
HEAL Schuyler 2014 Report

Executive Summary

Healthy Eating Active Living (HEAL) Schuyler main goal is to reduce the rate of obesity in Schuyler County. HEAL Schuyler includes a mix of nine agencies and businesses. Schuyler County Public Health facilitated the first year's four year work plan in 2014. The following table tracks various interventions which achieves HEAL Schuyler's goal of reducing obesity. Some of the interventions helped achieved the goal, while others had gaps.

HEAL Schuyler was successful in implementing 9 of the 17 interventions for 2014. HEAL Schuyler started the year with assembling the first draft of the walking trail maps project, "Schuyler Walks"; in 2014, the goal is to have the final revisions produced by the end of 2015. HEAL Schuyler's Worksite Wellness interventions include "The Biggest Loser" and the Schuyler Steps Out program. Both programs have proved to be successful the past two years and HEAL Schuyler is working with regional partners and Schuyler Hospital to expand the program to other worksites in 2015. The nutrition intervention implemented in 2014 was the Sugar Sweetened Beverage campaign, which was conducted by all of HEAL Schuyler members. The level of readiness in the community in regards to policy change within the community was determined to be low. The level of readiness to encourage drinking water as an alternative to Sugar Sweetened Beverages was high. HEAL Schuyler website went live in 2014, becoming a resource for the community. These resources include activities for adults and youth within Schuyler County, as well as encouraging healthy eating and resources for worksite wellness activities. HEAL Schuyler has tracked the numbers of participants in active programs and continues to work with businesses to increase participation. HEAL Schuyler has identified 3 Healthy Environment Economic Development proposals/projects.

HEAL Schuyler has also eliminated 2 interventions, such as the joint-use agreements and the sports conditioning program. Joint-use agreements were eliminated because the current solutions that facilities are using to give access to their facilities are sustainable. The sports conditioning program intervention was eliminated because of its indirect effect on measuring obesity rates in Schuyler County, i.e. if there was an increase or decrease in the program, it would not affect the obesity rates.

HEAL Schuyler had some gaps with achieving 6 of the 17 interventions that were identified. Continuing to expand promoting healthy lifestyles through PSA's and HEAL Schuyler appearances was low in 2014. Promoting youth activities and tracking youth activities was limited. Educating and promoting benefits of limited usage of Sugar Sweetened Beverages at worksites was limited due to the fact that the worksite wellness workgroup was not established at the local level in 2014. Evaluating and developing data to strengthen the case for obesity prevention initiatives were also limited, as identifying and implementing emerging practices required more time than expected.

HEAL Schuyler has divided the work plan into the following workgroups this year to fill in the identified gaps; Schuyler Walks, Promoting Healthy Lifestyles Youth and Adults, Healthy

Environments Economic Development, Nutrition Interventions and Worksite Interventions; such as Biggest Loser and Schuyler Steps out. The workgroups are assembled to help implement interventions that will help reduce the rate of obesity in Schuyler County in 2015 and beyond.

HEAL Schuyler has proven to be successful in providing active programs and nutrition education to Schuyler County Citizens in 2014. As 2015 progresses the group will explore promoting healthy lifestyle changes and meeting Schuyler County residents where they are working, living, and eating.

Prevention Agenda Focus Area: Prevent Chronic Disease					
Goal 1: Reduce Obesity in Children and Adults					
Strategy Area	Objective	Interventions	Partners	Timeframe	Measurement/Evaluation
Reduce Obesity in Children and Adults	A. Create adult community environments that promote and support healthy food and beverage choices and physical activity	A1. Physical activity and healthy eating increased at Schuyler Hospital for employees including activities such as annual Biggest Loser contest	Schuyler Hospital	2014	Number of pounds lost - 359 #Participants - 50 Individual's numbers comparisons
		A2. Educate and promote the benefits of limited usage of Sugar Sweetened Beverages Educational Opportunities: i. Mobile food trucks ii. Play & Resource Center iii. OSS iv. WIC v. Rotary vi. WENY – 3 minutes every other month vii. WFLR – 20 minutes twice a year viii. Lions ix. Schools – CATCH program x. OFA Nutrition Sites xi. Grocery Store tours around label reading Policy Changes: i. Booster Club ii. County iii. Public Health Strong Kids / Safe Kids iv. Head Start v. Worksites	Public Health, Schuyler Network Of Wellness Committee Cornell Cooperative Extension Schools	January 2014	# of signs posted in the community - 36 # of worksites/clubs/ school events that limited sugar sweetened beverages at functions - 2 Policy Changes <ul style="list-style-type: none"> Schuyler County Public Health SKSK Lion's Club Hector WG School District
		A3. Increase community physical activity through the promotion of local hiking trails, Watkins Glen Gorge and other natural resources by updating an online resource guide. Include stroller and handicapped accessible references. Investigate the	Schuyler Hospital, Public Health, Schuyler Network Of Wellness Committee, HEAL Schuyler, Chamber of Commerce, ARC of Schuyler, Schuyler	July 2014 - Ongoing	First Draft of "Schuyler Walks" Trail maps complete. Online hits tracked - 51

