



Adirondack Health Institute

Collaboration • Catalyst • Community

Population Health Improvement Program Stakeholder Meeting

PRESENTED BY:

PHIP Team

**August 11,
2016**





Agenda

1. **Introductions**
2. **Review of Agenda**
3. **Review of
Materials in
Meeting Packets**



Updates – PHIP Activities



- **Revisions to *HealthyADK***

- Scheduled to be implemented on August 22, 2016.
- Webinars to be scheduled in September to demonstrate the changes.

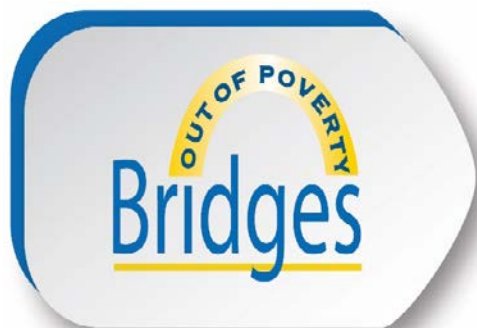
- **On-site *HealthyADK* demonstrations and meetings about population health improvement**

- Emails have been sent and follow-up phone calls are being made to a variety of stakeholder groups/community sectors offering on-site demonstrations of *HealthyADK* and to discuss population health improvement in the North Country.



Updates – PHIP Activities

- **Learning Collaborative – Bridges Out of Poverty**



- Maintain the momentum started with regional training.
- People who were trained (approx. 270) will be invited to participate.
- DSRIP 4.a.iii partners will be contacted for recommendations regarding the content of the learning collaborative.
- People who were trained will be surveyed in August to get feedback on interest, content and format.
- Anticipated to start in late September/early October.

- **Reminder – Data Request and Evaluation Assistance Requests**



Community Mapping

- Community mapping is a tool, not an end product.
- Community mapping depicts where deficits, as well as assets, exist in a community.
- Community mapping can be used to reveal relationships and to suggest or focus strategies toward achieving specific goals (Collective Impact).





Community Mapping

LOCATION!.....LOCATION!.....LOCATION!



- There is growing evidence that where you live has the biggest impact on your health.
- Living in poverty is a health hazard.
- People living in poverty are at greater risk for poor health because of such factors as limited access to education, healthy food, recreational activities, transportation, decent housing and safe neighborhoods.



Community Mapping

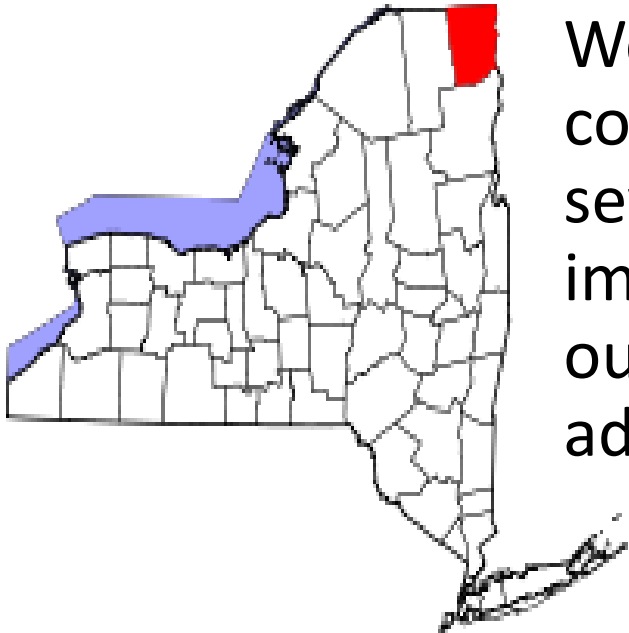
Purpose of Today's Discussion

- To understand the type of data that are, and are not, available at the sub-county level (i.e. zip code or census tract).
- To identify the data that will be most effective in “telling the story” about the health status of communities in the North Country.
- To explore some tools that might be useful in engaging community members in population health improvement efforts (i.e. Collective Impact).





Community Mapping



We will review some ***SAMPLE*** community maps/tools that illustrate several factors that may have an impact on the following health outcomes among children and adolescents in **Clinton County**:

37.5% of elementary school students are overweight or obese.

41.6% of middle and high school students are overweight or obese.

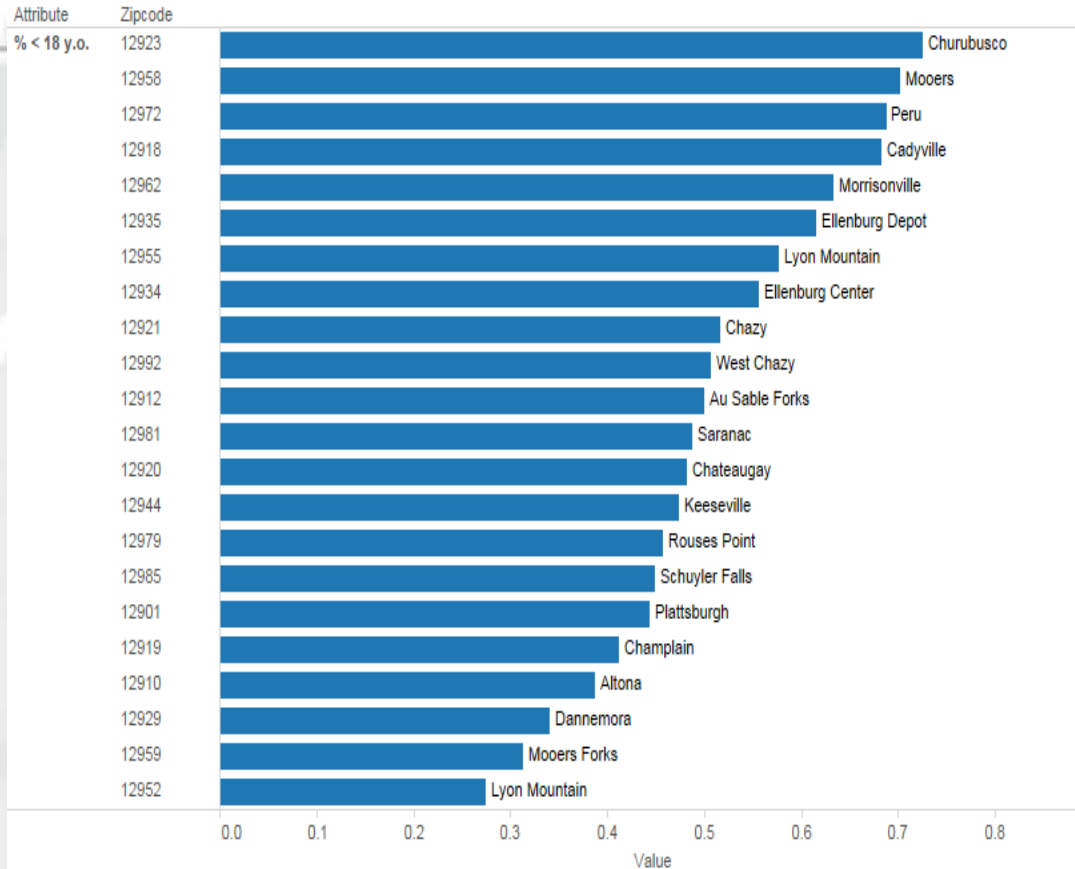
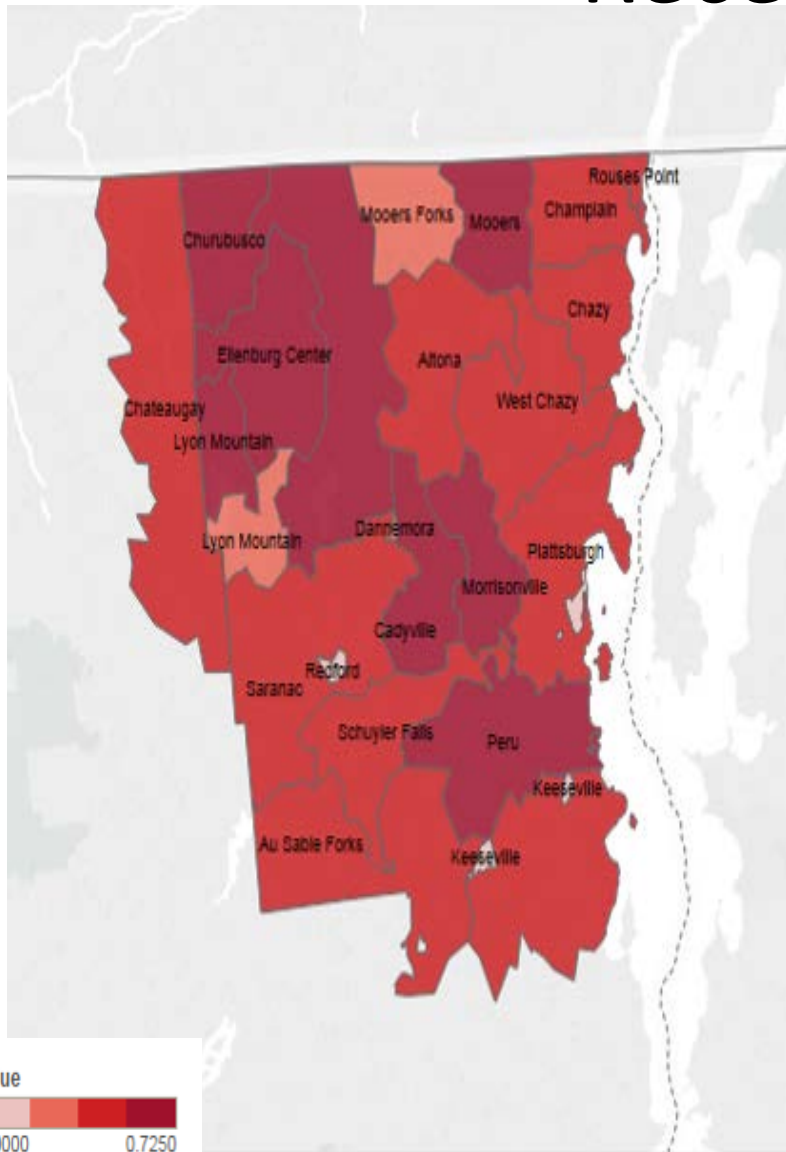


