



June 24, 2021

Quarterly Meeting

Welcome & Introductions

Thank you for joining us!

Please share your name
and what organization
you are representing in
the chat box.



Poll – Future Meetings

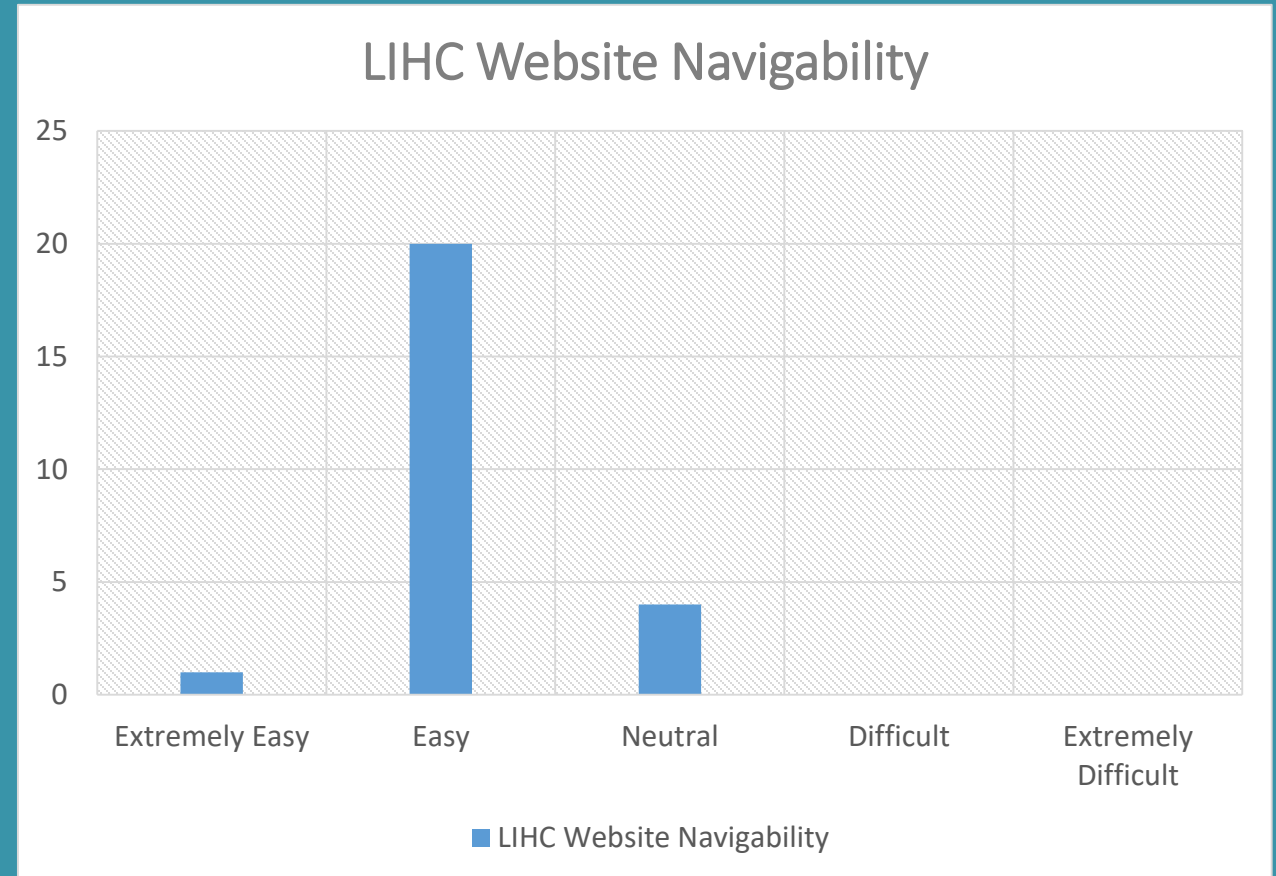
LIHC Updates

- March Poll Results
- LIHC Reboot
- Featured Presentation by Melissa Bauer of DataGen
2020 Community Health Assessment Survey (CHAS) Analysis

March Poll Results

Q: How would you rate the navigability of the LIHC website on a scale of 1 to 5, with 1 being the easiest to navigate and 5 being the most difficult to navigate?