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		<p>possibility of using interactive media either using existing apps or creating our own.</p> <p>Physical Activity: Focus on Walking; Collect all Existing maps and guides.</p> <p>“Schuyler Walks”</p> <ul style="list-style-type: none"> i. Create Website to put links to all the options ii. Promote on LED sign iii. Post card with QR code to promote the site iv. Promote at existing events v. Potentially create a template for organizations to enable us to promote for them vi. MOUs with the organizations to keep information updated 	<p>Planning Dept., Regional Economic Development Council</p>		

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Reduce Obesity in Children and Adults	A. Create adult community environments that promote and support healthy food and beverage choices and physical activity	A4. Increase and promote adult community physical activity through various community programs such as the Tae Kwan Do, adult free swim, fitness centers, and the Schuyler Steps Out Program. Investigate the possibility of obtaining participants baseline data of one or more programs to measure impact of activity.	Schuyler Hospital, Public Health, Schuyler Network Of Wellness Committee, local businesses and community organizations	February 2014 - Ongoing	Number of participants - 417 # miles logged in the Step Out Program – 127,000 Turkey Trot – 57 participants Tai Chi – 16 participants Tae Kwan Do – 70 participants (teens, kids, adults) Watkins Glen Fitness Center - 71 participants Exercise Enterprise – 51 participants Bone Builders- 81participants Strong for Life- 24 spring participants 17 fall participants Fitness 24-225 members
		A5. Continue and expand public service announcements and encourage letters to the editor promoting a healthy lifestyle, appear on weekly local television show, Senior Notebook, highlighting efforts, websites, social media and seminars	Schuyler Hospital, Schuyler Network Of Wellness Committee, HEAL Schuyler, CCE	July 2014 - ongoing	# PSA's provided – 1 Facebook post # PSA's published # appearances made - 3
		A6. Advocate for the inclusion of creating healthy environments with Regional Economic Development Council	Schuyler Hospital, Public Health, Schuyler Network Of Wellness Committee, HEAL Schuyler, Schuyler Planning Dept., Regional Economic Development Council	January 2014 - ongoing	Number of contacts made - 3 # of projects including healthy environmental proposal - 3 <ul style="list-style-type: none"> • Village of Odessa Park • Grand Prix Fitness in Montour Falls • Bridge for CVT Trail A Member of the Schuyler Network Of Wellness Committee will be appointed to the local SCOPED planning committee.

