

PINELLAS COUNTY

COMMUNITY HEALTH IMPROVEMENT PLAN 2013-2017

HEALTH PROMOTION & DISEASE PREVENTION REPORT CARD

Goal	Objective (2013-2017)	Data Source	Baseline (Year)	Current Rate	Progress On Schedule ✓ Exceeding + Below Target -
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% to 59%.	BRFSS	65.6% (2010)	61.1% (2013)	✓
	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% to 71.6%.	DOH School Health Report	65.1% (2010-11)	56.2 (2013-14)	-
	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%.**	Florida Healthiest Weight Profile	67.3% (2012)**	69.5% (2015)**	+
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 54.1% (2010) to 59.5%.* (73.5% to 80.9%)	BRFSS	54.1% (2010)*	57.1% (2013)	✓
	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% to 67.7%.	BRFSS	61.5 (2010)	53.4% (2013)	-
	2.2.1: By Dec 31, 2017, decrease deaths due to heart disease in Pinellas from 155.3 per 100,000 to 139.9 per 100,000.	Florida CHARTS	155.3 per 100,000 (2010-12)	151.9 per 100,000 (2013-15)	-
	2.3.1: By Dec 31, 2017, increase the number of committed never smokers among Pinellas youth, ages 11 - 17 from 64.1% to 70.5%.	Florida Youth Tobacco Survey	64.1% (2012)	69% (2014)	✓
	2.3.2: By Dec. 31, 2016, decrease the percentage of Pinellas adults who are current smokers from 19.3% to 17.0%.	BRFSS	19.3 (2010)	19.4% (2013)	-
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% to 90%.	Florida CHARTS	75.3% (2012)	84.8% (2015)	✓
	3.1.2: By Dec 31, 2017, increase the percentage of Pinellas Kindergarten children who are fully immunized from 89.8% to 94%.		89.8% (2010-12)	92.1% (2014-16)	

*Indicates a rate affected by updated population data

**Objective updated 2016

Updated October 2016

PINELLAS COUNTY

COMMUNITY HEALTH IMPROVEMENT PLAN 2013-2017

..... HEALTH PROMOTION & DISEASE PREVENTION ACTION PLAN

Objective (2013-2017)	Key Activities (2016-2017)	Coordinating Agency	Partner Agencies
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 Humana Vitality in Pinellas County Schools. 4. Explore data sharing between DOH-Pinellas and hospital systems regarding obesity rates. 	<ol style="list-style-type: none"> 1. UF/IFAS Extension Pinellas County 2. DOH-Pinellas 3. PCS (Peggy Johns) 4. DOH-Pinellas 	<ol style="list-style-type: none"> 1. DOH-Pinellas 2. Pinellas County Parks & Conservation Resources, Municipal Governments 3. YMCA, Physicians, Walgreens 4. BayCare (Dr. Cynthia Miller)
<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. 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. Pinellas County Schools 2. Pinellas County Schools 	<ol style="list-style-type: none"> 1. Alliance for a Healthier Generation, DOH-Pinellas 2. DOH-Pinellas
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. Examine disparities in colorectal cancer incidence, conduct research with priority populations, and implement multilevel interventions using the community-based prevention marketing framework.	1. USF-Florida Prevention Research Center	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
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.	1. DOH-Pinellas	1. TBCCN Partners St Pete Free Clinic Komen BayCare SW Florida Cancer Control Collaborative
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.	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 1. American Heart Association 2. YMCA of St. Pete, YMCA of the Suncoast 	<ol style="list-style-type: none"> 1. Healthy St. Pete, AHA board, BayCare, DOH-Pinellas, Pinellas County Schools 2. Local physicians and hospital systems.
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%.	<ol style="list-style-type: none"> 1. Create and maintain local SWAT chapters. 2. Survey tobacco retail outlets about point of sale advertising. 	DOH-Pinellas –Tobacco Free Program/SWAT Coordinator	Pinellas County Schools, Tobacco Free Coalition
2.3.2: By Dec. 31, 2016, decrease the percentage of Pinellas adults who are current smokers from 19.3% (2010) to 17.0%.	<ol style="list-style-type: none"> 1. Distribute "Quitkits" to clients who are smokers within Florida Department of Health in Pinellas clinics 2. Educate local policymakers, businesses, and community organizations about tobacco use. 3. Meet quarterly with Tobacco Free Campus Task Force at local universities/colleges. 	<ol style="list-style-type: none"> 1. DOH-Pinellas – Tobacco Free Program 2. DOH-Pinellas 3. DOH-Pinellas 	<ol style="list-style-type: none"> 1. Area Health Education Center (AHEC) 2. Worksites, Housing 3. St. Petersburg College
<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>	<ol style="list-style-type: none"> 1. Assess (or Strengthen) Current Partnership for Collaboration and Define Roles and Responsibilities 2. Market use of State Immunization Information Systems (IIS) 3. Identify and conduct effective outreach and educational activities 4. Develop/adopt/adapt consistent messaging plan 	DOH-Pinellas	<ol style="list-style-type: none"> 1. DOH-Pinellas PITCH Pinellas County Schools American Cancer Society/Cancer Collaborative JWB Municipality Leaders (support) 2. DOH-Pinellas State Immunization – Field Staff State Immunizations – FLSHOTS (training staff) FLSHOTS vendor (marketing partner) PITCH (support) 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 4. DOH-Pinellas Community Rec Centers/Municipalities Pinellas County Schools JWB AHEC PITCH Moffitt Cancer Center Additional support: Local sports teams, Local media partners