A: Majority said Easy



March Poll Results

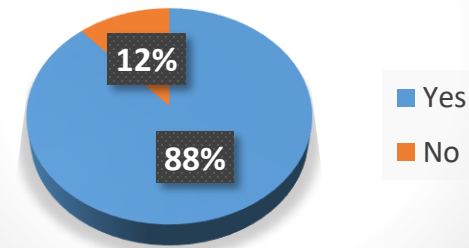
Q: Do you read the LIHC's bi-weekly Collaborative Communications Events email blast?

A: Majority said Yes

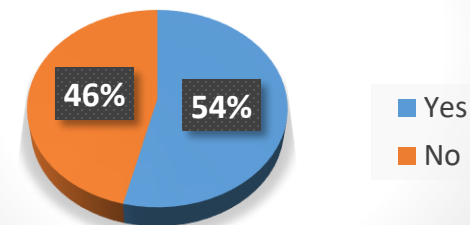
Q: Did you know that you can submit your free events and resources to be included in the LIHC's bi-weekly Collaborative Communications Events email blast?

A: Majority said Yes

Do you read Collaborative Communications?



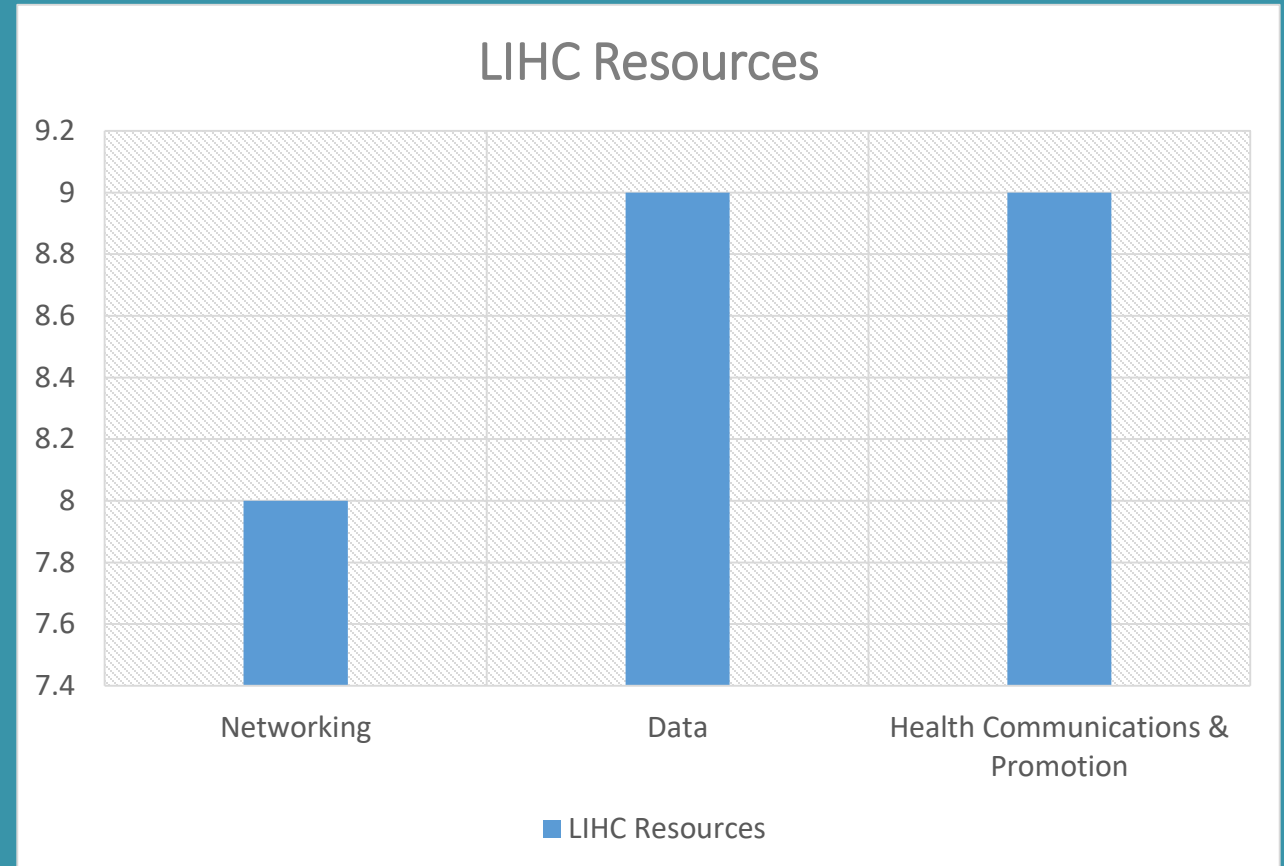
Did you know you can submit to Collaborative Communications?



