

PINELLAS COUNTY

2012



COMMUNITY THEMES & STRENGTHS ASSESSMENT



**SPONSORED BY:
PINELLAS COUNTY HEALTH DEPARTMENT**

Community Health Assessment (CHA)

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- The process of systematically collecting, analyzing, and using information to educate and mobilize communities, develop priorities, gather resources, and plan actions to impact health.
- Assessment is one of the core functions of public health and community health assessment is the foundation for improving and promoting healthier communities.

MAPP

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- The assessment was conducted utilizing the Mobilizing for Action through Planning and Partnerships (MAPP) framework.
- MAPP is a community driven strategic approach to community health improvement planning developed by the National Association of County and City Health Officials and CDC.



MAPP CYCLE & ASSESSMENTS

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Community Themes & Strengths
 What is important to our community? Perceptions about quality of life? What assets do we have?

Local Public Health System
 What are the activities, competencies, and capacities of our local public health system?

Forces of Change
 What is occurring or might occur that will affect the LPHS or the community?

Community Health Status
 What does our health status look like? How healthy are our residents?

IDENTIFY & SELECT STRATEGIC PRIORITIES

Community Themes and Strengths

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The Community Themes and Strengths Assessment provides an understanding of the issues residents feel are important. It allows us to consider the concerns and perceptions of residents and ensure they have a sense of ownership and responsibility for the outcomes.

Community Themes and Strengths

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Answers the following questions:

- What is important to our community?
- How is quality of life perceived in our community?
- What assets do we have that can be used to improve the health of our community?

Community Themes and Strengths

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Understanding the experiences, perceptions, and priorities of community residents is a critical part of the MAPP process and offers valuable information when identifying overall priorities for improvement. Two primary approaches to invite community input were utilized:

1. Collaborative engagement
2. Community survey

Collaborative Engagement

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A Themes and Strengths Assessment for Pinellas County was conducted as part of a Community Health Assessment collaborative engagement on May 8, 2012 using the Collaborative Labs at St. Petersburg College. The Collaborative Labs are a meeting environment unique in the Southeast United States, designed to foster dynamic interaction and spur creativity among stakeholders through innovative meeting space and facilitation services.

The collaborative engagement was attended by nearly 70 people from more than 30 organizations who came together to develop a shared community vision and assess the 10 Essential Public Health Services including themes, strengths, and forces of change that affect Pinellas County and the local public health system.

Stakeholders Represented

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- Pinellas County Health Department
- Pinellas County
- Pinellas County Schools
- Tampa Bay Partnership
- Health and Human Services Coordinating Council
- Suncoast Health Council
- University of South Florida
- Tampa Bay Health Care Collaborative
- Juvenile Welfare Board
- Disability Achievement Center
- Pinellas County Medical Association
- Healthy Start Coalition of Pinellas
- Florida Covering Kids and Families
- Sickle Cell Disease Association
- Hispanic Leadership Council
- Pinellas County Sheriff's Office
- Molina Healthcare
- BayCare Health System
- All Children's Hospital
- Moffitt Cancer Center
- St. Petersburg Free Clinic
- Community Health Centers of Pinellas
- Directions for Living
- Personal Enrichment through Mental Health Services
- Suncoast Center
- Suncoast Hospice
- AIDS Service Association of Pinellas
- YMCA
- R'Club
- Neighborhood Family Centers

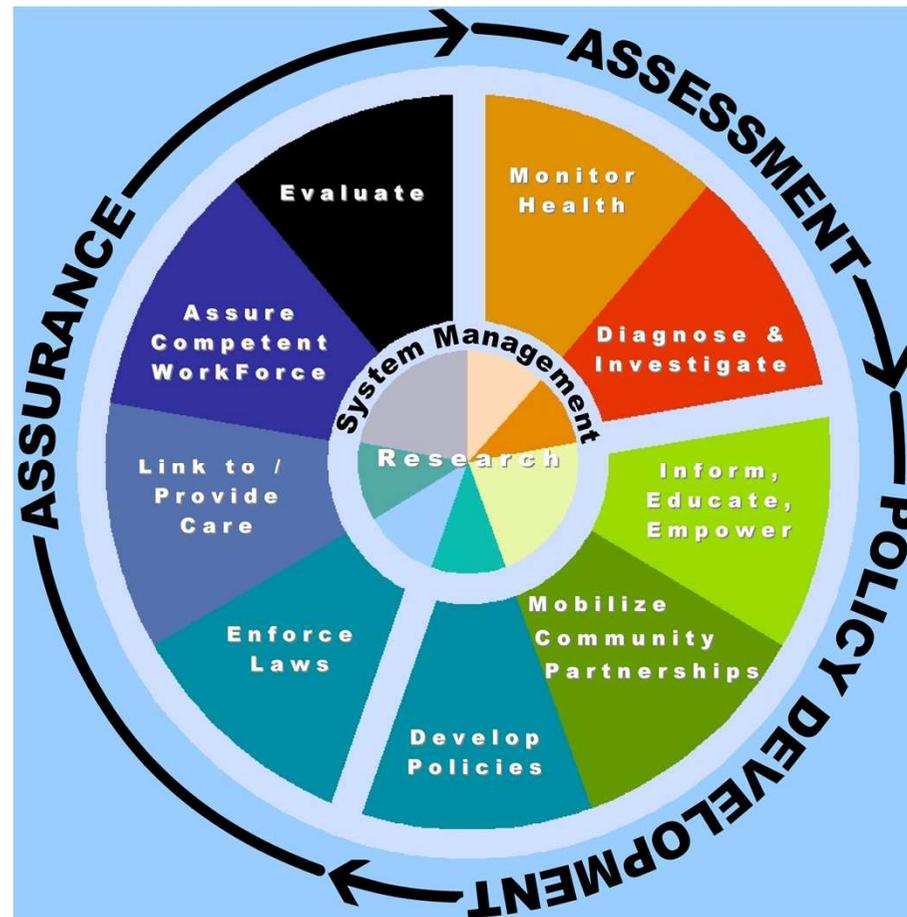
Methodology

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- Participants revisited a recent visioning exercise conducted by the Pinellas County Health and Human Services Coordinating Council and chose top 3 themes for a community vision.
- Ten teams assessed an assigned essential service (ES) area and identified the top three themes and strengths of Pinellas in that area.
- Information was shared and discussed with the full group for additional feedback.

Monitor Health Status
 Diagnose/Investigate
 Educate/Empower
 Mobilize Partnerships
 Develop Policies
 Enforce Laws
 Link to/Provide Care
 Assure Workforce
 Evaluate Services
 Research/Innovations

Core Functions & Essential Services of Public Health



Themes and Strengths Summary

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ES	Theme	Strength
ES 1	<ul style="list-style-type: none"> • linking program performance measures to indicators • development of health registries 	<ul style="list-style-type: none"> • electronic data access • national and local collaboration & partnerships
ES 2	<ul style="list-style-type: none"> • improve distribution of surveillance results to providers • require treatment compliance measures and compliance for behavioral health patients 	<ul style="list-style-type: none"> • social media • additional county regulations facilitating investigation and oversight
ES 3	<ul style="list-style-type: none"> • creating health champions • accessibility 	<ul style="list-style-type: none"> • sharing information • repository of information
ES 4	<ul style="list-style-type: none"> • overcoming barriers to accessibility • integrated health and social services 	<ul style="list-style-type: none"> • local technology improvements • increased outreach initiatives

Themes and Strengths Summary

ES	Theme	Strength
ES 5	<ul style="list-style-type: none"> • challenges of coordinating a collective 24 municipalities to maximize the use of existing resources 	<ul style="list-style-type: none"> • collaborative efforts of agencies and organization on grant opportunities and services • health system that is nationally recognized
ES 6	<ul style="list-style-type: none"> • health care debate • limiting the role of government in health and welfare of citizens 	<ul style="list-style-type: none"> • leaders willing to support and create regulations to affect the health of the community • private and public collaboration
ES 7	<ul style="list-style-type: none"> • eliminating egos • planning, coordinating, and collaborations must engage the end user 	<ul style="list-style-type: none"> • numerous health care and service providers across the continuum of care

Themes and Strengths Summary

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ES	Theme	Strength
ES 8	<ul style="list-style-type: none"> • culturally diverse and competent service providers • parity in public vs. private compensation 	<ul style="list-style-type: none"> • academic partnerships • level of collaborations
ES 9	<ul style="list-style-type: none"> • reviewing and revising standards of care • community/neighborhood standards that stress the health of all communities 	<ul style="list-style-type: none"> • multiple data sources • resource rich community • health department • community centers • residency programs
ES 10	<ul style="list-style-type: none"> • community based organizations involvement in all phases of the research process • limited life of grants, thus, sustainability of research/programs 	<ul style="list-style-type: none"> • strong collaborative partnerships amongst academia, coalitions, task forces, councils • number of higher education institutions

