



# North Country Healthy Heart Network

Serving Clinton, Essex, Franklin and Hamilton Counties



Summer 2011

Volume 2, Issue 2



The Heart Network offices are located at 126 Kiwassa Road in Saranac Lake.

### Upcoming events

**September 7th.** *Medicaid and the Smoking Cessation Counseling Benefit.*

Contact: [nysmokefree.com](http://nysmokefree.com)

**July 28th.** *Healthy Corner Stores: Finding the Funding.*

Contact: [phlpnet.org/phlp/webinars](http://phlpnet.org/phlp/webinars)

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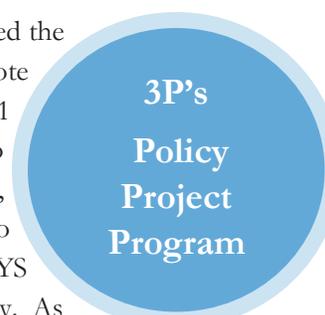
Michael Zeman

## Message from the Executive Director

I am pleased to report positive changes at the North Country Healthy Heart Network: we received a new grant; expanded our staff; and, as you will see, are moving forward with our initiatives.

### The 3P's – Policies, Projects and Programs for Prevention

Mark Fenton, a national public health & planning consultant, identified the 3Ps as essential to creating healthy communities during his keynote presentation at the Adirondack Rural Health Network's 2011 conference. Applying the 3Ps is useful when developing a plan to make positive changes in your environment whether at home, at work, or in the community. The effectiveness of this approach is easy to grasp when illustrated with a recent example. In June, the NYS Legislature passed a Complete Streets Bill, in essence a new State policy. As a result, state & federally funded road projects in the future will include better accommodations for bikes and pedestrians. With projects in place, public education programs will be necessary to promote the public's use of these new facilities (See page 3 for more on NYS Complete Streets bill). Policies, projects and programs work hand-in-hand to create sustainable modifications in the environment that help make the healthy choice the easy choice.



### Creating Healthy Places

The Heart Network recently received a Creating Healthy Places grant to facilitate positive changes in Franklin County using the 3P framework (See page 2 for more information). Recognizing that no one organization or person has the capacity to carry out all 3Ps successfully, this initiative will work with people across disciplines to achieve community changes that inspire and support healthy living.

### Professional Development Trainings

Josh Wilson and Jamie Konkoski recently attended trainings with *Leadership Strategies* ([www.leadstrat.com](http://www.leadstrat.com)). Josh completed *The Secrets to Facilitating Strategy* course to learn new methods for facilitating coalitions and training participants through the strategic planning process. Jamie completed *The Effective Facilitator* course to enhance her skills and techniques for focusing groups, building consensus, and generating results with coalitions, committees and the general public.

Achieving sustainable changes using the 3P's requires good planning and meaningful community involvement, and the Heart Network is now better equipped to support community initiatives.

In addition, Heidi Dishman completed, *The Butt Stops Here* training offered by Seton Health which will allow her to share tobacco cessation strategies with health care providers and tobacco users.

Ongoing Staff Training is critical to the effectiveness of the Heart Network's programs.

# SPOTLIGHT



## Creating Healthy Places

### Obesity Rates Continue to Rise

Consider this: Between 1999 and 2009, the obesity rate for adults increased from 17.4% to 24.6%. One in four New Yorkers are now obese and as a consequence we're facing more heart disease, diabetes and some forms of cancer. NYS ranks second among states in adult obesity-related medical expenditures. In the past, public health focused on educating individuals. The new approach is to focus on changing our environment and the policies that influence our behaviors.

The North Country Healthy Heart Network is about to kick-off a new program that will help Franklin County communities support personal commitments to make healthy choices. Creating Healthy Places (CHP) focuses on two strategies: Increase access to fruits & vegetables and increase availability of places to be physically active. CHP staff—Jamie Konkoski & Connie Jenkins—have teamed up with community partners to implement the strategies locally.

