Farm Fresh Cash makes buying local easier for County residents. Read more about our efforts to improve nutrition on page 6

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Making a Collective Impact

As we near the end of the first year of our 2017-2020 Community Health Improvement Plan (CHIP), “busy” is the word that comes to mind. So much has happened as the year has swiftly passed. Much work has been accomplished in our two current priority areas: Prevent Chronic Disease and Promote Mental Health and Prevent Substance Abuse.

These priorities align with a long term goal of improving the health of all Clinton County residents through equitable access to opportunities for health. Over the years the number of partners contributing to this overarching goal and the diversity in the community they represent has steadily grown. Clinton County is at an all-time high for collaboration and partnership!

Our current CHIP calls out the specific contributions of over 17 lead partners with many additional partners contributing through the work of larger, multi-sector coalitions in which they participate, like Action for Health and SPARCC (Substance Abuse Prevention and Recovery of Clinton County).

This is an exciting pattern to see. It means we are changing the health landscape of our community through collective impact. Community stakeholders are coming together around a shared vision for health in our county. While partners may be contributing different things and completing different work, their efforts are all coordinated through one plan of action- our CHIP!

Most importantly, we are accomplishing more together than any of us could alone.

Through the pages of this semi-annual update, you will see the diversity of partners involved in our CHIP and how the variety of the activities by which they engage the community, is helping to address gaps in health equity. Their collective efforts are making it easier for everyone to take advantage of all of the opportunities for health found within our community. For example, work to encourage healthier donations to local food pantries has not only involved the food pantries but also service organizations that hold food drives and residents themselves.

The Town of Plattsburgh’s Storybook Trail combines the love of reading with physical activity... and nature. How innovative! Other communities are enhancing recreation spaces to offer wider opportunities for physical activity to residents of all ages and abilities. Read on to learn more about how Clinton County is getting healthier and how you can too.

Health equity is achieved when everyone has the opportunity to be as healthy as possible.

Collective impact is achieved when different groups work together to address a common problem or reach a common goal.

Let us know what you think!

Twice a year, CCHD provides updates through this Action for Health publication. Please visit www.surveymonkey.com/r/CCHD2017 to respond to (12) questions about the information we share. Tell us what you think and what else you want to know about the positive health changes taking place in our community.

www.clintonhealth.org
**Make a date with fitness at the Senior Citizen’s Council**

- **Senior Fitness**, sponsored by Eye Care for the Adirondacks, is an exercise program designed for active older adults. It meets three mornings a week (currently Mon/Wed/Fri @ 8:15 a.m.).
- **Growing Stronger and Range of Motion (Osteo/Arthritis) Exercise**, sponsored by RSVP and EAHCN, is a free class for people 50+ designed to strengthen your lower back, wrists, arms, legs, and core muscles. The program employs hand and leg weights to build strength at your own pace in the supportive atmosphere of peers. The class, led by a trained volunteer, meets in the gym Tuesday & Thursday at 9:00 a.m.
- **Tai Chi** helps increase your balance, cognitive capacity and flexibility. Join this group on Tuesday’s at 9:30 a.m.
- **Zumba Gold** is a less aggressive type of Zumba, which combines dance and aerobics. Designed to be comfortable for adults of all ages, the class meets 3 times a week; Tuesdays and Fridays at 10:30 a.m. and Wednesday evenings at 6:00 p.m. There is a minimal fee for this activity.
- **Yoga** is offered on Friday mornings at 10:30. The class aims to increase flexibility. New members are always welcome.
- **Shuffleboard** meets in the gym twice a week. It is played on the gym floor and there are three courts available. The group currently meets each Monday & Wednesday at 10:00 a.m.
- **Wii bowling** is played on Tuesday mornings at 10:30. The current group consists of four-man teams. Groups from the Senior Center, as well as some of the Nutrition Sites, compete and participate in the National Senior League.
- **Pickleball** is offered in the Senior Center’s gym: Monday thru Fri 12-4pm; Tues & Thur 4-8pm and Sat & Sun 8am-noon.

**Get Moving for Healthy Aging**

Nutrition and physical activity are cornerstones for health. The Senior Citizens Council of Clinton County Nutrition Program has partnered with Eastern Adirondack Health Care Network to improve the health and well-being of their nutrition program guests. By making physical activity fun, Nutrition program guests engage in active play through:

- **Wii bowling**: Clinton County is the largest community participating in the National Senior League for the past two seasons. Twenty local teams compete against senior teams across the nation. Anyone can Wii bowl! This competition provides mental and physical stimulation in a social setting.

