

2021-22 ANNUAL REPORT



from NATIONAL COUNCIL FOR
MENTAL WELLBEING



100 Eaton Street, PO Box 187 Morrisville, NY 13408
www.mcruralhealthcouncil.org

THE MISSION OF THE RURAL HEALTH COUNCIL OF MADISON COUNTY IS TO ADVOCATE, INFORM, AND COORDINATE EFFORTS TO IMPROVE HEALTH IN OUR COMMUNITY.



Message from our Executive Director

Welcome to our 2021-22 Annual Report. Over the past year, Madison County Rural Health Council, Inc (MCRHC) has continued working to identify and address health needs and opportunities in Madison County. MCRHC continues to provide information, assistance and services across our county to address our community needs, as we strive to get back to some normalcy.

We are working to better understand how we can increase our effectiveness in improving both health, wellness, and transportation in our community. Whether it is through the building of Mobility Management services to help rural seniors access healthcare or bringing a Doula Program (birth doula), or Mental Health First Aid Trainings into our rural community and schools. Additionally, we continue our efforts with hosting our evidenced-based workshops, such as, our Diabetes Prevention Program, Chronic Conditions Self-Management, Chronic Pain Self-Management and Diabetes Self-Management. MCHRC is committed to improving the health in our community.

We look forward to continuing the best of what this year has required us to learn and expand programs where needs are identified, "to advocate, inform and coordinate efforts to improve the health in our community."

Be Well,

Christine Paul

Christine Paul

OUR STAFF



Stephanie Henry
Deputy Director



Donny Ybarra
Mobility Manager



Jamie Hagenbuch
Health Initiatives Coordinator



Message from our Board President

The year 2021 certainly was a transition year for the Rural Health Council of Madison County. With the retirement of our Executive Director, Bonnie Slocum, a search was conducted in which Christine Paul was selected from many highly qualified individuals to become our next leader. The Rural Health Council is in capable hands under Chris who hit the ground running and is focused on bringing several new programs and services to Madison County.

OUR BOARD OF DIRECTORS

Bruce Hathaway, Vice-President

*Public Health Consultant
National Association of Chronic Disease
Directors (NACDD)*

Jeffrey E. Coakley, Treasurer

*President & CEO
Community Memorial*

Robyn Smith, Secretary

*CNY Region Community Partnerships &
Investments Manager
Excellus BlueCross BlueShield*

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*Clinical Asst. Professor/Coordinator
Family Health Nursing Program,
Binghamton University*

Maureen Campanie

*Executive Director
BRiDGES Madison County Council on
Alcoholism and Substance Abuse, Inc.*

Dawn Brink-Cyberman, MD

*Family Physician
St. Joseph's Health at Cazenovia*

Eric Faisst

*Director of Public Health
Madison County Department of Health*

Inez DeGroat

*Deputy Director
Madison County Office for the Aging*

Paula Highers

*Attorney
Meggesto, Crossett & Valerino, LLP*

Jane Stephenson

*Associate Professor
SUNY Morrisville*

As we all continued to live with the COVID-19 pandemic in what was our eighth year of operation, the Rural Health Council continued to deliver the National Diabetes Prevention Program and Living with Chronic Conditions, Diabetes and Chronic Pain Self-management Education workshops virtually throughout the year. Monday mile walks through the Walk with a Doc program continue to be a terrific opportunity to get individuals outside and discussing important health information in a relaxed atmosphere.

In September, we finally welcomed a new service that we have been working to bring to Madison County for the past four years with the implementation of the Volunteer Transportation Center (VTC). The VTC assists individuals age 60+ in getting to medical appointments with the help and support of local volunteers that drive their own vehicles. Being a volunteer is a rewarding experience and I encourage anyone who has the time to consider this worthy volunteering opportunity to give back.

I want to end with thanking our staff for their hard work and dedication, and for finding the time to complete a service project with a "Hat and Mitten Drive" the end of the year for area children and adults in need. Our Council is successful because of their passion!

