

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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Leadership Message

s non-profit organizations have struggled with major financial challenges over the past few years, human needs have continued to escalate. Many people still have trouble accessing high-quality, affordable health care. To help meet this challenge, the Rural Health Network of South Central New York has secured additional resources, both for our own programs and for the health and human service organizations that work with us.

The largest infusion of new funding came in late 2008, when the Rural Health Network significantly expanded the Rural Health Service Corps (RHSC) AmeriCorps Program. For the first time, we received a substantial contract from the NYS Commission on National & Community Service. Thanks to this contract and a three-year federal funding commitment, 105 RHSC members provided essential health services through 23 partner organizations during 2009 and 2010 (see list on page 2).

In 2009, RHSC members gave 35,364 hours of service in our region. In 2010, members provided 42,000 hours, with a similar level of service projected for 2011. As budget cuts jeopardized critical health services, RHSC members served their community and their country, delivering essential assistance throughout South Central New York. Thanks to support from the AmeriCorps Program and several local foundations and funders, and the contributions of partner organizations, the RHSC demonstrated the power of engaged collaboration, even in difficult times.

Additional funding also helped establish
Renew Health, a collaboration among the
Rural Health Network, Lourdes Hospital,
UHS, the Appalachian Regional Commission,

the Binghamton University Department of Social Work, and the Retired Senior Volunteer Program (RSVP). Launched in October 2009, this pilot project uses MSW interns to provide case management services for up to 40 uninsured adults with chronic health conditions. Lourdes Hospital and UHS donated primary care services and the matching funds required by the Appalachian Regional Commission grant. Participants in the program receive chronic disease self management

education, gain the chance to establish primary care relationships and get help accessing free and low cost medications.

Preliminary return on community investment data suggests that Renew Health provides considerable benefits to both participants and hospital systems. Major funding from Excellus BlueCross BlueShield, donation of primary care by Lourdes Hospital and UHS, and case management and health education services from Binghamton University are helping to sustain the program.

The Rural Health Network of South Central New York would like to acknowledge the contributions and commitment of those organizations, businesses, foundations, donors and governmental partners that have made it possible to direct more resources to rural health issues in 2009 and 2010, in spite of funding cuts and related challenges. It is possible to rise to the occasion. **Thank you.**



RHSC Brings Youthful Energy To Local Health Initiatives

hile many health and human service organizations in South Central New York are working to reduce obesity and chronic disease, the Rural Health Service Corps (RHSC) is the first regional opportunity for young adults to combat these related epidemics. Thanks to a substantial AmeriCorps grant to the Rural Health Network in late 2008, the RHSC has launched a major mobilization.

2009–2010 Rural Health Service Corps Host Sites*

American Cancer Society

Broome County Council of Churches

Broome County Health Department

Broome County Office for Aging

Center for Agricultural Development & Entrepreneurship

Central New York Area Health Education Center

Central New York Resource Conservation and Development

Chenango County Soil & Water Conservation District

The Christian Neighborhood Center of Norwich

Cooperative Extension Association Tioga County

Farm Catskills and Watershed Agricultural Council

Dr. Garabed A. Fattal Community Free Clinic

Mothers & Babies Perinatal Network of South Central New York

Northern Tioga Neighbors Network

Our Lady of Lourdes Hospital

The Rural Health Network of South Central New York

Southern Tier AIDS Program

Southern Tier Independence Center

Tioga County Tourism

UHS Hospitals

Walton Community Garden

WSKG

Youth & Community Foundation of Spencer-Van Etten

* In addition to hosting and benefiting from the service of Rural Health Service Corps Members, these Host Site Partners contributed to help meet the AmeriCorps grant match requirement. Rather than starting yet another initiative against obesity or chronic disease, RHSC offered crucial assistance to 23 health and human service organizations already engaged in this important work. RHSC members provided access to essential health services for those without health insurance, facilitated health education programs, grew and distributed nutritious food, and helped recruit community volunteers. During 2009 and 2010, 105 RHSC members gave 77,364 hours of service. Many former members continue to live, work and serve in the region after completing their RHSC service. For a complete list of RHSC members, see page 8.

