

# ANNUAL REPORT 2021



**THOSE WHO  
CAN, DO.  
THOSE WHO  
CAN DO MORE,  
VOLUNTEER.**  
*~Anonymous~*



LIVINGSTON COUNTY  
MENTAL HEALTH  
SERVICES



Livingston County  
Department of Health



# LETTER FROM PUBLIC HEALTH DIRECTOR

Dear Residents of Livingston County,

On behalf of the Livingston County Department of Health, I am proud to share the 2021 Livingston County Department of Health Annual Report. We marked another historic year of serving the people of our county; one where we have caught glimpses of what the world may look like post COVID-19. Our response to the COVID-19 pandemic remained the central focus with an emphasis on addressing vaccine confidence, hesitancy, and uptake. In 2022, the Department of Health will continue to serve our community at full capacity by reinstating all of our vital programs and services.

Despite two years of ongoing COVID-19 response, with increased staff and grant funding, several programs and initiatives were able to overcome the challenges of the pandemic and resume to full capacity. We saw positive gains as the Maternal Infant Community Health Collaborative was reestablished, the Reproductive Health Center was rebranded, Mental Health received an integrated remote and in-person services post-COVID-19 waiver, and the Hospice program utilized a new software system.

While the world may look and feel different, our residents can count on the Livingston County Department of Health to maintain its commitment to promoting health equity, building community, and providing necessary services to our populace. We are grateful to our community partners, supporters and key stakeholders who collaborated with us in 2021 to improve the health and safety of our residents. We look forward to continuing our work with them and strive to establish new collaborations and partnerships in the 2022 year and beyond.

With gratitude,

Jennifer Rodriguez, M.S., M.S.W.  
Public Health Director



## Vision

Commitment to Leading the Community for a Healthier and Safer Tomorrow

## Mission

The Livingston County Department of Health works with the community to assure the availability and accessibility of health services, to promote healthy living and to ensure a safe environment today and tomorrow.

## Board of Health

- Jeffrey Hanson, M.D. .... President
- Aaron Farney, M.D. ....Vice-President
- Carol A. Carey ..... Secretary
- Merilee G. Walker .....Legislative Member
- Deanna Lyons, M.D .....Member
- Barbara Walker .....Member
- Douglas J. MacKenzie, Au.D., CCC-A .....Member
- Jennifer Rodriguez, M.S., M.S.W. ..Public Health Director
- Joan E. Flender, M.D. ....Medical Director
- Cheryl Manthey....Secretary to the Public Health Director

## Department of Health Locations

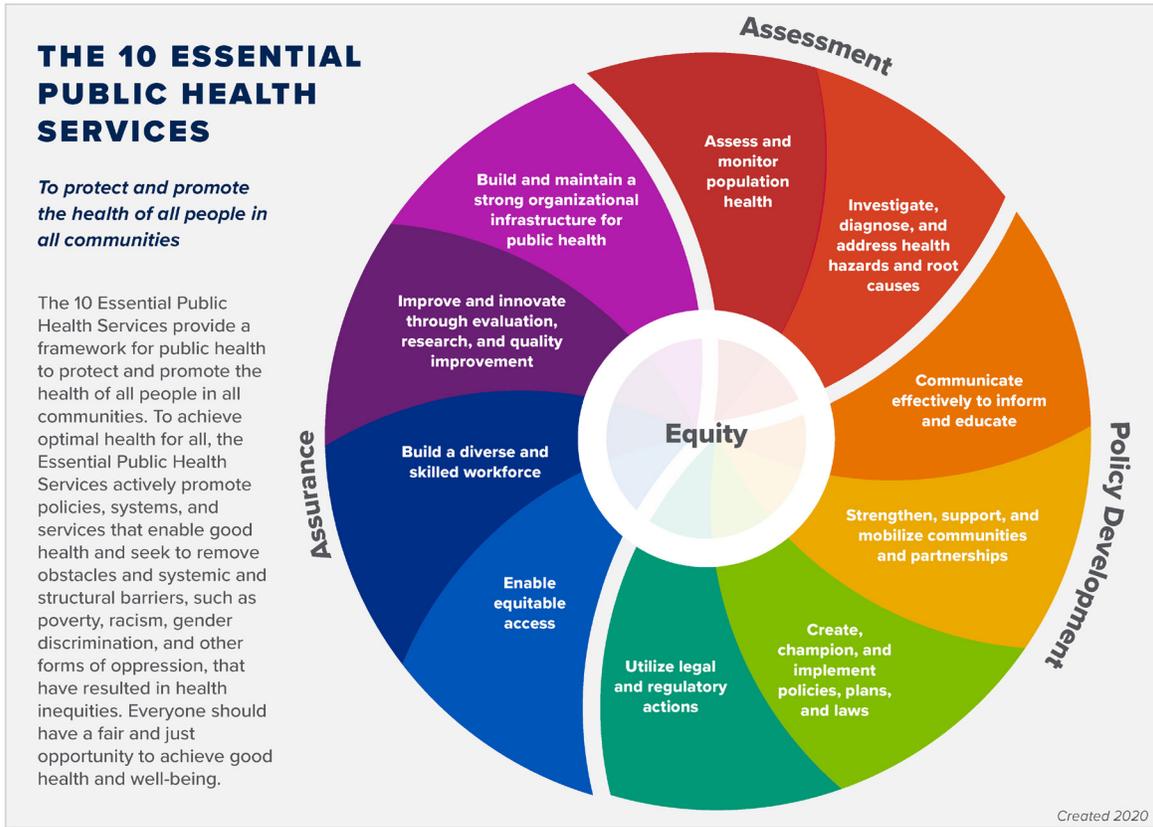
### Public Health Building

2 Murray Hill Drive  
Mt. Morris, NY 14510

### Mental Health Building

4600 Millennium Drive  
Geneseo, NY 14454

# TEN ESSENTIAL PUBLIC HEALTH SERVICES



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# Essential Service #1:

