



Department  
of Health

# MENTAL HEALTH AND VICARIOUS TRAUMA IN PUBLIC HEALTH WORKERS

Johnny Crowder, CRPS-Y|A  
Founder & CEO, Cope Notes

December 11, 2024

NYSPHC Consortia Series

Zoom Webinar

# WELCOME

## GIANNA WOODARD

*REGION 7*

*FELLOWSHIP PLACEMENT COORDINATOR*



Department  
of Health



# Agenda

- **Welcome**
- **Mental Health and Vicarious Trauma in Public Health Workers**
- **Break out rooms**
- **Q & A**
- **EAP Overview**
- **Fellow Spotlight – Region 2**
- **Fellow Spotlight – Region 5**
- **Break 5 minutes**
- **Fellow Spotlight – Region 7**
- **Fellow Spotlight – Region 1**
- **Program Updates**



# WELCOME JOHNNY CROWDER

*MENTAL HEALTH ENTREPRENEUR*

**"LIFE IS TOUGH, SO ARE YOU"**





# VICARIOUS TRAUMA

*A chat with*

Johnny Crowder, CRPS-Y|A



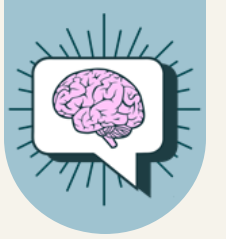
## Definition

Vicarious trauma is the emotional residue of being exposed to the traumatic experiences of others. It can be caused by empathetically engaging with survivors of trauma, or by being exposed to information about traumatic events.



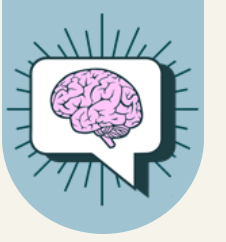
## Examples

- Healthcare professionals, who may hear patients share stories of trauma
- Law enforcement professionals, who may be exposed to crime scene photos
- Journalists, who may be exposed to repeated violence in the news



## Symptoms

- Difficulty leaving work
- Taking on too much responsibility
- Frustration, fear, anxiety, or irritability
- Disturbed sleep or nightmares
- Physical ailments, such as headaches, back pain, or wrist pain



## Effects

- Distress, dissatisfaction, and hopelessness
- Serious mental and physical health problems
- A change in worldview
- A disturbance in a person's sense of safety and justness



# Breakout Rooms



# Questions

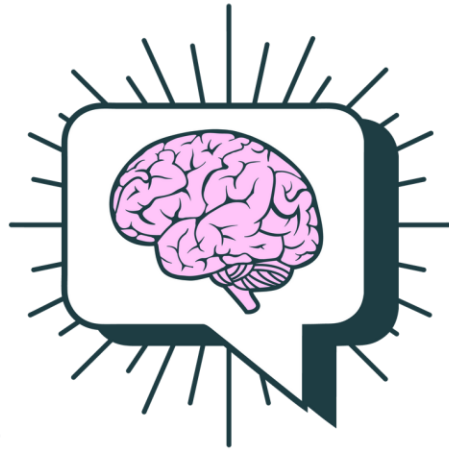
1. What unhelpful responses have you received when sharing your difficult experiences with friends or family?
2. What questions or reactions would have felt more helpful or supportive?
3. What are other ways you can cope with these difficult experiences in situations where you aren't able to share with the people around you?



Let's Chat

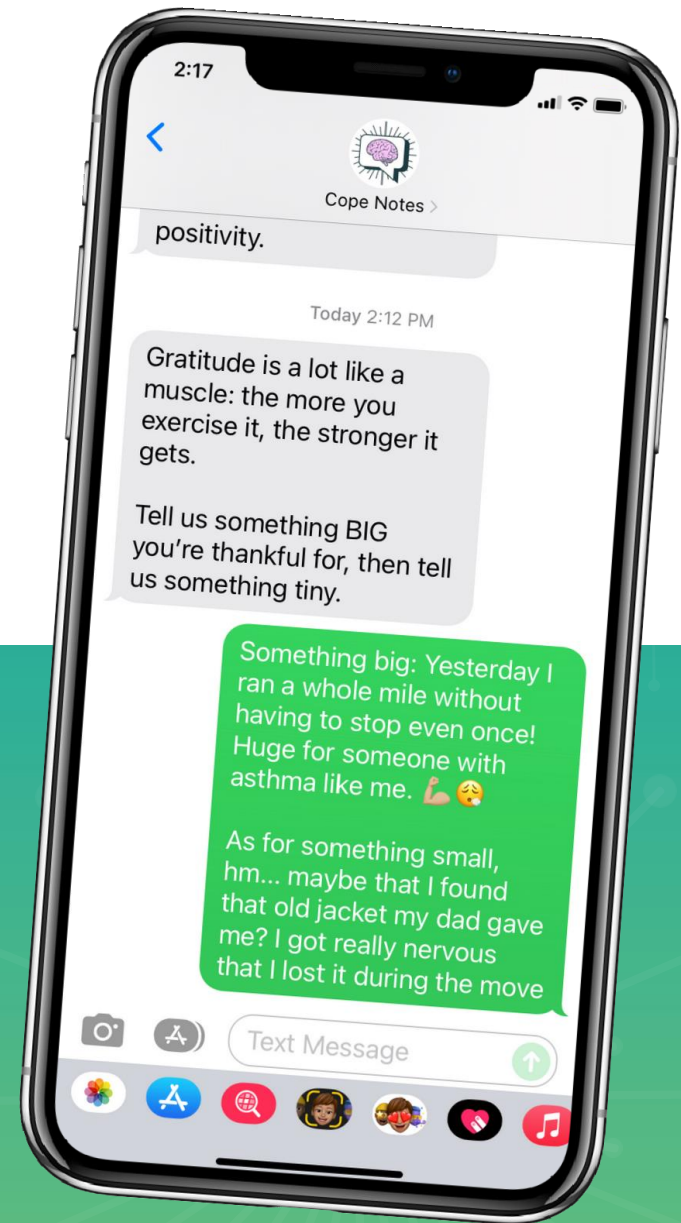


# COPE NOTES<sup>®</sup>



DAILY MENTAL HEALTH SUPPORT

Using text messages to  
improve mental and  
emotional health.



# THE PROBLEM

50%+ of mental illness goes undiagnosed & untreated

When we focus on the illness of the few,  
we neglect the wellness of the many.



## People

"Just reach out" sounds nice,  
but many struggle in silence,  
hesitant to ask for care



## Providers

Long wait lists, high turnover...  
without support, providers can't  
keep up with rising demand



## Prevention

Why wait for a cry for help  
when being proactive can  
prevent crisis altogether?

# WHY SMS?

No smartphone, internet,  
or data plan required

No downloads, passwords, software updates, personal data, tech barriers...



