



2013

***Community Health
Improvement Plan Update***

Hamilton County

Community Health Improvement Plan – Setting the Priority Issues

Background

On November 17, 2011, Jeff Feller of WellFlorida Council presented the recently completed results of the Hamilton County Local Public Health System Assessment (LPHSA) and the highlights of the Hamilton County Community Health Status Assessment (CHSA) to members of the Hamilton County Healthcare Strategic Planning Committee. This presentation was designed to provide the impetus to the first phase of development of a strategic healthcare plan or community health improvement plan which will ultimately become the focus of the Hamilton County Healthcare Strategic Planning Committee for the next 2-3 years.

Mr. Feller's presentation followed the following outline:

- I. Overview of Key Issues from CHSA
- II. Presentation of the Results of the LPHSA
- III. Summary of Results of Member Prioritization of 10 Essential Services and 30 Standards from the LPHSA
- IV. Selection of Potential Focus Areas for Strategic or Community Health Improvement Plan

In his overview of the CHSA, Mr. Feller reviewed a variety of key observations in Hamilton County's socioeconomic and demographic data; morbidity and mortality data; and healthcare access and utilization data. He also provided summary results of the LPHSA for Hamilton County.

Figure 1 shows the rank order performance scores for each of the 10 Essential Services of the Hamilton County Public Health System. The scores can range from 0-100 with a lower score indicating poorer performance of that service compared to the national standards established for that service by the Centers for Disease Control (CDC) and the National Association of County and City Health Officials (NACCHO).

Members of the Committee also completed a prioritization survey prior to the November 17 meeting. This survey utilized 30 questions to establish a priority level (on a scale of 1-10 with 1 being lowest priority and 10 being highest) for each of the 10 Essential Services within Hamilton County. As seen in Table 1, the top three highest priority Essential Services, based on the survey responses of the Committee were (average priority score in parentheses):

1. Inform, educate and empower people about health issues (8.17).
2. Mobilize community partnerships and solve health problems (8.08).
3. Diagnose and investigate health problems and health hazards (8.05).

Figure 1: Rank ordered performance scores for each Essential Service.

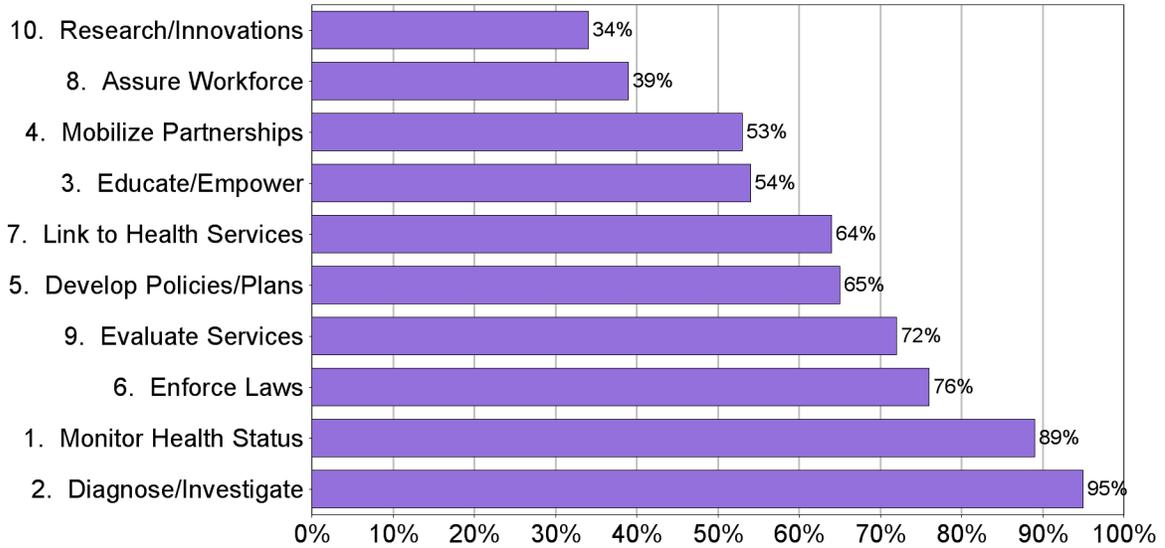


Table 1: Priority rankings for each Essential Service.

