

Pinellas County CHIP: 2016-17
Health Promotion & Disease Prevention

Goal	Strategy	Objective	Activity 2016-17	Process Measure 2016-17	Coordinating Agency	Partner Agencies	Outcome Measure(s)
HPDP 1: Increase the percentage of adults and children who are at a healthy weight	1.1: Promote healthy eating habits and active lifestyles in adults.	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 to DOH-Pinellas clients demonstrating healthy and culturally appropriate cooking and grocery shopping on a budget. 2. Promote usage of county parks, trails, and recreational facilities. 3. Implement Diabetes Prevention Program referral project. 4. Implement Humana Vitality in Pinellas County Schools. 5. Explore data sharing between DOH-Pinellas and hospital systems regarding obesity rates. 	<ol style="list-style-type: none"> 1. Conduct four education series annually for DOH clients, as documented by sign-in sheets and post-session surveys. 2. DOH-Pinellas collaborates with recreation departments to update brochures annually and disseminate 1500 brochures to the community. 3. Increase referrals in Pinellas County by 50% through physician letter campaign, AMA partnership, etc. 4. Increase Silver Status from 18% - 30%. Hold at least one meeting to explore data sharing regarding rate of obese patients in BayCare hospital system. 	<ol style="list-style-type: none"> 1. UF/IFAS Extension Pinellas County 2. DOH-Pinellas 3. YMCA (Kieran Gabel) 4. PCS (Peggy Johns) 5. DOH-Pinellas 	<ol style="list-style-type: none"> 1. DOH-Pinellas 2. Pinellas County Parks & Conservation Resources, Municipal Governments 3. BayCare 4. YMCA, Physicians, Walgreens 5. BayCare (Dr. Cynthia Miller) 	<p>Increased percentage of adults who report exercising regularly.</p>
	1.2: Promote healthy eating habits and active lifestyles in children.	<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: 1.2.2: By Dec 31, 2017, increase the percentage of Pinellas middle and high school students who are at a healthy weight from 67.3% (2012) to 73.4%.**</p>	<ol style="list-style-type: none"> 1. Conduct inventory based self-assessments of Pinellas County Schools on the Alliance for Healthier Generation guidelines 2. Create data report of BMI at each grade level. 	<ol style="list-style-type: none"> 1. 1. Increase in number of schools that adopt Alliance for a Healthier Generation standards. 2. Analyze BMI data starting at 3rd grade. 	<ol style="list-style-type: none"> 1. Pinellas County Schools 2. Pinellas County Schools 	<ol style="list-style-type: none"> 1. Alliance for a Healthier Generation, DOH-Pinellas 2. DOH-Pinellas 	<p>Increased percentage of children who report exercising regularly.</p> <p>Increase number of children who report eating recommended daily values of fruits and vegetables.</p>

<p>HPDP 2: Increase behaviors that improve chronic disease health outcomes</p>	<p>2.1: Promote screening, education, and referral to treatment related to cancer.</p>	<p>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%.</p>	<p>1. Examine disparities in colorectal cancer incidence, conduct research with priority populations, and implement multilevel interventions using the community-based prevention marketing framework.</p>	<p>1. Meet bimonthly to implement program and track progress</p>	<p>1. USF-Florida Prevention Research Center</p>	<p>1. DOH-Pinellas, DOH-Hillsborough, Community Health Worker Coalition, community members, American Cancer Society, Blue Cross Blue Shield, Moffitt, Florida Cancer Data System, Southwest Florida Cancer Collaborative</p>	<p>Number of adults educated about the importance of colorectal cancer screening.</p>
		<p>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%.</p>	<p>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.</p>	<p>1. Educate community via at least 20 locations in Pinellas County from July 2016-June 2017.</p>	<p>1. DOH-Pinellas</p>	<p>1. TBCCN Partners St Pete Free Clinic Komen BayCare SW Florida Cancer Control Collaborative</p>	<p>Adults who have had a clinical breast exam</p>
	<p>2.2: Promote screening, education, and referral to treatment related to heart disease.</p>	<p>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.</p>	<p>1. Train 7% of the Pinellas County population in Hands-Only™ CPR training via education in the community and in schools. 2. Refer diagnosed prediabetes patients at local hospitals to the CDC's National Diabetes Prevention Program, run locally as the YMCA's Diabetes Prevention Program.</p>	<p>1. Increase number of citizens educated by 7%; establish baseline of bystander CPR data from local emergency response services. 2. Increase number of regularly referring providers (physician offices, health systems) by 30 between the SunCoast and St. Pete regions.</p>	<p>1. American Heart Association 2. YMCA of St. Pete, YMCA of the Suncoast</p>	<p>1. Healthy St. Pete, AHA board, BayCare, DOH-Pinellas, Pinellas County Schools 2. Local physicians and hospital systems.</p>	<p>Reduce obesity rates and increase physical activity in Pinellas County adults Reduce diabetes prevalence.</p>
	<p>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%.</p>	<p>1. Create and maintain local SWAT chapters. 2. Survey tobacco retail outlets about point of sale advertising.</p>	<p>1. SWAT Clubs at 10 middle/high schools will conduct at least 50 outreach activities will be completed each year. 2. The DOH Pinellas Tobacco Program will survey 300 local retailers in Pinellas county.</p>	<p>DOH-Pinellas –Tobacco Free Program/SWAT Coordinator</p>	<p>Pinellas County Schools, Tobacco Free Coalition</p>	<p>Increased number of students involved in SWAT Increase in the number of SWAT outreach activities</p>	

