

Healthy Sussex QUARTERLY

COMING TOGETHER FOR A HEALTHY SUSSEX COUNTY

January 2017

MESSAGE FROM THE DIRECTOR



Peggy Geisler

Director, Sussex County Health Coalition

Sussex County Health Coalition is honored to lead the first Delaware Healthy Neighborhood initiative in the state. SCHC will need all our partners in this effort to build a

“Culture of Health” for all our citizens. Over the last six months, SCHC has been developing an action plan with a set of tangible measurements to help our entire county, through our sectors, embrace health as a shared responsibility and good. Over 95 members have helped to shape and set goals to identify indicators that impact our community and to identified ways to integrate efforts to reach these goals. This community plan is a collective impact framework using the Social Ecological Theory of Change to foster this work in creating a culture of health.

Sussex County’s Culture of Health is broken into four interconnected action areas that we are aligning with the current community strategies that are and taken directly from Robert Wood Johnson’s work.

These action areas are:

1. **MAKING HEALTH A SHARED VALUE**, measured by indicators such as the percentage of people who strongly agree that health is influenced by their peers and their communities and the percentage who indicate they have adequate social support from family and friends.
2. **FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING**, denoted by measures like the number of local health departments that collaborate with community organizations and employers who promote better health in the workplace.

3. **CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES**, using measurements such as the number of grocery stores, farmers’ markets, and safe sidewalks in communities; the ratio of children attending preschool; community members who are employed with a livable wage and the affordability of housing.
4. **STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS**, gauged by measures such as the percentage of people served by a comprehensive public health system and the percentage of physicians sharing electronic data with other clinicians, health systems and patients.

It is the Coalition’s focus to assist the community in further catalyzing these Action Areas to spark dynamic local conversation and advocacy about the physical, social, economic and emotional conditions that influence health. We also hope these dialogues and community plans will create a greater sense of both individual and shared accountability increasing purposeful collaboration of the different sectors to improve health outcomes.

SCHC through Healthy Neighborhoods will seek to work in real time to foster local solutions through the following:

- **BRIDGING HEALTH AND HEALTH CARE**
- **BUILDING DEMAND FOR HEALTHY PLACES AND PRACTICES**
- **ADDRESSING HEALTH DISPARITIES**
- **ENGAGING ALL SECTORS FOR HEALTH**
- **STRENGTHENING VULNERABLE CHILDREN AND FAMILIES**
- **LEADERSHIP**

“Together, we can make Sussex County the leading Healthy Community in Delaware and a driving force for health transformation locally and statewide. I know we will face challenges but together we can innovate and attain what we envision for ourselves, each other and our community.”

SCHC MISSION

The Sussex County Health Coalition exists to engage the entire community in collaborative family-focused effort to improve the health of children, youth and families in Sussex County.



SCHC VISION

We envision a community in which our citizens and institutions (public, private, and not-for-profit) are actively engaged in community health promotion as a shared community good, and working together to create a cultural and physical environment which supports healthy lifestyles for our children and their families.



Rodel is a nonprofit foundation helping Delaware become a global leader in educating each of its students to contribute and thrive. At the Rodel Foundation of

Delaware, we are passionate about Delaware children getting what they need to be successful. We believe everyone has a role to play when it comes to educating our students, and we work with a broad array of partners in preparing our young people for life after graduation. Everything from health to housing to nutrition impacts a child reaching developmental milestones, their academic success, and their eventual quality of life.

Our state's common vision to achieving this goal is Student Success 2025, a statewide, collaborative blueprint to build a holistic education system that prepares every Delaware child for success in 2025. The plan, which was released in September 2015, was created and published by the Vision Coalition of Delaware with input from 4,000 Delawareans and some of the world's leading thinkers. The Rodel Foundation provides staff support to the Coalition. The plan can be found at visioncoalitionde.org/student-success-2025.

We're proud of the tremendous progress over the past year across a number of policies and initiatives that are outlined in Student Success 2025. We believe strongly in the power of early childhood education, and we've advocated for investments to strengthen high-quality programming for Delaware's families. Today, 72 percent of local early learning centers participate in the Delaware Stars quality rating system, and 70 percent of the state's low-income early learners are attending a Stars program, up from just 5 percent just five years ago.

We've aligned district leaders and classroom teachers around the notion of personalized learning and supported their work to redesign schools to meet students' needs. Members of the Rodel Teacher Council—a cross-section of 27 outstanding teachers from around the state—continue to inspire the future of Delaware classrooms via personalized learning. Find their policy recommendations at rodelfoundationde.org/who-we-are/teachercouncil.

Rodel has actively supported of Delaware Pathways to Prosperity since its inception (and I am a member of its Steering Committee), which provides postsecondary opportunities for high school graduates. Model state pathways grew from 27 students in 2014 to more than 5,000 enrolled during the 2016-17 school year. In these Pathways, they gained academic and technical skills, college credits, and industry-recognized credentials in emerging industries like IT and healthcare.