Essential Service	Average Priority Score
3. Inform, educate and empower people about health issues	8.17
4. Mobilize community partnerships to identify and solve health problems	8.08
2. Diagnose and investigate health problems and health hazards	8.05
7. Link people to needed personal health services and assure the provision of health care when otherwise available	7.71
9. Evaluate effectiveness, accessibility, and quality of population-based and personal health services	7.61
10. Research for new insights and innovative solutions to health problems	7.61
5. Develop policies and plans that support individual and community health efforts	7.35
8. Assure a competent public health and personal health care workforce	7.00
1. Monitor health status to identify health problems	6.82
6. Enforce laws and regulations that protect health and ensure safety	6.49

Mr. Feller then informed members that based on CDC/NACCHO suggestions for strategic and community health improvement planning, where areas of low performance intersect areas of high priority of the community, strategic or community health improvement planning initiatives are warranted. After a brief discussion, members identified two key areas, based on a combination of low performance scores and high priority. These two areas were:

- Inform, educate and empower people about health issues.

- Mobilize community partnerships to identify and solve health issues.

Discussion of Key Priority Areas

Mr. Feller led Committee members through a brainstorming session on these two key areas. Members identified critical facets of each of the two key issue areas; facets that could comprise elements of strategic goals and objectives and actions for a strategic health vision or community health improvement plan for Hamilton County.

The following represents an unfiltered bullet by bullet presentation of ideas generated by Committee members for each of the two priority areas.

Inform, Educate and Empower about Health Issues

- Language/cultural barriers
- Transportation/location of services
- Population begins or needs to begin to understand the need for education on healthcare and the ramifications of poor health decisions or practices
- Employment as a barrier to participation in healthcare (you may not have the luxury of taking off for an appointment when needed if you want to preserve your employment)
- Focus on the highest need areas and issues
- Stress and strain of current environment of uncertainty on health-related decisions
- Must take the education and information to them and not expect that they will come and get it
- Apathy until affected by health issue (due to lack of understanding of mounting impact of doing nothing)
- How to work within the financial constraints of this community and its residents knowing that this aspect will not change anytime soon
- Efforts must truly be a community effort
- Focus on community to recognize need for change
- Incentivization
- Train the young (and perhaps incentivize the older)
- Healthcare Academies in the school system
- How are other communities approaching things successfully like community weight loss?
- Partnerships
- School system
- Focus on youth and connecting with young adults and their families
- Dental bus – how did or does it work?
- Children reflect adult behaviors so we have to work on children and parents
- Reduced obesity
- Reduced avoidable hospitalization and emergency room visits
- Appropriate utilization of resources
- Take advantage of self-interest through incentivization

- Educate policymakers and local officials
- Utilize school programs and resources
- Take more advantage of our natural surroundings
- Include post-secondary institutions
- What is community's perspective of need? Does it need to be influenced or changed?
- Try to turn the sentiment among young adults that those that can leave the community will do so

Mobilize Community Partnerships

- Utilize the Healthcare Strategic Planning Committee
- Healthcare Strategic Planning Committee needs clear and focused goals and objectives
- Stabilize private healthcare
- Walk-in clinic or free-standing emergency room
- Solutions need to be more than just government-based though government can be a partner
- Everyone and every agency/entity has a role
- More involvement of key constituents and target populations
- Need lists of who the partners currently are and who they could be

Next Steps

Members discussed some very preliminary potential goal areas as follows:

1. Enhance Hamilton County Healthcare Strategic Planning Committee.
2. Develop specific goals, objectives and action plan for the Hamilton County Healthcare Strategic Planning Committee.
3. Unify and integrate other partners into the Healthcare Strategic Planning Committee.
4. Mobilize partners as needed on specific goals and tasks.
5. Promote cities and local government buy-in to strategic and community health improvement planning.

Members agreed by consensus to re-convene on December 13, 2011 at the Hamilton County Health Department to formulate a strategic plan with measurable goals and objectives for the Hamilton County Healthcare Strategic Planning Committee.

Priority Setting Session

During the December 13, 2011 meeting of the Hamilton County Healthcare Strategic Planning Committee, Hugh Giebeig began the priority setting session by reviewing some of the archival records to the Committee. He reminded members of the charter mission of the Committee:

Enhancing the quality of life in Hamilton County through increased healthcare options and accessibility.

Mr. Giebeig also reviewed many of the past meeting minutes and work plans dating back to the inceptions of the Committee in 2002. Upon hearing Mr. Giebeig's review, members noted that a common theme ran throughout the many meeting minutes and work plans. That is, the Committee has frequently articulated that it wishes to "initiate community activities to support healthy lifestyles".

Reminded of its mission and with the realization of this common theme of healthy lifestyles that has been a major focus of the Committee since its inception, members were asked to participate in a discussion, facilitated by Jeff Feller of the WellFlorida Council, to identify and specify the focus of group activities in the short term.

