

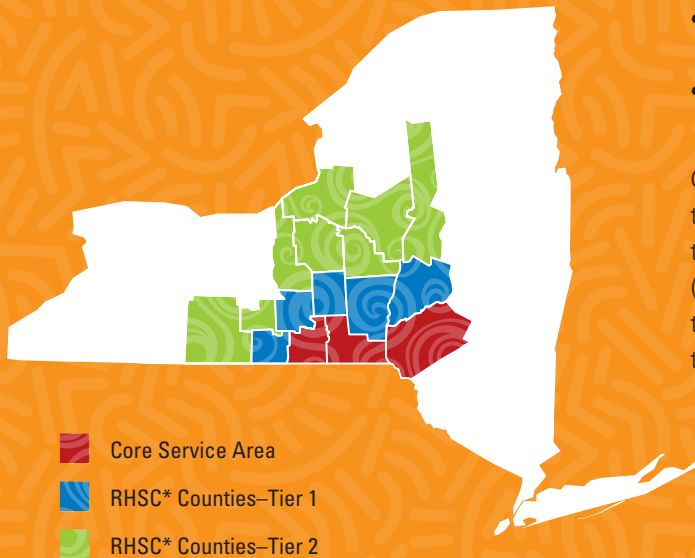





Innovation through Partnership

THE RURAL HEALTH NETWORK OF SOUTH CENTRAL NEW YORK, INC.
2011-2012 PROGRESS REPORT

Mission Statement

The mission of the Rural Health Network of South Central New York, Inc. is to promote and improve the health of rural communities and strengthen each community's capacity to respond to health needs by reducing barriers and improving access and use of health and human services through advocacy, communication and partnerships.



-  Core Service Area
-  RHSC* Counties-Tier 1
-  RHSC* Counties-Tier 2

**Rural Health Service Corps*

Our Vision of Success

The Rural Health Network of South Central New York works toward optimal individual and community health and wellness, which are supported by:

- Individuals and families with adequate and affordable health insurance;
- Accessible, efficient and collaborative health and human service delivery systems driven by best practice models;
- Reduction in health disparities for the most vulnerable populations;
- Strong community norms for healthy lifestyle choices and optimal physical and mental health.

Our vision of success is predicated on the strength of the Rural Health Network of South Central New York, the commitment and participation of our stakeholders (Board, staff and community partners working together), and the availability of resources required to achieve desired results.



of South Central New York, Inc.

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Whitney Point, NY 13862
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www.rhscny.org

LEADERSHIP MESSAGE

Reform and Rural Health

We at the Rural Health Network of SCNY, along with our many partners at health and human service organizations in our region, are optimistic that the Affordable Care Act (ACA) will make a profound and positive impact on health in rural communities, and in the entire nation. Across rural New York State, tens of thousands of low- to moderate-income individuals who lack health insurance today will gain access to affordable care for the first time, through expanded Medicaid eligibility, employers, or through the New York Health Benefit Exchange.

By restructuring the way in which the U.S. provides and pays for health care, the ACA will shift the focus from expensive medical treatment to prevention, education, and earlier intervention. The law will also give support to emerging Health Home and Medical Home models, which focus on the well-being of each patient through effective coordination of health and related services across disciplines.

For those who have worked tirelessly for social justice and access to high-quality, affordable health care for all, this is a hopeful time.

As we look forward to the many positive changes that the ACA and New York State health care reform will produce, we also anticipate a challenge: we need to help educate rural residents and assist in providing access to information and services. The economic, social and geographic realities of rural New York State will require a substantial investment in resources. We have to get “boots on the ground” if those most in need are to benefit from the opportunities emerging from health care reform.

We must also vigilantly monitor the impact of large, systemic health care changes that might not consider the unique circumstances of rural people and places. If these changes risk producing some unintended harm, we must advocate for the appropriate adjustments.

The Rural Health Network of SCNY looks forward to working with our partners to help make the potential of national and state health care reform a reality for those we serve.

