PINELLAS COUNTY

Community Health Action Team

September 12, 2012

SPONSORED BY:
PINELLAS COUNTY HEALTH DEPARTMENT

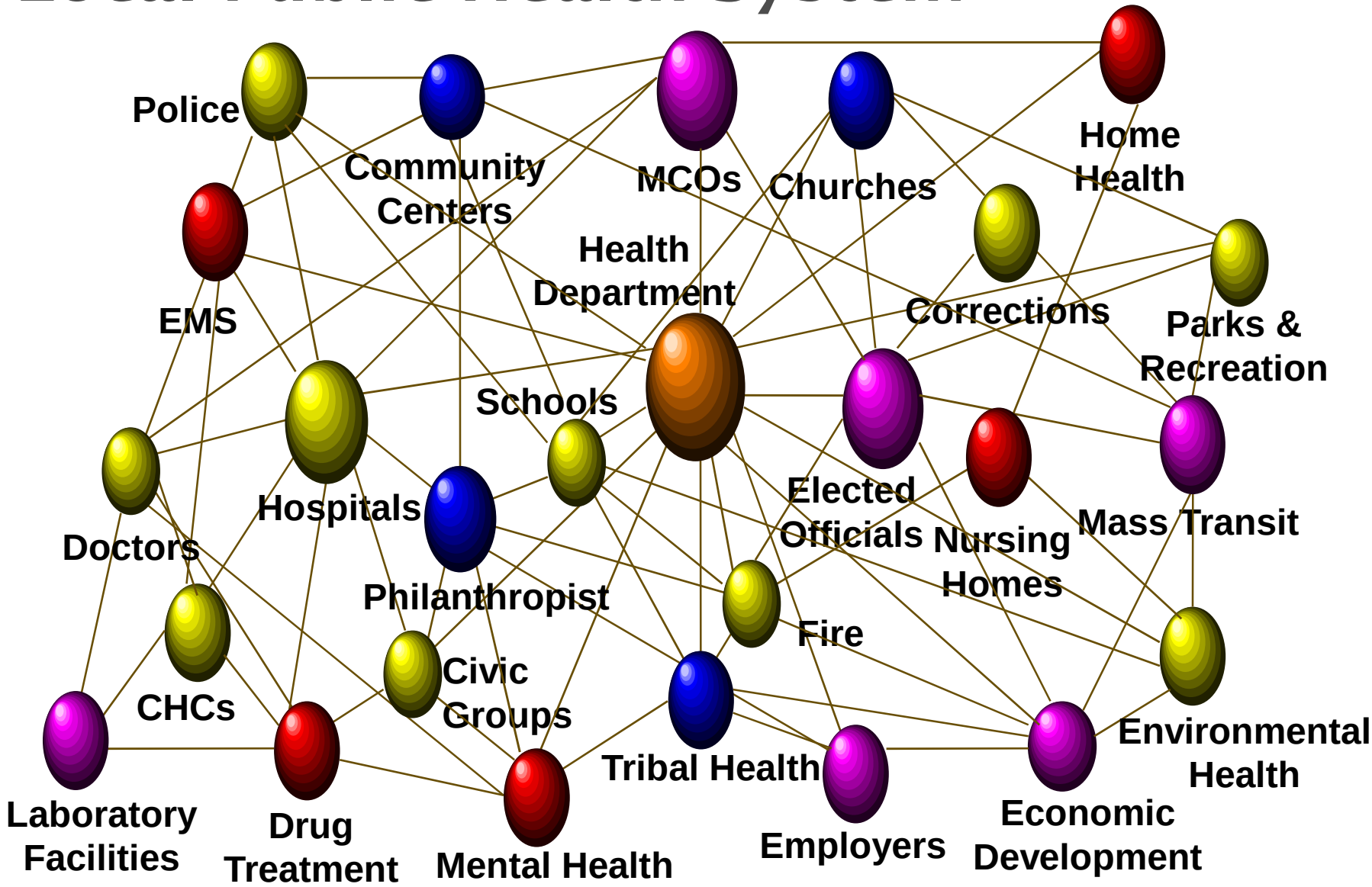
Introduction

- Who, what, where, when, why, and how
- Local Public Health System Overview
- State Health Improvement Plan
- CHA, CHIP, and MAPP overview
- Pinellas County Community Health Assessment overview

Introduction

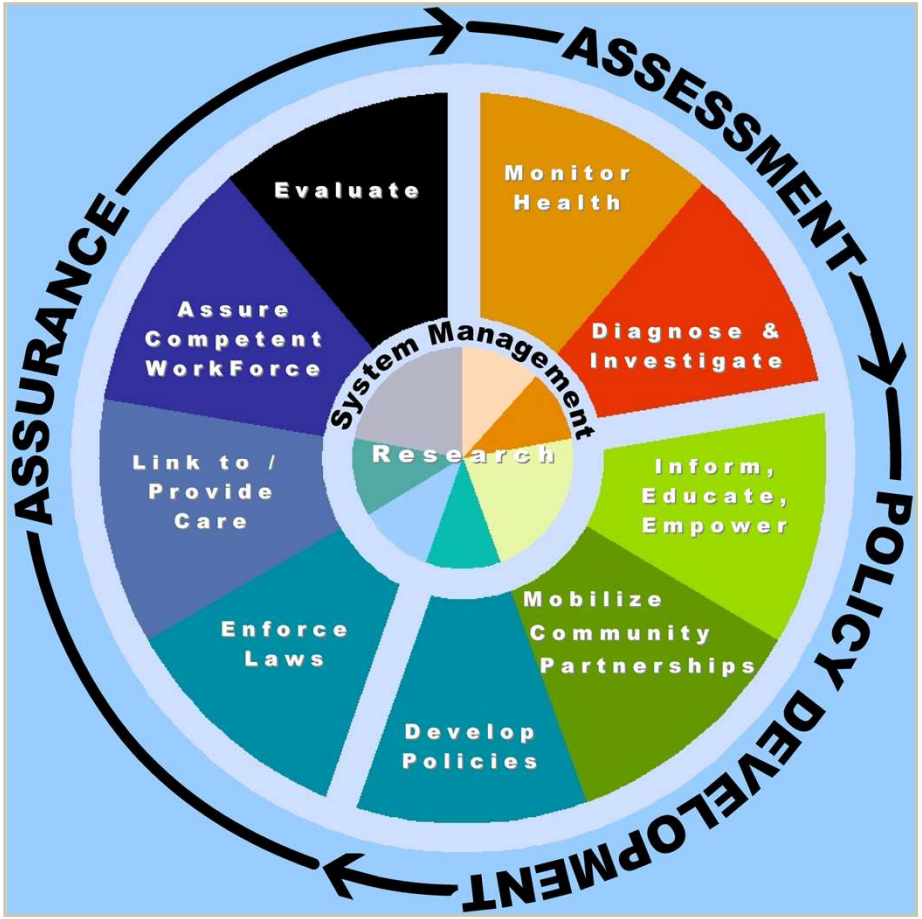
- **Who**: Community owned and led by CHAT
- **What**: Community Health Improvement Plan
- **Where**: Pinellas County
- **When**: 2013-2017 CHIP
- **Why**: core function of public health
- **How**: using the MAPP framework; based on CHA and other community assessments

Local Public Health System



Core Functions & Essential Services of Public Health

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



State Health Improvement Plan (SHIP)

- 2012-2015 SHIP
- Strategic Issue Areas:

1. Health Protection
2. Chronic Disease Prevention
3. Community Redevelopment and Partnerships
4. Access to Care
5. Health Finance and Infrastructure

Community Health Assessment (CHA)

- 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.

Community Health Improvement Plan (CHIP)

- Long-term, systematic effort to address health problems on the basis of the results of assessment activities and the community health improvement process.
- Used by community partners to set priorities, coordinate and target resources, and outline strategies and structures to promote health.

Community Health Improvement Planning

MAPP

- Mobilizing for Action through Planning and Partnerships (MAPP)
- Community driven strategic approach to community health improvement planning developed by the National Association of County and City Health Officials.

NACCHO
National Association of County & City Health Officials

MAPP ASSESSMENTS

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

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

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

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

- On May 8, 2012, Pinellas County Health Department sponsored a Community Health Assessment collaborative engagement using the Collaborative Labs at St. Petersburg College.
- Participants assessed the 10 Essential Public Health Services including themes, strengths, and forces of change that affect the local public health system.
- Nearly 70 community partners representing more than 30 organizations participated.

Stakeholders Represented

- 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

- Revisited a recent visioning exercise conducted by the Pinellas County Health and Human Services Coordinating Council.
- Ten teams assessed an assigned “essential” area and identified the top three themes and strengths from their evaluations.
- Information was shared and discussed with the full group for additional feedback.

Themes and Strengths Summary

ES	Theme	Strength
ES 1	• linking program performance measures to indicators • development of health registries	• electronic data access • national and local collaboration & partnerships
ES 2	• improve distribution of surveillance results to providers • require treatment compliance measures and compliance for behavioral health patients	• social media • additional county regulations facilitating investigation and oversight
ES 3	• creating health champions • accessibility	• sharing information • repository of information
ES 4	• overcoming barriers to accessibility • integrated health and social services	• local technology improvements • increased outreach initiatives

Themes and Strengths Summary

ES	Theme	Strength
ES 5	• challenges of coordinating a collective 24 municipalities to maximize the use of existing resources	• collaborative efforts of agencies and organization on grant opportunities and services • health system that is nationally recognized
ES 6	• health care debate • limiting the role of government in health and welfare of citizens	• leaders willing to support and create regulations to affect the health of the community • private and public collaboration
ES 7	• eliminating egos • planning, coordinating, and collaborations must engage the end user	• numerous health care and service providers

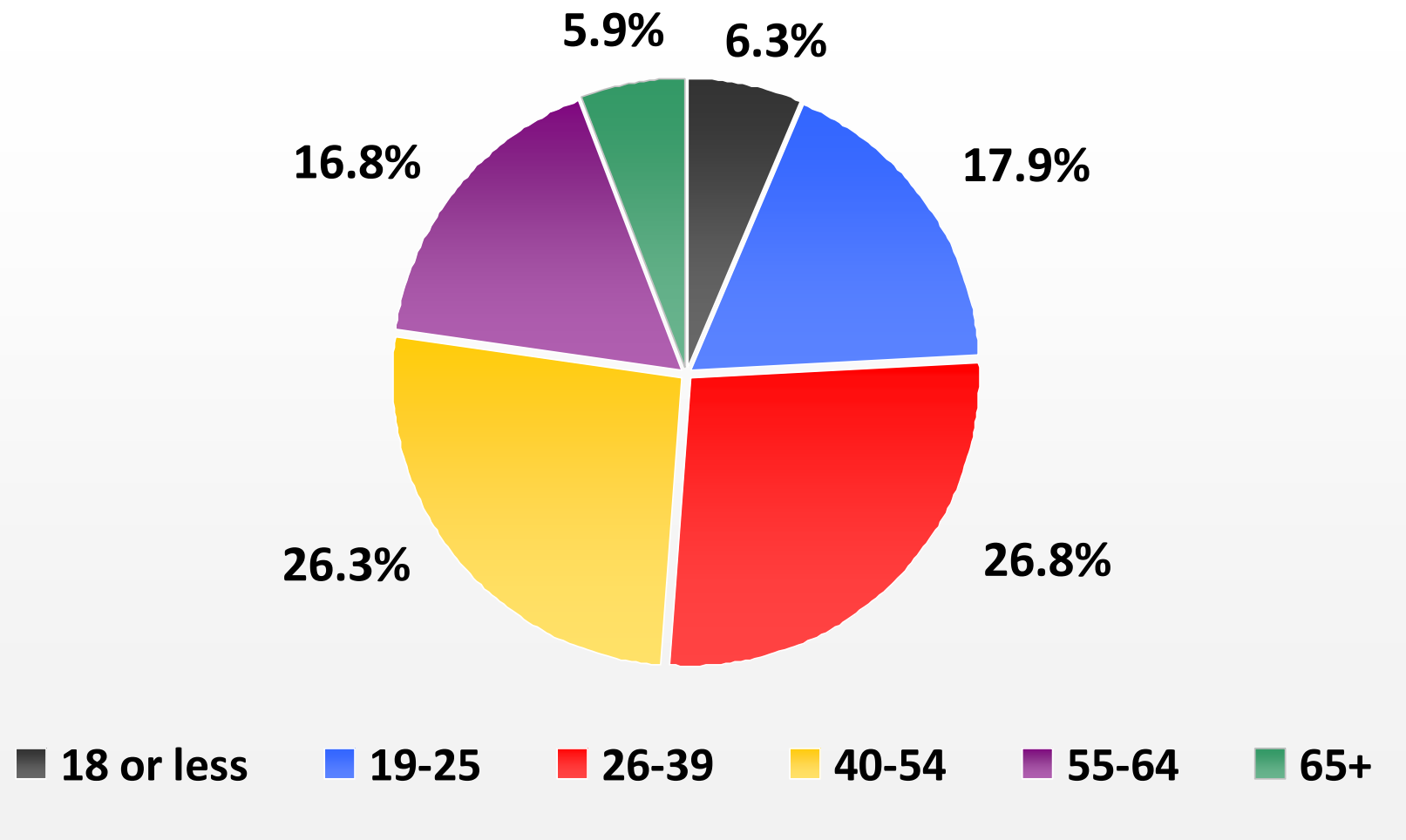
Themes and Strengths Summary

ES	Theme	Strength
ES 8	• culturally diverse and competent service providers • public vs. private compensation	• academic partnerships • level of collaborations
ES 9	• reviewing and revising standards of care • community and neighborhood standards that stress the health of all communities	• multiple data sources • resource rich community • health department • community centers • residency programs
ES 10	• community based organizations involvement in all phases of the research process • limited life of funding/grants funding- limited sustainability of research, programs, and services	• strong collaborative partnerships amongst academia, coalitions, task forces, councils • number of higher education institutions

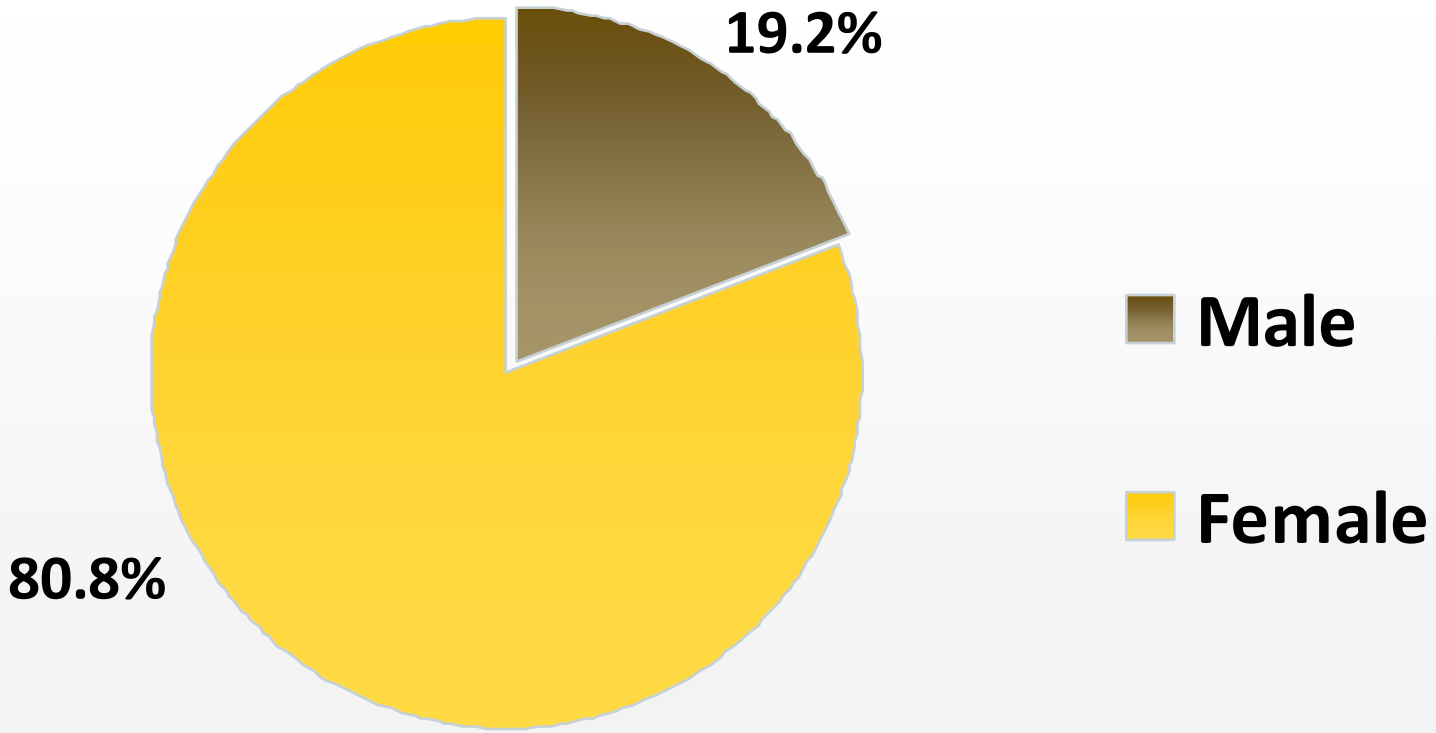
Community Survey

- 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.

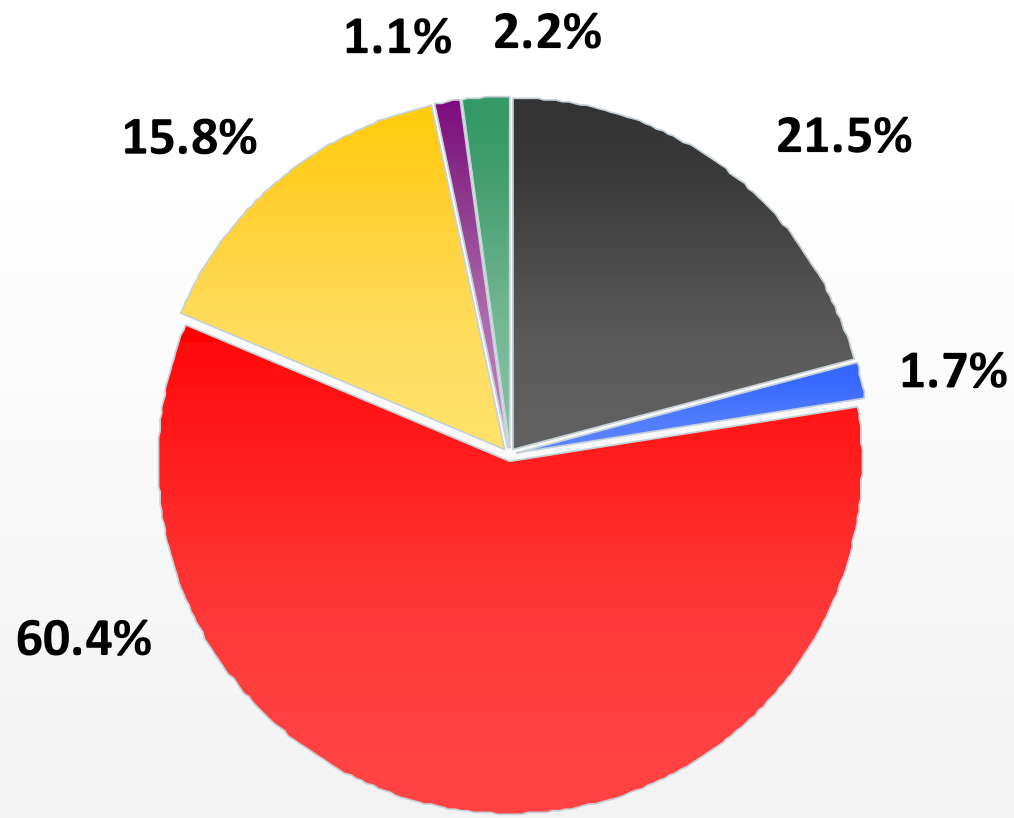
Respondents by Age (n=814)



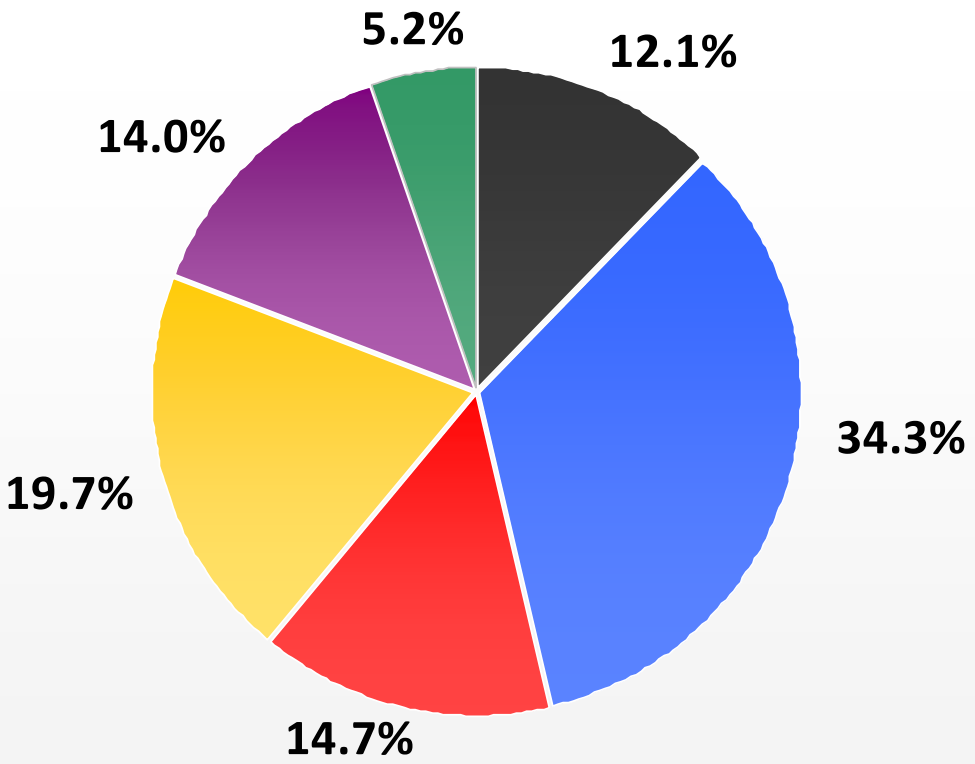
Respondents by Gender (n=795)



