



## Compass Points

Summer 2009

July 2009

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 include information on activities, resources, and tips for conducting community health assessments in your county.

Best regards,

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

### In this issue

- [News from the Field](#)
- [Next Meet Me Call: July 20!](#)
- [COMPASS Web Site](#)
- [CHARTS Update](#)
- [Meetings, Trainings, Events, Resources & Opportunities](#)
- [About COMPASS](#)

### News From the Field

Congratulations to Dr. Dawn Allicock, director, and staff of the St. Johns CHD on receiving a [2009 Governor's Sterling Award](#). The Governor's Sterling Award process is comprehensive and rigorous, and is the highest award an organization can receive for performance excellence in Florida. In other news from St. Johns CHD, the St. Johns County Health Improvement Council recently completed a comprehensive community health assessment and released the findings in the [St. Johns County 2008 Health Needs Assessment Report](#). St. Johns CHD staff championed the process that brought together public health system partners to assess and prioritize health issues. The council is now implementing strategies towards achieving their goals. For more information on their priorities, goals, activities and to view the report, visit [www.stjohnschd.org/2008HNA.htm](http://www.stjohnschd.org/2008HNA.htm) or contact [Brenda Fenech-Soler](#) at St. Johns CHD.

Kudos to the [Wakulla CHD](#) on the receiving a [Blue Foundation for a Healthy Florida](#) grant in the amount of \$100,000. Under the leadership of Jody Smith, administrator, the grant will be used to improve access to health care for Wakulla residents by connecting clients with state and other health care programs.

The [Partnership for a Healthier Duval](#) recently added the Jacksonville Children's Commission's [2009 State of Jacksonville's Children: Racial and Ethnic Disparities Report](#) to their website. The data and findings in this report will inform the ongoing MAPP process in Duval County. Karen Coleman, senior health planner, Duval CHD, is the coordinator for the partnership and MAPP process. Follow the partnership's progress on their website at [www.partnershipforahealthierduval.webs.com](http://www.partnershipforahealthierduval.webs.com)

It's a busy summer for the Levy County Wellness Coalition. They are nearing completion of the local services directory and continue work on gathering data on local transportation needs and assets. On July 1st the 5000 Pound Challenge, a county-wide effort that encourages physical activity and healthy food choices, reaches the half-way point. There are 14 active teams and several families participating in the "family makeover."

The community gardens in Bronson and Hilltop are now harvesting fruits and vegetables. Slande Celeste, health education and promotion manager, Levy CHD, is among the coalition's leaders. Best wishes to Slande who will soon be assuming the position of Internship Coordinator for the University of Florida's Public Health Program.

Thank you to all who participated in the COMPASS-sponsored "Partnerships for Improving Community Health" regional meetings. Almost 160 public health system professionals participated in the eight meetings. Our special thanks to the site hosts including Brenda Fenech-Soler, St. Johns CHD; Karen Coleman, Duval CHD; Julia Ruschmann, Bay CHD; Mary Ruth Prouty, Hendry CHD; Deanna Krautner, Pasco CHD, and Julianne Price, Indian River CHD. Presentations and resources from the meeting will be available on the [COMPASS website](#). See below for details on an upcoming four-part web conference series summarizing the information from the regional meetings.

Your CHD's and/or community's news belongs here! Share your news with colleagues; e-mail items to [Christine\\_Abarca@doh.state.fl.us](mailto:Christine_Abarca@doh.state.fl.us)

*Next Statewide Meet-Me Call, July 20*

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 20 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](mailto:Christine_Abarca@doh.state.fl.us)

## Visit the COMPASS Web Site and Web-Based Tool Kit

The [COMPASS website](#) and some of the Florida MAPP tools are being updated! The information and resource warehouse for community health assessment and health improvement planning can be accessed at [www.doh.state.fl.us/COMPASS/](http://www.doh.state.fl.us/COMPASS/).

Your comments and suggestions are welcome as well as any reports and/or products you would like to have posted. Send them to [Christine\\_Abarca@doh.state.fl.us](mailto:Christine_Abarca@doh.state.fl.us)

## What's New on CHARTS?

The [FloridaCHARTS](#) team has redesigned the [maternal and child health domain](#) to reflect some of the new health indicators available in our [School-aged Child and Adolescent Profile](#). The domain is now divided into four sections: pregnancy and women of child bearing age, fetal deaths and infants (less than 1 year old), young child (1 to 5 years old) and school-aged children and adolescents. When new profiles are added to the site, indicators that were not part of the site before are also added to their corresponding domain in the "health indicators" menu. Access the report at [www.floridacharts.com](http://www.floridacharts.com) by choosing "County & State Profiles" under Community Tools in the left hand menu.

