

HEALTH PROMOTION AND DISEASE PREVENTION

How can we promote healthy lifestyles and prevent disease in Pinellas County?

Goal HPDP 1: Increase the percentage of adults and children who are at a healthy weight

Policy Component (Y/N): No

Performance Measures

Objectives	Data Source	Frequency
Objective 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%.	BRFSS	3 years
Objective 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%.	DOH School Health Report	Annually
Objective 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%.	YRBS	2 years

Outcomes

Increased percentage of adults who report exercising regularly.
Increased percentage of children who report exercising regularly.

Alignment with Local, State, and National Priorities

Obj. 1.1.1	Florida SHIP Goal CD 1, Healthy People NWS-8, CDC Winnable Battle: Nutrition, Physical Activity, and Obesity; One Bay Regional Plan Focus
Obj. 1.2.1	Florida SHIP Goal CD 1 and CD 2.3.4, Healthy People NWS-10, CDC Winnable Battle: Nutrition, Physical Activity, and Obesity; One Bay Regional Plan Focus
Obj. 1.2.2	Florida SHIP Goal CD 1 and CD 2.3.4, Healthy People NWS-10 and NWS-10.3, CDC Winnable Battle: Nutrition, Physical Activity, and Obesity; One Bay Regional Plan Focus

Strategy 1.1: Promote healthy eating habits and active lifestyles in adults.

Objective 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%.

2014 – 2015 Action Plan

	Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1	Provide educational sessions demonstrating healthy and culturally appropriate cooking and grocery shopping on a budget	Pinellas County Extension	Schools, ACH, WIC, YMCA, R' Club, Tampa Bay Network to End Hunger, Sustainable Urban Agriculture Coalition, BayCare, DOH-Pinellas	July 2014 – June 2015	Conduct three 6-week educational series annually, as documented by sign-in sheets and post-session surveys.
2	Promote usage of county parks, trails, and recreational facilities	DOH-Pinellas	Pinellas County Parks & Conservation Resources, Municipal Governments, Schools, ACH, ELC, BayCare, Veteran's Administration, YMCA	July 2014 – June 2015	Create and share park/trail maps, Find the Fun materials and other city recreational brochures with the community.

Strategy 1.2: Promote healthy eating habits and active lifestyles in children.

Objective 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%.

Objective 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%.

2014 – 2015 Action Plan

	Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1	Increase the number of after-school programs conducting the Alliance/MOST framework self-assessment.	Alliance for a Healthier Generation	R'Club YMCA Boys & Girls Club Parks & Rec	July 2014 – June 2015	21 programs conducting self-assessment.
2	Conduct inventory based self-assessments of Pinellas County Schools on the Alliance for Healthier Generation guidelines	Pinellas County Schools	Alliance for a Healthier Generation, DOH-Pinellas	July 2014 – June 2015	Increase in number of schools that achieve the gold, bronze or silver rating from the Alliance for a Healthier Generation.
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	Pinellas County Extension	Pinellas County Schools	July 2014 – June 2015	500 students completing nutrition education program.
4	Increase number of City/County Recreation Centers with concession stands using Fun Bites Campaign to highlight healthy options.	DOH-Pinellas	WIC, Cities and County Parks and Recreation Departments	July 2014 – June 2015	2 new City/County concession stands will incorporate FUN BITES into their menus.
5	Increase the number of Early Learning Centers and organizations dealing with school-age children that have adopted evidence-based healthy eating and physical activity standards.	YMCA of St Petersburg	All Children's Hospital, Early Learning Coalition	July 2014 – June 2015	At least 6 new organizations sign on to physical activity and nutrition standards

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Goal HPDP 2: Increase behaviors that improve chronic disease health outcomes

Policy Component (Y/N): Yes

Performance Measures

Objectives	Data Source	Frequency
Objective 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%.	BRFSS	3 years
Objective 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%.	BRFSS	3 years
Objective 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.	Florida CHARTS	Annually
Objective 2.3.1: By Dec 31, 2017, increase the number of committed never smokers among Pinellas youth, ages 11 - 17 from 64.1% (2012) to 70.5%.	Florida Youth Tobacco Survey	Biennially
Objective 2.3.2: By Dec. 31, 2016, decrease the percentage of Pinellas adults who are current smokers from 19.3% (2010) to 17%.	BRFSS	3 years

Outcomes

Increase in number of adults educated about the importance of colorectal cancer screening.
 Reduce obesity rates and increase physical activity in Pinellas County adults.
 Reduce diabetes prevalence
 Increased number of smoke free/tobacco free policies adopted.

