



Community Health Improvement Plan

Annual Report

June 2013

**Mobilizing for Action through
Planning and Partnerships**

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Charlotte County

CHIP

Community Health Improvement Plan

The Charlotte County Health Improvement Plan (CHIP) is the result of a multi-year collaborative effort involving local residents, health care professionals, and organizations vested in making Charlotte County a healthy community.



CHIP Mission:

Local citizens, agencies, and communities working together to make Charlotte County a healthier and safer place to live.

Community Health Improvement Plan: Overview

Community health improvement planning is a strategic process to identify and address local health problems. It utilizes health assessments, population surveys, and community feedback on quality of life indicators. In June 2012, work began on the Charlotte County Community Health Improvement Plan (CHIP). The idea of bringing together local residents and community organizations to help solve some of our most pressing health issues grew out of concern that our community resources were not enough to meet a growing need in Charlotte County.

In September, 2012, community leaders representing all areas of Charlotte County—schools, faith-based organizations, hospitals, government entities and many others—were invited to the Florida Department of Health in Charlotte County to learn more about CHIP and how they may become actively involved with it. CHIP identified three priority issues specific to our community:

- Chronic Disease Prevention
- Mental Health
- Access to Care

Please refer to [Charlotte County CHIP](#) to read the full document.

Community involvement is the driving force behind a successful CHIP. We are pleased to report that one of our greatest successes to date has been the collaboration between so many community partners and dedicated individuals. In addition to avoiding duplication of efforts and utilizing scarce resources more efficiently, collaboration has also allowed us to enhance existing programs in our community and seek joint funding opportunities. Please refer to Appendix A for the list of our committee members.

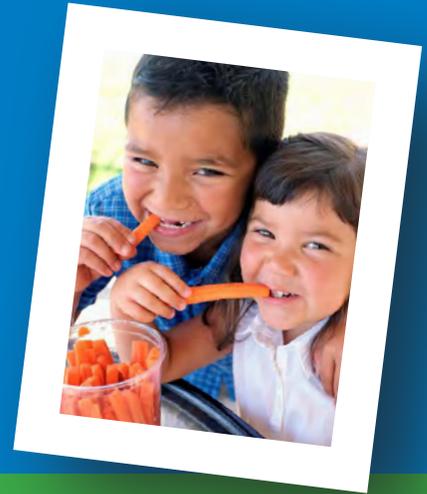
The CHIP Committee of Charlotte County has been hard at work for the past several months. Since February 2013, they have been reviewing evidence-based guidelines and recommendations from leading public health experts to find the best fit for our community. The CHIP Committee is comprised of a steering committee and three subcommittees, one for each priority issue. Together, all will develop mutually beneficial programs, policies, and activities for the overarching goal of community health improvement.

Improving the health of a community is a shared responsibility. The Florida Department of Health in Charlotte County (DOH-Charlotte) is proud to assume a supportive role in the CHIP implementation through mobilization of community partnerships, provision of population-based health services, and assisting in the development of policies and programs that will improve physical, mental, and social well-being in Charlotte County.

Focus areas for community health improvement in Charlotte County

Chronic Disease Prevention

Focus will be on reducing high-risk behaviors that contribute to chronic disease in our community at the population level.



Mental Health

Integrated, community-based solutions will work to identify and mitigate the factors that adversely affect social and emotional well-being.

Access to Healthcare

Emphasis will be on timely provision of health services for the uninsured and under-insured members of our community.



Chronic Disease Prevention

BACKGROUND

CHIP identifies chronic disease as a priority issue for the county. Chronic diseases are the most common and costly of all health problems, but they are also the most preventable. The two main contributing factors for the majority of all chronic diseases such as heart disease, diabetes, and some cancers are tobacco use and excessive body weight. The Chronic Disease Subcommittee is therefore focusing on implementing strategies to reduce these modifiable risk factors for chronic disease.

Goal 1: Promote health and reduce chronic disease risk through the achievement and maintenance of healthy body weight.

Strategy 1: Increase the availability of healthful food.

Strategy 2: Improve and increase access to resources that promote physical activity.

