



Welcome to Compass Points, the Florida Department of Health (DOH)'s forum for news and discussion on community health assessment and health improvement planning. We strongly encourage you to submit questions, anecdotes, lessons learned and success stories to be shared with others across the state. These quarterly e-news bulletins will include information on activities, resources, and tips for conducting community health assessments in your county.

Please share this e-news with community partners, colleagues, and anyone interested in impacting your community's health.

Best regards,

Chris Abarca and the COMPASS (Comprehensive Assessment, Strategic Success) Team

In this issue

- [News from the Field](#)
- [Statewide Meet-Me Call: Monday, Jan 23rd!](#)
- [COMPASS Website](#)
- [CHARTS Update](#)
- [Upcoming Events, Resources and Opportunities](#)
- [About COMPASS](#)

[News from the Field - Updates and news from around the state.](#)

Diane Dimperio, Program Development leader for **Alachua CHD**, is using their local public health system assessment as a springboard to develop a **public health system improvement plan**. The system assessment was conducted in September. The assessment team has identified Essential Public Health Services 1 (monitor health status), 4 (mobilize community partners to identify and solve health problems), 5 (develop policies and plans that support community health efforts) and 7 (link people to needed services) as those that rank the lowest in performance and highest in priority. Community partners will meet on January 17 to clarify, prioritize, and brainstorm solutions to the issues raised in the assessment.

Started in 2010, the [One Bay: Healthy Communities](#) initiative convened a diverse steering group of stakeholders from the public, private and non-profit sectors and challenged them to find ways for the region to work together to achieve more positive health outcomes. It is part of the One Bay regional visioning effort developed through the Tampa Bay Partnership Regional Research & Education Foundation. The October One Bay E-Newsletter features **Polk, Hillsborough, and Sarasota** CHDs' recent **community health assessments**. Find the newsletter here: <http://maildogmanager.com/page.html?p=000001XDDtjF6TE4ptf4JV19qxeV3zWV2WYoeGHC5>

The DOH's [Office of Rural Health](#) announced that eight rural CHDs, **Baker, Gadsden, Highlands, Jefferson, Madison, Nassau, Okeechobee, and Walton**, were each awarded grants of \$5,000 to support their MAPP and community health improvement planning work.

National Public Health Accreditation Update for Florida

At least **20** of Florida's CHDs (30%) are currently actively engaged in at least one of the 7 steps in the [National Public Health Accreditation process](#): (1) pre-application, (2) application, (3) document selection & submission, (4) site visit, (5) accreditation decision, (6) reports, and (7) reaccreditation.

Two of Florida's CHDs are among the first 47 health departments in the country seeking public health department accreditation! Congratulations to **Escambia** and **St. Johns** CHDs for **submitting applications to become nationally accredited local health departments**.

The [National Association of City and County Health Officials \(NACCHO\)](#) recently selected **Miami-Dade** CHD for an **accreditation support initiative award**. This grant funding comes from the Centers for Disease Control and Prevention (CDC), under the Affordable Care Act, Prevention and Public Health Fund. The project period began November 1, 2011, and will end May 31, 2012. This grant requires, in part, Miami-Dade CHD to work with one or more smaller CHDs to assist them in preparing for accreditation. They have partnered with **Bradford, Union** and **Nassau** CHDs; they will assist these health departments by providing peer assistance for accreditation coordination - including sharing templates, processes, or files for collecting documentation, etc. and ideas on organizing for the accreditation process.

In July 2011, through a competitive, national application process, **Alachua** CHD was one of 12 local health departments in the nation to receive funding through [NACCHO's "Accreditation Preparation: Community Health Assessment and Community Health Improvement Plan"](#) (CHA/CHIP) project, with the support of the [Robert Wood Johnson Foundation](#). Through this project, Alachua CHD will develop two of the three prerequisites for accreditation: its community health assessment and community health improvement plan. Alachua CHD will receive \$35,000 in grant funding over an 18-month period (July 2011 - December 2012) to complete these two prerequisites and apply for accreditation between December, 2012 and December, 2014.

