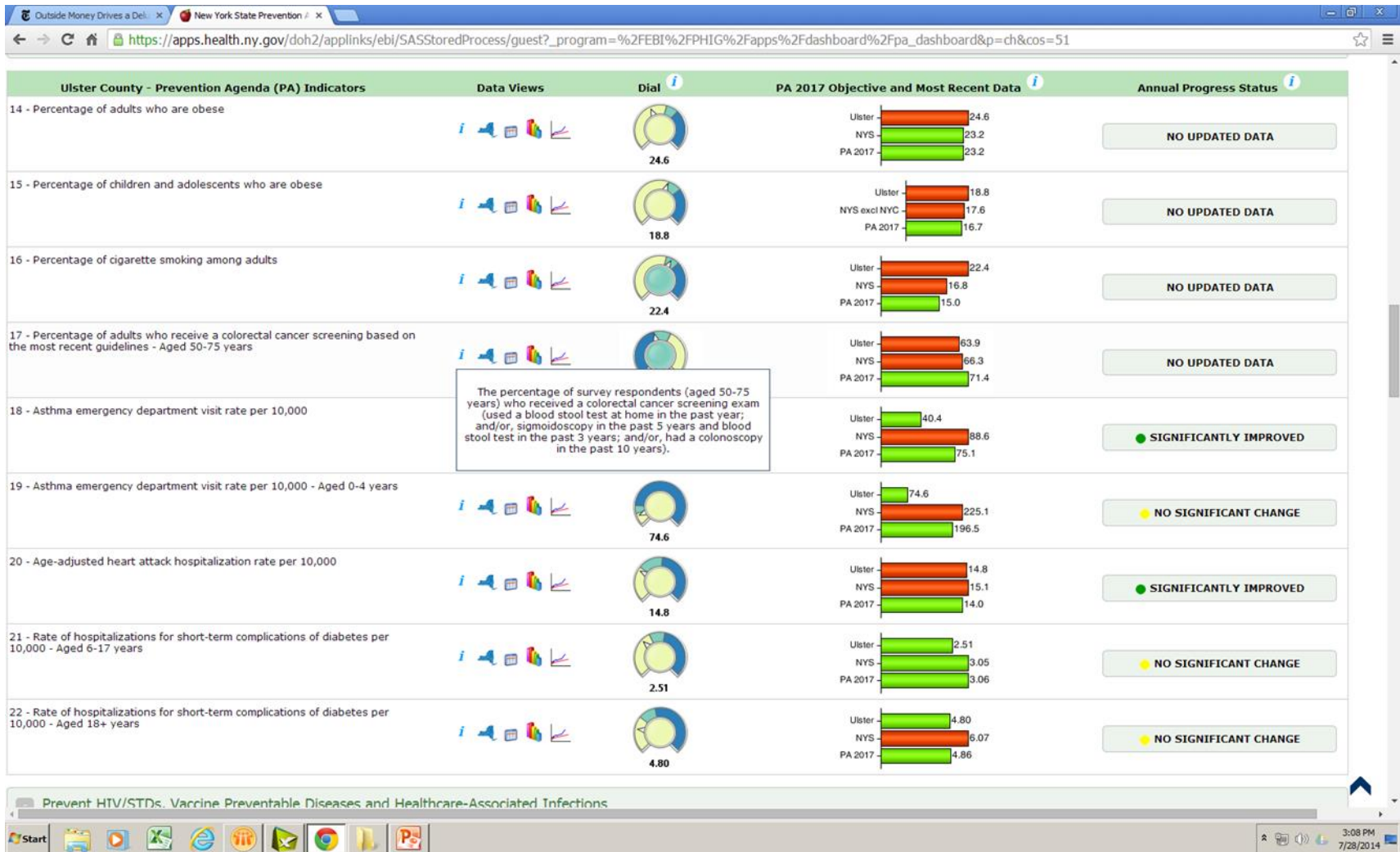


**County Executive Mike Hein**

# We took stock of where we are.



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# We set priorities in our CHIP.

- 1. Prevent Chronic Diseases (*focus on obesity*)**
2. Promote a Healthy and Safe Environment
3. Promote Healthy Women, Infants and Children
- 4. Promote Mental Health and Substance Abuse Prevention**
5. Prevent HIV,STDs, Vaccine Preventable Diseases and Healthcare Associated Infections

# What Works for Health Inventory

- Conducted a baseline survey to create an inventory of activities to prevent chronic disease already happening in Ulster County



**Ulster County Department of Health  
Chronic Disease Prevention Council Resource Inventory/Survey**

Please take a moment to tell us what you are doing to prevent chronic disease in Ulster County.

