Clinton County Health Department

Vision
Clinton County…Healthy People in a Healthy Community

Mission
Our mission is to improve and protect the health, well-being, and environment of the people of Clinton County

Core Values
Advocacy, Collaboration, Excellence, Innovation, Integrity, Service

Health Planning and Promotion Division

Overview
The Health Planning and Promotion Division uses evidenced-based practices to promote and plan community-based interventions. It supports healthy lifestyles and chronic disease risk reduction through built environment improvement and system and policies changes.

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On the cover: Staff from HPP and Town of Plattsburgh Parks & Recreation Department are ready to visit with residents at a summer Be the One! event.
Executive Overview

Much like the past few years, 2018 flew by quickly but HPP made the most of it.

With multiple grants focused on healthy policy making, HPP facilitated a record number of policies that make it easier for people to be healthy and safe at work, school and at play. HPP also flexed its tech-savvy muscle by diversifying its use of social media to reach residents, many times utilizing Facebook, Instagram and Twitter to maximize that reach. HPP developed their video making skills producing CCHD’s first in-house video in partnership with the Division of Environmental Health & Safety. And yet, some of the most meaningful (and fun) work of the year resulted from old-fashioned, face-to-face encounters. HPP staff toured the county for Be the One! events (see page 5) reaching over 600 residents with the Better Choice Pledge while other HPP staff talked up CCHD communication channels with local health care providers (see page 8).

If there is a theme to 2018, it is the growing capacity HPP is demonstrating for practical, ongoing evaluation of its work and activities. Throughout this annual summary, there is evidence of innovative program monitoring and outcome measuring. The data is helping to demonstrate results and allows HPP to be accountable to its many funders and the residents of Clinton County. HPP is also using its evaluation metrics to better its services and improve its performance.

Beyond evaluation, HPP is making it a priority to share what it is learning. Throughout the year a number of team members presented on webinars, at local and regional meetings of health stakeholders and even at national conferences. Most excitingly, the data shows the work HPP does is making a difference. Clinton County is getting healthier! You’ll see as you read on, there are more healthy foods in our local food pantries, there are more babies being breastfed, and there are more residents connecting with CCHD through social media than there were just a few years ago. What a great way to start 2019!
### Featured Community Partnerships

#### Partner Nurse Program

The Partner Nurse Program (PNP) connects local health care professionals in clinical practice to those in community preventive services. The program is a cross-divisional collaboration between the Divisions of Health Planning & Promotion and Health Care Services. In 2018, PNP expanded its services adding three additional healthcare practices to its roster. Program evaluation metrics were also established, which allows engagement in and effectiveness of the program to be tracked over time. The program met all of its 2018 goals by the middle of the year and maintained high rates of receptiveness and engagement throughout the year. The PNP also led a public health detailing campaign aimed at increasing awareness among local providers of CCHD communication strategies. More details are shared in the *Featured Initiative* section.

#### Team Adirondack Breakfast and Lunch Educators (T.A.B.L.E.)

T.A.B.L.E. remains an active group with School Food Service Directors meeting monthly throughout the school year. The group, with the help of HPP staff, offered the second annual full-day training opportunity for school food service professionals. Held in August, the event drew over 100 staff from eight regional school districts and offered training on topics ranging from food safety to civil rights to using the cafeteria as a classroom. The training assures local school food service staff will meet annual training requirements set forth in the Healthy, Hunger Free Kids Act. Schools are using the lessons they learned and started incorporating table talkers (colorful, engaging tents promoting nutrition) in their cafeterias.

#### Tobacco Use Reduction Taskforce (& T21)

Clinton County’s smoking rate is 24% compared to the New York State rate of 14%. To address this and other tobacco use concerns, HPP participates in a Tobacco Use Reduction Task Force on behalf of CCHD. The Task Force educates local residents and law-makers about the health benefits associated with raising the legal minimum age of sale for tobacco products to 21 (known as T-21). This work is part of a wider regional T-21 initiative. Task force members conducted six educational events and presentations in 2018, in addition to the outreach activities conducted by individual member organizations.
Breastfeeding in Clinton County

HPP facilitates and participates in a number of efforts that advance breastfeeding in the community. The Clinton County Breastfeeding Coalition, facilitated by HPP, assisted seven worksites in Clinton County to become breastfeeding friendly this past year. The coalition also purchased a breastfeeding tent for community events called the Cozy Corner. The set-up gives breastfeeding mothers and their families a space to sit down, relax and nurse. The Cozy Corner was used at five community events in 2018.

