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## Community Health Improvement Plan

2016-2018

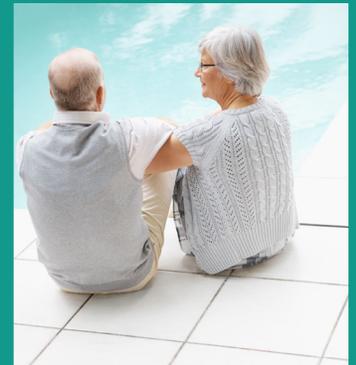
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Access to Healthcare



Maternal and Child Health



Positive Aging

Chronic Disease Prevention



Mental Health





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March, 2016  
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# Executive Summary

The Charlotte County Community Health Improvement Plan is the result of a multi-year collaborative effort that includes local residents, healthcare professionals, and organizations vested in making Charlotte County, Florida a healthy community. The Community Health Improvement Plan is action-oriented and outlines the current community health priorities (based on the community health assessment and community input). The plan documents how the priority issues will be addressed to improve the health of Charlotte County residents through the Community Health Improvement Partnership (CHIP), also known as Healthy Charlotte County.

Community partners met in September, 2015 for a presentation of the most recent Community Health Assessment (CHA) for Charlotte County. The findings from the CHA were prioritized, and community partners selected the top priorities from these findings to include in the 2016-2018 Plan.

This plan details initiatives that are ongoing from the 2014 Community Health Improvement Plan, and initiatives that were begun in 2015 as a direct result of data from the 2015 CHA, as well as new initiatives that are still in development.

As of 2016 five strategic issue areas have been identified through the planning process: access to healthcare, chronic disease prevention, maternal and child health, mental health, and positive aging. This plan identifies the intended goals and strategies that community partners established for each strategic issue area.

Improving the health of a community is a shared responsibility. We are grateful to have had strong support from local public officials, collaborative partners, and members of the community throughout this process. Although we have scored well on several measures of health outcomes and health factors, there is still opportunity for growth. The following plan outlines a framework for achieving improved health in Charlotte County.

# Plan Revisions

The Charlotte County Community Health Improvement Plan is reviewed annually by committee members to identify any notable accomplishments and any necessary revisions.

In 2016, the Positive Aging subcommittee was formed to address health issues specific to the large senior population of Charlotte County. Through research, brainstorming, and a prioritization exercise, the group was able to identify senior isolation as the most pressing issue facing seniors in our community. Upon review, the committee members agreed to add to the 2016 - 2018 Plan the following new initiatives:

## Strategic Issue Area: Positive Aging

Strategic Focus - To identify and address pressing needs in Charlotte County related to senior citizens.		
Goals	Objectives	Indicator
Decrease isolation in the aging population.	Increase the number of homebound seniors 60 years and older that have a Friendship at Home visitor by 50 persons by June 30, 2017.	The number of individuals enrolled in Friendship at Home program.
Address gaps in availability and capacity in senior services.	Identify specific gaps in senior services	Unidentified at this time.
	Reinvigorate programs that successfully connected seniors to needed resources	Unidentified at this time.

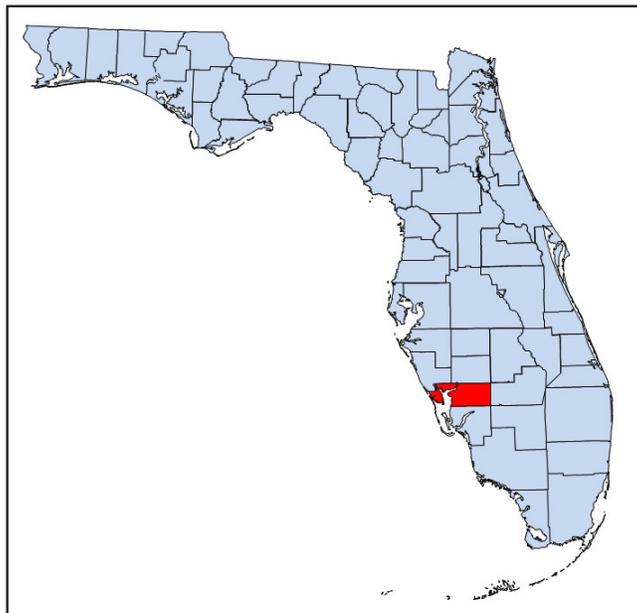
Upon review of the 2016-2018 CHIP Plan, CHIP members also requested that the items previously listed as “goals” in the Plan be recategorized as “objectives”, and more general “goals” be added to each strategic focus area.

