

# Bringing Health to the Table: The Near Westside Initiative

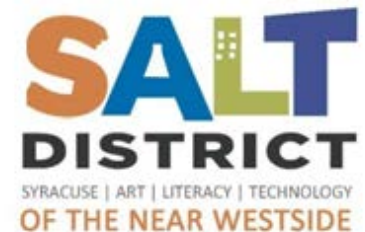
Population Health Summit  
Tuesday, December 3, 2013



Onondaga County Health Department  
Joanne M. Mahoney, County Executive  
Cynthia B. Morrow, MD, MPH, Commissioner of Health



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# Overview

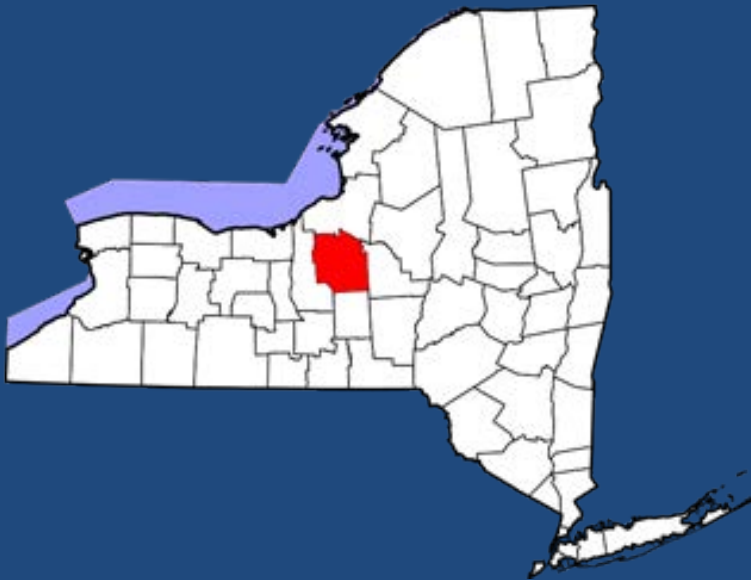
- Onondaga County and the Onondaga County Health Department
- Nojaim Brothers Supermarket
- St. Joseph's Hospital Health Center
- Lerner Center for Public Health Promotion at Syracuse University

# Onondaga County

**Onondaga County Population (2012 Census): 466,852**

**Syracuse Population: 145,134**

- Disproportionately young, poor, low educational achievement, racially/ethnically diverse



# Onondaga County Health Department:



A community of partners, working together for the physical, social, and emotional well being of all

## Strategic Plan:

**Strategy 2.4.3:** Support local municipalities in the establishment of policies that address the built environment, including sustainable development and green initiatives

- Bureau of Health Promotion and Disease Prevention: Promote healthy lifestyles by providing support to municipalities to develop and implement policies that promote healthy behaviors
  - Prevention Agenda Focus Area: Reduce obesity in children and adults
  - Prevention Agenda Goal: Create community environments that promote and support healthy food and beverage choices and physical activity
  - Prevention Agenda Objective: Reduce the rate of adults who are obese by 5%



