

COMMUNITY SERVICE PLAN 2016 CATSKILL REGIONAL MEDICAL CENTER

BACKGROUND

The Greater Hudson Valley Health System (GHVHS) is a not-for-profit health system that includes member hospitals Orange Regional Medical Center (ORMC) and Catskill Regional Medical Center (CRMC). The GHVHS was formed as a means to improve coordination and increase efficiency of the hospitals in Orange County and Sullivan County, New York. CRMC is the sole community provider of health care services in Sullivan County.



The mission of CRMC is to improve the health of our community by providing exceptional healthcare. The vision of CRMC: We are caring professionals driven by standards of excellence that go above and beyond to provide an exceptional patient care experience. CRMC's values are:

- Patients and families first
- Honesty, integrity and transparency in action
- Operational Excellence
- Teamwork, collaboration and communication
- Accountability
- An impeccable, healing environment

CRMC serves Sullivan County including the 44 municipalities listed below:

Communities of Sullivan County		
Barryville	Bethel	Bloomingsburg
Callicoon	Callicoon	Cochecton
Delaware	Divine Corners	Eldred
Fallsburg	Forestburgh	Fremont
Glen Wild	Grahamsville	Harris
Hasbrouck	Highland	Hurleyville
Jeffersonville	Kenoza Lake	Liberty
Liberty	Livingston Manor	Loch Sheldrake
Lumberland	Mamakating	Monticello
Mountindale	North Branch	Narrowsburg
Neversink	Pond Eddy	Rock Hill
Rockland	Roscoe	Smallwood
South Fallsburg	Thompson	Tusten
White Sulphur Springs	Woodbourne	Woodridge
Wurtsboro	Youngsville	

Within Sullivan County, the Hospital's service area is divided into primary and secondary service areas. The primary service areas are those Sullivan County townships and zip codes which are either closer to CRMC than any other facility or where CRMC has a predominant market share. Specifically, the Sullivan County townships in the primary service area are:

Bethel	Callicoon	Cochecton
Delaware	Fallsburg	Forestburgh
Fremont	Liberty	Neversink
Rockland	Thompson	Tusten

The primary service area zip codes are: 12701, 12720, 12723-12727, 12733-12736, 12738, 12740-12742, 12745, 12747-12754, 12758-12766, 12768, 12775-12779, 12782-12784, 12786-12789, 12791.

CRMC's secondary service area contains the townships of Highland, Lumberland and Mamakating in southeastern Sullivan County. The secondary service area zip codes include: 12719, 12721, 12722, 12732, 12737, 12743, 12769, 12770, 12781, 12785, 12790 and 12792.

In 2013, the GHVHS led a comprehensive benchmark Community Health Needs Assessment (CHNA) to evaluate the health needs of individuals living in the hospitals' service areas within Orange and Sullivan counties. The assessment helped Greater Hudson Valley Health System to identify health issues and develop a community health implementation plan to improve the health of the surrounding community. The prioritized health issues included:

- Prevent Chronic Diseases
- Promote Healthy Women, Infants and Children

Beginning in July 2015, Greater Hudson Valley Health System undertook a comprehensive community health needs assessment (CHNA) to evaluate the health needs of individuals living in Orange and Sullivan Counties in New York. The aim of the assessment was to reinforce Greater Hudson Valley Health System's commitment to the health of residents and align its health prevention efforts with the community's greatest needs. The assessment examined a variety of health indicators including chronic health conditions, access to health care and social determinants of health. Greater Hudson Valley Health System contracted with Holleran Consulting, a research firm based in Lancaster, Pennsylvania, to execute this project.

The completion of the CHNA enabled Greater Hudson Valley Health System to take an in-depth look at its community. The findings from the assessment were utilized by Greater Hudson Valley Health System to prioritize public health issues and develop a community health implementation plan focused on meeting community needs. Greater Hudson Valley Health System is committed to the people it serves and the communities where they reside. Healthy communities lead to lower health care costs, robust community partnerships, and an overall enhanced quality of life. This CHNA Final Summary Report serves as a compilation of the overall findings of each research component.

