

VOLUSIA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

October 24, 2013



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Partners

The Florida Department of Health in Volusia County would like to acknowledge and thank the many partners that make up Healthy Volusia.

Avenues 12, Inc.
Bert Fish Medical Center
Bethune Cookman University
Braille and Talking Book Library
CFAB
Children & Families Advisory Board
City of New Smyrna Beach
Council on Aging
County of Volusia
Daytona Beach Vision Foundation
Daytona Methadone Treatment Center
Daytona State College
DCF
Early Learning Coalition of Flagler & Volusia
Easter Seals
Florida Healthcare Plans
Florida Hospital
Florida Hospital Deland
Florida Hospital Fish Memorial
Halifax Health
Halifax Health Healthy Communities
Harvest Time International
Head Start
Health Planning Council of NE Florida
Healthy Start Volusia Flagler
Kingston Community
Midtown HEAT
NE Florida Health Services, Inc.
New Hope Human Services, Inc.
One Voice for Volusia
Stetson University
Stewart Marchman Behavioral Health Services
The House Next Door
UF/IFAS Volusia County Extension
United Way of Volusia-Flagler Counties, Inc.
VITAS Innovative Hospice Care
Volusia County Schools
Volusia Flagler Family YMCA
West Volusia Beacon

Community Health Improvement Plan

On June 24th the Healthy Volusia partnership confirmed two strategic priorities and set about to determine the most appropriate objectives and improvement strategies. This event marked the 5th phase of the MAPP process.

MAPP

Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic approach to community health improvement. The MAPP framework helps communities improve health and quality of life through community-wide strategic planning. Using MAPP, the community of Volusia County seeks to achieve optimal health by identifying and using resources wisely, taking into account unique circumstances and needs, and forming effective partnerships for strategic action.

The MAPP Model has six key phases. The first four phases are the components of a complete Community Health Assessment. The six phases are:

1. Organize For Success
2. Visioning
3. Assessments
4. Identify Strategic Issues
5. Formulate Goals and Strategies
6. Take Action



The Community Health Improvement Plan is the culmination of 5 phases and the foundation for the 6th phase: Take Action.

Process

Community Health Improvement Plans are often led by county health departments; however, a new federal law has changed the landscape of health improvement planning. The Patient Protection and Affordable Care Act requires non-profit hospitals to (1) conduct a community health needs assessment at least every three years and (2) adopt an implementation strategy to meet the community health needs identified by the assessment. The Florida Department of Health in Volusia County elected to support the hospital-led community needs assessments, before bringing together the community to unite behind the same strategic priorities. The Florida Department of Health in Volusia County directed three of the four MAPP assessments, and elected to use Community Health Status Assessments from the three non-profit hospital networks and the Community Agenda Snapshot prepared annually by One Voice For Volusia.

Phase 4

MAPP Phase 4, Identify Strategic Issues, took place in May 2013 when two town hall style meetings were conducted to inform the community about the different community health improvement planning efforts underway and to decide on strategic issues. The community voted on 6 possible strategic issues that came out of the MAPP process and the hospital community health needs assessments. The results were:

- Obesity: 28%
- Cardiovascular Disease: 12%
- Access to Care: 25%
- Tobacco: 16%
- Diabetes: 16%
- Cancer: 2%

At these two town hall style meetings, the Florida Department of Health in Volusia County announced the formation a new partnership called Healthy Volusia with the mission of improving the health of the community. The partnership would focus on turning the selected strategic priorities into action.

Phase 5

MAPP Phase 5, Formulate Goals and Strategies, took place on July 24, 2013, when members of Healthy Volusia agreed that Access to Care and Obesity should be the two strategic priorities. Members of Healthy Volusia decided on goals and strategies, as well as the information needed to complete the community health improvement plan. Healthy Volusia members expect to have a completed CHIP by August, 2013.

The following Action Plans are representative of the progress made by Healthy Volusia in community health improvement planning to this date.

Strategic Assets

Because Healthy Volusia has moved to Phase 5 of the MAPP process after the Hospitals have selected strategic priorities, it is possible to unite the different efforts. A list of “strategic assets,” or organizations with concurrent strategic priorities is located in the Community Health Assessment and is being used to develop and build health improvement strategies.

Strategic Priority: Obesity and Chronic Disease

Goal: Increase the percentage of adults and children who are at a healthy weight					
<i>State Alignment: Strategic Issue Area #2 Chronic Disease Prevention, Goal CD1</i>					
Objective 1.1 Increase the percentage of children who are at a healthy weight by 5% in 5 years.					
Strategy	Activities	Timeline	Person/s responsible	Resource requirement/cost	Evaluation
<i>Increase the amount gardens in elementary schools</i>	• Determine exact cost of having a garden in a school	12/30/13	Children Healthiest Weight Committee	Unknown	Increase amount of gardens in elementary schools by 25%
	• Meet with stakeholders (School Board Superintendent, Principals, School Health Advisory Committee)	12/30/13			
	• Secure funding via grants or sponsorships	4/30/14			
	• Develop and implement a method of evaluation	4/30/14			
	• Implement gardens in 10 elementary schools	8/31/14			
	• Raise awareness about success of program	8/31/15			
<i>Increase nutrition education in partnership with gardens in elementary schools</i>	• Evaluate garden and diet education materials available	12/30/13	Children Healthiest Weight Committee	Unknown	Increase students being educated about gardens and nutrition by 25%
	• Determine cost of providing education tools to teachers	13/30/13			
	• Meet with stakeholders	4/30/14			
	• Implement education in 10 elementary schools	8/31/14			
	• Evaluate the results of program	8/31/15			
	• Raise awareness	8/31/15			

