New York State Public Health Corps (NYSPHC) Fellowship Program

Finger Lakes and Western Regional Consortium

September 20, 2023

Welcome!

Agenda

- Welcome and Opening Remarks (5 mins)
- Presentations by Wade Norwood and Matthew Crehan Higgens, PhD **(50 mins)**
- Q & A – Moderated by Margarita Sumeguin, Local Coordinator for Ontario and Yates Counties **(10 mins)**
- Break **(5 minutes)**
- Fellow Spotlight 1 – Polly McDaniels and Nick Pavio **(15 mins)**
- Skill Building Activity – E-mail Best Practices, Amanda Hagzan **(15 minutes)**
- Fellow Spotlight 2 – Joanna Craigmile **(15 mins)**
- NYSPHC Announcements and Updates (5 mins)

Wade Norwood

PUBLIC HEALTH CORPS

NEW YORK STATE

NEW YORK STATE Department of Health

Common Ground Health

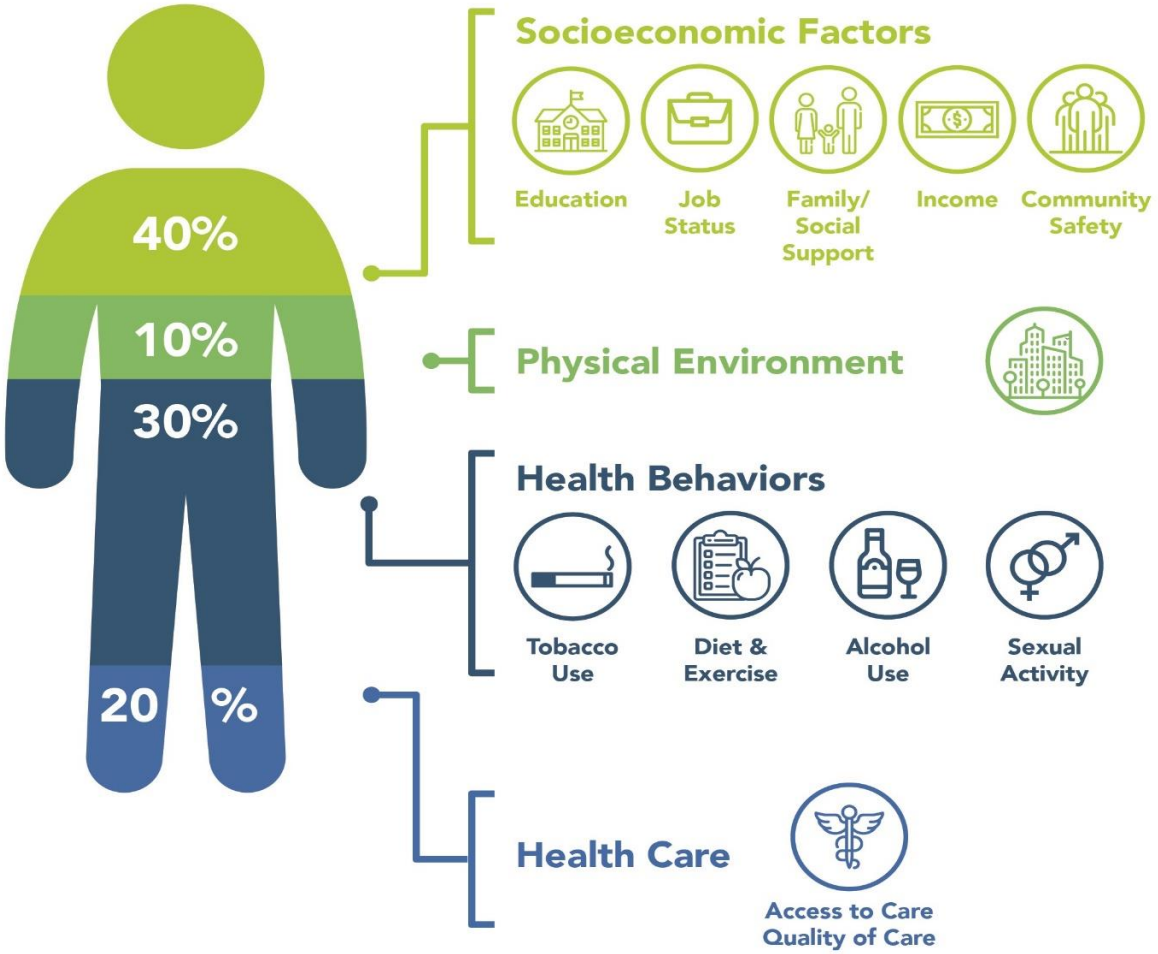
The Social Determinants of Health

Wade Norwood, CEO

September 20, 2023

245 organizations on 24 cross-sector tables

Health outcomes are mostly driven by the Social Determinants of Health



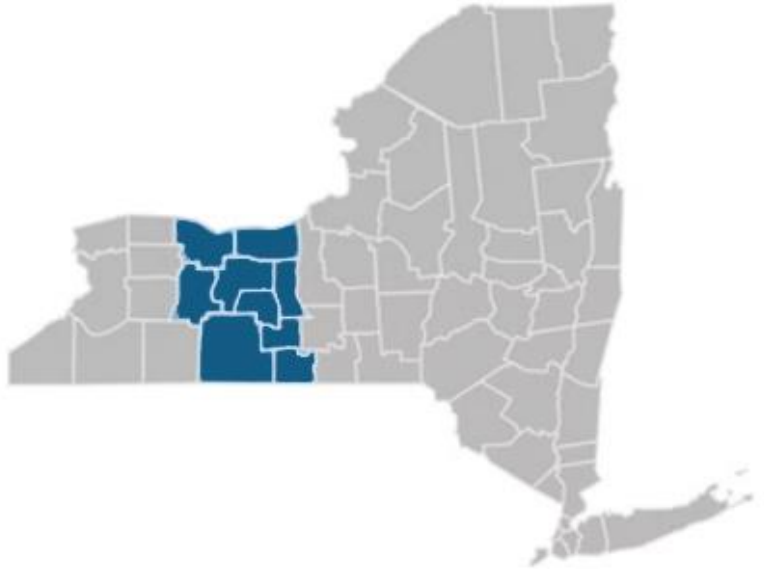
Source: The Bridgespan Group; adapted from the University of Wisconsin Population Health Institute's County Health Rankings model.

Racism undermines all of the social determinants of health

DOH Commissioner visit

The Conductors

“Alone we can do so little. Together we can do so much.” – Helen Keller



Data-driven collaboration and innovation
from the Finger Lakes region

Common Ground Health

1150 University Ave | Rochester, N.Y. 14607-1647 | (585) 224-3101

Matthew Crehan Higgens

PUBLIC HEALTH CORPS

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Stigma and Information Access as Social Determinants in Sexual Health

Evergreen Health

Setting the scene

Then

Unintentionally, many prevention efforts kept people apart.

- Abstinence
- Avoidance
- Choosing partners based on HIV status

Now

Today we have the opportunity to reduce stigma

- More knowledge about HIV
- Access to better treatment
- New prevention methods

Presenter observations

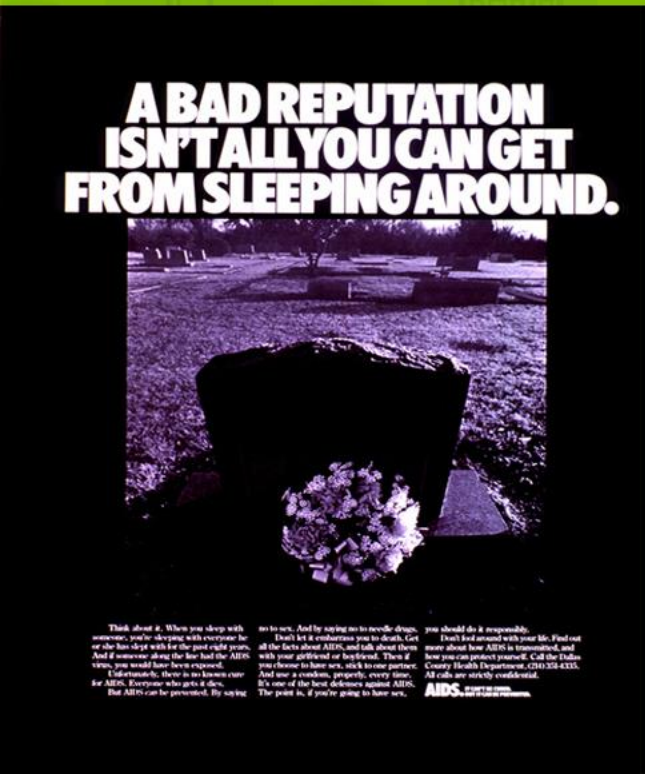
- Bad news travels fast.
- Bad news lingers longer.
- Bad news becomes a scare tactic.

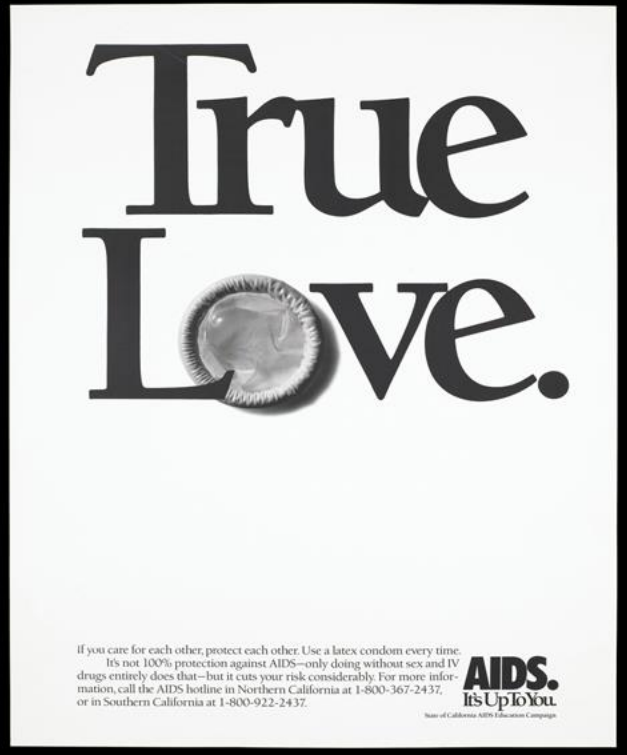
- Good news moves slower (especially when it is an evolution of understanding).
- Good news struggles to replace the linger of bad news.
- Good news reaches people who seek sexual health information ongoing first and is often framed more conservatively than necessary, compromising community confidence.