CHNA Components

- Secondary Data Research
- Online Community Survey
- Key Informant Surveys
- Focus Group Discussions
- Prioritization Session
- Implementation Plan

Key Community Health Issues

Greater Hudson Valley Health System, in conjunction with community partners, examined the findings of the Secondary Data, Online Community Survey, Key Informant Surveys, and Focus Group Discussions to select Key Community Health Issues pertinent to each county. The following issues were identified (presented in alphabetical order):

Sullivan County

- Care Coordination
- Chronic Disease Management
- Early Detection/Cancer
- Health Education/Literacy
- Mental Health/Substance Abuse
- Mobile Care
- Pharmaceutical Access
- Specialty Care for under/uninsured
- Transportation
- Wellness

2016 Prioritized Community Health Issues

Based on feedback from community partners, including health care providers, public health experts, health and human service agencies, and other community representatives, Greater Hudson Valley Health System plans to focus community health improvement efforts on the following health priorities over the next three-year cycle:

- Prevent Chronic Diseases/Reduce Obesity
- Promote Healthy Women, Infants and Children/Reduce Teen Pregnancy

COMMUNITY HEALTH NEEDS ASSESSMENT OVERVIEW

Organization Overview

The Greater Hudson Valley Health System (GHVHS) is a New York State, not-for-profit hospital system headquartered in Middletown, New York. It is currently the active parent company for two member hospitals – Catskill Regional Medical Center and Orange Regional Medical Center. The GHVHS is dedicated to developing specialty services, medical programs and needed healthcare services that allow residents to remain close to home to receive quality care.

Providing healthcare to nearly 450,000 residents in Orange, Sullivan and Ulster Counties, the GHVHS was designed to improve the quality, stability and efficiency of healthcare services in the mid-Hudson and Catskill region. Services provided by more than 3,300 employed professionals and over 850 medical staff members, makes the GHVHS one of the largest healthcare providers in the tri-county area. The System's three hospital campuses (Catskill Regional Medical Center - Harris, Catskill Regional Medical Center - Callicoon and Orange Regional Medical Center) plus several outpatient facilities, offer a broad spectrum of care.

Methodology

The CHNA was comprised of both quantitative and qualitative research components. A brief synopsis of the research components is included below with further details provided throughout the document:

- A Statistical Secondary Data Profile: existing data from local and national sources depicting population and household statistics, education and economic measures, morbidity and mortality rates, incidence rates, and other health statistics for Orange and Sullivan Counties were compiled and compared to state and national level data, where applicable.
- An Online Community Survey was conducted with individuals residing in Orange and Sullivan counties between September 25, 2015 and January 6, 2016. The survey was designed to assess their health status, health risk behaviors, preventive health practices and needs, health care access primarily related to chronic diseases, and community assets and opportunities. The survey took approximately 10 to 15 minutes to complete. In total, 350 residents completed the survey, 229 from Orange County and 121 from Sullivan County.
- Key Informant Surveys were conducted with a total of 20 key informants representing Orange County and 23 from Sullivan County between September and November 2015. Key informants were defined as community stakeholders with expert knowledge, including public health and health care professionals, social service providers, non-profit leaders, business leaders, faith-based organizations, and other community leaders.
- Focus Group Discussions: two focus groups were conducted in Sullivan County on November 12, 2015 and another two groups were conducted in Orange County on November 13, 2015. In Sullivan County, feedback was provided from 17 representatives from the community, while a total of 28 representatives from the community attended the focus group in Orange County. The purpose of the focus groups was to gather qualitative feedback from community residents regarding health care access issues among low income population groups in both counties.

Research Partner

Greater Hudson Valley Health System contracted with Holleran, an independent research and consulting firm located in Lancaster, Pennsylvania, to conduct research in support of the CHNA. Holleran has 23 years of experience in conducting public health research and community health assessments. The firm provided the following assistance:

- Collected and interpreted data from secondary data sources
- Collected, analyzed and interpreted data from the online community survey
- Collected, analyzed and interpreted data from key informant interviews and focus groups; and
- Prepared all reports

Community Representation

Community engagement and feedback were an integral part of the CHNA process. Greater Hudson Valley Health System sought community input through key informant interviews with community leaders and partners, focus group discussions with community residents, an online community member survey available to all residents, and inclusion of community leaders in the prioritization and implementation planning process. Public health and health care professionals shared knowledge and expertise about health issues, and leaders and representatives of non-profit and community-based organizations provided insight on the community, including the medically underserved, low income, and minority populations.

Research Limitations

As with all research efforts, there are some limitations related to this study's research methods that should be acknowledged. Data based on self-reports should be interpreted with particular caution. In some instances, community member survey participants may over- or underreport behaviors and illnesses based on fear of social stigma depending on the health outcome of interest or misunderstanding the question being asked. In addition, respondents may be prone to recall bias where they may attempt to answer accurately, but remember incorrectly.

In addition, timeline and other restrictions may have impacted the ability to survey all community stakeholders. Greater Hudson Valley Health System sought to mitigate limitations by including representatives of diverse and underserved populations throughout the research components.

