



Community Engagement Initiative

Addressing Community Health through a
Community-Based Coalition

Presented by: Alizza Punzalan-Randle, Community Engagement Manager

April 18, 2014

All Children's Today



- Treatment
 - Babies
 - Brains
 - Heart
 - Cancer
 - Surgery
- Research
- Education
- Advocacy
- Community Health

Vital Statistics



Licensed beds	259
Percentage ICU Beds	57%
Inpatient admissions	8,830
Total surgeries	10,082
Emergency Center visits	42,080
Transfers from Community Hospitals	> 3,000
Hospital Outpatient Visits	280,054
Physician Visits	>200,000
# of counties in catchment area	17

2012

Addressing Community Health



Sept 2012 - **Community Health Needs Assessment (CHNA)**
Mar 2013

June 2013 **Strategic Community Benefit Plan**

Three health priorities identified

1. Birth Outcomes
2. Chronic Disease: Childhood Obesity
3. Mental Health and Substance Abuse

Other notable environmental factors

- Transportation
- Access to providers and services
- Crime and safety

Community Benefit Plan



Vision

Healthy children and nurturing families thriving in vibrant neighborhoods within our healthy community

Mission

All Children's Community Benefit Initiative educates, advocates and collaborates with the community to ensure all children grow up to be healthy

Core Values

Collaboration

Commitment

Compassion/caring

Impact

Innovation

Integrity

Respect

Community Health Coalition



First Meeting	March 14, pTEC St. Petersburg
Geographic Area	South St. Petersburg 33701, 33705, 33711, 33712 & 33713
Health Areas	1) Childhood Obesity 2) Birth Outcomes 3) Mental Health and Substance Abuse
Sub-Population	Children ages 5-18
Approach	Structural change framework Creating new or changing existing policies, laws and practices

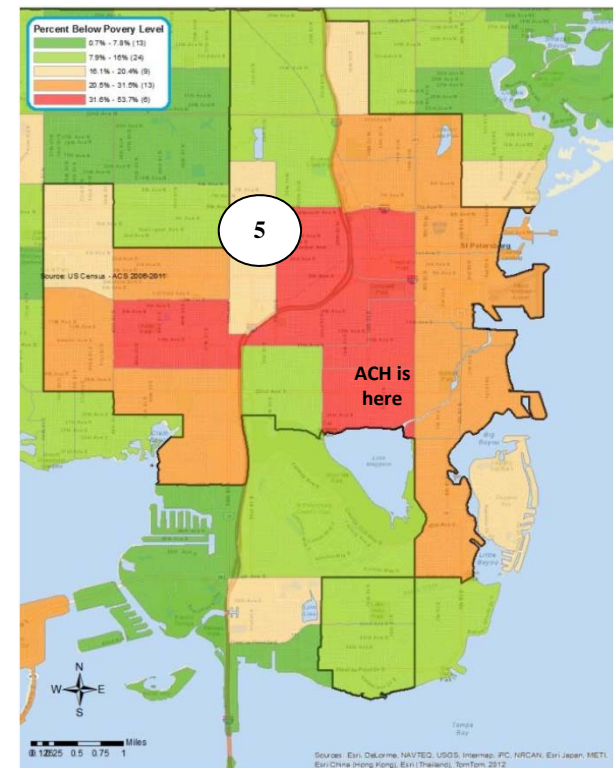
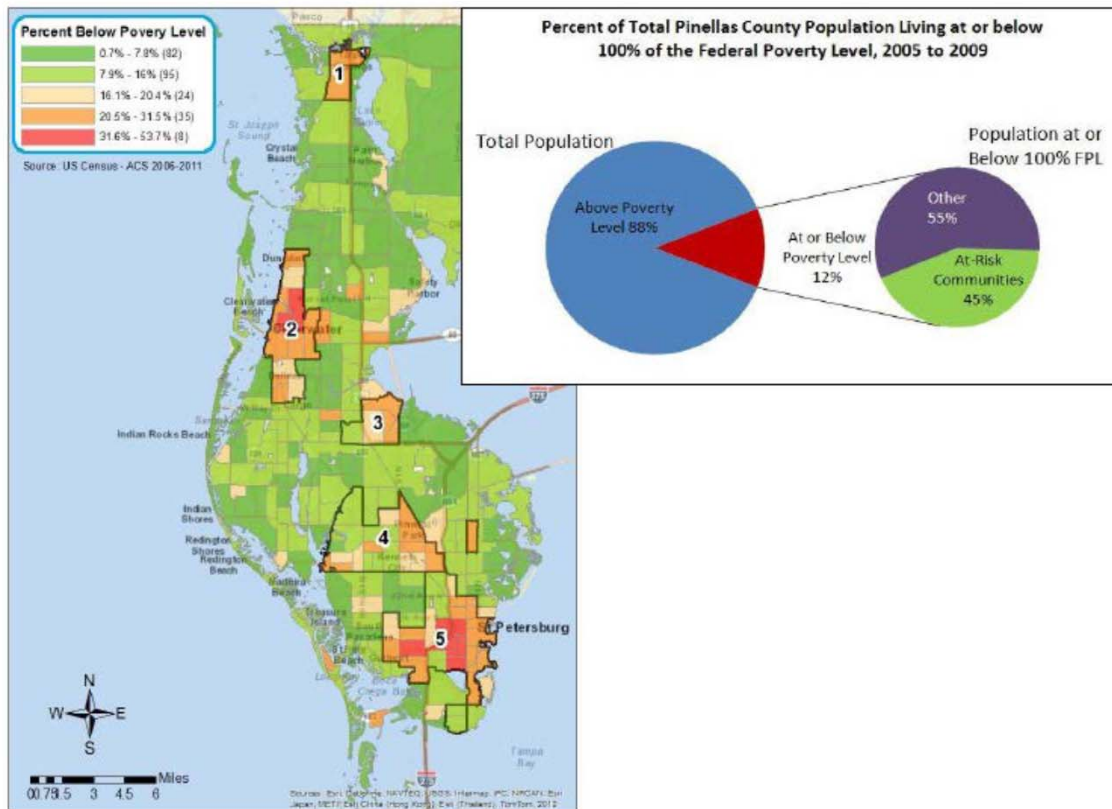
Coalition Membership