Strategy 3: Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.

In **Strategy 1**, the subcommittee decided to focus on improving access to healthy foods as one evidence-based approach to improve overall health in Charlotte County. Please see Table 1 for the data used to support this strategy. The community gardens concept fits beautifully with our plan and we have identified community partners eager to work with us in implementing a model project. Likewise, **Strategy 2** relies on a network of partners to find innovative solutions to counter physical inactivity among all populations in Charlotte County.

Strategy 3 helps deliver the message of the first two strategies. The 5-2-1-0 Let's Go! Campaign links the work in each of our strategic areas. The 5-2-1-0 program will serve as the foundation for a multi-faceted approach to healthy weight—one that works in partnership with teachers, doctors, child care providers, and community organizations to help share the same four healthy habits of "5-2-1-0" every day:



- 5 – Servings of fruits and veggies
- 2 – Hours or less of recreational screen time
- 1 – Hour or more of physical activity
- 0 – sugary drinks, more water and low-fat milk

Table 1: Investigating the Need for Community or School- based Gardens

	Charlotte County	Florida	National Benchmark	County Ranking (of 67)
Health Outcomes				
Mortality:				28
Premature death	7,877	7,310	5,317	
Health Factors				
Social and Economic:				22
Children in poverty	24%	25%	14%	
Percent of students eligible for free or reduced-priced lunch	64.1%	57.6%	Not established	
Physical Environment:				26
Percent of the population that live within ½ mile of a healthy food source	13.96%	32.22%	Not established	
Fast food restaurants ¹	44%	44%	27%	
Limited access to healthy foods ²	12%	7%	1%	

¹ Percent of all restaurants that are fast-food establishments

² Percent of population who are low-income and do not live close to a grocery store

Sources:

County Health Rankings

Florida Community Health Assessment Resource Tool Set (CHARTS)

Charlotte County School Board

Chronic Disease Prevention



Goal 1:

Promote health and reduce chronic disease risk through the achievement and maintenance of healthy body weight.

Strategies	Objectives
<p>Increase the availability of healthful food.</p>	<p>Objective 1:</p> <p>By October 31, 2014, create a GIS map to identify food deserts and accessible healthy food options within Charlotte County.</p> <p>Objective 2:</p> <p>Establish at least one community or school garden project by April 30, 2014.</p>
<p>Improve and increase access to resources that promote physical activity.</p>	<p>Objective 1:</p> <p>By January 1, 2015, increase free or low-cost fitness and exercise programs offered in community settings by 2%.</p> <p>Objective 2:</p> <p>By October 31, 2015, use GIS to develop at least one community or neighborhood “Wayfinding” system that will identify walking destinations and distances.</p>
<p>Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.</p>	<p>Objective 1:</p> <p>By December 31, 2013, install 3 new point-of-decision prompts such as signs placed by elevators that encourage people to use nearby stairs in public facilities.</p> <p>Objective 2:</p> <p>Assist in implementing the 5-2-1-0 Healthy Eating and Activity Program with community partners by August 31, 2014 (http://www.letsgo.org/programs/).</p>



Chronic Disease Prevention, continued

The number one cause of death in Charlotte County is lung cancer. In addition, oral cancer rates — which include cancer of the mouth and back of the throat — in Charlotte are among the highest in the state. Therefore, our plan aims to reduce the burden of chronic disease in our community associated with the use of all tobacco products.

Goal 2: Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Strategy 1: Prevent Charlotte County's youth and young adults from initiating tobacco use.

Strategy 2: Promote quitting among Charlotte County's youth and adults.

Strategy 3: Eliminate exposure to secondhand tobacco smoke in Charlotte County.

According to the Centers for Disease Control and Prevention (CDC), 90% of all smoking begins before the age of 18. **Strategy 1** supports the Task Force on Community Preventive Services recommendation to restrict the advertising and sale of tobacco products to minors.

Research from the CDC suggests that up to 70% of current smokers would like to quit smoking. An increase in the use of tobacco-dependence treatment services increases the number of successful quit attempts. **Strategy 2** encourages coordination with community partners to support and assist existing targeted efforts to reduce smoking rates in Charlotte County.

