

PINELLAS COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN UPDATE: 2014-15 ACTIVITIES

Presented to: Community Health Action Team
October 8, 2014



SPONSORED BY:
Florida Department of Health in Pinellas County

Access to Care

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
1. Provide equal access to appropriate health care services and providers	1.1.1: By Dec 31, 2017, decrease the percentage of Pinellas adults who are unable to access a health care provider due to cost from 16% (2010) to 14.4%.	<p>1. Maintain document detailing existing health care provider resources for low-income patients in Pinellas County and capacity of these providers.</p> <p>2. Collaborate with Pinellas Suncoast Transit Authority council to identify and eliminate transportation barriers in vulnerable communities and advocate for the consideration of public health in transit decisions.</p> <p>3. Provide healthcare resource information to ex-offenders enrolled at the Pinellas County Ex-Offender Reentry Coalition.</p> <p>4. Share social service and healthcare information at the Metropolitan Ministries' hot meal program.</p>	<p>1. Stephanie Reed - Health & Community Services</p> <p>2. Jocelyn Howard - DOH-Pinellas</p> <p>3. DOH-Pinellas and PERC</p> <p>4. Metropolitan Ministries - Nathan Gula</p>	<p>1. DOH-Pinellas</p> <p>2. PSTA</p> <p>3. TBD - Pinellas County</p> <p>4. TBD</p>
	1.2.1: By Dec 31, 2017, increase the number of trained Community Health Workers (CHWs) in Pinellas by 25% over baseline.	<p>1. Develop a Community Health Worker registry and a standardized training/ professional development toolkit.</p> <p>2. Collaborate with other agencies in Access to Care workgroup and beyond to identify groups and job positions/titles that would be good candidates for CHW training or certification.</p>	<p>1. SPC - Denise Kerwin, Cheryl Kerr</p> <p>2. SPC - Denise Kerwin, Cheryl Kerr</p>	DOH-Pinellas, others TBD
	1.3.1: By Dec 31, 2016, decrease the percentage of Pinellas adults who believe they would receive better medical care if they belonged to a different race/ethnic group from 7% (2010) to 6.3%.	<p>1. Promote use of the CLAS self-assessment.</p>	TBHC - Health Equity Committee	TBHC Health Equity Team members

Access to Care

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2. Use health information technology to improve collaboration among providers and increase efficiency in services to consumers	2.1.1: By Dec. 31, 2017, increase health provider utilization of criteria for Pinellas health and social service program eligibility by 25% over baseline.	1. Convene a group to explore a common eligibility tool for social services that would be used by organizations in Pinellas that serve low-income patients	1. Pinellas County Health & Community Services	1. JWB, DOH-Pinellas, 211
	2.2.1: By Dec 31, 2017, at least 50% of licensed providers in Pinellas will be able to exchange data using direct messaging.	1. Determine the requirements, sources, and costs for Direct Access	1. USF Health	1. Marisa Pfalzgraf - DOH-Pinellas; Pinellas County Government

Access to Care

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3. Reduce infant mortality and morbidity	3.1.1: By Dec 31, 2017, decrease the percentage of low-birth weight (less than 2,500 grams) infants in Pinellas from 8.9% (2010-2012) to 8%.	<ol style="list-style-type: none"> Partner with community agencies to provide health-focused events/classes on interconception and pre-conception health. Develop a process to educate at risk youths in the community regarding the importance of their health and accessing health care services, with a focus on high schools. 	<ol style="list-style-type: none"> Sanderlin Center - Lounell Britt Sanderlin Center - Lounell Britt 	<ol style="list-style-type: none"> Healthy Start Coalition of Pinellas, Community Health Workers Coalition, and WIC, Home Visiting Advisory Committee, Pinellas County Dental Coalition, Neighborhood Family Centers Network All Children's Hospital, HS Federal Project, CAN
	<p>3.3.1: By Dec 31, 2017, reduce the infant mortality rate of Black infants in Pinellas from 13.9 per 1,000 live births (2010-2012) to 11.5 per 1,000 live births.</p> <p>3.3.2: By Dec 31, 2017, reduce the infant mortality rate of Hispanic infants in Pinellas from 8.1 per 1,000 live births (2010-2012) to 7.3 per 1,000 live births.</p>	<ol style="list-style-type: none"> Partner with ACH Community Action Network (CAN) and the Hispanic Outreach Center to identify strategies to engage and provide education to African American/Black and Hispanic/Latina women about prenatal behaviors that reduce infant mortality and low-birth weight infants. Participate on the Local Planning Team to identify gaps in training the community on safe sleeping. 	<ol style="list-style-type: none"> Healthy Start Federal project director DOH-Pinellas - Jocelyn Howard 	<ol style="list-style-type: none"> DOH-Pinellas, All Children's Hospital, USF, Women of Distinction, NAACP, St. Pete College, ACNW, Sororities, Urgan League, Home Visiting Advisory Council, Healthy Start Coalition, Neighborhood Family Centers, National Council of Negro Women Local Planning Team partners, JWB, DCF, Medical Examiner's Office - District 6, Healthy Start Coalition