- **Mini Shuffleboard**: Guests have embraced and enjoyed this new activity offered at two sites.

- **Using pedometers and walking journals to track progress**: Participants are surprised at how many steps they take on a daily basis.

Some take just a few more to reach a specific goal!

**Lunch and Learn** with Ruth Strothers from the Essex Center for Rehabilitation & Healthcare was a huge hit. As a result, exercise balls were provided to several sites to assist nutrition program guests in seated stretching exercises. One site developed a routine, which is performed once a week.

Congregate Meals Site Director, Debbie Alexander sees movement as crucial to healthy living. Nutrition Program meal sites are located in Plattsburgh (Senior Center, Lakeview Towers, Beekman Towers), Rouses Point (St. Patrick’s Hall), Ellenburg (St. Edmund’s Hall), Peru (Peru Community Church Fellowship Center), Dannemora (Community Center).

For more information, visit www.seniorsinclintoncounty.com/Programs/ or call (518) 561-8320.

The Senior Citizens Council is located at 5139 North Catherine St. in Plattsburgh.
Storybook Trail at Cadyville Recreation Park

There’s a new family friendly feature in the Cadyville Recreation Park! It’s a Storybook Trail that can be found along the park’s Blue Walking Trail. The tale of the Storybook Trail began with an idea to help children exercise their minds and bodies. Staff from the Town of Plattsburgh’s Parks & Recreation Department brought the idea to life. In March 2017, they applied to the Stewart’s Holiday Match Grant program for monies to purchase book page cases. Stewart’s awarded $1000 towards the project. The Town’s Building & Grounds Department designed the pedestals and installed 17 page cases. A grand opening was held in August.

The Trail is approximately a half mile loop that begins and ends at the end of the parking lot. It meanders through the woods, providing a peaceful, safe setting for a leisurely stroll. The trail is assessable to strollers, but not perfectly smooth as there are some tree roots and stones to navigate.

The Parks & Recreation Department hopes to use children’s books written exclusively by local authors. So far, authors Suzanne Moore who wrote *Pepper Finds Her Way*, Janice Stanley author of *Apple Valley Alli*, and Jacob Salka author of *So Much To Do*, have been featured. Parks and Recreation Department staff will switch out the books each month to add variety and encourage families to visit often. Folks interested in having their book featured on the Storybook Trail are asked to contact the Parks & Recreation Department at the Town of Plattsburgh at 518.562.6860 or email meld@townofplattsburgh.org.

Go Ahead - Try It

For those of us who don’t spend a lot of time at the gym, the newly installed exercise stations along the Rouses Point Path may look a bit intimidating at first. It may not be immediately obvious how these contraptions work. Fear not. Each piece of equipment bears a sticker that explains its use and benefits. In addition, look for information about individual pieces of equipment in the message board located in the northeast corner of the front parking lot. More detailed instructions for each piece can be found on the Xccent website: www.xccentfitness.com under “products.” There are even some videos that demonstrate how to use them.
New Healthy Neighborhood Initiative Partners

The Healthy Neighborhoods Initiative (HNI) aims to help communities enhance and activate spaces for healthy physical activity. In 2017, HNI offered sub-awards to communities for this purpose. Seven applications were received and two were awarded. The Town of Blackbrook and the Town of Chazy each received $6,000 to support plans that offer expanded opportunities for physical activity. Here’s what they are doing.

**TOWN OF CHAZY**

The Town of Chazy met the challenge offered by the Healthy Neighborhood Initiative. Organizers submitted a proposal that encourages physical activity across the spectrum of age and ability. The Town of Chazy will use HNI funds to supplement a plan to revitalize the West Chazy Recreation Park. The HNI award will fund the purchase of a wheelchair and adaptive seat swing to encourage residents of all abilities to use the park. An Expression Swing will also be purchased. This unique swing allows for intergenerational activity by allowing a parent or grandparent to swing face to face with a child. Signage to note distance will be placed around the perimeter of the park to encourage walking, jogging, snowshoeing and cross country skiing. These additions will complement other improvements within the larger revitalization plan which includes a small scale playground system, benches, resurfacing of tennis courts and the basketball court, fresh paint and a security system.

**TOWN OF BLACK BROOK**

The Town of Black Brook envisions a community space that meets the needs of all ages and abilities. The new design for the Town’s playground area creates a space where all residents will be able to interact in an environment that promotes physical activity and healthy socialization in safe surroundings that incorporate accommodations for special needs. The Town engaged a panel of residents and elected officials to develop the concept. Residents participated in local fundraising to get the project started.