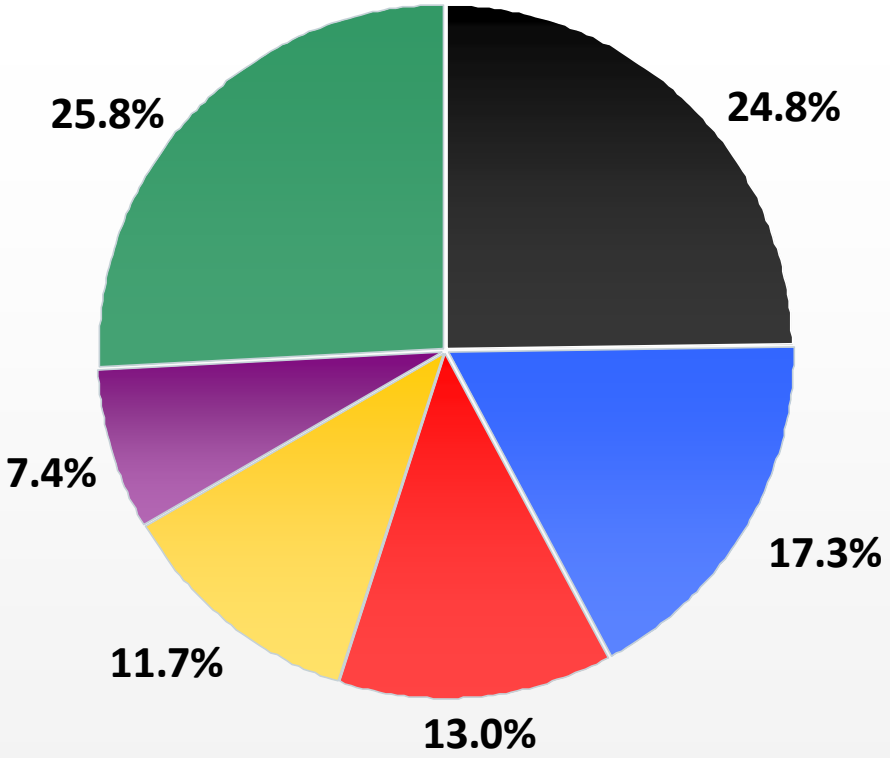
Respondents by Race/Ethnicity (n=814)



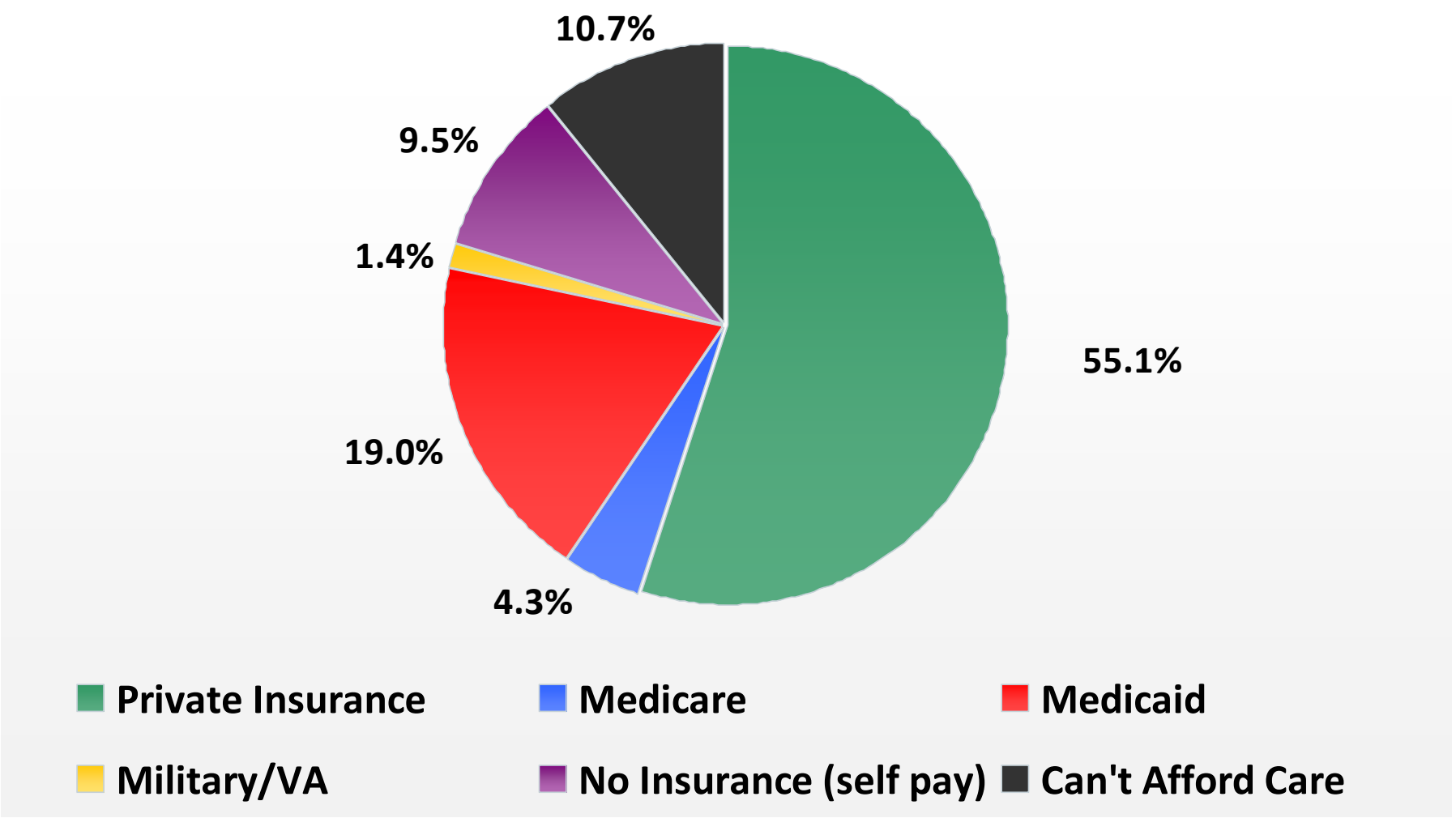
Respondents by Educational Attainment (n=808)



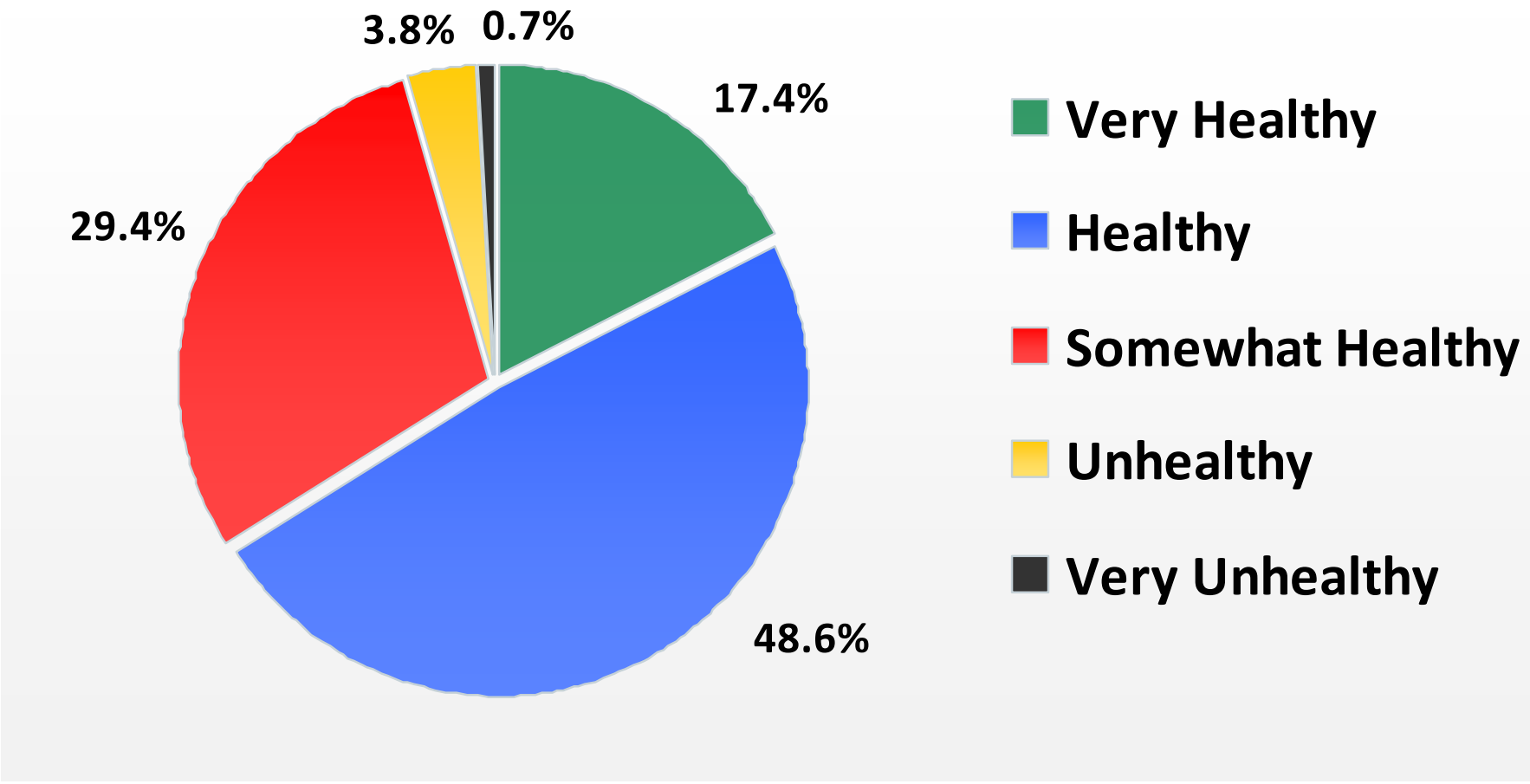
Respondents by Household Income
(n=775)



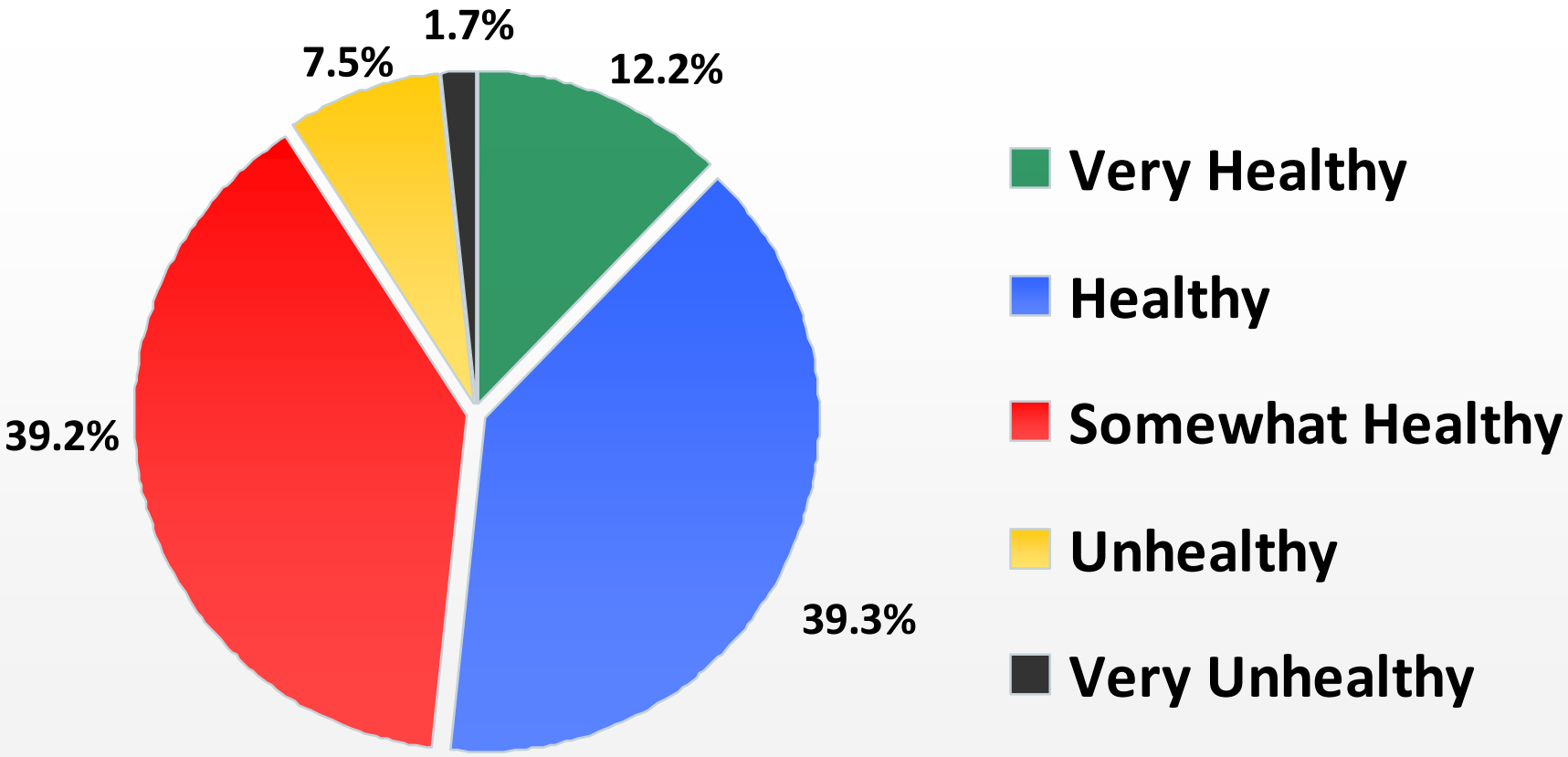
How is Your Health Care Paid For?
(n=798)



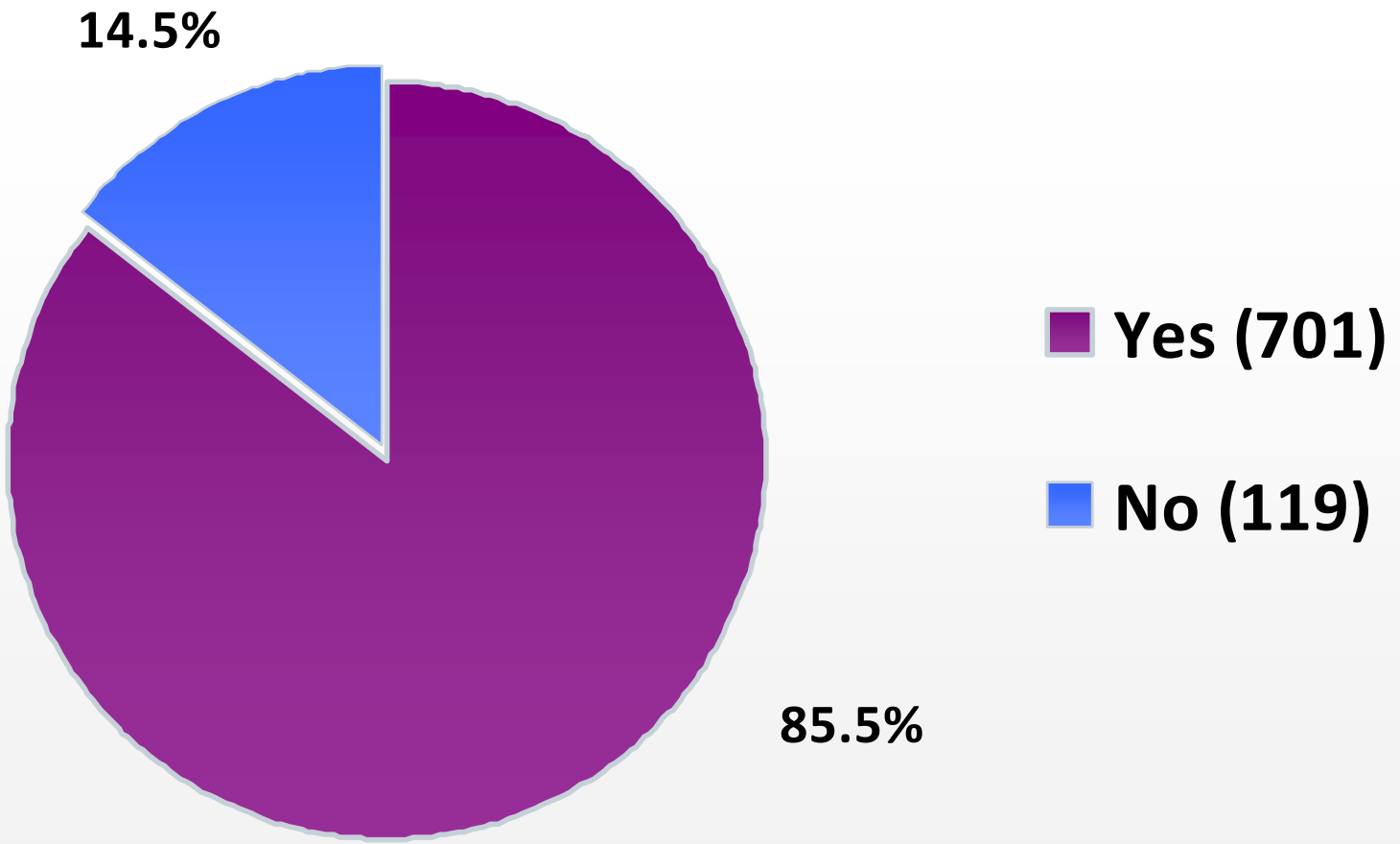
How Healthy are You? (n=813)



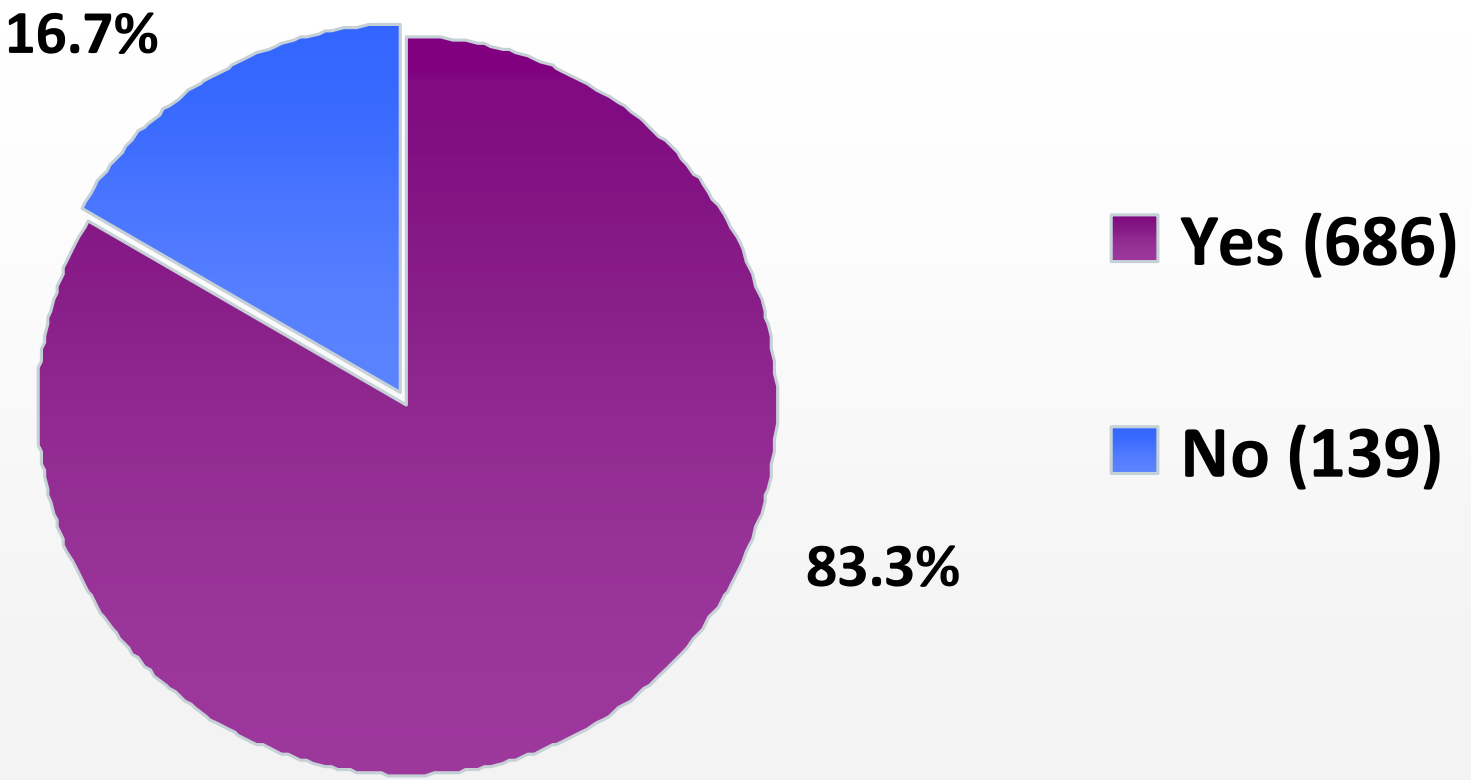
How Healthy is Your Community?
(n=827)