## Engagement

SMS boasts a **98%** open rate, dwarfing the **1.7-4%** rate for mobile app notifications



## Preference

From millennials to seniors, **97%** of adults prefer SMS to any other medium



## Equity

**36+** million Americans use non-smart cell phones, with many facing bias in care

# HOW IT WORKS

No appointments, wait lists,  
or diagnoses necessary

## Peer Support

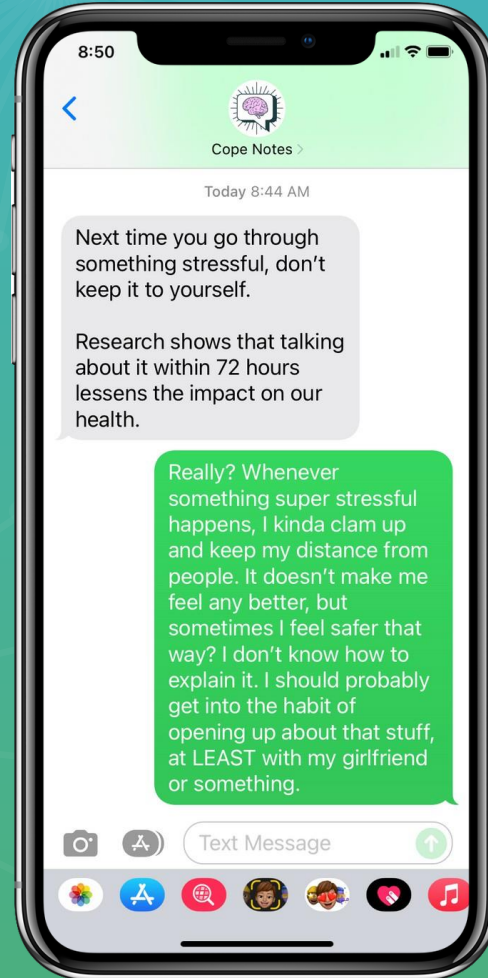


Empathetic, validating messages from peers with lived experience

## Positive Psychology



Helpful exercises, tips, facts, and prompts reviewed by clinicians



## Brain Training

Randomly-timed texts interrupt negative thought patterns



## Digital Journaling

Text back at any time to boost EQ and practice mindfulness

✓ Anonymous

✓ Confidential

✓ Holistic

✓ Preventative

✓ Interventional



The first set-it-and-forget-it  
mental health resource

# WHY IT WORKS

Your brain doesn't differentiate between healthy and unhealthy habits. We do.



## Repetition

The more often you think a thought, the more likely you are to think it again

## Disruption

Ecological Momentary Interventions (EMIs) interrupt automatic negative thought, reinforcing healthier patterns



## Adaptation

Your brain forms new neural pathways associated with coping skills and resilience

# OUR IMPACT

decreased



- ◆ Depression
- ◆ Anxiety
- ◆ Stress

increased



- ◆ Resilience
- ◆ EQ & Focus
- ◆ Coping Skills

*The messages have done more for me than the therapists I've seen.*  
- Anonymous

*On behalf of my family, we just want you to know that you are saving lives with Cope Notes.*  
- Anonymous



**86%** of users report improved mental health within 30 days

SUPPORTING HUNDREDS OF PARTNERS:



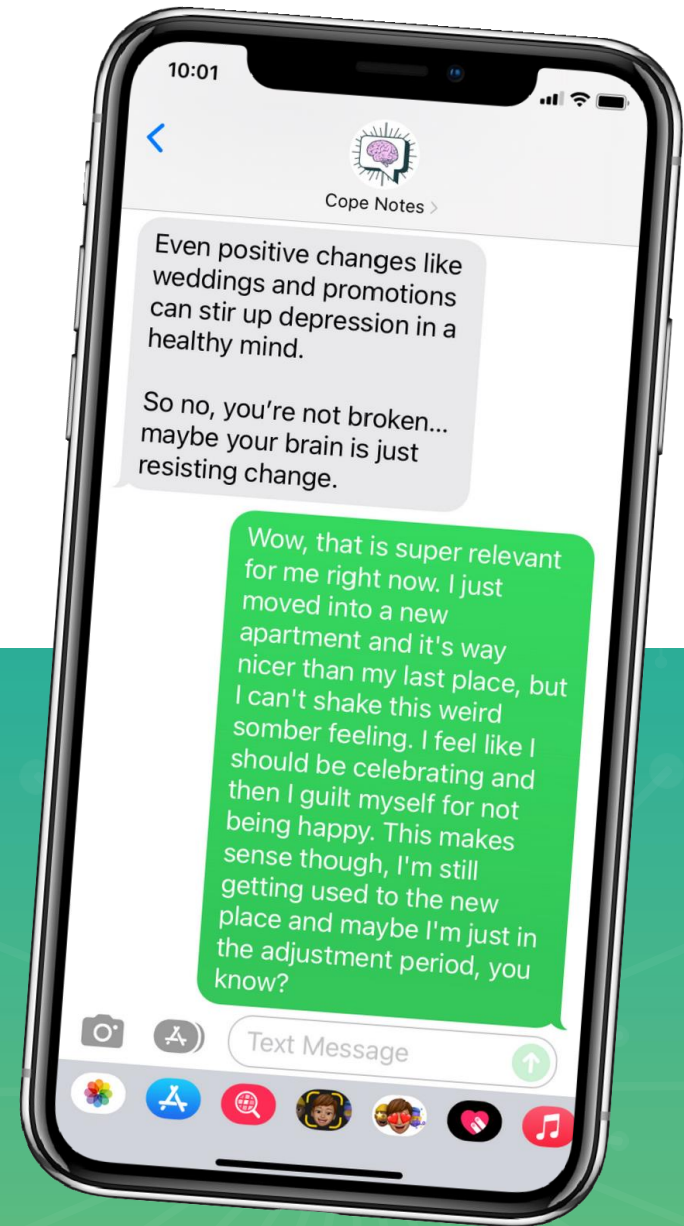
# COPE NOTES®



DAILY MENTAL HEALTH SUPPORT

Interested  
in a  
subscription  
through  
NYSPHC?

Scan here  
NOW



[copenotes.com](https://copenotes.com)



# THANK YOU



<https://www.linkedin.com/in/johnnycrowder>



# REMINDER: EMPLOYEE ASSISTANCE PROGRAM



Department  
of Health

## Help for what matters most

### Your employee assistance program

Our Employee Assistance Program offers services to help promote well-being and enhance the quality of life for you and your family.

Support and guidance is available for assistance with family and personal issues online at [worklife.uprisehealth.com](http://worklife.uprisehealth.com) and by phone at 1-800-386-7055.

Help with health	Help with family	Help with legal and financial
<ul style="list-style-type: none"> <li>• Healthy living</li> <li>• Stress management</li> <li>• Mental health</li> <li>• Diet and fitness</li> <li>• Overall wellness</li> </ul>	<ul style="list-style-type: none"> <li>• Parenting support</li> <li>• Child and elder care</li> <li>• Learning programs</li> <li>• Special needs help</li> </ul>	<ul style="list-style-type: none"> <li>• Legal issues</li> <li>• Will preparation</li> <li>• Taxes and debt</li> <li>• ID theft services</li> <li>• Financial tools and assistance</li> <li>• Medical bill negotiation tools</li> </ul>

### Connect to a counselor for complimentary support services:

Email: [eapcounselor@uprisehealth.com](mailto:eapcounselor@uprisehealth.com)

Phone: 1-800-386-7055

Available 24 hours a day, 7 days a week\*

Web: [worklife.uprisehealth.com](http://worklife.uprisehealth.com)

(Access code: [worklife](#))

When calling for assistance please use the following information

Employer - Staffing Solutions Organization

Group Number - G-540112

\*24-hour Monday-Friday (open 10pm-10pm EST) and evenings/weekends available after hours. The Employee Assistance Program services are provided by Uprise Health, and its services, Uprise Health, does not provide as part of the Employee Assistance Program. Uprise Health is not responsible or liable for any or subsequent actions taken by any provider or resource under the program. The information is for informational purposes only. It is not a contract. Only the Administrative Agreement can provide the actual terms, conditions, limitations and exclusions. Uprise Health and Uprise Health reserves the right to discontinue the Employee Assistance Program at any time without notice. Support is not provided through the Employee Assistance Program will not be provided in connection with or preparation for any action against Uprise Health, Uprise Health or your employer. The Employee Assistance Program is not an insurance benefit and may not be available in all states. Subject to the terms and conditions of the Administrative Agreement. The Department of Insurance Company of America, New York, NY. Uprise Health, Uprise Health, CA. Uprise Health is a registered trademark of The Guardian Life Insurance Company of America and is used with explicit written permission. © Copyright 2023 The Guardian Life Insurance Company of America.