The RHSC partnership includes federal funding support from the AmeriCorps National Service Program, oversight from the NYS Commission on National & Community Service, administration in the region by the Rural Health Network of SCNY, and service implementation through 23 health and human service partner organizations.

AmeriCorps members are "getting things done," as RHSC alumna Christina Muscatello states. "We make changes where they need to be made and augment movements that are already in working motion. We educate, build, forge relationships, and gain experience and memories that will last a lifetime. If you want to call that idealism, then that's what it is. But it's tangible idealism. We make a real difference in our communities."

For more information on the Rural Health Service Corps and a listing of available positions, please visit our website at www. ruralhealthnetwork.org/americorps.

RHSC Member Spotlight



"I am extremely grateful to have had the opportunity to participate in Rural Health Service

Corps throughout 2010. It was eye-opening and rewarding to relay information about local foods with people unfamiliar with these concepts. I have become passionate about these topics and motivated by the brilliant network I was surrounded by. I plan to continue doing my part to support local products and to share the reasons I do so with others." Josie Maroney served in the Rural Health Service Corps as a Local Fresh Foods Access Facilitator with Central NY Resource Conservation & Development and the Central NY Bounty Program. Ms. Maroney is currently employed by the Rural Health Network SCNY as the Customer Service Associate.



RHSC member
Stacey Novello
writes: "We are
all part of a team
of enthusiastic
and dedicated

individuals...It is very gratifying to know that not only am I making a difference, but I am working as part of a team striving to improve the health and lives of our community." Stacey completed two terms of service with The Hope Dispensary of the Southern Tier, a project of Lourdes Hospital. She recently graduated from BU's Decker School of Nursing and is currently employed by UHS as a registered nurse in the intensive care unit at Wilson Hospital.



Zach Ziemba, a Binghamton University grad, served with the Broome County Council of

Churches' Faith in Action program for seniors. Program Director Joanne Kays appreciated Zach's enthusiasm and writes that he "is a wonderful young man. Besides coordinating the Healthier Lifestyle Mentoring Project, Zach developed a healthy cooking class for seniors...and encouraged Council staff with weekly e-mail health tips." Zach says, "It's enjoyable, I like the work, and as I continue to learn more and more about the region, I really enjoy it here." With the help of his parents, Zach purchased a house in Binghamton and plans to stay in the area.

Rural Health Service Corps Accomplishments:

	2009	2010
RHSC Members	55	49
RHSC Hours	35,364	42,000
Partner – Host Site Agencies	23	23
Individuals participating in healthy lifestyle classes facilitated by RHSC Members	606	2,790
People accessing free and low cost prescription medication with assistance from RHSC Members	747	1,863
Volunteers recruited, trained and/or supported by RHSC Members	762	642

RHSC members provided thousands of hours of service in 2009 and 2010 supporting food system projects to improve nutrition and alleviate hunger. They also promoted good health through exercise by developing walking and bicycling trails. Please contact the Rural Health Network for more examples of RHSC members' good work for our communities.

Growing Health 2010 Highlights Link Between Agriculture and Health

ore than 300 people attended the third bi-annual Growing Health event on October 5, 2010 in Binghamton, N.Y. For the first time, Growing Health featured a full conference in addition to the traditional tasting event and celebration of locally grown food and beverages. The theme for Growing Health 2010 was Common Ground: Farms, Food & Health.

The day began with an important presentation on the common ground between public health and agriculture. Richard F. Daines, MD*, New York State Commissioner of Health, and Patrick Hooker, New York State Commissioner

> of Agriculture and Markets, discussed the dynamic convergence of agriculture and health, and partnership opportunities that are emerging in agriculture and health policy and practice.

Attendees then joined 12 concurrent workshops organized under four educational

Jerry Brunetti, founder of Agri-Dynamics, gave the afternoon plenary speech, sharing his insights into how the food industry affects national and personal health issues.