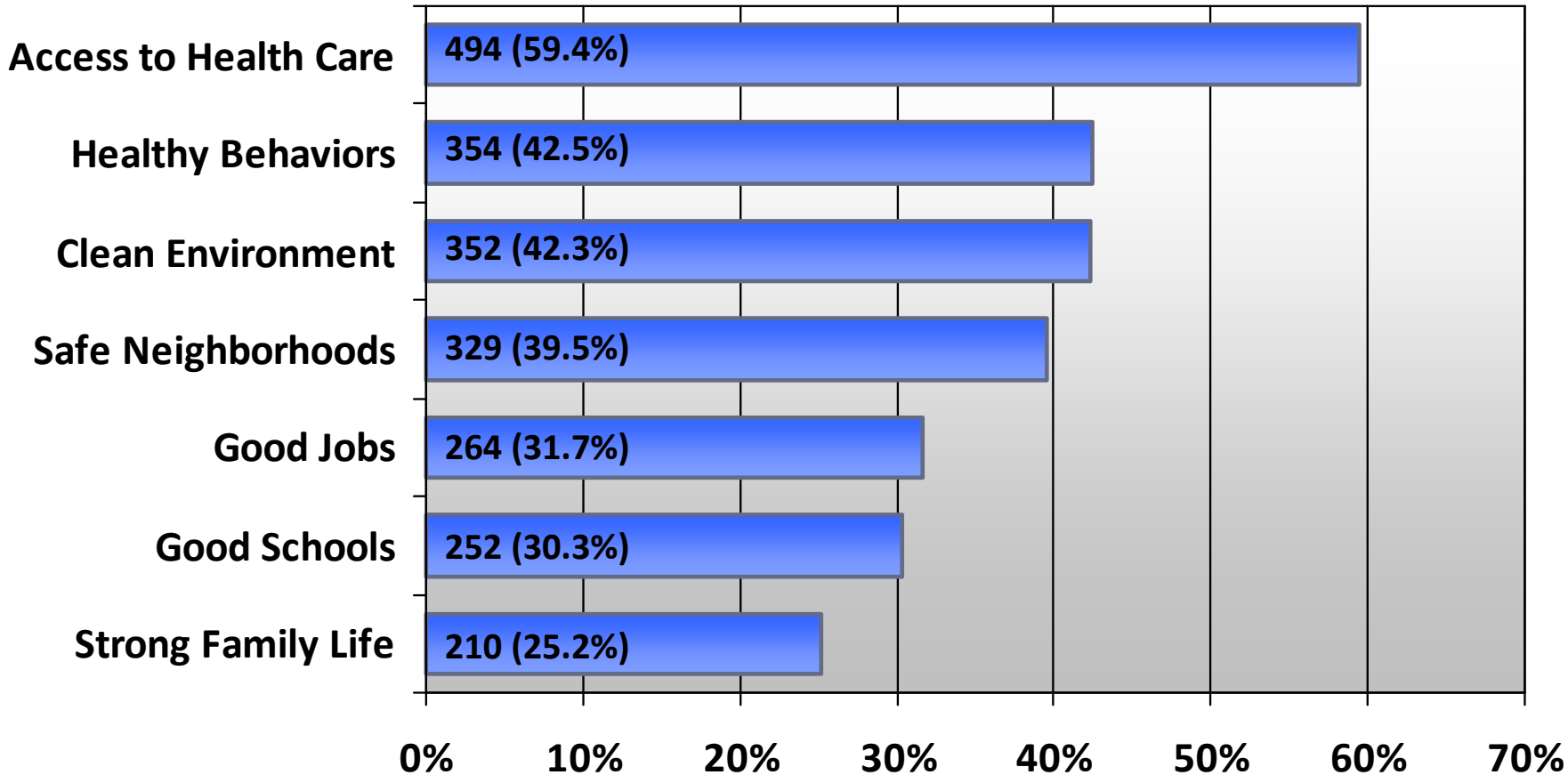
Do You Think Your Community is Safe? (n=820)



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

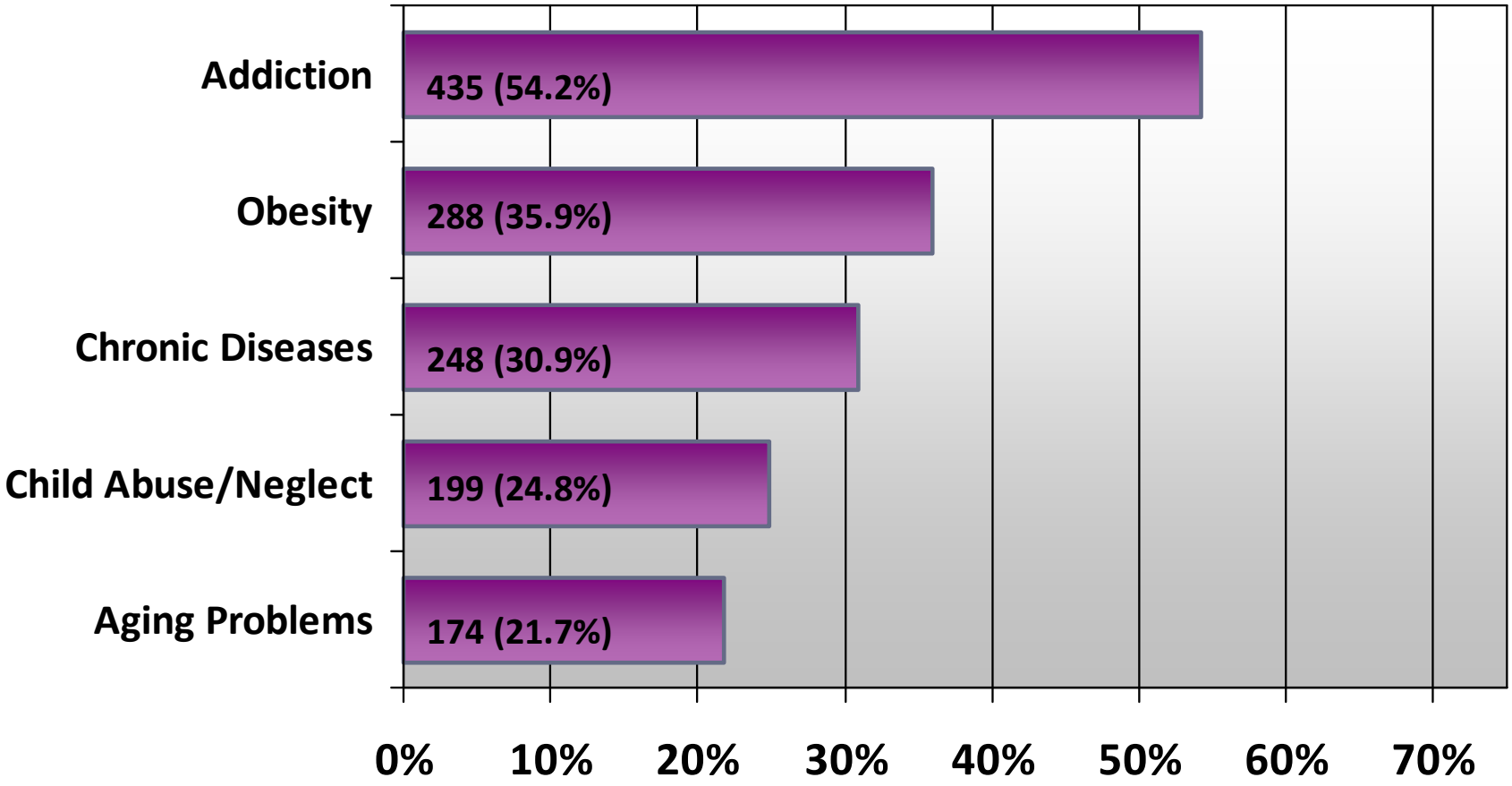


Most Important Factors For a Healthy Community (n=832)



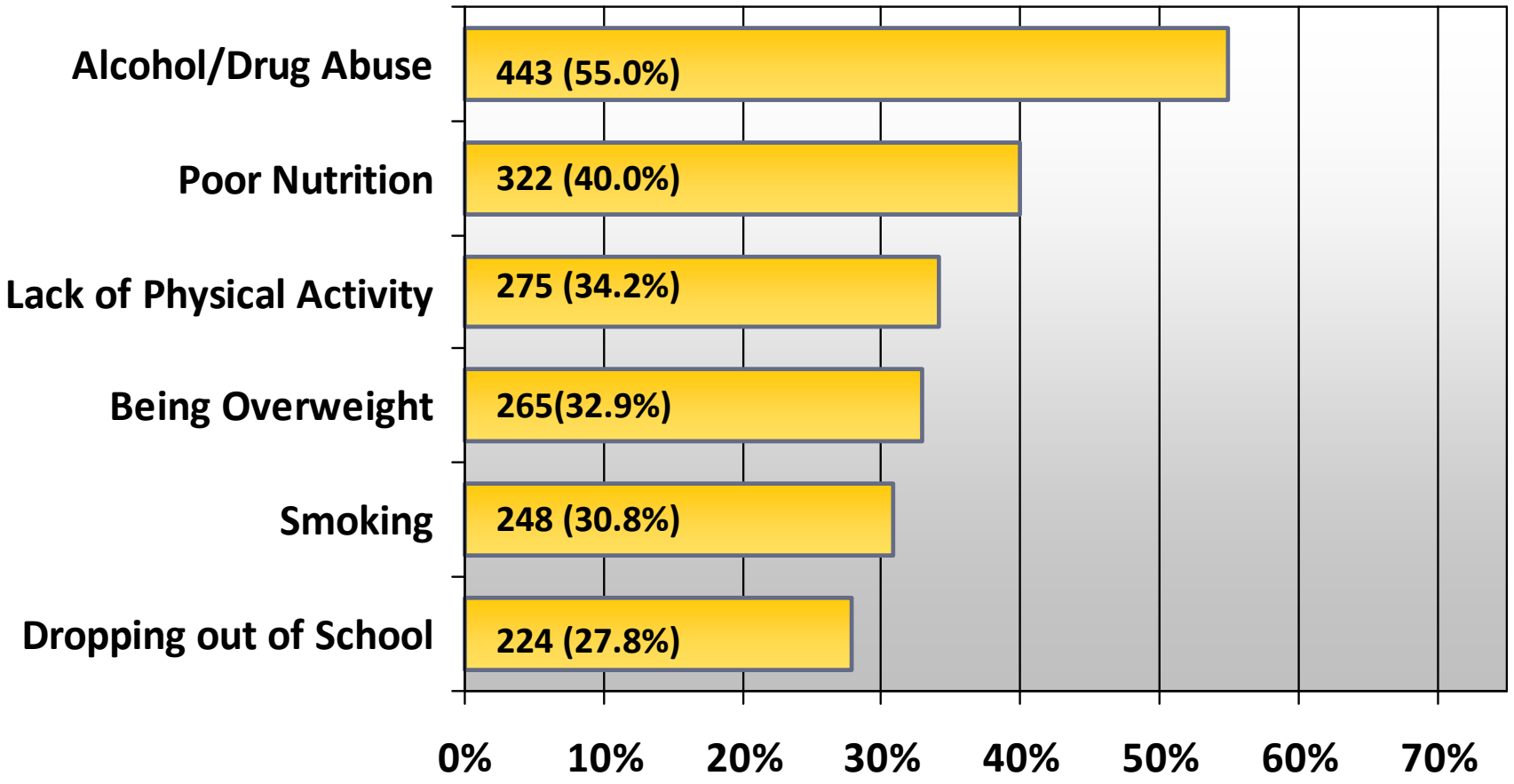
Respondents could choose up to 3 factors; pictured are factors selected by > 25% of respondents

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



Respondents could choose up to 3 problems; pictured are problems selected by >20% of respondents

Behaviors of Concern in Your Community (n=805)



Respondents could choose up to 3 behaviors; pictured are behaviors selected by > 25% of respondents

Local Public Health System Performance Assessment

The Local Public Health System Performance Assessment focuses on all of the organizations and entities that contribute to the public's health in our community.

Local Public Health System Performance Assessment

Answers the following questions:

- What are the components, activities, competencies, and capacities of our local public health system?
- How are the essential public health services being provided in our community?

Local Public Health System Performance Assessment

- Sponsored by the Pinellas County Health Department and conducted by the Suncoast Health Council via 2 half day collaborative sessions on July 28 and August 11, 2011.
- Self assessment based on the CDC National Public Health Performance Standards Program (NPHPSP)

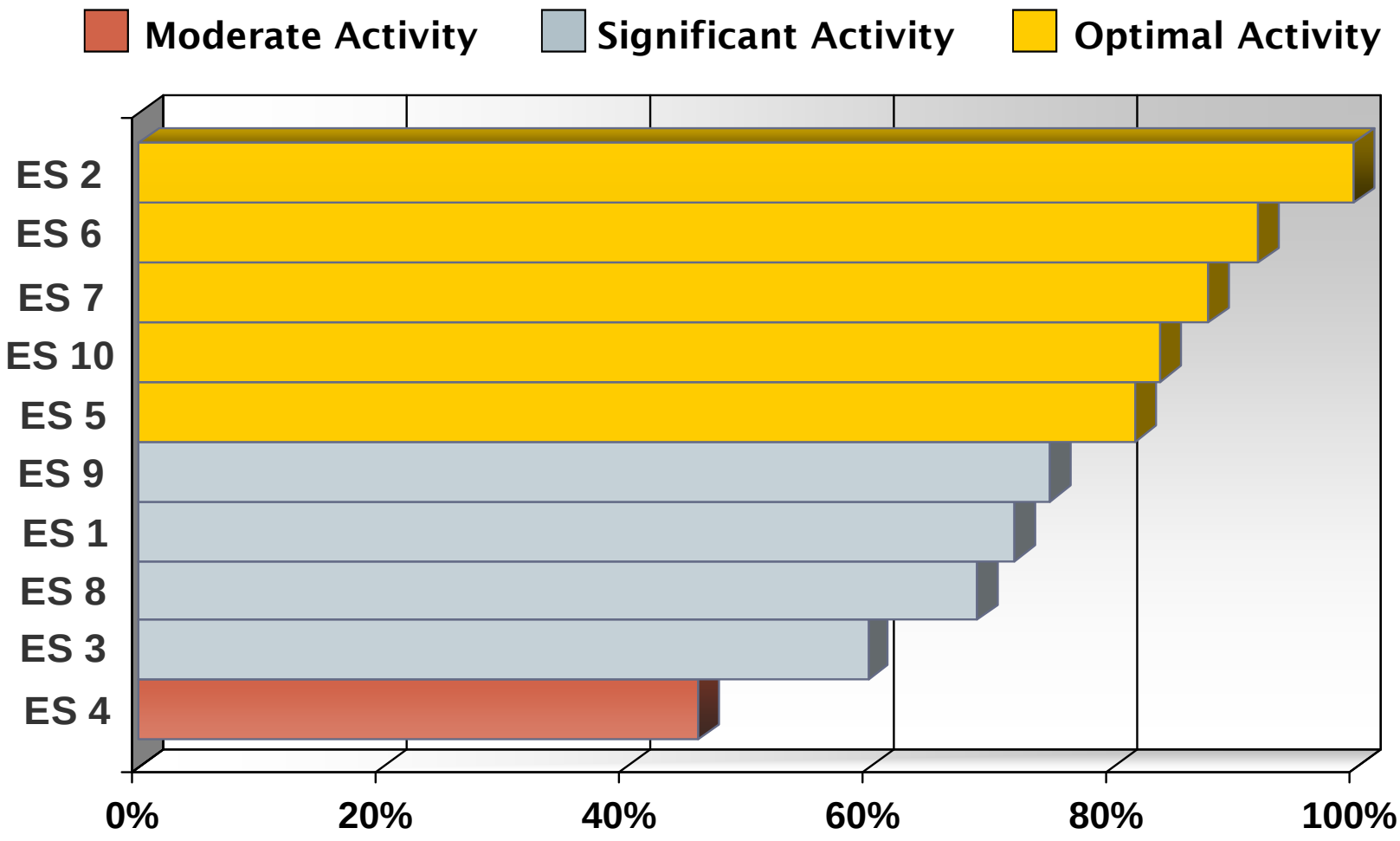
Stakeholders Represented

- Pinellas County Health Department
- Suncoast Health Council
- Pinellas County
- City of St. Petersburg
- Juvenile Welfare Board
- Intercultural Advocacy Center
- Healthy Start Coalition of Pinellas
- Tampa Bay Health Care Collaborative
- Disability Achievement Center
- Allegany Franciscan Ministries
- BayCare Health System
- Bayfront Family Health Center
- Bon Secours Health System
- Bayshore Health and Homemaker Services
- St. Petersburg Free Clinic
- PEMHS
- Operation PAR
- Suncoast Hospice
- Neighborhood Family Centers
- Pinellas Suncoast Transit Authority

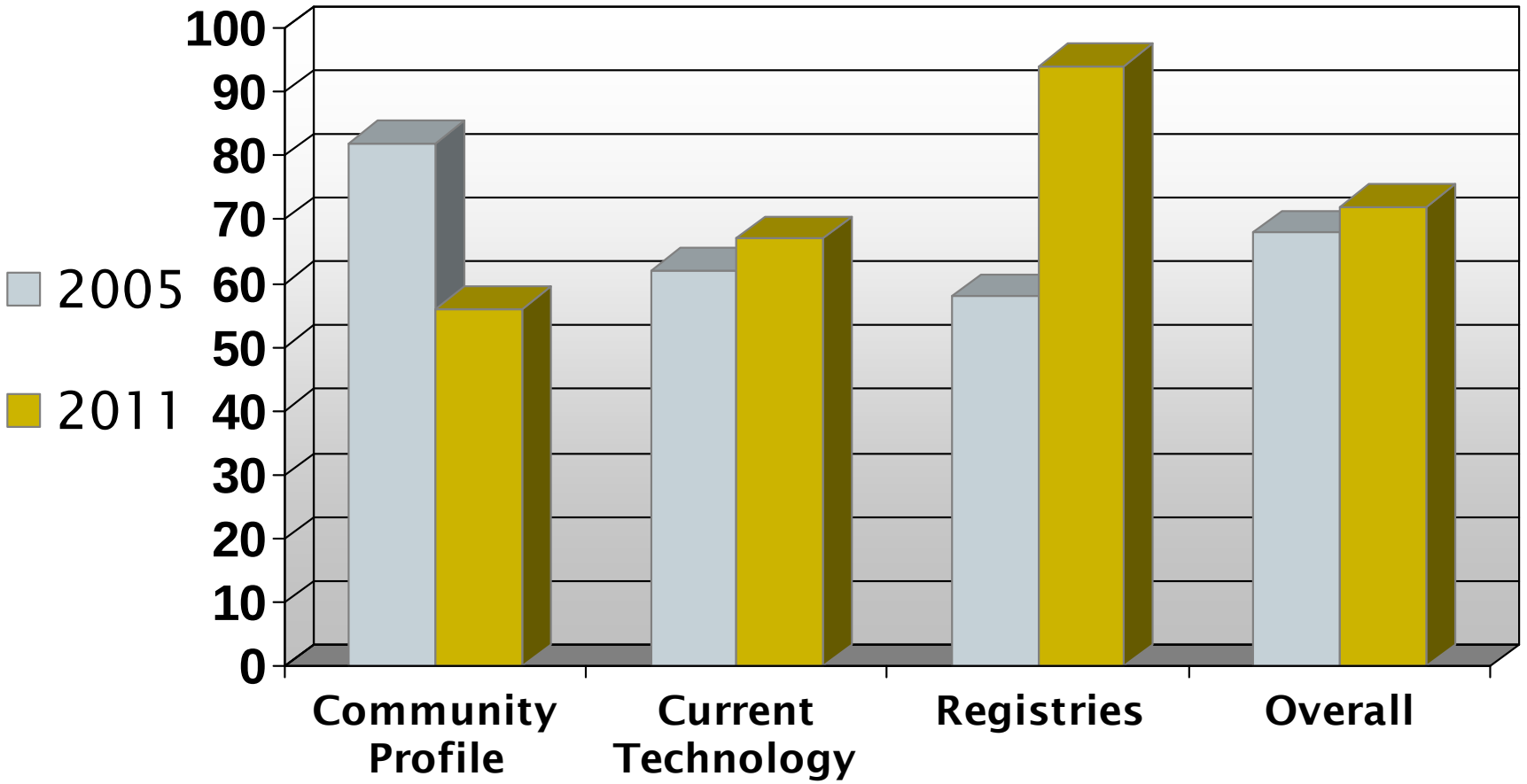
LPHSPA Overall Results

Essential Public Health Service (EPHS)		Score
1	Monitor health status to identify community health problems	72 ↑
2	Diagnose and investigate health problems/hazards	100 ↑
3	Inform/Educate/Empower people about health issues	60 ↓
4	Mobilize community partnerships to identify/solve health problems	46 ↓
5	Develop policies/plans that support individual & community health	82 ↑
6	Enforce laws and regulations that protect health & ensure safety	92 ↑
7	Link people to needed health services and assure the provision of health care when otherwise unavailable	88 ↑
8	Assure a competent public health workforce	69 ↑
9	Evaluate effectiveness/accessibility/quality of health services	75 ↑
10	Research for new insights/innovative solutions to health problems	84 ↑
	Overall Performance Score	**77**

