

# Preventive Health and Health Services Block Grant (PHHSBG) Advisory Committee Meeting & Public Hearing Meeting Minutes Tuesday June 15, 2021

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## Current Members

<b>Amber Cambridge, MPH</b>	Florida Department of Health	Healthiest Weight Florida Coordinator
<b>Ann Ashley-Gilbert, MD</b>	Altamonte Women's Center, P.A.	Medical Doctor
<b>Arturo Lopez, BA</b>	Coalition of Florida Farmworker Organizations	Executive Director
<b>Asma Odeh</b>	Florida Department of Health	Healthy Schools Coordinator
<b>Brendaly Rodriguez, MA, CPH</b>	University of Miami	Precision Medicine and Health Disparities Collaborative Manager
<b>Britney Moore</b>	Florida Department of Environmental Protection	Regional Coordinator, Office of Greenways and Trails
<b>Bryan Russell</b>	Florida Department of Health	Disability and Health Coordinator
<b>Charla Lucas, CPRP</b>	Florida Recreation and Park Association	Director of Marketing, Communications and Strategic Vision
<b>Dykibra Gaskin</b>	Florida Breastfeeding Coalition	Current President
<b>Emily Mitchem</b>	Refuge House	Assistant Director, Refuge House
<b>Janiece Davis, MPH</b>	Florida Department of Health - Palm Beach County	Health Educator Consultant/Tobacco Prevention Specialist
<b>Jessica Gordon</b>	Florida Breastfeeding Coalition	Past-President
<b>Karen Weller, RN, BSN, MBA-HSM</b>	Florida Department of Health - Dade County	Assistant Community Health Nursing Director
<b>Karla Shelnut</b>	University of Florida	Associate Professor and Extension Nutrition Specialist
<b>Kathryn Williams</b>	Florida Impact	Program Manager
<b>Krystal Flakes, MPH</b>	Florida Department of Health	Preventive Health and Health Services Block Grant Coordinator

<b>Lynn Shultz</b>	Department of Defense	State Coordinator - Building Healthy Military Communities
<b>Melissa Jordan</b>	Florida Department of Health	Director, Division of Community Health Promotion
<b>Rhonda Jackson</b>	Florida Department of Health	Violence and Injury Prevention Program Administrator
<b>Robert Hill</b>	American Heart Association	Community Impact Director
<b>Sean Isaac, MPH</b>	Florida Department of Health	Dental Administrator
<b>Sean McGowan</b>	Florida Department of Health	Public Health Dental Program Contract Manager
<b>Shannon Harp</b>	Florida Department of Health	Fluoridation Coordinator
<b>Shay Chapman, RN, BSN, MBA</b>	Florida Department of Health	Bureau Chief, Family Health Services
<b>Summer Bane</b>	Florida Department of Health	Office of Medical Marijuana, Communications Manager
<b>Tami Miller, RDH, BS</b>	Florida Dental Hygiene Association	Executive Director
<b>Tara Hylton, MPH</b>	Florida Department of Health	Bureau Chief, Chronic Disease Prevention
<b>Tonya Ehrhardt</b>	American Heart Association	RVP of Community Impact, Diversity & Inclusion
<b>Ursula Weiss</b>	Florida Department of Health	Director, Division of Public Health Statistics and Performance Management
<b>Win Adams</b>	Community Partner	

The Preventive Health and Health Services Block Grant Advisory Committee Meeting & Public Hearing was called to order at 10:00 A.M. EST. The call was recorded for archival purposes.

# Introduction

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Krystal Flakes calls the meeting to order and introduces herself as the state coordinator for the Block Grant and the facilitator of this morning's meeting.

Krystal asked all guests to mute their lines and ask questions in the chat.

Krystal went over the agenda for the meeting:

- Welcome
- Preventive Health and Health Services Block Grant Overview
- COVID-19 Response
- Program Discussion
  - Violence and Injury Prevention Section
  - Public Health Dental Program
  - Supporting Healthy Communities Initiative
- Partner Highlights
- Open Discussion & Questions
- Public Comment
- Adjourn

Melissa Jordan, Director for the division of community health promotion gave a warm welcome to all attendees.

Following the welcome Krystal gave an overview of the block grant including what the block grant is, what the funding is for, and how the Florida Department of Health allocated funds.

## **About the Block Grant**

The Block Grant is the state's primary source of non-categorical funding and provides the latitude to support national health objectives in the nation's Healthy People 2030 health improvement plan. The Block Grant...

