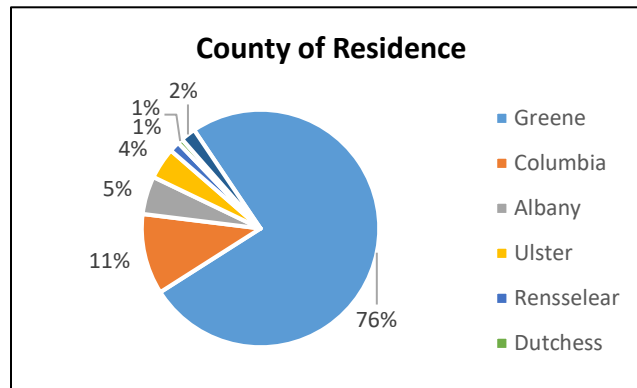


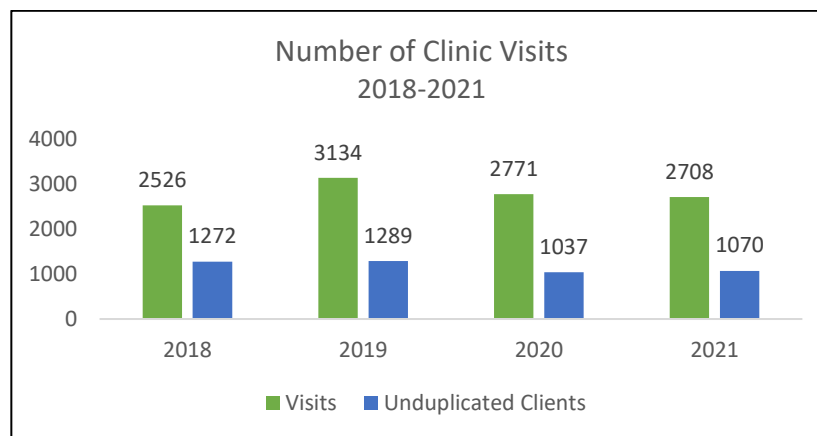
Greene County Family Planning 2021 Annual Report

MISSION STATEMENT: *Providing confidential, compassionate, and professional care, we strive to promote positive health and sexual behaviors through education, prevention, and treatment.*

For 49 years Greene County Family Planning (Family Planning) has been a trusted source of reproductive health care for men, women, and teens of Greene County. Our clinic serves primarily Greene County but also serves people from the surrounding counties.



In 2021 we saw 1,070 clients for 2,708 in-person visits, including 539 telemedicine visits (19.4% of all visits). Our unduplicated client count was up but the reduced number of total visits is a product of staffing shortages due to COVID-19 illness and quarantines.



Review of 2021 goals:

1. **Increase access for minorities by applying a reproductive justice framework:**

Due to the competing challenges of COVID 19, the Deputy Director was informed and trained on this, but no further progress was made.

2. **Explore the option of adding a second clinic site by co-locating with Greene County Mental Health:**

This was not formally addressed in 2021, although the blue prints for the Community Services building are in process. We did however have a LMSW in our family planning clinic one day per week seeing joint patients.

3. **Partner with Greener Pathways to provide mobile services via telemedicine and the Van:**

Due to COVID-19 and repairs to the van, there was no joint outreach conducted in 2021. There is a schedule for 2022 in process.

4. **Advertise STD prevention and treatment to reduce rates:**

We conducted a YouTube and DirecTV campaign that was very successful in educating our community about expedited partner treatment for Chlamydia, gonorrhea, and chlamydia. This video was played on various TV networks and platforms, like Roku TV, and was very successful reaching the community and surrounding communities that we serve, as indicated by the high rate of completion for the video. We had great success with Connected TV.

Video Performance:

July- August

- 57,206 impressions
- 56,310 completions
- 98.43% completion rate

December

- 28,577 impressions
- 28,117 completions
- 98.39% completion rate

5. **Attract new clients:**

In 2021, we increased our new client count by 9.5%.

6. **Secure support for reimbursement for telemedicine, and advocate for expansion of internet band width supports so clients can access our services remotely:**

The Greene County Government has been working diligently this year with local partners to strengthen the infrastructure and make broadband more accessible in the County. This increases access to telemedicine options for all of our patients.