Behavioral Health

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
1. Increase access to behavioral health services	1.1.1: By Dec 31, 2016, increase the percentage of Pinellas adults who always or usually receive the social and emotional support they need from 81.3% (2010) to 89.4%.	1. Improve the integration of primary and behavioral healthcare providers in Pinellas County.	BayCare Behavioral Health/DOH-Pinellas/Operation PAR	TBD
	1.2.1: By Dec 31, 2017, reduce the rate of non-fatal hospitalizations for self-inflicted injuries from 82.0 per 100,000 (2008-10) to 65.6 per 100,000 among Pinellas youth 12-18.	1. Promote provider and agency education on trauma-informed approaches and practices via Pediatric Grand Rounds 2. Peace4Tarpon Health & Wellness Committee, DOH-Pinellas, and Directions for Living will collaborate to distribute educational materials for providers in Pinellas County	1. Peace4Tarpon -- Robin Saenger 2. Directions For Living -- Summer Lott	1. National Center for Trauma-Informed Care, DOH-Pinellas 2. DOH-Pinellas, Peace4Tarpon
	1.3.1: By Dec 31, 2017, decrease the suicide age-adjusted death rate in Pinellas from 17.7 per 100,000 (2010-2012) to 16.2 per 100,000.	1. Collect suicide and behavioral health data for identified at-risk populations in Pinellas County. 2. Analyze data collected in Activity 1 and create action plans to address any areas of need.	Pinellas County Health & Community Services - Stephanie Reed	Suncoast Health Council, DOH-Pinellas, Homeless Leadership Board, PEMHS, Operation PAR, LiveFree!, Data Collaborative Partners

Behavioral Health

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
2. Reduce substance abuse among children and adults.	2.1.1: By Dec 31, 2017, reduce the number of accidental drug or toxin related deaths in Pinellas from 201 (2012) to 181.	<ol style="list-style-type: none"> 1. Coordinate a legislative agenda and sponsor legislation that requires physicians to use the PDMP. 2. Convene a single substance abuse advisory group/oversight committee for Pinellas County. 	LiveFree/Pinellas County Justice & Consumer Services	<ol style="list-style-type: none"> 1. FADAA Sheriff's Association FAC League of Cities FMA 2. PDAB Paraphernalia work group Pinellas County Medical Association
	2.2.1: By Dec 31, 2016, reduce the number of Pinellas youth who report lifetime illicit drug use from 31.1% (2012) to 27.9%.	<ol style="list-style-type: none"> 1. Develop and implement a campaign to educate parents, businesses, and youth on medical marijuana and the dangers of emerging designer drugs and prescription drugs 	Pinellas County Justice & Consumer Services	Coalition members
	2.3.1: By Dec 31, 2017, reduce the rate of Neonatal Abstinence Syndrome in Pinellas from 27.1 per 1,000 births (2009-2011) to per 24.4 per 1,000 births.	<ol style="list-style-type: none"> 1. Work with OB-GYNs to provide warnings to their patients on the dangers of substance use/abuse while pregnant and provide supports to address underlying issues. 2. Collect current data on drugs to which newborns are most frequently exposed. 	<ol style="list-style-type: none"> 1. Healthy Start Coalition 2. Substance Exposed Newborns task force 	<ol style="list-style-type: none"> 1. Operation PAR, Healthy Start Coalition, Birth Hospitals, BayCare, DOH-Pinellas, Motivating New Moms 2. Healthy Families

