

**Fellow Spotlight:**

**Hinal Patel  
Cortland County**





**Public Health**  
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**Cortland County Health Department**

# **Fellow Spotlight: Hinal Patel, MPH**

**Public Health Fellow III, Cortland County Health Department  
NYSPHC Consortium Meeting  
September 11, 2024**

# Introduction

- Continuing from NYSPHC 1.0 to 2.0, I am currently serving as a Public Health Fellow III at the Cortland County Health Department. My work spans across several key public health initiatives, contributing to the ongoing improvement of community health outcomes.
- Key Focus Areas:
  - Community Health Improvement Plan (CHIP)
  - Strategic Plan
  - Public Health Accreditation Board (PHAB) Reaccreditation



# Community Health Improvement Plan


## What is CHIP?

- The Community Health Improvement Plan (CHIP) is a strategic framework designed to identify, prioritize, and address health needs within Cortland County.
- Cortland County is currently on the 2022-2024 CHIP Cycle

## Key Components of CHIP

- **Community Health Assessment (CHA):** Provides data and insights on the health status of the community.
  - Four focus areas for the CHIP were selected based on the results of the 2022 Community Health Assessment
- **Strategies & Measures:**
  - Focused on addressing priority areas:
    - Tobacco/Vaping
    - COVID-19/Flu
    - Suicide
    - Opioids & Other Substances
- **Collaborative Approach:** Engages 30+ stakeholders across various sectors, including healthcare, behavioral health, public health, education, human services, nonprofits, law enforcement, libraries, media, community members and more.

Cortland County  
Community Health Assessment  
Community Health Improvement Plan  
2022-2024



**Cortland County Community Health Assessment 2022-2024**

The Cortland County 2022-2024 Community Health Assessment (CHA) presents and analyzes demographic, primary, and secondary health/social determinant of health data to identify health challenges of Cortland County community members. The CHA also assists with identification of health disparities, determining gaps in healthcare access, and assessing resources.

[Explore Data](#)



**Cortland County Community Health Improvement Plan 2022-2024**

The Cortland County 2022-2024 Community Health Improvement Plan (CHIP) outlines interventions that will be implemented to address the health focus areas and goals identified through the Community Health Assessment process. The CHIP is designed to ensure accountability in addressing the needs of the community and includes quarterly progress assessments.

[Explore Interventions](#)

# Role and Responsibilities

## Data Collection and Survey Creation

- o Develop and administer surveys to gather data from community partners on key CHIP measures
- o Streamlined the data collection process to improve response rates and data accuracy

## Partner Coordination and Engagement

- o Collaborated with partners to ensure alignment with CHIP goals and objectives
- o Conducted in-person meetings with partners to review data, identify barriers, and set future targets

## Analysis and Reporting

- o Performed data entry with quarterly data to assess progress toward CHIP goals
- o Created presentations and infographics for internal and external stakeholders.

Community Health Improvement Plan Data Collection YEAR 2 - Q1 (Jan-March) and Q2 (April-June)

1. Please select your name/organization:

NAME QUESTION

2. # of attendees at ATI Corland social gatherings

Q1 (Jan - March)

Q2 (April - June)

3. # of community engagement events hosted by ATI Corland

Q1 (Jan - March)

Q2 (April - June)

4. # of planned social gatherings facilitated by ATI Corland

Q1 (Jan - March)

Q2 (April - June)

5. # of total active individuals engaged in peer counseling through ATI

Q1 (Jan - March)

**Brainstorm Blitz Summary: COVID-19/Flu Vaccination**

**Overview**

All the Implementation Coalition Meeting on May 9, 2024, the Cortland County Health Department conducted a Brainstorm Blitz activity to gather community feedback for reducing COVID-19/Flu vaccination strategies. The goal was to collect community-based strategies, data related to implementation, and identify barriers faced in 2023. Participants shared their comments, questions, and ideas in a collaborative, fast-paced session to generate innovative solutions.

**Results of the Activity**

Data and comments were compiled and sorted into categories such as rising awareness, barriers to implementation, data related, and general comments/feedback on CHIP. Users were also categorized based on their perceived confidence.

