



## Long Island Population Health Improvement Program (LIPHIP) Attendance & Meeting Summary: May 17, 2016, 9:30-11:30am

**In Attendance:**

Alison Abrams, Suffolk County Bureau of Public Health Nursing; Zahrine Bajwa, Cornell Cooperative Extension-Suffolk County, Regional Director, Nutrition and Wellness/Family Health and Wellness; Georgette Beal, United Way of Long Island, Senior Vice President; Bruce Berlin, Suffolk County Medical Society, Vice President; Tavora Buchman, Nassau County Department of Health, Director, Quality Improvement, Epidemiology; Peggy Bushman, Temp Positions, Account Executive; Celina Cabello, Nassau County Health Department, Epidemiologist; Rodolfo Cano, Fidelis Care New York, Outreach Specialist; Michael Corcoran, Data Analyst, PHIP; Monica Caravella, Farmingdale State College, Assistant Professor of Nursing; Linda Efferen, Stony Brook Administrative Services, Medical Director, Office of Population Health; Irene Koundourakis, NuHealth NUMC; Marilyn Fabbriante, St. Charles Hospital, Executive Director, Public and External Affairs; Lauren Moy, Sustainable Long Island, Senior Community Planner; Chris Hendriks, Catholic Health Services, Vice President, Public & External Affairs; Michael Hoffner, Community Growth Center, Director; Afrin Howlander, Suffolk Care Collaborative, Community Engagement Manager; Kenneth Kataria, Options for Community Living, Care Coordinator; Grace Kelly-McGovern, Suffolk County Department of Health; Karyn Kirschbaum, WSBOCES, School Health Policy Specialist; Joanne Lauro, Community Growth Center, Nutrition Director; Janine Logan, Nassau-Suffolk Hospital Council, Senior Director, Communications and Population Health; Linda Mermelstein, Suffolk County Department of Health, Chief Deputy Commissioner; Joanne Newcombe, South Nassau Communities Hospital, VP, Community Health Development; Sarah Ravenhall, Nassau-Suffolk Hospital Council, Program Manager-PHIP; Yvonne Spreckels, Stony Brook University Hospital, Director of Community Relations; Vincent Strykowski, Society of St. Vincent de Paul, Program Support Associate; Ann Marie Thorsen, American Cancer Society, Community Executive; James Tomarken, Suffolk County Department of Health; Karen Tripmacher, Winthrop University Hospital, Director, Community Education and Health Benefit; Esperanza Viera, Good Samaritan Hospital, Community Health Educator; Sue Ann Villano, NYCIG RHIO, Director of Client Services, Marketing & Outreach; Kim Whitehead, Nassau-Suffolk Hospital Council, Communication Specialist; Kate Zummo, South Nassau Communities Hospital, Director of Education; Ellen Higgins, Suffolk County Department of Health Services Maternal Infant Health, Program Coordinator; Mahad Musse, Stony Brook Medicine, Medical Student; Amanda Watral, Health and Welfare Council of LI, Senior Community Needs Specialist; Michael Perrin, Nassau County Department of Health, Intern; Lisa Zimmerman, Evolve Wellness, Founder; Lauren Jacobsen, Peconic Bay Medical Center, Public Relations/Community Outreach; Gerald Surya, Retired Physician; Gina Shalhoub, Smithtown Youth Bureau, Community Relations Specialist; Allison Puglia, Island Harvest Food Bank, VP of Programs; Christine Boudreau, Community Housing Innovations, Theresa Jacobellis, Paradigm Health Plans, VP, Marketing.

<b>Welcome &amp; Introductions</b>	Janine Logan, Nassau-Suffolk Hospital Council/Long Island Health Collaborative welcomes committee members to the April Long Island Health Collaborative Meeting.
<b>PHIP Grant Update</b>	Janine Logan, Senior Director announces that NYS Department of Health funding for

	<p>the Population Health Improvement Program has been extended by one year into January of 2018. The PHIP team will be putting together a budget request for the yearlong extension. During this year, the focus of the PHIP will be data collection, supporting the State Health Innovation Plan (SHIP) and community engagement.</p>
<p><b>LIHC Website, Portal and Social Media</b></p>	<p>The PHIP staff will begin providing a monthly report of Facebook and Twitter reach during the previous month period. Kim Whitehead, Communications Specialist provides an update on social media outreach efforts during April 2016. Social media engagement is growing at a rapid pace with support from Blue Compass, PHIP web-design vendor. The April report provides a baseline of how expansive our reach has been up until this point.</p> <p><b>Facebook:</b> During the month of April, 18 total posts were developed. From these posts, 152 total “likes”, 42 net “likes” (41 organic and 3 boosted) were achieved. Total reach included 15,216 people. Total engaged included 541 people.</p> <p><b>Twitter:</b> During the month of April, 18 total tweets were composed. From these tweets, 151 followers were reached. 3,567 Impressions were made, 389 people visited the LIHC profile and 26 people mentioned the LIHC within their tweets.</p> <p>Kim initiates a detailed look at the toolkit for promotion of the LIHC and walking portal. Toolkit components are available via the LIHC website. The toolkit provides direct copy of social media content, press release information and LIHC logos that can be copied and pasted into partner organization platforms to promote combined efforts of the collaborative initiatives.</p>

