



Compass Points

Winter 2009

January 2010

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 include information on activities, resources, and tips for conducting community health assessments in your county.

Best regards,

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

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News From the Field

On October 29, Governor Charlie Crist recognized Julianne Price, [Indian River CHD](#), as that week's [Governor's Point of Light](#). "Julianne is selfless, altruistic and has gone above and beyond to help her neighbors in need," said Governor Crist. "Her leadership and generosity has resulted in affordable, safe homes for many Indian River families. She is an asset and hero in her community and is an example to others." Julianne founded the nonprofit organization, Every Dream Has A Price Inc., an organization dedicated to helping individuals in need repair their existing homes and improve the impoverished communities in Indian River County. As president, she leads the group's mission to build safe, affordable housing and provide high quality, low-income rentals to families in need. During one project, she led a group of 1,000 volunteers to help two deserving families by building two homes in just one day. Julianne also volunteers for Keep Indian River Beautiful and serves on the Board of the Affordable Housing Advisory Committee. Since January 2004, Julianne has been a dedicated public servant at the Florida Department of Health, Indian River CHD, as an environmental specialist and state wide [PACE-EH](#) (Protocol for Assessing Community Excellence in Environmental Health) coordinator. The Governor's Point of Light Award recognizes Florida residents who demonstrate exemplary service to the community.

Congratulations to Kerry Dunlavey, administrator, and staff of the [Baker CHD](#) on their grant award from the [Kresge Foundation](#) Caring Communities, Health Clinic Opportunity Fund. Baker CHD will receive \$300,000 for a two-year project aimed to support medical and dental services. With a 30% increase in self- or no-pay clients in 2008 and anticipated growth in this segment for 2009 and 2010, the Kresge Foundation grant will make it possible for Baker CHD to continue to offer these critical services. Kresge Foundation's Health Clinic Opportunity Funds were made available in direct response to the rapid increase in the number of people losing their jobs and health insurance as a result of the current economic crisis.

On December 1, the Levy County Wellness Coalition marked the one-year anniversary and conclusion of the 5,000 Pound Challenge. Three local families were honored at the celebration. The event and challenge were coordinated by Jennifer Fiddner of the Levy CHD.

The [Health Councils](#) have a remedy for those worried about loved ones who are away from home during the flu season. Send a [Flu Comfort Kit](#)! The kit comes complete with items such as disposable thermometers, throat lozenges, chicken noodle soup, tea, and antibacterial wipes. All this and a personalized message of comfort from the sender for \$20. Order online at <http://www.healthcouncils.org/FluKitMail.html> The [Health Council of West Central Florida](#) and [Suncoast Health Council](#) are known and operate as the Health Councils, Inc.

The DOH [Office of Health Statistics and Assessment, COMPASS initiative](#), wishes our own Laurie Osgood congratulations as she assumes a new position as a regional supervisor for DOH's Child Care Food Program in the Bureau of Child Nutrition. We thank her for the many contributions she made to the program and wish her continued success in the new job.

Your CHD's 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, January 25

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 25 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. The call schedule for 2010 is January 25, April 19, July 19 and October 18.

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Visit the COMPASS Web Site and Web-Based Tool Kit

The newest additions to the [COMPASS website](#) are found under the "Community Reports" section (left navigation menu). Each county now has its own folder where documents can be posted for easy access. Currently included in those folders are results from the 2005 local public health system assessment using the National Public Health Performance Standards, and two year's results from the annual community health assessment survey. Many counties have their community health assessment reports and related documents posted as well. 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?

The [FloridaCHARTS](#) team announces the new [CHARTS county-level mapping application](#). For the indicators of your choice, you now have the option to display county-level maps along with data tables and trend graphs. These maps are available for most indicators found on www.floridacharts.com. Check out the many features of this public health statistics web site.

