

Engagement Strategies for Rural Communities

In St. Lawrence County



Jena Sloan, Public Health Specialist



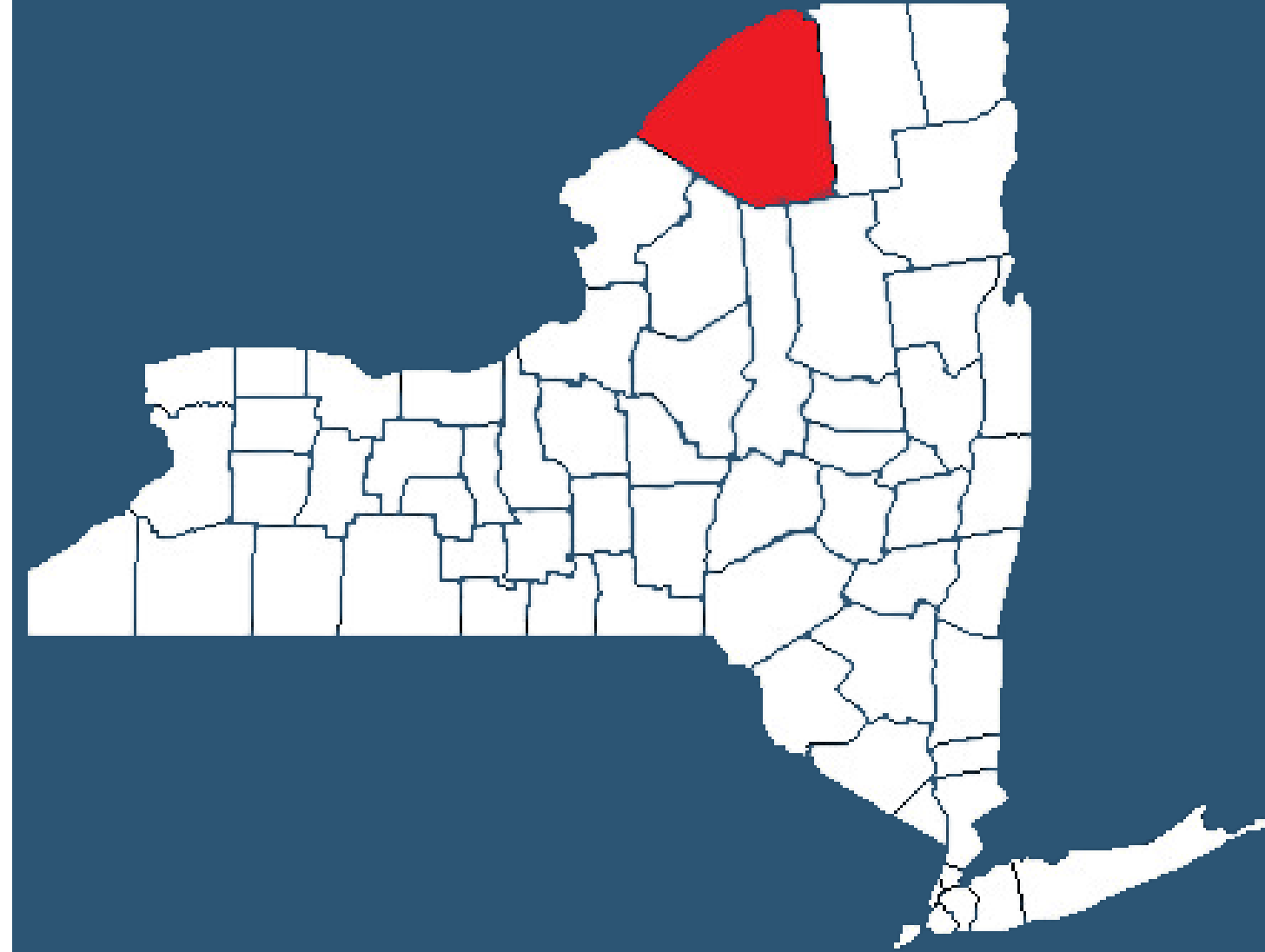
Background

St. Lawrence County is located in Northern New York along the Canadian border. There are 32 towns, 10 villages, and 1 city within St. Lawrence County's borders.

Approximately 535 square miles is farmland, which equates to almost 20% of the county land.

There are 4 colleges in St. Lawrence County.

The estimated number of CYSHCN in the county is 5,523.