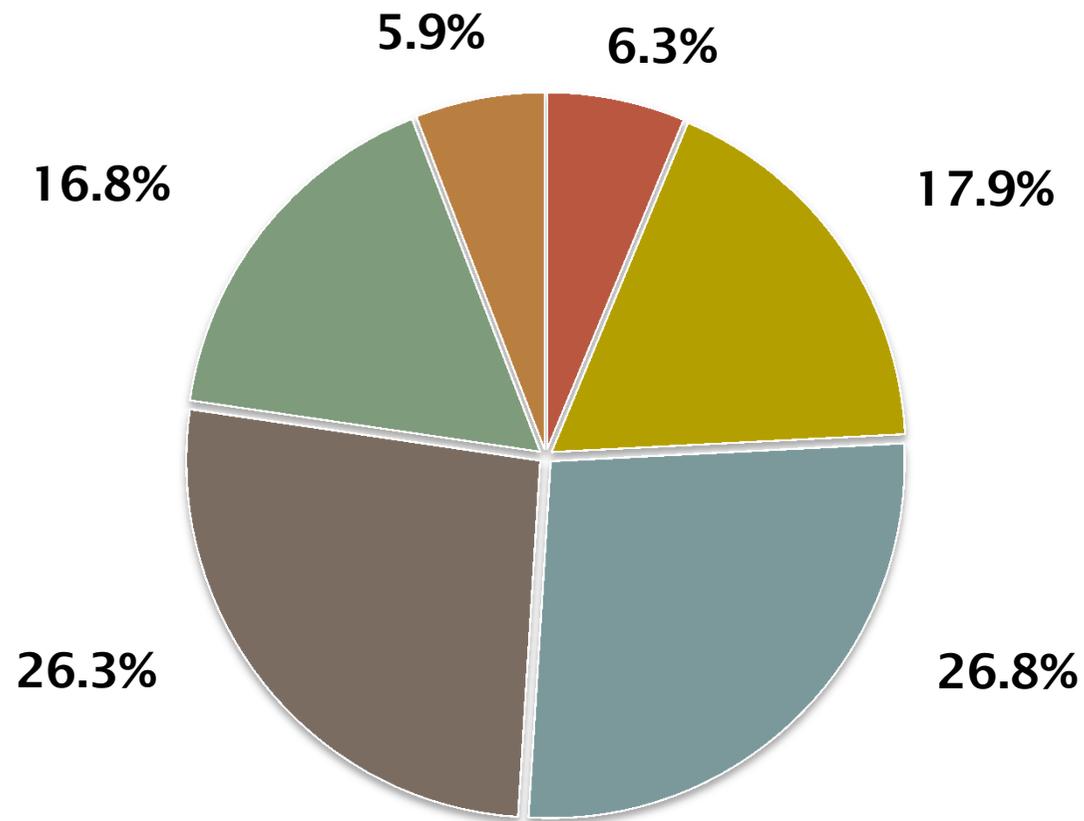
Community Survey

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- The Pinellas County Community Themes and Strengths survey assayed perceived community health, individual health, and other quality of life issues among county residents.
- Survey was available in English and Spanish
- Survey collection spanned 5 weeks utilizing both paper and electronic surveys collected via the health department website, clinics, home visiting services, and partner organizations.
- Total of 841 survey responses were received

Respondents by Age (n=814)

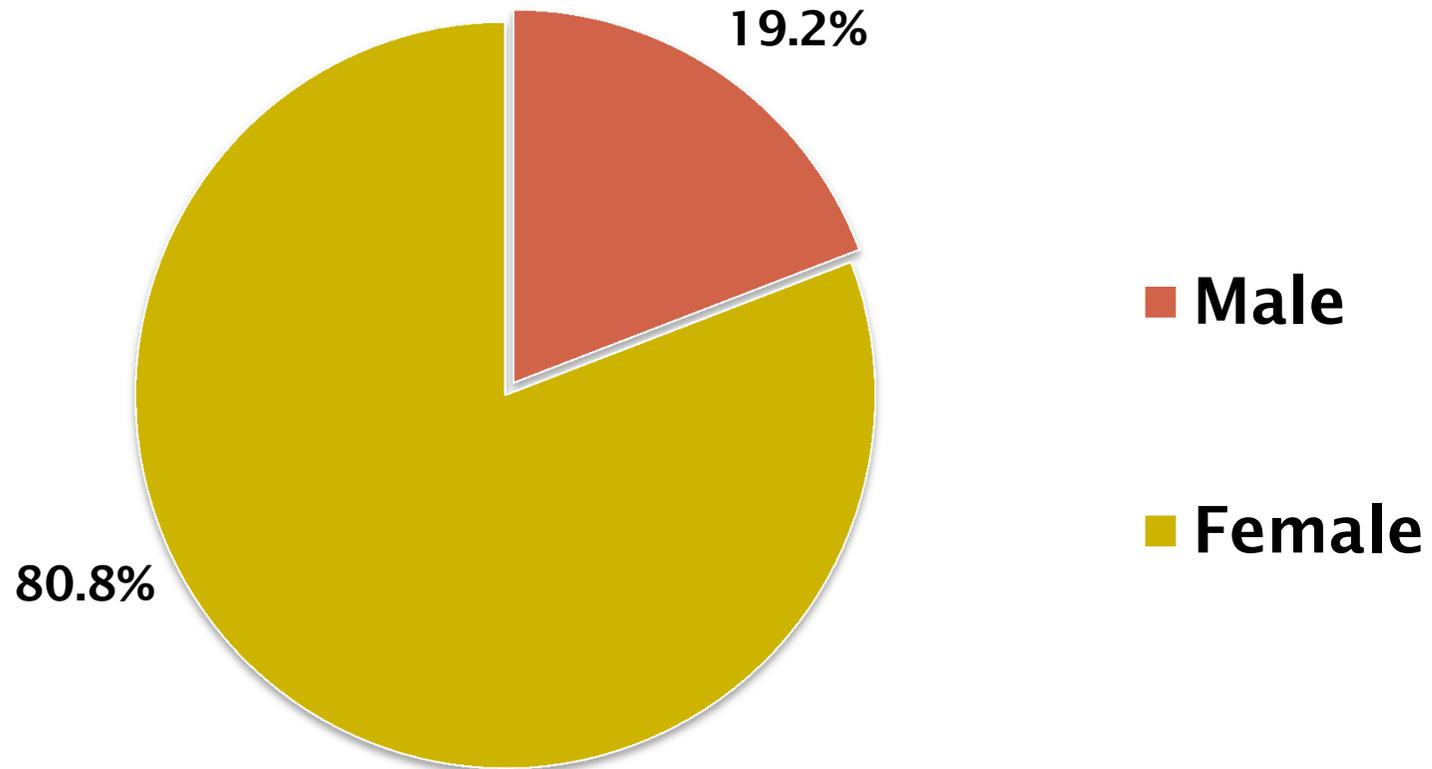
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■ 18 or less ■ 19-25 ■ 26-39 ■ 40-54 ■ 55-64 ■ 65+

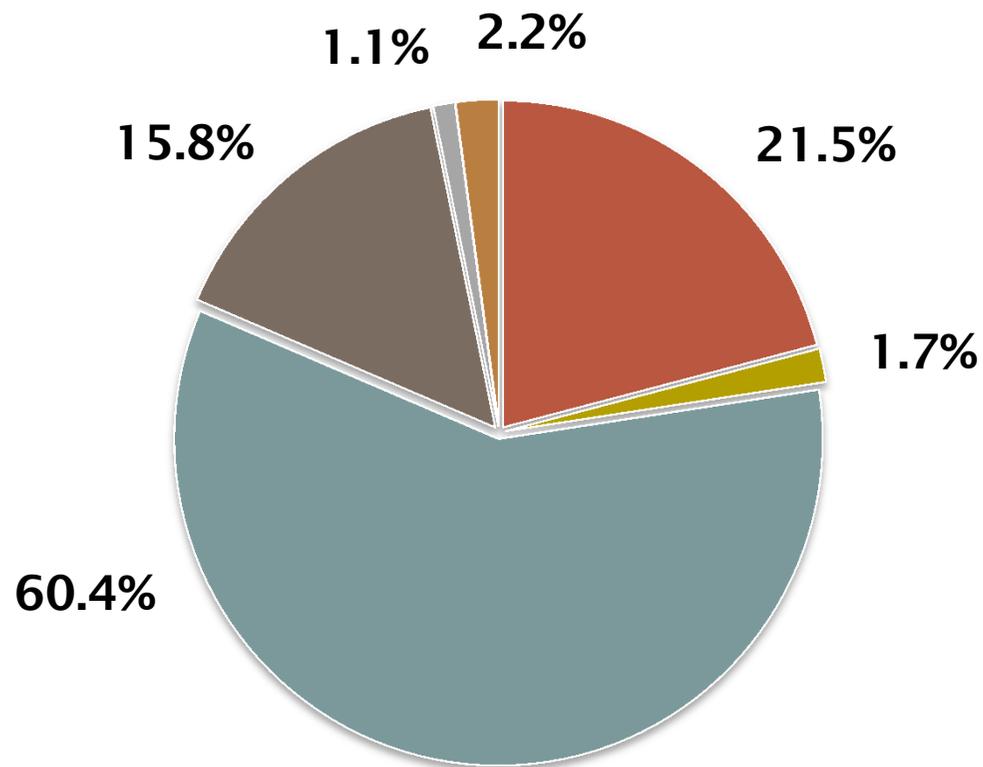
Respondents by Gender (n=795)