**Onondaga County Health Department**

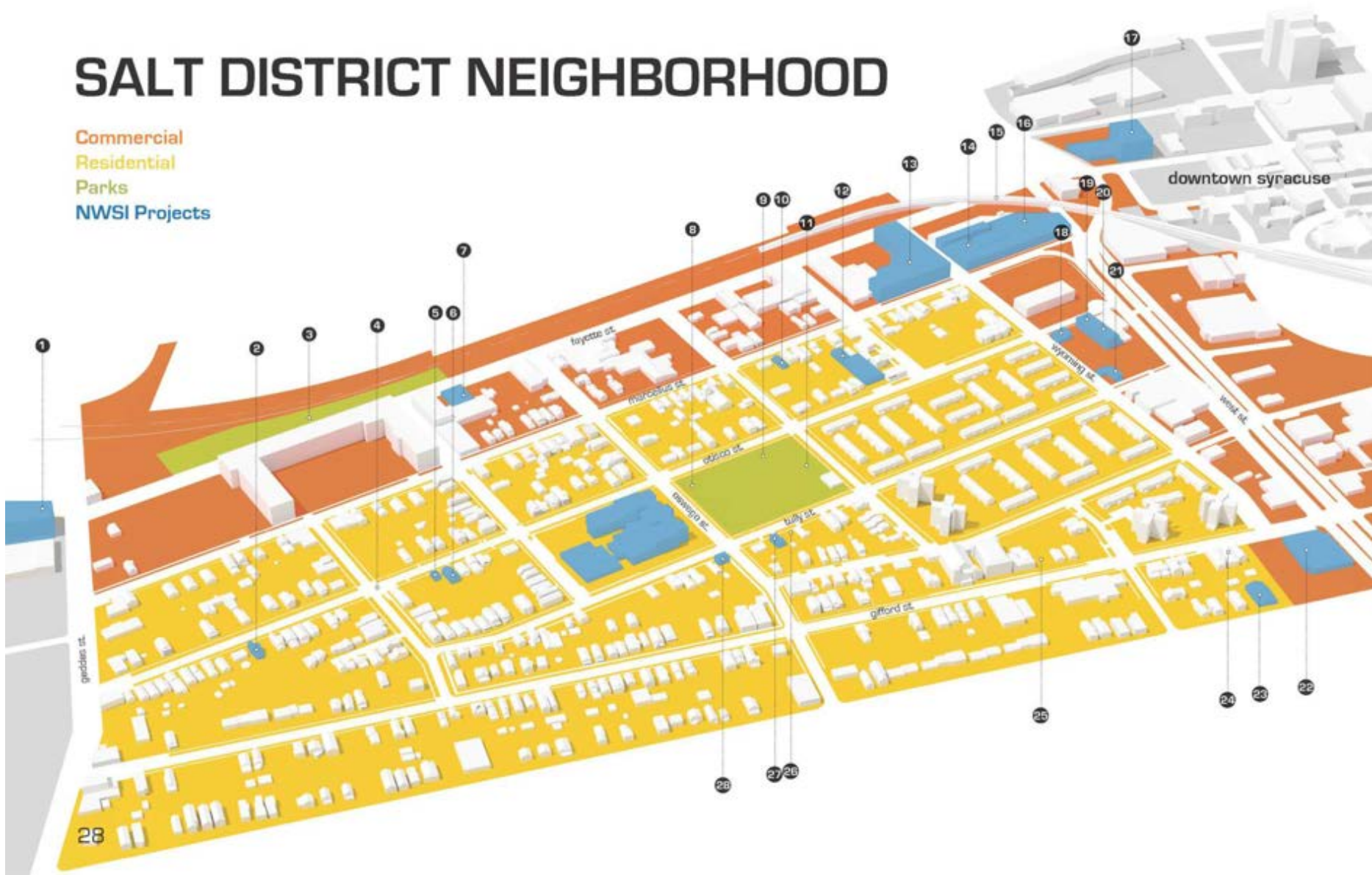
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# SALT DISTRICT NEIGHBORHOOD

- Commercial
- Residential
- Parks
- NWSI Projects



**SALT District: Syracuse Art Literacy Technology in the Near Westside**

## **Demographic indicators for the City of Syracuse:**

- Syracuse residents are more likely to be younger and more racially/ethnically diverse. They are also more likely to have lower income, lower educational achievement, and less social support.

## **Prevention Quality Indicators (PQIs) in the SALT District/Near Westside:**

- Increased rates (120-225% increase over expected) of CHF, DM, asthma, and COPD

## **Perinatal health indicators in the neighborhood:**

- Increased rates of teen pregnancy; late prenatal care; as well as alcohol, tobacco, and drug use during pregnancy



# Rebuilding the Community and Protecting Health



PAUL NEUMAN, owner of Neuman Bros. Supermarket at 174 Madison Street, with Neuman's sons Anthony (left), 16, and Matt (right), 18. Neuman started his own job and business growing up in West Street, where his parents owned a grocery store.

## Cultivating His Roots

West Street grocer succeeds by helping youngsters

**BY JACK COHR**  
**PHOTO BY JEFF WILSON**

If someone is taking responsibility for a local business, it's Paul Neuman, owner of Neuman Bros. Supermarket at 174 Madison Street, where his parents owned a grocery store. Neuman started his own job and business growing up in West Street, where his parents owned a grocery store.

Paul's is a family that has been selling food and other items on the west side of Madison Street, for 84 years. The business did not start in the 1930s, but Paul's father, Charles, and his mother, Alice, started their grocery at the corner in 1918. The Paul's is the third generation.

Now, the family possesses, Paul and his dad, Charles, have a work ethic of "I'll do it myself." Neuman Bros. Supermarket is a family business. Neuman's is a business.