March Poll Results

Q: What is the main service/benefit/resource for which you rely on the LIHC?

A: Majority said Data and Health Communications & Promotion



LIHC SWOT Analysis

Takeaways and Conclusions

- LIHC's strength continues to lie in our unique conglomerate of partners—big hospitals, small CBOs, libraries, municipalities, all rowing in same direction to reduce chronic disease
 - Not just sector-specific
- There is a better public understanding of critical role of social determinants of health (SDH) in light of pandemic—great opportunity for us as a group to make a big difference in this region
 - Looked at SDH before it became more mainstream
 - Upcoming Medicaid waiver
- All LIHC orgs are part of the SDH “spectrum,” so to speak; health in all policy- every sector touches health in some way
- Data collection and analysis continue to be a top priority, especially as counties and hospitals prepare for the 2022 CHNAS; plan to resurrect prep work group in Fall 2021
- Assist with health promotion of programs, SDH interventions, etc. - New Opportunity

LIHC Reboot

Why?

- Loss of funding was a driver
 - Less resources, but more autonomy
 - Less staff, need to streamline LIHC out of necessity
- Wanted to visually align with allied association logos design and tone
 - Nassau-Suffolk Hospital Council (NSHC), oversees the LIHC
 - NSHC and its sister association in the Hudson Valley, the Northern Metropolitan Hospital Association (NorMet), align with the advocacy activities of the Suburban Hospital Alliance of New York State (SHANYS)

LIHC Reboot

Enhanced Logo



Website Improvements

- Informed by your feedback
- Currently in the process of enhancing website to be more user-friendly and intuitive
- Keeping events calendar

Collaborative Communications

- Condensed to include more of your events, job listings, etc.
- New look to come

Alliance Health Communications

- A new service of the Suburban Hospital Alliance of New York State
- Comprehensive health communications services aimed specifically at not-for-profit community-based organizations in the health, social services, and public health sectors that work within tight budgets
- An outgrowth of inquiries we've received from both Long Island and the Hudson Valley region



ALLIANCE HEALTH COMMUNICATIONS

A SERVICE OF THE SUBURBAN HOSPITAL ALLIANCE OF NEW YORK STATE

Strategic campaign development and implementation for the not-for-profit health, social services, and public health sectors

Specializing in evidence-based health messaging

CDC Clear Communication Index

Competitive rates at a fraction of the cost for similar services offered by commercial agencies

Packaged and customized communications plans available

Alliance Health Communications clients have unique access to:

- Our local data collection analyses and reports, which can be customized
- Our outreach list of 350 plus decision-makers at regional community-based organizations, hospitals, local municipalities, and other agencies important to the not-for-profit sector
- Extensive and historical knowledge of health policy
- 25+ years' specialized health communications experience

CONTACT US TODAY TO SEE HOW YOU CAN WISELY SPEND YOUR ORGANIZATION'S SCARCE COMMUNICATIONS / MARKETING DOLLARS.