The Coalition also continued its ‘Breastfeeding Welcome Here’ campaign, seeking local eateries interested in supporting breastfeeding by displaying the internationally recognized decal. Seventeen new restaurants were recruited this year; in total 45 local restaurants have opted to participate.

For the past four years, CCHD has collected infant feeding data from Clinton County pediatric practices. This data is the most locally sensitive of its kind and is used to monitor the status of breastfeeding in Clinton County and to develop community level interventions aimed at increasing initiation and duration of breastfeeding. Data has shown a 6.1% increase in breastfeeding rate since 2013. While data analysis has always been shared with providers and community stakeholders, in 2018 HPP produced a one page summary of breastfeeding trends and activities to help make more residents aware of the progress being made in Clinton County related to breastfeeding.

Trends in local breastfeeding and activities to support breastfeeding families were summarized in a one-page handout (available at www.clintonhealth.org/cbfc).
Community Engagement and Education Activities

- Created over 160 traditional and social media engagements.
- Facilitated 42 health related policies.
- 600+ residents signed on to the Better Choice Pledge.

Featured Events and Activities

Be the One!

In the summer and fall of 2018, HPP hit the road and mingled with residents through a series of interactive “pop-up” and “pop-in” events throughout the county. The main draw for the summer events was a life-sized maze, suitable for all attendees, adults included. The events aimed to increase resident participation in health improvement activities. At the events, participants were recruited to take the Better Choice Pledge, a formal commitment to practice healthy behaviors. When fall weather arrived, “pop-in” visits were made to a number of communities. During these visits, residents were approached on the streets, in their cars, or running errands. To date, over 600 residents have pledged better health.

Behavioral Health Services North (BHSN) Wellness Education Series

Since 2016 HPP has offered educational sessions to clients of BHSN’s Healthy Bodies, Healthy Minds group. In 2018, HPP completed nine educational sessions with the group on topics including emergency preparedness, tobacco cessation, and staying well. Almost two-thirds of participants indicated that they gained resources they could use from the sessions. One in four participants reported gaining support from others with similar problems by participating in the session, and 40% indicated an increased interest to learn more.

Sun Safety Initiative

Through funding received from Excellus BlueCross BlueShield’s Community Health Award in 2018, HPP was able to place fifteen sunscreen dispensers offering free sunscreen throughout Clinton County. Dispensers are located at sites commonly used for outdoor recreation, including pools, beaches, parks and playgrounds. To help keep the dispensers in good working order, a number of community partners stepped up and volunteered to become dispenser stewards. The CCHD Summer Safety Guide and a series of social media messages highlighted sun safety tips for residents.

In 2019, CCHD will survey residents to assess the practice of key sun safety behaviors and to determine if messaging and resources have influenced how residents protect their skin. Sun safety will also be a topic addressed in an upcoming CCHD Profile in Public Health.
Community Engagement and Education Activities, Featured Data

**HPP Education Activities 2015-2018**

- Professional Educational Events
- Community Education Events

**Health Related Policies Facilitated by HPP, 2015-2018**

Policies include worksite wellness, school wellness, breastfeeding friendly, and complete streets.

**Estimated Number of Participants in Education Activities, 2018**

- Professional Participants
- Community Participants

**HPP Media Engagements, 2018**

- Radio
- Newspaper
- Press Releases
- T.V./News
- Social Media

**HPP Social Media Engagements, 2018**

- Facebook
- YouTube
- Twitter
- Instagram
- Blog

**2018 Health Related Policies Facilitated by HPP**

<table>
<thead>
<tr>
<th>Type of Policy</th>
<th># of Policies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Streets Resolution</td>
<td>1</td>
</tr>
<tr>
<td>School Wellness Policy</td>
<td>1</td>
</tr>
<tr>
<td>Worksite Healthy Food &amp; Beverage Policy</td>
<td>11</td>
</tr>
<tr>
<td>Breastfeeding Friendly Worksite Policy</td>
<td>11</td>
</tr>
<tr>
<td>Breastfeeding Friendly Healthcare Provider Policy</td>
<td>3</td>
</tr>
<tr>
<td>Breastfeeding Friendly Childcare Provider Policy</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>42</td>
</tr>
</tbody>
</table>
Social Media at CCHD

