

# Collier County Community Health Improvement Plan

Florida Department of Health – Collier County

February 2017



Accredited Health Department  
Public Health Accreditation Board



## Table of Contents

Acknowledgments .....	1
Introduction .....	2
Process: Mobilizing for Action through Planning and Partnerships .....	2
Methodology .....	3
Phase 1: Partnership Development and Organizing for Success .....	3
Phase 2: Visioning .....	3
Phase 3: Issues, Themes and Four Assessments	
Local Public Health System Assessment .....	4
Community Themes and Strengths Assessment .....	4
Forces of Change Assessment .....	5
Community Health Status Assessment .....	5
Phase 4: Identify Strategic Issues .....	7
Phase 5: Formulate Goals and Strategies for Addressing each Issue .....	7
Phase 6: Action Cycle .....	8
Policy Changes .....	8
Appendices .....	9
Appendix A: CHIP Health Priority Area .....	9
Appendix B: CHIP Alignment with State and National Strategies and Goals/Objectives .....	17

## **ACKNOWLEDGEMENTS**

Florida Department of Health (DOH-Collier) is grateful to the organizations and individuals who donated their time to make this planning process a success. Partners were committed to the process and to the future work that needs to be done to ensure that county residents will benefit from this initiative.

Members of the Leadership for Community Health Improvement Planning committee:

Safe and Healthy Children's Coalition, Collier County Medical Society, Health Care Network of SWFL, Chamber of Commerce, Jewish Family and Community Services, Florida Department of Health in Collier County, Health Planning Council SWFL, Blues Zones Project/Healthways, NCH Healthcare System, FSU College of Medicine, Collier County Public Schools and Collier County Parks and Recreation.

## INTRODUCTION

The current Community Health Improvement Planning cycle began in 2016 and a new Community Health Assessment was completed in July 2016. Since 2013, local public health system partners have convened the Leadership for Community Health Improvement Planning (LCHIP) committee meetings to guide the development of the Community Health Improvement Plan (CHIP) for Collier County. The LCHIP consists of 12 different agencies.

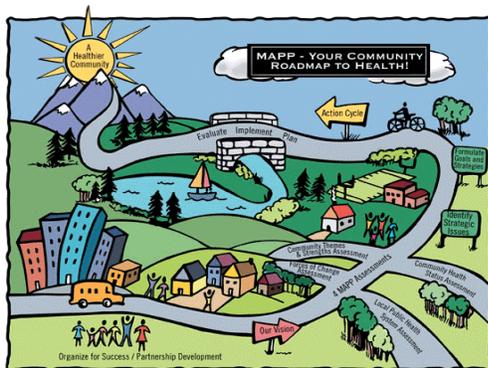
Using the Mobilizing for Action through Planning and Partnership framework, the LCHIP committee reviewed the 2016 Community Health Assessment (CHA) and held discussions regarding group priorities and objectives going forward. For the last three years, the collective focus was reducing obesity. The committee agreed to continue the focus on reducing obesity. Currently, only 36 percent of Floridians are at a healthy weight. On our current trend, by 2030, almost 60 percent will be obese.

In addition, there is emerging evidence that positive behavioral health is associated with improved health outcomes. After reviewing the results of the CHA, the LCHIP committee saw the need to concentrate efforts on an additional focus area called behavioral health. Behavioral health promotes emotional, psychological and social well-being. An individual's emotional health can also impact physical health. Maintaining good behavioral health is crucial to living a long and healthy life.

The LCHIP committee developed the Healthiest Collier Obesity and Behavioral Health Objectives to promote awareness and provide opportunities for children and adults so they may make consistent, informed choices about healthy eating, active living and social well-being.

## THE PROCESS

The community health improvement planning process model used is called Mobilizing for Action through Planning and Partnerships (MAPP). MAPP is a community-wide strategic planning tool for improving community health. The health status of a community plays a large role in social and economic prosperity, hence it is important that a community strives to continually improve and maintain its health. Community health improvement planning is a long-term, systematic effort that addresses health problems on the basis of the results of community health assessment activities and the community health improvement planning process.



The resulting CHIP is used by health and other government, educational and human service agencies, in collaboration with community partners, to set priorities, coordinate and target resources. A CHIP is critical for developing policies and defining actions to target efforts that promote health. It defines the vision for the health of the community through a collaborative process and addresses the strengths, weaknesses, opportunities and threats that exist in the community in order to improve the health status of that community. MAPP provides a framework to create and implement a community

health improvement plan that focuses on long-term strategies that address multiple factors that affect health in a community. The resulting CHIP is designed to use existing resources, consider unique local conditions and needs, and form effective partnerships for action.