- 47 total comments were collected
- Responses based on categories:
  - 27 (57%) responses were about **Rising Awareness**
    - 8 (29%) of the responses were **Comments on CHIP**
    - 9% of the Responses were about **Barriers to Implementation (B)** and **Questions on CHIP (Q)**
    - 48% of the responses were about **Data Related**
    - 2% of the Responses were about **Data Related**

**Categories of COVID-19/Flu Responses**

**Categories & Key Ideas**

- Rising Awareness**
  - Provide simple information for those with lower reading capabilities.
  - Organize trainings, seminars, and events with local parks and restaurants.
  - Use community beautification projects as part of vaccination messaging.
  - Increase social media engagement.
  - Conduct employer-led vaccination clinics.
  - Promote vaccination through flyers at businesses facilities.
- Barriers to Implementation**
  - Address health literacy with ongoing COVID-19 education.
  - Address transportation barriers with free ride generators and discounted vaccines.
  - Assist the elderly with technology use for vaccine registration.
  - Collaborate with programs like Meals on Wheels to offer vaccine.
- Comments on CHIP**
  - Continue community events for immunization information.
  - Encourage healthcare professionals to assist with vaccinations.
  - Expand vaccination programs to include other essential services beyond COVID-19.

**Key Take Aways**

- Use creative and inclusive events to engage the community and increase awareness.
- Make clear, readable data available to inform the public about the benefits of vaccination.
- Address barriers such as transportation and technology to make vaccines more accessible.
- Build strong partnerships with local businesses, schools, and healthcare providers.
- Stay open to innovative strategies and adapt to meet the community's evolving needs.

**VACCINES. THEY WORK.**

**SCAN ME**

For further information or to provide additional feedback, please contact:  
 Margaret Rose, MPA  
 Head of CHIP  
 Cortland County Health Department  
 607-753-5555



# Attending the Tableau Conference 2024

## Tableau Conference April 2024

- Attended the Tableau Conference to enhance skills in data visualization and dashboard development.
- Engaged with the Tableau Doctor for one-on-one consultations on optimizing public health dashboards

## Key Takeaways for CHIP Dashboard

- Identified new techniques to make data more accessible and visually compelling
- Guidance on data updates and interactive dashboard elements



# Achievements in the CHIP Process

## Data Collection Successes

- o Data collection for Q4 of 2024 and end of year 1 data collection
- o Completed data collection for Q1 and Q2 of 2024 with all partner participation or valid reasons for non-participation.
- o Highest data submission rate to date, thanks to process improvements and enhanced partner communication

## Process Improvements

- o Updated the SurveyMonkey form for easier data entry and reduced errors
- o Combined Q1 and Q2 data collection, increasing efficiency and reducing workload for partners

## Partner Engagement

- o Conducted in-person meetings with partners to review 2024 measures, discuss challenges, and plan for future actions.
- o Strengthened partnerships, fostering a collaborative approach to achieving CHIP goals

## Presentations

- o **Presentation to SPEAK UP Cortland Coalition (April 2024)**
  - Shared Year 1 data to highlight progress and impact.
  - Received feedback and engaged with coalition members on priorities and next steps
- o Q1 & Q2 results of 2024 were presented to the Board Health by my supervisor



## Year 1 Report: Suicide Prevention

Hinal Patel, MPH - Public Health Fellow  
Cortland County Health Department  
SPEAK UP Meeting  
May 2024

The dashboard titled "CHIP Year 2 Q1 & Q2 Progress: Suicide Prevention" provides a comprehensive overview of the CHIP and Collaborative Approach. It includes an overview of the 2022-2024 Community Health Improvement Plan (CHIP) and a summary of the Suicide Prevention focus area. Key highlights for Q1 and Q2 are provided, along with key insights and a QR code for more information.

**Overview of the CHIP and Collaborative Approach**

The 2022-2024 Community Health Improvement Plan (CHIP) addresses key health challenges in Cortland County through targeted, evidence-based strategies. It prioritizes four focus areas: Tobacco/Vaping, COVID-19/FU, Suicide Prevention, and Opioids & Other Substances.

- Involves 30+ organizations across various sectors.
- CCHD coordinates efforts, tracks progress and supports partner strategies.
- Suicide Prevention focus area has 13 strategies and 68 implementation measures.
- In Q1, 10% of the measures in the Suicide Prevention focus area were complete, 23% were on track, 44% were in process.
- By Q2, there was an increase in the completion rate to 26%, with 21% on track, 32% in process, indicating progress in the implementation of measures.