**PERU ACCEPTS IOBY HEALTHY NEIGHBORHOOD CHALLENGE**

The Healthy Neighborhood Initiative also tries to match communities to other funding sources and opportunities. The Town of Peru had previously partnered with the Healthy Neighborhoods Initiative to add natural activity stations in Heyworth Mason Park. When offered the chance to receive matching funds through the ioby crowdfunding platform, Peru said YES! Over the next few months, Town of Peru residents will be engaged in an ambitious fundraising project with an exciting twist. The dollars raised will be matched up to $10,000.

Funds will be used to support the creation of a skate rink in M.J. Sullivan Park that will be converted to a basketball court for warm-weather fun. A warming hut and benches will add to the enjoyment of this multi-seasonal park enhancement.

To learn more about the town of Peru’s project, visit https://www.ioby.org/project/sullivan-park-skating-rink-and-basketball-courts or go to www.ioby/healthy, click the “find project button” and search for Sullivan Park. While you are there, check out other recent ioby projects or decide to start one of your own!
Tis' the Season for Giving... **HEALTHY**

Donation season is upon us. Consider making your next food donation a healthy one!

Everyone should have access to healthy food. The “Donating to Better Health” project is helping make this a reality in Clinton County by encouraging the community to donate healthier food items to their favorite food drives. Presently only one out of three food items in Clinton County’s food pantry network meet the nutrition goals of the Donating to Better Health project. You can help improve this ratio by making your next donation a healthy one!

The following foods are packed with nutrients and easy to donate to your favorite local food drive:
- canned fruits in 100% fruit juice or water;
- low or reduced sodium canned vegetables;
- peanut butter;
- unsweetened shelf-stable milk; or
- whole grain cereal, rice or pasta.

*ADDED BONUS*
Many of these items do not cost any more money at the grocery store.

For a full list of healthy donation ideas, visit: www.clintonhealth.org/healthygiving or give the Division of Health Planning & Promotion a call at 518-565-4993 to learn more.

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**Nutritional Value of Local Food Pantry Inventories in Clinton County**

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Items</td>
<td>33%</td>
</tr>
<tr>
<td>Standard Items</td>
<td>67%</td>
</tr>
</tbody>
</table>

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Learning to Eat Fresh?... **BUY LOCAL**

Overcoming **Obstacles to Food Access in Clinton County (OOFA)** is a long name for a short term project that has made a lasting impact on Clinton County. **OOFA’s goal:** Increase access to healthy and affordable, locally produced foods.

**How:** Help local farmers overcome barriers to accepting federal, state and local nutrition program vouches; Encouraging residents to buy from farmers markets and farm stands.

A survey conducted in 2016 at the beginning of this project, revealed obstacles to healthy food access in Clinton County which include: cost to purchase locally grown produce, proximity to and availability of local markets, and low levels of nutrition education. Based upon this information, CCHD constructed the **Farm Fresh Cash (FFC)** program to encourage residents to explore the areas markets and farm stands. FFC gave consumers extra resources to spend on produce, and also supplied materials identifying the many locations of farmers’ markets and farm stands and their hours of operation. Nutrition education presentations were offered along with Farm Fresh Cash cards to boost participant’s confidence in selecting and preparing different types of produce.

As the OOFA grant comes to an end, program evaluation indicates that the project benefitted residents and farmers alike. Through the Farm Fresh Cash component of the project, residents who may not have used farmers markets in the past were introduced to them and farmers learned more about the shopping habits of local residents. In follow-up surveys, 48% of those who indicated that they “rarely or never attended farmers’ markets” began visiting and purchasing local food from farmers’ markets and stands more often after using the FFC cards provided by the program. In addition, OOFA helped farmers complete and submit applications to accept Federal and State food benefits. Farmers stated that they started to see new faces at the markets and farm stands, and that they are seeing increased sales. Increased business through the introduction of new customers will help to sustain a strong local food system for years to come.
Thanks for your help!

How well do you know CCHD? And, do we provide information, programs, and services that help you, your family, and your community to be as healthy as possible? That’s what CCHD wanted to know when we launched our Health Department Awareness Survey in spring 2017. We received 331 responses from you – community residents through a combination of face-to-face and online surveys, giving us a better idea of what our community knows and thinks of us.

Nearly two out of three survey respondents indicated that they are aware of services and programs offered by CCHD. This correlated to familiarity with an average of 12 of 22 programs listed on the survey.