Our goal

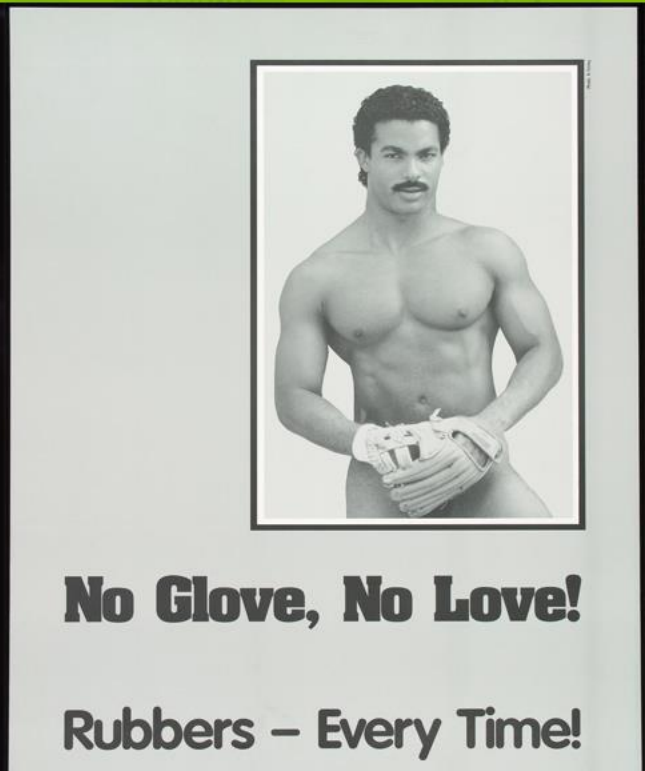
change the conversation about sexual health away from stigma and toward one that celebrates connection and choice

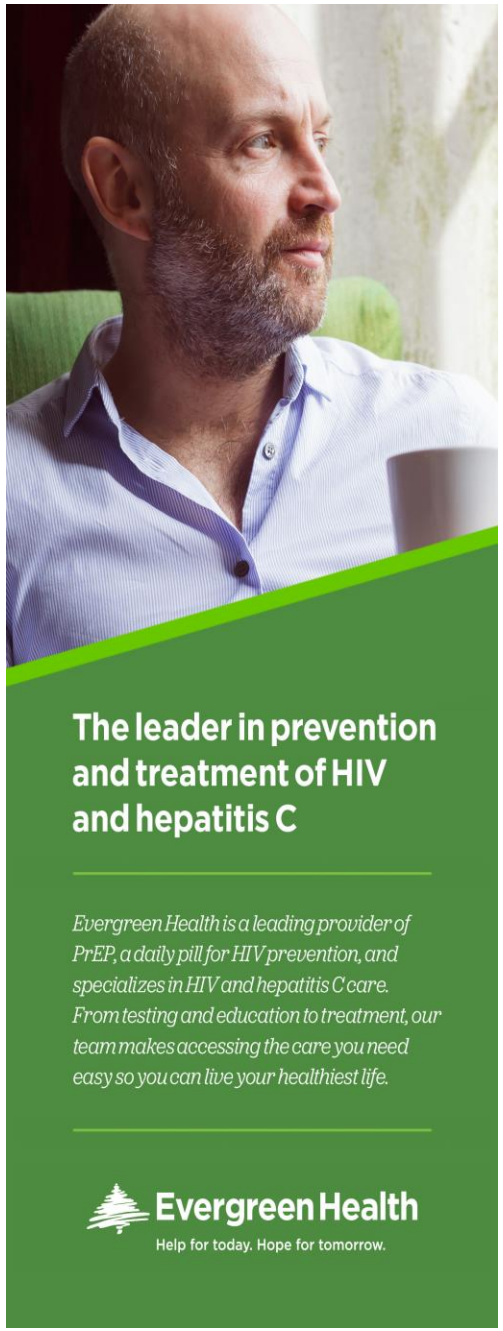
Then

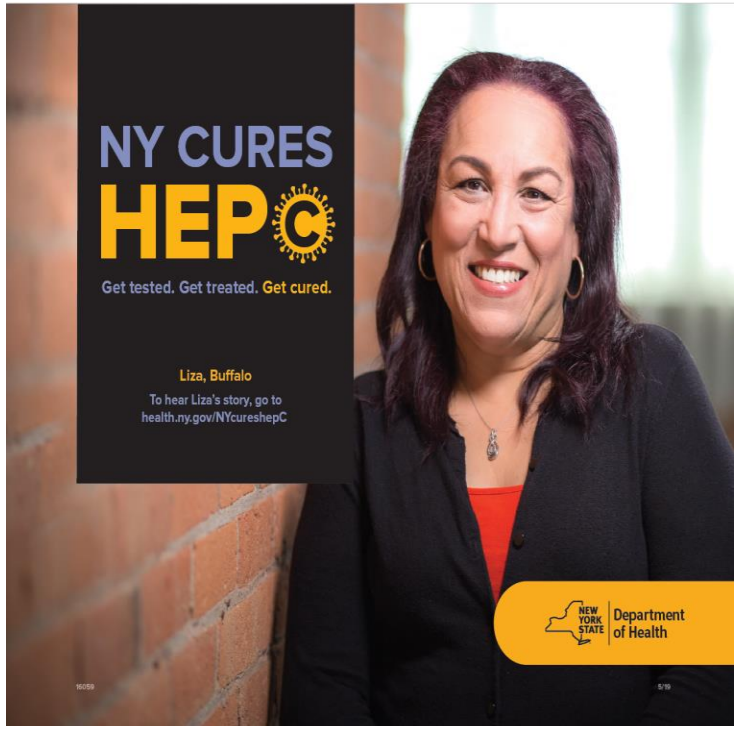

A BAD REPUTATION ISN'T ALL YOU CAN GET FROM SLEEPING AROUND.
Think about it. When you sleep with someone, you're sleeping with everyone he or she has slept with for the past eight years. And if someone along the line had the AIDS virus, you would have been exposed.
Unfortunately, there is no known cure for AIDS. Everyone who gets it dies.
But AIDS can be prevented. By saying no to sex. And by saying no to needle drugs.
Don't let it embarrass you to death. Get all the facts about AIDS, and talk about them with your girlfriend or boyfriend. Then if you choose to have sex, stick to one partner. And use a condom, properly, every time. It's one of the best defenses against AIDS. The point is, if you're going to have sex, you should do it responsibly.
Don't fool around with your life. Find out more about how AIDS is transmitted, and how you can protect yourself. Call the Dallas County Health Department. (214) 354-4333. All calls are strictly confidential.
AIDS.


True Love.
If you care for each other, protect each other. Use a latex condom every time.
It's not 100% protection against AIDS—only doing without sex and IV drugs entirely does that—but it cuts your risk considerably. For more information, call the AIDS hotline in Northern California at 1-800-367-2437, or in Southern California at 1-800-922-2437.
AIDS.
It's Up To You.
State of California AIDS Education Campaign

MY BOYFRIEND GAVE ME AIDS.
I WAS ONLY WORRIED ABOUT GETTING PREGNANT.
AIDS IS A KILLER.
PROTECT YOURSELF.


No Glove, No Love!
Rubbers – Every Time!


The leader in prevention and treatment of HIV and hepatitis C
Evergreen Health is a leading provider of PrEP, a daily pill for HIV prevention, and specializes in HIV and hepatitis C care. From testing and education to treatment, our team makes accessing the care you need easy so you can live your healthiest life.
Evergreen Health
Help for today. Hope for tomorrow.


NY CURES HEP C
Get tested. Get treated. Get cured.
Liza, Buffalo
To hear Liza's story, go to health.ny.gov/NYcureshepC
NEW YORK STATE Department of Health

Achieve undetectable.
If you're HIV positive, treatment can reduce your viral load, preventing the spread of HIV to others.
EvergreenHS.org | 716.847.2441
Evergreen Health

Healthy and HIV positive.
Access total HIV care in a supportive environment.
320 Prather Ave., Jamestown
EvergreenHS.org
Evergreen Health

Transgender Healthcare Services Program
Evergreen Health
Our program enhances access to care for patients with trans and non-binary experience and provides more fully integrated services that will improve our patients' health.

