

The Broadway Bulletin

A monthly publication of Opportunities for Otsego

The leader in developing innovative solutions that promote healthy lives, thriving families, & caring communities

August 2025
Volume 17, Issue 8

World Breastfeeding Week

Breastfeeding is a cornerstone of child survival, nutrition, and development. It provides essential nutrients, strengthens the immune system, and fosters a strong bond between mother and child. For mothers, **breastfeeding reduces the risk of certain cancers and promotes postpartum recovery.** Despite these benefits, many mothers face challenges that hinder breastfeeding, such as **lack of support, misinformation, and societal pressures.** World Breastfeeding Week highlights these issues and promotes actions to overcome them, ensuring that every child has the best start in life.

Every year, from August 1 through 7, the World Alliance for Breastfeeding Action (WABA) celebrates breastfeeding during their global campaign. The goal of this campaign is to raise awareness and galvanize actions on themes related to breastfeeding. This year's theme is Prioritize Breastfeeding: Create Sustainable Support Systems. The four objectives of this campaign remain the same every year: inform; anchor; engage; and galvanize. This year we want to Inform people about their role in creating supportive and sustainable environments for breastfeeding; Anchor continuous breastfeeding support as a vital component to create a sustainable environment; Engage with individuals and organizations to enhance collaboration and support for breastfeeding; and Galvanize actions by connecting breastfeeding systems to create a sustainable environment.



Prioritise Breastfeeding
Create sustainable support systems
WABA | WORLD BREASTFEEDING WEEK 2025

Participation in World Breastfeeding Week can take many forms, from individual actions to community initiatives. Here are some ways to get involved:

- **Educate Yourself and Others:** Learn about the benefits of breastfeeding and share this knowledge with your community.
- **Support Breastfeeding Mothers:** Offer assistance and encouragement to breastfeeding mothers in your family or community.
- **Advocate for Supportive Policies:** Encourage workplaces and public spaces to implement breastfeeding-friendly policies.
- **Organize Events:** Host workshops, seminars, or support groups to promote breastfeeding awareness.
- **Use Social Media:** Share information and personal stories using the official hashtags to spread awareness.

Since its first celebration in 1992, World Breastfeeding Week's campaign has grown and observed in 120 countries. Each year's theme is designed specifically to address current challenges and opportunities in promoting breastfeeding. These campaigns have contributed to increased global awareness about the importance of breastfeeding to both infants and mothers. They also encourage community involvement and establishment of support systems for breastfeeding mothers. Breastfeeding education, support and promotion is vital for its success.

WIC is a well-known breastfeeding advocate. As a nationwide program, WIC does everything it can to educate and promote breastfeeding among participants and continually supports those who have chosen to breastfeed throughout their breastfeeding journey. Tell us how you can show your support for breastfeeding, we'd love to hear about all your challenges and successes!

Submitted by Heather Brown, WIC Program Manager

Save The Date

August 1-7, 2025
World Breastfeeding Week

07.29.2025 - 08.03.2025 - Otsego County Fair: Representatives from agency programs will be tabling in the Grandstand area from 9AM-6PM daily.

08.19.2025 - Community Outreach at 3WB: Creekside Industries of ARC Otsego will be selling low-cost diapers in the lobby from 9AM-11:30AM. Kelly Ames from Fidelis Care will be available from 9AM-Noon to clients and the community to assist with enrolling in low-cost health insurance.

08.30.2024 - Payroll Withholdings: There are no withholdings for Medical, Dental, Vision, or Voluntary Insurance Plans in this week's paychecks.

09.01.2025 - Labor Day: Agency offices will be closed in recognition of the holiday.