CCHD’s social media platforms continued to grow throughout 2018. The year saw many infrastructure changes within the cross-divisional team, including a new Team Leader from HPP and the addition of new division representatives from Environmental Health & Safety, Health Care Services, and Health Planning & Promotion. Each Social Media Team (SMT) Representative assumed responsibility for a specific social media application, and SMT member roles and responsibilities were clearly defined. In addition, social media insights provided to CCHD’s Management Team were expanded to reflect activity on all of CCHD’s social media applications (Facebook, Twitter, Instagram and Blogger; insights previously only included Facebook).

Baseline data was obtained from CCHD staff assessing personal use of social media, knowledge about submitting content for social media at CCHD, and staff familiarity with CCHD’s social media pages. In addition, a Facebook analysis assessing page data and post activity from 1/1/17 to 6/30/18 was completed. These findings led to the development of staff guidance materials and educational sessions intended to increase staff knowledge about how to submit content for social media. Findings were also used to develop tips for creating quality social media posts, ultimately increasing the reach of CCHD’s messages across social media platforms.

Goals for 2019 include continuing to increase followers across social media platforms as well as engagement of staff. The team will also complete a minimum of four targeted messaging campaigns across social media platforms. In addition, the creation of ‘how to’ guides for social media applications for non-SMT members assisting during emergencies and a database of posts will enhance the ability of social media to be utilized by the department during emergencies.

### CCHD Social Media Account Followers (by Application from 12/31/17 to 12/31/18)

<table>
<thead>
<tr>
<th>Account Followers</th>
<th>2017</th>
<th>2018</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,238</td>
<td>1,669</td>
<td>35</td>
</tr>
<tr>
<td>Twitter</td>
<td>162</td>
<td>211</td>
<td>30</td>
</tr>
<tr>
<td>Instagram</td>
<td>164</td>
<td>485</td>
<td>194</td>
</tr>
</tbody>
</table>

CCHD has seen an increase in followers for all of its social media platforms.
Featured HPP Initiative

Public Health Detailing: CCHD Provider Communications

In 2017, the Clinton County Health Department surveyed local physicians, school nurses, and pharmacists to assess the efficacy of CCHD communications. The survey asked respondents to indicate their familiarity and use of: the *Public Health Connection* newsletter, the blast fax system, *Partner Nurse Program* (PNP), CCHD’s *Referral Guide of Public Health Services for Providers*, and the department’s website. Staff from HPP analyzed the survey responses, identified key findings and developed strategies to improve familiarity and use among healthcare provider offices.

One strategy implemented was a public health detailing campaign, directly visiting and educating healthcare providers’ offices on the CCHD healthcare provider communication channels. The campaign ran from November 2017 – July 2018 and targeted provider offices participating in the *Partner Nurse Program*. By July, approximately 75% of PNP provider offices were reached. CCHD staff tracked the number of attendees at each detailing session and their role within the practice. All attendees were asked to complete an evaluation form, providing additional feedback for further consideration as future public health detailing campaigns are developed. To determine if the visits were effective, a post-intervention survey was done with the same providers in the fall.

Initiative Highlights

- 75% of targeted practices accepted detailing visits.
- Over 160 local health care staff attended a detailing training.
- 64% of targeted practices completed pre- & post-surveys.

Post-intervention survey responses showed an increase in familiarity and utilization for all CCHD communication channels. CCHD’s website usage increased nearly 75% among the responding providers following the training. Nearly 70% of the same providers also report viewing every PNP resource packet that is delivered quarterly.

2018 Analysis:

- Public health detailing campaigns are labor intensive but are effective in influencing health care provider usage and awareness of resources.
- Timing of detailing visits must accommodate office schedules to maximize reach of professional staff.
- Key messages and education requires periodic repeating due to staff turnover and changes in responsibilities on the practice level.