# **WELCOME**

## **BRIDGET HALLOCK KASAOKA**

*REGION 1*

*FELLOWSHIP PLACEMENT COORDINATOR*



Department  
of Health



# FELLOW SPOTLIGHTS





# My Fellow Experience

Isaac Beru

Seneca County Health Department

December 11<sup>th</sup>, 2024





# Who am I?

- Originally from Rochester, NY
- Fellow since August 2024
- BS in Public Health at UB
- Pathway to Fellowship



# Current Responsibilities/Project(s)

- Health education
- Social media campaigns
- Newsletter





Bat flying  
around in your  
home?  
Follow these  
Steps!

1 Clear out children,  
Adults and  
animals!



2 Use gloves!

3 Put a can over  
the bat!



4 Slide cardboard  
under can and tape  
together



5 Wash your  
hands!

6 Call the Health  
Department!



6



(315) 539-1945



Public Health  
Prevent. Promote. Protect.  
Seneca County, NY



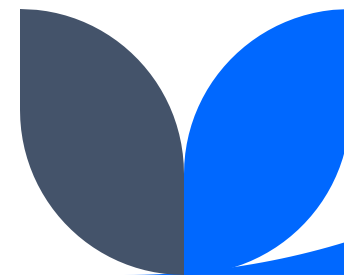
# Current Responsibilities/Project(s) Community Outreach!



# Current Responsibilities/Project(s)



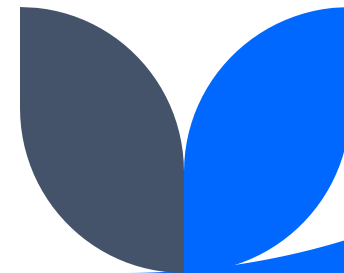
- Data Collection
- Program Evaluation
- Clear Impact






# Current Responsibilities

- Collaboration with other community organizations
- Representing the health department on community coalitions





# Thank you! Any Questions?

## Contact Info:

Email: [iberu@co.Seneca.ny.us](mailto:iberu@co.Seneca.ny.us)

Phone Number: (315) 539-2801

Website: <https://senecacountyhealthdepartment.com/>

**FELLOW  
SPOTLIGHT**

**REGION 5**

**ALBANY  
COUNTY**



# Justin Reynolds





# Justin Reynolds

Public Health Fellow II  
Albany County Department of Health  
Public Health Emergency Preparedness and Response



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*Cares* about our health

# MRC: Prepared, Ready, Respond



- National network of medical and non-medical volunteers
- Prepare volunteers through trainings, drills and exercises
- Respond to:
  - Disease Outbreaks
  - Natural Disasters
  - Acts of Terrorism & Bioterrorism
- Volunteer roles:
  - Testing & Community Screening
  - Epidemiology & Surveillance
  - Mass Vaccination & Medical Surge
  - Behavioral Health & More!



# MRC History



- Precipitating Events:
  - September 11<sup>th</sup>, 2001 terrorist attacks
  - October & November 2001 Anthrax events
  - President G. W. Bush calls for a “Coordinating Council... working to strengthen our culture of service and help find opportunities for every American to start volunteering.”
  - 2002: HHS launches MRC Program
  - 2006: MRC officially established by Congress