*Assess and monitor population health status, factors that influence health, and community needs and assets*

**THIS SERVICE INCLUDES:**

- **Maintaining an ongoing understanding of health** in the jurisdiction by collecting, monitoring, and analyzing data on health and factors that influence health to identify threats, patterns, and emerging issues, with a particular emphasis on disproportionately affected populations
- **Using data and information** to determine the root causes of health disparities and inequities
- **Working with the community** to understand health status, needs, assets, key influences, and narrative
- **Collaborating and facilitating data sharing** with partners, including multi-sector partners
- **Using innovative technologies**, data collection methods, and data sets
- **Utilizing various methods and technology** to interpret and communicate data to diverse audiences
- **Analyzing and using disaggregated data** (e.g., by race) to track issues and inform equitable action
- **Engaging community members** as experts and key partners

Livingston County collaborates with UR Medicine | Noyes Health, the Genesee Valley Health Partnership and other community partners such as Common Ground Health to continuously assess the health status of the community. The Community Health Assessment (CHA) is part of an ongoing comprehensive community health improvement process. A community health improvement process uses data to:

- Identify priority issues.
- Develop and implement strategies for action.
- Establish accountability to ensure measurable health improvement.

The Community Health Improvement Plan (CHIP) is a long-term, systematic effort to address public health problems in our community. It is based on the results of the Community Health Assessment. The Community Health Improvement Plan is developed collaboratively with a goal of improving the health of the community. Community health improvement planning and leading health indicators are highlighted within this section as examples.

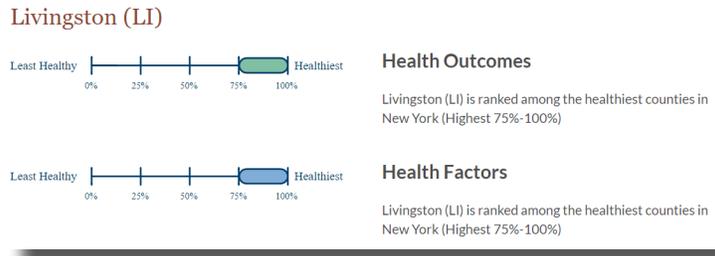


# Essential Service #1 (continued):

*Assess and monitor population health status, factors that influence health, and community needs and assets*

A health indicator is a measurable characteristic that describes the health of a population. Public Health is charged with tracking health indicators for the population. County Health Rankings and Roadmaps provide health outcome and health factor data annually. In addition to County Health Rankings, the New York State Department of Health's Prevention Agenda releases data surrounding the health priorities in New York State as data becomes available. The following are some of the indicators for Livingston County.

Leading health indicators:



Source: countyhealthrankings.org

## Health Behaviors

Adult smoking	19%	16-22%	15%	13%
Adult obesity	32%	31-34%	30%	27%
Food environment index	8.5		8.8	9.0
Physical inactivity	27%	24-30%	23%	27%
Access to exercise opportunities	69%		86%	88%
Excessive drinking	22%	21-23%	15%	19%

Source: commongroundhealth.org

## Clinical Care

Uninsured	5%		4-5%	6%	6%
Primary care physicians	2,520:1			1,010:1	1,180:1
Dentists	2,010:1			1,210:1	1,190:1
Mental health providers	760:1			250:1	310:1
Preventable hospital stays	<u>3,941</u>			2,233	3,717
Mammography screening	<u>47%</u>			52%	43%
Flu vaccinations	<u>52%</u>			55%	49%

Source: commongroundhealth.org

## Essential Service #2:

*Investigate, diagnose, and address health problems and hazards affecting the population*

**THIS SERVICE INCLUDES:**

- **Anticipating, preventing, and mitigating emerging health threats** through epidemiologic identification
- **Monitoring real-time health status and identifying patterns** to develop strategies to address chronic diseases and injuries
- **Using real-time data** to identify and respond to acute outbreaks, emergencies, and other health hazards
- **Using public health laboratory capabilities and modern technology** to conduct rapid screening and high-volume testing
- **Analyzing and utilizing inputs** from multiple sectors and sources to consider social, economic, and environmental root causes of health status
- **Identifying, analyzing, and distributing information** from new, big, and real-time data sources

### Rabies and Sanitary Code Investigations

Environmental Health staff received complaints about animal bites and public health nuisances such as sewage and garbage as they relate to the NYS Sanitary Codes. This year, Environmental Health staff:

- Conducted 254 rabies bite investigations and tested 46 animals for rabies which resulted in 3 rabies positives (1 bat, 1 cat and 1 raccoon).
- Conducted 119 complaint investigations in accordance with the Sanitary Codes of Livingston County and New York State.
- Coordinated the administration of 892 vaccinations at rabies clinics, including 585 dogs, 302 cats and 5 ferrets.

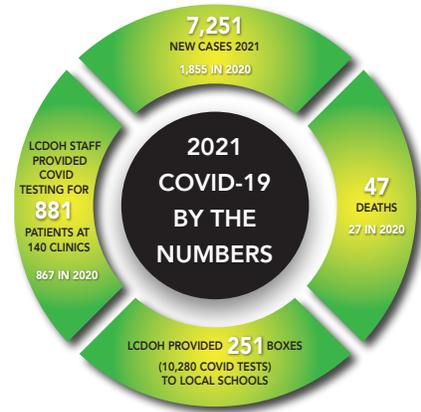
### Number of Children Tested for Lead

- 69.46% of children were tested for lead, reflecting little change from 2020.