We extend our sincere appreciation to all who have contributed their time and resources to support our work to improve the health of rural people and communities in South Central New York.



Jack Salo
Executive Director

Lynn Verduin
President

RURAL HEALTH SERVICE CORPS

RHSC + Emergency Medical Service = SEMS Corps!

The slow economic recovery continues to challenge nonprofit organizations and government agencies throughout the area, especially as many are called upon to offer more service to those in need. The Rural Health Service Corps (RHSC) has continued to support more than 20 health and human service organizations through the service of RHSC-AmeriCorps members. Two of the newest RHSC projects are the SEMS Corps and the Broome-Tioga Mobility Management Project.

SEMS Corps: Meeting the Challenge of Emergency Medical Services in Rural Areas



Emergency Medical Service (EMS) agencies have been a cornerstone of rural health for decades. Behind the scenes, EMS agencies face ever-increasing pressures to trim their budgets, provide more training, and follow more regulations. An aging population, greater call volumes, and a shrinking pool of volunteer Emergency Medical Technicians (EMTs) put further strain on an already

marginalized system. To keep service levels high, some communities have made EMS a paid profession – but not all can afford that option.

With the goal of helping rural and suburban EMS agencies sustain and build their critical services, in 2011 the RHSC launched the Susquehanna Emergency Medical Services (SEMS) Corps. The program started with partnerships with three Southern Tier agencies: Berkshire EMS, Candor EMS, and the Oxford Fire Department Emergency Squad. Each participating site – currently Chenango Ambulance, Maine EMS, and Windsor EMS – hosts one EMT-trained SEMS Corps (AmeriCorps) member to provide EMS service, recruit volunteers, and help raise funds.

SEMS Corps members are charged with increasing EMS capacity in our rural and suburban communities. In the midst of some significant challenges, the

SEMS Corps project has already made good progress towards this goal – most notably, an increase in call coverage. Since the project’s inception, host agencies have responded to approximately 1,000 calls, involving six sites and seven members. Members have served more than 4,800 hours, all of which can be considered call coverage. They have responded to more than 400 emergency calls – two-thirds of which resulted in transport. They have raised more than \$27,500 for their agencies and recruited 19 new volunteers. Janice Parker, SEMS Corps Technical Advisor, writes, “All told, the learning that has taken place has been invaluable to the project team and can hopefully be shared and conveyed more broadly over time and applied to other community initiatives.”

Through this unique – and growing – partnership, members serve their communities while acquiring skills as trained emergency medical responders. They help EMS agencies better meet their communities’ expectations, while addressing some of their current challenges.

Rural Health Service Corps Accomplishments	2011	2012
RHSC members completing service	30	25
RHSC hours served (includes last quarter of previous year)	31,016 hours	33,050 hours
Partner – host site agencies	23	21
Individuals participating in healthy lifestyle classes facilitated by RHSC members	810	3,052
People accessing free and low-cost prescription medication with assistance from RHSC members	2,008	1,173
Volunteers recruited, trained, or supported by RHSC members	572	2,248
Volunteer hours served by RHSC-recruited volunteers	4,448 hours	6,720 hours

RHSC members also provided thousands of hours of service in 2011 and 2012 supporting food system projects to improve nutrition and alleviate hunger. In addition, they promoted good health through exercise by developing walking and bicycling trails. Please contact the Rural Health Network to learn more about RHSC members’ good work for our community.

RHSC Member Spotlights



Rosemarie Yesalusky, a lifelong resident of the area, has worked for rural fire departments and EMS agencies since 1995. As one of the first SEMS Corps members, she was instrumental in strengthening the program. She continues to work with several local

emergency squads. “I am committed to maintaining the health of rural emergency response agencies,”

Rose says. “I love going to work every day where I know I make a difference.”

Ella Kondrat spent her year as the first Mobility Management Associate working on high priority Broome-Tioga Mobility Management Project initiatives. She worked on a call center for transportation information and a travel training program, promoted the



ride-sharing service Broome-Tioga Greenride, created a regional transportation directory, and spread the word about the project in the community. Ella plans to remain in service to her community as she pursues her master’s degree in speech-language pathology.

