

**The Frederick Ferris Thompson Hospital
Community Service Plan
2014-2017**

F.F. Thompson Hospital

Community Service Plan 2014-2017

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The Frederick Ferris Thompson Hospital (F.F. Thompson) is a part of the F.F. Thompson Health System, Inc. an integrated health care system located in Ontario County, New York and an affiliate of the University of Rochester Medical Center. F.F. Thompson Hospital takes pride in bringing its community personalized and compassionate health care supported by the best in advanced medical technology and innovative treatment protocols. As a vital part of the Thompson Health System, F.F. Thompson Hospital is deeply rooted in the community and has formed significant partnerships to engage our patients in their homes, schools, businesses, and in our clinical settings. With a medical staff of more than 300 physicians, a community volunteer group with over 400 members and 1400 associates, Thompson continues to provide the highest quality health care to more than 165,000 residents and their families in the Greater Finger Lakes Region.

The following corporations of Thompson Health provide excellence in primary and secondary care services, wellness, and community education. These corporations are: F.F. Thompson Hospital, Inc., a 113-bed acute care facility; M.M. Ewing Continuing Care Center, a 190-bed long-term care facility; the F.F. Thompson Foundation, Inc.; F.F.T.H Properties and Services, Inc.; and F.F.T. Senior Communities, which owns and operates a senior living community featuring independent and enriched living residences.

I. Mission Statement:

Hospital Mission Statement: Reaffirm the hospital's mission statement that identifies commitment to the community served.

Mission of F.F. Thompson Health System: Thompson Health is dedicated to providing an integrated healthcare system, comprised of affiliated health-related corporations, to promote and support the health and well-being of the community.

Mission of The Frederick Ferris Thompson Hospital: Frederick Ferris Thompson Hospital, Inc. is a community hospital which exists to serve the healthcare needs of the people in partnership with regional health care providers. F.F. Thompson Hospital serves as the center of a healthcare network to provide a full range of healthcare services and to improve community health.

II. Service Area and Populations:

Define the area the hospital uses for community/local health planning for the purposes of the Community Service Plan. Please include method used to determine the service area, e.g. zip codes, census data, etc. Include a brief description of the community served. This information could come from the LHD Community Health Assessment but could be supplemented by hospital service data as well as other sources.

A. Hospital Service Area: The F.F. Thompson service area is comprised of all of the zip codes in Ontario County and portions of Livingston, Wayne, Monroe, Steuben, and Yates Counties that border Ontario County. F.F. Thompson primarily uses inpatient and ambulatory surgery discharge data to determine its service area with a particular focus on those zip codes where 90% of the patients that utilize our services reside. Based on 2012 data the following 29 zip codes comprise the Thompson Health Service area.

F.F. Thompson Service Area	
14424	Canandaigua
14425	Farmington
14432	Clifton Springs
14450	Fairport
14456	Geneva
14466	Hemlock
14469	Bloomfield
14471	Honeoye
14472	Honeoye Falls
14485	Lima
14487	Livonia
14489	Lyons
14502	Macedon
14504	Manchester
14507	Middlesex
14512	Naples
14513	Newark
14522	Palmyra
14527	Penn Yan
14532	Phelps
14544	Rushville
14548	Shortsville
14560	Springwater
14561	Stanley
14564	Victor
14572	Wayland
14873	Prattsburgh
13165	Waterloo
13148	Seneca Falls

2012 Ambulatory Surgery and Inpatient discharge data



B. Population Description

The majority of F.F. Thompson's service area is located in Ontario County. For this reason we describe the population that we serve by the characteristics of the population of Ontario County.

1. Overall Size

Ontario County is located in the heart of the Finger Lakes Region of New York State. The County includes 2 cities, 16 towns, 9 villages, 2 colleges, and 17 school districts. The two major cities, Canandaigua (the County seat) and Geneva, are located at the northern ends of Canandaigua and Seneca Lakes respectively, and contain approximately 25% of the County's population. Honeoye and Canadice Lakes are also located in Ontario County, while Hemlock Lake forms a part of the County's western border. Ontario is also bordered in the north by Wayne and Monroe Counties, in the west by Monroe and Livingston Counties, in the south by Steuben and Yates Counties and in the east by Seneca County. Ontario is the most urbanized of the counties in the Finger Lakes Region due to its proximity to Rochester, but is still predominantly rural with a land mass of 644 square miles and a population of just over 100,000, resulting in a population density of approximately 167 persons per square mile. The New York State Thruway travels through the northern part of the County east to west, with routes 5 and 20 roughly paralleling the Thruway a few miles south. The major highways shape the population considerably by providing relatively quick access to jobs in neighboring labor market areas.

Census Data - People Quick Facts	Ontario County	New York
Population, 2012 estimate	108,519	19,570,261
Population, percent change, April 1, 2010 to July 1, 2012	0.5%	1.0%
Population, 2010	107,931	19,378,102

Overall as seen above, the total population of Ontario County has increased slightly from 2010 with a percent change of 0.5%. This follows a similar trend to New York State as a whole with a 1.0% change from 2010 to 2012.

2. Age

In the 2007-2011 census estimates, the largest age population was the 45-54 year old group, making up 16.4% of the total population. The 65+ population at 15.1% is slightly above the state average. The percentage of those under age 5, at 5.4% of the population, is slightly below the State and Federal rate and about average for the region. The 25 to 34 and 35 to 44 age brackets also surfaced as one of the larger age ranges represented in the county, both brackets comprising 22.8% of the county population

ACS Demographic and Housing Estimates 2007-2011	New York		Ontario County, New York	
	Estimate	Percent	Estimate	Percent
AGE				
Under 5 years	1,158,007	6.0%	5,731	5.4%
5 to 9 years	1,159,958	6.0%	6,404	6.0%
10 to 14 years	1,226,675	6.4%	7,480	7.0%
15 to 19 years	1,371,903	7.1%	7,875	7.4%
20 to 24 years	1,386,432	7.2%	6,576	6.1%
25 to 34 years	2,634,078	13.6%	10,270	9.6%
35 to 44 years	2,669,148	13.8%	14,174	13.2%
45 to 54 years	2,852,308	14.8%	17,565	16.4%
55 to 59 years	1,221,127	6.3%	7,756	7.2%
60 to 64 years	1,031,913	5.3%	7,119	6.6%
65 to 74 years	1,335,166	6.9%	8,506	7.9%
75 to 84 years	877,643	4.5%	5,436	5.1%
85 years and over	378,090	2.0%	2,178	2.0%
Median age (years)	37.8	(X)	42.1	(X)
18 years and over	14,954,839	77.5%	82,710	77.2%
21 years and over	14,082,112	73.0%	77,949	72.8%
62 years and over	3,171,366	16.4%	19,964	18.6%
65 years and over	2,590,899	13.4%	16,120	15.1%

As seen in the table above, census data shows that Ontario County has a higher percentage of adults age 65 or older as compared to New York State as a whole and the country as a whole. Ontario County being significantly higher than the percentage of adults age 65 or older throughout the county.

Overall, the median age in Ontario County has steadily grown over the last 12 years with a median age of 38.0 in 2000 to 42.8 in 2012. It seems that Ontario County has experienced an increase in median age, possibly due to the baby boomer generation. With an increasing older adult population, a focus on chronic disease, maintaining health and preventative health strategies are needed now more than ever.

3. Race

People Quick Facts (2012)	Ontario County	New York
White alone, percent, 2012 (a)	94.4%	71.2%
Black or African American alone, percent, 2012 (a)	2.5%	17.5%
American Indian and Alaska Native alone, percent, 2012 (a)	0.3%	1.0%
Asian alone, percent, 2012 (a)	1.1%	8.0%
Native Hawaiian and Other Pacific Islander alone, percent, 2012 (a)	0	0.1%
Two or More Races, percent, 2012	1.6%	2.2%
Hispanic or Latino, percent, 2012 (b)	3.8%	18.2%
White alone, not Hispanic or Latino, percent, 2012	91.3%	57.6%
Foreign born persons, percent, 2007-2011	3.3%	21.8%
Language other than English spoken at home, percentage 5+, 2007-2011	6.0%	29.5%

According to 2007-2011 census data, the percentage of racial minorities in Ontario County remains low at 6.2%. The percentage of Black or African Americans is only 2.5%, well below the state and national average. Native Americans and Asians together make up 1.4% of the population.

4. Education

Census Data - People Quick Facts	Ontario County	New York
High school graduate or higher, percent of persons age 25+, 2007-2011	91.6%	84.6%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	30.5%	32.5%

Overall, the percent of the population that graduated from high school in Ontario County is very high as compared to the number of high school graduates in New York State as a whole, 7.6% higher than the state rate. Those earning a Bachelor's degree or higher in Ontario County is slightly less than the New York State rate with 30.5% as compared to 32.5% (or New York state being 6.2% higher).

5. Housing

Within Ontario County, home ownership is high, in fact 27.2% higher than the New York State rate. The average “persons per household” in Ontario County however is relatively the same as the New York State average with 2.38 and 2.59 respectively.

Census Data - People Quick Facts	Ontario County	New York
Housing units, 2011	48,653	8,119,364
Homeownership rate, 2007-2011	75.3%	54.8%
Housing units in multi-unit structures, percent, 2007-2011	20.1%	50.5%
Median value of owner-occupied housing units, 2007-2011	\$133,600	\$301,000
Households, 2007-2011	43,474	7,215,687
Persons per household, 2007-2011	2.38	2.59
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$29,293	\$31,796
Median household income, 2007-2011	\$57,069	\$56,951
Persons below poverty level, percent, 2007-2011	9.7%	14.5%

Ontario County stands out as being particularly low in persons below poverty level with 9.7% as compared to the New York state rate of 14.5%, more than 33% lower.