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

What community sector(s) does your organization best represent (check as many as apply)?

- |   |  |
|---|--|
| <input type="checkbox"/> Private Sector/Business    | <input type="checkbox"/> Faith-based                         |
| <input type="checkbox"/> Trade/Industry Association | <input type="checkbox"/> Health/Mental Health Care           |
| <input type="checkbox"/> Government                 | <input type="checkbox"/> Non-traditional Healthcare/Wellness |
| <input type="checkbox"/> Education                  | <input type="checkbox"/> Community Coalition                 |
| <input type="checkbox"/> Sports/Fitness             | <input type="checkbox"/> Individual Community Member         |
| <input type="checkbox"/> Non-Profit                 | <input type="checkbox"/> Other: _____                        |
| <input type="checkbox"/> Transportation             |  |

What geographic area does your organization serve (check as many as apply)?

- |  |   |
|--|---|
| <input type="checkbox"/> Local communities:<br>_____ | <input type="checkbox"/> Hudson Valley Region |
| <input type="checkbox"/> Ulster County               | <input type="checkbox"/> State                |
| <input type="checkbox"/> Multi-County:<br>_____      | <input type="checkbox"/> National             |
|  | <input type="checkbox"/> Other: _____         |

What populations do you serve with respect to chronic disease prevention services, programs, and initiatives? (Check all that apply.)

- |                                   |                                  |                              |                            |
|-----------------------------------|----------------------------------|------------------------------|----------------------------|
| Age Range:                        | General Socio-economic status:   | Special Needs:               | Gender (if applicable):    |
| <input type="checkbox"/> Infants  | <input type="checkbox"/> Low     | <input type="checkbox"/> Yes | _____                      |
| <input type="checkbox"/> Children | <input type="checkbox"/> Average | <input type="checkbox"/> No  | Ethnicity (if applicable): |
| <input type="checkbox"/> Teens    | <input type="checkbox"/> High    | If yes, describe: _____      | _____                      |
| <input type="checkbox"/> Adults   |                                  |                              | Other                      |
| <input type="checkbox"/> Elderly  |                                  |                              | _____                      |

# What Works for Health Inventory

- We created an inventory that is continuously being updated.
- <https://prezi.com/zqpq8m000-ql/whats-happening-for-health-in-ulster-county/>

2015-9-1 UC What Works for Health Inventory - Microsoft Word

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Healthy Ulster County

Ulster County Chronic Disease Prevention Council  
Inventory of Prevention Activities 2014-2015

Michael R. Hein  
County Executive

KEY: Scientifically Supported Some Evidence Expert Opinion Insufficient Evidence Mixed Evidence Evidence of Ineffectiveness UC Strategy

What Works For Health Area	What Works for Health Policies and Programs	Current Ulster County Activities
<b>Health Behaviors</b> <ul style="list-style-type: none"> <li>• <b>Tobacco Use</b></li> </ul>	<b>Cell phone-based tobacco cessation interventions</b>	
	<b>Health care provider reminder systems: tobacco cessation</b>	Center for a Tobacco Free Hudson Valley
	<b>Increase funding for a comprehensive statewide tobacco program</b>	TFAC and other NYS TCP partners (no lobbying, just education)
	<b>Increase the price of tobacco</b>	ALA, ACS, AHA etc. ( <a href="#">advocates, lobbying</a> )
	<b>Mass media campaigns: tobacco use</b>	TFAC and other TCP partners 'educate' state and local lawmakers
	<b>Proactive tobacco quitlines</b>	TFAC
	<b>Reduce cost for tobacco cessation therapy</b>	
	<b>Smoke-free policies: indoor and outdoor areas</b>	TFAC
	<b>Technology-based tobacco cessation interventions</b>	TFAC
	Education to reduce home exposure to secondhand smoke	TFAC
	Restrict minor access to tobacco	UCDOH/ATUPA
	Restrict tobacco marketing	TFAC through our tobacco point of sale initiative
	Reduce tobacco retail outlet density around homes and schools	TFAC
	Regulate e-cigarettes	UCDOH/Mike Hein
	<b>Tobacco cessation contests</b>	
<b>Group Tobacco Cessation Programs</b>	ShopRite of Kingston	

Page: 4 of 33 | Words: 4,439 | English (U.S.)

