

MADISON COUNTY  
COMMUNITY HEALTH ASSESSMENT &  
IMPROVEMENT PLAN

2022-2024



# Table of Contents

3	Introduction
3	Vision of a Healthy Madison County
4	Community Demographics
6	Health Priority Area #1: Prevent Chronic Diseases
8	Health Priority Area #2: Prevent Mental Health and Substance Use Disorders
10	Scorecard
11	References

# Executive Summary

## Introduction

### OVERVIEW

The Community Health Assessment and Improvement Plan outlines the current health status of residents and identifies a comprehensive approach for addressing health challenges. Health is a complex, multi-faceted topic. Assessing and effectively addressing health challenges requires a community effort.

The Madison County Department of Health (MCDOH) partnered with Community Memorial Hospital, Oneida Health, and the Madison County Rural Health Council, Inc. to complete the 2022-2024 Community Health Improvement Plan. The process was undertaken in alignment with the 2019-2024 New York State Prevention Agenda<sup>1</sup> and carried out using the Mobilizing for Action through Planning and Partnerships (MAPP) model.<sup>2</sup>

The 2022-2024 cycle combined information from

the previous assessment, including the Vision of a Healthy Madison County (see below), and new health data for the county.

Stakeholders met to review the assessment results, prioritize health issues, and identify ways to address them moving forward.

Priority areas selected include:

- ◆ **Prevention of Chronic Diseases**
- ◆ **Prevention of Mental Health & Substance Use Disorders**

## Vision of a Healthy Madison County

The vision for a healthy Madison County is a community where:

- ◆ People of all ages, cultures, and talents are fully engaged
- ◆ The environment is clean and safe
- ◆ There are opportunities for quality employment, housing, transportation and education
- ◆ There is access to resources supporting physical, mental, spiritual, and emotional well-being

All achieved by a dynamic collaboration of: citizens; government agencies; employers; health care providers; and faith-based, educational, community and service organizations.



# Community Demographics

## Overview

Madison County is a predominantly rural area, located in central New York State (NYS). Madison County consists of fifteen (15) townships and the City of Oneida (Fig 1).

The overall population has decreased by about 7% since the 2010 Census from 73,442 down to 68,016 residents. Despite the population decline, there have been substantial changes in demographics. The proportion of older adults has increased from 12.2% in 2010 to 18.3% in 2020, and remains higher than the New York State average of 16.9%.<sup>3</sup>

The county remains primary homogeneous in terms of racial diversity; however, the proportion of residents who identify as White has decreased from 94% to 90% between 2010 and 2020. The remaining population identifies as Black/African American (1.6%), Asian (1.0%), American Indian/Alaska Native (0.7%), and more than one race (6.2%). Furthermore, the percentage of the population that identifies as Hispanic has increased from 1.8% to 2.5% between 2010 and 2020.<sup>3</sup>

