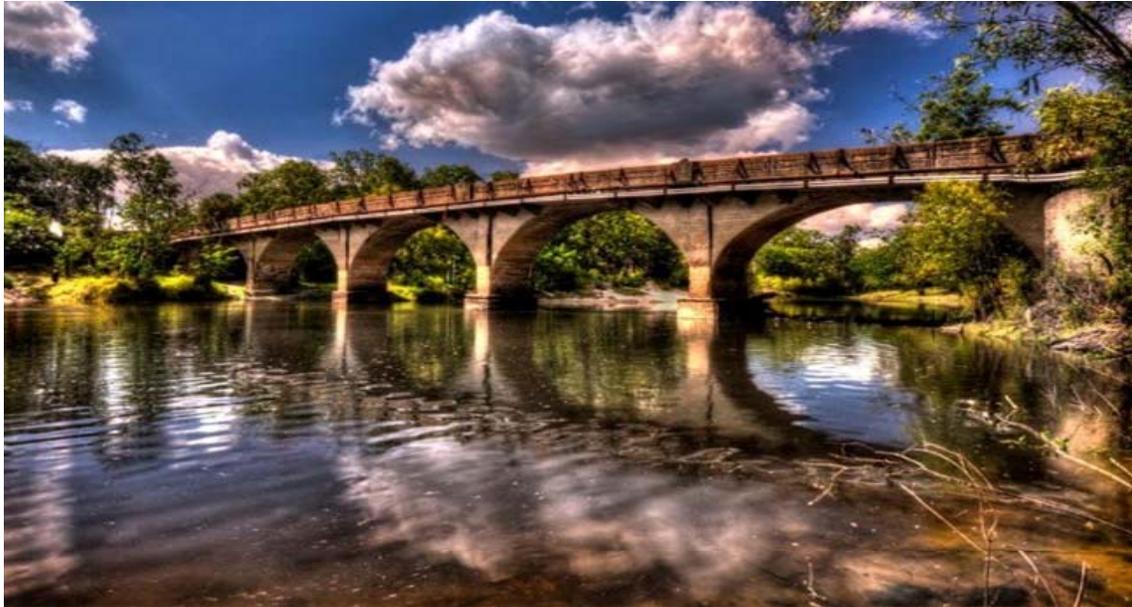


DeSoto County Community Health Improvement Plan 2012-2017



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

Vision Statement: To be the **Healthiest State** in the Nation

Values: (ICARE)

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.

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Executive Summary

The DeSoto County Community Health Improvement Plan (CHIP) was developed through collaborative efforts involving 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.

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. DeSoto County aligned their strategic issues with PACE-EH, and other local programs and projects.

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.

CHIP Participants, By Agency

Florida Department of Health in DeSoto County

School District of DeSoto County

Healthy Families DeSoto

Desoto Board of County Commissioners

Florida Department of Children and Families

American Red Cross

Seacoast National Bank

Abilities Inc of Florida

Peace River Valley Citrus Growers Association

Catholic Charities Desoto

Sun-Herald of Englewood

SPARCC- Safe Place and Rape Crisis Center

Heartland Rural Health Network, Inc.

Suncoast Communities Blood Bank

DeSoto Memorial Hospital

City of Arcadia Recreation and Community Services Department

Team Arcadia

DeSoto Whole Family Connection

Drug Free Desoto Coalition

South Florida Community College

Center for Independent Living

What is the Community Health Improvement Plan?

