

# DeSoto County



## Community Health Improvement Plan 2018 - 2021

*Adopted 02/2018  
Last revised 01/2020*



# Florida Department of Health in DeSoto County

## **Medical Services**

1031 East Oak Street  
Arcadia, FL 34266

## **Administration, Dental Services, and Environmental Health**

34 South Baldwin Avenue  
Arcadia, FL 34266

## **Specialty Care Services**

21297 Olean Boulevard  
Port Charlotte, FL 33952

<http://desoto.floridahealth.gov/>

## **Produced by**

The Florida Department of Health in DeSoto County  
Community Health Improvement Planning Committee  
February 2018

## Special thanks to Contributors and Community Partners

### Community Partners

Florida Department of Health in DeSoto County  
All Faiths Food Bank  
Arcadia Housing Authority  
Catholic Charities Desoto  
Central Florida Behavioral Health Network  
Charlotte Behavioral Health  
City of Arcadia Recreation and Community Services Department  
Desoto Board of County Commissioners  
DeSoto County Emergency Management  
DeSoto County Sheriff's Office  
DeSoto Habitat for Humanity  
DeSoto Memorial Hospital  
Drug Free Desoto Coalition  
Family Safety Alliance  
Florida Department of Children and Families  
Health Planning Council of Southwest Florida  
Healthy Families DeSoto  
QuitDoc Foundation  
Salvation Army  
School District of DeSoto County  
SPARCC – Safe Place and Rape Crisis Center  
Tidewell Hospice  
Wellcare/Staywell Health

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# Mission, Vision, and Values

The Florida Department of Health in DeSoto County is an integrated agency under the direction of the Florida Department of Health located in Tallahassee with a local, county, and state commitment. Public health departments play a crucial role in protecting and improving the health of people and communities. In cities, towns and states across the nation, health departments provide a range of services aimed at promoting healthy behaviors; preventing diseases and injuries; ensuring access to safe food, water, and life-saving immunizations; and preparing for and responding to public health emergencies.



## **Mission – Why do we exist?**

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

## **Vision – What do we want to achieve?**

To be the *Healthiest State* in the Nation.

## **Values – What do we use to achieve our mission and vision?**

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

**Collaboration:** We use teamwork 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.

# Executive Summary

The DeSoto County Community Health Improvement Plan (CHIP) was developed through collaborative efforts involving the Community Health Improvement Planning Committee, community members, health professionals, and local organizations. This diverse group of collaborative partners shared an interest in improving the health of DeSoto County residents and together created the CHIP, which was compiled by the DeSoto County Health Department. No institution or organization can improve community health alone; this can only be achieved through strong partnerships. The CHIP outlines a framework for achieving improved health in DeSoto County.

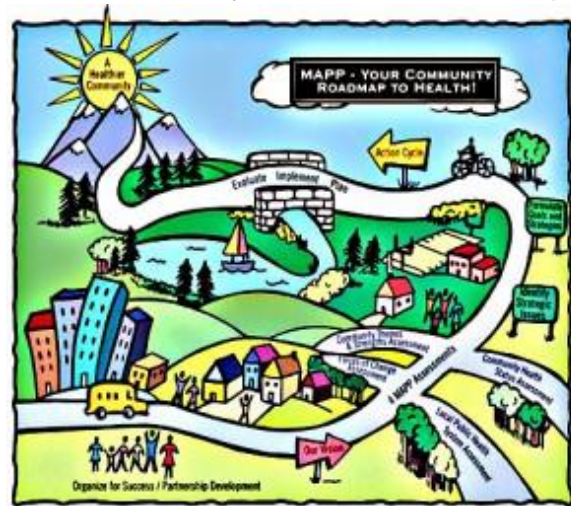
The goal of the CHIP is to outline strategic issues, future action steps and strategies to improve the health of DeSoto County, while aligning with already existing state, national objectives and other local programs, projects, and organizations. The group made efforts to align DeSoto County with state and national objectives by referring to the Florida State Health Improvement Plan (SHIP) 2012-2015, Healthy People 2020, National Prevention Strategy, Health and Human Services Action Plan to Reduce Disparities and CDC's Public Health Preparedness Performance Measures. The Florida Department of Health – DeSoto, aligned strategic objectives to the CHIP, PACE-EH project, and community partner initiatives.

# Background and Overview

## What is the Community Health Improvement Plan (CHIP)?

In February 2018, the Florida Department of Health – DeSoto and its Community Health Improvement Planning Committee updated the County's Community Health Improvement Plan (CHIP), using a process called Mobilizing for Action through Planning and Partnerships (MAPP). The MAPP process, was developed by the National Association of County and City Health Officials (NACCHO) and the Centers for Disease Control (CDC). The MAPP process is a community-driven, highly participatory process which is intended to bring together not only health care providers, but also mental health and social service agencies, public safety agencies, education and youth development organizations, recreation agencies, economic development agencies, environmental agencies, local governments, neighborhood associations, and civic groups.