09.03.2025 - De-Escalation Training: All staff training at Foothills Performing Arts Center in Oneonta from 9AM-10:30AM. **All agency offices will delay opening until 11AM.**

**The Emergency Housing and Violence Intervention Program 24-hour shelters and hotlines will still be accessible to those in need.*

Parking at 3WB

With staff returning from summer break, the parking lot at 3 West Broadway will near capacity. Staff should avoid parking along the fence in the spaces designated for the 6th Ward Athletic Club. Rather, park on either side of the building or in the end spaces in the front lot. When parking, be sure to park between established lines so we can accommodate everyone and prevent damage to other vehicles. **If your car is parked on or over a line, please be courteous and re-park your vehicle.**

Additionally, staff not assigned a door code to 3WB should **be prepared to show their badge when entering through the main door.** If needing to enter through a side door, please reach out to your **program staff** to gain access to the building - please do not knock on the side doors to gain entry as it is disruptive to those working.

Spread the Word



Summer Fun and Summer Meals!

Kids and Teens Eat Free!

Find Summer Meals:

Text "Food" to 304-304
Visit SummerMealsNY.org
Call 211 or 311 (in NYC)
or 1-866-3-HUNGRY

It's easy to use SNAP at the COOPERSTOWN FARMERS' MARKET

Ask for the Farmers' Market Manager. Check at the Welcome Table by the front entrance, or ask any vendor.

Present your EBT Card to purchase any amount of \$1 wooden Market tokens. You also will receive up to \$20 in SNAP Match vouchers from the Cooperstown Lions Club program. Use the wooden tokens and SNAP Match vouchers to buy any SNAP-eligible food.

You'll also receive a second match of up to \$20 in Double Up Food Bucks silver coins, to buy fruit, vegetables, and produce-bearing plants.

\$20=\$60

For a \$20 SNAP spend you earn \$60 worth of local food from the Farmers' Market.

It's a win-win, more healthy local food for you, and more business for local farmers.

Cooperstown Farmers' Market
A program of OTSEGO 2000

101 Main Street in Pioneer Alley, Cooperstown
Open year-round on Saturdays
10am-2pm (Jan.-April), 9am-2pm (May-Dec.)
Also Summer Tuesdays, 12pm-4pm, July-Sept.
www.cooperstownfarmersmarket.org 607/547-6195

Wheels To Work Wants to Help

Wheels to Work is accepting applications from Otsego County Residents who are: A primary or custodial parent of minor child(ren); Work 20+ hours a week or have a promise of employment; and meet income guidelines or receive SNAP, or TANF. WTW can help with car repairs, paying DMV fees, and may provide gas cards.

Find the program application at ofoinc.org/wtw



Do You Have Questions About Health Insurance?

A REPRESENTATIVE WILL BE ON SITE TO ANSWER YOUR QUESTIONS.

Third Tuesday of the month • 9 AM - Noon

Opportunities For Otsego
3 West Broadway
Oneonta, NY 13820

Kelly Ames
Fidelis Care Community Relations Specialist
315-466-9567

Fidelis Care offers quality, affordable health insurance for qualifying children and adults of all ages through Qualified Health Plans and the New York State-sponsored Child Health Plus, Essential Plan, and Medicaid programs.

To learn more about applying for health insurance, including Medicaid, Child Health Plus, Essential Plan, and Qualified Health Plans through NY State of Health, The Official Health Plan Marketplace, visit www.nystateofhealth.ny.gov or call 1-855-355-5777.

1-888-FIDELIS (1-888-343-3547) • TTY: 711
fideliscare.org @fideliscare

Medicaid Members can receive assistance connecting to social needs services

If you are enrolled in Medicaid and you or your family are looking for support with food, transportation, or housing, there may be help available to you.

Medicaid Members can reach out to a Social Care Network to discuss their social needs.

For those who may benefit from additional supports, you may work with someone to get connected to the services that are right for you, depending on health status and need.