### Communicable Disease Control

The communicable disease team facilitated investigations for reportable diseases to ensure identification and proper treatment in accordance with the New York State Department of Health requirements. This year, the communicable disease team took the spotlight with the COVID-19 vaccination effort. A detailed infographic can be found below regarding COVID-19 specifically.



Livingston County conducted 236 non-COVID communicable disease investigations. This was a 17% decrease from 2020. The 4 most reported communicable diseases (non-COVID) were:

- Hepatitis C
- Chlamydia
- Gonorrhea
- Lyme disease

The Center for Sexual Health and Wellness (formerly Reproductive Health Center) staff provided tests for sexually transmitted infections (STIs). Of these tests:

- 356 tests for chlamydia, 5 clients required treatment in 2021 compared to 15 in 2020.
- 353 tests for gonorrhea, 2 clients required treatment in 2021 compared to 7 in 2020.
- 2 tests for syphilis, 1 client required treatment in 2021 compared to 7 in 2020.
- According to the NYSDOH, in 2019, gonorrhea, syphilis and chlamydia rates were very low in the County and were far below the New York State rates.
- The NYS rate for:
  - o Syphilis is 38.6 compared to a rate of 5.1 for Livingston County.
  - o Gonorrhea is 217.0 compared to a rate of 63.0 for Livingston County.
  - o Chlamydia is 667.9 compared to 227.8 for Livingston County.

The data shows that the Center for Sexual Health and Wellness clinical and educational services continue to be effective in preventing and treating STIs in Livingston County.

## Essential Service #3:

*Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it*

### THIS SERVICE INCLUDES:

- **Developing and disseminating accessible health information** and resources, including through collaboration with multi-sector partners
- **Employing the principles of risk communication, health literacy, and health education** to inform the public, when appropriate
- **Communicating with accuracy and necessary speed**
- **Actively engaging in two-way communication** to build trust with populations served and ensure accuracy and effectiveness of prevention and health promotion strategies
- **Using appropriate communications channels** (e.g., social media, peer-to-peer networks, mass media, and other channels) to effectively reach the intended populations
- **Ensuring public health communications and education efforts are asset-based** when appropriate and do not reinforce narratives that are damaging to disproportionately affected populations
- **Developing and deploying culturally and linguistically appropriate and relevant communications** and educational resources, which includes working with stakeholders and influencers in the community to create effective and culturally resonant materials

Effective communication and community education continued to be focal points at the Department of Health as the COVID-19 pandemic, including new strains, affected the community. In addition to sharing proper safety measures, focus was turned to addressing vaccine hesitancy through:

- Reaching Black, Indigenous, and People of Color populations with current and new partnerships.
- Translating documents into Spanish.
- Targeting specific areas with low vaccination and high rates of COVID-19 infection.

## Health Education

Health Education staff continued to be the communication hub for all departments. In 2021, the main focus was COVID-19 education and community-wide vaccine campaign efforts, including social media, messaging to community partners and website updates. The department also collaborates with key partners on health improvement projects within the county. Health Education uses marketing, policy development, environmental change, and educational outreach to enhance the health of the community. Highlights of the past year include the following:

- Submitted 192 press releases and 582 social media posts regarding COVID-19 and health/wellness issues and tips.

582  
SOCIAL MEDIA POSTS

192  
PRESS RELEASES

- Coordinated communications for the public.
- Facilitated the completion of the goals and objectives of year 2021 of the 2021-2023 Strategic Plan.
- Coordinated the *Be Well in Livingston* initiative to "Eat Better, Move More, and Stress Less." Committee reports are below with data from two communities (Nunda and Mount Morris) that advanced efforts.
- Collaborated with UR Medicine | Noyes Health, Genesee Valley Health Partnership, Common Ground Health and S2AY Rural Health Network to implement and evaluate the Community Health Improvement Plan for 2019-2021.
- Submitted annual reports for reaccreditation to the Public Health Accreditation Board (PHAB).
- Start using a data-driven decision-making process to conduct the Community Health Assessment in 2021-2022. This will result in development of the Community Health Improvement Plan 2022-2024.

Health Education also facilitates the Supportive Health Awareness Program for Employees (SHAPE).

Highlights from 2021 included:

- Hosted in-person (wearing masks) department specific events included holiday programs celebrating the hard work of staff, holiday giving to families in need, and outdoor activities with safe distances.
- The county participated in Dress in Blue Day in March for Colorectal Cancer Screening Awareness.
- Livingston County partnered with the University of Rochester Employee Wellness program to offer health risk assessments, health counseling, and follow up for health issues for employees. A total of 150 County staff took part in this service.

## Essential Service #4:

*Strengthen, support, and mobilize communities and partnerships to improve health*

**THIS SERVICE INCLUDES:**

- **Convening and facilitating multi-sector partnerships** and coalitions that include sectors that influence health (e.g., planning, transportation, housing, education, etc.)
- **Fostering and building genuine, strengths-based relationships** with a diverse group of partners that reflect the community and the population
- **Authentically engaging with community members** and organizations to develop public health solutions
- **Learning from, and supporting, existing community partnerships** and contributing public health expertise

Public Health continued to work with community partners to assist with the COVID-19 response by focusing on boosting the number of residents who were vaccinated. Collaboration with key stakeholders in zip codes with low vaccination rates and community partners who served Black, Indigenous, and Communities of Color were key in the success of this effort. In addition to COVID-19 response, LCDOH worked with community partners to continue implementing the Community Health Improvement Plan, including chronic disease prevention efforts.

