



# Community Health Improvement Plan Progress Report and Review, November 2016

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*Florida Department of Health*  
*in*  
*Bradford County*

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## Introduction

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The Bradford County progress report for the 2016 Community Health Improvement plan reflects the activities and collaborative efforts of the local community. This document serves as a progress review of the strategies and activities that have been implemented by the collaborative efforts of the Florida Department of Health in Bradford County and the community. While the Community Health Improvement Plan (CHIP) is a community driven and collectively owned health improvement plan, the Florida Department of Health in Bradford County with the assistance of the Bradford County Health Advisory Board are charged with providing administrative support, and data review.

Special thanks to key partners involved in health improvement

- Acorn Clinic
- Health Advisory Board of Bradford County
- Bradford County Board of County Commissioners
- Santa Fe College
- University of Florida / IFAS
- Local Businesses
- Bradford County School Board
- Leaders from local businesses and restaurants
- Bradford County Civic Groups
- Local Law Enforcement Agencies
- Media partners (radio and Bradford Telegraph)
- Local Faith Groups
- Community Members
- Woman's Club
- WellFlorida Council (Health Planning Council)
- Area Health Professionals and Hospital (Shands Starke, ACORN Clinic, Family Practice Physicians, Palms Medical Group, New River Health)
- Nonprofit Community Representatives/ Programs

# Overview of Community Health Improvement Plan & Review

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## BACKGROUND

The Community Health Improvement Plan for Bradford County is derived from multiple assessments and reports from various organizations, collaborative efforts by Bradford County employees, expert consultants, health care leaders, and other vested stakeholders; including relevant public, government and nonprofit entities of the area. These reports/assessments include:

- Community Health Status Profile Report
- Community Themes and Strengths Assessment
- Community Health Assessment
- Local Health System Assessment
- Forces of Change Assessment
- Updates to Previous Community Health Improvement Plans

In 2011, the process, Mobilizing for Action through Planning and Partnerships (MAPP) was used by county residents, community organizations, civic groups, and policy makers to produce an in-depth analyses of factors and forces that impact population health. The aggregated results from the findings contributed to a comprehensive view of health and quality of life for the residents of Bradford County.

The data was summarized and presented to the Bradford County Health Board by the WellFlorida Council; and in 2012, the Bradford County Community Health Improvement Plan was released. In 2013, The Bradford County Community Health Improvement Plan was reviewed and updated (by the Health Advisory Board and Consultants) for alignment with the state and national guidelines. The strategies and objectives under each goal were reviewed and analyzed to bring the plan into alignment with Public Health Accreditation Board standards for community.

Bradford County selected the following three (3) strategic priorities, with respect to the community health improvement plan:

1. Adopting Healthy Behaviors / Chronic Disease Prevention
2. Access to Care / Increase utilization of local providers in Bradford County
3. Health Protection/ Awareness: Decreasing teen birth rates

The Plan was reviewed/ revised in 2015 and then reviewed again in 2016 using a variety of sources, including the Community Health Assessment, County Health Rankings, Florida Community Health Assessment Resource Tool Sets, and community data. Progress towards goals and accomplishments are noted in this report.

## Progress towards Goals

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This section further defines each of the designated Strategic Issue Areas. For each Strategic Issue Area, a brief description of the strategic issue area along with key objectives, indicators, current data, target and current status is provided.

-  = Little to no movement towards objective target
-  = Some progress towards meeting the objective target
-  = Reached or surpassed objective target

### **Strategic Issue Area #1: Adopting Healthy Behaviors / Chronic Disease Prevention**

The goal of Adopting Healthy Behaviors is to promote healthy activities and lifestyles to prevent disease, improve the quality of life, reduce chronic disease and improve health outcomes. In the past 3 months, the following goals, strategies, and activities were implemented with varying community partners to influence community-based goals.

#### **Goal: Decrease the overall obesity rate among children and adults.**

Strategy 1.1 Develop collaborative relationships among schools, health care providers and business sector to improve healthy eating behaviors.

Strategy 1.2 Conduct outreach activities to provide information to the public on current rates of obesity among the population and the adverse effects on health.