Prioritization of Needs

Following the completion of the CHNA research, Greater Hudson Valley Health System prioritized community health issues in collaboration with its research partner, Holleran Consulting, and developed an implementation plan to address prioritized community needs.

Process

The prioritization meetings were facilitated by Holleran Consulting. Each meeting began with an abbreviated research overview. This overview presented the results of the secondary data research as well as key findings from the online community survey, key informant survey, and focus group discussions.

Following the research overview, participants were provided with information regarding the prioritization process and criteria to consider when evaluating key areas of focus. In a large-group format, attendees were then asked to share openly what they perceived to be the needs and areas of opportunity in the two counties. The open group discussion encouraged attendees to share if their perceived needs of the community aligned with the needs as found through the CHNA. Participants confirmed their experience matched the identified needs and areas of opportunity found in the region.

Through facilitated discussion, the group identified multiple areas of defined health needs that would later be consolidated to potential focus areas. The "master list" of community priorities

(presented in alphabetical order) includes:

Sullivan County

- Care Coordination
- Chronic Disease Management
- Early Detection/Cancer
- Health Education/Literacy
- Mental Health/Substance Abuse
- Mobile Care
- Pharmaceutical Access
- Specialty Care for under/uninsured
- Transportation
- Wellness

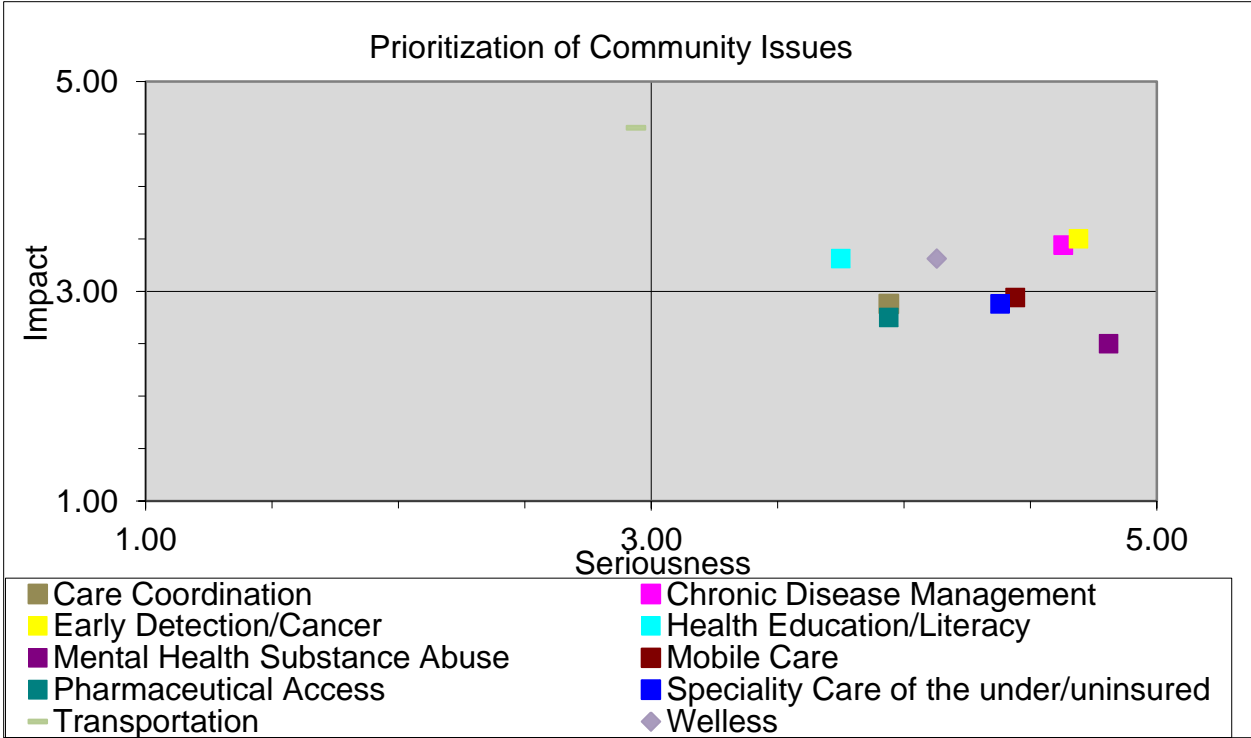
Key Community Health Issues

Once the master list was compiled, participants were asked to rate each need based on two criteria. The two criteria included seriousness of the issue and the ability to impact the issue. Respondents were asked to rate each issue on a 1 (not at all serious; no ability to impact) through 5 (very serious; great ability to impact) scale. The ratings were gathered instantly and anonymously through a wireless audience response system. Each attendee received a keypad to register their vote. The following tables reveal the voting results of the top 5 community health issues in each county.