Wishing you all good health,

DJ Raux

DJ Raux
Board President

PROGRAMS AND INITIATIVES



Our first Monday Mile was established in Stockbridge in 2016. Since then, we have developed 14 outdoor Monday Miles and three indoor Monday Miles to encourage Madison County residents to increase their physical activity by walking a mile for their health. The Monday Mile routes have also provided us with opportunities to layer other programs, like Walk with a Doc and Storybook Walks to promote the importance of physical activity in our rural communities. Our newest Monday mile will be at the Town of Lenox Skate and Dog Park in Summer 2022.



In 2021, we returned to offering the Walk with a Doc program in our communities keeping the pandemic in mind. In the summer, we held three walks with three different physicians in Cazenovia, Chittenango and Oneida. Topics included, preventative health, Lyme disease and how exercise can boost physical and brain health. These walks provide the community an opportunity to meet healthcare professionals outside of the office to learn about a health topic and take walk together. We look forward to scheduling more WWADs starting in Spring 2022!



Through a partnership with Madison County public libraries, we offered seven Storybook Walks on our Monday Mile routes in Cazenovia, DeRuyter, Canastota, Chittenango, Hamilton, New Woodstock, and Oneida in 2021. We launched this program during the pandemic in 2020 as a safe, fun, and socially-distanced way for community members of all ages to get outside and take a walk while following along with a story.



A partnership between Cayuga Community Health Network, Madison County Rural Health Council, and Seven Valleys Health Coalition has been created to increase support to pregnant and birthing individuals in Cayuga, Cortland, and Madison counties. Through this partnership, we will work toward training new doulas, connecting doulas to pregnant individuals, and developing a referral process for healthcare providers.



Sign for our newest Monday Mile in the Town of Lenox.



Heidi Puc, MD sharing information on Lyme Disease at a WWAD event in Chittenango.

COMMUNITY HEALTH EDUCATION

National Diabetes Prevention Program

Our National Diabetes Prevention Program (NDPP) continues to receive Full CDC-Recognition through 2022. We are delivering the program virtually with plans to offer in-person and virtual classes in Summer 2022. The goal of the program is to help participants prevent or delay type 2 diabetes by losing 5%-7% of their body weight and increasing physical activity to a minimum of 150 minutes per week.

In September 2021, through funding from HealtheConnections, we partnered with the Madison County Office for the Aging to train a new Lifestyle Coach to deliver the program virtually.

As a recognized Medicare Supplier, we are able to submit claims for eligible Medicare beneficiaries in our program. In 2022, to support collaboration between counties, we partnered with Cayuga Community Health Network and Seven Valleys Health Coalition to become an Umbrella Hub Arrangement for the Medicare Diabetes Prevention Program (MDPP).

NATIONAL DIABETES PREVENTION PROGRAM	
5 Trained Lifestyle Coaches	4 Total NDDP Workshops
38 Participants Enrolled	5.5% Average Weight Loss



MHFA Mascot, ALGEE

Self-Management Education Workshops

For the last four years we have partnered with Bassett Living Well and the Madison County Office for the Aging to deliver Self-Management Education (SME) workshops through the Self-Management Resource Center (SMRC).

These six-week evidence-based workshops are offered to adults living with chronic conditions, diabetes, and chronic pain. Each workshop is designed to help participants learn how to better manage their health and maintain active and fulfilling lives. Due to the ongoing pandemic, we these workshops continue to be held virtually.

Our SMRC Partners



SMRC Self-Management Resource Center	5 Trained Peer Leaders
5 SME Workshops	51 Participants Enrolled



New to the MCRHC! In response to our nation's mental health crisis, the MCRHC is offering Mental Health First Aid (MHFA) training to Madison County starting in 2022. This groundbreaking skills-based course gives people the tools to identify, understand and respond to someone who might be struggling with a mental health or substance use challenge — and connect them with appropriate support and resources when necessary. MCRHC has staff trained to deliver teen, youth, adult, fire and EMS and Public Safety MHFA. We are also excited to announce our partnership with the Madison County Mental Health Department to deliver both the YouthMHFA and teen-MHFA to Madison County School districts! We have numerous MHFA trainings scheduled for 2022!