This document has been revised to reflect these changes.

# Charlotte County, Florida

Charlotte County, Florida is located south of Sarasota (Sarasota County) and north of Fort Myers (Lee County), on the Gulf Coast of Florida. Its county seat is Punta Gorda.

Charlotte County has a warm, humid subtropical climate, with hot and humid summers and mild to warm dry winters.



## Demographics and Socioeconomics

Charlotte County is known for its large retired population. The median age of area residents for the period from 2009 through 2013 was 56.7 years of age, whereas it was 41.0 for the State of Florida as a whole. While there are young families in the community, the percent of children and young adults fall far below the state average.

Population by Age, 2014		
Age Group	Charlotte County	Florida
<5	3.4%	5.6%
5-14	7.6%	11.7%
15-24	8.2%	12.8%
25-44	15.6%	24.5%
45-64	30.1%	27.0%
65-74	18.4%	10.0%
>74	16.6%	8.4%

Source: The Florida Legislature, Office of Economic and Demographic Research

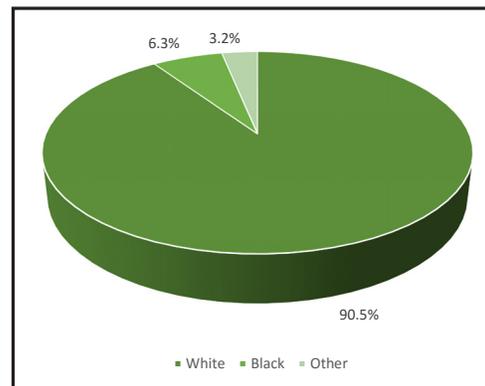
# Charlotte County, Florida

## Demographics and Socioeconomics

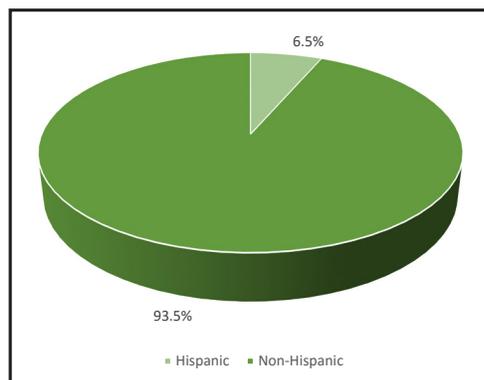
In addition to having an older than average population, Charlotte County has a less racially diverse population than the State of Florida as a whole. White residents account for the vast majority of the population in Charlotte County (90.5%), while the Florida average is significantly lower (78.2%).

Population by Race, 2014		
	Charlotte County	Florida
White	90.5%	78.2%
Black	6.3%	16.7%
Other	3.2%	5.1%

Source: The Florida Legislature, Office of Economic and Demographic Research



With regards to ethnicity, Charlotte County also shows a lack of diversity compared to the State of Florida as a whole. While twenty-four percent of the state's population identifies as Hispanic, only 6.5 percent of Charlotte County's population identifies as such.

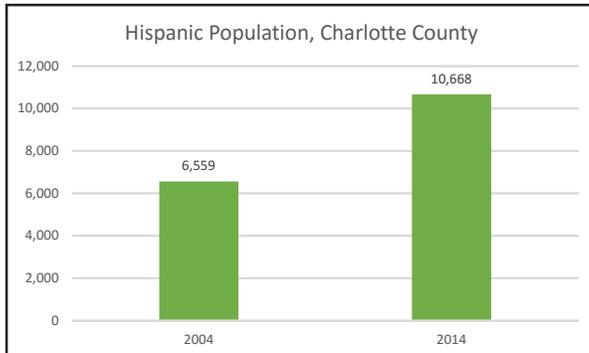


Population by Ethnicity, 2014		
	Charlotte County	Florida
Hispanic	6.5%	24.0%
Non-Hispanic	93.5%	76.0%

Source: The Florida Legislature, Office of Economic and Demographic Research

# Charlotte County, Florida

## Demographics and Socioeconomics



While the percentage of Hispanic residents remains relatively low in Charlotte County, the overall numbers are increasing. In the last decade, the number of Hispanic residents has increased 63%. The Community Health Improvement Partnership will keep an eye on this trend for potential insight into future initiatives.

Source: The Florida Legislature, Office of Economic and Demographic Research

When compared to the State of Florida as a whole, Charlotte County has a lower percent of poverty and a slightly higher percent of residents age 25 and over with a high school education or higher. However, unemployment in the county is higher than the state average, and the percent of residents age 25 and over with a Bachelor's degree or higher is lower than the state average.