The housing stock in Ontario County is generally newer and somewhat larger than that in most surrounding areas, with a lower percentage (33.7%) built prior to 1940, higher than the State and national percentages. Like most of the region and the State, residents are not as mobile as the rest of the nation, with 23.6% having been in the same home since at least 1989. At a median price of \$133,600 housing costs are much higher in Ontario than all counties in the region, but much lower than average for the State or nation. Median rents and mortgages are also the highest in the region. Approximately 7.0% (3,063 households) have no vehicle available for the household. Ontario County has the CATS (County Area Transit System) fixed route transportation system, along with a Dial A Ride program for demand-responsive transportation needs. This is another advantage Ontario County has over many of the counties in the region. Approximately 0.8% of households lack complete plumbing (340 households) 1.4% lack complete kitchen facilities (606 households) and only 2.6% do not have a telephone (1,136 households).

6. Employment/Industry

Employment within Ontario County historically has been better than those counties in the Finger Lakes region of New York and New York State as a whole. Recent trends however, have unemployment in Ontario County staying just below the New York State unemployment rate. As of July, 2013 the unemployment rate for Ontario County was 7.1% while the New York State unemployment rate was 7.5%¹.

The largest areas of occupation within Ontario County are management, business, science and art at 37.7%, followed by office and sales occupations at 23.9%. The largest industries within Ontario County are educational services, health care and social assistance at 28.0%, followed by manufacturing at 13.8%. Agriculture, foresting, fishing, hunting and mining only account for 1.9% of industry within Ontario County. This is surprising due to the rural classification of Ontario County, attesting to the fact that Ontario County has a greater number of urban pockets as compared to the other network counties as a whole. This places Ontario County in a unique situation when it comes to providing adequate and accessible care because it must cater to both its urban and rural nature.

7. Income/Socioeconomic Factors

In 2010, 21.5% of households in Ontario County reported an income of \$50,000 to \$74,999. 4.2% of households reported earning less than \$10,000 and nearly twenty percent of households (19.5%) reported earning less than \$25,000.

Family earnings yielded similar results with 9.9% of families earning less than \$25,000. The largest bracket represented was \$50,000 to \$74,999 with 23.5% of families reporting that level of income.

¹ www.bls.gov/lau/#tables

Overall, living in poverty is associated with a lower health status. Those living in poverty have an increased risk of having inadequate health insurance and therefore a lower use of health services. According to the 2010 census information the median income for a household in the county was \$57,069, and the median income for a family was \$70,645. Males had a median income of \$50,069 versus \$38,225 for females. The per capita income for the county was \$29,293.

Percent of Population in Poverty (NYSDOH)		
	All Individuals (2010)	Children Under 18 (2010)
County	Percent	Percent
US	15.3	21.6
New York	14.2	20.2
Chemung	15.6	22.7
Livingston	13.5	16.7
Monroe	15.1	21.0
Ontario	10.1	14.5
Schuyler	13.1	23.4
Seneca	14.0	22.1
Steuben	14.4	21.6
Wayne	10.6	16.3
Yates	17.0	29.0

According to NYSDOH statistics, poverty is more of a problem for the younger-aged population in Ontario County. Ontario County's poverty rate overall in 2010 was 10.1% and for children under 18 was 14.5%.

III. Public Participation:

A. Participants Involved

Hospital leadership works diligently to search out potential collaborative partners throughout its service area in an effort to identify, establish and enhance needed healthcare services. Due to the rural nature of the county, F.F. Thompson understands the need to create meaningful partnerships to best serve the community at large. Not only does F.F. Thompson work closely with its affiliate organizations (University of Rochester Medical Center and Highland Hospital), the Hospital has also formed collaborative relationships with the following organizations and community agencies: Local school districts, local government and governmental agencies, health care providers, Ontario County Public Health, the S2AY and JNT Rural Health Networks, other county and regional hospitals, local media, local educational institutions and community-based organizations.

B. Public Participation

Ontario County Public Health in collaboration with Ontario County hospitals, the S2AY Rural Health Network, and community based agencies conducted a survey of Ontario County residents through the community health assessment process. Results were collected both electronically and on paper. The public was invited to access the electronic surveys by electronic mail as well as through an advertised link to the survey website. Paper copies were also distributed to those without access to the electronic version of the survey by mail and hand distributed in local stores, health care facilities, public health and community facilities, and direct assistance within county buildings/agencies. Overall, 578 participants completed the survey. Representation of participants that completed the survey as compared to New York State census data is shown below.

Community Health Assessment		
	Ontario	Census (2010)
# surveys	578	104,205
Under 35 yo	13.5%	41.7%
35 to 65 yo	77.1%	44.4%
White	97.6%	93.8%
AAS or more	75.5%	44.5%
Bach or more	49.1%	30.9%
\$25k or more	92.7%	79.9%
\$50k or more	69.4%	55.6%
Married	64.9%	52.4%
Insured	96.8%	86.3% (EBRFSS)
Average BMI	30.6	
Female BMI	29.4	
Male BMI	31.8	
Full time	84.2%	
Town	Canandaigua - 38.0%, Geneva - 15.7%	
20+ yrs in county	63.6%	
Comp survey	84.2%	

Further input was collected from the public through a number of focus group sessions that were held throughout the county. The focus groups that were brought together by the Ontario County Public Health department addressed segments of the population that were not adequately represented by the population that filled out the electronic and paper versions of the survey.

Community Focus Groups Held

- 1/8/13 African American men's group (Geneva Community Center)
- 2/8/13 FLACRA
- 2/22/13 Clifton Springs Rotary
- 11/14/12 Social Work Class at Finger Lakes Community College
- 12/3/12 Bloomfield Fire Department

A summary of notes from the focus groups can be found in [Attachment B](#).

C. Public Notification of Sessions

Ontario County Public Health, in association with local health partners, worked closely with leaders of community agencies and local government in order to organize and establish the focus group sessions. The public was notified of the public input/focus group sessions through word of mouth, e-mail, flyers posted in the community and within county buildings, and via the internet.

IV. Assessment and Selection of Public Health Priorities

The Mobilizing for Action through Planning and Partnership (MAPP) process was used to conduct a Community Health Assessment for Ontario County to evaluate and ultimately choose two Prevention Agenda Priorities. This process included four component assessments:

1. The first assessment looked at Community Health Status Indicators, which were determined both by looking at key statistics available regarding various health indicators and by conducting a comprehensive survey among a random sample of community residents to determine their opinions, health behaviors and health needs. Just over 800 completed surveys were returned in Ontario County. Surveys were distributed throughout county establishments as well as through employers, health, educational and human services agencies and through other community groups. The survey was designed to encompass questions in the twelve areas that the New York State Department of Health (NYSDOH) has identified as high priority issues on a statewide basis. Results of the Health Priorities Survey and Report were then combined with additional statistical data and information regarding community resources to develop the Community Health Assessment. A summary of the survey can be found in [Attachment A](#).
2. The second assessment evaluated the effectiveness of the Public Health System and the role of the Public Health Department within that system. This assessment/ranking was completed by a diverse group of community members, community agencies and key community leaders who were all familiar in some way with the local public health system. The assessment/ranking was completed by using a user-friendly version of the CDC and NACCHO Local Public Health System Assessment (LPHSA) tool. Each of ten essential public health services were prioritized by the group by ranking the series of indicators within each Essential Service to determine areas of strength and areas needing improvement within the Local Public Health System.
3. The third assessment was the Community Themes and Strengths Assessment that was conducted through Focus Group meetings throughout the County with community residents (see section III B). This assessment looked at the issues that affect the quality of life among community residents and the assets the County has available to address health needs.
4. The fourth assessment was conducted through the same focus group meetings held to assess community themes. The groups worked to identify the “Forces of Change” that are at work locally, statewide and nationally, and what types of threats and/or opportunities are created by these changes.

When the assessment process was completed, the community health assessment facilitator combined and analyzed the results of the assessments, and prepared a list of the issues that had either been identified through more than one assessment as a top issue or that was identified in one of the assessments as a major issue. Once these results were tallied, a focus group made up of service providers came together on **May 18, 2013** to rank the issues identified and begin the creation of the Community Health Implementation Plan (CHIP) process.

The Hanlon Method for ranking priorities was chosen because it is a system that focuses heavily on how effective any interventions might be. The Hanlon Method uses the following formula to rank priorities:

(A & 2B) X C
A= the size of the problem
B= the severity of the problem
C= the effectiveness of the solution

The effectiveness of the solution obviously is given a lot more weight than the size or seriousness of the problem, with the hope of making wise use of limited resources by targeting solutions that are known to be effective.

In the Hanlon Method, numbers are assigned with which to measure size, severity and effectiveness, and the numbers are then plugged into the formula as the focus group ranked each relative factor. It is important to note that while the Hanlon Method offers a numerical and systematic method of ranking public health priorities, the method is still largely subjective, with much room for error and interpretation. Measures of effectiveness in the public health arena are not absolute, and questions arise as to the application of the measurement, thus making measurement more than a little “fuzzy,” and necessitating assumptions about human behavior. For example, when addressing the issue of unintended pregnancy, the rating group might note that birth control methods would mostly have a ranking of “highly effective” as an intervention based on the relative effectiveness of each method of birth control at achieving the desired goal of preventing pregnancy. However, birth control methods are not necessarily applied, or are applied inconsistently, resulting in a much lower measure of effectiveness than the intervention would normally achieve. So the measures of effectiveness often included consideration of a variety of factors that influence effectiveness and may reduce the effectiveness measure since, for various reasons, the intervention may not have been uniformly applied.