They got there by being good to the West Side neighborhood of their town, Paul's a grocer.

What are you doing that problems have taken up the account of making things.

**To get involved**

Paul Neuman wants to hear from other business owners about the challenges of the West Street area. He is planning a meeting on Madison. Call him at the store at 475-1400.

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# St. Joseph's Hospital Health Center

Founded in 1869 by the Sisters of St. Francis.



Since then, it has grown from a 15-bed hospital into a 431-bed hospital and comprehensive health care network.



# St. Joseph's Hospital Health Center System of Care



## SYRACUSE

### St. Joseph's Hospital Health Center

CNY Infusion Services  
Dental Office  
Dialysis Center-Regional  
Family Medicine Center  
Family Medicine Residency Program  
Kinney Drugs at Franciscan Pharmacy  
Laboratory Alliance of Central New York, LLC  
Loretto Health Support, LLC  
Maternal Child Health Center OB/GYN Office  
Maternal Child Health Center Pediatrics Office  
Mental Health Services  
PACE-CNY Catherine McAuliffe Center  
Physical Therapy-Lyncourt  
Psychiatric Emergency Program  
Sleep Lab-East Genesee  
St. Francis Adult Day Care  
St. Joseph's College of Nursing  
St. Joseph's Hospital Health Center Foundation  
Syracuse Internists  
Westside Family Health Center

## LIVERPOOL

Certified Home Health Care Agency  
Dialysis Center-North  
FHS Services, Inc.  
Franciscan Companies/  
Franciscan Management Service, Inc.  
Franciscan Health Support, LLC  
Franciscan Practice Management and  
Consulting Services  
North Medical Family Physicians  
North Medical Urgent Care  
North Surgery Center  
St. Joseph's Physician Health, PC  
The Wellness Place  
The Women's Place

## FAYETTEVILLE

Center for Wound Care and Hyperbaric Medicine  
Dialysis Center-Northeast  
Eastside Internal Medicine  
Heritage Family Medicine  
North Medical Family Physicians  
North Medical Urgent Care  
Northeast Surgery Center  
Physical Therapy-Northeast  
Sleep Lab-Northeast  
The Women's Place and Living Proof Longevity Center

## BALDWINSVILLE

Baldwinsville Family Medical Care

## BINGHAMTON

Lourdes Health Support, LLC

## BREWERTON

St. Joseph's LINK Program

## CAMILLUS

Dialysis Center

## CAZENOVIA

Heritage Family Medical

## CORTLAND

Dialysis Center

## EAST SYRACUSE

St. Joseph's LINK Program

## FULTON

Hospitals Home Healthcare

## ITHACA

Franciscan Health Support, Inc.

## NORTH SYRACUSE

PACE-CNY Sally Coyne Center

## ONEIDA

Oneida Health Support  
The Sleep Laboratory at Oneida Healthcare

## UTICA

St. Elizabeth Health Support Services, Inc.