In attendance: 2020 Plan • All Children's Hospital • Bon Secours St. Pete Health System • Boys and Girls Club of the Suncoast • City of St. Petersburg • Concerned Organizations for Quality Education for Black Students (COQEBS) • Council of Neighborhood Associations (CONA) • Department of Health • Edible Peace Patch Project • Johnnie Ruth Clarke • Pinellas County Commission • Pinellas County Schools • Pinellas Opportunity Council • Sanderlin Center • St. Petersburg City Council • Tampa Bay Rays • YMCA of Greater St. Petersburg • YWCA Tampa Bay

Will attend: Coordinated Child Care • Churches for United Healthy Congregations • Florida Blue • Juvenile Welfare Board (JWB) • Pinellas County Urban League • St. Petersburg College • USFSP

33701, 33705, 33711, 33712 & 33713



Why Childhood Obesity?



Nationwide, obesity rates have tripled over the last 30 years, affecting **17%** of all children and adolescents.

In Florida, **25%** of children are considered overweight or obese.

Of the 26 schools in South St. Petersburg, a 2012 BMI report measuring more than 10,300 students reports **36%** as being overweight or obese.

Why Childhood Obesity?



ACH Collaborations via Fit4AllKids

- \$2 million PEP Grant with Pinellas County Schools
- \$100,000 Zamzee Meter Grant with YMCA
- \$100,000 Blue Foundation Grant – Lakewood H.S.

Complementary Community Resources and Initiatives

- Health Department's 2013-2017 Community Health Improvement Plan
- County's 2013 Economic Impact of Poverty Report
- 2020 Plan to reduce poverty in South St. Pete by 30%

Connection to National Initiatives

- Healthy People 2020
- Letsmove.gov

Get Involved



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- | | |
|---------|--|
| April | 25 th – Childhood Obesity Meeting #2 <ul style="list-style-type: none">• Asset map/inventory of providers/services• Name the coalition• Identify Structural Change Objectives for Food Literacy, Food Access, Physical Activity• Ensure alignment with DOH initiatives |
| May | Monthly meetings on 4 th Fridays |
| June | Birth Outcomes – Federal Healthy Start Grant notification |
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