	<p>To capture ongoing promotion strategies, LIHC members complete an outreach assessment activity allowing them to document their current participation and promotion of the walking portal, Are you Ready, Feet?™ as well as plans for future promotion. Results from this activity will be compiled and reported to the NYS Department of Health on an ongoing basis.</p> <p>Collaborative members are asked to share their novel ideas surrounding promotion of the Are You Ready, Feet?™ portal, which were documented during completion of the outreach assessment activity.</p> <ul style="list-style-type: none"> <li>• Kate Zummo, South Nassau Communities Hospital reports they are working on an employee specific program which will promote use of the walking portal.</li> <li>• Karen Tripmacher, Winthrop University Hospital reports the hospital has asked the Director of the Diabetes Education Center to promote use of the walking portal to their patient population.</li> <li>• Sue Palo, St. Francis Hospital is promoting use of the portal to cardiac rehabilitation patients in alignment with an internal performance improvement measure and for those seen via the community outreach bus.</li> <li>• Michael Hoffer, Community Growth Center will promote use of the portal during their upcoming triathlon series event.</li> </ul> <p>After consultation with the Nassau-Suffolk Hospital Council legal team, the PHIP team members were able to confirm that promotion of the walking portal to students and minors is acceptable.</p>
<p><b>LIHC Workgroup: Public Education, Outreach and</b></p>	<p>The Public Education, Outreach and Community Engagement workgroup is scheduled to meet Friday, May 20 at 1:00pm. LIHC members are invited to join this workgroup for</p>

<p><b>Community Engagement</b></p>	<p>a discussion around marketing strategy related to the blog and portal. One strategy currently being formulated involves promotion of the walking portal and LIHC activities during the Marcum challenge, at which thousands of community members attend to run a 5k and network with sponsoring organizations. Many LIHC member organizations are signed up to host their own table, where LIHC promotional materials will be shared.</p> <p>Janine Logan, Nassau-Suffolk Hospital Council advises LIHC members that a Sunset Stroll has been scheduled for July 21, 2016 at Jones Beach State Park. The New York Health Commissioner, Howard A. Zucker, has been invited to attend this event. Our goal is to engage and invite community members to attend this event. Please mark your calendars and plan to walk with the Long Island Health Collaborative on this date. Due to this event, the July 14, 2016 Long Island Health Collaborative meeting will not take place as originally scheduled.</p>
<p><b>LIHC Workgroup: Academic Partners</b></p>	<p>The Academic Partners Workgroup, under leadership from Laurel Breen, St. Josephs College, has finalized the Academic Survey. This survey was sent to collaborative members in Survey Monkey in January. Collaborative members who have nursing or public health student opportunities available within their organizations have completed the survey. There are future plans to expand this project to include other medical specialties and disciplines. Now that survey responses have been collected, the workgroup is developing a mechanism for sharing survey information. Those organizations that completed the survey will be contacted within the following week to confirm follow up details.</p> <p>Sarah Ravenhall, PHIP announces the establishment t of the LIHC Activation Engagement Partnership (LEAP) program.</p>

**Committee Description:** This committee is comprised of students and community advocates who hold a vested interest in improving access, health equity and social determinants of health care within communities on Long Island. The purpose of this committee is to light a spark in community members around population health and healthy living. Volunteers must be 18 years of age or older.

**Target Audience:** Cross-representation from academic institutions and multi-disciplinary fields of expertise on Long Island.

Audience may include, but not limited to, those with an expertise or interest in: nutrition, health communication, public health, nursing, medicine, social engagement, peer education, general communications or public relations.

**Member Expectations:** Attendance at evening monthly meetings; regular review of participation in activities

**Goals/Objectives:**

Sharing of information through engagement of accessible networks (may include: academic peers, work colleagues, family, friends) and promotion of Long Island Health Collaborative Initiatives and Events

Social Media

Health Fairs

Community Events

Development of new innovative initiatives and projects as applicable

Applicants will be asked to send their resume and statement of interest, at which point they will be screened and invited to join the partnership. An informational flyer will be sent out to LIHC members within the next week as an opportunity promotion strategy.