Proposed 2012-2015 Community Health Improvement Plan - Key Activities

Members identified the following key activities on which they should focus in the coming months and over the next 1-2 years (in the order in which they were mentioned at the meeting):

1. Report (regularly) to County Commission on things such as:
 - a. Pharmaceutical assistance program
 - b. Emerging and ongoing health issues
 - c. Key access and outcome health data for the community
 - d. Community priorities as identified by the Committee
2. Monitor Healthy Kids enrollment and coordinate community-wide efforts to make sure enrollment levels are meeting or exceeding targets (WellFlorida will assist in data monitoring).
3. Identify existing no-cost/low-cost opportunities for physical education in Hamilton County and educate and inform community about these opportunities.
4. Direct other to or piggyback onto emerging wellness services and programming in the school system.
5. Focus on obesity issues.
6. Identify, educate and inform the community about the true personal and social costs of health behaviors and their relation to health outcomes and other issues.
7. Identify magnitude of health resources and access gaps in the community.
8. Educate population on utilizing existing or newly emerging healthcare resources efficiently and effectively (including Emergency Medical Services).
9. Focus on messages of prevention.
10. Tap into traditional and non-traditional media for messaging whenever possible.

Members discussed that they should, as soon as possible, begin reporting to the County Commission as their first activity. Also, they agreed they should try to determine the Healthy Kids enrollment levels for the community and determine what, if anything, the Committee could or should do to increase or enhance enrollment. Committee members felt that these items could be initiated rather quickly.

Jeff Feller also suggested that the members mobilize on one or more of the other eight remaining issues in an IMPACT grant application to the Blue Cross and Blue Shield of Florida (BCBSF) Foundation of Florida. Members determined that during the January 19, 2012 meeting of the Committee that they

would finalize plans for the County Commission presentation and the Healthy Kids monitoring and that Jeff Feller and Hugh Giebeig would make a brief presentation to the Committee members regarding the BCBSF's grant program and that they would begin to discuss a potential response to this call for grants.

2012 Hamilton County Community Health Improvement Planning Activities

During 2012, the Hamilton County Healthcare Strategic Planning Committee, in addition to focusing on implementation of priority community health improvement planning activities detailed above, worked on completing a Community Themes and Strengths Assessment (CTSA) and a Forces of Change Assessment (FCA) to round out recent community health status assessment and community health improvement plan development initiatives.

The Community Themes and Strengths Assessment provides a deep understanding of the issues that residents feel are important by answering the questions: "What is important to our community?" "How is quality of life perceived in our community?" and "What assets do we have that can be used to improve community health?"

The Forces of Change Assessment focuses on identifying forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate. This answers the questions: "What is occurring or might occur that affects the health of our community or the local public health system?" and "What specific threats or opportunities are generated by these occurrences?"

WellFlorida Council worked with the Hamilton County Strategic Healthcare Planning Committee to complete these two assessments. The assessments were conducted through online surveying of members and key informants as well as a utilizing a focus group process that incorporated Hamilton County Healthcare Strategic Planning Committee meetings as focus groups.

The results of these two assessments are summarized in separate reports. During December 2012, Committee members utilized the results of the CTSA and FCA to assist them to re-visit the key activities/priorities identified during the course of the planning process. Using the insights of the needs identified in the MAPP assessment process and the realities of the community themes and strengths and forces of change in Hamilton County, Committee members classified the key activities into short (initiated in less than 1 year); medium (initiated in more than 1 but less than two years); and long-term (initiated in two years or more) goal areas. Members also determined that the short-term goal areas were the highest priority areas as short term success would lend credibility and motivation to initiatives that will take longer to implement and to subsequently demonstrate improvement in the health of Hamilton County residents. Table 2 shows each of the key activity/goal areas and the identified time horizon for implementation for each.

Table 2. Key community health improvement activities/goal areas and designated time horizon for implementation.

Key Activity/Goal Area	Time Horizon
Report (regularly) to County Commission on things such as: <ul style="list-style-type: none"> Pharmaceutical assistance program Emerging and ongoing health issues Key access and outcome health data for the community Community priorities as identified by the Committee 	ST
Direct other to or piggyback onto emerging wellness services and programming in the school system.	ST
Monitor Healthy Kids enrollment and coordinate community-wide efforts to make sure enrollment levels are meeting or exceeding targets (WellFlorida will assist in data monitoring).	ST-MT
Educate population on utilizing existing or newly emerging healthcare resources efficiently and effectively (including Emergency Medical Services).	ST-MT
Identify existing no-cost/low-cost opportunities for physical education in Hamilton County and educate and inform community about these opportunities.	MT
Identify, educate and inform the community about the true personal and social costs of health behaviors and their relation to health outcomes and other issues.	MT-LT
Identify magnitude of health resources and access gaps in the community.	LT-Ongoing

ST = Less than 1 Year; MT = Greater than 1 Year and Less than 2 Years; LT = 2 or More Years

While Table 2 details specific goal areas of potential interventions, Committee members also identified the following overarching themes that should be considered for all goal areas:

- Focus on obesity issues.
- Focus on messages of prevention.
- Tap into traditional and non-traditional media for messaging whenever possible.