- Gives counties the ability to address prioritized public health needs in their jurisdictions.
- Allows counties to set their own goals and program objectives and implement local strategies to address national health priorities.
- Places a strong emphasis on adolescents, communities with little or poor health care services and disadvantaged populations.

## **How is the Block Grant used in Florida?**

The State of Florida PHHS Block Grant Work Plan supports and targets the following:

- Adverse Childhood Experiences
- Breastfeeding
- Community-Based Primary Prevention Services

- Community Water Fluoridation
- Diabetes Education and Diabetes Prevention
- Food Insecurity
- Health Improvement Planning
- Lupus Awareness
- Preschool Health Education
- Sexual Violence (Rape Prevention)
- Social Marketing
- Worksite Health Promotion Programs

### **Block Grant Allocation**

CDC allocates Block Grant funding every October 1st through September 30th:

- Federal Fiscal Year (FY) 2020-2021 award amount - \$4,698,941.
- Block Grant funds have a 2-year spending authority.

The Violence and Injury Prevention Section received \$420,382 to support projects related to:

- Reducing the incidence of sexual assault.
- Ensuring the availability and provision of quality sexual battery recovery services for rape victims in Florida.

The Public Health Dental Program received \$385,070 to support projects related to:

- Training and guidance for key stakeholders, community leaders, and dental, health and water professionals on water fluoridation.
- Monitoring fluoridation of community water systems.

The Bureau of Chronic Disease Prevention received \$3,465,632 to support projects related to:

- Healthiest Weight Florida.
- Community Health Assessment & Community Health Improvement Plans.
- Each county health department (CHD) receives ~ \$35,000 annually.

## COVID-19 Response

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In response to the COVID-19 pandemic the state launched a media campaign to communicate important information regarding COVID-19 to Floridians living with chronic conditions and diseases, as well as those who individuals who play a direct role in providing care to people living with these conditions (i.e. healthcare providers).

The Campaign’s goal was to reach target audiences in high frequency with tailored messages encouraging COVID-19 prevention techniques, disease management and proper treatment-related behavior throughout the “New Normal” period resulting from COVID-19.

The campaign was highly successful. Reaching over 673,500 healthcare providers through electronic newsletters and over 23,000,000 social and media impressions through Facebook,

Twitter, and Pandora, impacting many Floridians throughout the state over the course of two months (August-September 30, 2020).

A Healthcare Provider Toolkit was created as a means to share links to accurate, research-driven tools, to share the latest reliable updates on those with chronic diseases and conditions, and to share links to online resources on other ways to help.

Launching this campaign showed the quick response of the State Department of Health and going forward – (if agreeable and approved), we propose dedicating a sum of PHHS Block Grant funds to support/maintain social media and marketing campaigns.

Following the Block Grant overview and COVID-19 response was the program discussion which consisted of a share out from the program staff of the violence and injury prevention section, the public health dental program, and be supporting healthy community's initiative. Each program shares how they have leveraged funds and their progress to date.

Rhonda Jackson will now give updates for the Violence and injury Prevention Section.

## Violence and Injury Prevention Section

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Sexual violence is preventable and prevention efforts are necessary components of a comprehensive approach to address sexual violence. Prevention efforts should reduce risk factors and promote protective factors for sexual violence. In addition, these efforts should address all levels of the socio-ecological model that influence sexual violence.

The overarching purpose of Florida's Violence & Injury Prevention Section is to prevent intentional and unintentional injury and deaths through use of evidence-based strategies for priority populations identified by data driven decisions. The goal is building safe and protective environments for Floridians and visitors.

The Violence and Injury Prevention (VIP) Section is responsible for:

- Addressing intentional and unintentional injuries.
- Coordinates the Rape Prevention Education Program and contracts with the Florida Council Against Sexual Violence to fund the state's 32 certified rape crisis centers to serve survivors of sexual assault and strengthen systems of coordinated care.
- Other areas, including drowning prevention, suicide prevention, child injury prevention and surveillance activities.

The VIP Section leverages funding (\$420,382) from the Preventive Health and Health Services Block Grant (PHHSBG) to focus on the following:

- Transition from the Green Dot strategy to a comprehensive approach to sexual violence prevention, using the Centers for Disease Control and Prevention technical package (STOP SV) as a guide.
- Development of Adverse Childhood Experiences data sources and surveillance.

