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How can you contribute to a healthier community? See inside.
“Be the One to make your home, your school, your work site and your community a healthier place.”

That was the message behind the Clinton County Health Department’s Be the One! summer tour. Staff hit the road in July and August, with pop-up events at local parks — and in a couple of schools when the weather didn’t cooperate.

The Be the One! team has continued to engage community members throughout the fall at local events. They’ve even been known to stop folks on the street, challenging them to take the Better Choice Pledge. So, don’t be surprised if someone walks up to you and asks: “Have you taken the pledge?”

The Better Choice Pledge helps you turn healthy choices into healthy habits that benefit you, your family and the community in which you live, work, learn and play.

Jump on board. Visit www.clintonhealth.org/bhc to take the pledge today.

**What’s Important to You?**

What do you see as the most pressing public health concerns in Clinton County? Share your thoughts by completing CCHD’s Community Health Assessment Survey. Information collected through this survey will be used to set priority areas for local health improvement activities over the next three years. Go to www.surveymonkey.com/r/CHA2019 to add your voice to the conversation.

**Current Public Health Priorities in Clinton County**

Priority areas identified through the previous resident survey and Community Health Assessment identified Promoting Mental Health and Preventing Substance Abuse and Prevent Chronic Disease as priority areas.

This Action for Health update is published to keep you informed about the programs and activities taking place in our community to address these important concerns.

Visit www.surveymonkey.com/r/CHA2019 to share your thoughts about public health in Clinton County.
SPARCC
Substance Abuse Prevention and Recovery of Clinton County
The SPARCC coalition has grown to 310 members. Its mission is to foster community health through education, prevention, treatment and recovery of substance abuse.

Narcan Training
Since SPARCC formed in 2016, over 3,900 people in Clinton, Essex, Franklin, Hamilton, Warren and Washington counties have been trained to be opioid overdose responders. SPARCC continues to advance needed mental health and substance abuse services in Clinton County.

Mental Health and Substance Abuse Services
More help is available locally for those recovering from addiction than ever before. On November 12, 2018, a Recovery Campus opened in Clinton County. This 18 bed residential detox and rehabilitation facility offers inpatient care for recovery from substance abuse, close to home. Before the campus opened, patients had to travel to Potsdam, Albany or Schenectady. A Transitional Housing and Rehabilitation Campus is also in the works. This transitional housing and life skills site will offer stable housing, access to on-site support services and job skills training for individuals in recovery from substance and alcohol addictions, as well as people with a mental illness and those who are experiencing homelessness. The project will make use of the old Clinton Community College dormitories on the former U.S. Air Force base.

“Live Well. Be Well.” to Cure Stigma
On September 15th, over 300 people were exposed to a big dose of healthy living, good times and fresh air. Healthy living was the theme of the “Live Well. Be Well.” event organized by SPARCC and held at Macomb State Park. The event’s purpose was to bring community members together to celebrate in a drug and alcohol free environment. By inviting those in recovery, those not yet in recovery and those who don’t need recovery, “Live Well. Be Well.” took another step toward one of the SPARCC’s goals, to reduce stigma around mental health and addiction. Local organizations and businesses stepped forward to ensure that anyone who wanted to participate could. Entertainment, healthy foods from Grandma’s Spanish Kitchen, and transportation were all free of charge. Organizations from Clinton, Essex and Franklin Counties joined in the fun, providing activities along with information about their services. And, there were lots of give-aways, including locally designed T-shirts. Healthy living activities including yoga and chair massages were available. Families enjoyed face painting, rock painting, building sand castles, playing with puppets and having caricatures drawn. Volleyball and horse shoes offered active fun along with dancing (lots of dancing!) to the music of the popular local band Beartracks, the event also provided another opportunity for lifesaving Narcan training.

When You Need Help
The North Country Crisis Helpline is available toll-free 24-hours a day. Calls to (866) 577-3836 are answered by members of the Clinton County Mobile Crisis Team, Monday through Friday from 8:30 a.m. to 7:30 p.m. During all other hours, the Helpline is answered by an on-call crisis service.

OTHER LOCAL RESOURCES
• Clinton County Mental Health and Addictions Services; 518-565-4060 (24/7 telephone crisis services.)
• Behavioral Health Services North Adult Clinic; 518-563-8000 (24/7 on-call crisis service.)
• Essex County Mental Health Clinic 518-873-3670; after-hour emergencies, (888) 854-3773;
• Northern Franklin County 518-483-3261; southern Franklin County, 518- 891-5535.

www.facebook.com/clintonhealth
The WIC (Women, Infants and Children) Special Supplemental Nutrition Program offers eligible participants foods that support children’s health, improve pregnancy outcomes and give infants a healthy start in life.

