



# Community Health Improvement Plan Annual Report, 2018

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*Florida Department of Health in Columbia  
County*

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## Introduction

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This is the annual review report for the 2016 – 2019 Columbia County Community Health Improvement Plan. The report details the activities and collaborative efforts of the Florida Department of Health in Columbia County and its community partners as we continue working towards making Columbia County a safer and healthier community for our residents to work and live, and will serve as a progress review of the strategies that were developed and the activities that have been implemented. While the CHIP is a community driven and collectively owned health improvement plan, the Florida Department of Health in Columbia County is charged with providing administrative support, tracking and collecting data, and preparing the annual review report. The Community Health Advisory Panel (CHAP) committee members voted to extend the current CHIP through June 30, 2019 with the agreement that strategies for unmet objectives will continue and be monitored until a new CHIP is implemented.

The Columbia County Community Health Assessment process was launched in September of 2018, continuing a strong commitment to better understanding the health status and health needs of the community. Since September 2018, the Columbia County Community Health Assessment Steering Committee has reviewed the data and findings from the entire community health assessment process including Health Status Assessment, Forces of Change and Local Public Health System Assessments, and Community Themes and Strengths primary data collection via the community and provider surveys. Through this process, the committee identified four strategic priority issue areas which will be considered for the 2019 Community Health Improvement Plan. The Columbia County Community Health Assessment Steering Committee plans to finalize the 2019 Columbia County Community Health Improvement Plan by December 2019 and continue to be a roadmap for our agency to improve the health of the residents of our county.

## **Overview of the Community Health Improvement Plan (CHIP)**

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In 2011, the Department of Health in Columbia County partnered with WellFlorida Council to convene the Community Health Advisory Panel (CHAP). The CHAP facilitated the CHIP process through using the National Association of City and County Health Official's Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from across a diverse group of partners conducted the four assessments suggested by the MAPP process. Individually, the assessment yielded in-depth analyses of factors and forces that impact population health. Taken together, the assessment findings contribute to a comprehensive view of health and quality of life in Columbia County.

WellFlorida Council developed findings and presented these findings to the Columbia County Community Health Advisory Panel (CHAP). The Columbia County Community Health Advisory Panel (CHAP) reviewed the outcomes from the 2013-2015 CHIP to identify areas that should be carried over in the revised 2016-2018 plan. In addition, the 2014 Community Health Assessment was reviewed to identify areas of critical need that may have not been previously addressed. Concern was placed on broad expectations that were present in the previous plan and efforts were made to make goals more SMART oriented. Three goals were selected that address three specific strategic areas in Columbia County; Access to Care, Long Healthy Life and Healthy Moms and Babies. See Table below for Strategic Issue Areas with their goals, developed by a workgroup of subject matter experts.

<b>STRATEGIC ISSUE AREA</b>	<b>GOAL</b>
<b>Access to Care</b>	<i>Increase the appropriate use of health care.</i>
<b>Long Healthy Life</b>	<i>Improve mortality and morbidity rates</i>
<b>Healthy Moms and Babies</b>	<i>Improve the health of mothers and babies</i>

## Summary of CHIP Annual Review Meeting

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On October 15, 2018, at the CHAP/SHAC meeting it was voted that the current 2016-18 CHIP be extended to June 30, 2019 due to currently being in the process of the CHA. CHA is set to be completed by March 2019. New CHIP will be created after completion of the CHA.

The strategic areas and goals were reviewed by the CHAP members. The strategic area, goals, and objectives are listed below.

### **Strategic Issue Area #1: Access to Care**

Access to care focuses on making health care services accessible to the community and reducing barriers to quality health care. Health Care Access includes the goals of increasing health care provider availability and reducing costs associated with physician visits.

Columbia County historically has rates above the state averages for preventable hospital discharges, which can be associated with individuals accessing healthcare services on a regular basis. The number of primary care physicians per resident in 2016 was 2,240/1, compared to the state rate of 1,390/1 and when combined with transportation issues often seen in rural counties can adversely affect hospitalization rates.

Additional data reviewed during Columbia County's Infant Mortality Analysis indicated a gap in information sharing of services to the uninsured and underinsured population. Further discussion identified that cost is a barrier to many residents in the community, limiting access to care.