## METHODOLOGY

DOH-Collier and community partners met together for the purpose of evaluating the health status of the residents of the Collier County in order to develop health improvement interventions. The goal of these meetings was to develop and implement comprehensive, community-based health promotion and wellness programs in Collier County and provide a forum where members may join together to plan, share resources, and implement strategies and programs to address the health care needs of residents. The National Association of County & City Health Officials (NACCHO) MAPP model for community health planning was used, which provides a strategic approach to community health improvement. This model utilizes six distinct phases:



1. Partnership development and organizing for success
2. Visioning
3. The Four MAPP assessments
  - Community Health Status Assessment
  - Community Themes and Strength Assessment
  - Local Public Health System Assessment
  - Forces of Change Assessment
4. Identifying strategic issues
5. Formulating goals and strategies
6. Action (program planning, implementation, evaluation)

### MAPP PHASE 1: PARTNERING AND MAPP PHASE 2: VISIONING

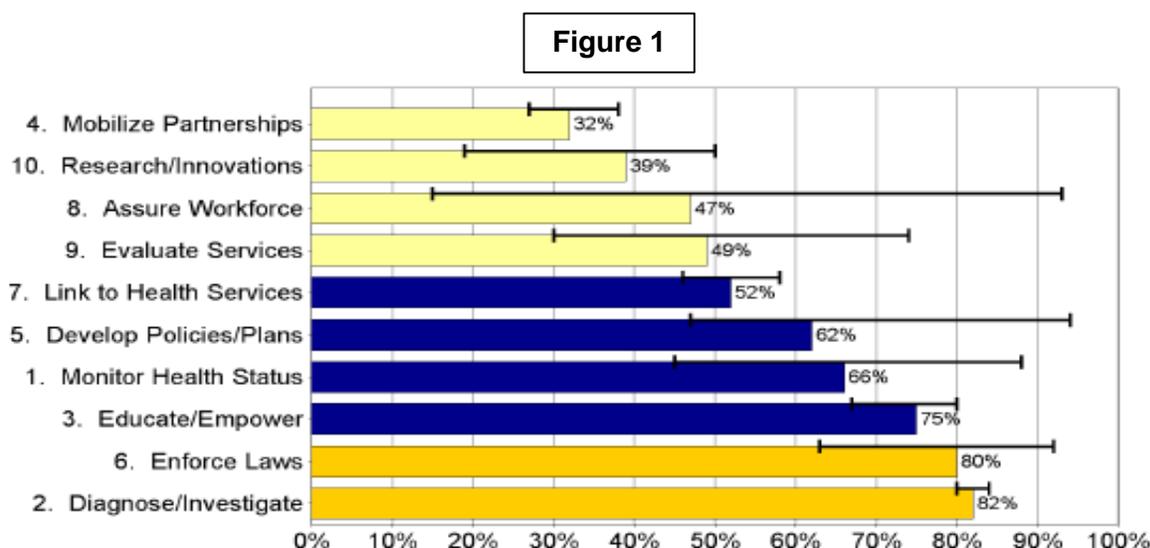
Since 2013, the LCHIP committee has met on a reoccurring basis. Every three years a new Community Health Improvement Planning cycle is initiated, the new cycle began in 2016. To initiate the MAPP process, lead organizations in the community began by organizing themselves and preparing to implement the MAPP process. On April 1, 2016, DOH-Collier hosted a Greater Leadership focus group to discuss the results of the Community Themes and Strengths Survey and the survey's implications for the community. In addition, community leaders brainstormed in small groups to develop a comprehensive list of trends, events, and factors that affect the health of the community and/or the local public health system. A shared vision and common values provides a framework for pursuing long-range community goals.

### MAPP PHASE 3: ISSUES AND THEMES: THE FOUR ASSESSMENTS

The four assessments form the foundation of the MAPP process. While each of the assessments alone will yield important information for improving community health, the value of the four MAPP assessments is multiplied by considering the findings of each individual assessment together. Collectively, the four assessments have several purposes, including: providing insight on the gaps between current circumstances and a community's vision, providing information to use in identifying the strategic issues that must be addressed to achieve the vision and serving as the source of information from which the strategic issues, strategies, and goals are built.

The first assessment, the **Local Public Health System Assessment (LPHS)**, is a comprehensive assessment of all of the organizations and entities that contribute to the public's health. The assessment answers the questions, "What are the activities, competencies, and capacities of our local public health system?" and "How are the Essential Services being provided to our community?"

In March of 2012, DOH-Collier led the second LPHS for the County. The assessment was originally conducted in 2005 with broad representation from the community. This assessment focuses upon standards from the National Public Health Performance Standards Program (NPHPSP) and measures the performance of all community partners in service delivery as it applies to each of the ten essential health services. This assessment is generally completed every five years, the next local public health system assessment is planned for 2017. In Figure 1, the assessment showed that Essential Service 4, Mobilizing Partnerships, scored the lowest. The LCHIP was established in late 2013 and brought together 12 agencies on a regular basis to work together to improve the health of the community.



\*White=No Activity, Grey=Minimal Activity, Yellow=Moderate, Blue=Significant, Orange=Optimal. The range lines show the range of responses within an Essential Service. The color coded bars make it easier to identify which of the Essential Services fall in the five categories of performance activity. Source: National Public Health Performance Standards Program (NPHPSP).