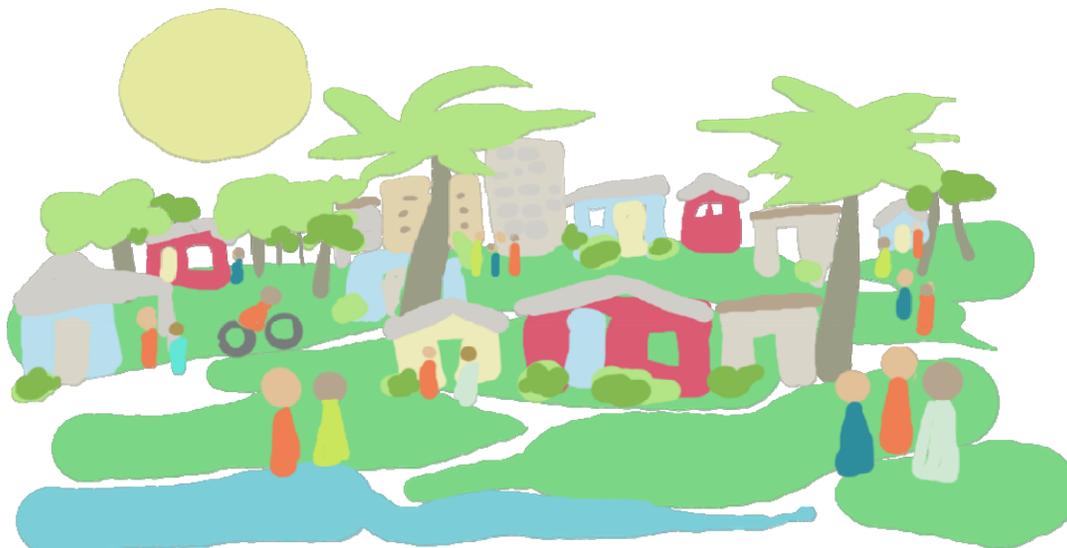
In May of 2006, the DeSoto County Health Department and its Community Health Steering Committee updated the County's Community Health Improvement Plan (CHIP), using a process called Mobilizing for Action through Planning and Partnerships (MAPP).

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 between 2009 and 2012, key informant interviews, input of the DeSoto County Community Health Workers and input received at community meetings.

The Community Health Steering Committee embarked on identifying issues that were impacting the community as a whole. Using the framework of assessing Strengths, Weaknesses, Opportunities and Threats (SWOT), issues were identified. Following the issue identification, committees were sanctioned to address those issues.

The CHIP elements include a broad course of recommended actions, detail on the MAPP process and information about the strategic health issues effecting DeSoto County.



Role of the Community Health Steering Committee

The DeSoto County Community Health Steering Committee is primarily supported by Department of Health (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

The DeSoto County 2012- 2017 CHIP was prepared in collaboration with the DeSoto County Community Health Steering Committee. The outcome was a five-year, 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 2012 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 Plan priorities and the Essential Public Health Services also provided additional direction.

How to Use This Community Health Improvement Plan

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:

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.

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.

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.

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.

Government Officials

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

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 as a whole, and -populations within the county, compare with peer counties, Florida, and the U.S. population, as a whole

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)

Community Health Assessments

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 2013 resulted in updated community healthy 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). While each of the assessments alone will yield important information for improving community health, the value of the four assessments is multiplied by considering the findings of each individual assessment together.

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 DeSoto County Health Department conducted CTSA survey in September 2011. The survey included questions about personal health, quality of health care services, access to health care, and quality of life in DeSoto County.

Two community meetings were held in May of 2012, one at the Chamber of Commerce in Arcadia, and one with an active community improvement organization, Team Arcadia, to obtain additional community input. In 2011, 657 County residents responded to a community health survey conducted by the MAPP workgroup and in 2010, 1050 residents also responded to a community health status survey. Each of these surveys included a substantial outreach effort and focused on low-income County residents and health and social services providers. Additionally, Bilingual County Community Health Workers obtained hundreds of responses for these surveys.

For the CTSA survey, the Health Department mailed a three-page survey to 500 randomly selected households. Survey respondents were advised to complete the paper survey and return it in a self-addressed, stamped envelope. A marketing firm provided assistance in selecting and mailing the surveys to DeSoto County residents. The survey was available to respondents for four weeks; all paper-based surveys that were returned to the Health Department within this period and were entered into the online survey. On September 27,

2011, the survey collection process was completed. There were a total of 82 paper-based surveys collected from DeSoto County residents. Of the respondents, 73 percent were female, 34 percent were over the age of 65 years. Eighty eight percent were white, 4 percent were black and 5 percent were Hispanic.

The results further indicated that 82 respondents thought positively of their community. The respondents were less certain of the strength of the health care system and economic growth of their community. The top seven risky behaviors issues included; affordability of dental services, low wages/low paying jobs, affordable housing, and unemployment, streets in disrepair, affordable / adequate health insurance, and traffic congestion.

Overall, respondents seemed to think positively of their community. On the majority of statements about the community, they agreed or strongly agreed that the community is a good place to live (91.64%); the community has a positive future (79.7%); the community is a good place to raise children (80.17%); the community is safe (80.82%); individuals and groups have opportunities to participate in the community's quality of life (76.96%); and residents take pride in their community (76.96%).