Review of Community Mapping Tools



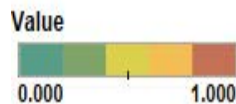
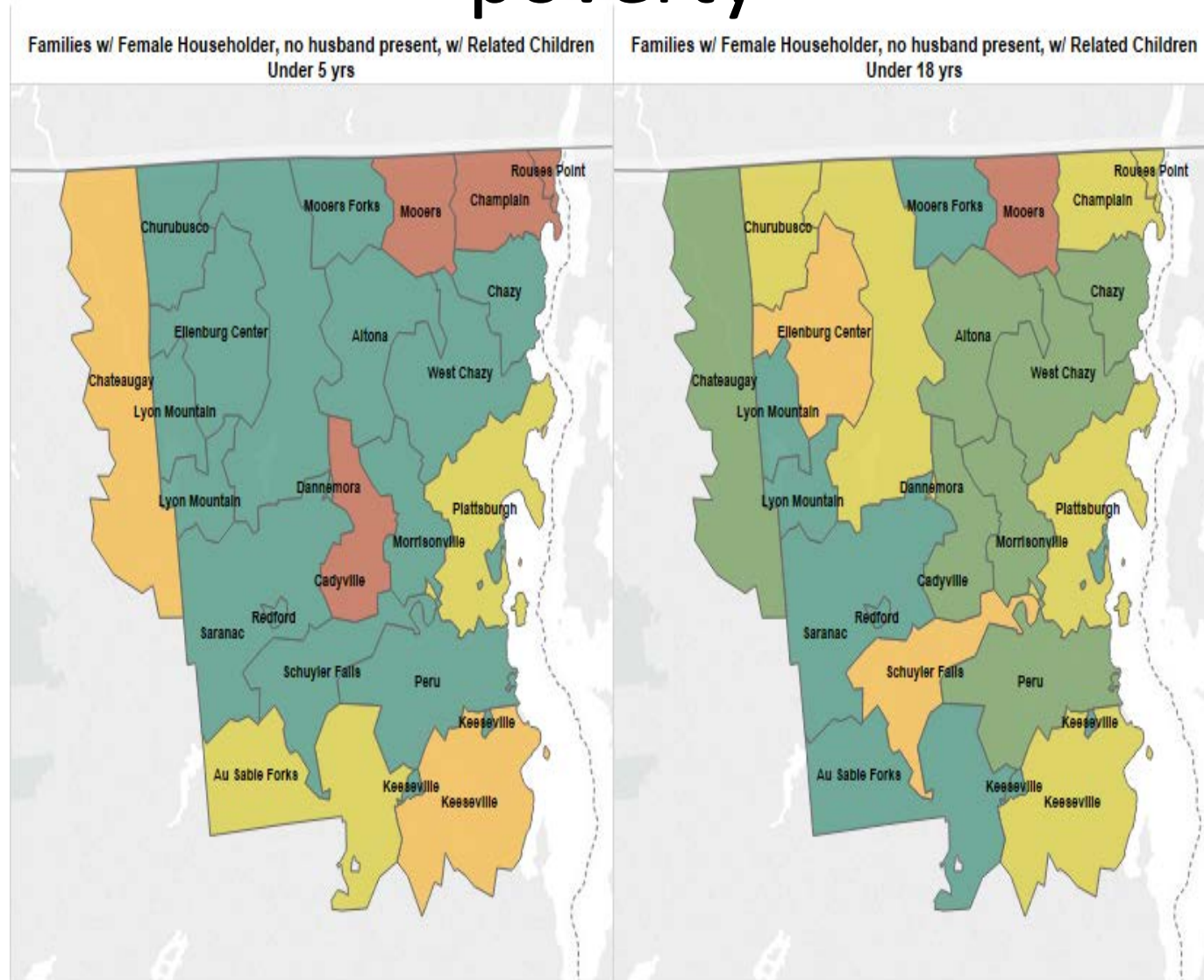
*Forrest Hillery
Data Analyst,
AHI*