**Violence and Injury Prevention Section response to COVID-19:**

- Weekly check-ins with Florida Council Against Sexual Violence (FCASV) to ensure smooth transition for core rape crisis services.
- Adaptation of rape crisis local hotline numbers to “warm lines” to assist anyone feeling anxious or distressed.
- Development of partnerships with school-based activities to offer “in car” opportunities for education, awareness, information, training.
- Constant social media marketing on multiple platforms and virtual education and training.
- Federal Fiscal Year 2020 - 2021 Objectives

**Healthy People 2030 National Health Objective -**

IVP-DO5: Reduce contact sexual violence by anyone across the lifespan

- The expansion of this objective focus is an opportunity to implement a comprehensive public health approach to sexual violence, which includes child sexual abuse, sexual harassment, sexual assault and commercial sexual exploitation.
- A public health approach requires addressing risk factors that support perpetration or victimization, and increasing protective factors that create a thriving, safe and healthy community.

**FY 2020-2021 Objective 1: Examining Adverse Childhood Experiences (ACEs) Behavioral Risk Factor Surveillance System (BRFSS) Results**

- Between 10/2020 and 09/2021, the Violence and Injury Prevention Section, in conjunction with partners, will disseminate one report based on results of the BRFSS ACEs module data.

**Current Status: *In Progress***

- Report review is in progress. Conversations with partners about systemic approaches to preventing ACEs and building resilience continue.
- Subsequent steps of identifying strategies and developing infographics are pending receipt of the report.

**FY 2020-2021 Objective 2: Implement STOP SV Technical Package**

- Between 10/2020 and 09/2021, VIP Section will conduct a minimum of one webinar with the Florida Council Against Sexual Violence (FCASV), PHHS Block Grant-funded subcontractors and 21 Rape Prevention Education (RPE) subcontractors, to provide technical assistance for the implementation of CDC’s STOP SV Technical Package.

**Current Status: *In Progress***

- The kickoff meeting for the FCASV and subcontractors occurred March 4, 2021 and included an overview of the STOP SV technical package. Since then, monthly technical

assistance calls continue with both FCASV and VIP representation. Additional webinars will be provided for key stakeholders prior to 09/2021.

- University of Central Florida Prevention Education and Evaluation Research works with subcontractors to identify risk and protective factors that align with state indicators to gauge progress. A webinar was held May 7, 2021.
- 24 STOP SV subcontractors.

**FY 2020-2021 Objective 3: Increase Community Capacity for STOP SV Implementation**

- Between 10/2020 and 09/2021, VIP Section staff will review 100% of the PHHS Block Grant and Rape Prevention Education (RPE) funded sites to ensure community level implementation of approaches and strategies recommended by the CDC's STOP SV Technical Package.

**Current Status: *In Progress***

- VIPS will work with a state term contractor to develop a social marketing campaign based on the CDC technical packages and guidance. The statement of work will be released in July 2021 and will include the purchase of airtime in 10 major Florida markets.
- 13 of the 25 subrecipients are working to develop and implement strategies to create opportunities for women and girls. These strategies include:
  - Girls Empowerment Conference
  - Financial Literacy Programming
  - Financial Wellness and Leadership Series
  - Girls Empowerment Camp
  - Social Justice Mentorship Program
  - Sorority Life Sexual Violence Curriculum
  - LEAD: Leaders Emerging and Developing
  - GLAM: Girls Leadership and Mentoring Program
- In addition to the subrecipients awarded through the competitive solicitation, there are 12 subrecipients who are certified rape crisis centers working on specific tasks to support County Health Improvement Plans (CHIP).

The floor was opened for questions.

There were no questions.

Shannon Harp will now give updates for the Public Health Dental Program.

## Public Health Dental Program

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The Public Health Dental Program (PHDP) is responsible for:

- Providing funding to local communities throughout Florida to promote, implement and maintain fluoridation. Local governments are eligible to apply for funding through the PHDP to purchase new fluoridation equipment.

The Centers for Disease Control and Prevention (CDC) named community water fluoridation one of 10 great public health achievements of the 20th century because of its contribution to the significant decline in cavities in the United States since the 1960s.

Public Health Dental Program uses and leverages funding from the Preventive Health and Health Services Block Grant (\$385,070) to focus on the following:

- Assisting communities throughout Florida to promote, implement and maintain water fluoridation.
- Create community awareness, support and training for water fluoridation.