Coming Soon: **Annual CHD Community Health Assessment and Health Improvement Planning Inventory**. A community health assessment, community health improvement plan and health department strategic plan are the three prerequisite documents that must accompany your application to PHAB. The DOH Office of Health Statistics and Assessment's Compass Initiative will soon poll all CHDs to gather information about health improvement planning activities and strategic planning efforts over the past year. This year, the survey will also inquire about your CHD's interest in accreditation, when you anticipate applying for accreditation, and information for the CHD's accreditation coordinator or point of contact. Please be sure to complete this important survey!

Your CHDs and/or community's news belongs here! Share your news with colleagues; e-mail items to Christine_Abarca@doh.state.fl.us.

[Next Statewide Meet-Me Call, Monday, January 23 from 3-4 pm ET](#)

Mark your calendar and plan to join your colleagues from around the state for a conversation on community health assessment, health improvement planning, and MAPP on **Monday, January 23** from **3-4 pm ET**. This is an opportunity to express your opinions, ask questions, raise concerns, and share your achievements. The toll-free call-in number is 888-808-6959, conference code 2691017#. The agenda will be e-mailed to members of the COMPASS distribution list. Send agenda items and/or additions to the distribution list to Christine_Abarca@doh.state.fl.us.

[Visit the COMPASS Web Site and Web-Based Tool Kit](#)

Need **examples and inspiration** for your **assessment and health improvement planning work**? New on the [COMPASS website](#) are CHD mini-grant deliverables organized by category (i.e., community health status assessment, organizational timeline, vision, community health improvement plan). Visit the web site at http://dohiws/divisions/planning_evaluation/CHAI/PHInfrastructure/index.htm#MoreInformation

and click on any of the "Community health improvement and agency accreditation preparation projects" for county examples and more resources - and be prepared to be impressed by your colleagues' work. We welcome your comments and suggestions on ways to improve the web site and will gladly post reports and/or products resulting from your assessment and planning work. Send them to Christine_Abarca@doh.state.fl.us

What's new on CHARTS

All indicators have now been updated with 2010 data. County and state profiles now also contain 2010 indicators.

The Florida Department of Health is pleased to announce the release of the [CHARTS Infant Death Indicator Viewer](#). This new application allows you to view infant death data by race and ethnicity. Other indicators include neonatal and postneonatal deaths, SIDS and SUIDS, and fetal deaths. Data is displayed in charts, maps and data tables, all on one integrated display at www.floridacharts.com

Events, Resources and Opportunities

Events

The **University of Wisconsin** will release the third annual [County Health Rankings](#) in late March. This year the focus of the County Health Rankings team will be to work with local coalitions/partnerships that are already doing community health improvement work and to promote their efforts and successes. If you would like to know more about the County Health Rankings, go to <http://www.countyhealthrankings.org>. There are a series of **webinars** for January: **County Health Rankings 101 Webinar** on **January 17, 2012**, at 3:00 pm ET; **County Health Rankings in Action Webinar** on **January 24, 2012** at 3:00 pm ET; **County Health Rankings Special Topics Webinar Using the Rankings to Advocate for Policy Change** on **January 31, 2012**, at 3:00 pm ET. To register, go to <http://match.wisc.edu/countyhealthrankings/webinars/>.