2021 Challenges/Barriers:

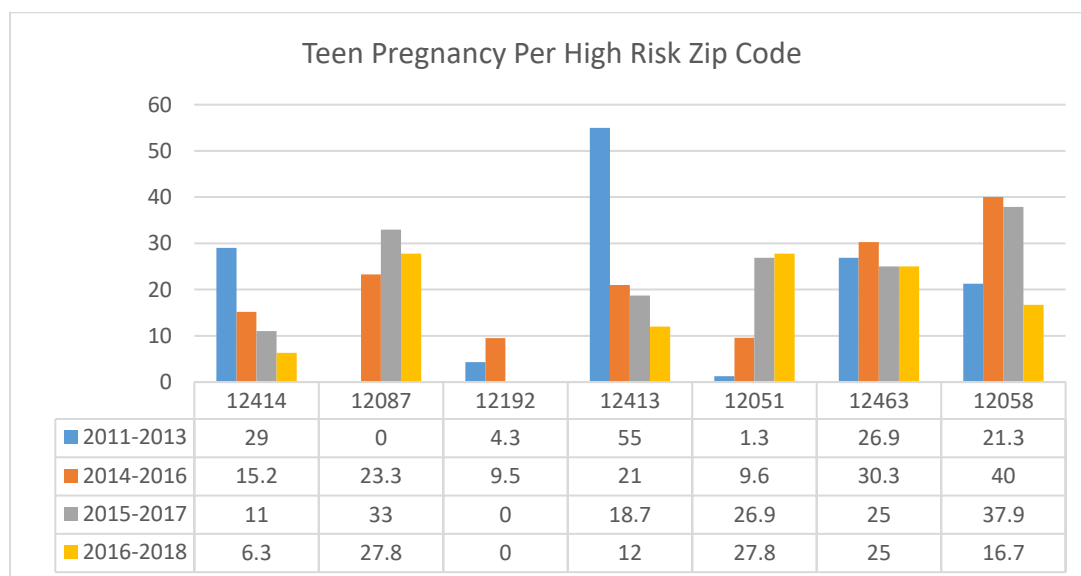
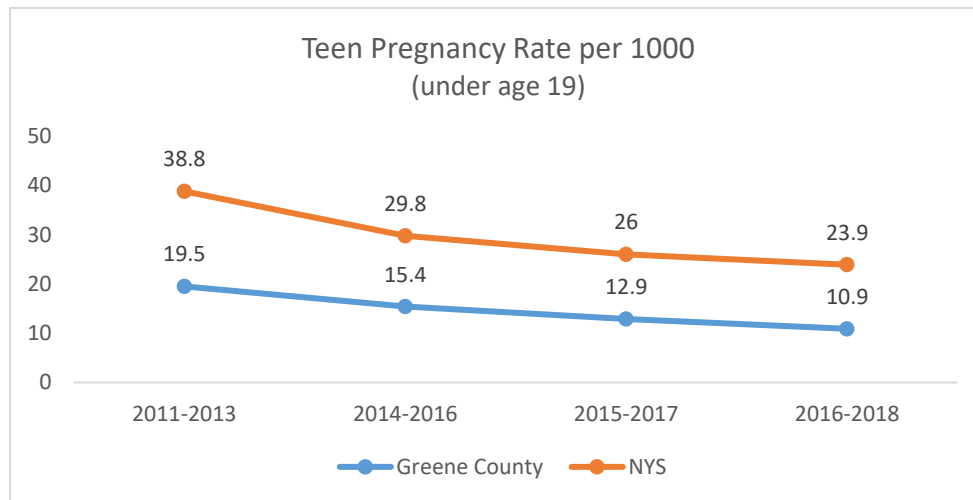
- Access to services: COVID-19 health and safety continued to be a deterrent to people seeking in-person care in the clinic, however we continued telemedicine visits. We added online scheduling and advertised it to new and existing patients. We also started a newsletter in the fall of 2021 to showcase our services and introduce our new Midwife.
- Teens: The pandemic continued to pose barriers to obtaining care especially for adolescents who were not in school the full year. To overcome this, we engaged the following:
 - a. Walk-in teen clinics were advertised for Wednesdays from 3-6pm through social media, the Greene County website, and classroom sessions.
 - b. Our Health Educator:
 - i. Created Zoom sessions specific to high school aged youth which were advertised to school nurses, health teachers, and on our social media platforms; unfortunately no one showed up.
 - ii. Created posts on social media about the new online scheduling, and informed students of our services during virtual and in-person sessions.
 - iii. Held sessions with 5-6 youths from the MHA Youth Clubhouse, an after-school program for at-risk youth, where she discussed relevant topics and our services. These youths toured the clinic, and one of them participated in our Expedited Partner Therapy video: <https://youtu.be/0D1qje04GhQ>
 - iv. Provided outreach at the Greene County Youth Fair.
- Staffing:
 - **COVID-19:** The workload from the pandemic was undertaken by all branches of Public Health including Family Planning. From the beginning, Family Planning staff collaborated and volunteered to work weekends to support COVID-19 contact tracing efforts, deliver quarantine orders, and answer phones. In 2021, Family Planning staff provided 1,124 hours of COVID-19 work. This increased workload was in addition to staffing shortages due to one Nurse Practitioner's extended medical leave.
 - **Nurse Practitioners (NP):** In 2021 one NP separated from our department, and a new per-diem nurse midwife was hired. One of our two fulltime NPs, one was out on an extended medical leave from August through January 2022. This resulted in a reduction of the number of people we could see and is reflected in our lower number of visits and unduplicated visits this year.
 - **Medical Receptionist:** We had two separations for this challenging position in 2021. The Kiosk was valuable for offsetting the gaps in staffing as a limited back-up to a human.
 - **Principal Account Clerk Typist:** In October our Principal Account Clerk Typist also separated from County employment.

