

Oswego County CHIP  
2017 Update

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Priority	2017 Progress to Date	Implementation Partner (Please select one partner from the dropdown list per row)	Partner Role(s)	Strengths	Challenges? How will they be addressed?	Focus Area	Goal	Objectives	Disparities	Interventions/ Strategies/Activities	Family of Measures
Prevent Chronic Diseases	Oswego Health's own certified lactation consultant encourages all women who deliver at Oswego Hospital to breast feed and makes herself available for 1:1 counseling, advise and support while the Mom is at the hospital and once they are discharged to home. In late November 2017, the Maternity Department will adopt a team approach to breastfeeding, making it the entire staff's responsibility to work with mothers to breastfeed. The department will continue to offer breastfeeding classes and support related programs, such as the Breastfeeding Coalition, the Breastfeeding Shower and other events, offered outside the hospital.	Local health department	Oswego Health and the Oswego County Health Department have been working collaborating on various initiatives to increase the number of women who breast feed in Oswego County.	Oswego Health is excited to implement a team-approach initiative at its Maternity Center, where the entire staff will promote the benefits of breast feeding to new mothers.	The lone OB-GYN practice does not possess the breast feeding friendly practice designation and will work with the physicians and staff there to achieve it.	Reduce Obesity in Children and Adults	Expand the role of health care, health services providers and insurers in obesity prevention	Increase the number of breastfeeding mothers in Oswego County by 5%.	No	Recruit hospitals to participate in quality improvement efforts to increase breastfeeding exclusivity at discharge	Number of breastfeeding mothers at discharge.
	It is an ongoing goal to have the lone OB-GYN practice in the county become a Breast Feeding Friendly Practice	Local health department		Both Oswego Health and the Oswego County Health Department have excellent working relationships with the practice.	Oswego County's lone OB-GYN practice does not hold the designation as a Breastfeeding Friendly Practice. Oswego Health President and CEO Michael Harlovic is working with the practice to encourage the physicians and staff to acquire this designation.					Encourage and recruit pediatricians, obstetricians and gynecologists, and other primary care provider practices and clinical offices to become New York State Breastfeeding Friendly Practices.	Implement program and monitor number of participating practices.
	The Oswego County Health Department continues to send a public health educator and nurse to these monthly coalition meetings to support breastfeeding initiatives in Oswego County. OCHD participates in the Breastfeeding Cafes and Breast feed your Baby Here Campaign. Breastfeeding Cafes started in Aug 2017. Three sites are offered Oswego, Mexico, and Fulton. Twelve woman have participated.	Community-based organizations	REACH CNY provides leadership for this coalition and pulls in many partners from PH, healthcare, and other community based organizations	There seems to be a community commitment	Changing culture to promote breastfeeding, Breastfeed your Baby Here campaign, encouraging breastfeeding friendly practices					Continued participation in the Oswego County Breastfeeding Coalition.	Number of referrals to lactation consults at Oswego Hospital and Cornell Cooperative Extension.
	OCHD continues to make referrals to Cornell Cooperative Extension for breastfeeding consultation. To date in 2017 10 referrals were made and in 2016 6 referral were made from June- Dec when tracking began. As the Breastfeed Your Baby Here initiative was just rolled out in Oswego County this NOV REACH does not have completed agreements yet. Reach CNY did not receive this grant, so this program was not supported. However, both Oswego Health and the County Health Dept. are working to increase the number of worksites that accommodate breastfeeding mothers. Each site is presented with a sticker to place on its main doorway designating it as a friendly breastfeeding worksite.	Community-based organizations	OCHD submits referrals to Cornell Cooperative Extension to provide breastfeeding support to moms in the community.	community partnerships	Lack of funding, moving forward with pieces of grant that can be implemented like Breastfeeding Cafes and Breastfeed Your baby Here Campaign					Establish a Breastfeeding Friendly care continuum in Oswego County through participation in the Creating Breastfeeding Friendly Communities grant	Number of worksites that accommodate breastfeeding mothers.

