



Adirondack Health Institute

Collaboration • Catalyst • Community

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# POPULATION HEALTH IMPROVEMENT Planning for Action

PRESENTED BY:  
*PHIP Team*

February  
2016



# PHIP Quarterly Stakeholder Meeting





# Introductions





*We need to hear from you!*

- 🌄 Describe our objectives for 2016;
- 🌄 Review the *HealthyADK* marketing plan;
- 🌄 Describe the *HealthyADK* evaluation plan;
- 🌄 Demonstrate the role of *HealthyADK* in supporting our efforts;
- 🌄 Discuss a potential approach for planning our efforts; and
- 🌄 Discuss activities and next steps.



# AHI Mission, Vision and Guiding Principles





# Population Health Improvement Process - Key Elements

Population Health Improvement is a **systematic effort** that must be **sustained over time**.

The **process** to improve population health involves an **ongoing collaborative, community-wide effort** to:

- 🌱 assess applicable data to identify, analyze and address health issues;
- 🌱 inventory community assets and resources;
- 🌱 identify community perceptions about health issues;
- 🌱 develop and implement coordinated strategies;
- 🌱 develop measurable objectives and indicators and assess progress;
- 🌱 identify accountable entities; and
- 🌱 cultivate community ownership of the process.



# Population Health Improvement – Key Concepts

-  Culture of Health
-  Health Disparities
-  Data-driven Prioritization
-  Collective Impact
-  Transformation





# North Country PHIP Objectives for 2016

-  Determine how we will work together to improve the health of our region;
-  Understand and value our efforts in the context of the significant transformation of the delivery of health care services that is occurring in New York State;
-  Engage stakeholders from multiple community sectors throughout our region;



# North Country PHIP Objectives for 2016

## Identify the:

- health-related priorities we will address;
- community(ies) we will work with;
- programs/individuals in those communities who we need to enlist to assist our efforts; and
- projects (services/interventions/programs/strategies) we will use to address the priorities;

 Support the implementation of the project (e.g. convene meetings/training, share data and expertise, conduct learning collaboratives, enlist the assistance of a community coach, etc.); and

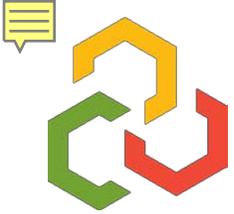
 Evaluate the impact of our efforts.



INTRODUCING  
**HEALTHYADK.ORG**

## Overview of the *HealthyADK* Marketing Campaign





# HealthyADK Marketing Plan: Mailer



**Who Can Benefit**

**Community Leaders:**  
Identify priorities and advocate for solutions for improving the health of our communities

**Public Officials:**  
Easily find data and create reports to support population health improvement efforts and policies

**Employers:**  
Discover programs to improve employee health and wellness to boost workplace morale and increase productivity

**Educators:**  
Learn about effective programs to promote healthy behaviors for students of all ages

**Health Care Providers:**  
Access regional data for a broad range of health issues and find evidence-based preventative and disease management programs

INTRODUCING  
**HEALTHYADK.ORG**

A new resource of key health and socio-economic indicators and strategies to improve community health and well-being for Clinton, Essex, Franklin, Hamilton, Warren and Washington counties.

 **HEALTHY ADK**  
Reaching Communities... Advancing Health

Take an Active Role in  
Your Community's Health

-  Community Leaders
-  Public Officials
-  Employers
-  Educators
-  Health Care Providers



**HEALTHYADK.ORG**

Your guide to improving community health in Clinton, Essex, Franklin, Hamilton, Warren and Washington counties.