**Year 2: Q1 & Q2 Highlights**

**Quarter 1 Highlights**

- 5 Community engagement activities were hosted by ATI Cortland
- 18 Family goals were met by CAPCO Head Start families
- 34 Youth's registered for Boy's Council Program
- 237 Individual's attended cultural competency training offered by LGBTQ+ Center
- 728 Car Locks were distributed to the community partners
- 2784 CCMC Primary Care patients were screened for social determinants of health

**Quarter 2 Highlights**

- 1 Youth Mental Health First Aid Training was conducted
- 3 Individual's completed the Positive Parenting Program
- 20 Community engagement activities were hosted by LGBTQ+ Center
- 49 Confirmed Cortland County Callers received support through 988
- 129 Students received Gleno's Guide to Pawsome
- 3490 CCMC Primary Care patients were screened for social determinants of health

**Key Insights & Looking Forward**

- Success in Data Collection
  - Most successful quarter for CHIP data collection; all partners provided data or had genuine reasons for not doing so, with flexibility for future updates.
  - Changes to the data collection process included updates to the SurveyMonkey form and joint Q1 and Q2 collection.
  - CCHD held in-person meetings with each partner to review 2024 measures and make necessary adjustments.
  - Q3 data collection will be released in October for partner submissions.
  - "Our progress is a community effort. Stay informed and explore our ongoing progress by visiting the CHIP Dashboard."

**SCAN ME!**

"Our Community Health Improvement Plan" - The Cortland County Community  
"Our Progress" - The Cortland County Community  
"Our Area for Improvement" - The Cortland County Community

For more information, Scan the code & Visit the CHIP Dashboard

# Skills Developed

## Technical Skills

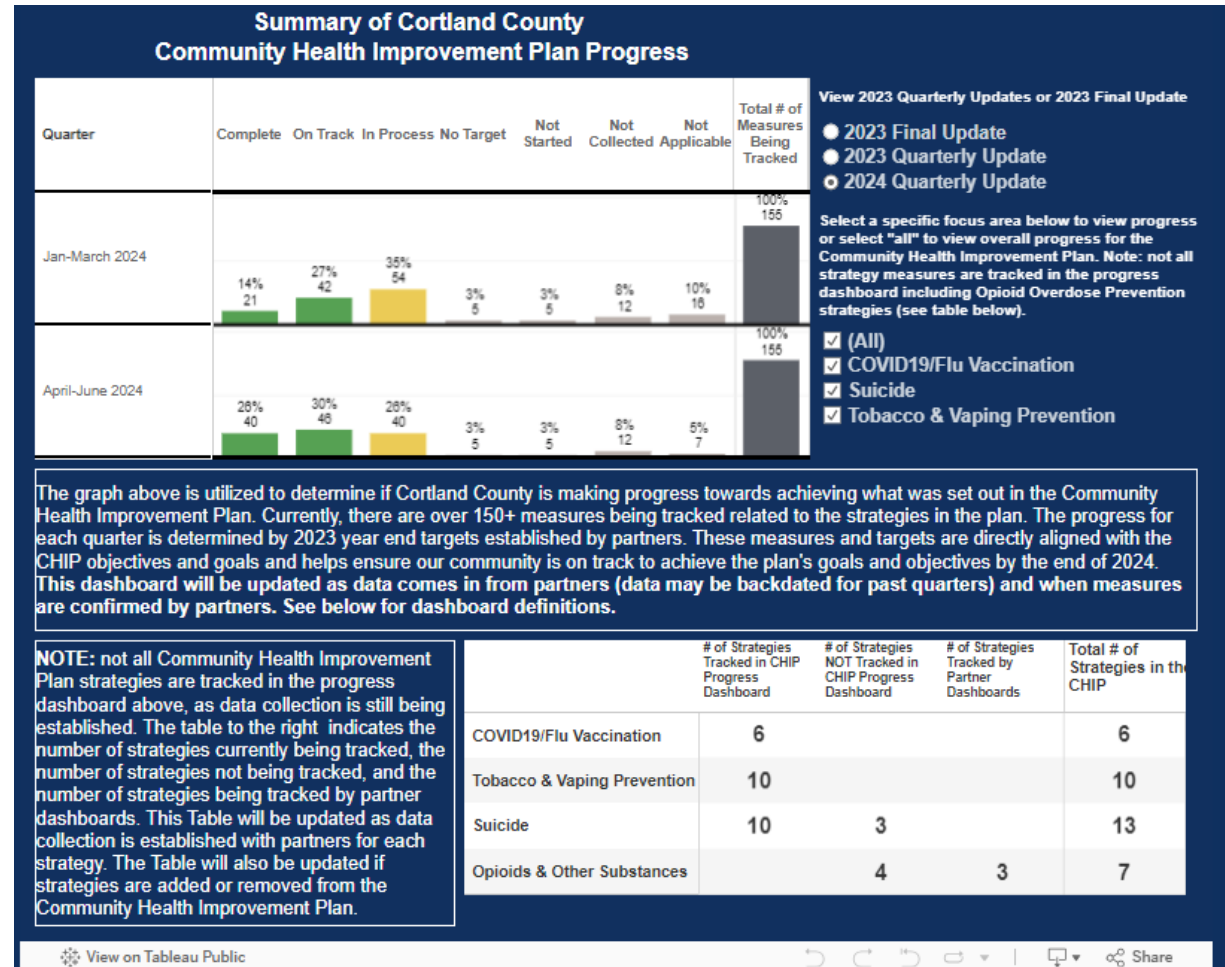
- Data Analysis: Improved ability to analyze public health data effectively
- Software Proficiency: Gained skills in Tableau for data visualization, Canva for design, and Excel for data management and analysis.