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# We set up Healthy Ulster Council communications pathways.

- **Internal**
  - Email list directly from Kristen (70)
  - Google Group: [uccdpc@googlegroups.com](mailto:uccdpc@googlegroups.com)
- **External**
  - Constant Contact List (over 500)
  - Ulster County Human Services Listserv
  - [LinkedIn Group](#)
  - [Ulster County Health Department Facebook](#)



# We learned about Collective Impact



- Collective impact is a structured approach to creating collaborative partnerships with a specific focus on working together to solve complex social and health problems that do not have a single, defined source or solution.
- Collective impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.

# 5 Core Characteristics of Collective Impact Initiatives

- Common Agenda
- Shared Measurement Systems
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Support Organizations

# We learned about Stages of Partnership - How do we get to collaboration?

- **Networking**
  - Organizations have a networking relationship when they exchange information in order to help each organization do a better job. Networking requires the least amount of commitment and time from organizations and can in itself have significant positive results.
- **Cooperation**
  - There is a low risk to member organizations and little chance of systems change. Participants can model best practices, test ideas, and convene problem-solving sessions.
- **Coordination**
  - There is low to moderate risk to member organizations and a better chance of systems change. It can push organizational boundaries and organizations engage in activities requiring greater mutual reliance.
- **Collaboration**
  - There is moderate to high risk to member organizations and the best chance of systems change. There are methods to resolve conflict and long-term system creation.

# We learned about PSE Strategies - What are they?

- Policy
- Systems
- Environment

We changed our name, and we created a draft vision and a mission.

- **Vision**

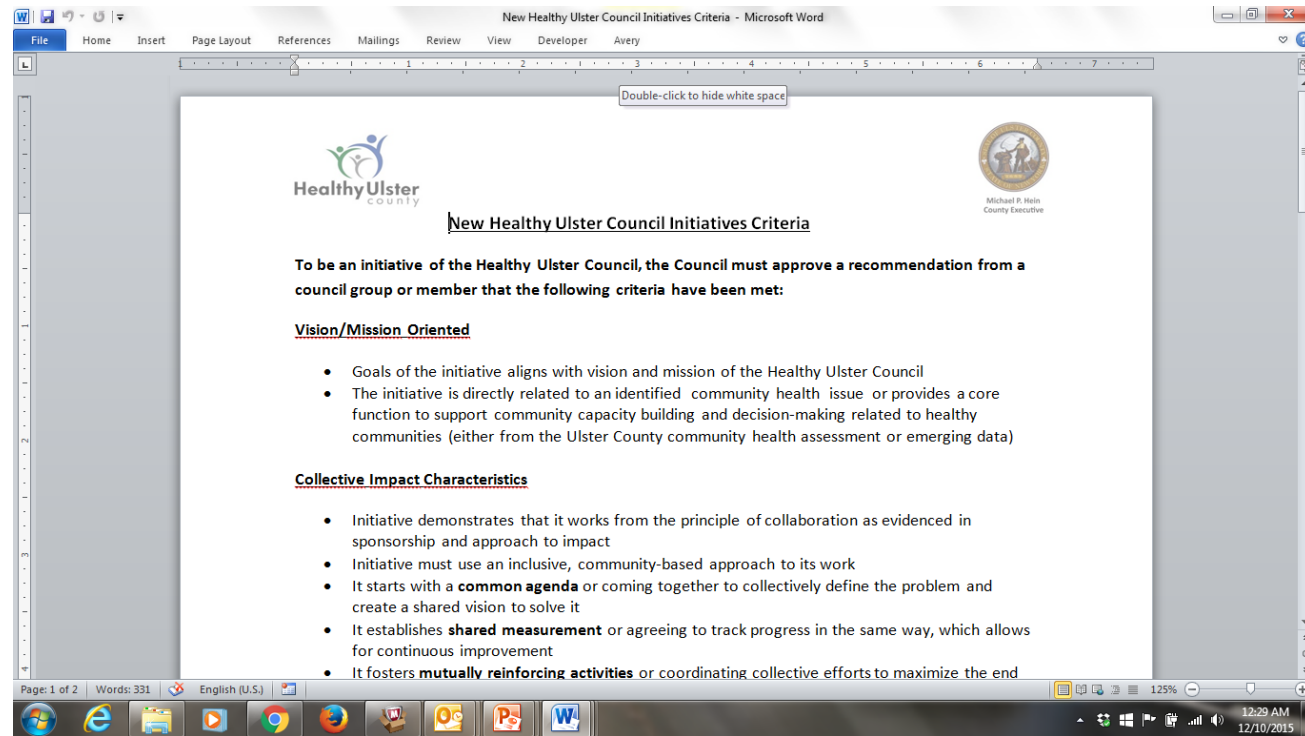
- A county where a strong culture of health supports healthy lifestyles for all people across socioeconomic differences.