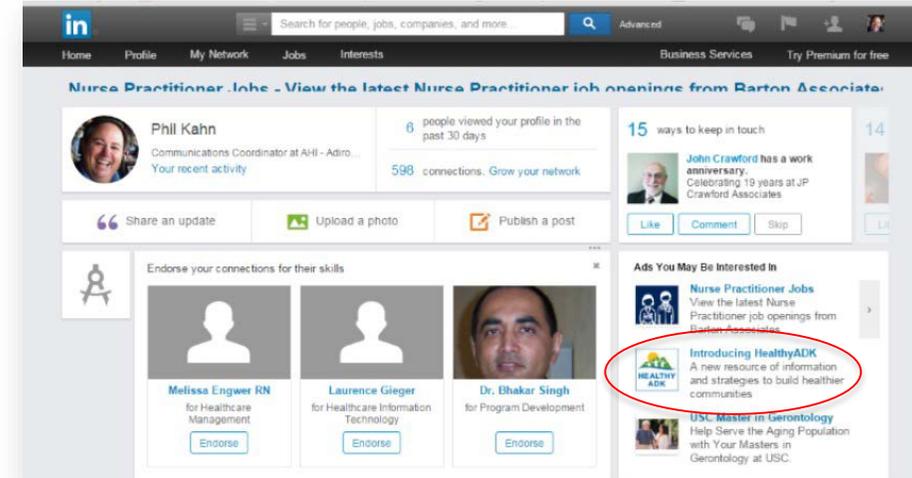


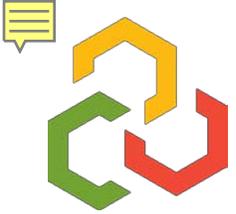
 HealthyADK is supported by a grant from the New York State Department of Health's Population Health Improvement Program (PHIP) and is maintained by AHI's dedicated health equity in collaboration with community organizations and agencies.



# HealthyADK Marketing Plan: Web Ads

-  Adirondack Daily Enterprise
-  Post Star
-  Press Republican
-  The Sun (Denton Publications)
-  LinkedIn
-  Targeted Ads



