

Pinellas County CHIP Quarterly Status Report: January 2014
 Access to Care

Goal	Strategy	Objective	Key Activities	Coordinating Agency	Status (Not Started, On Schedule, Not on Schedule, Complete)	Explanation of status and key activities the reporting period
AC 1: Provide equal access to appropriate health care services and providers	1.1: Address barriers in accessing existing health care services and consumer utilization in underserved communities	1.1.1: By Dec 31, 2017, decrease the percentage of Pinellas adults who are unable to access a health care provider due to cost from 16% (2010) to 14.4%.	1. Establish baseline of existing health care resources and current consumer utilization in targeted communities as identified in the Economic Impact of Poverty Report 2. Collaborate with Pinellas Suncoast Transit Authority council to identify and eliminate transportation barriers in vulnerable communities	Health Department; Pinellas County Health & Community Services		
	1.2: Develop and implement a standardized training program for Community Health Workers.	1.2.1: By Dec 31, 2017, increase the number of trained Community Health Workers (CHWs) in Pinellas by 25% over baseline.	1. Work with St. Petersburg College in their development/ implementation of a CHW certification program 2. Develop a CHW registry, standardized training, and professional development toolkit.	Florida Community Health Worker Coalition (Southwest Region)		
	1.3: Promote the completion of a cultural and linguistic competence organizational self-assessment to improve access to culturally competent care.	1.3.1: By Dec 31, 2016, decrease the percentage of Pinellas adults who believe they would receive better medical care if they belonged to a different race/ethnic group from 7% (2010) to 6.3%.	1. Provide cultural and linguistic self-assessment workshops to health services providers, including developing an awareness campaign. 2. Distribute and implement the use of a CLAS self-assessment tool	Tampa Bay Healthcare Collaborative; Health Department		

AC 2: Use health information technology to improve collaboration among providers and increase efficiency in services to consumers	2.1: Promote provider usage of the One-E-App as a common eligibility tool to streamline access to services.	2.1.1: By Dec 31, 2017, increase consumer utilization of One-E-App in Pinellas by 25% over baseline.	1. Promote consumer usage of One-E-App at agencies that currently have access to One-E-App.	JWB; Health Department		
	2.2: Improve communication among health providers and coordination of care for consumers through data sharing.	2.2.1: By Dec 31, 2017, at least 50% of licensed registered Direct Secured Messaging (DSM) providers in Pinellas will be able to exchange data by using a Florida Health Information Exchange (HIE).	1. Align a Health Information Exchange with Florida State Health Improvement plan Strategy HI1.1	Health Department		
		2.2.2: By Dec 31, 2017, no less than 25% of health services providers will be able to exchange data by using Direct Secured Messaging (DSM).	No activities scheduled until 2015	Health Department		
AC 3: Reduce infant mortality and morbidity	3.1: Raise awareness among providers and consumers on the importance and benefits of being healthy prior to pregnancy.	3.1.1: By Dec 31, 2017, decrease the percentage of low-birth weight (less than 2,500 grams) infants in Pinellas from 8.9% (2010-2012) to 8%.	1. Sponsor health-focused events/classes on pre-conception health in the community. 2. Collaborate with Healthy Start to provide education to consumers about smoking cessation, substance abuse, obesity and dental care and the relationship to birth outcomes.	Healthy Start Coalition of Pinellas; Health Department		
	3.2: Increase access to prenatal services and education.	3.2.1: By Dec 31, 2017, increase the percentage of births to Pinellas mother's receiving first trimester prenatal care from 79.1% (2010-2012) to 87%.	No activities scheduled until 2015	DOH-Pinellas		
	3.3: Address disparities in Black and Hispanic infant mortality.	3.3.1: By Dec 31, 2017, reduce the infant mortality rate of Black infants in Pinellas from 13.9 per 1,000 live births (2010-2012) to 11.5 per 1,000 live births. 3.3.2: By Dec 31, 2017, reduce the infant mortality rate of Hispanic infants in Pinellas from 8.1 per 1,000 live births (2010-2012) to 7.3 per 1,000 live births.	1. Partner with Pinellas County Healthy Start to identify strategies to engage and provide education to African American/Black and Hispanic/Latina women about prenatal behaviors that reduce infant mortality and low-birth weight infants.	Healthy Start Coalition and WIC		