New reports and enhanced features are added regularly to the public health statistics website Community Health Assessment Resource Tool Set (CHARTS; [www.floridacharts.com](http://www.floridacharts.com)).

## Meetings, Trainings, Events, Resources and Opportunities

Couldn't attend a regional "Partnerships for Improving Community Health" meeting? Want to tap into some of the promising practice examples from around the state? Mark your calendar and tune in to the summer 2009 web conferences. The [COMPASS Initiative](#) will hold four web conferences on topics related to strengthening community partnerships. Learn more about the nuts and bolts of partnerships and partnership development on July 22. Retaining partners and sustainability will be the focus of the August 5 session. On August 19 sharpen your facilitation and leadership skills and on September 2 partnership assessment and evaluation will be featured. All sessions will be held from 2-3 pm ET. To participate in the web conferences you'll need a phone and computer with internet access. Connection and call-in information will be sent to those on the COMPASS distribution list or upon request. Seats cannot be reserved in advance and while seating for the web portion is limited, the audio segment (i.e., conference

call) can accommodate all. For more information, contact [Christine Abarca@doh.state.fl](mailto:Christine_Abarca@doh.state.fl) or [Laurie Osgood@doh.state.fl.us](mailto:Laurie_Osgood@doh.state.fl.us) .

The [National Association of County and City Health Officials \(NACCHO\)](#) Annual 2009 Conference is being held in the Orlando area from July 29 – 31. The conference theme is "[The New Public Health – Working Across Sectors to Leverage Investment in Communities.](#)" The program will feature Dr. John Agwunobi as the keynote speaker, concurrent sharing sessions, and poster presentations. The NACCHO Annual Conference will be the year's largest gathering of local public health officials. Registration information is available at [www.naccho.org](http://www.naccho.org).

The [Florida Public Health Association \(FPHA\)](#) and [Southern Health Association](#) announce their [Joint Annual Educational Conference](#) to be held from August 4 – 7, 2009 in Palm Beach Gardens. The preliminary program and registration information are available at [www.fpha.org](http://www.fpha.org). A discounted room rate is available through July 13.

The [Public Health Accreditation Board \(PHAB\)](#) has issued a [letter of invitation](#) and application for health departments to partner with them on the accreditation beta test. In order to improve the health of the public, PHAB is developing a national voluntary accreditation program for state, local, territorial and tribal public health departments. PHAB will test the accreditation program through a beta test that will evaluate the standards, measures, processes, and written support documents. A site selection task force will select 29 health departments of varying sizes, structures, and locations. The beta test will run from October 15, 2009 through December 2010. Applications are due by August 14, 2009. More information and application forms are available at [www.phaboard.org](http://www.phaboard.org)

The [Florida State Surgeon General](#) announces the [2009-10 Health Innovation Prevention and Management Awards](#). These awards were created to recognize organizations, businesses or programs that have developed innovative and creative ways of addressing growing health concerns in their local environment. Organizations, businesses or programs that have been in operation for at least two years and that address at least one of the targeted risk factors (nutrition, obesity, physical activity, access to health care, chronic disease) are eligible. Nomination forms and more information are available at [www.doh.state.fl.us/statesurgeongeneral.htm](http://www.doh.state.fl.us/statesurgeongeneral.htm). Nominations are due by August 31, 2009.

The [American Medical Association \(AMA\) Foundation Fund for Better Health](#) provides seed grants for grassroots, public health projects that target the issue of healthy lifestyles. Grants made in 2009 will support programs that focus on nutrition and physical fitness; alcohol, substance abuse and smoking prevention; and violence prevention. Up to \$5,000 will be available per recipient. Applications are due on July 15, 2009. Forms and further information are available at [www.ama-assn.org](http://www.ama-assn.org).