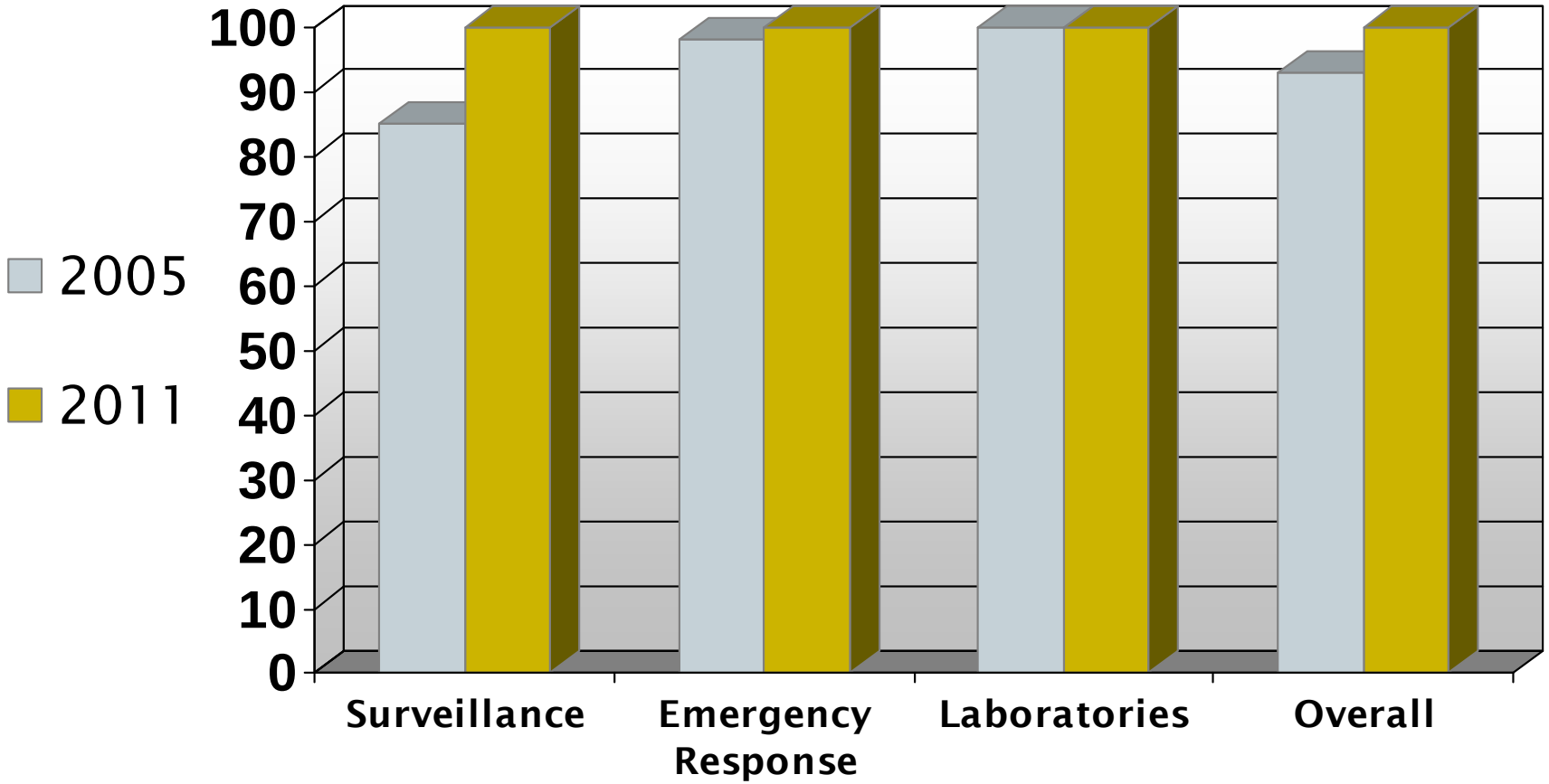
LPHSPA Overall Results



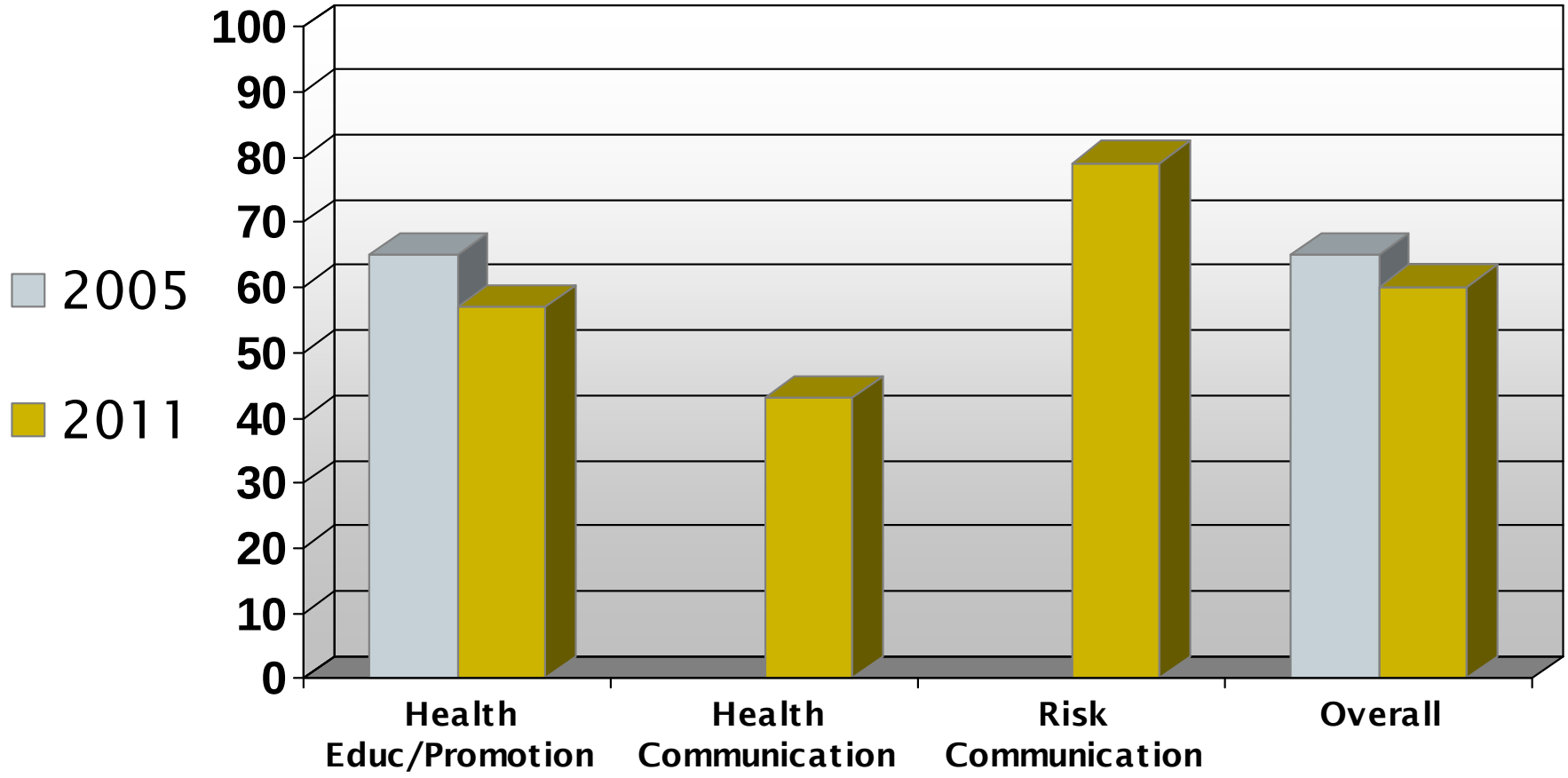
ES 1: Monitor health status to identify community health problems



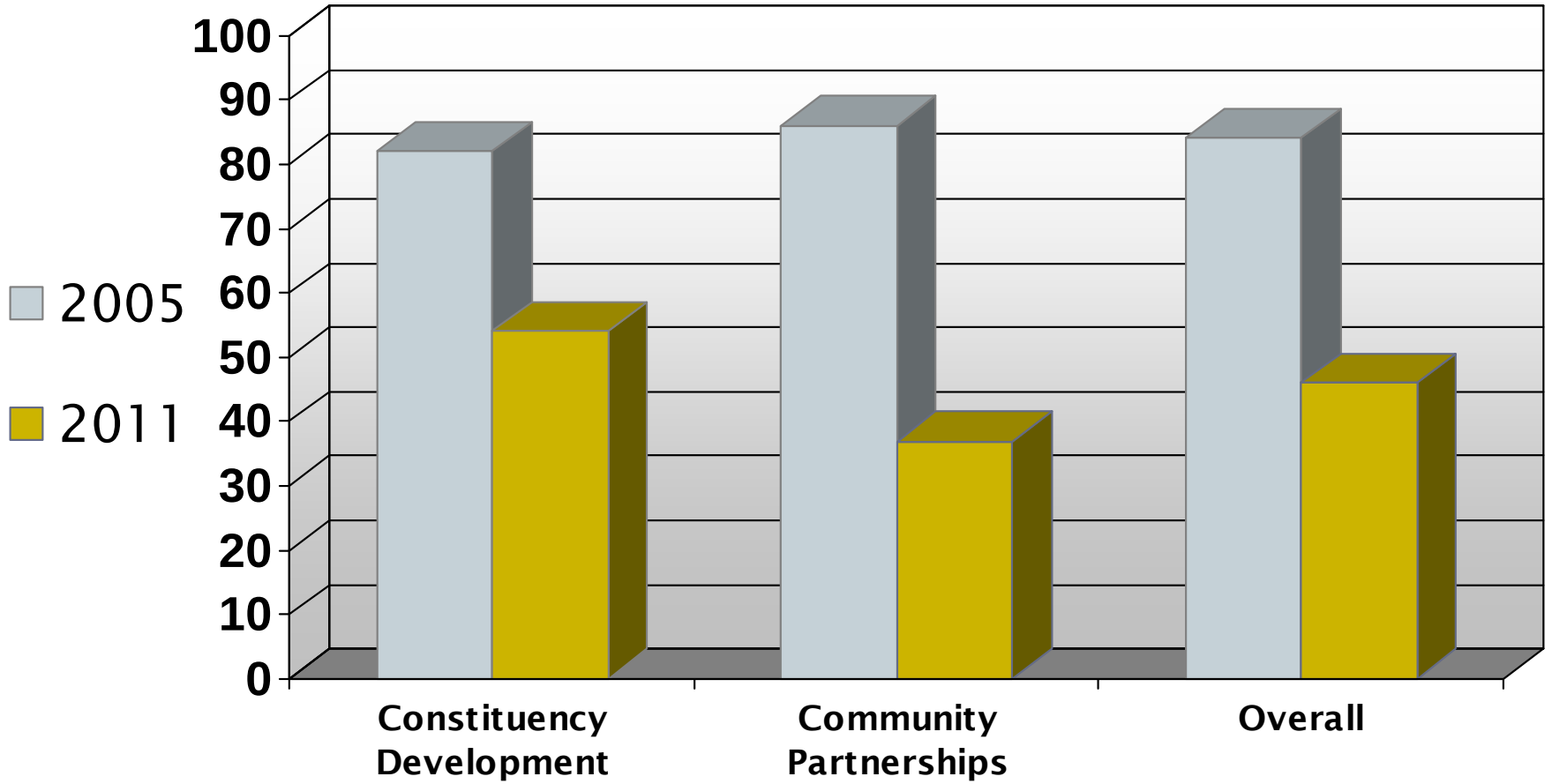
ES 2: Diagnose & investigate health problems & health hazards



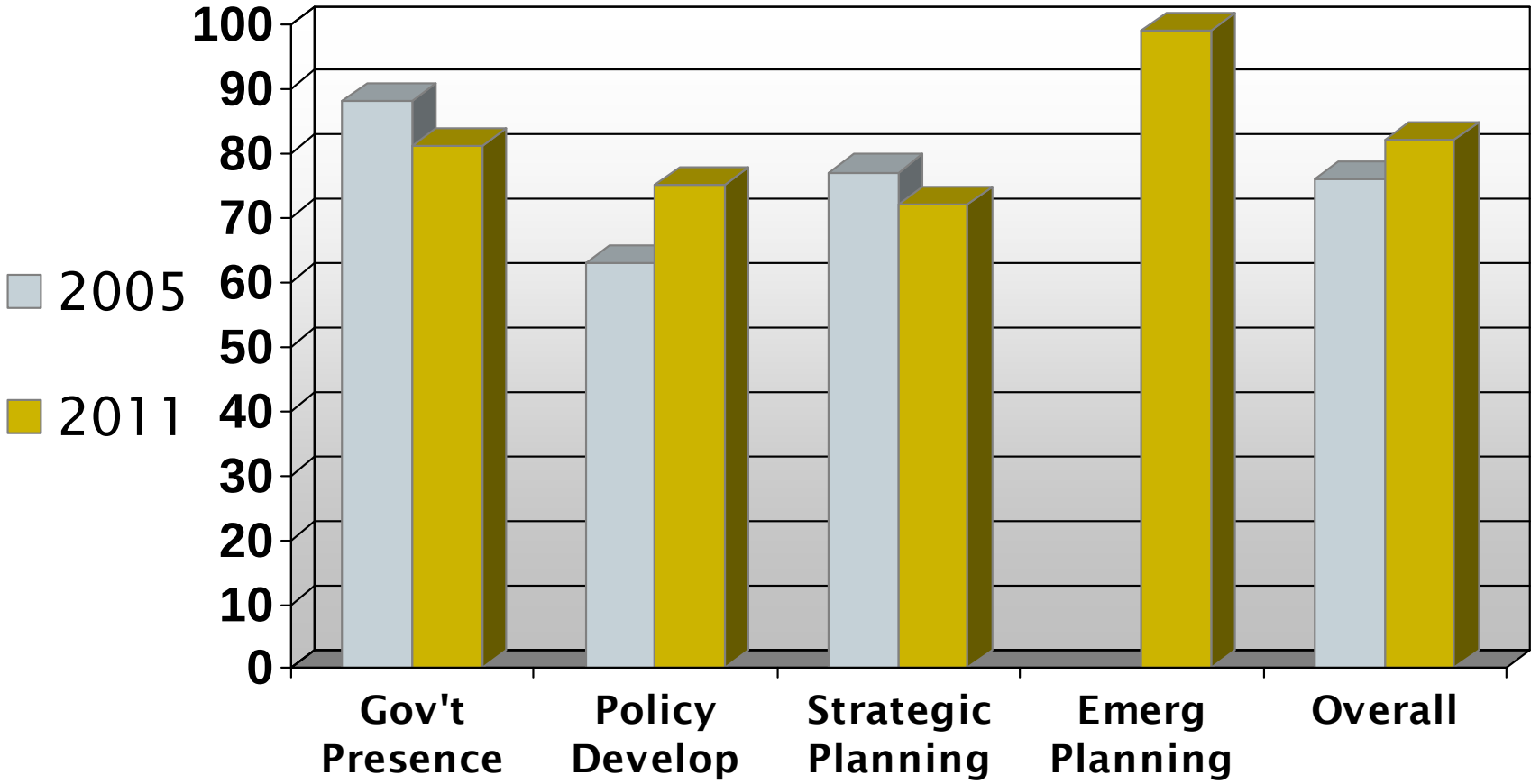
ES 3: Inform, educate, and empower people about health issues



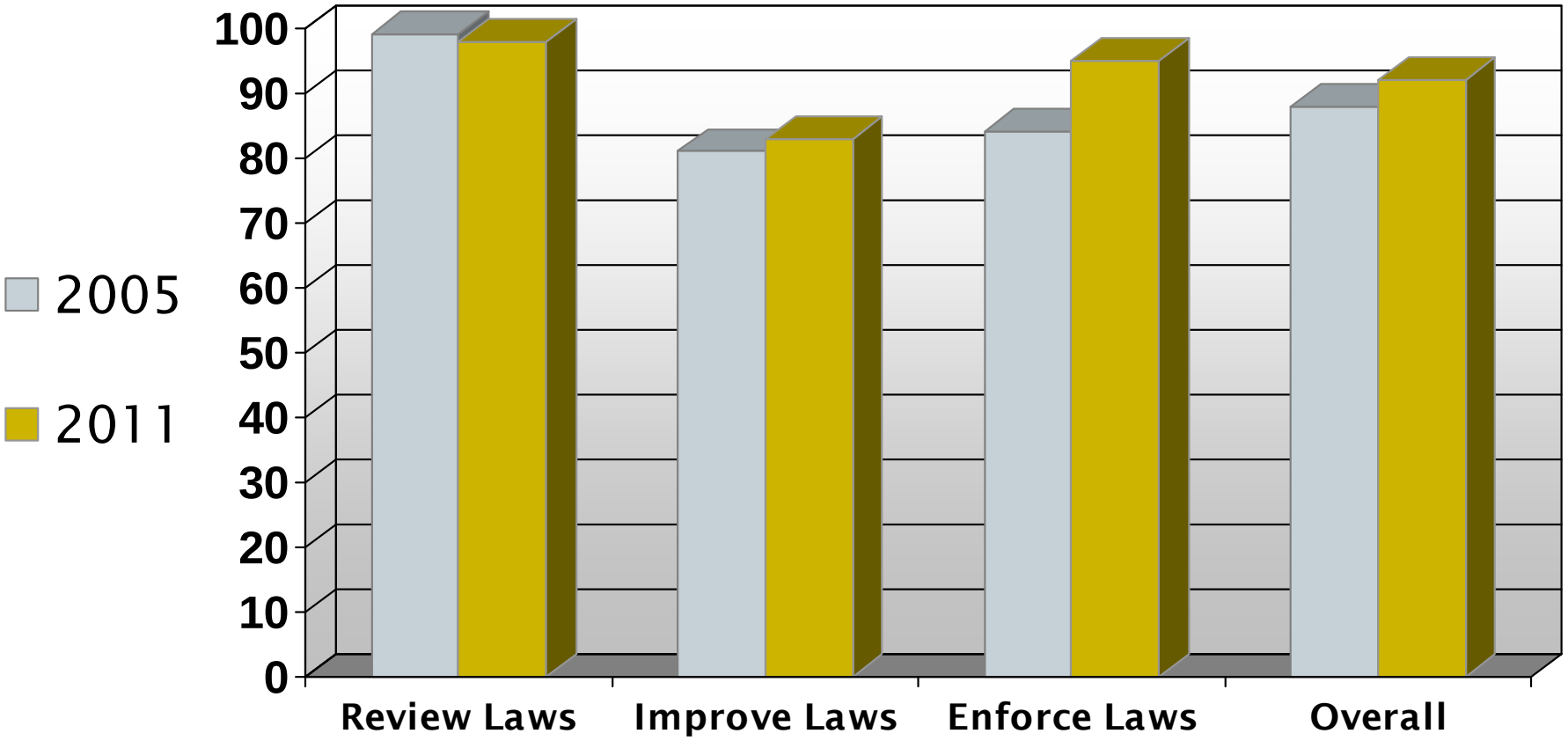
ES 4: Mobilize community partnerships to identify and solve health problems