Based upon the ranking through the Hanlon Method, Ontario County determined the following priorities:

- Cerebrovascular Disease (stroke, hypertension)
- Cancer (lung, ovarian, prostate)
- Poor Nutrition (unhealthy eating)
- Obesity (including lack of physical activity & fitness)
- Behavioral Problems in Young Children
- Dental Health
- Depression/Other Mental Illness
- Smoking/Tobacco Use/Secondhand Smoke
- Access to Specialty Health Care
- Drug & Alcohol Abuse/Abuse of Prescription Drugs or Illegal Drugs
- CLRD (COPD)
- Unintentional Injuries

Two Prevention Agenda Priorities Chosen:

- *Prevent Chronic Disease - reduce obesity in children and adults*
- *Prevent Chronic Disease - reduce hypertension/stroke*

Disparity to be Addressed:

- *Reducing obesity in lower income segments of the population*

Within the chronic disease category, obesity in children and adults was chosen as a primary focus. The committee also chose to focus on reducing hypertension and stroke within the county by reducing sodium consumption and tobacco use. Smoking rates within Ontario County are high, possibly due to Native American reservations close by that sell inexpensive tobacco products.

V. Three Year Plan of Action:

The work plan on the following pages outlines how FF Thompson, the Ontario County Health Department, and their collaborative partners –OCHC- plan to address chronic disease in the community we serve. The work plan is organized by the overall prevention agenda priority (strategy area) and the subsequent objectives and activities being implemented to make New York the “healthiest state”.

V. Three Year Plan of Action

Prevention Agenda Focus Area: Prevent Chronic Disease Objective: Reduce Obesity in Children and Adults					
Strategy Area	Objective	Activities	Partners	Timeframe	Measurement/ Evaluation
1. Reduce Obesity in Children and Adults	A. Create community environments that promote and support healthy food and beverage choices and physical activity	1 - A1. Research existing use of fruits and vegetables and other healthy options at food pantries and food distribution program (e.g. soup kitchens, back pack programs, summer feeding programs, etc.) Identify barriers to providing healthier meals. Determine how we can help to increase use of produce/healthy food options in these venues.	Ontario County Health Collaborative (OCHC), Salvation Army, faith based community, food pantries, CCE, Food Link, schools, participating YMCAs, OFAs	June 2014 – On-going	Research and assessment completed. # Food pantries using local produce # clients educated
		1 - A2. Contact 10 county restaurants to mark healthy choices on menus. (Adopt committee definition of healthy choices)	OCHC, Chamber of Commerce, FLH	Dec. 2014 – On-going	# restaurants participating
		1 - A3. Determine who else needs to be involved in OCHC and invite their participation (Food Link, CCE, Salvation Army, schools, faith-based community, OFA, Mental Health, WIC)	OCHC	Nov 15, 2013	% of needed partners recruited
		1 - A4. Work together to increase breastfeeding in Ontario County by supporting the 10 steps to successful breastfeeding.	Ontario County Public Health, FF Thompson , Breastfeeding coalition OCHC, WIC	June 2014 – On-going	EHR documentation of education, document # of women who are still breastfeeding upon discharge from hospital, % increase of WIC mothers breastfeeding at 6 months, % exclusively breastfeeding in the hospital, % breastfeeding at all in the hospital
		1 - A5. Annually encourage 10 OCHC member organizations, non-profits, schools and local businesses to adopt breast feeding policies.	OCPHD, Hospitals, Breastfeeding Coalition OCHC, United Way, Chamber of Commerce	June 2014 – On-going	# of policies implemented.

**Prevention Agenda Focus Area: Prevent Chronic Disease
Objective: Reduce Obesity in Children and Adults**

Strategy Area	Objective	Activities	Partners	Timeframe	Measurement/ Evaluation
1. Reduce Obesity in Children and Adults	A. Create community environments that promote and support healthy food and beverage choices and physical activity	1 - A6. Investigate further initiatives to support breastfeeding within the county. (Work with Doctors on EHR to track persistence of breastfeeding at 1, 3, 6 and 12 months)	OCPHD, Hospitals, Breastfeeding Coalition OCHC, PCPs/ Pediatricians	Jan 2014 – On-going	Initiatives implemented
		1 - A7. Advocate/promote/sustain the implementation of healthier vending policy in County facilities, hospitals and OCHC members.	OCPHD, Hospitals , OCHC	Jan 2015 – Oct 2017	# organizations with healthy vending policies
		1 - A8. Annually encourage 10 OCHC member organizations, non-profits, schools and local businesses to adopt Healthy meeting guidelines.	OCHC, United Way, Chamber of Commerce	Jan. 2015 – Oct 2017	# organizations/worksites that adopt policy
		1 - A9. Encourage OCHC members, non-profits and local businesses to adopt and expand sugar sweetened beverage policies. Provide sample policies to 10 worksites	OCHC, United Way, Chamber of Commerce	Jan. 2015 – Oct 2017	# organizations/worksites that adopt policy
		1 - A10. Investigate the feasibility of promoting use of EBT cards at Farmer's Markets through WIC Clinics.	OCHC, Cornell Cooperative Extension, Ontario Cty. DSS, WIC	March 2014 On-going	Feasibility determined. Next steps taken is appropriate.
		1 - A11. Promote the visitors guide and online resource of county hiking, biking and walking trails and other natural resources to promote physical activity within the community. Include stroller and handicapped accessible references. Investigate the possibility of using interactive media using existing apps.	Visitors Bureau, Parks and Recreation, PH	June 2015 - Updated on an annual basis	Guide promoted, online resource created, link provided to partners, app/interactive guide promoted

**Prevention Agenda Focus Area: Prevent Chronic Disease
Objective: Reduce Obesity in Children and Adults**

Strategy Area	Objective	Activities	Partners	Timeframe	Measurement/Evaluation
1. Reduce Obesity in Children and Adults	A. Create community environments that promote and support healthy food and beverage choices and physical activity	1 - A12. Investigate creating an annual county-wide <u>competition</u> that is centered around the promotion of physical activity and fitness (e.g. "Walk-Off" between Canandaigua / Geneva businesses, Wegmans Eat Well Live Well, Staff Steps, Step Up)	OCHC, PH, Local Employers, Hospitals	December 2014 - Annually thereafter	Annual contest created and held, # of participants
		1- A13. Investigate the use of and work on promoting 5-2-1-0 in the after-school programs, backpack program, community centers, day cares, Head Start, C&FRC, Foodlink, YMCA, Boys and Girls Club, Salvation Army	OCHC, YMCA, Foodlink, Boys and Girls Club, Salvation Army	June 2015	Number of organizations participating; number of people educated,; number of policies adopted
		1 - A14. Increase the use of and engage local media and online resources (i.e. social media, county/community/PH websites, online news websites, radio, television, and local publications) to promote the importance of good nutrition and physical activity using consistent measurements. Include examples of ways to increase physical activity and county resources that are available to community members to increase physical activity.	OCHC, PH, Local Media, Local Hospitals, Other non-profits	Dec 2014 – Ongoing	# of media outlets reached out to, # of communications published/posted,
		1 - A15. Educate municipal officials regarding how to improve the built environment and keep them informed and educated about good nutrition and physical activities as outlined in the CHIP- at least 5 municipal officials.	Ontario County Public Health, OCHC	December 2014	# of municipal officials educated

**Prevention Agenda Focus Area: Prevent Chronic Disease
Objective: Reduce Obesity in Children and Adults**

Strategy Area	Objective	Activities	Partners	Timeframe	Measurement/ Evaluation
1. Reduce Obesity in Children and Adults	B. Prevent childhood obesity through early-care and schools	1 - B1. Attempt to have committee members on the Wellness Committees at each school district in the County.	OCHC / Hospitals	By June 2015	Adherence to wellness standards
		1 - B2. Partner with local schools and after school programs to promote reducing screen time, healthy living, healthy eating and physical activity. Continue and expand the "Get Up! Fuel Up!" and "Food, Fun, Fitness" programs. Explore program with Midlakes. Explore homeschoolers and parochial schools.	OCPHD, Hospitals , OCHC, schools, YMCA, Boys and Girls Club	Dec 2016 On-going	# of students reached # of new students reached
		1 - B3. Work with farms, food service directors and Seeking Common Ground to encourage use of local produce and farms in schools, restaurants, healthcare facilities, etc.	Cornell Cooperative Extension, OCHC, Hospitals , School Food Independence Committee, OFA	July 2014 On-going	# of schools, restaurants and health care facilities utilizing local produce
		1 - B4. Create and annually update inventory of existing opportunities for physical activities available to community members at schools. Continue to encourage, develop and expand opportunities for physical activity for community members in school facilities.	OCHC, Schools	April 2014 – and annually thereafter	# of schools expanding use

**Prevention Agenda Focus Area: Prevent Chronic Disease
Objective: Reduce Obesity in Children and Adults**

Strategy Area	Objective	Activities	Partners	Timeframe	Measurement/ Evaluation
1. Reduce Obesity in Children and Adults	C. Expand the role of health care, health service providers, and insurers in obesity prevention	1 - C1. Ensure providers are discussing obesity and providing resources – provide resource list to providers	Hospitals	July 2015 – On-going	EMR link to resources – measure use

Prevention Agenda Focus Area: Prevent Chronic Disease Objective: Decrease Hypertension Rates					
Strategy Area	Objective	Activities	Partners	Time-frame	Measurement/ Evaluation
2. Increase access to high quality chronic disease preventive care and management in clinical and community settings	A. Decrease Hypertension Rates	2 - A1. Work to prevent hypertension by assisting hospitals, nursing homes and senior meal providers in reducing sodium content in all meals served including to patients, visitors, staff and public.	OCHC, Hospitals, Nursing Homes , Office for the Aging, RHIO, S2AY	January 2014 On-going	Reduce sodium content by 30% over 3 years, by November 2017
		2 - A2. Work with the FLHSA to bring the hypertension reduction program down to Ontario County Current Goals of the FLHSA model include:	FLHSA/S2AY RHN Community partnerships (e.g. regional businesses, organized labor, faith-based organizations, and nonprofit agencies).	January 2014 On-going	FLHSA Program replicated and imitated <ul style="list-style-type: none"> • Measure and improve the number of people in our region who are in control of their blood pressure. • Transform care to more proactively identify and effectively treat patients with high blood pressure. • Decrease health care costs to our region.