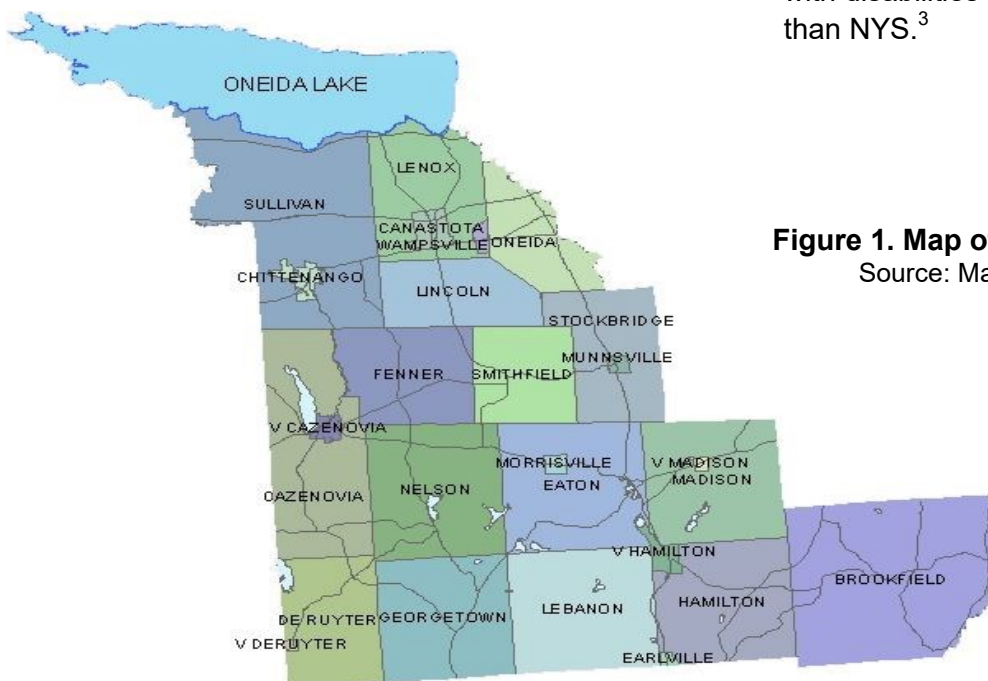
## Social Determinants of Health

The social determinants of health (SDOH) as the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. SDOH include: economic stability; education access; health care access; neighborhood and built environment; and social and community context.<sup>4</sup> See Table 1 for selected SDOH characteristics.

Madison County has greater economic stability in terms of unemployment and poverty level compared to NYS; however, the median income (\$61,176) was lower than NYS in 2020. Nearly 35% of Madison County adults have completed high school compared to only 25.5% of NYS residents.<sup>3</sup>

There are 26 healthcare facilities in Madison County, including diagnostic and treatment centers, residential health, school-based clinics, and hospitals. The ratio of patients to providers is higher than NYS for primary care, dental, and mental health.<sup>5</sup>

There is a higher proportion of people with veteran status (7.7%) as well as individuals with disabilities (12.5%) in Madison County than NYS.<sup>3</sup>



**Figure 1. Map of Madison County, New York.**

Source: Madison County Government

**Table 1. Select Social Determinants of Health.**

Select Social Determinants of Health	Madison County	New York State
Economic Stability		
Unemployment Rate	3.4%	5.0%
Percent Below Poverty Level	8.5%	13.6%
Children (Under 18)	9.5%	18.7%
Older Adults (65+)	8.4%	11.5%
Median Household Income	\$61,176	\$71,117
Education Access (Adults 25+ Years)		
High School/GED	34.7%	25.5%
Associate's/Some College	31.3%	24.4%
Bachelor's or Higher	26.6%	37.5%
Health Care Access		
Patient to PC Provider Ratio	1,650:1	1,190:1
Patient to Dental Provider Ratio	2,840:1	1,170:1
Patient to MH Provider Ratio	480:1	330:1
Adults with Insurance	95.0%	92.5%
Children with Insurance	97.7%	97.7%
Neighborhood & Built Environment		
Single Parent Families	4.8%	6.3%
Rural	58.9%	12.1%
Homeownership	79.2%	54.1%
Social & Community Context		
Veteran Status	7.7%	4.4%
People with a Disability	12.5%	11.6%

PC: Primary Care; MH: Mental Health.

Source: US Census Bureau (2020), RWJF County Health Rankings & Roadmaps (2022)



# Health Priority Area #1: Prevent Chronic Diseases

## Topic Summary & Data Review

### OVERVIEW

Chronic diseases typically develop in middle age after prolonged exposure to unhealthy lifestyle factors including tobacco use, physical inactivity, excessive alcohol use, and poor nutrition. Health behaviors, regular health visits and screenings are key to preventing chronic diseases.<sup>6</sup>

In Madison County, chronic diseases (cancer, heart disease, chronic lower respiratory disease, stroke) account for four of the five leading causes of premature death (under 75 years).<sup>1</sup>



### Chronic Conditions

Chronic conditions like high blood pressure, diabetes, high cholesterol, and asthma can lead to chronic diseases. Madison County adults have high levels of asthma compared to New York State (NYS) (16% vs 10.1%).<sup>1</sup>

Education is important for managing of chronic conditions. Compared to 10.2% of NYS, only 2.6% of adults in Madison County with a chronic illness have taken a class to learn how to manage their condition.<sup>1</sup>

