INSIDE THIS EDITION:

Marketing CCHD
The Clinton County Health Department rethinks the method behind their message. ..........Page 2

Recognizing the Signs
Inside CHIP's efforts to raise community awareness about addiction. ........................................Page 3

Promoting Healthy Behavior & Staying Active
Great places to have fun and stay healthy, plus where you can get in a game of pickleball. .........................Page 4-5

Getting the Right Start
The results of the Clinton County Breastfeeding Coalition's infant breastfeeding survey, and finding places that welcome breastfeeding. ........... Page 6

Healthy Resources
Young artists lend their talents to raising awareness about water safety, plus what's going on at your local farmer's market. ..................Page 7

2017 Longest Day of Play
What to expect at this year's event. ..........Page 8
Marketing CCHD

Selling Health

While it may sound strange, selling health is exactly what the Clinton County Health Department and its Action for Health partners are trying to do. However, unlike in other industries and businesses, we are not looking for a profit. In fact, you, the consumer are the one who profits if you “buy” in. Another big difference—health oriented organizations often have to sell health on a shoe-string budget—no high profile celebrities, fancy digital effects or large marketing departments to rely on to get our messages across. Worry not. Innovation and creativity abound! Over the next few pages, you’ll see examples of how local organizations are working together to promote health and to make it easier for you, the consumer, to jump on board.

CCHD is also in the process of measuring how successful it is in marketing itself and its messages. Are we headed in the right direction? How do we know if we are reaching you, our customers? Are our health messages effective and creating the desired change in our community? As part of this assessment, we’d like your feedback. Let us know how much you know about your local health department by taking a few minutes to complete our Resident Awareness Survey at the link below.

How much do you know about CCHD?
Go to www.surveymonkey.com/r/CCHDRsrSvry to share your thoughts about and understanding of the Clinton County Health Department. Your input will help us continue to innovate and “sell” health.

National Recognition for the Clinton County Health Department

Approaches, successes and lessons learned from the local CPHMC project were shared with public health colleagues from across the country.

Program accomplishments were highlighted in poster sessions at both events. Approaches, successes and lessons learned from the local CPHMC project were shared with public health colleagues from across the country.

In addition, a video depicting CCHD’s work was shared with all attendees at the technical assistance meeting. You can watch the video yourself by visiting www.clintonhealth.org.

Accomplishments of this project include:

- Promotional visits to over 30 daycare providers and pharmacists to provide information on the Women, Infants & Children Program (WIC) and encourage referrals.
- Twelve local restaurants publically supporting breastfeeding in their establishment by displaying Breastfeeding Welcome Here window decals,
- An ongoing community campaign encouraging healthier donations to local food pantries.

The Clinton County Health Department (CCHD) was proud to be invited to share the accomplishments of their Community Partnerships for Healthy Mothers and Children project (CPHMC) with the National WIC Association (NWA) and Centers for Disease Control and Prevention (CDC). Kelsey Barnes, Nutrition Educator, attended the NWA’s Annual Education and Training Conference in Philadelphia, April 2nd-6th. She also attended the CDC’s National Implementation and Dissemination for Chronic Disease Prevention Sub-Recipient Technical Assistance meeting in Denver, April 17th-20th.
Addressing Opioid Addiction

A priority area within the Community Health Improvement Plan (CHIP), the CHIP guides public health partners' efforts to address health issues in the community. Substance abuse and opioid addiction rose to the top as urgent concerns. This came as no surprise.

At the same time, the group SPARCC (Substance Abuse Prevention and Recovery of Clinton County) was forming to address this issue. The SPARCC coalition is comprised of people in recovery, concerned citizens, treatment providers, elected officials, law enforcement, educators, and community organizations. Raising awareness about the local impact of opioid use is one of SPARCC’s objectives.

This April, SPARCC hosted a free screening of the documentary “Chasing the Dragon: The Life of an Opiate Addict.” The film was followed by a panel discussion and a question and answer session. The panel included a young man in recovery, a mother/daughter team who lost their son/brother to an opiate overdose, a City of Plattsburgh Police officer, the Chief Medical Officer for UVM Health Network-CVPH, a local treatment provider, a representative from the Office of Alcoholism and Substance Abuse Services (OASAS), and a local business owner.

The documentary shared the experiences of several individuals who have either struggled with or witnessed a loved-one struggle with an opiate addiction. The purpose of the film is to raise awareness of the impact of drug abuse. Over 900 people attended the event, demonstrating the strong desire within our community to understand and address this critical health issue.