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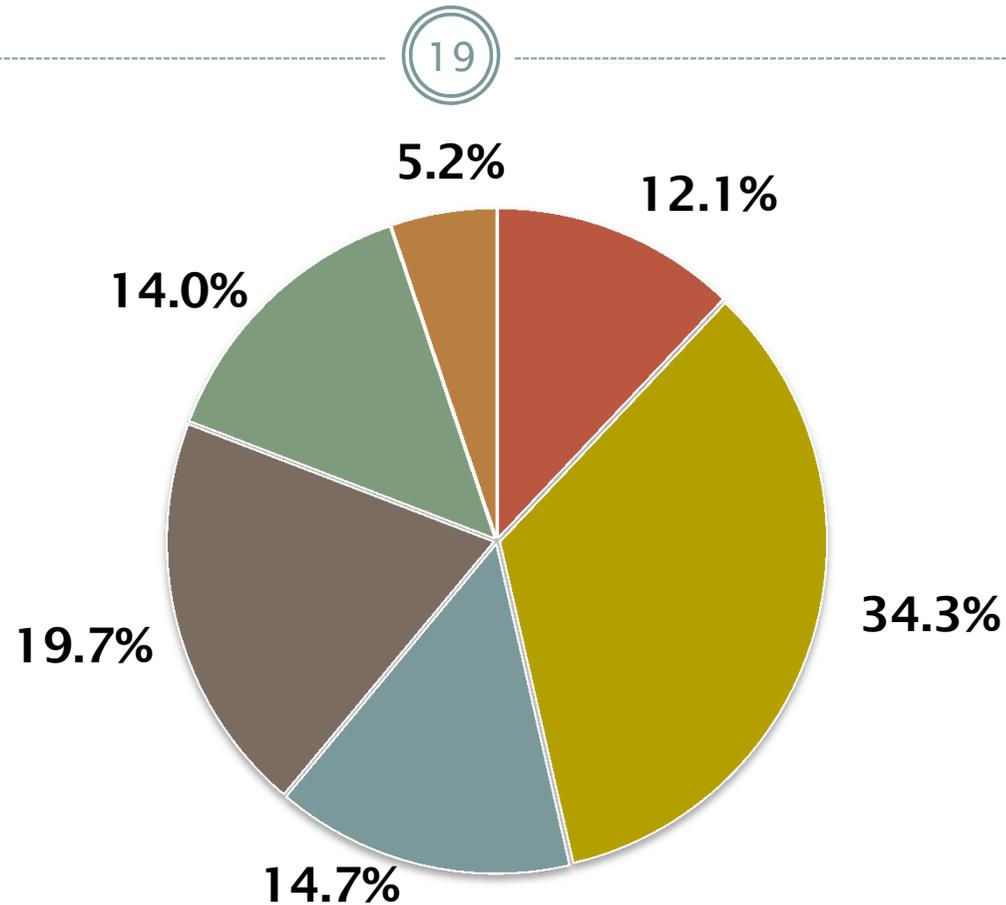
Respondents by Race/Ethnicity (n=814)

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- Black/African American
- Asian/Pacific Islander
- White/Caucasian
- Hispanic/Latino
- Native American
- Other

Respondents by Educational Attainment (n=808)



■ Less than high school

■ High school/GED

■ 2 Year Degree

■ Bachelor's Degree

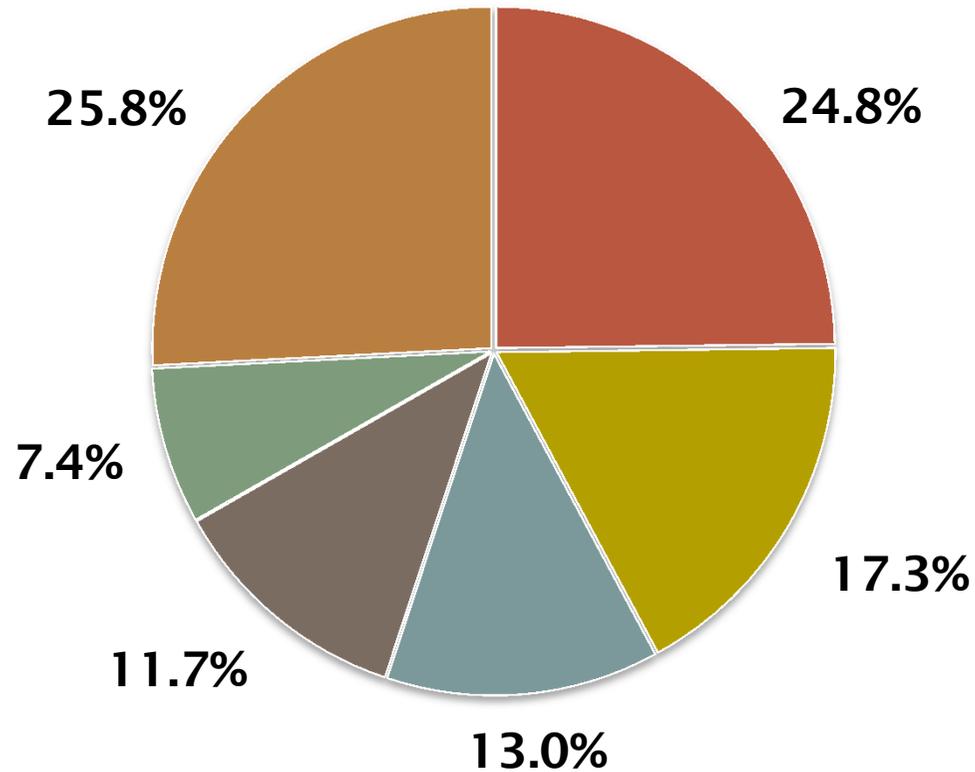
■ Advanced Degree

■ Other

Respondents by Household Income

(n=775)

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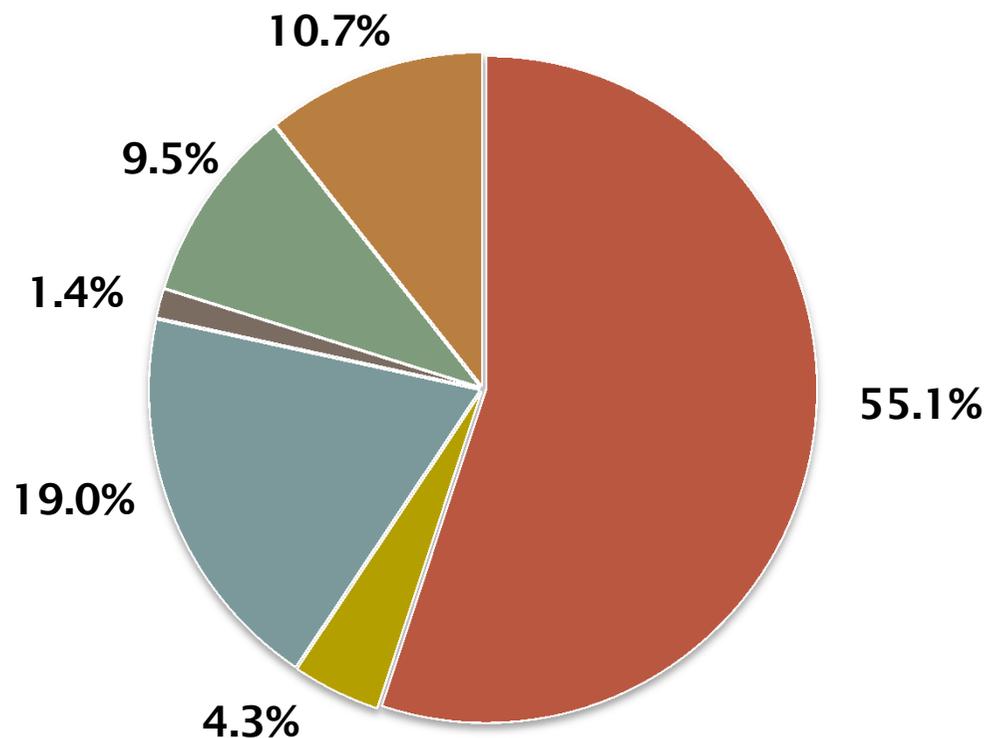


- Less than \$15,000
- \$15,000-25,000
- \$25,001-35,000
- \$35,001-45,000
- \$45,001-55,000
- \$55,000+

How is Your Health Care Paid For?