Nalini Kalandhabhatta served two terms in the RHSC, both with United Health Services’ Stay Healthy Center, where she helped children increase their physical activity and helped families make healthier meal choices. She also worked with community



organizations, agencies, and physicians’ offices to promote healthier communities. Nalini writes: “The most valuable thing I learned during my service was to make changes so I could be more successful without being disappointed. I was also given the opportunity to work closely with a group of physicians and nurses and could see how important it is for the medical community to be involved in creating healthier communities.” Nalini currently works at the Binghamton General Hospital Emergency Room and will apply to medical school in the spring of 2013.

2011–2012 Rural Health Service Corps Host Sites*

- American Cancer Society, Eastern Division
- Berkshire Emergency Squad
- Broome County Council of Churches – CHOW, Faith in Action
- Broome County Health Department
- Broome County Office for Aging
- Candor Emergency Squad
- Central New York Area Health Education Center
- Cornell Cooperative Extension of Tioga County
- Farm Catskills and Watershed Agricultural Council
- Food and Health Network of South Central New York
- Maine Emergency Squad
- Mothers & Babies Perinatal Network of South Central New York
- Northern Tioga Neighbors Network
- Our Lady of Lourdes Memorial Hospital
- Oxford Fire Department Emergency Squad
- Rural Health Network of South Central New York
- Southern Tier AIDS Program
- SUNY Upstate Medical University
- Susquehanna Regional EMS Council (SREMS)
- Tioga County Health Department
- Tioga County Tourism
- United Health Services, Stay Healthy Center
- United Way of Broome County
- Volunteers Improving Neighborhood Environments

**In addition to hosting and benefiting from the services of Rural Health Service Corps members, these host site partners contribute to help meet the AmeriCorps grant match requirement.*

HEALTHCARE ACCESS

The Impact of Transportation on Quality of Life

In early 2011, a new partnership emerged to address transportation needs in the region. Called the Broome-Tioga Mobility Management Project (BTMMP), this collaborative effort operates the *Get There* Call Center at United Way of Broome County. Mobility Management Associates serving with BTMMP help community members who need to “Get There” but also need assistance with transportation. Associates not only help callers identify transportation options and plan their trips, but also provide one-on-one travel training to those who are new to public transportation.

Residents are already reaping the benefits of the *Get There* Call Center. Take Susan (real name withheld), a resident of rural Tioga County, who needed transportation to and from a medical appointment. Rural bus service was available, but Susan had never ridden the bus before. She was also concerned about the three-mile walk from the bus stop to the medical office.



Mobility Management Associate Ethan Warren discusses public transit pick up points with a Ride Tioga driver

Rural bus service was available, but Susan had never ridden the bus before. She was also concerned about the three-mile walk from the bus stop to the medical office. Mobility Management Associate Ethan Warren, who took Susan’s call, confirmed the bus schedule for her. Then, prior to her appointment date, he rode the bus himself, discussed the route with the driver, and reported the driver’s guidance back to Susan. Susan learned that she could exit the bus much closer to her doctor’s office and could flag it down for her ride back, rather than walk the six round-trip miles to and from the bus stop. With help from Ethan and *Get There*, Susan successfully used public transportation to get to her appointment. She says she probably will do so again.

BTMMP is funded in part by the Community Foundation for South Central New York, Harriet Ford Dickenson Fund; the Federal Transit Administration; the AmeriCorps National Service Program; the NYS Office of Rural Health; and Tioga County. It also receives in-kind contributions from more than 20



The BTMMP Team: Mobility Management Associates: Victoria Delaney (seated), Ella Kondrat, and Ethan Warren; and Nick Ceconi, BTMMP Coordinator (far right)

BTMMP partner organizations. Rural Health Network of SCNY is the lead agency for the BTMMP partnership. To contact BTMMP or *Get There*, please call toll-free at (855) 373-4040. The *Get There* call center is staffed Monday through Friday, 8:00am – 4:30pm. Evening and weekend calls are returned promptly.