The CHIP is based on data from the DeSoto County Community Health Assessment (CHA), Community Health Profile, community surveys conducted in 2016, key informant interviews, input of the DeSoto County community health workers, input from the Health Planning Council of Southwest Florida, and input received at community meetings. The Community Health Planning Committee embarked on identifying issues that were impacting the community. The Committee used SWOT analysis to assess the Strengths, Weaknesses, Opportunities, and Threats (SWOT that impact the health of the community. The CHIP Committee is committed to continuous efforts to improve the health of the community through collaborative efforts. The CHIP elements include detail on the MAPP process, goals and evidence-based strategies, organizations who will assist with those strategies, ways to address social determinants of health, and policies that are adopted to address health inequities within the community.



## Role of the Community Health Improvement Planning Committee

The DeSoto County Community Health Improvement Planning Committee is primarily supported by the Florida Department of Health – DeSoto (DOH) funds. This committee is comprised of community members, health and social service providers, educators, County Commissioners, and other private and public employees that serve County residents. The Committee's goal is to improve the health and wellbeing of all DeSoto County residents and neighborhoods through a variety of strategic activities:

- Develop a Community Health Profile to identify and map the community's health resources, needs, and characteristics

- Identify and prioritize important health issues related to individual, familial, school, and neighborhood residents
- Work in partnership with other individuals, groups, and agencies to promote health awareness and to provide community education about health issues
- Create action plans to achieve the systemic changes needed to meet the varied health needs of all DeSoto County residents
- Agencies identified as collaborative community partners will provide updates on local efforts on a quarterly basis. The committee will discuss progress of action steps and objectives at each meeting. Correspondence via email and phone may occur in between meetings if necessary.

The DeSoto County 2018 – 2020 CHIP was prepared in collaboration with the DeSoto County Community Health Planning Committee. The outcome was a community-wide plan that identifies health priorities, goals, and strategies for addressing those priorities. The CHIP is intended to guide the planning and implementation of activities for the Committee. It is intended to be a living document, to be widely disseminated and updated as necessary.

The DeSoto County CHIP began in April of 2016 with participation from the Florida Department of Health in DeSoto County and local representatives from various agencies and organizations. The Mobilizing for Action through Planning and Partnerships, (MAPP) a strategic approach to community health improvement process was chosen as a framework for the assessment. The State Health Improvement Plan priorities and the Essential Public Health Services also provided additional direction.

## Assessment and Dissemination

This plan will only be beneficial to the residents of DeSoto County if the information it contains is utilized by the DeSoto County Health Department, community leaders, and other community partners. This includes demographic, socioeconomic, and health status information as well as input from the community that can be used to identify health priorities as well as available resources.

- The plan will be provided to Community partners for distribution
- The plan will be posted on Florida Department of Health – DeSoto County's website
- Agendas, meeting minutes, photos, press releases, policies, proclamations, and objectives will be compiled and discussed quarterly with the CHIP Committee to review progress
- The CHIP plan will be revised annually based on feedback from quarterly meetings
- Progress will be tracked using meeting minutes, annual progress reports, and VMSG software

## How to use this Community Health Improvement Plan (CHIP)

Everyone can play an important role in community health improvement in DeSoto County, whether in homes, schools, workplaces, or churches. Encouraging and supporting healthy behaviors from the start is much easier than altering unhealthy habits. Below are some simple ways to use this plan to improve the health of the community:

### Community Residents

- Understand priority health issues within the community and use this Plan to improve health of your community.
- Use information from this Plan to start a conversation with community leaders about health issues important to you.
- Get involved! Volunteer your time or expertise for an event or activity, or financially help support initiatives related to health topics discussed in this Plan.

### Educators

- Understand priority health issues within the community and use this Plan and recommend resources to integrate topics of health and health factors (i.e. access to health food, physical activity, risk-behaviors, use of the health care system, etc.) into lesson plans across all subject areas such as math, science, social studies, and history
- Create a healthier school environment by aligning this Plan with school wellness plans/policies.
- Engage the support of leadership, teachers, parents, and students.

### Employers

- Understand priority health issues within the community and uses this Plan and recommend resources to help make your business a healthy place to work!
- Educate your team about the link between employee health and productivity.

### Faith-based Organizations

- Understand priority health issues within the community and talk with members about the importance of overall wellness (mind, body, and spirit) and local community health improvement initiatives that support wellness
- Identify opportunities that your organization or individual members may be able to support and encourage participation (i.e. food pantry initiatives, community gardens, youth groups geared around health priorities, etc.)

### Government Officials

- Understand priority health issues within the community.
- Identify the barriers to good health in your communities and mobilize community leaders to act by investing in programs and policy changes that help members of our community lead healthier lives.

### **Health Care Professionals**

- Understand priority health issues within the community and use this Plan to remove barriers and create solutions for identified health priorities.
- Share information from this Plan with your colleagues, staff, and patients.
- Offer your time and expertise to local improvement efforts (committee member, content resource, etc.)
- Offer your patients relevant counseling, education, and other preventive services in alignment with identified health needs of the Lee County community.

### **State and Local Public Health Professionals**

- Understand priority health issues within the community and use this Plan to improve the health of this community.
- Understand how the DeSoto County community and populations within the county, compare with peer counties, Florida, and the U.S. population, as a whole

# Community Health Assessment

The MAPP process required engagement of the local public health system partners and the community at large. These stakeholders have been engaged in various stages of the process. The revision of the Community Health Assessment (CHA) in 2016 resulted in updated community health statistics, both from primary and secondary data. Results from the Community Themes and Strengths Assessment (CTSA) have been analyzed with the reports from the other three assessments, which include the Local Public Health System Assessment (LPHSA), Community Health Status Assessment (CHSA), and the Forces of Change Assessment (FOCA).

