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.

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.

P.O. Box 416
Whitney Point, NY 13862
Phone: (607) 692-7669
Toll free: (888) 603-5973
www.rhnscny.org
Leadership Message

As 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

While 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.

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.

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.
“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.

RHSC Member Spotlight

Rural Health Service Corps Accomplishments:

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

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

More 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 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.

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.

The evening tasting event gave attendees 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 finest chefs.

Growing Health 2010 explored how our regional food system can offer opportunities for locally driven change to improve community health, environmental health and economic health. For a list of Growing Health 2010 sponsors and underwriters, please go to 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 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.”

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.
Some 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.

### Health Care Access Accomplishments:

<table>
<thead>
<tr>
<th>Service</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td><strong>ReNew Health</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Chronic Disease Case Management)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants enrolled</td>
<td>9</td>
<td>50</td>
</tr>
<tr>
<td>Prescription Assistance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participants enrolled</td>
<td>535</td>
<td>363</td>
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<tr>
<td>Medications obtained</td>
<td>1,659</td>
<td>1,153</td>
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<tr>
<td>Value of prescriptions</td>
<td>$676,656</td>
<td>$560,060</td>
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<tr>
<td>Health Insurance</td>
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<td></td>
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<tr>
<td>Individuals screened</td>
<td>271</td>
<td>230</td>
</tr>
<tr>
<td>Individuals enrolled</td>
<td>177</td>
<td>132</td>
</tr>
<tr>
<td>Individuals referred</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value of assistance</td>
<td>$16,250</td>
<td>$11,725</td>
</tr>
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Lisle resident and Renew Health participant Barbara Harrison reviews the workbook for the Stanford University Chronic Disease Self-Management Program with Paige Walker, Renew Health Case Manager.
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 Henahan
- Robert Huot
- Dorothea Kruppo
- Paul LeBlanc
- Phillip Metzger
- David Patak
- Kevin Pierson
- Judith Quaranta
- John C. Salo
- James M. Skiff
- Kathleen Spann
- Natalie Thompson
- Lynn Verduin
- Anne Wolanski
- Shawn Yetter

**Local Subcontract Funding**

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

**State and Federal Funding**

Appalachian Regional Commission
Corporation for National & Community Service (AmeriCorps)
United Way of Broome County

**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 Hospitals
United Way of Broome County
William J. Murray Plumbing & Heating

**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
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- Richard H. McCarthy
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- 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 Funding**

Appalachian 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 Hospitals
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 Council
Chenango County Agricultural Development Council
Cooperative Extension
Association Tioqua 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, LLC
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 Ciavarrino, Breast Cancer Awareness Associate  
Karen Corson, Tioga Active Living Coordinator  
Chelsey Dean, Rural Health Associate  
Craig Hebbard, Multi-use Trails Specialist *  
Kimberly Heinele, 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, Multi & 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 Teppe, Mission Metaway/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  
Zachary Ziembas, Healthier Lifestyle Associate

**Program Year 2010**

Francis Arias, Website Coordinator  
Sherry Ashkins, Program Assistant – CHOW Volunteer Programs  
Marsha Bailey, Healthier Lifestyle Mentor Project Coordinator  
Scott Barvains, 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 Clark, Rural Health Access Associate  
Mallory Cirbus, Patient and Family Services Program Associate  
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  
Anh Ung, Tobacco Assistant  
Erik Weiderpass, Assistant to Youth Initiative Program Directors  
Joseph Yoon, Life Skills Educator  
Jocelyn Young, Health Promotion Specialist *  
* American Recovery & Reinvestment Act Funded (Stimulus)
Revenue and Expenses for Fiscal Years*

* The Rural Health Network of South Central New York Fiscal Year begins July 1.
Check out our web site

www.rhnsnscny.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
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Murphee Hayes
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Linda Lazzari, MS, RN, FNP
Richard McCarthy
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Tina Slavik
Delana Spaulding
Pamela Stewart Fahs, DSN, RN
Jim Skiff, MD
Natalie Thompson