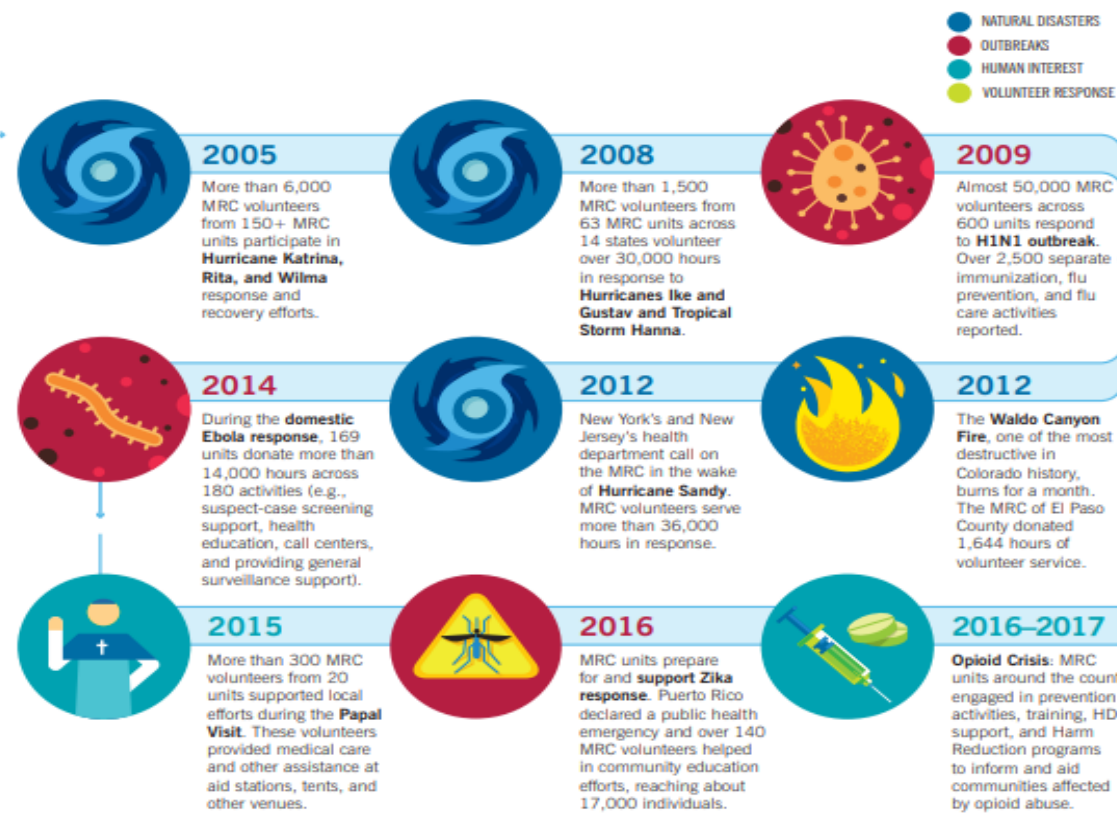


State of the Union Address; January 29th, 2002

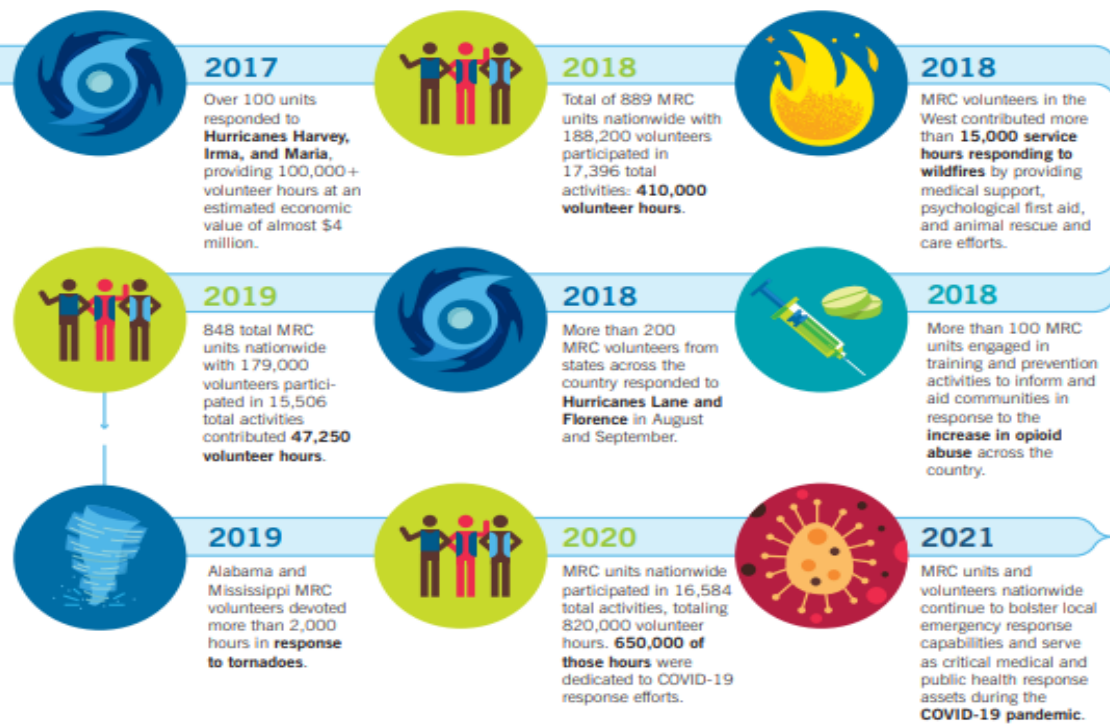




# It's All About Service: A brief history of the Medical Reserve Corps



Over the last five years, MRC units throughout the nation have been called upon to serve their communities during an increasing number of severe public health emergencies and disasters. MRC volunteers have risen to the occasion, assisting in a variety of natural disasters and communicable disease outbreaks, as well as ongoing public health emergencies such as the opioid epidemic.



# MRC Present



## United States

- 300,000 Volunteers
- 800 Local Units
- 48 States

## Albany County

- 2,677 Volunteers
- 1,104 Clinical
- 1,573 Non-clinical



- Local MRC unit leadership can vary in size depending on:

- Population size
- Available resources
- State and Local laws

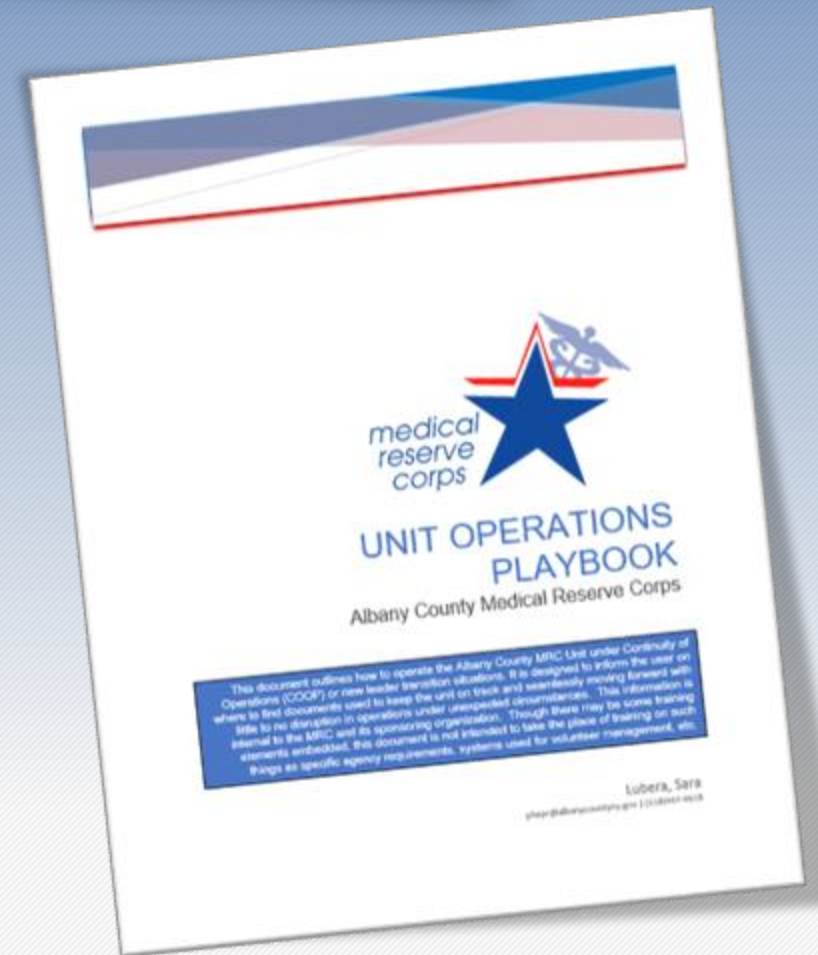


**ALBANY COUNTY**  
*Cares* about our health

# Strengthening the MRC



- Personnel transitions can:
  - Reduce unit responsiveness
  - Reduce economic efficiency
  - Limit unit capacity
- Each MRC creates a Continuity of Operations Plan (COOP)
- The COOP is detailed in the Unit Operations Playbook
  - Contains all vital unit documents and information
  - Updated regularly throughout the year
  - Does not replace personnel training
  - Limits operational disruptions during unexpected circumstances
- The Playbook:





# ServNY Enrollment

<https://apps.health.ny.gov/pub/servny/>



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Back in  
5 min!