% Households with Children Under 18 Receiving SNAP

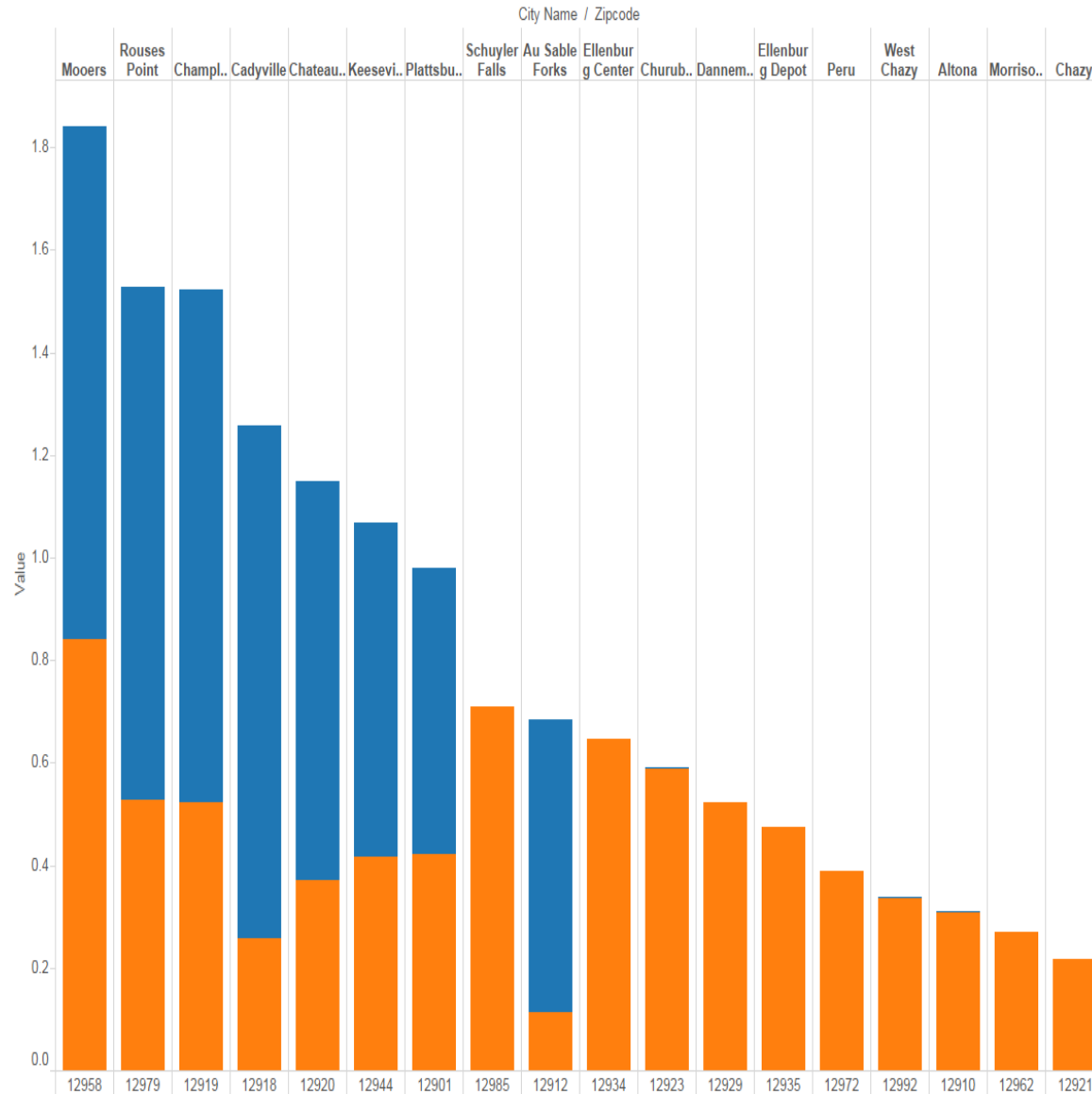




Female head of household, living under poverty

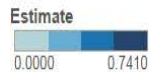
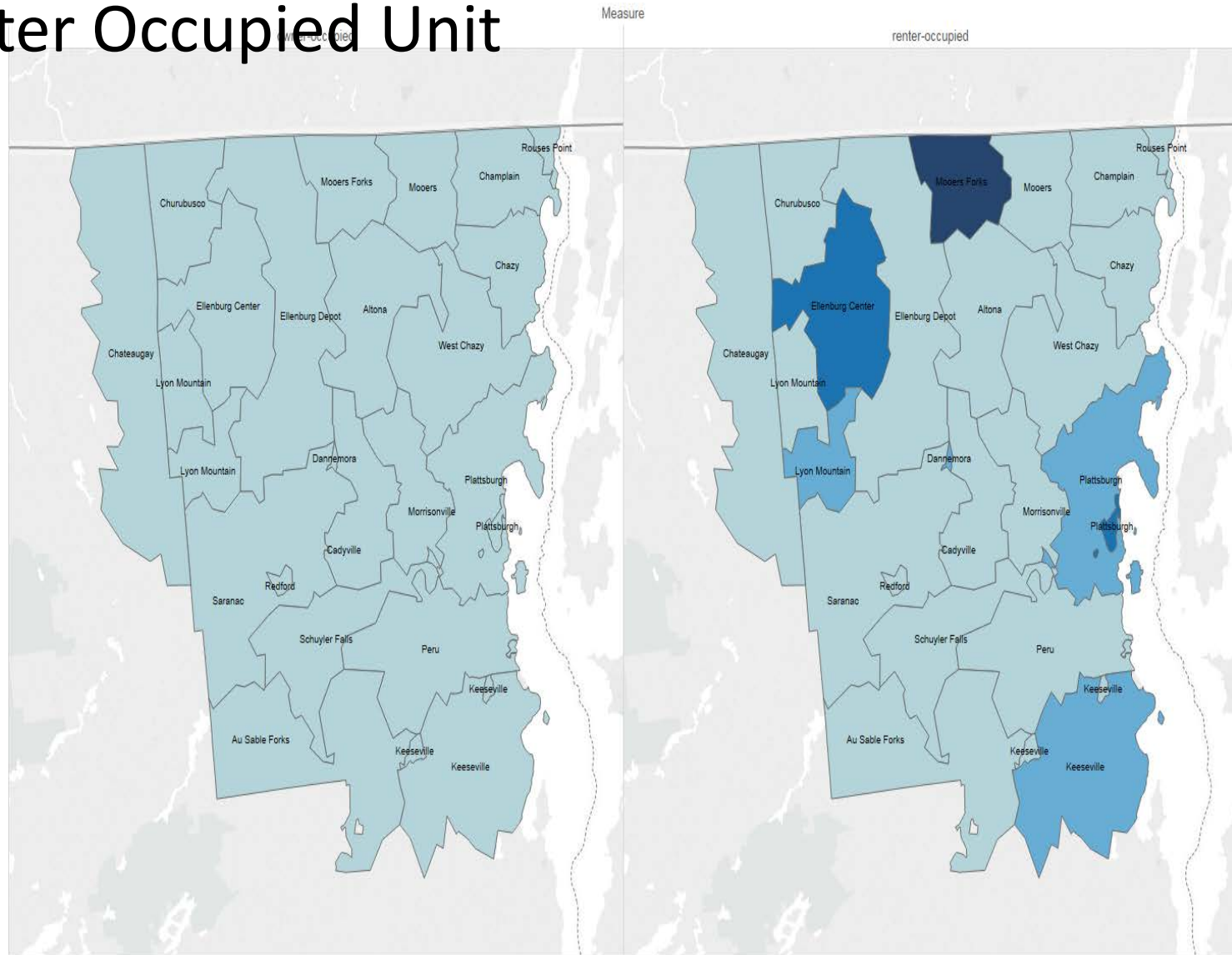


Female Head of Household, Living in Poverty

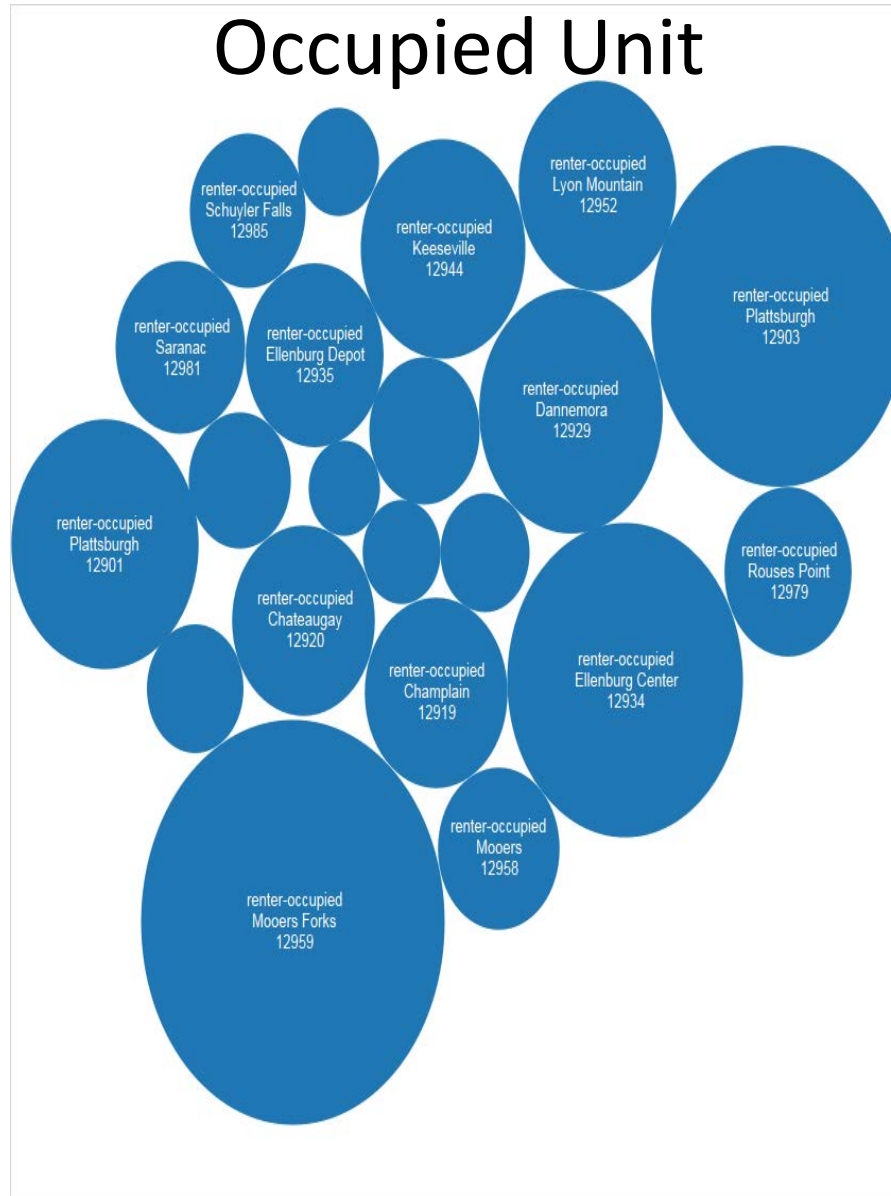


Attribute
■ Families w/ Female Householder, no husband present, w/ Related Children Under 5 yrs
■ Families w/ Female Householder, no husband present, w/ Related Children Under 18 yrs