Ontario County has also created an Activity Work Plan which breaks down each activity into specific, measurable goals and milestones. Ontario County Public Health will use this Activity Work Plan to assure that activities and goals are being met and timeframes are being adhered to. The Activity Work Plan will also help to predict if an activity or objective needs to be reassessed and adjusted to overcome barriers and meet timeframe goals.

VI. Dissemination to the Public

F.F. Thompson informs the public about its community health programs and availability of financial assistance programs using the Community Service Plan Report and the Community Benefit publication.

The Community Service Plan report, along with F.F. Thompson's Mission, Vision, and Values are posted on the F.F. Thompson website (www.thompsonhealth.com). Thompson Health will also publish its annual 2013 Community Benefit Report. This report highlights the prevention agenda items we are addressing as well as the impact Thompson is having in the community. In addition to posting the reports electronically, Thompson Health disseminates the reports to the public using direct mailing and face-to-face meetings. Thompson Health also shares these reports with its board members, community leaders, and political representatives. Going forward, F.F. Thompson will continue to disseminate this information to the public, using the existing approaches. This information will include a description of focus on the Prevention Agenda in the Community Service Plan, including a description of F.F. Thompson's public health programs, including both the Prevention Agenda priority programs and non-Prevention Agenda programs. The reports can be accessed via the internet at:

<http://www.thompsonhealth.com/AboutbrThompsonHealth/AboutThompsonHealth/NewsRoom/Publications.aspx>

VII. Maintenance of Engagement with Local Partners

F.F. Thompson will continue to be an active participant in the Ontario County Health Collaborative (OCHC) in order to ensure that the Community Service Plan is successfully implemented. In 2010 F. F. Thompson Hospital joined a partnership with representatives from The Ontario County Public Health Department and the two other regional health systems, which are Clifton Springs Hospital and Clinic and Finger Lakes Health. The purpose of this partnership is to create a work plan that will address some of the Prevention Agenda priorities related to the community health assessment. This group is known as the "Ontario County Health Collaborative" or OCHC has grown to include other community stakeholders in public health management and all members of the OCHC were instrumental in implementing the most recent community health assessment.

The OCHC will continue to meet regularly (current schedule is monthly) to share progress and relay any barriers that partners are experiencing throughout the course of the Community Service Plan implementation process. Progress will be tracked through the work plan that was developed using input from each participating organization. Each entity will be responsible for tracking their own objectives and communicating to the committee any problems that may interfere with completion of objectives (changes to timeframe, evaluation methods, data tracking, etc.). Committees will work together to break down barriers that arise and collaborate to meet the objectives outlined within the work plan.

Attachment A– Ontario County Community Health Assessment Summary

Ontario County Community Health Assessment

County	Ontario	Census
# surveys	578	104,205
Under 35 yo	13.5%	41.7%
35 to 65 yo	77.1%	44.4%
White	97.6%	93.8%
AAS or more	75.5%	44.5%
Bach or more	49.1%	30.9%
Full time	84.2%	
Town	Canandaigua 38.0% Geneva 15.7%	
20+ yrs in cty	63.6%	
\$25k or more	92.7%	79.9%
\$50k or more	69.4%	55.6%
Married	64.9%	52.4%
Insured	96.8%	86.3% (EBRFSS)
Average BMI	30.6	
Female Average BMI	29.4	
Male Average BMI	31.8	
Comp survey	81.7% (472)	

Do you think that access to primary health care (family doctor) is a problem in Ontario county:				
Answer Options	Problem for YOU	Problem in Ontario County	Don't know or unsure	Response Count
For low-income families?	2.76%	57.87%	39.76%	508
For the elderly?	0.62%	54.62%	44.97%	487
For all in community?	1.05%	44.51%	54.64%	474
For persons with disabilities?	1.04%	45.32%	53.64%	481
For persons new to the area?	1.64%	49.28%	49.49%	487
Total Respondents	539			

Do you think that access to behavioral health care in the following areas is a problem in Ontario County for:				
Answer Options	Problem for YOU	Problem in Ontario County	Don't know or unsure	Response Count
Alcoholism	0.84%	52.30%	47.28%	478
Developmental Disability	1.54%	37.14%	61.76%	455
Drug Abuse	0.62%	57.70%	42.09%	487
Gambling Addictions	0.63%	36.84%	62.74%	475
Mental Health	2.61%	57.11%	41.28%	499
Total Respondents	531			

CHOO - Choose Health Ontario	Problem for YOU	Problem in Ontario County	Don't know or unsure	Response Count	% Adults Affected EBRFSS/DOH Ontario County	% Adults Affected EBRFSS/DOH NYS
15. Lack of physical activity & fitness	19%	59%	24%	508	17.9%	23.7%
14. High blood pressure, stroke	13%	44%	43%	465		
16. Poor nutrition (unhealthy eating)	9%	64%	29%	498	67.1%	72.9%
9. Depression / other mental illnesses	8%	66%	27%	503		
17. Problems with teeth or gums	8%	38%	55%	470		
5. Arthritis, Alzheimer's, Dementia, Memory Loss	8%	54%	39%	488		
3. Access to specialty health care	7%	49%	45%	484		
19. Quality of well water	7%	23%	71%	480		
18. Pulmonary diseases (COPD, Emphysema, Asthma)	7%	41%	53%	456		
10. Diabetes	6%	48%	47%	470	7.4%	9.0%
8. Cancer	4%	55%	41%	459		
21. Smoking / tobacco use	4%	65%	31%	477	20.0%	17.0%
13. Heart disease (Congestive Heart Failure, Angina, "A-fib")	4%	47%	50%	453	7.1%	6.3%
6. Behavioral problems in children	4%	62%	35%	514		
12. Eating disorders	3%	35%	63%	468		
23. Transportation to health care	2%	55%	43%	478		
1. Access to home care	2%	42%	56%	494		
2. Access to pregnancy care	1%	16%	83%	445		
22. Teen pregnancy	1%	51%	49%	475	1.6%	2.1%
25. Unplanned pregnancy	1%	43%	57%	465		
7. Birth defects	1%	13%	86%	456		
24. Underweight or premature babies	0%	13%	86%	443	6.0%	8.2%
20. Sexually transmitted diseases (Chlamydia, Herpes, HIV/AIDS)	0%	34%	66%	459		
4. Alcohol abuse	0%	55%	44%	480	21.0%	18.1%
11. Drug abuse/abuse of prescription drugs or illegal drugs	0%	72%	28%	499		
Total Respondents	571					

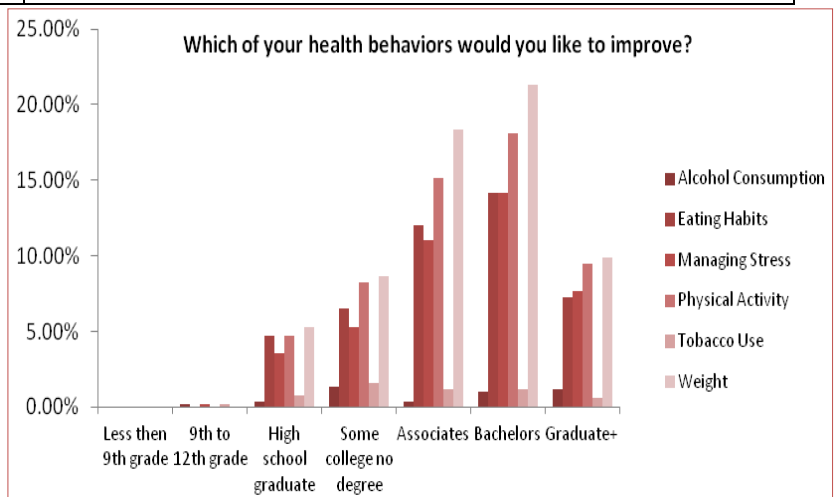
#1 Priority for YOU				
1. Access to home care	9. Depression / other mental illnesses	3. Access to specialty health care	8. Cancer	15. Lack of physical activity & fitness
6.56% (32)	7.58% (37)	7.99% (39)	8.81% (43)	15.16% (74)
#2 Priority for YOU				
14. High blood pressure, stroke	5. Arthritis, Alzheimer's, Dementia, Memory Loss	9. Depression / other mental illnesses	15. Lack of physical activity & fitness	16. Poor nutrition (unhealthy eating)
6.43% (29)	7.76% (35)	7.76% (35)	9.09% (41)	9.09% (41)
#3 Priority for YOU				
3. Access to specialty health care	16. Poor nutrition (unhealthy eating)	6. Behavioral problems in children	9. Depression / other mental illnesses	15. Lack of physical activity & fitness
6.35%(25)	6.35%(25)	6.85% (27)	7.87% (31)	12.18% (48)
Total Respondents	491			

