Today

Agenda

1. Introductions
2. Review of Agenda
3. Review of Materials in Meeting Packets
• Revisions to *HealthyADK*
  • Scheduled to be implemented on August 22, 2016.
  • Webinars to be scheduled in September to demonstrate the changes.

• On-site *HealthyADK* demonstrations and meetings about population health improvement
  • Emails have been sent and follow-up phone calls are being made to a variety of stakeholder groups/community sectors offering on-site demonstrations of *HealthyADK* and to discuss population health improvement in the North Country.
Updates – PHIP Activities

• **Learning Collaborative – Bridges Out of Poverty**
  
  • Maintain the momentum started with regional training.
  • People who were trained (approx. 270) will be invited to participate.
  • DSRIP 4.a.iii partners will be contacted for recommendations regarding the content of the learning collaborative.
  • People who were trained will be surveyed in August to get feedback on interest, content and format.
  • Anticipated to start in late September/early October.

• **Reminder – Data Request and Evaluation Assistance Requests**
Community mapping is a tool, not an end product.

Community mapping depicts where deficits, as well assets, exist in a community.

Community mapping can be used to reveal relationships and to suggest or focus strategies toward achieving specific goals (Collective Impact).
There is growing evidence that where you live has the biggest impact on your health.

Living in poverty is a health hazard.

People living in poverty are at greater risk for poor health because of such factors as limited access to education, healthy food, recreational activities, transportation, decent housing and safe neighborhoods.
Purpose of Today’s Discussion

• To understand the type of data that are, and are not, available at the sub-county level (i.e. zip code or census tract).

• To identify the data that will be most effective in “telling the story” about the health status of communities in the North Country.

• To explore some tools that might be useful in engaging community members in population health improvement efforts (i.e. Collective Impact).
We will review some **SAMPLE** community maps/tools that illustrate several factors that may have an impact on the following health outcomes among children and adolescents in **Clinton County**:

- **37.5%** of elementary school students are overweight or obese.
- **41.6%** of middle and high school students are overweight or obese.
Community Mapping

Review of Community Mapping Tools

Forrest Hillery
Data Analyst, AHI
% Households with Children Under 18 Receiving SNAP
Female head of household, living under poverty
Female Head of Household, Living in Poverty
No Vehicle Available, Owner Occupied Unit vs. Renter Occupied Unit
No Vehicle Available, Renter Occupied Unit
No Vehicle Available, Renter Occupied, Food Store Depiction
Why Are We Exploring Broadband Internet Access and Usage?

- There are clear economic, educational and social benefits of broadband Internet access, especially in rural areas.

- Research is starting to show the effect of broadband on economic gains, namely household income and employment levels in rural portions of the country.

- Increased access to broadband in the North Country has the potential to address some of the long-standing social determinants of health that have had a negative impact on the health of our communities.
**Americans and Internet Usage: 2000 - 2015**

- **84%** of American adults use the Internet.
- Young adults are most likely to use the Internet, but seniors show faster adoption rates.
- While less-educated adults are catching up, their Internet adoption rates are still below those of college graduates.
- Those in higher-income households are most likely to use the Internet.
- Rural citizens are less likely to use the Internet.

*Study by the Pew Research Center (June 2015)*
Broadband Internet Access and Usage in the North Country

Who’s Not Online?

% of U.S. adults who do not use the internet

<table>
<thead>
<tr>
<th>Group</th>
<th>% Not Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. adults</td>
<td>15%</td>
</tr>
<tr>
<td>Men</td>
<td>15%</td>
</tr>
<tr>
<td>Women</td>
<td>15%</td>
</tr>
<tr>
<td>White</td>
<td>14%</td>
</tr>
<tr>
<td>Black</td>
<td>20%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>18%</td>
</tr>
<tr>
<td>Asian</td>
<td>8%</td>
</tr>
<tr>
<td>18-29</td>
<td>13%</td>
</tr>
<tr>
<td>30-49</td>
<td>5%</td>
</tr>
<tr>
<td>50-64</td>
<td>9%</td>
</tr>
<tr>
<td>65+</td>
<td>9%</td>
</tr>
<tr>
<td>&lt;$30K</td>
<td>36%</td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>25%</td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>8%</td>
</tr>
<tr>
<td>$75K+</td>
<td>5%</td>
</tr>
<tr>
<td>Less than HS</td>
<td>93%</td>
</tr>
<tr>
<td>High school</td>
<td>23%</td>
</tr>
<tr>
<td>Some college</td>
<td>9%</td>
</tr>
<tr>
<td>College+</td>
<td>4%</td>
</tr>
<tr>
<td>Urban</td>
<td>83%</td>
</tr>
<tr>
<td>Suburban</td>
<td>83%</td>
</tr>
<tr>
<td>Rural</td>
<td>74%</td>
</tr>
</tbody>
</table>

Note: Whites, blacks and Asians include only non-Hispanics. Asians include only English speakers. Source: Pew Research Center surveys conducted March 17-April 12, May 28-June 1 and June 10-July 12, 2015.

