



# North Country Healthy Heart Network, Inc.

126 Kinassa Road  
Saranac Lake, NY  
12983

Phone: 518-891-5855

Fax: 518-891-6159

*10<sup>th</sup> Anniversary Issue*



Heart Network Staff

## *Facilitating Community Change to Prevent Heart Disease Since 2000*

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### The Takeaway

- **A new coalition** in Essex County is working to make the county's streets, sidewalks and roads safer for all users. To learn more about this effort, see page 5. Contact RAN if you are interested in getting involved.
- **As one program ends another begins!** NCHHN was awarded a Healthy Places grant to continue work that began under the EWPH program! This new program will bring some exciting opportunities to Franklin county. See page 2 for more about Healthy Places. Successes under EWPH are reviewed on page 4! Look for more information about Healthy Places in the coming months!
- **NCHHN needs your help!** In the coming weeks NCHHN will be conducting a fundraising drive. Your donations will help us continue to deliver great services to the North Country region.
- **Updated Quit Kits** now available to full partners of the NC Tobacco Cessation Center. Call (518) 897-5980 to place your order or to find out how to become a full partner.

### Special Insert

Heart Network Timeline and a Thank You to all past and present staff

If you have any questions/comments please feel free to contact us at (518)891-5855



# North Country Healthy Heart Network

Serving Clinton, Essex, Franklin and Hamilton Counties



Fall 2010

Volume 1, Issue 3

## 10<sup>th</sup> Anniversary Issue

### Message from the Executive Director

I am pleased to be writing you on the 10<sup>th</sup> anniversary of the North Country Healthy Heart Network, Inc. The Heart Network was established in the year 2000 by Walter Becker, Administrator of Carthage Area Hospital, in response to the high incidence of heart disease in northern New York. Becker secured a one year, start-up grant from the Fannie E Rippel Foundation and forged a committee with health professionals from Jefferson, Lewis, St. Lawrence and Franklin Counties to advise and guide the effort. I was hired as the Heart Network's director in September 2000. This was three years after my husband's heart attack (he recovered beautifully) and I was thankful for the opportunity to lead an organization dedicated to reducing heart disease. I couldn't have predicted then how our organization was to evolve (see Newsletter Insert).



Margot Gold (center) presents board members Holly Stretch (left) and Sue Patterson (right) with certificates of recognition for ten years of service

### Will we be here another 10 years?

The Heart Network Board of Directors has chosen this ten year anniversary to launch a fundraising campaign to help stabilize our financial health. You will be receiving an appeal letter from the Board at your home or work address. We would not ask for your financial support unless we truly needed it. You do not have to wait; you may support us now. You can use your credit card to donate online at [www.heartnetwork.org](http://www.heartnetwork.org). The North Country Healthy Heart Network, Inc. is a 501(c)3 non-profit organization. All donations are tax-deductible.

### Staff and Board of Directors

We cannot mark this occasion without expressing our deep appreciation to Board Members and staff, current and past, for their dedication and professionalism. The Heart Network has been very fortunate in attracting people willing to share their knowledge, experience and creativity with others. On this anniversary I would like to recognize the original Board of Directors: Walter Becker, founder; Michael Pinkerton, Chair; Laurie Maki, Vice Chair; Tina Corcoran, Secretary; Steve Jennings; Debbie Hunter; Sue Patterson, Treasurer; Judith Pearson; Joanne Seiler; Holly Stretch and Clyde Simmons. On the backside of the enclosed timeline are the names of all board members and staff, past and present.



The Heart Network offices are located at 126 Kiwassa Road in Saranac Lake. Look for our new sign out front!

### Upcoming events

**January 5th.** *Cultural Competency in Treating Tobacco* conference call.  
Contact [nycccall.com](http://nycccall.com).

**January 20th.** *Pharmacotherapy Training.*  
Malone, NY  
Contact Terry Lewis  
581-897-5980

### Visit our Website

[www.heartnetwork.org](http://www.heartnetwork.org)

There you can find:

Information about all of our programs

Links to useful resources

A news feed highlighting NCHHN events

And much more!



## *Spotlight*

### *New Funding for New Program*

#### *Heart Network Board of Directors*

Eileen Gillen, Chair

Jennifer Tissot,

Vice-Chair

Sue Patterson,

Secretary/Treasurer

Walter Becker

April Beier

Megan Murphy

Holly Stretch

Michael Zeman

### Transition

**Eat Well Play Hard.** The Heart Network's Eat Well Play Hard Program, EWPH, has just completed its four-year grant cycle. Even though NYS-DOH funding has ended for the program, EWPH coalition members in Essex, Franklin and Hamilton counties are continuing their collaborative efforts to prevent childhood obesity by increasing physical activity and healthy eating for children two to twelve years old. Jamie Konkoski, EWPH's dynamic Program Manager, has dedicated page 4 of this newsletter to highlight EWPH accomplishments.