## Prevent Chronic Disease

*Be Well in Livingston* is a community-led effort of the Genesee Valley Health Partnership. This is a vital initiative of the Community Health Improvement Plan. The objective of this initiative is to reduce obesity in children and adults by coming together to create healthier places to live, work, and play. The focus is to eat better, move more, and stress less.



### A “Be Well” Community

*Eat Better. Move More. and Stress Less!*



Nunda and Mount Morris continue to support sustainable healthy lifestyle choices within communities through policy, system, and environmental changes utilizing local resources. The Livingston County Department of Health has assisted these communities with:

### Nunda

- Quarterly virtual online challenges: walking, water intake, and stress management
- Annual Earth Day Clean Up in April
- Annual Santa Stroll in December
- Annual New Year’s Day Walk/First Day Hike on January 1st
- Teen Space collaboration with CASA Trinity at Nunda Trinity Church twice a week
- Walkability improvements: new sidewalks Rte. 436 to Kiwanis Park and Rte. 408 in front of Seating, Inc.
- Dalton Fitness Trail restored and outdoor classroom created
- Farm Drop: weekly deliveries became available in Nunda at Wellness Options
- Foodlink pop-up pantries twice per month at Kiwanis Park
- Active *Be Well in Nunda* Facebook page



### Mount Morris

- Presentation to Stakeholders (School Board, Village Board, Town Board, Partners for Progress)
- School Health Index Assessment updated
- Community needs assessment/online survey for focus groups
- Worksite assessment completed for Catholic Charities
- Asset mapping of physical activity resources
- Media and outreach campaign including a billboard advertisement

## Essential Service #4 (continued):

*Strengthen, support, and mobilize communities and partnerships to improve health*

### Prevent Chronic Disease Continued:

- Route 36 Mount Morris/Leicester Corridor Study completed.
- Livingston County Mobility Management Strategy completed.
- Ride LivINgston had 335 trips with 2,164 unique users and incorporated Ride LivINgston with other counties.
- UR Medicine | Noyes Health tailored their self-management program implementation strategies to adjust to the impact of COVID-19. The Chronic Disease Self Management Program conducted four sessions with 24 Livingston County residents.
- Diabetes education included 138 total visits: two for insulin pump issues and 19 for continuous glucose monitoring.
- The Promote Health, Prevent Cancer Program had ten Livingston county residents registered with one completer reporting an increase in vegetable intake and an increase in physical activity level.
- The Office for the Aging and Livingston County's Medical Reserve Corps continues to assist with community outreach to those aged 60 and older.

### Office for the Aging

**Tai Chi:** 431 sessions  
36 participants

**Aging Mastery:** 63 sessions  
7 participants



## Promote Well-Being and Prevent Substance Abuse

The Livingston County Department of Health collaborated with CASA-Trinity and other community partners to decrease stigma regarding mental health. This was accomplished by increasing available services and accessibility and offering education to the community to prevent substance abuse. Some of the highlights from this year are below:

- The Suicide Prevention Task Force and CASA-Trinity held the annual Candlelight Vigil on World Suicide Prevention Day with 500 views of the live recording.
- Four local trainers attended a Talk Saves Lives refresher course presented by the Western New York American Foundation of Suicide Prevention.
- The Lock & Talk program that incorporates medication safety, gun safety, and mental health resources to prevent deaths by suicide was implemented.
- The Trauma-Informed Care Committee developed, published, and distributed a Solution-Focused Trauma Informed Care toolkit.
- Six school districts implemented social-emotional learning/violence prevention programs.
- A training on Solution-Focused Trauma-Informed Care (SFTIC) was held with nine professionals and 11 facility residents in Dansville.
- A resilience and thriving program was conducted for 18 Dansville facility clients.
- The York Central School District implemented the PAX Good Behavior Game (GBG) program which helps students to learn important self-management skills.
- Three Trauma 101 sessions were held with community based organizations.
- A social media campaign and activities for resilience week in November reached over 13,000 Facebook users in Livingston County.
- The committee assessed current trainers and addressed gaps in training to ensure availability for schools, community organizations, and the public in 2022.

## Essential Service #5:

*Create, champion, and implement policies, plans, and laws that impact health*

### THIS SERVICE INCLUDES:

- **Developing and championing policies, plans, and laws** that guide the practice of public health
- **Examining and improving existing policies, plans, and laws** to correct historical injustices
- **Ensuring that policies, plans, and laws provide a fair and just opportunity for all** to achieve optimal health
- **Providing input into policies, plans, and laws** to ensure that health impact is considered
- **Continuously monitoring and developing policies, plans, and laws** that improve public health and preparedness and strengthen community resilience
- **Collaborating with all partners**, including multi-sector partners, to develop and support policies, plans, and laws
- **Working across partners and with the community** to systematically and continuously develop and implement health improvement strategies and plans, and evaluate and improve those plans

## Strategic Plan

The plan outlines the vision, mission, and core values of the Department. A plan for 2021- 2023 was developed and implemented, focusing on strengthening, supporting, and mobilizing communities and partnerships to improve health, which aligns with the Community Health Improvement Plan.

Some highlights from 2021 included:

- Convened and facilitated multi-sector partnerships and coalitions that include sectors that influence health by evaluating the Genesee Valley Health Partnership. The results and action steps will be discussed in 2022.
- Built and supported a diverse and skilled public health workforce by providing education and training that encompasses public health competencies, which included Staff Training Day and assessing information technology needs.
- Analyzed staff patterns and funding was leveraged to enhance workforce capacity. As a result, LCDOH updated and created new position descriptions, and hired staff to build public health infrastructure.