Task Force Tackles Tobacco Use

In response to the continued high prevalence of tobacco use in the region, the North Country Population Health Improvement Program (NC PHIP) of the Adirondack Health Institute (AHI) has established the North Country Tobacco Use Reduction Task Force. The Task Force is comprised of individuals and organizations committed to improving the health of North Country communities. The Task Force has introduced a comprehensive strategy titled “It’s Time to Clear the Air in the North Country,” that includes educating the region about the prevalence and impact of tobacco use, expanding and strengthening tobacco cessation services, promoting smoke-free policies, and raising the minimum legal age of tobacco products to 21 years of age throughout the NC PHIP’s six North Country counties (Clinton, Essex, Franklin, Hamilton, Warren and Washington). Find resources or add your voice to the discussion at www.healthyadk.org.

Tobacco-Free for Better Health

Stopping tobacco use is one of the best steps you can take for your health. In recognition of this fact, Public Housing Authorities across the nation will become smoke-free by the end of July 2018. This includes Plattsburgh Housing Authority which is taking steps now to help residents prepare.

The Plattsburgh Housing Authority (PHA) created a taskforce made up of PHA staff, Tobacco Free – Clinton, Franklin, Essex, North Country Healthy Heart Network, Inc. and UVM Health Network CVPH. The task force met to review the draft smoke-free policy and set dates for the initial resident meetings. Six meetings were held in February to discuss the policy with residents, each with several residents in attendance. These meetings led to the creation of an on-site cessation program for residents ready to quit smoking. To further increase resident opportunities, two PHA employees recently received a smoking cessation training certification that will allow residents to participate in a facilitated group cessation program. The housing authority is committed to creating a healthier environment for all its residents.

Learn More

Follow www.facebook.com/SPARCCNY to learn more about how opioids are impacting Clinton County and what local public health partners are doing to combat this epidemic.

www.facebook.com/clintonhealth
Promoting Healthy Behavior

CCHD Partners with the Plattsburgh Post Office to Promote Healthy Giving

Did you recently receive a postcard like the one featured here? If so, you were one of 13,000 households in Plattsburgh who did!

The United States Postal Service (USPS) holds an annual food drive every spring. This year, the Plattsburgh Post Office agreed to partner with two Health Department programs to customize their promotional materials by featuring a list of healthier donation items. CCHD designed and printed the postcards as part of the Community Partnerships for Healthy Mothers and Children (CPHMC) and the Improving the Nutritional Quality of Food Pantry Donations projects, and postal workers delivered the cards.

This partnership with the Plattsburgh Post Office helped spread awareness of how easy it is to donate healthy foods. In fact, they are the kinds of foods our food pantries need the most! Learn more about “healthy giving” at www.clintonhealth.org/healthygiving. If you belong to a group or organization that organizes its own food drive and you are interested in partnering with CCHD too, call the Division of Health Planning and Promotion at 518-565-4993.

www.clintonhealth.org

BUILDING
Healthy Neighborhoods

A little over two years ago, Clinton County Health Department, with support from the New York State Health Foundation, embarked on a project to increase opportunities for physical activity around Clinton County. Parks and other spaces were enhanced to offer additional physical activity choices to more people as communities acted upon the knowledge that promotion of healthy behaviors leads to prevention of chronic disease and greater well-being for residents.

April 1, 2017 marked the beginning of a new three-year phase for the Healthy Neighborhoods Initiative (HNI). The project continues to focus efforts on increasing opportunities for physical activity across the spectrum of age and ability, but with a greater emphasis on resident engagement through the identification of local community champions. These individuals will interact with residents to learn what each locale needs and wants, and act as a liaison with CCHD to move projects forward.
Staying Active

Pickleball: Where YOU can play!

The pickleball craze is still going strong. This sport has caught on with residents of all ages. Luckily for local enthusiasts, new courts have been sprouting up around Clinton County.

Here's where you can play:

Outdoor Courts
- Cliff Haven Recreation Park, Plattsburgh (Town)
- Picketts Corner Recreation Park, Bowen Rd., Saranac
- South Acres Park, Flynn Ave., Plattsburgh (City)
- Treadwells Mills Recreation Park, Military Turnpike, Plattsburgh (Town)
- United Methodist Church, Beekman St., Plattsburgh (City)

Indoor Courts
- City of Plattsburgh Recreation Dept. $5 for non-members, Mon-Fri 9am-12pm.
- Senior Citizen's Center, South Catherine St., Plattsburgh (City) $2 for non-members, Call 563-6180 for schedules.
- University of Vermont at CVPH Wellness Center, Plattsburgh (City) $2 for non-members, check www.cvhwellfit.com for schedule.

Additional Courts Planned for 2017
- Town of Schuyler Falls (Behind Town Office Building)
- Village of Rouses Point Civic Center

Healthy Neighborhoods Initiative and Building a Healthier Clinton County
Partnering with local government, residents and businesses to enhance opportunities for physical activity

Ausable River Trail
Town of Peru
“Add Value” might be one way to describe the Fun Exercise Stations along the Little Ausable River Trail in Peru. Six stations offer opportunities for people of all ages and abilities to build strength and improve balance in addition to enjoying the health benefits of walking along the Little Ausable River Trail.