The second assessment, the **Community Themes & Strengths Assessment**, provides a deep understanding of the issues residents feel are important in the community. Between January 15, 2016 and February 3, 2016, preliminary data was obtained via an initial electronic survey request of community leaders and community health care partners. 124 responses to the electronic survey request were received from representatives of Collier County Public Schools, Collier County Sheriff's Office, Drug Free Collier, Early Learning Coalition of Southwest Florida, Florida Department of Health in Collier County, Florida Gulf Coast University, Grace Place, Healthcare Network of Southwest Florida, Naples Alliance for Children, Naples City Manager's Office, NCH Healthcare System, Physician's Regional Healthcare System and Youth Haven.

In addition, during the months of January 2016 through April 2016, DOH-Collier in partnership with NCH Healthcare System, obtained community input regarding health and quality of life issues for those residing in Collier County via completion of a community health survey and twelve focus group discussions. The priority health rankings are recorded in Figure 2.

**Figure 2**

Priority Health Rankings   2012 and 2016 Comparisons											
All Focus Groups (Combined)	September, 2012	Chronic Diseases 1	Access to Care 2	Obesity 3	Alcohol & Drug Abuse 4	Mental Health 5	Health of the Elderly 6	Communicable Diseases 7	Dental Health 8	Disabilities 9	Unintentional Injuries 10
	April, 2016	Chronic Diseases 1	Mental Health 2	Access to Care 3	Alcohol & Drug Abuse 4	Obesity 5	Health of the Elderly 6	Communicable Diseases 7	Disabilities 8	Dental Health 9	Unintentional Injuries 10

The most important issues found are:

- **Chronic Diseases (heart disease, diabetes, cancer)**
- **Mental Health**
- **Access to Care**
- **Alcohol & Drug Abuse**
- **Obesity**

The third assessment, the **Forces of Change Assessment**, focuses on the identification of forces and other issues that affect the context in which the community and Public Health (PH) System operates. On April 1, 2016, DOH-Collier hosted a Greater Leadership focus group, health care leaders came together to identify forces that may change what was currently identified as a positive or negative in the health care system. These forces may also affect any solutions that are planned to address identified challenge areas. Some of the top results of the Forces of Change identification are as follows:

- **Increasing health insurance premiums and declining health insurance coverage**
- **Limited health indicators reviewed to measure current oral health resources**
- **More collaboration between chronic disease prevention & intervention programs**
- **Limited mental health and substance abuse coverage through federal health exchanges**
- **Movement of physicians to concierge medicine accessible only to the wealthy**

The fourth assessment is the **Community Health Status Assessment**, which identifies priority issues related to community health and quality of life. In July 2016, the Community Health Status Assessment was completed. The key health issues from the Community Health Status Assessment are as follows:

**Communicable and Infectious Diseases:** Between the years 2005 and 2014, the incidence of all communicable diseases increased by 5.5 percent in the county. Two of the five leading communicable diseases in Collier County are enteric or gastrointestinal related. During 2014, salmonella and campylobacter accounted for 13.3 percent of all reported infectious diseases in the county.

**Health Behaviors and Outcomes:** The two most prevalent unhealthy behaviors or lifestyle related habits in Collier County are tobacco use and overweight and obesity. These two behaviors account for approximately 35 percent of all premature and preventable deaths in the county. While Collier County is healthier than the state of Florida with regard to overweight and obesity levels, these conditions account for 17 percent of all deaths annually in the county or about 1 out of every 6 deaths.

**Chronic Disease:** Approximately 1 out of every 2 adults in Florida and Collier County have at least one chronic condition or disease. Most major chronic diseases are caused either directly or indirectly by four contributing factors which are modifiable health risk behaviors: tobacco use, lack of physical activity (resulting in overweight and obesity), excessive alcohol consumption and poor nutrition. Chronic disease accounts for approximately 7 out of every 10 deaths among Collier County residents every year. Obesity, as it relates to chronic diseases, has been identified by community health care leaders and the general public as a key focus area for improvement within the county.

**Preventable Mortality:** The actual causes of death are major external and modifiable influences and factors that contribute to specific causes of death in our communities and its populations. These lifestyle and behavioral factors are correlated and associated with a plurality, if not a majority, of all deaths. Almost one half of all deaths in Collier County are potentially preventable, based on the premise that major actual cause of mortality can be modified through education and access to care. Tobacco use is the leading cause of preventable mortality followed by overweight and obesity resulting from physical inactivity and poor dietary habits. Together, these two actual causes were responsible for 72 percent of all preventable causes of death in Collier County in 2014.

**Injuries:** Injuries remain a leading cause of death for residents of all ages in Collier County. Males experienced significantly higher mortality rates from injuries than females in any age group. From 2005 to 2014, the major cause of injury deaths have varied by age in Collier County: motor vehicle fatalities between 15 to 34 years of age and 85 years of age and older, falls among the older population 75 years of age and older, unintentional poisonings between the ages of 25 to 54 years, and drowning in children ages 1 to 4.