Sullivan County

Master List	Seriousness Rating (average)	Impact Rating (average)
Early Detection/Cancer	4.69	3.50
Chronic Disease Management	4.63	3.44
Transportation	2.94	4.56
Wellness	4.13	3.31
Mobile Care	4.43	2.93

PRIORITIZATION OF COMMUNITY ISSUES



STRATEGIES TO ADDRESS COMMUNITY HEALTH NEEDS

Greater Hudson Valley Health System held two community meetings on June 28th and 29th to gather feedback regarding the needs in both Orange and Sullivan County to address Obesity and Teen Pregnancy. Based on that feedback, Greater Hudson Valley Health System developed an Implementation Strategy to illustrate the hospital’s specific programs and resources that support ongoing efforts to address the identified community health priorities. This work is supported by community-wide efforts and leadership from the Executive Team and Board of Directors.

In addition to the aforementioned efforts, Greater Hudson Valley Health System appointed its first Director of Community Health in October 2016. The Community Health Director will play an active role in developing partnerships with outside organizations and integrating programs that are in line with the Corporate Community Health Plan. The director will work with community partners to improve the health and the health equity of Sullivan and Orange Counties through innovations in education, patient care, research and community and physician engagement. In addition, this position will provide integrated research, planning and leadership in the development of community health initiatives. She will identify community health program related grant funding and develop grant proposals in collaboration with the Vice President of Marketing and Strategic Planning.

Prevent Chronic Diseases

Prioritized Health Issue – Obesity

Goal:

Reduce prevalence of child and adult obesity among Sullivan county residents by 5% through promotion of healthy eating, physical activity, improved education, and awareness and wellness programs.

Objectives:

- Increase the percentage of adults and children who are at a healthy weight
- Improve diet and nutritional intake
- Increase regular exercise

Key Indicators:

- Number of health promotion activities targeting high-risk populations
- Number of community meetings and educational sessions held to promote healthy lifestyles
- Number of medical group patients who present with a BMI of 30+
- Increase community partner collaboration to create or enhance existing programs and policies to improve the health of the community
- Number of GHVHS employees who participate in wellness initiatives
- Connection and outreach with food banks to evaluate opportunity to increase healthy offerings

Outcomes:

- Increased availability of affordable fruits and vegetables in Sullivan county by actively supporting the creation and promotion of community gardens and farmer's markets
- Increase in physical activity through provision of wellness and active living programs

Existing Community Resources (Sullivan County):

- Public Health Nursing
- Cornell Cooperative
- Trail Keepers
- WIC
- Farmers' Market Nutrition Program
- Mental Health
- Healthy Sullivan
- Trail Comm.
- S.A.L.T.
- NACL
- Public Library – Library wants to enlarge, become more accessible – Monticello just improved
- County Resource Grid

➤ Sullivan County Rural Health Network

Strategies:

- Develop a primary care medical group to increase access for community members without a medical home. Catskill Regional Family Practitioners will provide counseling and education to patients to help families to understand and practice healthy eating habits and the importance of physical activity and smoking cessation.
 - The medical group will assess body mass index of patients
 - Clinicians will facilitate referrals for wellness services
 - Clinicians will provide community lectures and seminars promoted through paid advertising and media relations.
 - The Medical Group will explore participation on appropriate community partner boards and committees to enhance health improvement opportunities.
 - Clinicians will explore participation in the Scrubs Club initiative. This initiative is a high school based, health care exploration program that meets NYS Career Development & Occupational Studies Core Curriculum and Learning Standards. The Scrubs Club is slated to begin at Monticello High School during the 2016-2017 school year and is a proven, practical and effective approach to exposing students to a wide variety of healthcare related careers while inspiring students to continue to post-secondary studies in health occupations.

- The development of a primary care medical group addresses the disparity that low-income residents of the county experience in obtaining primary care. Through the activities noted above, the primary care medical practice also addresses the disparity in the incidence of overweight and obesity for low-income individuals. A new Urgent Care and Primary Practice are being built at the future site of the Montreign Casino in Monticello. Great attention to detail is being placed on wellness throughout the complex including access to physical activity and nutritious foods, as well as accessible healthy living, prevention, and disease management resources.

- A new CRMC Wellness Committee will meet monthly in 2017 with the support of the Cornell Cooperative Extension Healthy Communities and Eat Smart New York programs.



