

Pinellas County Community Health Improvement Plan

Health Promotion and Disease Prevention

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

Goal HPDP1: Increase the percentage of adults and children who are at a healthy weight

Strategy HPDP1.1 Engage the community and its neighborhoods in a “wants” assessment to determine effective and culturally appropriate methodologies and ensure on-going collaboration

- Include objectives that address disparities and ensure cultural competence
- Possibly develop a community advisory board or engage community members in CHAT

Strategy HPDP1.2 Increase the use of appropriate healthful foods through community education

(include anything about physical activity, school-going youth, or workplace wellness?)

Goal HPDP2: Reduce chronic disease morbidity and mortality *(be sure to be thinking about possible objectives and how these may be ultimately measured)*

Strategy HPDP2.1 Engage the community and its neighborhoods in a “wants” assessment to determine effective and culturally appropriate methodologies and ensure on-going collaboration

Strategy HPDP2.2 Promote chronic disease self-management education

Strategy HPDP2.3 Promote early detection and screening for chronic diseases such as asthma, cancer, heart disease, and diabetes

Strategy HPDP2.4 Promote the use of evidence-based clinical guidelines to manage chronic diseases

Strategy HPDP2.5 Coordinate collaboration for on-going data review and updated availability of provider resources

Strategy HPDP 2.6 Promote activities to reduce tobacco use in adults and youth *(which focus area - quitting? stopping new starters? second hand smoke?)*

Goal HPDP3: Prevent the spread of infectious disease

Strategy HPDP3.1 Engage the community and its neighborhoods in a “wants” assessment to determine effective and culturally appropriate methodologies and ensure on-going collaboration

Strategy HPDP3.2 Provide targeted education on the benefit of receiving immunizations to increase the percentage of children who are fully immunized

- Objectives related to 2 y.o. and Kindergarten immunizations rates
- Reach parents and those who believe vaccines cause autism, etc.)

Strategy HPDP3.3 Implement education and re-education on the benefit of under-utilized vaccines, such as those for HPV

- Objective related to cervical cancer

Strategy HPDP3.4 Prevent exposure to and infection from sexually transmitted diseases through education and appropriate marketing

- Marketing/education campaign for STD awareness
- possibly include HIV within this strategy
- Include a behavior change component?

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