**Restaurants & Stores:** The CHP staff will focus on boosting access to fresh foods in convenience stores and local restaurants so people who don't have a supermarket nearby can still enjoy affordable, good food. Similar efforts around New York State have received warm welcomes from consumers, and shop or restaurant owners are drawing more customers as a result.

**Daycares:** Daycare providers are joining CHP in the NAP SACC — or Nutrition and Physical Activity Self-Assessment for Child Care — program to help better guide the little ones regarding nutrition and exercise. With one in four

*“In the past, public health focused on educating individuals. The new approach is to focus on changing our environment and the policies that influence our behaviors.”*

preschoolers deemed overweight or obese, the need is clear. Certified NAP SACC consultants from the Heart Network will team up with daycare staff to: assist in the development of policy regarding the types of food they serve; the amount of screen time permitted and the amount of daily physical activity planned. To support daycare participants engaged in policy development, CHP will provide age appropriate play equipment and training.

With some simple changes, young children can learn habits for lifelong health.

**Gardens:** CHP will also support the creation and enhancement of community gardens as another effort to increase access to fresh vegetables and fruits.

**Complete Streets:** As noted earlier, a major CHP priority is improving opportunities for active living. In its initial year, CHP has chosen two communities, Malone and Saranac Lake, to focus these efforts. To achieve sustainable changes, policy and local planning documents need to include language that support sidewalk, roadway and trail development that will accommodate all modes of transportation. In Saranac Lake, CHP is contributing to the development of a Saranac Lake Trails Master Plan. In Malone, with members of the community, CHP is moving forward on efforts to draft a Malone Completes Street plan.

**Funding** for Creating Healthy Places is through a four and a half year grant from the NYS Department of Health.



*The US Department of Health recommends 30 minutes of moderate aerobic activity per day for an adult and 60 minutes per day for children.*



*Jaime Konkoski (left) and Connie Jenkins (right) are staffing the CHP program at the Heart Network.*



# NORTH COUNTRY TOBACCO CESSATION CENTER

## Pediatricians Play a Critical Role in Tobacco Cessation

Child health providers can reduce their patients' exposure to secondhand smoke by helping parents stop smoking. According to Jonathan Winickoff, MD MPH, practicing pediatrician and researcher, pediatricians are in a unique position to help:

- Parents often see their children's pediatrician more than their own doctor
- Child health providers can make the direct link between secondhand smoke and the child's health problem.

Winickoff and other researchers developed a treatment module for pediatric settings, "Clinical Effort Against Secondhand Smoke Exposure", CEASE. Training and materials to incorporate CEASE into daily practice is available online at: <http://www2.massgeneral.org/ceasetobacco/ny.htm>. The North Country Tobacco Cessation Center is currently offering in-service training on the CEASE model and has already helped one practice integrate this intervention into daily practice (see caption). To schedule an in-service call: (518) 897-5980 or email: [hdishman@heartnetwork.org](mailto:hdishman@heartnetwork.org).



Photo: *The Health Station*, in Malone, NY is the first practice in our area to fully incorporate the CEASE model into daily practice. Ira Weissman, MD (right) and Louise Tichenor PA (left) counsel patients and their parents to stop smoking using this evidence based intervention.



### Rules about Third Hand Smoke

While not all parents will be ready to stop smoking, they may be willing to set rules about not smoking in their home and car. In an interesting study conducted by Dr. Winickoff, et al, "Beliefs About Third Hand Smoke and Home Smoking Bans," *Pediatrics* Vol. 123 No. 1 January 1, 2009, no smoking rules were associated with a parent's understanding of third hand smoke.

**Third hand smoke is nicotine and other toxic particles from tobacco smoke that sticks to surfaces.**

Third hand smoke remains on surfaces, clothes, flooring, bedding, furniture, and hair long after smoking stops. Because of their size and the way they play and are tended to, infants and children are particularly vulnerable to the health risks from third hand smoke.