Socioeconomic Indicators, 2009-2013		
	Charlotte County	Florida
Percent of total population below poverty level	12.6%	16.3%
Percent of families below poverty level	8.6%	11.9%
Percent of population under 18 below poverty level	20.4%	23.6%
Percent of civilian labor force unemployed	13.7%	11.8%
Median household income	\$44,378	\$46,956
High school graduate or higher*†	88.9%	87.2%
Bachelor's degree or higher*†	21.2%	27.2%
<i>* age 25 and over, †2014 data</i>		

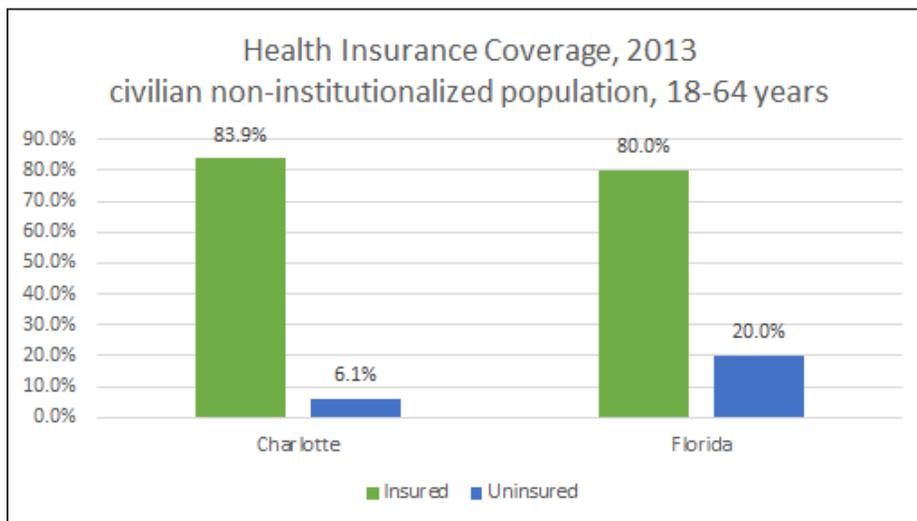
Source: US Bureau of the Census, American Community Survey

# Charlotte County, Florida

## Key Health Indicators

In 2015, the Florida Department of Health in Charlotte County conducted a thorough Community Health Assessment (CHA) utilizing the Mobilizing for Action through Planning and Partnerships (MAPP) method. This assessment analyzed primary and secondary county-level data, and was used by the Community Health Improvement Partnership to evaluate its ongoing goals and initiatives.

Some of the key findings in the CHA included data that directly related to the five strategic issue areas: access to healthcare, chronic disease prevention, maternal and child health, mental health, and positive aging.

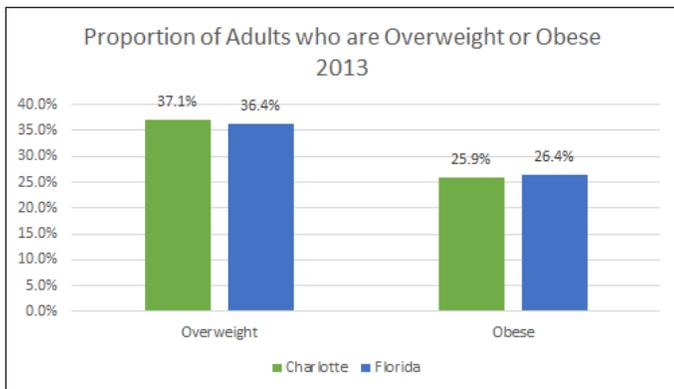


Source: American Community Survey

While Charlotte County has a significantly lower rate of residents who are uninsured than the State of Florida as a whole, the Community Health Improvement Partnership determined that access to healthcare was still a relevant issue. Transportation was also noted as an issue, with 20% of 2015 CHA survey respondents noting that they did not have adequate transportation.