- CRMC will adopt hospital policies to create a water-friendly workplace, greatly reduce or limit the sale of sugar sweetened beverages, increase consumption of fruits and vegetables and increase access to physical activity. As these policies are adopted, they will be widely shared with the community through formal press releases and media advisories as a means of role modeling positive organizational behavioral change for improved community health.
- CRMC will adopt healthy meal and beverage standards for meals sold and served in the hospital cafeteria, Starbucks Cafe and vending machines.
- CRMC has signed a pledge to the Eat Smart New York Nourish Your Neighbor Healthy Food Drive initiative and will hold an Annual Healthy Food Drive to benefit Sullivan County food pantries.
- CRMC will host screenings of the HBO documentary "The Weight of the Nation" with guided discussion to follow. These screenings will be open to both hospital staff and the community as a means of educating the public on the obesity epidemic and ways to reverse the trend.
- CRMC will enhance its Community Health Advisory Board with member representatives from various non-profit agencies, the County Health department, school districts and business sectors.
 - The Board will meet quarterly to address identified health issues, track progress, explore data sharing opportunities and make planning adjustments as needed.
 - The Board will work closely with the newly developed 501-C-3 called Sullivan 180. This new non-profit has been created to turn around the health and wellness of Sullivan County. It is a grassroots movement comprised of many, but speaking with a single voice in favor of new policies, systems and programs to enhance the overall quality of life for all residents.
 - The CRMC Nurses Community Collaboration Board will continue to meet quarterly to ensure connections with local non-profits and community agencies that provide care and support for patients after discharge. New opportunities to expand membership through Public Health and SALT (Sullivan Agencies Leading Together) will be examined.
- CRMC will continue the employee health "Live Well, Be Well" initiative as well as current

employee health programs such as smoking cessation education, and gym discounts. "Live Well, Be Well" offers free health risk assessments and on-site biometric screenings, web-based tools and coaching resources to promote healthy lifestyles.

- CRMC offers Bariatric surgery, support groups and nutrition counseling for bariatric surgery patients.

Performance Measures:

- CRMC will measure the percentage of adults who are overweight or obese according to the NYS Behavioral Risk Factor Surveillance System data. For children, will we use information from the NYS Student Weight Category Status data.
- Primary Care development will be measured by the number of physicians added.

Prioritized Health Issue – Cancer

Goal:

Increase the number of breast cancer screenings in women over 50 by 5% through improved education and awareness and referrals to low-cost or no-cost screening mammogram programs.

Objectives:

- Increase awareness of breast cancer screening guidelines
- Increase percentage of women over 50 who receive a screening mammogram from 68.6% to 73.6% (NYS Expanded BRFSS 2013/2014)

Key Indicators:

- Number of breast cancer screening education programs conducted
- Number of individuals educated about current breast cancer screening guidelines
- Number of county employers offering paid time off for screenings
- Number of low-income women screened through the NYSDOH Cancer Screening Program

Outcomes:

- Increased number of women over 50 receiving annual mammograms
- Increased number of low-income women screened through the Sullivan County Cancer Services Program

Strategies:

- CRMC was recently awarded a three-year grant to implement a peer education program to increase awareness about the importance of screening and the current screening guidelines. CRMC will participate in the NYS Breast and Prostate Cancer Peer Education Program:
 - Two full-time peer educators and one full-time coordinator will be hired to conduct one-on-one and group peer education to target populations throughout Sullivan County
 - CRMC will utilize NYSDOH developed peer education materials and curriculum to educate on the importance of screening and current screening guidelines
 - The Program Coordinator will develop a comprehensive referral resource list including screening resources and other health and human service agencies
 - Peer Educators will provide follow up to program attendees to assess possible barriers and make referrals to address obstacles preventing screening

- CRMC will remain the lead agency for the NYS Department of Health Sullivan County Cancer Services Program offering no-cost breast, cervical and colon cancer screening services, intensive case management and enrollment in the NYS Medicaid Cancer Treatment Program to low-income Sullivan County residents.
 - CRMC's Medical Group refers low-income and uninsured patients to the Cancer Services Program for no-cost breast cancer screening.
 - CRMC's primary care and surgical clinicians as well as outpatient services areas are contracted with the Cancer Service Program and provide no-cost breast exams, mammograms, and diagnostic services to low-income and uninsured men and women.
 - CRMC's Cancer Services Program has a full-time outreach coordinator working in the community to educate and enroll low-income women into the free program.
 - CRMC's Cancer Services Program Coordinator works with local employers to adopt policies that provide paid time off for breast and colon cancer screening.
 - CRMC's Cancer Services Program's Case Manager conducts barrier assessments and helps patients navigate through the diagnostic process.