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Janine Logan, MS, APR, Vice President, Communications and Population Health, Suburban Hospital Alliance of New York State

 Alliance Health COMMUNICATIONS

Alliance Health Communications

Rockland County
Department of
Health


Co-branded social
media posts



**Herd Immunity =
Safe Communities**



COVID-19 vaccines are the key to achieving herd immunity and ending the pandemic.



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Alliance Health Communications

Nassau Library
Health Share
New logo



Featured Presentation

Melissa Bauer

Principal Healthcare Informatics Analyst

DataGen Healthcare Analytics



Community Health Assessment Survey Reports

Melissa Bauer

Principal Healthcare Informatics Analyst

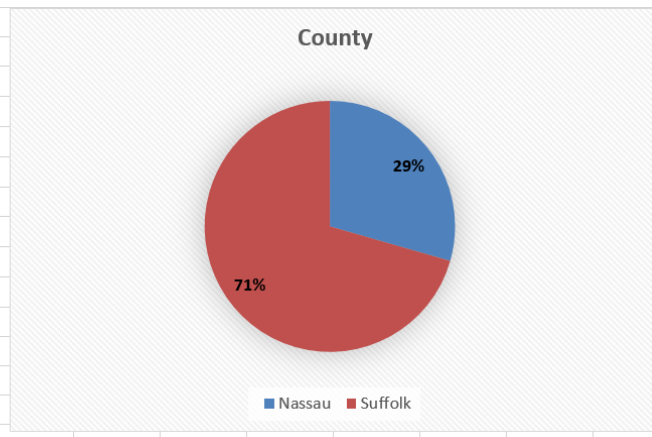
DataGen

mbauer@hanys.org

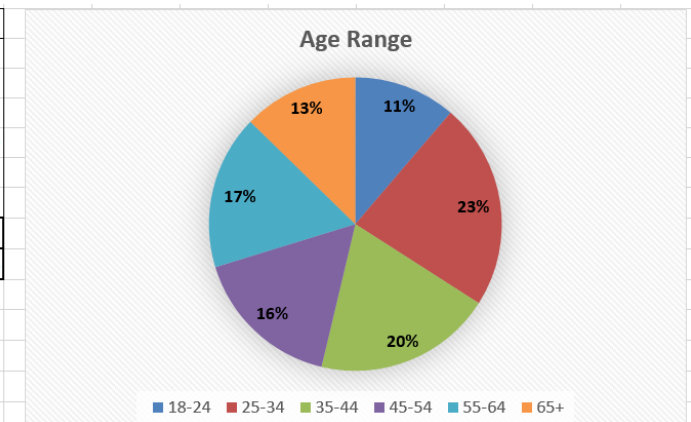
Report Content

- Blended Excel/Power Pivot Model
- Overall and Individual County Tabs
 - Counts & percentages
 - Visualizations of report demographics

County Count	
Nassau	121
Suffolk	290
Total	411
Percent of those who responded	86%



Age Group Count	
18-24	47
25-34	95
35-44	82
45-54	69
55-64	71
65+	53
Total	417
Percent of those who responded	87%



Report Content

- Individual Question Tabs
 - Filter by County and demographics
 - Zip code level detail
 - Response scoring

What are the biggest ongoing health concerns in THE COMMUNITY WHERE YOU LIVE?

*Blanks represent no response

I identify as:

(blank)

Female

Male

Other

County where you live:

(blank)

Nassau

Queens

Suffolk

Are you Hisp...:

(blank)