Still, there's much work to be done to achieve our collective goals. We will continue work toward excellence and equity for all students in Delaware, and we welcome those who want to join our work to give voice to Delaware's students.

Paul A. Herdman, *President & CEO, Rodel Foundation of Delaware*

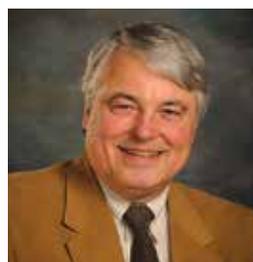
SCHC WELCOMES NEW BOARD MEMBERS

NANCY MEARS is an Extension Agent for the Family & Consumer Sciences Department with the University of Delaware's Cooperative Extension Service. Nancy's time at UD is equally shared between the development and implementation of comprehensive nutrition, health promotion and food safety programs in Sussex County while providing statewide leadership on the policy, systems and environment (PSE) component of the SNAP-Ed program.



Prior to joining the University of Delaware team, Nancy held School Nutrition management and administrative positions with the Laurel and Seaford School Districts. Through her work with Nemours Health & Prevention Services and the Sussex Child Health Promotion Coalition, Nancy provided healthy eating and physical activity technical assistance to Sussex County organizations who serve children and their families. Nancy still maintains a part-time health education and promotion consulting business.

Nancy holds a Bachelor of Science degree in Physical Education, with a concentration in Health Fitness, from Salisbury University, and a Master of Science degree in Food Science, Nutrition, and Health Promotion from Mississippi State University. She is credentialed by the National Commission for Health Education Credentialing as a Certified Health Education Specialist and by the School Nutrition Association as a School Nutrition Specialist. She is passionate about the creation of healthy environments for children, families and communities through the promotion of healthy eating, physical activity and food safety practices, programming and policy.



ROBERT C. FERBER, MD, SFHM

has been a Sussex County physician for the last thirty years, having moved here from New Jersey right after his residency training in Internal Medicine. Dr. Ferber started out by opening a private practice for general adult medicine in Delmar, and continued there for the next 17 years, adding two

partners along the way. He then left private practice to work in the newly developing field of Hospitalist Medicine, beginning the program at Nanticoke Hospital in 2004.

Over the past couple of years, Dr. Ferber's role has changed, and he is now serving a mainly administrative role as Chief Clinical Innovation Officer. He is responsible for Nanticoke's Population Health and Clinical Integration strategies focused on the "triple aim" of improving patient experience, clinical quality, and the total cost of care. In this new role, Dr. Ferber is very excited to be working with the Sussex County Health Coalition in trying to expand these goals for the population of all of Sussex County.

HEALTHY NEIGHBORHOOD'S UPDATE



This year, the Sussex County Health Coalition has worked hard to align with current Healthy Neighborhood Initiatives. One key area of focus is Health Lifestyles. This past fall, through our Worksite Wellness program, the Coalition has worked collaboratively with the University of Delaware Cooperative Extension to offer two educational seminars as a Lunch and Learn.

The first Lunch and Learn, "Mindful Eating for Good Health," was an informational session on sensible eating, good health, and general nutrition centered around 'My Plate.' Attendees learned how to proportion their meals but still enjoy their food, what foods they should or should not eat, and tips on balancing their food intake with physical activity.

The second Lunch and Learn offered was a training on "Health Talk Hints." This program was developed to give people tips on how to improve their conversations with their doctor. Attendees learned techniques on:

- How to prepare before their visit
- What to do during the appointment
- How to follow-up after the visit

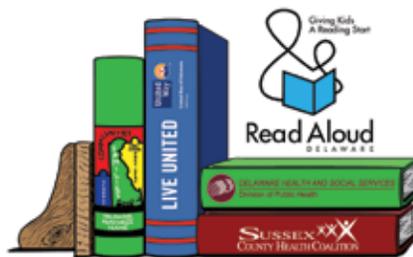
Both seminars were free and open to the public, and a healthy lunch was provided. There was a total of 28 attendees at both seminars combined.

Please contact SCHC at 302-262-9459 if you are interested in hosting a Lunch and Learn at your place of business.



1,000

books were purchased through our Early Reading Collaborative to be distributed to Sussex County families through the Division of Public Health's Home Visiting Nurses.



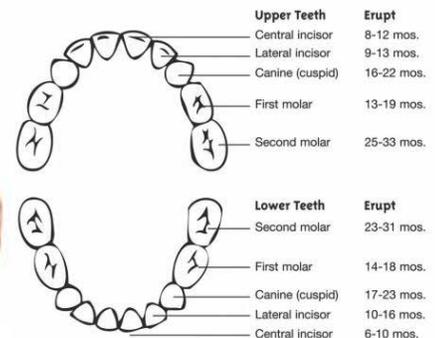
ORAL HEALTH TRAINING

Promoting Oral Health in Delaware's Families:
An Approach for Professionals

The Delaware Division of Public Health, Bureau of Oral Health and Dental Services in partnership with the Sussex County Health Coalition facilitated an Oral Health Training on Thursday, December 1 at the Thurman Adams State Service Center.

