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◊ Collaboration ◊ Catalyst ◊ Community

**North Country Population Health Improvement Program
Stakeholder Meeting
August 11, 2016
Peru, NY**

Meeting Summary

Introduction

The August 11, 2016 stakeholder meeting of the North Country Population Health Improvement Program (NC PHIP) focused on the following topics:

- the use of community maps and infographics as tools to engage stakeholders in community health improvement efforts; and
- broadband Internet access and utilization in the North Country.

Meeting presenters included:

Forrest Hillery - Data Analyst, AHI
Community Mapping and Infographics

Dave Wolff – Chair of AdkAction.org
Current and Future Status of Broadband Internet Access in the North Country

Chad McCarthy – Program Lead, North Country Older Adults Technology Services (OATS)
Services to Promote Internet Use in the North Country

The meeting agenda, PowerPoint presentation, and list of attendees are posted on the *HealthyADK* and AHI websites.

PHIP Updates

The following updates about PHIP activities were provided:

Revisions to *HealthyADK*

Changes to how the data measures contained in *HealthyADK* are displayed on the website will be implemented on August 22, 2016. The changes will significantly enhance *HealthyADK* users' ability to identify health priorities, prepare community needs assessments and respond to funding opportunities. Webinars to demonstrate the changes will be scheduled in September. All PHIP stakeholders will be notified about the webinar schedule.

HealthyADK Demonstrations

The PHIP team is seeking opportunities to provide *HealthyADK* demonstrations and discuss population health improvement with a broad variety of stakeholder groups and community sectors in the region. Offers to demonstrate *HealthyADK* have been sent to such groups as chambers of commerce, rotary clubs, colleges/community colleges, high schools, community-based organizations, etc. A schedule of demonstrations is being compiled.

Please contact Jessica Maguire, Community Services Coordinator, at jmaguire@ahihealth.org or at 515-480-0111 extension 311 to schedule a demonstration.

Learning Collaborative – Bridges Out of Poverty

To maintain the momentum initiated by the Bridges Out of Poverty two-day training that was delivered to approximately 270 individuals in the region, PHIP will be conducting a Bridges Out of Poverty learning collaborative. To inform the development of the learning collaborative, DSRIP Project 4.a.iii (Strengthen Mental Health and Substance Abuse Infrastructure) partners will be contacted for recommendations regarding the content of the learning collaborative. Additionally, people who attended the Bridges Out of Poverty training will be surveyed to gauge their interest in participating in the collaborative and their ideas for the content and format of the collaborative. It is anticipated that the learning collaborative will start in October.

Data Requests and Evaluation Assistance Requests

The PHIP team encourages you to take advantage of our capacity to provide data and data analysis regarding community health issues as well as our ability to help with developing community health evaluation activities. Links to the Data Request Form and the Evaluation Assistance Request Form are below. The forms can also be accessed from the *HealthyADK* home page.

http://www.healthyadk.org/content/sites/healthyadk/AHI_Data_Request_Form.pdf

http://www.healthyadk.org/content/sites/healthyadk/AHI_Evaluation_Assistance_Request_Form.pdf

Presentations and Discussion

Community Mapping and Infographics

Forrest Hillery, Data Analyst at AHI, facilitated a review and discussion of a series of sample maps and infographics that depicted several factors that may influence the rates of children and adolescents in Clinton County who are overweight or obese (see PowerPoint slides 11 - 16).

The purpose of the presentation was to explore the merits of using tools such as community maps and simple infographic depictions of data in engaging multiple community sectors and members in community health improvement discussions and efforts. There was consensus that community maps in particular had the potential for being useful tools for community engagement. The discussion also generated ideas about how community mapping can be used to reveal relationships among factors that may result in poor health outcomes and how mapping may help to identify strategies to address the outcomes.

Broadband Internet Access and Usage in the North Country

There is increasing evidence about the economic, educational and social benefits of broadband Internet access, especially in rural areas. Research is starting to show that Internet access has produced economic gains (e.g. increases in household income and employment levels) in rural portions of the country. Increased access to the Internet in the North Country has the potential to address some of the longstanding social determinants of health that have had a negative impact on the health of our communities.

Broadband Internet access does not always result in Internet utilization however. Recent studies conducted by the Pew Research Center indicate that people 65 years of age and older, individuals with annual incomes less than \$30,000, people with a high school education or less, and residents of rural areas are online at lower rates than other Americans. The demographic characteristics of people who use the Internet at lower rates is reflective of the residents of the North Country.

Dave Wolff, Chair of AdkAction.org provided an overview of broadband Internet access in the North Country. New York State's Broadband Program is a \$1 billion public-private partnership with a goal that every New York State resident will have broadband Internet access by the end of 2018. Mr. Wolff explained that the recent Time Warner Company merger with Charter Communications, which resulted in the company named Spectrum, will also have a positive impact on broadband Internet access in the North Country. As a condition of the merger in New York State, Spectrum will connect currently unserved areas, increase download speeds and offer a lower-cost Internet stand-alone option for customers.

Chad McCarthy, Program Lead for Older Adults Technology Services (OATS) in Plattsburgh described OATS' services to assist area seniors to gain knowledge and skills to be able to take advantage of new technologies (e.g. computers, smartphones, tablets, etc.). OATS offers free classes to seniors in a learning center located in the Champlain Mall in Plattsburgh. OATS will soon be opening a classroom located in the senior center in Malone. OATS also supports an online technology training platform called *Senior Planet U*.

Mr. McCarthy shared the results of a survey of recent training participants who reported that, as a result of the training, they felt more connected to family, friends and community, felt more optimistic about the future, have much more access to health information, and were more confident in their ability to live independently.

For more information about broadband Internet access in the North Country and AdkAction.org please visit their website at: <http://www.adkaction.org/>

For more information about OATS you can contact Mr. McCarthy at: 518-566-4422 or at cmccarthy@oats.org

Next Steps

As a result of the community mapping discussion, the PHIP team will explore options to produce county-specific community health maps for the six-county PHIP region. Once the community mapping resource is identified, the PHIP team will work with PHIP stakeholders in each county to determine the content of the county-specific maps. At a minimum, maps will be developed around the Prevention Agenda priorities identified in the Local Health Department's Community Health Assessments and the hospital's Community Service Plans. It is anticipated that work on the community maps will start in September. An update on the progress of the community mapping project will be provided at the next PHIP stakeholder meeting.

Next PHIP Stakeholder Meeting

The next PHIP stakeholder meeting is scheduled for:

Thursday, November 10, 2016
10:00 to Noon (9:30 Continental Breakfast)
Holiday Inn Resort
Lake George, New York