[Women's Sports Foundation](#) invites high school girls to apply for [GoGirlGo!](#) Ambassador Team Awards. These awards reward high school girls for their leadership in inspiring other girls to participate in sports and physical activity. Twenty grants of \$2,500 each will be awarded to teams that lead projects designed to involve girls in their communities in sports and physical activity. Projects must be complete by July 17, 2009 and will be judged on their impact, quality and creativity. For application information, including project ideas, visit <http://www.womenssportsfoundation.org/GoGirlGo.aspx>

Community members who want to make a positive impact on the water resources in their area may apply for a Community Education Grant from the [Southwest Florida Water Management District](#). Recipients may receive up to \$5,000 to help fund their water resources education projects pertaining to conservation, protection and preservation. Potential projects should provide education on any or all of the following issues: water quality, water conservation, flood protection, natural systems and watersheds. Projects must take place between March 1 and July 31, 2010. The electronic application is available at [www.WaterMatters.org/communitygrants](http://www.WaterMatters.org/communitygrants). Applications are due by August 21, 2009.

As part of its [Quaker Go Project](#), Quaker Oats has announced a new grant program to support people working to combat hunger at the community level. The Quaker Go Grant program will select 20 winners each month from April through August 2009. Winners will each receive a \$500 cash grant to fund their projects. Use the online application form to submit a brief project description. Awards will be made based on the project's originality, relevance to fighting hunger and potential impact on the community. Visit the project web site for complete application information: <http://quakeroats.promotions.com/gogrants/splash.do> Applications must be received by July 31, 2009.

The [Gannett Foundation Community Action Grant Program](#) provides support in communities where Gannett Company, Inc. owns a newspaper or broadcast station (in Florida this includes Melbourne, Fort Myers, Jacksonville, Pensacola, St. Petersburg and Tallahassee). Community action grant priorities include education and neighborhood improvement, economic development, youth development, community problem-solving, assistance to disadvantaged people, environmental conservation, and cultural enrichment. About 60 percent of the community grants target grassroots organizations in the areas of social/human services, health, and mental health and are intended to benefit the most disadvantaged people in local communities. The average grant amount is in the \$1,000 to \$5,000 range. Complete information on the application process is available at [www.gannettfoundation.org](http://www.gannettfoundation.org) Applications are due by August 17, 2009.

[Tom's of Maine's 50 States for Good Initiative](#) is celebrating and rewarding nonprofit organizations from across the country whose efforts are focused on lasting, positive change in their communities. Finalists will be selected by a judging panel based on immediate achievability, positive impact in the community and engagement and

mobilization among members of the community. After finalists are selected, online voting by the public will determine which five organizations will receive \$20,000 each. Application deadline is August 30, 2009. For more details, visit <http://www.tomsofmaine.com/community-involvement/fifty-states.aspx>.

The [Avon Foundation Breast Cancer Crusade "Safety Net"](#) program supports public, community and safety net hospital and health care systems that provide breast cancer care to low-income, at-risk, uninsured, and underinsured individuals. The program provides hospitals and health care centers with support for systems, personnel, equipment and other infrastructure that will enhance breast cancer care services to the medically underserved. Funding for each proposal can range from \$100,000 to \$500,000. Letters of intent for Florida communities are due by September 15, 2009. The complete Request for Proposals is available at <http://www.avoncompany.com/women/avonfoundation/gapeop.html>

The [Wal-Mart Foundation State Giving Program](#) awards grants at state and regional levels to programs that have a strong impact within the communities the company serves. Grants of \$25,000 and up are available in the following categories: Education grants support programs that address the educational needs of underserved young people ages 12-25. Health and Wellness grants strive to improve access to healthcare, reduce healthcare disparities, and promote healthy lifestyles. Environmental Sustainability grants assist in the development or expansion of environmentally sustainable communities, with emphasis on green building and job training. The Foundation has a particular interest in supporting veterans and military families, traditionally underserved groups, individuals with disabilities, and people impacted by natural disasters. The next application deadline is September 18, 2009. Review the FAQ and submit an online application at <http://walmartstores.com/CommunityGiving/8168.aspx>.

To encourage the growth of health-focused youth garden programs, the [National Gardening Association](#) has created the [2009 Healthy Sprouts Awards Program](#). These programs support school and youth garden programs that teach about nutrition and the issue of hunger in the U.S. To be eligible, a school or organization must plan to garden in 2010 with at least 15 children between the ages of 3 and 18. Twenty awards will be made and will include gardening supplies and resources. The top five programs will receive gift certificates valued at \$500. The application deadline is October 17. Visit [www.kidsgardening.com](http://www.kidsgardening.com) for complete information.

