



**HEALTHY COMMUNITY**  
ALLIANCE  
INCORPORATED<sup>SM</sup>



**Annual Report**  
2023/2024



## Healthy Community Alliance, Inc.

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## From the Chief Executive Officer

Dear Friends,

At Healthy Community Alliance, we envision a community where everyone can lead a healthy and fulfilling life—socially, emotionally, and physically. As a rural health network, we are dedicated to addressing health disparities and breaking down barriers to achieve this vision. Over the past year, we have worked hard to reduce those disparities so that rural communities have access to quality healthcare, meaningful social connections, and essential resources that support basic needs.

We have seen the profound impact of these efforts firsthand, and our collaborations with local partners and organizations have been vital in meeting the diverse needs of our community. Together, we have supported caregivers and older adults, provided critical resources for mothers and families, and offered wellness programs and services for individuals of all ages.

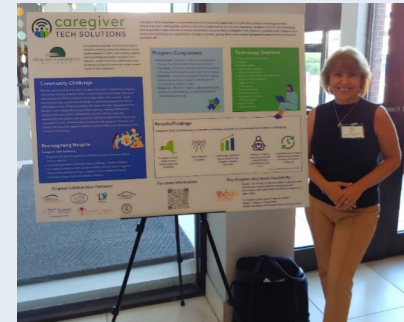
Looking ahead, we are committed to strengthening our work to address these needs, while also embracing the assets of our rural region. This includes forging new partnerships, advocating for resources, educating policymakers, celebrating successes, and embracing innovation to create opportunities for everyone to thrive.

Thank you for supporting our mission and for joining us in building a healthier, more equitable future for our rural neighbors.

**With sincere appreciation,**



Ann Battaglia, Chief Executive Officer



*CEO, Ann, showcasing Caregiver Tech Solutions at the NYSARH Aging and Innovations Fair.*

# Collaborating for Community Wellness

Rural residents are more likely to experience social factors and barriers that impact health, such as lower incomes, limited public transportation options, and fewer choices to acquire healthy food. Addressing these needs continues to be a major focus of HCA.

HCA continues the collective statewide effort to reduce the number of individuals who are uninsured or underinsured. As a NYS Department of Health navigator agency for both Cattaraugus and Chautauqua Counties, HCA provides unbiased support to help community members understand how to obtain and maintain health insurance coverage and how to navigate upcoming policy and programmatic changes. With help from our navigators, clients learn about health insurance options, find out if they qualify for free or reduced

health insurance premiums, and enroll in plans that best suit them. To further these efforts, HCA received another round of "Keep New York Covered" funding from Community Services Society of New York which enables navigator agencies across the state to raise the profile of their free enrollment services to clients who may not be aware of the availability of local, in-person help. Over this past year, HCA's health insurance navigators assisted 2,773 community members across Chautauqua and Cattaraugus counties with enrollment in and recertification for affordable health insurance coverage.

**"Thank you for all the help on health insurance enrolling. You're really good at your job and you make it super convenient to do all of this. Really, you're a lifesaver!" – Navigator Client**

In partnership with the Cattaraugus County Department of the Aging, HCA manages the Gowanda Senior Wellness and Nutrition site at Community Place and has served more than 14,120 nutritious meals this year to older adults in the Gowanda area. Hot noon meals are either home-delivered each day to Gowanda residents or served in the dining room where conversation and an array of social and recreational activities take place.



*After lunch in the Community Place dining room folks stick around for card games and conversation.*



Health Insurance Navigator, Ashley Randolph, is ready to assist with enrollments at the Chautauqua County Re-Entry Hub event in Mayville.

As a rural health network, HCA partners to advance local, regional, and state community health improvement goals. One way that HCA accomplishes this is by offering evidence-based programs that promote healthy behaviors. As a network provider with the Western New York Integrated Care Collaborative, HCA provides

coaching services so that community members can more safely live at home and better manage their chronic conditions. This past year, HCA's Community Wellness Coordinators worked one-on-one with individuals through numerous coaching sessions that fostered self-determination and improved their quality of life.