Respondents were less certain of the strength of the health care system and economic growth of their community. While respondents agreed their community had strong economic growth (39.57%) and a strong health care system (46.6%), more respondents disagreed with 32.13% and 24.47%, respectively than strongly agreed. This indicates that there is less agreement about the economic growth and health care system in the respondents' community.

Local Public Health System Assessment

The Local Public Health System Assessment (LPHSA) focuses on all of 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)

I. How well did the system perform the ten Essential Public Health Services (EPHS)?

Summary of performance scores by Essential Public Health Service (EPHS)

EPHS	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
Overall Performance Score		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.

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 2010 DeSoto County Community Health Survey was a written, 73-question survey mailed to a sample of 1,998 households in DeSoto County, Florida in the spring/summer of 2010. These households were selected at random based on a proportional random sampling approach.

Of the 661 households that responded, 73 percent were female, 32 percent were between the ages of 50 and 64, and 84 percent were white.

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	41.7
Aging Problems (Alzheimer's, arthritis)	40.5
Chronic Diseases (ex. Diabetes)	33.3
Poor Diet/Lack of Exercise	31.9
Tobacco Use	24.4
Teenage Pregnancy	23.0
Lack of Access to Health Care	20.9
Homelessness	19.6
Child Abuse/Neglect	15.6
Domestic Violence	11.4

Top 10 health community factors	%
Access to healthcare and other services	52.0
Good jobs and health economy	49.2
Affordable Housing	33.8
Strong Family Life	31.1
Religious or spiritual values	27.5
Healthy Behaviors and lifestyles	26.8
Low crime/safe neighborhoods	24.3
Good Schools	22.3
Clean Environment	21.0
Tolerance and Diversity	5.7

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.

FORCES OF CHANGE ASSESSMENT FINDINGS:

Strengths	Challenges
Networking and Partnerships	Affordable Housing
Healthcare Infrastructure	Communicating Resources
Knowledge and Information Resources	Transportation
	Healthcare Gaps
	Economic Barriers

Opportunities	Threats
Strengthen Community Leadership	Lack of Communication
Youth Development	Gaps in Medical Services
Economic Development	Economic Issues
Health Care Services and Facilities	Capacity Issues

Demographic and Socioeconomic Characteristics

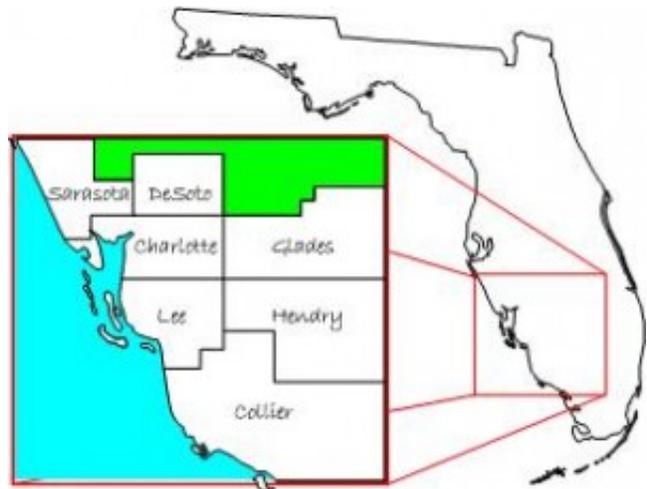
The demographic, social and economic characteristics of a community can strongly influence the community's health status and related service needs. This section provides a brief overview of some of the characteristics and trends in DeSoto County, extracted from the DeSoto County Health Assessment 2013.

Population Demographics

The number of people in a community is the leading determinant of the demand for healthcare services. DeSoto County, which has a population of just fewer than 35,000, is located in southwest Florida (Fig. 1). The county 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. As pictured in Figure 2, DeSoto is one of seven counties in southwest Florida that comprise the Local Health Planning District 8 as designated by the Florida Agency for Health Care Administration (AHCA). Arcadia is the county seat, with a population just over 7,600, and also the only incorporated area in DeSoto County. Unincorporated communities include Brownville, Fort Ogden, Hull, Lake Suzy, Nocatee, Pine Level, and Southeast Arcadia. DeSoto County is 639.5 square miles in area. The county has a far lower population density than the Florida average; about 54 persons per square mile compared to a state average of 353 persons per square mile.