# St. Joseph's Hospital Health Center Facts

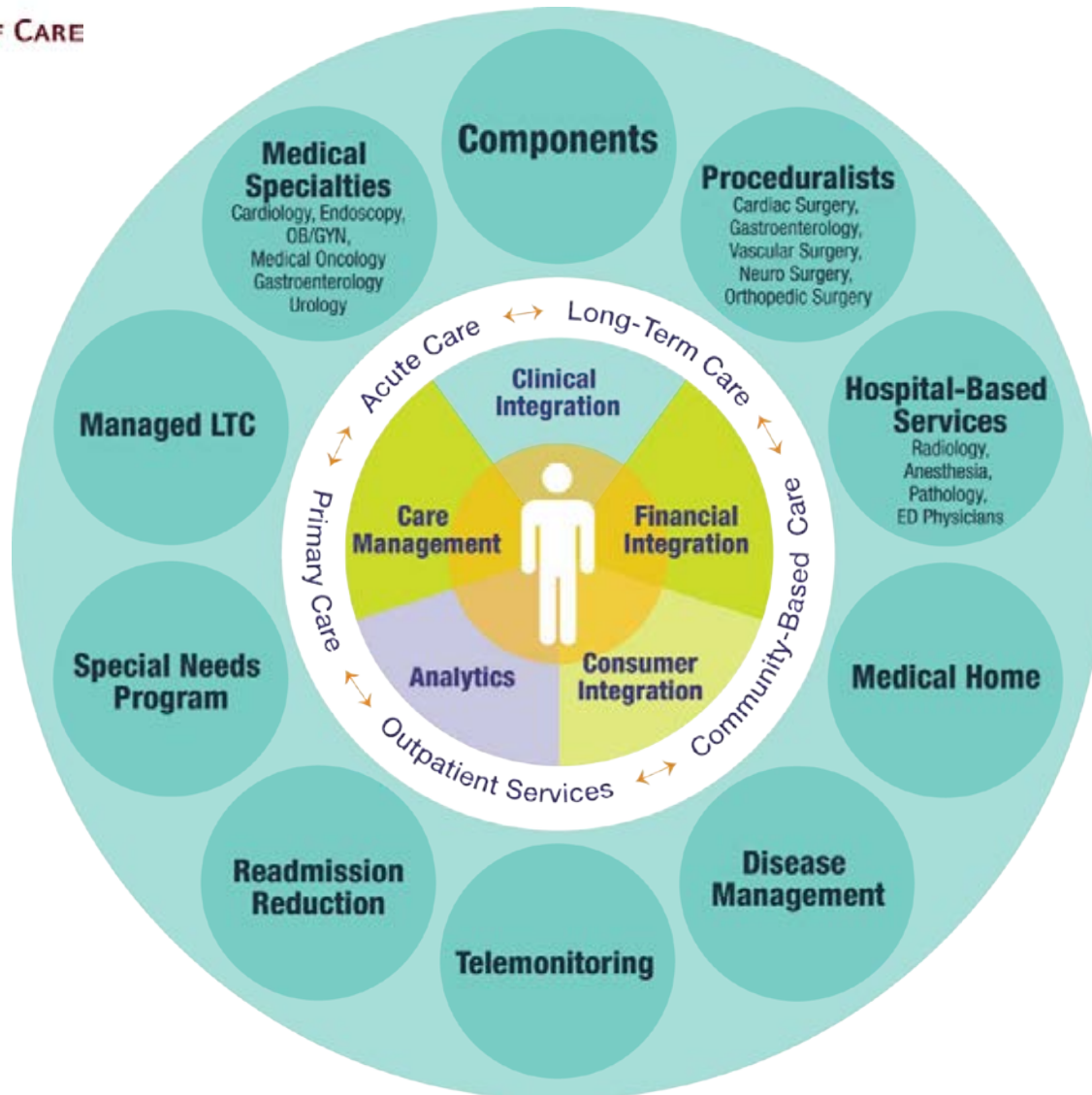
## Staff:

- More than 800 affiliated physicians
- Nearly 4,000 FTEs

## 2012 Annual Volume:

- Inpatient visits average over 25,000
- Outpatient visits average over 636,000
- Emergency Department records nearly 70,000 visits
- Community-based Primary Care Centers with nearly 70,000 visits

# System of Care



# The Westside Family Health Center



- Part of St. Joseph's Hospital Health Center since January 1994
- Level III Medical Home Certified
- In 2014, services will include primary care, obstetrics, pediatrics, behavioral health, and referrals to community resources
- Expansion funded by NYSDOH \$7M grant
- Physicians available 24-hours-a-day, seven-days-a-week
- Provided 8,961 visits in 2012

## Guiding Principles

- Work in partnership with citizens, students, researchers, and public health professionals to identify needs, develop programming, and deploy collaborative initiatives.
- Create a *sustainable foundation* for health promotion within the curriculum of public health practice and policy and community engagement.