## Public Health Emergency Preparedness (PHEP)

PHEP ensures that plans and procedures are continuously updated for public health emergencies. The Department used lessons learned during the COVID-19 response to better serve the public in 2021, which included the following:

- Annual testing of the Emergency Plans with an outside evaluator who scored our response and completed an After Action Report (AAR).
- Conducted a full-scale exercise for three hours. This was to test our response to the pandemic using our plans in place to administer COVID-19 vaccines to all eligible persons. Many other County departments and volunteers participated.
- Held an Ebola Readiness Drill to test the correct use of personal protective equipment and the recognition of a suspected case of Ebola.
- A Communication Drill to test the Finger Lakes Public Health Alliance (FLPHA) Mutual Aid Plan to communicate with regional partners was conducted.

## Essential Service #6:

*Utilize legal and regulatory actions designed to improve and protect the public's health*

**THIS SERVICE INCLUDES:**

- **Ensuring that applicable laws are equitably applied** to protect the public's health
- **Conducting enforcement activities** that may include, but are not limited to sanitary codes, especially in the food industry; full protection of drinking water supplies; and timely follow-up on hazards, preventable injuries, and exposure-related diseases identified in occupational and community settings
- **Licensing and monitoring the quality of healthcare services** (e.g., laboratory, nursing homes, and home healthcare)
- **Reviewing new drug, biologic, and medical device applications**
- **Licensing and credentialing the healthcare workforce**
- **Including health considerations in laws from other sectors** (e.g., zoning)

## Environmental Health

The role of the Center is to provide effective education and inspection programs to help reduce public exposure to environmental hazards, as well as envisioning an informed community living in a safe environment.

2021 activities included:

- Conducted 98 food service inspections which resulted in 31 (32%) critical violations. Inspections were somewhat limited due to pandemic conditions.
- Issued 35 new septic permits along with 87 repair permits which was an increase in septic program activity from 2020.
- Performed 197 Weights and Measures visits to various businesses including evaluations for eight of 91 active dairy farm milk tanks.
- Conducted a ground water study in the Town of Caledonia in collaboration with the US Geological Survey to evaluate the effects of rainfall on groundwater movement.
- Conducted outreach to all residents within the Conesus Lake watershed to inform them about services provided in the Livingston County inspection and management programs.



## Dog Control

The LCDOH maintains the County dog shelter, operates a dog adoption program, rescues stray dogs, promotes dog licensure and vaccination, and responds to complaints within local ordinances. The following occurred in 2021:

- Seized 141 dogs resulting in 32 dogs being adopted and others being returned to their owners.
- Completed construction of a new Dog Control building, made possible by a grant from the NYS Agriculture & Markets.



## Immunization Program

The immunization program promoted the importance of vaccinations with regard to the public's health and provided vaccinations to adults and children in the County.



**IN 2021:**  
17,493 COVID VACCINATIONS ADMINISTERED AT 125 CLINICS

- In 2021, 151 personalized appointments were provided for individuals to meet immunization needs (non-COVID).

## Essential Service #7:

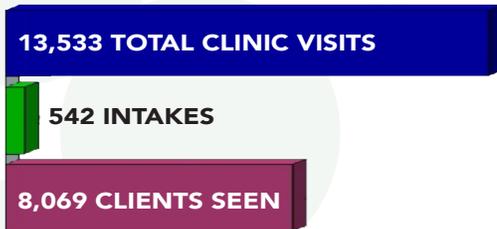
Assure an effective system that enables equitable access to the individual services and care needed to be healthy

### THIS SERVICE INCLUDES:

- **Connecting the population to needed health and social services** that support the whole person, including preventive services
- **Ensuring access to high-quality and cost-effective healthcare and social services**, including behavioral and mental health services, that are culturally and linguistically appropriate
- **Engaging health delivery systems** to assess and address gaps and barriers in accessing needed health services, including behavioral and mental health
- **Addressing and removing barriers to care**
- **Building relationships with payers and healthcare providers**, including the sharing of data across partners to foster health and well-being
- **Contributing to the development of a competent healthcare workforce**

## Mental Health

- Mental Health (MH) Clinic numbers:



- Due to staffing issues MH stopped taking new intakes from July through November, however, we ended the year fully staffed.
- Forensic restoration costs increased from \$113,674 to over \$1,050,000.
- CASA-Trinity, in partnership with Livingston County Mental Health, received a federal grant to focus on mental and substance use disorder services, treatment of co-occurring disorder, and physical healthcare in a single location for clients in Livingston, Steuben, and Chemung counties.
- Integrated remote and in-person services post COVID-19 Waiver for Mental Health.
- Contracted with Genoa for telepsych and started interviews for child psychology provider to address community needs.
- Initiated contract with Coordinated Care Service, Inc. for an assessment of the clinic performance improvement project.
- Four clinicians were trained to assess appropriate placement for youth.

## Maternal Infant Community Health Collaborative (MICHC)



- The Community Health Worker (CHW) program restarted in September and was fully staffed and trained with nine families enrolled by the end of 2021.
- One CHW staff member is a Certified Lactation Counselor.
- A referral system was established with LCDOH and community partners.
- Partnered with Dansville Public Library to create an infant feeding support group.
- Branded the program with a new logo and actively conducted outreach to community partners and businesses.

## Women, Infants, and Children (WIC)

- WIC enrollment increased by 2.5% in 2021.
- All WIC nutrition staff became Certified Lactation Counselors.
- With the addition of a part-time Outreach Worker, our agency conducted 19 WIC presentations to community agencies and health care providers and participated in 70 outreach events and public health detailing opportunities.
- All WIC staff members attended the NYS WIC Association Virtual Conference to gain valuable knowledge, skills and expertise to better serve WIC participants.
- Conducted a drive through distribution of goody bags with nutrition education and nutrition related incentive items.