Modern Era of HIV

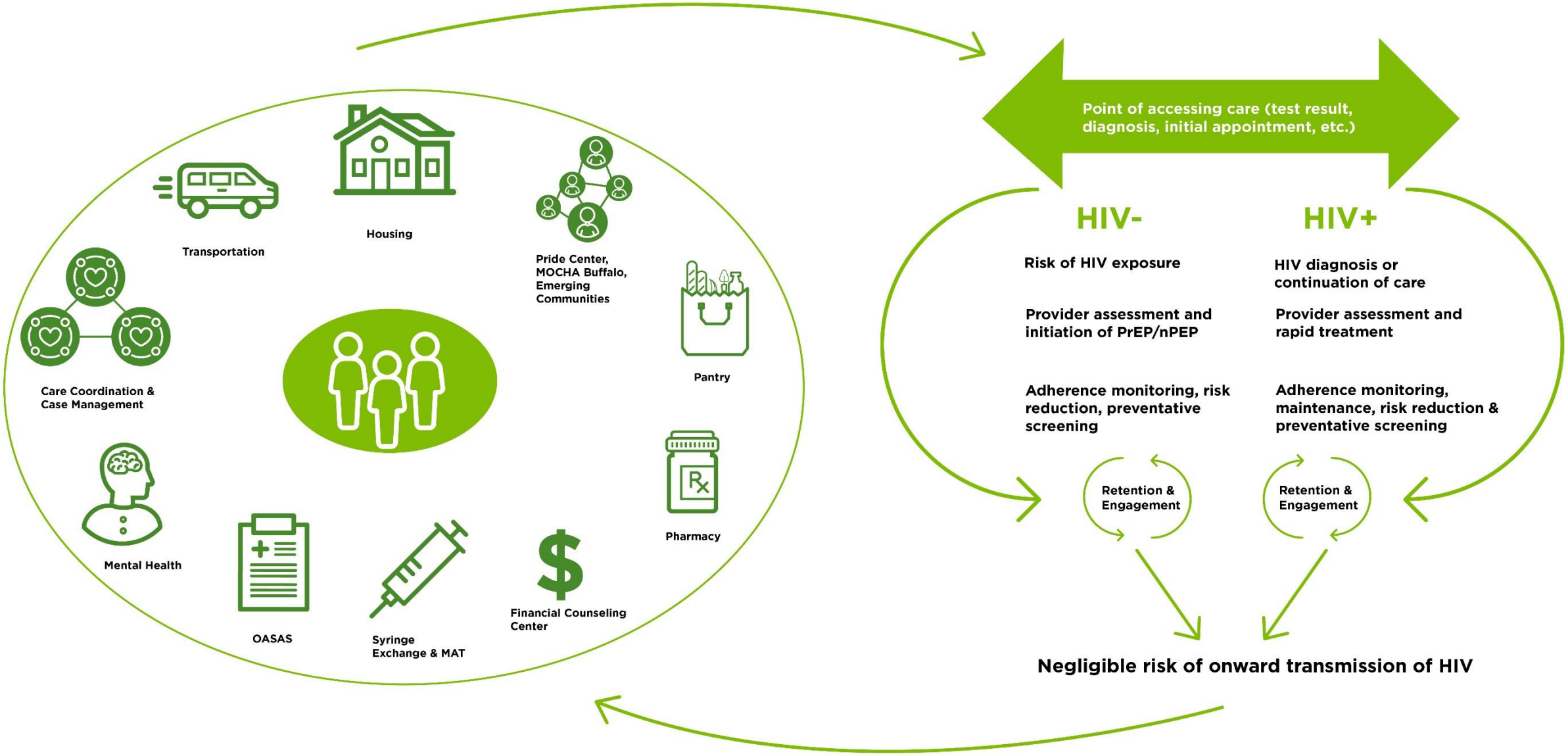
PrEP

Undetectable

Status Neutral

- Destigmatizing HIV through
  - Mitigating fear of knowing status
  - Moving away from separation of treatment and prevention and the associated institutionalized paradigm
  - Person-centered, not disease-centered
- Dynamic and nonlinear in its goals as it relies on continual effort by patient and care team to maintain engagement, retention and adherence regardless of patient's HIV status

Evergreen Health's Status Neutral Model for HIV Treatment and Prevention



Evergreen
Health

Q&A

Break

Fellow Spotlight:
Polly McDaniels and Nick Pavio

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Transportation is more than rides…

Coordinated Transportation

Impacting Social Determinates of Health

The Institute for Human Services, Inc

Helping the Community to Thrive

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INTRODUCTION

Polly McDaniel, CRS-DC, CRS – 211 Helpline

Anthony (Nick) Pavio, AA, BA, MSED – Coordinated Transportation

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Communication.

Collaboration.

Capacity Building.

Go to www.ihsnet.org to learn more

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211 IS THE COMMUNITY'S CONNECTION

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211 Programs across New York State curate service directories that provide crucial information on over 69,000 programs and 29,000 organizations focusing on health and human services.

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211 HELPLINE CONNECTION

CALL OR SEARCH 24 HOURS

TEXT MON-FRI 9AM-3PM

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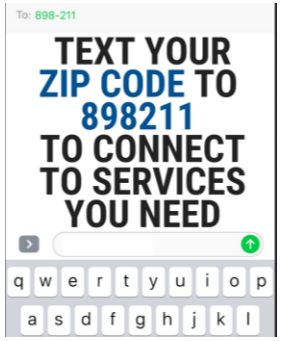
211 HELPLINE SERVES

ALLEGANY, CHEMUNG, SCHUYLER, STEUBEN & YATES COMMUNITIES SEARCH AT HTTP://WWW.211HELPLINE.ORG/



211 TEEN HELPLINE

ALLEGANY, CHEMUNG, SCHUYLER & YATES TEENS – SEARCH AT HTTPS://WWW.IHSNET.ORG/2-1-1-HELPLINE-TEEN/

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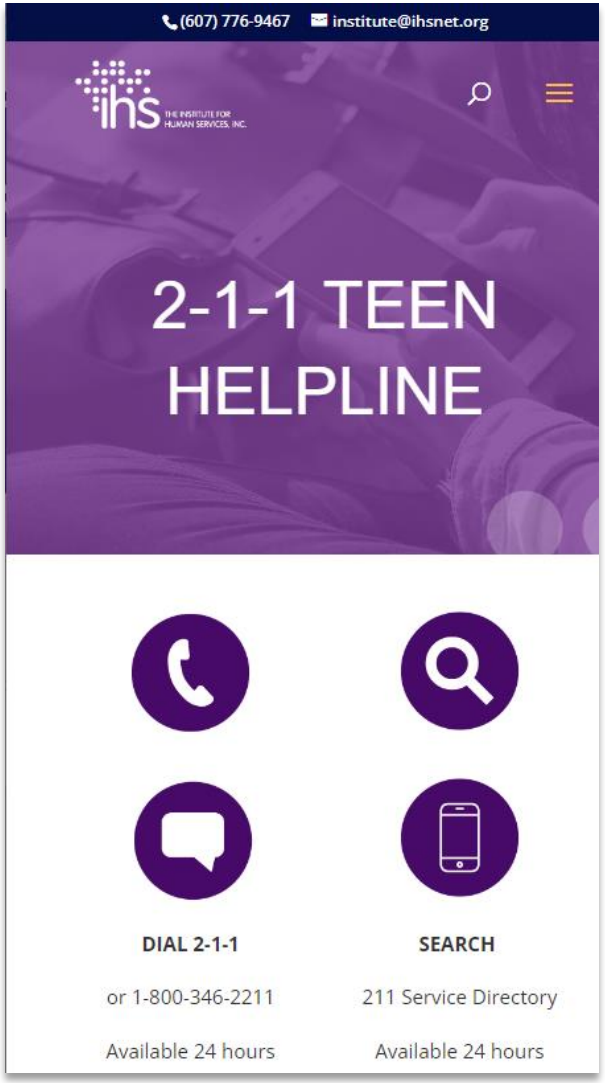

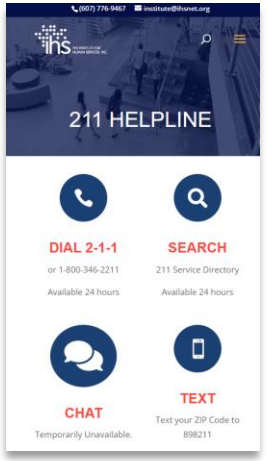

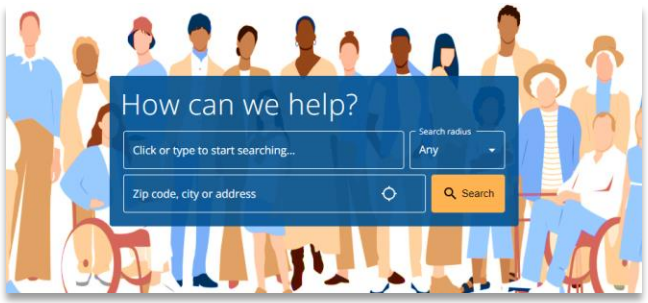

211 HELPLINE CONNECTION - ONLINE

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211 SERVICE DIRECTORY

- Follows national standards
- Verified annually
- Curated by nationally certified staff
- Indexed and searchable

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WHAT IS INCLUDED

- Nonprofit agencies that provide human services to community
- Faith based organizations if they provide direct services to the community
- Public agencies – city, county, state and federal
- Support groups
- For-profit if they meet a need not otherwise met by nonprofit or government

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COMMUNITY NEEDS

- In 2022, 211 Helpline managed nearly 55,000 contacts
- Identified needs included food help, income support, housing issues and utility help, legal information and assistance, health care/health insurance help and help with transportation
- The need for help with transportation was identified nearly 1,500 times
- In 2023, through August, transportation needs are already over 700 (not including web requests)

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TRANSPORTATION NEEDS

- 2022 Steuben County Office for the Aging (SCOFA) Needs Assessment reports respondents replied the need for help with transportation to appointments 86% as somewhat to very important
- Transportation barriers are a significant impediment to health care access, especially for those with lower incomes or who are underinsured or uninsured
- Research estimates show over six million people across the US delaying or missing medical care due to transportation insecurity has grown steadily
- Rural communities not served by public transportation typically also have an infrastructure not contusive to walking or bicycling options to reach medical care
- Missed heath care appointments increases complications of chronic illness, increases hospital readmissions, undermines the opportunity for diagnostic testing and early detection

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COORDINATED TRANSPORTATION SERVICES IS REMOVING BARRIERS

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Providing transportation to elderly and disabled residents in need to non-emergency medical appointments, pharmacies, grocery stores, food pantries and other human service agencies, and substance use disorder treatment and recovery services.

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COORDINATED TRANSPORTATION SERVICES

- OASIS Appointments
- Medicaid Transportation
- SCOFA
- IHS Transports
- Steuben County Department of Social Services Transportation

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COORDINATED TRANSPORTATION SERVICES

2020 Volunteer Driver Impact

ANNUAL MILES

Despite the trials of COVID-19 on our services, volunteers logged an amazing **484,519** miles in 2020.

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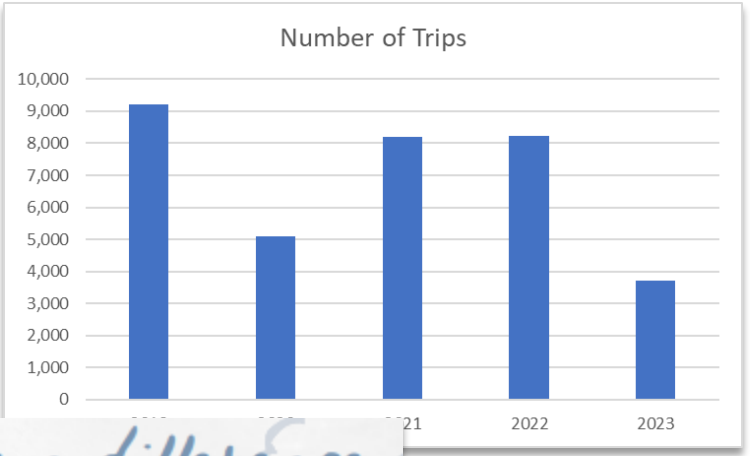
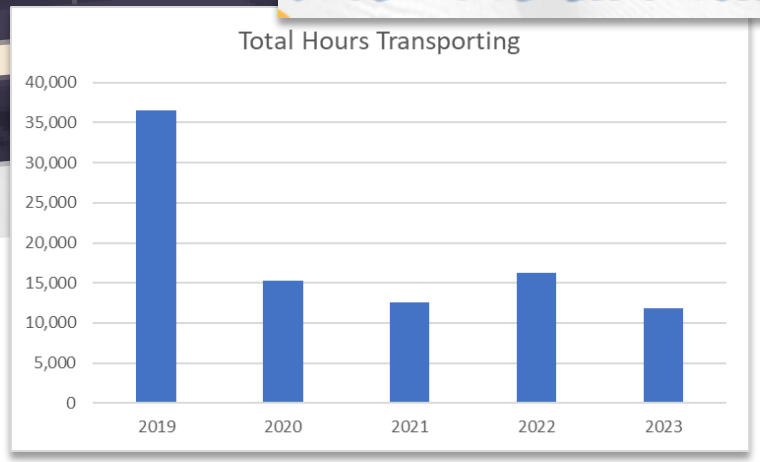
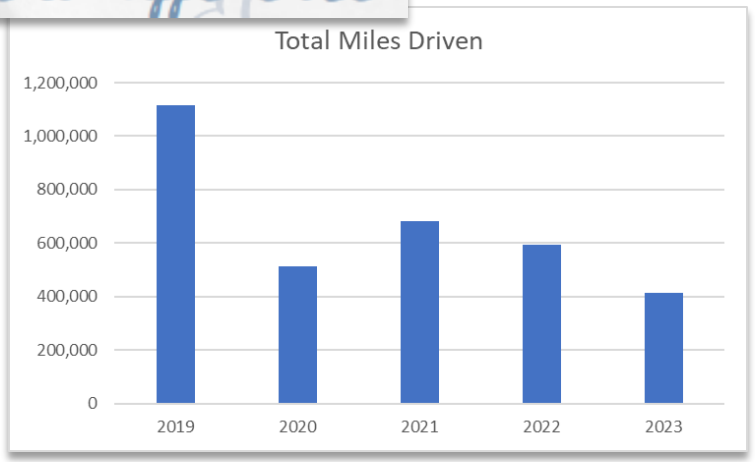
VOLUNTEER DRIVER IMPACT 2019-2023 YTD