**Maternal and Infant Health:** Maternal and infant health is the foundation for a vibrant and prosperous society. The infant mortality rate for Collier County declined to a new low of 4.6 infant deaths per 1,000 live births in 2014. The Hispanic infant mortality rate in the county (4.0 per 1,000 live births) was 20 percent lower than the non-Hispanic rate (5.0 per 1,000 live births). Pregnant women in Collier County continue to improve upon their health behaviors by decreasing their reliance on alcohol and tobacco use.

**Health of the Older Population:** During 2015, within Collier County over 12,000 residents 65 years of age and older had Alzheimer's disease; by 2030 using conservative population estimates, over 18,600 residents will be diagnosed with the disease. Not surprisingly, community members identified the need for more nursing home beds within the county and specifically indicated facilities that accept lower income residents were needed.

**Oral Health:** Oral health is central to a person's overall health, well-being and quality of life. Between 2002 and 2013, the number of licensed dentists increased by 59.5 percent in Collier County. The majority of the dental care in the county is provided by dentists in private practice. Persons without private insurance receive care at the Florida Department of Health in Collier County, federally qualified health centers and the Naples Children and Education Foundation Dental Center, along with limited services at the Senior Friendship Center and the Neighborhood Clinic. The only dental care option for many low income people, particularly adults, who lack access to preventative dental services is the hospital emergency room. Collier County residents with higher income and higher education are more likely to visit a dentist or dental clinic than persons with lower income and education. The availability of dental health services for children was identified by the community as a concern.

**Access to Care:** Private health insurance coverage is an integral mainstay for access to healthcare services for the core working population 18-64 years of age and vital to the personal well-being and health of individuals. In Collier County, as throughout the country, rates of health insurance coverage have been declining over the past two decades. This downward movement in health insurance coverage beginning in 2006 was exacerbated by the recession, which pushed the uninsured population to historical heights as unemployment spiraled upwards. With the recent changes involving the enactment of the new national healthcare law, the uninsured rate in Collier County and in Florida appear to have been reversed. In 2014, 18.7 percent of the total resident population of Collier County was uninsured compared with 23.2 percent in 2010.

**Mental Health:** Collier County residents experienced remarkably lower percentages of individuals who reported poor mental health with a 7.3 percent in 2013 compared to Florida with a 12.7 percent, a difference of 5.4 percentage points. Females were much more likely to have experienced poor mental health than males. Those in the age group 45 to 64 years of age had the highest incidence of poor mental health, while those 65 years and older had the lowest. Both income level and educational attainment correlate with mental health status in Collier County. The higher the income and the more education both translated into improved mental health status. Still, the community has been highly verbal about the need for more mental health services, as currently a void exists for various levels of mental healthcare. Public awareness exists on the issue and clearly feels the professional resources are lacking.

#### **MAPP PHASE 4: IDENTIFY STRATEGIC ISSUES**

In November 2016 and January 2017, the LCHIP committee held meetings to guide the development of the CHIP for Collier County. Using the MAPP framework, the LCHIP committee reviewed the 2016 Community Health Assessment and held discussions regarding group priorities, strategic issues and objectives going forward. The health priorities addressed in this plan emerged from the review of the data and the input from the four assessments. For the last three years the collective focus was on reducing obesity, the committee decided to continue focusing on reducing obesity and to add behavioral health as a second focus area. To address these important public health issues the LCHIP committee developed Healthiest Collier Objectives. The objectives promote awareness and provide opportunities for children and adults to make consistent, informed choices about healthy eating and active living. As well as maintaining good behavioral health to live a long and healthy life.

#### **MAPP PHASE 5: FORMULATE GOALS AND STRATEGIES**

LCHIP members developed goals, strategies, objectives, indicators, targets and action steps based upon available data and identified health issues. The LCHIP committee met between November 2016 and January 2017 and continues to meet regularly to provide objective updates and progress of action plans. See **Appendix A: CHIP Health Priority Area**, the plan details the objectives, measures, strategies and action steps that were developed to address the community's health priorities.

## **MAPP PHASE 6: ACTION CYCLE, PLAN, IMPLEMENT AND EVALUATE**

The CHIP is a countywide plan for public health system partners and stakeholders to use to improve the health of the people in Collier County. It is a direct result of the CHA, which was produced utilizing the MAPP process.

Monitoring of the CHIP will occur on an annual basis. Progress is monitored through the CHIP Annual Report, which serves as the actual tool for tracking progress and implementation. The CHIP strategies will be reviewed and revised as necessary for feasibility and effectiveness. This report is in the format of a table in a Word document. The CHIP Objective Templates are the actual individual CHIPS created for the obesity and behavioral health priority area and together, make up the overall CHIP document. These efforts will be evaluated annually and updated as necessary to align with community resources, activities, and partnerships. The CHIP will be shared with the greater community, as well as with all partners and stakeholders involved, by posting it on the Florida Department of Health in Collier County website.