### **Goal: Increase the Appropriate Use of Healthcare**

#### *Strategy 1.A*

*Create new and improved ways of informing key constituencies about what health services exist in the community and when and how to use them.*

#### *Strategy 1. B*

*Work with provider community and hospitals to identify ER diversion opportunities and programs and services to increase the appropriate use of ER.*

#### *Strategy 1.C*

*Foster the development of chronic disease self-management opportunities and enhance education in this area.*

*Key Partners: Florida Department of Health in Columbia County, Lakeshore Hospital Authority, Shands Lakeshore Hospital, Lake City Medical Center, VA Medical Center, Palms Medical Group*

Why this is important to our community:					
By placing emphasis on the use of primary care physicians for medical homes unnecessary ER visits will not occur, therefore reducing healthcare costs and resulting in better health outcomes.					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
By December 31, 2018, decrease the rate of preventable hospital stays for Medicare enrollees by 10% to 80.0 per 1,000 Medicare enrollees (Baseline: 2013 from the 2016 County Health Rankings by Robert Wood Johnson).	Rate of Medicare enrollees whose hospital stay was preventable (Source: Robert Wood Johnson 2016 County Health Rankings)	73 per 1,000 Medicare enrollees	80 per 1,000 Medicare enrollees		The rate is currently lower than our goal; therefore, we have met our target. Efforts will continue to be made to maintain and continue improvement.

### **Strategic Issue Area #2: Long Healthy Life**

Columbia County historically has scored poorly in the County Health Rankings in many areas of chronic disease related to poor health behaviors. As of 2016, Columbia County had a premature death ranking of 9,300, compared to the Florida average of 6,800. Behaviors such as poor nutrition, smoking, alcohol consumption, and lack of physical activity can contribute to chronic disease rates, affecting mortality/morbidity within the county. To impact rates, a collaborative effort between private and public sectors must occur to educate and provide the necessary services to the community.

#### **Goal: Improve mortality and morbidity rates**

*Strategy 2A: Foster the development of chronic disease self-management opportunities and enhance education in this area.*

*Strategy 2B: Encourage and promote tobacco use cessation, to include all tobacco products with an emphasis on smokeless tobacco use.*

*Strategy 2C: Work with WellFlorida Council on emerging regional lung cancer screening project.*

*Strategy 2D: Develop and promote programs and services that address nutrition and physical activity to reach healthy weight.*

*Strategy 2E: Work with public safety council and Safe Kids Coalition on prevention and education campaigns.*

Key Partners: Florida Department of Health in Columbia County, Lakeshore Hospital Authority, Shands Lakeshore Hospital, Lake City Medical Center, Lake City Chamber of Commerce, Private Physicians.

Why this is important to our community:					
Chronic disease issues in Columbia County can be linked to unhealthy habits within the community. By addressing these issues, we can affect the overall premature death rate for the county.					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
By December 31, 2018, reduce by 10% the age adjusted death rate for years - of potential life lost before age 75 (YPLL) from a baseline of 9,300 per 100,000 population in 2011-2013 to 8,370 per 100,000 (Source: Robert Wood Johnson 2016 County Health Rankings)	Rate of age adjusted death rate for years of potential life lost (Source: Robert Wood Johnson 2016 County Health Rankings)	10,000 years per 100,000 population	8,370 years per 100,000 population		The rate has increased instead of decreased. Efforts are being made by the community to evaluate potential solutions. The community will continue to work towards reducing the potential life lost before age 75.
By December 31, 2018, reduce by 10% the lung cancer incidence rate from a baseline of 105.5 per 100,000 population in 2011-13 to 95 per 100,000 population (Source: Florida CHARTS).	Rate of lung cancer incidence (Source: FL CHARTS)	79.9 per 100,000 population	95 per 100,000 population		The rate is currently lower than our goal; therefore, we have met our target. Efforts will continue to be made to maintain and continue improvement.
By December 31, 2018, increase the percentage of adults by 10% who are at a healthy weight from 2013 baseline of 25.5% to 28.1% (Source: Florida CHARTS)	Percentage of adults who are at a healthy weight (Source: FL CHARTS)	24.6% (2016)	28.1%		The rate has decreased instead of increased. Efforts are being made by the community to evaluate potential solutions. The community will continue to provide education on how to maintain a healthy weight.

Objective	Indicator	Current Level	Target	Status	Explanation of Status
Reduce the age adjusted death rates due to unintentional injury by 10% from 2009-2013 baseline of 105 per 100,000 population to 94.5 per 100,000 population (Source: 2016 County Health Rankings by Robert Wood Johnson)	Number of deaths due to injury (Source: Robert Wood Johnson 2016 County Health Rankings)	95 per 100,000 population	94.5 per 100,000 population		The rate has increased instead of decreased. Efforts are being made by the community to evaluate potential solutions.

**Strategic Issue Area #3: Healthy Moms and Babies**

A key priority area for the State of Florida’s 2016-2018 Strategic Plan is Healthy Moms and Babies. The state currently has an infant mortality rate in our black families over two times higher than children born to white families (11.0 per 1,000 live births compared to 4.5 per 1,000). While Columbia County does not mirror the state trend associated with infant mortality our rates are still much higher than the state, many issues tied directly to cultural barriers (8.5 per 1,000 live births compared to 6.1 per 1,000 for the State). A 2016 infant mortality analysis for Columbia County indicated areas where collaborative community efforts can be made to reduce our rates.