One ride can make a difference.





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211 HELPLINE'S FOCUS ON COMMUNICATION. COLLABORATION. CAPACITY BUILDING.

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INITIATIVES

- SMART Steuben Collaboration
  - Identify resources that address food security and childhood obesity
  - Members need list to refer patients to for their CHIP initiatives
  - Need ability to report increased awareness of these resources
- Pivital Public Health Collaboration
  - Partners seeking to reduce food insecurity within their communities – Healthy Eating and Food Security Workgroup
  - Identify resources that address food security
  - Need ability to report increased awareness of these resources and identify gaps

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FOOD NEEDS & CHILDHOOD OBESITY

- Obesity and food insecurity are directly related to long term health complications
- In 2022, 211 Helpline recorded over 8,000 requests for food related needs
- 2018 My Health Story survey completed by Common Ground reported the top barrier to healthy food as too expensive
- Poor economic conditions and lack of knowledge or access to public transportation within the rural communities in the Finger Lakes are known barriers to food access

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211 HELPLINE COMMUNITY CONNECTION – FOOD HELP

- 211 Helpline – Food Help landing page
- Food resources and food security information in one location
- https://www.ihsnet.org/211-helpline-food-help/

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211 HELPLINE COMMUNITY CONNECTION – REDUCE CHILDHOOD OBESITY

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- 211 Helpline – Childhood Obesity Resources landing page
- Childhood obesity resources and information in one location
- https://www.ihsnet.org/211-helpline-childhood-obesity/

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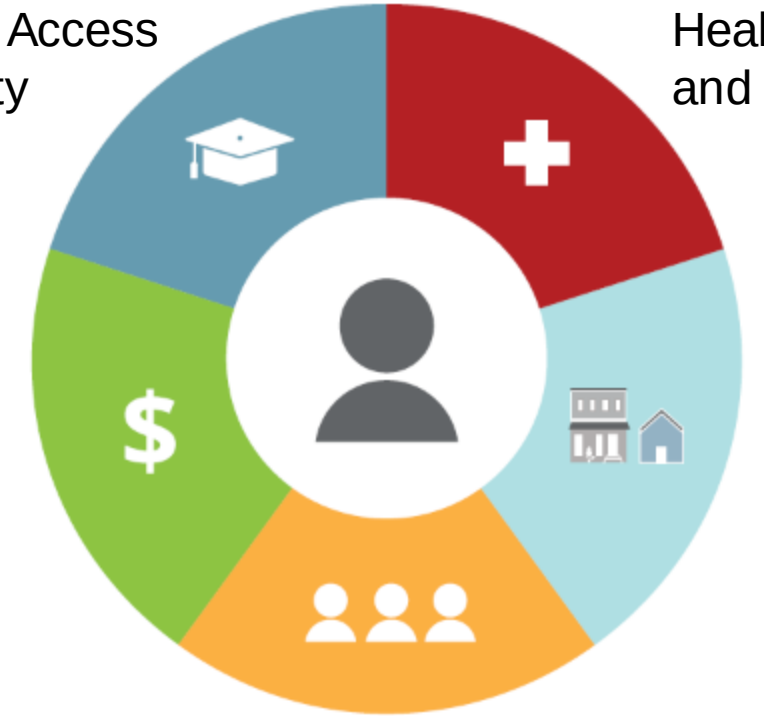
IHS – ADDRESSING SDOH THROUGH COMMUNICATION, COLLABORATION, AND CAPACITY BUILDING

Education Access and Quality

Healthcare Access and Quality



Economic Stability

Neighborhood and Built Environment

Social and Community Context

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The Institute for Human Services

Polly McDaniel – Resource Data Curator, NYSPHC Fellow
607-776-9467 ext. 219 Email: mcdanielp@ihsnet.org

Anthony (Nick) Pavio – Transportation Specialist, NYSPHC Fellow
607-776-9467 ext. 224 Email: pavioa@ihsnet.org

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Best Practices for Email Communications

Summer 2023 DOH Best Practices

NEW YORK STATE OF OPPORTUNITY. Department of Health

KATHY HOCHUL
Governor

JAMES V. McDONALD, M.D., M.P.H.
Commissioner

MEGAN E. BALDWIN
Acting Executive Deputy Commissioner

BEST PRACTICES FOR EMAIL COMMUNICATION

General Considerations

As a department, we are striving to become more conscious of the number of emails staff read and answer each day. Over the last few years, during the pandemic, communication has become less personal and more dependent on technology. As we emerge from the pandemic, now is a good time to consider how to communicate better with each other. This best practices guidance offers ideas to help us all manage our inboxes and write/respond to emails most efficiently and effectively.

Before you hit "Send," ask yourself 3 questions:

1. Is this issue best communicated through email, or should a phone call or in-person conversation take place?
2. If multiple people are involved, should a meeting be scheduled instead of an email?
3. Is it possible to use Teams Chat to avoid many back-and-forth emails?

9 Tips for Sending Effective Messages

1. Use Standard Formatting
   a. Check font and size for consistency.
   b. If you used "copy/paste," check that font/size is consistent throughout the email.
2. Include a Clear Subject Line
   a. Title your email so the recipient knows what the message is about.
   b. If an email chain switches to a different topic, please update the subject line, or consider starting a new chain.
3. Include an Action Step
   a. State upfront what you would like the individual/group to do with the information shared.
4. Always Keep Your Tone Professional
   a. Think about your word choices and how others may interpret your intention.
5. "To/Cc" Fields
   a. It's important to decide which staff get placed in **To** and **Cc** groups. Please include in the **To** line all staff who are involved in getting the task and/or follow-up done. If a group needs to be included for "awareness," please include them in the **Cc**.
   b. Always double-check recipients to ensure you have the correct recipients, particularly if the chain originates from an outside entity and you are converting to an internal email chain.
6. What time is it?
   a. Work-life balance matters. Refrain from sending emails after work hours or on the weekend unless it is an emergency. Emails can be saved in your "draft" folder and/or scheduled for the next day. Delay or schedule sending email messages - Microsoft Support
7. Reply Within 24-48 hours
   a. If you are unable to fully respond within 24-48 hours, acknowledge that the email was received.

8. Is it better to pick up the phone?
   a. If an email evolves into a "meeting," pause and schedule a meeting, or make a phone call.
   b. If an email chain is getting voluminous and confusing, or tensions are running high, consider picking up the phone or scheduling a meeting to discuss. An email is never a place for conflict or for expressing displeasure.
9. Attachments
   a. Double-check attachments to make sure the correct one is included or that the attachment is in fact included.

Form and Tone of Messages

Although an email is often viewed as informal communication due to the ease and speed of sending one, email should be considered the equivalent of formal correspondence sent through traditional mail. Remember that the recipient is free to share email as they choose. As such, you should compose your email with the following in mind.

Use Discretion

Use caution when sharing information over email because it may not remain confidential.

Emails discussing Department business, even if sent from a personal email address, are considered Department records that are subject to public disclosure under the Freedom of Information Law ("FOIL"). *See* Article 6 (Sections 84-90) of the NYS Public Officers Law ("POL"). Although there are a limited number of exemptions from disclosure under the law (POL § 87(2)(a-g)), an email may become a public record with or without your knowledge. In addition, emails may be subject to discovery in litigation and under third-party subpoenas. Accordingly, take steps to protect private, sensitive, privileged and/or confidential information about yourself, others, and the Department.

Identify a communication as confidential:

- When communicating with the Department's legal counsel, consider including the terms "Privileged & Confidential" in the subject line or at the beginning of the body of the email. This will help identify the email as a communication likely protected by attorney-client privilege that should not be shared outside of the Department.
- Use "Confidential" in the subject line when the email includes either sensitive information, or if the communication may not be appropriate for disclosure beyond the specified recipients.
- When it is necessary to share documents or data containing private/sensitive information beyond what is included in the body of the email, consider including these documents as an attachment in a password-protected file. (Note: The password to the file should be sent to the recipient in a separate communication.)

How to: Protect a document with a password - Microsoft Support

Responding and Forwarding Messages

Replying to Email

- The benefit of using "Reply all" is that you can respond to everyone at once to let them know you're addressing an issue. When in doubt, use "Reply" to respond only to the sender, and to avoid unnecessary emails. To determine which to use, consider the information you're sharing and who it most affects.

- Sometimes, it may be necessary to remove one or more of the original recipients when you send a reply. At the same time, you want to maintain the thread. You should clearly indicate that you have intentionally removed some original recipients.

Think Before Forwarding

- Please be sure to read the entire chain and use caution when forwarding. Consider starting a new chain with a summary of information, especially when sending it to outside entities.
- If the email chain is being forwarded, a good practice is to summarize what's being discussed at the top, so the recipient quickly knows what you need from them.
- It's also important to remember that some emails may contain private, sensitive, or privileged information, so you might not be able to forward them. If in doubt, check with the initial sender.

Informative Out-Of-Office Replies

If you plan to be out of the office for an extended period, set up an automated Out-Of-Office reply to let people know you won't be able to respond to their emails until a specific date. Include a contact name if there's an urgent matter.