## Essential Service #7 (continued):

*Assure an effective system that enables equitable access to the individual services and care needed to be healthy*

### Center for Sexual Health and Wellness

The Reproductive Health Center was rebranded to the Center for Sexual Health and Wellness by implementing a comprehensive, county-wide media campaign.

- Of the 908 client visits at Center for Sexual Health and Wellness in 2021, 739 (82%) of those patients were in 100% or less of the poverty level – a 3% decrease from 2020.
  - o The number of unduplicated clients decreased from 649 in 2020 to 521 in 2021.
  - o New clients decreased from 343 (53%) in 2020 to 230 (45%) in 2021.
  - o Continuing clients decreased from 306 (47%) in 2020 to 291 (55%) in 2021.
  - o In 2021, 20% of the clients seen were in minority groups, a 9% decrease from 2020.
  - o The percentage of male clients in 2021 remained the same as 2020 at 5%.

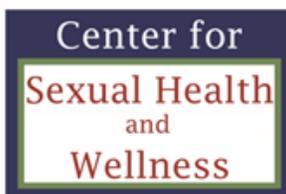


### Hospice

Livingston County Hospice completed its 28th year of providing end-of-life care to its residents.

- Hospice obtained new software called MatrixCare, which enhanced compliance and established a new EMR/billing system.
- The total number of days on Hospice was 7,161.
- There were 45 veterans served through the We Honor Veterans program in 2021, an increase of 62% from 2020.
- Hospice was awarded the Hospice Consumer Assessment of Healthcare Providers and Systems Award of Distinction for 2021 for superior performance in patient satisfaction.

## Livingston County Reproductive Health Center has a NEW name!



Confidential, Low or No Cost Services for Teens and Adults!

IN PERSON AND TELEHEALTH VISITS  
AVAILABLE IN DANSVILLE AND MOUNT MORRIS!

We offer the same great services:

- STD, HIV and Hepatitis C Testing
- Birth Control including IUDs and Nexplanon
- Emergency Contraception
- Pregnancy Testing and Options Counseling
- Breast, Pap and Pelvic Exams

FREE CONDOMS!

You may be eligible for FREE SERVICES through  
the Family Planning Benefit Program.



Call 243.7540 or visit  
[www.livingstoncounty.us/doh.htm](http://www.livingstoncounty.us/doh.htm)

Teens do not need permission from parents/guardians to receive Center for Sexual Health and Wellness services, involvement and support from parents is encouraged.



## Essential Service #8:

*Build and support a diverse and skilled public health workforce*

**THIS SERVICE INCLUDES:**

- **Providing education and training** that encompasses a spectrum of public health competencies, including technical, strategic, and leadership skills
- **Ensuring that the public health workforce is the appropriate size** to meet the public's needs
- **Building a culturally competent public health workforce and leadership** that reflects the community and practices cultural humility
- **Incorporating public health principles in non-public health curricula**
- **Cultivating and building active partnerships with academia and other professional training programs** and schools to assure community-relevant learning experiences for all learners
- **Promoting a culture of lifelong learning in public health**
- **Building a pipeline of future public health practitioners**
- **Fostering leadership skills at all levels**



## Workforce Development

An additional priority of the LCDOH is building and supporting a diverse and skilled public health workforce by providing education and training that encompasses public health competencies.

- The annual Staff Training Day is a vital part of the plan. Training Day was held virtually this year and included topics such as:
  - o CHA and CHIP
  - o Strategic Plan
  - o Performance Management/Quality Improvement highlights
  - o Hospice overview
  - o Emergency Preparedness updates
  - o Livingston County Data Profile/Social Determinants of Health/Health Equity
  - o An overview of the S2AY Rural Health Network
  - o Workplace resiliency
- LCDOH assessed Information Technology Management (ITM) needs to include telehealth and created a training plan for staff.

## Linkages with Academia

LCDOH continues to cultivate and build active partnerships with academia and other professional training programs and schools by providing internships to assure community-relevant learning experiences for all learners.

- LCDOH collaborated with the Tepeyac Welcome Center to recruit an intern from Nazareth College. The focus of the intern's role was to improve collaboration, enhance communication, and conduct outreach among local farm workers and agencies which serve the migrant population.



Susan Rollinson



## STAFF RECOGNITION

- Jennifer Rodriguez, Public Health Director, was recognized as one of Rochester Business Journal's 2021 Women of Excellence.
- Livingston County Department of Health was named the Livingston County Business of the Year by the Genesee Livingston Orleans Wyoming (GLOW) Workforce Development Board.
- "Strategies for Improving Access to Cancer Services in Rural Communities: A Pre-Implementation Study," was successfully resubmitted to Frontiers in Health Services.
- All of WIC nutritionists on staff, Gail Johnson, Irene Wilcox, and Melanie Plank, are now Certified Lactation Counselors.
- WIC was 1 of 12 agencies chosen out of 20 applications for the 2021 NYS WIC Learning Community, which focused on equitable outreach as its primary outcome, examining remote possibilities and exploring community engagement.



