

Rural Matters May 2022

Leadership Message



We are thrilled to share with you our 2021 Impact Report. Below you will find the link to the full report. This report highlights some of the ways we were able to advance the health and well-being of rural people and communities across 10 counties in South Central NY. We want to thank everyone who supported our mission in 2021.

Did you know that you could support the Rural Health Network's Connection to Care program just by shopping at Walgreens, read on to learn more.

Our hearts ache for the families impacted by the horrific attack that occurred this past weekend in Buffalo. We must all work together to end racism.

Rural Health Network of SCNY stands in solidarity with our communities against the racially motivated hate crime that took place in Buffalo, NY last Saturday. We acknowledge the very real racism that exists in both our rural and urban communities, and commit to investing resources to develop, organize, support, and educate our Rural Health Network family and the communities we serve. Our hearts are with the families and loved ones of the victims of this horrific attack.

Mark Bordeau
Executive Director



2021 Impact Report

We're pleased to share our [2021 Impact Report](#).

2021 Impact Report



As part of Rural Health Service Corps Public Health AmeriCorps (PHA) program, two members will be serving at Lourdes Pharmacy's Binghamton location as **Population Health Coordinators**. These members will help coordinate efforts to help patients access Telehealth services at Lourdes Pharmacy Binghamton. AmeriCorps workers will also assist Pharmacists, Financial Counselors, and other Lourdes Population Health advocates to document and track outcomes of work performed at Lourdes Pharmacy. Work that they will be involved in will include: Prior Authorization requests for medications, adherence calls to patients, and identifying and assisting patients in various care gaps. These positions will start in September 2022 and run through June/July 2023 at 30-35 hours/week.

Like all PHA members, the Population Health Coordinators will participate in **Cornell's Public Health Essentials Training** (a \$3,600 value), in addition to being given a living allowance (\$15,000) and education award (\$4,441.50). This is a great opportunity for individuals hoping to break into the field of public health or gain more practical, hands-on experience. Rural Health Service Corps is partnering with many organizations to bring a variety of positions to different geographic areas, such as Binghamton, Whitney Point, Olean, Auburn, Bath, and Cortland.

To learn more about the Population Health Coordinator positions and many others, please visit our [website](#).

Rural Health Network receives \$160,000 Grant from Excellus BlueCross BlueShield



Pictured: Mark Bordeau, Rural Health Network Executive Director, Mary Maruscak, Rural Health Network Director of Community Health Education, Jessica Renner, regional President of Excellus BlueCross BlueShield, Deborah Blakeney, Sr. Director Clinical Integration and Population Health, Lourdes Hospital, a part of Ascension, and NYS Senator Fred Akshar. Photo provided by Melissa Klinko.

Rural Health Network hosted a press conference on May 5th to Announce a \$160,000 Member & Community Health Improvement grant from Excellus BlueCross BlueShield to fund our *UR Essential* patient outreach program. In partnership with Lourdes, a part of Ascension, the program will address social determinants of health needs, close care gaps related to primary care utilization, and improve management of pre-diabetes and diabetes. [Read the full press release.](#)

Community Health Core Program Addresses Health Disparities

Our Community Health CORE project addresses health disparities in access to care for medically underserved rural families in Broome and Tioga counties. This project is in partnership with Lourdes, a part of Ascension and is support by the Bristol Myers Squibb Foundation and the Conrad and Virginia Klee Foundation. The following [chart](#) illustrates the need for the project.

Community Health CORE Project

This project addresses health disparities in access to care for medically underserved rural families in Broome and Tioga Counties. This project is in partnership with Lourdes, a part of Ascension Healthcare, and is supported by Bristol Myers Squibb.

Diabetes

More than 1 in 10 Broome and Tioga County residents is diagnosed with diabetes.



Racial Disparities

exist in diabetes hospitalizations and mortality in both Broome and Tioga Counties, with Black and Hispanic populations having the highest rates of diabetes-related deaths and hospitalizations.

Cancer

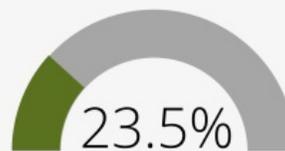
Broome and Tioga counties are underperforming compared to the state in both colorectal and breast cancers.

Screenings

More than 1 in 4 residents aged 50-75 did not receive colorectal cancer screenings. This trend is repeated amongst breast cancer screenings for women aged 50-74.