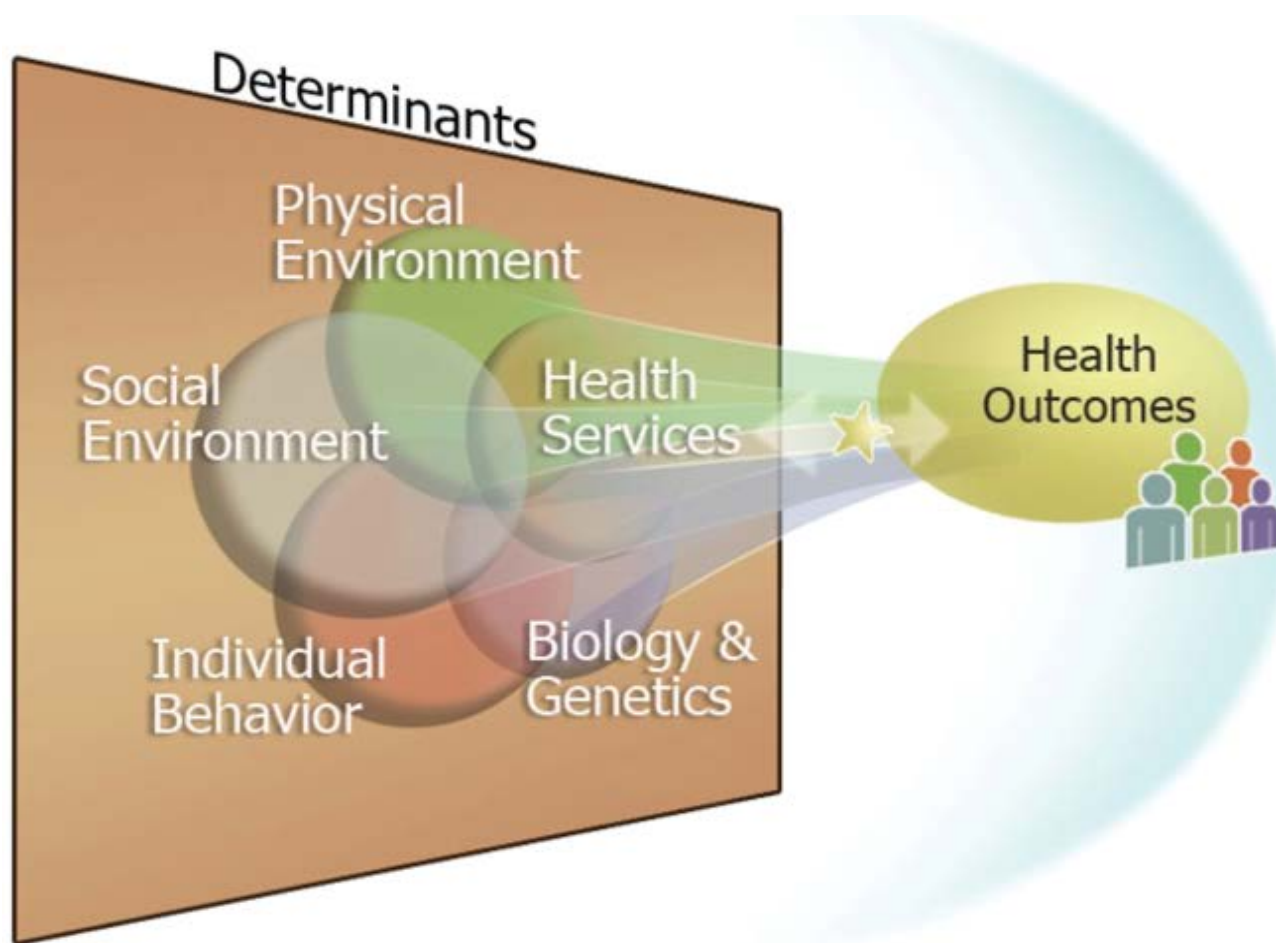
"Universities share the responsibility to address the pressing issues of our times:

- Decaying civil infrastructure
- Failing schools
- Beleaguered economies
- Distressed neighborhoods
- Social divisions.....

doing so is good for the scholarly life of faculty, the education of students, and the community."

- Nancy Cantor, Syracuse University Chancellor

# Our Model for Community Health



# Community Health Needs Assessment

## Two Regulatory Requirements:

1. PPACA requires charitable hospitals to conduct a community health needs assessment at least once every 3 years and to adopt an implementation strategy.



2. New York State Prevention Agenda (2013 – 2017) requires LHDs to submit Community Health Needs Assessments and Community Health Improvement Plans in partnership with local hospital Community Service Plans.



# Westside Partner's Initiatives





# Syracuse clinic and grocer team up to boost health in the struggling Near Westside neighborhood



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A HIGHER LEVEL OF CARE



# The Shopper Rewards Program

Loyalty program in Nojaim Brothers Supermarket

- Earn points based on the 'quality' of the food purchased
- Redeem points for healthy prizes



