

Building Healthy Communities



Clinton County is one of the most rural counties in New York State—and an outdoor enthusiast's dream. Home to Adirondack National Park, Lake Champlain, ski areas, campgrounds, and golf courses, the county is visited by thousands of tourists each year. For the county's low-income residents, however, many of these activities are out of reach for them. Poverty and unreliable transportation are exacerbated by geographic isolation, as residents must travel farther for nearly everything: school, health care, exercise, food, and social activities. Lack of access to healthy food is also

a major problem—more than 75% of the population does not consume the recommended servings of fruits and vegetables. Although the area is rich in agriculture, the county's food prices are also higher compared with downstate.

COMMUNITY FAST FACTS

- 17% of residents in Clinton County live below the poverty line (higher than State average of 15.6%).
- 22% of the population smokes (higher than State average of 14.5%).
- 21% of children are obese.
- Plattsburgh City Beach on Lake Champlain is the largest freshwater beach in the continental United States.
- Approximately 603 farms are in the county but very few formal farmers markets exist.

PROJECT GOALS

- Increase access to healthy and affordable foods through the implementation of a healthy certification program for local food retailers;
- Enhance and activate spaces for physical activity for residents across the age spectrum; and
- Create linkages to evidence-based healthy lifestyle programs and opportunities for physical activity and healthful eating by developing an up-to-date, online Health-E Directory that is accessible to clinicians, community-based organizations, and the public.

WHAT WE'VE ACHIEVED TO DATE

HEALTHY FOODS:

- Helped 12 local convenience stores apply for a healthy food certification program for retailers.

PHYSICAL ACTIVITY:

- Improved the Cadyville Trail, which included the mapping and marking of three other connecting trails and the addition of a new map signboard at the trailhead;
- Developed a new resident-driven walking path in the Village of Rouses Point, which creates a continuous walking loop around the village's civic center and connects area residents to Lake Champlain; and
- Restored a playground in the hamlet of Perry's Mills in the Town of Champlain.

WHAT WE'RE INVESTING IN

- Working with local farmers markets and farm stands to improve access to healthy food; and
- Activating public spaces and creating opportunities for healthy living.