



NAVIGATING
TO HEALTHY
FUTURES

JULY 2014

E-NEWS FOR COMMUNITY HEALTH PLANNERS



Welcome to FloridaMAPP E-News, 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.

[News from the field](#)
[Next Meet Me Call: July 21](#)
[CHARTS Update](#)
[Events, Resources, Opportunities and Grants](#)
[About Florida MAPP](#)

Best regards,

Daphne Holden and the Florida MAPP Team

NEWS FROM THE FIELD

Special Congratulations to Leaders in the Field

- **FDOH- Alachua: COACH wins National Award**

COACH (Combating Obesity for Alachua County's Health), an initiative of the Alachua County Medical Society, has won a national award for the COACH Weekly Wellness Walks, a partnership with DOH-Alachua and other local organizations. COACH will be receiving the HAP (Health Awareness Promotion) Award from the American Medical



Association Alliance and will be going to Chicago in early June to accept the award. The COACH Weekly Wellness Walks took place from January-March 2014 to increase awareness to the county citizens about the dangers of obesity and how communities can work together to reduce it.

- **FDOH-Gulf & Franklin: *Healthiest Weight Florida and Closing the Gap***

The DOH Closing the Gap program in Gulf and Franklin County focuses on improving chronic disease outcomes for minority populations as a long term goal. As a short term initiative and CHIP strategy, the Closing the Gap coordinator has been implementing cooking demonstrations at grocery store locations to increase motivation in choosing to eat more fruits and vegetables. Meals presented utilize affordable healthy foods found inside the store location and the recipes are diabetic friendly. Bringing the demonstration to the target populations has proven to increase fruit and vegetable consumption among over 40% of African American and Hispanic participants by 1-2 servings. The new fiscal year grant intends to increase the number of servings further, as a continued CHIP strategy to increase the number of adults who are at a healthy weight.

- **FDOH-Pinellas: *Paving the Path to a Healthier Pinellas***

The Healthy Pinellas Consortium, whose objective is to create partnerships that establish healthy communities, is presenting a *Paths to a Healthier Pinellas* conference on Sept. 10-11 in Largo. The 1.5-day conference will deal with policies that support healthy environments. The featured national speakers are transportation consultant Mark Fenton, host of the PBS series *America's Walking*, and environmental change catalyst Ian Hill, whose *Changing Point* efforts are active in several communities. The conference is free. To register, [click here](#).

- **FDOH-St. Johns: *Featured in the MAPP Network Weekly Update by NACCHO***

Kudos to the St. Johns' Health Assessment Team for their recognition in the June 6th MAPP update for creativity in their design of marketing materials to promote MAPP and health assessments to community partners.

- **FDOH- Sarasota: *Healthy Sarasota County Workplaces Summit***

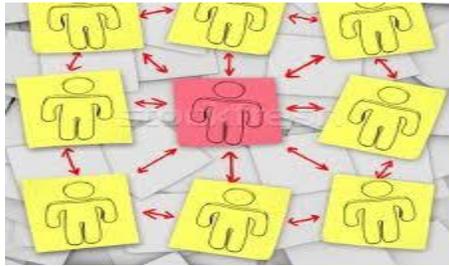
The North Port Chamber of Commerce, Executive Board of Directors, voted to partner with DOH-Sarasota and the Community Health Improvement Partnership (CHIP) to host the first Healthy Sarasota County Workplaces Summit, which will take place in the fall.

- **FDOH- Miami-Dade: *2014 Governor's Sterling Sustained Excellence Award Winner***

This award is given to Florida organizations that have previously received the Governor's Sterling Award, the highest award an organization can receive for performance excellence in Florida. The Florida Department of Health in Miami-Dade County is the only organization to be recognized as a three-time recipient of the Governor's Sterling Award (2012, 2006, and 2002).

Your CHDs and/or community's news belongs here! Share your news with colleagues; e-mail items to Daphne.Holden@flhealth.gov

NEXT STATEWIDE MEET-ME CALL: MONDAY, JULY 21, 2014 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, July 21, 2014 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 888-670-3525, conference code 303 761 7879#. The agenda will be e-mailed to members of the Florida MAPP distribution list. Send agenda items and/or additions to the distribution list to Daphne.Holden@flhealth.gov

VISIT THE NEW FLORIDA MAPP WEB SITE AND WEB-BASED TOOL KIT

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.