BROOME COUNTY ADULTS WHO DO NOT HAVE A REGULAR HEALTHCARE PROVIDER



TIOGA COUNTY ADULTS WHO DO NOT HAVE A REGULAR HEALTHCARE PROVIDER



References

County Health Indicators by Race/Ethnicity, 2017-2019 health.ny.gov
New York State Department of Health, New York State Cancer Registry
Cancer Incidence and Mortality by County and Gender, 2015-2019
BRFSS 2016
County Health Rankings 2021
CHIRS

Telehealth - Key Resources

A bipartisan infrastructure law that congress passed last year allows certain low-income families to receive a \$30 monthly benefit or \$75 per month on tribal lands to help pay for broadband service. Those who apply that benefit to one of the broadband plans covered under the deal will essentially get high-speed internet service at no cost. About 48 million households, or nearly 40% of those in the country, are eligible for the broadband benefit. To make sure that eligible families take advantage of the offer, the administration is launching a [website](#) that will provide details about how they can sign up and find participating internet providers in their area.

Households with annual incomes at or below 200% of the federal poverty level, about \$27,000 for an individual or \$55,000 for a family of four, are eligible for the benefit program. Families also can qualify if they are enrolled in other federal programs, such as Pell Grants, Medicaid or Supplemental Security Income. However, there are some entrenched care gaps to be considered. This article, [Understanding Key Telehealth Disparities and Patient-Facing Barriers](#), highlights the numerous factors which stand in the way for many people.

Related Resources

[Save the Date for the North Country Leadership Summit](#). This virtual one-week learning symposium will bring together leaders from New York's North Country and beyond and is an opportunity to learn from experts on both telehealth, population health, and advancing

whole-person care.

- [Beyond Telehealth 2.0: Preparing For A Hybrid Care World](#)
- [Using Telehealth to Push Past Barriers to Necessary Health Services](#)
- [How Telehealth's Role in Chronic Care Management Will Grow in 2022 and Beyond](#)
- [Key Legislative and Regulatory Considerations for Telehealth Providers in 2022](#)

We're Hiring

Rural Health Network is accepting applications for a Finance Director. The Finance Director develops, implements, oversees and revises accounting systems and procedures to provide complete and accurate accounting for an agency's financial transactions, including internal monitoring tools and audit controls to ensure compliance with Federal, State and local fiscal requirements. [Learn more here.](#)

[See other open positions.](#)

After reviewing a position description, [apply here.](#)



The Produce Prescription (PRx) Program is happy to be launching into its sixth year this month! In addition to bringing access to affordable produce to patients living with a diagnosis or at-risk for diabetes and cardiovascular disease this program also supports local farms, farm stands, farmers' markets and grocery stores.

This year both the [607 CSA](#) and [Shared Roots Farm](#) will be partnering with the PRx Program to create greater availability in Delaware County and Tioga County, respectively. After receiving feedback that some patients were having trouble utilizing their prescriptions due to transportation barriers, FaHN and the 607 CSA are teaming up to offer limited delivery for patients in and around the Walton Area.



Shared Roots Farm, a certified organic farm located in Cortland County, will be the partner farm delivering CSA shares to the Lourdes Primary Care in Richford, where patients will pick up their produce prescriptions on a bi-weekly basis. This is the first year that PRx will be available at Lourdes Richford.

What is a CSA? It stands for community supported agriculture and is a weekly or bi-weekly box of seasonal produce that comes straight from a local farm to your table. The photo is an example of produce that might be in a CSA share during the season.

Last month we announced that applications for our 2022 School Garden Grants were still under review. We're so pleased to say that 23 grants were awarded to schools in five counties.



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South Central New York School Garden Grant:

- 23 schools awarded
- Over \$10,500 funded
- Broome, Chemung, Chenango, Delaware, and Tioga county schools represented in grantees
- Project topics include implementing hydroponics, rain collection systems, raised beds, and growing produce to donate to a community meal site



Getthere Welcomes New Mobility & Transportation Advocate - Maggie McGoff



Maggie McGoff joined Getthere's team of Mobility and Transportation Advocates (MTA) in mid-April. Born and raised in Binghamton, Maggie graduated with a BS in Health Education from SUNY Cortland.