### **POLICY CHANGES**

As the CHIP is implemented policy changes may be developed and will be documented in this area of the plan.

### **APPENDIX A: CHIP HEALTH PRIORITY AREAS**

To address reducing obesity and promoting behavioral health, the LCHIP committee developed the following Healthiest Collier Objectives. The objectives promote awareness and provide opportunities for children and adults to make consistent, informed choices about healthy eating, active living and well-being. The **Appendix A: CHIP Health Priority Area**, details the objectives, measures, strategies and action steps that were developed to address the community's health priorities.

### **APPENDIX B: ALIGNMENT WITH STATE AND NATIONAL GOALS AND OBJECTIVES**

**Appendix B: Alignment**, shows alignment between community priorities described in the CHIP and both state and national priorities.

## Appendix A: CHIP Health Priority Area

Healthiest Collier Obesity Objective 1				
<b>Goal:</b> Increase the initiation, duration and exclusivity of breastfeeding.				
<b>Strategy:</b> Promote awareness and expand opportunities for breastfeeding.				
<b>Why this is important to our community:</b>				
Breastfeeding saves lives and health care dollars. Recent research shows that if 90% of families breastfed exclusively for 6 months, nearly 1,000 deaths among infants could be prevented, and cut health care costs by \$2.2 billion.				
<b>Lead:</b> Healthcare Network of SWFL		<b>Key Partners:</b> NCH Healthcare System, Healthcare Network of SW FL, NCH Safe & Healthy Children's Coalition, DOH-Collier, Healthy Start and Precious Cargo Academy		
Objective	Indicator	Current Level	Target	Action Steps
To double the number of breastfeeding friendly (BFF) businesses and breastfeeding friendly child cares in Collier County as recognized by the Florida Breastfeeding Coalition by December 2017.	# of BFF businesses	4	8	Host accredited Business case for Breastfeeding presentation for Collier County HR managers in early 2017; host accredited breastfeeding friendly child care presentation for Collier/Lee County child care directors in early and late 2017. Expand breastfeeding resources available to businesses and childcares on NCH Safe & Healthy Children's Coalition website.
	# of BFF childcares	3	6	
At local community hospital – keep 75% of mothers stating they wish to exclusively breastfeed in triage still exclusively breastfeeding upon discharge by Dec 2017.	% upon admission & % upon discharge	70%	75%	Satisfy additional steps toward NCH receiving baby-friendly hospital designation which includes building a comprehensive breastfeeding policy.
At local community hospital's Level II NICU – keep 95% of mothers stating they wish to provide breastmilk to their baby in triage still providing at least some breast milk to their NICU graduate baby upon discharge by Dec 2017.	% upon admission & % upon discharge	94%	95%	Satisfy additional steps toward NCH receiving baby-friendly hospital designation which includes building a comprehensive breastfeeding policy.
By June, 2018, increase to 45% the number of WIC registered mom-baby dyads who are either partially or exclusively breastfeeding at 26-52 weeks postpartum.	% of infants still receiving breastmilk at WIC	42.5% (9/16)	45%	Continue to build outpatient lactation support services pre and postpartum including phone call follow up after hospital discharge, peer to peer breastfeeding help groups at local WIC offices, increase breastfeeding support/tolerance with local businesses & childcares (see above); and increase availability of outpatient lactation counselors thru creative/ collaborative community partnerships.

Healthiest Collier Obesity Objective 2				
<b>Goal:</b> To make healthier choices easier for students.				
<b>Strategy:</b> Encourage increased water consumption by students by installing water filling stations at schools.				
<b>Why this is important to our community:</b>				
Children and adolescents that are overweight or obese are at risk for developing chronic health conditions that affect their present and future health and quality of life. Educating and encouraging students to increase water consumption will help to encourage a healthy lifestyle.				
<b>Lead:</b> Collier County Public Schools (CCPS)		<b>Key Partners:</b> CCPS Benefits and Wellness, School staff, School Wellness Champions and CCPS Facilities Department		
Objective	Indicator	Current Level	Target	Action Steps
During 2017-2018 school year, students at schools with water filling stations in place by January 2017 will increase water consumption.	Quantity of water dispensed	Baseline to be measured in January 2017 at schools with water filling stations in place	Increase consumption by 2% at 20% of schools with water filling stations in place by January 2017	Inform Wellness Champions to record and report baseline reading on a designated day in January. Wellness Champions will record and report additional reading in May 2017. Healthy School Teams and Wellness Champions, in conjunction with school staff will promote the use of the water filling stations and the benefits of increased water consumption.
<b>Strategy:</b> Increase access to and participation in Kids on the Go running clubs.				
<b>Why this is important to our community:</b>				
Regular physical activity before or after school can produce long term health benefits.				
<b>Lead:</b> Collier County Public Schools		<b>Key Partners:</b> School staff, Wellness Champions, NCH Safe and Healthy Children's Coalition of Collier County and UF Extension		
Objective	Indicator	Current Level	Target	Action Steps
By June 2018, expanded "Kids on the Go" to 5 additional schools.	# of schools participating in Kids on the Go program	15 (5/2016)	20	Present information about the program to elementary principals in January 2017. Meet with individual schools and after-school programs to encourage participation. Continue to work closely with participating schools to improve incentives and increase the number of students participating.