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Reduce Obesity in Children and Adults	A. Create adult community environments that promote and support healthy food and beverage choices and physical activity	A7. Continue to develop and expand joint use agreements with schools for use of facilities for healthy activities.	Schuyler Hospital, Public Health, Schuyler Network Of Wellness Committee, HEAL Schuyler, CCE, GST BOCES	January 2014	# of joint use agreements (This was eliminated)
		A8. Investigate and promote GST BOCES physical activity Adult Education classes including online resource links.	Schuyler Hospital, Public Health, Schuyler Network Of Wellness Committee, HEAL Schuyler, CCE, GST BOCES	January 2014	Aerobic Fun in Water – 59 Aqua Aerobics 71 Total 130 Track number of participants
	B. Prevent childhood obesity through early childcare and schools	B1. Create a resource for parents to find activities for their children.	Schuyler Hospital, Public Health, Schuyler Network Of Wellness Committee, local businesses, community organizations, and schools	June 2014	Number of hits to online resource site - 25 Number of children participating in activities in community
		B2. Increase and promote youth community physical activity through various community programs such as the Tae Kwan Do, dance, Glen Gators and Chemung Valley Soccer, Little League Baseball programs, 3rd grade cardboard boat regatta, recreational leagues, Youth sports, recess, etc.	Schuyler Hospital, Public Health, Schuyler Network Of Wellness Committee, local businesses and community organizations, schools	February 2014 - Ongoing	Percentage of people reporting physical activity 3x/wk will increase on the next community health public survey, (Not tracked)
		B3. Continue sports conditioning program with WG School 7th – 12th	Schuyler Hospital, Schuyler Network Of Wellness Committee, Schools	March 2014	# of participants Track number of injuries (This will not be tracked)

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Reduce Obesity in Children and Adults	C. Expand the knowledge base of partners in obesity prevention	C1. Identify emerging best practices	HEAL Schuyler	December 2013	Best practices identified (This intervention will be incorporated into all sections.)
		C2. Evaluate obesity prevention initiatives	HEAL Schuyler	December 2013	Initiatives evaluated, data collected and analyzed (This intervention will be incorporated into all sections)
		C3. Develop data to strengthen the case for return on investment in obesity reduction programs and share with policymakers	HEAL Schuyler, Public Health, Schuyler Network Of Wellness Committee	January 2014 ongoing	All data tracked and analyzed Reduce adult obesity rate by 2% by 2018 (This intervention will be incorporated into all sections)
	D. Expand the role of public and private employers in obesity prevention	D1. Increase and promote opportunities for better nutrition through interventions such as links to available resources including the buy local fresh products, farmers markets, community gardens and orchards, teaching garden classes, restaurant initiatives, mobile fresh food truck, public transportation to markets and gardens, farm to school or store or community agencies cafeterias and breastfeeding.	Public Health Schuyler Network Of Wellness Committee Cornell Cooperative Extension Schools	January 2015 ongoing	Establish baseline numbers and monitor utilization of all new initiatives Percentage of people reporting eating 5 or more fruits and vegetable daily will increase in the next community health public survey.
		D2. Educate and promote the benefits of limited usage of Sugar Sweetened Beverages		June 2014	# of worksites that limit sugar sweetened beverages at functions # of worksites that offer free access to tap water, coolers or bottled water

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Reduce Obesity in Children and Adults	D. Expand the role of public and private employers in obesity prevention	D3. Support Finger Lakes Culinary Bounty group	Public Health, Schuyler Network Of Wellness Committee, HEAL Schuyler	January 2014 ongoing	Number of Members in the Finger Lakes Culinary Bounty Group (60 in group, 20 in Schuyler County)
		D4. Form a Worksite Community Committee with HR directors educating them on the return on investment of worksite wellness program and create a sharing of ideas. <ul style="list-style-type: none"> Support the development of new and expansions of existing programs. Develop list of free resources available to support worksite wellness efforts. Disseminate resources to worksites including hospital via the Community Worksite Committee	Schuyler County Community Worksite Committee, Public Health, Schuyler Hospital, Schuyler Network Of Wellness Committee, HEAL Schuyler ARC of Schuyler S2AY Regional Worksite Wellness Committee	September 2013 Ongoing	Number of Worksites participating in task force - 3 Number of new worksite initiatives in the community - 2 Number of employees with access to a worksite wellness program in the community - 154 Inventory list of available resources, dissemination of list/resources to 20 worksites, # distributed, and # of hits to online resource. - 84
		D5. Promote training to Schuyler County's primary care providers (PCPs) on how to talk with their patients about their weight, physical activity and diet, as appropriate.	Schuyler Hospital, Public Health Schuyler Network Of Wellness Committee Southern Tier's Tobacco Coalition (STAC) Schuyler County Diabetes Committee and HEAL Schuyler	July 2016	30% of PCP's will take training
		D6. Ensure that PCPs can easily link their patients with available community resources simply, through the Schuyler Hospital's EHR or their own practices' EHR			Track usage of EHR resources and referral #'s made to community resources