[The American Public Health Association, PolicyLink, Prevention Institute, Public Health Institute and Trust for America's Health](#) invite you to join in a discussion to review strategies to educate elected officials about the value of prevention and public health-related programs (with an emphasis on outcomes and results) and to identify action steps you can take to help protect funding for public health in 2012. Please join us for this [interactive Web Forum, Taking Action to Support the Prevention and Public Health Fund: Action for 2012](#) on Wednesday, **January 18, 2:30 PM to 4:00 PM ET**. Go here to register: <http://www.preventioninstitute.org/press/calendar/list-view/event/191.html>

[Moffitt Cancer Center](#) Presents 8th Biennial Conference, [Cancer, Culture and Literacy: Advancing Communications](#), **May 17-19, 2012** in **Clearwater, Florida**. The Cancer, Culture, and Literacy Conference offers extraordinary networking and learning opportunities for individuals wanting to learn more about the roles of **culture, language, and literacy in cancer health disparities** and in the design, implementation, and evaluation of **cancer communications, programs, and educational interventions**. This three-day conference offers a number of interactive activities including pre-conference skill-building workshops, plenary and breakout sessions, breakfast roundtables, and a poster session. The conference curriculum features community-based participatory research approaches, methods to inform or describe the development and evaluation of cancer education media/materials and interventions, and new technologies to advance cancer communications. Conference organizers seek **abstracts** that describe interventions and activities that address cancer health disparities and utilize advanced communications through the integration of culture and literacy in education, research, community partnership programs, and survivorship across the continuum of cancer care. Abstract submission deadline is **February 6, 2012**. Visit here for more information: <http://www.moffitt.org/ccl>.

Opportunities, Grants and Awards

[Campaign for Tobacco-Free Kids Invites Nominations for Youth Advocates of the Year.](#)

Awards comprising scholarships and cash grants will honor high school and middle school youth for their efforts to **promote tobacco control legislation** and reduce the use of tobacco. The deadline to apply is **January 27, 2012**.

[The Florida Public Health Training Center](#) issued a call for proposals from teams of University of South Florida College of Public Health faculty members, students, and local or state public health professionals to enhance public health services to **medically underserved communities**. The purpose of the Collaborative Project is to unite teams of current and future public health workforce members who will work together to improve Florida's public health systems by strengthening the technical, scientific, managerial, and leadership competencies of the future public health workforce while addressing the needs in a medically underserved area. Maximum awards are \$10,000 per project, and up to three awards will be made in 2012. If you'd like to find out more, contact Desiree Liburd at 813-974-9070 or at dliburd@health.usf.edu for more information. The deadline for proposals is **January 27, 2012**.

[Mini-Grants Available to Support 2012 Kick Butts Day Events.](#) Mini-grants of \$500 and \$1,000 are available to fund **youth anti-tobacco events** on Kick Butts Day (March 21, 2012). The deadline to apply is **January 27, 2012**.

Do you know an individual who demonstrates commitment to **injury prevention**? Nominate them for the [2011 Injury Prevention Award](#). **The nomination deadline has been extended to January 31, 2012**. For more information, visit www.doh.state.fl.us/injury/. If you have any questions, e-mail Hope Henry at Hope_Henry@doh.state.fl.us

[Ashoka Changemakers and Robert Wood Johnson Foundation Invite Entries for Innovations for Health Competition.](#) Three prizes of \$10,000 each are available for innovative healthcare solutions from anywhere in the world that have the potential to improve health and healthcare in other countries. The deadline to apply is **February 13, 2012**.

[Bikes Belong Coalition Offers Funding for Bicycle Facilities and Advocacy Projects.](#) Grants of up to \$10,000 are available to organizations working to improve bicycling in through the building of trails and paths or large-scale advocacy programs. The deadline to apply is **February 29, 2012**.

[Applications Invited for National Awards Program Honoring Successful Immigrant Integration Initiatives.](#) Prizes of \$50,000 each are available to individuals, nonprofit and community-based organizations, businesses, religious groups, and government entities operating exceptionally successful **immigrant integration programs**. The deadline is **March 15, 2012**.

[American Legacy Foundation Invites Applications for Dr. Alma S. Adams Scholarship Program.](#) Two undergraduate or graduate scholarships of \$5,000 each will be awarded to students in recognition of their work to **raise awareness of tobacco's harmful impact among vulnerable populations**. The deadline to apply is **April 30, 2012**.