Eighty-four percent of those who took the survey “somewhat” or “strongly” agreed that CCHD is a trusted source of information and over half marked the same indicators when asked whether CCHD provides needed information. All of the data collected in the survey is being used to inform the Department’s updated marketing plan, but WHY IS THIS REALLY IMPORTANT?

Local health departments (LDHs) play a vital role in preventing both chronic and communicable disease, ensuring safety from public health threats and filling gaps in needed health services. CCHD recognizes that in order to do this effectively, residents must know us, trust us, and engage with us. To that end, CCHD has worked hard to establish a recognizable brand, build a social media presence, and develop a variety of communication strategies.

CCHD considers its website, www.ClintonHealth.org, to be one of its most valuable communication and community engagement tools. When the website was revised in 2015, a new graphic emblem was incorporated which is now routinely used to represent the Clinton County Health Department. This image combines the often used acronym CCHD alongside mountains, with a reflection below, providing a local feel by visually linking CCHD to the Adirondacks and Lake Champlain.

The CCHD’s website contains a wealth of information about health topics, program descriptions, forms, and much more. Key health messages are updated regularly.

In addition, those who follow CCHD on Facebook and Twitter are kept informed about seasonal health topics and upcoming health promotion events, as well as critical public health messages. Routinely, Facebook and Twitter are used to drive followers to our blog or to relevant videos on YouTube.

Even with all of these improvements, we recognize that CCHD’s greatest marketing asset is you! Whether through social media or word of mouth, when you share education resources, information about programs and services offered by CCHD, or critical health information, YOU provide a service to our community and for this, CCHD thanks you!

Tackling Mental Health

On Friday, November 10, 2017 over 70 people attended The Foundation of CVPH’s 2nd Annual Men’s Night Out. The purpose of Men’s Night Out is to raise awareness and educate men on serious health issues. This year’s topic was Tackling Mental Health. Dr. Winston Chung and Dr. Peter Jackson, both from the Division of Psychiatry at the University Health Network, spoke on male mental health and the need to empower men to participate in the treatment of their children. Shawn Sabella, Director of Clinical Services at Behavioral Health Services North, discussed community-based services in our region and Joe Ferris, local musician, caricature artist, senior at SUNY Plattsburgh and sometime super hero, Semicolon Man, shared his journey of hope and recovery. For the cost of the $20 ticket, attendees got to hear the speakers, enjoy food and a beverage, participate in the silent auction, and listen to music provided by From Ones & Zeros Acoustic Duo. Proceeds from Men’s Night Out will be used to support future men’s health lectures. If you have a suggestions for a future Men’s Night Out topic, call Michelle Senecal at 518-314-3359 or e-mail msenecal@cvph.org.

Semicolon Man was born in May of 2017: an effort of the National Alliance on Mental Illness of Champlain Valley to unify those struggling with mental health conditions, normalize mental well-being, and glamorize recovery. Semicolon Man is dedicated to fighting the stigma of mental illness.
Winter Fun and Fitness

Where can I go to sled and skate this winter?

INDOOR SKATING

• SUNY Plattsburgh Field House on Rugar Street on 11/24, 12/26, 12/27, 12/28 and 12/29 from 1:30 to 2:45 p.m. Cost: $3 for public and $3 skate rental. More details: www.plattsburgh.edu or 518-564-4136.
• Scott’s Memorial Rink on 52 Macadam Road in Chazy every Sunday from 4 to 5:30 p.m. through the first week of March. Cost: free. More details: 518- 846-7825.
• Rouses Point Civic Center on Lake Street Saturdays from 5 to 6:30 p.m. Cost: $2 per person. More details: www.rousespointny.com/the-village/civiccenterhtml.html.

OUTDOOR SKATING AND SLEDDING

• Fox Hill on South Platt Street in Plattsburgh
• M.J. Sullivan Park in Peru - Skate Rink COMING SOON! (see page 5)

Do you snowshoe?

• Family Outdoor Adventure: Snowshoe and Cross-Country Ski Program at the Cadyville Recreation Park from Feb. 20 to 22 from 1 to 2:30 p.m. Cost: free. More details and registration: 518-565-4750.

Open Nature Trails

Walking, Cross-Country Skiing, Snowshoeing

1) Point Au Roche State Park in Plattsburgh
2) New Land Trust in Saranac
3) Macomb Reservation State Park in Schuyler Falls
4) Cadyville Park Trails
5) SUNY Plattsburgh Field House

Visit goadirondack.com/Adirondack-Recreation/Hiking for more info.

Clinton County Health Department, 133 Margaret Street, Plattsburgh, NY 12901 • 518-565-4840 • www.clintonhealth.org