**Creating Healthy Places.** The Heart Network is relieved and pleased to report that Konkoski will remain as Program Manager of a newly awarded, five year grant from the NYS Department of Health, "Creating Healthy Places to Live, Work and Play." The goal of this grant is to prevent obesity and Type II diabetes by creating sustainable environments that support active living and healthy eating. While this grant is similar to EWPH, it is different in two significant ways. The program will serve only Franklin County, rather than the whole tri-county region, and will have a broader focus - the whole population - not just children. More details of this program will appear in the winter issue of this newsletter.

### Operation Healthy Baby

Regrettably, Operation Healthy Baby, OHBABY, has been discontinued. The goal of this program was to increase the health of infants and children by reducing smoking by pregnant and post-partum women in Franklin County. The proposal, written in the spring of 2009, depended on an active partnership between the Heart Network and Planned Parenthood's MOMS Program. However, funding problems for the MOMS Program left Planned Parenthood with no choice but to begin phasing it out leaving the program without a key source for client referrals. In addition, a majority of the pregnant women who were referred from other sources failed to show up for counseling. As a result, OHBABY was unable to demonstrate significant progress towards its goal of counseling 50 women and grant funding was discontinued by the March of Dimes. A positive outcome of the OHBABY program was the development of a Steering Committee in Franklin County. At its October meeting the Committee agreed to continue with a broader focus. Members have agreed to focus their energy on one unmet need at a time and setting realistic goals for intervention. The first goal is to identify an organization that is willing to be a presumptive Medicaid provider for the County. We will keep you posted on progress made in this endeavor.

*Tobacco Cessation Center*



*Program Goal*

To increase the number of healthcare providers in Clinton, Essex, Franklin and Hamilton Counties that consistently talk to their patients about their tobacco use

*Funding*

The North Country Tobacco Cessation Center is funded by a 5 year grant from the NYS Tobacco Control Program through 2014

*Strategies*

Deliver provider education and promote changes in office systems to prompt delivery and documentation of:

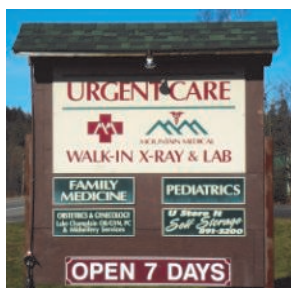
- patient tobacco use status
- evidence-based interventions with each patient that uses tobacco.

*3 things to know*

- Nearly 75% of NY smokers want to stop smoking
- Over 53% of NY smokers made a quit attempt in 2008
- 61% of NYS smokers living with children do not allow smoking in their home

NY Adult Tobacco Survey, 2003-2009

## Mountain Medical Services Joins the Fight Against Tobacco Dependence



“Tobacco dependence is a chronic illness, much like diabetes or high blood pressure. That’s why Mountain Medical Services wants to provide the most effective treatment to our patients who are tobacco dependent,” stated founder and Medical Director, Michael Pond, MD. Mountain Medical Services located in Lake Placid and Saranac Lake recently changed their progress note making it easier for providers to document their evidence based care: identifying the tobacco use status of every patient at every visit; advising smokers/chewers to stop and assessing their readiness to do so. If a patient is ready, Mountain Medical staff provides assistance and arranges follow-up. Mountain Medical Services is part of an increasing number of medical practices that are willing to change their office system to ensure their patients are getting the best care possible.

### 2011 Resolution

**New Year’s** is fast approaching. Many of your patients may resolve to stop smoking in 2011 especially with your advice to do so. This is a wonderful opportunity to help your patients develop a plan to stop smoking/chewing tobacco. The elements of a successful quit plan are:

- **Set** a quit date. Ideally, the quit date should be within 2 weeks.
- **Tell** family, friends and co-workers about quitting and request understanding and support.
- **Anticipate** challenges to the upcoming quit attempt, particularly during the critical first few weeks. These include nicotine withdrawal symptoms.
- **Remove** tobacco products from your environment.

In addition, providers please recommend/prescribe a stop smoking medication and refer patients to the NYS Smokers' Quitline for further guidance and support.

### Three things to know when a child visits their doctor

- A Majority of parents that smoke would accept medications to help them quit smoking from their child’s doctor/ care provider – only 7% get it. (Winickoff et al 2005)
- A Majority of parents want to be enrolled in a telephone Quitline – only 1% get enrolled (Winickoff et al 2005)
- A Majority of parents would be more satisfied with their child’s doctor if parents’ smoking was addressed. (Cluss 2002; Frankowski 1993; Groner 1998; Klein 1995)

For more information go to the *Clinical Effort Against Secondhand Smoke Exposure’s* website: [www.ceasetobacco.org](http://www.ceasetobacco.org)

*To Get Involved with NCTCC contact us at 518-897-5980 or on the web at [heartnetwork.org](http://heartnetwork.org)*



*Eat Well  
Play Hard*



*Program Goal*

To prevent childhood overweight and reduce long-term chronic disease risks through policy and environmental changes that will facilitate the promotion of physical activity and targeted dietary practices with children over the age of two