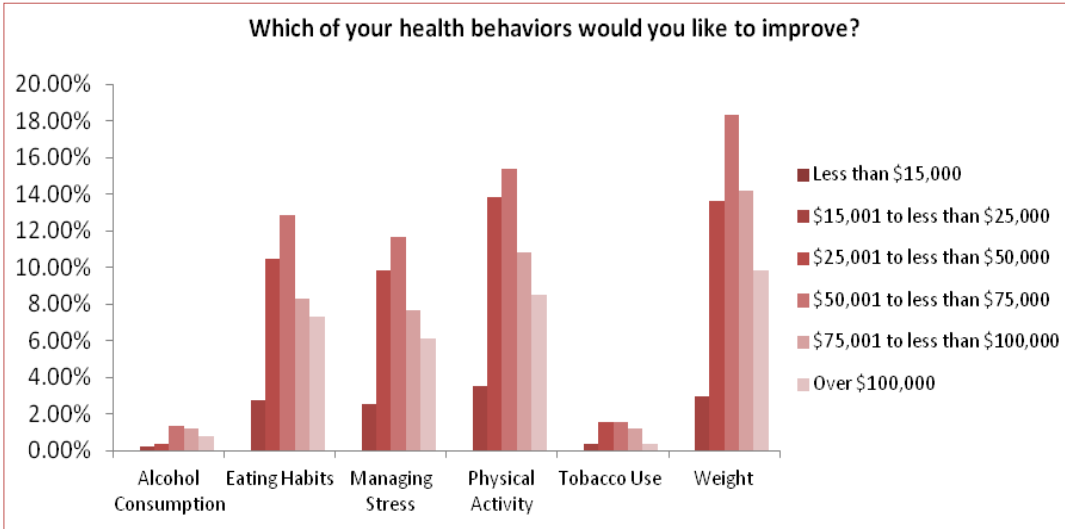
Most Important Problem					
9. Depression / other mental illnesses	15. Lack of physical activity & fitness	8. Cancer	11. Drug abuse/abuse of prescription drugs or illegal drugs	1. Access to home care	6. Behavioral problems in children
10.87% (54)	10.87% (54)	9.46% (47)	9.05% (45)	6.84% (34)	6.84% (34)
Total Respondents			498		

Do you think that violence in the following areas is a problem in Ontario County?				
Answer Options	Problem for YOU	Problem in Ontario County	Don't know or unsure	Response Count
Child abuse / neglect	0.59%	62.06%	37.55%	506
Elder abuse / neglect	0.40%	43.95%	55.85%	496
Sexual assault	0.63%	38.78%	60.80%	477
Spouse / partner abuse	0.82%	43.88%	55.31%	490
Violence among young adults - bullying	2.30%	67.56%	31.29%	521
Total Respondents			539	

Do you think that there is a problem being seen by or receiving services from any of the following in Ontario County?				
Answer Options	Problem for YOU	Problem in Ontario County	Don't know or unsure	Response Count
Home care services and supports	1.72%	41.59%	56.90%	464
Mental/behavioral health	3.09%	52.99%	45.15%	485
Nursing homes	0.66%	44.40%	55.16%	455
Nutritionists / Dieticians	2.45%	28.06%	69.71%	449
Pharmacies	1.75%	13.03%	85.46%	399
Specialized support groups	2.28%	33.26%	64.92%	439
Specialty doctors	5.92%	43.42%	51.97%	456
Therapists (physical, speech, occupational)	2.13%	24.59%	73.52%	423
Total Respondents			534	

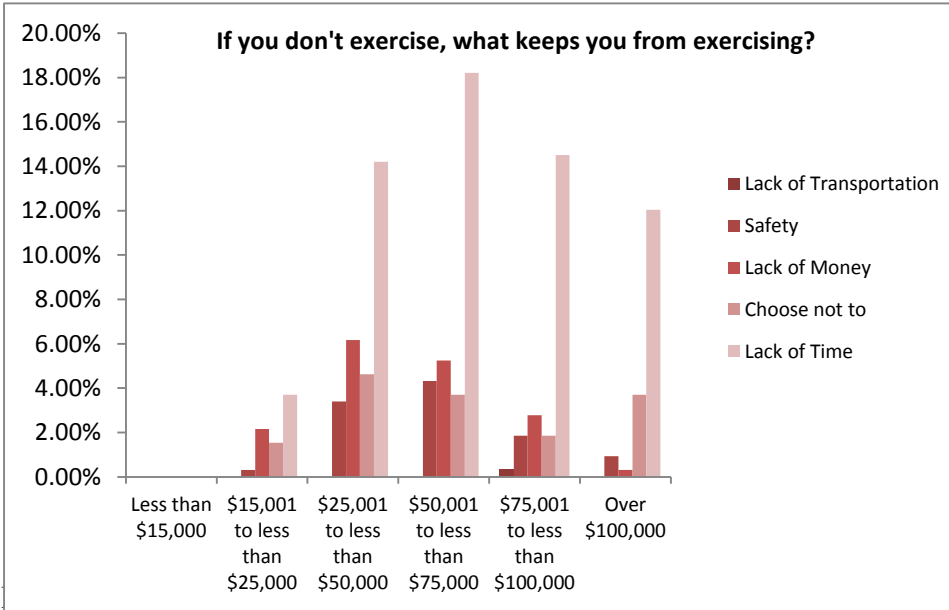
Which of your health behaviors would you like to improve? Check all that apply		
Answer Options	Response Percent	Response Count
Alcohol consumption	5.3%	27
Eating habits	50.5%	256
Managing stress	48.5%	246
Physical activity	61.9%	314
Tobacco use	6.5%	33
Weight	70.8%	359
Total Respondents		507

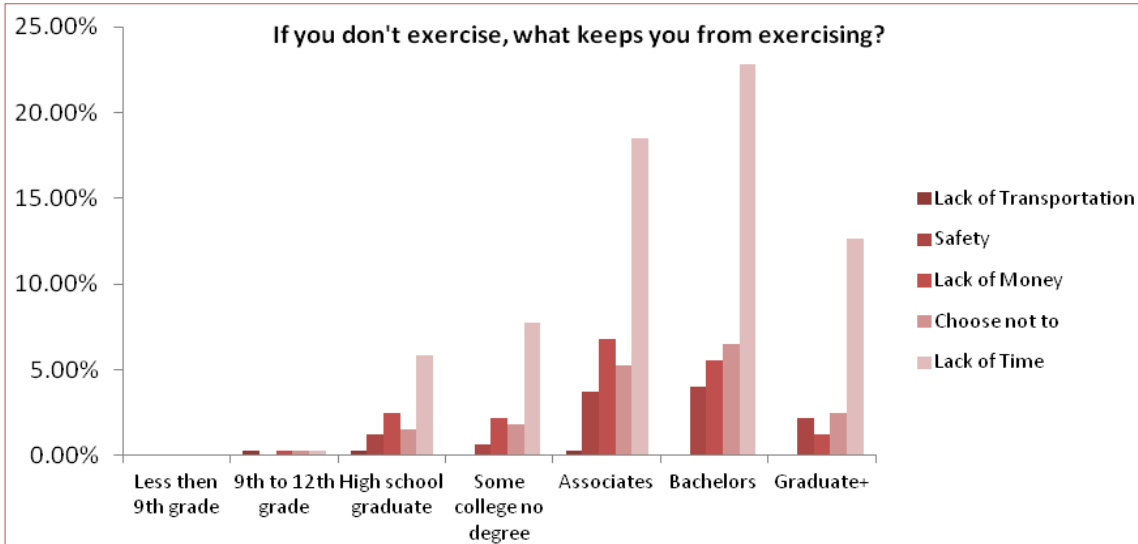




How many times per week do you exercise?				
Answer Options	Response Percent	Response Count	% with no leisure time activity EBRFSS Ontario County	% with no leisure time activity EBRFSS NYS
One	10.9%	57	17.9%	23.7%
Two	19.9%	104		
Three	19.7%	103		
Four	11.3%	59		
Five or more	16.9%	88		
None	19.7%	103		
Does not apply	1.5%	8		
Total Respondents	522			

If you don't exercise, what keeps you from exercising? Check all that apply		
Answer Options	Response Percent	Response Count
Lack of transportation	0.9%	3
Safety (no street lights or sidewalks)	11.7%	38
Lack of money	19.4%	63
Choose not to	20.4%	66
Lack of time	78.1%	253
Total Respondents	324	





In your community do you have: Check all that apply		
Answer Options	Response Percent	Response Count
Bike paths	57.9%	265
Public gym	34.1%	156
Public pool	23.4%	107
Sidewalks	76.2%	349
Street lights	75.3%	345
Trails	64.4%	295
Total Respondents	458	

If you exercise how long do you exercise for?		
Answer Options	Response Percent	Response Count
15 minutes or less	10.8%	55
46 - 60 minutes	14.5%	74
16 - 30 minutes	32.9%	168
1 hour or more	9.8%	50
31 - 45 minutes	16.6%	85
Does Not Apply	15.5%	79
Total Respondents	511	