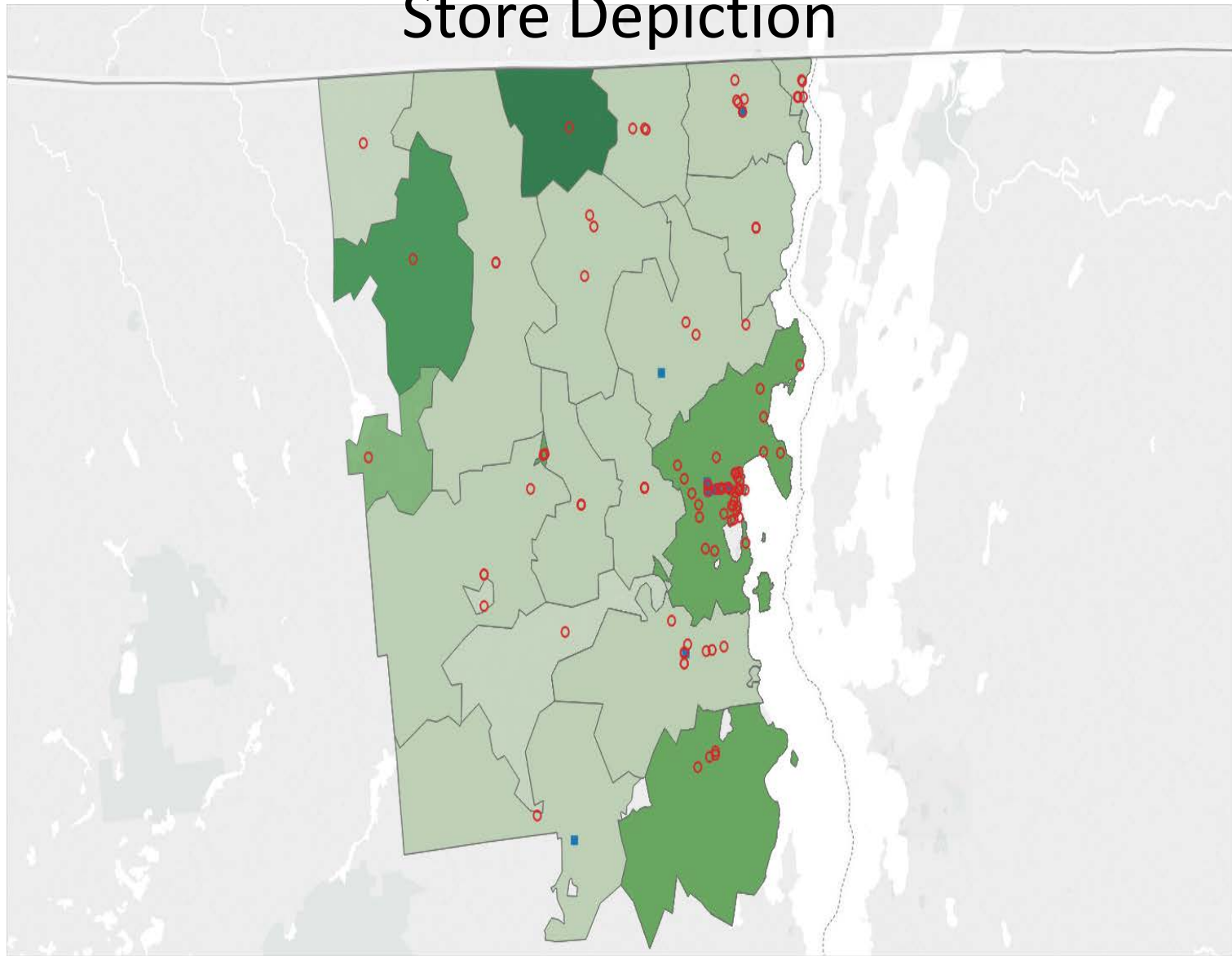
No Vehicle Available, Owner Occupied Unit vs. Renter Occupied Unit



No Vehicle Available, Renter



No Vehicle Available, Renter Occupied, Food Store Depiction





Why Are We Exploring Broadband Internet Access and Usage?

- There are clear economic, educational and social benefits of broadband Internet access, especially in rural areas.
- Research is starting to show the effect of broadband on economic gains, namely household income and employment levels in rural portions of the country.
- Increased access to broadband in the North Country has the potential to address some of the long-standing social determinants of health that have had a negative impact on the health of our communities.





Americans and Internet Usage: 2000 - 2015

- **84%** of American adults use the Internet.
- Young adults are most likely to use the Internet, but seniors show faster adoption rates.
- While less-educated adults are catching up, their Internet adoption rates are still below those of college graduates.
- Those in higher-income households are most likely to use the Internet.
- Rural citizens are less likely to use the Internet.



Study by the Pew Research Center (June 2015)

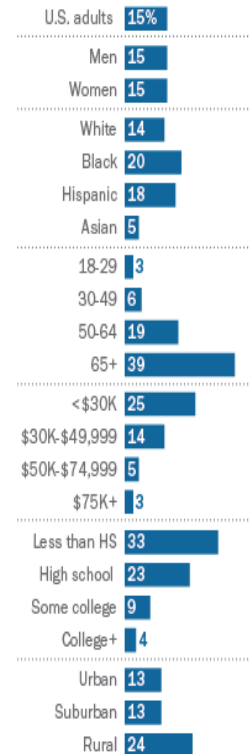


Broadband Internet Access and Usage in the North Country



Who's Not Online?

% of U.S. adults who do not use the internet



Note: Whites, blacks and Asians include only non-Hispanics. Asians include only English speakers.
Source: Pew Research Center surveys conducted March 17-April 12, May 28-31 and June 10-July 12, 2015.

PEW RESEARCH CENTER



U.S. Smartphone Use in 2015

- Today nearly two-thirds of Americans own a smartphone, and 19% of Americans rely to some degree on a smartphone for accessing online services and information and for staying connected to the world around them — either because they lack broadband at home, or because they have few options for online access other than their cell phone.

Study by the Pew Research Center (April 2015)



Broadband Internet Access and Usage in the North Country



- **62%** to get information about a health condition.
- 57% to do online banking.
- 44% to look up real estate listings or information about a place to live.
- **43%** to look up information about a job.
- **40%** to look up government services or information.
- **30%** to take a class or get educational content.
- **18%** to submit a job application.

Study by the Pew Research Center (April 2015)



Dave Wolff – Chair of AdkAction.org

A not-for-profit, non-partisan 501(c)(3) headquartered in Saranac Lake. One of AdkAction.Org’s initiatives is universal access to high-speed broadband in the North Country.

Chad McCarthy - Program Lead - North Country Older Adults Technology Services (OATS)

A not-for-profit that seeks to “change the way we age” by engaging older adults with free access to digital technology and training. OATS is leading a multi-partner initiative to improve broadband adoption among New York seniors living in the North Country region.



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Broadband Access in the North Country

*Population Health Improvement Program Meeting
Peru, NY
August 11, 2016*

Dave Wolff – Chair of AdkAction.org

A not-for-profit, non-partisan 501(c)(3) based in the Tri-Lakes; but focused on projects that span the Adirondacks and the North Country. One of AdkAction.Org's initiatives is universal access to high-speed broadband in the North Country.



Broadband is not a luxury, but a necessity

**A modern
broadband network
is key to economic
growth and
commerce.**

•Broadband is Essential

•98.5%

•of students report that they use the Internet to learn in school

•31%

•of students say that they are required to use the Internet to complete homework assignments outside of school daily

•More than
•85%

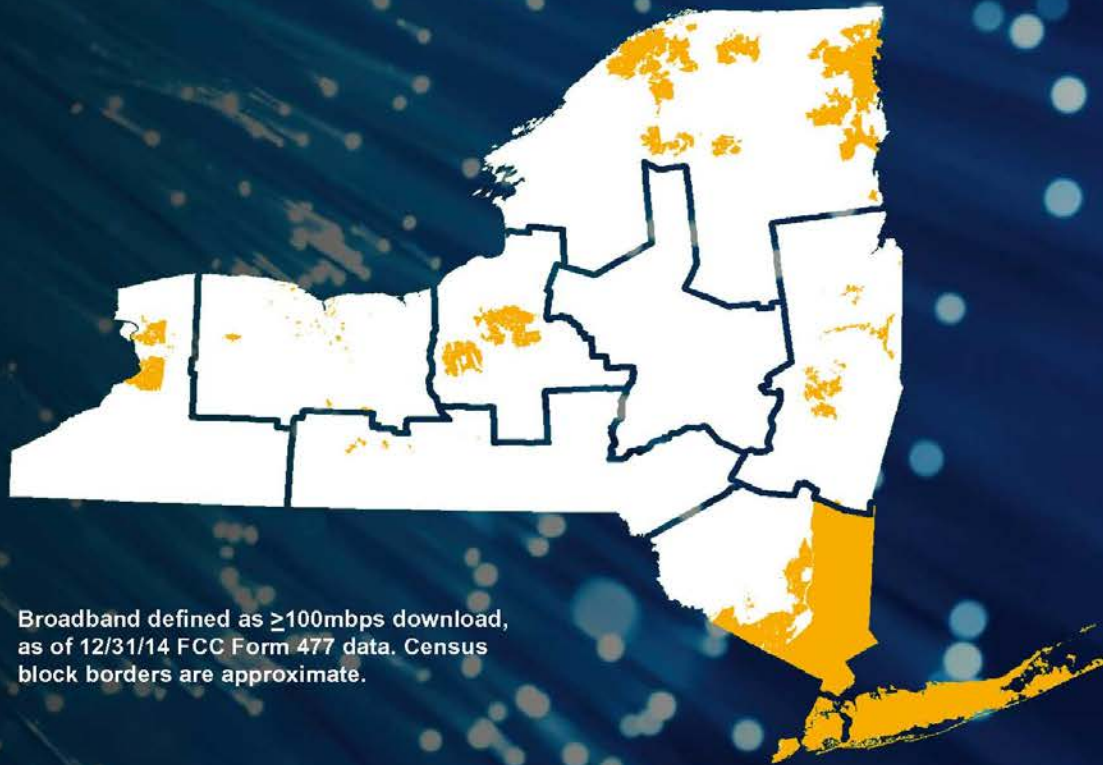
•of colleges receive applications online

•Nearly
•80%

•of job seekers used online resources in their most recent job search and many indicated it was the critical factor in obtaining work

•Millions

•of New Yorkers are telecommuting, using broadband to start businesses and even receive medical care at home



Broadband defined as ≥ 100 mbps download,
as of 12/31/14 FCC Form 477 data. Census
block borders are approximate.