Rouses Point Path
Village of Rouses Point
So much space! If only there was a dedicated walking path. Now there is, and soon there will also be exercise stations along the Rouses Point Path constructed last year. These additions, along with the existing playground, tennis courts and fields at the Recreation Center in the Village of Rouses Point, make it a destination for physical activity opportunities for the whole family.

Kicking Off Foot Golf!
The soon-to-open Twin Pines Golf Course, located in the Town of Plattsburgh on Rt. 374 will provide both small ball golf and foot golf all in one place.

Twin Pines foot golf will provide soccer players with a course that traverses through pine trees, provides challenging inclines and will offer an experience like no other in Clinton County. The foot golf course is a mix of short and long holes. All holes have designated tee boxes and greens with flagged and numbered holes. Just like small ball golf, each foot golf hole has an identified “par.” For those wanting a different way to be physically active this will be a great new choice.

Funded by the NYS Health Foundation and sponsored locally by the Foundation of CVPH, foot golf is the final piece of an initiative to Build a Healthier Clinton County. Other components of this project have included increasing the number of local outdoor and indoor pickleball courts, and implementing fitness in the Parks at multiple locations.

Twin Pines has agreed to allow youth 18 and below, enrolled in school to play foot golf for free. The park is a tobacco-free site and will be offering a variety of healthy snacks, following the Clinton County Health Department Nutrition Guidelines. Don’t miss out on a new way to be physically active when Twin Pines opens this summer!

www.facebook.com/clintonhealth
Getting The Right Start

Breastfeeding in CLINTON COUNTY

The health benefits of breastfeeding for infants, children and mothers are well documented. For the past three years, the Clinton County Health Department has collected and evaluated infant feeding data through local pediatric offices. This data is used by the partners of the Clinton County Breastfeeding Coalition to assess the status of breastfeeding in Clinton County and develop community level interventions to increase initiation and duration of breastfeeding. Data is also shared back to local pediatric providers.

Data collected indicates that from 2013 to 2015 there was a 4.2% average increase in the percentage of infants breastfeeding, whether exclusively or in combination with formula. This overall increase in breastfeeding in our community may be attributable to community-wide efforts to remove barriers and change the social context of breastfeeding. Local approaches have incorporated evidence-based activities identified and suggested by community partners from across the care continuum.

Having this data available on a local level allows healthcare providers and the Clinton County Breastfeeding Coalition to determine where and when interventions and support systems are needed to help mothers and infants in our community, making Clinton County healthier, one mother and infant at a time.

To obtain a copy of the complete Clinton County 2015 Breastfeeding Data Summary, contact Health Planning & Promotion at 518-565-4993.

Breastfeeding?
Just look for the sign.

The Clinton County Breastfeeding Coalition has launched a ‘Breastfeeding Welcome Here’ campaign with area restaurants. The coalition is asking local eateries to display a breastfeeding decal in their window. By displaying this symbol, businesses are showing their support of breastfeeding mothers and families. The goal is to engage the entire community to view breastfeeding as normal, accepted and welcomed. If your business, or one you frequent, would like to join us in our mission to help our littlest residents grow into healthy adults, call us today at 518-565-4993.

Restaurants currently displaying the decal:
- Aleka’s
- Guma’s East
- The Bagel Pit
- Irises Café & Wine Bar
- Big Sal’s Pizzeria & Restaurant
- Koffee Kat
- Blue Collar Bistro
- Livingood’s
- Golden Palace
- Pizza Bono
- Guma’s
- The Pepper

www.clintonhealth.org
Know Your Water

Drinking water—turn on a faucet and there it is. We cook with it, clean with it, and drink it. Most of us don’t even think about whether or not our drinking water is safe. We just assume it is. However, having access to clean drinking water is one of the most important contributions to a community’s overall health.

The water you use daily can be provided to you in two very different ways. Either you get your water from a community (public) water system or from your own private source, such as a well. Public Water Systems (PWS) are regulated and have to adhere to strict standards. The Clinton County Health Department (CCHD) works to ensure safe drinking water is provided to Clinton County residents served by PWS. Private water sources, such as wells, are not regulated by CCHD; individual homeowners are responsible to see that their water source is kept safe. In Clinton County, 72% of residents (or approximately 59,000) have public water supplied to their residence; 28% have private water (such as a drilled well or spring) at their residence.

In an effort to promote drinking water awareness in the community, the Clinton County Health Department participates in the American Water Works Association’s (AWWA) annual Drinking Water Awareness Week. As part of this celebration, the CCHD recently held its second annual Drinking Water Awareness Week artwork contest. Students in grades 12 and under were invited to color or draw a picture showing how water is essential to their daily lives. This year’s national theme was “to know your water is to love it,” with a local focus on water conservation.