	<p>2.3: Promote activities to reduce tobacco use and exposure in adults and youth.</p>	<p>2.3.2: By Dec. 31, 2016, decrease the percentage of Pinellas adults who are current smokers from 19.3% (2010) to 17.0%.</p>	<p>1. Distribute "Quitkits" to clients who are smokers within Florida Department of Health in Pinellas clinics</p> <p>2. Educate local policymakers, businesses, and community organizations about tobacco use.</p> <p>3. Meet quarterly with Tobacco Free Campus Task Force at local universities/colleges.</p>	<p>1. 2500 Quitkits will be distributed</p> <p>2. At least 2 tobacco worksite wellness policies will be adopted</p> <p>3. Minimum of four meetings will be held.</p>	<p>1. DOH-Pinellas – Tobacco Free Program</p> <p>2. DOH-Pinellas</p> <p>3. DOH-Pinellas</p>	<p>1. Area Health Education Center (AHEC)</p> <p>2. Worksites, Housing</p> <p>3. St. Petersburg College</p>	<p>Increased number of smoke free/tobacco free policies adopted</p> <p>Increased # of new partnerships</p>
<p>HPDP 3: Increase protection against the spread of infectious disease</p>	<p>3.1: Provide targeted education on the benefits of receiving immunizations to increase the percentage of children who are fully immunized.</p>	<p>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%.</p> <p>3.1.2: By Dec 31, 2017, increase the percentage of Pinellas Kindergarteners who are fully immunized from 89.8% (2012/2013) to 94%.</p>	<p>1. Assess (or Strengthen) Current Partnership for Collaboration and Define Roles and Responsibilities</p> <p>2. Market use of State Immunization Information Systems (IIS)</p> <p>3. Identify and conduct effective outreach and educational activities</p> <p>4. Develop/adopt/adapt consistent messaging plan</p>	<p>1. Documentation of quarterly meetings and development of sharepoint/web portal</p> <p>2. Quarterly updates of educational opportunities and percentage of providers using IIS in Pinellas County</p> <p>3. Quarterly updates on parent surveys, educational materials, schedule of outreach events, and vaccine administration</p> <p>4. Quarterly updates on messaging plan progress, and development of toolkit materials</p>	<p>DOH-Pinellas</p>	<p>1. DOH-Pinellas PITCH Pinellas County Schools American Cancer Society/Cancer Collaborative JWB Municipality Leaders (support)</p> <p>2. DOH-Pinellas State Immunization – Field Staff State Immunizations – FLSHOTS (training staff) FLSHOTS vendor (marketing partner) PITCH (support)</p> <p>3. DOH-Pinellas Pinellas County Schools PITCH Community Health Centers/FQHC Moffitt Cancer Center ACS/Cancer Collaborative, Additional support: OB/GYNs, Nursing Schools, Faithbased Nursing, Medical associations</p> <p>4. DOH-Pinellas Community Health Centers/Municipalities</p>	<p>Increase the number of health care providers represented on PITCH</p> <p>100% of Pinellas County providers will complete the training course</p> <p>Improve Pinellas County Schools Immunization Report Card scores by 10%</p>