Health Care Access Accomplishments	2011	2012
Renew Health (chronic disease case management)		
Individuals enrolled	58	43
Prescription assistance		
Individuals assisted	360	180
Prescriptions obtained	1,094	644
Value of prescriptions	\$532,843	\$649,539
Health insurance		
Individuals screened	331	572
Individuals enrolled	83	—*
Vision services assistance		
Individuals screened	133	70
Individuals enrolled/referred	114	49
Value of assistance	\$85,500	\$36,750
Transportation assistance		
Individuals receiving transportation assistance through the “ <i>Get There</i> ” call center	—	211
*Direct enrollment service by Rural Health Network SCNY discontinued due to NYS funding cut.		

HEALTH PROMOTION

Creating Healthy Communities in Tioga County



Dot Richter (Community Care Network of Nichols) and Mark Bowers (NYS Department of Transportation) review community walking trail information

The Tioga County Healthy Communities Partnership (TCHCP) was formed in early 2011, with funding support from the Appalachian Regional Commission (ARC) and project partners. This community partnership, led by the Rural Health Network and the Tioga County Health Department, brought together a rich mix of community organizations, businesses, health care providers, and schools. Based on the successful Broome County Strategic Alliance for Health, and on Centers for Disease Control best practices, TCHCP focused on changing policies, systems, and the built environment to promote health and prevent chronic disease.

Through 2011 and 2012, ten TCHCP partner organizations received mini-grants and completed their funded projects. TCHCP projects included walking trails and maps, a playground for young children, community garden improvements, and integration of physical activity throughout the school day for elementary students. More informal changes also came about as a result of the monthly meetings. For example, at the June 2011 meeting, Dot Richter, executive director of Community Care Network of Nichols, mentioned an intersection in Nichols, N.Y. that was unsafe for pedestrians. Mark Bowers, Regional Pedestrian and Bicycle Coordinator for

Health Promotion Accomplishments	2011	2012
Simply Health		
Wellness programs	2	2
Participants	26	25
Graduates	23	17
Graduates with improved health indicators	20	13
Tioga County Healthy Communities Partnership		
Residents benefiting from TCHCP		3,206
Residents reporting positive behavior change		513
Projects promoting nutrition		10
Projects promoting physical activity		13
Stanford University Chronic Disease Self-Management Classes		
Participants	47	—
Graduates	31	—

the New York State Department of Transportation, was also present at the meeting. Once he learned about the problem, he arranged for a crosswalk to be painted at the dangerous intersection. This level of cooperation and responsiveness between agencies inspired partners about what they can gain by working together.

Although the initial TCHCP mini-grant projects were completed by the end of 2012, TCHCP continues to meet monthly. The Tioga County Health Department now serves as the lead agency. The Rural Health Network continues to play an active role in TCHCP and works closely with the Tioga County Health Department and other partners to seek new resources so TCHCP can continue to effect change, leading to a healthier environment and population in Tioga County.

For more information on TCHCP, please contact Rebecca Lewis (607) 687-8607 or Heather Morgan-Gulnac (607) 687-8637 at the Tioga County Health Department.

Celebrating Regional Food Systems

Growing Health, the Rural Health Network's biannual food, farms, and health conference, expanded once again in 2012. More than 300 people attended the two-day event on October 16th and 17th.

Day one of Growing Health featured the New York State Healthy Farms, Healthy People Meeting, with representatives from throughout NYS convening to consider four critical NYS farm, food, and health issues. The rotating sessions were facilitated by experts in each topic area who circulated through four regional groups. Keynote speaker, David Haight, NYS

Director of the American Farmland Trust, inspired attendees with updates and information on NYS farm to institution initiatives.

"The most beneficial aspect of this conference was that it encouraged participants to look at the 'big picture' of New York's local food system gaps, successes, and hopes."



"[The conference] brought together people from different perspectives and parts of the food system with similar values."