Population: roughly 108,000

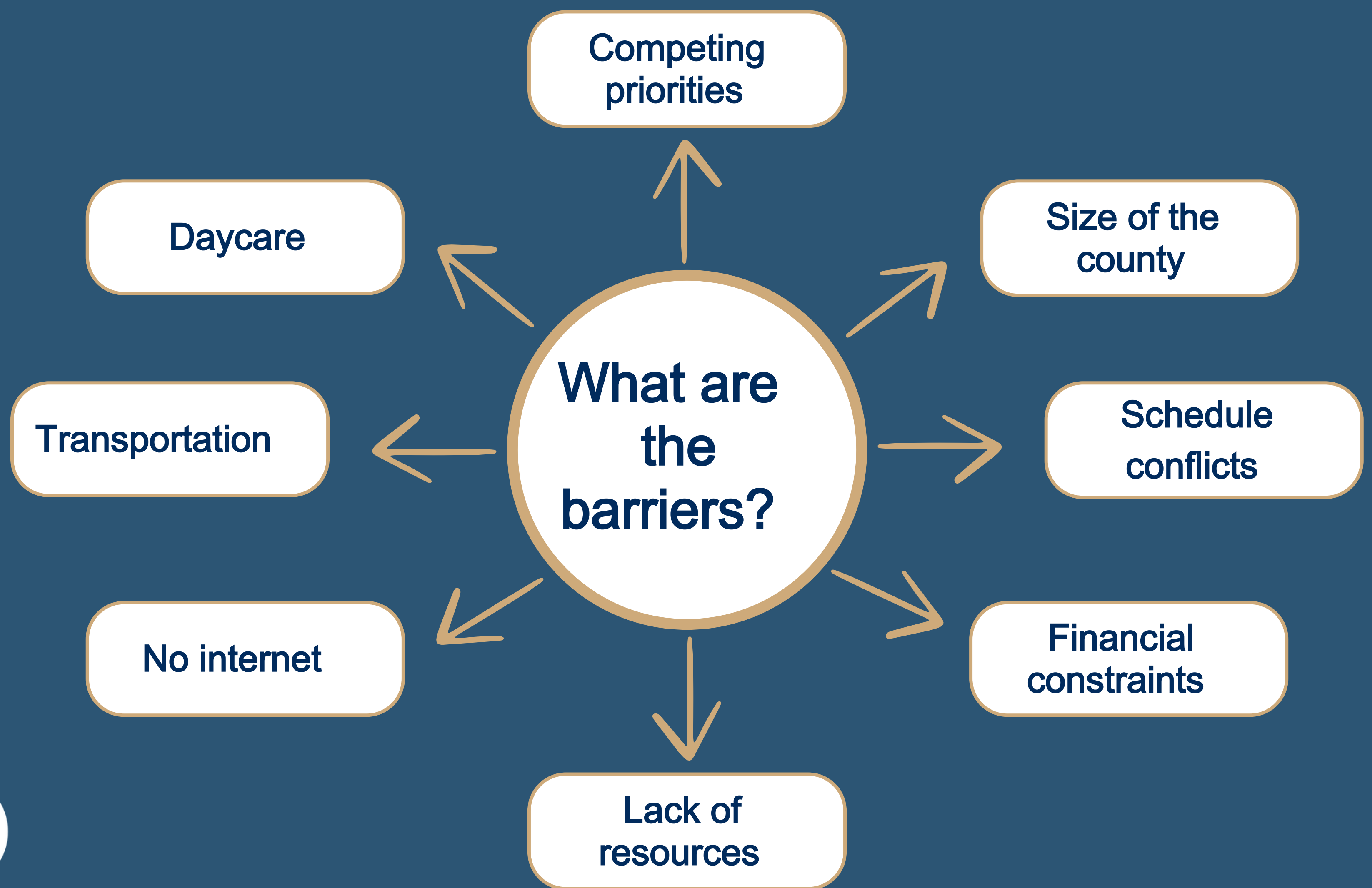
Total Land Area: 2,821 square miles

5th largest county east of the Mississippi River

What are the goals?

- Engage CYSHCN and their families
- Enroll CYSHCN into our program
- Connect CYSHCN and their families with appropriate resources
- Conduct a survey in St. Lawrence County to identify the strengths and weakness as well as resource gaps in our community





STORY HOUR

Come enjoy a story and activity with your child and learn about our:

CHILDREN AND YOUTH WITH SPECIAL HEALTH CARE NEEDS PROGRAM

FEBRUARY 23, 2024 | 10:00 AM
NICANDRI NATURE CENTER



The Children and Youth with Special Health Care Needs Program provides resources and referrals for families and children ages 0-21 years who need special assistance to ensure access to healthcare, insurance, information, and support. For more information call 315-386-2325.