The CCHD received creative artwork from students attending schools throughout the County, from which three winners were chosen. Local winners included Lily Potthast, attending Ausable Valley High School; Margalida Flague Ferriel, attending Plattsburgh High School; and Zoe Rainville, attending Saranac Middle School. Local winners were entered into the AWWA’s national contest, to potentially be featured in the AWWA’s 2018 national campaign.

Healthy Resources

What’s going on at the Farmer’s Market?

When the Plattsburgh Farmers Market opens for the summer season, the Clinton County WIC (Women, Infants, and Children) Program will again be there starting July 1. WIC will be providing information and samples to encourage use of locally grown fruits and vegetables. Sample recipes will be made from produce available at the Market and WIC staff will be on hand to discuss other healthy ways to use other local produce.

Recipes will be posted on the Health Department’s Facebook page each week at www.facebook.com/clintonhealth. We want WIC families and all community members to make fruits and vegetables a daily part of their diet.

WIC is a federally funded health and nutrition program that provides vouchers to purchase a wide range of nutritious foods, including milk, dairy products, cereals, juices, fruits, vegetables and breastfeeding support and formula. The program’s benefits are provided to women who are pregnant or postpartum, children up to age five, and infants. In the summer, WIC families also receive coupons to purchase up to $24 worth of fruits and vegetables. These coupons from the U.S. Department of Agriculture are also available to seniors through the Office for the Aging.

Income guidelines for the WIC Nutrition Program have recently increased, meaning that more individuals and families may now be eligible for benefits. WIC’s income guidelines, which are higher than any other benefits program, allow it to assist many working families by stretching their food budget without sacrificing nutrition.

If you think that you or someone you know may be eligible for WIC, please call (518) 565-4830.

www.facebook.com/clintonhealth
Longest Day of Play - June 23, 2017

What is the Longest Day of Play?
The Longest Day of Play promotes the value of play in maintaining a healthy, active lifestyle. It is held on or around the longest day of the year, the day with the most sunlight hours. The schedule below will be updated regularly at www.clintonhealth.org.

9am - 10am - Nature Walk and Scavenger Hunt hosted by Riverside Insurance and Chazy PTO, at Chazy Recreation Park, 438 North Farm Rd., Chazy

10am - 1pm - Explore the Accessible Trail and other activities hosted by Town of Peru and NC Center for Independence, at Little Ausable River Trail/Hayworth Mason Park, Mason Hill Rd., Peru.

10am - 12pm - Parachute Fun, Outdoor Games and Bubbles hosted by Child Care Coordinating Council (CCCC), in front of 194 U.S. Oval, Plattsburgh.

10am - 3pm - Fitness Wheel, Face Painting and Give-aways hosted by Behavioral Health Services North and Adirondack Health Institute, in front of 22 U.S. Oval, Plattsburgh.

10am - 3pm - Safe Kids Olympics hosted by Safe Kids Adirondack, Safe Homes hosted by CCHD. In front of 22 U.S. Oval, Plattsburgh.

12:30pm - 3pm - Bounce House hosted by City of Plattsburgh Recreation Department, at City Recreation Center, 52 U.S. Oval, Plattsburgh.

1pm - 3pm - Disc Golf Play Day hosted by Town of Plattsburgh, at Cadyville Recreation Park, 114 Goddeau Rd., Cadyville.

1pm - 3:30pm - Games at the Playground and Longboat Rowing hosted by Village of Champlain Playground, at Champlain Playground and Bill Earl Park. River Street, Champlain.

1pm - 4pm - Stand-up Paddle Boarding and Kayaking hosted by Kayak Shack, at Baggs Landing, 3004 U.S. Rt. 9, Peru.

2:30pm - 4pm - Free Swim hosted by YMCA, at 17 Oak Street, Plattsburgh. Parent/adult must be in the pool with children who cannot swim.

5pm - 7pm - Free Swim and 4-H Fitness Trail hosted by CVPH Wellness and Fitness Center and 4-H, at 295 New York Rd., Plattsburgh. Parent must be in the pool with children who cannot swim.

5:45pm - 7pm Family Zumba hosted by Village of Rouses Point and Barbara Bluto, at Civic Center Pavilion, 39 Lake St., Rouses Point.

June 23rd is CCPT Rider Appreciation Day! Kids free on Clinton County Public Transit to get to and from many Longest Day of Play activities.

Clinton County’s Longest Day of Play - Community Partners Providing Children of All Ages a Chance to Play and Be Active

COME PLAY WITH US!
Be sure to “Like Us” at www.facebook.com/ClintonHealth for updates!