Events, Resources and Opportunities

Interested in having a [Centers for Disease Control and Prevention \(CDC\)](#) intern at your CHD or organization? The [CDC's Public Health Prevention Service](#) (PHPS) invites you to assist in providing an opportunity for the professional development of an early-career program managers. PHPS is requesting applications from public health organizations for 2-year field assignments in program management for up to 25 prevention specialists. Field assignments last from Oct. 2010 to 2012 and work assignments may include program management, budget preparation, staff planning, program implementation and evaluation, and policy development. All salaries, benefits and PHPS-related travel expenses will be the responsibility of the PHPS Program. Deadline for a two-page letter of intent is January 15; accepted organizations will submit full applications by April 6, 2010. More information is available at <http://www.cdc.gov/PHPS/>.

Call for abstracts! The 20th anniversary of the University of South Florida's [Social Marketing in Public Health Conference and Training Academy](#) will take place on June 11-14, 2010 in Clearwater, Florida. Abstracts describing completed projects will be accepted only in electronic format until January 18. To submit an abstract and to find out more about the conference, visit www.cme.hsc.usf.edu/smph

The [State and Territorial Injury Prevention Directors Association \(STIPDA\)](#), [Society for the Advancement of Violence and Injury Research \(SAVIR\)](#), and Iowa Injury Prevention Center will present the third webinar in the series on injury evaluation on January 26 from 2-3:30 pm ET. More information on the "[Injury Evaluation: What to Do When It Gets Complicated](#)" is available at <http://www.savirweb.org/index.php>.

In search of category 1 continuing education contact hours (CECH) for Certified Health Education Specialists (CHES)? Three new online self-study courses are now available through [Health Education Partners](#). Topics include Healthy People 2020: Get Ready to Use It, Health Marketing: Commercial Marketing Strategies to Improve Health, and Become a Very Good Resource on Health Reform. Each offers 5 CECHs and is available for \$25. For more information, visit www.healtheducationpartners.org

The [American Dental Association Foundation's Samuel Harris Fund for Children's Dental Health grant program](#) is seeking applications for the 2009-2010 funding cycle. Organizations that sponsor programs for mothers and caregivers to help reduce the incidence of early childhood caries are invited to apply. Competitive grants of up to \$5,000 will be awarded solely for prenatal and postnatal oral health instruction. Proposals are due by January 8, 2010. More information on application requirements and forms are available at <http://www.ada.org/ada/adaf/grants/index.asp#harris>.

The [General Mills Foundation](#), in partnership with the American Dietetic Association Foundation and the President's Council on Physical Fitness, developed the Champions for Healthy Kids grant program. Grants of up to \$10,000 are available to community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle. The deadline to apply is January 15, 2010. The online application and complete instructions are available at <http://www.generalmills.com/corporate/commitment/champions.aspx>.

The [AAUW \(formerly known as the American Association of University Women\) Community Action Grants Program](#) provides funds to individuals, AAUW branches and state organizations as well as local community-based organizations for innovative programs that promote education and equity for women and girls. One-year grants of \$2,000 to \$7,000 provide seed money for new projects. Two-year grants (\$5,000 to \$10,000) provide start-up funds for longer-term programs that address the particular needs of the community. Visit the AAUW web site at www.aauw.org/ for complete program guidelines and information on other funding opportunities. The application deadline is January 15, 2010.

Entertainer Miley Cyrus has partnered with [Youth Service America \(YSA\)](#) to create [Get Ur Good On](#), a social network that brings together youth to support each other in their mission to do good in their communities. As part of the program, YSA has grants available to fund youth-led service initiatives. Available to children and youth (ages 5 to 25), one hundred \$500 awards will be made to projects that address critical community issues such as poverty, education and environmental sustainability. Applications are due by February 22, 2010. A program eligibility quiz and application instructions are available at <http://ysa.org>

The [Kresge Foundation's](#) Caring Communities program offers a second round of grant funding through their [Health Clinic Opportunity Fund](#). Grant awards may be used to support staffing, recruitment and retention of health care service providers, strategic planning, community health assessments, outreach and marketing, business assessment and program evaluation and basic operational expenses. Letters of inquiry are due by March 1, 2010. Application instructions can be accessed at http://www.kresge.org/index.php/what/caring_communities/#facility

The [Tony Hawk Foundation](#) offers grants to fund public skatepark projects in low-income areas. The foundation is looking for projects that include local skaters in the design process, are located in low-income and/or areas with a high population of at-risk youth, can demonstrate a strong grassroots commitment to the projects and encourage skaters to be responsible for their own safety. Grants range from \$1,000 to \$25,000. The next deadline is March 1, 2010. Full details are available at <http://www.publicskateparkguide.org/>

The [American Academy of Dermatology's Shade Structure Program](#) awards grants of up to \$8,000 to nonprofit organizations for the purchase of shade structures designed to provide shade and ultraviolet (UV) ray protection for outdoor areas. Application instructions are available at <http://www.aad.org/public/sun/grants.html>. The deadline to apply is April 12, 2010.