Local families who participate in the WIC Program will have an easier time accessing healthy foods now that the program has switched from paper vouchers to EBT (Electronic Benefit Transfer) cards.

The paper vouchers known as WIC checks are being phased out in Clinton County. By December 2019 all New York State WIC programs will be using eWIC.

With the old system WIC transactions at the check-out line often took longer; eWIC changes that. The new system allows more flexibility to purchase items when needed and makes checkout much easier.

An added bonus is WIC 2Go, an app that helps participants identify approved WIC foods while they shop.

WIC continues to provide benefits based upon nutritional need and income; all WIC foods meet specific nutrition requirements.

eWIC offers an easier, more efficient way for families to access the healthy foods needed to grow healthy children.

Learn more about WIC at www.clintonhealth.org/WIC.

Donating to Better Health

It’s the time of year when our thoughts turn to sharing and caring for those who have less. Food drives help to ensure that our neighbors in need have enough to eat.

A partnership between the Clinton County Health Department and local food pantries aims to make donated meals, healthy meals, at the holidays and throughout the year.

CCHD’s Donating to Better Health program works with the Plattsburgh Interfaith Food Shelf and the Joint Council for Economic Opportunity (JCEO) pantries to ensure that clients have access to a healthy selection of nutritious food items. One way to do this is by

Continued on next page
During the 2018 Farmer’s Market Season:

26 local farmers and farm stands accepted Electronic Benefits (SNAP), Farmers Market Coupons or Farm Fresh Cash (FFC).

1,370 FFC cards were distributed during the 2018 season. The cards gave area residents $10 toward the purchase of fruits and vegetables at participating farm stands and farmers markets.

39 locations across the county received nutrition education detailing how best to select, store and prepare locally grown produce.

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helping organizations, faith communities, businesses and other groups that conduct food drives, collect healthier donations.

A Special Thank You To Our 2018 Healthy Food Drive Superstars

- American Legion Post 912
- Boy Scouts Troop 4042 and Pack 8041
- Catholic Communities of Keeseville
- SUNY Plattsburgh Upward Bound
- NYS Retired Teachers Association
- Phi Theta Kappa Honor Society
- Plattsburgh Noon Kiwanis Club
- St. Alexander’s Church
- St. Augustine’s Church
- St. Augustine’s Religious Education Program
- St. Bernard’s Church
- St. Edmund’s Church
- St. James Church
- Temple Beth Israel
- Three Steeples United Methodist Church
- Turnpike Wesleyan Church
- US Postal Service, Plattsburgh Office

The Best Foods to Donate to your Local Food Pantries

FRUITS
- Fresh
- Canned, in 100% fruit juice
- Dried fruit
- 100% fruit juice

VEGETABLES
- Fresh
- Canned, low or reduced sodium
- Canned, no salt added
- 100% vegetable juice

DAIRY
- *Plain yogurt
- Unsweetened shelf-stable milk (evaporated, canned, dry or powdered)
- *Unsweetened milk substitutes (soy, almond, etc.)

LEAN PROTEIN
- Peanut butter
- *Lean meat, fish and poultry
- Dried or canned beans
- *Eggs
- Plain or no salt added nut varieties

WHOLE GRAINS
- Brown rice
- Whole grain cereal
- Whole wheat pasta and bread

Want to be a Superstar?

If your organization plans to hold a food drive, contact the Clinton County Health Department at 518-565-4993 to receive free Donating to Better Health customizable materials.

*Check with your local food pantry to see if these items are accepted.

Don’t forget to check the expiration dates. Outdated foods cannot be distributed to families in need.

www.facebook.com/clintonhealth
The Healthy Neighborhood Initiative (HNI) is a program of the Clinton County Health Department funded by a grant from the New York State Health Foundation. HNI works with communities to improve access to healthy foods and physical activity opportunities.

Read on to learn more about three recently supported projects.

**A COOL PLACE TO PLAY!**

Step by step, the Village of Rouses Point has built a unique recreation space that supports community engagement and multi-generational physical activity.

The Rouses Point Recreation Center which includes the Civic Center Hockey Rink provides residents with a place to gather and be active year-round.

Most recently, an ice skate rental program has been added to the growing list of activity options that the Village offers.

Funded through a mini-grant from the Health Department’s Healthy Neighborhood Initiative, the Civic Center will now offer skate rentals at a minimal cost.

This low-cost option aims to make the ice rink more accessible to residents and visitors. Rental fees are collected to maintain the program.

Other physical activity enhancements added in recent years include a walking path with fitness stations and benches, and Pickleball courts.

Along with a playground, basketball and tennis courts, and a performance stage, the Recreation Center provides a community space that promotes healthy activity for all.

**PLAY BALL!**

Living near a park and having opportunities to be physically active are factors that can lead to better health.

That’s why many North Country communities are working to revitalize parks and playgrounds that have fallen into disrepair.