Diane Albrecht, Chair Laura Biasillo **Ray Denniston Andrew Fagan** Patricia Fell **Mathew Griffin Amy Kenyon** Melissa Klinko Mary McFadden **Phil Metzger Natalie Thompson** Shawn Yetter (Master of Ceremonies)

tracks: Farm to School; Navigating to Local Food & Health; Food Sovereignty - What is a Local Food Citizen?; and Local Farms & Foods for Economic, Environmental and Community Health. Thirty speakers from throughout New York and the Northeast led these diverse sessions.

page 7. * We were saddened to learn of the death of Dr. Daines in February 2011 and joined many throughout New York State in mourning his passing. Dr. Daines left a legacy of leadership through his work on critical public health issues, including obesity and chronic disease.

The evening tasting event gave attendees

Growing Health 2010 explored how our

finest chefs.

and other guests a chance to enjoy an array of

local food and beverages at 29 sampling tables.

The feast was prepared by some of the area's

regional food system can offer opportunities

health, environmental health and economic

health. For a list of Growing Health 2010

sponsors and underwriters, please go to

for *locally driven* change to improve community

aspect of this conference was bringing together such a diverse, yet intertwined group to join forces."

"The most beneficial

-conference attendee

Programs Teach Wellness Strategies, Connect Seniors With Fresh Local Produce

he Rural Health Network has provided health and wellness programs for rural communities for more than 10 years. One of those initiatives is Simply Health, a nine-week course that teaches nutrition, physical activity and stress reduction. Since launching Simply Health in 2006, we have offered it 25 times to groups of up to 40 participants.

"The classes motivated me to apply for the Lourdes Financial Assistance Program, and once accepted I was able to make an appointment for a complete physical," says one participant who subsequently started treatment for osteoporosis. "Without the classes, I would have not been motivated to see a doctor and be treated."

Health Promotion Accomplishments:

Simply Health	2009	2010
Wellness programs	5	2
Participants	40	46
Graduates	26	26
Graduates with improved health indicators	23	20
Teen 'We Can program' graduates	43	n/a
Whitney Point Farmers' Market Access Project	2009	2010
Individuals served	22	31
Volunteers	16	21
Value of food purchased	\$541	\$2,283



A 2010 grant from the Foundation for the National Institutes of Health provided resources to adapt Simply Health to the heart health needs of women. When completed in 2011, the Simply Health Heart Truth® program will have served 54 rural women.

A recent addition to our education portfolio is the Whitney Point Farmers' Market Access Project. With funding support from United Way of Broome County, assistance from the Northern Broome Senior Center and Meals on Wheels, and volunteer and donor support from individuals and businesses in the Whitney Point area, the Rural Health Network led this community collaboration to help bring fresh, locally produced food to homebound individuals in northern Broome County.

Volunteers assisted homebound seniors by either shopping for them at the Whitney Point Farmers' Market or transporting them to shop at the market themselves. An average of 25 individuals a year received fresh, local fruits and vegetables through the program in 2009 and 2010. Besides improving access to nutritious food for homebound seniors, the program reduced isolation and helped to create new friendships and social support.

Closing the Health Care Gap For People Who Lack Insurance

ome critics of the Affordable
Care Act say that this law will limit
patients' ability to choose their
health care providers, or that it will create
long waits for medical procedures. There is a
heavy dose of irony in those arguments.

Every day, staff at the Rural Health Network, and at other health service organizations

throughout the U.S., work diligently to help people with illnesses or chronic conditions acquire health care, prescription medication and other essential services. These individuals—who often lack any health insurance at all—don't have the luxury of choosing their health care providers. Some of them rely on free clinics with limited hours, waiting to see any available resident who can diagnose and

treat them. These patients don't worry about losing their options: they appreciate whatever health care they can get. What they *do* worry about is having to choose between filling a prescription or paying the rent, between buying medical supplies or buying food.