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	New this year are Breast Feeding Cafes, coordinated by REACH CNY, which are offered in Oswego, Fulton and Mexico and are held varying hours. There are 12 participants to date. REACH CNY also expects to expand its Mohawk Valley Perinatal Network's Breastfeed Your Baby Here Initiative to Oswego County, and partnering with community members on the Oswego County Breastfeeding Coalition to do so.										Number of Baby Cafes in County.
	It is an ongoing goal to have the lone OB-GYN practice in the county become a Breast Feeding Friendly Practice			The program is offered at three sites at varying times in rural Oswego County to accommodate the mothers living in those areas.	The program will work to increase the number of participating mothers. Transportation to the program is an another challenge to be addressed.						Number of healthcare practices that achieve NYS Breastfeeding Friendly Practice designation.
	Secured letters of support from all 9 county school districts to implement this curriculum in the elementary schools. Currently 6, elementary schools have been trained. Funding for expansion has been secured and hope to have implementation complete by end of 2018	K-12 School	implementation and leadership	Commitment from all superintendents to begin using a common program throughout Oswego County to address childhood obesity by encouraging students to make healthier choices about food they eat and to be more physically active. Other community partners like Oswego Health and Cornell Cooperative Extension will help with implementation in districts and offer additional programs like the Smarter Lunch Room and SNAP ed.	Coordination of implementation at all school districts and getting "buy in" from school staff. We will address this by working to develop a "champion" in each school and developing planning committee within each district. Staff from OCHD and OH will be available to offer ideas and assistance to schools.			By 2018 see a reduction in childhood obesity by five percent.	No	Expansion of the Healthy Highways Program.	Number of Elementary Schools participating in the Healthy Highways Curriculum
	Continuing to work with SUNY Oswego to develop, implement, review evaluation tools for this project to check for knowledge change and behavior change. The project will look to expand evaluation to include changes in BMI data. SUNY Oswego professor was key in helping us to evaluate the pilot program.	College	Leadership in evaluation process	We have worked with Dr. Jung on the pilot project for Healthy Highway and he is willing to continue to evaluate this program for it's effectiveness.	Coordination of data collection and training on the tools for evaluation. We will look to address this piece in the initial staff training and provide assistance to schools in administration or collection of data. Both OH and OCHD have received grants for Americorp members to assist with this project.						Knowledge and behavior change is demonstrated by students in participating schools
	As of Dec 2017, SF4MBM has enrolled 80 participants in the program from the single OB/GYN office in the County. All patients at this office are screened for smoking and assessed for readiness to quit. Eighty-nine percent of the smoking pregnant women seeking care in that practice have enrolled. Sixty percent of those enrolled have Medicaid as a payor. The program currently has a 59% success rate, meaning that they are still not smoking 1 yr after the baby is born. The program has expanded to include women that may not have gone to the OB/GYN practice in the County or who were not ready to quit at that time. Services are offered by home visiting CSW through the OPTIONS program. Currently they have 34 woman enrolled and a 50% quit rate.	Providers	Leadership in implementation and evaluation	Oswego County OB/GYN is committed to making this program work and seeing a reduction in the number of woman smoking during and after their pregnancy. Oswego County Opportunities OPTIONS program now gives woman an alternative in how they want to receive services.	Building the peer education piece. We have a peer counselor who graduated from the program and is also a breastfeeding peer counselor that is willing to text or call participants. Not many take advantage of this service. We are looking to create a more formal referral form for that piece of the program. Data collection is also challenging given the fluid nature of the program. Standard data collection sheet were created and SUNY Oswego is continuing to review our data.	Reduce Illness, Disability and Death Related to Tobacco Use and Secondhand Smoke Exposure	Reduce premature birth.	By December 2018, reduce the number of pregnant women who smoke by 10 percent.	Yes	Ask all pregnant women about tobacco use and provide augmented, pregnancy-tailored counseling for those who smoke and offered the Smoke Free for Baby And Me program.	Number of women participating in Smoke Free for Baby and Me.
	St. Joseph's Smoking Cessation Center offered a training for providers on the 5As system for smoking cessation for approximately 10 community providers, including new staff at OPTIONS						Promote tobacco use cessation, especially among low SES populations and those with poor mental health			New mothers enrolled in the OPTIONS program will be screened for tobacco use and offer the Smoke Free for Baby and Me Program.	Number of pregnant women smoking that seek care at Oswego County OB/GYN