**In too many parts of the State, New Yorkers don't have
access to high-speed broadband.**

TWC-Charter Merger Conditions

Substantial Speed Upgrades:

- Currently, upstate TWC only offers download speeds of 50Mbps
- The agreement today doubles to 100Mbps by end of 2018
- The Company will further increase speed to 300 Mbps download by end of 2019

Build Out of Unserved Areas

- New Charter will connect approx. 145,000 currently unserved customers in the existing Time Warner and Charter franchise areas, plus the Chatham Market

Other benefits

- Low income Program; standalone broadband pricing; cost savings for consumers; workforce protection; customer service and strong enforcement

New NY Broadband Program Launch

\$1 Billion public-private partnership initiative to ensure that all New Yorkers are at the forefront of the digital economy by end of 2018

**Statewide Request for Proposals
(RFP) issued January 8th**

Technology Requirements

Technology solutions must meet the Governor's goals:

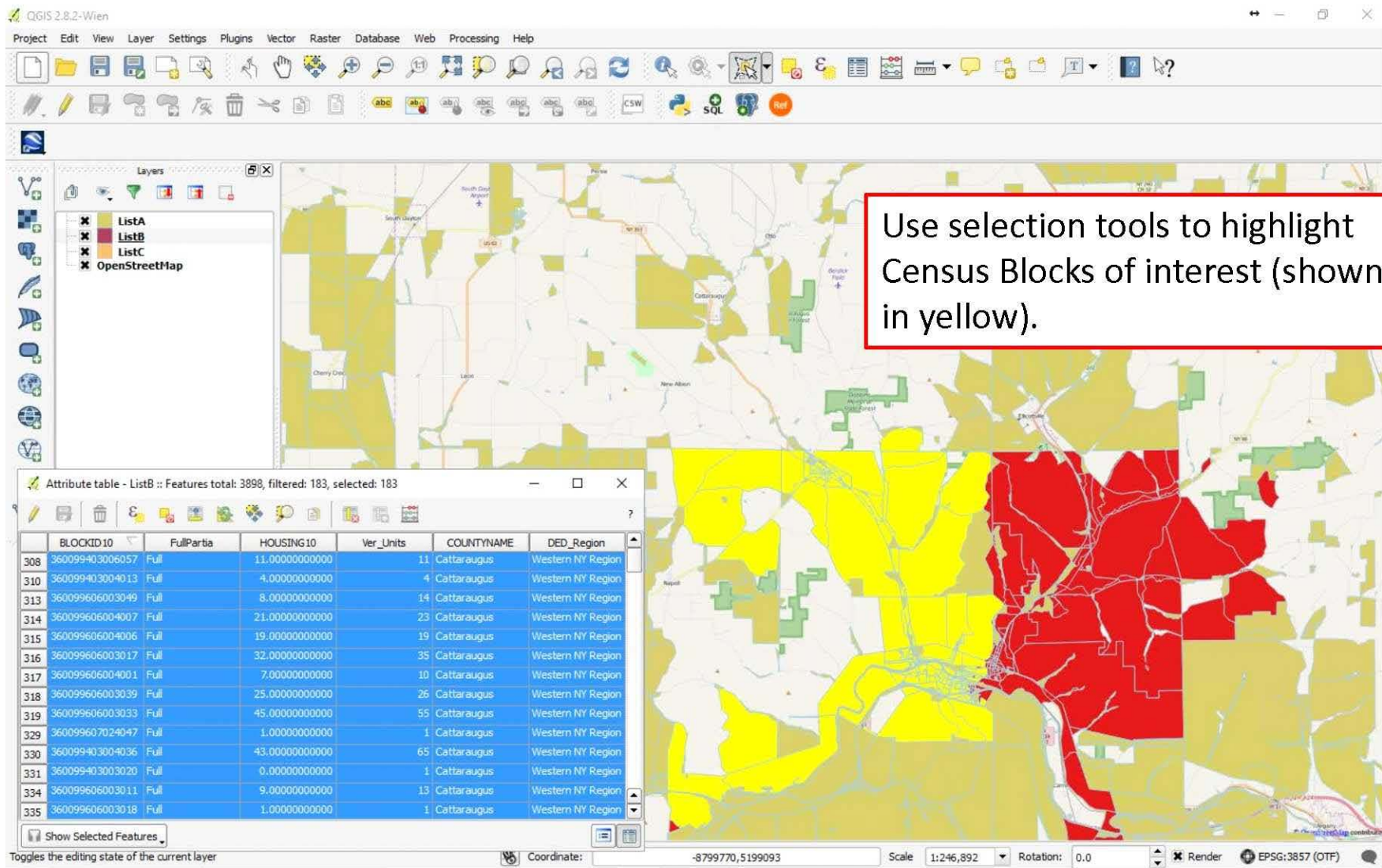
- **Based on the speed goals, the Program has pre-approved Fiber-to-the-Home (FTTH) and Cable/Hybrid Fiber-Coaxial (HFC)**
- **Projects using Digital Subscriber Line (DSL) and Fixed Wireless will only be considered were no commercially-reasonable applications using FTTH or HFC are submitted**
 - **Applicants must submit documentation demonstrating that DSL or Fixed Wireless solutions can achieve the Governor's speed goals**

New NY Broadband Program Phase 1 Awards in the North Country

Applicant	Technology	Census Blocks	Housing Units	Total Units	State Grant	Private Match \$	Private Match %	Total Project Cost
Citizens Telephone Company of Hammond, N.Y., Inc.	FTTH	146	1,789	1,860	\$3,316,810	\$829,202	20.0%	\$4,146,012
Frontier Communications	FTTH	3	188	216	\$129,634	\$32,409	20.0%	\$162,043
Frontier Communications	FTTH	105	1,928	2,096	\$1,702,246	\$425,562	20.0%	\$2,127,808
TDS Telecom	FTTH	74	506	543	\$1,084,000	\$1,084,000	50.0%	\$2,168,000
Totals		328	4,411	4,715	\$6,232,690	\$2,371,173	27.6%	\$8,603,863