People without health insurance face a byzantine array of income-based, charitable and governmental health services. Those services overlap in some areas, they leave gaps in others, and their offerings and eligibility requirements are changing all the time.

In 2010, the Rural Health Network of SCNY started to take a more systematic approach to addressing the needs of the uninsured people we serve, and to matching those needs with available services. We did this in part through full implementation of the Renew Health program. As described in the Leadership Message

on page 1, this program provides health care, education and case management support to uninsured adults with chronic health conditions.

In late 2010, staff at the Rural Health Network began planning major changes to our intake and customer service systems. We started implementing those changes in 2011. When the work is complete, our upgraded system will help to ensure that anyone who contacts us will get far more than an answer to a specific question. Instead, they'll learn about the full range of health and health education options available to them and the many ways in which the Rural Health Network can help them gain access to the services they need.



Lisle resident and
Renew Health participant
Barbara Harrison reviews
the workbook for the
Stanford University
Chronic Disease SelfManagement Program
with Paige Walker, Renew
Health Case Manager.

Health Care Access Accomplishments:

Renew Health (Chronic Disease Case Management)	2009	2010
Participants enrolled	9	50
Prescription Assistance	2009	2010
Inidividuals assisted Medications obtained Value of prescriptions	535 1,659 \$676,656	363 1,153 \$560,060
Health Insurance	2009	2010
Health Insurance Individuals screened Individuals enrolled	2009 271 177	2010 230 132
Individuals screened	271	230

Funding Support and Donations

CALENDAR YEAR 2009

Individual Donors

(2009 RHN Annual Campaign and Food & Health Network SCNY Donors):

Diane Albrecht Richard Andrus Raymond and Sandra Berchtold Grant Best Mark Bordeau Erik Denk Patricia Fell R. Kakar Crystal Harvey Murphee Hayes Kathleen Henehan Robert Huot Dorothea Kruppo Paul LeBlanc Phillip Metzger David Patak Kevin Pierson Judith Quaranta John C. Salo James M. Skiff

State and Federal Funding

Kathleen Spann

Lynn Verduin

Shawn Yetter

Anne Wolanski

Natalie Thompson

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

Foundation, Private and Corporate Funding

BAE Systems Employees
Community Service Fund
The Bowers Foundation, Inc.
Broome County School Food
Service AFFOC
Center for Agricultural
Development and
Entrepreneurship

Excellus BlueCross BlueShield Roger L. Kresge Foundation South Central School Food Service Association United Way of Broome County

Local Subcontract Funding

Mothers & Babies Perinatal Network of South Central New York Broome County Health Department

CALENDAR YEAR 2010

Individual Donors

George Akel Diane Albrecht Helen and Francis L. Battisti Raymond and Sandra Berchtold Grant Best Linda Biemer Kathleen Bunnell Sandra McCoy Cleveland Elwood Davis Daniel J. Driscoll David B. Emerson Andrew Fagan Pamela S. Fahs Deborah Gouldin Mary Ellen Grant Robert Huot Amy Kenyon Dorothea Kruppo Linda Lazzari Amelia Lodolce Richard H. McCarthy Bert C. Mcculloch William Murray Janice Pegels Kevin Pierson **Ruth Roberts** Betty R. Short Lisa Schuhle Judy Siggins Erin Signor James M. Skiff Delana Spaulding Joyce Sullivan

Lynn Verduin

Jocelyn Young

Cathy A. Yammarino

State and Federal FundingAppalachian Regional

Commission

Corporation for National & Community Service (AmeriCorps) New York State Health Department, Office of Rural Health

Foundation, Private and Corporate Funding

Benefit Services Group, Inc. Center for Agricultural Development & Entrepreneurship Community Foundation for South Central New York, Inc. Conrad & Virginia Klee Foundation Excellus BlueCross BlueShield Foundation for The National Institutes of Health Greene's Ace Home Center Lourdes Hospital New York State Council For The Humanities Northern Insuring Agency, Inc. Roger L. Kresge Foundation Tioga State Bank United Health Services United Way of Broome County William J. Murray Plumbing & Heating

