

Collier County
Picture of Health
2011



INTRODUCTION

In mid 2005, public health partners came together to evaluate and identify priority needs for Collier County related to the public health system. Using the Local Public Health Assessment Tool, representatives from business, government, local schools, emergency and health and human service providers evaluated the delivery of each of the Ten Essential Public Health services within Collier County. The assessment tool defined the standard for each essential service using related indicators which enabled participating partners to compare their local public health system against the standard. Participants answered a series of questions that addressed the availability of services, capacity for handling specific events, level and capacity of inter-agency communication and current public health activities. The data was compiled and sent to the Centers for Disease Control and Prevention (CDC) for evaluation. When the report came back, members received notification of results. On a scale of 1 to 100, Collier County received an overall Public Health Performance score of 79% which represents the overall delivery and capacity of public health activities in the County. The results were often in the 80th to 90th percentile ranking for at least half of the indicators and not surprising since the County had a robust system of community interest groups that were aware of gaps in the system and were already addressing many of the identified areas that were opportunities for improvement. During the 2005 to 2006 time period, additional assessments were completed by the Collier County Health Department which included Community Themes and Strengths, Forces of Change and Community Health Status. After compiling all the information gained through these four assessments (assessment tools as part of the MAPP* process) the Health Department and its public health partners continued work toward improving the public health status of the County.

In 2010, an additional assessment was added to the schema of ongoing community assessment and community health improvement planning. The University of Wisconsin embarked upon a nation-wide project (funded by Robert Wood Johnson Foundation) to measure the health status of every county in the United States. Standard criteria were utilized and each county was measured against the standard criteria. Upon receipt of the first County Health Ranking report, the Collier County Health Department engaged its community partners in a meeting (entitled "Sustaining Excellence") that reviewed the County Health Ranking results, explained the rationale behind each criteria and its measurement, and set out to address newly identified opportunities for improvement.

The Collier County Health Department has compiled a Community Health Improvement Plan based upon the input and collaborative efforts of approximately 100 individuals from 45 organizations that are located in Collier County and serve its residents. As one of 67 Public Health sites within the State of Florida, The Collier County Health Department is charged with identifying community health needs, galvanizing community response and leading the creation of local solutions that will incorporate and build upon existing resources.

This Community Health Improvement Plan celebrates the successes of the past, our standing as the healthiest County within the State of Florida (University of Wisconsin County Health Rankings 2010 and 2011) and outlines the process and strategies that members have undertaken to ensure that local public health is strengthened by our collective efforts in the future. We thank each of our partners for their contribution to this plan. We aim to continue to work with our partners to:

- ❖ Promote and encourage healthy behaviors
- ❖ Respond to disasters and assist communities in recovery
- ❖ Assure the quality and accessibility of health services
- ❖ Increase collaboration among public health stakeholders
- ❖ Track, evaluate and respond to public health needs within Collier County

*Mobilizing for Action through Planning and Partnerships



On November 4, 2010, health partners of Collier County met at the Telford Center Auditorium (Naples Community Hospital) to review the results of the Robert Wood Johnson sponsored analysis performed by the University of Wisconsin which measured health outcomes in Counties across the United States. The meeting was entitled "Sustaining Excellence" and it celebrated Collier County's designation as #1 for positive health outcomes within the State of Florida. The meeting also served as a vehicle to discuss and evaluate the noted opportunities for improvement. Thirteen Community Focus Areas were reviewed and evaluated for priorities to address. The Focus Areas were:

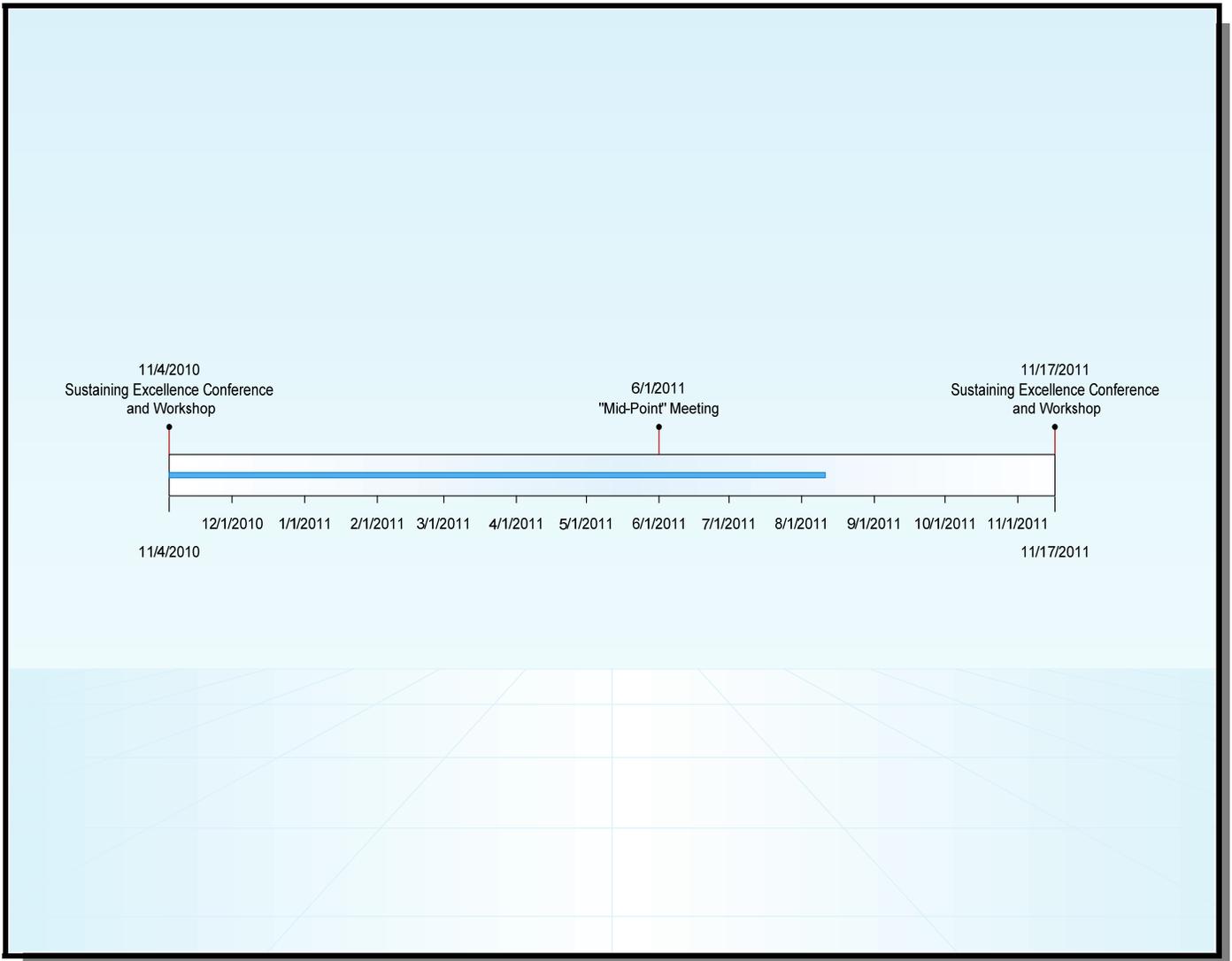
<i>Tobacco Use</i>	<i>Adult Obesity</i>
<i>Education</i>	<i>Binge Drinking</i>
<i>Unsafe Sex</i>	<i>Unemployment</i>
<i>Access to Care</i>	<i>Quality of Care Children in Poverty</i>
<i>Community Safety</i>	<i>Built Environment</i>
<i>Morbidity</i>	<i>Inadequate Social Support</i>

Each Focus Area became the subject for a work group who subsequently chose one specific contributing cause to address and then developed goals with accompanying action steps in order to influence change. Although there were thirteen focus areas with accompanying goals, the top five priority Focus Areas were:

1. *Inadequate Social Support*
2. *Access to Care*
3. *Adult Obesity*
4. *Built Environment*
5. *Unsafe Sex*

Each Focus Area Team determined their priority action steps and timeline for completion of the steps in order to affect progress toward achievement of Goals. Performance measures were self determined and teams reunited by utilizing telephone conferencing and e-mail forums as well as scheduled face-to-face meetings which are facilitated by the Health Department in order to bring key leaders

of each group together for progress reports. The following timeline with subsequent summary plans for each Priority Focus Area provide an overall picture of the Community Improvement Plan.



Priority Areas:

Inadequate Social Support

Access to Care

Adult Obesity

Built Environment

Unsafe Sex

Priority Area: Inadequate Social Support

<u>Focus Area</u>	Family and Social Support Percent of adults without social/emotional support
<u>Focus of Improvement</u>	Awareness of where to go for help
<u>Goal:</u>	Unified Referral System
<u>Objective(s)</u>	By July 1, 2011, establish a 211 unified referral system in Collier County
<u>Agency Ownership</u>	Community Foundation of Collier County Special Projects: Mary George 211 Project Leader: Brad Bailey
<u>Resources & Expertise</u>	Dade County 211 The Community Foundation, United Way of CC Collier Non-Profits
<u>Performance Measure</u>	Community Foundation will contract with Miami 211 company to offer 211 services to Collier County by July 2012.
<u>Action Steps</u>	Community Foundation will raise adequate funds to contract with Miami-based 211 by July 2012. Community Foundation will solicit information from non-profit agencies beginning October 2011. Miami 211 company will propagate information for use on Collier 211 line by June 2012.
<u>Progress Process and Reporting:</u>	Organizational meeting November 4, 2010, June 8, 2011 September 23, 2011 November 17, 2011

Priority Area: Access to Care

<u>Focus Area</u>	Access to Care Population less than age 65 Without health insurance Number of Primary Care Providers
<u>Focus of Improvement</u>	Need Medical Home for persons Without access to medical care
<u>Goal:</u>	Expand Primary Care Providers
<u>Objective(s)</u>	By November, 2011, expand Primary Care Provider numbers by 5%.
<u>Agency Ownership</u>	Collier County Health Department/ Joan M. Colfer, M.D.
<u>Resources & Expertise</u>	PLAN (Physician Led Access Network) NCH, PRMC, Collier County Medical Society Urgent Care Centers Mid-level (ARNP and PA) provider groups
<u>Performance Measure</u>	Access to Care group will formalize performance measures by the next Sustaining Excellence
<u>Action Steps</u>	Develop an Access to Care provider workgroup to review access to care issues. Access to Care Group will meet at least quarterly before the next Sustaining Excellence Conference S. Craig to meet with PLAN chair to discuss addition of primary care providers to PLAN
<u>Progress Process and Reporting:</u>	Organizational meeting November 4, 2010 Subsequent meetings held: March 10, 2011, June 9, 2011, and September 20, 2011 Plan is working on recruiting primary care providers into the network. The FQHC has received a grant to implement an adult primary clinic in North Naples.

Priority Area: Adult Obesity

<u>Focus Area</u>	Diet and Exercise Adults with BMI greater Than or equal to 30
<u>Focus of Improvement</u>	Healthier Lifestyles for Families
<u>Goal:</u>	Expand education to children since they are future adults and they influence their siblings and parents.
<u>Objective(s)</u>	Assess at risk youth by administration of Fitness Grams testing in physical education classes in school district. Once at risk youth are identified, YMCA will offer “Kids Bite Back” classes to at least two schools.
<u>Agency Ownership</u>	YMCA /Brandon Dowdy
<u>Resources & Expertise</u>	YMCA, Collier County Public Schools Collier County Health Department, Collier County Parks and Recreation NCH, PRMC
<u>Performance Measure</u>	YMCA will implement “Kids Bite Back” in at least two schools by 6/2012.
<u>Action Steps</u>	Fitness Grams will be done during 2011. YMCA will implement “Kids Bite Back” in as an after school program for two schools. Youth will share learned information with family and peers.
<u>Progress Process and Reporting:</u>	Organizational meeting November 4, 2010, June 8, 2011 September 23, 2011 November 17, 2011