How to link: Create a signature and automatic reply - Microsoft Support

Organizing the Different Parts of an Email

Shorten Links

When sharing a website, use a link shortener to shorten the link or hyperlink text within the email.

How to: Create or edit a hyperlink - Microsoft Support

Email Signature

An email signature is a special text box that displays your contact information at the bottom of an email. A signature typically includes only your name, job title, email address, and phone number. Additional information such as historic quotes, witty sayings, or life advice is sometimes not welcome by all recipients. It also adds more reading for the recipient. It is best if these are avoided.

NYS Guidelines for Email Signature:

Highlighted best practices in the guide

1. Use standard formatting, include a clear subject line and an action step.
2. Always keep your tone professional. Think about your words and how others may interpret your intention.
3. What time is it? Work-life balance matters. Refrain from sending emails after work hours or on the weekend unless it is an emergency.
4. Reply within 24-48 hours. If you are unable to, acknowledge the email was received.
5. Double check attachments to make sure the correct one is included or that the attachment is in fact included.
6. Use discretion when sharing information over email because it may not remain confidential.
7. When in doubt, use Reply instead of Reply All to avoid unnecessary emails.
8. Use caution when forwarding emails and be sure to read the entire chain.
9. Use informative out of office replies to let people know you won't be able to respond until a specific date. Include a contact name if it is an urgent matter.

NYS Guidelines for your email signature

- A signature typically only includes your name, job title, email address, and phone number.
- Additional information such as historic quotes, witty sayings, or life advice is sometimes not welcome by all recipients. It also adds more reading for the recipient. It is best if these are avoided.
- Note: Your specific organization or department likely has unique branding and styles for email signatures to follow.

Name (Arial Bold 16pt)

Function (Arial Regular 12pt)

Agency Name (in the Grouping Color – Arial Bold 12pt)

Address (Arial Regular 12pt)

Contacts

Website

Best Practices for Email Communications Skill Building Activity

Skill Building: Identify the problem(s)

- The purpose of the activity is to present three different email examples and have participants individually identify the problem(s) with the communication.
- When you see a polling question pop-up, submit your answer for the number of problem(s) you found.
- Share with the group in the chat or raise your hand to share verbally why you selected this answer.

Email #1

To: Sam
CC: Director@email.com, supervisor@email.com, allinourdept@email.com
Subject: re: website access

Hey -

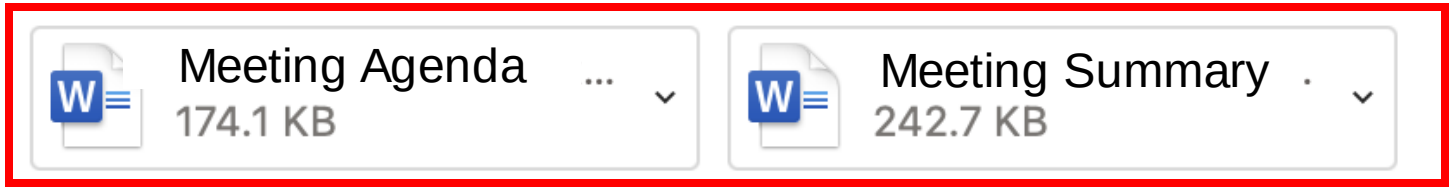
IDK if you were going to meet me to show me how to login to the website.

Julie

"If you can dream it, you can do it." —Walt Disney.

Email #2

To: Amanda
Subject: Guides and Help Documents



Good Morning,

I have attached the guide and help documents for using Microsoft Word to this email.

Have a great day!

Amber

Support Specialist

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NEW YORK STATE | Department of Health

Email #3

Today at 8:34 pm

To: Jamal
Subject: Materials for meeting tomorrow needed asap

Hi Jamal,

After dinner I took some time to review the slides prepared for our meeting tomorrow just to make sure things are all set. Can you please let me know as soon as you can if you have also reviewed them and are all ready? Thanks so much!

Tom

NYSPHC Fellow

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Fellow Spotlight: Joanna Craigmile

GIS and Social Determinants of Health: How Visual Data Helps Identify Rural Inequities

Joanna Craigmile
GIS Coordinator
Public Health Graduate Fellow
Wyoming County Health Department

September 20, 2023

OVERVIEW

- What is GIS?
- Wyoming County GIS
  - Capabilities
  - Projects that Address SDOH Issues
- Future Possibilities

WHAT IS GIS?

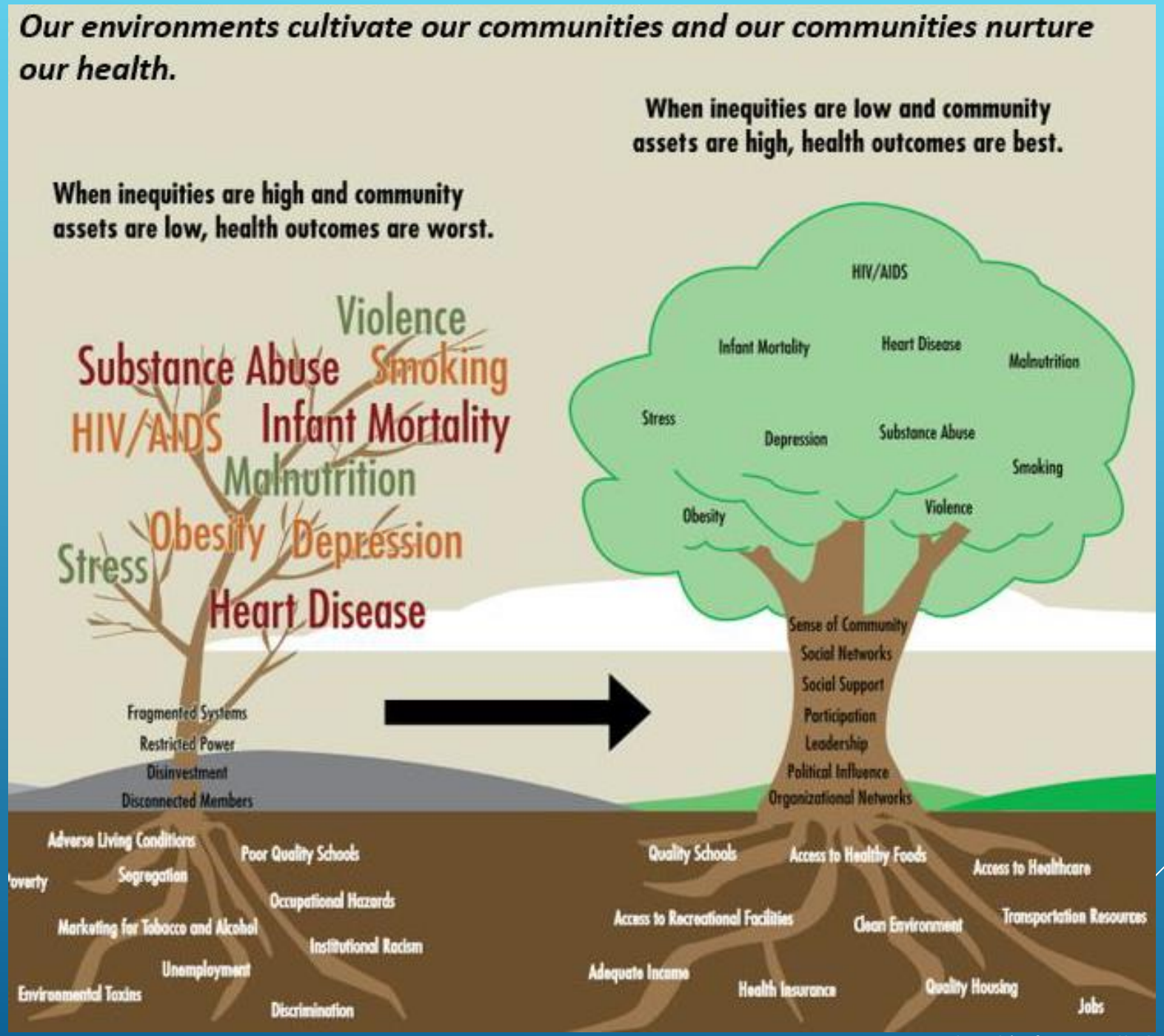
- A spatial system that creates, manages, analyzes and maps many types of data
- Integrates locations with descriptions and gives you a sense of where and what
- Helps users understand patterns, relationships and the context of place
- Results in improved communication, better management and informed decision making

GIS IN WYOMING COUNTY

- GIS systems historically updated and maintained by IT staff
- No dedicated staff, no regular data updates or training prior to my position being created through the Public Health Fellowship Program
- Filling the Need and Building Relationships within the County and Towns:
  - Health Department
  - Highway
  - Planning
  - Zoning
  - Real Property
  - Emergency Services
  - 911
  - Soil and Water Conservation
  - Board of Elections

DEMOGRAPHICS IN WYOMING COUNTY

- Wyoming County is rural and the population is aging
- Census Bureau Community Profile Shows:
  - Median age higher than NYS median (42.6/39.8)
  - Median household income lower than NYS median (60,013/74,314)
  - Percent of residents with bachelor degree or higher lower than NYS median (18.1%/39.9%)
- The rural nature presents inherent inequities in terms of Social Determinants of Health:
  - low population density and distance from resources results in inequities in access to health care and quality, education access and quality, issues with transportation, and a population that is spread out and may not have access to social support systems, healthy foods, quality jobs, etc.