(n=798)

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■ Private Insurance

■ Medicare

■ Medicaid

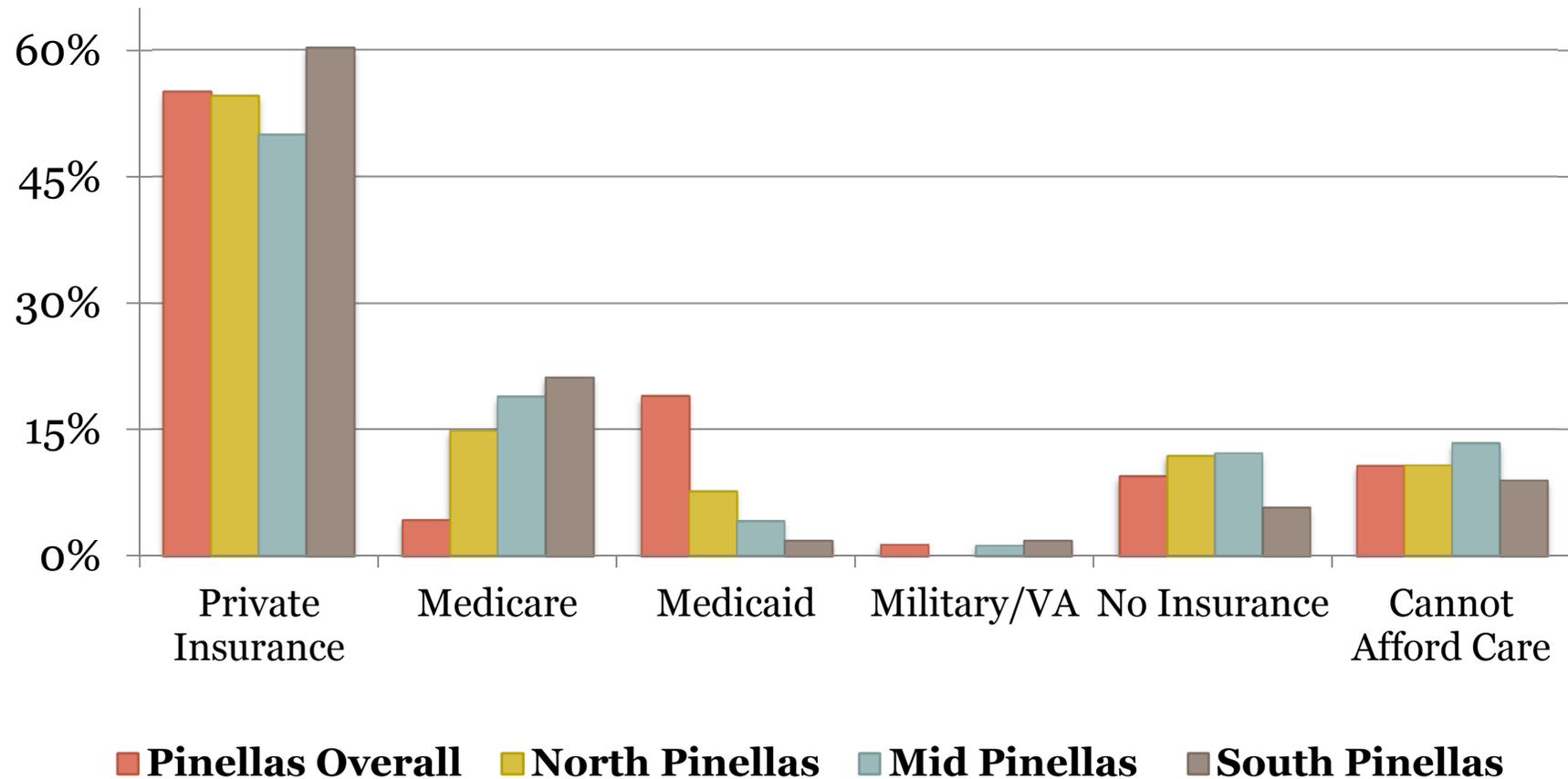
■ Military/VA

■ No Insurance (self pay)

■ Can't Afford Care

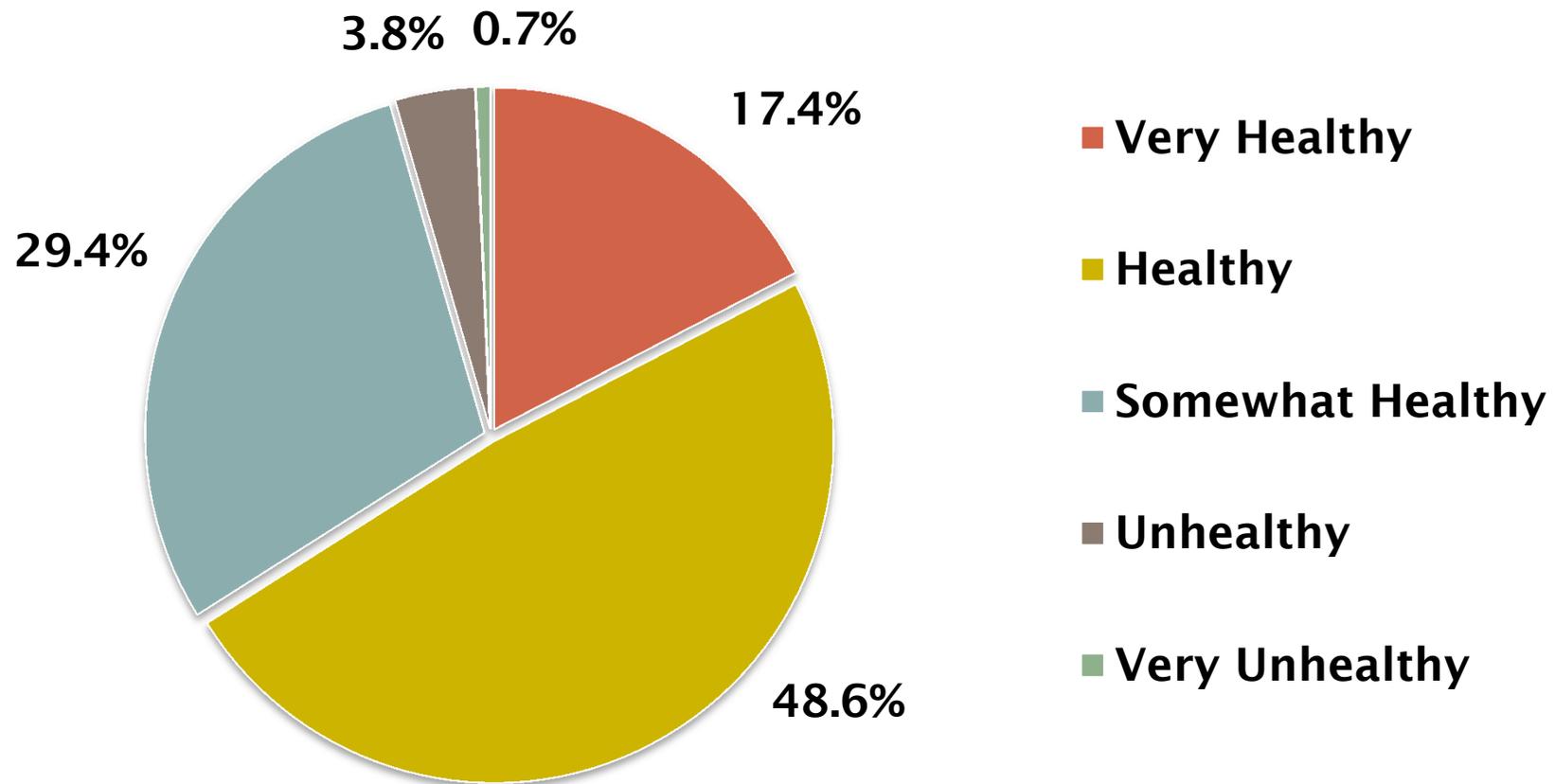
Health Coverage by Area of Residence

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How Healthy are You? (n=813)

