

A New Era of Prevention



Ulster County Department of Health

Michael P. Hein, County Executive

Dr. Carol Smith, UC Commissioner of Health and Mental Health



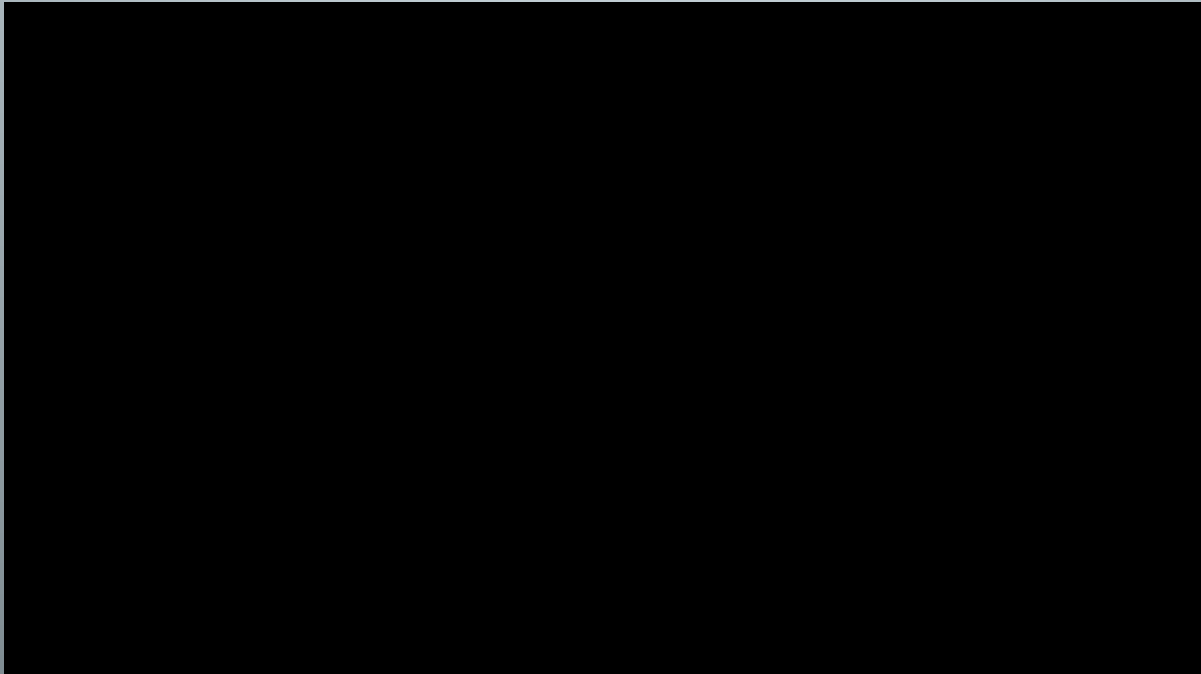


“My goal is to make Ulster the Healthiest County
in New York”

County Executive Mike Hein

A Culture of Health

A community where policy-makers, civic leaders, educators, employers, and residents work together to make the health of their entire community a priority.



County Health Rankings

33 Criteria in 4 Categories:

- Socio-Economic - 40%
- Individual Behaviors - 30%
- Clinical Care - 20%
- Physical Environment - 10%

UC is now 29/62

New release in March

Focus on targeted improvements

NYS Prevention Agenda

2014-17

Ulster County Focus Areas:

- *Chronic Disease Prevention*
- Promote Mental Health/Reduce Suicide Rates
- Emphasis on community-wide health + disparities

County Executive's Goal

*Let's make Ulster the
Healthiest County in NYS*

Medicaid Redesign/DSRIP

- Emphasis on population with worse health outcomes
- 5% of total pop. that consumes over 50% of total healthcare costs
- NYS Medicaid cost = \$56 Billion > UC share = \$36 Million

Goal > Reduce costs/improve outcomes by:

- Creating an integrated system of care (primary, preventative, follow-up)
- Reducing hospital readmissions
- Collaboration and leveraging resources

County Health Ranking Measures

Measures 33 Different Factors under 4 Broad Categories

Health Behaviors (30%)

- Tobacco Use
- Diet and Exercise
- Alcohol and Drug Use
- Sexual Activity

Social and Economic Factors (40%)

- Education
- Employment
- Income
- Family and Social Support
- Community Safety

Clinical Care (20%)

- Access to Care
- Quality of Care

Physical Environment (10%)

- Air and Water Quality
- Housing and Transportation

The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work and play. They provide a starting point for change in communities.

Where We Stand vs. 62 Counties in NYS

The Healthiest – Livingston County
Ranked #1

<< 2014 Ulster County Ranked #29

<< 2010 Ulster Ranked # 33

The Un-Healthiest
Bronx County
Ranked #62



Where We Need to Improve vs. NYS and Livingston County (#1)