Resources

The [National Network of Public Health Institutes \(NNPHI\)](#) has new resources on **accreditation and quality improvement**. Resources include: [Stories and Topical Briefs](#): summarizes key lessons learned by health departments engaged in QI and accreditation preparation efforts and provide recommendations for practitioners; [QI Storyboards](#): features all of the storyboards that have been submitted by QI projects, as well as resources on how to develop your own storyboards; [Meeting and Webinar Materials](#): materials from previous in-person conferences-where innovative practices in performance improvement and accreditation were shared-and recordings and notes from webinars covering a plethora of performance improvement topics

This year is the [22nd Edition of America's Health RankingsR](#), the longest running annual assessment of our nation's health on a state-by-state basis. The 2011 Health Rankings

finds that troubling increases in obesity, diabetes and children in poverty are offsetting improvements in smoking cessation, preventable hospitalizations and cardiovascular deaths. The report finds that the country's overall health did not improve between 2010 and 2011 - a drop from the 0.5 percent average annual rate of improvement between 2000 and 2010 and the 1.6 percent average annual rate of improvement seen in the 1990s. Visit here for more information: <http://www.americashealthrankings.org/>. Go here for an interesting interactive graphic display of state rankings across top health measures <http://statehealthstats.americashealthrankings.org/#/country/US/2011/Overall-State-Ranking>

NACCHO is pleased to announce the launch of the initial version of the [Resource Center for Community Health Assessments \(CHAs\) and Community Health Improvement Plans \(CHIPs\)](#). This Resource Center is an online and publicly accessible venue that contains the following to **assist local health departments and their partners in planning, conducting and completing CHAs and CHIPs**: practical, customizable tools; key resources; example CHAs and CHIPs; and webinar trainings. The [CHA/CHIP Resource Center](#) will be updated regularly and by late 2012 will contain examples of CHAs and CHIPs for accreditation preparation, stories from the field, and more.

Do you need a new approach to **generating revenue**? Do you have a program that you want to **continue after your grant runs out**? Then **business planning** may be the answer. The [University of Washington's Northwest Center for Public Health Practice](#) has a module "[Business Planning for Public Health Programs](#)." This 45-minute module will help you understand the **basics of business planning** and determine if writing a business plan is appropriate for your public health program. The second module in the series is "[Feasibility Planning for Public Health Business Plans](#)." This module will take you through the process of creating a feasibility plan, a necessary step before writing a full business plan, to determine whether your idea is worth pursuing. This module will help you know what to consider when writing your feasibility plan and which sources will provide pertinent information. Both modules are taught by Stephen Orton, PhD, of the [North Carolina institute for Public Health at the University of North Carolina](#). DOH's [COMPASS Initiative](#) sponsored Dr. Orton to bring business planning training to Seminole, Brevard, Orange, Osceola and St. Lucie CHDs in the spring of 2010. If you missed this valuable and well-received in-person training, you can now do it online, for \$35. Go here for more information: <http://www.nwcphp.org/training/courses>.

How do **CHDs make themselves more visible and recognizable to policymakers, the media, and the general public**? **NACCHO** created a **dynamic new video** to highlight the important work of CHDs and to ensure CHDs get the recognition they so greatly deserve. Take and look and share this with your partners. Go to <http://mappnetwork.naccho.org/video/promoting-the-work-of-local>.

In December 2011 **NACCHO** published [an issue brief](#) called **Collaborating through Community Health Assessment to Improve the Public's Health** describing the current state of community health assessment activity across the country and encouraging continued and expanded collaboration among local health departments, hospitals, and other partners. Two recent developments have increased the interest in assessment activities. First, the 2010 Patient Protection and Affordable Care Act requires nonprofit hospitals to conduct community health needs assessments every three years and to adopt implementation strategies to meet the needs identified in the assessments. Second, in 2011, **a voluntary national accreditation program** for health departments was launched; among the accreditation standards is the requirement that health departments participate in or conduct a collaborative process resulting in a comprehensive community health assessment and community health improvement plan. Find the issue brief here: <http://www.naccho.org/topics/infrastructure/mapp/framework/clearinghouse/upload/issuebrief-cha-dec2011-2.pdf>.