Focus for 2019:

- Use survey findings to continue to improve CCHDs’ communication channels.
- Partner with the Adirondacks ACO to pilot an initiative that couples public health detailing and community messaging to influence provider and patient behavior.
Grant Funded Initiatives

**Healthy Neighborhood Initiative**

Opportunities for physical activity and healthy eating are on the rise across Clinton County. The Healthy Neighborhoods Initiative (HNI) recruited one new community in 2018 while continuing to support ongoing efforts by established partners. The Initiative has reached the half-way point in its three-year work plan and has begun to focus on helping communities sustain momentum through increased resident engagement.

**2018 Program Highlights**

- 3 sub awards supported projects to enhance existing physical activity spaces.
- 4 Community Liaisons began conducting inventories of physical activity spaces and opportunities available to residents in their municipalities.
- Over 550 residents took the Better Choice Pledge for themselves and their families.
- Positive changes were maintained at the seven Better Choice Retailer locations and two new retailers were recruited.

HNI sub-awards supported a public ice-skate rental program in Rouses Point, adult exercise equipment for Altona’s Feinberg Park; and the installment of drainage tiles at Everest Rabideau Park in the Town of Plattsburgh. These projects broadened physical activity opportunities in each community. Park, Playground and Trail Inventories initiated in 2018 will further help these and other communities identify gaps in activity resources and ensure options for residents of all ages and abilities. Residents committed to healthier behaviors for themselves, their family and their community by taking the Better Choice Pledge. Better Choice Retailers offered input about the benefits and challenges of this program which increases access to healthy and affordable foods.

**2018 Analysis:**

- Communities that have received HNI sub-awards have continued to enhance physical activity spaces beyond the scope of the original HNI funds.
- Resources supplied to support physical activity, such as trail maps, are well received by the community.
- Store owners/ managers see BCR as a positive and sustainable program but not one without challenges.

**Focus for 2019:**

- Prepare communities to sustain efforts to expand physical activity opportunities by offering training and resources for planning and grant writing.
- Train at least two additional liaisons to use the HNI Park/Trail Inventory to help their community identify underserved neighborhoods or groups; provide support for at least two projects that offer physical activity opportunities to these residents.
- Continue to expand healthy options for Better Choice Retailer customers. Assist at least two stores to substantially increase offerings of fresh produce by 50% by facilitating connections between retailers and local farmers.
Creating Healthy Schools and Communities

Creating Healthy Schools and Communities (CHSC) is a five-year (2015-2020) coordinated, multi-sector public health initiative, funded by the New York State Department of Health (NYSDOH), to reduce major risk factors of obesity, diabetes and other chronic diseases in 85 high-need school districts and communities statewide. With a goal of increasing demand for and access to healthy, affordable foods and opportunities for daily physical activity, CHSC uses evidenced-based policies, place-based strategies, and promising practices to meet its goals. CCHD partners with the Essex County Health Department to carry out grant objectives in targeted communities in Clinton, Essex and Franklin Counties.

2018 Program Highlights

- Over 100 school staff and faculty received Comprehensive School Physical Activity Program (CSPAP) training by the Alliance for a Healthier Generation.
- 5 area schools received mini grants to enhance physical activity and nutrition within their district.
- 8 worksites and 6 community based organizations were recruited into the Better Choice Workplace program; 11 of them adopted Healthy Food and Beverage Policies.
- 14 Better Choice Workplaces completed state mandated post assessments.
- 1 town adopted a Complete Streets Resolution.
- 4 CHSC communities received Complete Streets concept plans created by Chazen Companies that illustrate quick fixes for identified areas of need.

Year 4 of the CHSC grant has been successful in implementing policies established in schools, worksites and area townships. CHSC’s focus on policy, system and environmental change work is making it easy for residents to make healthy choices, both in school and out in the community.

2018 Analysis:

- Peer pressure and word-of-mouth continue to be instrumental in the recruitment of worksites.
- Time and competing priorities were the biggest barriers to progress with schools and town representatives.
- Routine check-ins and/or follow-ups remain the most effective way to maintain partnerships and facilitate change.