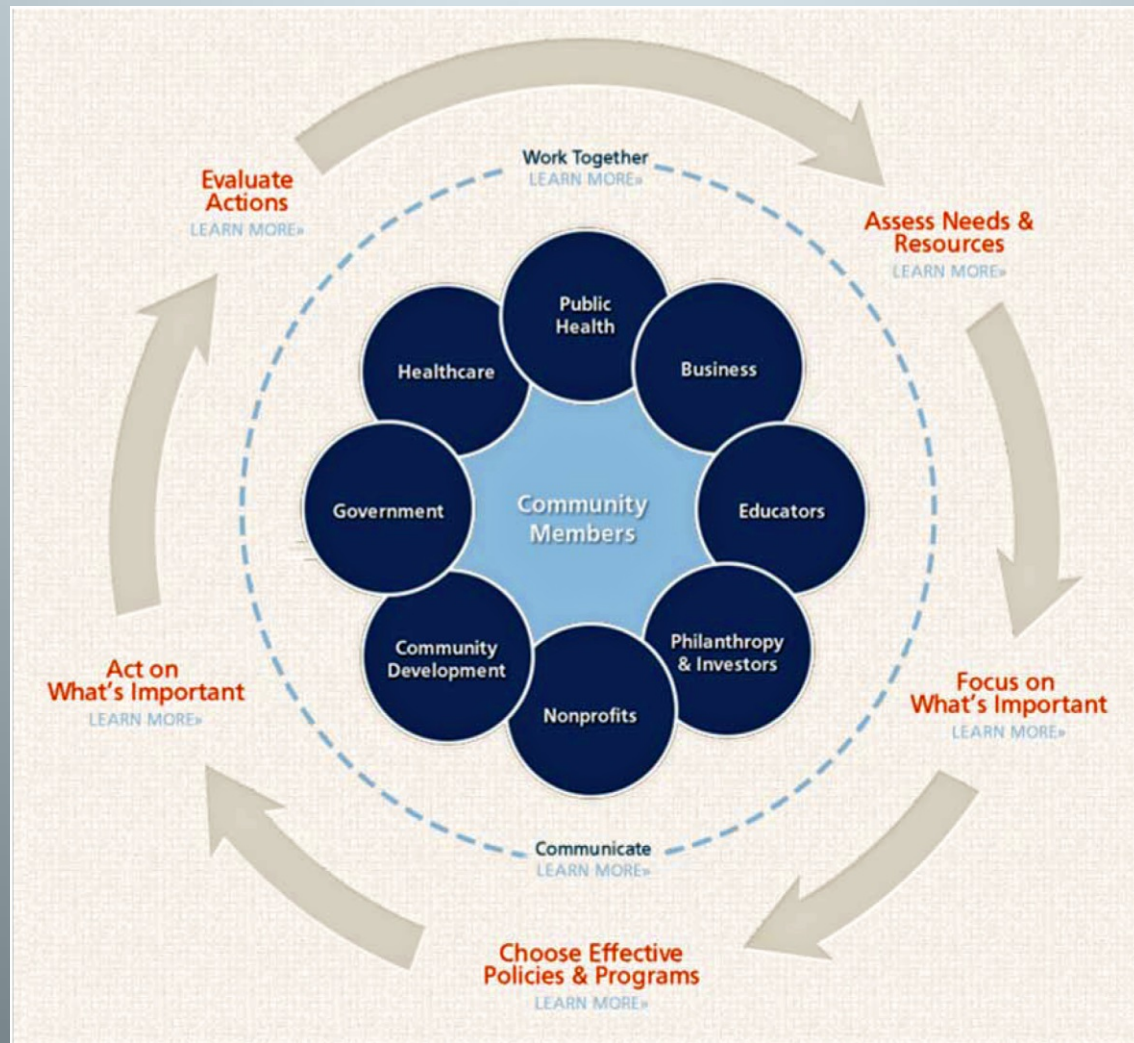
NYS

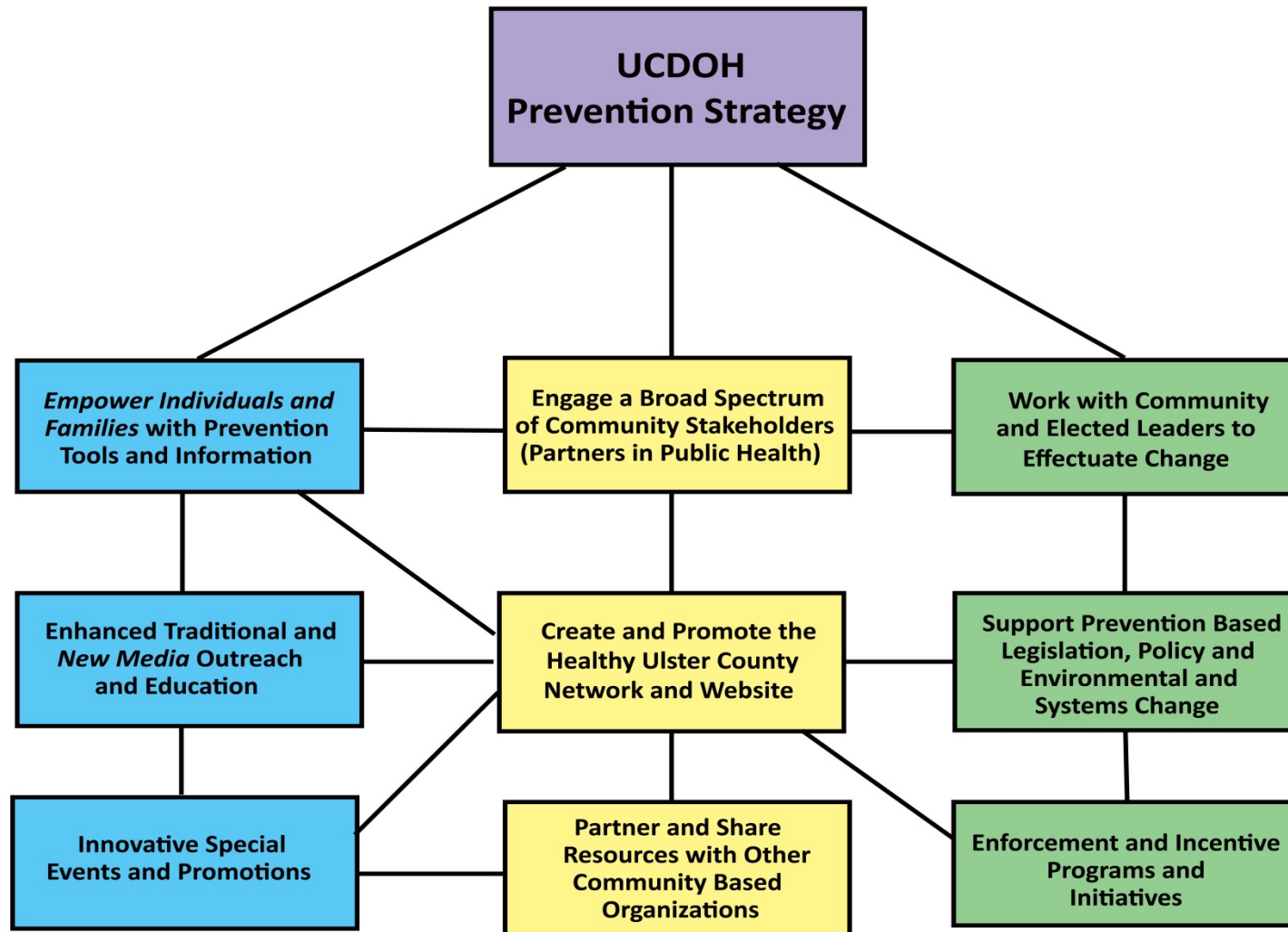
- Premature Death
- Poor Physical Health Days
- Poor Mental Health Days
- Adult Smoking
- Excessive Drinking
- Preventable Hospital Stays
- Unemployment
- Injury Deaths

Livingston County

- Length of Life
- Poor Physical Health Days
- Poor Mental Health Days
- Adult Smoking
- Excessive Drinking
- Sexually Transmitted Infections
- Uninsured
- Preventable Hospital Stays
- Unemployment
- Children in Single Parent Households
- Violent Crime
- Severe Housing Problems

Model for Community Action





Government Can't Do it Alone: It Takes a Community



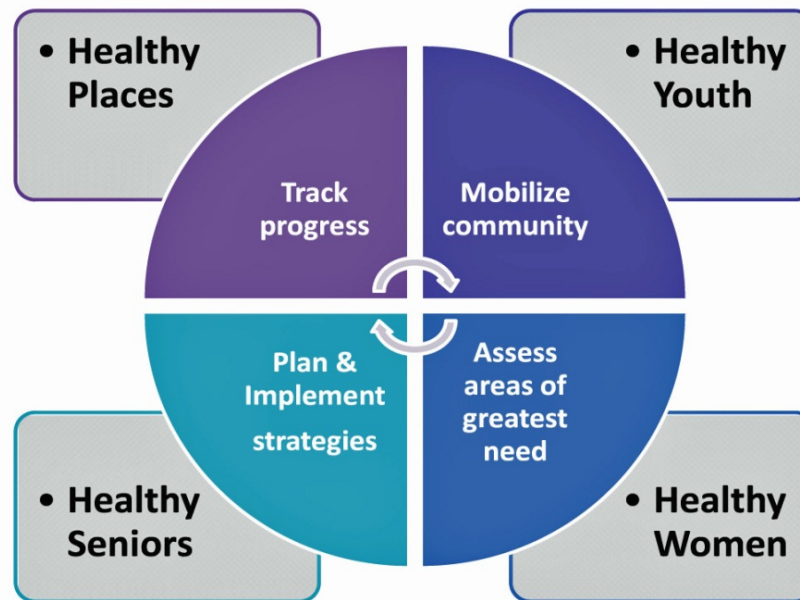
Healthy Ulster: A Public Health Approach

Building bridges to improve the health of Ulster County



Prepared by the Ulster County Department of Health, June 2010

***PiPH* Planning Councils**



A Strategy for Success

NYC Reverses the Childhood Obesity Trend with a Comprehensive Approach

The Comprehensive Elements of Success:

- Articulating a **vision** for success and strong leadership “at the top”
- Exceeding Federal **guidelines** for nutrition and physical activity in the schools (1/2 of a child’s waking hours are spent in school)
- Writing in healthy **nutrition guidelines into contracts** for food and beverage vendors who do business on city property, including sports arenas
- A **direct-to-the-public media and advertising campaign** around sugary beverages and healthy eating
- (Proposed **legislation** on the size of sugary beverage containers)