PEW RESEARCH CENTER
U.S. Smartphone Use in 2015

- Today nearly two-thirds of Americans own a smartphone, and 19% of Americans rely to some degree on a smartphone for accessing online services and information and for staying connected to the world around them — either because they lack broadband at home, or because they have few options for online access other than their cell phone.

*Study by the Pew Research Center (April 2015)*
In the past year, smartphone owners used their phone to access the following...

- **62%** to get information about a health condition.
- **57%** to do online banking.
- **44%** to look up real estate listings or information about a place to live.
- **43%** to look up information about a job.
- **40%** to look up government services or information.
- **30%** to take a class or get educational content.
- **18%** to submit a job application.

*Study by the Pew Research Center (April 2015)*
Dave Wolff – Chair of AdkAction.org

A not-for-profit, non-partisan 501(c)(3) headquartered in Saranac Lake. One of AdkAction.Org’s initiatives is universal access to high-speed broadband in the North Country.

Chad McCarthy - Program Lead - North Country Older Adults Technology Services (OATS)

A not-for-profit that seeks to “change the way we age” by engaging older adults with free access to digital technology and training. OATS is leading a multi-partner initiative to improve broadband adoption among New York seniors living in the North Country region.
Tom Tallon
ttallon@ahihealth.org

Anne-Marie FitzGerald
afitzgerald@ahihealth.org

Jessica Maguire
jmaguire@ahihealth.org

Forrest Hillery
fhillery@ahihealth.org
Dave Wolff – Chair of AdkAction.org

A not-for-profit, non-partisan 501(c)(3) based in the Tri-Lakes; but focused on projects that span the Adirondacks and the North Country. One of AdkAction.Org’s initiatives is universal access to high-speed broadband in the North Country.
Broadband is not a luxury, but a necessity

A modern broadband network is key to economic growth and commerce.
Broadband is Essential

- 98.5% of students report that they use the Internet to learn in school
- 31% of students say that they are required to use the Internet to complete homework assignments outside of school daily
- More than 85% of colleges receive applications online
- Nearly 80% of job seekers used online resources in their most recent job search and many indicated it was the critical factor in obtaining work
- Millions of New Yorkers are telecommuting, using broadband to start businesses and even receive medical care at home

In too many parts of the State, New Yorkers don’t have access to high-speed broadband.

Broadband defined as ≥100mbps download, as of 12/31/14 FCC Form 477 data. Census block borders are approximate.
TWC-Charter Merger Conditions

Substantial Speed Upgrades:
- Currently, upstate TWC only offers download speeds of 50Mbps
- The agreement today doubles to 100Mbps by end of 2018
- The Company will further increase speed to 300 Mbps download by end of 2019

Build Out of Unserved Areas
- New Charter will connect approx. 145,000 currently unserved customers in the existing Time Warner and Charter franchise areas, plus the Chatham Market

Other benefits
- Low income Program; standalone broadband pricing; cost savings for consumers; workforce protection; customer service and strong enforcement
New NY Broadband Program Launch

$1 Billion public-private partnership initiative to ensure that all New Yorkers are at the forefront of the digital economy by end of 2018

Statewide Request for Proposals (RFP) issued January 8th
Technology solutions must meet the Governor’s goals:

- Based on the speed goals, the Program has pre-approved Fiber-to-the-Home (FTTH) and Cable/Hybrid Fiber-Coaxial (HFC)
- Projects using Digital Subscriber Line (DSL) and Fixed Wireless will only be considered were no commercially-reasonable applications using FTTH or HFC are submitted

• Applicants must submit documentation demonstrating that DSL or Fixed Wireless solutions can achieve the Governor’s speed goals
# New NY Broadband Program