Behavioral Health

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
3. Reduce violence among children and families.	3.1.1: By Dec 31, 2017, reduce the rate of Pinellas children under 18 experiencing child abuse from 24.0 per 1,000 (2012) to 16.9 per 1,000.	<ol style="list-style-type: none"> 1. Distribute Child Safety Booklets to the community, including OB offices, child care providers, community health centers, home visiting programs, and health departments. 2. Continue to hold violence/abuse response training for school health staff. 3. Research violence screening tools for families of children 0-5. 	<ol style="list-style-type: none"> 1. JWB 2. DOH-Pinellas 3. Family Study Center at USFSP - Lisa Negrini 	<ol style="list-style-type: none"> 1. DOA; Department of Children & Families; Suncoast; Domestic Violence Task Force 2. JWB; Child Protective Investigative Division (of the Sheriff's Office); Haven of Religious Community Services 3. ELC, Healthy Start, Early childhood mental health committee of FAIMH, JWB, CASA, Haven of RCS, FAIMH
	3.2.1.: By December 31, 2017, reduce the domestic violence rate in Pinellas from 772.8 per 100,000 (2009-2011) to 695.5 per 100,000	<ol style="list-style-type: none"> 1. Educate community healthcare providers on domestic violence policies and preventive practices. 	<ol style="list-style-type: none"> 1. Domestic Violence Task Force - Deborah Thornton 	<ol style="list-style-type: none"> 1. DVTF partners

Healthy Pinellas

Health Promotion & Disease Prevention

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
1. Increase the percentage of adults and children who are at a healthy weight	1.1.1: By Dec 31, 2017, decrease the percentage of Pinellas adults who are either overweight or obese from 65.6% (2010) to 59%.	<ol style="list-style-type: none"> 1. Provide educational sessions demonstrating healthy and culturally appropriate cooking and grocery shopping on a budget 2. Promote usage of county parks, trails, and recreational facilities 	<ol style="list-style-type: none"> 1. Pinellas County Extension - Nan Jensen 2. DOH-Pinellas - Megan Carmichael 	<ol style="list-style-type: none"> 1. Schools, ACH, WIC, YMCA, R' Club, Tampa Bay Network to End Hunger, Sustainable Urban Agriculture Coalition, BayCare, DOH-Pinellas 2. Pinellas County Parks & Conservation Resources, Municipal Governments, Schools, ACH, ELC, BayCare, Veteran's Administration, YMCA
	<p>1.2.1: By Dec 31, 2017, increase the proportion of Pinellas children (1st, 3rd, 6th grade) who are at a healthy weight from 65.1% (2010 - 2011) to 71.6%.</p> <p>1.2.2: By Dec 31, 2017, decrease the percentage of Pinellas high school students reporting BMI at or above 95th percentile from 10.3% (2012) to 9.3%.</p>	<ol style="list-style-type: none"> 1. Increase the number of after-school programs conducting the Alliance/MOST framework self-assessment. 2. Conduct inventory based self-assessments of Pinellas County Schools on the Alliance for Healthier Generation guidelines 3. Increase awareness of the importance of consuming fruits and vegetables by providing nutrition education to schools with 51% or more Free/Reduced school meal status 4. Increase number of City/County Recreation Centers with concession stands using Fun Bites Campaign to highlight healthy options. 	<ol style="list-style-type: none"> 1. Alliance for a Healthier Generation – Megan Diehl 2. Pinellas County Schools -- Peggy Johns 3. Pinellas County Extension -- Nan Jensen 4. DOH-Pinellas – Megan Carmichael 	<ol style="list-style-type: none"> 1. R'Club YMCA Boys & Girls Club Parks & Rec 2. Alliance for a Healthier Generation, DOH-Pinellas 3. Pinellas County Schools 4. WIC, Cities and County Parks and Recreation Departments