FTTH = Fiber to the home

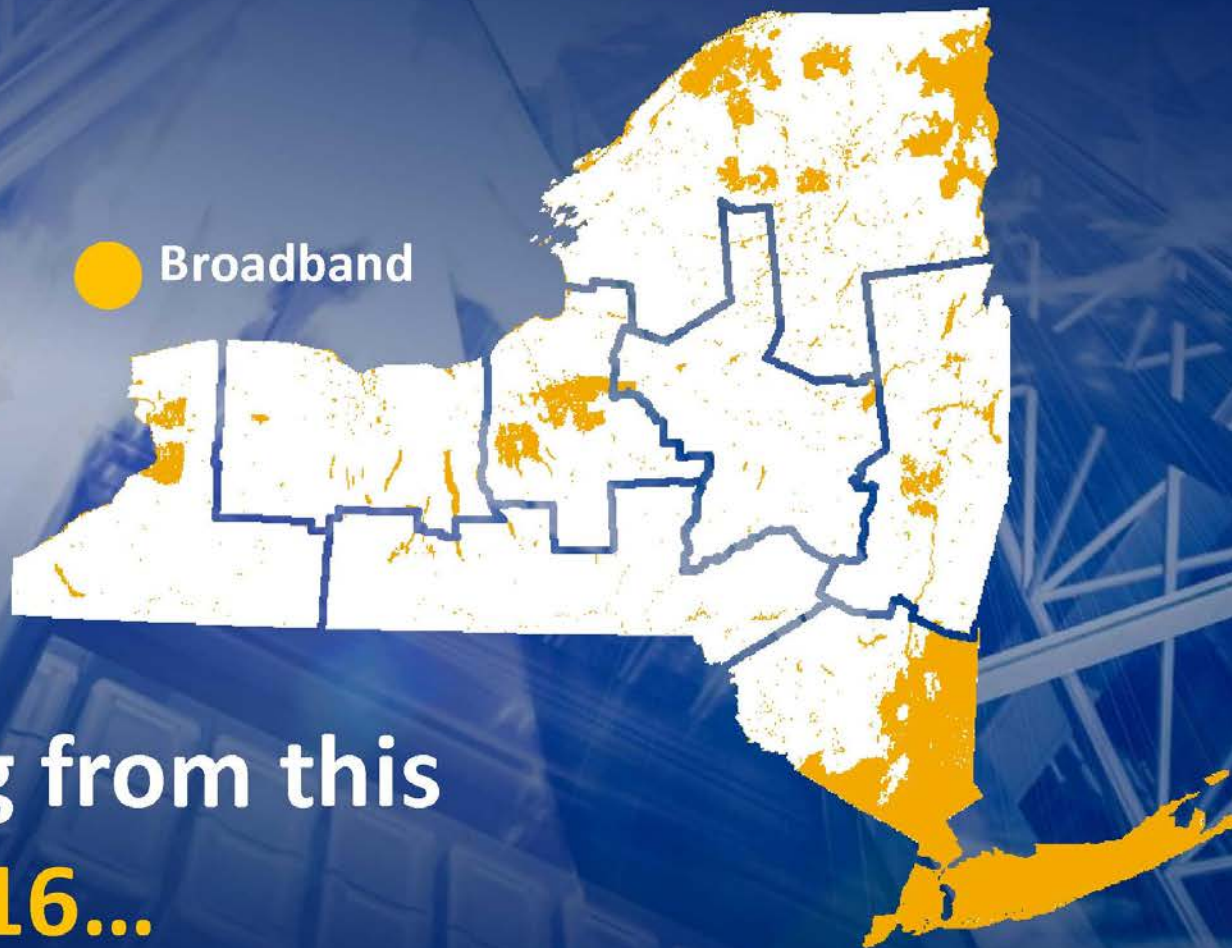
Using QGIS to Map Your Project Area

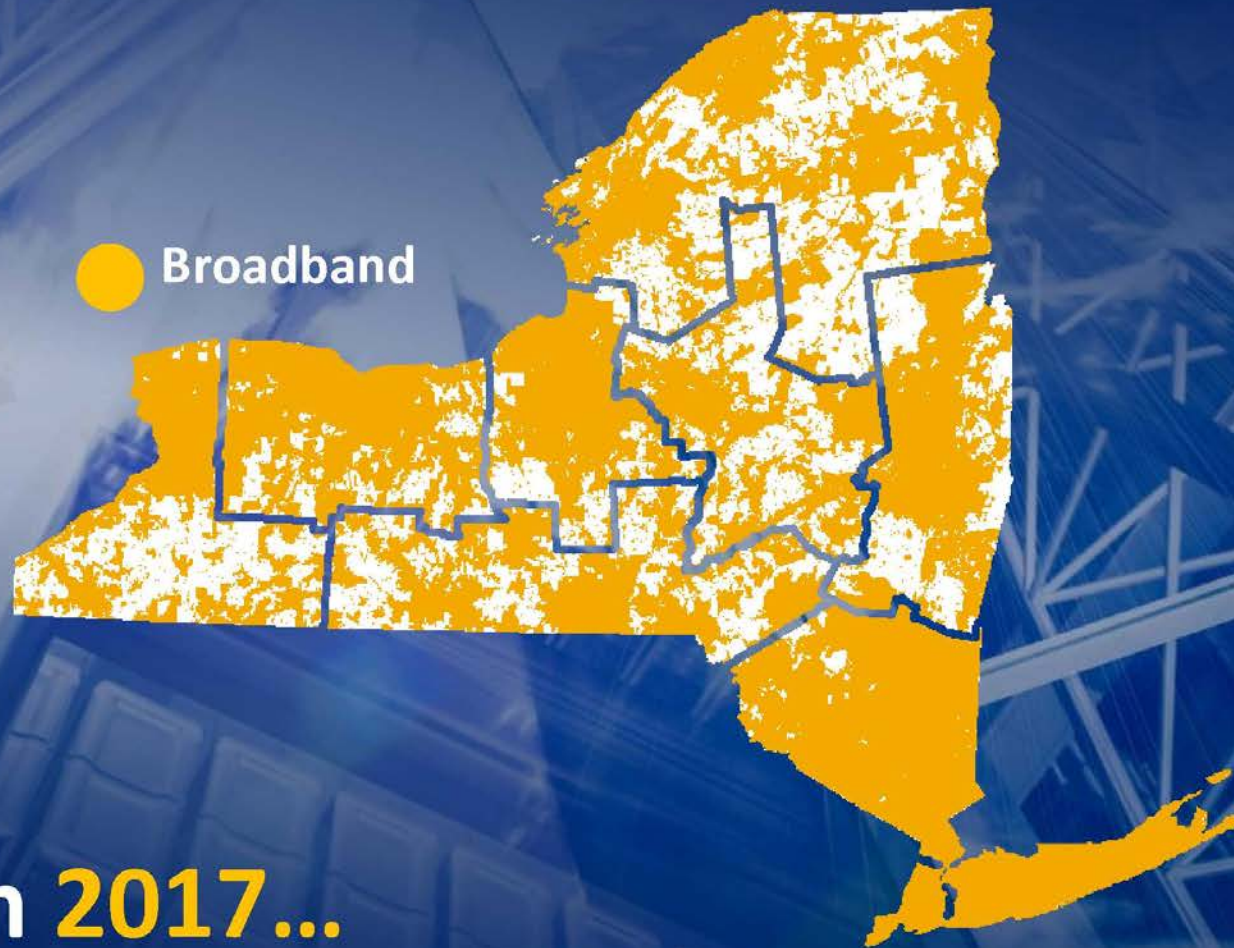


Use selection tools to highlight Census Blocks of interest (shown in yellow).

Attribute table - ListB :: Features total: 3898, filtered: 183, selected: 183

	BLOCKID_10	FullParba	HOUSING_10	Ver_Units	COUNTYNAME	DED_Region
308	360099403006057	Full	11.000000000000	11	Cattaraugus	Western NY Region
310	360099403004013	Full	4.000000000000	4	Cattaraugus	Western NY Region
313	360099606003049	Full	8.000000000000	14	Cattaraugus	Western NY Region
314	360099606004007	Full	21.000000000000	23	Cattaraugus	Western NY Region
315	360099606004006	Full	19.000000000000	19	Cattaraugus	Western NY Region
316	360099606003017	Full	32.000000000000	35	Cattaraugus	Western NY Region
317	360099606004001	Full	7.000000000000	10	Cattaraugus	Western NY Region
318	360099606003039	Full	25.000000000000	26	Cattaraugus	Western NY Region
319	360099606003033	Full	45.000000000000	55	Cattaraugus	Western NY Region
329	360099607024047	Full	1.000000000000	1	Cattaraugus	Western NY Region
330	360099403004036	Full	43.000000000000	65	Cattaraugus	Western NY Region
331	360099403003020	Full	0.000000000000	1	Cattaraugus	Western NY Region
334	360099606003011	Full	9.000000000000	13	Cattaraugus	Western NY Region
335	360099606003018	Full	1.000000000000	1	Cattaraugus	Western NY Region