Local Subcontract Funding

Broome County Health
Department
Mothers & Babies Perinatal
Network of South Central
New York

Underwriting and Sponsorship of Growing Health 2010

Agro-Farma, Inc.
Diane Albrecht
Association for Vision
Rehabilitation & Employment
Binghamton University, Decker
School of Nursing
Board of Directors, Rural Health
Network of SCNY

Broome County Health Department: Strategic Alliance for Health Center for Agricultural Development & Entrepreneurship Central New York Resource Conservation & Development Chenango County Agricultural **Development Council** Cooperative Extension Association Tioga County Cornell Cooperative Extension Association of Chenango County Davidson, Fox & Company LLP Excellus BlueCross BlueShield Farmers Market Federation of New York Food Bank of the Southern Tier Guthrie Healthcare System John C. Salo Lourdes Hospital The Monroe Plan for Medical Care Mothers & Babies Perinatal Network of South Central New York **NBT Bank** NOFA-NY Certified Organic, The Northeast Sustainable Agriculture Research and Education program NYS Grazing Lands Conservation Initiative Organic Valley of Farms, Cropp Cooperative Inc. Price Chopper Purdy & Sons, Inc. Sam A. Lupo & Sons, Inc. Jack Moses & George Bohnenberger, Wells Fargo

Advisors

Sustainable Agriculture

Research & Education

United Health Services, Inc.

Waste Management of NY, LLC

Watershed Agricultural Council

Rural Health Service Corps Members 2009–2010

PROGRAM YEAR 2009

Jody Bailey, Volunteer Coordinator David Bliss, Multi-use Trails Specialist * Aaron Buchta, Natural Resources Conservation Aid Elizabeth Ciaravino, Breast Cancer Awareness Associate Karen Corson, Tioga Active Living Coordinator Chelsey Dean, Rural Health Associate Craig Hebbard, Multi-use Trails Specialist * Kimberly Heinle, Healthy Lifestyle Associate Rebecca Hill, Life Skills Educator Orin James, Stay Healthy Kids Associate Miranda Knight, Rural Health Access Associate Daniel Livingston, CHOW Position Abigail Mann, Health Care Access Associate Colleen McCabe, Patient and Family Services Program Advocate Kati Meyer, Health Promotion Assistant Allison Millar, Parents As Leaders Center Assistant Christina Muscatello, Media & Community Health Position Sarah Reid, Information Technology Associate Sabrina Sherburn, Agricultural Educator Coordinator Jason Sherman, Strategic Alliance for Health Associate Elizabeth Sigler, Community Food Security Associate * Jessica Skelly, Rural Health Access Associate Katherine Sullivan, Assistant to Youth Initiative Program Directors Teresa Teeple, Mission Meltaway/Simply Health Assistant Kaitlin Trippany, Summer Program Associate Mary Watts, Financial Counselor Margaret Wedge, Chenango Bounty Outreach Associate Rebecca Wellman, Walton Community Garden and Farm to School Project Advocate Eric Yetter, Volunteer Coordinator

Shannon Culler, Stay Healthy Kids Associate Helen DeVita, Eligibility Counselor Andrew Finnegan, Multi-use Trails Specialist * Scott Freyburger, Transportation IT Marina Gonik, Wellness Project Assistant * Marjorie Grap, Multi-use Trails Specialist Robert Haltner, Multi-use Trails Specialist * Sara Howard, Walton Community Garden and Farm to School Project Advocate Lakia Jordan, Community Outreach Assistant * Kelly Litz, Pharmaceutical Assistance Program Associate Fiona Lynch, Eligibility Counselor Kathryn Malia, Tioga Active Living Coordinator Thaddeus Mapes, Multi-use Trails Specialist * Josie Maroney, Local Fresh Foods Access Facilitator Bradley McDaniel, Multi-use Trails Specialist * Jennifer Mrva, Gardening and Local Foods Associate Stacey Novello, Financial Counselor Emily Patka, Parents As Leaders Center Assistant Hannah Payne, Community Food Security Associate Lauren Turner, Area Health Education Center Program Assistant