Healthy Pinellas Health Promotion & Disease Prevention

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
2. Increase behaviors that improve chronic disease health outcomes	2.1.1: By Dec 31, 2017, increase the percentage of Pinellas adults age 50 or older who received a colorectal screening in the past five years from 73.5% (2010) to 80.9%.	1. Work with employers to educate employees about the importance of colorectal cancer screening and connect employees to screening resources	BayCare Corporate Wellness - Rachael Baker	YMCA Corporate Wellness; Gastro Florida - Mark O'Neal; USF Prevention Research Center - Carol Bryant
	2.1.2: By Dec 31, 2017, increase the percentage of Pinellas women age 40 or older who received a mammogram in the past year from 61.5% (2010) to 67.7%.	1. Distribute educational materials to promote awareness of the Florida Breast and Cervical Cancer Early Detection Program, Mammography Voucher Program and general screening recommendations to women above 40 in Pinellas County. 2. Promote wellness programs for cancer survivors to increase overall health during recovery	1. DOH-Pinellas - Valarie Lee 2. YMCA of the Suncoast -Summer Dodge	1. TBCCN Partners St Pete Free Clinic Komen BayCare SW Florida Cancer Control Collaborative 2. Moffitt M-power, CaPSS, DOH-Pinellas, POWER Program at Morton Plant, YMCA of St. Petersburg
	2.2.1: By Dec 31, 2017, decrease deaths due to heart disease in Pinellas from 155.5 per 100,000 (2010-2012) to 139.9 per 100,000.	1. Increase the number of companies in Pinellas County that are certified "Fit Friendly" by the ACA.	1. BayCare - Rachel Baker	1. American Heart Association
	2.3.1: By Dec 31, 2017, increase the number of committed never smokers amount Pinellas youth, ages 11 - 17 from 64.1% (2012) to 70.5%.	1. Create and maintain local SWAT chapters. 2. Educate local policymakers on youth tobacco-related issues.	DOH-Pinellas –Tobacco Free Program/SWAT Coordinator	1. Pinellas County Schools, Tobacco Free Coalition 2. Pinellas County Schools TFCP ACS Local municipalities
	2.3.2: By Dec. 31, 2016, decrease the percentage of Pinellas adults who are current smokers from 19.3% (2010) to 17.0%.	1. Distribute "Quitkits" to clients who are smokers within Florida Department of Health in Pinellas clinics 2. Conduct tobacco cessation programs within Pinellas County 3. Educate local policymakers, businesses, and community organizations about tobacco use.	1. DOH-Pinellas – Tobacco Free Program 2. Area Health Education Center (AHEC) - Nicole Kelly 3. DOH-Pinellas	1. Area Health Education Center (AHEC) 2. DOH-Pinellas, Worksites, Cities 3. Worksites, Cities

Healthy Pinellas

Health Promotion & Disease Prevention

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
3. Increase protection against the spread of infectious disease	3.1.1: By Dec 31, 2017, increase the percentage of Pinellas two-year-olds who are fully immunized from 75.3% (2012/2013) to 90%. 3.1.2: By Dec 31, 2017, increase the percentage of Pinellas Kindergarteners who are fully immunized from 89.8% (2012/2013) to 94%.	1. Maintain an immunization task force with regularly scheduled meetings to address low immunization rates of children in the Pinellas community 2. Collaborate with providers to integrate immunization education into routine client visitation 3. Implement a campaign to educate parents on the benefits of childhood immunizations 4. Develop a partnership with the Pinellas County School Board to strengthen immunization record keeping (Portal/Focus)	DOH-Pinellas - Pinellas Immunization Team for Community Health (PITCH)	1. St. Joseph's, PCSB, MERCK, Sanofi-Pasteur, All Children's Hospital, pediatricians, YMCA, Neighborhood Family Centers, Community Health Centers, JWB 2. Healthcare providers, hospitals 3. Family support organizations, community centers, Early Learning Coalition, marketing partners, media outlets, Pinellas County Schools 4. Pinellas County School Board