To learn more about services available in your community, visit www.carecompasscollaborative.org or call (607) 352-5264

Navigation Includes:

- Housing
- Nutrition
- Employment
- Education
- Transportation

CARE COMPASS COLLABORATIVE

SCAN HERE

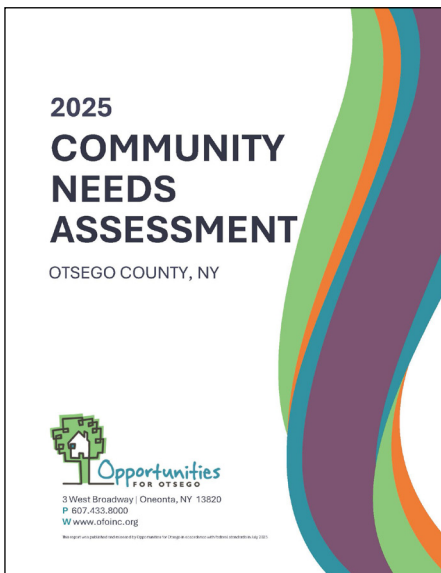


Department of Health Medicaid

Hot Off the Press

I am excited to announce that the Opportunities for Otsego **2025 Community Needs Assessment** (CNA) is complete and ready to share! As a community action agency established under President Johnson's War of Poverty initiatives, our agency is a recipient of Community Services Block grant funding and required to complete a comprehensive community needs every three years. The report is a compilation of quantitative data gathered from the most recent census, program data, demographics and other statistical sources and qualitative information gathered from surveys and community forums to give a clear picture of Otsego County.

In early 2025, our agency sent surveys out to our clients, partners, board of directors, staff and the community at large to weigh in on factors such as transportation, childcare, housing, etc. From the data gathered, Opportunities for Otsego (OFO) held a Community Forum at the Foothills Performing Arts Center in late April 2025 to discuss the top issues identified from the initial survey at which more than 100 people gathered including non-profits, businesses, private citizens, consumers of OFO services, faith based organizations, education professionals, health care providers, and elected officials. At the forum, OFO facilitated healthy discussion on several key areas identified and focused on solutions to address the challenges in moving the needle to address them that were feasible to improve our community. It was through those conversations that we were able to come up with possible action steps to tackle those challenges.



One of my favorite quotes by Albert Einstein is “insanity is doing the same this over and over again and expecting different results”. With the latest available data and input in the report, we now have an opportunity to assess and change to the current needs of our community. While OFO's next step is to take the 2025 CNA and use it to develop our agency's strategic plan for the next three years, it has many other powerful uses. We also plan and encourage others to use the data to leverage funding through grant opportunities by resourcing the report for statistical data. The good news is that all of that information is now in one place and can be accessed by all. We can address priorities, mobilize resources, maximize partnerships for optimal outcomes. This collective report is also a resource to demonstrate and educate the masses and engage us civically as we are all stakeholders in our County's success. The information establishes baseline information, a current snapshot of our community, and enables us to see the trends, develop strategies, and support continued growth and improvement.

Megan Martin, our Planning and Research Director, is instrumental in this recurring assessment and I would be remiss in not thanking her for the time and dedication to its success. It is no small task gathering data from a multitude of sources, building and tracking survey results, planning a large community event, and compiling all the information into one comprehensive report that is clear and concise. We are all benefiting from the fruits of her labor.

The full 2025 OFO community Needs assessment is available in print version by request and electronically at <https://ofoinc.org/press-room>. While I know it is a large document, the information it contains is invaluable and is broken into several sections to make it more manageable. It highlights our county's trends, strengths and challenges, demographics, and much more. I know we are all invested in the success of our communities and I hope to have tapped into your curiosity and encourage you to take a peek when you have time!

Submitted by **Tanya Shalor, CEO** for the July 31, 2025 edition of the *Hometown Oneonta*

Employee Referral Program

OFO is **piloting** an Employee Referral Program with a maximum **\$500 reward**. Referrals are **limited to open Weatherization Crew positions** at this time. View the Employee Referral Program Policy for details on how to refer candidates and to be eligible to receive a referral reward.