2013 Hamilton County Community Health Improvement Planning Update

Update Overview

The focus of the 2013 update of the Hamilton County Community Health Improvement Plan was to bring the plan into alignment with Public Health Accreditation Board standards for community health improvement planning. As such, the update includes the following components:

- An update to the goals, strategies and objectives to make them more consistent with the SMART format; that is the goals and strategies are tied to objectives that are **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-sensitive.
- Identification for each strategy of potential key leads and partners for implementation.
- Potential performance indicators (or interim measures of success).
- Alignment of goals and objectives of local plan with state and national priorities.
- Potential policy implications or policy actions that may need to be taken for implementation.

The sections that follow detail each of these components.

Updated Goals, Strategies and Objectives

Table 3 represents the updates to the goals, objectives and strategies from the 2012 CHIP process as well as the addition of performance measures and potential key leads and partners. The Hamilton County Strategic Health Care Planning Committee (HCSHCPC) has been the leader in community health improvement planning and implementation of the CHIP. This volunteer group has worked together for 10 years and has dedicated five meetings since November 1, 2012 to working on updating the plan to meet Public Health Accreditation Board standards.

Table 3. Hamilton County CHIP Goals, Objectives, Strategies, Performance Measures and Key Leads and Partners, 2013 Update.

Goals	Measurable Objective(s)	Strategies	Performance Measures	Key Leads and Partners
GOAL 1 – Report regularly to County Commission and the public on key health issues and activities including: <ul style="list-style-type: none"> • Pharmaceutical assistance program • Emerging and ongoing health issues • Availability of health services 	<u>Objective 1.1</u> By December 31, 2014, the community will complete a comprehensive update of the community health assessment (CHA) and will update this assessment every three years. <u>Objective 1.2</u>	<u>Strategy 1.A</u> Create new and improved ways of informing key constituencies about what health services exist in the community and when and how to use them.	<ul style="list-style-type: none"> • Number of campaigns to target specific groups. • Number of exposures through social media. • Number of information events held. • Number of articles written by health care providers to write articles for newspaper (electronic media, blogs, etc). • Create provider/service 	<ul style="list-style-type: none"> • Hamilton County Healthcare Strategic Planning Committee • Hamilton County Health Department

Table 3. Hamilton County CHIP Goals, Objectives, Strategies, Performance Measures and Key Leads and Partners, 2013 Update.

Goals	Measurable Objective(s)	Strategies	Performance Measures	Key Leads and Partners
<ul style="list-style-type: none"> • Key access and outcome health data for the community • Community priorities as identified by the Hamilton County Strategic Health Care Committee 	<p>By July 1, 2014, develop an ongoing mechanism for reporting community personal costs of current community health outcomes.</p>		<p>directory of services; include Spanish version.</p> <ul style="list-style-type: none"> • Number exposed to messages through mass media. • A communication network among businesses and agencies to inform residents of health services and activities in the county. • Number of avoidable hospitalizations. 	<ul style="list-style-type: none"> • Hamilton County Healthcare Strategic Planning Committee • Hamilton County Health Department
		<p><u>Strategy 1.B</u> Develop and distribute materials and information that, in plain language, inform the general public on the true personal and community costs and benefits of health decision they regularly make.</p>	<ul style="list-style-type: none"> • Brochures or educational pieces developed. • Number of presentations made. • Number of persons receiving information through mass media and other sources. • Number of website hits to partner websites where information can be linked. • Increased numbers of persons who understand these costs. 	
<p>GOAL 2 – Enhance emerging wellness activities in the school system by linking other public and private sector partners to their efforts.</p>	<p><u>Objective 2.1</u> By December 31, 2015, reduce the percentage of overweight or obese adults to 70.0% (Baseline: 73.5%, 2010 BRFSS)</p> <p><u>Objective 2.2</u> By December 31, 2014, expand enrollment to enhanced wellness activities based in</p>	<p><u>Strategy 2.A</u> Identify existing additional wellness programs outside of the school system and work to link them to school system efforts.</p>	<ul style="list-style-type: none"> • Compiled list of identified wellness resources in community. • Commitment from community wellness resources to be part of integrated approach. • Formal agreements in place. 	<ul style="list-style-type: none"> • School system • Community wellness providers • Hamilton County Health Department • Faith-based groups • Parks and recreation • Local government • Businesses

Table 3. Hamilton County CHIP Goals, Objectives, Strategies, Performance Measures and Key Leads and Partners, 2013 Update.