## NEW HIRES, PROMOTIONS AND RETIREMENTS

### New Hires:

- Stephanie Fernandez (Clerk/Typist)
- Dr. Nadine Mills (Mental Health)
- Melinda Sciera (Registered Practical Nurse)
- Anna Kranz (HHA transfer from CNR)
- Carolina Mendez (Account Clerk/Typist)
- Angel Fitzpatrick (Nutrition Aide)
- Amber Hainey (Supervising Case Manager transfer from Department of Social Services to Mental Health)
- Ashley Lissow (Mental Health Licensed Therapist)

- Karen Navagh (Supervising Public Health Nurse transferred from Center for Nursing and Rehabilitation)
- Shelly Weber (returned from retirement to part time)
- Jennifer Carmody (Assistant Dog Control Officer)
- Lauren Burke (Nurse Practitioner)
- Vanessa Burgos Flores (Public Health Specialist)
- Ashley Fenton (Mental Health Licensed Therapist)
- Anna Hale (Outreach Worker)
- Kimberly Levee (Public Health Specialist)
- Amy Smith (Public Health Educator)
- Peter Swarts (Senior Public Health Sanitarian transfer from Workforce Development)
- Wanda Schillinger (Registered Practical Nurse)
- Adam Hiller (Mental Health Licensed Therapist)
- Jennifer Ashley (Mental Health Licensed Therapist)
- Chari VanAllen (Clinical Aide)
- Barbara Huffman (Public Health Assistant)
- Kimberly Ruliffson (Public Health Specialist)
- Jessica Silvernail (Public Health Assistant)

### Promotions:

- Jill Burley (from Supervising Public Health Nurse to Director of Patient Services)
- Stephanie Fernandez (from Temporary Clerk/Typist to Senior Typist)
- Toni Radesi (from Outreach Worker to Public Health Specialist)
- June Webster (from Public Health Educator to Public Health Specialist)

### Retirements:

- Anne Valentino (Intensive Care Manager)
- Kathy Root (Director of Patient Services)
- Wendy Chapman (Registered Practical Nurse)
- Cheryl Messing (Nurse Practitioner)
- Wendy Chapman (returned per diem)
- Shelly Weber (Mental Health Licensed Therapist)
- Colleen Schiedel (Supervising Public Health Nurse)
- Jennifer Henderson (Mental Health Clinical Therapist)

## Essential Service #9:

*Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement*

**THIS SERVICE INCLUDES:**

- **Building and fostering a culture of quality** in public health organizations and activities
- **Linking public health research with public health practice**
- **Using research, evidence, practice-based insights, and other forms of information to inform decision-making**
- **Contributing to the evidence base** of effective public health practice
- **Evaluating services, policies, plans, and laws continuously** to ensure they are contributing to health and not creating undue harm
- **Establishing and using engagement and decision-making structures** to work with the community in all stages of research
- **Valuing and using qualitative, quantitative, and lived experience as data and information** to inform decision-making

Effective evaluation and future planning are essential in providing high-quality, accurate, relevant, and critical services, resources, and programs to the public. The 2021 highlights are shared below:

- Provided training on McGuiness Software Portal for Pre-K providers.



Billed **10,355** Claims  
for COVID-19 vaccines

Received **\$316,127**  
in Revenue

- Began discussions/research on Early Intervention (EI)/Pre-K transportation model with Genesee/Orleans/Wyoming Counties.
- Utilized a new payroll system in Enterprise Resource Planning (ERP).
- Time activity data was converted to the ERP DOH accounts that require proper program breakout/allocation.
- Automated payroll process and eliminated manual payroll spreadsheets.
- Trained additional staff on contract processing.

- Implemented Partnership to Advance Integrated Referrals (PAIR) in collaboration with CASA-Trinity. This is an eighteen month quality improvement collaborative to improve linkages between agencies which focus on persons capable of pregnancy who use substances and who are seeking to prevent pregnancy or achieve a healthy pregnancy.
  - o Staff were trained on Screening Brief Intervention and Referral to Treatment (SBIRT) and screened 100% of clients for substance use and conducted a brief intervention on every positive screen.
  - o Formalized the interagency referral process.
- The Patient Experience Improvement Initiative (NYS Family Planning Training Center) learning collaborative was conducted to increase capacity, focused on enhancing patient experience to attract and retain patients and increase staff satisfaction and retention.
- The Expedited Partner Therapy (EPT) Initiative is a statewide performance-based incentive program which ensures promotion, offering, and distribution of EPT for sexually transmitted illness in NYS with the following measures met:
  - o Documented two examples of education/promotion activities with area/county providers.
  - o The Center for Sexual Health and Wellness clinics offered EPT for chlamydia infections either by prescription and/or medication in hand.
  - o Completed baseline and after-measurement period surveys.

## Essential Service #10:

*Build and maintain a strong organizational infrastructure for public health*

**THIS SERVICE INCLUDES:**

- **Developing an understanding of the broader organizational infrastructures and roles** that support the entire public health system in a jurisdiction (e.g., government agencies, elected officials, and non-governmental organizations)
- **Ensuring that appropriate, needed resources are allocated equitably** for the public's health
- **Exhibiting effective and ethical leadership, decision-making, and governance**
- **Managing financial and human resources effectively**
- **Employing communications and strategic planning capacities and skills**
- **Having robust information technology services** that are current and meet privacy and security standards
- **Being accountable, transparent, and inclusive** with all partners and the community in all aspects of practice

### New York State Public Health Corps Fellows Program



The Livingston County Department of Health is participating in the New York State Public Health Corps Fellowship program. This program builds public health capacity to support COVID-19 response and improves preparedness for future public health emergencies.

In 2021, LCDOH recruited and hired two of five Public Health Corps Fellows to support the Department's current projects and future initiatives. Additional hiring is expected in 2022.