No

Yes

What is your annual househo...	Town, Zip Code	Count of Respondents	Average Age	Asthma/Lung Disease	Cancer	Child Health & Wellness	Diabetes	Drugs & Alcohol Abuse	Environmental Hazards	Heart Disease & S
(blank)	(blank)	109	38	9.41	46.48	7.78	26.90	39.10	21.45	
(blank)	Albertson, 11507	6	26	0.00	3.60	1.00	0.00	2.00	2.60	
(blank)	Alden Manor, 11003	1	23	0.00	0.00	0.00	1.00	0.00	0.00	
\$0-\$19,999	Allenwood, 11021	2	45	0.00	0.00	0.00	1.00	0.00	1.00	
\$20,000 to \$34,999	Amagansett, 11930	2	41	0.00	2.00	0.00	1.00	0.00	0.00	
\$35,000 to \$49,999	Amityville, 11701	5	34	0.60	1.60	2.00	1.60	1.60	0.00	
\$50,000 to \$74,999	Aquebogue, 11931	2	38	0.00	0.00	0.00	1.00	0.00	0.00	
\$75,000 to \$125,000	Argo Village, 11003	2	37	0.00	1.60	0.60	1.00	0.60	0.00	
Over \$125,000	Atlantic Beach, 11509	1	45	0.00	0.00	0.00	1.00	0.00	0.00	
	Babylon, 11702	4	62	0.00	1.00	0.00	1.00	2.00	0.00	
	Babylon, 11703	1	59	0.00	1.00	0.00	0.00	1.00	0.00	
	Babylon, 11704	2	29	0.00	2.00	0.00	0.00	0.00	1.00	
	Baldwin Harbor, 11510	2	34	0.00	0.00	0.00	0.00	1.00	0.00	
	Baldwin, 11510	4	44	2.30	0.30	0.30	2.30	2.00	0.00	
	Bar Harbor, 11762	2	31	0.00	0.00	0.00	0.00	1.00	0.00	
	Barnum Island, 11558	2	28	0.00	1.00	0.00	0.00	0.00	0.00	
	Bayside, 11706	6	46	0.00	1.00	1.00	1.00	2.00	1.00	

Report Content

- County Rank Tabs

Question	Answer	Value	Percentage	Rank
<i>What are the biggest ongoing health concerns in THE COMMUNITY WHERE YOU LIVE? (Please check up to 3)</i>				
	Drugs & Alcohol Abuse	47.35	16.11%	1
	Diabetes	41.30	14.05%	2
	Cancer	38.00	12.93%	3
	Heart Disease & Stroke	36.15	12.30%	4
	Mental Health Depression/Suicide	28.90	9.83%	5
<i>What are the biggest ongoing health concerns for YOURSELF? (Please check up to 3)</i>				
	Heart Disease & Stroke	44.00	16.00%	1
	Women's Health & Wellness	34.00	12.36%	2
	Obesity/Weight Loss Issues	31.00	11.27%	3
	Cancer	30.00	10.91%	4
	Diabetes	30.00	10.91%	5
<i>What prevents people in your community from getting medical treatment? (Please check up to 3)</i>				
	Fear (e.g. Not ready to face/discuss health	47.50	18.34%	1
	No Insurance	45.10	17.41%	2
	Unable to Pay Co-pays/Deductibles	38.60	14.90%	3
	Don't Understand Need to See a Doctor	30.35	11.72%	4
	Lack of Availability of Doctors	21.50	8.30%	5
<i>Which of the following is MOST needed to improve the health of your community? (Please check up to 3)</i>				
	Clean Air & Water	44.48	16.17%	1
	Healthier Food Choices	34.10	12.40%	2
	Mental Health Services	30.73	11.17%	3
	Job Opportunities	28.20	10.25%	4

Overall Response & Demographic Detail

Survey Timeframe: January-December 2020

- 480 responses received
- 86% from Nassau or Suffolk County (Queens or blank others)
- 59% respondents income \geq \$50,000
- 65% were female
- 59% between the age of 25 and 54
- 94% currently had health insurance
- 44% White/Caucasian
- 63% employed for wages
- 65% had attended some college, or received a degree (undergrad-doctorate)

Thank you! Questions?

Melissa Bauer

Principal Healthcare Informatics Analyst

DataGen Healthcare Analytics



Moving Forward

- LIHC rededicated commitment to hyperlocal data collection and analysis
- Plan to resume thematic reports— another data point, enables us to work with the media and allied health affiliates to call attention to public health needs in our communities, something for them to report on and lend more credibility to the LIHC
- Quarterly meetings to continue; other meetings as needed, if needed
- 2022 CHNAS Work Group to come in Fall 2021
- **Next meeting: Thursday, September 23, 2021 at 9:30am-11:30am**

Adjournment

Thank you!

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