Strategy 3 acknowledges the fact that the greatest impact on individual health is often a direct result of one's environment. In addition to causing lung cancer, secondhand smoke has also been associated with heart disease in adults and sudden infant death syndrome, ear infections, and asthma attacks in children.¹

The CHIP Subcommittee will work with other state and local agencies to encourage the introduction of smoke-free policies in workplaces, recreational settings, and other public areas.

1. National Cancer Institute Fact Sheet: <http://www.cancer.gov/cancertopics/factsheet/Tobacco/ETS>

Chronic Disease Prevention



Goal 2:

Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.

Strategies	Objectives
<p>Prevent Charlotte County's youth and young adults from initiating tobacco use.</p>	<p>Objective: By October 31, 2013, assist in the development of one new initiative to restrict minors' access to tobacco products.</p>
<p>Promote quitting among Charlotte County's youth and adults.</p>	<p>Objective: By June 30, 2015, assist in the development of a healthcare provider reminder system that educates and prompts providers to identify and intervene with tobacco using clients.</p>
<p>Eliminate exposure to secondhand tobacco smoke in Charlotte County.</p>	<p>Objective: By June 30, 2014, assist in the development and encourage the implementation of two smoke-free campus policies in the public and private sectors.</p>

Mental Health

BACKGROUND

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel and cope with every day life. It also helps determine how we handle stress, relate to others, and make choices that affect us physically. Simply put, mental health is essential to overall health.

There are many factors that went into identifying mental health as a priority issue for Charlotte County. Self-reported status of poor mental health days, as well as higher than state and national-average suicide rates, indicate a strong need for interventions that reach a broad audience from childhood through adulthood.

The goals and strategies of the Mental Health Subcommittee focus on opportunities to:

- Increase awareness of signs and symptoms of mental illness
- Educate the public on available community resources
- Provide mental health training opportunities for agencies working with high-risk populations
- Decrease the stigma associated with poor mental health that often discourages individuals from seeking help

Many community partners are necessary to ensure successful implementation of the following goals and strategies. Charlotte Behavioral Health Care, Inc. has taken the lead role in reaching out to the key organizations—schools, law enforcement, health care providers, and community coalitions—that support programs and services to preserve and improve social well-being.

Adults who had poor mental health on 14 or more of the past 30 days

Year	Charlotte County	Florida
2007	8.8% (5.9 - 13.0)	9.7% (9.0 - 10.4)
2010	13.6% (7.8 - 19.4)	11.8% (11.0 - 12.6)

Data Source: Florida Community Health Assessment Resource Toolkit (CHARTS)

Mental Health



Goal 1:

Increase community knowledge of when and where to seek behavioral health treatment.

Strategies	Objectives
<p>Identify stressful life events that precipitate crises and target the relevant populations at risk.</p>	<p>Objective: By April 30, 2014, provide at least four Mental Health First Aid (MHFA) trainings.</p>
<p>Provide access to mental health resources.</p>	<p>Objective: By April 30, 2014, develop and disseminate a list of mental health providers in Charlotte County.</p>
<p>Decrease stigma and encourage adolescents to discuss their emotions and feelings with others and seek help when appropriate.</p>	<p>Objective: By April 30, 2015, adopt and implement the Our Minds Matter Campaign (http://ourmindsmatter.com/) with local community resources.</p>



Mental Health



Goal 2:

Reduce suicide rate in Charlotte County so that it is equal to or less than the rate of 19.72 per 100,000 residents.

Strategies	Objectives
<p>Identify stressful life events that precipitate crises and target the relevant populations at risk.</p>	<p>Objective:</p> <p>By April 30, 2014, provide at least four Mental Health First Aid (MHFA) trainings.</p>
<p>Provide access to suicide prevention resources.</p>	<p>Objective:</p> <p>By April 30, 2014, develop and disseminate a list of suicide prevention resources in Charlotte County.</p>
<p>Intervene with high-risk populations to prevent or minimize harmful consequences of possible suicide attempts.</p>	<p>Objective:</p> <p>By October 30, 2014, provide 2 trainings per year related to Responding to Suicide for Punta Gorda Police Officers, Charlotte County Sheriff's Deputies, and 9-1-1 dispatchers.</p>



Mental Health



Goal 3:

Increase utilization of substance treatment resources in Charlotte for children & adults by 5%.