### Medical Reserve Corps (MRC)

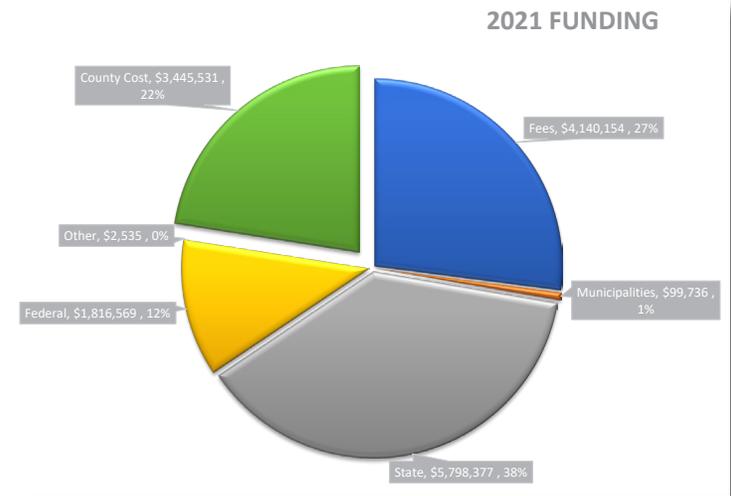
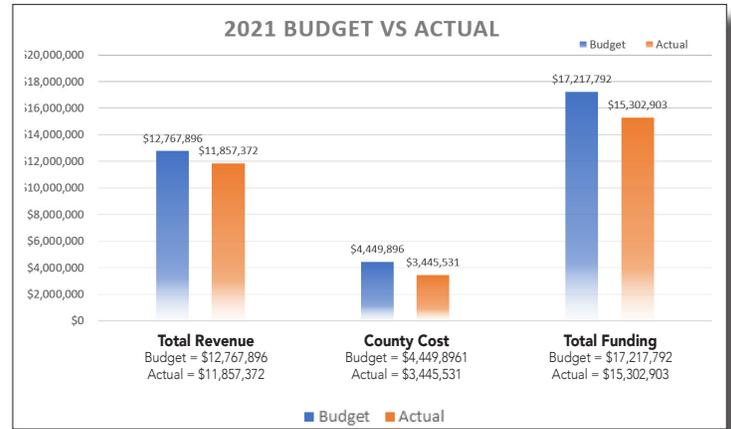
The Livingston County Medical Reserve Corps focused on building and maintaining a strong organizational infrastructure for public health. Highlights included:

- The number of volunteers increased by 258% from 2020 to 2021.
- Trained all volunteers using 2020 Point of Dispensing (POD) mission set.
- Volunteered at 135 outreach events including:
  - o 125 vaccinations clinics
  - o 5 rabies clinics
  - o 5 health education activities
- A total of 690 hours volunteered.
- Total economic value for 2021: \$22,037.14.

<b>28</b> Total Number of Activities Reported	<b>217</b> Total Number of MRC Participants
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# GRANTS

- Children with Special Health Care Needs
- Contact Tracing
- COVID-19 Vaccine Response
- Early Intervention
- Epidemiology Laboratory Capacity (ELC)  
Reopening Schools
- Emergency Preparedness
- Family Planning
- Immunization
- Lead
- Maternal Infant Community Health Collaborative (MICHC)
- Medical Reserve Corps
- New York State Public Health Corps Fellows
- Public Water Supply Enhancement
- Rabies
- Tobacco (Adolescent Tobacco Use Prevention Act Program - ATUPA)
- Women, Infant, & Children (WIC)



Health care is vital to all of us  
some of the time, but public health  
is vital to all of us all of the time.  
-- C. Everett Koop

## Looking to the



- Continue the Community Health Assessment process and develop the 2022-2024 Community Health Improvement Plan.
- Continue implementation of the LCDOH Strategic Plan priorities, which are to strengthen, support, and mobilize communities and partnerships to improve health and to build and support a diverse and skilled public health workforce.
- Prepare for reaccreditation (2024).
- Continue the COVID-19 response focusing on health equity to include: surveillance, testing, contact tracing, isolation and quarantine, risk communication, education, and vaccination.
- Plan to implement regional EI/Pre-K transportation collaboration with Genesee/Orleans Counties.
- Increase the rate of Hospice patients served by 2%.
- Increase the number of days on Hospice by 2%.
- Implement a successful, safe, and healthy transition back to in-person WIC clinics.
- The Maternal Infant Community Health Collaborative (MICHC) will coordinate the grand opening of the infant feeding support group.
- Certify both Community Health Workers (CHW) as Lactation Counselors.
- Each CHW will maintain a full case load.
- Offer an infant feeding class to the community.
- Submit the next WIC Request for Application 5-year grant through NYS.
- Successfully fill and retain both Nutrition Aide/Breastfeeding Peer Counselor positions.
- At least three staff members will attend the 2023 NYS WIC Association conference in Albany.
- Achieve the USDA Breastfeeding Award of Excellence.
- Increase the number of persons capable of pregnancy seen at Center for Sexual Health and Wellness (CSHW) in need of substance abuse services who are referred for substance abuse treatment by 2% by April 2022.
- Develop workshops to assist water operators in preparing documentation for a new mandate for identifying and reporting lead service lines.
- Fortify the food inspection program by obtaining additional Food Service Inspection Officer (FSIO) credentials. Presently, we have two FSIO1 inspectors and seek to have one of those become an FSIO2.
- Administration planning & implement restructure for 2022 and future retirements.
- Full implementation of Pre-School software portal.
- Transition to Early Intervention (EI) Hub from NYEIS for the EI program in 2022.
- Renovations planned at Mental Health building to include covered entry, outside meeting space, conference room updates, and furniture.
- Enhance collaboration between Livingston County Mental Health and UR Medicine | Noyes Health to better serve clients.
- Train more clinicians to be qualified to assess appropriate placement for youth.



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services and health news at:  
[www.livingstoncounty.us/doh.htm](http://www.livingstoncounty.us/doh.htm)  
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