Child health providers can influence parents to set rules against smoking in the house and car by educating parents about health risks caused by third hand smoke. As you can see from the charts (right), a vast majority of smokers allow smoking in their homes and vehicles (Free "No smoking" decals available from the Tobacco Cessation Center, contact Heidi Dishman at 518-897-5980).

"Smoking is not allowed in any vehicle."			
County	Never Smoked	Smoked in Past	Currently Smokes
Clinton	94%	79%	39%
Essex	89%	82%	23%
Franklin	86%	77%	36%

"Smoking is not allowed anywhere inside"			
County	Never Smoked	Smoked in Past	Currently Smokes
Clinton	90%	80%	39%
Essex	92%	85%	34%
Franklin	87%	80%	47%

*"Opinions on Smoking Issues in the Counties of Clinton, Essex, and Franklin; A Survey Conducted of Residents May 2 - May 16, 2011", conducted by Siena College Research Institute, funded by the Adirondack Tobacco Free Network, ATFN.*

*The North Country Tobacco Cessation Center is funded by a grant from the NYS DOH Tobacco Control Program.*



### New Staff!

We are happy to welcome our new Tobacco Cessation Specialist Heidi Dishman (left) and our Program Assistant Glenn Pareira III (right)



# NUTRITION

## Community Gardens, Farmers Markets, and More!

### Farmers Market Schedule

#### Essex County

Ausable Forks-Fridays 4-7pm

Elizabethtown-Friday 9am-1pm

Essex-Sundays 10am-2pm

Keene-Sundays 9:30am-2pm

Lake Placid-Wednesdays 9am-1pm

Port Henry-Wednesdays 10am-2pm

Schroon Lake-Mondays 9am-1pm

Ticonderoga-Saturdays 10am-1pm

Willsboro-Thursdays 9am-1pm

#### Franklin County

Malone-Wednesdays 12-4:30pm

Paul Smiths-Fridays 2-5pm

Saranac Lake-Tuesdays 10am-2pm

Saranac Lake-Saturdays 9am-2pm

Tupper Lake-Thursdays 11am-3pm

#### Hamilton County

Long Lake-Thursdays 10am-2pm

Speculator-Thursdays 3-6pm

See [adirondackharvest.com](http://adirondackharvest.com) for a complete list of Farmers Markets in the North Country

### Kale Chips Recipe

1 Bunch Fresh Kale

Cooking Oil Spray

1-2 tsp. Spice (salt, curry powder, chili powder, coriander, etc.)

1. Pre-heat oven 350°F
2. Rinse kale & remove large center stem
3. Rip kale into chip size pieces and spread on lightly greased baking sheet
4. Lightly spray kale with oil and sprinkle on favorite spice or spice blend
5. Bake for 15 minutes; flip kale halfway through baking time



Site Manager of the Common Ground Garden on Old Lake Colby Road in Saranac Lake, Janet Stein tends her bed of fresh greens.

### Community Gardens are Continuing to Grow!

**NEW!** Courtyard Garden at Franklin Academy in Malone.

**NEWS FLASH!** Master Gardener Program is starting in Franklin County. Classes begin in September. The Heart Network is offering **Master Gardener Scholarships** to residents in Franklin County that are willing to provide assistance to community gardens. Contact Jamie for scholarship details at 897-5981 or [jkonkoski@heartnetwork.org](mailto:jkonkoski@heartnetwork.org).



### Nutrition Survey of Hamilton County Planned

This summer, the Heart Network will be surveying convenience and corner stores across Hamilton County in an effort to identify what nutritious food options are available to residents without leaving the county. This project was inspired by recent surveys where many Hamilton County residents stated they would be more likely to eat better if more fresh and

frozen foods were available at their local convenience store. The project will also provide some baseline data for the county, which could be used in the future to apply for existing federal or state funding to improve access to fresh and healthy food. We look forward to reporting our results from this project to you in the coming months! 🌱



Work is under way on a new community garden in Elizabethtown.

