



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 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.

Best regards,

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

In this issue

- [News from the Field](#)
- [Statewide Meet-Me Call: Monday, July 18th!](#)
- [COMPASS Website](#)
- [CHARTS Update](#)
- [Events, Resources and Opportunities](#)
- [About COMPASS](#)

[News from the Field - Updates and news from around the state.](#)

Deanna Krautner, Pasco CHD's health education and communications coordinator, recently led community partners through a **goal setting and strategy identification** exercise as part of the MAPP process. As a result, the community strategic issues (access to health care services and chronic diseases and conditions) now have written goals and strategies. Partners are currently working on constructing a community health improvement plan with measurable objectives and an action implementation plan.

Hendry and Glades CHDs recently conducted local public health system assessments using the **National Public Health Performance Standards Program (NPHPSP)**. In May, **Patricia Dobbins, Patricia Brownlee, Mary Ruth Prouty, and Judith Paskvan** organized the assessment process for each county. They hosted three assessment sessions (one for Hendry and two for Glades), addressing five of the Essential Public Health Services at each. All sessions were well attended by representatives from an array of public health system partner organizations. They have planned follow-up meetings to discuss the capacity assessment results and identify strengths and opportunities for improvement.

Spearheaded by **Cynthia Coaxum**, the **Gadsden CHD** is tackling the issue of obesity. The **60-Day County-Wide Challenge** began with a successful campaign kick-off on June 1 where business leaders, pastors, organizations, and social club presidents (over 100 community members attended) were urged to encourage their employees/members to get active. State Representative Alan Williams endorsed the campaign, and the Cities of Havana, Gretna, Midway, and Chattahoochee issued proclamations recognizing June 1, 2011 as **Get Going Gadsden Day**. Employees and community members will **track their work out hours**. The local group that has the highest percentage of weight loss, exercise hours and/or male or female with the highest weight loss will receive an award.

On June 8, Marion County kicked off their MAPP community health needs assessment process with a meeting of community partners. **Marion CHD** director Dr. **Nathan Grossman** and the steering committee organized the event that was attended by 49

community partners representing a diverse cross-section of Marion County including health advocates, education and business sector representatives and concerned citizens. Partners will assess the local public health system at their second community meeting on July 19. This assessment, using the NPHPSP, will provide important information on system capacity, contributing to Marion County's comprehensive assessment of health issues and needs. **Herman Hale, RN, Marion CHD**, reports that the MAPP process "promises to benefit all the citizens of our county."

Holly Holt, administrator, **Holmes CHD**, and the CHD leadership team organized and conducted a successful local public health system assessment using the NPHPSP on June 17.

Leon CHD administrator, **Homer Rice**, introduced Tallahassee residents and community partners to MAPP via a WCTV news segment broadcast on June 27. Leon CHD is leading and organizing the process that will result in the identification of community-wide strategic health priorities and collaborative solution.

On June 29, **Flagler CHD** administrator, **Patrick Johnson**, hosted a summit of community leaders to discuss Flagler County's health issues. The timeline for a MAPP process was also shared along with the launch of a community survey to collect input from county residents. The goal of the Flagler County's MAPP process is to "clarify and unify the community's health needs and match them with its capacities."

Julianne Price, statewide [PACE EH](#) (Protocol for Assessing Community Excellence in Environmental Health) coordinator and member of the **Indian River CHD** environmental health division, reports that the members of the **Hall Carter James PACE project** have successfully addressed two of their community-identified issues-**safety and park improvements**. Through the passion and persistence of residents involved, the project has been able to generate over \$4 million in new funds to improve the environmental health of the community, including improvements for Grant Park in the Hall Carter James subdivision of Fellsmere. These improvements include a restroom, new "playground equipment, handicapped parking spaces, new pavilions and sidewalks, new lights, and resurfacing and new goals for both basketball courts" (TCPalm, May 11, 2011: <http://www.tcpalm.com/news/2011/may/11/refurbished-grant-park-a-hit-in-fellsmere-as/>). Additionally, a drug raid on a house across from the park late last year has improved safety.

Your CHDs 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, , Monday, July 18 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 18** 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.

Visit the COMPASS Web Site and Web-Based Tool Kit

There are no new features on the COMPASS website this quarter. Stay tuned for new resources to support the forthcoming CHD mini-grant projects to support community health improvement planning and agency accreditation preparation. Visit the web site at www.doh.state.fl.us/COMPASS to access tools and resources to support your community health improvement efforts. 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

Rather than releasing data once a year, **Florida CHARTS will release selected data as it becomes available throughout the year.** The finalized update for vital statistics will still occur in late summer. Areas with 2010 data already available include: HIV/AIDS, Tuberculosis, other reportable (communicable) diseases, unemployment, and environmental health.

The **updated [Florida Mortality Atlas](#)** provides a visual display of leading causes of death in Florida. The Atlas presents causes of death for the total population and for Whites, Blacks and Hispanics. Trend graphs illustrate differences in statewide and county death rates for total, whites, blacks and Hispanics. For any selected cause of death, you can see a color-coded map display of how rates are distributed throughout the state. The atlas also includes leading causes of death by age groups, a summary document and data notes.