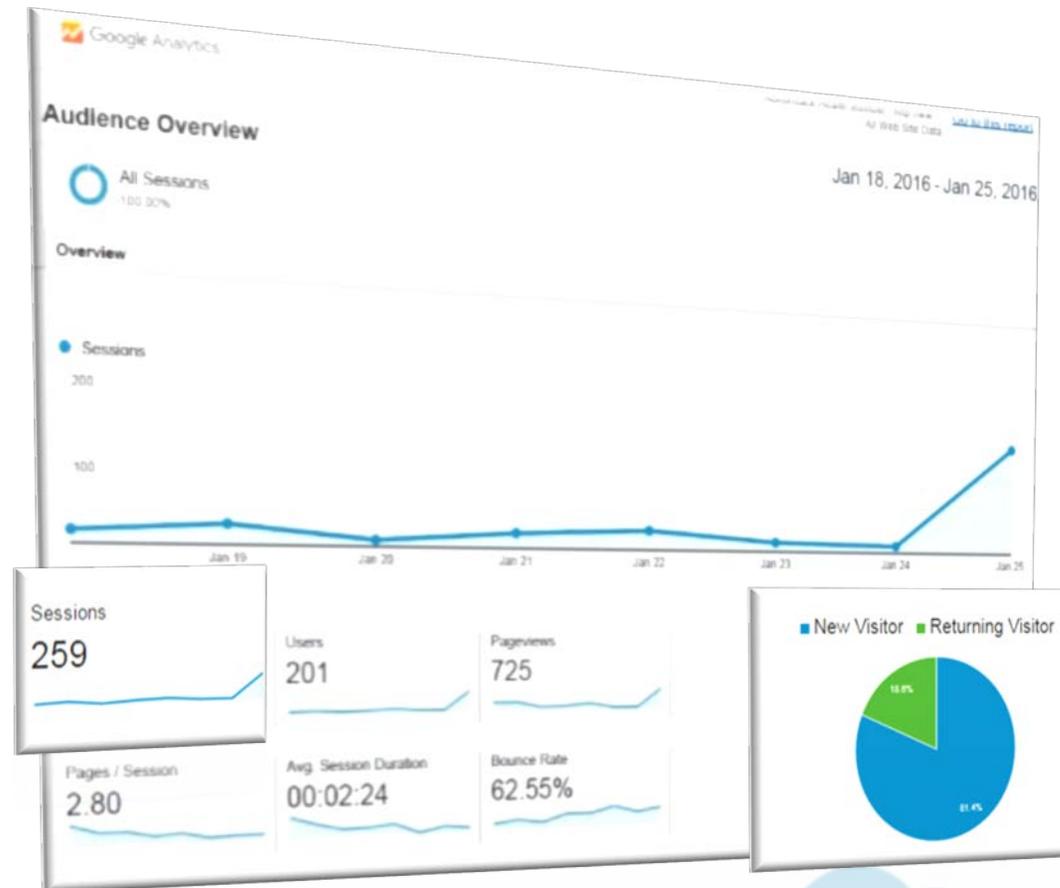


# HealthyADK Marketing Plan: Google Analytics

 114 sessions/77 users between January 18-24...

 145 sessions/124 users on January 25 (launch day)...

 103 sessions/102 users on January 28 (post card arrival).



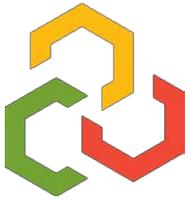
 53% of traffic the week before the launch comprised new visitors...

 The percentage of new visitors rose to 85% the week following the launch.



## Overview of the *HealthyADK* Evaluation Plan





## Purpose:

-  Assess the marketing strategies for the site;
-  Assess site utilization;
-  Assess value of site/site content.

## Three ways:

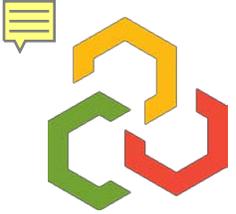
-  Google Analytics;
-  Site-based surveys/site user feedback;
-  Interviews.