## Communication Skills

- Strengthened ability to effectively communicate complex data and public health concepts to diverse audiences, including community partners, coalitions, and board members.
- Improved stakeholder engagement through in-person meetings, presentations, and collaborative planning sessions.

## Project Management

- Developed strong organizational skills to manage multiple projects simultaneously, ensuring all tasks are completed on time and meet high standards.





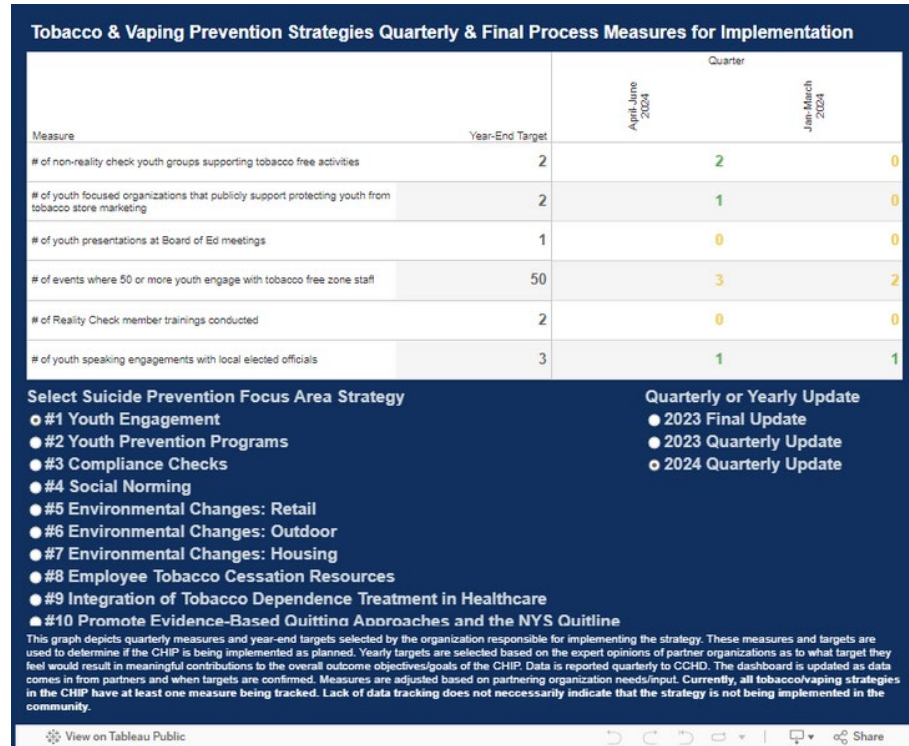
# Future Focus Areas & Initiatives

## Upcoming Initiatives

- Release of Q3 data collection in October 2024 to assess end-of-year progress
- Presenting to the Community Service Board's Substance Use Subcommittee and the SPEAK UP Cortland Coalition, focusing on the Tobacco and Vaping Prevention and Suicide Prevention areas for Q1 & Q2 of 2024
- Applying insights from Tableau conference to enhance the CCHD CHIP dashboard, improving its functionality and user engagement

## Future Focus

- Preparing for the new CHIP Cycle Starting January 2025
- Preparing for the upcoming PHAB reaccreditation
- Continuing to refine data collection and reporting processes to enhance public health initiatives.
- Strengthening community partnerships and collaborative efforts to address public health priorities in Cortland County



# Questions?

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