## Community Themes and Strengths

The DeSoto County Community Themes and Strengths Assessment (CTSA) were conducted as one of the four assessments in MAPP process. This assessment provides a deep understanding of the issues residents feel are important by answering the questions, “What is important to our community?” “How is quality of life perceived in our community?” and “What assets do we have that can be used to improve community health?”

The Health Planning Council of Southwest Florida, with feedback from the community committee, developed a survey questionnaire to assess the feelings and perceptions of healthcare and health issues for DeSoto County residents. The survey was conducted online and on paper, in both English and Spanish. Surveys were distributed by members of the community committee to those who live and/or work in DeSoto County. Links to the online version of the survey were distributed through flyers and email blasts. In total, 95 surveys were completed on paper and online over a two-month period in 2016. The Health Planning Council compiled the findings of the surveys, and are as follows:

When asked, “How would you rate the general health of DeSoto County residents?” 3 percent of survey respondents said *Excellent*, 15 percent said *Good*, 63 percent said *Fair*, and 19 percent said *Poor*. When asked, “How would you rate the quality of healthcare in DeSoto County?” 4 percent said *Excellent*, 29 percent said *Good*, 44 percent said *Fair*, and 22 percent said *Poor*.

When asked where residents go to get health information, most respondents noted that they go to friends or relatives (62 responses), or their family doctor or health provider (52 responses). When it comes to where they go to receive healthcare services, 44 said they visit their family doctor. A large number also indicated they go out of county (36 responses) or a local clinic (11 responses).

## Local Public Health Assessment

The Local Public Health System Assessment (LPHSA) focuses on all the organizations and entities that contribute to the public’s health. The LPHSA answers the questions, “What are the components, activities, competencies, and capacities of our local public health system?” The following table and chart shows a summary of performance score by Essential Public Health Service. The scores range from a minimum value of 0% (no activity is performed pursuant to the standards) to a maximum of 100% (all activities are performed at an optimal level)

How well did the system perform the ten Essential Public Health Services (EPHS)?		
EPHS Survey		Score
1	Monitor Health Status to Identify Community Health Problems	100
2	Diagnose and Investigate Health Problems and Health Hazards	100
3	Inform, Educate, And Empower People about Health Issues	100
4	Mobilize Community Partnerships to Identify and Solve Health Problems	100
5	Develop Policies and Plans that Support Individual and Community Health Efforts	95
6	Enforce Laws and Regulations that Protect Health and Ensure Safety	100
7	Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable	100
8	Assure a Competent Public and Personal Health Care Workforce	100
9	Evaluate Effectiveness, Accessibility, and Quality of Personal and Population-Based Health Services	100
10	Research for New Insights and Innovative Solutions to Health Problems	100

DeSoto County Health Department performs all activities at an optimal level. The lowest score received in Essential Service 5 in the “Develop Policies and Plans” at 95 percent.

## Definition of a Healthy Community

An electronic survey was developed and disseminated throughout the community in 2018 as part of the annual SWOT analysis of the CHIP and CHA plans to identify quantitative and qualitative information on community health conditions. One of the questions included within the survey asked respondents to provide a definition of a healthy community. The Committee then came to a consensus on the top four responses which include:

- A community that continues to provide methods/options to improve health.
- Individuals in the community have the knowledge and access to resources to choose healthy choices leading to more productive and satisfying days.
- A community that is striving to provide the best opportunities that enables people in the community to mutually support each other in performing all functions of life and in developing to their maximum potential.
- One that works together to educate and implement healthy lifestyles, while addressing health concerns appropriately and thoroughly for healing.

## Community Health Status Assessment

The Community Health Status Assessment identifies priority community health and quality of life issues. Questions answered here include, “How healthy are our residents?” and “What does the health status of our community look like?” The 2016 DeSoto County Community Health Survey was a written, 16-question survey that was conducted online and on paper, in both English and Spanish over a two-month period. These households were selected at random based on a proportional random sampling approach. In total, 95 surveys were completed.

When respondents were asked about three items that are the most important health concerns in the community and the three items that are most important to create a health community, the top answers were as follows:

Top 10 health concerns	%
Alcohol and Drug Abuse	57.9
Obesity	57.9
Poor Diet/Lack of Exercise	52.6
Tobacco Use	44.2
Education	33.7
Unplanned Pregnancy	22.1
Unsafe Sex	14.7
Chronic Diseases (ex. Diabetes)	8.4
Racial Discrimination	7.4
Child safety	3.2

Top 10 health community factors	%
Job opportunities	46.3
Additional health services	45.2
Specialty doctors	40.0
More primary care doctors	34.7
Substance abuse treatment services	34.7
Health education/wellness	30.5
Healthier food choices	27.3
Recreational facilities	27.3
After-school programs	26.3
Counseling and support	23.1

## Forces of Change

The Forces of Change Assessment identifies forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate. During this assessment, the Strengths, Opportunities, Weaknesses, and Threats (SWOT) format was utilized. To do this, a brainstorming session among stakeholders was conducted and participants were asked to identify strengths and weaknesses of our community that could have health impacts.