This training was open to all who work with families with children at risk for early childhood caries. The training was intended to supplement oral health literacy, enhancing the likelihood of very young children obtaining early preventive dental care so they never have to experience tooth decay.

BABY TEETH ERUPTION CHART



Professionals were able to get increased knowledge in:

- Understanding how to help families attain oral health literacy;
- Understanding oral development in children;
- Understanding and explaining to parents the disease process and risk factors of tooth decay.
- Understanding and use evidence-based early childhood caries prevention strategies, including:
 - › the motivational interviewing technique to help families adopt healthier behaviors;
 - › teaching families proper mouth cleaning, tooth brushing, and flossing.

The request for an training Oral Health Training transpired during a conversation that took place at Sussex County Health Coalition's Health Committee meeting. This training was previously offered in New Castle County. The Maternal and Child Health Bureau felt that it was essential to offer a similar training in Sussex County as well. MCH has hopes that increasing awareness while in turn increase the number of children who attend their first visit to the dentist by their first birthday. As a result, 10 organizations were trained, which allowed us to reach over 1,000 kids.

If you would like to receive training or more information call SCHC at 302-262-9459.

DIABETES: THE FOCUS ON PREVENTION

Chronic diseases affect health and quality of life for Delawareans. Nearly half of all Americans (45%) suffer from at least one chronic disease. Examples of chronic disease include Asthma, COPD, Obesity, and Diabetes.

Diabetes is a leading chronic disease in Delaware and in the U.S. According to a recently published study, nearly half of American adults have diabetes or prediabetes (Journal of American Medicine Assoc). The disease affects as many as 1 in 3 Delawareans, and can have detrimental effects on adults who are unaware of its onset and leave the chronic disease untreated. Without treatment, diabetes can lead to organ failure, blindness, amputation and heart disease.

Access to Diabetes education, healthy food choices and physical activity opportunities can reduce the risk of diabetes for Delawareans, specifically youth and low income populations.

What can we as a community do to reduce the risk of Diabetes and other chronic diseases? SCHC is actively identifying current resources and gathering information around possible gaps in resources and education for Diabetes and other chronic diseases in Sussex County. SCHC is coordinating a referral process to ensure that the populations who need diabetes prevention education the most can be referred to the appropriate resources in the community.

What else can we do to reduce the risk of diabetes in our communities? At the organizational level, we can help you become familiar with the educational resources in your backyard so that your organization's employees and the populations you serve can have better access to those services. On a personal level, you can lead the charge in your neighborhood and in your family to start the steps to a healthier lifestyle through physical activity and healthy food choices. *To learn more about Diabetes Prevention Education and physical activity and nutrition resources, visit us at HealthySussex.org or reach out to our staff to connect with our Health Committee.*

SUSSEX 
COUNTY HEALTH COALITION

P.O. Box 1496, Seaford, DE, 19973
302-262-9459
HealthySussex.org

The Sussex County Health Coalition is moving to a new location in February. Our new address will be: 21133 Sterling Avenue, Suite #12, Georgetown, DE 19947

SEAFORD CHOSEN AS CATCHMENT FOR OPIOID ADDICTION EPIDEMIC

The DHSS Division of Substance Abuse and Mental Health (DSAMH), the Division of Public Health (DPH) and the Philadelphia-Camden High Intensity Drug Trafficking Areas (HIDTA) are working together to develop and implement a strategy in Seaford, Sussex County that reflects the specific needs of the community to combat the opioid addiction epidemic.



Barbieri Michael, Director for the Division of Mental Health and Substance Abuse

Representative Daniel Short is taking an active role in this initiative to ensure the voices of the constituents he serves are heard and listened to.

The primary objective of this work is to identify the most affected populations and design a comprehensive messaging process consisting of subject-specific content and tailored delivery methods to effectively raise awareness for each target audience. Careful monitoring and evaluation will inform decisions on best practice and resource allocation to prevent and mitigate damage of the opioid addiction epidemic.

The stakeholders involved are committed to improving the situation in Seaford and are confident that lessons learned through this pilot will have implications for expanded work in Sussex County.

To get involved or find out more contact the SCHC at 302-262-9459.

WORKSITE WELLNESS UPDATE

SCHC is proud to welcome new Worksite Wellness Coordinator, Aaron Hutt, to our team!

Mr. Hutt is working to improve and foster additional partnerships through our Worksite Wellness program and expanding our programming into the Georgetown area. Our goal is to assist businesses in implementing policy and procedure change in the workplace in order to create a healthier work environment.



Snapshot of classes offered

through our Worksite Wellness program this Fall:

- Open Swim
- Zumba II
- Long and Lean
- Strong by Zumba