Healthy Pinellas

Healthy Communities & Environments

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
1. Establish integrated planning and assessment processes that promote health in community level policies and plans	1.1.1: By Dec 31, 2016, increase activity related to the development of policies and plans that support individual and community health within Pinellas from a score of 82% (2012) to 90%.	<ol style="list-style-type: none"> Attend county level planning and development meetings (e.g. MPO) Create and provide information on topics related to public health, development, the built environment, and community well-being Advocate for a health element within the County Comprehensive Plan and municipal plans 	DOH-Pinellas – Megan Carmichael DOH-Pinellas -- Gayle Guidash DOH-Pinellas -- Gayle Guidash/Megan Carmichael/Jocelyn Howard	<ol style="list-style-type: none"> Pinellas County Strategic Planning and Initiatives, Pinellas County MPO Pinellas County Strategic Planning and Initiatives City of St. Petersburg, Suncoast Health Council, Comm. Health Centers of Pinellas, Juvenile Welfare Board, Pinellas Extension, Pinellas Parks and Conservation

Healthy Pinellas

Healthy Communities & Environments

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
2. Increase access to nutritious and affordable foods	2.1.1: By Dec 31, 2016, increase the percentage of Pinellas adults who meet both of the daily recommendations for fruit and vegetable consumption from 9.3% (2010) to 11.5%.	<ol style="list-style-type: none"> 1. Create environmental awareness of produce stands, farmer's market locations, and community/school gardens through print material and social media (e.g. bus route maps, trail maps and Find the Fun Now website) 2. Create opportunity for SNAP recipients to receive nutrition education and healthy recipes 	<ol style="list-style-type: none"> 1. Pinellas County --Susan Miller 2. Pinellas Extension -- Nan Jensen 	<ol style="list-style-type: none"> 1. Pinellas County Extension, PSTA 2. Tampa Bay Network to End Hunger, Urban Food Park, WIC, Community Centers, Neighborhood Family Centers
	2.2.1: By Dec 31, 2017, increase the percentage of Pinellas middle school students who consume at least five servings of fruits and vegetables a day from 21.2% (2012/2013) to 23.3%.	<ol style="list-style-type: none"> 1. Increase number of school vegetable gardens 2. Ensure support and increase awareness of the school dinner program 3. Promotion of new "Snack Well" Guidelines created by Department of Agriculture 	<ol style="list-style-type: none"> 1. Pinellas Extension -- Bob Albanese 2. Pinellas County Schools Food Service -- Peggy Johns (Catherine Gerard, Art Durham) 3. Pinellas County Schools Food Service -- Peggy Johns (Catherine Gerard, Art Durham) 	<ol style="list-style-type: none"> 1. Pinellas County Extension, Pinellas County Schools, R' Club, YMCA, Parent Teacher Associations, St. Pete Garden Club, Dunedin Community Garden 2. YMCA, R' Club, City Parks and Recreation Departments 3. DOH-Pinellas

Healthy Pinellas

Healthy Communities & Environments

Goal	Objective (2013-2017)	Key Activities (2014-2015)	Coordinating Agency	Partner Agencies
3. Increase access to safe opportunities for physical activity	<p>3.1.1: By Dec 31, 2017, complete 15 transportation linkages in Pinellas through infrastructure and programming improvements.</p> <p>3.1.2: By Dec 31, 2016, decrease the percentage of Pinellas adults who were sedentary, or did not participate in any leisure-time activity in the past 30 days from 25.5% (2010) to 22%.</p>	<p>1. Collaborate with the county government, municipal governments and the Metropolitan Planning Organization (MPO) to create environmental improvements within Pinellas County that focus on safe physical activity</p> <p>2. Increase Auxiliary Ranger Program volunteer efforts to increase visible safety presence on the trail to all municipalities that house the trail.</p> <p>3. Create a list of city/county parks and recreational areas where the community can participate in free or low cost areas for physical activity.</p>	<p>1. Pinellas County MPO -- Susan Miller</p> <p>2. Pinellas County -- Jonathan Skinner & Sandy Wilson</p> <p>3. DOH-Pinellas</p>	<p>1. Municipal Governments, Pinellas County Strategic Planning and Initiatives</p> <p>2. Auxiliary Rangers, United Way, Service Organizations, faith-based organizations</p> <p>3. Auxiliary Rangers, City and County Municipalities</p>

Resources

- CHIP and CHA
 - Posted at www.pinellashealth.com
- Visit www.pinellaschat.com for information on original CHIP planning and steering committee meeting minutes

CONTACT INFORMATION

JOCELYN HOWARD

PLANNING & PERFORMANCE MANAGEMENT

(727) 824-6900 x4702

JOCELYN.HOWARD@FLHEALTH.GOV