# BREAK

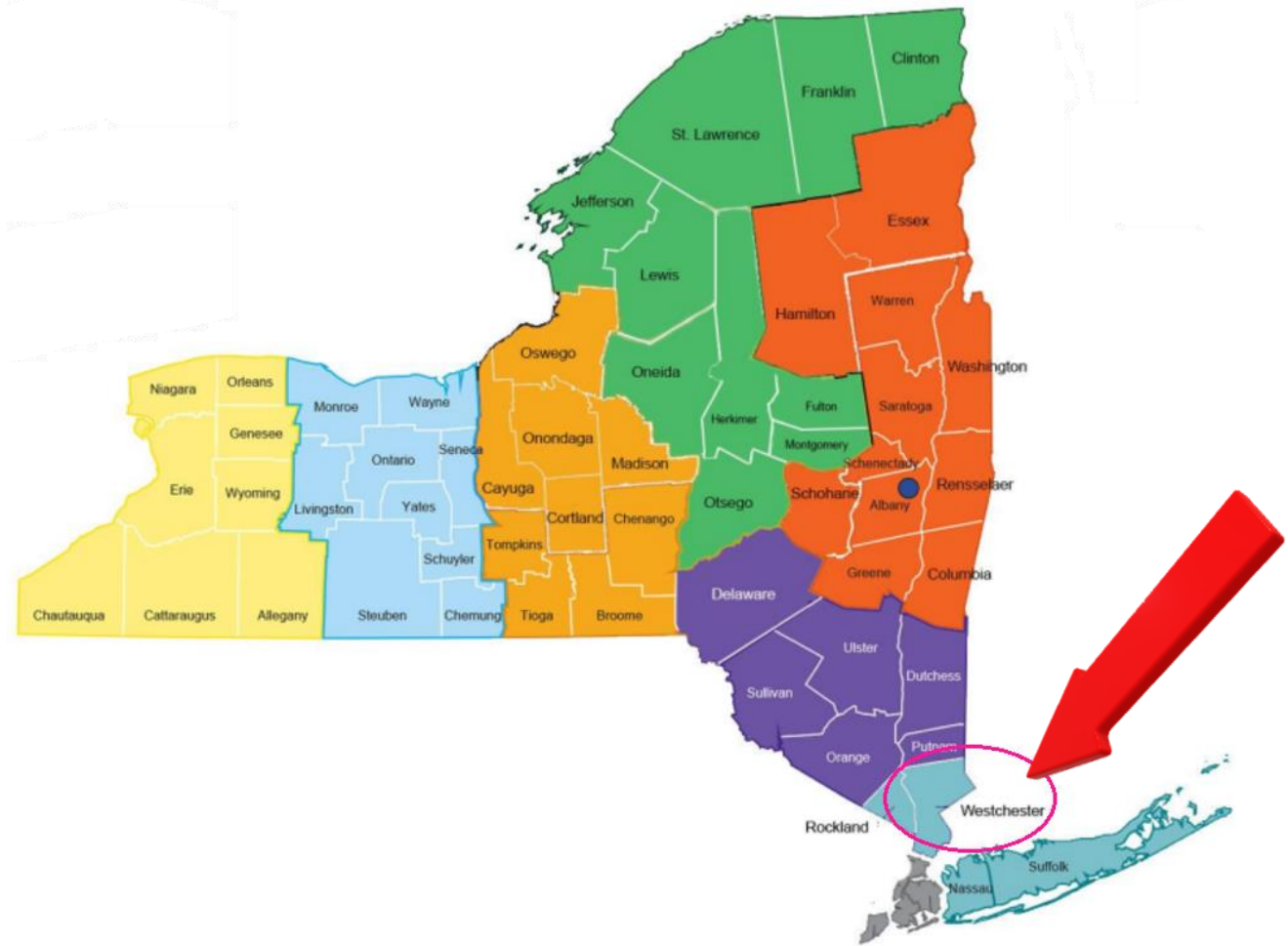


# FELLOW SPOTLIGHT

## REGION 7 WESTCHESTER COUNTY



# Nancy Del Mastro







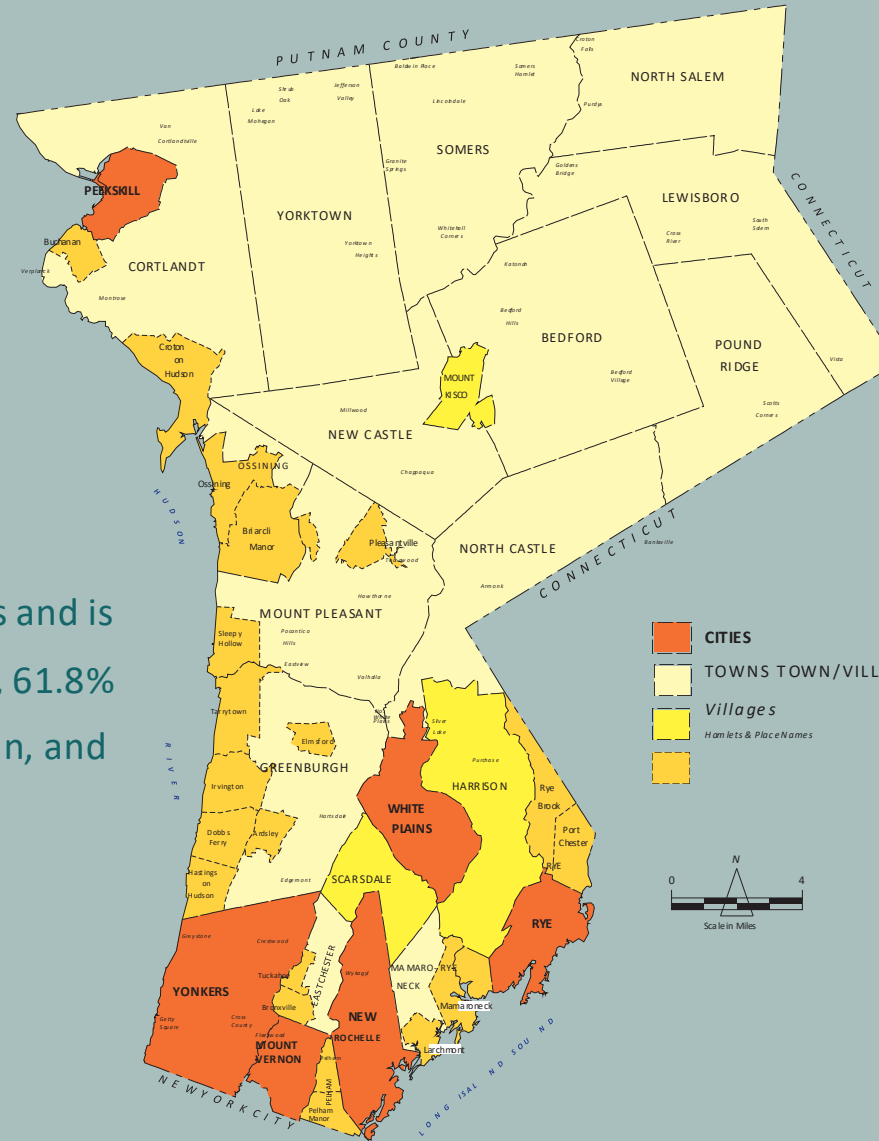
George Latimer, County Executive  
Sherlita Amler, MD, Commissioner  
Department of Health

# Fellow Spotlight

Nancy DelMastro, MPH  
Westchester County Department of Health  
[nndm@westchestercountyny.gov](mailto:nndm@westchestercountyny.gov)



# WESTCHESTER COUNTY, NEW YORK



**CITIES**

**TOWNS TOWN/VILLAGES**

*Villages*

*Hamlets & Place Names*



- 450 Square Miles
- Founded in 1683
- 48 municipalities
- Population: just over 1,000,000
- The population has a median age of 41.1 years and is comprised of 48.4% males and 51.6% females, 61.8% White, 14.8% Black, 24.9% Hispanic, 6.2% Asian, and 17.3% other races.





# Westchester County Department of Health



## Programs and Services

- Childhood Lead Poisoning Prevention
- Vaccines for Children and Adults
- Women, Infants and Children Nutrition Services (WIC)
- Early Intervention Program for Children with Special Needs
- Preschool Special Education Services for Children with Special Needs
- Children with Special Health Care Needs Program
- Health Insurance Access
- Sexually Transmitted Disease (STD) Evaluation, Diagnosis, Treatment and Prevention (including partner services)
- HIV Testing and Pre-Exposure Prophylaxis (PrEP)
- Tuberculosis (TB) Evaluation, Diagnosis, Treatment and Prevention (including directly observed therapy)
- Mosquito Surveillance
- Opioid Overdose Prevention Training (Narcan)

## Health Planning and Promotion

- Speaker Requests
- Health Data Analysis and Reports
- Public Health Emergency Planning and Preparedness
- Community Outreach
- Presentations and Trainings
- Lifestyle Change Programs
- Media and Public Relations
- Community Health Assessment and Community Health Improvement Plan (CHA/CHIP)

## Regulation

- Permit, Inspection and Code Enforcement of:
  - Restaurants – Swimming pools – Bathing beaches – Children’s camps – Public water supplies – Radiological equipment – Solid waste transport vehicles – Petroleum bulk storage facilities
- Air, Drinking Water, Solid Waste and Septic Quality Control
- Septic System Contractor Licensing
- Chemical and Hazardous Material Spill Response
- Animal Disease Prevention and Control
- Tobacco Control
- Communicable Disease Surveillance, Investigation and Case Management



George Latimer, County Executive  
Sherlita Amler, MD, Commissioner  
Department of Health

## **My Fellowship** *(so far)*

Since my start date on September 9th, I have been supporting the Division of Health Promotion, with an emphasis on communications-related initiatives including external partner and internal WCDH staff engagement events.

Two events I have supported:

**WCDH's Semi-Annual  
Community Conversations Health  
Summit**

September-November

**WCDH All-Staff Development  
Day and Holiday Celebration**

October- December

Westchester County Department of Health's

# Community Conversations Health Summit

November 13th 2024

9 AM - 12:00 PM

Westchester County Center

*(Registration Required)*

## JOIN US!

Let's continue the  
conversation

- Emerging Health Concerns
- NYS Prevention Agenda Updates
- Substance Use
- Social Care Networks
- Strategic Planning
- Vaccine Messaging
- Other Partner Updates
- Networking

Let's collaborate on  
shared objectives

Westchester  
County

George Latimer, County Executive  
Sherlita Amler, MD, Commissioner  
Department of Health



-Semi-annual event for public health stakeholders throughout Westchester

-Fosters collaboration, information sharing, and networking

-Includes presentations on current and upcoming initiatives from partner organizations and updates from

WCDH.