- **Mission**

- To strengthen collaboration between organizations working to promote wellness and prevent illness and improve health outcomes through collective action and projects.

# We created criteria to be a Healthy Ulster County initiative.

- Vision/Mission Oriented
- Collective Impact Characteristics
- Policy, Systems, and Environmental (PSE) Change and Evidence-Based Characteristics



# We practiced what we preached.

- <https://www.facebook.com/100000275232982/videos/873599232659243/?theater>

# We created three action groups

- Healthy Eating
  - Active Living
  - Family and Social Support
- 
- Each group is developing an action plan for an initiative that will have collective impact and is a PSE change.



# We applied for the RWJF Culture of Health Prize

Robert Wood Johnson Foundation

How We Work   Our Topics   About RWJF

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## RWJF Culture of Health Prize

The RWJF Culture of Health Prize honors and elevates U.S. communities that are making great strides in their journey toward better health.

### Call for Applications

The 2016 call for applications is now closed but all year long communities can work together to build a Culture of Health.

Up to 10 winning communities will each receive a \$25,000 cash prize and have their success stories celebrated and shared broadly to inspire...

Sign up for RWJF news and updates

Your email address

**SUBSCRIBE**

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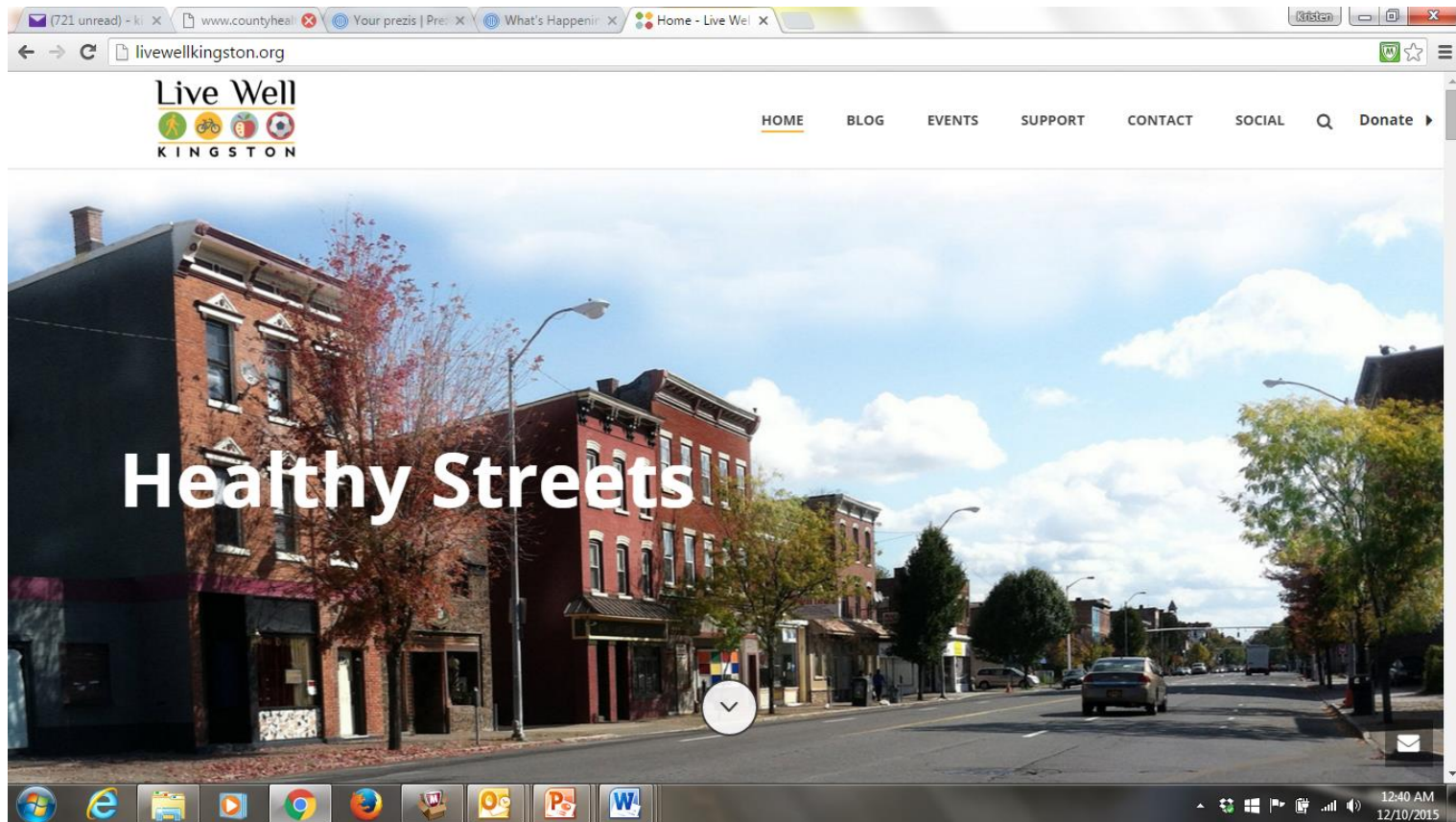
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We highlighted successful initiatives.