STORY HOUR

Come enjoy a story and activity with your child and learn about our:

CHILDREN AND YOUTH WITH SPECIAL HEALTH CARE NEEDS PROGRAM

MARCH 26, 2025 | 10:30 AM
CANTON FREE LIBRARY



The Children and Youth with Special Health Care needs Program provides resources and referrals for families and children ages 0-21 years who need special assistance to ensure access to healthcare, insurance, information, and support. For more information call 315-386-2325.



Somethings we learned



- 1 Host story hours places that already have an established following.
- 2 Story hours don't have to only occur at a local library. Think outside of the box!
- 3 Sometimes small group interactions can be more impactful than speaking to a larger group.

Building on feedback

This was our second transition event and we made the following changes based on community feedback:

- Date/time of year
- Inviting more agencies
- Different/more accessible location
- Renaming the event and brightening the flyer

These changes allowed for our registration to triple and actual attendance to double! Feedback was great and we will plan to host this annually.

NEXT STEPS EXPO:

Transition Support for Special Health Care Needs

October 24, 2024 // 9:00 am - 3:00 pm
BOCES Educational Services Center
40 West Main Street, Canton

Are you the parent or guardian of a child with special health care needs? If so, then you know it is NEVER too early to start planning for the very important transition to life after high school. Join us for a special event featuring 8 different agencies designed to prepare you and your child for this important transition phase in their life.

- Light breakfast and lunch provided
- Speakers offering expertise and guidance
- Resources and supports available

 [Click here or scan to register!](#)

Contact Us
315-386-2325
CYSHCN@stlawco.gov



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ST. LAWRENCE COUNTY
Public Health
Prevent. Promote. Protect
ESTABLISHED 1800



Engaging new partners



This fall we began our Nurturing Potential Workshop Series. We decided to build a template and series name to allow for consistency. Then we began making partnerships with different professionals based on the topics we were looking to cover. Some partners we have created are:

Nurturing Potential

Oral Motor Issues in Children and Youth

When? Wednesday, September 25th
5:30 pm - 6:30 pm

Where? Human Services Building // 2nd floor conference room
80 State Highway 310, Canton

Join Lori Butler, M.A., CCC-SLP/A for an in-person presentation on oral motor issues in youth and children. She will share her expertise on this topic and answer any questions you may have. This is a FREE interactive learning experience brought to you by the St. Lawrence County Children and Youth with Special Health Care Needs Program.



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An Occupational Therapist
A Speech Language Pathologist
Diabetes - Program Specialist
Behavioral/Educational
Consultant

Nurturing Potential

Sensory, Social Skills & Solutions with Dr. Marcie Goodrow, EdD

When? Thursday, February 20th
1:00 pm - 2:00 pm

Where? Badenhause Public Library
897 NY 11C, Brasher Falls

Join Dr. Goodrow as she explains the importance of understanding sensory processing, socializing and learning through play. She will also offer solutions for behavioral, developmental, and other concerns you may have in this one hour session. Children are welcome! This event is hosted by the St. Lawrence County Children and Youth with Special Health Care Needs Program.



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“If it ain’t broke..”

It’s important to know sometimes the simplest answer is the right one! Take advantage of every opportunity to be with the public including attending events put on by partners. Some things that work for us are:

Every year, nearly 2 million children and teens experience concussions.
Stay informed with the latest guidance.

Concussion Outreach Prevention Education



March 13, 2025, 6:00 - 7:30 pm
Massena High School



Massena High School
84 Nightengale Ave
Massena, NY 13662

PRESENTERS:



Dino Angelopoulos, ATC
Adirondack Health



Michelle Kellen, M.Ed.
Brain Injury Association of
New York State



Kalliopi K. Nestor, MD
Canton -Potsdam Hospital,
Rochester Regional Health

CEUS are available.

All COPE sessions are provided at no cost.
Scan for more information and to register.



Evidence Based Insights on Concussion Recovery Including:

- New Guidelines for Safe Return to Sports
- Helping Students Transition Back to Learning
- The Latest in Concussion Care and Management



COPE Event with the BIANYS which trains professionals, parents and youth

Attending large family based events such as the Kids Expo, Back to School Nights

Attending smaller tabling events and trainings such as the Autism Forum or health fairs



In the works



The best way to engage the community is to ask the community what they want and need. Making community members feel heard and taking their needs into consideration is the basis of everything we do.

We plan to conduct a survey for CYSHCN, their families and providers in our community. This is set to go out in the next month. We want to know:

- Who has heard of our CYSHCN program
- What resources in the community respondents find are strongest vs. the weakest

THANK YOU!

Any questions?