Alignment with Local, State, and National Priorities

Obj. 2.1.1	Florida SHIP CD 3.2.1, Healthy People 2020 C-3 and C-17
Obj. 2.1.2	Florida SHIP CD 3.2.2, Healthy People 2020 C-5 and C-16
Obj. 2.2.1	Healthy People 2020 HDS and HDS-1
Obj. 2.3.1	Florida SHIP CD 4.1.1, Healthy People 2020 TU-3
Obj. 2.3.2	Florida SHIP CD 4.2.1, Healthy People 2020 TU-4, TU-5, TU-7

Strategy 2.1: Promote screening, education, and referral to treatment related to cancer.

Objective 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%.

2014 – 2015 Action Plan

Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1 Work with employers to educate employees about the importance of colorectal cancer screening and connect employees to screening resources	BayCare Corporate Wellness	YMCA Corporate Wellness; Gastro Florida - Mark O'Neal; USF Prevention Research Center	July 2014 – June 2015	25 employers distributing information to employees.

Strategy 2.1: Promote screening, education, and referral to treatment related to cancer.

Objective 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%.

2014 – 2015 Action Plan

	Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
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.	DOH-Pinellas	TBCCN Partners St Pete Free Clinic Komen BayCare SW Florida Cancer Control Collaborative	July 2014 – June 2015	Distribute educational materials to at least 20 locations in Pinellas County.
2	Promote wellness programs for cancer survivors to increase overall health during recovery	YMCA of the Suncoast	Moffitt M-power, CaPSS, DOH-Pinellas, POWER Program at Morton Plant, YMCA of St. Petersburg	July 2014 – June 2015	Identify four new partners to distribute promotional materials about the LiveStrong and other wellness programs.
3	Support development and promotion of breast cancer screening-related activities under St. Pete General Hospital's action plan as required by the Commission on Cancer.	St. Petersburg General Hospital	DOH-Pinellas	November 2014 – June 2015	Hold at least two meetings with SPGH staff and assist in planning and/or publicizing at least one intervention.

Strategy 2.2: Promote screening, education, and referral to treatment related to heart disease.

Objective 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.

2014 – 2015 Action Plan

Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1 Increase the number of companies in Pinellas County that are certified "Fit Friendly" by the ACA.	BayCare Corporate Wellness	American Heart Association	July 2014 – June 2015	Increase from 96 to 121 companies.
2 Refer diagnosed pre-diabetes patients at local hospitals to the CDC's National Diabetes Prevention Program, run locally as the YMCA's Diabetes Prevention Program	YMCA of St Petersburg	BayCare St. Anthony's Hospital	July 2014 – June 2015	Increase from 10 to 500 referrals

Additional activities related to heart disease reduction can be found under Goal 1, Strategy 1, lifestyle changes related to weight and physical activity.

2015 – 2017 Activities

- Provide blood pressure screenings
- Cholesterol screenings
- Coordinate and provide referral services

Strategy 2.3: Promote activities to reduce tobacco use and exposure in adults and youth.

Objective 2.3.1: By Dec 31, 2017, increase the number of committed never smokers among Pinellas youth, ages 11 - 17 from 64.1% (2012) to 70.5%.