*Key Partners: FDOH –Bradford County, Bradford County Board of Commissioners, Bradford County School Board, Local Media, University of Florida Institute of Food and Agricultural Sciences (IFAS)*

#### *Key Activities Relating to Strategic Priority*

- *Community Events and Health Fairs - Ongoing*
- *Walking Program in Bradford County Elementary Schools supervised by school health staff to promote physical activity - Ongoing*
- *Adoption of 5210 program in Early Child Education Centers*
- *Breastfeeding Initiatives by Healthiest Weight Wellness Manager and Healthy Start Staff*
- *Community Cooking Classes and Food Preparation provided by University of Florida Institute of Food and Agricultural Sciences (IFAS) to promote healthy behaviors and lifestyle changes – Ongoing.*

- *Exercise/ cycling classes held at the Bradford Union Technical Center by community partners – Tues / Thurs Ongoing*
- *Staff wellness program (FDOH )- Ongoing.*
- *City of Starke and Bradford County Recognition for Healthiest Weight Community Champion – March 2016.*

Why this is important to our community:					
Adopting healthy behaviors will lead to a healthier Bradford County					
Objective	Indicator	Current Level	Target	Status	Explanation of Status*
<b>By December 31, 2018, reduce the percentage of overweight or obese adults to 50.0%.</b>	Percentage of Adults that report a BMI of 30 or more.  2015 County Health Rankings	2015 - 36% 2016 – 37%	<=26%	In Progress  	Healthiest Weight Initiative, and IFAS Food Matters Classes are addressing objective
<b>By December 31, 2018, the percentage of Bradford County middle and high school students whose BMI classify them as overweight or obese will be below the Florida average.</b>	Percentage of Bradford County high school students whose BMI classify them as overweight or obese. (Florida Department of Health, Bureau of Epidemiology, Florida Youth Tobacco Survey (FYTS))	2015 - 32.9% 2016 – NA	28.2%	In Progress  	Healthiest Weight Initiative and workplan, '5210' program, and IFAS Food Matters Classes are addressing objective
<b>By December 31, 2018, the percentage of adults who eat at least 5 servings of fruits and vegetables per day to 25%.</b>	Percentage of adults who eat at least 5 servings of fruits and vegetables a day (BRFSS)	2015 - 16.1% 2016 - NA	25.0%	In Progress  	Healthiest Weight and IFAS, are programs addressing outcome objective.
<b>By December 31, 2018, increase the percentage of adults who meet vigorous physical activity recommendations to 20%.</b>	Percentage of adults who meet vigorous physical activity recommendations (BRFSS)	2015 - 16.5% 2016 - NA	20%	In Progress  	Healthiest Weight, IFAS, 5210 are programs addressing outcome objective.

Why this is important to our community:					
Adopting healthy behaviors will lead to a healthier Bradford County					
Objective	Indicator	Current Level	Target	Status	Explanation of Status*
Have an ongoing collaborative in the elementary schools in Bradford County focusing on healthy eating.	Number of ongoing collaborative (Baseline 0)	2015 – 1 2016 – 1	1	Complete 	DOH employees in school health have implemented portions of 5210 program in classroom settings. IFAS offers nutrition demonstrations.
Complete 100% of 'Healthiest Weight' Initiatives in FDOH Workplan and disseminate progress to community.	NA	2015 – 100% 2016 – 100%	100%	In Progress 	Healthiest weight program aligns with strategic priority and involves metrics which are available to monitor progress.

**Strategic Issue Area #2: Increase Access and awareness of health care opportunities in Bradford County**

Health insurance and access to health care do not necessarily prevent illness; however, early intervention and long term management resources can help maintain a quality of life and minimize premature death. Access to care and proper utilization of care is one of the top priorities for Bradford County. Bradford County recognizes this and promotes the use of local health care as an opportunity to improve the health of the local population.

**Goal: Increase utilization of local providers in Bradford County by residents**

*Strategy 2.1: Partner with hospital and other health care providers to communicate services available within Bradford County.*

*Strategy 2.2: Engage the business community in utilizing local health care partners and providers through employee wellness programs and promotion of local providers.*

*Strategy 2.3: Expand the number of community partners involved with the Bradford County Community Health Advisory Board.*

*Key Partners: FDOH Bradford, Local Physicians, Shands Starke Regional Medical Center, Palms Medical Group, Chamber of Commerce, Media, Local Businesses, Bradford County Health Advisory Board.*

*Key Activities Relating to Strategic Priority*

- *Collaboration between public schools and health department in providing additional school based behavioral health services - Ongoing*
- *School Based Dental Program in public schools - Ongoing*
- *Current Community Health Advisory Council members continue to expand partnerships involved with Advisory Board. – Ongoing*
- *The Health Advisory Group in Bradford County to promote 211.org as platform for a current directory of Medical Providers for Bradford County.*