Nickelodeon's [The Big Green Help](#) grants bring resources to schools and community-based organizations to support environmentally-friendly projects that educate and inspire kids to take care of the environment, be active and live healthier and/or engage in community service. Grants of up to \$5,000 are available. Applications are accepted throughout the year. The application form and instructions can be accessed at <http://bghevent.com/grant/index.htm>

The [Mary Reynolds Babcock Foundation](#) offers grants to organizations and networks that work across race, ethnic, economic and political differences to help people and places move out of poverty and achieve greater social and economic justice. Applications are accepted year round. View the criteria and application materials at <http://www.mrbf.org/applyForGrant.aspx>

Learn more about the relationship among MAPP, the National Public Health Performance Standards Program (NPHPSP) and national voluntary public health agency accreditation. The National Association of County and City Health Officials (NACCHO) has available for download the document, Integrating Performance Improvement Processes: MAPP, National Public Health Performance Standards and Accreditation. This document illustrates how local health departments can leverage MAPP and NPHPSP toward accreditation preparation. This, and many other resources, can be accessed through NACCHO's MAPP clearinghouse of resources at <http://www.naccho.org/topics/infrastructure/mapp/clearinghouse/upload/MAPP-NPHPSP-and-Accreditation-Preparation-Guidance.pdf>

The January/February 2010 issue of the [Journal of Public Health Management Practice](#) addresses public health accreditation, the trajectory of quality improvement and the future vision for public health practice. This issue provides a valuable resource for the public health community to learn more about how quality improvement efforts can enhance public health services and promote, preserve and protect the health of the public. The full issue is accessible free of charge at www.jphmp.com courtesy of the Robert Wood Johnson Foundation (RWJF).

A new web-based tool, developed by the [State Health Access Data Assistance Center](#) (SHADAC), allows quick and easy access to health insurance coverage estimates and trends. The SHADAC Data Center allows users to access U.S. Census Bureau data quickly and easily, utilize coverage trend data from 1987 to present, translate data into customized tables and graphs that can be downloaded, and easily export data. Visit SHADAC at <http://www.shadac.org/datacenter>.

The RWJF has released a new resource for program evaluation that details how to engage stakeholders in developing evaluation questions. Since stakeholders are potential users of evaluation findings, their input into the scope of the evaluation is critical to ensuring the integrity and value of evaluation results. [A Practical Guide for Engaging Stakeholders in Developing Evaluation Questions](#) details a five-step process and includes worksheets and other resources. The guide can be viewed and downloaded at <http://www.rwjf.org/pr/product.jsp?id=49951>.

How healthy is our state? View the [Trust for America's Health](#) latest state health profiles

at <http://healthyamericans.org/>.

MAPP and MAPPS---what's the difference? Mobilizing for Action through Planning and Partnerships (MAPP) is a community-wide strategic planning tool for improving community health. Facilitated by public health leaders, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment tool; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health system. Read more about MAPP at NACCHO's web site

<http://www.naccho.org/topics/infrastructure/MAPP/index.cfm> or the COMPASS web site at www.doh.state.fl.us/COMPASS. Media, Access, Pricing, Point of decision information and Social support (MAPPS) describes a set of evidence based strategies recommended for use to affect policy and environmental changes to public health issues. Use of MAPPS framework was specified in the recent [American Recovery and Reinvestment Act \(ARRA\) Putting Communities to Work](#) request for proposals. Related information on MAPPS strategies can be gleaned from an Association of State and Territorial Health Officials (ASTHO) document at <http://www.astho.org/Advocacy/Stimulus-Funding/Communities-Putting-Prevention-to-Work/>.



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/>

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