Our hope is to leverage the social media expertise and connections that many youthful

	community members have to expand our community engagement reach.
<b>LIHC Workgroup: Complete Streets/Nutrition and Wellness</b>	<p>The Complete Streets/Nutrition and Wellness workgroup is working to identify synergistic programming within two grants: Creating Healthy Schools and Communities, NYS DOH and Eat Smart, New York through the USDA. The workgroup would like to leverage existing partnerships through the LIHC/PHIP membership, especially among those who are working within the target communities focused upon within each grant.</p> <p><b>Creating Healthy Schools and Communities:</b> <i>Grant Partners: Western Suffolk BOCES, Sustainable Long Island, Stony Brook University</i>  Five-year (2015-2020) public health initiative to reduce major risk factors of obesity, diabetes, and other chronic diseases in high-need school districts and associated communities statewide. Goal: to implement mutli-component evidence-based policies, place-based strategies, and promising practices to increase demand for and access to healthy, affordable foods and opportunities for daily physical activity. Targeted communities: Brentwood, Central Islip, Southampton/Shinnecock Indian Nation, Wyandanch and Roosevelt</p> <p><b>SNAP-Ed Eat Smart New York (ESNY) USDA:</b> <i>Grant Partners: Cornell Cooperative Extension (Nassau and Suffolk), Family Residences and Essential Enterprises (FREE)</i>  Five-year (2014-2019) community-based nutrition education and obesity prevention program to reduce major risk factors of obesity, diabetes, and other chronic diseases in high-need school districts and associated communities statewide. SNAP-Ed ESNY utilizes a variety of hands-on education strategies in the community and partnering</p>

	<p>agencies. Goal; to implement comprehensive multi layered evidence based strategies: improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the associated USDA Food Guidance System, MyPlate. Target communities: in Nassau Roosevelt Uniondale, Glen Cove, Hempstead, Freeport</p> <p>Post-meeting, LIHC members will receive a link to a Google poll as a way to identify where and within what capacity LIHC members are currently working in target communities on Long Island. Once results are received, the workgroup will be able to identify and connect potential partnerships; as well as developing a better understanding of where partners are currently working within these high-need communities.</p>
<p><b>Cultural Competency/Health Literacy Workgroup</b></p>	<p>The Cultural Competency/Health Literacy vendor workgroup is actively meeting to explore CLAS “train the trainer” programs which can be tailored and incorporated within LIHC member organizations. Programs being researched include Adventist Health Care, Cross Cultural Health Care Program, Greater New York Health Association, Health Literacy Partners and Kinkaid Consulting, LLC.</p> <p>The Cultural Competency Health Literacy Vendor workgroup met May 12, 2016. During this meeting the group reviewed additional vendors and programs, defined curriculum and talked about next steps.</p> <p>In April, a survey was sent to community based organizations from CBO summit events and LIHC to explore training preferences, level of commitment and existing assets. Survey results allowed the workgroup to make decisions about the structure and plan for</p>

training sessions which are aligned with the needs of participating organizations.

**Summary of Survey Results:**

*Total Survey Responses=23*

**Do employees of your organization regularly participate in Cultural Competency/Health Literacy training programs?**

13-no (56.5%); 10-yes (43.4%)

**Is this training provided by an external vendor or internally within your organization? (N=10 Yes)**

7-internally provided; 1 Externally (1199 SEIU); 1 Right at Home University (online program); 1 No response

**Are you interested in providing a tailored Cultural Competency/Health Literacy Training program for staff members within your organization?**

12-yes (52.1%); 5-no; 6-maybe (26%)

**If your staff were to attend a training session, what is the maximum amount of time they would have allotted to participate?**

Flexibility depending on program type-1 respondent

Greater than 3 hours-1 respondent

3 hours- 6 respondents

2 hours-4 respondents

1.5 hours- 3 respondents

**Which method of program delivery is most desirable to your organization?**

**Please rank the following in order of importance, where 1 is most important and 3 is least important;**

***#1-Face to Face (24 points)***



	<p>#2-Facilitated Live (32 points)</p> <p>#3-Recorded Webinar (46 points)</p> <p>The workgroup decided to elicit a locally-based vendor who is familiar with the unique characteristics of the Long Island region. A Request for Proposal will be written and will be sent to four vendors who meet these criteria.</p>
<p><b>New York State Prevention Agenda: Priority Areas</b></p>	<p>The Community Needs Assessment-PHIP Data Workgroup convened on March 30, 2016. During the LIPHIP Data workgroup meeting held on 3/30/16, representatives from Long Island Hospitals and both County Departments of Health convened to collaboratively select the Prevention Agenda Areas for the 2016-2018 Community Needs Assessment Period. Analysis of community member survey data and qualitative data from the CBO summit events, revealed chronic disease to be the most significant Prevention Agenda Priority.</p> <p>Participants unanimously agreed upon selection of <b>Chronic Disease</b> as the Priority Area of focus with (1) Obesity and (2) Preventive Care and Management as the focus areas. The group also agreed that Mental Health should be highlighted as an area of overlay within intervention strategies. This area, Mental Health is being addressed through attestation and visible commitment to the DSRIP, PPS Domain 4 projects (4.a.i, 4.a.ii, 4.a.iii).</p> <p>This selection remains <u>unchanged</u> from the previously selected priority area, however, a stronger emphasis has been placed on the need to integrate Mental Health throughout Intervention Strategies.</p>