Focus for 2019:

- Increase the number of participating Better Choice Workplaces by 15.
- Increase the number of participating Better Choice Retailers by 2.
- Increase the number of towns who have adopted a Complete Streets Resolution by 3.
- Create Complete Streets concept plans for 2-4 additional identified townships.
- 100% of schools will have Comprehensive School Physical Activity Program (CSPAP) plans in place.
Overcoming Obstacles to Food Access

Overcoming Obstacles to Food Access in Clinton County (OOFACC) is a grant program designed to create more opportunities for consumers to buy and eat local produce by removing common barriers. The program developed creative and innovative marketing and outreach strategies to promote the use of local farmer’s markets and stands. OOFACC also created a local nutrition incentive program, called Farm Fresh Cash (FFC), to supplement consumer purchases made at participating farmers’ markets and stands, allowing residents to buy and consume more fresh fruits and vegetables.

2018 Program Highlights

- Over 1,375 residents were reached with nutrition education and FFC vouchers.
- 2 sites piloted the Double Up Food Bucks program.
- Farm Fresh Cash redemption rate was >65%.

The work of this project has facilitated a 75% increase in farmers markets and stands authorized to accept state and national nutrition incentive benefits like SNAP, WIC, FMNP, and Fresh Connect. Since its start in 2016, there has been nearly a 20% increase in the number of locations where locally grown fruits and vegetables are sold. While the project officially ended in 2018, plans to continue many of its activities are in place.

2018 Analysis:

- A six month extension enabled staff to reach an additional 1,300 additional families with FFC.
- Assisting farmers with the renewal applications to continue to accept nutrition benefits proved successful.
- Targeted outreach events and periodic e-mail reminders increased FFC redemption rates.
- Sustainability was top priority. Systems put in place will continue support the capacity of local farmers and promote residents to purchase and consume locally grown fruits and vegetables.

Focus for the Future:

- Maintain relationships with local farmers to sustain SNAP, FMNP, WIC and FreshConnect acceptance.
- Explore grant opportunities to continue the Farm Fresh Cash incentive program.
- Identify funding sources to build and expand upon farmer initiatives locally and regionally.
- Assist with the expansion and promotion of Double Up Food Bucks.
Improving the Nutritional Quality of Food Pantry Donations in Clinton County

Improving the Nutritional Quality of Food Pantry Donations in Clinton County (INQFPDCC) is a two year project funded by the New York State Health Foundation (NYSHF) to improve the nutritional quality of foods in our local food pantries and client demand for healthier options. The project was granted an extension for activities to continue in 2019 with a focus on sustainability.

2018 Program Highlights

- Selected as a poster presentation for the National WIC Association’s 2018 Annual Conference & Training.
- Awarded $8,900 in mini-grants to support capacity and equipment upgrades.
- Over 20,000 healthy donation handouts were distributed through 13 organizations.
- All JCEO township food pantries and the Plattsburgh Interfaith Food Shelf incorporated the Better Choice emblem or shelf tags to help pantry clients identify healthier products.

The percent of healthy food options has increased at all pantry sites evaluated throughout the county. This positive change was first captured at the main sites and those directly supplied by the main sites. However, in 2018, nutrition assessment data collected after a fall media campaign showed this trend even for pantries that are supplied primarily by food drive donations from the community.

2018 Analysis:

- Food pantries that get foods from the Regional Food Bank have changed ordering practices to include more healthy foods; the Food Bank is better able to meet these demands than they were in the past.
- Client surveys collected in 2018 reinforced that food pantry clients want healthy food options and are selecting them when available.
- Periodic media campaigns and reminders about healthy donations are effective tools for increasing the nutritional quality of donated items.

Focus for 2019:

- Establish a process for ongoing outreach to organizations.
- Provide a guide customized for small pantries that outlines how to nudge food items.
- Continue to share program success and lessons learned with funders, partners and other communities.

The percent of healthy items available in local pantries is rising and the gap in healthy options available at main sites and outreach sites is closing.
Creating Breastfeeding Friendly Communities

Creating Breastfeeding Friendly Communities (CBFC) is a five year (2017-2022) public health initiative funded by the New York State Department of Health (NYSDOH) to establish a breastfeeding friendly care continuum from pregnancy through the postpartum period and infancy. Funding is used to promote evidence-based breastfeeding education and management to help mothers meet their breastfeeding goals while increasing breastfeeding initiation, exclusivity and duration rates. CCHD partners with the Child Care Coordinating Council of the North Country (CCCCNC) and the Southern Adirondack Child Care Network (SACCN) to meet grant deliverables in target communities in Clinton, Essex, Franklin, Warren and Washington Counties.