# Community Conversations Health Summit

## Planning and Coordination

- Call for presenters development
- Topic and presentation selection
- Agenda and event logistics
- Partner outreach and presenter communications
- Creation of the post-event summary report and evaluation







**Hudson Valley Care Coalition**

- Health Home
- Independent Practice Association
- Community Behavioral Health Network
- Social Care Network

**Hudson Valley's Community-Based  
Eco-system of Healthcare**  
November 13, 2024



*A Skills & Support Program  
For Fathers & Expectant Fathers*

Supported by The White Plains Youth Bureau, Grandpas United, Friends of the White Plains Youth Bureau, The New York Fathering Conference Committee, and The Rotary Club of White Plains New York

Presentation to Community Conversations Health Summit


Ervan Caesar & Vito Sessa, MD

November 13, 2024

# 83 participants

52 local organizations represented

10 Presentations



**TOBACCO  
RETAILER DENSITY  
AND TOBACCO-  
RELATED HEALTH  
DISPARITIES**

POWR Against Tobacco

Date: November 13, 2024  
Presenter: Molly Franco, MSW,  
Community Engagement Coordinator



**Transforming Lives  
Through Innovation  
and Care**





## Attendee Feedback

“It's a great opportunity to learn about and network with other community organizations.”

“I loved hearing about what organizations are doing and getting ideas of ways to collaborate more. It's important to bring the community together like this to discuss health related topics.”

“Very informative and great to learn about other services that may help our clients with their hardships.”



# WCDH All-Staff Development Day and Holiday Celebration

December 3<sup>rd</sup>, 2024

Planning and coordination of an all-staff training and party, for 250 DOH employees.

- Led weekly planning meetings with event committee
- Supported planning logistics and day-of facilitation.





# All-Staff Trainings

- Trauma-Informed Care
- Situational Awareness and Staff Safety
- Public Health Leadership



# All-Staff Team Building & Holiday Party

- Gingerbread houses
- WCDH Trivia
- Raffles
- Ugly Sweater Contest



# Looking Ahead

I am looking forward to supporting more programs and initiatives lead by the Division of Health Promotion. Some future projects I will be involved in include:

- Developing internal and external communications plans for the WCDH
- Planning and coordinating future staff and community partner events
- Managing partner communications and information sharing
- Presentation and report preparation

# Thank you!

Nancy DelMastro, MPH

[nndm@westchestercountyny.gov](mailto:nndm@westchestercountyny.gov)

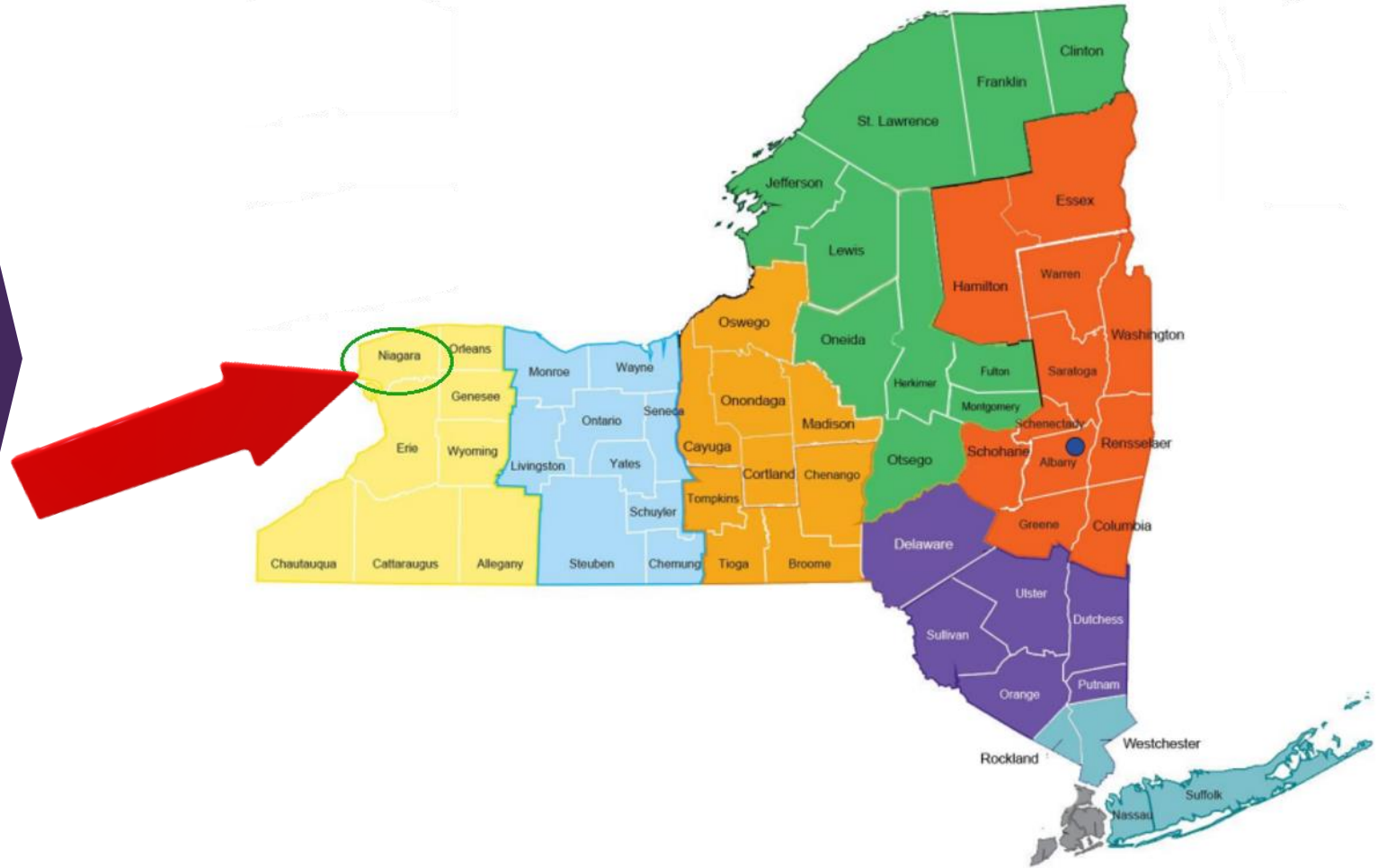


# FELLOW SPOTLIGHT

## REGION 1 NIAGARA COUNTY



# Grace Milton



# NIAGARA COUNTY EARLY INTERVENTION

GRACE MILTON (THEY/THEM)  
PUBLIC HEALTH FELLOW II,  
NIAGARA COUNTY DEPARTMENT OF HEALTH





# Projects

Ages & Stages Questionnaires

Healthy Moms/Healthy  
Babies of Niagara

Youngstown Sensory Space

Code Blue Emergency Kits

# AGES & STAGES QUESTIONNAIRE (ASQ)

- In partnership with Help Me Grow WNY
- 5 Areas of Childhood Development:
  - Communication
  - Fine motor skills
  - Gross motor skills
  - Problem solving
  - Personal-social
- Childcare Centers
- Data Analysis

## Niagara County Department of Health

ACCESS POINT FOR FAMILIES AND PROVIDERS



Would you like to know more about your child reaching their developmental milestones?



Scan to complete a screening!