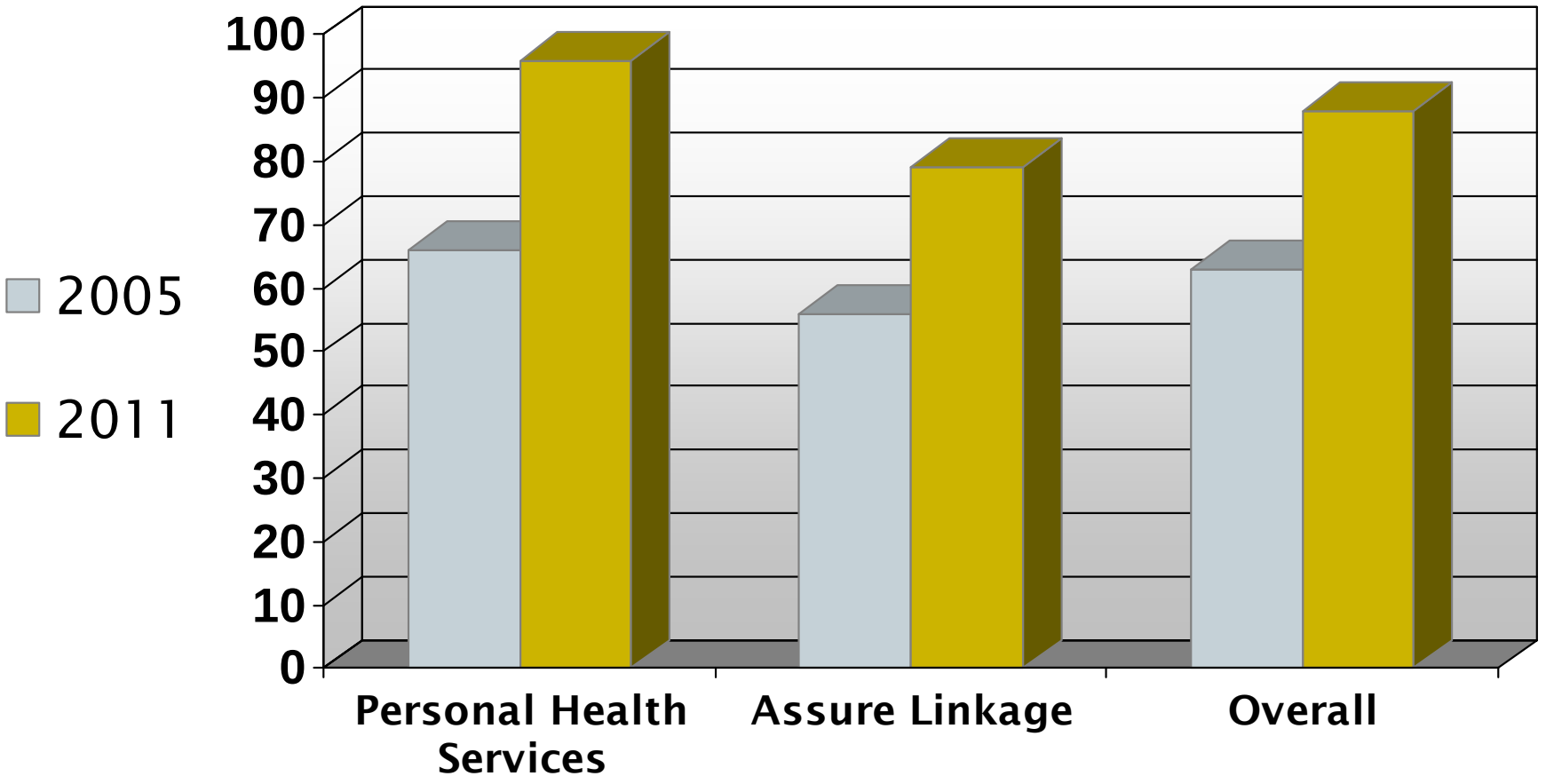
ES 5: Develop policies and plans to support individual and community health efforts



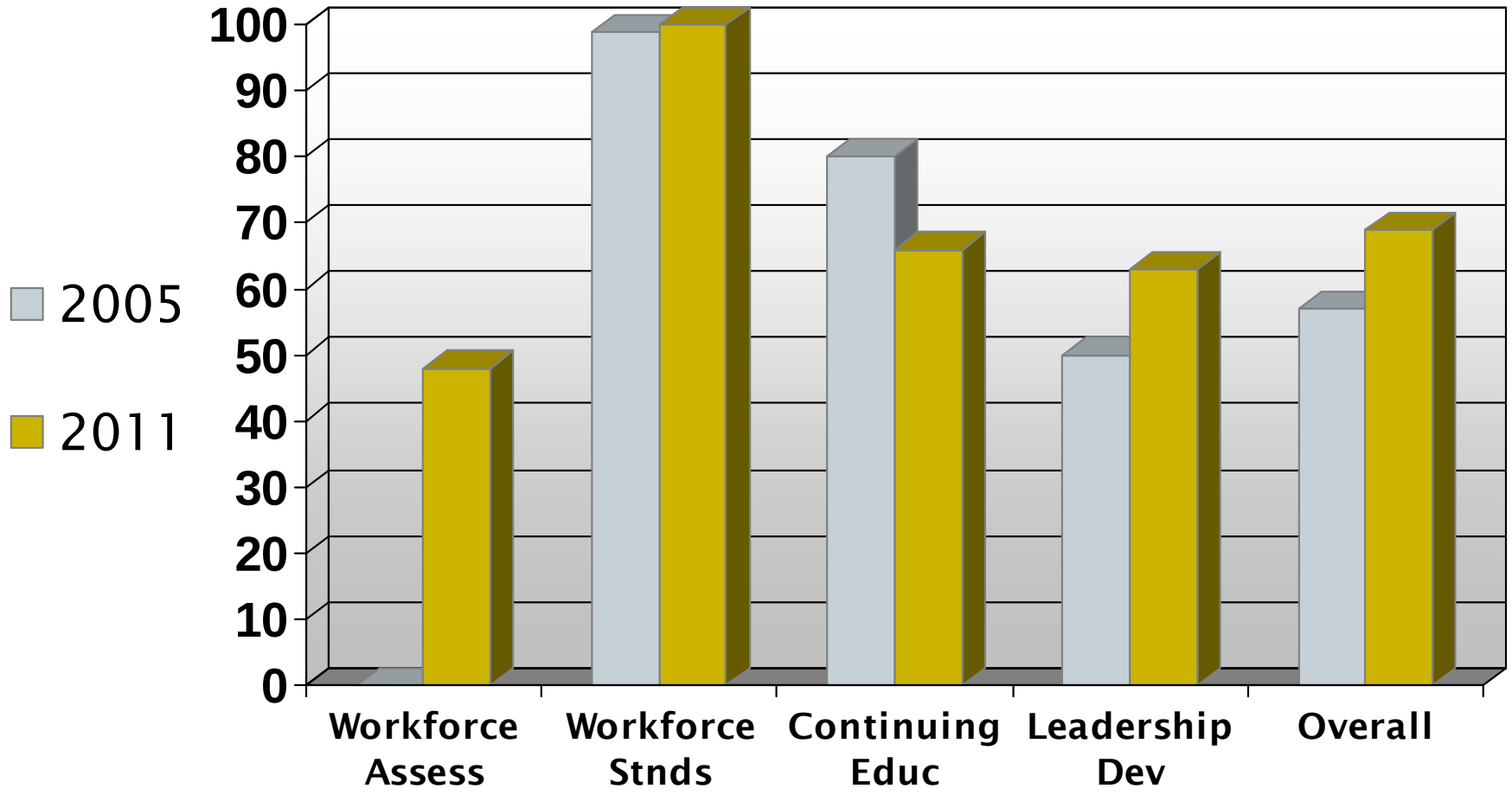
ES 6: Enforce laws and regulations that protect health and ensure safety



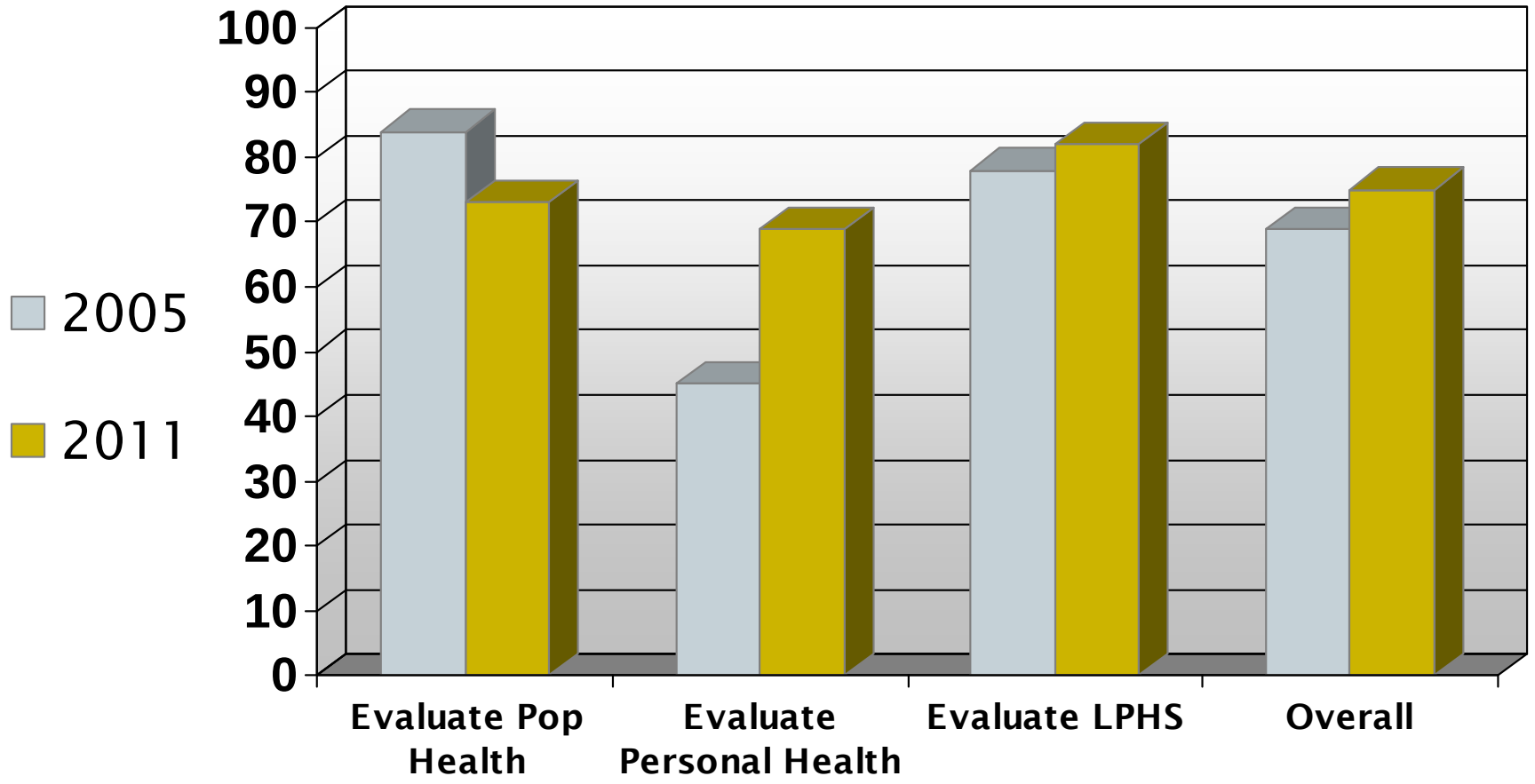
ES 7: Link people to personal health services and assure care when otherwise unavailable



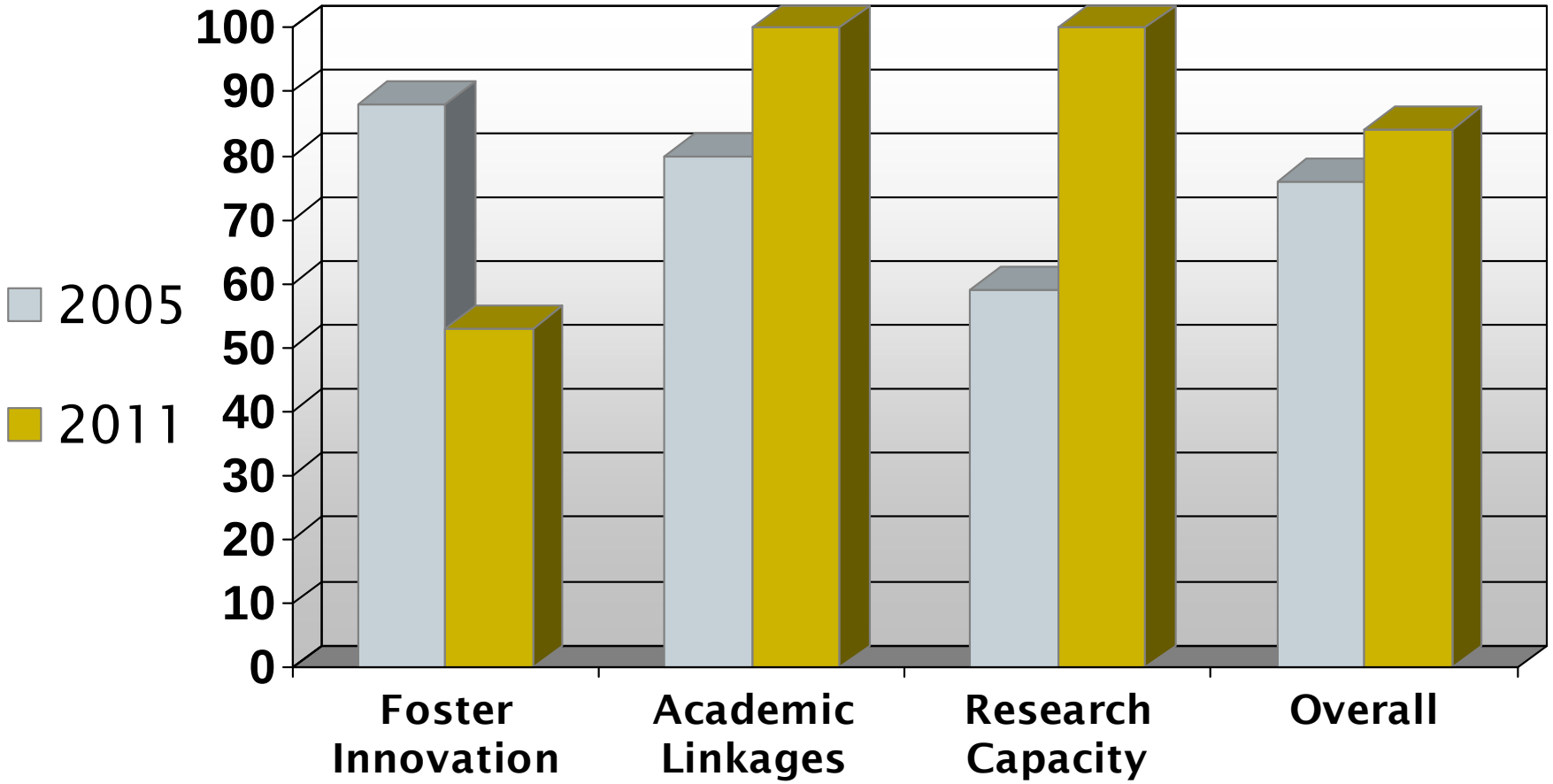
ES 8: Assure a competent public and personal health care workforce



ES 9: Evaluate effectiveness, accessibility, and quality of health services



ES 10: Research for new insights & innovative solutions to health problems



Forces of Change Assessment

The Forces of Change Assessment (FOC) focuses on identifying forces such as trends, factors, events, and other impending changes that affect the context in which our community and public health system operate.

Forces of Change Assessment

FOC answers the following questions:

- What is occurring or might occur that affects the health of our community or the local public health system?
- What specific threats or opportunities are generated by these occurrences?

SOCIAL

ECONOMIC

POLITICAL

TECHNOLOGICAL

ENVIRONMENTAL

SCIENTIFIC

LEGAL

ETHICAL

Forces

Forces are often social, economic, political, technological, environmental, scientific, legal, or ethical and influence the health and quality of life of our community and local public health system. Forces pose threats and/or create opportunities for our public health system and community.

Pinellas County Forces of Change

- Conducted as part of the Community Health Assessment collaborative engagement on May 8th.
- Participants worked with an assigned team to identify forces of change in Pinellas County and the threats and/or opportunities generated by these occurrences.
- Each team had a partner team whose work they reviewed.
- 10 Essential Public Health Services were used as the framework

SOCIAL

ECONOMIC

POLITICAL

TECHNOLOGICAL

ENVIRONMENTAL

SCIENTIFIC

LEGAL

ETHICAL

Pinellas County Forces

Key forces identified:

- Economy
- Health Care Reform
- Medicaid Reform
- Decreasing budgets at federal, state and local levels
- Declining reimbursement
- Technology development (EMR, common eligibility, social media)
- Outcomes driven funding
- Increasing regulations
- Aging population

Pinellas County Threats/Challenges

Key Threats/Challenges posed from identified forces:

- Increased costs to implement reform
- Sustainability of programs and services
- Defunding of community programs
- Loss of personal choice
- Difficult to plan for changes and understand ramifications
- Misinformation due to media bias
- Limited local ordinances/decision making
- Increase in patients/decrease in providers

Pinellas County Opportunities

Key opportunities created from identified forces:

- Increased awareness
- Impetus for collaboration; grassroots activism
- Shift to prevention focused care
- Increased accountability among providers
- Personal accountability encouraged
- Empowered patients
- Fostering innovation
- Increased access to healthcare coverage and possibly care
- Increased opportunities for data and information exchange

Community Health Status Assessment

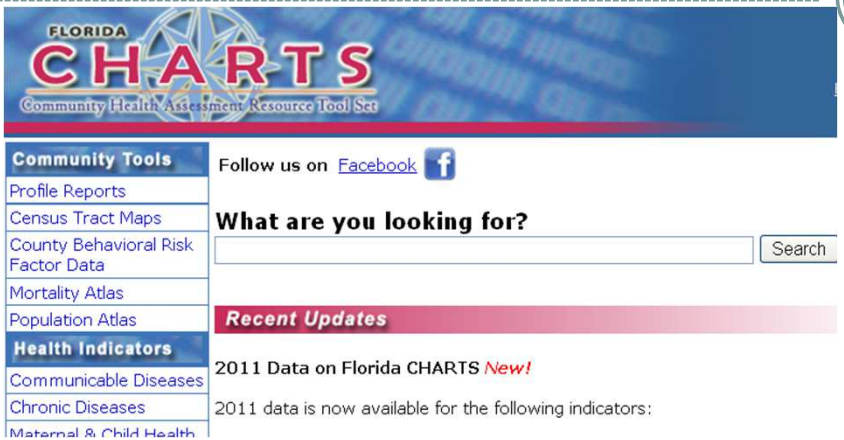
The Community Health Status Assessment Identifies priority community health and quality of life issues. It provides an understanding of the health of those who live in the community.

Community Health Status Assessment

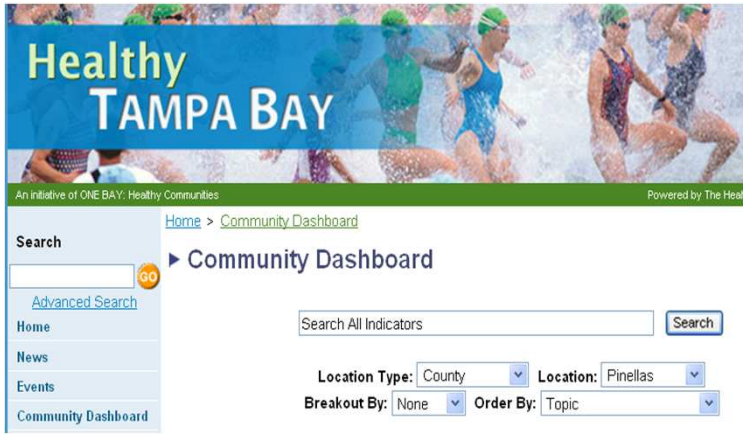
Answers the following questions:

- What are the socioeconomic factors impacting the health and quality of life of our community?
- How healthy are our residents?
- What are the leading causes of death and illness among residents?
- How do the lifestyle behaviors of our residents contribute to community's health status?
- How does the health status of our community compare to that of years past, other communities, and to the state and nation?