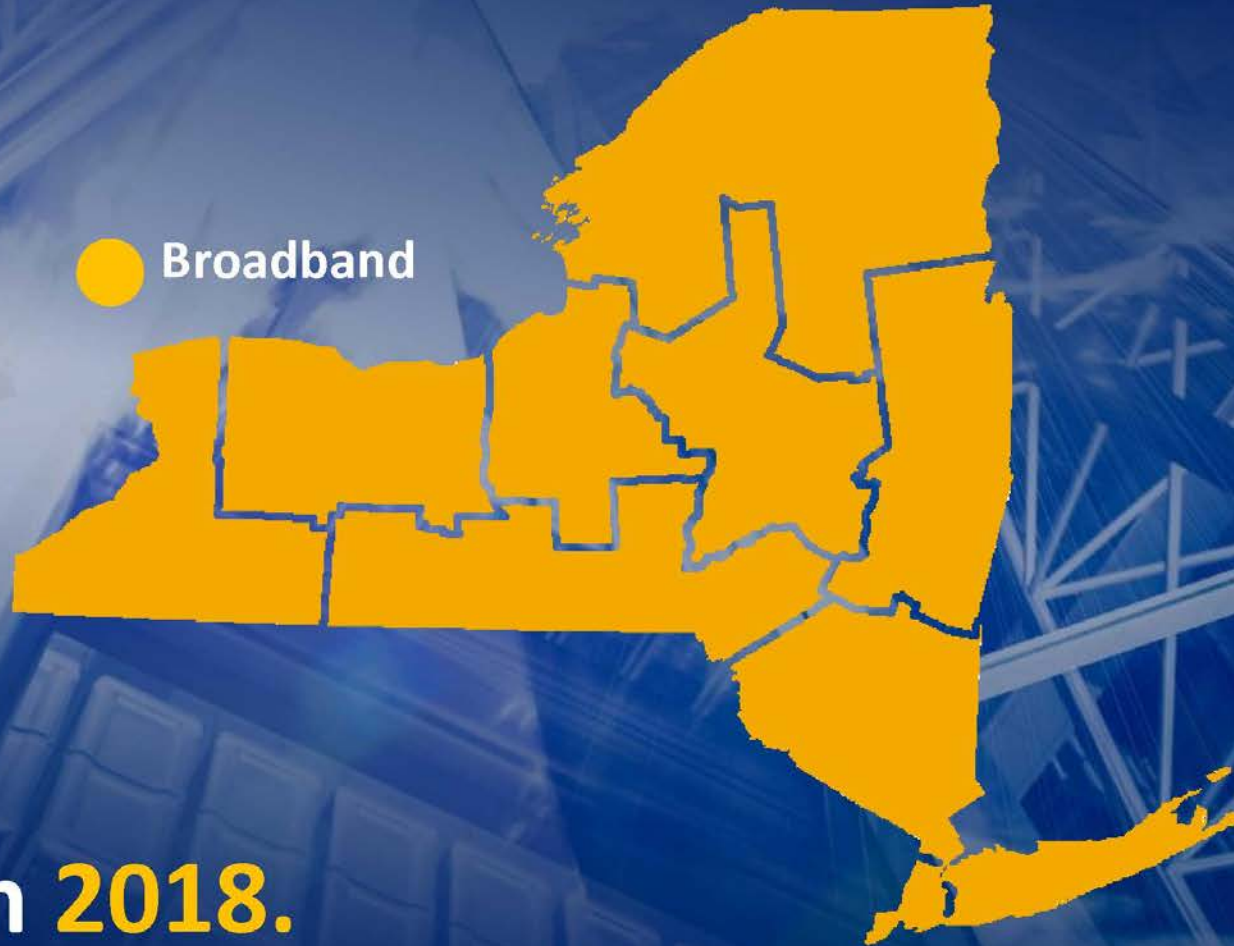




To
this in **2017...**

*includes commitments

● Broadband

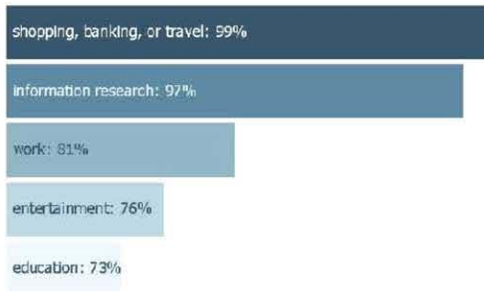


To
this in **2018.**

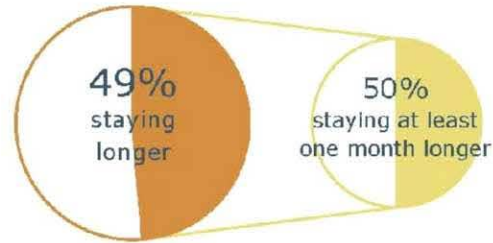
*includes commitments

KEENE newyork gets CONNECTED

YEAR ROUND RESIDENTS USE THE INTERNET



SEASONAL RESIDENTS STAY IN TOWN LONGER, MUCH LONGER

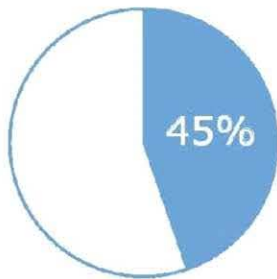


SEASONAL RESIDENTS ARE BETTER CONNECTED

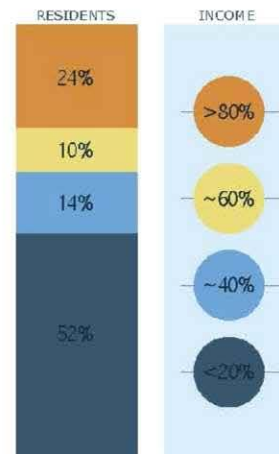
86%

say they feel more connected to the year round community

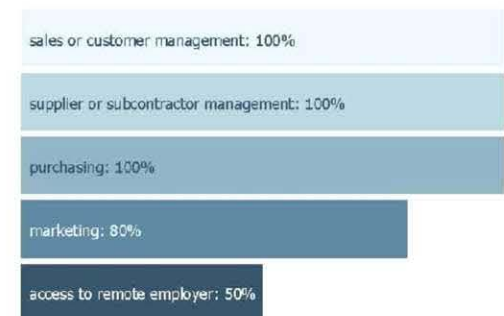
YEAR ROUND RESIDENTS EARN SOME OF INCOME FROM THE INTERNET



HOW MUCH INCOME EARNED FROM THE INTERNET



KEENE BUSINESSES USE THE INTERNET





Past and Current Projects:

- *Road salt reduction*
- *Cultural collaboration across the Park*
- *Saving the monarchs*
- *Fair and equitable assessments*
- *Broadband everywhere*
- *Promoting the arts*

Membership at: www.adkaction.org/join-contribute

A blue-tinted background image showing an elderly woman wearing a headset and glasses, sitting at a desk with a computer monitor. The monitor displays a younger woman, suggesting a video call or telehealth session.

The Practice of Change

OATS harnesses the power of technology to change the way we age. Since 2004, we've innovated one of the nation's most powerful models to shape the future of aging.

The OATS approach begins with a strong commitment to creative and responsive program design. We develop programs that engage seniors as change agents — in the classroom, in the community, and at home.

[LEARN ABOUT OUR APPROACH](#)



Funders

Corporations & Foundations

AARP Foundation

Arent Fox LLP

AT&T

Brooklyn Community Foundation

The Bulova Stetson Fund

Comcast

Community Funds, Inc. – Blum Family Fund

Consumer Electronics Association
Foundation

The Fan Fox & Leslie R. Samuels Foundation

Google

The Harry and Jeanette Weinberg
Foundation

The Hyde and Watson Foundation

Isaac H. Tuttle Fund

Macquarie Group Foundation

New York Community Trust

Sony Corporation of America

Time Warner Cable

Verizon Foundation

The Waldman Foundation

Government

New York City Council

New York City Department for the Aging

New York City Department of Information
Technology and Telecommunications

U.S. Department of Commerce – Broadband
Technology Opportunities Program

In-Kind

Akin Gump & Strauss

Arent Fox LLP

TJ Bauman

Cervello

Kelley Drye & Warren

Morgan, Lewis & Bockius

Schulte Roth & Zabel

Sony Corporation of America

Abigail Stokes

WilmerHale



SENIOR PLANET

Exploration Center

Generously Funded by:



NEW YORK
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**Broadband
Program Office**



MACQUARIE
Macquarie Group Foundation



Charter

**Consumer
Technology
Association™**

OATS

The OATS approach begins with a strong commitment to creative and responsive program design. We develop programs that engage seniors as change agents — in the classroom, in the community, and at home.

ATS

We see technology as a means to accomplish powerful outcomes, not as an end in itself. We teach seniors how to use mainstream devices and applications that are popular among all age groups in order to promote integration and relevance.

ATS



SENIOR PLANET

Exploration Center

*What do we
do?*

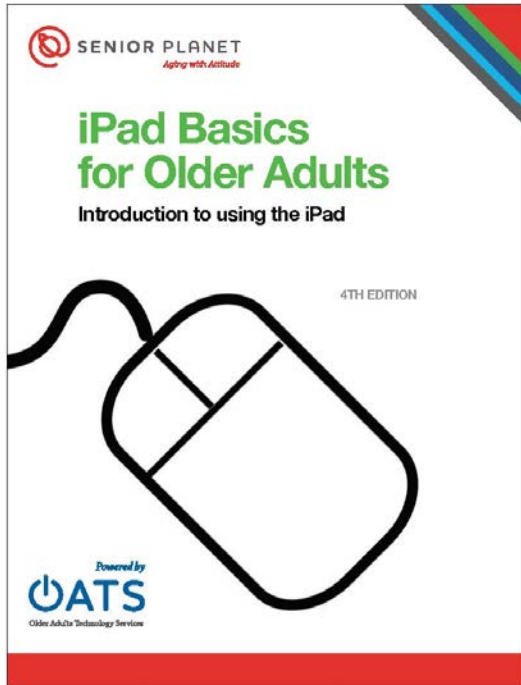
MEET OTHER SENIORS AND LEARN TOGETHER



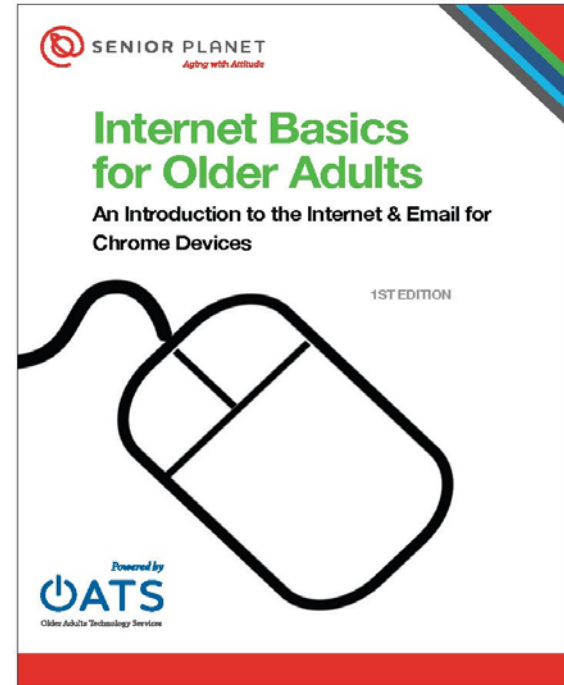
SENIOR PLANET

Aging with Attitude

LEARN THE iPad



USE THE INTERNET



ALL CLASSES ARE FREE





SENIOR PLANET

Exploration Center

North Country



SENIOR PLANET

Exploration Center





Plattsburgh



A TECHNOLOGY-THEMED COMMUNITY CENTER FOR PEOPLE AGE 60+

DISCOVER: Explore new technologies – computers, phones, tablets, cameras, games

LEARN: Gain skills and knowledge through classes, workshops, and special events

GROW: Achieve your personal goals in health, work, relationships, impact, and creativity



SENIOR PLANET

Aging with Attitude

Partners

OATS has developed partnerships with more than 70 organizations to collaborate on delivery of technology training and support directly in the communities where their impact and outcomes are greatest.

AARP Foundation

Maimonides Medical Center

ACRIA

NYC Housing Authority

Bridge Street Development Corp.

New York Public Library

Brooklyn Public Library

SAGE

CenterLight Health System

Presbyterian Senior Services

EmblemHealth

RAIN, Inc.

Evangelical Lutheran Good Samaritan
Society

Selfhelp Community Services, Inc.

FEGS Health & Human Services

Union Settlement Association

Jewish Home Lifecare

YM & YWCA / YM & YWHA

ATS
Older Adults Technology Services

 **SENIOR PLANET**



Senior Planet U

An Online Technology-Training
Platform for Older Adults

**Online courses, differentiated and
blended learning experiences**



**SIGN UP FOR
WEEKLY EMAILS**

**SENIOR PLANET
CENTERS**

NYC CALENDAR

FOLLOW US



Take This Poll

MARIJUANA INSTEAD OF MEDS?