Strategies	Objectives
<p>Decrease stigma and educate the general public on the topic of substance abuse and treatment in Charlotte County.</p>	<p>Objective:</p> <p>By April 30, 2014, participate in at least 3 health fairs or similar forum highlighting substance abuse and treatment options.</p>
<p>Provide access to mental health resources.</p>	<p>Objective:</p> <p>By April 30, 2014, develop and disseminate a list of mental health providers in Charlotte County.</p>
<p>Encourage referral of high-risk individuals to appropriate substance abuse treatment services and facilities.</p>	<p>Objective:</p> <p>By April 30, 2014, implement annual trainings to first responders and emergency room personnel.</p>



Access to Care

BACKGROUND

Limited access to health care services, including behavioral and oral health care, has negative consequences on an entire community, not just on those individuals directly affected by it. Poor health outcomes and higher health care costs create an economic burden on society and drive down the quality of life. Charlotte County's high unemployment rate has left many residents without insurance coverage. Although the Affordable Care Act will close many of the gaps, there remains much to be done for the under-insured and uninsured members of our community.

Due to recent and anticipated changes to our health care system, the Access to Care Subcommittee is still in the process of determining the most effective strategies to address the wide array of needs in Charlotte County. Preliminary plans include:

- Perform a health resource assessment resulting in an inventory of community health resources.
- Expand the primary and specialty care provider network for the under-insured and uninsured.
- Develop a program that will assist patients in navigating the new health insurance exchange system.

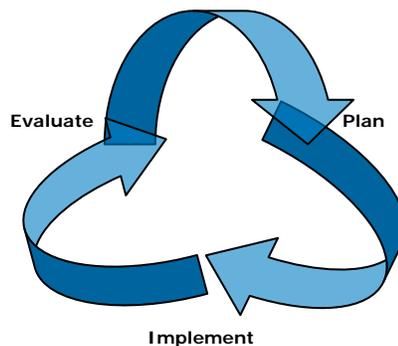
Comparison of Local, State, and National Unemployment Rates

	2012	2011	2010
Charlotte County	8.8%	10.8%	11.9%
Florida	8.6%	10.5%	11.3%
United States	8.1%	8.9%	9.6%

Data Source: U.S. Department of Labor, Bureau of Labor Statistics

CHIP: Moving Forward

As we move into the implementation phase of our plan, it is important to note that this final phase is by no means “the end” of the community health improvement process. A key component of CHIP is the ongoing evaluation of programs and activities to make sure we are meeting our goals and objectives. As such, CHIP will continue to evolve along with the needs of Charlotte County residents. Sustaining the process and ensuring that results continue to be achieved will have long-term benefits for the community and public health system as a whole.



Our continued success relies upon strong community involvement and open dialogue. Through discussion and presentation of the various components of CHIP, opportunities to coordinate and collaborate with organizations throughout the community will continue to emerge.

Each of us can play an important role in health improvement for Charlotte County. Here are a few ways community members can help:

- Encourage and support healthy behaviors in the home, school and workplace.
- Mobilize community leaders to take action by investing in programs and policies that help members of our community lead healthier lives.
- Volunteer time or expertise for an event or activity that helps support any of the CHIP initiatives.

Thank you to all of the individuals and organizations who have given so much of their time and efforts to make Charlotte County a healthier and safer place to live.