Goals	Measurable Objective(s)	Strategies	Performance Measures	Key Leads and Partners
	<p>the school system to 1,000 residents.</p> <p><u>Objective 2.3</u> By December 31, 2015, increase the percentage of adults who eat at least five servings of fruits and vegetables per day to at least 25% (Baseline: 23.2%, 21010 BRFSS).</p> <p><u>Objective 2.4</u> By December 31, 2015, the percentage of Hamilton County high school students whose BMI classify them as overweight or obese will be below the Florida percentage (Baseline: must obtain for Hamilton County but state baseline is 25.1%, 2011 Florida YRBS).</p>	<p><u>Strategy 2.B</u> Form a partnership to market and promote, in an integrated manner, wellness program availability in Hamilton County.</p>	<ul style="list-style-type: none"> • Messages developed. • Marketing and awareness campaign developed. • Number of residents exposed to message. • Number of media partners. • Number of website hits from partners who link informational materials to their websites. • Percentage of persons reporting that they are aware of wellness opportunities in community. • Percentage of persons who became informed about wellness opportunities in the community through integrated awareness campaign. 	<ul style="list-style-type: none"> • School system • Community wellness providers • Hamilton County Health Department • Faith-based groups • Parks and recreation • Local government • Businesses • Media
		<p><u>Strategy 2.C</u> Increase enrollment in regular and ongoing wellness activities, with a special emphasis on school-aged children.</p>	<ul style="list-style-type: none"> • Number of adult participants in wellness programs. • Number of youth participants in wellness programs. • Number of participants in wellness programs who made a positive change in their health outcomes or health behavior. 	<ul style="list-style-type: none"> • School system • Community wellness providers • Hamilton County Health Department • Faith-based groups • Parks and recreation • Local government • Businesses
GOAL 3 – Educate the public on existing no-cost/low-cost opportunities for	<p><u>Objective 3.1</u> By December 31, 2015, increase the percentage of adults who meet</p>	<p><u>Strategy 3.A</u> Create web-based guide that highlights no-cost/low-cost opportunities for physical</p>	<ul style="list-style-type: none"> • Compiled list of no-cost and low-cost physical education opportunities. • Regular updates to list. 	<ul style="list-style-type: none"> • Hamilton County Healthcare Strategic Planning

Table 3. Hamilton County CHIP Goals, Objectives, Strategies, Performance Measures and Key Leads and Partners, 2013 Update.

Goals	Measurable Objective(s)	Strategies	Performance Measures	Key Leads and Partners
physical activity in Hamilton County and promote their use.	vigorous physical activity recommendations to 28% (Baseline: 26.8%, 2010 BRFSS). <u>Objective 3.2</u> By July 31, 2014, create a web-based guide that highlights no-cost/low-cost opportunities for physical education in Hamilton County.	activity.	<ul style="list-style-type: none"> Completed website that lists physical education resources. Number of hits on website. Number of persons that report that they utilized a physical education opportunity all or in part due to being exposed to the guide. 	<ul style="list-style-type: none"> Committee Parks and recreation Local government Businesses Hamilton County Health Department Chamber of Commerce
	<u>Objective 3.3</u> By December 31, 2015, the percentage of Hamilton County high school students who report physically active for 60 or more minutes on 5 of the past 7 days will be above the Florida percentage (Baseline: must obtain for Hamilton County but state baseline is 43.6%, 2011 Florida YRBS).	<u>Strategy 3.B</u> Conduct a community-wide marketing campaign to inform the public on existing low-cost or no-cost physical activity opportunities.	<ul style="list-style-type: none"> Messages developed. Marketing and awareness campaign developed. Number of residents exposed to message. Number of media partners. Number of website hits from partners who link informational materials to their websites. Percentage of persons reporting that they are aware of no-cost or low-cost physical activity opportunities in community. Percentage of persons who became informed about wellness opportunities in the community through integrated awareness campaign. 	<ul style="list-style-type: none"> School system Community wellness providers Hamilton County Health Department Faith-based groups Parks and recreation Local government Businesses Media Chamber of Commerce
GOAL 4 – Increase the appropriate use of healthcare.	<u>Objective 4.1</u> By December 31, 2016, decrease the preventable hospital discharge rate to 1,000 preventable discharges per	<u>Strategy 4.A</u> Create new and improved ways of informing key constituencies about what health services exist in the community and when and how to use them.	<ul style="list-style-type: none"> Number of campaigns to target specific groups. Number of exposures through social media. Number of information events held. Number of articles 	<ul style="list-style-type: none"> Hamilton County Healthcare Strategic Planning Committee Emergency medical