The Niagara County Department of Health can:

Supply age appropriate activities

Connect caregivers to valuable community resources and support

Provide a free, 10-15 minute developmental screening (scan the QR code to the left to access now)

For questions or assistance,  
call 716-278-8194



# HEALTHY MOMS/HEALTHY BABIES OF NIAGARA



- Mission: Empower and support families in Niagara County by seamlessly connecting them with essential services and resources
- Data subcommittee lead
- Quarterly & Annual Reports
- Maternal Mental Health



# YOUNGSTOWN SENSORY SPACE

- Partnership with Youngstown Recreation
- Biweekly space for children with autism and sensory processing needs
- Provide resources and connect with other families



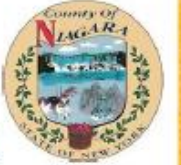
## Sensory Space

with Youngstown Recreation

in partnership with Niagara County's

Children & Youth with Special Health Care Needs Program

groups for ages 7 & under and 8+



Our program will give children with autism and sensory processing needs - along with their friends and family - an opportunity to play and learn together!

Connect with other families in this safe and supportive environment.



### Program Dates

- Wed Sept 11
- Fri Sept 27
- Wed Oct 9
- Sat Oct 19
- Fri Oct 25
- Wed Nov 13
- Fri Nov 22
- Wed Dec 11



program info  
dates & times  
here!

240 Lockport St  
Youngstown, NY 14174

Contact:

[jgruarin@youngstownnewyork.us](mailto:jgruarin@youngstownnewyork.us)

# CODE BLUE EMERGENCY KITS

- Partnership with CHANGE (Community Health Alliance of Niagara Falls for Everyone)
- Assembling emergency kits for people experiencing homelessness during Code Blues (weather below freezing)
- Connecting with various shelters and organizations to have most impact with distribution
- Building trust with a community often overlooked and underserved





# CONTACT INFORMATION



[grace.milton@niagaracounty.com](mailto:grace.milton@niagaracounty.com)



<https://www.linkedin.com/in/grace-milton/>

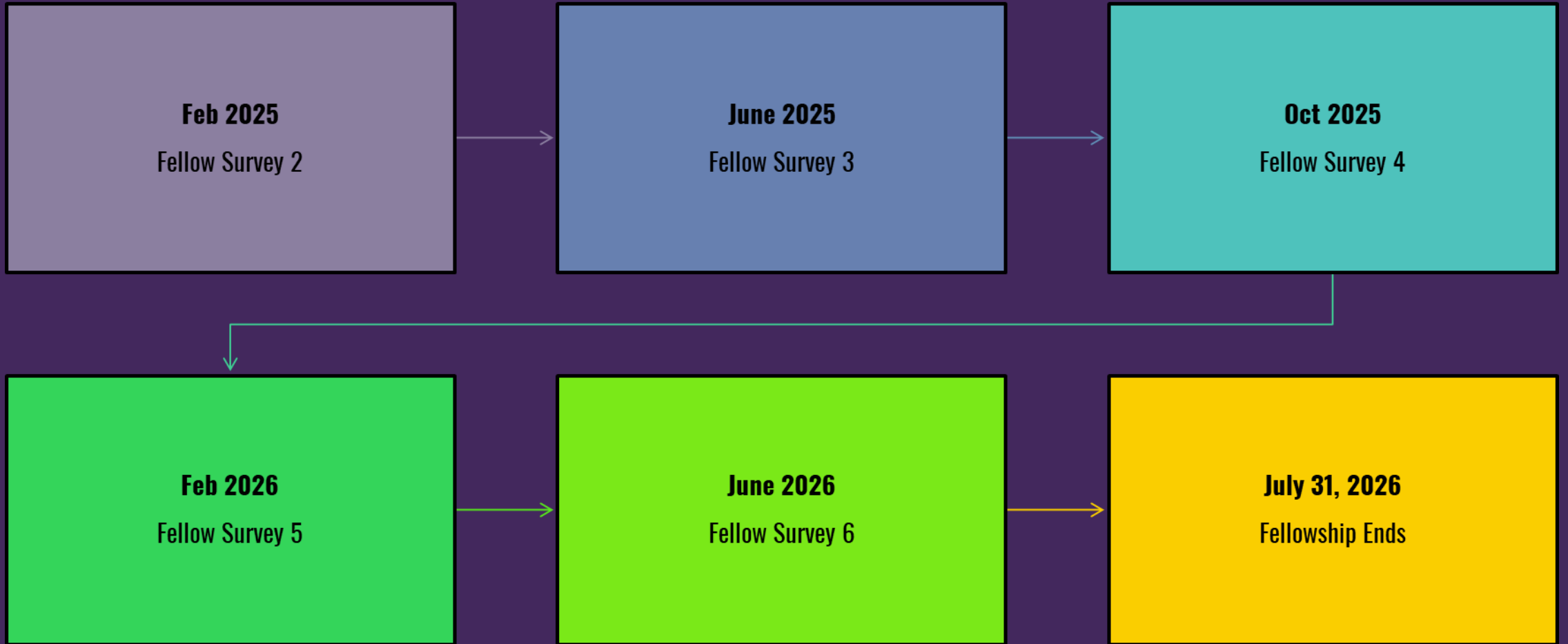
# CLOSING & ANNOUNCEMENTS

Please complete the Evaluation Survey which you will be prompted to take when you close out of Zoom.

If you want to continue the conversation, join the NYSPHC Fellowship Program LinkedIn Group to continue networking and professional development