The Town of Plattsburgh, with an assist from the Healthy Neighborhood Initiative and Giroux’s Poultry is breathing new life into one of these play spaces.

While the improvements at Everest Rabideau Park won’t be visible to the average person, infrastructure repairs scheduled for late fall or early winter will address drainage problems in the ball fields that have rendered the park unusable for baseball games in recent years.

By next spring, this park space on Cumberland Head will be ready for use, offering neighborhood residents a space nearby to play and be active.

**A PLAYGROUND FOR ALL!**

Playgrounds are not just kids-stuff anymore; Young or old, we all benefit from physical activity.

The Town of Altona had this in mind when they applied for a Healthy Neighborhood Initiative mini-grant in September. The funds they received will help them offer more options for adolescent and adult physical activity. Five new pieces of exercise equipment will be installed at the Feinberg Park in Spring 2019.

This project is among the first in a list of proposed park improvements designed to provide physical activity options for folks of all ages and abilities.
Outdoor Activities

Practicing Fitness for Life

The Lapierre Lane Riverway in Morrisonville offers something for everyone. The Town of Plattsburgh Parks & Recreation Department’s Fitness for Life Exercise Group finds one area particularly beneficial. It’s called the Fitness for Life area and consists of seven pieces of exercise equipment specially selected to address adult health and wellness. The exercise stations provide an opportunity to improve balance, strengthen specific muscles, and increase cardiovascular endurance.

Each piece includes instructions for proper and safe use. Some of the exercise stations allow more than one user at a time, offering a chance to socialize while working out.

The Fitness for Life Group has visited the LaPierre Lane Riverway several times since its official opening in July 2018. They enjoy the safe exercise space and easy to understand instructions included with each piece of equipment.

On these visits, the group spends their time completing a few rounds on the equipment and then walking on the Riverway’s quarter mile path.

Some members stop along the way to practice yoga or to stretch.

The class ends with all members together, practicing deep breathing exercises at the Meditation Garden area, where they enjoy the serene environment while listening to the Saranac River.

Village of Champlain Embraces Play Day

Offering physical activity opportunities for residents of all ages and abilities is one of the Village of Champlain’s primary goals.

The Champlain playground in the heart of the Village is always busy. It features a basketball court that converts to an ice rink and play equipment that includes a double swing for baby and adult. A disc golf course sits between the playground and Bill Earl Park. Nearby, there are horseshoe pits.

The Village also offers a longboat rowing program for youth and adults to experience the joy of rowing on the gentle Great Chazy River.

The new Northern Tier Rec Trail provides a beautiful path to walk, run, roll or bike between the Villages of Champlain and Rouses Point.

Given such enthusiasm for outdoor activities, it is no surprise that the Village of Champlain has whole-heartedly endorsed the Clinton County Longest Day of Play held each June.

A group of local residents gets together about a month before this event to plan the activities. The focus is on providing a wide range of games and challenges that involve all ages: from toddlers through grandparents.

Past participants have enjoyed lawn bowling, badminton, soccer, relay races, jump ropes, hula hoops, giant Jenga, rowing and more.

This is truly a family event drawing people together to play, to socialize, and to appreciate time spent outdoors.

Attendance has been outstanding; last summer over 60 people joined in the fun.

The Village of Champlain is delighted to participate in the Longest Day of Play.

The Longest Day of Play is held each year at the end of June to promote healthy physical activity. If your community, organization or business wants to join the fun in 2019, call 518-565-4993 or email health@clintoncounty.org
WATCH OUT! There’s a SNOWBALL coming your way!

CCHD has revised its Recreational Trails Map. The map highlights popular Clinton County trails and paths that are suitable for all ages and serve a wide range of abilities. Trail descriptions and use information are included for nine popular sites.

To get a copy, call 518-565-4993 or visit www.clintonhealth.org/bhc.

SNOWBALL is a celebration of winter in the North Country. This multi-day event takes place throughout the month of February, with many of the activities clustered around winter break. Planning for Snowball 2019 is taking place now.

SNOWBALL coordinators are busy putting together a schedule of free or low cost fun designed to encourage physical activity and social connections. SNOWBALL includes indoor, as well as outdoor activities. Last year’s event offered opportunities to get moving with Zumba, snowshoe and cross country ski, swim, play board games, create crafts and more.

Keep an eye on the Child Care Coordinating Council of the North Country’s Facebook page once the snow starts to fly for a full listing of these family friendly activities. Organizations interested in hosting a new activity or adding an already planned activity to the schedule should contact Juliette Lynch at 518-561-4999, juliettelynch12901@gmail.com.

FOLLOW THE CLINTON COUNTY HEALTH DEPARTMENT ONLINE

Zumba at Champlain Centre mall for Snowball 2017