## Phase 1 Awards in the North Country

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Technology</th>
<th>Census Blocks</th>
<th>Housing Units</th>
<th>Total Units</th>
<th>State Grant</th>
<th>Private Match $</th>
<th>Private Match %</th>
<th>Total Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizens Telephone Company of Hammond, N.Y., Inc.</td>
<td>FTTH</td>
<td>146</td>
<td>1,789</td>
<td>1,860</td>
<td>$3,316,810</td>
<td>$829,202</td>
<td>20.0%</td>
<td>$4,146,012</td>
</tr>
<tr>
<td>Frontier Communications</td>
<td>FTTH</td>
<td>3</td>
<td>188</td>
<td>216</td>
<td>$129,634</td>
<td>$32,409</td>
<td>20.0%</td>
<td>$162,043</td>
</tr>
<tr>
<td>Frontier Communications</td>
<td>FTTH</td>
<td>105</td>
<td>1,928</td>
<td>2,096</td>
<td>$1,702,246</td>
<td>$425,562</td>
<td>20.0%</td>
<td>$2,127,808</td>
</tr>
<tr>
<td>TDS Telecom</td>
<td>FTTH</td>
<td>74</td>
<td>506</td>
<td>543</td>
<td>$1,084,000</td>
<td>$1,084,000</td>
<td>50.0%</td>
<td>$2,168,000</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>328</strong></td>
<td><strong>4,411</strong></td>
<td><strong>4,715</strong></td>
<td><strong>$6,232,690</strong></td>
<td><strong>$2,371,173</strong></td>
<td>27.6%</td>
<td><strong>$8,603,863</strong></td>
</tr>
</tbody>
</table>

FTTH = Fiber to the home
Use selection tools to highlight Census Blocks of interest (shown in yellow).

Slide from: http://nysbroadband.ny.gov/sites/default/files/mappingprimer-phase_2.pdf
Going from this in 2016...
To this in 2017...
Going from this in 2016... to this in 2018.
KEENE newyork CONNECTED

YEAR ROUND RESIDENTS USE THE INTERNET
- shopping, banking, or travel: 59%
- information research: 97%
- work: 81%
- entertainment: 76%
- education: 73%

SEASONAL RESIDENTS STAY IN TOWN LONGER, MUCH LONGER
- 49% staying longer
- 50% staying at least one month longer

SEASONAL RESIDENTS ARE BETTER CONNECTED
- 86% say they feel more connected to the year round community

YEAR ROUND RESIDENTS EARN SOME OF INCOME FROM THE INTERNET
- 45%

HOW MUCH INCOME EARNED FROM THE INTERNET
- 24% ≥80%
- 10% ~60%
- 14% ~40%
- 28% <20%

KEENE BUSINESSES USE THE INTERNET
- sales or customer management: 100%
- supplier or subcontractor management: 100%
- purchasing: 100%
- marketing: 80%
- access to remote employer: 80%

Data: The Economic Impact of Broadband on Keene, NY by Paul Smith College. (Sample: 10 businesses, 69 year round residents, 43 seasonal residents) Visualization prepared by Silic Network Solutions
Past and Current Projects:

- Road salt reduction
- Cultural collaboration across the Park
- Saving the monarchs
- Fair and equitable assessments
- Broadband everywhere
- Promoting the arts

Membership at: www.adkaction.org/join-contribute
The Practice of Change

OATS harnesses the power of technology to change the way we age. Since 2004, we’ve innovated one of the nation’s most powerful models to shape the future of aging.

The OATS approach begins with a strong commitment to creative and responsive program design. We develop programs that engage seniors as change agents — in the classroom, in the community, and at home.

LEARN ABOUT OUR APPROACH
Funders

Corporations & Foundations

AARP Foundation
Arent Fox LLP
AT&T
Brooklyn Community Foundation
The Bulova Steenson Fund
Comcast
Community Funds, Inc. – Blum Family Fund
Consumer Electronics Association Foundation
The Fan Fox & Leslie R. Samuels Foundation
Google
The Harry and Jeanette Weinberg Foundation
The Hyde and Watson Foundation
Isaac H. Tuttle Fund
Macquarie Group Foundation
New York Community Trust
Sony Corporation of America
Time Warner Cable
Verizon Foundation
The Waldman Foundation

Government

New York City Council
New York City Department for the Aging
New York City Department of Information Technology and Telecommunications
U.S. Department of Commerce – Broadband Technology Opportunities Program

In-Kind

Akin Gump & Strauss
Arent Fox LLP
TJ Bauman
Cervello
Kelley Drye & Warren
Morgan, Lewis & Bockius
Schulte Roth & Zabel
Sony Corporation of America
Abigail Stokes
WilmerHale
Generously Funded by:

[Logos of various funders]

SENIOR PLANET Exploration Center
The OATS approach begins with a strong commitment to creative and responsive program design. We develop programs that engage seniors as change agents — in the classroom, in the community, and at home.
We see technology as a means to accomplish powerful outcomes, not as an end in itself. We teach seniors how to use mainstream devices and applications that are popular among all age groups in order to promote integration and relevance.
What do we do?
MEET OTHER SENIORS AND LEARN TOGETHER
LEARN THE iPad

USE THE INTERNET

iPad Basics for Older Adults
Introduction to using the iPad

Internet Basics for Older Adults
An Introduction to the Internet & Email for Chrome Devices
ALL CLASSES ARE FREE
Plattsburgh
A TECHNOLOGY-THEMED COMMUNITY CENTER
FOR PEOPLE AGE 60+

DISCOVER: Explore new technologies – computers, phones, tablets, cameras, games

LEARN: Gain skills and knowledge through classes, workshops, and special events

GROW: Achieve your personal goals in health, work, relationships, impact, and creativity

SENIOR PLANET
Aging with Attitude
Partners

OATS has developed partnerships with more than 70 organizations to collaborate on delivery of technology training and support directly in the communities where their impact and outcomes are greatest.