### Strengths, Weakness, Opportunities, and Threats (SWOT) Analysis

2015 SWOT Analysis		
Internal	Strengths	Networking, Partnerships, Healthcare infrastructure, Knowledge and information resources
	Weaknesses	Affordable housing, Communication, Transportation, Healthcare gaps, and Economic barriers
External	Opportunities	Strengthen community leadership, Youth development, Economic development, and Healthcare services and facilities
	Threats	Lack of communication, Gaps in medical services, Economic issues, and Capacity issues

In October 2018, the SurveyMonkey tool was used to send out an annual SWOT analysis questionnaire to the members of the Community Health Improvement Planning Committee. The results of the survey along with group discussion was used to review the findings at the November 13, 2018 meeting. The group consensus is listed below.

2018 SWOT Analysis		
Internal	Strengths	Community, Partnerships, Dental Program in schools, Free transportation, Hospital, Communication, Community Parks, Food Banks, Stakeholder involvement
	Weaknesses	Education, Low paying jobs, Drop-out rates, 3 <sup>rd</sup> grade reading levels, Funding opportunities, Lack of knowledge of available services
External	Opportunities	Innovative ideas, Succession planning, Telehealth, Expand public transportation, Economic development, Increase wages
	Threats	Funding, Drop-out rates, Single parent families, Prejudices, Better roads, Housing, Gaps in medical care

# Demographic Characteristics

The demographic, social, and economic characteristics of a community can strongly influence the community's health status and related service needs. This section provides a brief overview of some of the characteristics and trends in DeSoto County, extracted from the 2016 DeSoto County Health Assessment.

## Population Demographics

The number of people in a community is the leading determinant of the demand for healthcare services. DeSoto County is in Southwest Florida and is adjacent to the following counties: Hardee and Manatee to the north; Sarasota to the west; Highlands to the east; Glades to the southeast; and Charlotte to the south. Arcadia is the county seat, with a population of 7,941 and is also the only incorporated area in DeSoto County. Unincorporated communities include Brownville, Fort Ogden, Lake Suzy, and Nocatee.

### Population Growth

DeSoto County is currently the 48<sup>th</sup> most populous county within the state. The Office of Economic and Geographic research reported a population of 35,800 for DeSoto County in 2016. The county has shown a 35% growth rate since 1990, but growth rates have leveled off since 2010. From 2010 to 2016, the rate fell at under one percent; 0.8.

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

### Age

The median age for residents of DeSoto County is 39.0 years old, which is slightly younger than the median age of residents of Florida at 41.6 years. The age distribution for DeSoto County is much like the distribution for the state. The population includes 19.9% that are under the age of 18 and 20.6% are 65 or older.

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

### Gender

The county is comprised of 56.7% male and 43.3% female; statewide the percentages are 51.1% female and 48.9% male. Nationwide females outnumber males, but it is common for men to outnumber women in rural areas.

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

### Race and Ethnicity

Ethnicity in Florida is classified separately from race. For ethnicity, a person must designate themselves as Hispanic or Non-Hispanic; people in both of those groups can identify as white, black, or other non-white. Of the residents, 66.2% identify with White alone, 29.9% as Hispanic or Latino, and only 12.7% as black or African American alone.

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

## Socioeconomic Indicators

The figures shown below summarize some of the primary indicators of economic health for the county and state. The unemployment rate increased from 4.4% in 2000 to 5.2% in 2016; it is, however, slightly higher than the state rate of 4.9%. The percent of people living below the poverty level in DeSoto County is double that of the state rate. High School and secondary education rates also fall below the state average.

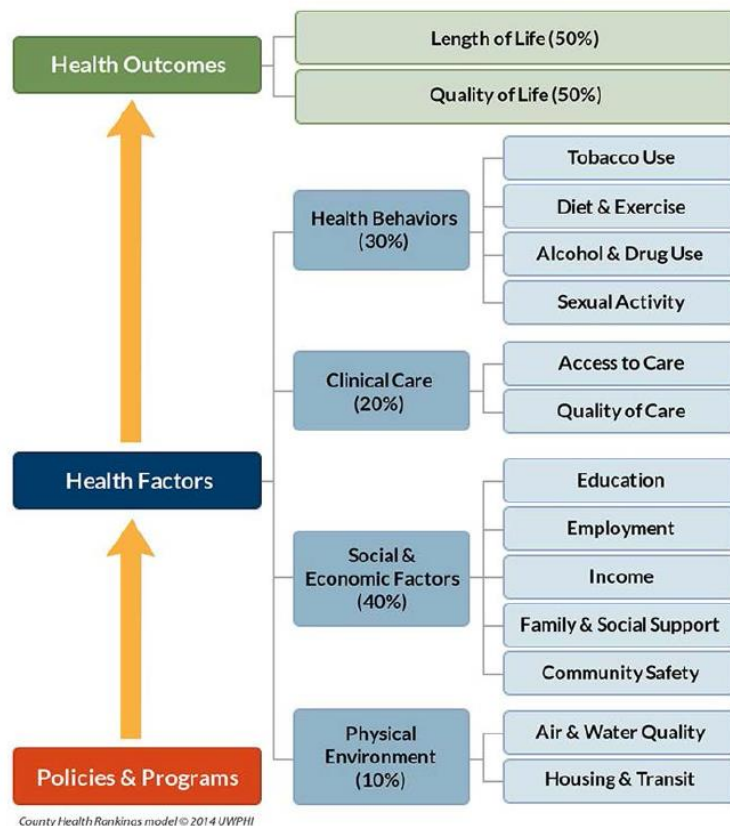
Socioeconomic Indicators		
	DeSoto	Florida
Percent of total population below poverty level*	28.6%	14.8%
Ages 5-17 in families in poverty*	40.1%	20.1%
Percent of civilian labor force unemployed	5.2%	4.9%
Median household income	\$35,513	\$48,900
High school graduate or higher	70.5%	87.2%
Bachelor's degree or higher	10.0%	27.9%

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

## Disparities

Healthy People 2020 defines health equity as the “attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities.”