Caregiver Tech Solutions is a personalized and customized approach to respite that utilizes technology to make caregiving more manageable and less stressful. The program provides rural caregivers of older adults with new technology, giving them more control and greater peace of mind instead of just time off. This year, HCA was awarded an additional \$100,000 from Exhale – The Family Caregiver Initiative to continue the

program and reach more rural caregivers, bringing the total caregivers served to 144. Technology solutions offered are individualized specifically for the caregiver and have included tablets, smart watches, doorbell cameras, monitors, electronic medication minders, and virtual assistants. The data collected before and after coaching and deployment of the technology solution show that Caregiver Tech Solutions offers sustainable respite and has a significant impact on reducing the intensity of caregiver strain.

*“I used to be worried about leaving my husband. Because of his dementia, he would wander out of our apartment. Since getting the cameras and the help, I can now go to our senior living events again. If he leaves the apartment I can see right away, then go find him, and not worry if he has left for hours. I am so grateful for this program.”*

– Caregiver Tech Solutions participant



# Strengthening Families



Healthy Community Alliance is now in the third year of its five-year Perinatal Infant Community Health Collaborative (PICHC)

grant which provides home visiting services to pregnant and postpartum individuals and their infants in Chautauqua County. The program focuses on connecting individuals and families with healthcare and other support needed during this critical time. HCA's three Community Health Workers conduct home visits, perform screenings, make referrals, and provide follow-

up to ensure participants are aware of available resources and have the knowledge and tools to access them. Working closely with the New York State Department of Health and other Chautauqua County partners, HCA employs best practices to engage pregnant and postpartum individuals most affected by social determinants of health, particularly those meeting low-income thresholds.

Over the course of the program, the PICHC team has linked individuals and their children to prenatal visits, promoted postpartum and well-baby appointments, and educated mothers and families on healthy behaviors focusing on nutrition, mental health and substance use supports, and child immunizations. Community Health Workers distributed essential items such as diapers, wipes, books, clothing, and safety

items to families in need. To date, HCA has served 90 families through its home visiting program, many of whom have remained active participants for over two years.

To further enhance health outcomes for mothers and families, HCA co-chairs the Chautauqua



*HCA's Community Health Worker, Ashley Sweatman, completes the 16-month Ages and Stages Questionnaire to make sure her little helper is still on track.*

Partners for Healthy Families alongside the Chautauqua County Health Department. This collaborative group works to strengthen referral pathways, increase breastfeeding rates, and expand access to doula services and regional doula capacity. As an advocate for child safety, HCA partners with other organizations to distribute cribs, car seats, strollers, and provide safe sleep education. These efforts ensure that new mothers and families have the resources and knowledge they need to keep infants and young children safe and healthy.



*HCA conducted outreach at many community events this year where staff provided safety and health related resources and educational information to families with young children.*

From Community Health Worker Home Visiting Program Moms:

- *“Keeping up with my baby’s developmental screenings has given me the opportunity and courage to talk with the pediatrician about my concerns and request specialized referrals when needed.”*
- *“You have helped me feel more confident and comfortable calling and talking with doctors and making appointments for me and my family.”*
- *“Being involved with the program opened up so many resources I didn’t know were available to me.”*

# Rural Health Advocacy

Socioeconomic factors, cultural differences, education and workforce shortages, and the sheer isolation of living in remote areas continue to create health disparities and hinder the ability of rural individuals to lead normal, healthy lives. As these obstacles faced by health

care providers and community members persist, it is more important than ever to educate policy makers on the health care needs of our rural communities. As a rural health network, HCA, took every opportunity this past year to inform our elected officials on rural issues

and challenges as well as best practices and solutions. By providing relevant data and education, we advocated for policies which would make a difference in rural access and improve health equity across Western New York.



*Ashley Conti, Ann Battaglia, and Helen Evans met with New York State Senator George Borrello and Assemblyman Joseph Giglio to discuss rural health disparities in Western New York.*



*HCA CEO, Ann Battaglia, joined with members of NYSARH and the Health Foundation for Western and Central New York at the 2024 NRHA Rural Health Policy Institute in Washington D.C. to urge lawmakers to prioritize rural health.*



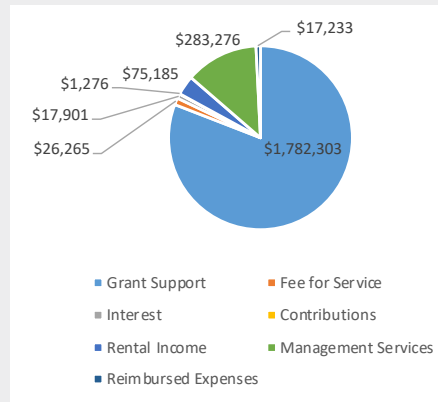
## Community Place and Academy Place Apartments