At its very core Family Planning is a public health program with the following goals:

Prevent unintended pregnancies and promote and plan healthy births:

We offer a range of effective to highly effective contraceptive methods with same day access, low cost, and counseling to plan a healthy pregnancy.

The following table show **a 44% drop** in teen pregnancy rates from the past 7 years in Greene County. The second table indicates the changes in teen pregnancy rates in the high risk zip codes identified by our NYSDOH grant.



Prevent the spread of Sexually transmitted diseases and HIV:

We offer testing and treatments for all of the most common STD's including chlamydia (821), gonorrhea (824), HPV, and herpes. Because of COVID-19, the number of STD tests performed was down by 10%.

All at-risk clients are encouraged to be screened for HIV. In 2021, 787 clients were given pretest counseling with 446 HIV tests performed. Our rates of HIV testing went down by 14%.

We counsel on abstinence as primary prevention, then encourage the use of condoms and adoption of safer sex behaviors to reduce the risk of HIV and STD's. We also offer HIV pre-exposure prophylaxis as a risk reduction measure to prevent the spread of HIV.

Improve birth outcomes:

All clients, men and women, are asked about their reproductive life plan, helping them determine when they want to have their first child. We counsel and assist them to improve their health prior to conception by quitting smoking, avoiding illicit drugs, controlling their diabetes, high blood pressure, and obesity. We have a strong referral system with our Public Health Maternal Child Health nurse who follows ante- and postpartum women, and local OB providers to ensure they and their babies have the healthiest outcomes. Women who were actively using heroin were successfully referred into treatment for their opioid use disorder and OB care and had successful outcomes.

Facilitate early detection and treatment of reproductive cancers:

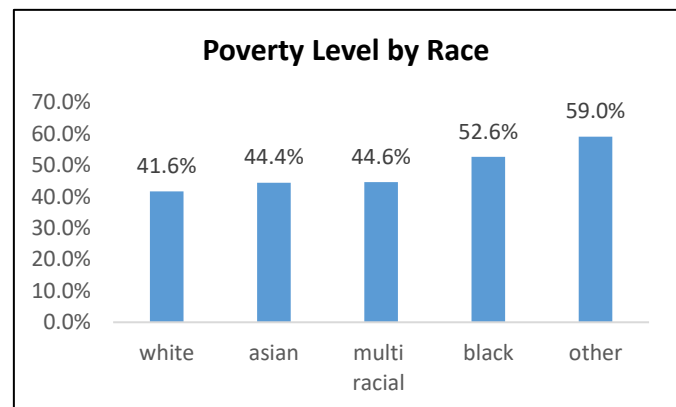
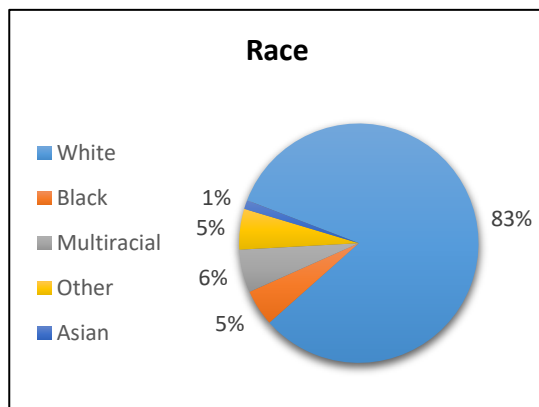
Women are screened for cervical, thyroid, breast, skin, endometrial and ovarian cancers; and while much rarer, we screen men for testicular and breast cancer. Since we are a small clinic, our patients are followed to make sure they are seen and cared for by specialists. One of our Nurse Practitioners offers colposcopy on-site, and performed 19 in 2021.