On the **[new death indicator window](#)**, you can find all causes of death data on one easy to read screen. Once you choose the cause of death and county, a window will open showing a county trend graph and table in addition to a map and table for all 67 counties. You can print, export and save each product shown in the window.

[Events, Resources and Opportunities](#)

[Public Health Policy and Law \(PHPL\)](#) is offering a series of free Webinars. **“Healthier Corner Stores: Finding the Funding”** on **July 28, 2011** focuses on how to identify and leverage government tools and financing mechanisms to create healthier convenience stores. **“Walkable Streets and the Law”** on **September 22, 2011** focuses on new tools to make pedestrian-friendly streets the default in your community. Visit <http://www.phlpnet.org/phlp/webinars> to register.

[The Centers for Disease Control and Prevention \(CDC\)](#) is announcing the fifth annual [National Conference on Health Communication, Marketing, and Media](#) which will take place on **August 9-11** in Atlanta, GA. This conference brings together individuals representing academic, public health researchers and practitioners from federal and state government and the private sector, and **provides a forum to discuss the future of health communication, marketing, and media practice.** Visit <http://www.cdc.gov/NCHCMM/index.html>.

The [CDC](#) and the [National Association of County and City Health Officials \(NACCHO\)](#) are co-sponsoring the [2011 Public Health Informatics Conference](#), held at the Hyatt Regency in downtown Atlanta, **Aug. 21–24**, 2011. The theme this year is Engaging, Empowering, Evolving...Together, providing an opportunity for the **public health and health informatics communities** to meet in one place to invest in the future of public health informatics. Visit <http://www.cdc.gov/phiconference/>

[The National Network of Public Health Foundations](#) is hosting a webinar series on the National Public Health Performance Standards Program that will be enhanced with information on performance improvement strategies. The first webinar, [Performance Standards, Accreditation and MAPP! Oh My! How do they all Fit Together](#), will be held on **August 23 from 2-3 pm ET.** To register contact Lil Johnson by e-mail at ljohnson@nnphi.org

[American Dental Association Foundation \(ADA\)](#) is accepting applications for **Harris Fund for Children's Dental Health Grant Program.** This program funds initiatives designed to **improve and maintain children's oral health through outreach, primary prevention, and education.** The current **focus is on funding parent/caregiver education programs to prevent early childhood caries (ECC)**, also known as baby bottle tooth decay, by circumventing primary oral bacterial infection before it can take hold. Proposals from nonprofit 501(c)(3) organizations and government agencies will be accepted for community-based oral health and ECC prevention education programs for mothers/caregivers of infants in the U.S. and its territories. Seventeen grants of up to \$5,000 will be given in 2011. Visit the ADA Foundation Web site for the complete

[Request for Proposals and application materials](#). Deadline to apply is **July 18, 2011**.

[Everyone Breathe](#), an asthma awareness program sponsored by [Sunovion Pharmaceuticals, Inc.](#), has announced the launch of a new initiative in partnership with the [Asthma and Allergy Foundation of America](#) aimed at improving the quality of asthma care and asthma education in K-12 schools across the United States. **Parents and guardians of children with asthma** are invited to nominate their child and child's school for the Everyone Breathe Asthma Education savings bond and grant. Students nominated as part of the winning applications will each receive a \$2,500 savings bond for their education; winning schools will receive \$5,000 to implement the asthma program. Fifty second-place winning schools will receive asthma nebulizer kits. Visit <http://www.everyonebreathe.com/asthmaGrants/asthma-education-grants.html>. The deadline to apply is **July 29, 2011**.

The [Best Buy Children's Foundation](#) Community Grants program allows teams of [Best Buy](#) employees across the U.S. to select nonprofit organizations working to help teens excel in school and develop life and leadership skills. This year, the Best Buy Children's Foundation will provide a total of \$2 million in community grants. Applicants should serve a **diverse population** in local or regional communities; aim to build **social, academic, leadership, and/or life skills in early adolescents** (primarily ages 13 to 17); show positive results against a demonstrated community need; and reach at-risk children in working families. Grant amounts will average between \$4,000 and \$6,000 and will not exceed \$10,000. Visit http://www.bestbuy-communityrelations.com/our_foundation.htm. The deadline to apply is **August 1, 2011**.

[Healthy Smiles, Healthy Children: the Foundation of the American Academy of Pediatric Dentistry Invites Letters of Intent for Access to Care Grants](#). Matching grants of up to \$20,000 will be awarded to nonprofits, government agencies, educational institutions, and other groups working to improve dental care for underserved children. Visit <http://www.aapd.org/foundation/grants.asp>. The deadline to apply is **August 15, 2011**.

[Aetna Foundation and Health 2.0 Announce Developer Challenge to Help Health Experts in Obesity Field Make Better Use of Government Data](#). The foundation is soliciting new interactive browser-based applications designed to make federal data about obesity and related data sets more accessible and usable for researchers, policy makers, and other leaders in the fight against obesity. Visit <http://www.health2challenge.org/2011/06/08/aetna-foundation-challenge/>. The deadline to apply is **August 15, 2011**.