### Tobacco Use & Vaping

Tobacco use is recognized as the leading cause of preventable death in the United States.<sup>6</sup> In Madison County, 21% of adults are current smokers, compared to only 12.8% of NYS. The percent is higher among low-income adults (34.7%).<sup>1</sup> The use of the vaping products (e-cigarettes) has also increased among county adults to 12% in 2021.<sup>7</sup> While there is a downward trend in youth trying cigarettes, 43.3% of high school students in the county report trying vaping products.<sup>8</sup>

### Routine Healthcare

Regular doctor visits and screenings can lower the risk for chronic conditions. About 89% of Madison County residents have a regular healthcare provider. The majority of county residents receive the recommended screenings for colorectal, breast, and cervical cancers (84.3%, 90.2%, 89.7% respectively).<sup>1</sup>

### Healthy Eating & Physical Activity

Healthy eating and adequate physical activity lower the risk of developing a chronic condition and help to prevent early death.

Nearly 75% of Madison County residents live within reasonable distance to parks and recreational facilities. County residents of all ages (youth, adults, and older adults) report higher physical activity levels when compared to NYS residents.<sup>1,8</sup>

Access to affordable, safe, and nutritious foods contribute to an individual's eating habits. About 90% of all Madison County residents report having access to a reliable source of food; yet only 67.3% of low-income adults report food security. This is slightly higher than low-income adults in NYS (55.8%).<sup>1</sup> In terms of diet, more Madison County adults eat fruit and vegetables daily (76.1%) compared to NYS (71.9%).<sup>9</sup> Nearly 34% of low-income residents drink at least one sugary beverage per day, which is slightly higher than NYS (31%).

Healthy eating and physical activity also play a role in an individual's weight. The percentage of adults who meet criteria for obesity (body mass index  $\geq 30$  kg/m<sup>2</sup>) in Madison County jumped from 28% in 2016 to 37.2% in 2018, and remains higher than NYS (27.9%). The percent of youth (0-17 years) who have a BMI higher than 30 has varied. In 2019, 20.3% of youth met these criteria.<sup>1</sup>

## Community Health Improvement Plan: Goals & Interventions

The Community Health Improvement Plan process empowers communities to identify priority health issues and align resources to address them. In addition to ongoing efforts, the plan outlines specific goals and strategies to address Chronic Disease in Madison County.

### GOAL #1:

Increase access, for people of all ages and abilities, to indoor and outdoor places for physical activity.

### INTERVENTIONS

The **Madison County Rural Health Council (MCRHC)** will expand the [Monday Mile Program](#) in Madison County. The program is a fun way to achieve fitness goals by getting out to walk a mile. There are currently 14 outdoor and 3 indoor routes.

**MCRHC** will expand the [Walk with a Doc](#) series, which provides physical activity, outdoor time, social connection, and health education on various topics like chronic disease and mental health.

### INTERVENTION

The **Madison County Department of Health (MCDOH)** will create a county-wide program to address healthy eating, physical activity, and tobacco use. The approach will be modeled after the [3-4-50 Framework](#) developed by the Oxford Health Alliance.

### GOAL #2:

Reduce obesity and the risk of chronic diseases.

### GOAL #3:

In the community setting, improve self-management skills for individuals with chronic diseases.

### INTERVENTIONS

**MCDOH** has implemented a [Healthy Homes Program](#) for Madison County residents. The program provides free in-home assessments, education, supplies, and referrals to address home hazards.

**MCDOH** will relaunch the Healthy Workforce Initiative targeted at improving employee health, reducing work-related deaths and injuries, and increasing worker productivity. The initiative models the [NIOSH Total Worker Health](#) program.

The **MCRHC** will seek funding to expand their [Mobility Management Program](#) with the goal of improving quality of life among older adults in Madison County by connecting them to social support and healthcare services via transportation services.

### INTERVENTION

**MCRHC** plans to host the first annual Breast Cancer Awareness and Screening Event in 2023. The event will partner with community organizations to raise awareness and offer onsite breast cancer screenings to community members.

### GOAL #4:

Increase cancer screening rates.