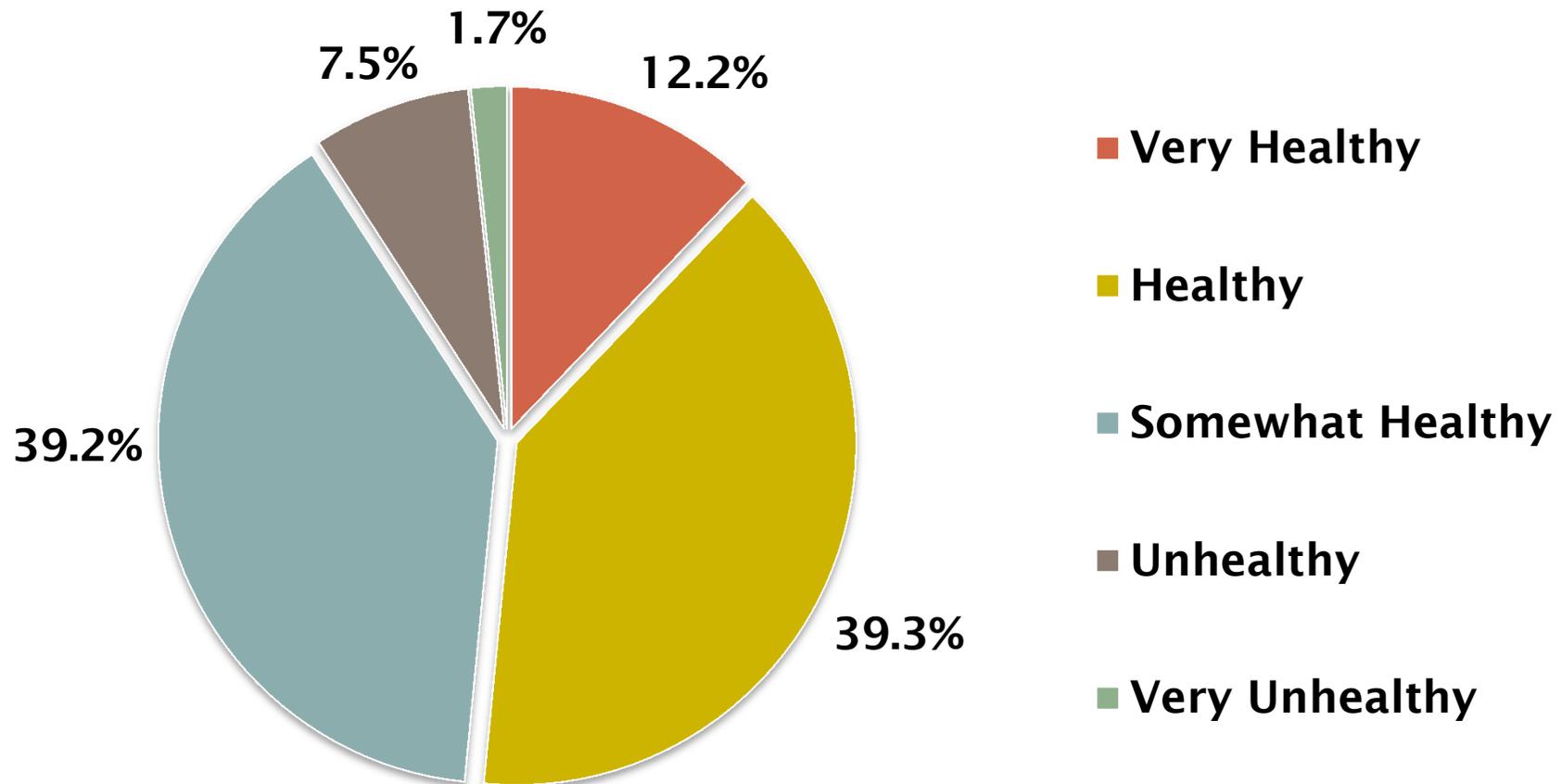
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How Healthy is Your Community?

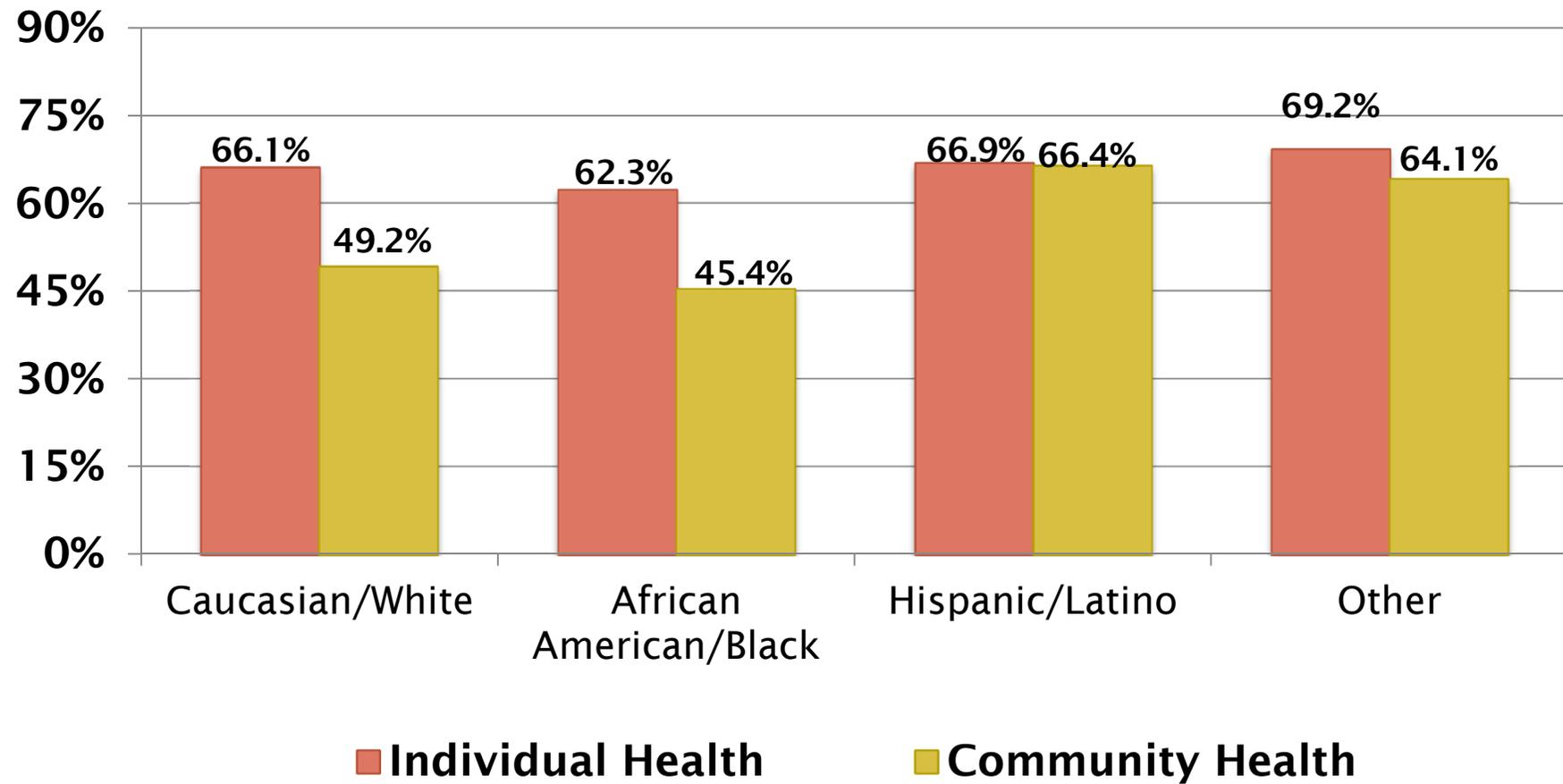
(n=827)