[TKF Foundation Invites Planning Grant Applications for Urban Green Spaces](#). The Open Spaces Sacred Places National Awards Program will provide grants of up to \$50,000 to nonprofits working in cross-disciplinary teams to plan, design, and implement **public green spaces**. Visit <http://www.opensacred.org/>. The deadline to apply is **September 1, 2011**.

The [Barbara Bush Foundation for Family Literacy](#) has announced its 2012 National Grant competition, which supports nonprofits working to develop or expand projects designed to **promote the literacy skills of adult primary caregivers and their children**. Applicants must operate an instructional literacy program that has been in existence for at least two years and must include one or more of the following components: literacy for adults, parent education, pre-literacy or literacy instruction for children pre-K to grade 3, and/or intergenerational literacy activities. A total of approximately \$650,000 will be awarded; no grant request should exceed \$65,000. Visit <http://www.barbarabushfoundation.com/site/c.jhLSK2PALmF/b.4344531/k.BD31/Home.htm>. The deadline to apply is **September 9, 2011**.

An annual philanthropic initiative of [CVS Caremark](#), the [CVS Caremark Community Grants program](#) awards funds to nonprofit organizations working to help **disabled individuals 21 and under lead full and independent lives**, and to programs that help the **uninsured receive quality health care**. Applications are accepted and reviewed on a rolling basis for grants in the following funding areas: children with disabilities, public schools, health

care for the uninsured and underserved. Applicants must be nonprofit organizations or public schools located in states with CVS/pharmacy stores. Qualifying organizations are eligible for grants of up to \$5,000. Visit <http://info.cvscaremark.com/community/our-impact/community-grants/>. The deadline to apply is **October 31, 2011**

The [DentaQuest Foundation](#), a philanthropic organization funded by oral health company [DentaQuest](#) which invests in national and community-based efforts to improve oral health for all, has announced a Request for Proposals for its Venture Fund for Oral Health. The Venture Fund is seeking grant proposals from **oral health programs that have demonstrated positive outcomes and that have the potential to make an impact on a wider scale**. To qualify for funding, applicant organizations must demonstrate proven past successes in one of the systems that the foundation seeks to influence —policy, funding, care, community—and a well-thought-out plan for expansion. A total of up to \$1 million will be awarded to four programs. The size of individual awards will be determined based on the scope and scale of the proposed expansion activities. Grantees will also receive technical assistance on building organizational capacity to ensure success in program expansion and to facilitate shared learning among Venture Fund grantees. Funding will specifically support business planning, capacity building, and program evaluation to allow grantees the ability to expand while maintaining the quality of their programs. Applicants must be based in the U.S. or its territories and may be either public entities or nonprofit 501(c)(3) organizations. Letters of Intent and full proposals for the Venture Fund will be accepted on a rolling basis through **December 2011**.

Many of the **2010 Census Demographic Profiles** are ready for viewing. These profiles provide more subject detail than the recently released 2010 Census redistricting data files. These profiles provide **details about race and Hispanic groups, age, sex and housing status**. The profiles will be released on a state-by-state basis for each of the 50 states, the District of Columbia and Puerto Rico. Use this map to explore 2010 Census Demographic Profile data. <http://2010.census.gov/2010census/popmap/>

As public health faces budget cuts and staff reductions, it's important to remember (and tell others) why our work is important. The [CDC](#) has identified **10 major public health achievements** of the first 10 years of the 21st century. These include improvements in vaccine preventable and infectious diseases, reductions in deaths from certain chronic diseases, declines in deaths and injuries from motor vehicle crashes, and more. Go to http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6019a5.htm?s_cid=mm6019a5_x to read the report and bask in our collective accomplishments.

Check out the [CDC's state indicator reports](#) on **overweight and obesity**. Topics include children's **food environment, fruits and vegetables, physical activity, and breastfeeding**. Each report highlights key areas that affect overweight and obesity, such as behaviors, environments, policies, availability and affordability of healthy foods, etc. View the CDC state indicator reports here: <http://www.cdc.gov/obesity/resources/reports.html#State>

Find quality health care in your state by using the [Robert Wood Johnson Foundation's](#) online tool, [Comparing Health Care Quality: A National Directory](#). Choose a state on the directory's map to find Web sites in 46 states that compare local health care quality based on nationally recognized standards of care, patient experience, cost or efficiency.

The [Food Desert Locator](#), developed by the U.S. Department of Agriculture's Economic Research Service is an Internet-based mapping tool that **pinpoints the location of food deserts**, defined as low-income communities that lack ready access to healthy food, around the country. It provides data on population characteristics of census tracts where residents have limited access to affordable and nutritious foods. <http://www.ers.usda.gov/data/fooddesert/fooddesert.html>

[Health Power for Minorities](#) is a leading source of health information for minorities. Visit the newly enhanced Web site at www.healthpowerforminorities.com





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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**