

Below are highlights, resources and links to information mentioned on our July 21, 2014 Meet-Me-Call. Thank you for your interest and participation.

Resources and Tools

- **CHARTS update:** Chris Keller shared recent CHARTS updates, which include the 2013 Vitals and Vital report, HIV & AIDS cases, STDs, Unemployment rates, Immunizations, Crime and violence, Nursing home beds, and Hospital beds. The 2013 Cancer Query has been finalized. Within the next month, the birth defects profile for each county will be available. Visit the CHARTS public health statistics web site: www.floridacharts.com.
- **Florida Health Performs** format has been updated based on feedback. We appreciate your feedback, so please keep it coming. The feedback link is on the website.
- **New “emerging theme” section in MAPP e-newsletter:** <http://www.floridahealth.gov/provider-and-partner-resources/community-partnerships/floridamapp/florida-mapp-e-news/index.html>--intended to capture relevant topics/issues for community health improvement efforts in Florida. Please email any topics of interest to Jennifer.Durso@flhealth.gov. They will appear in the MAPP e-newsletter until the transfer of the e-newsletter content to the MAPP website occurs, as recommended by the MAPP Advisory Group. Discussion time will be included in each quarterly Meet-Me-Call to address the featured theme as a group. This month’s theme was action cycle of the MAPP process.

Question posed: We have a CHIP and partnership in place, but engaging them is a challenge--especially in small counties. What can we do and how can we do it?

Discussion/Comments from the field in response to the question:

- Our CHIP coordinator has integrated their work with other programmatic work to increase efficiency. Most other programs are engaging their stakeholders and trying to create connections and increase visibility of overlap between them. The most time consuming component is engaging the stakeholders.
- It’s about implementation. Your CHIP should have engaged your partners, and your partners should have some ownership. It’s important to not make DOH the lead on everything. Also, funding should have been considered, and if not, then on next revision. New programs should not be started but infused into what is already being done.
- We didn’t take funding into account. The issue areas were decided by the larger group. They wanted specific programs. We are doing well though because we’ve kept our partnership going—we are small, so face-to-face interactions are best; we see the same people over and over again in meetings. Also, at the Tallahassee NACCHO CHIP evaluation training, there was a county that published a newspaper insert was really successful in kick starting their partners by focusing on partnership successes. We would like to use this technique as it is free publicity for our partners.

- The newspaper insert was done by Bay County as their community report card and also had next steps so that readers could see this is an ongoing process. It was our 1st annual report on CHIP. The technique also helps keep the interest alive within the entire community—with testimonials and community personal stories. It was inserted in the Sunday paper and additional copies were placed in community areas like grocery stores and schools. We also had an electronic copy that we were able to place on websites that we will share.
- Our county will soon be publishing a new 2014 CHIP (target date in August). We are thinking of creating an executive summary to publish (maybe a 4-page insert) to hand out to the community to help them see what we are doing. It is helpful to have a condensed version (our balanced scorecard is only 2 pages, for example) and we would love a copy from Bay to have a framework and attempt to duplicate the excitement in our county.
- We have not captured photos of our events in our county. This is a lesson learned for us. “If you can’t prove it you didn’t do it.

PACE-EH and CHIP

- This year central office has funded 6 counties to integrate PACE-EH work into their CHIP.
- FDOH-Lee highlights were provided by Geordie Smith, Lee EH Manager:
 - We picked a community with high concentration of poverty, high crime and high violence, etc. Fear inhibits the community from engaging in community events. We tied PACE-EH into the CHIP because it’s a great method to engage the community in participating in change. Priorities in CHIP are health disparities, maternal health, and safe neighborhoods.

Question: Did you begin this project in Sept 2012 and are you achieving your goals?

Answer: Yes. We took 2012 data as a baseline: 2012 had 151 crimes reported in 6 months, and 2014 had 91 crimes reported in 6 months. We are correcting street lights and working with the Sheriff’s department to enforce code violations.

News from the Field

- Megan Crowley, FDOH- Marion shared: We have been working on increasing the percentage of adults with a healthy BMI and children from 6-12 with a healthy BMI. In order to address the adults, we chose a first option to implement a farmers market in rural areas with no transportation and low income. We also wanted our second option to do a community garden in a designated food desert. When we assessed feasibility, it was decided that our 1st option (farmers market) wouldn’t be a good activity after community feedback. However, the second option has been very successful in working with partners and engaging the community. They are very excited to make this a community-owned project. Churches are promoting the garden—in other words, doing marketing for us. Someone is donating land. A master gardener

is volunteering assistance to those planting. The community obesity organization (generation FIT) is also promoting this by getting out and doing activity. Sixth graders weren't mandated to participate in PE anymore, and they have increased BMIs. This population is under the poverty line and many are homeless. Work is being done with the extended day program and with the school board. We are working in 2 schools (with the highest BMIs) 3 days a week, teaching about food choices, how to make healthy food, and increase their physical activity. This is based on a 6-week elementary school project and will take place all year long. We are also working with youth leagues to offer scholarships to those that cannot pay the fees to participate in the youth leagues.

Wrap-Up

Melissa Murray Jordan, senior environmental epidemiologist in the Bureau of Epidemiology introduced our new BRFSS Coordinator, Junwei Jiang (JJ). Please contact him with any questions about the release of the 2013 county BRFSS data: 245-4444 ext. 2445. BRFSS data will be released by the end of September and about a month later CHARTS will be updated with that data.

Reminder: CHIP implementation documents are due September 1st.

The **Next call** is scheduled for **Monday, October 20, 2014 at 3 pm ET.**

July 21, 2014 call participants represented the following CHDs and/or other organizations:

Alachua
Bay
Brevard
Broward
Clay
Escambia
Gadsden
Hardee
Health Council of South Florida
Indian River
Jackson
Jefferson/Madison
Lee
Leon
Nassau
Okaloosa
Orange
Palm Beach
Pinellas
Polk
Sumter

***If you participated in the call and are not listed or listed incorrectly, please email Jennifer.DUrso@flhealth.gov. Please share these highlights with others who may be interested in community health assessment, health improvement planning and/or MAPP.