Existing Community Resources:

- Public Health Nursing
- NYS Cancer Services Program Providers
- Healthy Sullivan
- S.A.L.T.

- Public Library – Library wants to enlarge, become more accessible – Monticello just improved
- County Resource Grid
- Sullivan County Rural Health Network
- Sullivan County Federation for the Homeless
- Sullivan County Latino Provider Association
- American Cancer Society
- NYS Department of Health Bureau of Chronic Disease Management

Other Existing Programs addressing Chronic Disease Prevention:

- CRMC will continue to provide free cardiac screenings and risk assessments for Sullivan County residents at a variety of accessible locations in collaboration with the GHVHS Healthy Heart Program. In 2015, the GHVHS Healthy Heart Program held 16 programs with over 350 participants. CRMC Stroke Education will partner with the Healthy Heart Program to target large employers in the county with both screenings and education at their employee benefit fairs.
- CRMC remains an active partner in the Sullivan County Rural Health Network as reflected in the selection of Anita Parkhurst, CRMC Grants Administrator, as a Rural Health Network Steering Committee member.
- CRMC maintains a smoke-free campus policy at all locations.
- CRMC’s Diabetes Education Team continues to conduct prevention-oriented educational programs at the hospital and in the community.
- CRMC’s Grover Hermann Hospital Auxiliary conducted a health fair offering screenings and health education in May 2016.
- Additionally, CRMC offers and/or provides a free meeting space for many support groups at no-cost or low-cost to participants: Osteoporosis Support Group; and Empowerment Group; Bariatric Surgery Support Group; Overeaters Anonymous; cancer support groups; Cardiac Support Group; Chronic Fatigue Syndrome Myofascial Pain Support Group; Diabetes Discussion Group; Better Breathers, a Brain Injury Support Group; and many more.
- CRMC distributes community health and outreach information via the hospital Web site, press releases, community outreach events (i.e. health fairs, walks, runs, etc.) flyers, paid-

advertisements, employee newsletter, peer educators, public service announcements, e-blasts and social media avenues such as Twitter and Facebook, as well as being located on www.crmcny.org.

Existing Community Assets & Resources:

ORMC
Sullivan County Public Health
American Heart Association
Public and Private School Systems United Way
Sullivan County Rural Health Network
Local health clubs and fitness centers
Eat Smart NY
Center for Discovery
Local farmer's markets and supermarkets
Refuah Health Center
PRASAD Children's Dental Health Program
Apple Pond Farm & Renewable Energy Education Center
Sullivan County Department of Community Services
North Branch Planning Council

Promote Healthy Women, Infants and Children

Prioritized Health Issue – Teenage Pregnancy

Goal: Promote healthy women, infants and children.

Objectives:

- Decrease teenage pregnancy in Sullivan County by 10%.
- Reduce premature births to 10.2% (NYS 2017 objective) from the current Sullivan County rate of 12.1% by the end of 2017. (Data are from 2009-2011 NYS Perinatal Zip Code Profile NYS Department of Health and Vital Statistics).
- Increase referrals of primary care physicians to OBGYN's & community health resources by 10%.
- Increase community breastfeeding exclusivity, initiation and duration by improving the CRMC mPINC scores for Maternity Practices in Infant Nutrition and Care by 3 points. CRMC 2015 mPINC score – 69, NYS 2015 m-PINC score 82.

Strategies:

- Utilize Catskill Regional Medical Group clinicians, following best practice guidelines, to improve both preconception health and care to improve the health of patients, before

conception of a first or subsequent pregnancy.

- Clinicians will deliver and implement interventions before pregnancy to detect, treat, and help women modify behaviors, health conditions, and risk factors that contribute to adverse maternal and infant outcomes.
 - The Medical Group will explore participation on appropriate community partner boards and committees to enhance health improvement opportunities.
 - Primary Care physicians will refer newly pregnant patients to OB/GYN for immediate follow-up so pregnant women receive timely pre-natal care.
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- CRMC will collaborate and support Maternal Infant Services Network, the Perinatal Consortium, the Mid-Hudson Regional Lactation Consortium, the Sullivan County Breastfeeding Coalition, WIC and the Healthy Families program. These partners assist with community health planning, prenatal education and after birth support including breastfeeding support.

 - CRMC will host an Annual Birth & Baby Fest as a means of educating and connecting pregnant women in Sullivan County to the right resources. Educational mini-sessions on Breastfeeding, Car Seat Safety, Safe Sleep, Pre-natal Yoga, Parenting, and a New Grandparents Workshop will be offered during the event. In addition, participants will be able to take tours of the birthing center in small groups. Non-profit agencies providing services to pregnant women and families will be on-site throughout the event.