How many fruits and vegetables do you eat in a day?							
Answer Options	5 or more	3-4	1-2	0 (Rarely)	Response Count	% eating 5+ a day EBRFSS Ontario County	% eating 5+ a day EBRFSS NYS
Yourself?	22%	39%	34%	4%	532	32.9%	27.1%
Your children?	12%	41%	33%	14%	283		
Other adults?	12%	38%	37%	13%	358		
Total Respondents					535		

If fewer than five servings, why? Check all that apply		
Answer Options	Response Percent	Response Count
Cost	43.6%	158
Don't like them	14.9%	54
Short shelf life	46.4%	168
Time needed to prepare	40.9%	148
Total Respondents	362	

Are you currently taking care of? Check all that apply			
Answer Options	Response Percent	% of Total Respondents	Response Count
Elderly or disabled parent	62.9%	16.5%	78
Disabled spouse	16.1%	4.2%	20
Disabled child	14.5%	3.8%	18
Grandchild	16.1%	4.2%	20
Total Respondents	124		

Please answer the following questions for yourself or any member of your household who has used any of the listed services in the last 12 months.							
Answer Options	Yes	No, I didn't feel it was needed	No, my insurance doesn't cover it	No, I didn't have time	No, I couldn't afford it	No, I didn't know I/we/they should get it	Response Count
Did the adults in your household receive a flu shot during the fall or winter of 2011-2012	80%	19%	0%	1%	1%	1%	515
Did the children in your household receive a flu shot during the fall or winter of 2011-2012	72%	22%	1%	2%	0%	4%	247
Have the adults in your household received a tetanus shot in the last ten years?	90%	5%	0%	0%	1%	4%	494
Total Respondents	522						

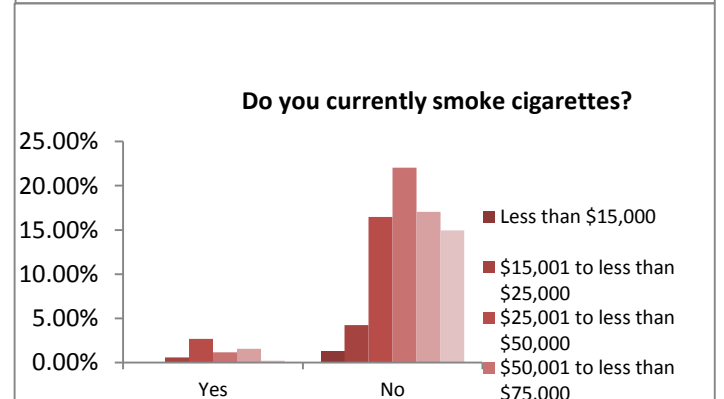
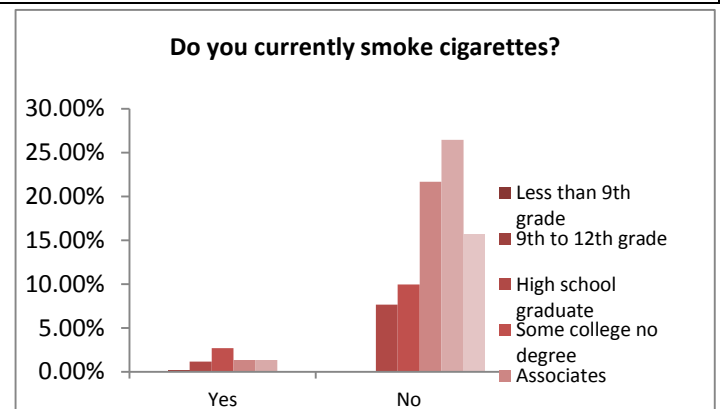
Please answer the following questions for yourself or any member of your household who has used any of the listed services in the last 12 months.

Answer Options	Used in County	Used out of County	Quality OK?	Distance OK?	Cost OK?	Response Count
Adult Day Care	65%	29%	47%	41%	41%	17
Adult Respite Care	50%	40%	40%	40%	50%	10
Alcohol / Drug treatment	67%	42%	50%	33%	46%	24
Ambulance services	85%	21%	67%	52%	38%	84
Audiology (hearing care)	73%	25%	44%	40%	29%	55
Counseling / Mental Health for adults	72%	33%	62%	51%	44%	81
Counseling / Mental Health for children	66%	32%	55%	47%	45%	38
Dentists	84%	18%	66%	59%	42%	419
Doctor's Office	85%	21%	65%	59%	48%	463
Domestic Violence (abuse, Safe House, Catholic Charities)	67%	0%	33%	33%	67%	3
Emergency Response System (Lifeline, Link to Life, Alertlink)	75%	21%	64%	43%	57%	28
Eye care	85%	14%	66%	61%	44%	353
Family Planning Services	82%	9%	73%	68%	64%	22
Farm Safety Education	80%	0%	40%	40%	60%	5
Home Health Services	70%	33%	39%	36%	39%	33
Hospice	67%	29%	48%	29%	38%	21
Hospital	88%	20%	60%	56%	37%	245
Immunizations	86%	12%	62%	58%	55%	138
Lactation Consultant (help with breastfeeding)	77%	23%	77%	54%	62%	13
Mammograms	75%	26%	64%	58%	55%	233
Meals on Wheels	73%	20%	40%	47%	60%	15
Orthodontists (braces for teeth)	73%	22%	65%	57%	33%	63
Orthopedics (bones)	85%	17%	61%	57%	45%	110
Pharmacies	92%	13%	63%	59%	47%	352
Physical therapy services	89%	12%	66%	63%	41%	98
Prenatal care (pregnancy)	82%	14%	73%	64%	59%	22
Senior Meal Sites	57%	14%	29%	0%	14%	7
Support Groups	75%	19%	56%	44%	50%	16
Testing, Counseling & Treatment of STDs, including HIV / AIDS	57%	14%	57%	43%	57%	7
Transportation	85%	23%	46%	46%	46%	13
Total Respondents	511					

Considering all types of alcoholic beverages, how many times in the last 30 days did you have more than 5 drinks (if a man) or 4 drinks (if a woman) on one occasion?				
Answer Options	Response Percent	Response Count	% Binge Drinking (last month) EBRFSS Ontario County	% Binge Drinking (last month) EBRFSS NYS
None	79.6%	410	21.0%	18.1%
Once	10.3%	53		
Twice	5.6%	29		
3 or 4	2.1%	11		
4 or more	2.3%	12		
Total Respondents	517			

Please answer these questions regarding alcohol use: (One drink is a beer, a glass of wine or a mixed drink)									
Answer Options	None	1 or 2 a month	1 or 2 a week	1 or 2 a day	More than 2 a day	Response Count	% Heavy Drinkers EBRFSS Ontario County	% Heavy Drinkers EBRFSS NYS	
How much alcohol do you drink?	32%	34%	24%	8%	2%	528	7.8%	5.0%	
How much do others in your household drink?	38%	22%	22%	11%	6%	454			
Total Respondents	528								

Do you smoke cigarettes now?				
Answer Options	Response Percent	Response Count	EBRFSS Ontario County	EBRFSS NYS
No	91.8%	479	80.0%	83.0%
Yes	8.2%	43	20.0%	17.0%
Yes, one pack (20) per day	1.7%	9		
Yes, Two packs (40) per day	0.0%	0		
Yes, half a pack (10) per day	6.3%	33		
Yes, One and a half (30) per day	0.2%	1		
Yes, more than two packs per day	0.0%	0		
Total Respondents	522			



Do you currently use any smokeless tobacco products such as chewing tobacco or snuff?		
Answer Options	Response Percent	Response Count
Yes, chewing tobacco	0.5%	2
Yes, both	0.5%	2
Yes, snuff	0.0%	0
No, neither	99.0%	392
Total Respondents	396	

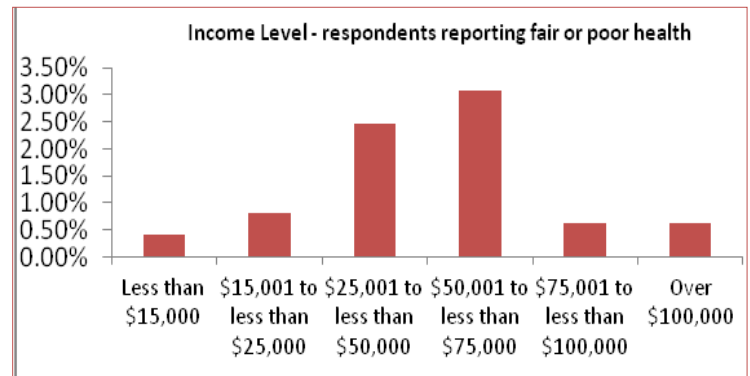
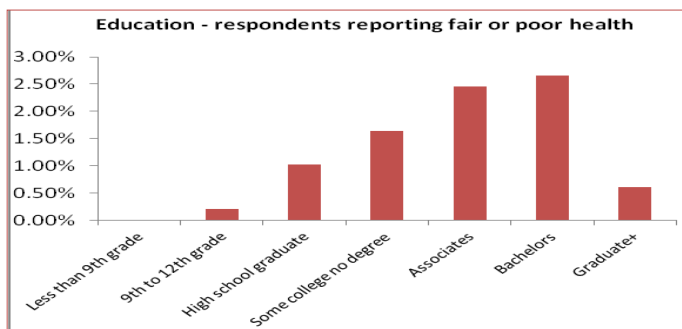
Do you use an electronic smoking device (e-cigarettes)?		
Answer Options	Response Percent	Response Count
Yes	2.3%	8
No	97.7%	338
Total Respondents	346	