Without these vital services, Greene County residents would have no access to low cost, sliding fee or free reproductive health care.

Our Family Planning grant specifically funds us to provide outreach and services to the following vulnerable populations in our community:

- **Racial/Ethnic minorities:** The clinic is in a predominantly Caucasian County. However, as the graph below depicts, the clinic serves a greater percentage of minorities as compared to the County census data, and minorities represent an even greater percentage of those in poverty.

According to County census data, 89.8% of Greene County residents are white, 6.1% black, and 6.3% Hispanic. In 2021, the average number of minorities served by the clinic was 20.6% down slightly from 22.9% from 2017-2019.



- **LGBTQ identified individuals:** Family Planning staff has participated in training to be culturally sensitive when serving patients who identify as LGBTQ. With the pandemic, we have seen an increase in LGBTQ persons from NYC relocating upstate and seeking HIV testing and Pre-Exposure Prophylaxis (PrEP). Our Electronic Medical Record now has a mandatory screen for a person to identify their gender and sexual preferences. This became mandatory in late 2021 and thus far 5% of patients identified as LGBTQ, but we anticipate a more accurate number in 2022.
- **Refugees/immigrants:** The number of refugees and immigrants is not easy to determine. One barrier to them accessing our services in the county building is the need to go through a security check at the door, and have a normal temperature (due to COVID screening protocols). Walking past armed sheriffs is very likely a barrier to those seeking services with an undocumented immigration status. The County Administrator and Sheriff have both been contacted with these concerns. This author has had conversations with deputies about the needs of our clients as they access our services.

- **Individuals with limited English proficiency:** In 2021, 3.4% of all patients seen indicated a primary language other than English with Spanish being the most common. In 2021, 2.8% of patients required translation services, the same rate as the past two years.

All staff is trained to offer the language-line service for interpretation for our non-English speaking clients and we post signage in Spanish in our clinic and on our website. In 2018 we upgraded to video language services which we have found clients and staff like better.

- **Individuals with disabilities:** The majority of those with disabilities who seek care are those with an intellectual disability, including women in residential facilities. Some are at risk for unintended pregnancy because they are sexually active and lack the intellectual capacity to plan for pregnancy prevention. These clients are offered client-centered care in a compassionate manner.

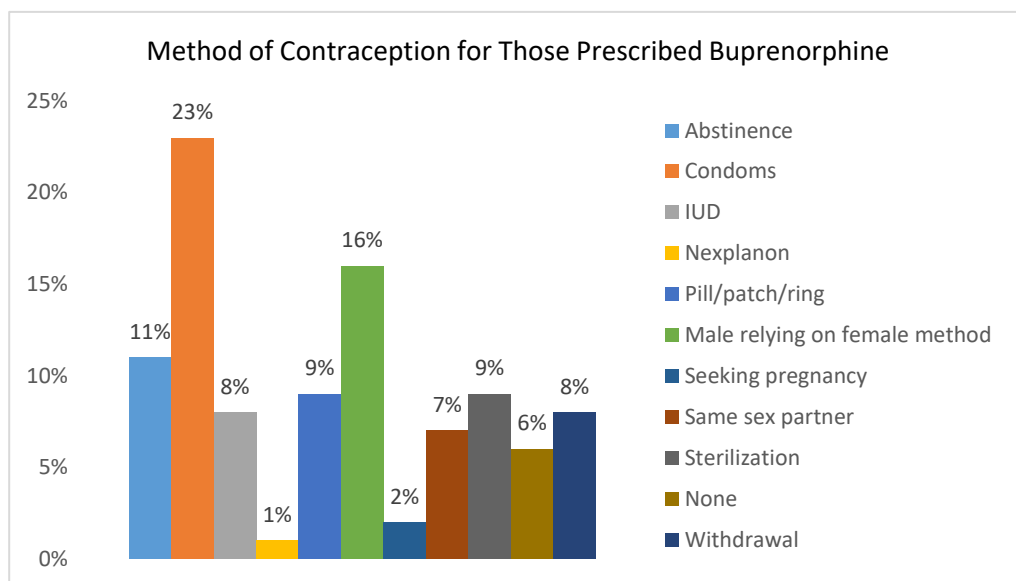
We have access for those with physical disabilities and have recently acquired an electric table to assist those with physical challenges to complete a physical and/or pelvic exam.