### **Federal Fiscal Year 2020 - 2021 Objectives**

#### **Healthy People 2030 National Health Objective -**

OH-11: Increase the proportion of people whose water systems have the recommended amount of fluoride.

- The PHDP is dedicated to increasing Florida's population served by adjusted community water systems. Adding fluoride to a water system is identified as one of the most cost-effective ways to prevent tooth decay.
- State Goal: Between 10/2019 and 09/2021, increase the proportion of people served by community water systems that are fluoridated by 0.4%.

#### **FY 2020-2021 Objective 1: Community Information**

- Between 10/2020 and 09/2021, the Public Health Dental Program (PHDP) will provide technical assistance (TA) and funding to partners for the promotion of water fluoridation and oral health to 30 of Florida's fluoridated and non-fluoridated community water systems in Florida.

#### **Current Status: *In Progress***

- The PHDP will continue to meet this objective by providing fluoridation resources, technical assistance and training. Currently we have provided technical assistance to 68 partners and community water systems.
- The PHDP will assist local campaigns and council meetings for the promotion of community water fluoridation.
- Resources are allocated to communities to initiate or maintain fluoridated systems.

#### **FY 2020-2021 Objective 2: Community Water System Management**

- Between 10/2020 and 09/2021, the PHDP will review 118 fluoridating community water systems in Florida for reporting compliance in accordance with Florida Administrative Code. The PHDP will also review a sample of the reports to validate the data.

#### **Current Status: *In Progress***

- The PHDP will monitor 100% of fluoridating community water systems.
- Conduct a Needs Assessment Survey to Adjusted and Non-adjusted water systems.
- Annually recognized optimal readings for communities to provide protective oral health benefits.



**FY 2020-2021 Objective 3: Partnerships**

- Between 10/2020 and 09/2021, the PHDP will provide TA, information, or funding to five non-fluoridating communities that have expressed an interest in attaining water fluoridation.

**Current Status: *In Progress***

- The PHDP will provide TA on fluoridation funding and resources to non-adjusted public water systems that express an interest in obtaining water fluoridation.
- The PHDP will conduct a fluoridation survey to adjusted public water systems to gain further knowledge and gauge needs.
- The PHDP will focus on direct support to help non-fluoridating communities initiate water fluoridation or start initiating fluoridation.

The floor was opened for questions.

There were no questions.

Krystal Flakes will give the updates for the Supporting Healthy Communities Initiative.

## Supporting Healthy Communities

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The Supporting Healthy Communities (SHC) Initiative leverages funding from the Preventive Health and Health Services Block Grant (\$3,465,632) to focus on:

- Engaging state and local agencies, not-for-profit organizations, businesses, health systems and entire communities.
- Creating healthier environments that help Florida’s children and adults make choices about healthy eating and active living.
- CHDs implement annual work plans focused on creating “Healthy Places” through Healthiest Weight Florida.

### **Federal Fiscal Year 2020 - 2021 Objectives**

#### **Healthy People 2030 National Health Objectives -**

The supporting Healthy Communities (SHC) initiative of the Block Grant primarily focuses on creating and supporting healthy communities and making the healthy option the easy option. There are several Healthy People 2030 National Health Objectives as well as several Program Objectives under this section outlined below:

- MICH-15: Increase the proportion of infants who are breastfed exclusively through 6 months.
- NWS-04: Reduce the proportion of children and adolescents with obesity.
- EMC-D06: Increase the percentage of children and adolescents who get preventive mental health care in school.
- ECBP-D03: Increase the proportion of worksites that offer an employee health promotion program.

- HC/HIT-D01: Increase the number of state health departments that use social marketing in health promotion programs.
- ECBP-D07: Increase the number of community organizations that provide prevention services.

**FY 2020-2021 Objective 1:**

- Between 10/2020 and 09/2021, increase the number of county health departments that ever collaborated with existing or new partners to coordinate the sharing of breastfeeding best practices and support resources and provide technical assistance as needed.

**Current Status: *Met***

- County health departments collaborated with 169 programs, systems, organizations and/or local coalitions.

**FY 2020-2021 Objective 2:**

- Between 10/2020 and 09/2021, promote the Florida HEROs ECE (Healthy Environments for Reducing Obesity, Early Care and Education) Recognition program to local centers to increase and/or maintain the number of ECE sites that ever received the Florida HEROs ECE Award from 29 to 50.

**Current Status: *In Progress***

- 30 ECE sites have received the Florida HEROs Recognition.