 - CRMC will begin the exploration of the Baby Friendly Hospital Initiative and National Infant Safe Sleep Hospital Certification.

 - CRMC will partner with Planned Parenthood of the Hudson Valley and CAPP (Comprehensive Adolescent Pregnancy Prevention Program) to provide a “Be Proud, Be Responsible” 6-hour course offering at ORMC’s Community Education Center. The course objective is to provide knowledge and teach prevention skills for reducing the risk of pregnancy or becoming infected with STDs and HIV. To foster attitudes in youth which encourage them to avoid risky behaviors; such as having unprotected sex. Emphasis will be placed on students’ needs to adopt responsible and safer sex behaviors to prevent the transmission of HIV/AIDS and prevent pregnancy.

 - Enhance CRMC’s Community Health Advisory Board (i.e., Population Health Coalition) with member representatives from various non-profit agencies, the County health department, school districts and business sectors.

- The Coalition will meet quarterly to address identified health issues, track progress, explore data-sharing opportunities and make planning adjustments as needed.
- Strengthen partnerships with community, cultural and faith-based leaders by participating in SALT (Sullivan Agencies Leading Together), the Interfaith Council, Sullivan 180, Healthy Sullivan, the Inter-County Planning/DFS Advisory Board and the Rural Health Network.
- Intensify efforts with schools and parent organizations in high-risk communities through collaborative work with Cornell Cooperative Extension Eat Smart, New York.
- Disseminate outreach and risk reduction materials to high risk communities.
- Host screenings with facilitated discussions of appropriate documentaries including “The Weight of the Nation”.
- Strengthen outreach to medical providers.
- Implement a “Go the Full 40” campaign to reduce the number of inductions and C-sections, while increasing natural deliveries.

Performance Measures:

- CRMC will utilize the NYSDOH and Vital Statistics Perinatal Zip Code Profile to measure the percentage reduction of premature births. There has been no significant change in this percentage to date.
- CRMC will utilize EPIC referral data to measure an increase in referrals of pregnant women to prenatal care.
- CRMC will utilize the mPINC Benchmark Report and the NYSDOH WIC Breastfeeding Data for Orange County to measure improvements in breastfeeding exclusivity, initiation and duration.

Other Existing Programs Promoting Healthy Women, Infants and Children:

- CRMC offers the community numerous Lamaze and Childbirth Classes.
- CRMC hosted a Breast Cancer Awareness Day to draw attention to breast cancer and the importance of screenings and education. Participants included Catskill Regional Oncology, Cancer Services, Radiology and Employee Health; Cancer Services Program of

Sullivan County; American Cancer Society; Hudson Valley Cancer Resource Center; Ride 2 Survive; Sullivan County Public Health; Fantasy Wigs and Hudson Health.

- The CRMC Rape Intervention and Services Education (RISE) Program provides crisis intervention, group and individual counseling, support, information and referrals to victims of sexual assault and abuse in Sullivan County. RISE advocates also provide prevention education at several school districts and the local community college within the county offering workshops and programs on topics such as Healthy Relationships, Confusing Touches, Sexual Harassment and Date Rape. RISE is very active within education at local high schools. RISE also offers various workshops and programs to educators, law enforcement personnel and service professionals. RISE operates a 24-hour hotline for victims to call and provides training to volunteers who wish to help victims of sexual abuse.
- CRMC offers numerous breast, cervical and colorectal cancer screenings and provides community health outreach at food pantries; unemployment and workforce development locations; religious organizations; fire departments; walking main streets; street fairs; workplace health fairs; farmers markets; parades; and the Sullivan County Government Center
- Additionally, CRMC offers many free support groups and no-cost or low-cost classes at the hospital, including: childbirth classes; parenting classes; Sexual Assault Trauma Recovery and Empowerment Group; Overeaters Anonymous; bereavement support groups; cancer support groups; Cardiac Support Group; Diabetes Discussion Group; and many more.
- CRMC participates in the Annual Women's Conference at Sullivan County Community College.
- CRMC offers a comprehensive Bariatric surgery program, bariatric surgery support groups, and bariatric nutrition counseling.
- CRMC participates in the Sullivan County Prescription Drug Task Force which is spearheaded by Sullivan County Public Health Services and participates in "Prescription Drug Give Back Days" in conjunction with local law enforcement agencies.
- CRMC will continue to educate adolescents and adults about preventing motor vehicle injuries.
- CRMC intends to use social media to reach adolescents with prevention messages.