New York State Embraces a New Prevention Agenda

- Community Health Assessment
- Community Health Improvement Plan

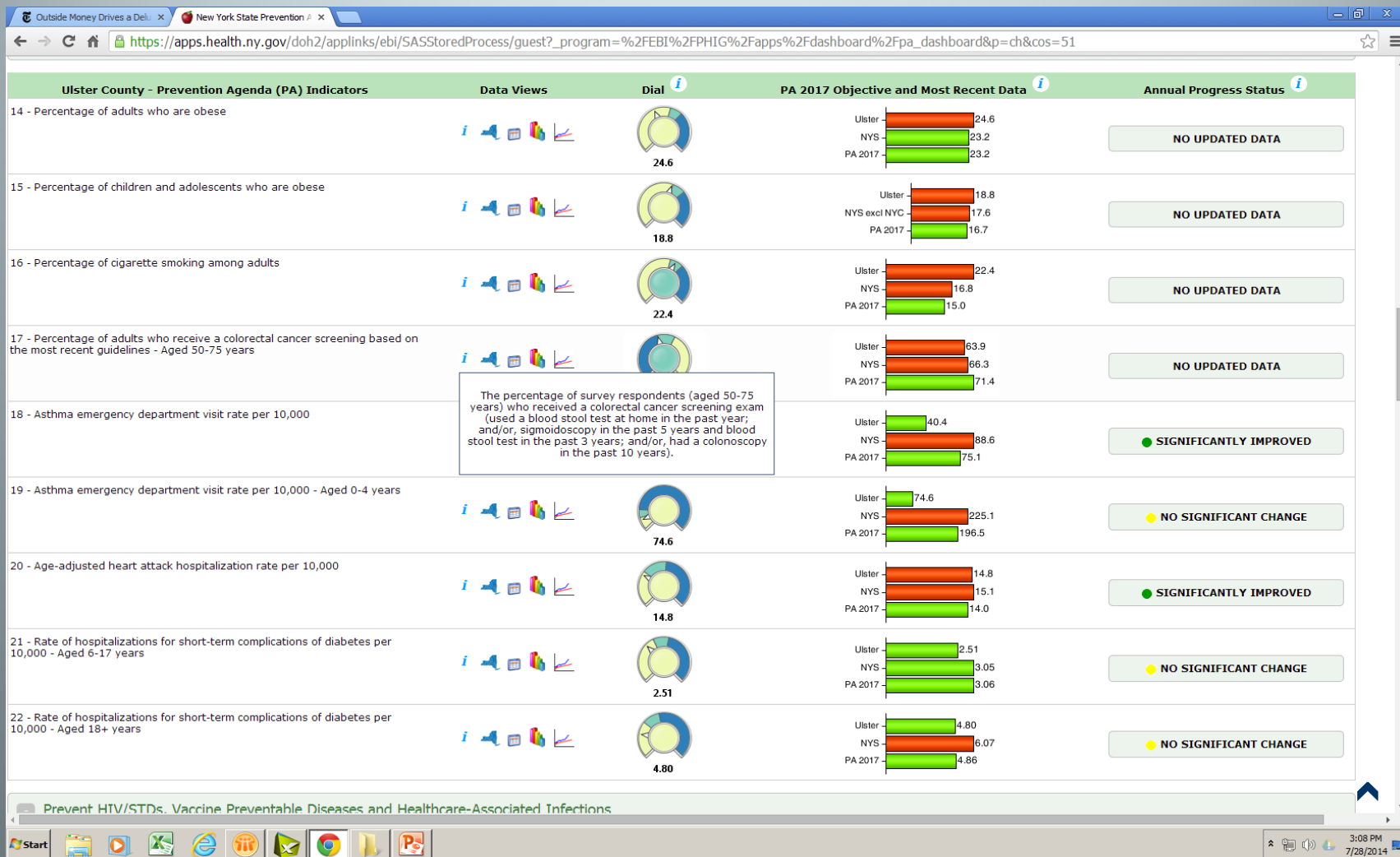
“In keeping with the NYS Health Improvement Plan, the Prevention Agenda 2013-17, NYSDOH is asking local health departments and hospitals to collaborate with each other and community partners on the development of these documents.

Collaboration is an essential element for improving population health in communities and the State as a whole.”

A Call to Action

“It is a call to action to local health departments, health care providers, health plans, *schools*, employers, government agencies, non-profits and businesses to collaborate at the community level to ***identify health priorities and implement a strategy for improvement.***”

NYS Prevention Agenda Dashboard



NYS Prevention Agenda

Where UC Fares Worse than NYS Average

- Rate of hospitalizations due to falls (65+)
- Rate of occupational injuries per 10K (15-19)
- % of pop w/ low access to supermarket
- % of obese adults
- % of obese children and adolescents
- % of adult smokers
- % of adults colorectal screening (50-75)
- Maternal mortality rates per 100K births

NYS Prevention Agenda

Where UC Fares Worse than NYS Average

- % of child well child visits (0-15 mo.)
- % of well child visits (3-6)
- % of well child visits (12-21)
- % of children w/ health insurance
- % of 3rd graders w/ untreated tooth decay
- % of unintended pregnancies
- Poor mental health days (>14 per mo.)
- Age adjusted suicide rate per 100K

The 5 Prevention Agenda Priorities are:

1. Prevent Chronic Diseases (*focus on obesity*)
2. Promote a Healthy and Safe Environment
3. Promote Healthy Women, Infants and Children
4. Promote Mental Health and Substance Abuse Prevention
5. Prevent HIV,STDs, Vaccine Preventable Diseases and Healthcare Associated Infections

Reduce Youth Obesity

- Conduct a new BMI study to compare with the 2011 study
- Implement the NAP SACC Program (health eating, reduced media time and increased physical activity) in child care centers – in progress
- Foster adoption of UC Health Snack Guidelines – in progress
- Engage private sector to help educate constituents – in progress
- Work with school media departments on childhood obesity prevention
- Work with local schools, parents, chefs on Healthy School Lunch contest/guide - completed
- Encourage municipal leaders to display My Plate in public food venues
- Increase utilization of Farmer's Market vouchers by WIC participants
- Work w/KHS to promote healthier eating/physical activity via the new Scholar Academy and Parent Resource Center
- Improve rail trails system, including access – in progress
- Work with schools to improve nutrition, physical activity and wellness policies - in progress

Reduce Youth Smoking

- Provide point-of-sale education materials to community leaders – in progress
- Disseminate TFAC survey - 77% support for restricting sales around schools – in
- Paid media and PR on the impact of marketing on youth – in progress
- Increase the % of youth who live in tobacco-free homes
- Educate local officials on the impact of tobacco marketing on youth – in progress
- Testify at public hearings about the impact of retail tobacco marketing
- Implement “We’ve Seen Enough Tobacco Marketing” campaign with media, schools, and community organizations
- Work with elected officials to advance a local law to license tobacco retailers and restrict tobacco sales and marketing in school zones – in progress

Delivery System Reform Incentive Payment Program (DSRIP)

DSRIP is a waiver program, negotiated by Governor Cuomo and the Federal government that, will allow the NYS to reinvest \$8 billion in federal savings generated by Medicaid Redesign Team (MRT) reforms. It is a multi-partner, pay-for -performance, 5-year action plan designed to save and transform the state's health care system, *bend the Medicaid cost curve*, and assure access to quality care.

- For just the chronic diseases related to overweight and obesity conditions, NYS spends **an additional \$11.8 BILLION** in annual healthcare costs (12x the NYS deficit). **Total NYS Medicaid = \$56B**
- 5% of the population (primarily Medicaid recipients) account for over 50% of these costs.