# FELLOWSHIP REPORTING REQUIREMENT TIMELINE

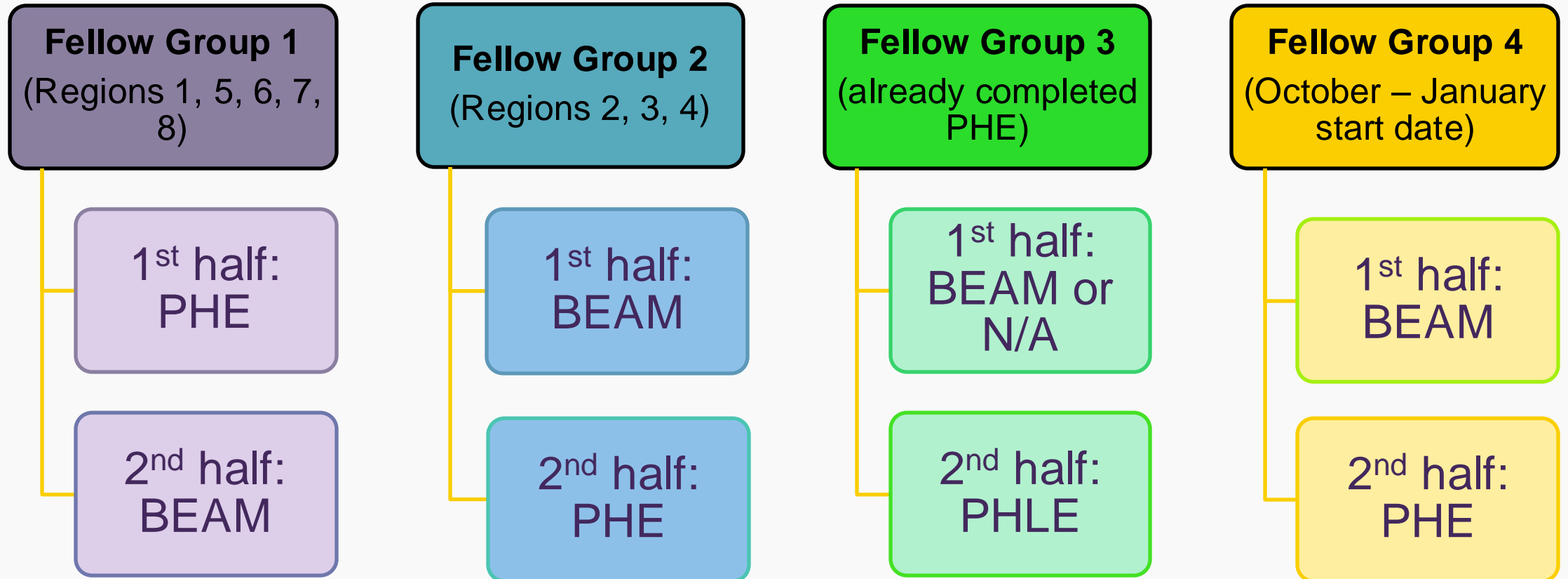


# YEAR 1 FELLOW TRAINING SCHEDULE

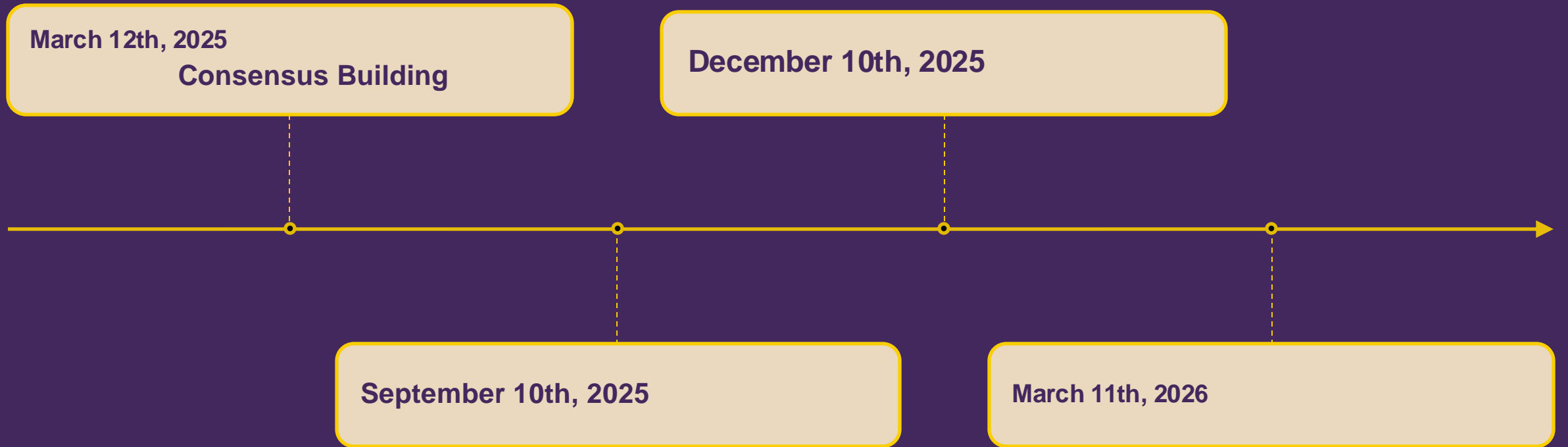
Year	Month	Training	Date	Time
2024	September	Consortium	9/11	12:30 to 2:30
		PHE Certificate Program*	9/25 (through 1/22/25)	
		BEAM Certificate Program*	9/25 (through 12/23)	
	October	Educational Series	10/9	12-1pm
	November	Educational Series	11/13	12-1pm
	December	Consortium	12/11	12:30 to 2:30
2025	January	Educational Series	1/8	12-1pm
		PHE Leadership Certificate Program*	1/29 (through 5/14)	
	February	Educational Series	2/12	12-1pm
		PHE Certificate Program*	2/26 (through 6/11)	
		BEAM Certificate Program*	2/26 (through 5/26)	
	March	Consortium	3/12	12:30 to 2:30
	April	Educational Series	4/9	12-1pm
	May	Educational Series	5/14	12-1pm
	June	Summit	6/10 – 6/11	
	July	Educational Series	7/9	12-1pm



# CERTIFICATE TRAINING PROGRAMS – YEAR 1



# CONSORTIA SAVE THE DATES



# EDUCATION SERIES SAVE THE DATE

## Next Educational Series Session:

- January 8<sup>th</sup>, 12 PM to 1PM
- Public Health Funding for Local Health Departments in New York State
- This presentation will provide an overview of funding for local health departments, with a focus on Article 6 State Aid funding, as well as a brief overview of local and state governance and budgets.



**NYSPHC Educational Series**

Educational sessions will take place on the second Wednesday of every month from 12-1 PM



The NYSPHC uses the NYLearnsPH Learning Management System (LMS) for the Educational Series. The LMS is a web-based tool designed to facilitate the registration and tracking of learners in competency-based courses for staff in state, local public health, and allied health agencies throughout New York. The LMS allows Users (Learners) to search an online Course Catalog, enroll in courses, complete online quizzes, and track their continuing education.

The New York State Public Health Corps (NYSPHC) Educational Series is open to all Fellows, Supervisors, and Mentors. The goal of the NYSPHC Educational Series is to provide participants with opportunities to expand their skill sets and knowledge on emerging public health activities, programming, and state priorities. The topics covered will be based on the 10 public health core competencies. Each Educational Series session will include a subject matter expert presenting on a topic related to the core competencies.

Each session will be 60 minutes long with about 40 minutes of content and 20 minutes of Q&A or discussion. Registrants will be provided with an agenda and learning objectives prior to the learning session.

Please contact your Fellowship Placement Coordinator if you have any questions or concerns.

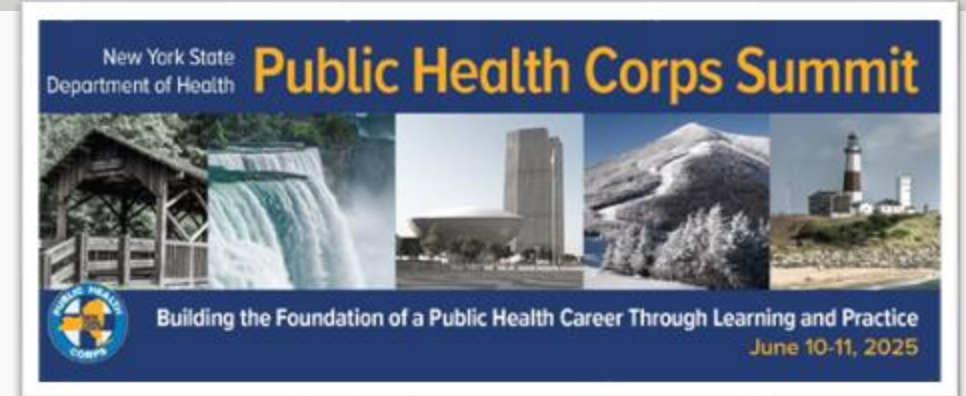
**Save the date**

**Effective Communication**  
October 9th, 2024  
**JEDI**  
November 13th, 2024  
**Policy Engagement**  
January 8th, 2025  
**Community Engagement**  
February 12th, 2025  
**Cross Sectoral Partnership**  
April 9th, 2025  
**Specialized Skills #1**  
May 14th, 2025  
**Specialized Skills #2**  
July 9th, 2025

# SUMMIT DEADLINES AND SAVE THE DATE

## NYSPHC Fellowship Summit

- June 10<sup>th</sup> and 11<sup>th</sup>, 2025
- Albany, NY
- Turn in Non-Fellow Travel form and Travel Calculator to your FPC by 12/13/24
- Summit registration opens in January
- Call for Poster and Oral Presentation Abstracts – due February 3<sup>rd</sup>, 2025
- Poster Development Training March 7<sup>th</sup>, 2025, from 10 to 11 AM and Oral Presentation Training March 14<sup>th</sup>, 1:30 to 2:30 PM



Thank You



Department  
of Health

Thank  
you!