# PHYSICAL ACTIVITY

## Community-based Trail Systems Growing

At first glance it might seem that the one thing we are *not* lacking in the North Country is trails. But look closer and you will see that many of the trails in our region are designed only for specific uses, and most trailheads are not located within or near community centers. More people can benefit from trail systems when they are easily accessible directly from neighborhoods, schools, parks and work sites.

There are exceptions. Thanks to an army of volunteers and a growing number of partnerships between trail organizations, private landowners and municipalities; the enormous potential for new and improved community-based trail systems is finally being realized in a number of communities.

“Local places like Henry's Woods in Lake Placid, Blueberry Hill in

Elizabethtown, Speculator Loop in Speculator, and Dewey Mountain in Saranac Lake allow all of us an easily accessible day-to-day opportunity to be active and enjoy this wonderful place that we are so lucky to live in,” says Matt McNamara, founder of the Barkeater Trails Alliance (BETA).

Dewey Mountain in particular has seen an amazing transformation over the past two years. BETA volunteers have constructed miles of new multi-use trails on the town-owned property. “It's exciting to see its year-round role expanding with mountain biking and trail walking,” says Mary Thill, member of the Dewey Mountain Friends.

Whether you're an experienced mountain biker or occasional walker, community-based trails are an excellent place to be active, enjoy the outdoors, and connect with friends. If your community doesn't have an easily-accessible trail network, contact your local government or trails organization about building one today! 🌲



*A couple enjoying a stroll (above) and mountain biking (left) in Henry's Woods.*

### Get moving!

Looking for a fun way to get moving? The popular summer Fun Runs are under way:

- Wednesdays at 6pm in the Malone Rec Park.
- Thursdays at 6pm in Saranac Lake's Riverside Park

In Long Lake, the Youth Center is open Tues-Thurs at 7pm at the Mt. Sabattis

## NYS Legislature Passes Complete Streets Bill

That's great news. In a nutshell, Complete Streets ensures that when road projects that receive state and federal funds are being designed, highway officials will have to take into account the needs of all users, including pedestrians, older adults, people with disabilities, bicyclists, and drivers. That's a huge step forward for all New Yorkers.

In the North Country, the new policy will mostly apply to future projects on state highways. Because state roads comprise many of our main streets, having legislation that encourages Complete Streets designs will help make certain that everyone, whether they are 8 or 80, will benefit from safe, convenient facilities for walking and biking. Such designs encourage active lifestyles and will help fight the soaring increases in obesity and diabetes that New York is experiencing.

The North Country Healthy Heart Network has partnered with county public health departments, organizations and



*A complete crosswalk in Malone. Don't forget to check out the Malone Complete Streets Partnership on Facebook!*

residents to work on local Complete Streets planning and policy changes that compliment the new state policy, which would ensure consistency for pedestrians and bicyclists across state, county and town-owned roadways. Without a comprehensive approach, few of the benefits of Complete Streets will be realized in our rural communities. These efforts are underway in Saranac Lake, Malone and Essex County.

Complete Streets advocates don't expect an overhaul of all roadways, but as new highway projects are planned, Complete Streets design guidelines should be considered and implemented where practical. It can be as simple as replacing a section of sidewalk, installing pedestrian and bicycle signage, or painting new crosswalks on busy streets. 🌲



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

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### The Takeaway

- It's Summertime! Find a fun physical activity, join a community garden, stop by your local Farmers Market...stay active and eat healthy!!
- The Heart Network's new program, Creating Healthy Places, is working to reduce chronic disease in Franklin County. Check out their planned projects inside and stay tuned for more!
- Which pediatric practice in our region is the first to fully integrate the CEASE model, "Clinical Effort Against Secondhand Smoke Exposure" into daily practice? Flip to page 3 to find out.
- New York State just passed a Complete Streets Bill. Find out what this means for the North Country and why we need to continue to advocate for Complete Streets policies on page 5.

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

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

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