24



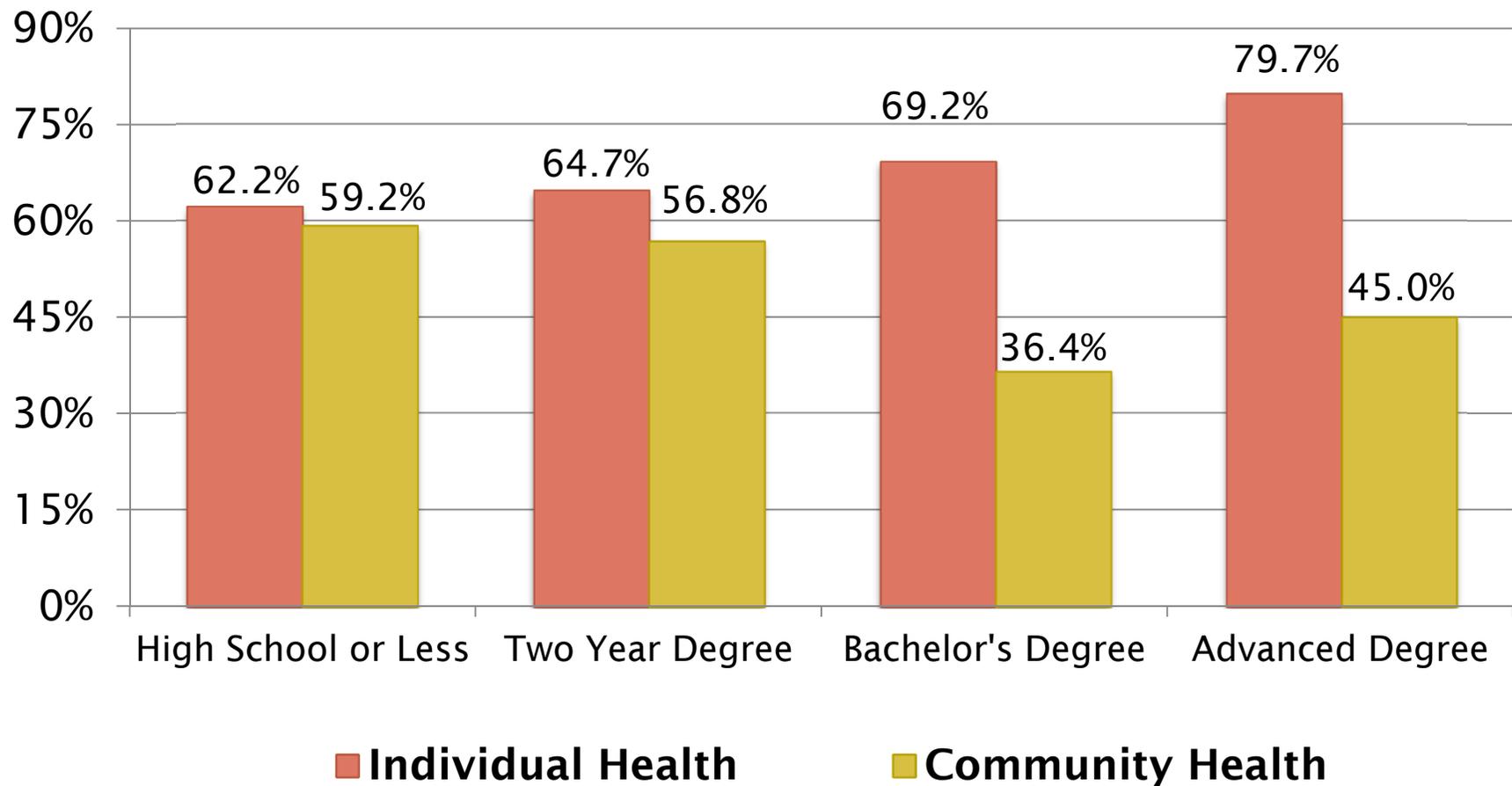
Healthy or Better by Race/Ethnicity

25



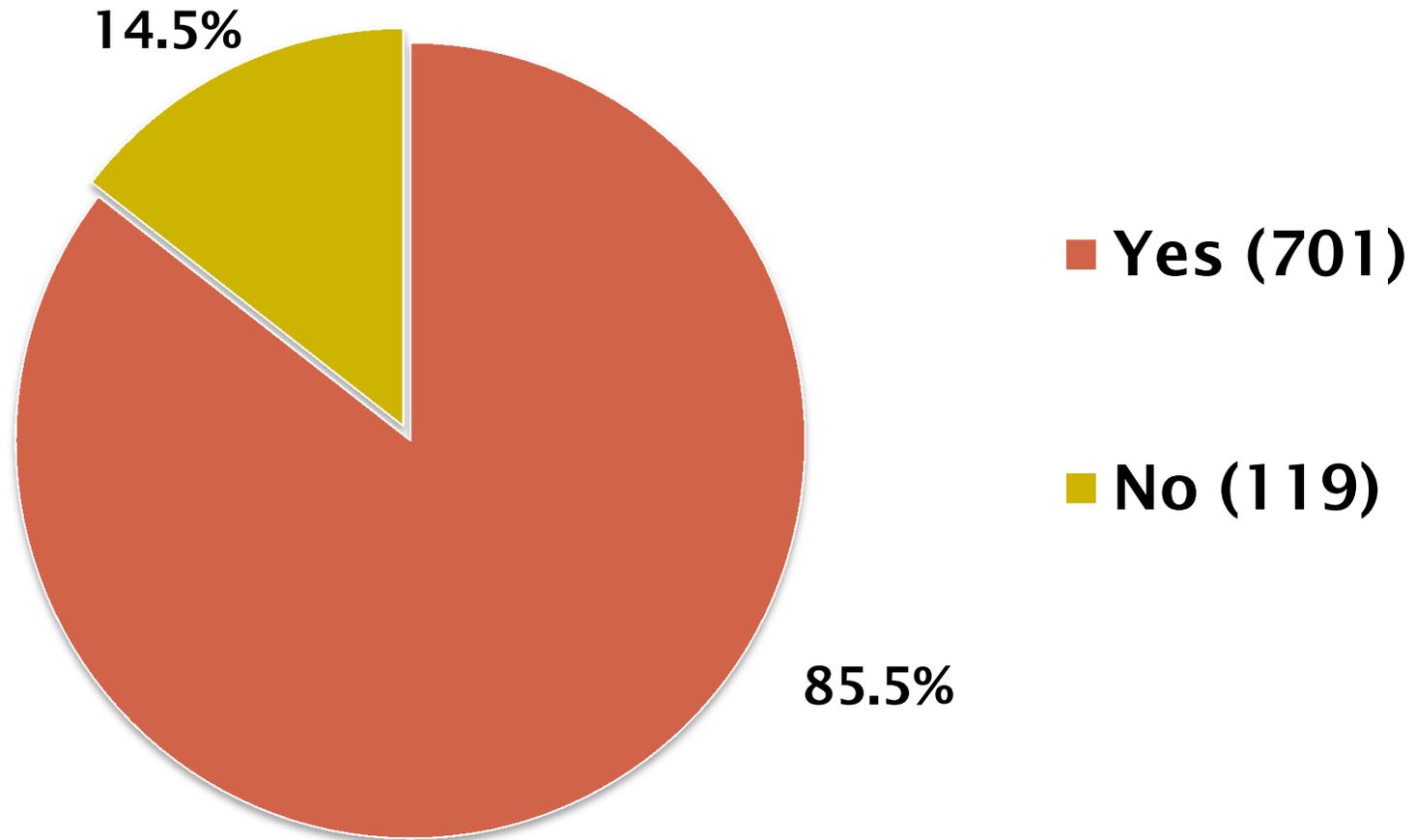
Healthy or Better by Educational Attainment

26



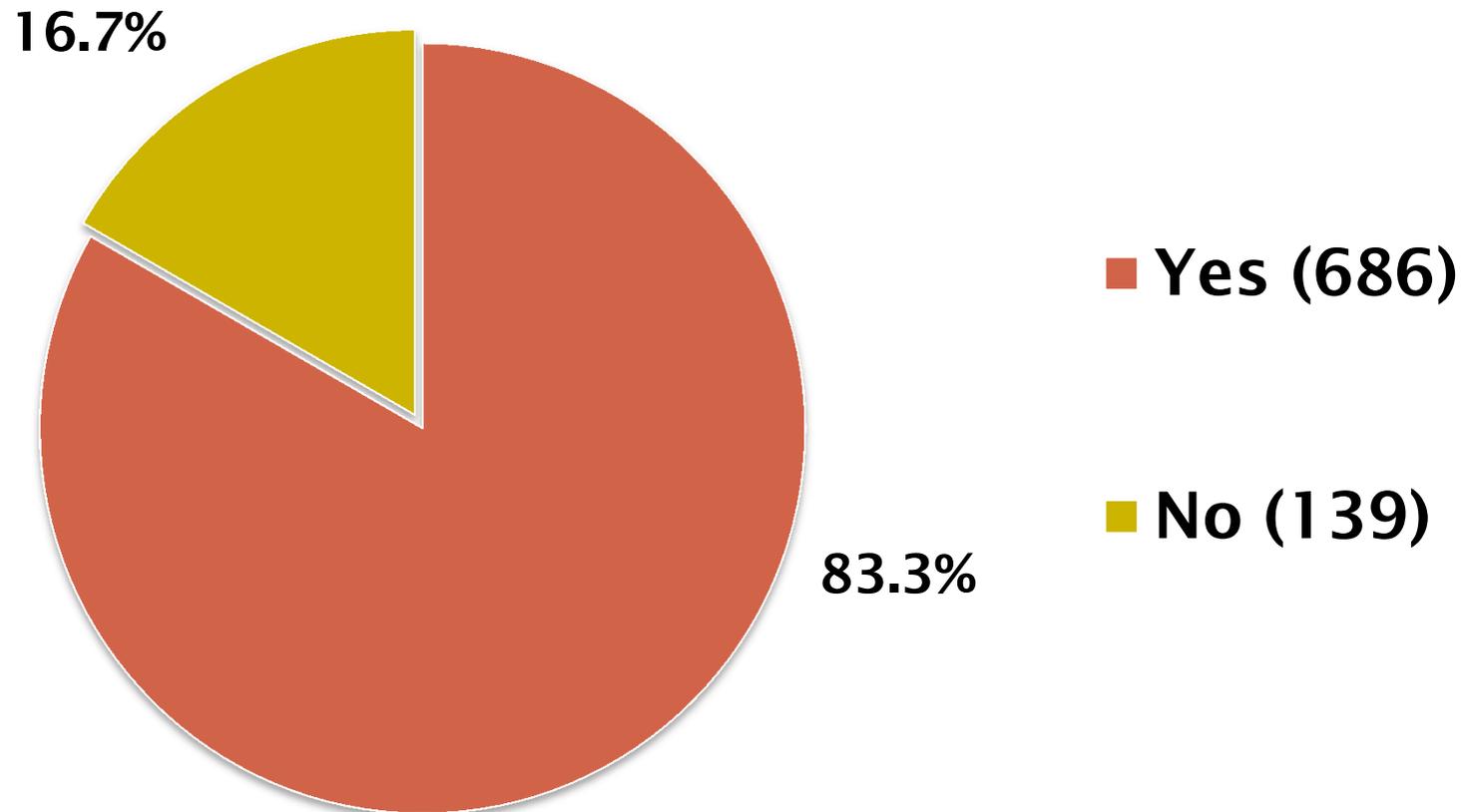
Do You Think Your Community is Safe? (n=820)

