

2025

Let's Talk About Health

CARING FOR OLDER ADULTS IN RURAL NEW YORK

A VIRTUAL CONFERENCE FOR HEALTHCARE PROFESSIONALS AND CAREGIVERS



2025 Let's Talk About Health: Caring for Older Adults in Rural New York

Agenda Friday May 9, 2025

- 8:30am** **Welcome**
Thera Blasio, Program Manager, Alzheimer's Association, Rochester/Finger Lakes Chapter
- 8:35am** **Opening Remarks**
Nora OBrien-Suric, PhD, President, Health Foundation for Western and Central NY
- 9:00am** **New York State Perspectives for Rural Health**
Karen Madden, Director, Center for Health Care Policy and Resource Development, NYS Department of Health
- 9:30am** **Small Town Strong: Fighting the Opioid Epidemic with CrossFit**
Dale King, Founder/Owner, Portsmouth Spartan Kettlebell Club (PSKC)
The opioid crisis continues to be a significant issue in the US, with devastating consequences for communities. Portsmouth, Ohio, has been especially hard hit by the opioid crisis and continues to experience some of the highest overdose death rates not only in Ohio but in the US. Returning home to Portsmouth after his service in the US Army, Dale King created the Portsmouth Spartan Kettlebell Club (PSKC) with a simple mission – to train people to become capable and confident in order to be a positive catalyst for change for Portsmouth. Realizing the impact of the opioid crisis on his hometown, Dale partnered with a non-profit behavioral health agency, The Counseling Center, to offer CrossFit classes to their clients. Since 2018, they have helped hundreds of people improve health and well-being, reduce feelings of hopelessness, increase feelings of fulfillment, and importantly, achieve sustained sobriety as seen in the documentary *Small Town Strong*.
- 10:30am** **Exercise Break with Bands**
Dale King, Founder/Owner, Portsmouth Spartan Kettlebell Club (PSKC)
- 10:45am** **Break**

- 11:00am** **New York State Master Plan on Aging**
Ann Marie Cook, President/CEO, Lifespan of Greater Rochester
 Governor Hochul signed an Executive Order on November 4, 2022 to embark on a process to create a NYS Master Plan on Aging (MPA). The goal of the MPA is to coordinate existing and new state policy and programs creating a blueprint of strategies to be implemented to ensure older New Yorkers can live fulfilling lives, in good health, with freedom, dignity and independence to age in place for as long as possible. The New York State Department of Health, in coordination with the State Office for the Aging, convened a Council to advise the Governor in developing the MPA. Ms. Cook will provide an update on the progress of the Council and the implications of the MPA for older adults living in rural areas.
- 12:00pm** **Lunch** (*on your own*)
- Montage:** *Rural New York in Photographs*
- 12:45pm** **PANEL: Increasing Health Care Access**
- *Catrina Mayes, LMHC-DP, Clinical Director, Spectrum Health and Human Services*
 - *Jennifer Schwartz-Crawford, LMSW, ASW-G, CDP, Program Administrator, Westchester County Department of Senior Programs and Services*
 - *Monica L. Ranaletta, DO, UR Medicine*
 - **Moderator:** Jason Fulkerson, Program Manager for Workforce Development, WNY R-AHEC
- The panel consists of organizations that are actively engaged in increasing health care access to underserved populations. Each organization will provide a description of their efforts, with a facilitated discussion to follow.
- 2:00pm** **Break**
- 2:15pm** **Gun Safety and Dementia**
Susan Craine, LMSW, MPA, Program Manager, Care Management, Finger Lakes Caregiver Institute, Lifespan of Greater Rochester, Inc.
Jennifer West, PhD, Co-Director, Firearm Injury Prevention Program, University of Rochester Medical Center
 The increase in the prevalence of Alzheimer's Disease and other dementias, along with the greater likelihood of an older adult having a firearm in the home raises concerns of intentional and unintentional injuries. Many healthcare systems and larger advocacy organizations recommend individuals living with dementia do not have access to firearms. However, the subject is an uncomfortable one and many do not know how to address it.
- 3:15pm** **Alzheimer's Association Awareness**
Christa Barrows, Alzheimer's Association Volunteer
 This awareness presentation will review facts about the impact of Alzheimer's, provide an overview of programs of the Rochester and Finger Lakes Region Chapter's Care and Support department, as well as share opportunities for family and professional caregiver continuing education.

Program Evaluation Survey: <https://redcap.urmc.rochester.edu/redcap/surveys/?s=JWXCAFKAX8CEPJFT>

Continuing Education Credits

Western New York Rural Area Health Education Center, Inc. (WNY R-AHEC) is recognized by the New York State Education Department's State Boards for Physical Therapy, Occupational Therapy, Social Work (#SW-0685), and Mental Health Practitioners (#MHC-0268) as an approved provider of continuing education for physical therapists and assistants, occupational therapists and assistants, licensed social workers, and licensed mental health counselors.

To claim your credits, complete this survey: <https://forms.gle/cV5CnEX5hN8pL2Cg9>

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