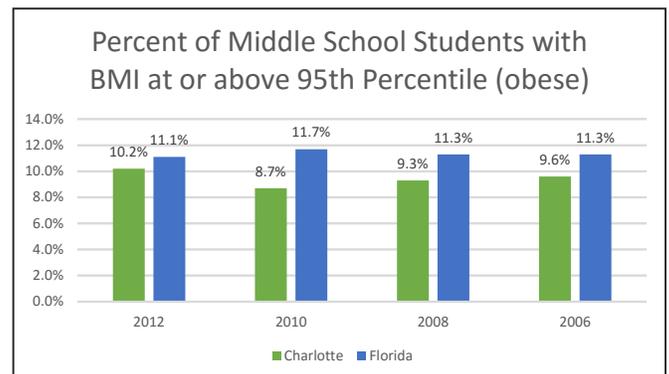
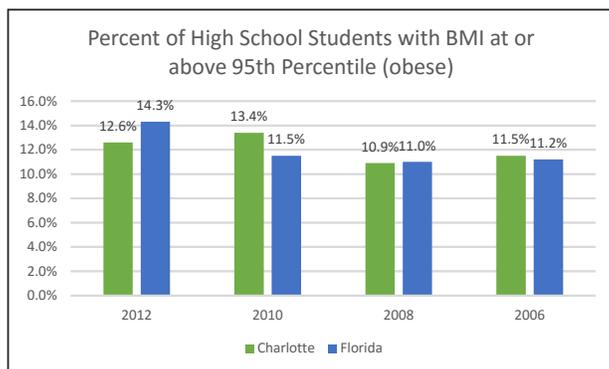
# Charlotte County, Florida

## Key Health Indicators



Chronic disease prevention was determined to be a continued area of interest for the Community Health Improvement Partnership due in part to the high percentage of adults and adolescents who are overweight or obese in Charlotte County.

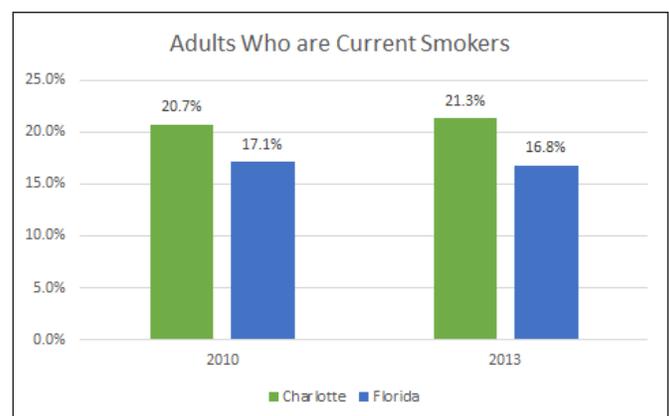
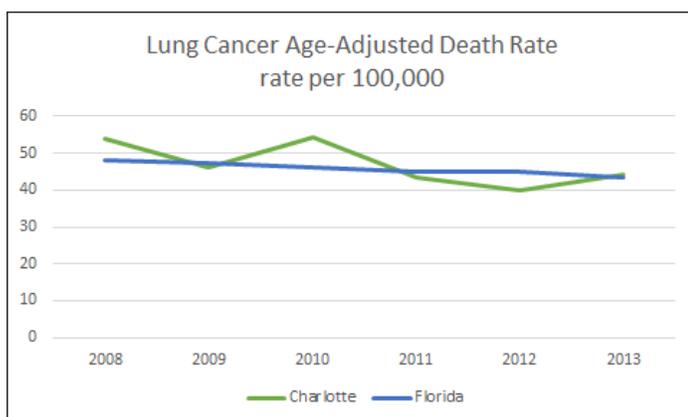
Source: Florida Behavioral Risk Factor Surveillance System



Source: Florida Department of Health, Bureau of Epidemiology

Source: Florida Department of Health, Bureau of Epidemiology

Additionally, the CHA also indicated that Charlotte County had high age-adjusted death rates for lung cancer and a high percentage of adult residents who smoke.



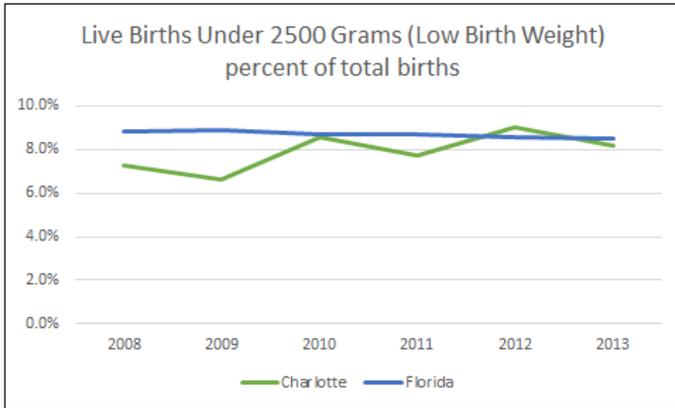
Source: Florida Department of Health, Bureau of Vital Statistics