How DSRIP Connects to the UC Community Health Improvement Plan (CHIP)

There are four Domains in DSRIP that represent groupings of project milestones and associated metrics. The four Domains are:

Domain 1 – Project progress milestones – measurement on completion of project plan (*main goal to reduce preventable hospital readmissions by 25%*)

Domain 2 – System transformation milestones – measurement of system transformation (integrated system of care)

Domain 3 – Clinical improvement milestones – disease focused clinical improvements

Domain 4 – Population-wide strategy implementation milestones – Prevention Agenda improvements << **CHIP COMPONENT**

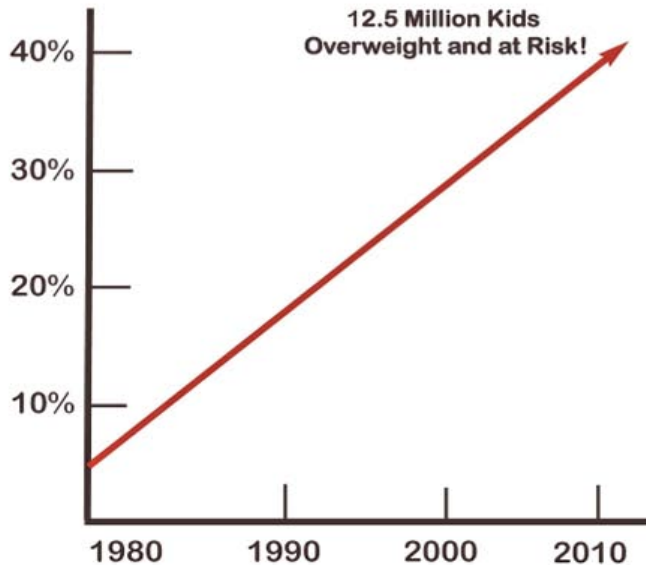
The Dimensions of the Obesity Crisis

- Obesity and overweight conditions are currently *the second leading cause of preventable death* in the United States.
- Prevention is the best *and least expensive* medicine. There are *enormous, additional public and private healthcare costs* associated with preventable diseases.
- *Health care to treat obesity-related illnesses and conditions cost* the United States an estimated \$150 billion, per year - *and New York State more than \$11.8 billion, per year*
- Over the last several decades childhood *obesity in the US has tripled*, placing *12.5 million of our children at risk* of developing chronic disease conditions associated with overweight and obesity.

You Have the Power to Stop Childhood Obesity



Childhood Obesity Reaches Epidemic Proportions!



Protect Your Family with Small Steps that Can Make a Big Difference

1. Reduce high-calorie, high-fat foods and beverages.
2. Serve more whole grains, fresh fruits and vegetables.
3. Reduce computer, TV and video screen time.
4. Serve (or order) smaller portion sizes.
5. Make sure everyone gets at least 60 minutes of physical activity every day.

For more information, call the Ulster County Department of Health at 845.340.3160 or by email at: HealthEd@co.Ulster.NY.us

OBESITY: COMPLEX BUT CONQUERABLE

THE UNITED STATES FACES AN ALARMING OBESITY PROBLEM. WE ARE QUICK TO BLAME INDIVIDUALS FOR EATING TOO MUCH OR EXERCISING TOO LITTLE, BUT IN TRUTH, THE CAUSES ARE MORE COMPLEX AND INVOLVE MANY FACTORS.

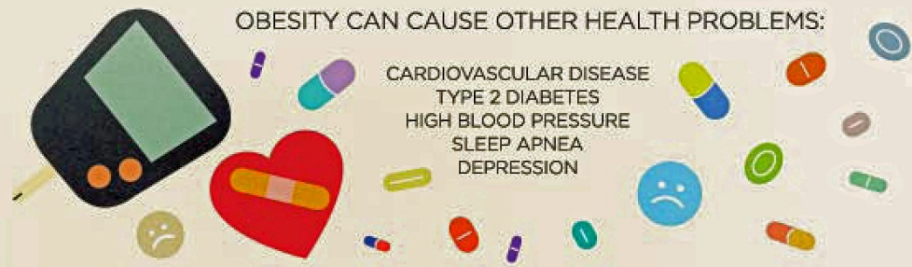
THE WEIGHT OF THE NATION

21%

4.3 BILLION
ANNUAL LOSSES TO
BUSINESSES BECAUSE
OF OBESITY-RELATED
ABSENTEEISM.



CARDIOVASCULAR DISEASE
TYPE 2 DIABETES
HIGH BLOOD PRESSURE
SLEEP APNEA
DEPRESSION



SCHOOLS

FOODS AND DRINKS AVAILABLE AT SCHOOLS ARE RADICALLY DIFFERENT THAN THEY WERE A FEW DECADES AGO, WITH MANY SCHOOLS NOW OFFERING AND PROMOTING HIGH-CALORIE, LOW-NUTRITION FOODS THROUGHOUT THE SCHOOL DAY.

UP TO $\frac{1}{2}$ OF CHILDREN'S WAKING HOURS ARE SPENT IN SCHOOL.

PERCENT OF HIGH SCHOOL STUDENTS ATTENDING DAILY PHYSICAL EDUCATION CLASSES

1991
41.6%

2009
33.3%

5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS THE HEART OF HEALTH.

MARKET WHAT MATTERS FOR A HEALTHY LIFE.

EAT WELL!

ON THEIR OWN, ANY ONE OF THESE FIVE SOLUTIONS MIGHT HELP SPEED UP PROGRESS IN PREVENTING OBESITY, BUT TOGETHER, THEIR EFFECT WOULD BE REINFORCED, AMPLIFIED, AND MAXIMIZED.

MARKET

FRESH PRODUCE

**Ulster County 2011 BMI Study
Percent of Elementary Students
Overweight/Obese**

1st Graders = 32%

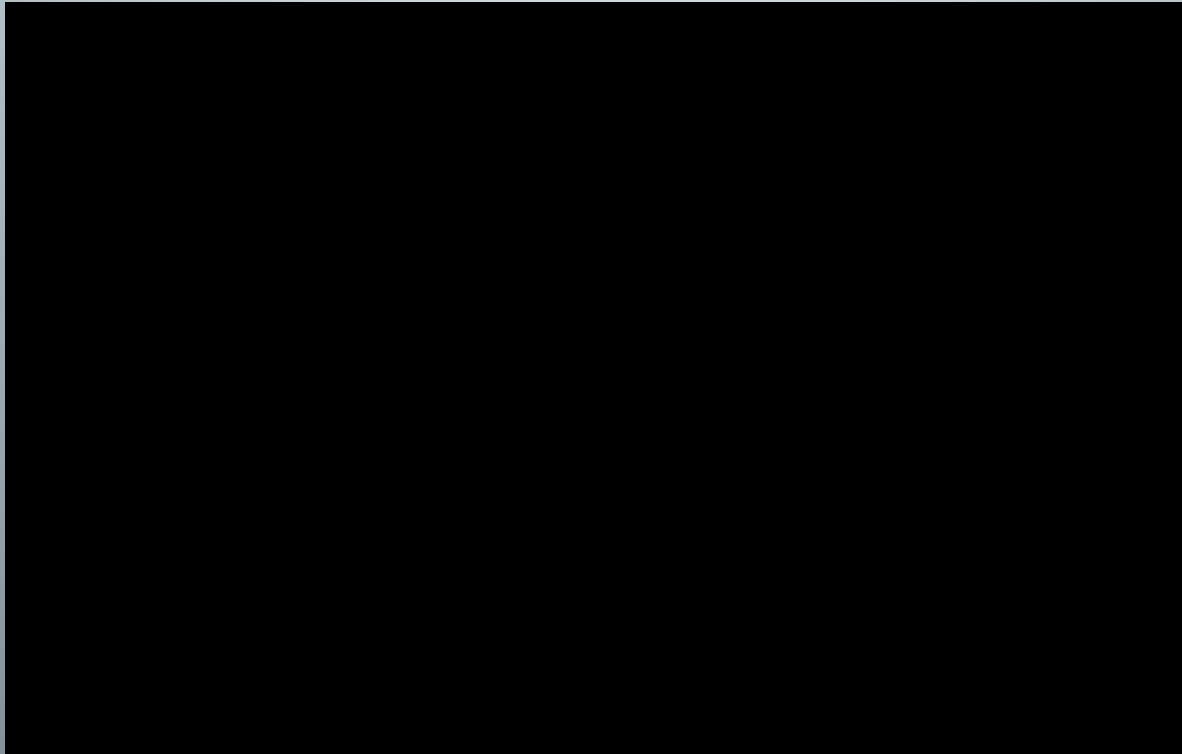
3rd Graders = 35%

5th Graders = 40%

7th Graders = 42%

**Add in adolescents from other
available data = 60 + %**

You Have the Power to Prevent Childhood Obesity TV Campaign



A close-up photograph of a woman with dark, curly hair. She is holding a large burger with sesame seed buns and green lettuce. She has a thoughtful expression, with her hand near her chin and her eyes looking upwards and to the side.