# Health Priority Area #2: Prevent Mental Health and Substance Use Disorders

## Topic Summary & Data Review



### OVERVIEW

A person's overall wellbeing is dependent on both mental and physical health. Good mental health allows individuals to be productive, engage in health-seeking behaviors, adapt to life changes, and maintain positive relationships with others.

Poor mental health and substance misuse sometimes occur together. Substance misuse is the use of any substance that causes harm to one's self or others. Substance use disorders (SUDs) may develop when prolonged use leads to physical dependence.<sup>10</sup>



### Alcohol Misuse

The most frequently used substance in the United States is alcohol. Alcohol misuse is a pattern of drinking that negatively impacts a person's health, relationships, and/or ability to work. This includes binge drinking and any alcohol use by people under 21 years or who are pregnant.<sup>11</sup>

About 1 in 4 Madison County adults report binge drinking compared to 15.7% of NYS adults. Among 7-12<sup>th</sup> grade students in Madison County, 42.0% have tried alcohol.<sup>8</sup>

Alcohol misuse can have a significant impact on individuals and communities. Alcohol-related deaths are most often caused by chronic conditions (e.g. alcoholic liver disease or liver cirrhosis, cancer, heart disease, stroke), but can also be caused by acute incidents (e.g. poisoning, suicide, homicide, motor vehicle crashes).<sup>11</sup> Madison County has a higher rate of alcohol-related motor vehicle injuries and deaths than NYS (72.9 vs 45.0 per 100,000).<sup>1</sup>



### Cannabis (Marijuana)

Marijuana, made from cannabis plant, contains more than 100 compounds; the most commonly used are tetrahydrocannabinol (THC) and cannabidiol (CBD). THC is known for its mind-altering effects, while CBD is generally used for medicinal purposes.<sup>12</sup> Both forms are legal in NYS. In 2021, 13.9% of Madison County adults reported using marijuana for recreational use only.<sup>13</sup> About 32% of youth (grades 7-12) have tried marijuana.<sup>8</sup>



### Mental Health Disorders

Mental health disorders (MHDs) refer to a broad group of conditions that affect thinking, mood, and behavior. Common MHDs include: anxiety, depression, and post-traumatic stress disorder (PTSD).<sup>10</sup> In 2018, nearly 17.0% of Madison County adults reported 14 or more poor mental health days in the past month compared to 11.2% of NYS adults.<sup>1</sup> Since the COVID-19 pandemic, the Madison County Health Department has experienced a 38.0% increase in the number of clients served.

MHDs can increase a person's risk of self-harm and suicide. The rate of suicide deaths in Madison County is higher than New York State (NYS) (9.6 vs 8.2 per 100,000).<sup>1</sup>



### Opioids

For the past thirty years, there has been a rise in opioid use among residents, including prescription pain medication, illicit heroin, and the increasingly common synthetic fentanyl. In 2021, Madison County had a higher rate of opioid deaths than NYS (18.4 vs 14.9 per 100,000).<sup>14</sup>



### Community Health Improvement Plan

In addition to ongoing efforts, the Community Health Improvement Plan process identified the following strategies to address Mental Health and Substance Use Disorders in Madison County (see page 9).



## Community Health Improvement Plan: Goals & Interventions

### GOAL #1:

Prevent underage drinking and excessive alcohol consumption by adults.

### INTERVENTIONS

**Madison County Council on Alcoholism & Substance Abuse Inc. (BRiDGES)** will establish a coalition with representation from diverse community organizations in order to reduce harm related to underage drinking/excessive alcohol use by adults and cannabis (marijuana).

The **Madison County Department of Health (MCDOH)** will publish a Health Issue Profile on Alcohol Use in Madison County with a summary of county-level data and evidence-based practices.

### INTERVENTION

**Oneida Health** and partner agencies received funding to establish behavioral health care services in the primary care setting based on the evidence-based Collaborative Care Model (CoCM).

### GOAL #2:

Reduce the prevalence of major depressive disorders.

### GOAL #3:

Prevent opioid and other substance misuse and deaths.

### INTERVENTIONS

**MCDOH & BRiDGES** partnered to increase community access to naloxone (Narcan®) through the distribution of wall-mounted Naloxone Emergency Boxes. Training and naloxone is provided free to agencies.