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Behavioral Health

Goal	Strategy	Objective	Key Activities	Coordinating Agency	Status (Not Started, On Schedule, Not on Schedule, Complete)	Explanation of status and key activities the reporting period
BH 1: Increase access to behavioral health services	1.1: Strengthen the integration of behavioral and primary health care service delivery.	1.1.1: By Dec 31, 2016, increase the percentage of Pinellas adults who always or usually receive the social and emotional support they need from 81.3% (2010) to 89.4%.	1. Establish a baseline of the number of providers in Pinellas that use behavioral health screenings, and/or those that are integrated with behavioral healthcare services. 2. Promote the use of evidence-based behavioral health screenings across care settings, including screening for trauma and violence	BayCare Behavioral Health		
	1.2: Integrate trauma-informed care practices across care settings with emphasis on Adverse Childhood Experiences (ACEs).	1.2.1: By Dec 31, 2017, reduce the rate of non-fatal hospitalizations for self-inflicted injuries from 72.9 per 100,000 (2008-2010) to 65.6 per 100,000 among Pinellas youth 12-18.	1. Promote provider and agency education on trauma-informed approaches and practices via Pediatric Grand Rounds 2. Develop educational materials on trauma-informed approaches and practices for providers in Pinellas County 3. Distribute materials on trauma-informed approaches and practices	Peace4Tarpon, Directions for Living		
	1.3: Engage targeted at-risk populations to better understand behavioral health care needs and prevent barriers to access	1.3.1: By Dec 31, 2017, decrease the suicide age-adjusted death rate in Pinellas from 17.7 per 100,000 (2010-2012) to 16.2 per 100,000.	1. Conduct further behavioral health related data collection and analysis in 5 at-risk zones (identified in Pinellas County Economic Impact of Poverty report) and for identified at-risk populations (start with South St. Petersburg Zone) 2. Conduct surveys and/or focus groups of men in at-risk demographic for high suicide rates	TBD		

BH 2: Reduce substance abuse among children and adults	2.1: Advocate for changes in policy and practices related to substance abuse, including more stringent regulations for prescription drugs classified as controlled substances.	2.1.1: By Dec 31, 2017, reduce the number of accidental drug or toxin related deaths in Pinellas from 201 (2012) to 181.	1. Work with policymakers to mandate use of state prescription drug monitoring program by physicians prescribing controlled substances 2. Work with pharmacies and prescribers to educate and increase use of state prescription drug monitoring program database	Pinellas County Justice and Consumer Services		
	2.2: Raise awareness among providers, parents, youth, and businesses on emerging substance abuse trends to improve and inform practices.	2.2.1: By Dec 31, 2016, reduce the number of Pinellas youth who report lifetime drug use from 31.1% (2012) to 27.9%.	1. Develop and implement campaign to educate parents on dangers of emerging designer drugs and prescription drugs 2. Develop and implement campaign to educate businesses on designer drugs and prescription drugs to reduce sales of these products 3. Develop and implement campaign to educate youth on dangers of emerging designer drugs and prescription drugs, including social media	LiveFree!; Pinellas County Justice and Consumer Services		
	2.3: Increase access to substance abuse services for prenatal and postpartum women.	2.3.1: By Dec 31, 2017, reduce the rate of Neonatal Abstinence Syndrome in Pinellas from 27.1 per 1,000 births (2009-2011) to per 24.4 per 1,000 births.	1. Work with OB/GYNs to provide warnings to their patients on the dangers of substance use/abuse while pregnant and provide supports to address underlying issues 2. Develop education campaign library of video testimonial portraying the effects of substance use/abuse while pregnant that includes providers and patients	SEN; Public Defender's Office		
BH 3: Reduce violence among children and families	3.1: Promote community programs that maximize healthy development and interaction among children, families, schools, and communities.	3.1.1: By Dec 31, 2017, reduce the rate of Pinellas children under 18 experiencing child abuse from 24.0 per 1,000 (2012) to 16.9 per 1,000.	1. Investigate programs and resources in the region that are designed to prevent child abuse at each stage of life.	Health Department		
	3.2: Promote awareness, training, and advocacy to improve and inform practices related to domestic violence.	3.2.1: By Dec 31, 2017, reduce the domestic violence rate in Pinellas from 772.8 per 100,000 (2009-2011) to 695.5 per 100,000.	1. Develop a model for domestic violence screening and related training to equip providers to comply with the new women's preventive services required by the Affordable Care Act 2. Develop a yearly training program that provides school health employees with the tools to effectively screen for and respond to domestic violence. 3. Create a policy for DOH-run school clinics that outlines protocols for when and how DV screenings are administered, and requires all staff to receive the training from 3.2.1-2.	Health Department		