Maggie's passion for community education led her to positions as an AmeriCorps Youth Educator at Mothers & Babies Perinatal Network, a substitute teacher in four of the local Broome County school districts, and as a Public Health Educator at the Tioga County Health Department.

Maggie's heart for helping those in need, experience as a community educator in a variety of settings, and time spent working customer service jobs make her an excellent fit for the MTA position. She quickly learned the ins-and-outs of the job and made an immediate contribution to Getthere's mission.

When Maggie isn't working, she enjoys going to the movies and spending time being active outdoors.



Honoring Jack Salo

Rural Health Network's Board of Directors honored Jack Salo, former Executive Director, by naming the renovated conference space in his honor. Jack was visiting earlier this week and had a chance to see the designation of the John C. Salo Learning Center.

Support Connection to Care Through Your myWalgreens Rewards

There are less than two weeks left to support Rural Health Network's Connection to Care program through your Walgreens Cash Rewards. At Walgreens, you'll earn unlimited 1% Walgreens Cash rewards when you shop and you can choose how much to donate. It's that easy. Whether you'd like to contribute \$1, \$5, or more of your Walgreens Cash rewards, you'll be making a big difference. It really adds up! To learn more about the myWalgreens program visit [walgreens.com/mywalgreens](https://www.walgreens.com/mywalgreens). All donations will benefit Connection to Care, which provides transportation assistance to people accessing health and health-related services.

Help communities *you* care about by donating your Walgreens Cash rewards.

myWalgreens[™]



May is Older Americans Month

Every May, the Administration for Community Living (ACL) leads the nation's observance of Older Americans Month (OAM). In 2022, ACL will be focusing on aging in place – how older adults can plan to stay in their homes and live independently in their communities for as long as possible. The 2022 theme is Age My Way, an opportunity for all of us to explore the many ways older adults can remain in and be involved with their communities. [Learn More](#).

Our Northern Broome CARES program provides support and assistance for aging in place at home.

Do you know a community member age 60 or older who resides in the Broome County rural towns of: Barker, Lisle, Nanticoke or Triangle, including the village of Whitney Point NY?

Contact Program Coordinator, Michael Treiman, (607) 352-4681 or via email: mtreiman@rhnsny.org

Visit our webpage for detailed services:
<https://rhnsny.org/programs/northern-broome-cares/>

Our office is located in the Northern Broome Senior Center at 12 Strongs Place in Whitney Point.



News and Resources

Congratulations Mark Bordeau & Lead NY Graduates

LeadNY, a leadership development program at Cornell University for adult professionals in the food, agriculture, and natural resources sector, recognized the 18th and 19th class of graduates. Executive Director Mark Bordeau was among the graduates recognized.

NYS Health Foundation Webinar

NYSHealth is hosting "Addressing the Behavioral Needs of New York's School Children" on Monday, May 23 from 1-2 PM. [Learn More](#)

Living Healthy - Spanish Language Version

Seven Valleys Health Coalition in Cortland is offering a Spanish Language Version of Living a Healthy Life, a Chronic Disease Self Management program. This 6-week class will begin May 31. Registration priority will be given to residents of Cortland County but others are welcome to attend if there is room available. There is no fee for the class and no insurance is required. [Learn More](#)

NYS Office of Mental Health - Inaugural 988 Newsletter

988 is a new FCC-designated three-digit number that connects people to the National Suicide Prevention Lifeline that will launch on July 16, 2022. [Learn More](#)

May is Mental Health Awareness Month

Since it was first declared in 1949 by the organization known at the time as the National Association for Mental Health – now Mental Health America (MHA) – May has been observed as Mental Health Awareness Month in the United States. MHA's theme for this year's observance is: "Back to Basics," with the goal of providing foundational knowledge about mental health and mental health conditions, and information about what people can do. [Learn More](#)

NRHA Survey Results on Rural COVID Vaccine Barriers & Needs

The National Rural Health Association recently partnered with Morning Consult on a nationwide poll of rural residents regarding the COVID-19 vaccine, trusted sources of information, and barriers to vaccine uptake. The [Press Release](#) includes links to the responses and summary of the data.

Free At Home COVID Tests

The Federal government has announced that US households are now eligible for another

order of free at-home tests on [USPS.com](https://usps.com). Each order now includes 8 rapid antigen COVID-19 tests.

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