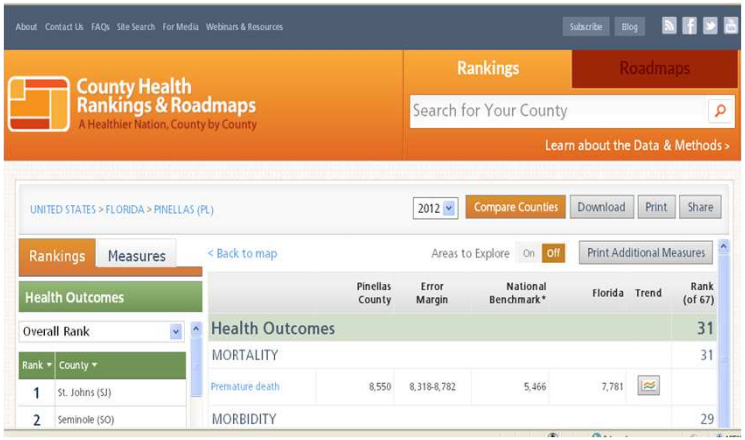
Data Sources



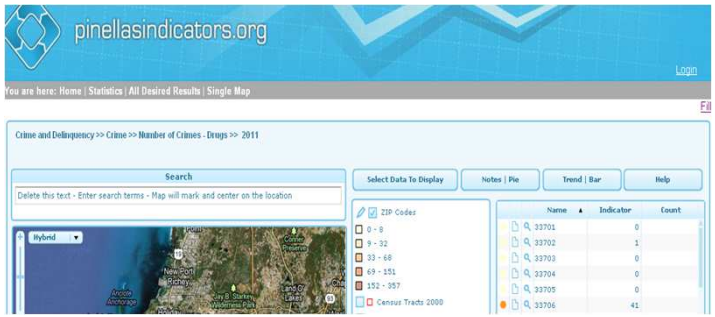
www.floridacharts.com



http://www.healthytampabay.com



www.countyhealthrankings.org



www.pinellasindicators.org

Pinellas County Demographics

Population: 916,542

Municipalities: 24

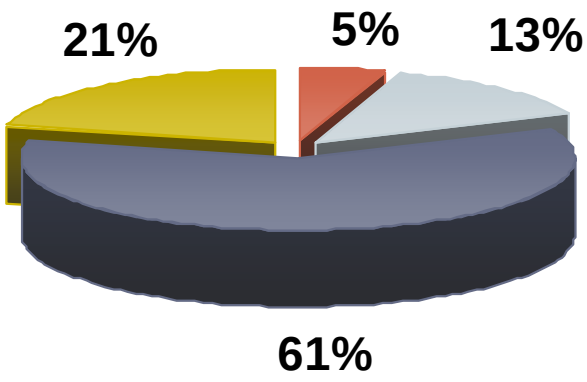
Average Household size: 2.16

Births per year: 8,300

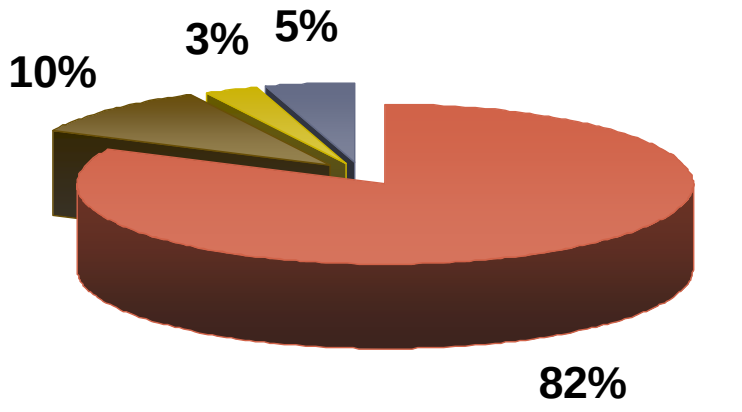
Females: 51.9%

Hispanic: 8%

Age Distribution



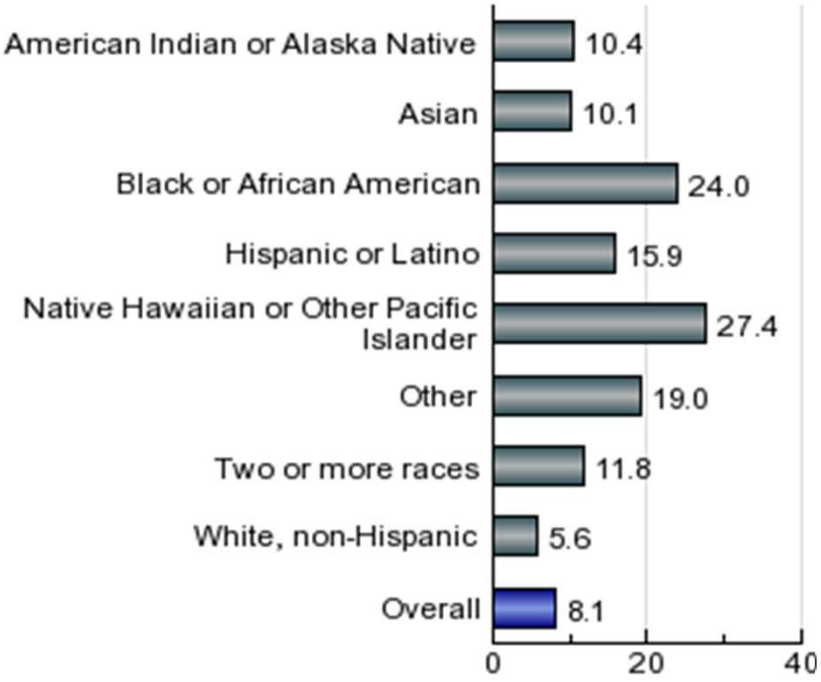
Race Distribution



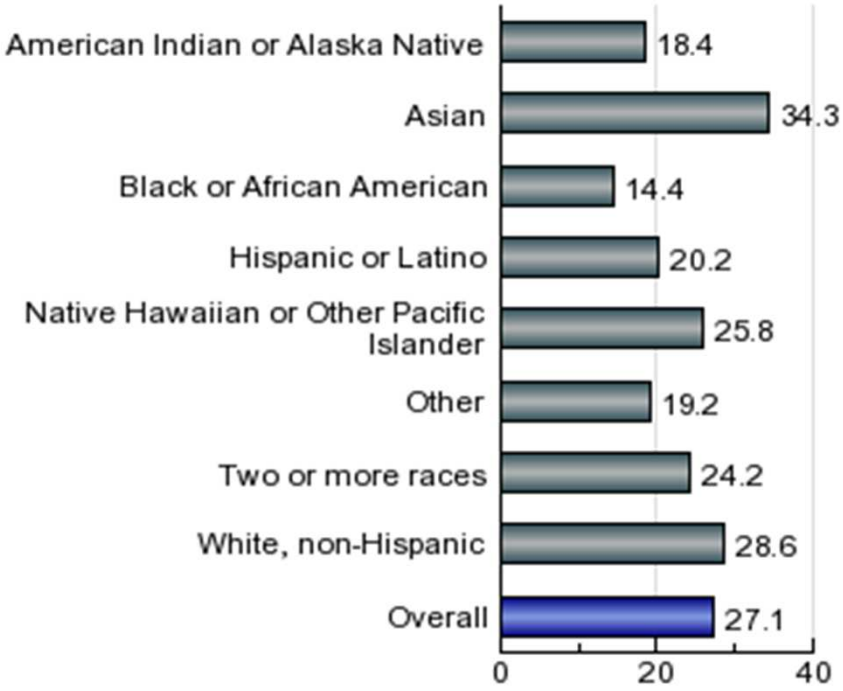
Source: US Census 2010

Population Characteristics

Families Living Below Poverty Level by Race/Ethnicity



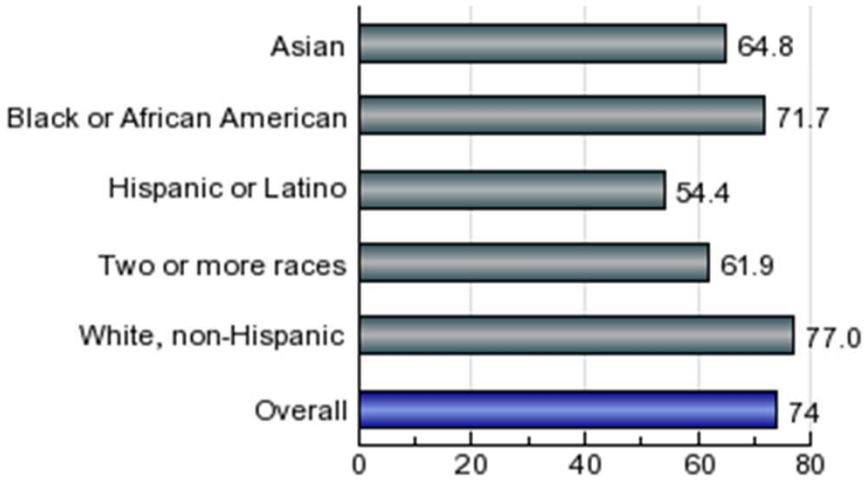
Adults 25+ with a Bachelor's Degree or Higher by Race/Ethnicity



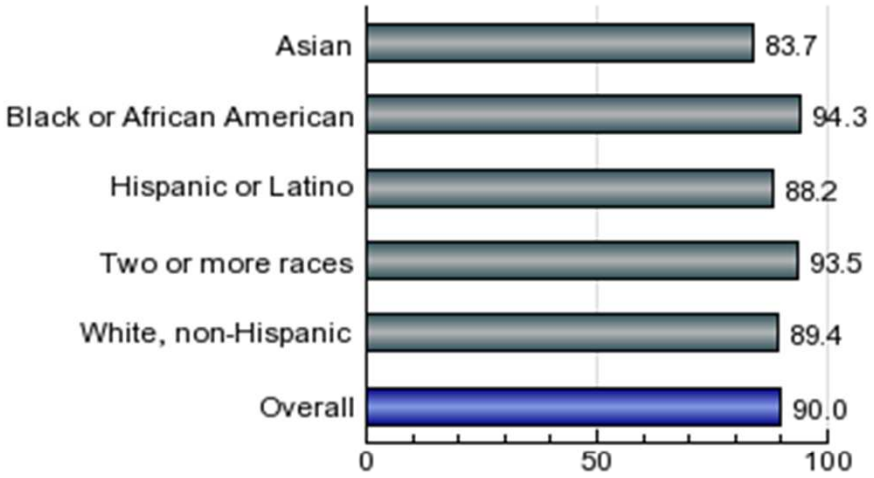
Source: US Census 2006 - 2010

Health Resources Availability

Adults with Health Insurance by Race/Ethnicity 2010



Children with Health Insurance by Race/Ethnicity 2010



Source: US Census 2010

Health Resources Availability

County	Acute Care Beds Per 100,000			Long Term Beds Per 100,000		
	2008	2009	2010	2008	2009	2010
Pinellas	**374.3**	**376.1**	**367**	**868.3**	**872.4**	**873**
Hillsborough	268.7	276.4	275	317.1	314.4	311.1
Pasco	216.1	214.9	221	447.4	445	442.5
Manatee	238.6	237.7	236	487.7	486	482.9
Orange	247.4	263.3	258	378	376	371
Duval	314.9	328.4	330	469.8	466.8	464

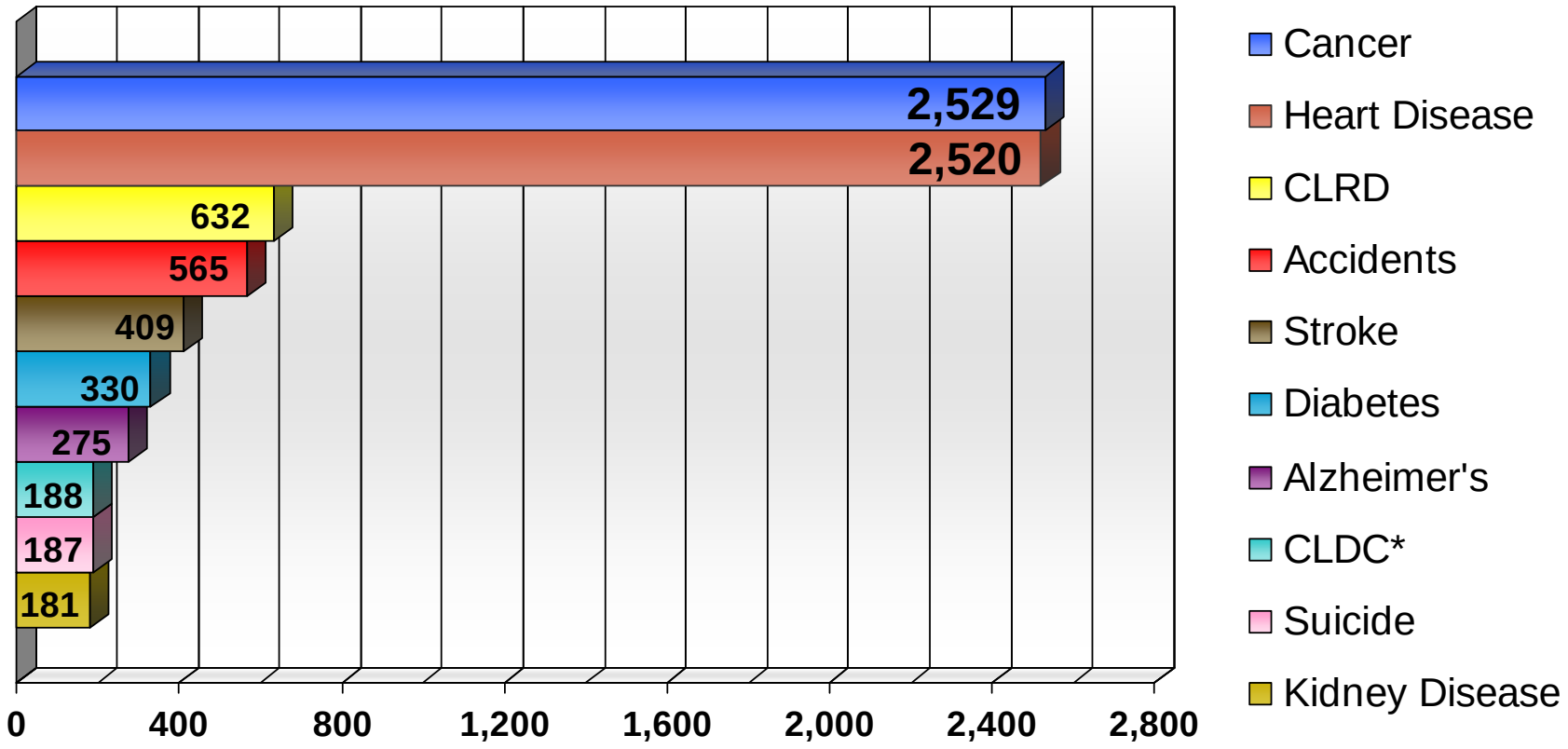
Source: County Health Rankings

Health Resources Availability

Number of physicians/100,000 pop	National Median	Pinellas
Primary Care Physicians	54.6	101.8
General /Family Practice Physicians	33.8	46.5
Internal Medicine Physicians	11.1	36.1
Pediatricians	4.3	19.2
Obstetricians/Gynecologists	3.4	10.1
General Surgeons	4.9	8.2
Psychiatrists	0.0	7.7
Specialists	31.7	183.2

Source: HRSA

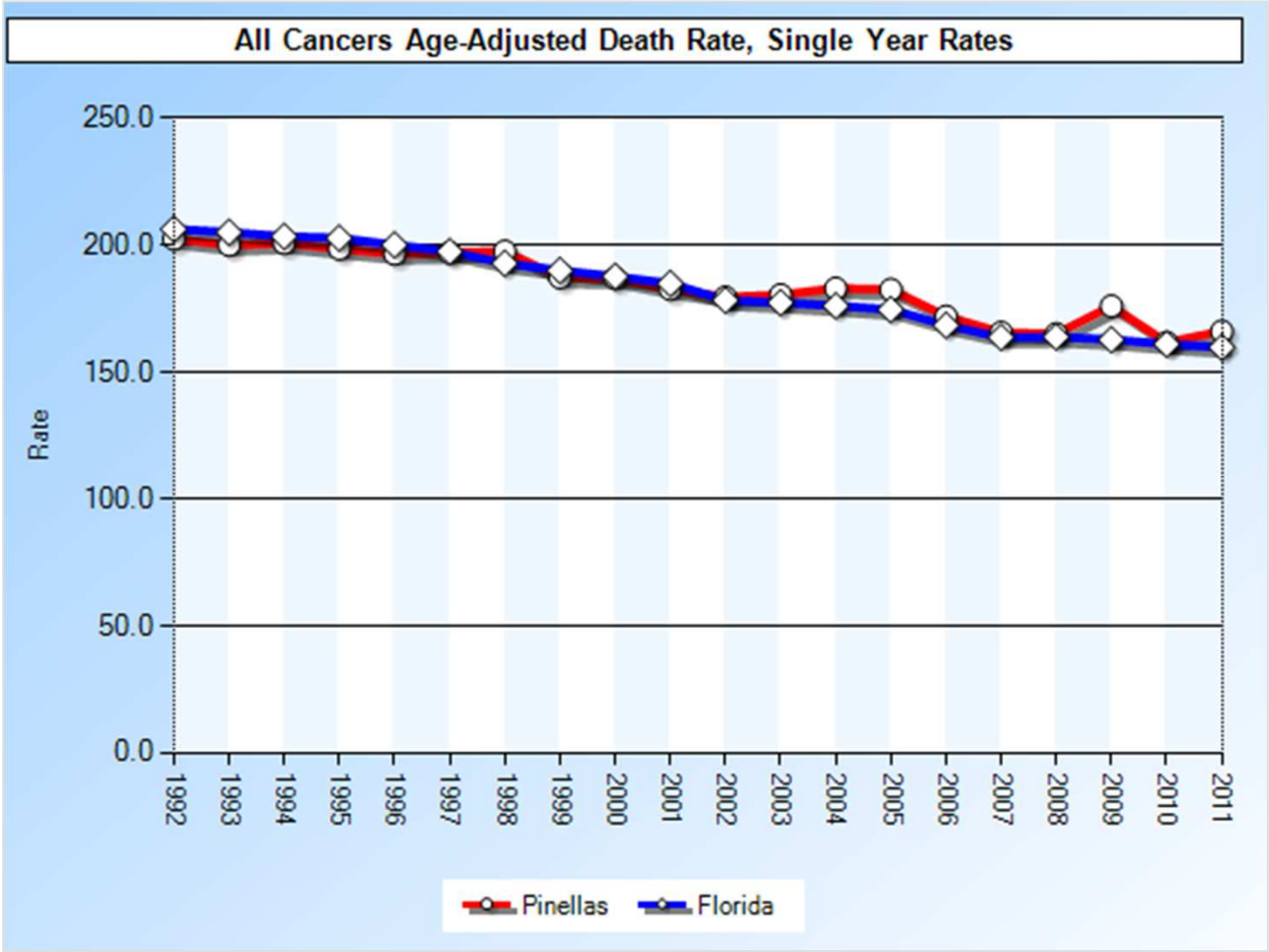
Leading Causes of Death
Pinellas County, 2011