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 Health Promotion & Disease Prevention

Goal	Strategy	Objective	Key Activities	Coordinating Agency	Status (Not Started, On Schedule, Not on Schedule, Complete)	Explanation of status and key activities the reporting period
HPDP 1: Increase the percentage of adults and children who are at a healthy weight	1.1: Promote healthy eating habits and active lifestyles in adults.	1.1.1: By Dec 31, 2017, decrease the percentage of Pinellas adults who are either overweight or obese from 65.6% (2010) to 59%.	1. Provide educational sessions demonstrating healthy and culturally appropriate cooking and grocery shopping on a budget 2. Promote usage of county parks, trails, and recreational facilities through Find the Fun Now! and community outreach. 3. Promote and expand healthy lifestyle activities among senior citizens.	Health Department/ Healthy Pinellas Coalition		
	1.2: Promote healthy eating habits and active lifestyles in children.	1.2.1: By Dec 31, 2017, increase the proportion of Pinellas children (1st, 3rd, 6th grade) who are at a healthy weight from 65.1% (2010 - 2011) to 71.6%. 1.2.2: By Dec 31, 2017, decrease the percentage of Pinellas high school students reporting BMI at or above 95th percentile from 10.3% (2012) to 9.3%.	1. Conduct inventory based self-assessments of Pinellas County Schools on the Alliance for Healthier Generation guidelines 2. Provide ongoing information to parents regarding the health of their children through Being Fit Matters 3. Provide weight intervention through the Fit 4 All Kids 4. Provide nutrition education to school age children 5. Increase awareness of the importance of consuming fruits and vegetables by providing nutrition education to schools with 51% or more Free/Reduced school meal status	Health Department/ Healthy Pinellas Coalition		

HPDP 2: Increase behaviors that improve chronic disease health outcomes	2.1: Promote screening, education, and referral to treatment related to cancer.	2.1.1: By Dec 31, 2017, increase the percentage of Pinellas adults age 50 or older who received a colorectal screening in the past five years from 73.5% (2010) to 80.9%.	1. Collaborate with partners to provide information and education pertaining to colorectal cancer prevention, treatment, and screening	DOH-Pinellas, Mammography Voucher Program		
		2.1.2: By Dec 31, 2017, increase the percentage of Pinellas women age 40 or older who received a mammogram in the past year from 61.5% (2010) to 67.7%.	1. Develop educational materials to promote awareness of the Florida Breast and Cervical Cancer Early Detection Program, Mammography Voucher Program and general screening recommendations to women above 40 in Pinellas County. 2. Provide wellness programs for cancer survivors to increase overall health during recovery	Health Department; YMCA		
	2.2: Promote screening, education, and referral to treatment related to heart disease.	2.2.1: By Dec 31, 2017, decrease deaths due to heart disease in Pinellas from 155.5 per 100,000 (2010-2012) to 139.9 per 100,000.	1. Provide evidence-based diabetes prevention for community members with pre-diabetes	YMCA		
	2.3: Promote activities to reduce tobacco use and exposure in adults and youth.	2.3.1: By Dec 31, 2017, increase the number of committed never smokers amount Pinellas youth, ages 11 - 17 from 64.1% (2012) to 70.5%.	1. Create and maintain local SWAT chapters	Health Department		
		2.3.2: By Dec. 31, 2016, decrease the percentage of Pinellas adults who are current smokers from 19.3% (2010) to 17.0%.	1. Distribute "Quitkits" to clients who are smokers within DOH-Pinellas clinic 2. Educate healthcare professional students about tobacco cessation	Health Department; Gulfcoast North AHEC		
HPDP 3: Increase protection against the spread of infectious disease	3.1: Provide targeted education on the benefits of receiving immunizations to increase the percentage of children who are fully immunized.	3.1.1: By Dec 31, 2017, increase the percentage of Pinellas two-year-olds who are fully immunized from 75.3% (2012/2013) to 90%. 3.1.2: By Dec 31, 2017, increase the percentage of Pinellas Kindergarteners who are fully immunized from 89.8% (2012/2013) to 94%.	1. Form an immunization task force to address low immunization rates of children in the Pinellas community 2. Collaborate with providers to integrate immunization education into routine client visitation 3. Develop a campaign to educate parents on the benefits of childhood immunizations 4. Develop follow up plan for temporary exemptions (explore partnerships and a possible bridge between Focus and Florida SHOTS)	Health Department/ PITCH		