**Healthiest Collier Obesity Objective 3**

**Goal:** Long, Healthy Life

**Strategy:** Promote healthy behaviors and expand opportunities to improve health.

**Why this is important to our community:**

Changing health related behaviors can produce long-term health benefits.

<b>Lead:</b> DOH-Collier	<b>Key Partners:</b> DOH-Collier and Safe and Healthy Children's Coalition
--------------------------	--

Objective	Indicator	Current Level	Target	Action Steps
By December 2019, decrease the percentage of overweight/obese children 24 to 60 months old certified in the Collier WIC program from 34.8% (Mar 2015) to 32.8%.	% of overweight/obese children 24 to 60 months	34.8% (3/2015)	32.8%	Continue 95210 campaign providing education and encouraging goal setting. Offer group classes: Fit Family and Nutrition Label reading. Individual education monthly to include height/weight (assessment of BMI), follow up on goals and set new goals as appropriate.

**Strategy:** Promoting improved nutrition and physical activity in early care and education.

**Why this is important to our community:**

Overweight and obese kids are at risk for developing medical problems that affect their present and future health and quality of life. Providing awareness and opportunities may increase healthy eating and active living.

<b>Lead:</b> DOH-Collier	<b>Key Partners:</b> Daycare RN, Early Learning Coalition, Childcare centers, University of Florida Extension office and Safe and Healthy Children's Coalition
--------------------------	--

Objective	Indicator	Current Level	Target	Action Steps
By December 2018, increase the number of nationally recognized Lets Move! Child Care Centers from 5 to 8.	# of nationally recognized Let's Move! Child Care Centers	5 (12/16)	8	Schedule Lets Move! Training sessions with Collier County Early (ECE) Learning Childcare Centers, Facilitate 8 training sessions with each ECE, promote Lets Move! National Recognition program and follow-up/assist ECE's with on progress.

Healthiest Collier Obesity Objective 4				
<b>Goal:</b> Long, Healthy Life				
<b>Strategy:</b> Increase awareness and participation in health and wellness initiatives.				
<b>Why this is important to our community:</b>				
Changing health related behaviors can produce long-term health benefits.				
<b>Lead:</b> DOH-Collier		<b>Key Partners:</b> DOH-Collier, CC Emergency Management and Faith Based Organizations (FBO's)		
Objective	Indicator	Current Level	Target	Action Steps
By December 2018, increase distribution of monthly public health educational outreach to over 100 FBO's.	# of FBO	85 (12/16)	101	Identify new FBO's in the county via web search. Contact these organizations via email, telephone, or on-site visit to discuss receiving the FBO outreach. Offer COOP/Disaster planning education. Expand FBO distribution list as required. Connect FBO to Blue Zones Project Worksite Lead for options to implement well-being initiatives.
<b>Strategy:</b> Increase awareness and participation in health and wellness programs.				
<b>Why this is important to our community:</b>				
Regular physical activity and healthy eating can produce long-term health benefits.				
<b>Lead:</b> Blue Zones Project		<b>Key Partners:</b> Faith Based Organizations, DOH-Collier and Blue Zones Project (BZP)		
Objective	Indicator	Current Level	Target	Action Steps
By December 2019, BZP will engage 10 FBO's to become BZ Approved by implementing best practices to raise well-being of their congregants.	# of BZP approved FBO's	1 (12/16)	10	BZ Faith-Based Organization Committee members will reach out to FBOs to explain BZP and encourage registration and participation. FBO Lead will work with registered organizations to implement well-being initiatives and become BZ Approved.

## Healthiest Collier Obesity Objective 5

**Goal:** Raise well-being in SWFL through a comprehensive approach to health improvement.

**Strategy:** Increase awareness of health related behaviors and outcomes.

### Why this is important to our community:

Changing health related behaviors can produce long-term health benefits.

**Lead:** Blue Zones Project

**Key Partners:** Blue Zones Project Steering Committee, people, places (restaurants, worksites, grocery stores, schools, preschools, HOAs and FBOs) and policy leaders.