Our health educator conducts her *Respect Yourself/Protect Yourself* sex education program with special delivery to a high school's alternative learning programs.

- **Depression:** Since depression can lead to poor reproductive health outcomes, we screen all clients annually for depression. In 2021, 696 patients had a depression screening with 12.2% positive. This is down from 2019, when we screened 974 patients with 22% scoring positive. Clients who screen positive are counseled about resources in our community and referrals for treatment and evaluation are expedited and followed up.

Greene County Mental Health has been a wonderful partner to our clinic. They have co-located a social worker (MSW) in our clinic one day per week. She has been focusing on clients with a substance use disorder but also accepts referrals for all patients. A psychiatric Nurse Practitioner was co-located in our clinic from July to September, an amazing resource which was greatly appreciated. In addition, the Mobile Crisis Assessment Team provides a team of mobile clinicians who have come to the clinic for urgent assessments and follow up on any non-urgent cases through calls or home visits. We continue monthly meetings with Greene County Mental Health to improve access for all of our clients.

- **People in active drug use and recovery** are at higher risk of having adverse reproductive outcomes which could include late or no prenatal care, polysubstance use during pregnancy, and inability to parent the child due to social and criminal history related to their substance use. Since 2019, our program has been offering direct Medication Assisted Treatment (MAT) for opioid use



disorder by prescribing buprenorphine, sublingual, and injectable formulations. At the end of 2021, we had 89 active clients receiving MAT. As it is our mission to discuss reproductive life goals with all patients, we found the following types of birth control were chosen by our MAT clients.

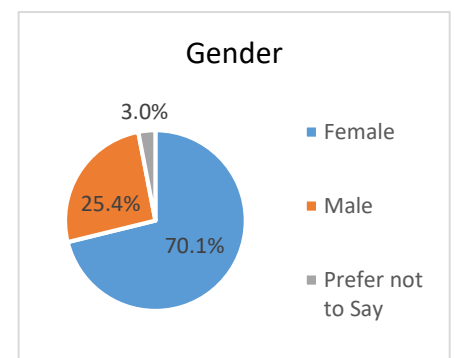
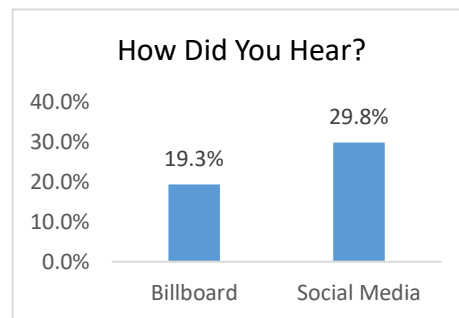
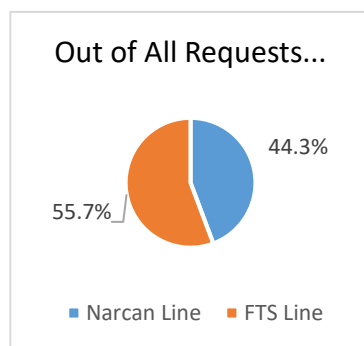
Working with the NYSDOH Overdose Data to Action (OD2A) grant, we had already been providing harm reduction supplies including Narcan and condoms, but in 2021 in response to a growing number of opioid overdose deaths from fentanyl, we began supplying fentanyl test strips to people in active drug use and their family and loved ones.

A targeted campaign to help bring awareness to the dangers of fentanyl was brought to the community thru multi-media advertising using billboards, social media, radio, direct TV, and palm cards. A person in need could text the number to receive the kits and lifesaving Narcan.