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Goals	Measurable Objective(s)	Strategies	Performance Measures	Key Leads and Partners
	100,000 population under age 65 (Baseline: 1,217, AHCA, 2009-11).		<ul style="list-style-type: none"> written by health care providers to write articles for newspaper (electronic media, blogs, etc). Create provider/service directory of services; include Spanish version. Number exposed to messages through mass media. A communication network among businesses and agencies to inform residents of health services and activities in the county. Number of avoidable hospitalizations. 	<ul style="list-style-type: none"> services Hamilton County Health Department Physicians Local government
		<p><u>Strategy 4.B</u> Develop and distribute materials and information that, in plain language, inform the general public on the true personal and community costs and benefits of health decision they regularly make.</p>	<ul style="list-style-type: none"> Brochures or educational pieces developed. Number of presentations made. Number of persons receiving information through mass media and other sources. Number of website hits to partner websites where information can be linked. Increased numbers of persons who understand these costs. 	<ul style="list-style-type: none"> Hamilton County Healthcare Strategic Planning Committee Emergency medical services Hamilton County Health Department Physicians Local government

Alignment with State and National Priorities

The 2013 Hamilton County Community Health Improvement Plan Update has been reviewed for alignment with the following state and national guidelines:

- Florida State Health Improvement Plan 2012-2015 (April 2012) from the Florida Department of Health
- Healthy People 2020 from the United States Department of Health and Human Services

- National Prevention Strategy – America’s Plan for Better Health and Wellness (June 2011) from the National Prevention Council

Each objective under each goal was reviewed to determine where within each of these state or national guidelines the objective was in alignment. Table 4 summarizes where the 2013 Hamilton County CHIP Update objectives align with the various state and national standards.

Table 4. Hamilton County CHIP Alignment with Healthy People 2020 (HP2020), Florida State Health Improvement Plan (FSHIP) and National Prevention Strategy (NPS).

Objective	HP2020	FSHIP	NPS
GOAL 1 Report regularly to County Commission and the public on key health issues and activities including:			
<ul style="list-style-type: none"> • <i>Pharmaceutical assistance program</i> • <i>Emerging and ongoing health issues</i> • <i>Availability of health services</i> • <i>Key access and outcome health data for the community</i> • <i>Community priorities as identified by the Hamilton County Strategic Health Care Committee</i> 			
Objective 1.1 By December 31, 2014, the community will complete a comprehensive update of the community health assessment (CHA) and will update this assessment every three years.	Topic Area: Public Health Infrastructure Objective(s): PHI-14; PHI-15	Strategic Issue Area: Community Redevelopment and Partnerships; Health Finance and Infrastructure Goals CR1, Pg. 19; HI4, Pg. 33	Strategic Direction(s): Empowered People, Pg. 22; Elimination of Health Disparities, Pg. 25
Objective 1.2 By July 1, 2014, develop an ongoing mechanism for reporting community personal costs of current community health outcomes.	Topic Area: Public Health Infrastructure Objective(s): PHI-14; PHI-15 Topic Area: Health Communication and Health Information Technology: Objective(s): HC/HIT-8; HC/HIT-9; HC/HIT-13	Strategic Issue Area: Community Redevelopment and Partnerships; Health Finance and Infrastructure Goals CR1, Pg. 19; HI4, Pg. 33	Strategic Direction(s): Empowered People, Pg. 22; Elimination of Health Disparities, Pg. 25
Goal 2 Enhance emerging wellness activities in the school system by linking other public and private sector partners to their efforts.			
Objective 2.1 By December 31, 2015, reduce the percentage of overweight or obese adults to 70.0% (Baseline: 73.5%, 2010 BRFSS)	Topic Area: Nutrition and Weight Status Objective(s): NWS-5; NWS-8; NWS-9; NWS-11 Sub-objective(s): NWS-11.5	Strategic Issue Area: Chronic Disease Prevention Goal CD1, Pg. 14	Priorities: Healthy Eating, Pg. 34; Active Living, Pg. 38
Objective 2.2 By December 31, 2014, expand enrollment to enhanced wellness activities based in the school system to 1,000	Topic Area: Nutrition and Weight Status Objective(s): NWS-8; NWS-9; NWS-10; NWS-11	Strategic Issue Area: Chronic Disease Prevention Goal CD1, Pg. 14	Priorities: Healthy Eating, Pg. 34; Active Living, Pg. 38

Table 4. Hamilton County CHIP Alignment with Healthy People 2020 (HP2020), Florida State Health Improvement Plan (FSHIP) and National Prevention Strategy (NPS).