Source: Florida Behavioral Risk Factor Surveillance System

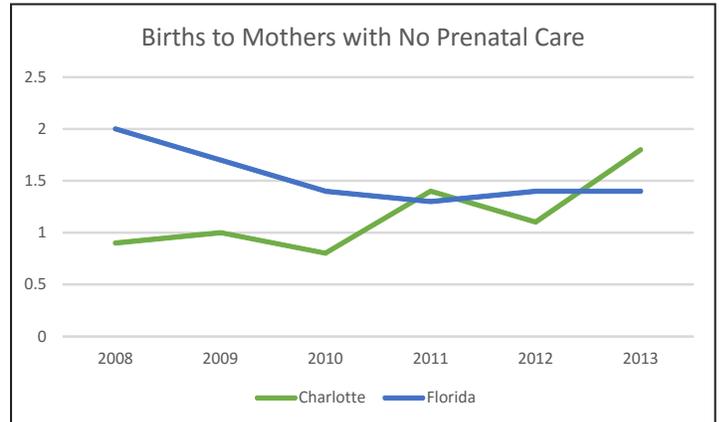
# Charlotte County, Florida

## Key Health Indicators

Maternal and child health was determined to be an issue as well, as the percent of total births in Charlotte County that were of low birth weight have risen slightly in recent years. Additionally, the percent of births to mothers with no prenatal care has also been on the rise.

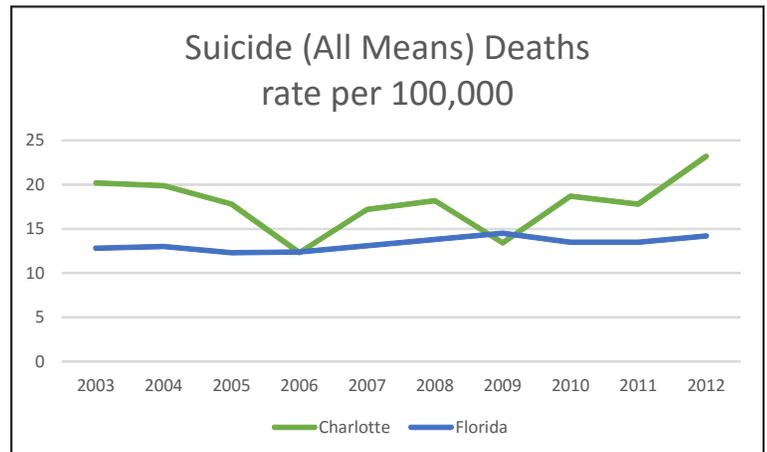


Source: Florida Department of Health, Bureau of Vital Statistics



Source: Florida Department of Health, Bureau of Vital Statistics

Suicide deaths across the State of Florida have remained fairly consistent over the past decade, however, the age-adjusted death rate in Charlotte County has been on the rise in recent years. Mental health, therefore, was identified as a continuing issue that would be addressed by the Community Health Improvement Partnership.



Source: Florida Department of Health, Bureau of Vital Statistics

# CHIP Steering Committee

The Community Health Improvement Partnership in Charlotte County is currently made up of five subcommittees: Access to Healthcare, Chronic Disease Prevention, Maternal and Child Health, Mental Health, and Positive Aging. These subcommittees are overseen by the CHIP Steering Committee, which serves in the following roles:

- *Champions for CHIP in their organizations,*
- *Making suggestions to promote CHIP,*
- *Monitoring progress of subcommittees through:*
  - *Submission of meeting minutes to the Steering committee*
  - *Formal presentations of subcommittee progress at quarterly meetings,*
- *Assisting subcommittees achieve a high profile in the community,*
- *Identifying and assisting with grant applications,*
- *Serving as mediator to subcommittees if need arises,*
- *Providing standardized tools for subcommittee use, and*
- *Assisting with expanding community partnerships.*

Membership of the Steering Committee includes the following individuals:

Dr. Faezeh Andrews	Charlotte 2-1-1
Thomas Cappiello	National Lung Cancer Partnership
Vikki Carpenter	Charlotte County Human Services Department
Magi Cooper	Healthy Start Coalition
Jennifer Cox-McKimmey	Charlotte County Public Schools
Michelle Edwards	Charlotte County Government - Transit
Abbey Ellner	Florida Department of Health in Charlotte County
Vicki D'Agostino	Charlotte Behavioral Health Care
Carrie Hussey	United Way of Charlotte County
Gene Klara	Metropolitan Planning Organization
Dianne Nugent	Florida Department of Health in Charlotte County
David Powell	Community-at-Large
Tom Rice	Community-at-Large
Suzanne Roberts	Virginia B. Andes Volunteer Clinic
Melissa Sanders	Bayfront Health Punta Gorda
Darlene Sparks	Gulfcoast South Area Health Education Center