Objective	Indicator	Current Level	Target	Action Steps
Raise well-being in SWFL through a comprehensive approach to health improvement.	Gallup-Healthways Well-being Index	Baseline Data Only	Improve 8 or more indicators over an 8 year period.	Offer and implement well-being initiatives to people, places (restaurants, worksites, grocery stores, schools, preschools, HOAs, FBOs) and policy leaders throughout SWFL. Evaluate movement of well-being by hiring Gallup to oversample SWFL every May/ June.
	Pillar requirements to reach tipping point for sustainability	~3% (2016)	15-20% of individuals & organizations participate in Blue Zones Project over 8 years.	Offer and implement well-being initiatives to people, places (restaurants, worksites, grocery stores, schools, preschools, HOAs, FBOs) and policy leaders throughout SWFL. Evaluate pillar requirements for each pillar monthly.

Healthiest Collier Obesity Objective 6				
<b>Goal:</b> Share effective strategies and messages that support healthy behaviors.				
<b>Strategy:</b> Increase access to healthy affordable food choices.				
<b>Why this is important to our community:</b>				
A number of factors determine what people eat, but access to healthy food and beverages has a major influence. Healthier vendor options provides access to higher quality of food choices.				
<b>Lead:</b> Blue Zones Project		<b>Key Partners:</b> Blue Zones Project (BZP) Food Policy Committee & Worksite Committee, University of FL extension Collier County and DOH-Collier		
Objective	Indicator	Current Level	Target	Action Steps
By December 2019, BZP Food Policy committee members will offer a healthy vending policy to at least 70% of the local parks, and municipal buildings. BZP Worksite Committee will offer healthy vending policy to all BZ Approved businesses.	# of parks and % of government complex	20 (12/16)	70% of parks and all BZ Approved Businesses	BZP Food Policy members reaching out to city and county parks and municipal buildings to implement at least a 50:50 vending policy. BZP Worksite lead and committee encouraging worksites with vending machines to implement at least a 50:50 vending policy
<b>Strategy:</b> Share effective strategies and messages that support the connection between the built environment and healthy behaviors.				
<b>Why this is important to our community:</b>				
Adoption of complete streets policy will increase physical activity and connect the built environment and encourage healthy behaviors.				
<b>Lead:</b> Blue Zones Project		<b>Key Partners:</b> Blue Zones Project (BZP) Built Environment Policy Committee, DOH-Collier, Naples Pathway Coalition and Collier County Planning Commission		
Objective	Indicator	Current Level	Target	Action Steps
By December 2017, BZP Built Environment Policy committee members will meet with City of Naples, Collier County and BCC to discuss adoption of complete streets principles.	# of completed visits	2	3	BZP Policy Committee member(s) will meet with and discuss the benefit of adopting complete streets principles with appropriate policy makers in the County (city already completed).
<b>Strategy:</b> Expand opportunities to promote health and wellness programs to worksites.				
<b>Why this is important to our community:</b>				
Raising employee physical, emotional and social well-being, ultimately increases employee wellness and productivity and lowers healthcare costs.				
<b>Lead:</b> Blue Zones Project		<b>Key Partners:</b> Blue Zones Project (BZP) Worksite Committee and Chamber of Commerce		
Objective	Indicator	Current Level	Target	Action Steps
By December 2019, 25 of the top 100 worksites in Collier County will become BZ Approved.	# of BZP approved worksites in Collier County	12	25	BZP Worksite Committee will continue to invite businesses to register to work with BZP and will assist registered organizations in implementing well-being best practices and become BZ Approved. Committee will host a Worksite Summit in May, 2017 to inform additional worksites as to how to get involved.

Healthiest Collier Obesity Objective 7				
<b>Goal:</b> Promoting all aspects of health and wellness for seniors.				
<b>Strategy:</b> Expand opportunities to promote health and wellness programs to seniors.				
<b>Why this is important to our community:</b>				
Regular physical activity and healthy eating can produce long-term health benefits.				
<b>Lead:</b> Jewish Family and Community Services		<b>Key Partners:</b> Jewish Family and Community Services		
Objective	Indicator	Current Level	Target	Action Steps
By December 2018, have programs in each senior center to promote good nutrition and exercise for seniors.	# of opportunities	10 (12/16)	20	The number of programs related to health and wellness offered at each senior center (the Naples Senior Center and the Golden Gate Senior Center) will double.

## Healthiest Collier Behavioral Health Objective 1

**Goal:** To promote emotional, psychological and social well-being programs.

**Strategy:** Promote positive behavioral health programs and provide opportunities for children and adults to make consistent informed choices to improve health outcomes.

### Why this is important to our community:

There is emerging evidence that positive behavioral health is associated with improved health outcomes. Positive behavioral health is directly related to emotional, psychological, and social well-being, which is crucial to living a long and healthy life.

**Key Partners:** DOH-Collier, Health Care Network of SWFL and David Lawrence Center

Objective	Indicator	Current Level	Target	Action Steps
By December 2019, DOH-Collier will increase the number of behavioral health outreach messaging by 10%.	# of educational sessions	9	15	Include more behavioral health outreach messaging in the women's health CCSO curriculum, Faith Based Organizations and Residential Enclave initiative, DOH-Collier Worksite Wellness initiative and Blue Zone Project Worksite Committee.
By December 2018, survey primary care providers to determine what % know where to refer children and adults for early intervention and treatment of substance abuse and mental health disorders.	% of primary care providers	TBD	TBD	Develop survey and use existing communication methods to survey primary care providers on behavioral health referral.