In the evening, attendees and other guests experienced firsthand the benefits of eating local at the Celebration of Local Foods. Some of the region's finest chefs prepared dishes featuring local meats, dairy, and

produce, and local wineries and breweries served beverages for sampling.

Attendees at the October 17th Conference participated in a variety of workshops presented by local, state, and nationally recognized farm, food, and health leaders. Plenary presenters – James R. Knickman, Ph.D., president and CEO of the New York State Health Foundation; Shanna Ratner, principal of Yellow Wood Industries, Inc.; and Sandra Steingraber, Ph.D., ecologist and author – spoke about emerging issues involving the relationships among farms, food, and health. Participants could also attend two walking tours of local projects: the Binghamton Urban Farm and the Binghamton Greenway.

To learn more about Growing Health 2012, including presentation information, please visit <http://growinghealth.rhnsncy.org>.



Funding Support and Donations

Individual Donors

*Rural Health Network of SCNY
Annual Campaign donors and
Food & Health Network of SCNY
Memberships*

Susan Adair
George Akel
Anonymous (4)
Diane Albrecht
Donna Bates
Kathy Bunnell
Elizabeth Ciaravino
Sharon Chesna
Raymond Denniston
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Adam Flint
Marjorie Grap
Matthew R. Griffin
Hadassah Head
Kathleen (Cookie) Henehan
Emily Hotchkiss
Robert Huot
Sonia N. Janiszewski
Joseph F. and Dorothea H. Kruppo
Amelia LoDolce
Daniel Maskin
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James M. Skiff
Dr. Barry and Mary Spaulding
Delana Spaulding
Lynn Verduin
Brianna Yetsko
Jocelyn Young
Paul Zelsnack
Zachary Ziemba

State and Federal Funding

Appalachian Regional Commission
Corporation for National and Community
Service (AmeriCorps)
New York State Council for the
Humanities
New York State Health Department,
Office of Rural Health

Foundation, Private, and Corporate Funding

*Includes business/organizational
memberships for the Food & Health
Network of SCNY and funding
support for Tioga County Neighbors
Helping Neighbors*

Binghamton Regional Sustainability
Coalition
Broome County, N.Y.
Broome County Council of Churches
Broome County School Food Service
Broome Tioga BOCES
Center for Agricultural Development &
Entrepreneurship
CDPHP
Central New York RC&D
Chemung Canal Trust Company
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New York, Inc.
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New York State Grazing Lands
Conservation Initiative
Our Lady of Lourdes Memorial Hospital
Roger L. Kresge Foundation
Seven Valleys Health Coalition
Tompkins Community Action
United Health Services
United Way of Broome County
Watershed Agricultural Council

Local Subcontract Funding
Mothers & Babies Perinatal Network
of South Central New York
Broome County, N.Y.
Tioga County, N.Y.

Underwriting and Sponsorship for Growing Health 2012

Component Sponsors

National Network of Public Health
Institutes; Centers for Disease Control
and Prevention; and the Healthy
Farms, Healthy People Coalition
Our Lady of Lourdes Memorial Hospital
United Health Services

Plenary Sponsors

Foodlink
Excellus BlueCross BlueShield
The Greater Milwaukee Foundation;
The CERES Foundation
Fresh Advantage, LLC

Workshop Sponsors

Cornell Cooperative Extension
Associations of the Southern Tier
The New York Academy of Medicine
New York State Grazing Lands
Conservation Initiative
Organic Valley / CROPP Cooperative
Rural Health Network of South Central
New York
United Way of Broome County

Scholarship Sponsors

Community Foundation for South Central
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United Way of Broome County

General Event Sponsors

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Binghamton Regional Sustainability
Coalition and Many Hands Food Co-Op
Binghamton Riverwalk Hotel
Broome-Tioga Mobility Management
Project
Broome-Tioga Greenride
Center for Agricultural Development and
Entrepreneurship
Decker School of Nursing, Binghamton
University
Empire State Public Health Training
Center
Excellus BlueCross BlueShield
Food and Health Network of South
Central New York
Food Bank of the Southern Tier