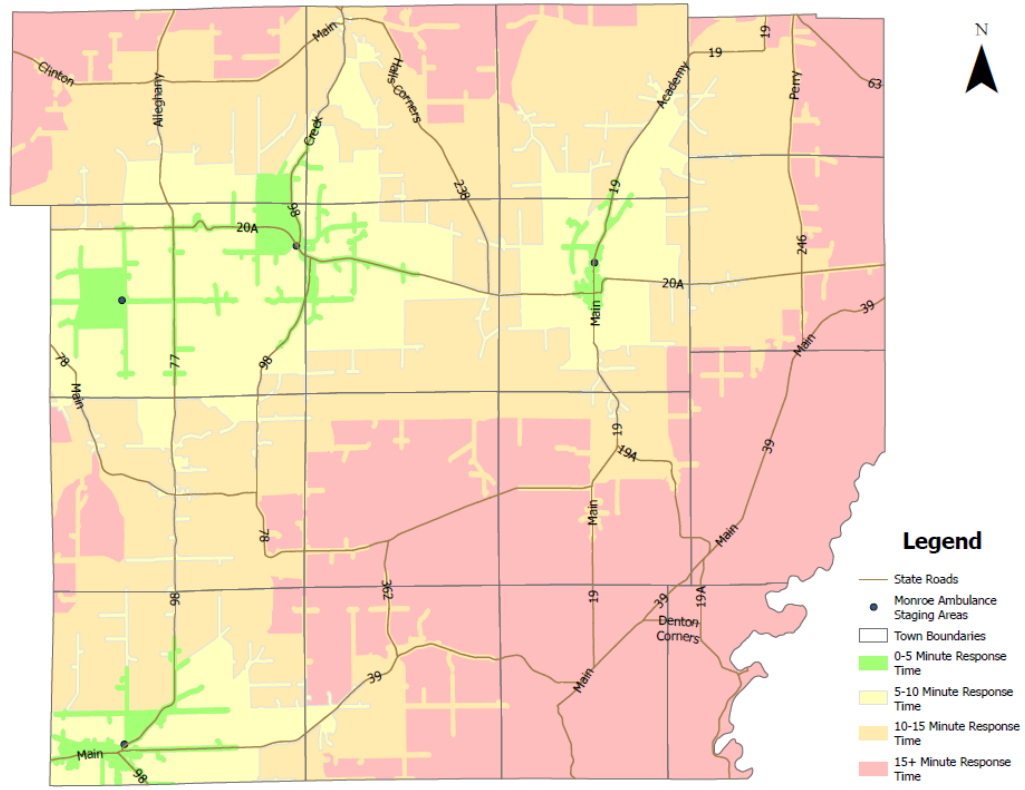
Graphic from North Carolina Institute for Public Health. 2017.

SOLVING LOCATION AND RESPONSE ISSUES

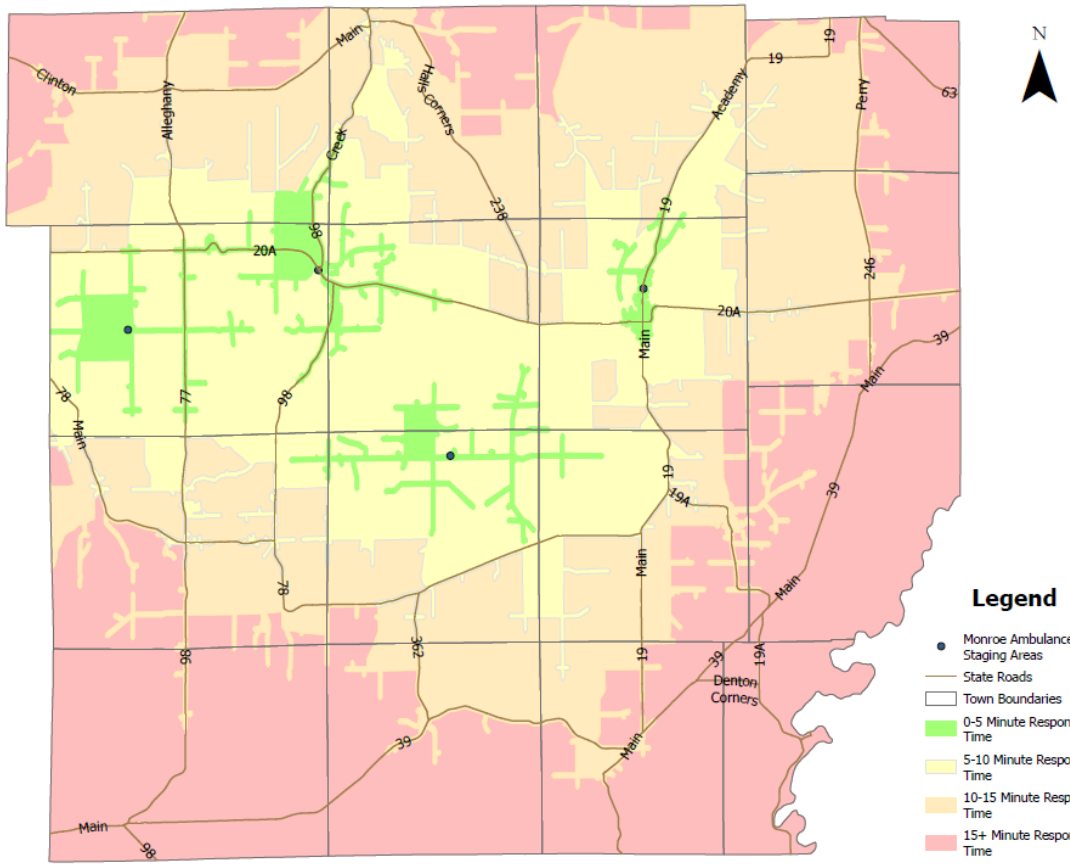
Staging Ambulances in Rural Wyoming County

Maximizing and Increasing Access to Health Care

Wyoming County Emergency Services
Ambulance Response Times (Existing Plus Arcade)



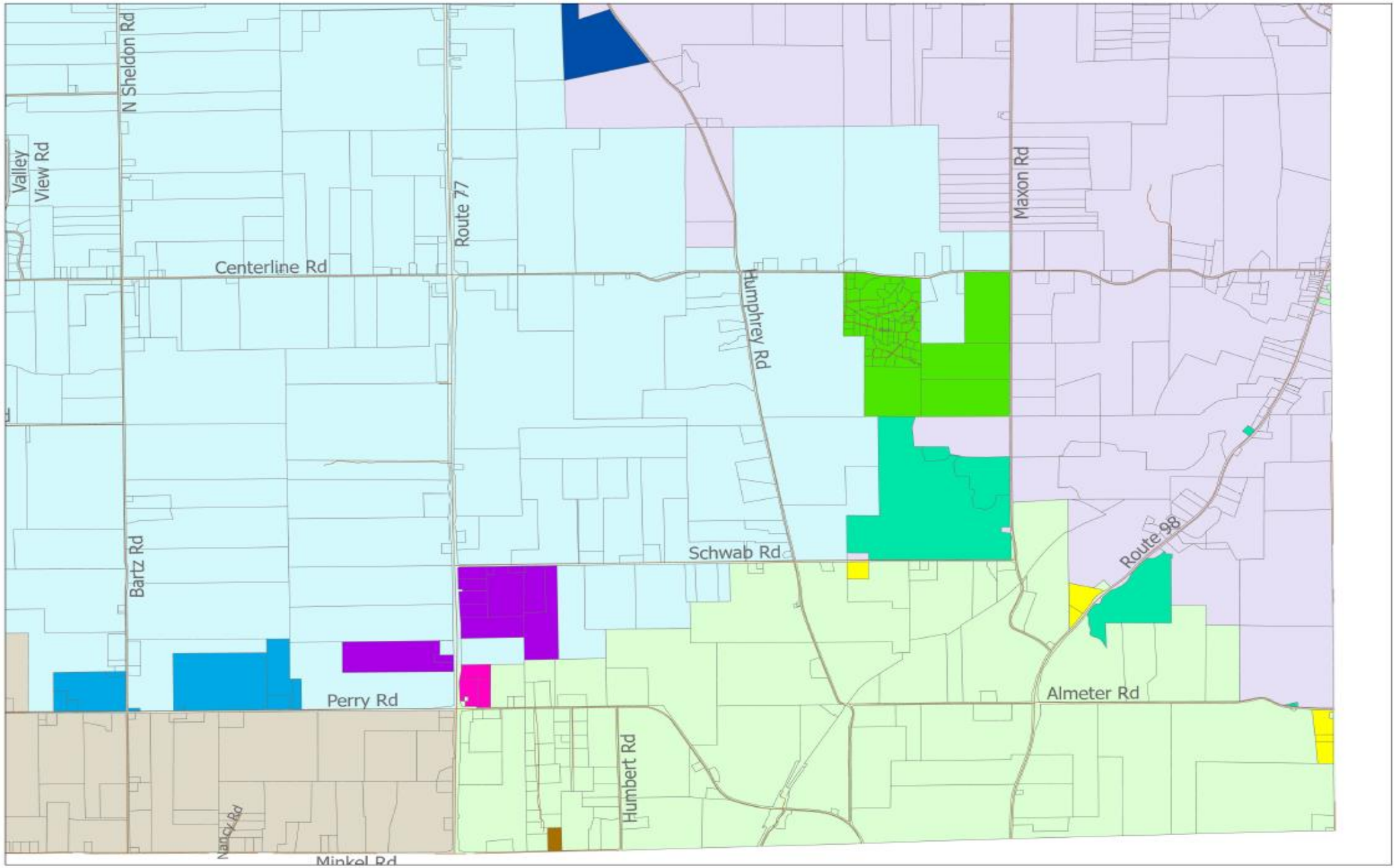
Wyoming County Emergency Services
Ambulance Response Times (Existing Plus Training Center)



FIRE DISTRICT MAPPING

- Fire companies in rural areas are volunteer and citizen based
- When tax data is mapped the residents taxed do not always match up with the residents served by each fire company
- Paper maps used by fire departments for response areas do not always match the boundaries used by 911 dispatchers
- Using GIS to identify actual boundaries based on historic descriptions, identify discrepancies, work with the municipality and fire companies to agree upon and finalize lines
- GIS serving as a tool to help sort out these historic issues, minimizing errors and getting emergency response vehicles there in a timely matter.