*Our vision for a healthy Charlotte County is a safe, equitable and vibrant community in which people feel empowered to seek and obtain opportunities and services to achieve and maintain a high quality of life.*

# Strategic Issues

The Community Health Improvement Partnership, Healthy Charlotte County, is currently focusing its efforts on five strategic issue areas.

- Access to Healthcare
- Chronic Disease Prevention
- Maternal and Child Health
- Mental Health
- Positive Aging

Subcommittees for each of these strategic issue areas determined priorities and created goals and strategies aimed at tackling those strategic issue areas. Objectives based on the goals and strategies for each subcommittee that were identified from the 2010 Community Health Assessment and the CHIP Action Plan of 2014 are ongoing based on recent Community Health Assessment data.

Additional goals, strategies, and objectives have been identified from the 2015 Community Health Assessment for each subcommittee.

What follows is a listing of the 2016 - 2018 CHIP goals, strategies, and objectives for each of the five subcommittees.

# Access to Healthcare

Access to healthcare was identified as a strategic issue. The goal of the subcommittee for 2016 - 2018 includes:

- Reducing barriers associated with accessing needed healthcare in Charlotte County.

Objectives to tackle this goal include:

- Increase ridership on local public transportation, and
- Enroll children in health insurance who were previously uninsured.

The goal was identified as a result of primary data survey results indicating 20% of Charlotte County residents surveyed indicated that they did not have adequate transportation, and secondary data through the American Community Survey that indicates that Charlotte County had a higher percentage of residents under age 18 that are uninsured than the State of Florida as a whole as of 2014 (Charlotte 13.0% vs. 9.3% Florida).

Transportation is often a barrier to accessing needed healthcare in many communities, and Charlotte County is no exception. In order to increase access to an Affordable Care Act Navigator as well as to healthcare services, the Community Health Improvement Partnership added the goal of increasing ridership on public transit in the 2015 CHIP Plan, and intends to continue this initiative through 2018. The second annual Try Transit Day will be used to promote Charlotte County Transit in April, 2016.

Uninsured children was added as a goal in 2016.

Strategic Focus - To enhance the provision of health services for the uninsured and underinsured members of our community.		
Goal	Objectives	Indicator
To reduce barriers associated with accessing needed healthcare in Charlotte County.	1. To increase ridership of eligible non-sponsored transportation disadvantaged number of trips by 5% from previous year on available transportation in Charlotte County.	Number of trips participating in non-sponsored transportation disadvantaged services
	2. To enroll 50 children annually in health insurance who were not otherwise insured.	Number of health insurance applications filled out on behalf of children under the age of 18 by the ACA Navigator

# Chronic Disease Prevention

Chronic disease prevention was identified as a strategic issue. The goals of the subcommittee include:

- Decrease lung cancer deaths in Charlotte County, and
- Increase knowledge of healthy eating and proper exercise to elementary school students.

Objectives to tackle these goals include:

- Screen 250 eligible persons for lung cancer through low-dose CT scans, and
- Improve knowledge of healthy eating and proper exercise to elementary school students on 5210 post-tests.



The goals were identified as a result of the high percent of area residents that identify as overweight or obese and the percent of adults who currently smoke. The Chronic Disease Prevention Subcommittee has been focusing on early prevention in children

using the evidence-based program 5210 Let's Go! and has added the Screen-Free Charlotte Challenge (launching in May, 2016 with Screen-Free Week) which offers families alternatives to digital entertainment that encourage physical activity. The 5210 Let's Go! program is most easily taught to children during the school day, making it imperative that Charlotte County Public Schools establish a policy of allowing this program to be part of their health plan and taught to second grade students during their physical education classes.



Data from the 2013 Behavioral Risk Factor Surveillance System survey indicates 37.1% of Charlotte County residents considered themselves to be overweight, and 25.9% considered themselves to be obese (refer to chart on page 8). Primary survey data from the 2015 Community Health Assessment indicates 41% of Charlotte County residents considered themselves to be overweight.