***CLRD: chronic lower respiratory disease; CLDC: Chronic Liver Disease & Cirrhosis**

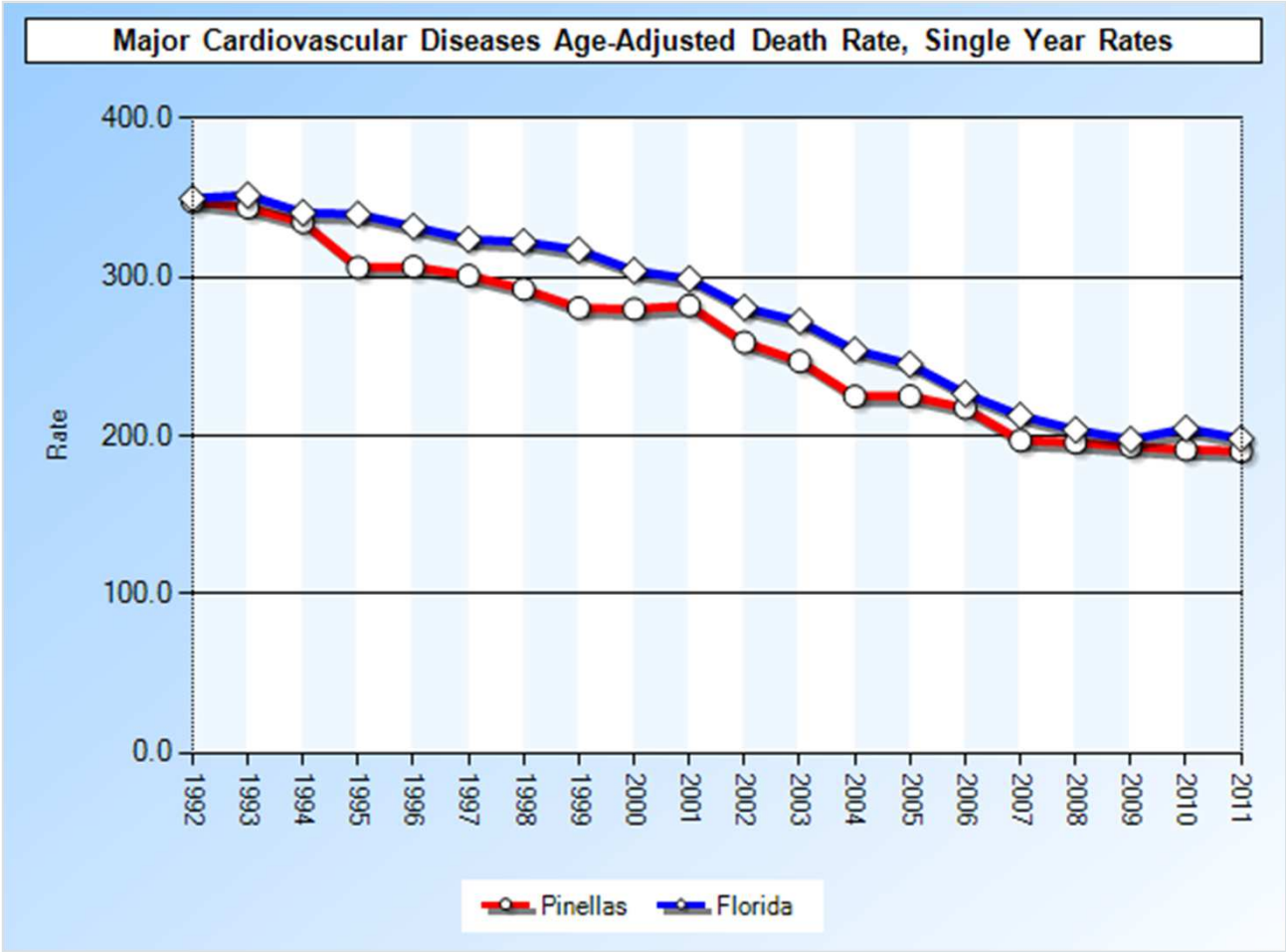
Source: Florida CHARTS

Leading Causes of Death:
Cancer



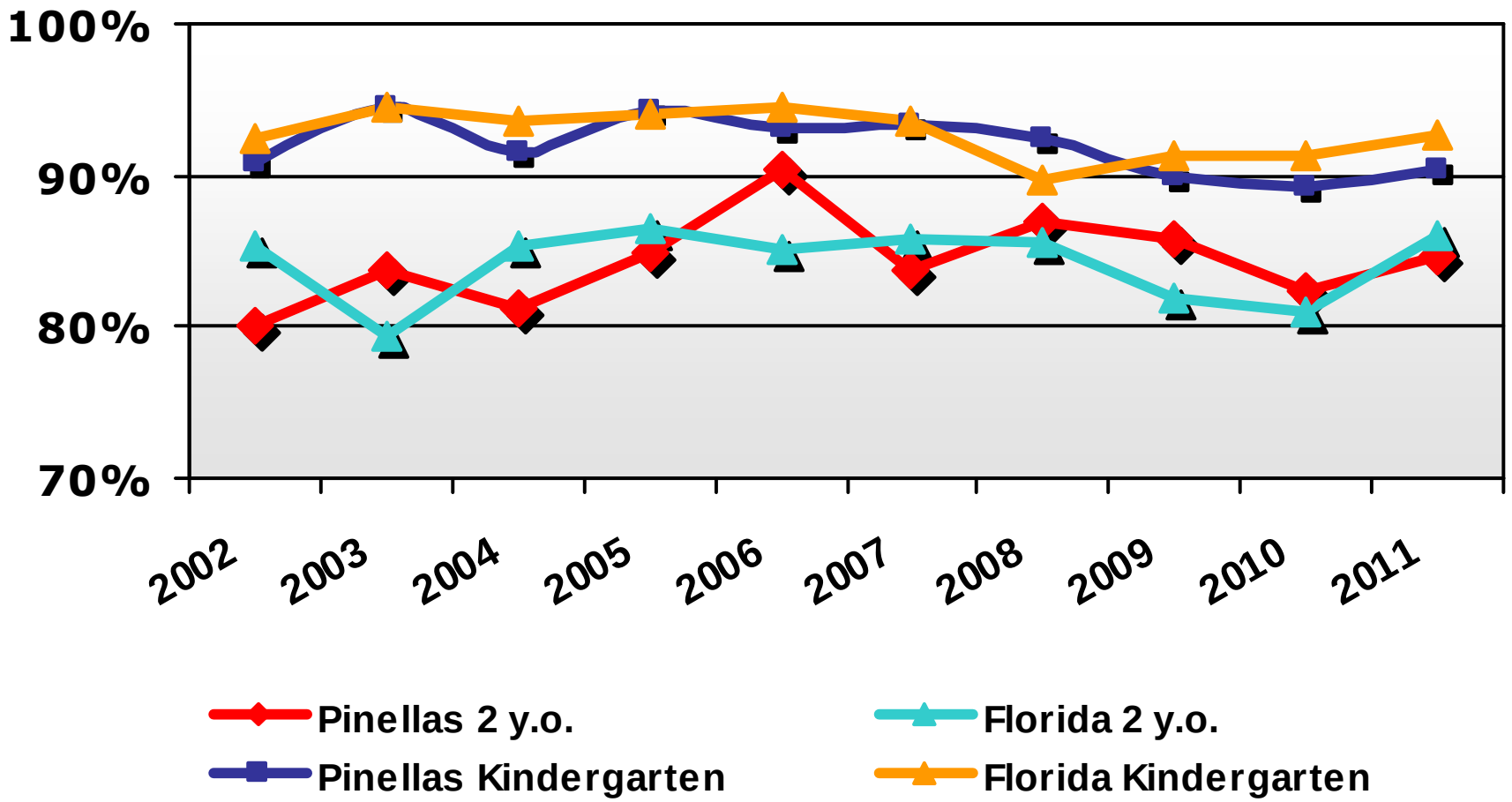
Source: Florida CHARTS

Leading Causes of Death:
Cardiovascular Disease



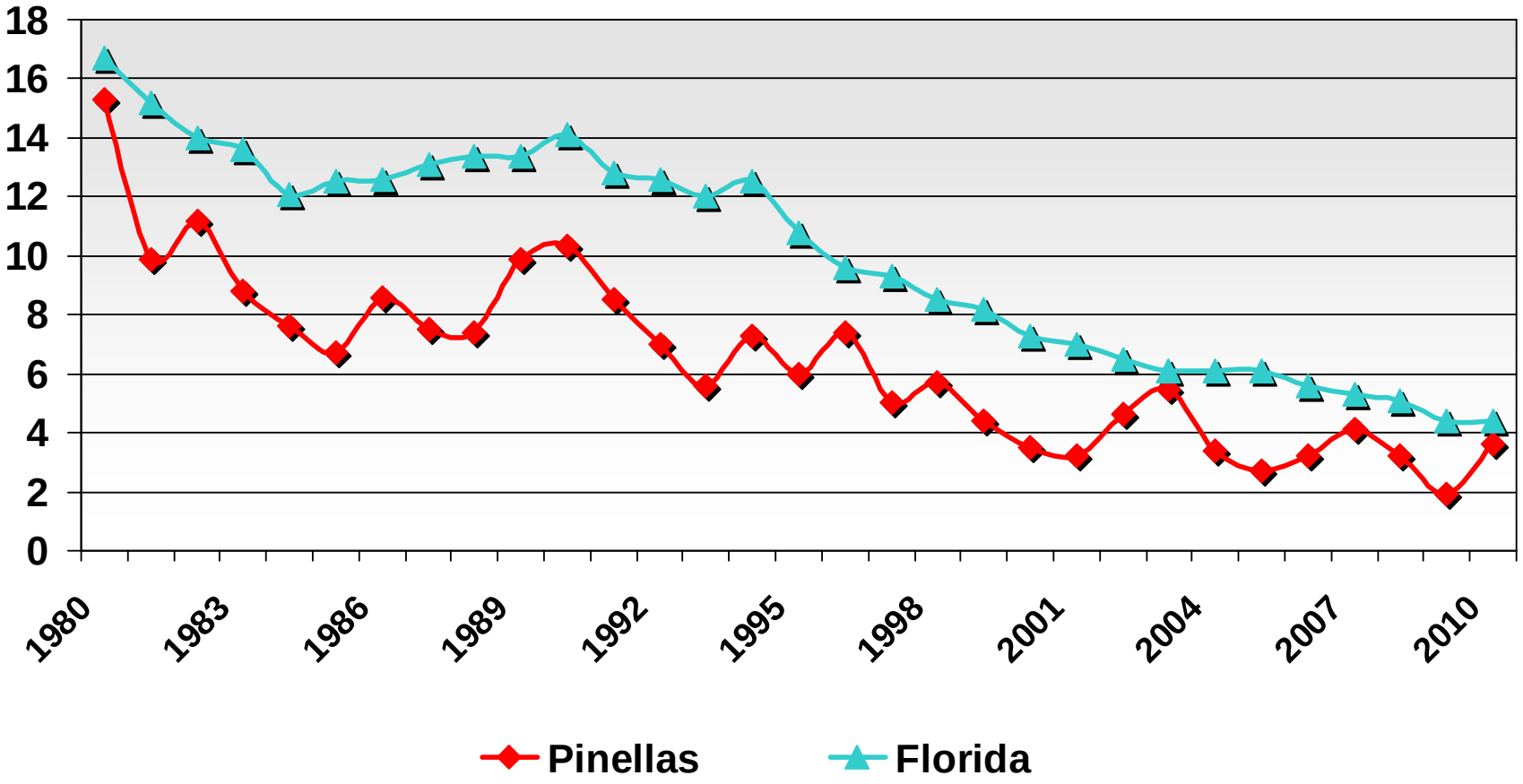
Source: Florida CHARTS

Communicable Disease:
% of Children Fully Immunized



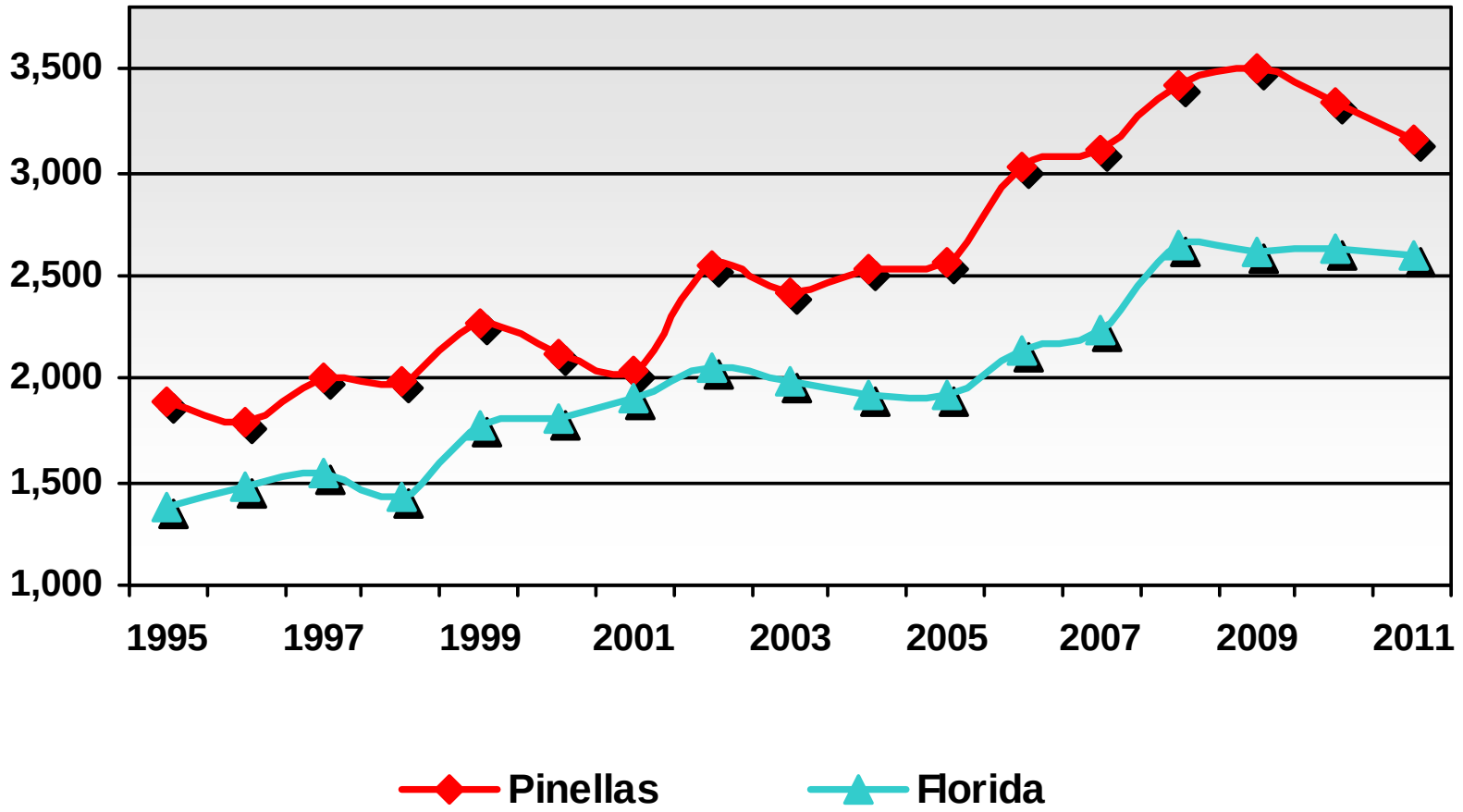
Source: Florida CHARTS

Communicable Disease:
TB Cases per 100,000



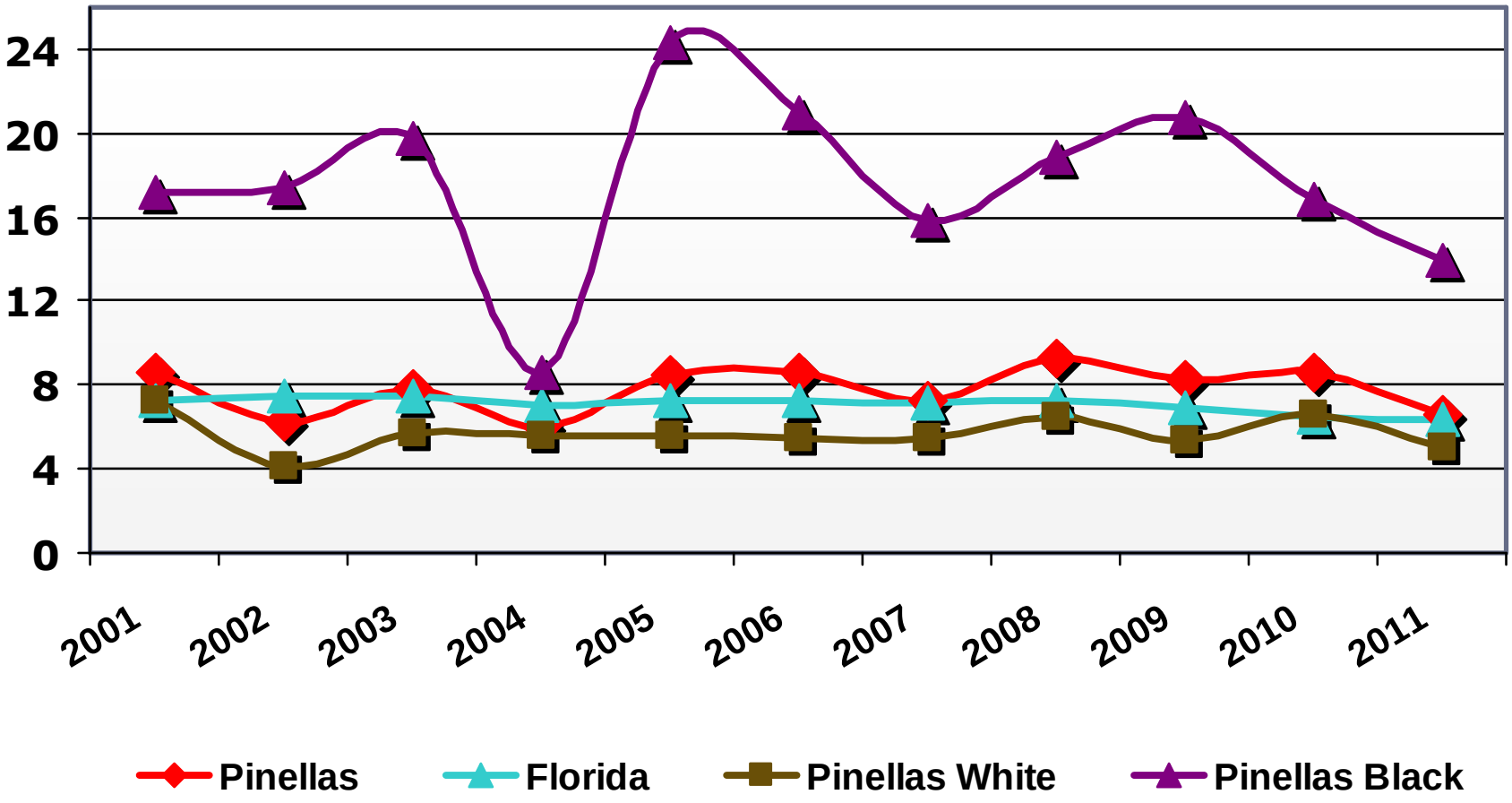
Source: Florida CHARTS

Communicable Disease:
Bacterial STD Rate per 100,000 Women 15-34



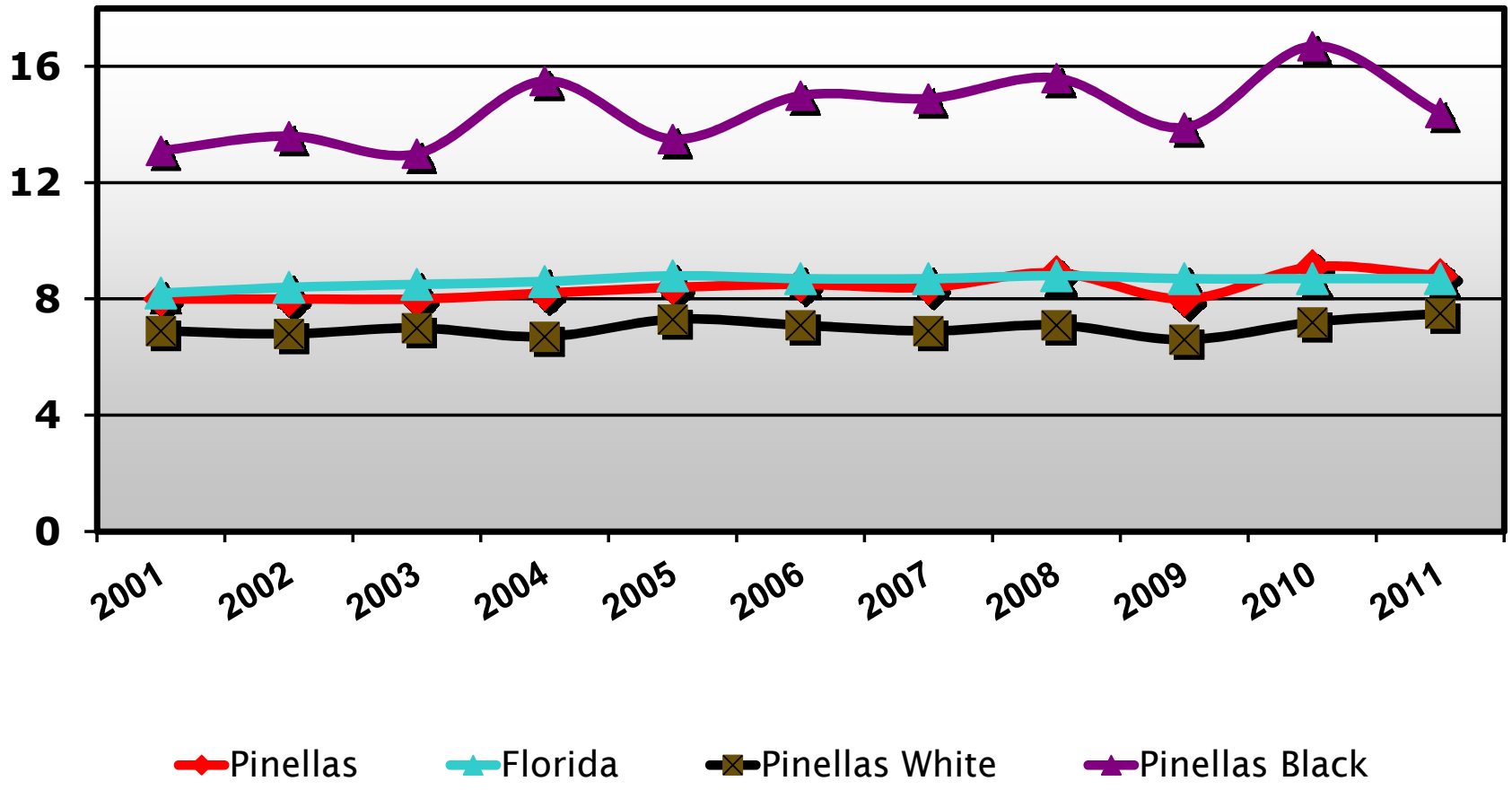
Source: Florida CHARTS

Maternal and Child Health:
Infant Deaths per 1,000 Live Births



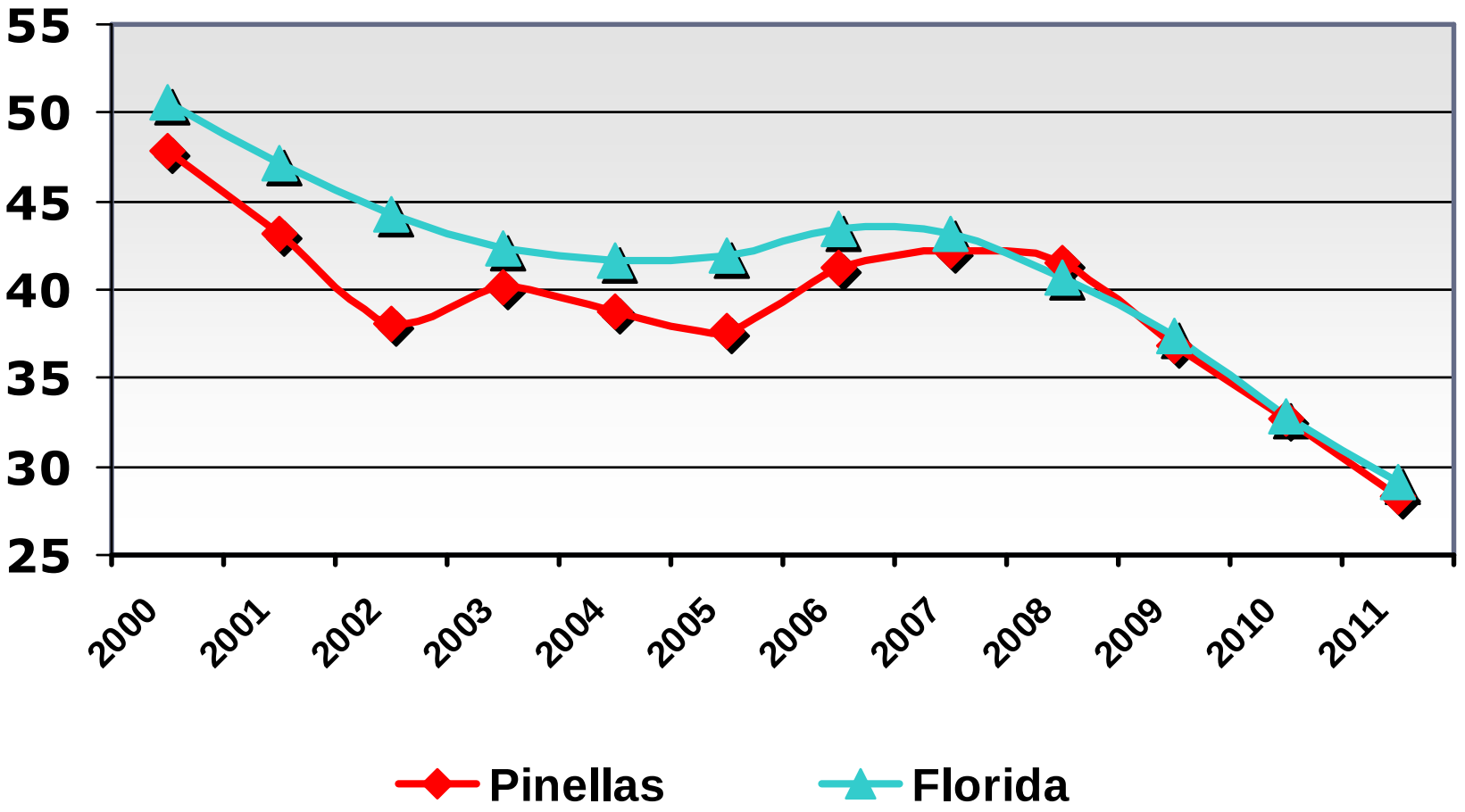
Source: Florida CHARTS

Maternal and Child Health:
% Low Birth Weight Infants



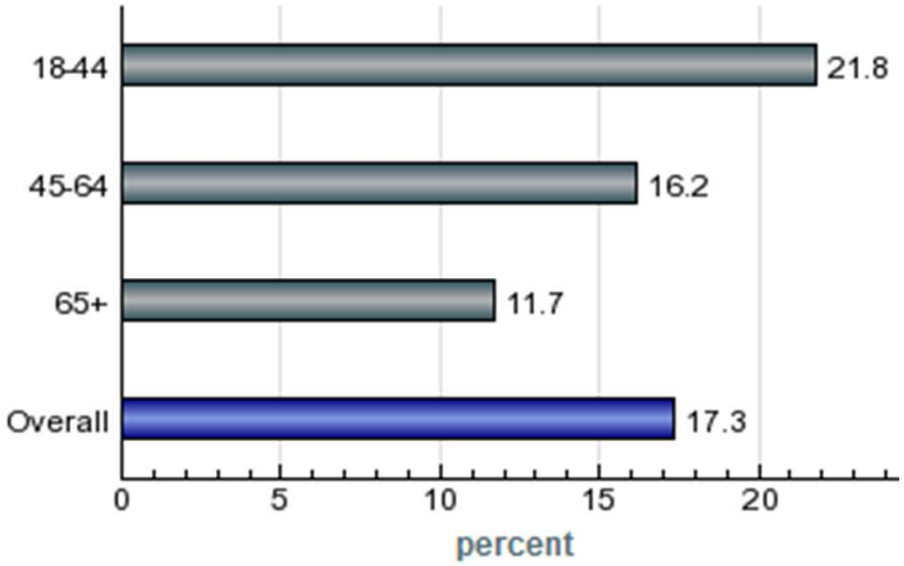
Source: Florida CHARTS

Maternal and Child Health:
Births per 1,000 females 15-19

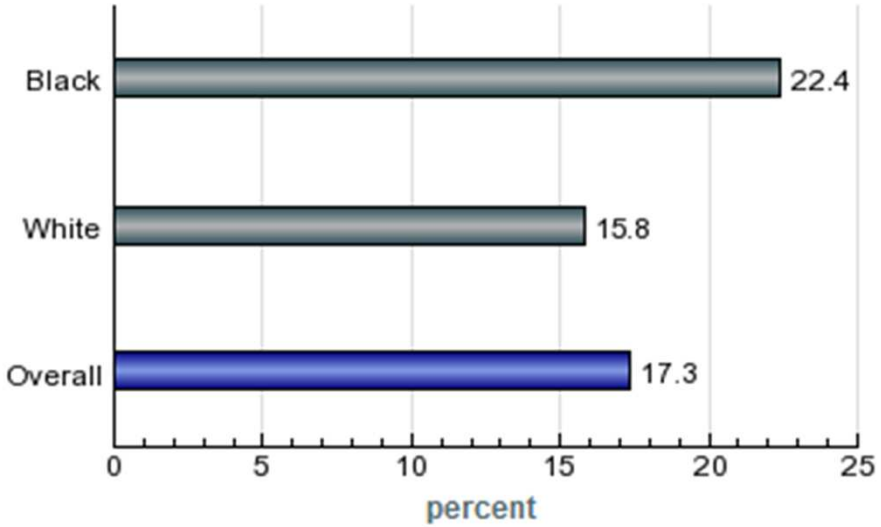


Oral Health

Adults Who Could Not See a Dentist in the Past Year Due to Cost



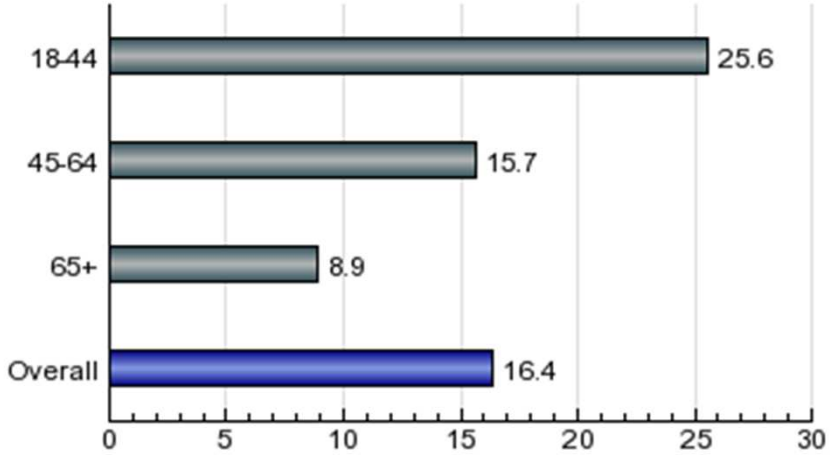
By Race



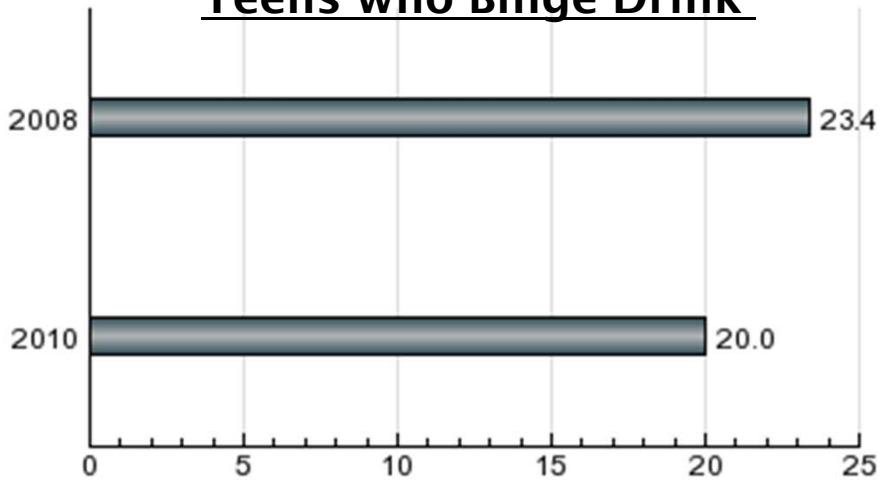
Source: BRFSS 2007

Substance Abuse