Meals Under
600 Calories

iChoose to order less. Weigh less.

My kids count on me to make good choices. And now they count on me to order less at fast food restaurants. Meals under 600 calories keep me energized and feeling great, so I can be there for them. **Look at calorie postings before you choose.**

www.Health.NY.gov/iChoose600
www.Facebook.com/iChoose600



Michael P. Hein
County Executive



Healthy Snack Food Guidelines

Developed by the Healthy Kingston for Kids Partnership and endorsed by the Ulster County Department of Health



Partners

The Community Heart Health
Coalition of Ulster County

Ulster County Department of
Health

Rose Women's Care Service

Cornell Cooperative Extension
of Ulster County:

Healthy Kingston for Kids

Creating Healthy Places

The following nutrient standards are adapted from the Choose Sensibly Guidelines created by The New York School Nutrition Association. After school programs and school districts in Ulster County are encouraged to adopt these guidelines.

Snacks should make a positive contribution to children's diets and health. Ideally, there should be an emphasis on serving fruit and vegetables as the primary snacks and water as the primary beverage. Because vending machines play a significant role in the after school snack environment the guidelines have been drawn from a model that offers a dynamic vending list from which purchasing departments can select snacks that meet guidelines. The Choose Sensibly vending list is maintained and updated regularly by the New York School Nutrition Association. A copy of the vending list can be accessed online here: <http://www.nyschoolnutrition.org/choose-sensibly>

BASIC GUIDELINES

To be considered a healthy snack choice, a snack should contain:

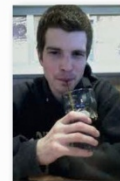
- 7 grams or less of fat*
- 2 grams or less of saturated fat *
- 0 grams of trans fat
- 15 grams or less of sugar
- 250 milligrams or less of sodium
- No artificial sweeteners



Vending snacks should contain one serving per package

*Nuts and seed snacks are excluded from this limitation

(Continued on next page)



10 Good Reasons to Avoid Sugar-Sweetened Beverages

1. Sugar-sweetened beverages, which include soda, sports drinks, fruit drinks and tea drinks, add calories to your diet without providing nutrients or even making you full. *Don't drink your calories!*
2. Americans now consume 200-300 more calories each day than we did 30 years ago; more than half of those excess calories come from sugar-sweetened drinks.
3. *The empty calories in these drinks can lead to weight gain, diabetes and other chronic diseases.*
4. Teenagers who drink sugary beverages get an average of 360 calories from them each day. That adds up to 130,000 calories per child over the course of a year.
5. *A kid's risk of becoming obese increases by 60% for every sugary drink consumed per day.*
6. *Women who drink one sugar-sweetened beverage each day have almost twice the risk of diabetes.*
7. A single 20-ounce soda contains about 16 teaspoons of sugar. Could you imagine adding that much sugar to your coffee?
8. A typical adult has to walk briskly for 46 minutes to burn the calories in a 20-ounce soda.
9. A typical 10-year old has to bike vigorously for 30 minutes to burn the calories in a 12-ounce soda.
10. *Obesity related illnesses cost New York State taxpayers nearly \$8 BILLION in additional medical costs each year, adding an average of \$770 to every household's tax bill.*



Michael P. Hein
County Executive

Ulster County Department of Health



ULSTER COUNTY RAIL TRAIL PROJECT



World-Class

Four Season



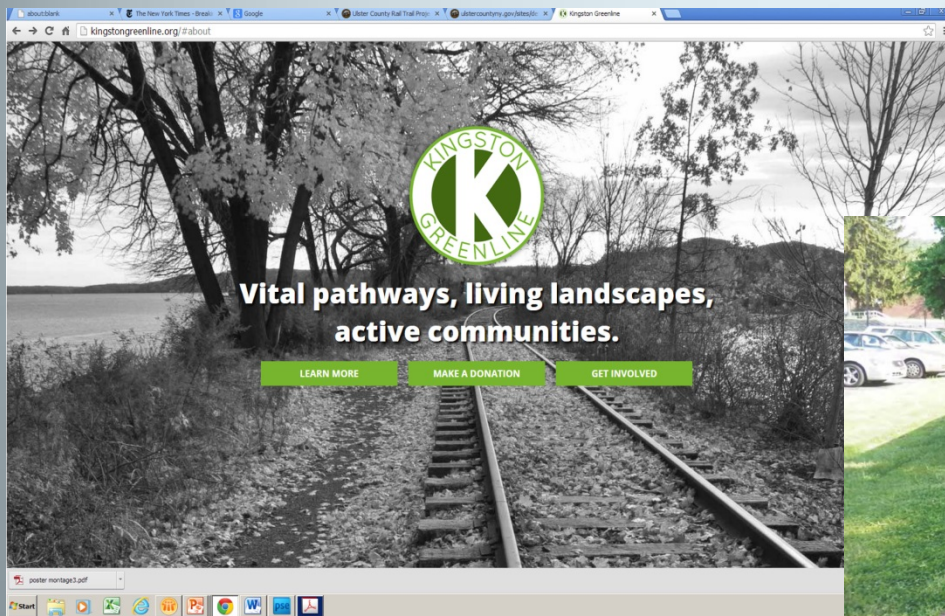
Tourism

Destination



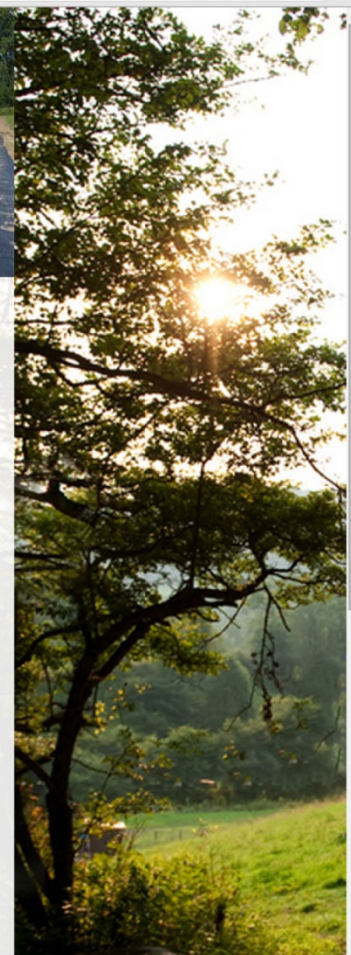
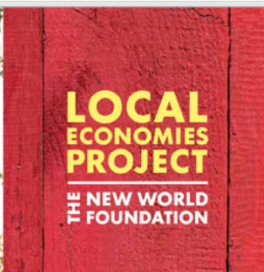
Ulster County Executive
Michael P. Hein





The preparation of this document was funded in part by a Community Development Block Grant from the City of Kingston, Office of Community Development and a grant from the Hudson River Valley Greenway.