The facility at 1 School St. advances HCA's mission by increasing access to health care and human services in the Gowanda area. Community Place, a subsidiary of HCA, houses HCA's administrative offices, BestSelf Behavioral Health, adult and youth counseling services, Cattaraugus County Senior Wellness and Nutrition Site, Country Store food pantry, TCC Tri-County Family Medicine, and Total Senior Care Daybreak Adult Day Services. Community Place hosts many community activities including Village of Gowanda Youth Recreation, local cheerleading and wrestling practice, and adult card clubs and recreation. Academy Place Apartments, managed in partnership with People, Inc., provides affordable housing for older adults in a supportive environment that fosters dignity and independence.



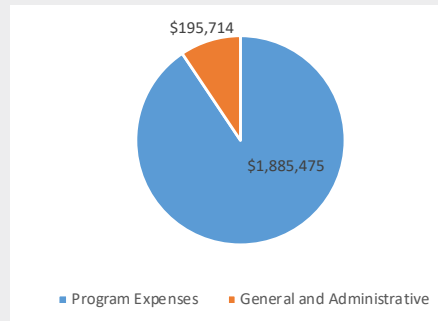
## Financials

### Revenues:



Grant Support	\$1,782,303
Fee for Service	\$ 26,265
Interest	\$ 17,901
Contributions	\$ 1,276
Rental Income	\$ 75,185
Management Services	\$ 283,276
Reimbursed Expenses	\$ 17,233

### Expenses:



Program Expenses	\$1,885,475
General and Administrative	\$ 195,714

## Our Team

**Ann Battaglia**, *Chief Executive Officer*

**Jennifer Foringer**, *Director of Finance*

**Ashley Conti**, *Director of Programs*

**Bert Miller**, *Building and Maintenance Supervisor*

**Mallory Eddy**, *Program Assistant*

**Susan Guziec**, *Program Supervisor*

**Brittney Olszewski**, *Community Wellness Coordinator*

**Lauren Fiorella**, *Community Wellness Coordinator*

**Lynda Chudy**, *Health Insurance Navigator*

**Ashley Randolph**, *Health Insurance Navigator*

**Rachel Povhe**, *Health Insurance Navigator*

**Daniel Runfola**, *Health Insurance Navigator*

**Maria Ramos**, *Community Health Worker*

**Ashley Sweatman**, *Community Health Worker*

**Brenda McKelvey**, *Community Health Worker*

## Management Services

**Molly Higgins**,

*WIC Nutrition Assistant*

**Amber Peters**,

*Caseworker*

**Desiree Sanderson**,

*Kitchen Manager*

**Julie Hamacher**,

*HIICAP Coordinator*

**Jodie Slaugenhaupt**,

*HIICAP Counselor*

**Lindsey Wawrzynski**,

*Sanitarian Trainee, Lead Hazard Program*

**Michelle Winicki**,

*Resource Specialist, Lead Hazard Program*

## New York State Public Health Fellow

**Sarah Cuillo**,

*Data Integration Specialist*

## Many thanks to key partners who helped make this year successful!

Academy Place Apartments

Bertrand Chaffee Hospital

BestSelf Behavioral Health

Cattaraugus County Department of Aging

Cattaraugus County Health Department

Cattaraugus Region Community Foundation

Chautauqua County Health Department

Community Services Society of New York

Cornell Cooperative Extension

Erie 1 BOCES

Erie County Health Department

Erie Niagara Area Health Education Center

Exhale – The Family Caregiver Initiative

Health Foundation for Western and Central New York

New York Academy of Medicine

New York State Association for Rural Health

New York State Department of Health

NSG & Nonprofit Funders Alliance

People Inc.

Ralph C. Wilson Jr. Foundation

Southern Tier Health Care Systems

The Chautauqua Center

The Children's Guild Foundation

Total Senior Care

UPMC Chautauqua

Village of Gowanda

wellconnected

Western New York Integrated Care Collaborative

Western New York Public Health Alliance

WNY Digital Equity Coalition

WNY Rural Area Health Education Center

Wyoming County Office for Aging

## Our Mission

The mission of Healthy Community Alliance is to improve quality of life in rural communities through broad-based, inclusive partnerships that support wellness and prevention.