WORKING TOGETHER

MCRHC is grateful for all of the partnerships we have developed since our inception in 2013; including hospitals, county and state agencies, community organizations, and other rural health networks. These partnerships have provided both funding and collaboration opportunities to flourish and thrive over the last nine years. As an organization, it is important to us to address the rural health needs of our county to improve the health outcomes of our residents

Collaborating with other community organizations has provided us with opportunities to expand the delivery of our evidence-based workshops, offer virtual cooking classes and bill for Medicare reimbursement. We are excited to partner with two other rural health networks in Cayuga and Cortland counties to offer a Doula program to meet the needs of the pregnant individuals in our counties. Additionally, our GoMadisonNY Mobility Management program continues to collaborate with the Madison County Office for the Aging and Community Resources for Independent Seniors to meet the transportation needs of the senior population in Madison County.

MCRHC staff attend numerous networking groups in the community to share what we have to offer and determine potential opportunities to work together and support the needs of other organizations.

Funding is essential to our organization's livelihood; it has provided us with the ability to expand our programming and outreach to better serve our communities. In 2022, we were awarded funding to bring Mental Health First Aid programs to Madison county!

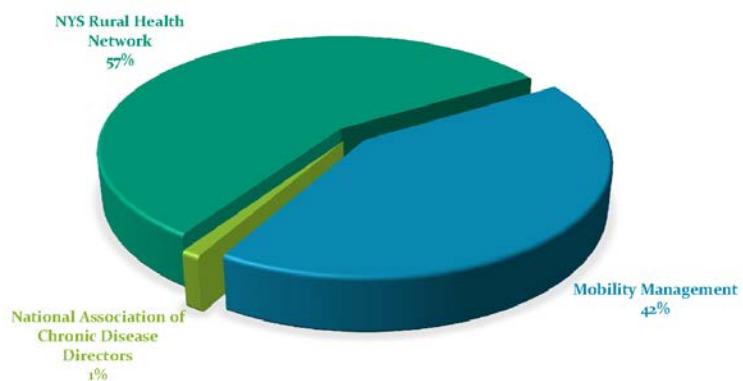
COMMUNITY PARTNERSHIPS & NETWORKING GROUPS

- Bassett Healthcare
- Cayuga Community Health Network
- CNY Lyme and Tick-borne Disease Alliance
- CNY Regional Healthy Equity Task Force
- CNY Statewide Senior Action Task Force
- Community Resources for Independent Seniors - Cazenovia Area Transportation (CRIS-CAT)
- Community Living Advocates - Madison County
- Community Memorial
- Food Feasible, LLC
- Hamilton Outreach Forum
- Madison County Office for the Aging
- Madison County Mental Health Department
- Madison County Planning Department
- Madison County Vaccine Equity Task Force
- National Council for Mental Wellbeing
- Non-Profit Consortium
- Oneida Healthcare
- Seven Valleys Health Coalition
- Syracuse University Lerner Center
- Volunteer Transportation Center

OUR 2021-22 FUNDING PARTNERS

- Health Foundation of Central and Western NY
- NYS Rural Health Network
- Chenango United Way
- United Way of Madison County
- CNY Community Health Foundation
- HealtheConnections

FISCAL YEAR IN REVIEW 2021 REVENUE RECEIVED



PROFESSIONAL GROWTH

In 2021-22, MCRHC staff have taken advantage of numerous opportunities to grow and develop their skills to become more successful in their positions at MCRHC. These opportunities have included attending trainings, conferences, and joining local advisory councils and community boards. Staff professional development has also allowed MCRHC to provide more services to our community such as travel training and Mental Health First Aid.