**Goal: Improve the health of mothers and babies**

*Strategy 3A: Implement Black Infant Health Practice Initiative (BIHPI) in Columbia County.*

*Strategy 3B: Establish Fetal and Infant Mortality Review (FIMR) process for Columbia County (perhaps in partnership with other neighboring counties or through the Healthy Start Coalition of North Central Florida).*

*Strategy 3C: Study effectiveness of current sexual health education programs for youth.*

*Strategy 3D: Enhance community education on the importance of early prenatal care and greater linkage to prenatal care services, especially for the underserved.*

*Key Partners: Florida Department of Health in Columbia County, Lakeshore Hospital Authority, Shands Lakeshore Hospital, Lake City Medical Center, Lake City Chamber of Commerce, OB Physicians, Healthy Start, WIC.*

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

Cultural practices in communities can lead to a variety of health outcomes. Collection and review of data can lead to a better understanding of these barriers and help promote educational opportunities for the community.

Objective	Indicator	Current Level	Target	Status	Explanation of Status
By December 31, 2018, reduce infant mortality for all races from a baseline of 9.5 deaths per 1,000 live births to 6.1 per 1,000 live births.	Rate of infant mortality for all races (Source: FL CHARTS)	10 per 1,000 live births	6.1 per 1,000 live births		The rate has increased instead of decreased. Efforts are being made by the community to evaluate potential solutions. Efforts to improve infant mortality are the focus of many programs and other plans through CHD.
By December 31, 2018, reduce the birth rate to teen mother 15-18 years old from a baseline of 29.8 per 1,000 population (women aged 15-18) to 20.8 per 1,000 population.	Rate of births to mothers ages 15-18 (Source: FL CHARTS)	25.1 per 1,000 population	20.8 per 1,000 population		This rate is currently moving in the right direction, but has not yet met our goal. Efforts continue to be made by the community to provide education.
By December 31, 2018, increase the percentage of expectant mothers who receive first trimester prenatal care from a baseline of 69.2% to 79.8%.	Percent of mothers who receive prenatal care in the first trimester (Source: FL CHARTS)	73.1 %	79.8%		This rate is currently moving in the right direction, but has not yet met our goal. Efforts are being made by the community to educate and encourage mothers to received prenatal care. Partnerships are being created in the community to provide more resources for pregnant women.

## Revisions

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Revisions to the CHIP were made after careful review of the goals, objectives, strategies and measures of the 2016 – 2019 CHIP. Recommended changes are listed below:

- Plan was revised to include creation, review, and revised dates.
- Updates made to data.
- Revised to make objectives SMART.

### **Strategic Issue Area #2: Long Healthy Life**

Columbia County historically has scored poorly in the County Health Rankings in many areas of chronic disease related to poor health behaviors. As of 2016, Columbia County had a premature death ranking of 9,300, compared to the Florida average of 6,800. Behaviors such as poor nutrition, smoking, alcohol consumption, and lack of physical activity can contribute to chronic disease rates, affecting mortality/morbidity within the county. To impact rates, a collaborative effort between private and public sectors must occur to educate and provide the necessary services to the community.

#### **Goal: Improve mortality and morbidity rates**

*Strategy 2A: Foster the development of chronic disease self-management opportunities and enhance education in this area.*

*Strategy 2B: Encourage and promote tobacco use cessation, to include all tobacco products with an emphasis on smokeless tobacco use.*

*Strategy 2C: Work with WellFlorida Council on emerging regional lung cancer screening project.*

*Strategy 2D: Develop and promote programs and services that address nutrition and physical activity to reach healthy weight.*

*Strategy 2E: Work with public safety council and Safe Kids Coalition on prevention and education campaigns.*

*Key Partners: Florida Department of Health in Columbia County, Lakeshore Hospital Authority, Shands Lakeshore Hospital, Lake City Medical Center, Lake City Chamber of Commerce, Private Physicians.*

Revised Strategic Objective	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
By December 31, 2018, reduce by 10% the lung cancer incidence rate from a baseline of 90.6 per 100,000 population in 2011-13 to 81 per 100,000 population (Source: Florida CHARTS).	By December 31, 2019, reduce by 10% the lung cancer incidence rate from a baseline of 105.5 per 100,000 population in 2011-13 to 95 per 100,000 population (Source: Florida CHARTS).	Rate of lung cancer incidence (Source: FL CHARTS)	87.2 per 100,000 population	81 per 100,000 population	Objective was revised to reflect the most current data on FL CHARTS.
By December 31, 2018, reduce the age adjusted death rates due to unintentional injury by 10% from 2009-2013 baseline of 80 per 100,000 population to 83 per 100,000 (Source: 2016 County Health Rankings by Robert Wood Johnson)	Reduce the age adjusted death rates due to unintentional injury from a baseline of 105 per 100,000 population to 94.5 per 100,000 (Source: 2016 County Health Rankings by Robert Wood Johnson)	Number of deaths due to injury (Source: Robert Wood Johnson 2016 County Health Rankings)	95 per 100,000 population	94.5 per 100,000 population	Objective was revised to make it a SMART objective.