Objective	HP2020	FSHIP	NPS
residents.			
Objective 2.3 By December 31, 2015, increase the percentage of adults who eat at least five servings of fruits and vegetables per day to at least 25% (Baseline: 23.2%, 21010 BRFSS).	Topic Area: Nutrition and Weight Status Objective(s): NWS-14; NWS-15	Strategic Issue Area: Chronic Disease Prevention Goal CD1, Pg. 14	Priorities: Healthy Eating, Pg. 34; Active Living, Pg. 38
Objective 2.4 By December 31, 2015, the percentage of Hamilton County high school students whose BMI classify them as overweight or obese will be below the Florida percentage (Baseline: must obtain for Hamilton County but state baseline is 25.1%, 2011 Florida YRBS).	Topic Area: Nutrition and Weight Status Objective(s): NWS-5; NWS-8; NWS-9; NWS-10; NWS-11	Strategic Issue Area: Chronic Disease Prevention Goal CD1, Pg. 14	Priorities: Healthy Eating, Pg. 34; Active Living, Pg. 38
<i>GOAL 3 Educate the public on existing no-cost/low-cost opportunities for physical activity in Hamilton County and promote their use.</i>			
Objective 3.1 By December 31, 2015, increase the percentage of adults who meet vigorous physical activity recommendations to 28% (Baseline: 26.8%, 2010 BRFSS).	Topic Area: Physical Activity Objectives: PA-1; PA-2	Strategic Issue Area: Chronic Disease Prevention Goal CD1, Pg. 14	Active Living, Pg. 38
Objective 3.2 By July 31, 2014, create a web-based guide that highlights no-cost/low-cost opportunities for physical education in Hamilton County.	Topic Area: Physical Activity Objectives: PA-1; PA-2 Topic Area: Health Communication and Health Information Technology: Objective(s): HC/HIT-8; HC/HIT-9; HC/HIT-13	Strategic Issue Area: Chronic Disease Prevention Goal CD1, Pg. 14	Active Living, Pg. 38
Objective 3.3 By December 31, 2015, the percentage of Hamilton County high school students who	Topic Area: Physical Activity: Objective(s): PA-3; PA-4; PA-5; PA-6; PA-7; PA-8; PA-9; PA-10	Strategic Issue Area: Chronic Disease Prevention Goal CD1, Pg. 14	Active Living, Pg. 38

Table 4. Hamilton County CHIP Alignment with Healthy People 2020 (HP2020), Florida State Health Improvement Plan (FSHIP) and National Prevention Strategy (NPS).

Objective	HP2020	FSHIP	NPS
report physically active for 60 or more minutes on 5 of the past 7 days will be above the Florida percentage (Baseline: must obtain for Hamilton County but state baseline is 43.6%, 2011 Florida YRBS).			
Goal 4 Increase the appropriate use of healthcare.			
Objective 4.1 By December 31, 2016, decrease the ambulatory care sensitive conditions (ACS) hospital discharge rate to 10.0 avoidable discharges per 1,000 discharges (Baseline: 12.2 per 1,000, AHCA, 2010-12).	Topic Area: Access to Health Services Objective(s): AHS-3;AHS-5; AHS-6	Strategic Issue Area: Access to Care Goal AC2, Pg. 23	Strategic Direction: Clinical and Community Preventive Service, Pg. 18

Potential Policy Implications

Community health improvement activities and initiatives require both a mix of policy and non-policy changes to accomplish objectives. The Public Health Accreditation Board standards encourage communities to closely review their CHIP objectives and to determine possible policy changes that may need to be made in order to facilitate reaching the desired measurable objective. Table 5 catalogs for each objective in the 2013 Hamilton County Community Health Improvement Plan Update the policy changes that may be required or should be considered in order achieve the objective.

Table 5. Potential policy changes required to achieve objectives of Hamilton County CHIP.