- YES - WORKS FOR WHAT WHAT AILS ME
- I'D TRY IT
- ONLY IF IT'S LEGAL
- ONLY IF IT'S PROVEN EFFECTIVE
- NO WAY
- NOT SURE

Vote

View Results



KENYA'S LEAGUE OF EXTRAVAGANT GRANNIES

MOST POPULAR



Aging Alone Doesn't Have to Mean Lonely

👤 126

"Alone" doesn't have to mean lonely if we build strong connections - online and off.

READ MORE



Challenges to Intimacy: Iris Krasnow on Sex After 60, 70, 80

👤 12

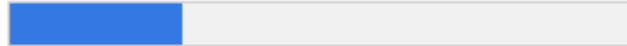
How can we sustain intimacy while facing the challenges of life-stage transitions.

READ MORE

MARIJUANA INSTEAD OF MEDS?

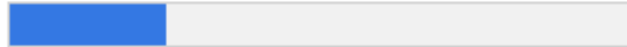
YES - WORKS FOR WHAT AILS ME

27.68%

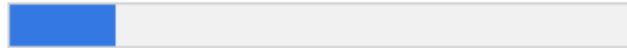


I'D TRY IT

25.08%

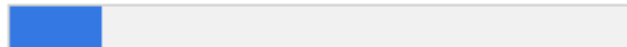


ONLY IF IT'S PROVEN EFFECTIVE 17.2%



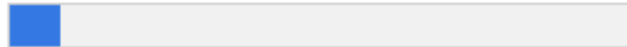
NO WAY

14.81%



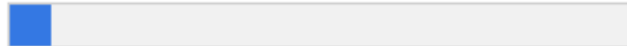
ONLY IF IT'S LEGAL

8.44%



NOT SURE

6.79%

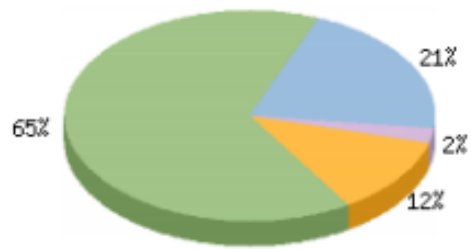


 Like 1K  Share





 Tweet

[Return To Poll](#)

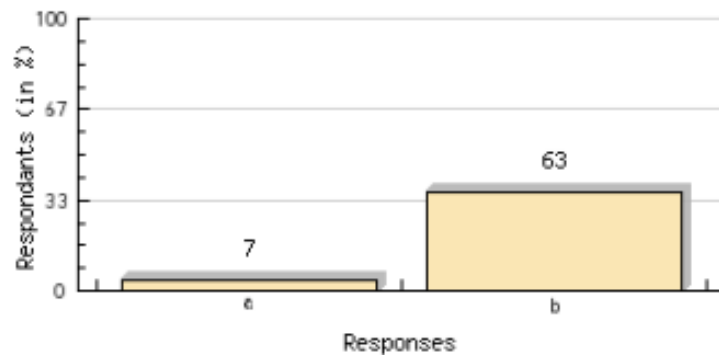
As a result of this class, did you purchase a broadband (internet) subscription?



Legend Response

-  I haven't, but I'm thinking about it. (21)
-  No (115)
-  Yes (37)
-  No answer (3)

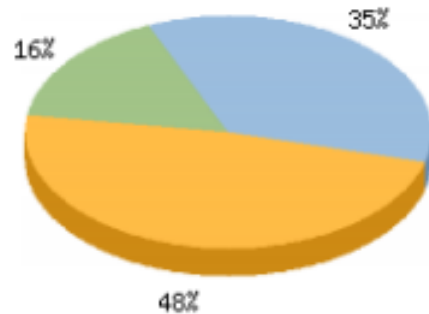
As a result of this class, did you purchase any of the following devices?






Legend Response

- a Chromebase (7)
- b iPad (63)

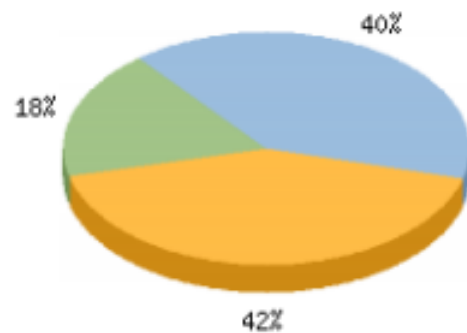
Would you say you feel






Legend Response

-  Much more connected to friends and family (85)
-  No change (29)
-  Somewhat more connected to friends and family (62)

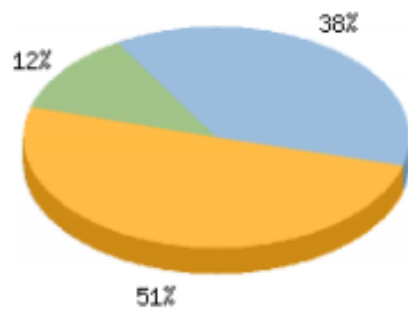
Would you say you feel






Legend Response

-  Much more connected to your community (74)
-  No change (31)
-  Somewhat more connected to your community (71)

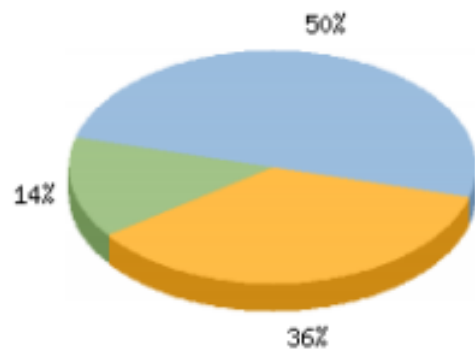
Would you say you are






Legend Response

-  Much more optimistic about your future (89)
-  No change (21)
-  Somewhat more optimistic about your future (66)

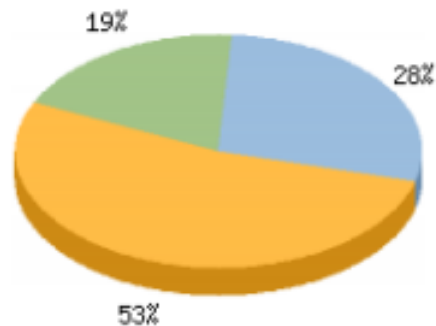
Would you say your quality of life has






Legend Response

-  Greatly improved (64)
-  No change (24)
-  Somewhat improved (88)

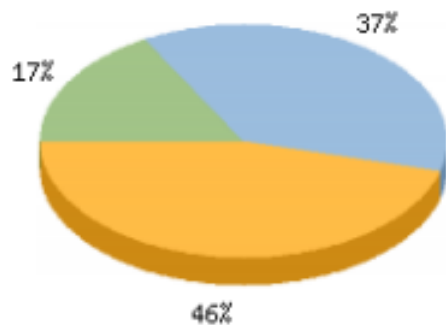
Would you say you have






Legend Response

-  Much more access to health information (93)
-  No change (33)
-  Somewhat more access to health information (50)

Would you say you feel



Legend Response

-  Much more confident in your ability to live independently (81)
-  No change (30)
-  Somewhat more confident in your ability to live independently (65)

WHITE PAPERS

Patients Accessing Technology at Home (PATH)



Maimonides Medical Center & Older Adults Technology Services

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While patient access to health information technology is a core component of current health system reform and its promise for increased quality, cost control and satisfaction, most adults over the age of 65 are stranded on the other side of the “digital divide.” The PATH Project’s overarching goal was to develop an effective model for engaging, training and supporting older adults and their family caregivers to access internet-based information and technology in their homes to improve their health outcomes, coordinate their care, control their healthcare costs, and enhance the quality of their lives.

WHITE PAPERS

Toward an Inclusive Measure of Broadband Adoption



by **Charles M. Davidson, Michael J. Santorelli & Tom Kamber**
International Journal of Communication 6 (2012)

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Accrual of the benefits of broadband connectivity differs from user group to user group. This dynamic impacts the structure of broadband adoption programs, the crafting of policy responses to the digital divide, and the measurement of outcomes. Thus a one-size-fits-all definition and measure of broadband adoption should be resisted, lest certain types or levels of usage unique to a particular group be dismissed or undercounted. This article proposes development of a more inclusive understanding of broadband adoption that measures the intensity of broadband use by harnessing quantitative, qualitative, and anecdotal data stemming from training programs, consumer surveys, and other sources.

WHITE PAPERS

Older Adults and OATS Computer Training Programs: A Social Impact Analysis Findings Report



**Paula J Gardner, PhD and The New York Academy of Medicine,
Division of Health Policy**

April 2010

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This study examined the impact of the OATS computer training courses on older adult participants. Findings were generated from an integrated analysis of all study data that served to complement one another. In particular, field notes and individual narratives collected during the site visits complemented the quantitative data from the telephone surveys by providing context and highlighting the lived experience of the older adults. Data from the service provider interviews provided an additional lens through which to examine both the experience of the older adults as well as the OATS training itself. Together these data provide a comprehensive picture of the OATS training and the impact of the training on participants' computer skills and usage, social connectedness, social participation and access to information.