Healthy People 2020 defines a health disparity as “a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.

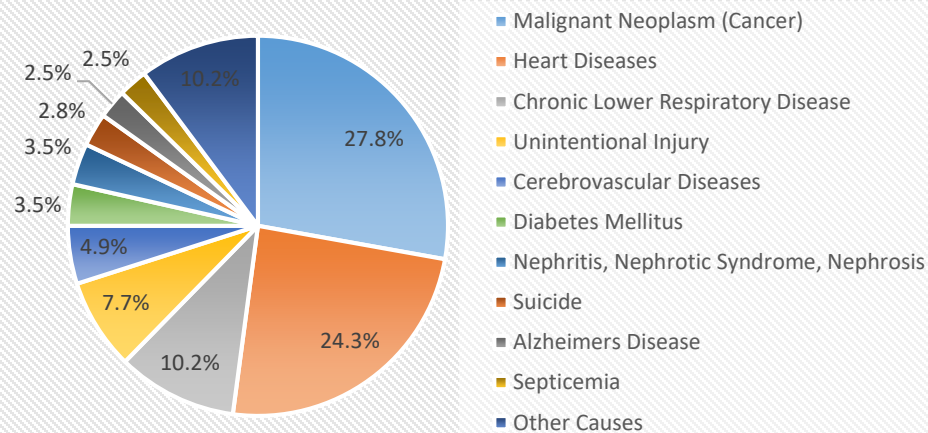


African American				
Indicator	Year(s)	Rate Type	Black Rate	White Rate
<b>Access to Care</b>				
Adults who said their overall health was good to excellent	2016	Percent	60.4%	73.7%
Adults who visited a dentist or a dental clinic in the past year	2016	Percent	15.8%	58.8%
<b>Maternal and Child Health</b>				
Births to unwed mothers ages 20-54	2014-16	Percent	94.0%	63.9%
Mothers who initiate breastfeeding	2014-16	Percent	74.6%	85.3%
<b>Congestive Heart Failure</b>				
Age-adjusted hospitalization rate	2014-16	Per 100,000 Pop.	534.2	238.0
<b>Prostate Cancer</b>				
Age-adjusted incidence rate	2012-14	Per 100,000 Pop.	146.1	60.3
<b>HIV/AIDS</b>				
HIV Infection Cases	2014-16	Per 100,000 Pop.	23.3	1.7
Hispanic				
Indicator	Year(s)	Rate Type	Hispanic Rate	Non-Hispanic Rate
<b>Access to Care</b>				
Adults who have a personal doctor	2016	Percent	58.2%	74.5%
Adults who had a medical checkup in the past year	2016	Percent	65.4%	84.6%
<b>Maternal and Child Health</b>				
Repeat births to mothers Ages 15-19	2014-16	Percent	15.8%	13.9%
Births to mothers over 18 without high school education	2014-16	Percent	12.6%	7.9%
<b>Diabetes</b>				
Adults who have ever been told they have diabetes	2016	Percent	12.6%	10.4%

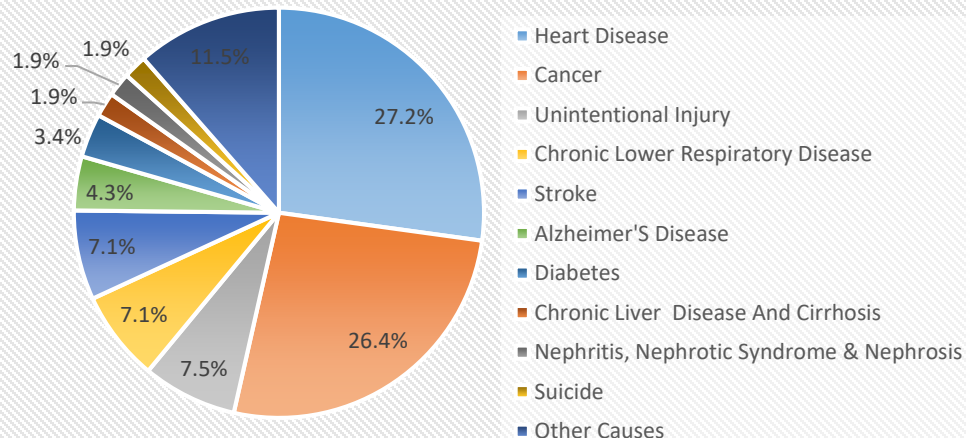
# Health Profile

The two charts below compare the top ten leading causes of death in the county between 2010 and 2016. The most frequent causes of death for people in DeSoto County are heart disease and cancer. Together they accounted for half of the deaths in 2016. As a whole, DeSoto is quite similar to the state averages.