2018 Program Highlights

- 9 worksites created and adopted Breastfeeding Friendly Worksite policies, in accordance with NYS Labor Law 206-c.
- 5 health care providers (2 obstetric and 3 pediatric) received NYSDOH’s Breastfeeding Friendly Practice designation.
- 11 Breastfeeding Friendly Worksite policies were created and adopted, in accordance with NYS Labor Law 206-c.
- 35 worksites were designated as Breastfeeding Friendly Workplaces.
- 10 child care providers created and adopted Breastfeeding Friendly Child Care policies and received NYSDOH’s Breastfeeding Friendly designation.
- 1 local breastfeeding coalition was established.
- 1 organization was recruited to open a Baby Café®.
- 327 professionals received breastfeeding related training.

Year 2 of the CBFC grant proved productive in establishing breastfeeding friendly practices, worksites and childcare sites. Staff built relationships that resulted in the creation of a new breastfeeding coalition and Baby Café in the region. The grant is working to establish breastfeeding as a social norm.

2018 Analysis:

- Word of mouth has proved to be a useful tool when recruiting worksites in rural catchment areas.
- In-person trainings are key in sustaining policy, system and environmental changes.
- Lag time in the Breastfeeding Friendly Child Care designation process has resulted in fewer designated child care sites than anticipated this year.

Focus for 2019:

- Increase participation at established Baby Cafés®.
- Establish a breastfeeding coalition in the Southern Tier.
- Increase the number of Breastfeeding Friendly Practices by 2.
- Increase the number of worksites supportive of breastfeeding moms by 10.
- Increase the number of Breastfeeding Friendly Child Care Sites by 15.
Health Planning and Promotion: Focus for 2019

In 2019, HPP will continue to strengthen its commitment to collaborative health improvement by building its skills for facilitating community level strategies and increasing its capacity to enlist a wide range of partners in these efforts. In addition, HPP will continue to generate new knowledge related to community health improvement. In the year ahead, HPP will:

Formalize community involvement and related evaluation processes across all initiatives. Building off from planning started in 2018, HPP will work with each service division and department administration to coordinate a shared process for participating in and tracking reach for health promotion events.

Identify new, consistent division level performance indicators. With sound process and outcome measures in place for grant and core funded initiatives, HPP will look to expand its annual performance indicators for the division. Doing so will integrate on-going evaluation and help the division develop long term developmental objectives.

Continue to engage in practice-based research. HPP anticipates submitting a number of new grant applications within the first two quarters of 2019, looking to diversify funding partners and health promotion messaging while building off current momentum and effective community partnerships. Each new project proposed includes a practical and complete evaluation plan. HPP will continue to identify innovative measures to demonstrate effective preventive health activities and share what it is learning with partners on the local, regional and national levels.
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List of Acronyms

ACO- Account Care Organization
BCR- Better Choice Retailer
CBFC- Creating Breastfeeding Friendly Communities
CHD- Clinton County Health Department
CCHD- Community Partnership for Healthy Mothers and Children
FFC- Farm Fresh Cash
FMNP- Farmer’s Market Nutrition Program
HPP- Health Planning & Promotion
INQFPD- Increasing Nutritional Quality of Food Pantry Donations
JCEO- Joint Council for Economic Opportunity
NYS- New York State Health Foundation
PNP- Partner Nurse Program
SMAC- Social Media Team
T-21- Raising Minimum Age to Purchase Tobacco Products
TABLE- Team Adirondack Breakfast and Lunch Educators

AFH- Action for Health
BHSN- Behavioral Health Services North
CCCCNC- Child Care Coordinating Council of the North Country
CHSC- Creating Healthy Schools and Communities
CSPAP- Comprehensive School Physical Activity Program
FMNP- Farmer’s Market Nutrition Program
HNI- Healthy Neighborhood Initiative
HPP- Health Planning & Promotion
INQFPD- Increasing Nutritional Quality of Food Pantry Donations
NYSDOH- New York State Department of Health
OOFAC- Overcoming Obstacles to Food Access
SACCNT- Southern Adirondack Child Care Network
SNAP- Supplemental Nutrition Assistance Program
TABLE- Team Adirondack Breakfast and Lunch Educators
USDA- United States Department of Agriculture