<p><i>Increase schools participating in Healthier Alliance or USDA Schools Program (Policy Change)</i></p>	<ul style="list-style-type: none"> • Form work group to determine differences between the two programs, determine which program is best suited to Volusia County • Survey what is already being implemented • Meet with stakeholders to determine how Healthy Volusia could assist schools • Increase schools participating in either program by 10% 	<p>12/30/13</p> <p>4/30/14</p> <p>8/31/14</p> <p>8/31/14</p>	<p>Children Healthiest Weight Committee</p>	<p>Unknown</p>	<p>Increase schools participating in either program by 10%</p>
<p><i>Increase the amount of children participating in camp Fun & Fit</i></p>	<ul style="list-style-type: none"> • Meet with County Leaders to determine plan for summer 2014 • Secure grants or corporate sponsorships to expand the program • Raise awareness 	<p>12/30/13</p> <p>4/30/14</p> <p>8/31/14</p>	<p>Children Healthiest Weight Committee</p>	<p>Unknown</p>	<p>Increase the amount of students participating in Camp Fun & Fit by 50%</p>
<p><i>Remove policies that prohibit students eating from school gardens</i></p>	<ul style="list-style-type: none"> • Determine which policies might prohibit students from eating vegetables grown from a school garden • Meet with stakeholders to determine if policy is needed • Present decision-makers reasons policy should be changed 	<p>12/30/13</p> <p>4/30/14</p> <p>8/31/14</p>	<p>Children Healthiest Weight Committee</p>	<p>Unknown</p>	<p>Policy changed</p>

Objective 1.2 Increase the percentage of adults who are at a healthy weight by 5% in 5 years.					
Strategy	Activities	Timeline	Person/s responsible	Resource requirement/cost	Evaluation
<i>Increase the amount community gardens</i>	<ul style="list-style-type: none"> • Meet with UF IFAS extension agents to determine the cost, time and effort required to maintain a community garden • Find a 1 community willing to invest in a community garden • Secure funding or sponsorship for the community garden • Coordinate training of community members • Implement 1 community garden 	12/30/13 4/30/14 8/31/14 12/30/14 4/30/15	Adult Healthiest Weight Committee	Unknown	Increase amount of community gardens by 25%
<i>Increase nutrition education in partnership with garden</i>	<ul style="list-style-type: none"> • Upon locating a community for a community garden, assess knowledge of diet and nutrition • Coordinate with health educators in the community address deficiencies in knowledge • Evaluate success of education 	4/30/14 12/30/14 12/30/15	Adult Healthiest Weight Committee	Unknown	100 people receive education per community garden
<i>Change policy prohibiting EBT SNAP at farmer's markets</i>	<ul style="list-style-type: none"> • Meet with major farmer's markets leadership to determine road blocks for accepting SNAP/WIC • Assess possibility of changing policy to allow SNAP at farmers markets • Ask decision makers to make change with assistance 	12/30/13 4/30/14 8/31/14	Adult Healthiest Weight Committee	Unknown	Policy changed

Strategic Priority: Access to Care

Proposed Goal: Increase residents understanding of healthcare resources and options					
<i>State Alignment: Strategic Issue Area #4 Access to Care, Goals: AC1, AC2</i>					
Objective 1.1 Increase usage of the 211 referral system by 25%					
Strategy	Activities	Timeline	Person/s responsible	Resource requirement/cost	Evaluation
<i>Improve the referral system</i>	• Meet with stakeholders to assess the state of the referral system	12/30/2013	Access Committee	Unknown	Increase usage of 211 for health related needs by 25%.
	• Determine what solutions would improve the referral system	4/30/14			
	• Determine funding and resources necessary to improve referral system	4/30/14			
	• Develop and implement a plan to improve the referral system	8/31/14			
	• Evaluate results	12/30/15			
<i>Raise awareness about referral system</i>	• Meet with stakeholders to assess the market penetration of 211 advertising	12/30/13	Access Committee	Unknown	Increase usage of 211 for health related needs by 25%.
	• Develop and implement intervention to improve market penetration and saturation	8/31/14			
	• Evaluate results	12/30/15			
<i>Encourage organizations to adopt policy for updating 211</i>	• Meet with stakeholders to determine how effective organizations are at updating their organization information with the 211 system	12/30/13	Access Committee	Unknown	Increase organizations that have a policy to update 211 by 50%
	• Develop and implement intervention to have organizations adopt a policy to update the 211 system regularly	4/30/14			
	• Evaluate results	12/30/14			