## DeSoto - Top Ten Leading Causes of Death - 2016



## Florida - Top Ten Leading Causes of Death - 2016



# Moving Forward

The Florida Department of Health – DeSoto was established to address community health needs by providing quality public health services that are equally available and accessible to all residents and visitors as needed. The mission of the FDOH – DeSoto is to protect, promote and improve the health of all people in Florida through integrated state, county, and community efforts. FDOH – DeSoto is one of 67 county health departments within the state, providing services to meet local needs under the overall guidance, direction, and coordination of the Florida Department of Health and it is committed to improving health outcomes for the local community. The Florida Department of Health – DeSoto continually tries to make a difference in the lives of community members through hard work and community partnerships.

The four MAPP assessments provided significant findings that were incorporated into the current Community Health Improvement Plan and will add to community efforts for meeting the Healthy People 2020 Goals national health promotion and disease prevention initiative, whose goals are to increase the quality and years of healthy life and eliminate health disparities. Of all the potential priorities, Tobacco use, Diabetes and Obesity, Domestic Violence, and Mental Health are the focus of the 2018 – 2021 Community Health Improvement Plan. The CHIP Committee will meet at least quarterly to discuss progress. The plan will be reviewed on an annual basis to reassess and revise objectives as needed.

Without the input from public health system partners and residents that participated in this process, the CHIP could not have been developed, and without their continued collaboration and dedication, the goals established here cannot be fulfilled. The Florida Department of Health – DeSoto welcomes your feedback to this Community Health Improvement Plan and encourages you to learn more about DeSoto County. For more information, please visit us at <http://desoto.floridahealth.gov/> to learn how you can be a part of continuing to implement the strategic objectives and action steps outlined in our CHIP.

Meeting Date	Meeting Topic
3/23/17	CHIP
7/27/17	CHIP
11/2/17	CHIP
2/15/18	CHIP

Meeting Date	Meeting Topic
5/10/18	CHIP
7/26/18	CHIP
11/8/18	CHIP
2/14/19	CHIP

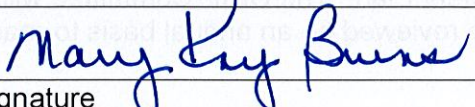
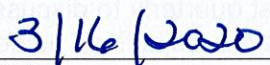
Meeting Date	Meeting Topic
5/9/19	CHIP
8/8/19	CHIP
11/14/19	CHIP
	CHIP

# Revisions

The Community Health Improvement Planning Committee is responsible for measuring, monitoring, and reporting of progress on the goals and objectives of the Community Health Improvement Plan (CHIP), the members of which will monitor through a series of meetings, where the Strategic Issue objectives will be a standing agenda item. On a quarterly basis, the CHIP Committee will review data from FL Charts, BRFSS, and tracking reports, showing progress toward goals. An annual review and assessment of progress toward reaching goals and objectives and achievements will be completed.

Community partners will work closely with the CHIP Coordinator to provide necessary items to document objective targets. We will revise the Community Health Improvement Plan annually based on an assessment of availability of resources and data, community readiness, the current progress, and the alignment of goals.

This plan has been approved and adopted by the following individuals:

 _____ Signature	 _____ Date
Mary Kay Burns, MBA, BSN, RN / Health Officer _____ Name and title	

Date	Revision Number	Description of Change	Pages Affected	Reviewed or Changed by
02/04/19	001	Added Definition of Healthy Community	10	A. Tyner
02/04/19	002	Added updated SWOT Analysis	10	A. Tyner
02/04/19	003	Added list of meeting dates	15	A. Tyner
02/04/19	004	Added revision tracking	16	A. Tyner
02/04/19	005	Revised objective to include all verified findings of abuse, abandonment, or neglect	20	A. Tyner
01/29/2020	006	Added 2019 meeting dates	15	A. Tyner
01/29/2020	007	Priorities update: date, year, and lead	18-20	A. Tyner

For questions about this plan, contact:

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# Priority Areas

The priorities and strategies were identified using a compilation of MAPP assessments, Community Health Assessment 2016 data, and Committee member recommendations. After analysis and considerations of community feedback and statistical data, the Community Health Improvement Planning Committee developed a list of community health priorities.

Some considerations included; the upward/downward trend of the data, comparison of the data to state, national and county averages, community beliefs on main health concerns, greatest impacts considering resources available, risk of not addressing an issue, compatibility with other work being done in the community. Once the strategic priority areas were developed, the goals, strategies, and objectives were identified.

The goal of the CHIP is to not only outline priority areas, future action steps and strategies to improve the health of DeSoto County, but to also align with already existing state, national objectives and other local programs, projects, and organizations. The group made efforts to align DeSoto County with state and national objectives by referring to the Florida State Health Improvement Plan 2012-2015, Healthy People 2020, National Prevention Strategy, Health, and Human Services Action Plan to Reduce Disparities and CDC's Public Health Preparedness Performance Measures.