**LIHC Workgroup: Data**

Sarah Ravenhall, Population Health Improvement Program reports a second analysis of the community member survey will be conducted at the end of May, into early June 2016. Please continue to promote use of the survey within the communities you serve and return paper surveys to the Nassau-Suffolk Hospital Council offices before Friday May 27, 2016. This will allow us enough time to enter paper survey responses into the portal and to complete analysis.

Michael Corcoran, Population Health Improvement Program reports ongoing use of the LIHC Wellness Portal. This voluntary survey was developed in an effort to collect information about the health status of Long Islanders. The data will be used to determine the effectiveness and quality of community health programs.

Kim Whitehead, Population Health Improvement Program, is available to assist those organizations looking for a hands-on demonstration on how to use the Wellness Portal. Please contact the PHIP offices if you are interested in setting up a date for this hands-on training. Bill Redman, Stony Brook University, provides phenomenal technical support to those utilizing the portal.

The LIHC/PHIP data workgroup met Tuesday May 3 at 2:00pm. During this meeting the group discussed ongoing data projects including the status of County Reports, vital statistics and the Community Health Assessment/Community Service Plan template. Janine Logan reports the PHIP team will put together template pieces, at which point the hospitals and Counties will add their organization-specific interventions and strategies. The templates will be complete before June 10, 2016.

Michael Corcoran, PHIP reports he has been working closely with the County

	<p>representatives to develop comprehensive reports for Community Needs Assessment requirements.</p> <p>Michael is meeting weekly with Suffolk Care Collaborative Data Analyst to align with and support the PPS-driven data analysis and methodology.</p>
<p><b>CBO Summit Events</b></p>	<p>Following the Community-Based Organization Summit events in February, qualitative data was collected, and analyzed under the guidance of a data analysis team. Two reports, specific to each County: Nassau and Suffolk were written, and are now publically available via the LIHC website. Report components include: Introduction, Methodology, Summary of Findings, Community-Based Partners, Conclusion and Appendix. Within the summary of findings section, analytic interpretations and participant quotes have been developed. Sarah Ravenhall requests LIHC members review and provide feedback.</p> <p>The LIHC is planning a follow-up event, LI Health Networking Expo, in response to data outcomes from the February events for September 2016. A planning council will be called to action to finalize event details and the day’s agenda. LIHC is working in partnership with Suffolk Care Collaborative and Nassau Queens PPS to leverage community engagement strategies that are taking place across each entity.</p>
<p><b>Grant Opportunity</b></p>	<p>S. Ravenhall, LIHC provides the framework for a prize-opportunity offered through Aetna Foundation, American Public Health Association and National Association of Counties.</p> <p>The RFP is looking for novel ideas focused on:</p> <ul style="list-style-type: none"> <li>– Support communities in their collaborative efforts to become healthier places to live, work, learn, play and pray</li> <li>– Recognize excellence in achieving a measurable impact as a result of</li> </ul>

	<p>these efforts</p> <ul style="list-style-type: none"> <li>– Identify models of effective collaboration that can be sustained and replicated throughout the US</li> </ul> <p>Questions asked of novel proposal include:</p> <ol style="list-style-type: none"> <li>1. How does the project address <b>population health</b> and <b>health equity</b> in target communities?</li> <li>2. What <b>cross-sector collaborations</b> will be used to establish or build upon between health and other sectors?</li> <li>3. What <b>measures</b> will the cross-sector team use to evaluate the changes?</li> <li>4. Is the project <b>replicable and sustainable</b>?</li> <li>5. What <b>evidence based practices</b> are part of the project, program or policy being proposed which will lead to positive changes in health and health equity in the community by the end the challenge?</li> <li>6. How will <b>information be shared</b> about the project, program or policy to the community and beyond?</li> </ol> <p>The PHIP team will coordinate a brainstorming meeting for those who have ideas about project proposals. This opportunity aligns with the work partners are currently engaging in.</p>
<p><b>Adjournment</b></p>	<p>The next LIPHIP Meetings are scheduled for:</p> <ol style="list-style-type: none"> <li>1. June 16, 2016 9:30-11:30am</li> <li>2. August 11, 2016 9:30-11:30am</li> </ol> <p>Meetings will take place at the Nassau-Suffolk Hospital Council Offices in Hauppauge, NY unless otherwise indicated.</p>