**MCDOH** will establish a Wastewater Surveillance Program for Cannabis and Opioids. Data will establish a baseline and results inform the public and key stakeholders on substance use trends in the community.

### INTERVENTIONS

**BRiDGES** will establish a coalition with representation from diverse community organizations in order to reduce harm related to underage drinking/excessive alcohol use by adults and cannabis (marijuana).

**MCDOH** will establish a Wastewater Surveillance Program for Cannabis and Opioids. Data will establish a baseline and results inform the public and key stakeholders on substance use trends in the community.

### GOAL #4:

Prevent harm related to cannabis (marijuana) use.

### INTERVENTIONS

### GOAL #5:

Facilitate supportive environments that promote respect and dignity for people of all ages.

**Madison County Rural Health Council (MCRHC)** will implement Mental Health First Aid training in local school districts for youth and school staff.

**MCRHC** will expand the Walk with a Doc series, which provides physical activity, outdoor time, social connection, and health education on various topics like chronic disease and mental health.

**MCRHC** is seeking funds to expand their Mobility Management Program with the goal of improving quality of life among older adults in Madison County by connecting them to social support and healthcare services via transportation services.

# Scorecard

## Overview

The Steering Committee will continue to function as an advisory group to monitor and track progress of the priority area strategies. The scorecards below represent overarching goals along with specific health indicators that will be measured. Each health indicator reflects the

Madison County and New York State value along with the Community Health Improvement Plan goal. Annual reports will be submitted to NYSDOH. Furthermore, the report card indicators will be made publicly available on the MCDOH website.

### Health Priority Area #1: Prevent Chronic Diseases

Health Indicator	Madison	NYS	Goal
<b>Goal #1: Reduce obesity and the risk of chronic diseases.</b>			
Percentage of children (0-17 years) with obesity.	20.0%	17.3%	15.3%
Percentage of adults with obesity.	37.2%	26.3%	32.2%
Percentage of low-income adults who drink 1+ sugary beverage daily.	33.5%	31.0%	28.5%
Percentage of adults who smoke tobacco products.	21.0%	12.8%	16.0%
Percentage of low-income adults who smoke tobacco products.	34.7%	20.4%	29.7%
Percentage of adults living in homes where smoking is prohibited.	78.2%	80.6%	83.2%
Percentage of high school students who have tried vaping products.	33.3%	22.5%	23.3%
Percentage of adults who use vaping products.	12.0%	N/A	7.0%
<b>Goal #2: Increase access, for people of all ages/abilities, to indoor and outdoor places for physical activity.</b>			
Percentage of youth who engage in physical activity 2+ hours/week.	75.9%	N/A	50.0%
Percentage of adults who engaged in physical activity in the past 30 days.	80.9%	76.4%	85.9%
Percent of older adults who participate in leisure-time physical activity.	73.5%	68.9%	78.5%
<b>Goal #3: In the community setting, improve self-management skills for individuals with chronic diseases.</b>			
Percentage of children (5-18 years) with asthma, who were given appropriate	66.0%	60.0%	71.0%
Percentage of adults who have a regular health care provider.	88.8%	79.1%	93.8%
Percentage of adults with chronic conditions who have taken a course or class to learn how to manage their condition.	2.6%	10.2%	7.6%
<b>Goal #4: Increase cancer screening rates.</b>			
Percentage of women, who receive recommended breast cancer screenings.	90.2%	82.1%	95.2%