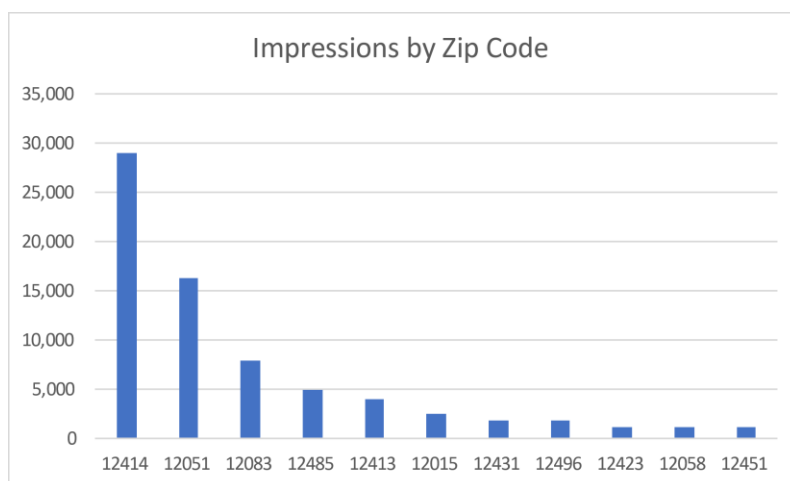
This was a partnership project undertaken with Twin County Recovery Services, Greener Pathways staff and with the Youth Club House, of the Mental Health Association of Greene and Columbia Counties. Palm Cards, Billboards and Stickers were made with the logo to the right and illustrate the results that show 2 lines are negative for fentanyl with a caution sign; and one line is positive and is encircled by a red stop sign.



- From August 1st to September 31st, we distributed test 1,380 strips
- 14 unique people received kits and training in the FP clinic, and 21 people received training from Greener Pathways after they texted the number



In August and September, the Greene County Public Health Over The Top (OTT) campaign through DirecTV served 83K overall impressions with a completed view rate of almost 93%.

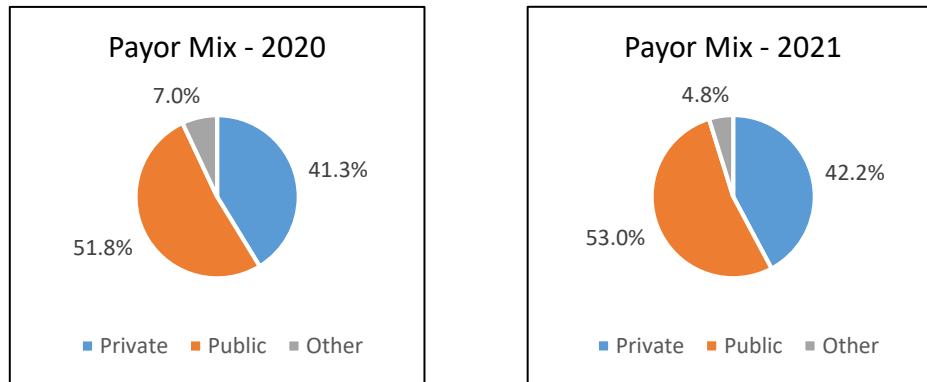


Of all the areas targeted through the campaign's duration, the 12414 Zip Code received the most Impressions by a large margin. This location was served 56% more Impressions than the next-highest ZIP code, 12051. The last five Zip Codes averaged between 1,000 and 2,000 Impressions served.

Revenue:

All revenue we generate is used to offset the county share for our services. We are mindful of the costs to the taxpayers of Greene County and look for opportunities to remain sustainable.

- In 2021, we generated the majority of our revenue from third party health insurance billing, and this graph illustrates that more of our clients had health insurance from the previous year.



- DSRIP ended in 2020, so we earned substantially less at \$3,962.
- We received \$37,500, from the Healing Communities Study Grant for salary to offset the costs of our per-diem NP, who prescribed Medication Assisted Treatment for people with opioid use disorder.

Goals for 2022:

- Increase the number of unduplicated visits and clients seen to pre-pandemic levels.
- Improve the patient experience through surveys, interviews, and focus groups.
- Increase community outreach to schools and community organizations through the mobile outreach van partnered with Greener Pathways.
- Obtain real time data on overdose deaths and respond in a timely manner with the county level overdose response plan.

In closing I would like to thank the Legislature and County Administrator for all of their support for this vital program.

Respectfully submitted,
Laura Churchill, DNP, FNP-BC, Deputy Director of Public Health