Why this is important to our community:					
Increasing utilization of primary care stimulates the local economy and helps residents better manage the health care system					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
<b>By December 31, 2018, increase the percentage of Bradford County adults who report that they have a personal doctor to 75.0%.</b>	Percentage of Adults reported in Florida Charts who have a personal doctor	2015 - 71.8% 2016 - NA	71.8%	In Progress 	Assisting individuals in Health Insurance MarketPlace.  Outreach by local FQHCs  Communication provided via Health Advisory Council
<b>Conduct community education activities utilizing a wide range of partners on a routine basis in various locations within the county.</b>	Number of Community Activities	2015 – 3 2016 – 7	6/year	In Progress 	Presentations at Civic Groups, Health Advisory Board Meetings, and educational materials provided at health fairs and Health department attended events.
<b>Partner with faith-based organizations to encourage utilization of local health care</b>	Number of faith-based organizations events or presentations (Baseline 0)	2015 – 1 2016 - 2	2	Complete 	This indicator has been met.

<b>opportunities and providers.</b>					
<b>By December 31, 2018, increase the ratio of primary care physicians in the county.</b>	Ratio of the population to total primary care physicians.  Health Rankings Data	2015 – 2,705:1 2016 –2,690:1	1,3910:1	In Progress  	Promote health services to keep healthcare local / promote HC opportunities
<b>By December 31, 2015, distribute 1,000 dental clinic brochures and/or informational flyers to the community to inform residents about dental services.</b>	Number of dental brochures or flyers handed out to the community	2015 - 1,500 2016 – NA	1,000	Complete  	Rock Your Smile Brochures and consent forms were distributed via the public school system. Access to Dental care for children and adults has been an area of need within the county.

**Strategic Issue Area #3: Health Protection / Awareness: Reducing teen births among the 15 to 19 year old population in Bradford County.**

Teen pregnancy and communicable diseases have negative societal and economic impacts on Bradford County. By focusing on reducing teen pregnancy, Bradford County can improve opportunities for youth to attain higher levels of education and quality of life levels.

**Goal: Reduce the rate of teen births among the 15 to 19 year old population in Bradford County.**

*Strategy 3.1: Provided evidence-based outreach services in the school and community setting to increase awareness about the (personal and community) economic impact of teen births in Bradford County.*

*Strategy 2.2: • Conduct outreach activities to include faith-based organizations to encourage dialogue about the issues related to teen births.*

*Key Partners: FDOH Bradford, Bradford County Commissioners, Bradford County School Board, Local Faith Groups*

**Key Activities**

- *Delivered FLASH (Family Life and Sexual Health) curriculum to 149 elementary school students and 533 middle school students.*
- *Increase of clinical capacity and access at Health Department*
- *Annual Review and feedback on informational materials for Family Planning Program that are provided by the Health Department for Family Planning.*
- *Participation in Community /Health Fair events*
- *QI improvement activities at DOH to improve access to Family Planning Program (Scheduling, reminder calls, patient education)*

Why this is important to our community:					
Teen births can have negative impacts on societal and economic factors in Bradford County. Through education and awareness, Bradford County looks to protect the quality of life and health for its youth and family units.					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
By December 31, 2018, decrease the three-year rolling average birth rate for	Rate of births to teens aged 15-19 (Baseline 57.4; Florida Charts:2010-12)	2015 - 48.4 2016 – NA	52.4	In Progress 	Status Ongoing. Strengthening partnerships between community and programs to provide

<p>females age 15-19 to 52.4 per 1,000.</p>					education/services.
<p><b>Provide information regarding teen birth rates and the economic, educational and social impact.</b></p>	<p>Number of Community Events and Presentations.</p>	<p>2015 – 3 2016 – 3</p>	<p>6 per year</p>	<p>In Progress</p> <p style="text-align: center;"></p>	<p>Status Ongoing</p>
<p><b>Conduct one (1) public forum for parents and youth about decision-making and communication skills.</b></p>	<p>Number of public forums</p>	<p>2015 -1 2016 – NA</p>	<p>1</p>	<p>Complete</p> <p style="text-align: center;"></p>	<p>The forum created the opportunity to teach add the FLASH curriculum to the public school system (also listed in accomplishments)</p>
<p><b>Conduct a marketing campaign throughout Bradford County to engage at least fifteen (15) community partners on issues related to teen pregnancy.</b></p>	<p>Number of Community Partners involved in campaign</p>	<p>2015 – 12 2016 – 12</p>	<p>15</p>	<p>In Progress</p> <p style="text-align: center;"></p>	<p>Emphasis placed on recruiting faith-based groups and affiliates of the Health Advisory Board</p>