Objective	Potential Policy Changes
<p>GOAL 1 Report regularly to County Commission and the public on key health issues and activities including:</p> <ul style="list-style-type: none"> • Pharmaceutical assistance program • Emerging and ongoing health issues • Availability of health services • Key access and outcome health data for the community • Community priorities as identified by the Hamilton County Strategic Health Care Committee 	
<p>Objective 1.1 By December 31, 2014, the community will complete a comprehensive update of the community health assessment (CHA) and will update this assessment every three years.</p>	<ul style="list-style-type: none"> • DOH policy change to consider funding or supporting these local CHA and CHIP efforts may be required (resources are scarce in smaller communities). • Informal policies and working agreements required to work together.
<p>Objective 1.2 By July 1, 2014, develop an ongoing mechanism for reporting community personal costs of current community health outcomes.</p>	<ul style="list-style-type: none"> • Local government may need to change policies to include this mechanism into its discussions and deliberations on funding allocation to community health initiatives.
<p>Goal 2 Enhance emerging wellness activities in the school system by linking other public and private sector partners to their efforts.</p>	
<p>Objective 2.1 By December 31, 2015, reduce the percentage of overweight or obese adults to 70.0% (Baseline: 73.5%, 2010 BRFSS)</p>	<ul style="list-style-type: none"> • Encourage local businesses that contribute to obesity and overweight to change practices. • Local government policies may need to be enacted to encourage the above.
<p>Objective 2.2 By December 31, 2014, expand enrollment to enhanced wellness activities based in the school system to 1,000 residents.</p>	<ul style="list-style-type: none"> • School system may need to address policies regarding how much outside participation and influence non-school agencies and persons will have in its program. • Liability policy issues may need to be addressed.
<p>Objective 2.3 By December 31, 2015, increase the percentage of adults who eat at least five servings of fruits and vegetables per day to at least 25% (Baseline: 23.2%, 21010 BRFSS).</p>	<ul style="list-style-type: none"> • Encourage local businesses that contribute to better eating habits. • Local government policies may need to be enacted to encourage the above. • Health insurance policies may need to change their policies to incentivize healthy eating.

Table 5. Potential policy changes required to achieve objectives of Hamilton County CHIP.

Objective	Potential Policy Changes
<p>Objective 2.4 By December 31, 2015, the percentage of Hamilton County high school students whose BMI classify them as overweight or obese will be below the Florida percentage (Baseline: must obtain for Hamilton County but state baseline is 25.1%, 2011 Florida YRBS).</p>	<ul style="list-style-type: none"> • Funding policies to have someone in the school system to be able to take BMI measurements. • School policies regarding parent consent may need to be addressed. • Policies may be needed to seek BMI calculation requirements at entrance of school year like required immunizations.
<p><i>GOAL 3 Educate the public on existing no-cost/low-cost opportunities for physical activity in Hamilton County and promote their use.</i></p>	
<p>Objective 3.1 By December 31, 2015, increase the percentage of adults who meet vigorous physical activity recommendations to 28% (Baseline: 26.8%, 2010 BRFSS).</p>	<ul style="list-style-type: none"> • Encourage local businesses that contribute to more physical activity. • Local government policies may need to be enacted to encourage the above. • Health insurance policies may need to change their policies to incentivize physical fitness.
<p>Objective 3.2 By July 31, 2014, create a web-based guide that highlights no-cost/low-cost opportunities for physical education in Hamilton County.</p>	<ul style="list-style-type: none"> • Informal policies and working agreements required for community to work together.
<p>Objective 3.3 By December 31, 2015, the percentage of Hamilton County high school students who report physically active for 60 or more minutes on 5 of the past 7 days will be above the Florida percentage (Baseline: must obtain for Hamilton County but state baseline is 43.6%, 2011 Florida YRBS).</p>	<ul style="list-style-type: none"> • State and local school policies regarding physical activity time allotted for students may need to be changed. • Local government may need to change policies to support recreation and physical activity as an investment in community health.
<p><i>Goal 4 Increase the appropriate use of healthcare.</i></p>	

Table 5. Potential policy changes required to achieve objectives of Hamilton County CHIP.

Objective	Potential Policy Changes
<p>Objective 4.1 By December 31, 2016, decrease the ambulatory care sensitive conditions (ACS) hospital discharge rate to 10.0 avoidable discharges per 1,000 discharges (Baseline: 12.2 per 1,000, AHCA, 2010-12).</p>	<ul style="list-style-type: none"> • Additional health insurance reform, both public and private, policy changes may be needed, especially in Florida which has not taken up the health reform, to provide people affordable preventive care to avoid hospitalizations. • Individual provider policies may need to change to offer more incentive or disincentive for utilizing care more effectively.