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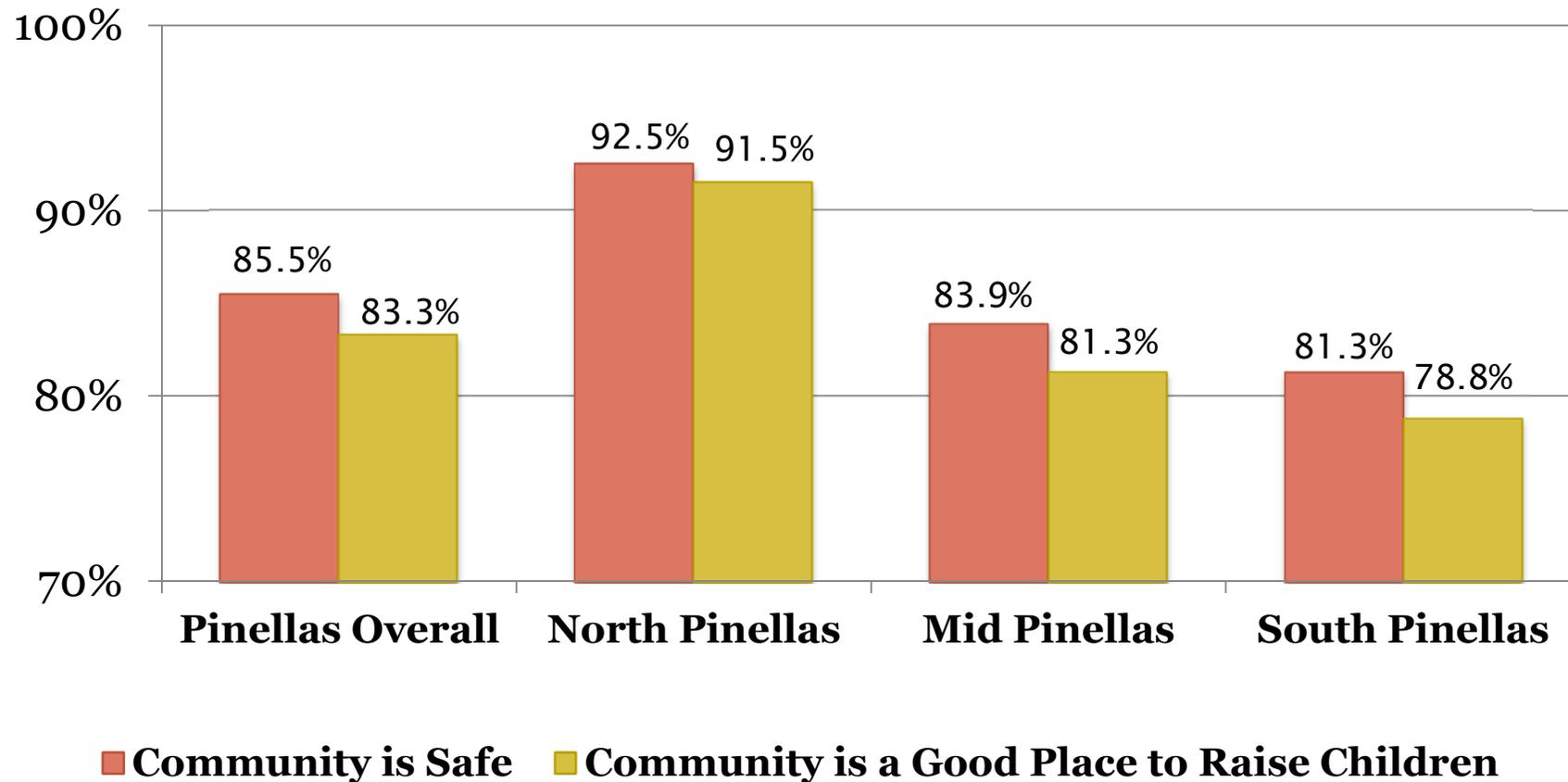
Do You Think Your Community is a Good Place to Raise Children? (n=825)

28



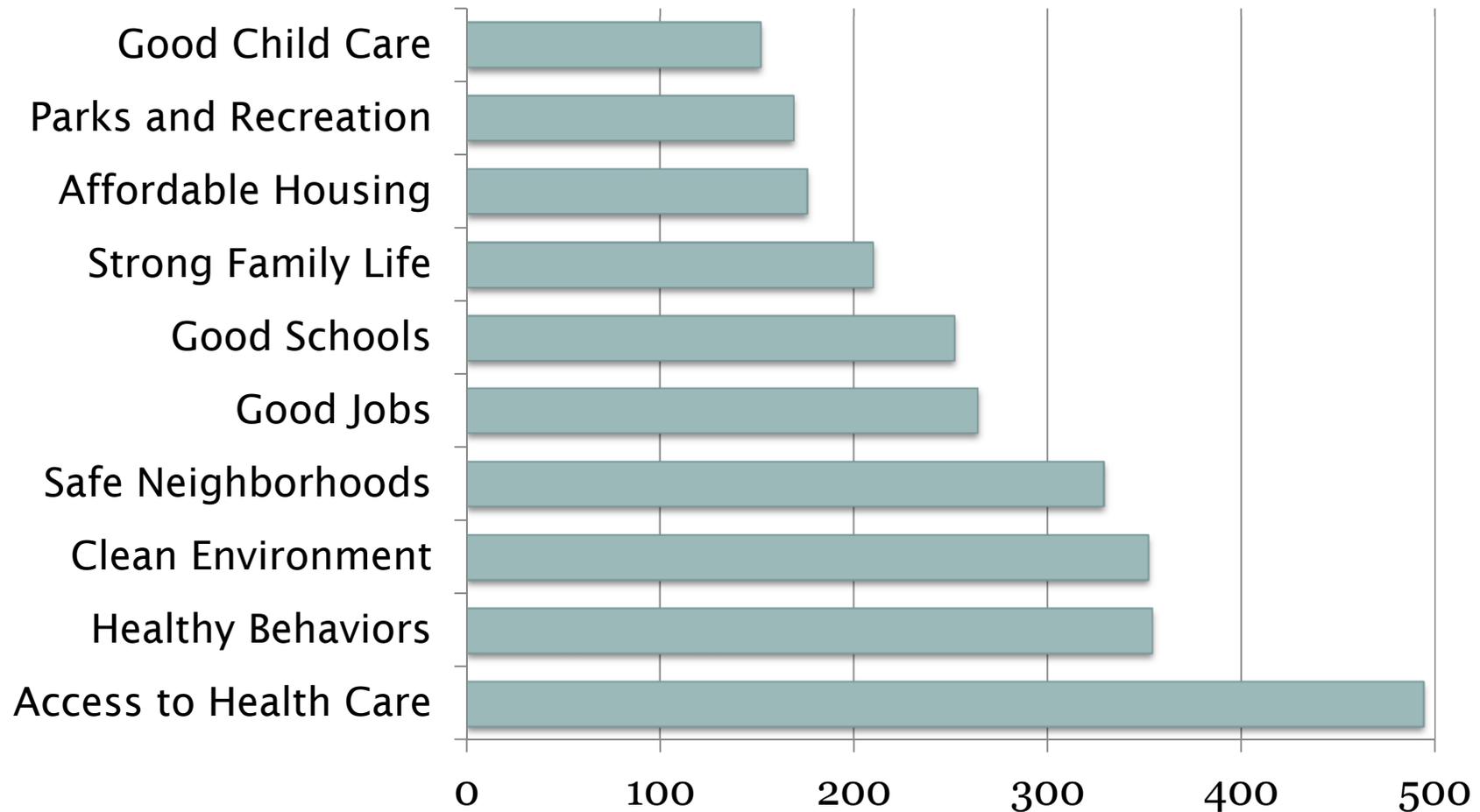
Respondents Who Answered “Yes” Their Community is Safe and a Good Place to Raise Children by Area of Residence