Appendix A – CHIP Committee Members

Faezeh Andrews	Charlotte 2-1-1
Edna Apostol	Gulfcoast South Area Health Education Center
Mitchell Austin	City of Punta Gorda Urban Planning
Jessica Boles	Charlotte Behavioral Health Care
Liz Brown	Coastal Behavioral Healthcare
Gail Buck	Charlotte County Public Schools
Thomas Cappiello	Lung Cancer Research Council
Vikki Carpenter	Charlotte County Human Services Department
Noreen Chervinski	Virginia B. Andes Volunteer Clinic
Lynne Crandall	Edison Nursing Volunteer Program
Alecia Cunningham	Charlotte County Homeless Coalition
Vickie D'Agostino	Charlotte Behavioral Health Care
Randy Dunn	Charlotte Family YMCA
Jay Glynn	Charlotte Behavioral Health Care
Beth Harrison	Englewood Community Care Clinic
Ellen Harvey	Charlotte County Public Schools
Karl Henry	Florida Department of Health in Charlotte County
Kelly Hunter	Charlotte County Homeless Coalition
Carrie Hussey	United Way of Charlotte County
David Justiniano	Charlotte County Homeless Coalition
Angela Kearley	Family Health Centers of Southwest Florida
Henry Kurban	Florida Department of Health in Charlotte County
Robert Lang	Community Physician
Angie Matthiessen	Community-At-Large
Sharon Mays	Florida Department of Health in Charlotte County
Lori North	Florida Department of Health in Charlotte County
Mike Norton	Charlotte County Community Services
Dianne Nugent	Florida Department of Health in Charlotte County
Lisa O'Bradovich	Virginia B. Andes Volunteer Clinic
Michael Overway	Charlotte County Homeless Coalition
Chitra Paul	Edison State College
Melissa Peacock	Florida Department of Health in Charlotte County
David Powell	Charlotte Sun - Feeling Fit Publisher
Marjorie Rice	Meadow Park Elementary School
Suzanne Roberts	Virginia B. Andes Volunteer Clinic
Chrissie Salazar	Drug-Free Charlotte
Danielle Sorrentino	Charlotte County Medical Society
Rachael Struebing	Registered Nurse and Patient Advocate
Susan Todd	Center for Abuse & Rape Emergencies
Jennifer Tucker	S. County YMCA Healthy Communities Coordinator
Allison Tyler	United Way of Charlotte County
Michelle Van Vranken	Southwest Florida Medical Reserve Corps

Appendix B

CHIP Alignment of Overarching Goals with Local, State, and National Priorities

Committee	Goal	Measures	Alignment	Partners/Resources
Chronic Disease	Promote health and reduce chronic disease risk through the achievement and maintenance of healthy body weight	Increased availability of healthy food Number of new physical activity resources New health improvement initiatives	DOH-Charlotte Strategic Plan State Health Improvement Plan CDC's Winnable Battles Healthy People 2020	School Board TEAM Punta Gorda TEAM Port Charlotte County Government YMCA Parks & Recreation Neighborhood Groups
Chronic Disease	Reduce illness, disability and death related to tobacco use and secondhand smoke exposure	Decrease in youth initiating tobacco use Number of new provider reminder systems initiated Number of new smoke-free campus policies	DOH-Charlotte Strategic Plan State Health Improvement Plan CDC's Winnable Battles	Charlotte Tobacco-Free Partnership AHEC Local Businesses Health Care Providers County Government
Mental Health	Increase community knowledge of when and where to seek behavioral health treatment	Implementation of Mental Health Awareness Campaign	Substance Abuse and Mental Health Services Administration (SAMHSA) Promising Practices	School Board High School Drama Club Local Movie Theater
Mental Health	Reduce suicide rate in Charlotte County so that it is equal to or less than the rate of 19.72 per 100,000 residents	Number of Mental Health First Aid (MHFA) trainings Number of suicide prevention resources available to community	State Health Improvement Plan Healthy People 2020	First Responders Hospitals Health Care Workers Law Enforcement
Mental Health	Increase utilization of substance treatment resources in Charlotte for children & adults by 5%	Participation in health fairs highlighting substance abuse and treatment options List of mental health providers	SAMHSA Promising Practices	Drug-free Charlotte Emergency Rooms Law Enforcement

Get involved!

Be a part of implementing CHIP in Charlotte County



If you would like to lend your
expertise to any of our initiatives,
contact the Charlotte County

CHIP Coordinator:

Lori_North@doh.state.fl.us

Download the CHIP report from the
The Florida Department of Health in
Charlotte County Website at
www.CharlotteCHD.com