Answer Options	Never	Some times	Always	Response Count
If you have a child age 14 or younger, do your children wear helmets when riding bicycles?	2.96%	11.85%	85.19%	367
If you live where there is an unfluoridated public water supply, would you support putting fluoride in the water supply to improve dental health in the community?	21.84%	10.34%	67.82%	378
Total Respondents	399			

Have the children in your house received immunizations (shots) against childhood diseases?		
Answer Options	Response Percent	Response Count
No	1.7%	8
Some, not all	0.2%	1
Does not apply	41.0%	194
Yes	56.7%	268
Not sure	0.4%	2
Total Respondents	473	

If you're a current smoker, how long have you smoked?		
Answer Options	Response Percent	Response Count
One year or less	1.2%	3
1 - 5 years	1.6%	4
5 - 10 years	3.2%	8
10 - 15 years	2.4%	6
15 - 20 years	0.8%	2
20 - 25 years	3.2%	8
25 years or more	7.3%	18
Does Not Apply	80.2%	198
Total Respondents	247	

Would you say that in general your health is:				
Answer Options	Response Percent	Response Count	EBRFSS Ontario County	EBRFSS NYS
Excellent	11.3%	55		
Very good	40.0%	195		
Good	40.0%	195		
Fair	7.6%	37	11.3%	16.7%
Poor	1.2%	6		
Total Respondents	488			



Please choose:	Yes	No	Response Count	EBRFSS Ontario County	EBRFSS NYS
Has your health care provider (doctor) asked about your sexual history during your routine visits?	51%	49%	476	58.0% (No)	61.4% (No)
Has your health care provider (doctor) offered to test you for HIV in the last 12 months?	29%	71%	472		
Have you received advice from your health care provider (doctor) about your weight?	54%	46%	473	20.9%	27.1%
Was there a time in the past 12 months when you needed to see a health care provider (doctor) but could not because of cost?	9%	91%	471		
Total Respondents	479				

Please answer yes or no	Yes	No	Response Count
Do you limit your intake of fatty foods?	79%	21%	483
Are you exposed to second-hand smoke?	15%	85%	482
Has violence or abuse been a problem for any member of your household (including children)?	10%	90%	483
If so, have you sought assistance?	22%	78%	153
Do you feel that you are overweight?	75%	25%	480
Do you feel that you are underweight?	1%	99%	439
Do you need help with managing stress?	33%	67%	476
Does someone in your household need help with managing stress?	31%	69%	460
Do you need help managing depression?	17%	83%	476
Do you feel you would use some kind of program aimed at managing depression?	15%	85%	456
Do you feel any person in your household would use some kind of program aimed at managing depression?	24%	76%	454
Do you feel you or anyone in your household would use some kind of program aimed at suicide prevention?	4%	96%	462
During the past month, did you participate in any physical exercise?	90%	10%	478
Have you removed a tick from your body or from your pet's body in the last year?	10%	90%	478
If you heat with wood, coal or natural gas do you have carbon monoxide detectors in your home?	77%	23%	400
If you have a well, have you tested your well water in the last year?	15%	85%	213
Total Respondents	484		

If you have children have they been tested for lead poisoning?				
Answer Options	Response Percent	Response Count	Incidence Rate DOH Ontario County	Incidence Rate DOH NYS
Yes, at age one	12.9%	32	4.5	11.1
Yes, at age one and age two	13.7%	34		
No	29.8%	74		
Yes, at age two	7.7%	19		
Yes, but I don't remember their age.	30.2%	75		
No, I didn't know it was needed	5.6%	14		
Total Respondents	248			

Do you use any other form of health care services? Choose all that apply.		
Answer Options	Response Percent	Response Count
Acupuncture	9.0%	37
Herbal medicine	7.0%	29
No	52.9%	218
Chiropractor	31.6%	130
Massage Therapy	25.2%	104
Total Respondents	412	

About how long has it been since you last visited a health care provider (doctor) for a routine checkup?				
Answer Options	Response Percent	Response Count	EBRFSS Ontario County	EBRFSS NYS
1 to 12 months ago	84.2%	401	64.9%	72.7%
2 to 5 years ago	6.3%	30		
1 to 2 years ago	8.8%	42	80.4%	85.7%
Never	0.6%	3		
Total Respondents	476			

Do you know how to get information about the following services?			
Answer Options	Response Percent	% of Total Respondents	Response Count
Child Care	16.6%	13.6%	64
Child Health Plus	19.7%	16.1%	76
Chlamydia test	9.9%	8.1%	38
Early Intervention	11.2%	9.1%	43
Family Health Plus	16.1%	13.1%	62
Food Stamps	19.2%	15.7%	74
Healthy Families	11.9%	9.7%	46
HEAP	18.7%	15.3%	72
Home Care	12.5%	10.2%	48
Hospice	11.4%	9.3%	44
Medicaid	18.7%	15.3%	72
MOMS	11.2%	9.1%	43
WIC	16.9%	13.8%	65
Not needed, does not apply	74.0%	60.4%	285
Total Respondents	385		

Have you had the following exams:	Does Not Apply	Yes, 1-12 months ago	Yes, 1-2 years ago	Yes, 2-3 years ago	Yes, 3-5 years ago	Yes, 5 or more years ago.	No	Response Count	% ever screened EBRFSS Ontario County	% ever screened EBRFSS NYS
Women: A Pap smear and pelvic exam?	10%	61%	13%	6%	2%	4%	3%	429	95.9%	91.8%
Women: A mammogram to look for breast cancer?	16%	56%	8%	3%	2%	3%	13%	425	93.7%	91.1%
Men: A prostate examination?	45%	26%	10%	2%	1%	1%	14%	271	78.1%	73.7%
Women and Men: An exam for colorectal cancer?	9%	26%	10%	7%	7%	7%	35%	438	70.6%	66.6%
Total Respondents	469									

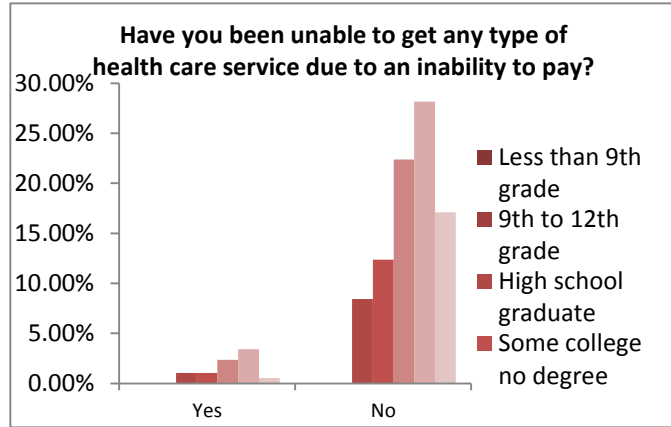
Please answer the following questions for yourself or any member of your household who has used any of the listed services in the last 12 months.	Yes	No	Does Not Apply	Response Count
In the last 12 months, when you wanted to be seen as soon as possible, did you have to wait more than 3 days for an appointment to see a doctor for primary (not specialty) health care?	14%	75%	11%	457
In the last 12 months, did you have to wait more than 30 minutes in the doctor's waiting room for primary (not specialty) health care?	27%	67%	6%	456
If disabled did you receive necessary accommodations (i.e. wheelchair accessibility, interpreters, etc.) to fully benefit from services?	2%	2%	96%	380
Total Respondents	458			

Please choose one	None	1 – 2 times	3 – 4 times	More than 4 times	Response Count	Visit in last year EBRFSS Ontario County	Visit in last year EBRFSS NYS
How many times have you seen a dentist during the past 12 months?	15%	72%	11%	2%	465	75.8%	71.1%
How many times have you seen a health care provider (doctor) during the past 12 months?	5%	62%	19%	13%	464		
How many times have you seen a behavioral(mental) health specialist during the past 12 months?	88%	5%	2%	5%	461		
Total Respondents	465						

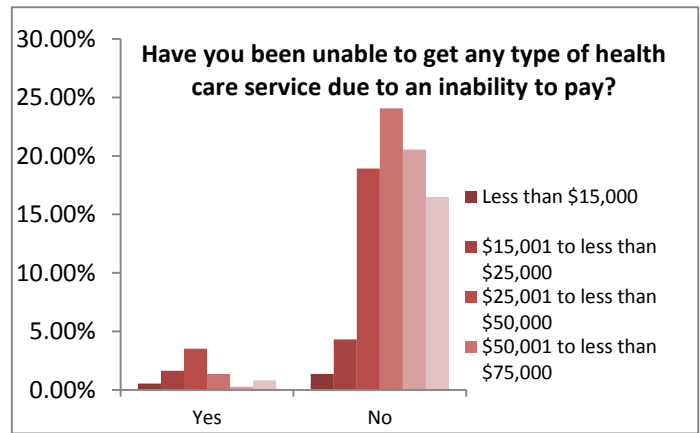
Is it important to you to have a hospital in Ontario County?		
Answer Options	Response Percent	Response Count
Yes	95.9%	442
No	4.1%	19
Total Respondents	461	