WHAT'S NEW ON CHARTS?

The Department of Health is pleased to announce that 2013 Vital Statistics and population data is now available. This includes [births](#), [deaths](#), [infant deaths](#) and [fetal deaths](#). You can view [population data here](#). Also available is the [2013 Vital Statistics Annual Report](#) in PDF format.



EVENTS, RESOURCES, OPPORTUNITIES AND GRANTS

2014 EVENTS

Where You Live Matters to Your Health

Sponsored by the Geographic Health Equity Alliance Operated by CADCA

Friday, July 25, 9:30 - 3:00 p.m.

Orlando Florida

[To register](#)



Southern Regional HIA Summit

July 30th - 31st

Davidson, NC

[For more information and to register](#)

-

GLMA 32nd Annual Conference

Sponsored by GLMA: Health Professionals Advancing LGBT Equality

September 10th - 13th

Baltimore, MD

[For more information](#)

8th Annual Southern Obesity Summit

October 5th - 7th

Louisville Marriott Downtown, Louisville, KY

[For more information](#)

Southwest Conference on Disability

Sponsored by the University of New Mexico, Center for Development and Disability

October 7th - 10th

Albuquerque, NM

[For more information and a call for papers \(by June 15th\)](#)

IDWeek 2014

Sponsored by the Infectious Diseases Society of America

October 8-12, 2014

Philadelphia, PA

[For more information](#)

National Forum on Hospitals, Health Systems and Population Health: Partnerships to Build a Culture of Health

Hosted by The Robert Wood Johnson Foundation

October 22nd - 24th in Washington, DC. The event will also be webcast live. [For more information, including scholarship availability, and to register.](#)

Population Health Alliance Annual Conference

Sponsored by the Population Health Alliance

December 10-12, 2014

Scottsdale, AZ

[For more information](#)

RESOURCES

Leadership

Community Health Improvement Planning: Target Intervention Area Tool

This Tool, a new resource from [Community Commons](#), allows users to prioritize populations that may be most vulnerable to chronic disease health disparities. The tool is a powerful planning and decision support tool for beginning any community health improvement process, and can strengthen planning and enhance grant proposals. [Click here](#) for more information; and [click here](#) to access the tool directly.

NACCHO 2013 National Profile of Local Health Department Products Now Available

Visit the new website, <http://nacchoprofilestudy.org/>, which contains information from the most comprehensive survey of local health departments, including data on workforce, programs and services and partnerships." It contains state-specific summaries, research briefs addressing accreditation and useful data.

- 2013 Profile Main report: Check out Chapter 8 on Assessment, Planning and Improvement here: [Chapter 8 | NACCHO Profile Study](#)
- State reports (Find Florida here: [State Reports 2013 National Profile of Local Health Departments | NACCHO Profile Study](#))
- **Florida exceeded the national percentages for participation in the Community Health Assessment (CHA), Community Health Improvement Plan (CHIP) and Strategic Plan (SP)!**

NACCHO [2014 Forces of Change](#) Survey Now Available

"This study contains new findings on the forces that affect change in our nation's local health departments. Economic forces, health reform, and health department accreditation are among the greatest contributors to change."

Nemours: [Childhood Obesity Prevention Toolkit for Rural Communities](#).

"The toolkit provides a range of strategies and success stories to assist practitioners in child-serving sectors, including: early care and education, schools, out-of-school time, community initiatives and healthcare. The toolkit also includes policy recommendations and an overview of the evaluation process."

Health Enhancement Research Organization: [Healthy Workplaces, Healthy Communities](#)

This final summary report is a result of HERO's collaborative initiative that "seeks to improve the health of America through employer leadership within their communities."

Health Disparities

If you missed the Web-Ex presentation on Social Determinants of Health by FSU Professor Amy Burdette that was held on June 24th at 10:30 A.M., you can find the PowerPoint on our webpage under “Educational Opportunities.”

Built Environment

The STAR Community Rating System (STAR) is the first national certification program to recognize sustainable communities. Local leaders use STAR to assess their sustainability, set targets for moving forward, and measure progress along the way. Download the FREE rating system [HERE](#).

