

Care collaborative looks to form network

The Western New York Integrated Care Collaborative has been awarded a 30-month, \$342,000 grant from the Health Foundation for Western and Central New York to form an integrated care network of community-based organizations and Area Agencies on Aging in Western New York.

The collaborative is made up of member community-based organizations and aging agencies that provide home and community-based services and evidence-based programs that promote independence and healthy living. This network looks to produce better health outcomes and quality of life for older adults, people with disabilities and their caregivers.

Ken Genewick, director of the Niagara County Office for the Aging and board president of WNYICC, said the fastest growing demographic in Western New York is people over age 75.

"Older adults tell us that they need help navigating the health care bureaucracy, help with transportation, managing pain and mobility challenges," Genewick said.

"Our goal as a network is to produce better health outcomes by working together to provide comprehensive, cost-effective, integrated care that promotes a higher quality of life for

those we serve."

Recruitment is underway to hire a business development director. Those interested are encouraged to email ken.genewick@niagara-county.com by Monday.

19,000 took part in IHA-Bills challenge

More than 19,000 Western New Yorkers signed up for the spring Independent Health and Buffalo Bills Health & Wellness Challenge, making it the most successful challenge to date.

Overall, 3,285 new participants registered for the online communitywide health and wellness initiative, which ran from April 24 through June 4. The series of six-week challenges – which started in the fall of 2014 – was designed to help people bring more physical activity and good nutrition into their daily lives.

Prizes sweeten the desire for challenge participants, who are asked to meet three daily goals: Do 20 minutes of physical activity; eat five servings of fruits and vegetables; and drink eight glasses of water.

Participants tracked their daily progress online at buffalobills.com/thechallenge.

Gary Frier, of Depew, the latest challenge grand prize winner, won a trip to South Beach, Fla., to see the Bills take on the Miami Dolphins on New Year's Eve. Independent Health

and the Bills plan a seventh challenge during the coming NFL season.

It's a new season for Double Up program

Field & Fork Network has kicked off the fourth season of its Double Up Food Bucks program, designed to increase access to fresh, healthy foods for low-income consumers by matching federal food assistance benefits dollar for dollar, up to \$20 per day.

The new season will include more than 90 sites across 11 Western New York counties, and will include the cities of Buffalo, Niagara Falls and Rochester.

Continued expansion will also add year-round markets, more seasonal farmers markets, mobile markets and healthy corner stores.

Earlier this month, U.S. Sen. Kirsten Gillibrand, D-NY, visited the REAP Olean Farmers Market – Double Up Food Bucks site – to speak out against proposed cuts to the Supplemental Nutrition Assistance Program (SNAP), which helps cover costs of the program.

Double Up Food Bucks benefit both customers, local taxpayers and the health care system when healthier eating choices are made, its advocates say.

For more information, including a map of participating markets, visit doubleupnys.com.

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