**Strategic Issue Area #3: Healthy Moms and Babies**

A key priority area for the State of Florida’s 2016-2018 Strategic Plan is Healthy Moms and Babies. The state currently has an infant mortality rate in our black families over two times higher than children born to white families (11.0 per 1,000 live births compared to 4.5 per 1,000). While Columbia County does not mirror the state trend associated with infant mortality our rates are still much higher than the state, many issues tied directly to cultural barriers (8.5 per 1,000 live births compared to 6.1 per 1,000 for the State). A 2016 infant mortality analysis for Columbia County indicated areas where collaborative community efforts can be made to reduce our rates.

**Goal: Improve the health of mothers and babies**

*Strategy 3A: Implement Black Infant Health Practice Initiative (BIHPI) in Columbia County.*

*Strategy 3B: Establish Fetal and Infant Mortality Review (FIMR) process for Columbia County (perhaps in partnership with other neighboring counties or through the Healthy Start Coalition of North Central Florida).*

Strategy 3C: Study effectiveness of current sexual health education programs for youth.

Strategy 3D: Enhance community education on the importance of early prenatal care and greater linkage to prenatal care services, especially for the underserved.

Key Partners: Florida Department of Health in Columbia County, Lakeshore Hospital Authority, Shands Lakeshore Hospital, Lake City Medical Center, Lake City Chamber of Commerce, OB Physicians, Healthy Start, WIC.

Revised Strategic Objective	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
By December 21, 2018, reduce the birth rate to teen mother 15-18 years old from a baseline of 31.1 per 1,000 population (women aged 15-18) to 22.1 per 1,000 population.	By December 21, 2019, reduce the birth rate to teen mother 15-18 years old from a baseline of 29.8 per 1,000 population (women aged 15-18) to 20.8 per 1,000 population.	Rate of births to mothers age (Source: FL CHARTS)	29.9 per 1,000 population	22.1 per 1,000 population	Objective was revised to reflect the most current data on FL CHARTS.

## Accomplishments

Goal	Objective	Accomplishment
1. Increase the appropriate use of healthcare	By December 31, 2018, decrease the rate of preventable hospital stays for Medicare enrollees by 10% to <b>81.9 per 1,000</b> Medicare enrollees (Baseline: 2013 from the 2016 County Health Rankings by Robert Wood Johnson).	The current rate is <b>73 per 1,000</b> Medicare enrollees which is lower than our goal; therefore, we have met our target. Community partners collaborated with Columbia County Health Department to create a community resource list to provide local information of providers and services available to Medicare enrollees. This list was also shared with all partners to share with community members as they encounter them. Efforts will continue to be made to maintain and continue improvement.
<p><b>How it's important for our community:</b> Partners are key to the success of a healthy community. By coordinating efforts with various partners, efforts and improvements in health are amplified. The community resource list is a living document that is accessible by all in the community with the most reliable resources available. All residents of Columbia County regardless gender, race, age geographic location, and physical and developmental differences should be able to attain the highest level of health.</p>		
2. Reduce the lung cancer incidence rate	By December 31, 2018, reduce by 10% the lung cancer incidence rate from a baseline of 105.5 per 100,000 population in 2011-13 to <b>95 per 100,000</b> population (Source: Florida CHARTS).	The current rate is <b>79.9 per 100,000</b> of the population which is lower than our goal; therefore, we have met our target. Columbia County Health Department collaborated with the Tobacco Free Partnership of Columbia County to increase awareness about resources available such as smoking cessation programs.
<p><b>How it's important for our community:</b> Partners are key to the success of a healthy community. By coordinating efforts with various partners, health improvements are amplified.</p>		

## Conclusion

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The CHIP serves as a roadmap for a continuous health improvement process for the local public health system by providing a framework 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 quarterly CHIP discussion with community partners. We will conduct annual reviews and revisions based on input from partners and create CHIP annual reports each year. The CHIP will continue to change and evolve over time as new information and insight emerge at the local, state and national levels.

By working together, we can have a significant impact on the community's health, improving where we live, work and play and realize the vision of a healthier Columbia County.