National Good Food Network, Food Hub
Collaboration
NBT Bank
The A. Lindsay and Olive B. O'Connor
Foundation
Organic Valley / CROPP Cooperative
Our Lady of Lourdes Memorial Hospital
(marketing assistance)
Park Foundation
Rural Health Service Corps – AmeriCorps
(support of education program, etc.)
United Health Services (printing of event
program, marketing assistance)
The Watershed Agricultural Council
Wegmans

Food and Participant Prize Donors

Binghamton Riverwalk Hotel
Black Bear Winery
Chobani Greek Yogurt/Agro-Farma
The Cider Mill
Crackerman of Etna
Down to Earth Whole Foods Company
Ever After Botanicals
Extended Harvest
Finger Lakes Fresh, a Division of
Challenge Industries
Gardener's Supply Company
The Good Life Farm
Hatherleigh Press
Hazlitt 1852 Vineyards
Health Beat Natural Foods & Deli
Moore Family Farm
Natural by Nature
Organic Valley/CROPP
Page's Seeds
Price Chopper
Regional Access
Stick and Stone Farm
WSKG

Restaurants and Food Business Participants in the Growing Health 2012 Evening Celebration of Local Foods

There is a comprehensive listing of
restaurants and food businesses that
participated in the Growing Health 2012
Evening Celebration of Local Foods
at: [http://growinghealth.rhnsny.org/
schedule/evening-celebration](http://growinghealth.rhnsny.org/schedule/evening-celebration)

We would like to extend our
appreciation to each of these businesses
for donating their time and/or products
to the event.

2010–2012

Rural Health Service Corps Members

2011 (2010–2011 Program)

Donelle Bailey, *Eligibility Counselor*
David Bates, *Assistant to Youth Initiative Program Director*
Maraia Bonsignore, *Eligibility Counselor*
Leah Campos, *Project VINES Program Assistant/Educator*
Andrew Campos, *Assistant to Youth Initiative Program Director*
Caterina Cataldo, *Health Information and Communications Associate*
Maria Cataldo, *Tioga Active Living Coordinator*
Sheri DePugh, *Tobacco Control Associate*
Priya Duggal, *Stay Healthy Kids Associate*
Shana Eaglefeathers, *Community Food Security Associate*
Kevin Eggleston, *Eligibility Counselor*
Jason Fleischer, *Program Assistant with CHOW Volunteers*
Stephanie Hill, *Health Care Access Associate*
Emily Hotchkiss, *Rural Health Associate (Richford)*
Joshua Jasper, *PAP Associate*
Nalini Kalanadhabhatta, *Stay Healthy Kids Associate*
Lauren Katz, *Gardening and Local Foods Associate*
Meaghan Kielley, *Rural Health Associate (Richford)*

Hillary Kulik, *Local Fresh Foods Access Facilitator*
Rachel Leri, *Life Skills Educator*
Susan Millham, *Rural Health Access Associate*
Mari Pfungston-Bigelow, *Healthier Lifestyle Mentoring Project Coordinator*
Erin Tiernan, *Patient and Family Services Program Assistant*
Lauren Tonti, *Gardening and Local Foods Associate*
Anna Vaudin, *Healthy Lifestyle Associate*
Paige Walker, *Rural Health Access Associate*
Brianna Yetsko, *Program Assistant*
Cara Zampi, *Health Promotion Associate*
Fusheng Zhang, *Stay Healthy Kids Associate*
Rosemarie Zonetti, *FaHN Coordinator*

2012 (2011–2012 Program)