JOIN OUR EMAIL LIST

A wide-angle photograph of a vast agricultural field, likely a vineyard or orchard, with rows of young plants stretching towards a distant treeline under a dramatic, cloudy sky.

The farm property offers a unique opportunity to enhance the land with state-of-the-art resilient agriculture and farmland conservation practices. There will also be ample opportunity to demonstrate farm-based renewable energy opportunities like solar



Enter to Win the **Healthy School Lunch Contest**



Healthy Ulster
county

Michael P. Hein, County Executive
Dr. Carol Smith, Commissioner of Health

Enter to Win.....
**The Healthy School
Lunch Contest**



about:blank x The New York Times - Breaki... x Google x Ulster County Executive Mike Hein introduces local law prevent sale

ulstercountyny.gov/news/executive-press-releases/ulster-county-executive-mike-hein-introduces-local-law-prevent-sale

English | Español

Ulster County
ulstercountyny.gov

GOVERNMENT RESIDENTS BUSINESS VISITORS HOW DO I?

Ulster County

Ulster County Executive Mike Hein Introduces
A Local Law To Prevent The Sale And
Marketing Of Tobacco Products To Children

Posted: October 1, 2014

The New Legislation Creates "Tobacco Free School Zones"

Kingston, N.Y. – To implement his 2014 State of the County initiative to protect children from the harmful effects of exposure to tobacco products and marketing, Ulster County Executive Mike Hein today introduced a measure known as the "Ulster County Tobacco Free School Zone Law."

"An overwhelming majority of Americans who use tobacco products begin smoking while they are adolescents and become addicted before reaching the age of 18," said County Executive Hein. "Presently, tobacco companies continue to spend over \$2.5 million per day marketing their products, much of it through promotions and displays featured at the stores that our children frequent; and although existing law prohibits the sale of tobacco products to underage people, 20% of our State's youth purchase their cigarettes from a retail store. For all of these reasons and more, I am acting today to protect our young people."

Effective January 1, 2016, the proposed Law would require all New York State licensed tobacco retailers in Ulster County to possess a local license issued by the Ulster County Department of Health. Subject to compliance with all Federal and State laws and other requirements set forth in the proposed law, existing licenses could be transferred from one valid license holder to another doing business at the same location and new licenses could be applied for and granted anywhere in Ulster County, except within designated tobacco free learning zones (within 1000 feet of a public or private school). The proposed Local Law also calls for enhanced fines, training requirements and possible revocation of licenses for retailers who are found to be responsible for multiple violations of the Adolescent Tobacco Use Prevention Act; a New York State law that prohibits the sale of tobacco products to persons under 18 years of age.

"Smoking and other tobacco use is a leading cause of preventable death in our nation resulting in suffering, death and huge additional health care costs. In a special report marking the 50th

EXECUTIVE NEWS

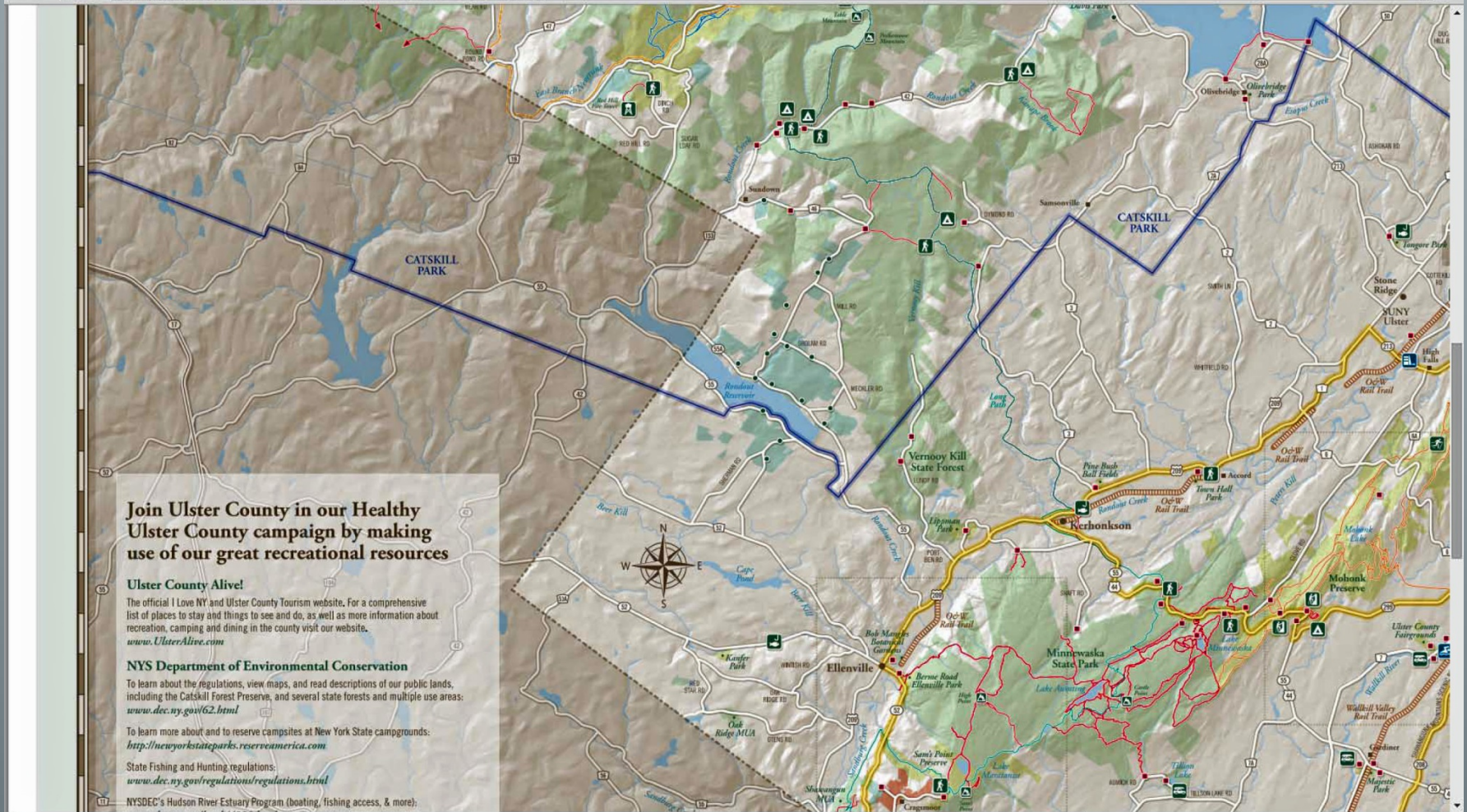
Ulster County Executive Mike Hein Announces Arrest Made On Charges Of Welfare Fraud

Posted on: October 9th, 2014

Ulster County's "Zero Tolerance" Program

[\[read more\]](#)

11:01 AM 10/14/2014





About Us

Play Well

Travel Well

Eat Well

Age Well

Newsletters

Healthy Kingston for Kids Archives

Welcome to Live Well Kingston!

Like Share 25

Share



Live Well Kingston is a city-endorsed coalition of organizations, businesses and individuals that work together to improve the environment, culture, and opportunities in Kingston, NY for residents to lead healthier lives. Live Well Kingston is championed by the City of Kingston as part of the Mayor's Wellness Initiative.

Vision

Live Well Kingston envisions a community environment that promotes and supports healthier lifestyle choices.

Mission

Live Well Kingston brings partners and residents together to facilitate policy, environmental, and systems changes that result in a healthy and active community.