## Policy and system level changes needed to address priority areas:

- **Area One: Tobacco Use**
  - ✓ Work with the Tobacco Free Partnership (QuitDoc) to establish a smoke-free/vape-free policy that is adopted in DeSoto County.
- **Area Two: Diabetes & Obesity**
  - ✓ No changes identified at this time
- **Area Three: Domestic Violence**
  - ✓ Work with the DeSoto County Schoolboard to adopt the *Handle with care* policy for children in foster care or experiences other adverse childhood experiences.
- **Area Four: Mental Health**
  - ✓ Change needed to support community organizations' dissemination of mental health literature and education. Changes needed to policy regarding acknowledgement of mental health as a potential chronic health condition.

## Priority Area 1: Tobacco Abuse

Tobacco use and exposure to second hand smoke can be a contributing factor in cancer, heart disease, and respiratory issues. All three of these health outcomes are prominent in the DeSoto County community. Based on data from the Florida Youth Tobacco Survey, the percentage of youth 11-17 who have ever tried electronic vaping has increased 16.4% between 2012 and 2016. To further reduce the prevalence of tobacco, use in the community, the DeSoto County strategy is to coordinate with healthcare providers to refer patients to smoking cessation groups, provide tobacco prevention education in local schools, establish policies that increase the number of employers that offer access to cessation services to their employees, and discuss expansion of policies that increase the number of tobacco-free businesses within the community.

### Priority Area One: Tobacco Abuse

<b>Goal</b>	<b>1</b>	<b>Decrease the percentage of adult smokers</b>
<b>Strategy</b>	<b>1</b>	Have five local businesses adopt the (QuitDoc) Tobacco Free Partnership of DeSoto's smoke-free/vape-free policy
<b>Strategy</b>	<b>2</b>	Host or partner in at least two health fairs per year to promote tobacco education
<b>Objective</b>	<b>1</b>	By December 31, 2020 decrease the percentage of adults who are current smokers from 21% (2016) to 19%
<b>Goal</b>	<b>2</b>	<b>Decrease the percentage of youth vaping</b>
<b>Strategy</b>	<b>1</b>	Have five local businesses adopt the (QuitDoc) Tobacco Free Partnership of DeSoto's smoke-free/vape-free policy
<b>Strategy</b>	<b>2</b>	Host or partner in at least two health fairs per year to promote tobacco education
<b>Strategy</b>	<b>3</b>	Provide tobacco use prevention education in local schools
<b>Objective</b>	<b>1</b>	By December 31, 2020 decrease the percentage of youth age 11-17 who have ever tried electronic vaping from 21% (2016) to 16%

OBJECTIVE NAME & NUMBER	Baseline Value	Target Value	Target Date	Lead Agency & Partners	Linkages/ Alignment
<b>1.1.1 Tobacco Abuse</b> – By December 31, 2020 decrease the percentage of adults who are current smokers from 21% (2016) to 19%	21%	19%	12/31/2020	QuitDoc ( <b>LEAD</b> ); Students Working Against Tobacco; DMH Tobacco Cessation Program; DeSoto-CHD	SHIP – CD1 ASP – LHL HP20 – Tobacco
<b>1.2.1 Tobacco Abuse</b> – By December 31, 2020 decrease the percentage of youth age 11-17 who have ever tried electronic vaping from 21% (2016) to 16%	21%	16%	12/31/2020	QuitDoc ( <b>LEAD</b> ); Students Working Against Tobacco; DMH Tobacco Cessation Program; DeSoto-CHD	SHIP – CD1 ASP – LHL HP20 – Tobacco

Source: FL Charts, Florida Youth Tobacco Survey, County Health Rankings

## Priority Area 2: Diabetes and Obesity

Another concern for the DeSoto County Community is the percentage of the population that is overweight or obese. An adult that is obese is more likely to develop diabetes, heart problems, and certain types of cancer. The 2017 County Health Rankings data shows that 36% of the population is obese compared to the state level of 26%. To address these strategies in DeSoto County, several action steps have been outlined including: providing Diabetes Self-Management Education (DSME), promotion diabetes and healthy choices education at local community health fairs, and increasing public awareness of health food promotional programs (WIC, Healthy Start, Healthy Families).

### Priority Area Two: Diabetes and Obesity

<b>Goal</b>	<b>1</b>	<b>Decrease adult diagnosis of diabetes</b>
<b>Strategy</b>	<b>1</b>	Provide Diabetes Self-Management Education to at least three clients per month
<b>Strategy</b>	<b>2</b>	Host or partner in two or more health fairs per year to promote diabetes education
<b>Objective</b>	<b>1</b>	By December 31, 2020 decrease the percentage of adults aged 20 and above with diagnosed diabetes from 19.5% (2016) to 16.5%
<b>Goal</b>	<b>2</b>	<b>Improve adult BMI rates in DeSoto County</b>
<b>Strategy</b>	<b>1</b>	Provide Diabetes Self-Management Education to at least three clients per month
<b>Strategy</b>	<b>2</b>	Host or partner in two or more health fairs per year to promote diabetes education
<b>Strategy</b>	<b>3</b>	Increase awareness of healthy food programs (i.e. WIC, Healthy Start, Food Banks)
<b>Objective</b>	<b>1</b>	By December 31, 2020, decrease the percentage of the adult population that reports a body mass index (BMI) > or = to 30 from 35% (2016) to 33%