Trainings:

- Two staff members trained to deliver teenMHFA and one newly trained to deliver YouthMHFA through National Council of Wellbeing.
- Advanced trainings to improve facilitation and delivery of the National Diabetes Prevention Program offered by DTTAC.
- Through GetThere/Rural Health Network of South Central NY, our Mobility Manger became a certified Travel Trainer to support community members in learning how to access public transportation.
- Medicare Billing, Claims and Reimbursement by Welld Health and National Chronic Disease Directors.
- Update trainings for Self-Management Education workshops to stay current on best practices when delivering Living Well workshops.

Advisory Councils and Boards:

- Healthy Families Advisory Committee hosted by the Community Action Partnership of Madison County
- CNY Lyme and Tick Bourne Disease Alliance Board
- Cazenovia Chamber of Commerce Board
- Regional Trauma Informed Care Committee
- Care Compass Network
- Long Term Care Advisory Council

Conferences:

- NYS Public Health Association Conference



MOBILITY MANAGEMENT

GOALS

Our goal for Mobility Management is to be the bridge to connect Madison County residents to transportation resources, providers, and funding sources. These connections benefit the community by getting residents to medical appointments, food sources, and social events. Notable achievements include the MTS Token Donation Program, Travel Training, and Volunteer Transportation Center. All three have solidified as being integral in the work that Mobility Management does on a day to day basis to support the needs of our communities.



TRAVEL TRAINING

In 2021, our Mobility Manager, Donny Ybarra, completed a Travel Trainer certification offered by GetThere, a mobility management program of the Rural Health Network of South Central NY. He has since provided 100+ travel training sessions to Madison County residents, some first-time users of public transportation. These sessions provided CDC COVID-19 guidance and education for public transportation services. Travel training has become the fastest growing program in Madison County with those who have received training referring the program to friends, neighbors, and family members.

TOKEN DONATION PROGRAM

An important part of Mobility Management is community outreach and to better understand where residents need to go, what gets them there, and how they pay for it. Our Mobility Manager recognized a community need and implemented a bus token donation program to benefit seniors, families, and anyone without the means to independently purchase tokens. Through a generous network of providers and residents across Madison County, a donation site was set-up at the Hamilton Public library as well options to donate online or via mail.

Numerous community organizations have also benefitted from this program and have shared tokens with their clientele. This program is one of the key referral components of Travel Training and the First Mile/Last Mile through the Volunteer Transportation Center.

IMPACT BY THE NUMBERS

\$2,000+

RECEIVED IN DONATIONS FROM
THE COMMUNITY TO PURCHASE OF BUS TOKENS.

1,681

TOKENS PROVIDED TO
MADISON COUNTY RESIDENTS.

20

COMMUNITY ORGANIZATIONS
RECEIVED TOKENS.

VOLUNTEER TRANSPORTATION CENTER

In September 2021, the Volunteer Transportation Center (VTC) was launched in Madison County. VTC has become one of the fastest growing programs in transportation services in our county. Through planning and collaboration, VTC has formed a partnership with the Madison County Office for the Aging (OFA) which has allowed VTC to coordinate transportation trips for the 60+ clients needing access to medical appointment transport. After bringing in existing volunteer drivers and clients, VTC and OFA have grown in the level of services they can provide to the demographic. Recently, VTC has begun working with Community Resources for Independent Seniors Cazenovia Area Transportation (CRIS-CAT) allowing access to a larger pool of volunteer drivers. In the near future, MCRHC Mobility Management will house the VTC as an all new transportation and dispatch hub, with the goals to expand the parameters of eligibility to a larger demographic of Madison County residents.

PANDEMIC ASSISTANCE

Since 2020, Mobility Management has maintained a presence for the Madison County COVID Task Force meetings formed in conjunction with MCRHC and Community Action Partnership of Madison County. The task force was instrumental in bringing providers together across Madison County for weekly COVID-19 updates regarding CDC guidelines, vaccination eligibility and clinics, testing sites, transportation needs. Our Mobility Manager worked with the Madison County Health Department for referrals to coordinate transportation - both public and private options as well as volunteer drivers to help clients get to vaccine and testing appointments.