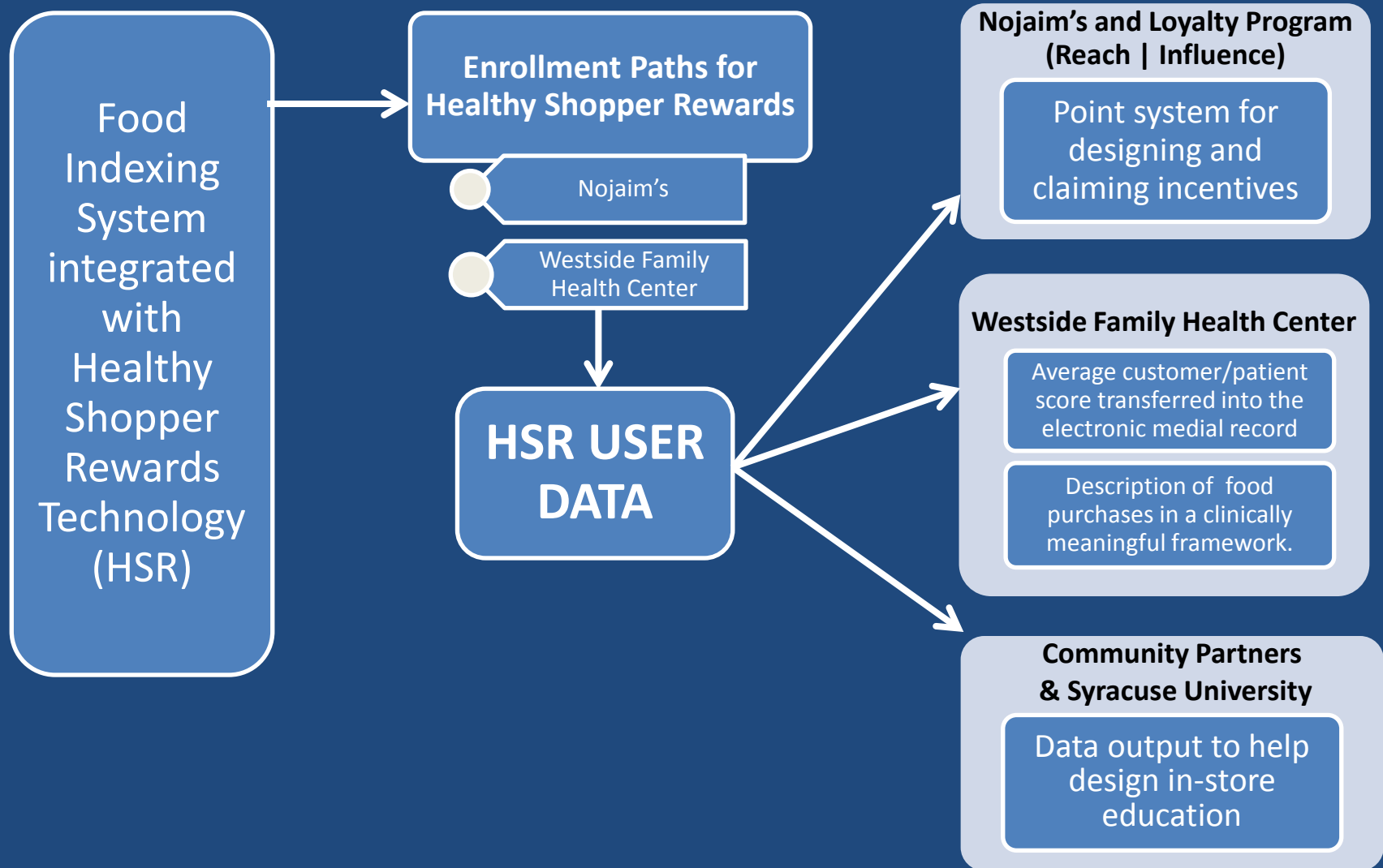
# The Shopper Rewards Program

Data on food purchases can be sent to the neighboring Westside Family Health Center

- Reduced to clinically meaningful information
- Used by providers (physicians, nurses, dieticians)
- Enhances the YMCA's Diabetes Prevention Program
- Combined with incentives to access healthy food



# Data Flow Requirements for the Healthy Shopper Rewards Initiative



# Sustainability

Based on a common goal:

- *To Improve the Population's Health*

Grounded in an understanding of the underlying objectives of each partner:

- *St. Joseph's Hospital Health Center/Westside Center*
  - ✓ Achieving Level 3 Medical Home Metrics
- *Nojaim Brothers Grocery Store*
  - ✓ Increasing sales of more healthful food choices
- *Lerner Center for Public Health Promotion at Syracuse University*
  - ✓ Providing a venue for research and Graduate Public Health Education
- *Onondaga County Health Department*
  - ✓ Achieving measurable improvements in population health indicators