Mallory Cirbus, Patient and Family Services Program Associate

* American Recovery & Reinvestment Act Funded (Stimulus)

Erik Weiderpass, Assistant to Youth Initiative Program Directors

Anh Ung, Tobacco Assistant

Joseph Yoon, Life Skills Educator

Jocelyn Young, Health Promotion Specialist *

PROGRAM YEAR 2010

Zachary Ziemba, Healthier Lifestyle Associate

Francis Arias, Website Coordinator
Sherry Ashkins, Program Assistant — CHOW Volunteer Programs
Marsha Bailey, Healthier Lifestyle Mentor Project Coordinator
Scott Barvainis, Program Assistant — CHOW Farm *
Susan Beaudoin, Food and Health Network SCNY Coordinator
Andrea Bennett, Health Care Access Associate
Amy Beresheim, Assistant to Youth Initiative Program Directors
Susan Boldman, Rural Health Access Associate
Katherine Bowers, Healthy Lifestyle Associate
Huveland Cadet, Rural Health Access Associate
Andrew Campos, Health Promotion Associate
Leah Campos, Voices Involved In Building & Enhancing Safety
Kate Cardona, Cancer Services Program Assistant *
Grace Ciak, Rural Health Access Associate

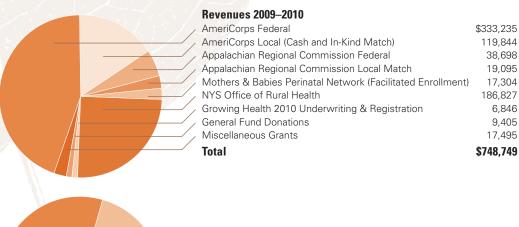


Revenue and Expenses for Fiscal Years* 2008–2009 and 2009–2010

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

Revenues 2008–2009 AmeriCorps Federal AmeriCorps Local (Cash and In-Kind Match) Mothers & Babies Perinatal Network (Facilitated Enrollment) NYS Office of Rural Health Growing Health 2010 Underwriting and Registration General Fund Donations	253,527 22,234 5,038
Miscellaneous Grants Total	16,937 \$514,925









P.O. Box 416

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Check out our web site

www.rhnscny.org

to see how the Network can benefit you or your organization in our quest for building healthy lifestyles.

STAFF 2009-2010

Danielle Berchtold, Director, Rural Health Service Corps
Shannon Culler, Administrator, Rural Health Service Corps
(temporary position)
Mary Daly, Director, Renew Health
Rosalind DeRensis, Director, Renew Health
Joanne Murray, Health Care Access Coordinator/
Administrative Assistant
Julie Pitts, Administrative Services Coordinator
John (Jack) C. Salo, Executive Director
Christine Sawicki, Health Insurance Enrollment Associate
Joy Stalker, Director, Health Promotion

VOLUNTEERS 2009-2010

The Rural Health Network of South Central New York would like to acknowledge the extraordinary contributions of past Board Presidents Diane Albrecht and Natalie Thompson for their leadership and hard work as Development Committee members and in planning the Growing Health 2010 event.

BOARD MEMBERS 2009-2010

Shawn Yetter, President Lynn Verduin, RN, MS, FNPC, Vice President Kevin Pierson, Secretary 2010 Anne Wolanski, Secretary 2009 Kathleen Spann, Esq., Treasurer Thomas Briggs Lucy Bianco Grant Best, PAHM Kathleen Bunnell Andrew Fagan Patricia Fell, RN, MS, ANP Murphee Hayes Amy Kenyon Linda Lazzari, MS, RN, FNP Richard McCarthy David Patak Judith Quaranta, MS, RN, CPN, AE-C Ruth Roberts, LCSW-R Tina Slavik Delana Spaulding Pamela Stewart Fahs, DSN, RN Jim Skiff, MD Natalie Thompson