Collaborating with Non-Profit Hospitals on Community Health Needs Assessment

A report from the Public Health Institute (funded by CDC through a cooperative agreement with NNPHI) examined over 40 CHNAs and implementation strategies of tax-exempt hospitals with a focus on how community has been defined; how community stakeholders have been engaged in assessment, planning, and implementation; how priorities have been set; and the content and geographic focus of implementation strategies. Read it here: [Supporting Alignment and Accountability in Community Health Improvement: The Development and Piloting of a Regional Data-Sharing System](#). (6,360 KB) April 2014. Public Health Institute.

Take advantage of a TRAIN course on the subject, too: Opportunities for Hospital and Local Health Department Collaboration for Community Health Assessment and Improvement Planning – Course ID 1050171

Another TRAIN course that may be of interest: Mobilizing for Action through Planning and Partnerships (MAPP): Organize for Success/Partnership Development and Four Assessments Phases – Course ID 1050170

Evaluation Resources

MAPP Clearinghouse of Resources – Evaluation

The MAPP Clearinghouse offers a multitude of resources for your evaluation process. Check out their available resources [here](#).

65 of our 67 counties had representation at either the Orlando or Tallahassee NACCHO CHIP Evaluation Training in May. The goal of the training was to provide an introductory overview of program evaluation, and was offered in response to county requests on the December 2013 MAPP survey.

Training Objectives were for participants to be able to:

1. Describe the value of an evaluation for their CHIP implementation.
2. Create a logic model for one strategy from their CHIP, identify process and outcome evaluation questions, and understand how to identify relevant data indicators.
3. Facilitate the building of logic models in their communities, with their partners.

Evaluation results from both the Orlando and Tallahassee trainings reflected the greatest increase in knowledge for objective 2: creating a logic model for one strategy from their CHIP, identifying process and outcome evaluation questions, and understanding how to identify

relevant data indicators.

If you missed the NACCHO CHIP Evaluation Training, please email Jenn D'Urso at Jennifer.Durso@flhealth.gov for a copy of meeting materials.

OPPORTUNITIES AND GRANTS

OPPORTUNITIES

Nominations are being accepted for the Campaign for Public Health Foundation's 5th Annual Unsung Heroes of Public Health Awards. To [learn more about the event and how to nominate someone go here](#). Nomination forms are due no later than Monday, November 3rd.

Is your community building a Culture of Health? The 2015 RWJF Culture of Health Prize will be awarded next year, and the Call For Applications has now been released. Register to join an informational webinar July 22 (registration required), read questions and answers about the Prize, review the Phase 1 application, and find more [here](#).

GRANTS

The American Heart Association and Robert Wood Johnson Foundation *Voices for Healthy Kids* program has several different types of grant opportunities addressing six priority areas: smart school foods; healthy drinks; marketing matters; food access; active places; and active kids out of school. [For more details](#). **(no deadline)**

Kellogg Foundation

Program/Grant: Various grants in their focus areas

Website: <http://www.wkcf.org/grants/for-grantseekers.aspx>

Purpose: educated kids, healthy kids, secure families, racial equity, and civic engagement.

Funding Cycle: Rolling

Amount: Varies

Eligibility: Your organization or institution, as well as the purpose of the proposed project, must qualify under regulations of the United States Internal Revenue Service.

"EMERGING THEME" TOPIC FOR NEXT MEET-ME-CALL: MAPP ACTION PHASE

Recent questions raised by community health planners:

- We have the CHIP and a partnership in place, but how do we engage them in the action cycle?
- We are a small county and have scarce resources to do our CHIP work, especially compared to the counties that have positions allocated to do this work specifically. What can we do and how can we do it, given this situation, to help us with our action cycle?
- How can we move up the "chain of command" with our key community partners to enlist their help with our action phase if we are not the health officer?
- We have just had a change in leadership, and the outgoing director was the glue and had the history with the partners—how do we avoid this transition from stopping our action phase?

ABOUT FLORIDA MAPP

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 Florida MAPP 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.myfloridamapp.com>

Email: Daphne.Holden@flhealth.gov

Phone: 850 245-4009, ext. 2036

This message is a service of the Florida Department of Health, Division of Public Health Statistics and Performance Management.