- Catskill Regional distributes community health and outreach information via the hospital Web site at www.crmcny.org, press releases, flyers, paid advertisements, an employee newsletter, public service announcements, e-blasts and social media - avenues such as Twitter and Facebook.

Existing Community Assets & Resources:

ORMC
 Sullivan County Department of Health
 Sullivan County Public Health Services
 Sullivan County Perinatal Consortium
 Maternal Infant Services Network
 Public and Private School Systems
 United Way
 Sullivan County Rural Health Network
 Center for Workforce Development
 Refuah Health Center
 PRASAD Children's Dental Health Program
 Apple Pond Farm & Renewable Energy Education Center
 Sullivan County Department of Community Services
 North Branch Planning Council
 Regional Lactation Consortium

RATIONALE FOR COMMUNITY HEALTH NEEDS NOT ADDRESSED

Greater Hudson Valley Health System recognizes that partnerships with community agencies have the broadest reach to improve community health issues. While not selected as prioritized health issues, Greater Hudson Valley Health System will continue to support community efforts to improve the key community health issues identified through the CHNA in each county as resources are available. It will also continue to play a leadership role in addressing the health needs of the residents in the communities it serves. As with all its programs, the hospital is committed to continuously monitoring community needs and will adjust programming and services accordingly.

DISSEMINATION TO THE PUBLIC

A key element of this document is the dissemination of pertinent information regarding Catskill Regional Medical Center's Community Services Plan. It is available on the hospital Web site at www.crmcny.org, on the Sullivan County Rural Health Network website www.scrhn.org and in hard copy as requested.

Key Informant Participants

Name	Title	Agency
Alan Gerry	Chairman	Bethel Woods Center for the Arts
Amy Kolakowski	Director	The Recovery Center
Caren Fairweather	Executive Director	Maternal Infant Services Network
Colleen Monaghan	Executive Director	Cornell CoOp Extension of Sullivan County
Deborah Allen	Director	Sullivan County Office for the Aging
Donna Willi	Executive Director	Sullivan County Child Care Council
Edward Straub	Messenger	St. Peter Parish
Freda Eisenberg	AICP, Commissioner	Sullivan County Division of Planning and Environmental Management
Glenn Pontier	Director	Sullivan Renaissance
Ignatious Vu	Priest	St. George - St. Francis Parish
Jason Cornwell	Assistant Executive Director	New Hope Community, Inc.
Jennifer Brylinski	Executive Director	Sullivan County Industrial Development Agency
Joseph Todora	Director of Community Services	Department of Community Services, Sullivan County
Karen VanHouten Minogue	Executive Director	The Community Foundation of Orange and Sullivan
M. Cecilia Escarra	Program Administrator	PRASAD Children's Dental Health Program
Marc Baez	President	Sullivan County Partnership
Nancy McGraw	Public Health Director	Sullivan County Public Health Services
Peter Madori	Priest	Church of St Joseph
Richard Schwartz	Executive Director	Sullivan County Arc
Rosemary Skoda	Board of Directors Chair	United Way of Sullivan County
Tony Morino	Board Chair	Boys and Girls Club
Unidentified Recipient	N/A	N/A
Unidentified Recipient	N/A	Congregation Ezrath Israel

Prioritization Session Participants

Name	Title	Agency
Dominique Mohansingh	Specialist, PR/Marketing	GHVHS
Wanda Vionet Cruz	Healthy Communities Educator	Cornell Cooperative Ext.
Emily Devare	Healthy Communities Educator	Cornell Cooperative Ext. Sullivan County
Donna Willi	Executive Director	SC Child Care Council
Jodi Goodman	Director of Community Services	CRMC
Anita Parkhurst	Grant Administrator	CRMC
Mark Carper	Planner	Sullivan County, Planning
Nancy McGraw	Public Health Director	Sullivan Co. Public Health Services
Caren Fairweather	Executive Director	Maternal Infant Services Network
Jean-Paul Vallet	Director Planning & Business Development	GHVHS
Ruth Stratton	Cancer Outreach Coordinator	Sullivan County Cancer Services
Shelly DeHaan	Director, Diabetes Program	GHVHS
Marcy Manheim	Director, PR/Marketing	GHVHS
Izabela Nowosielski	Chief Medical Officer	GHVHS Medical Group
Rob Lee	Administrator, PR/Marketing	GHVHS
Regina Toomey Bueno	Administrator, Oncology Services	GHVHS
Sandra Iberger	Vice President Operations	GHVHS
Wendy Brown	Administrator, Emergency - Nursing	CRMC