## How *HealthyADK* Supports Our Population Health Improvement Efforts





P a r t i c i p a t o r y

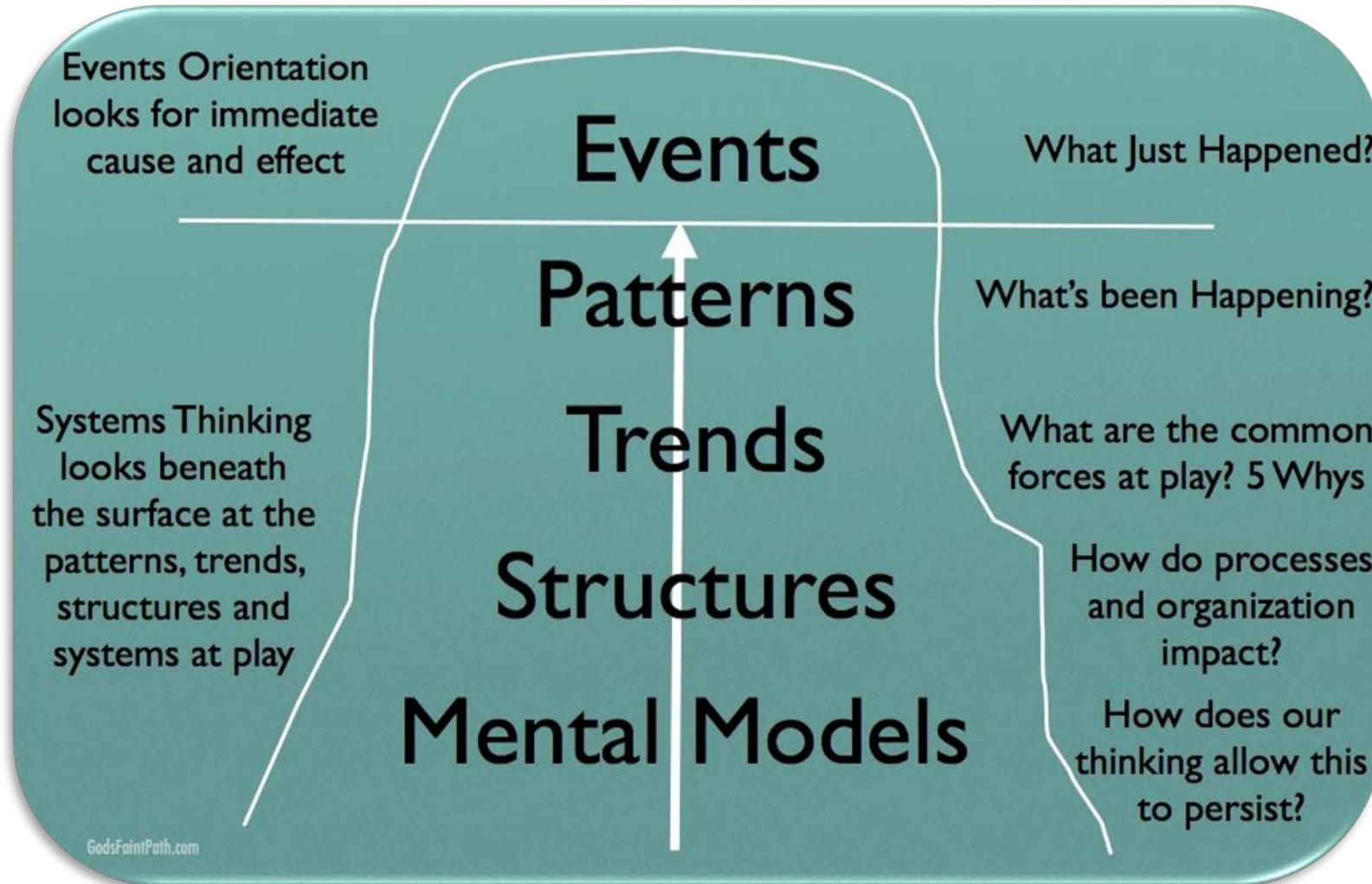


## Key Points:

-  A system is more than the sum of its parts;
-  Many of the interconnections in systems operate through the flow of information;
-  The least obvious part of the system, its function or purpose, is often the most crucial determinant of the system's behavior;
-  Systems structure is the source of systems behavior. Systems behavior reveals itself as a series of events over time.



# The Iceberg Model: Ways of Explaining Reality







## Priorities by Sector - Clinton County Local Health Department and Hospital

### Promote Healthy/Safe Environment

Improve the design and maintenance of the **built environment**

- Promote *Complete Streets* initiative and increase percentage of residents utilizing current available opportunities for physical activity;
- Support **transportation** options that reduce air pollution from mobile sources (e.g., support public transportation, community planning incorporating enhanced walkability or **cycling**, etc.).

### Promote Mental Health/Prevent Substance Abuse

Strengthen **infrastructure** for Mental, Emotional, Behavioral (MEB) health promotion and disorder prevention

- Identify specific roles different sectors and key initiatives have in contributing towards MEB health promotion and crisis intervention.

Source: Clinton County Department of Health and Champlain Valley Physicians Hospital Prevention Agenda Priorities



## Priorities by Sector - Clinton County

### Behavioral Health (Mental Health, Substance Abuse, Developmental Disabilities)

- **Integrate** behavioral health and health care;
- Establish ambulatory detoxification services;
- Establish crisis stabilization services **co-located** with ambulatory detoxification services;
- Adopt a **system-wide** approach to suicide prevention;
- Utilize **technology** to enhance knowledge of behavioral health services;
- Develop an **interdisciplinary action plan** to reduce the impact of heroin/opiate use;
- Promote **collaboration** among Developmental Disability, Mental Health and Addiction providers;
- Collaborate with the Housing Authority to enhance a continuum of affordable and quality **housing** opportunities;
- Strengthen an accessible, affordable and reliable **transportation** system;
- Bolster the behavioral health **workforce**.