North Java (2020)/Varysburg (1961)/Sheldon (1963)/Strykersville (1952) Fire District Boundaries



N

Legend

Roads

Parcels (7/2022)

- Parcel Boundaries (2022)
- Parcels in North Java District, Taxed Varysburg
- Parcles in North Java District, Taxed Strykersville
- Parcels in North Java District, Taxed Sheldon
- Parcels in Sheldon District, Taxed North Java
- Parcels in Sheldon District, Taxed Varysburg
- Parcels in Sheldon District, Taxed Strykersville
- Parcel in Varysburg District, No Tax Information
- Parcels in Varysburg District, Taxed North Java
- Parcels in Varysburg District, Taxed Sheldon

Fire Districts

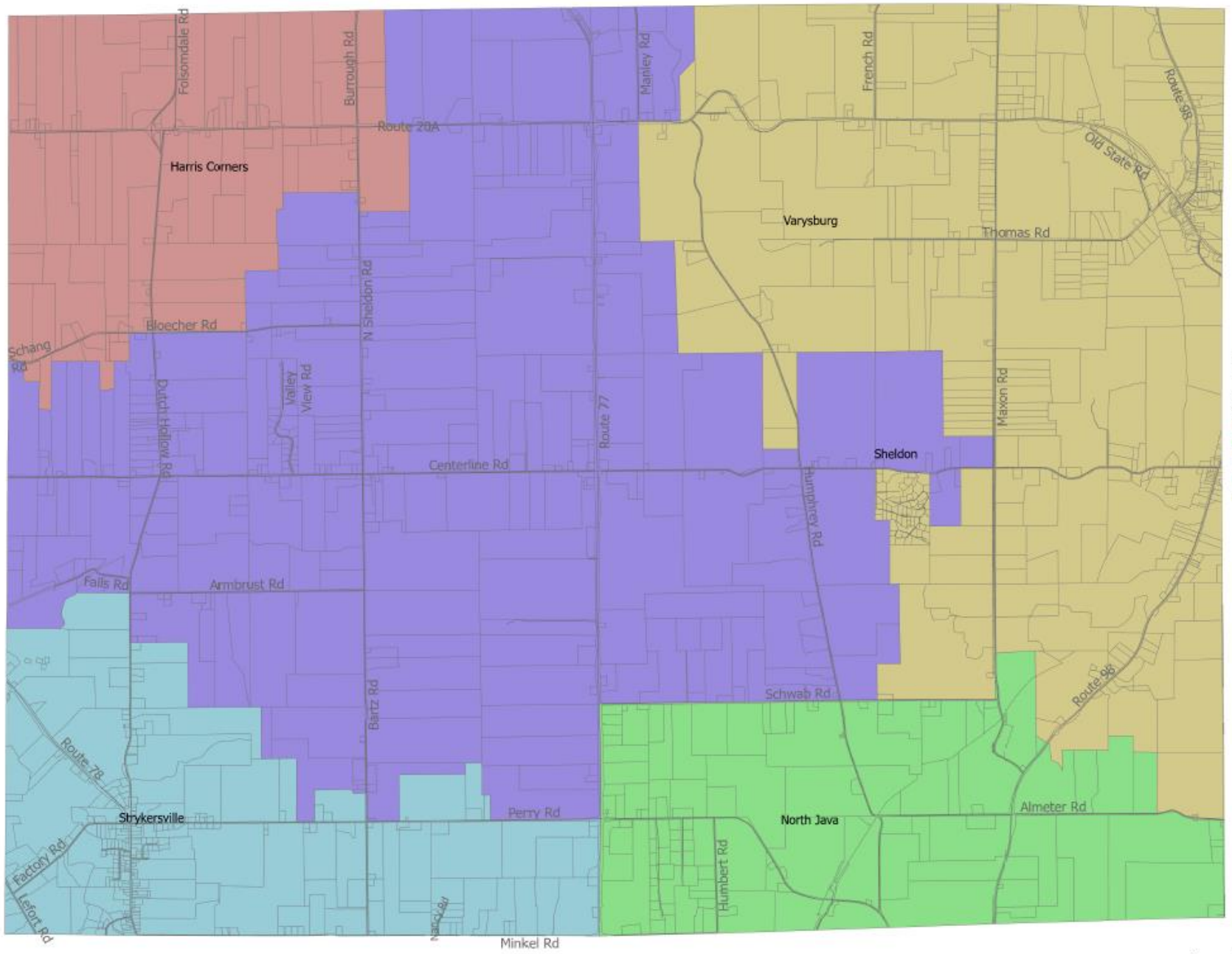
- North Java
- Sheldon
- Strykersville
- Varysburg

Data on this map is subject to change. Please contact the Wyoming County GIS Coordinator for the most updated information.

District boundaries were estimated based on legal descriptions that were in some cases following the property lines of people who owned the land several decades ago. Parcel boundaries change over time as do landowners. There are some areas where the boundary was estimated based on these descriptions and may not be exactly as the original law intended because they split an existing parcel or the exact parcel could only be estimated based on the surrounding parcels and description.

Wyoming County GIS
Revised November 2022

Exhibit A: Town of Sheldon Fire Protection and Fire District Boundaries: May 2023



Wyoming County GIS
May 2023

Approved by Town of Sheldon Town Board
May 2023

MANAGE AND RESPOND TO EVENTS

Incident Mapper for Emergency Services

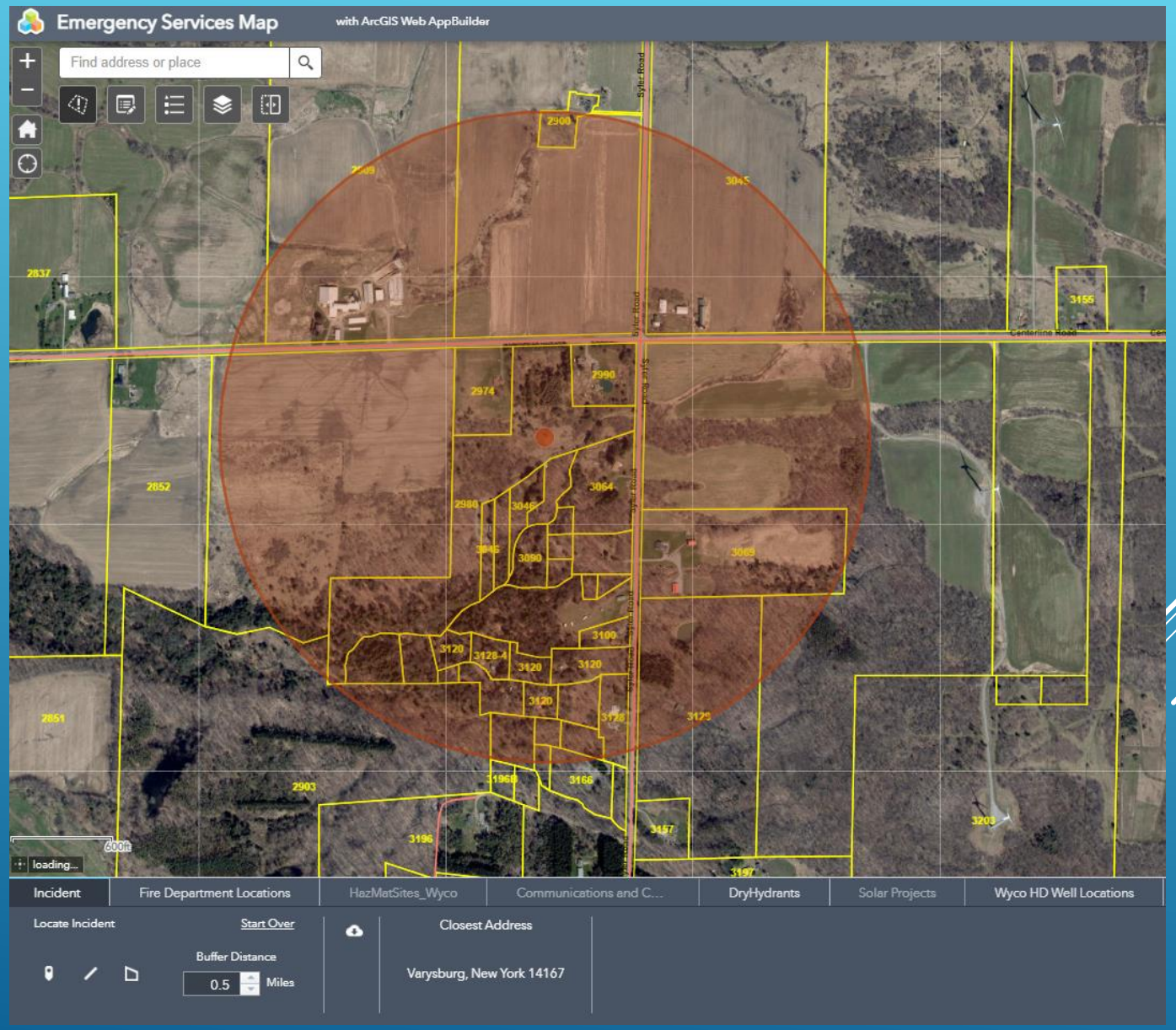
Uses Situational Awareness to identify impacts and resources in the event of an emergency:

Private well and septic locations

Wetlands/Waterbodies

Nearest hydrants

Nearest fire department

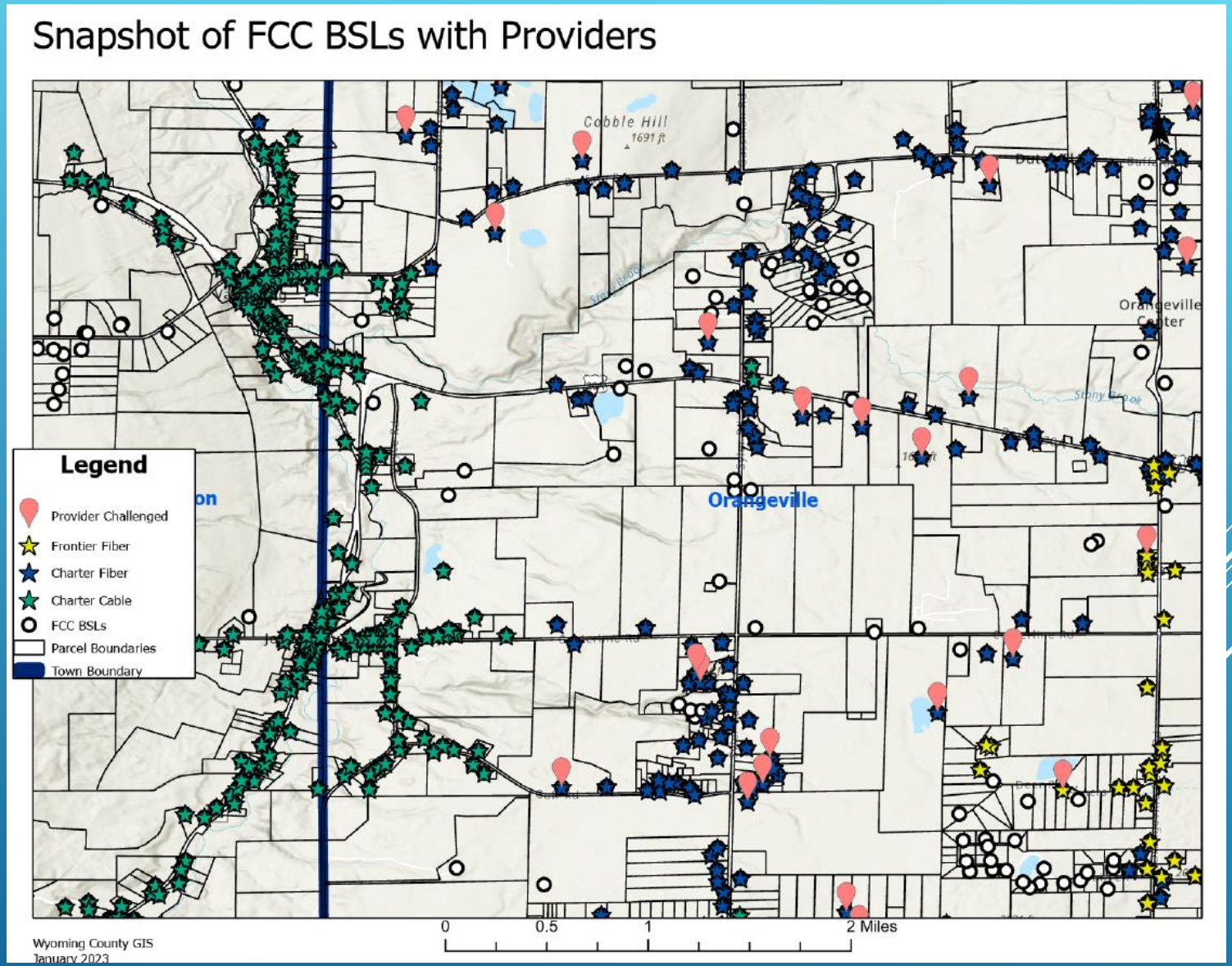


IMPROVING BROADBAND ACCESS

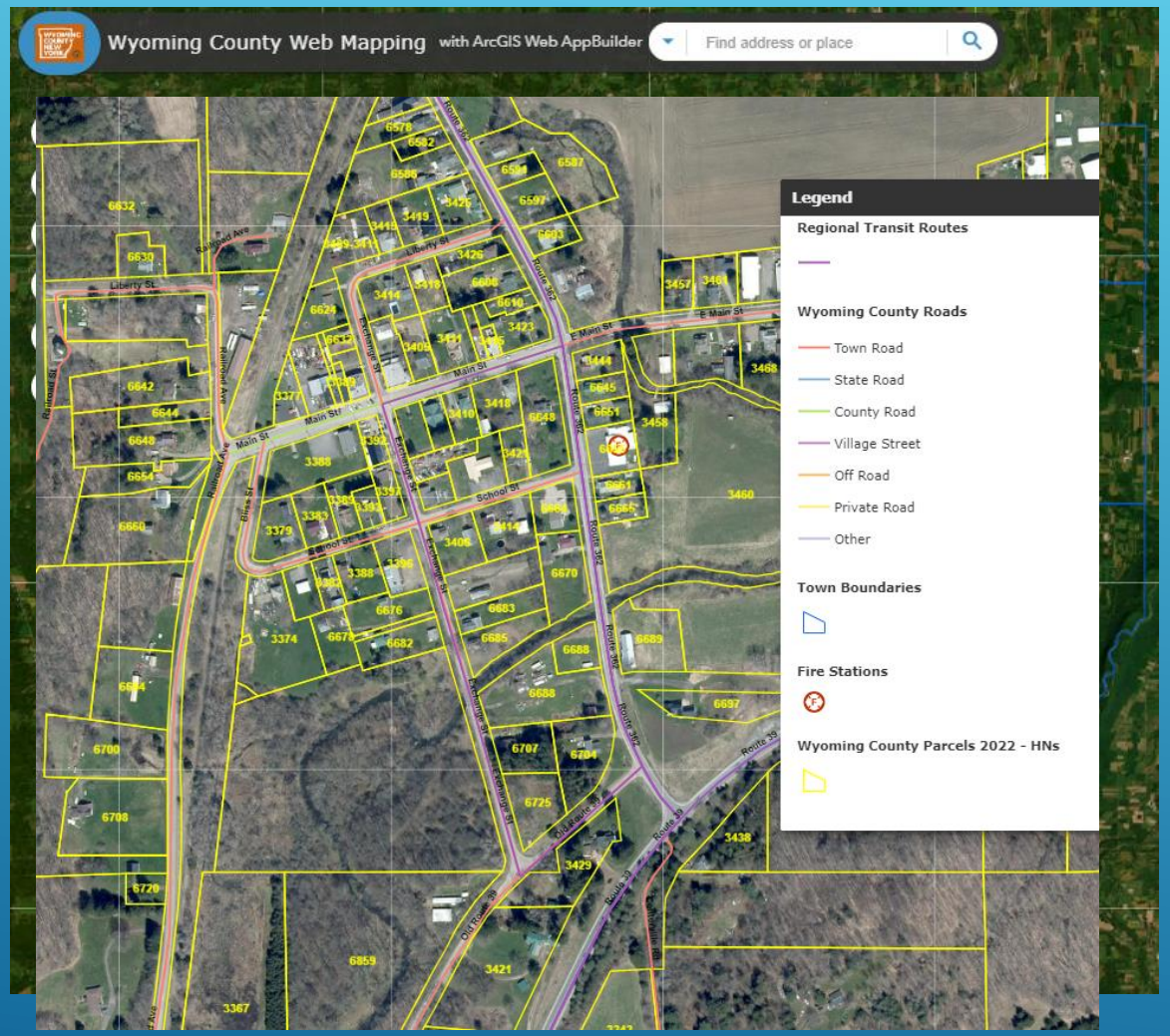
The Pandemic highlighted the need for broadband access more than ever.

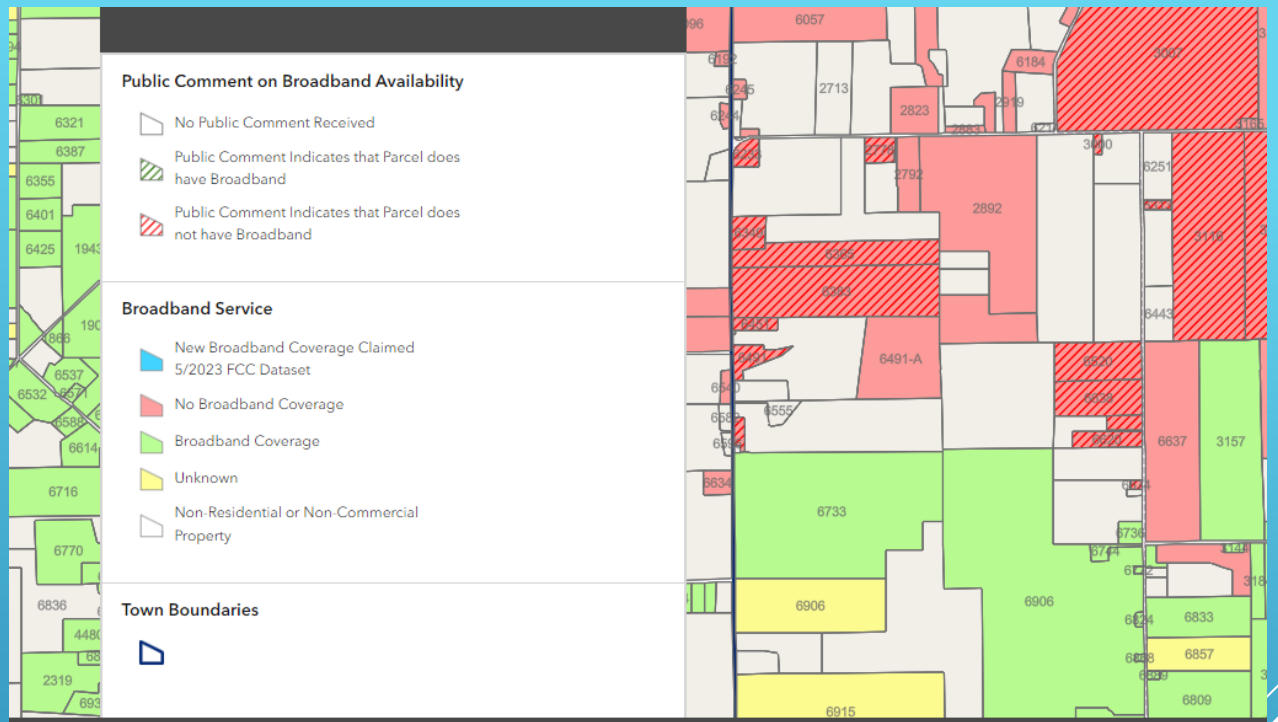
Rural Wyoming County residents do not have equitable access to broadband dependent necessities like online learning and telehealth.

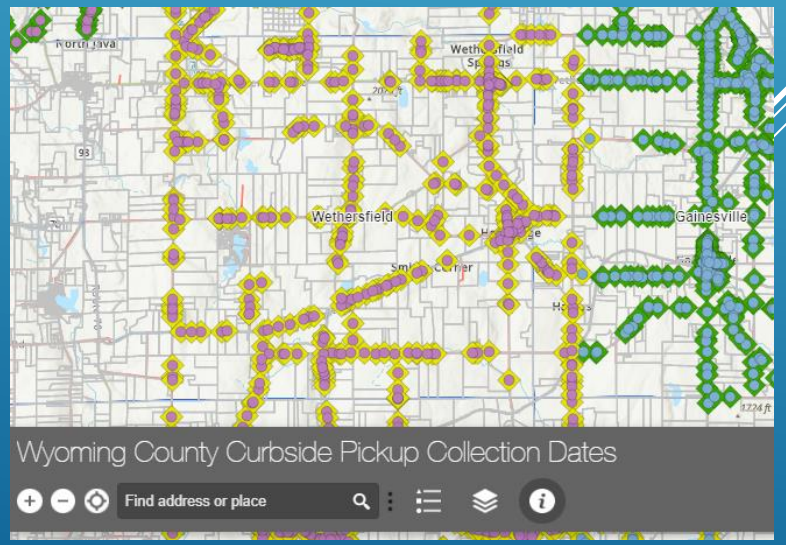
Working through FCC and State Broadband Challenges in Wyoming County to work toward acquiring funding for connections and expansion.



PUBLIC OUTREACH







FUTURE POSSIBILITIES

- Mapping ALICE (Asset Limited, Income Constrained, Employed) populations' concerns about SDOH. Survey being initiated soon.
- Updating and Finalizing Fire Districts across the County
- Updating work flows for Assigning Addresses
- Emergency Response and Damage Assessment Mapping
- Comprehensive Community Health Services Map with Rural Transit Routes
- One Stop Mapping Portal on the Wyoming County website
- SDOH can be mapped to focus County efforts

THANK YOU!

Joanna Craigmile, Public Health Graduate Fellow
jcraigmile@wyomingco.net

585-786-5135

Wyoming County GIS Website:

http://www.wyomingco.net/645/Geographic-Information- Systems-GIS

Please take this short survey! This will help inform professional development sessions that will be held at the annual Fellowship Summit this year.

NEW YORK STATE | Department of Health

Questions?

Contact us if you need us

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