**APPENDIX B:  
CHIP ALIGNMENT WITH STATE AND NATIONAL  
GOALS/OBJECTIVES**

COLLIER COUNTY CHIP OBJECTIVE NO.	COLLIER COUNTY CHIP OBJECTIVE	SHIP GOAL, STRATEGY, OR OBJECTIVE	OTHER ALIGNMENT
1 Obesity	Increase to 45% the number of WIC registered mom-baby dyads who are either partially or exclusively breastfeeding at 26-52 weeks postpartum.	AC5.45 Increase the percentage of women who are exclusively breastfeeding their infant at 6 months of age from 9.9% (2007) to 12%.	Healthy People 2020
2	Expand "Kids on the Go" to 5 additional schools	Strategy CR2.2 Increase access to and participation in physical activity for all members of a community.	CDC's Community Guide CDC's Winnable Battles
2	Students at schools with water filling stations in place by January 2017 will increase water consumption.	Strategy CD2.1 Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.	Healthy People 2020
3	Decrease the percentage of overweight/obese children 24 to 60 months old certified in the Collier WIC program from 34.8% (Mar 2015) to 32.8%.	Goal CD1: Healthy Weight Goal CD2 Increase access to resources that promote healthy behaviors.	Healthy People 2020 NWS-8 objective; CDC Winnable Battle: Nutrition, Physical Activity, and Obesity
3	Increase the number of nationally recognized Lets Move! Child Care Centers from 5 to 8.	Strategy CR2.2: Physical activity	CDC Winnable Battle Prevention's Community Guide
4	BZP will engage 10 FBO's to become BZ Approved by implementing best practices to raise well-being of their congregants.	Strategy CD2.1 Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.	Healthy People 2020
4	Increase distribution of monthly public health educational outreach to over 100 FBO's.	Strategy CD2.1 Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.	Healthy People 2020

**APPENDIX B:  
CHIP ALIGNMENT WITH STATE AND NATIONAL  
GOALS/OBJECTIVES**

COLLIER COUNTY CHIP OBJECTIVE NO.	COLLIER COUNTY CHIP OBJECTIVE	SHIP GOAL, STRATEGY, OR OBJECTIVE	OTHER ALIGNMENT
6	BZP Food Policy committee members will offer a healthy vending policy to at least 70% of the local parks, and municipal buildings. BZP Worksite Committee will offer healthy vending policy to all BZ Approved	Strategy CD1.3 Increase the availability of healthful food.	Healthy People 2020 CDC Winnable Battle
6	BZP Built Environment Policy committee members will meet with City of Naples, Collier County and BCC to discuss adoption of complete streets principals.	Strategy CR1.2 Share effective strategies and messages that support the connection between the built environment and healthy behaviors.	Healthy People 2020
6	25 of the top 100 worksites in Collier County will become BZ Approved.	Strategy CD2.2 Support use of evidence-based employee wellness programs to promote healthy behaviors.	CDC's Community Guide
7	Have programs in each senior center to promote good nutrition and exercise for seniors.	Strategy CD2.1 Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.	Healthy People 2020
1 Behavioral Health	Survey primary care providers to determine what % know where to refer children and adults for early intervention and treatment of substance abuse and mental disorders.	Goal AC3 Improve behavioral health services so that adults, children and families are active, self-sufficient participants living in their community.	Healthy People 2020
1	Increase the number of behavioral health outreach messaging by 10%.	Goal AC3 Improve behavioral health services so that adults, children and families are active, self-sufficient participants living in their community. Healthy People 2020.	Healthy People 2020

### **OUR MISSION**

**To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.**

### **OUR VISION**

**To be the Healthiest State in the Nation**

### **OUR VALUES**

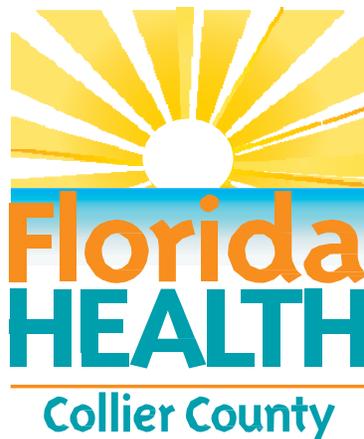
**Innovation: We search for creative solutions and manage resources wisely.**

**Collaboration: We use team work to achieve common goals & solve problems.**

**Accountability: We perform with integrity & respect.**

**Responsiveness: We achieve our mission by serving our customers & engaging our partners.**

**Excellence: We promote quality outcomes through learning & continuous performance improvement.**



Florida Department of Health Collier County  
3339 Tamiami Trail East, Ste. 145  
Naples, Florida 34112-4961  
239-252-8200  
Published: February 17, 2017