# Chronic Disease Prevention

Additionally, the prevalence of smoking in Charlotte County and the high mortality rate associated with lung cancer prompted Healthy Charlotte County to promote lung cancer awareness and to encourage those at high risk for developing lung cancer to get screened.

Charlotte County's age-adjusted rate per 100,000 of deaths from lung cancer have remained fairly steady in recent years. However, lung cancer is a concern as it has one of the highest death rates of any cancer. For example, in 2013 the age-adjusted death rate per 100,000 Charlotte County residents for lung cancer was 44.0, for breast cancer 19.7, colorectal cancer 11.9, and prostate cancer 10.6. This certainly brings lung cancer to the forefront of chronic disease prevention issues in Charlotte County.

Additionally, while nationally the percentage of adults who currently smoke has been on the decline in recent years (as low as 16.8% as of 2014 data), the percentage of adults who currently smoke in Charlotte County has been increasing. Data from the 2013 Behavioral Risk Factor Surveillance System survey showed 21.3% of adults who reported smoking, which is an increase from the 2010 survey (20.7%).

The Lung Cancer Research Council has accepted primary responsibility for leading this initiative.

Strategic Focus - To implement strategies to reduce modifiable risk factors for chronic disease.		
Goals	Objectives	Indicator
To decrease lung cancer deaths in Charlotte County.	Screen 250 eligible persons for lung cancer through low-dose CT between July 1, 2016 and June 30, 2017.	The percentage of adults who indicate they are overweight or obese on the Behavioral Risk Factor Surveillance System Survey.
To increase knowledge of healthy eating and proper exercise to elementary school students.	Improve knowledge of healthy eating and proper exercise to elementary school students on 5-2-1-0 post-tests.	Number of elementary school students who participated in 5-2-1-0 education program and improved their scores from pre-test to post-test.

# Maternal and Child Health

Maternal and child health was identified as a strategic issue. The goal of the subcommittee includes:

- Improve birth outcomes in Charlotte County.

Objectives to tackle these goals include:

- Increase the percentage of pregnant women entering prenatal care in the first trimester, and
- Decrease the percentage of pregnant women who smoke during their pregnancy.

The goals were identified as a result of secondary data compiled in the 2015 Community Health Assessment, indicating that the percent of births to mothers in Charlotte County with no prenatal care has been on the rise in recent years.

Additionally, the Community Health Assessment data indicated that the percent of live births that were under 2,500 grams (low birth weight) has risen in recent years. Smoking during pregnancy is one of the leading causes of adverse outcomes for babies, and is often a factor in low birth weights.

The Maternal and Child Health Subcommittee has initiated the use of consistent messaging with Department of Health family planning clients who are newly pregnant to encourage them to enter into care immediately. Additionally, a family planning nurse now makes follow-up calls to each client to identify any barriers to entering into care.

Reduction of smoking rates among pregnant women was added as a goal in 2016.

Strategic Focus - To improve the overall health of pregnant women and children in Charlotte County.		
Goal	Objectives	Indicator
To improve birth outcomes in Charlotte County.	To increase the percentage of Charlotte County pregnant women entering prenatal care in the first trimester by 2% from the 2014 baseline of 72.2%	Percentage of Charlotte County pregnant women who indicate they entered into prenatal care in the first trimester using the Healthy Start Risk Screen.
	To decrease the percentage of Charlotte County pregnant women who smoke during their pregnancy to less than 10.0%.	Percentage of Charlotte County pregnant women who indicate they smoked during pregnancy using the Healthy Start Risk Screen.

# Mental Health

Mental health was identified as a strategic issue. The goals of the subcommittee include:

- Decreasing the suicide rate in Charlotte County, and
- Positively impact families in chaos.

Objectives to tackle these goals include:

- Decrease the number of deaths due to suicide by Charlotte County youth,
- Increase the number of individuals who work with children who attend trauma-informed-care training, and
- Expand the existing Strengthening Families program to increase attendance.

The goals were identified as a result of primary data survey results indicating 39% of Charlotte County residents surveyed stated that someone in their household has a mental or emotional problem; 29% did not know what to do when someone they know has suicidal thoughts. Additionally, the rate of deaths by suicide have been on the rise in Charlotte County in recent years. As of 2012 data, Charlotte County had a rate per 100,000 deaths of 23.2, whereas the rate for the State of Florida was 14.2. Charlotte County's death rate for suicide in 2012 was the 7th highest in the state.

Charlotte Behavioral Health Care has accepted responsibility to teach the Signs of Suicide class in area middle schools. To date, the objective tied to implementing the evidence-based Signs of Suicide program has shown preliminary success. Students have taken advantage of the opportunity to discuss with counselors immediately after the class some of the issues that they face.