Priority Area: Built Environment

<u>Focus Area</u>	Built Environment Healthy Food Outlets Number of Liquor Stores
<u>Focus of Improvement</u>	Increase accessibility to Farmers Markets Increase accessibility to sidewalks, Bike lanes and multi-use paths Modify land use regulations
<u>Goal:</u>	Expand healthy food access Expand opportunities to engage in Healthy activities (walking, biking, etc.)
<u>Objective(s)</u>	By December 2011, expand non-motorized and public transportation allocations in transportation budget to increase mobility options. By December 2011, conduct survey via questionnaire to determine healthy food access throughout the community (zip codes captured on survey).
<u>Agency Ownership</u>	Collier County Health Department/Smart Growth Coalition Stacy Revay
<u>Resources & Expertise</u>	Collier County Comprehensive Plan, Community Character Plan of Collier County Smart Growth Coalition, Johnson Engineering Collier County Parks and Recreation, FDOT Gordon River Greenway, NCH, PRMC Naples Pathway Coalition, Metropolitan Planning Organization, Bayshore Community Redevelopment Organization CCHD, Collier County Transportation Planning Department, Community Traffic Safety Team, Florida Gulf Coast University, Edison State College, Collier County Planning Department
<u>Performance Measure</u>	Smart Growth Coalition to develop Healthy Development Checklist by December 2011. By June 2012, the checklist will be utilized by the Board of County Commissioners, Planning Commission and the development community to evaluate and encourage healthy development/redevelopment. (This checklist provides objectives and measurable guidelines aimed at creating both public infrastructure and private development that allow for healthier outcomes by incorporating accessibility, convenience and safety within a community framework).

Priority Area: Built Environment (continued)

Action Steps

Smart Growth Coalition to work with Collier County Planning Department on Evaluation Appraisal Report
Smart Growth Coalition conduct Questionnaire via tear-off from brochure.
Smart Growth Coalition developing Healthy Development Checklist with scoring to encourage healthier communities

Progress Process and Reporting:

Organizational meeting November 4, 2010,
June 8, 2011
September 23, 2011
November 17, 2011

Priority Area: Unsafe Sex

<u>Focus Area</u>	Unsafe Sex Teen Pregnancy High Chlamydia Case Rate
<u>Focus of Improvement</u>	Increase clear messaging to teens Increase alternative activities to engage teens Improve emotional support network Engage media in consistent messaging
<u>Goal:</u>	Decrease the incidence of acquired STDs Decrease the incidence of teen pregnancy
<u>Objective(s)</u>	By October 1, 2012 compile a resource directory of Information to be shared with parents.. By October 1, 2012 increase awareness of teen Pregnancy issues in Collier County through media..
<u>Agency Ownership</u>	Collier County Health Department/ Joan M. Colfer, M.D. and Jennifer Ross, Youth Haven
<u>Resources & Expertise</u>	Collier County Public Schools YMCA County Parks and Recreation, FDOT Faith Based Organizations CCHD and other Medical Providers (includes MDs, clinics, hospitals)
<u>Performance Measure</u>	By October 1, 2012 there will be at least Two forms of media providing informational Presentations By October 1, 2012, there will be informational Brochures available for distribution at all Parent meeting encounters
<u>Action Steps</u>	Identify Key Stakeholder Organizations Establish Teen Pregnancy Coalition Develop Teen Pregnancy Prevention Action plan Engage at least two forms of media to Be involved in two informational presentations Within the year Share resource directory during existing program meetings Involving parents.
<u>Progress Process and Reporting:</u>	Organizational meeting November 4, 2010, June 8, 2011 August 30, 2011 September 23, 2011 November 17, 2011