The impact of COVID-19 reduced the capacity of the county health departments to engage ECE sites and promote the Florida HEROs recognition program. There were also several ECE sites who struggled to maintain staff and the capacity to participate in the Recognition program. The Department also identified recruitment as a barrier to success. In an effort to increase recruitment and participation, the Health Council of South East Florida launched the Florida HEROs technical assistance learning collaborative which provides TA consultants working with ECE providers additional resources and support to promote healthy eating and physical activity. The overarching goal of this learning collaborative is to increase the number of ECEs who apply for the Florida HEROs Recognition.

**FY 2020-2021 Objective 3:**

- Between 10/2020 and 09/2021, increase the number of county health departments that offer resources related to Adverse Childhood Experiences, social and emotional learning, and trauma informed care from 0 to 18.

**Current Status: *Met***

- 18 county health departments are now offering resources related to ACEs, Social and emotional learning, and trauma informed care.

**FY 2020-2021 Objective 4:**

- Between 10/2020 and 09/2021, increase the number of county health departments that collaborate with Tobacco Free Florida (TFF) to address the health benefits of tobacco free policies from 0 to 27.

**Current Status: *Met***

- 27 county health departments are collaborating with their local TFF grantees to address the health benefits of tobacco free policies.
- Healthiest Weight Florida liaisons collaborated with TFF grantees to promote tobacco free grounds policies and access to tobacco cessation as part of the CDC Worksite Health ScoreCard.

**FY 2020-2021 Objective 5:**

- Between 10/2020 and 09/2021, increase the number of county health departments that use social marketing for health promotion programs from 0 to 15.

**Current Status: *Met***

- 21 county health departments have created an awareness campaign around health behaviors related to chronic disease prevention and management including the following:
  - Diabetes Prevention Programs
  - Diabetes Self-Management Education Support Programs
  - Hypertension
  - Lupus

To speak on the success of a Lupus awareness campaign, Ms. Whitney Mullins submitted an infographic of a Lupus informational brochure that she uses to promote the campaign. Whitney is a health educator with Bay County.

Whitney was unable to speak on behalf of the campaign.

Krystal gave updates on her behalf noting the success of the campaign.

**FY 2020-2021 Objective 6A:**

- Between 10/2020 and 09/2021, increase the number of county health departments that employ policy, systems, and environmental approaches to increase equitable access to healthy foods and safe places for physical activity from 0 to 12.

**Current Status: *Met***

- 12 county health departments have worked to employ policy, systems, and environmental approaches to increase equitable access to healthy foods and safe places for physical activity.

**FY 2020-2021 Objective 6B:**

- Between 10/2020 and 09/2021, increase the number of county health departments that complete and implement activities learned from the Faithful Families training from 0 to 48.

**Current Status: *In Progress***

- 27 county health departments have completed training and implemented activities learned from Faithful Families curriculum.
- 48 county health department staff in total have completed training.

- Action planning sessions held to facilitate implementation of the Faithful Families curriculum.

**FY 2020-2021 Objective 6C:**

- Between 10/2020 and 09/2021, the Department will work as an integrated state health system to leverage multi-sector collaborations that support all phases of community health improvement, community health assessment and/or Healthiest Weight Florida (HWF).

**Current Status: *Met***

- 67 county health departments have continued to implement community health improvement plans, community health assessments, and HWF program activities as outlined in the HWF Work Plan.

The floor was opened for questions.

There were no questions.

The next item on the agenda opens the floor to partner highlights.

## Partner Highlights

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During the partner highlights section, the floor was opened for all members of the advisory committee to share with the group any activities that their organizations has engaged in related to activities and objectives discussed in today's meeting. It was also an opportunity to promote the sharing of resources and information to help our programs grow and potentially find areas to collaborate.

Ms. Lynn Shultz was invited to speak. Ms. Schultz is the Florida Statewide coordinator for Building Healthy Military Communities, and she spoke on how Building Healthy Military Communities adapted and responded to COVID-19 and were able to maintain their community supports.

Ms. Shultz spoke about the Total Force Fitness (TFF) framework that Building Health Military Communities implements and how they were able to convert this to a virtual method for maintaining their presence during COVID.

The floor was opened for questions.

There were no questions.

There were no further comments from the Advisory Committee.

Krystal opened the floor for general discussion, questions, and public comment.

There were none.

Krystal gave a thank you to all the attendees who were present on today's call and dismissed the meeting.

The meeting was adjourned at 11:30 A.M. EST.

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