The **Live Well Kingston** coalition

- Serves as a resource for education and a catalyst for decisions that foster healthy attitudes
- Acts as a catalyst of programming, policy, systems and environmental change
- Improves access to healthy, affordable, local food for children and families
- Improves access to parks for active play through environmental changes and programming

Keep up to date! Join Us

Email Address:

Join

Privacy by **SafeSubscribe**SM
For Email Newsletters you can trust

Live Well Kingston
Facebook Feed

**Creating Healthy Places
Ulster County**

<http://www.shoprite.com/wp-content/uploads/2014/10/Kingston-NY-October-2014.pdf> Friday, October 17th at ShopRite of Kingston Rachel's Recipes: Bone & Joint Awareness Week 3-5pm.

CHR&R logo.jpg

Show all downloads...



9:40 AM
10/15/2014



CREATING HEALTHY PLACES

Like us on Facebook
Email us



HOME

ABOUT

HEALTHY ACTIVITY

HEALTHY EATING

HEALTHY YOUTH

HEALTHY BLOG

MORE...



Welcome to Our Site

Thank you for your interest in making Ulster County a healthier place to live. Targeting obesity and type 2 diabetes, our CHP project focuses on effecting policy changes to increase access to healthy foods and to provide safe, accessible opportunities for physical activity.

ABOUT CHP



Ulster County Executive Mike Hein and City of Kingston Mayor Shayne Gallo present CCEUC staff (CHP Project Director Melinda Herzog, Executive Director Lydia Reidy, and Live Well Kingston Project Director Kristen Wilson) with five awards from the Let's Move! Cities, Towns and



CHR&R logo.jpg

Show all downloads...



9:43 AM
10/15/2014

Leader Login Reset Password Become a Leader

preventobesity.NET

Effect on Kids The Movement Victories Act Today Stay Informed About Us

Join the Movement

PreventObesity.net is building a national network to power the movement to prevent childhood obesity. Whether it's joining a local parents' group to get healthier food choices available in nearby schools or supporting a large organization for a national day of action, you can play a part in this movement. Join today!

First Name*

Last Name*

Email*

Cell Phone

Zip/Postal Code*

☒ Sign me up for PreventObesity.net. Keep me informed about this and other actions. I have read and agreed to the [Privacy Policy](#), [Terms of Service](#) and am over 13 years old. I understand that I may unsubscribe at any time.

Join Today!

305,652 Supporters
and 3,531 Leaders
in 50 States

fighting to reduce
childhood obesity.

Map of the Movement



Act Today



Become a Leader

PreventObesity.net Leaders are a group of extraordinary individuals who are actively working in their communities to change policies and environments to reverse childhood obesity.



Providing FREE and HEALTHY PHYSICAL ACTIVITY for Ulster County Families.

2012
LET'S MOVE!
ULSTER
Fun For the Whole Family! **KICK-OFF!**

Let's Move Ulster is a series of FREE events all year long!
Don't miss our KICK-OFF Event on:

April 29th

1pm-4pm @



9W Kingston



DAY INCLUDES:

Preview of Events
for the Year

Free Access to
Health and Fitness
Professionals

Free "Take Home" Activities

Active Play, Games,
Demonstrations,
and Fitness

 [facebook/LetsMoveUlster](https://www.facebook.com/LetsMoveUlster)

www.healthyulstercounty.net



 **center for creative education**

Ulster County Department of Health | Partners in Public Health

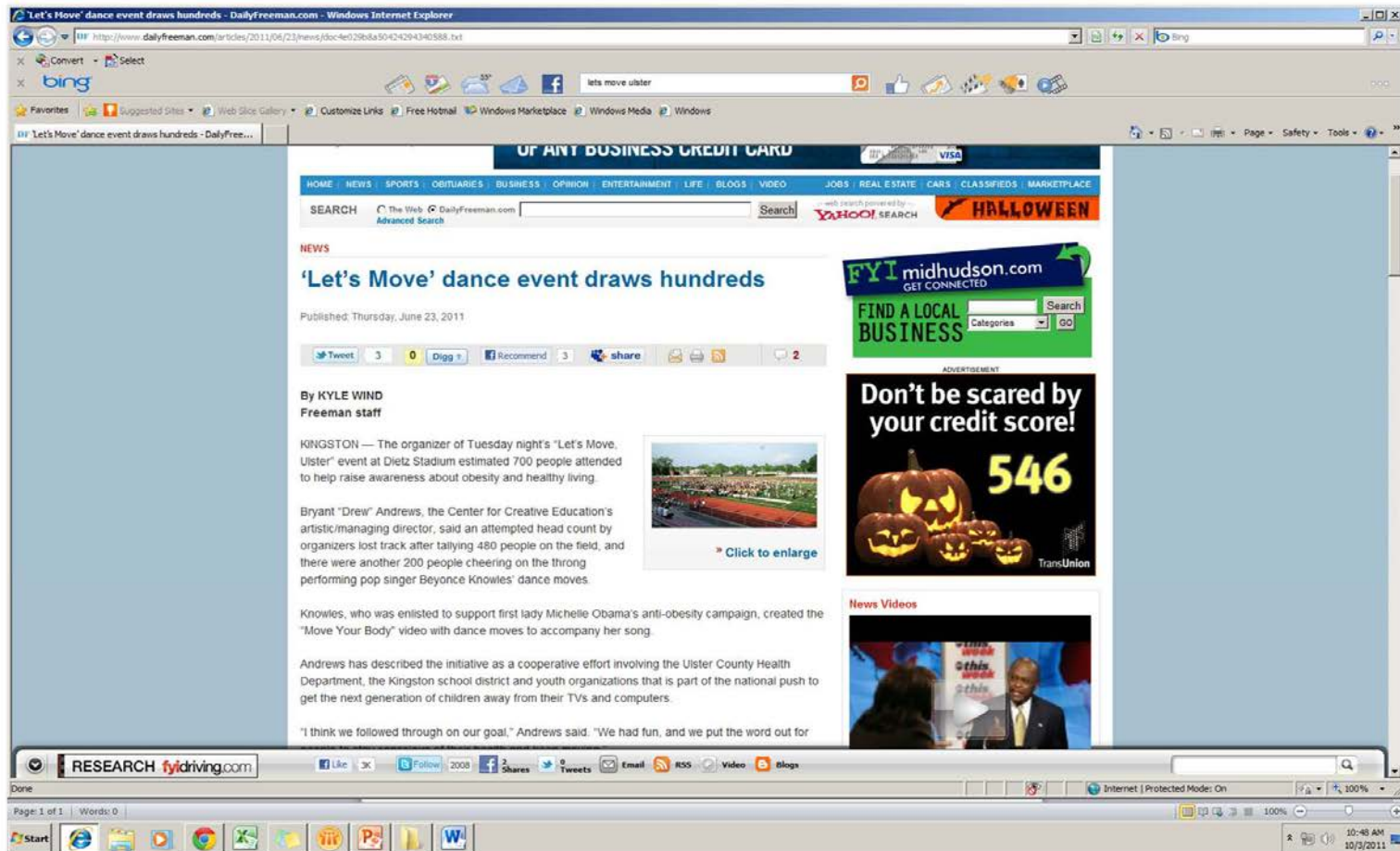


MICHAEL P. HEIN
County Executive



Healthy Ulster
county







www.HeathyUlsterCounty.net

An Online Resource Center for **All Things Preventative Health** in Ulster County

The screenshot shows a web browser window with the address bar displaying "www.healthylulstercounty.net". The website has a blue header with the Ulster County seal and the text "Welcome to the Healthy Ulster County Network" and "Michael P. Hein, County Executive". A navigation bar includes links for Home, What is the Healthy Ulster County Network, Healthy Living/Dining in Ulster County, Healthy UC Events, Media Center, Online Resources to Keep Your Family Healthy, I Want to Participate, and Contact Us. The main content area features a "Welcome Video" with County Executive Mike Hein, a "You Have the Power..." video about childhood obesity, and a "FEATURED RESTAURANT" section for Kyoto Sushi. On the right, there are sections for "Today's Featured Healthy Recipe: Oven-baked red pepper risotto", "Healthy Tip of the Day: Have fun. Dreading your workout never works out...", "Another Successful Let's Move Ulster Event at Dietz Stadium!", and "UC Recreational Resource Map". The Windows taskbar at the bottom shows various application icons and the system clock indicating 3:50 PM on 6/19/2012.