Source: 2016 Local Service Plans



## Priorities by Sector - Clinton County

### Aging

- Strengthen **partnerships** with health care providers and develop models that reach new populations;
- Work with other state agencies and local partners to **prevent readmission to hospitals**;
- Teach older adults how to **manage complex chronic conditions**;
- Promote and expand access to **health and wellness/disease management and prevention programs**;
- Expand opportunities for **integration** of non-clinical support services within physical and behavioral health care systems;
- Provide one-on-one assistance to understand the complexities of and navigating Medicare and other **health insurance**;
- Utilize the experience, expertise and skills of older New Yorkers to help address **workforce** shortages in areas such as health care.

Source: NYS Office for the Aging State Plan 2015-2019



## Priorities by Sector - Clinton County

### Disability – Independent Living

- Among persons ages 18 and over in New York State, people with disabilities have nearly twice the rate of obesity as individuals without disabilities;
- Among persons ages 18 and over in New York State, people with disabilities smoke at a much higher rate than individuals without disabilities;
- Rural residents are a key underserved population;
- **Transportation** is a key barrier to accessing services and to independent living for people with disabilities, especially in rural areas of the state;
- Other services identified by consumers of independent living services that were either not available or of limited availability in their community are: **housing; recreational opportunities;** employment; and home care/personal assistance.

Source: NYS Independent Living Council 2015 Statewide Needs Assessment



## Priorities by Sector - Clinton County

### Early Childhood Services

- Develop coordinated **smoking cessation** strategies for pregnant women and families with young children;
- Help reduce **childhood obesity** by promoting healthy food/nutrition and physical activities for young children and their families;
- Develop a system of universal screening for **social/emotional health** and provision of appropriate referrals for assessment, treatment, and services for families;
- Improve the availability of services for families with children who are affected by parental **substance abuse and/or mental health issues**;
- Increase options to address **social and emotional health for families** affected by domestic violence;
- Improve **evidenced-based** training for providers and families of children with Autism Spectrum Disorder.

Source: Clinton County Great Start Collaborative Strategic Plan 2013



## Priorities by Sector - Clinton County

### Schools

- Healthy Schools NY is a grant funded program designed to positively impact the lifelong health of students by decreasing their risk of **chronic disease**;
- Healthy Schools NY works closely with school districts in Clinton, Essex, Franklin, and Hamilton counties to improve the comprehensiveness and strength of **wellness policies** around nutrition and physical activity;
- Stronger, more comprehensive **policy** language has allowed these districts to implement practices that promote consumption of healthy foods, limit food marketing, provide short activity breaks in the classroom and offer increased opportunities for physical activity before, during and after the school day. These practices that **improve student health have also been shown to boost academic performance.**

Source: Clinton County Health Department 2014 Annual Report



## Priorities by Sector - Clinton County

### Economic Development

- Vision Statement – “Innovate **effective rural health care** and education delivery **networks.**”
- Health-related topics highlighted in the 2015 progress report included:
  - CVPH Medical Center relationship with the University of Vermont Health Network, which has allowed for the creation of a new residency program for physicians at the hospital in Plattsburgh. Graduates from the program may help to alleviate the **shortage of doctors** in the region;
  - Cited NYSDOH data that indicate that **hospitalizations** related to treatable conditions are being prevented by good outpatient care.

Source: North Country Regional Economic Development Council



## Priorities by Sector - Clinton County Business – Chamber of Commerce

- 2015 strategic plan:
  - Recognizes that a quality economy can only be sustained by a community that has a **high quality of life in all respects** and commits to work in **partnership** with others to build and sustain such a community in the North Country;
  - Commits its skills and abilities in the area of **workforce development**.
  
- 2014 progress report:
  - Participated in the North Country Health System Redesign Commission;
  - Remained supportive of the continuing **alliance** and **integration** of CVPH Medical Center, Fletcher Allen and other North Country hospitals;
  - Successfully navigated the launch of the new State Exchange, and achieved a 98% retention of our **health insurance** clients through the many changes of 2014.

Source: North Country Chamber of Commerce



## Priorities by Sector - Clinton County

### Transportation

- Four specific groups that tend to be the most transit-dependent: **older adults**, low-income households, zero vehicle households, and **persons with disabilities**;
- Add **bike** racks to all CCPT buses;
- Create greater transit connections between Clinton County and Franklin County, New York and Chittenden County, Vermont. This is especially important for **medical staff** traveling between Plattsburgh and Burlington.