Sean Cummings, *Gardening and Local Foods Associate*
Hesketa Daniel, *PAP Associate*
Shana Eaglefeathers, *Community Food Security Associate*
Amanda Gallagher, *Program Assistant*
Joseph Garrant, *Assistant to Youth Initiative Program Director*
Rebecca Heller-Steinberg, *Gardening and Local Foods Associate*
Nalini Kalanadhabhatta, *Stay Healthy Kids Associate*
Ella Kondrat, *Mobility Management Associate*
Jennifer Lavelle, *Public Health Associate*
Amy Linton, *SEMS Corps Associate*
Ely Margolis-Greenbaum, *Tobacco Control Associate*
Kaitlyn Pittman, *Patient and Family Services Program Assistant*
Hayley Rein, *Health Promotion Associate*
Glynis Rumsey, *Volunteer Engagement Specialist*
Jerry Shriver, *PAP Program Associate*
Rachael Smith, *Community Food Security Associate*
Hannah Sokol, *Tioga Active Living Coordinator*
Melissa Sumpter, *Eligibility Counselor*
Joshua Tilyou, *Stay Healthy Kids Associate*
Lauren Tonti, *Education Coordinator*
Matthew Whitman, *Health Promotion Specialist*
Donna Wickham, *Health Care Access Associate*
Rosemarie Yesalusky, *SEMS Corps Associate*
Cara Zampi, *Healthy Lifestyle Associate*
Rosemarie Zonetti, *FaHN Partnerships Coordinator*

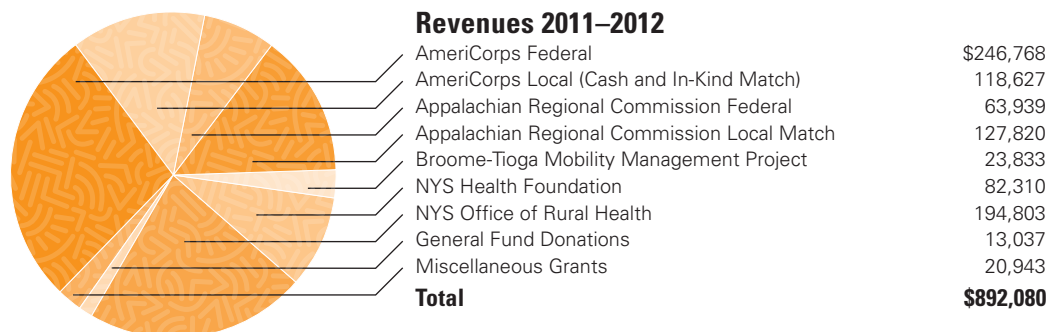
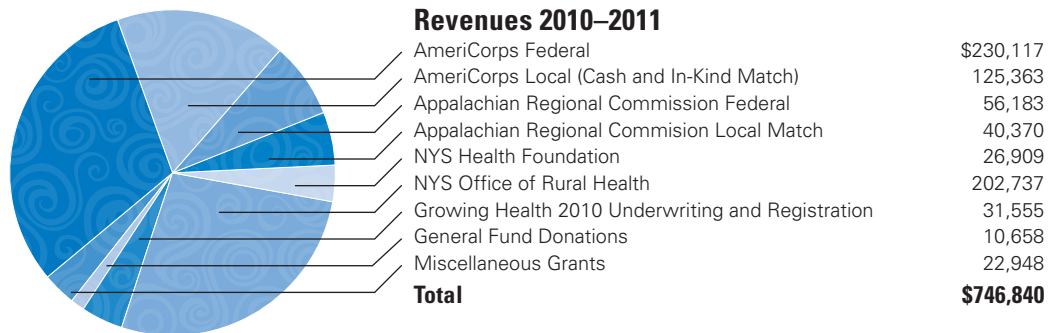
RHSC – AmeriCorps Member Cara Zampi assists with promoting bicycle safety at a local service project



FISCAL YEARS 2010-11 AND 2011-12*

Revenue and Expenses

* The Rural Health Network of South Central New York Fiscal Year begins July 1.





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www.rhnsncy.org

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Volunteers, 2011–2012

The Rural Health Network of South Central New York would like to acknowledge the exceptional contributions of all who assisted with the planning and implementation of a wide variety of programming, including Growing Health 2012. This event would not have been possible without your help.