*Funding*

EWPH is funded through the NYS Department of Health through September 2010

*Strategies*

- Increase consumption of fruits & vegetables
- Increase age appropriate physical activity
- Increase consumption of low fat milk & dairy products

*3 Things to Know*

- 1% or less milk for kids over age 2
- American Academy of Pediatrics says No TV for children under the age of 2
- 5 servings of fruits or vegetables each day for everyone

**EWPH Accomplishments February 2006 - September 2010**

The EWPH Community Project funding came to an end in September, but the EWPH North Country Coalition has many successes to celebrate. The Coalition far exceeded their goals for facilitating sustainable policy and environmental changes in the region. Here are some highlights:

- School Food Policy adopted for the Saranac Lake Central School District
- 20 Child Care Providers adopted nutrition and physical activity policies and improved many practices at their facilities through participation in NAPSACC. NAPSACC will continue to be offered to providers thanks to our great partnerships with ACAP and the Child Care Coordinating Council of the North Country!
- CATCH Kids Club is used for physical activities and nutrition education in all CCE Essex County & ACAP After School Programs, Malone Latchkey Program and Malone YMCA.
- Cross-Country Ski programs are offered at Bloomingdale Elementary, Northern Lights School, Tupper Lake School District, and Dewey Mountain Recreation Center.
- The Village of Saranac Lake created a Healthy Infrastructure Advisory Board to make policy recommendations related to transportation, accessibility & recreation.
- Complete Streets initiatives are underway in Malone, Saranac Lake, and several Essex County communities.
- 11 Community & School Gardens were created and 2 were expanded. Gardens grow in Indian Lake (2), Saranac Lake (2), Lake Placid, Speculator, Wells, Long Lake, Tupper Lake, Malone (2), Bloomingdale, and Lake Pleasant. Five of the gardens donate produce to food banks or other program that provide food to low income families.
- 29 EWPH Mini Grants totaling \$18,195 were awarded to 10 communities and 3 regional project.



CATCH activities in Moriah



Garden beds at Malone's Garden of Eatin'



Complete Streets Workshop in Malone

*To Get Involved with EWPH contact us at 518-897-5981 or on the web at [heartnetwork.org](http://heartnetwork.org)*



**Program Goal**

To empower local citizens with the grassroots advocacy training and support they need to improve the health and wellness of rural communities

**Funding**

Rural Action Now! is funded by the NYS Department of Health through 2012

**Strategies**

- Build a regional advocacy alliance to support community health advocates
- Foster citizen action to create sustainable environmental and policy change.
- Encourage people of all ages and abilities to participate in our initiatives.

**3 Things to Do**

- Stay informed of the issues affecting the health of your community
- Participate in decisions made by your local government
- Make a small lifestyle change that improves your health

**Complete Streets Coalition Formed in Essex County**

We reported in the last issue that an Essex County MAPP subcommittee had formed to research and advocate for Complete Streets policies at the local level. Since then the group has received advocacy training and ongoing technical assistance from Rural Action Now, and has formed a new coalition with the vision of creating streets, roadways, sidewalks and other transportation facilities that are safe and accessible for all users at all times in Essex County. To achieve this vision, the *Essex County Complete Streets Coalition* (ECCSC) will advocate for and support the development, adoption and implementation of Complete Streets policies at all levels of local government in Essex County.

The ECCSC is actively recruiting members from around the county and hopes to identify local champions to coordinate and lead coalition activities in each community. Current efforts are focused on Elizabethtown, Lewis, Wilmington, and Ticonderoga. In October, the coalition’s advocacy led to the adoption of a Resolution of Commitment to Complete Streets by the Town Board of Elizabethtown.

RAN has also partnered with EWPH to develop a new online manual called: *Complete Streets for North Country Communities: A Guide for Advocates and Community Partners*, which will assist Complete Streets advocates in choosing policy goals for their community. The Guide can be downloaded from the Advocacy Toolkit page on our website, <http://ran.heartnetwork.org>.



A new Complete Street in Blue Mountain Lake

**RAN Partners with AHEC’s**

Over the past year, Rural Action Now has provided funding to five health career internships for local high school students as part of an effort to pique students’ interest in rural health care career opportunities. Students from Franklin and Essex County participated in the Northern AHEC Health Scholar and Hudson Mohawk AHEC Health Quest programs, respectively. NAHEC and HMAHEC are non-profit organizations dedicated to workforce development in the health care field.

**RAN Sponsors Trainings**

In June, Rural Action Now delivered its first *Advocacy Training for Healthy Rural Communities* in Essex County. Nine attendees now have the skills to plan grassroots advocacy campaigns and to train others to achieve policy and built environment changes in their communities. In July, RAN partnered with the Workforce Development Institute and Hamilton County Public Health to offer the first *Grant-writing and Fundraising for Healthy Rural Communities* workshop in Hamilton County, led by WDI’s John Kucij. Ten participants learned about the grant-writing process and fundraising tips for efforts not related to grant funding.

*To Get Involved with RAN! contact us at 518-897-5982 or on the web at [heartnetwork.org](http://heartnetwork.org)*