2014 – 2015 Action Plan

Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1 Create and maintain local SWAT chapters.	DOH-Pinellas – Tobacco Free Program/SWAT Coordinator	Pinellas County Schools, Tobacco Free Coalition	July 2014 – June 2015	SWAT Clubs at 15 middle/high schools will conduct at least 60 outreach activities will be completed each year.
2 Educate local policymakers on youth tobacco-related issues.	DOH-Pinellas – Tobacco Free Program/SWAT Coordinator	Pinellas County Schools TFCP Local municipalities	July 2014 – June 2015	The County SWAT Team will present to at least two municipal governments and support the passage of at least two new resolutions.

Strategy 2.3: Promote activities to reduce tobacco use and exposure in adults and youth.

Objective 2.3.2: By Dec. 31, 2016, decrease the percentage of Pinellas adults who are current smokers from 19.3% (2010) to 17.0%.

2014 – 2015 Action Plan

Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1 Distribute "Quitkits" to clients who are smokers within Florida Department of Health in Pinellas clinics	DOH-Pinellas – Tobacco Free Program	Area Health Education Center (AHEC)	July 2014 – June 2015	2500 Quitkits will be distributed.
2 Conduct tobacco cessation programs within Pinellas County.	Area Health Education Center (AHEC)	DOH-Pinellas, Worksites, Cities	July 2014 – June 2015	15 6-week classes will be held throughout the county.
3 Educate local policymakers, businesses, and community organizations about tobacco use.	DOH-Pinellas	Worksites, Cities	July 2014 – June 2015	At least 4 tobacco worksite wellness policies will be adopted.

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Goal HPDP 3: Increase protection against the spread of infectious disease

Policy Component (Y/N): Yes

Performance Measures

Objectives	Data Source	Frequency
Objective 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%.	Florida CHARTS; Florida Department of Health Immunization Report	Annually
Objective 3.1.2: By Dec 31, 2017, increase the percentage of Pinellas Kindergarteners who are fully immunized from 89.8% (2012/2013) to 94%.	Florida CHARTS; Florida Department of Health Immunization Report	Annually

Outcomes

Increase the number of health care providers represented on PITCH.
 100% of Pinellas County providers will complete the PITCH training course.
 Improve Pinellas County Schools Immunization Report Card scores by 10%.

Alignment with Local, State, and National Priorities

Obj. 3.1.1	Florida SHIP Objective HP 1.1.1, Healthy People 2020 IID-7, Other: DOH Long Range Plan Objective 1B
Obj. 3.1.2	Healthy People 2020 IID-7 and IID-10

Strategy 3.1: Provide targeted education on the benefits of receiving immunizations to increase the percentage of children who are fully immunized.

Objective 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%.

Objective 3.1.2: By Dec 31, 2017, increase the percentage of Pinellas Kindergarteners who are fully immunized from 89.8% (2012/2013) to 94%.

2013 – 2014 Action Plan

	Activity	Coordinating Agency	Proposed Partner Agencies	Timeframe	Process Measure
1	Maintain an immunization task force with regularly scheduled meetings to address low immunization rates of children in the Pinellas community	DOH-Pinellas - Pinellas Immunization Team for Community Health (PITCH)	St. Joseph's, PCSB, MERCK, Sanofi-Pasteur, All Children's Hospital, pediatricians, YMCA, Neighborhood Family Centers, Community Health Centers, JWB	July 2014 – June 2015	Quarterly meetings conducted and documented
2	Collaborate with providers to integrate immunization education into routine client visitation	DOH-Pinellas - Pinellas Immunization Team for Community Health (PITCH)	Healthcare providers, hospitals	July 2014 – June 2015	Train a minimum of 32 health care providers and their staff
3	Implement a campaign to educate parents on the benefits of childhood immunizations	DOH-Pinellas - Pinellas Immunization Team for Community Health (PITCH)	Family support organizations, community centers, Early Learning Coalition, marketing partners, media outlets, Pinellas County Schools	July 2014 – June 2015	Conduct a minimum of 10 outreach events, presentations, or other media-related events.
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)	Pinellas County School Board	July 2014 – June 2015	Conduct at least one training for Pinellas County Schools nurses and technicians

2015 – 2017 Activities

- Work towards policy change for religious exemption
- Stricter enforcement of immunization policy within Pinellas County Schools