For details and application instructions for all openings, visit **ofoinc.org/jobs**

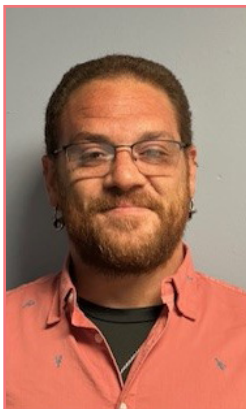
BHF Celebrates Fatherhood

Fun-in-Motion described the activity at Fortin Park in Oneonta this summer, as Building Healthy Families participants celebrated fathering. The Team engaged families in all sorts of activities, including ice cream making and designing family t-shirts. Little ones were lively on the playground while parents enjoyed the opportunity to socialize.

Submitted by **Treena Halstead, Building Healthy Families Program Manager**



Staff Spotlights



NEW

Brooks Calhoun-Mixon
Emergency Housing
Shelter Associate



NEW

Jaydyn Marsh
Energy Services
Office Administrator



NEW

Sean Peterson
Energy Services
Crew Leader



NEW

Lesharn Washington
Emergency Housing
Shelter Associate

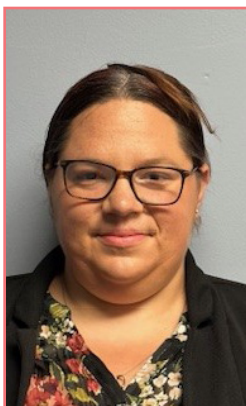
Now Hiring

Are you looking for a change or know someone who be a perfect fit for OFO?

We have openings in programs across the agency with varying schedules, levels of experience and responsibility.

For details and application instructions, visit

ofoinc.org/jobs



NEW

Corinne Wheeler
Violence Intervention Program
Office Administrator



MILESTONE

Crystal Sutliff
Head Start Transportation/
Safety Specialist
15 Years

Celebrate!

Last month, the Emergency Housing Assistance Program celebrated one of their own. Not only did they recognize Miss Jane's retirement but also celebrated her 90th birthday!

Thank you, **Jane Richard's** for being an integral part of Opportunities for Otsego and the Emergency Housing team! Congratulations and best wishes.

Submitted by Toya Lane, Emergency Housing Program Manager



Summer Food & Beyond

The **Summer Food Service Program (SFSP)** serves no-cost, healthy meals and snacks to **children and teens**. Click here to find a SFSP site and details on when meals are served. In addition to the youth summer food program, Catholic Charities is offering **free lunches to adults** Monday-Friday during the summer. Pick up is at the back door of their main office (Water Street, Oneonta) from 11:30-12:30 - no questions asked.

"Community Cupboard on the Go" Mobile Food Pantry offers weekly food distribution at locations across Otsego County. Follow their Facebook page for full schedule.

Office for the Aging offers nutrition resources for persons over age 60 in Otsego County: Home delivered meals; Senior dining centers; Farmer's Market Coupons (between July and October) to income-eligible seniors. Click here for details on all OFA Dining & Nutrition Programs.

WIC also distributes Farmer's Market Coupons to program participants to help get more fresh produce on family tables. Be sure to ask at your next WIC appointment or reach out at 607.433.8071 or wic@ofoinc.org. **Click here to find a Farmer's Market near you.**

Submitted by Megan Martin, Planning and Research Director

Classes Begin September 10th

Head Start is still accepting applications for Fall enrollment in its center-based and home-based preschool component. Immediate openings anticipated in Richfield Springs, Unadilla, Schenevus, and Cooperstown. The program is also building its wait list for their Toddler classrooms in Oneonta (Age 18 months to 3 years).

Families can self-screen for eligibility on the website or reach out to headstart@ofoinc.org or 607.433.8055.



HEAD START

607.433.8055 | ofoinc.org | headstart@ofoinc.org