Source: Needs assessment conducted by Clinton County Department of Planning and the Clinton County Economic Collaborative for Clinton County Public Transit



## Common Themes and Concepts

Integration

Collaboration

Partnerships

Systems

Networks

Infrastructure

Environment

Transportation

Housing

Chronic Disease

Substance Abuse

Social/Emotional

Quality of Life

Evidence-Based

Prevention

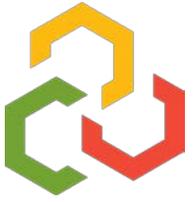
Wellness

Disease Management

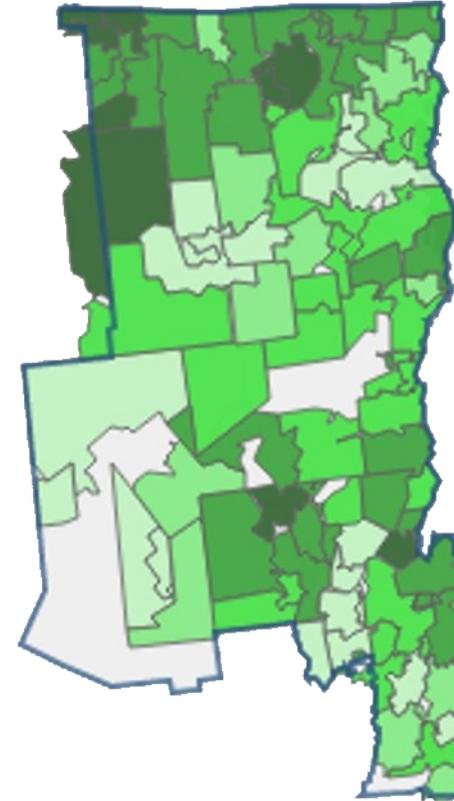
Workforce

Policies

**Bikes**



## Identification of High-Need Communities in Our Region





## SocioNeeds Index

The SocioNeeds Index, created by Healthy Communities Institute, is a measure of socio-economic need that is correlated with poor health outcomes.

- 🌱 Can be a tool to help focus our population health improvement efforts;
- 🌱 Summarizes multiple socio-economic indicators into one composite score for easier identification of high need areas by zip code or county;
- 🌱 Calculated for a community from several social and economic factors, ranging from poverty to education, that may impact health or access to care (correlated with premature death and preventable hospitalization rates);
- 🌱 The value for each location is compared to all other similar locations (i.e. counties compare to other counties and zip codes to other zip codes) within the comparison area to assign a relative rank (1 low need to 5 high need).



## Communities with High SocioNeed Ranking of 5

### Clinton

Mooers (86)  
Altona (83)  
Mooers Forks (83)

### Essex

Ticonderoga (66)  
Olmstedville (63)  
Lewis (58)  
Crown Point (56)

### Franklin

Hogansburg (98)  
Fort Covington (87)  
Bombay (85)  
Saint Regis Falls (84)  
Dickinson Center (82)

### Hamilton

Wells (67)

### Warren

North Creek (87)  
Johnsburg (76)  
Pottersville (72)

### Washington

Clemons (85)  
Granville (73)  
Whitehall (73)

Index Value ranges from zero (low need) to 100 (high need)



-  How should we approach population health improvement in our region?
-  How should we identify specific priorities to address?
-  How should we identify communities? What criteria should we use?
-  How should we involve multiple stakeholders in our efforts?
-  What are our next steps?



## Next PHIP Quarterly Stakeholder Meeting



The next PHIP meeting will be  
Thursday, May 12, at the  
High Peaks Resort in Lake Placid.



**\*\*\*NOTE: The November 2016 meeting is scheduled for  
THURSDAY, NOVEMBER 10<sup>th</sup> (not the 11<sup>th</sup>).\*\*\***

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