

Long Island Health Collaborative

Long Island Population Health Improvement Program

Community Improvement Achievements and Initiatives 2016-2017

In 2016, the Long Island Health Collaborative has spearheaded regional community engagement and communication strategies, hosted educational and networking events for representatives from community and social service-based organizations, sponsored a cultural competency/health literacy training program and made novel strides in data acquisition, analysis and interpretation. As we look to year three, new opportunities continue to present themselves through the support of collaborative partners and the New York State Department of Health.

PHIP GRANT DELIVERABLES

- Crafted and submitted the Year 3 Long Island Population Health Improvement Program workplan and budget
- Sustained growth in LIHC membership from 50 member organizations to over 100 and counting
- Adopted New York State Department of Health's Healthy Meeting guidelines by adding a 10 minute stretch/networking break mid-meetings and providing healthy snacks and water to attendees
- Maintained regular monthly and quarterly reporting requirements with NYS Department of Health
- Cultivated LIHC workgroups by hosting meetings, working closely with partners and providing management over workgroup assigned initiatives
- Activated collective impact by recruiting cross-sector partners, highlighting member equity and fostering open communication to build trust
- Streamlined activities with regional health reform programs including Delivery System Reform Incentive Payment Program (DSRIP) and the Long Island Partnership Regional Planning Consortium (RPC)
- Serve as neutral convening entity for Long Island Health Collaborative members, including those members of the PHIP Steering Committee, responsible for meeting organization, correspondence and follow-up

COMMUNICATION STRATEGIES

- Maintain weekly event blast email to give partners a platform to promote corporate and community events to their fellow Health Collaborative members
- Designed and launched a new website, www.lihealthcollab.org, for community members and LIHC members to interact with the Collaborative
- Launched mirrored Spanish translation of the community facing pages on the LIHC website
- Began the Are You Ready, Feet?™ online program, an interactive personal dashboard designed to encourage walking for exercise and incentivize success
- Designed a promotional toolkit with verbiage that can be lifted from and placed into member organizations newsletters, social media platforms or websites
- Created optimized content to serve as a community outreach tool from our website's blog
- Used social media to target new Long Island audiences, promoting the Collaborative and partners and engaging consumers

- Printed and distributed the Are You Ready, Feet?™ rack card, used for consumer-focused promotion of the portal and walking campaign
- Initiated a mailing campaign to all Long Island primary care providers, to encourage them to use the Recommendation for Walking mock-prescription pads, driving patients and physicians alike to the Are You Ready, Feet?™ portal
- Planned a program to increase use of the Are You Ready, Feet™ walking portal called *#ReadyFeet Rally* which is scheduled to launch in 2017. Phase 1 will involve all hospitals and their staff members
- Designed a Communications Tool for case managers, discharge planners and those serving the community who expressed a need for information where and how to access various services on Long Island
- Gained visibility for the work being led by the LIHC by presenting a scientific poster *Cross-Collaborative Identification of Unmet Health Needs and Disparate Areas on Long Island: Presentation of Primary Data Collection at the Community Level* at the New York Academy of Medicine's Population Health Summit event

DATA ANALYSIS, MINING AND REPORTING

- Provided data sets and leadership to the DSRIP Performing Providers Systems in their goal to identify selected communities to ultimately reduce ER costs
- Evaluated and analyzed community program efficacy using data collected from Wellness Portal and promoted portal use to increase data availability
- Collected over 6,000 completed Community Member Surveys, a tool that aided in the selection of Priority Areas for Long Island hospitals and county health departments
- Integrated community mapping software with available data sets to provide members with a visual representation of data analysis
- Supplied extensive reports that show hospitalization and mortality rates to Nassau and Suffolk County Health Departments for inclusion in Community Health Assessments
- Provided a plethora of individualized reports to member organizations using hospitalization and ER rates from SPARCS, death rates from Vital Statistics database, Prevention Quality Indicators from AHRQ, Potentially Preventable Visits and Admissions from 3M, demographic data from American Fact Finder, and analysis from two LIHC-driven primary sources (the CBO summit event and Community Member Survey)
- Worked with a diverse team of experts to collect and analyze qualitative data and produce two county-level reports outlining the highest priority needs for communities as identified by partners working in the field
- Acquisition of SPARCS data at the census tract level to further drill down on data elements and build focused plans for intervention
- Compilation of Cancer Incidence by ZIP Code from the New York State Cancer Registry to support organizations as they write Community Needs Assessment, Service Plans and Implementation Plans.
- Executed and filed extensive application request to acquire mortality data for the entire state of New York

COMMUNITY ENGAGEMENT AND EMPOWERMENT

- Partnered with local food pantry, Long Island Cares in hosting a healthy Food Drive to collect 56 pounds of donations
- Launched a Student Opportunities page on the LIHC website, creating a mechanism for Collaborative members to promote internship, practicum, and volunteer opportunities, to nursing and public health graduate students on Long Island
- Led a team of professionals through exploration and RFP negotiations to select a project-lead who will develop a region-specific cultural competency/health literacy and facilitation curriculum for master trainers
- Sponsored a regional Cultural Competency-Health Literacy training program in collaborative with Suffolk Care Collaborative and Nassau Queens Performing Provider System
- Created a template for the hospitals, health systems, and county health departments to use as a basis for their 2016-2018 state and federally required Community Health Assessment/Community Health Improvement Plan
- Hosted a Mental Health First Aid® USA training for collaborative members to empower health professionals with the tools needed to help someone experiencing behavioral health crisis
- Hosted a Walk In the Park at Eisenhower Park on National Walking Day to raise community awareness of Complete Streets Policy and the benefits of walkable communities
- Organized a Sunset Stroll at Jones Beach State Park which was led by Dr. Howard Zucker, New York State Health Commissioner, to engage community members at large in taking a proactive approach to their health with physical activity
- In recognition of Mental Health Awareness Week, the LIHC Behavioral Health Workgroup planned a community event, Light the Path at Sunken Meadow State Park and supported The Social Determinants of Mental Health, presentation by Ruth S. Shim, MD, MPH
- Established and launched the LEAP – LIHC’s Engagement Activation Partnership with the intent of engaging volunteer community networks

BUILDING PARTNERSHIPS

- Combined the Complete Street workgroup and Nutrition & Wellness workgroups to streamline projects and focus on bridging community partnerships
- Arranged two Summit Events for Community-Based Organizations in February 2016 where representatives from community and social service organizations met to network and discuss areas of need for the communities they serve
- Hosted two Building Bridges events as a follow up to the February Summit events where qualitative data outcomes were presented, an unparalleled networking opportunity was offered and HITE/211 resource directories were featured as communications tools
- Supported partner organizations by keeping a finger on the pulse and communicating changes to the health care landscape including information about new reform programs, policy changes and novel grant-funding opportunities
- Featured during Long Island Association meeting on July 27, 2016 where County Health Department Commissioners of Health, Dr. Lawrence Eisenstein and Dr. James Tomarken discussed the importance of collaboration to address community health outcomes and improve the local economy.