Our Mobility Manager, Donny Ybarra, speaking to Volunteer Drivers at a picnic hosted by the Volunteer Transportation Center

GROWTH

As MCRHC Mobility Management continues to grow and expand, it could not be without the strong network of advisory committee members and community members, who continue to reach out to refer clients to all of the services offered under mobility management. Our website, GoMadisonNY has remained a tool for those needing to access transportation resources and services. We look forward to expanding even further into Madison County and continuing to establish partnerships and strengthen ties to the community.

OUR TRANSPORTATION PARTNERS



COMMUNITY SERVICE

2021 HAT AND MITTEN DRIVE

In November, we organized our first-ever Hat and Mitten Drive to benefit Madison County children and adults in need of warm hats and mittens/gloves during the winter season.

With the support of local organizations, we set-up donation sites at Cornell Cooperative Extension of Madison County, AmeriCU Credit Union in Cazenovia and public libraries in DeRuyter, Morrisville and New Woodstock.

In total, 179 hats and 103 pairs of mittens/gloves were donated! This outpouring of support of brand new hats and mittens - many handmade by local residents made a difference in the lives of many in Madison County! We plan continue this service project in the 2022-23 winter season.

We personally dropped off donations to the following organizations:

- CazCares
- DeRuyter Central Schools
- DeRuyter Community Closet
- Community Action Partnership of Madison County
 - Diaper Pantry and Code Blue Closet
- The Opportunity Shop: Angel Christmas
- Morrisville Friendship Inn
- Morrisville Area Community Christmas Project
- Madison County Office for the Aging
- Clear Path for Veterans



Our ED, Christine Paul, sorting through donations.



Donation bin filled with handmade hats and scarves.

COMMUNITY FOOD RESOURCES

MCRHC maintains a comprehensive list of all of the community meal programs and food pantries serving Madison County residents. We work with local coordinators to ensure the information accurately reflects how meals and grocery items are made available to residents, especially during the ongoing pandemic. This list is made available on our Facebook page, website, newsletters, and networking groups. Our goal is to make it easier for those in need to access resources to food in our county.

MOVING FORWARD

MCRHC has committed to working with the New York Council of Nonprofits (NYCON) on developing an updated strategic plan to support us in our continued success in rural health. NYCON will work with us to develop a strategic roadmap that efficiently and effectively engages our team and our organization's financial resources.

By working together, MCRHC's Strategic Planning Committee and NYCON will strive to meet the following goals:

CREATE A COMPELLING VISION STATEMENT THAT LEVERAGES OUR MISSION AND VALUES.

DEVELOP A COMMON UNDERSTANDING OF THE INFLUENCES, MARKET FORCES, AND PRIORITIES OF THE COMMUNITY.

IDENTIFY KEY STRATEGIC AREAS TO ADDRESS: THE CORE FUNCTIONS, PRODUCTS, AND SERVICES OF OUR ORGANIZATION; FINANCIAL DEVELOPMENT; AND OUR ORGANIZATIONAL INFRASTRUCTURE AND DEVELOPMENT.

CREATE A STRATEGIC PLANNING DOCUMENT THAT OUTLINES: BROAD GOALS AND OBJECTIVES, BOARD AND STAFF ACTIONS, AND MILESTONES AND TIMEFRAMES THAT PROVIDES MCRHC WITH CLEAR DIRECTION FOR THE FUTURE.



IN 2022, WE CREATED THIS LOGO TO COMMUNICATE OUR COMMITMENT
TO OFFERING PROGRAMMING AND INITIATIVES THAT PROMOTE PHYSICAL
AND MENTAL HEALTH IN OUR RURAL COMMUNITIES.

Madison County Rural Health Council
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The Madison County Rural Health Council also known as The Rural Health Council of Madison County, is a 501c3 non-profit organization established in 2013.