

HEALTH PRIORITY AREA: HEALTH PROMOTION AND DISEASE PREVENTION

Strategic Issue: How can we promote healthy lifestyles and prevent disease within Pinellas County?

Goals (Where do we want to be?)	Strategies (How do we want to get there?)	Objectives (Should be measurable and realistic.)	Key Stakeholders and Resources/Notes
Goal 1. Reduce chronic disease morbidity and mortality	Strategy 1.1 Promote early detection and screening for cancer	1.1.1 Increase the percentage of adults 50 years of age or older who receive a blood stool test in the past year (colorectal cancer screening) from 54.1% to 65%	Compare measure to state and national objectives
		1.1.2	
	Strategy 1.2	1.2.1	
		1.2.2	
Goal 2	Strategy 2.1	2.1.1	
		2.1.2	
	Strategy 2.2	2.2.1	
		2.2.2	
Goal 3	Strategy 3.1	3.1.1	
		3.1.2	
	Strategy 3.2	3.2.1	
		3.2.2	
Goal 4	Strategy 4.1	4.1.1	
		4.1.2	
	Strategy 4.2	4.2.1	
		4.2.2	

Notes from Prior Meeting:

Address obesity/number of overweight residents (all ages)

Capturing the relationship to heart disease and many other chronic diseases

Reduce tobacco use (all ages)

Capturing the relationship to lung cancer, chronic lower respiratory disease, and many other chronic diseases

Communicable diseases related to behavior – STDs and HIV/AIDS

Decrease disparities in chronic diseases

Cancer screenings (education and promotion vs. access)

HEALTH PRIORITY AREA: ACCESS TO CARE

Strategic Issue: How can we ensure access to, and equity of, health care and preventive services?

Goals (Where do we want to be?)	Strategies (How do we want to get there?)	Objectives (Should be measurable and realistic.)	Key Stakeholders and Resources/Notes
Goal 1. Provide equal access to culturally and linguistically competent care	Strategy 1.1 Develop, implement, and promote strategies to identify cultural/linguistic gaps in the Pinellas County healthcare system	Objective 1.1 By May 2012, the CHAT will facilitate development of a culturally and linguistically appropriate self-assessment that can be used across many provider settings 1.1.2	Include Hispanic outreach center, have appropriate individuals in the discussion, address language barriers through training
	Strategy 1.2	1.2.1 1.2.2	
Goal 2	Strategy 2.1	2.1.1 2.1.2	
	Strategy 2.2	2.2.1 2.2.2	
Goal 3	Strategy 3.1	3.1.1 3.1.2	
	Strategy 3.2	3.2.1 3.2.2	
Goal 4	Strategy 4.1	4.1.1 4.1.2	
	Strategy 4.2	4.2.1 4.2.2	

Notes from Prior Meeting:

Cancer screenings (access to vs. education and promotion)

Usual source of primary/preventative care (major focus on adults ages 18 – 64)

Usual source of oral health care (all ages)

Cultural competency/disparities in system

Maternal and child health/prenatal care

HEALTH PRIORITY AREA: BEHAVIORAL HEALTH

Strategic Issue: How can we improve access to behavioral healthcare services and improve behavioral health outcomes within Pinellas County?

Goals (Where do we want to be?)	Strategies (How do we want to get there?)	Objectives (Should be measurable and realistic)	Key Stakeholders and Resources/Notes
Goal 1. Improve access to behavioral health services for Pinellas County residents	Strategy 1.1 Strengthen integration of mental health services with delivery of primary care	Objective 1.1 Objective 1.1 By December 2013, determine a baseline for primary care providers who screen for and know where to refer children and adults for additional mental health and substance abuse support	Working group with both primary and “behavioral health” providers
		1.1.2	
	Strategy 1.2	1.2.1	
		1.2.2	
Goal 2	Strategy 2.1	2.1.1	
		2.1.2	
	Strategy 2.2	2.2.1	
		2.2.2	
Goal 3	Strategy 3.1	3.1.1	
		3.1.2	
	Strategy 3.2	3.2.1	
		3.2.2	
Goal 4	Strategy 4.1	4.1.1	
		4.1.2	
	Strategy 4.2	4.2.1	
		4.2.2	

Notes from Prior Meeting:

Integration of primary care and behavioral health

Prescription drug abuse

Social/emotional support (right care settings/schools for children)

Mental health awareness

Children in foster care

HEALTH PRIORITY AREA: HEALTHY ENVIRONMENTS

Strategic Issue: How can we ensure an environment that is safe and provides access to opportunities for a healthy lifestyle?

Goals (Where do we want to be?)	Strategies (How do we want to get there?)	Objectives (Should be measurable and realistic.)	Key Stakeholders and Resources/Notes
Goal 1. Establish an integrated planning and assessment process to maximize partnerships and expertise of the community in accomplishing its goals	Strategy 1.1 Include a public health component in community planning processes to increase awareness and opportunity for the built environment to impact healthy behaviors	Objective 1.1 By December 2013, the CHAT participants/PinCHD will have public health representation in the community planning process with at least 15 community planning boards 1.1.2	Determine what community partnerships already exist, identify gaps
	Strategy 1.2	1.2.1 1.2.2	
	Strategy 2.1	2.1.1 2.1.2	
	Strategy 2.2	2.2.1 2.2.2	
Goal 3	Strategy 3.1	3.1.1 3.1.2	
	Strategy 3.2	3.2.1 3.2.2	
Goal 4	Strategy 4.1	4.1.1 4.1.2	
	Strategy 4.2	4.2.1 4.2.2	

Notes from Prior Meeting:

Community partnerships

Focus on policy, planning, MPO

Indoor air quality

Transportation/Sidewalks/Pedestrian fatalities/Parking

Affordable healthy food options/Farmers' markets/community gardens

Community Safety/Violence, injury/ Safe trails/recreation/Unintentional injuries (falls, drowning)