## Revisions

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Revisions to the CHIP are made after careful review of the goals, objectives, and strategies and by the Health Advisory Council for Bradford County. Recommended changes are based on the following parameters:

- Availability of data to monitor progress – performance measures that had county-level data available were preferred
- Availability of resources
- Community readiness
- Evident progress
- Alignment of goals

The Health Advisory Council for Bradford County reviews the CHIP on a continual basis and assesses the success for specified objectives and activities in each strategic area. Revisions made to the CHIP are based on findings from the reviews by the Health Advisory Council with technical assistance from third party consultants and/or health department staff. Revisions are based on a review of the past accomplishments and analysis of current and future states based on efforts and attainable goals. Based on 2016 suggestions, the CHIP is to be streamlined in 2017 to eliminate completed objectives and organized in a manner to promote increased comprehension and community involvement.

# Accomplishments

## Adopting Healthy Behaviors / Chronic Disease Prevention

Goal	Objective	Accomplishment
<b>1. Decrease the overall obesity rate among children and adults.</b>	1.1 By December 31, 2018, reduce the percentage of overweight or obese adults to 50.0%.	<p><b>Healthiest Weight Community Champions City of Starke and Bradford County Recognition.</b> – March 2016</p> <p><b>5210 Program Implementation in Bradford County Early Childhood Education (ECE).</b> All Centers in the county have adopted the 5210 program. The program is designed around a simple health message of eating healthy and exercising.</p>
<p><b>How it's important for our community:</b> Health Promotion with community partners promotes a healthy lifestyle that will make Bradford County a healthier place to live. Health Promotion programs bring together different groups and organizations and facilitate collaborations and partnerships in the promotion of adopting healthy behaviors.</p>		

## Access to Care

Goal	Objective	Accomplishments
<b>2. Increase utilization of local providers in Bradford County by residents</b>	Partner with hospital and other health care providers to communicate services available within Bradford County.	<p>Updated/ Distributed Community Resource Guide – Special thanks to Woman's Club of Starke for taking the lead</p> <p>Strengthened partnership between community and HealthStreet</p> <p>School Based preventative Dental program in all public schools.</p> <p>Increase available mental health services at public schools.</p> <p>Annual meeting with Shands Starke Regional Medical Center to Improve Essence systems to better provide data on syndromic events to better manage population health</p> <p>Patient Centered Medical Home Grant to New River Health/ DOH – September 2016</p>
<p><b>How it's important for our community:</b> Providing access to services, particularly for underserved populations improves health outcomes for the community.</p>		

## Health Protection/ Awareness: Reducing Teen Births

Goal	Objective	Accomplishment
3. <b>Goal:</b> Reduce the rate of teen births among the 15 to 19 year old population in Bradford County.	3.1 By December 31, 2018, decrease the three-year rolling average birth rate for females age 15-19 to 52.4 per 1,000.	<p>Delivered FLASH (Family Life and Sexual Health) curriculum to 149 elementary students and 533 middle school students.</p> <p>Behavioral Health Program available in Public Schools – June 2016</p> <p>DOH QI activities to improve access and patient education for Family Planning Program.</p>
<p><b>How it's important for our community:</b> Partnerships and continuing education are key to bringing about change and awareness. Previously there was a gap in the Bradford County school system with regards to sexual education (abstinence based). The adoption and execution of the program will provide education to the youth so they them to make life decisions.</p>		

## Conclusion

The CHIP serves as a framework for a continuous health improvement process for the local public health system by providing measurement tools for the chosen strategic issue areas. It is not intended to be an exhaustive and static document. We will evaluate progress on an ongoing basis through CHIP implementation reports and discussion by community partners. The CHIP will continue to change and evolve over time as new information and insight emerge at the local, state and national levels.

Progress has been made in adopting healthy behaviors, access to care, and teen pregnancy through previous initiatives. By continual partnership with community organizations, citizens and government entities, the initiatives we put forward can have a significant impact on the community's health, improving where we live, work and play and realize the vision of a healthier Bradford County.