# The Live Well Kingston coalition developed communications and its focus teams.



# LWK Focus Teams grew.

- Travel Well
- Eat Well
- Age Well
- Play Well
- Heal Well



# 3 Year Strategic Plan

- We are working on a strategic plan to leverage resources, implement actions, and produce results.

UCDOH Action Plan Family and Support Group - Microsoft Word

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Healthy Ulster county

## Healthy Ulster Action Plan Template

**Vision:** Families throughout Ulster County have supports in their community that help them get access to healthcare and healthy activities.

**Mission:** To create Ulster County communities where people have family and social support that encourage participation in healthcare and healthy activities and programs.

Goal	Objective	Strategies
Understand the variety of existing services and supports for families to live healthy lives.	Assess the current offerings in each municipality that promote/support healthy family environments/activities/choices/programs	• Create/adopt a tool to assess the assets in each community to identify existing resources/programs/activities/challenges
		• Enlist the support of volunteers (Ulster Corps, SSIP, OFA, SUNY New Paltz students, other area college and high school students, etc.) to do this assessment
		• Assign volunteers to specific (How many?) communities to collect information by <ul style="list-style-type: none"><li>○ Validate that information found on each website is current</li><li>○ Contact key people in each municipality to collect information that represent businesses, faith based organizations, education, social organizations, etc.</li></ul>
		• Review existing inventories (i.e. DSRIP, 211, etc.)

Goal	Objective	Strategies
Understand the basic challenges and gaps in the system for families to be healthy.	Identify barriers for families to access healthcare and healthy activities.	Conduct a brainstorm session with the Healthy Ulster Council.

Page: 1 of 3 | Words: 352 | English (U.S.) | 100% | 11:28 PM 12/9/2015

# Next Steps for 2016

- Continue to develop and begin implementing action plans.
- Showcase successful local initiatives.
- Step up communications for Healthy Ulster.  
#healthyulster #livewellkingston  
[www.healthyulster.net](http://www.healthyulster.net)
- [www.livewellkingston.org](http://www.livewellkingston.org)

# Next Steps for 2016

- Offer professional development for Healthy Ulster members
- Develop coalition operating documents
- Seek opportunities for members to apply for collective grant applications.
- Develop an evaluation plan for our collective work.
- Meet every two months, starting February 11<sup>th</sup>.

# Meeting Schedule for 2016

- Mark your calendars!
- 2<sup>nd</sup> Thursday of the Month, 2-4 pm

February 11

April 14

June 9

August 11

October 13

December 8



# Questions?

- Contact Kristen Wilson

[kew67@cornell.edu](mailto:kew67@cornell.edu) or 845-340-3990 ext. 347

Or

Stacy Kraft

[stor@co.ulster.ny.us](mailto:stor@co.ulster.ny.us) or 845-334-5527

- Vin will bring us up to speed with new data on Ulster County health.