### Health Priority Area #2: Prevent Mental Health and Substance Use Disorders

Health Indicator	Madison County	NYS	Goal
<b>Goal #1: Prevent underage drinking and excessive alcohol consumption by adults.</b>			
Percentage of high school students who report alcohol use.	25.3%	26.4%	20.3%
Percentage of adults binge drinking.	24.2%	17.5%	19.2%
Rate of alcohol-related motor vehicle injuries and deaths.	72.9	45.0	62.9
<b>Goal #2: Reduce the prevalence of major depressive disorders.</b>			
Prevalence of major depressive disorders among adults (19 years or older).	20.0%	6.6%	15.0%
<b>Goal #3: Prevent opioid and other substance misuse and deaths</b>			
Rate of overdose deaths involving any opioids.	18.4	14.9	13.4
Rate of opioid prescriptions for pain.	433.9	270.0	350.0
Rate of emergency department visits related to any opioid.	43.7	53.1	42.7
<b>Goal #4: Prevent harm related to marijuana use.</b>			
Percent of high school students who report trying marijuana.	32.0%	N/A	27.0%
Rate of hospitalizations related to marijuana use.	676.6	317.6	671.6
<b>Goal #5: Facilitate supportive environments that promote respect and dignity for people of all ages.</b>			
Percentage of adults who experience frequent mental distress.	16.8%	11.2%	11.8%
Percentage of high school students who report feeling sad or hopeless.	42.0%	N/A	37.0%

## References

1. New York State Prevention Agenda Dashboard. New York State Department of Health. Accessed March 22, 2022. [https://webbi1.health.ny.gov/SASStoredProcess/guest?\\_program=/EBI/PHIG/apps/dashboard/pa\\_dashboard&p=sh](https://webbi1.health.ny.gov/SASStoredProcess/guest?_program=/EBI/PHIG/apps/dashboard/pa_dashboard&p=sh)
2. Mobilizing for Action through Planning and Partnerships (MAPP). National Association of County and City Health Officials. Accessed February 11, 2022. <https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp>
3. United States Census Bureau. Explore Census Data. Published 2020. Accessed January 9, 2023. <https://data.census.gov>
4. United States Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Social Determinants of Health - Healthy People 2030. Accessed February 11, 2022. <https://health.gov/healthypeople/objectives-and-data/social-determinants-health>
5. University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps: Madison County, New York. Robert Wood Johnson Foundation; 2022. Accessed February 10, 2022. <https://www.countyhealthrankings.org/app/new-york/2021/rankings/madison/county/outcomes/overall/snapshot>
6. Centers for Disease Control and Prevention. About Chronic Diseases. National Center for Chronic Disease Prevention and Health Promotion. Published April 28, 2021. Accessed March 22, 2022. <https://www.cdc.gov/chronicdisease/about/index.htm>
7. Joel LaLone Consulting. 2021 Community Tobacco Survey of Adult Residents of Madison County (New York). BRIDGES; 2021:1-86.
8. Louis T, Dudrick J. Teen Assessment Project Report for Madison County, New York. Youth Bureau; 2018:1-91. Accessed March 22, 2022. <https://www.madisoncounty.ny.gov/151/2014-Teen-Assessment-Project-Report>
9. New York State Community Health Indicator Reports (CHIRS). New York State Department of Health; 2022. Accessed December 30, 2022. <https://www.health.ny.gov/statistics/chac/indicators/index.htm#chirs>
10. What Is Mental Health? | MentalHealth.gov. Accessed November 30, 2022. <https://www.mentalhealth.gov/basics/what-is-mental-health>
11. Centers for Disease Control and Prevention. Excessive Alcohol Use. National Center for Chronic Disease Prevention and Health Promotion. Published November 23, 2021. Accessed March 22, 2022. <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/alcohol.htm>
12. Health Effects of Marijuana | Health Effects | Marijuana | CDC. Published November 17, 2021. Accessed March 25, 2022. <https://www.cdc.gov/marijuana/health-effects/index.html>
13. Joel LaLone Consulting. Community Adult Survey Regarding Recent Legalization of Recreational Marijuana Use and Sales in New York State. Madison County Council on Alcoholism and Substance Abuse, Inc. (BRIDGES); 2022:1-62.
14. Madison County Department of Health. The Opioid Epidemic: Madison County, NY. Published online May 2022. <https://www.madisoncounty.ny.gov/DocumentCenter/View/17860/Madison-County-Opioid-Epidemic-Report-May-2022-PDF>.

Full report is available on the Madison County website:  
[www.madisoncounty.ny.gov/2482/Community-Health-Assessment-Improvement-](http://www.madisoncounty.ny.gov/2482/Community-Health-Assessment-Improvement-)



Prepared by:  
Madison County Department of Health  
December 2022