How much do you estimate your household paid for all medical expenses in the last calendar year ("out of pocket expenses"; prescriptions, dental care, vision, health insurance premiums, medical care, hospitalization, co-payments, deductibles)?		
Answer Options	Response Percent	Response Count
\$0 - \$500	14.7%	66
\$501 - \$1000	22.3%	100
\$1001 - \$2000	20.3%	91
\$2001 - \$3000	17.6%	79
\$3001 - \$4000	10.0%	45
\$4001 - \$5000	5.1%	23
\$5001 - \$7500	4.2%	19
\$7501 or more	5.6%	25
Total Respondents	448	

If you or a family member needed to enter a hospital, which one would you prefer to enter:		
Answer Options	Response Percent	Response Count
FF Thompson Hospital (FF Thompson)	11.2%	51
Ira Davenport	0.0%	0
Strong Memorial Hospital	17.6%	80
F F Thompson Hospital	51.5%	234
Noyes Memorial	0.0%	0
Cayuga Medical	0.0%	0
Geneva General (FL Health)	12.1%	55
Rochester General	7.5%	34
Total Respondents	454	



If you don't have health insurance why not? Choose one.	Response Percent	Response Count
Not offered where I work	0.7%	1
Does not apply, I have insurance	92.5%	135
Can't afford it	6.2%	9
Prefer to pay my own medical expenses	0.0%	0
Choose not to have it	0.7%	1
Total Respondents	146	



If you do have health coverage what kind is it? Check all that apply.		
Answer Options	Response Percent	Response Count
Blue Cross/Blue Shield	69.9%	307
Medicaid (Blue Choice Option)	2.5%	11
Medicare (Social Security)	4.3%	19
Child Health Plus	3.9%	17
Family Health Plus	1.1%	5
Blue Choice	20.7%	91
Monroe Plan	0.0%	0
Preferred Care	0.2%	1
V. A.	2.3%	10
Medicaid	2.1%	9
MVP	7.7%	34
Includes dental insurance	32.8%	144
Includes vision coverage	25.5%	112
Total Respondents	439	

Have you been unable to get any type of health care service due to inability to pay?				
Answer Options	Response Percent	Response Count	EBRFSS Ontario County	EBRFSS NYS
Yes	8.6%	32	6.5%	13.8%
No	91.4%	338		
Total Responses	370			

Do you have supplies of the following for emergencies:		
Answer Options	Response Percent	Response Count
Batteries	80.3%	301
Bottled Water	59.5%	223
Canned food	83.7%	314
Candles/Matches	92.3%	346
Battery Operated Radio	55.2%	207
Total Respondents	375	

If you can't afford a prescription what do you do?		
Answer Options	Response Percent	Response Count
Tell my doctor	16.4%	59
Do not fill prescription	17.8%	64
Tell my pharmacist	4.2%	15
Does Not Apply	69.2%	249
Take medicine less often	5.3%	19
Total Respondents	360	

Do you have a plan for these emergencies? Check all that apply.			
Answer Options	Response Percent	% of Total Respondents	Response Count
Fire	96.3%	49.4%	233
Flood	31.8%	16.3%	77
Natural disaster	51.7%	26.5%	125
Man-made disaster	38.0%	19.5%	92
Total Respondents	242		

Which services have you been unable to get? Check all that apply:		
Answer Options	Response Percent	Response Count
Doctor	6.8%	18
Dentist	11.4%	30
Podiatrist (foot doctor)	1.5%	4
Prescriptions (medications)	7.6%	20
Does Not Apply	85.2%	224
Total Respondents	263	

Please answer the following questions:			
	Yes	No	Response Count
Do you have working smoke detectors in your home?	97%	3%	464
Do you have working carbon monoxide detectors?	80%	20%	456
Total Respondents	464		

Please answer the following:						
	Never	Once a year	2 x per year	Quarterly	Monthly	Response Count
How often do you test your smoke detector(s)?	12%	45%	33%	7%	3%	457
How often do you test your carbon monoxide detector(s)?	21%	43%	26%	7%	3%	401
Total Respondents	458					

If you are currently employed, what is your current occupation?		Response Percent	Response Count	Census Ontario County	Census NYS
Management, business, science and arts (includes education, computers, engineering, social services)		37.2%	141	38.9%	37.9%
Services (includes health, law enforcement, firefighting)		61.2%	232	16.2%	19.1%
Natural resources/Construction and Maintenance (includes farming/forestry)		1.3%	5	9.5%	7.8%
Production/transportation (includes manufacturing)		0.5%	2	12.2%	9.9%
Sales		2.1%	8	23.3%	25.2%
Total Respondents		379			

Do you have health insurance?									
Answer Options	Yes	No	N/A	Can't afford	Prefer to pay my own	Choose not to have it	Response Count	EBRFSS Ontario County	EBRFSS NYS
Medical insurance for yourself	97%	2%	1%	1%	2%	0%	439	86.3% (Yes)	86.7% (Yes)
Medical insurance for your children	65%	1%	34%	0%	0%	0%	329		
Dental insurance for yourself	90%	8%	1%	2%	7%	1%	420		
Dental insurance for your children	58%	7%	34%	2%	0%	1%	323		
Total Respondents	439								

If you have insurance who pays for it?	Response Percent	Response Count
I do	12.3%	52
My employer does	35.3%	149
I share the cost with my employer	52.4%	221
Total Respondents	422	

Attachment B– Focus Group Notes

Bloomfield Fire Department
12/3/2012

What are we missing?

- Dental care
- Mental health issues... not many places to access care
- Alzheimer's, elderly care, hard to find services
- Cancer, affecting more people
- Transportation... limited public transportation, if you don't have a car... you have no way to get to appointments, used to have spot hop
- EMT, ambulance services... couldn't keep up with calls
- Geriatric related issues rising... monopolizing services and resources (80-90% of calls when the county had an ambulance)... paid service now because volunteers could not keep up. Finger Lakes Ambulance Service.
- Need more health education in the teenage population
- Asthma becoming a huge problem
- Adolescent drug abuse... prescription and illegal drugs, mostly marijuana... bath salts, synthetic marijuana (getting more calls)
- Dealing with health insurance, Medicaid, prescription plans, dealing with insurance companies
- Urgent care... one in Farmington
- Communication between physicians... continuity of care

What factors influence health in the community?

- Loss of ambulance services in parts of the county (lost volunteers during the day, turned to paid staff during the day... can't keep up, training etc.)
- The county does have a lot of volunteers
- For the most part people in the county are active
- Parks and recreational areas

What are strengths in the community?

- Hiking trails
- The lake
- Fire departments
- Collaboration within the community... trainings, services, etc.
- County has a good training facility, offer a lot of different courses
- Hospitals within the county, close by
- Hospitals are active with the public health department
- Proximity to Rochester... easy to get to

1-12-13 Geneva Community Center – African American Men’s group

Missing

District Wide 63% qualified free and reduced lunches

Low educational status

People eat out too much

Nutrition status tied to economic status

Behavior/young children- relation to family makeup and school suspension/media

Cause/Effect – need to get to the root cause

Factors

Poverty level

Economic disparity

Quality Housing

Day Care

Transportation

Hospitality Industry

Language-Spanish Speaking

Assets

Service Hub- Geneva

Strong community partnership

Worship places – strong churches

Lake, walking trail

Cultural diversity

What is missing in our assessment?

- Lack of things to do in the community
 - Especially for children and youth
- Access to services
 - Transportation - there is dial a ride and the CATS bus system, but many do not know about them, advertisement and promotion of services is a major issue... some people don't have access to computers, don't know where to look to get information
 - Access to mental health services is an issue in particular, wait times are four to five months
 - Wait times for a primary care doctor are on average three to four weeks
 - Hardly any providers take Medicaid
- Public health has put together a book of all services available in the county, but it is on the public health website under "Maternal and Child Health"... many didn't know of this resource and would never think to look under maternal and child health, this is confusing
- Nutrition
- Lack of determination and motivation within the community to get healthy
- Women's health - need more resources for the young
- Parenting classes - a lot has been cut, there is some in Geneva... but transportation is an issue
 - You can find classes if you are mandated to take them, but there is nothing for people to take if they just want some help and education
- Prescriptions - you are given some medication when you leave rehab and get to a halfway house, but if wait times are long to get into a primary care doctor or mental health professional... often patients run out of medication which can cause serious problem and delays in recovery
 - Some people seek medication at the ER when this happens - misuse of ER
- Communicable disease - counseling and support
 - Nowhere to get counseling for chronic disease, if there are resources they are not well publicized

What factors are influencing health?

- Hardness of the water - dries out skin and hair
- Rural County - isolated, doesn't have easy transportation like in larger cities etc.
- Awareness - need more consciousness/awareness/education within the community about health
- Clifton Springs Hospital just laid off 70-80 people
 - This could have a huge impact on the community, resources are already scarce... now they will be even more short staffed
 - Larger issue - cutting of aid from the state and federal government
- Wages - poverty growing within the community, the economy is still low
- Dr. Ahmed has a nurse practitioner that can help with women's services
 - This is a positive factor influencing health
 - Can go to one place to get a range of services
- Overall many think that the healthcare in Ontario county is much better and more easily accessible than the surrounding counties

What are the strengths of Ontario County?

- Natural resources - lakes, waterways, forests
- Beautiful scenery - a great place for recovery
- Mennonites
- Caring and giving people - tight, close knit community
- Feels safe
- A great place to raise children, low crime, beautiful
- There isn't much to do in FF Thompson, but it is close to Canandaigua and Geneva where there are a lot of things to do... shopping, large grocery stores, parks, etc.
- The library system is great within the county
- More than one hospital within the county - this is a great resource and attribute
- YMCA and CATS bus available to everyone in the county
- Doctors care about their patients - many will make home visits if needed