OBJECTIVE NAME & NUMBER	Baseline Value	Target Value	Target Date	Lead Agency & Partners	Linkages/ Alignment
<b>2.1.1 Diabetes &amp; Obesity</b> – By December 31, 2020 decrease the percentage of adults aged 20 and above with diagnosed diabetes from 19.5% (2016) to 16.5%	19.5%	16.5%	12/31/2020	DeSoto Closing the Gap ( <b>LEAD</b> ); DeSoto Memorial Hospital; Local Providers; All Faiths Food Bank; DeSoto PACE-EH	SHIP – HW1 ASP – LHL, HE HP20 – Diabetes
<b>2.2.1 Diabetes &amp; Obesity</b> – By December 31, 2020, decrease the percentage of the adult population that reports a body mass index (BMI) > or = to 30 from 35% to 33%	35%	33%	12/31/2020	DeSoto Closing the Gap ( <b>LEAD</b> ); DeSoto Memorial Hospital; Local Providers; All Faiths Food Bank; DeSoto PACE-EH	SHIP – HW1 ASP – LHL, HE HP20 – Nutrition

Source: County Health Rankings, FLCharts, BRFSS,

### Priority Area 3: Domestic Violence

Domestic violence is a pattern of abusive behavior in any relationship that is used by one partner to gain or maintain power and control over another intimate partner. It not only affects those who are abused, but also has a substantial effect on family members, friends, co-workers, other witnesses, and the community at large. Children, who grow up witnessing domestic violence, are among those seriously affected by this crime. Frequent exposure to violence in the home not only predisposes children too numerous social and physical problems, but also teaches them that violence is a normal way of life - therefore, increasing their risk of becoming society's next generation of victims and abusers.

#### Priority Area Three: Diabetes and Obesity

<b>Goal</b>	<b>1</b>	<b>Lower domestic violence offenses</b>
<b>Strategy</b>	<b>1</b>	Host or partner 2 community events per year educating on domestic violence awareness, resources, and signs
<b>Objective</b>	<b>1</b>	By December 31, 2020, decrease the number of domestic violence offenses from 269 (2016) to 250
<b>Goal</b>	<b>2</b>	<b>Decrease child removal rates</b>
<b>Strategy</b>	<b>1</b>	Host or partner 2 community events per year educating on domestic violence awareness, resources, and signs
<b>Strategy</b>	<b>2</b>	Increase awareness about the importance of foster parents in the community
<b>Strategy</b>	<b>3</b>	Community will hold at least one educational event to increase awareness of Adverse Childhood Experiences (ACE)
<b>Objective</b>	<b>1</b>	By December 31, 2020, decrease the child removal rate for verified findings of abuse, abandonment and/or neglect from 94 (2016) to 65

OBJECTIVE NAME & NUMBER	Baseline Value	Target Value	Target Date	Lead Agency & Partners	Linkages/ Alignment
<b>3.1.1 Domestic Violence</b> – By December 31, 2020, decrease the number of domestic violence offenses from 269 (2016) to 250	269	250	12/31/2020	DeSoto County Sheriff's Office ( <b>LEAD</b> ); DeSoto County Schools; Department of Children & Families; Family Safety Alliance; DeSoto-CHD; Safe Place and Rape Crisis Center (SPARCC); Charlotte Behavioral Health	SHIP – ISV ASP – LHL, HE HP20 – IVP
<b>3.2.1 Domestic Violence</b> – By December 31, 2020, decrease the child removal rate for verified findings of abuse, abandonment and/or neglect from 94 to 65	94	65	12/31/2020	Department of Children & Families ( <b>LEAD</b> ); DeSoto County Sheriff's Office; DeSoto County Schools; Family Safety Alliance; DeSoto-CHD; Safe Place and Rape Crisis Center (SPARCC); Charlotte Behavioral Health	SHIP – ISV ASP – LHL, HE HP20 – IVP

Source: County Health Rankings, FLCharts, DCF reports

## Priority Area 4: Mental Health

Per Healthy People 2020, mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with challenges. Mental health is essential to personal well-being, family and interpersonal relationships, and the ability to contribute to community or society. Mental disorders are health conditions that are characterized by alterations in thinking, mood, and/or behavior that are associated with distress and/or impaired functioning. Mental disorders contribute to a host of problems that may include disability, pain, or death.

### Priority Area Four: Mental Health

<b>Goal</b>	<b>1</b>	<b>Decrease suicide rates in males</b>
<b>Strategy</b>	<b>1</b>	Partner with at least two local providers to provide mental health and suicide prevention education
<b>Strategy</b>	<b>2</b>	Host or partner two community events per year educating on mental health awareness
<b>Strategy</b>	<b>3</b>	Establish one new mental health provider in DeSoto County
<b>Objective</b>	<b>1</b>	By December 31, 2020, decrease the number of male suicide age-adjusted count from 6 (2016) to 4

OBJECTIVE NAME & NUMBER	Baseline Value	Target Value	Target Date	Lead Agency & Partners	Linkages/ Alignment
<b>4.1.1 Mental Health</b> – By December 31, 2020, decrease the number of male suicide age-adjusted count from 6 (2016) to 4	6	4	12/31/2020	Charlotte Behavioral Health ( <b>LEAD</b> ); DeSoto County Sheriff's Office; Safe Place and Rape Crisis Center (SPARCC); Family Safety Alliance; DeSoto-CHD; Catholic Charities DeSoto	SHIP – BH1 ASP – LHL, HP20 – MH

Source: County Health Rankings, FLCharts