AARP Foundation
ACRIA
Bridge Street Development Corp.
Brooklyn Public Library
CenterLight Health System
EmblemHealth
Evangelical Lutheran Good Samaritan Society
FEGS Health & Human Services
Jewish Home Lifecare

Maimonides Medical Center
NYC Housing Authority
New York Public Library
SAGE
Presbyterian Senior Services
RAIN, Inc.
Selfhelp Community Services, Inc.
Union Settlement Association
YM & YWCA / YM & YWHA
Online courses, differentiated and blended learning experiences
KENYA'S LEAGUE OF EXTRAVAGANT GRANNIES

MOST POPULAR

Aging Alone Doesn't Have to Mean Lonely

- 126

"Alone" doesn't have to mean lonely if we build strong connections - online and off.

Challenges to Intimacy: Iris Krasnow on Sex After 60, 70, 80

- 12

How can we sustain intimacy while facing the challenges of life-stage transitions.
MARIJUANA INSTEAD OF MEDS?

YES - WORKS FOR WHAT AILS ME 27.68%

I'D TRY IT 25.08%

ONLY IF IT'S PROVEN EFFECTIVE 17.2%

NO WAY 14.81%

ONLY IF IT'S LEGAL 8.44%

NOT SURE 6.79%

Return To Poll
As a result of this class, did you purchase a broadband (internet) subscription?

Legend  Response
- I haven't, but I'm thinking about it. (21)
- No (115)
- Yes (37)
- No answer (3)

As a result of this class, did you purchase any of the following devices?

Legend  Response
- a  Chromebase (7)
- b  iPad (63)
Would you say you feel

Legend | Response                                                                 |
--------|--------------------------------------------------------------------------|
 48%    | Much more connected to friends and family (85)                           |
16%     | No change (29)                                                           |
35%     | Somewhat more connected to friends and family (62)                      |

Would you say you feel

Legend | Response                                                                 |
--------|--------------------------------------------------------------------------|
 42%    | Much more connected to your community (74)                               |
18%     | No change (31)                                                           |
40%     | Somewhat more connected to your community (71)                           |
Would you say you are

Legend  Response
-  Much more optimistic about your future (89)
-  No change (21)
-  Somewhat more optimistic about your future (66)

Would you say your quality of life has

Legend  Response
-  Greatly improved (64)
-  No change (24)
-  Somewhat improved (88)
Would you say you have

Legend  Response
Orange: Much more access to health information (93)
Green: No change (33)
Blue: Somewhat more access to health information (50)

Would you say you feel

Legend  Response
Orange: Much more confident in your ability to live independently (81)
Green: No change (30)
Blue: Somewhat more confident in your ability to live independently (65)
While patient access to health information technology is a core component of current health system reform and its promise for increased quality, cost control and satisfaction, most adults over the age of 65 are stranded on the other side of the “digital divide.” The PATH Project’s overarching goal was to develop an effective model for engaging, training and supporting older adults and their family caregivers to access internet-based information and technology in their homes to improve their health outcomes, coordinate their care, control their healthcare costs, and enhance the quality of their lives.
Toward an Inclusive Measure of Broadband Adoption

by Charles M. Davidson, Michael J. Santorelli & Tom Kamber


Accrual of the benefits of broadband connectivity differs from user group to user group. This dynamic impacts the structure of broadband adoption programs, the crafting of policy responses to the digital divide, and the measurement of outcomes. Thus a one-size-fits-all definition and measure of broadband adoption should be resisted, lest certain types or levels of usage unique to a particular group be dismissed or undercounted. This article proposes development of a more inclusive understanding of broadband adoption that measures the intensity of broadband use by harnessing quantitative, qualitative, and anecdotal data stemming from training programs, consumer surveys, and other sources.
Older Adults and OATS Computer Training Programs: A Social Impact Analysis Findings Report

Paula J Gardner, PhD and The New York Academy of Medicine, Division of Health Policy
April 2010

This study examined the impact of the OATS computer training courses on older adult participants. Findings were generated from an integrated analysis of all study data that served to complement one another. In particular, field notes and individual narratives collected during the site visits complemented the quantitative data from the telephone surveys by providing context and highlighting the lived experience of the older adults. Data from the service provider interviews provided an additional lens through which to examine both the experience of the older adults as well as the OATS training itself. Together these data provide a comprehensive picture of the OATS training and the impact of the training on participants’ computer skills and usage, social connectedness, social participation and access to information.