Google Home
www.healthylulstercounty.net

Ulster County
Michael P. Hein
County Executive

Welcome to the
Healthy Ulster County
Network

Home What is the Healthy
Ulster County Network Healthy Living/Dining
in Ulster County Healthy UC Events Media Center Online Resources to
Keep Your Family Healthy I Want to
Participate Contact Us

Welcome Video

Welcome to the Healthy Ulster County Network website. We are proud to be able to collaborate with community partners to offer you a comprehensive directory of preventative health resources.

County Executive Mike Hein

You Have the Power...

Combating childhood obesity is the #1 public health issue in the nation and a major part of County Executive Mike Hein's Healthy Ulster County initiative. This video outlines the small steps you can take to keep your family healthy and strong!

FEATURED RESTAURANT

Kyoto Sushi
337 Washington Avenue
Kingston, NY 12401
(845) 339-1128
<http://www.kyotokingston.com/>

Whether you are a sushi lover or simply appreciate the finest in authentic Japanese cuisine, Kyoto Sushi is the place to dine for sushi, sashimi, teriyaki and tempura in the Hudson Valley. Choose a sushi or sashimi dinner or one of our many delectable appetizers, rolls, bowls, flatbreads, chow, kabobs, salads, soups or drinks.

Today's Featured Healthy Recipe:
Oven-baked red pepper risotto

Healthy Tip of the Day:
Have fun. Dreading your workout never works out; try different activities until you find a variety of workouts you enjoy.

CREATING
HEALTHY
PLACES
to live, work & play

This site was made possible through the Creating Healthy Places to Live, Work and Play Grant, a project of Cornell Cooperative Extension of Ulster County and funded by the NYS Department of Health

Another Successful Let's Move
Ulster Event at Dietz Stadium!

UC Recreational Resource Map

Check out Ulster County's new, interactive recreation resources map. It offers a comprehensive overview of all of the great natural assets in the region.

Water County
REConnect

Start
3:50 PM
6/19/2012

- ✓ CDPC is not a top-down approach
- ✓ It is a focused, community-wide initiative that meets the challenge from multiple directions

Formula:

- Build on our Strengths and Assets +
- Identify Best Practices (local and national) +
- Explore and Develop Innovative New Ideas +
- Proactive Community Engagement +
- Potential Synergies and Funding Sources +
- Action and Measurable Results =

SUCCESS!

The UCCDPC brings together stakeholders (connect the dots), from all sectors on the community to do the following:

- Assess and inventory all of the considerable preventative health resources and assets in UC.
- To identify best and promising ideas and practices that can be replicated in to help move the needle on key health measures.
- To identify potential synergies among the various sectors and partners.
- To identify potential funding sources for the implementation of innovative, high-performance programs and practices.
- *To work together, as a community, to achieve measurable results and help make significant strides toward achieving the County Executive's goal of making Ulster the healthiest county in NYS.*

Branding for Community Engagement and Partnership

Supporter



HealthyUlster
county

A Community Partnership

Michael P. Hein, County Executive

Primary Goal: 2014 -2017

Meet NYS Prevention Agenda (PA 2017) % of
children and adolescents who are obese

Ulster (current) = 18.8%

NYS (excl. NYC) = 17.6%

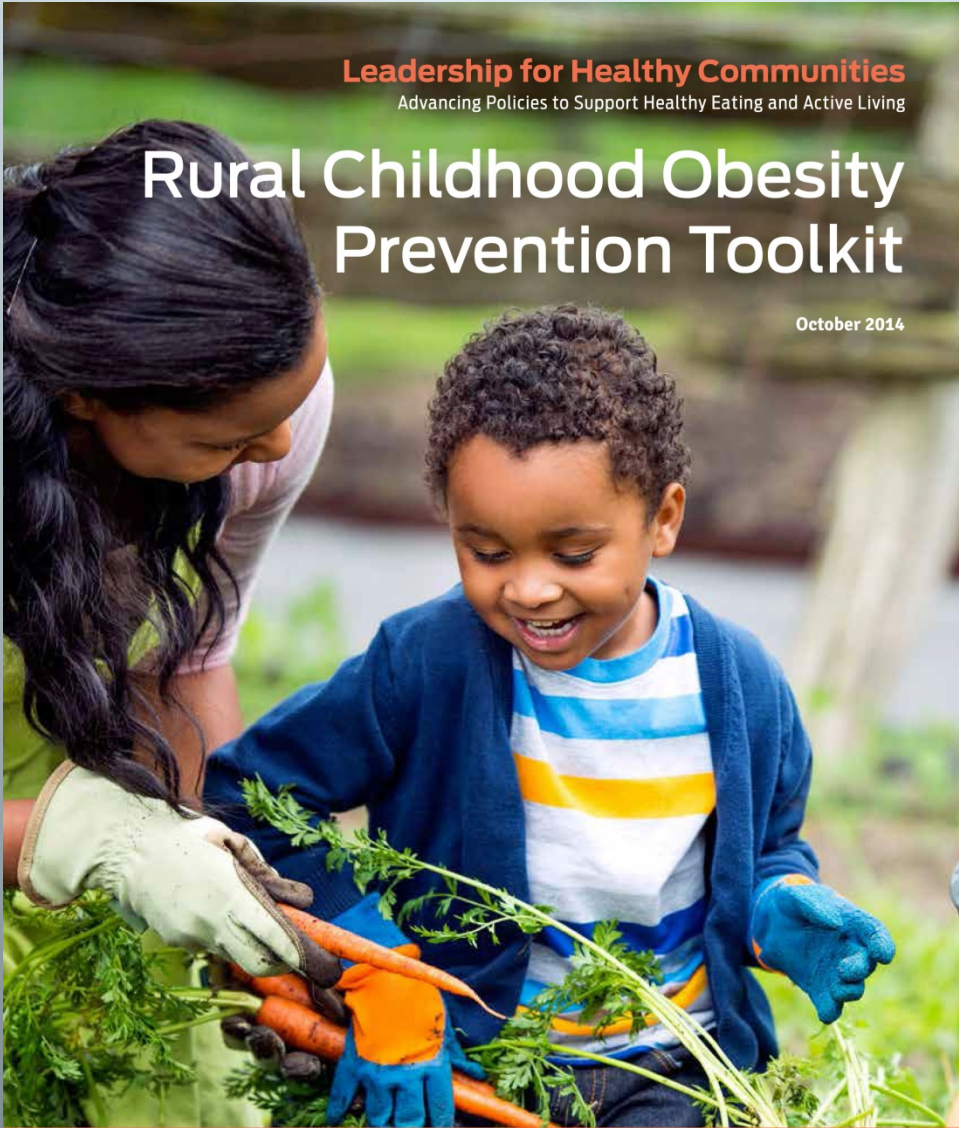
NYS Prev. Agenda = 16.7%

Secondary Goal(s): to be determined by CDPC

NEXT STEPS

Chronic Disease Prevention Council

- Focus on childhood obesity + 1-2 other priority health measures
- Engage all sectors (connect the dots)
- Examine existing programs and practices
- Investigate best practices and explore local innovations that work
- Replicate successes/strategies from the bottom up, throughout UC
- Bring partners together where appropriate and effective
- Strengthen resources, technical expertise and identify multi-partner grant opportunities.
- Move forward, monitor results and adjust



Leadership for Healthy Communities

Advancing Policies to Support Healthy Eating and Active Living

Rural Childhood Obesity Prevention Toolkit

October 2014

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Focus on the Future