On November 9, 2011, **NACCHO** hosted a **webinar** on the use of the **Health Indicators Warehouse, Healthy People 2020**, and the **County Health Rankings** in community health assessment and improvement planning. The archived recording can be found on **NACCHO's** online **Resource Center for Community Health Assessments and Community Health Improvement Plans**. This 90-minute webinar includes information on

ways that Healthy People 2020 can support community health assessment and community health improvement processes, navigating the Health Indicators Warehouse website, accessing local-level indicators for a specific community, and how to use Healthy People 2020 and the Health Indicators Warehouse with partners to begin selecting indicators. Watch the free archived recording here: <https://cc.readytalk.com/cc/playback/Playback.do?id=7zsp92>. Access the presentation slides here: http://www.naccho.org/topics/infrastructure/community-health-assessment-and-improvement-planning/upload/Using-the-HIW-in-CHA_Webinar4_11-9-11-Resource-Center.pdf.

Investments in Public Health and Prevention Save Lives and Money. Even though America spends more than \$2 trillion annually on health care-more than any other nation in the world-tens of millions of Americans suffer every day from preventable diseases like type 2 diabetes, heart disease, and some forms of cancer, which rob them of their health and quality of life. A series of **research reports** funded by the **Robert Wood Johnson Foundation (RWJF)** provides valuable new information for policy-makers and other public officials who are looking for ways to help Americans stay healthy and get the economy back on track. A new RWJF [policy brief](#) highlights recent evidence indicating that **strategic investments** in proven, community-based prevention programs **could both save lives and result in significant U.S. health care cost savings** and overall economic cost savings. The brief-[Return on Investments in Public Health and Prevention: A Summary of Groundbreaking Research Studies](#)-reveals that public health investments can help prevent chronic disease, reduce escalating health costs and improve our overall economy. Go here to read the policy brief: http://www.rwjf.org/publichealth/product.jsp?id=72990&cid=XEM_1095291. Additionally, a new report by [Trust for America's Health \(TFAH\)](#) features six case studies across the United States illustrating how the link between public health and economic development can attract businesses, improve workplace wellness, and provide a spark to local economies. Go here for the issue brief, **Healthier American's for a Healthier Economy**: http://www.rwjf.org/publichealth/product.jsp?id=73531&cid=XEM_1095291.

Do you have an **injury prevention-related training or event of interest** coming up? If so, be sure to add it to the DOH Injury Prevention Calendar by following these steps: 1. Calendar URL Address: <http://calendar.doh.state.fl.us/main.php?calendar=InjuryPrevention> ; 2. Click Update; 3. Login: injppost; 4. Password: Injury10; 5. Select GUEST (or Own Name); 6. Click Add New Event. After submitting a new event, it will be sent to the Office of Injury Prevention for approval prior to going live on the calendar.



About COMPASS

Please share this e-news with community partners, colleagues, and anyone interested in impacting your community's health.

Community health assessment practice is the process of systematically collecting, analyzing and using information to educate and mobilize communities, develop priorities, gather resources, and plan actions to impact the public's health. Assessment is a core function of public health practice. Assessment is the foundation for the other two core functions of public health; Policy Development and Assurance. The information, tools and resources of COMPASS are designed to improve the capacities of Florida's public health workforce to develop strategies and interventions which lead to improved population health through community partnership building, collaboration and resource sharing. <http://www.doh.state.fl.us/compass/>

email: Christine_Abarca@doh.state.fl.us

phone: 850 245-4009, ext 2071

This message is a service of the **Florida Department of Health, Office of Health Statistics and Assessment**