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Most Important Factors For a Healthy Community (n=832)

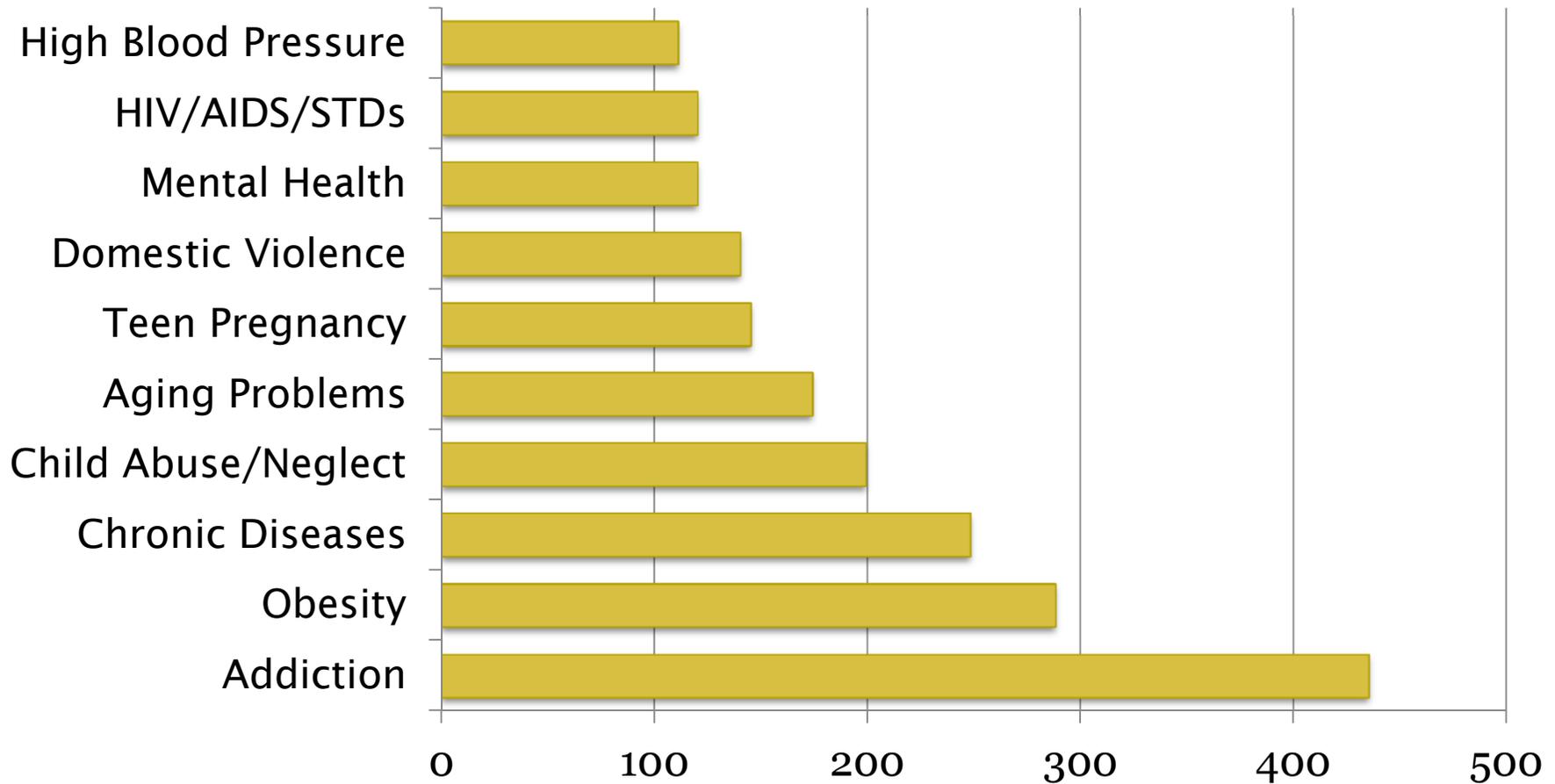
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Respondents could choose up to 3 factors; pictured are top 10 factors selected by respondents

Health Problems of Concern in Your Community (n=803)

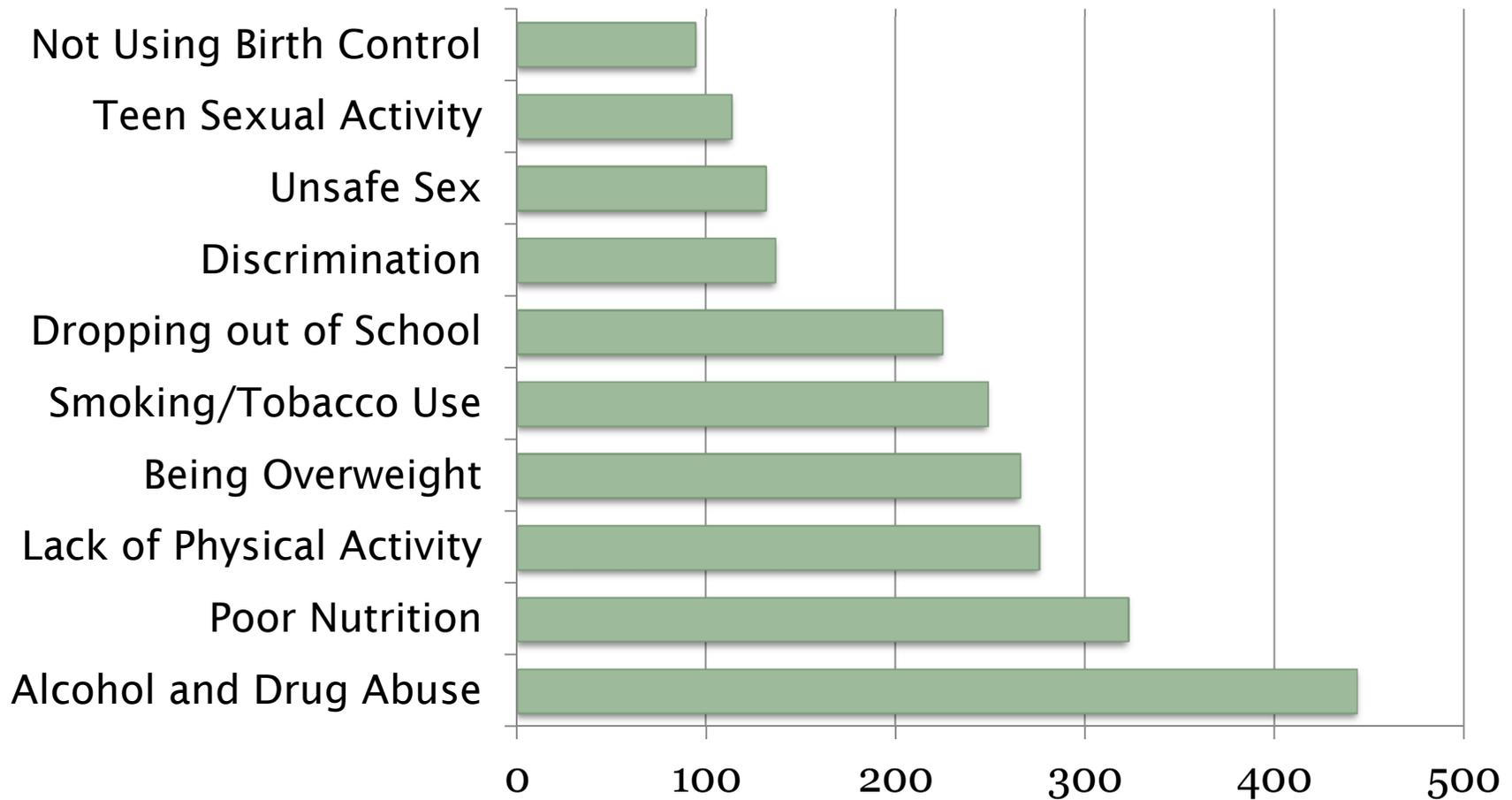
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Respondents could choose up to 3 problems; pictured are top 10 problems selected by respondents

Behaviors of Concern in Your Community (n=805)

32



Respondents could choose up to 3 behaviors; pictured are top 10 behaviors selected by respondents