

NYSPHC **Finger Lakes & Western Regional Consortium**



When

**Wednesday
September 20, 2023
10AM - Noon**

Register for this virtual consortium by 9/13/23

Register Here

**Meeting Theme:
Social Determinants of Health**

This activity will include a presentation with content experts, followed by a skills-building activity centered around the Best Practices Guide for email communications released by the New York State Department of Health. We will conclude with Fellow spotlights where two regional Fellows will highlight their work.

See next page for speaker bio information

QUICK LINKS

[NYS Dept. of Health](#)
[NYSPHC](#)

[NYSPHC Training Resource Center](#)

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According to the [World Health Organization \(WHO\)](#), social determinants of health are defined as “the non-medical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies, and political systems.”

Please note:

Fellow attendance at Regional Consortia is required. LHD Directors, Supervisors, Local Coordinators, and Mentors are invited to attend.

Speaker Bio Page



WADE NORWOOD

Common Ground Health, Chief Executive Officer



Rochester native Wade Norwood has held leadership positions in the community for more than three decades, including roles in public service, education and health care. In management at Common Ground Health since 2006, Norwood has been central to the nonprofit's strategic planning process, pushing the organization to become a more effective change agent for all Finger Lakes region residents, especially those most at risk. He also spearheaded the organization's efforts to engage underserved populations in health improvement, championing the creation of the African American Health Coalition, the Latino Health Coalition and the Partnership for Access to Healthcare, and providing ongoing support for these and other engagement initiatives.

His leadership roles at the state and local level include co-chairing the New York State Health Department's workgroup on health care workforce and co-chairing with Congressman Joseph Morelle the region's Systems Integration initiative, a cross-sector effort to integrate services and data for families affected by poverty. As a member of the Finger Lakes Regional Economic Development Commission, Norwood helps to guide funding for economic-development, job-development and anti-poverty efforts across the region.

From 1990 to 2005, Norwood served as a Rochester City Council member and chair of the council's Committee on Housing and Community Development. During his tenure, he proposed and developed several new programs in housing, neighborhood development and police oversight.

Currently, Norwood serves on the board of the national Civitas Networks for Health, which is a national collaborative comprised of member organizations working to use health information exchange, health data, and multi-stakeholder, cross-sector approaches to improve health. Since 2009, he has served as an at-large member of the New York State Board of Regents. Responsible for the general supervision of all educational activities within the state, the Regents preside over the University and the New York State Education Department.

A leader in Rochester's faith community, Norwood is also president and senior pastor at the Holy Jerusalem Spiritual Church. Wade Norwood is a graduate of the University of Rochester, where he received his bachelor's degree in political science. He and his wife, Lisa Hardy Norwood, reside in Rochester's 19th Ward neighborhood. They have two adult children.



MATTHEW CREHAN HIGGINS

Evergreen Health, Associate Vice President of Specialty Care



Matthew Crehan Higgins has worked in the fields of HIV treatment and prevention, sexual health, and LGBTQ health for 21 years. He worked in Immunodeficiency Services at the Erie County Medical Center for 12 years in a variety of roles including data entry operator, medical social worker, and program manager. He was the senior director of the Pride Center of WNY for approximately three years. In his current role as avp of specialty care at Evergreen Health, he oversees the organization's work around HIV biomedical prevention and treatment adherence, hepatitis C, sexual health, gender affirming health, and field education. As a playwright, he has written eight full length plays including the forthcoming audio play Conversations with Eligible Voters in Pennsylvania. As an actor he has appeared in The Normal Heart, Orgazmo, and Naked Boys Singing. He was named to Buffalo Business First's 40 under 40 in 2017 and as one of Buffalo Spree's Influencers Under 40 in 2019. He can juggle while at the same time eating an apple.