The [Build-A-Bear Workshop Foundation](#) is accepting grant applications for work that supports families, children, animals and the environment. In the area of children's health and wellness, the foundation will review applications at the end of July and October. Grants range between \$1,000 and \$10,000 each with an average award of \$2,500. Grant guidelines and application forms are available at [www.buildabear.com/](http://www.buildabear.com/).

The [National Gardening Association](#) and Home Depot are continuing the [Youth Garden Grants](#) program. For the 2010 grant cycle, 100 grants are available for amounts up to \$1,000. Schools and community organizations with child-centered garden programs are eligible. Applicants must plan to garden with at least 15 children between the ages of three and 18 years. The deadline to apply is November 2, 2009. Complete program guidelines are available at [www.kidsgardening.com/YGG.asp](http://www.kidsgardening.com/YGG.asp)

The [Michael and Susan Dell Foundation](#) is currently accepting unsolicited grant proposals. One of the Foundation's priority areas is childhood health with a focus on supporting national school-based programs that engage teachers, students and their community in healthy eating choices and regular physical activity. For more information go to [www.msdf.org/Grants/Grant\\_Application/default.aspx](http://www.msdf.org/Grants/Grant_Application/default.aspx)

The [Management Academy for Public Health](#) newly created business planning blog has been added to NACCHO's MAPP clearinghouse. The business planning blog includes entries focused on the relationship between MAPP and public health business planning. The clearinghouse also includes MAPP outcome and process evaluation slides which provide information on evaluating each MAPP phase and preparing for an outcome evaluation. In addition a MAPP budget spreadsheet has been added which estimates minimum and maximum costs for implementing the MAPP process. To access this and more information, visit [www.naccho.org/mapp](http://www.naccho.org/mapp) and select "Clearinghouse of Resources."

The [National Collaborative on Childhood Obesity Research](#) brings together the Centers for Disease Control and Prevention (CDC), National Institutes of Health (NIH), and the Robert Wood Johnson Foundation (RWJF) to address the problem of childhood obesity in the United States. The Collaborative's website provides a wealth of information on funding opportunities, conferences and meetings, ongoing projects and the latest research findings. Access the website at [www.nccor.org/](http://www.nccor.org/).

Parents are major influences and a key relationship in children's lives. The [CDC](#) invests in supporting healthy parenting that facilitates children's health and development. [Evidence-based parenting interventions](#) that support safe, stable, and nurturing relationships are an important step in efforts to prevent child maltreatment. Effective parenting training programs exist throughout the country, but the individual components of these programs are rarely studied. In CDC's report on "[Parent Training Programs: Insight for Practitioners](#)" researchers examined 77 evaluations of parent skill training interventions to determine which program characteristics appear to be related to better parent and child outcomes. This resource and many others can be accessed at [www.cdc.gov/ViolencePrevention/](http://www.cdc.gov/ViolencePrevention/).

The [RWJF](#) chartbook, "[Cigarette Smoking Prevalence and Policies in 50 States: An Era of Change](#)," chronicles achievements and remaining challenges in preventing tobacco use. The chartbook shows that significant progress has been made in reducing tobacco use in the United States but also shows that much work remains to be done. The extensive

analyses of tobacco prevention and control strategies and comprehensive examination of tobacco usage patterns make the chartbook a primary source of information for tobacco prevention policymaking and research prioritization. Download the chartbook from the RWJF website at [www.rwjf.org](http://www.rwjf.org)

A group of leading nonprofit organizations has launched a new website that gives state and local policymakers valuable information about proven strategies to overcome a range of problems affecting children, families and communities. The site, [PolicyForResults.org](http://PolicyForResults.org), offers innovative and effective approaches states and localities can take to help families increase their employment, acquire and retain assets, and ensure that their children are reading well by third grade. For families in crisis, the site focuses on how more children can stay safely at home and not in foster care, and how to reduce the unnecessary and costly detention of juveniles in trouble with the law. The site also highlights and features the use of results-based accountability as an approach to help set priorities and accomplish measurable change. The site was developed by the Center for the Study of Social Policy with major funding from the Annie E. Casey Foundation. Visit the site at [www.policyforresults.org](http://www.policyforresults.org)



## About COMPASS

*Please share this e-news with community partners, colleagues, and anyone interested in impacting your community's health.*

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/>

email: [Christine\\_Abarca@doh.state.fl.us](mailto:Christine_Abarca@doh.state.fl.us)

phone: 850 245-4009, ext 2071

This message is a service of the Florida Department of Health, Office of Health Statistics and Assessment