<b>Strategic Focus - To identify and address pressing needs in Charlotte County related to mental health, behavioral health, and substance abuse.</b>		
<b>Goals</b>	<b>Objectives</b>	<b>Indicator</b>
To decrease the suicide rate in Charlotte County.	Decrease the number of deaths due to suicide by Charlotte County youth (ages 0-19) from 3 (2012-2014) to 2 or fewer.	Number of deaths due to suicide for youth (ages 0-19) as indicated on Florida Charts.
To positively impact families in chaos.	Increase the number of individuals who work with children who attend trauma-informed-care training.	Number of participants attending trauma-informed-care training.
	Expand the existing Strengthening Families program to increase attendance.	Number of participants attending Strengthening Families program.

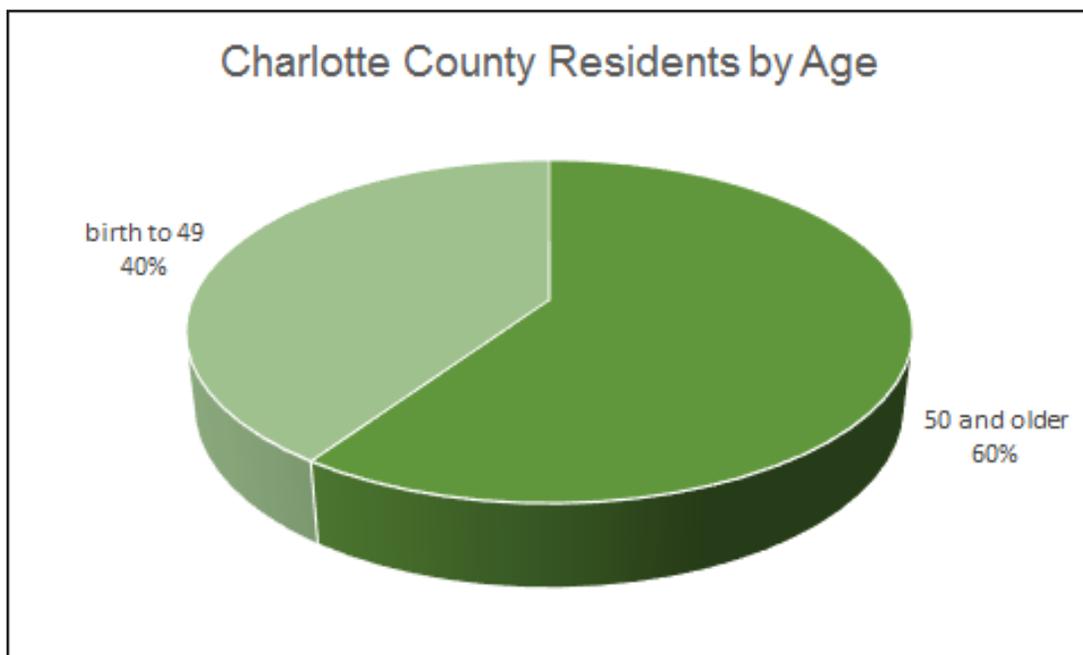
# Positive Aging

Positive aging was identified as the newest strategic issue. This subcommittee held its first meeting in January, 2016. The strategic issue was identified as a result of population estimates that indicate that nearly 60% of Charlotte County residents are age 50 and older.

Specific goals and objectives have not yet been identified for the 2016 - 2018 Community Health Improvement Plan, however, the following have been identified as the most pressing issues that Healthy Charlotte County could positively impact:

- Socialization/isolation/lack of a sense of purpose/life-long learning/commitment to the community,
- Coordinating & Marketing Local Resources, and
- Grandparents raising grandchildren.

This subcommittee intends to prioritize and begin work on at least one initiative related to these pressing issues throughout 2016 - 2018.



Source: The Florida Legislature, Office of Economic and Demographic Research

# Our Community Partners



This Community Health Improvement Plan is the work of not only the Florida Department of Health, but also our many community partners. We would like to acknowledge the hard work of those community partners who were vital in making this plan possible.

For more information on this Community Health Improvement Plan, please contact the Florida Department of Health in Charlotte County at 941-624-7200, or by mail at 1100 Loveland Boulevard, Port Charlotte, FL 33980.



*<http://charlotte.floridahealth.gov>*



*[www.healthycharlottecounty.org](http://www.healthycharlottecounty.org)*