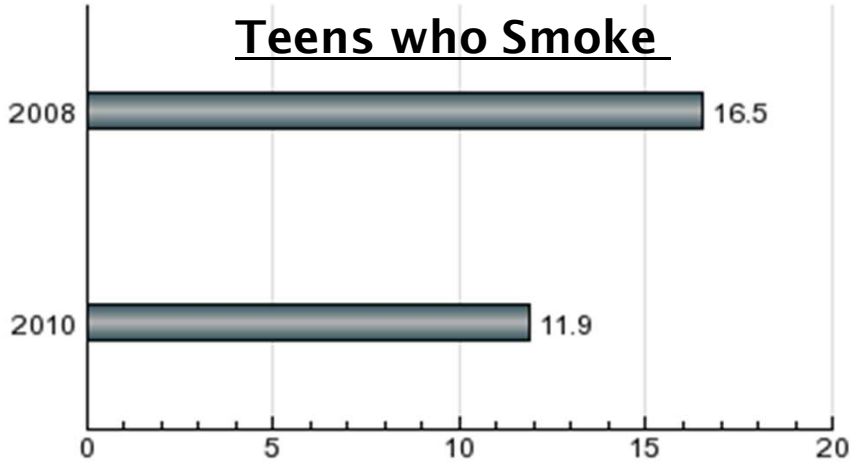
Adults who Drink Excessively



Teens who Binge Drink



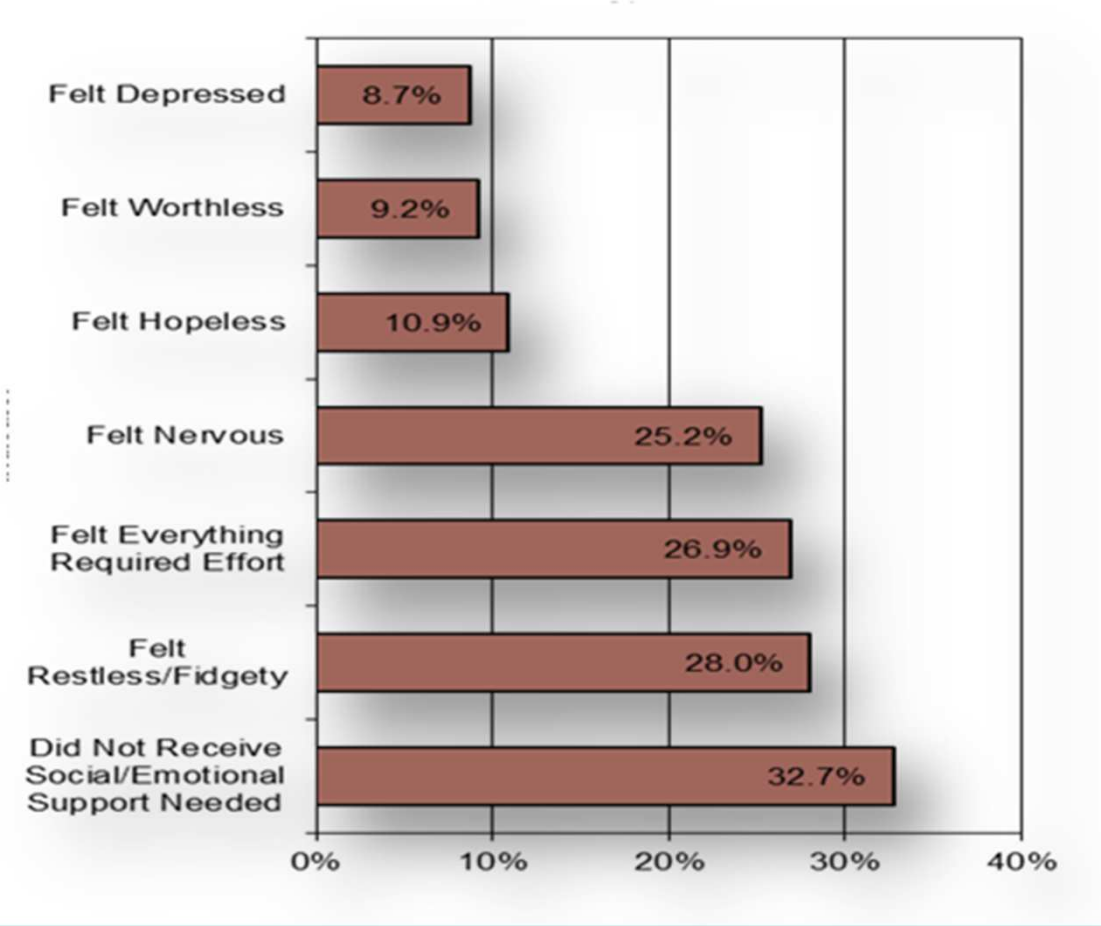
Teens who Smoke



Source: BRFSS 2010 (adults) and YRBS 2010 (teens)

Social and Mental Health

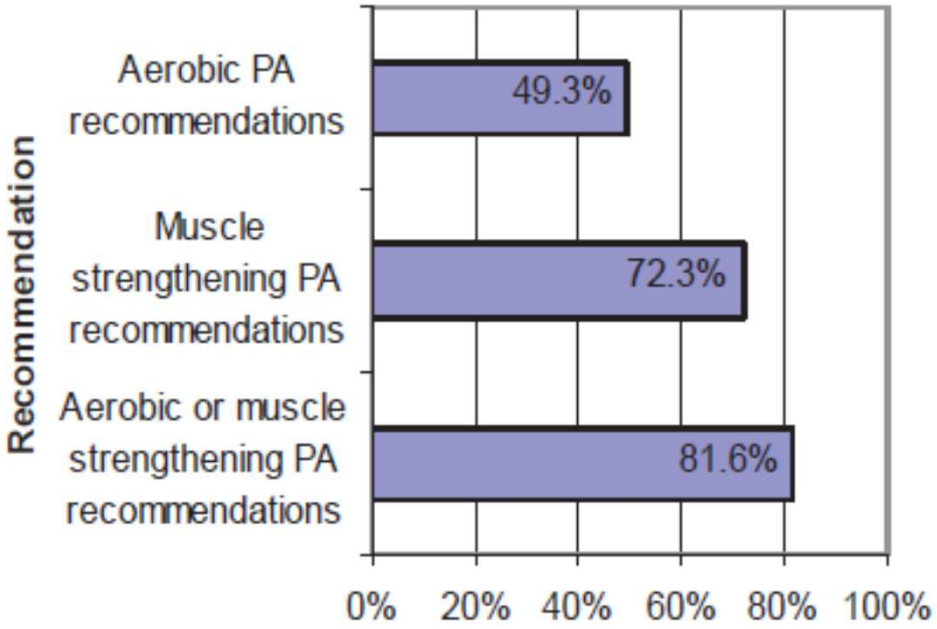
Adults who reported the following in the past 30 days:



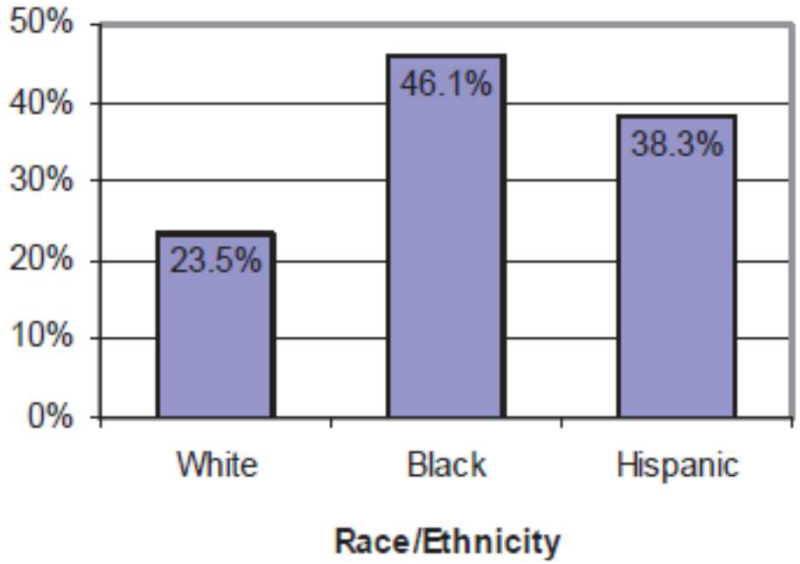
Source: CPPW BRFSS 2010

Physical Activity

Adults who did not meet recommendation for weekly aerobic activity



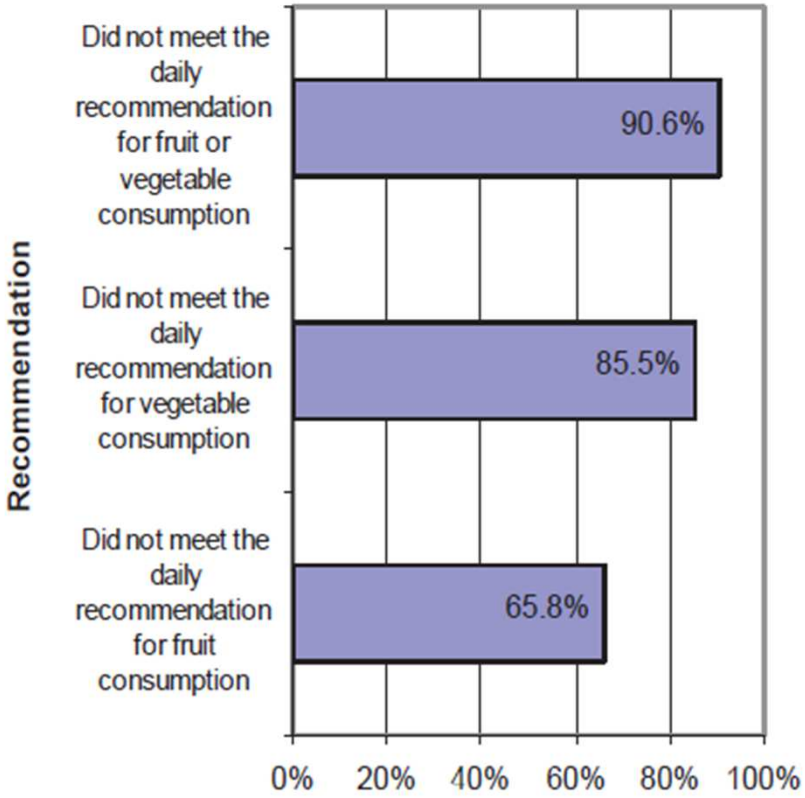
Adults who reported no leisure time physical activity by race



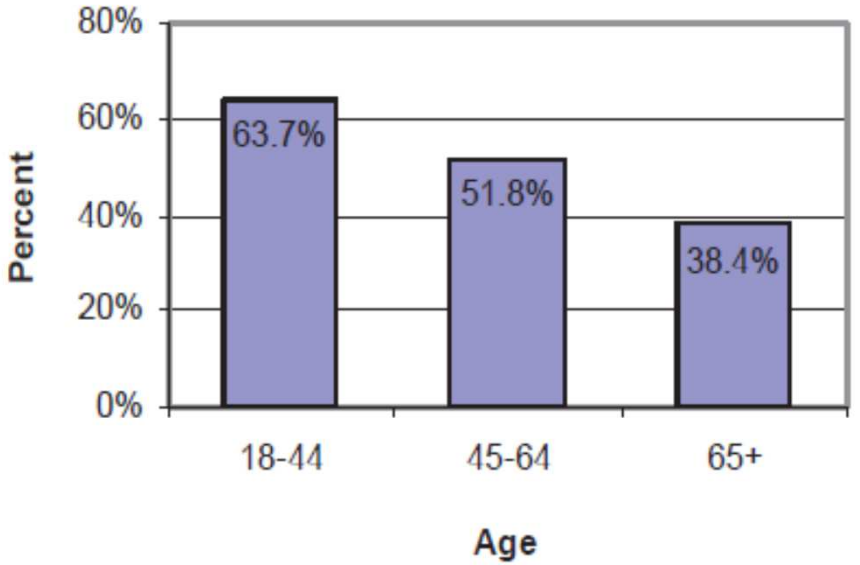
Source: CPPW BRFSS 2010

Nutrition

Adults who did not meet recommendations for fruit and vegetable consumption



Adults who ate at a fast food restaurant one or more times per week.

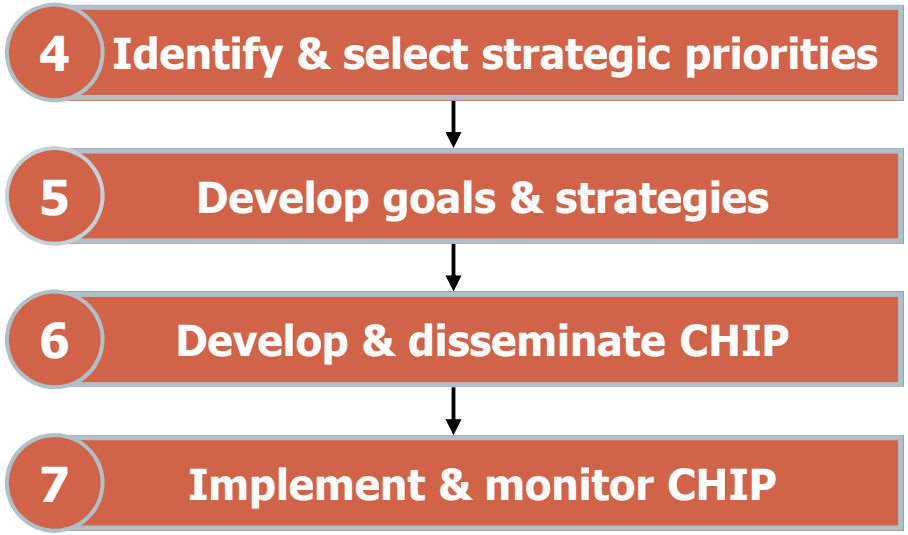


Source: CPPW BRFSS 2010

Physical Environment

Measures	2010 Rankings	2011 Rankings	2012 Rankings
Ranking	**19**	**9**	**11**
Air pollution particulate matter days	4	0	0
Air pollution ozone days	2	3	3
Access to recreational facilities	-	12	12
Limited access to healthy foods	-	8%	5%
Fast food restaurant density	-	-	41%

Source: County Health Rankings

Next Steps

- Additional team members?
- Meeting schedule: 2nd Wednesday monthly
- Finalize and disseminate CHA