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Healthy Communities & Environments

Goal	Strategy	Objective	Key Activities	Coordinating Agency	Status (Not Started, On Schedule, Not on Schedule, Complete)	Explanation of status and key activities the reporting period
<p>HCE 1: Establish integrated planning and assessment processes that promote health in community level policies and plans</p>	<p>1.1: Include a public health component in community planning processes to increase awareness and opportunity of the built environment's impact on healthy behaviors.</p>	<p>1.1.1: By Dec 31, 2016, increase activity related to the development of policies and plans that support individual and community health within Pinellas from a score of 82% (2012) to 90%.</p>	<p>1. Attend county level planning and development meetings (e.g. MPO) 2. Create and provide information on topics related to public health, development, the built environment, and community well-being 3. Advocate for a health element within the County Comprehensive Plan and municipal plans</p>	<p>Health Department/ Healthy Pinellas Coalition</p>		
<p>HCE 2: Increase access to nutritious and affordable foods</p>	<p>2.1: Promote options for access to nutritious foods throughout Pinellas County.</p>	<p>2.1.1: By Dec 31, 2016, increase the percentage of Pinellas adults who meet both of the daily recommendations for fruit and vegetable consumption from 9.3% (2010) to 11.5%.</p>	<p>1. Create environmental awareness of produce stands and farmer's market locations through print material and social media (e.g. bus route maps, trail maps and Find the Fun Now website) 2. Create opportunity for SNAP recipients to receive nutrition education and healthy recipes 3. Provide gardening resources and education for adults to develop urban agriculture skills</p>	<p>Health Department/ Healthy Pinellas Coalition</p>		
	<p>2.2: Support a focused effort to increase access to nutritious and affordable foods for children.</p>	<p>2.2.1: By Dec 31, 2017, increase the percentage of Pinellas middle school students who consume at least five servings of fruits and vegetables a day from 21.2% (2012/2013) to 23.3%.</p>	<p>1. Increase availability of healthy foods to students through the Summer Meal Program 2. Sustain and increase school vegetable gardens to teach agricultural skills and provide produce 3. Ensure support and increase awareness of the school dinner program</p>	<p>Health Department/ Healthy Pinellas Coalition</p>		

<p>HCE 3: Increase access to safe opportunities for physical activity</p>	<p>3.1: Promote collaborative efforts to form safe transportation linkages to schools, work, home, and recreation.</p>	<p>3.1.1: By Dec 31, 2017, complete 15 transportation linkages in Pinellas through infrastructure and programming improvements.</p> <p>3.1.2: By Dec 31, 2016, decrease the percentage of Pinellas adults who were sedentary, or did not participate in any leisure-time activity in the past 30 days from 25.5% (2010) to 22%.</p>	<p>1. Collaborate with the county government, municipal governments and the Metropolitan Planning Organization (MPO) to create capital improvements within Pinellas County</p> <p>2. Create, maintain, and expand walking school bus programs</p> <p>3. Maintain and increase Auxiliary Ranger Program volunteer efforts to increase visible safety presence on the trail</p> <p>4. Increase the available miles of available bike lanes, sidewalks and trails</p>	<p>Health Department/ Healthy Pinellas Coalition</p>		
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