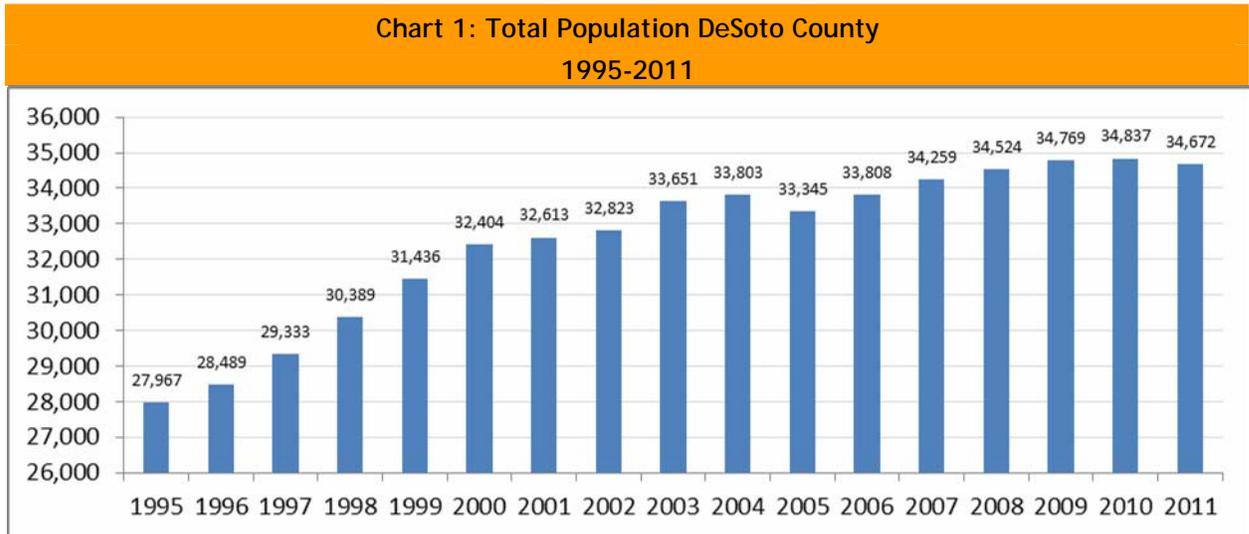
Figure 1: Location of Desoto County

Figure 2: Southwest Region of Florida



Population Growth

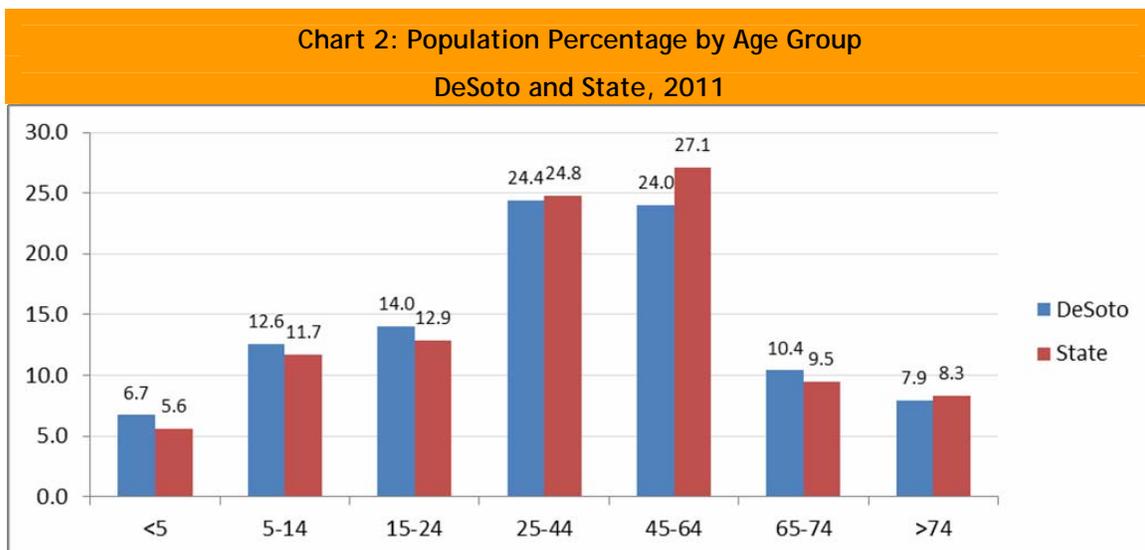
The illustration below (Chart 1) represents the total population of DeSoto County from 1995-2011. The estimate for 2011 identifies the population of DeSoto County as 34,672. This represents a 24% increase since 1995. The growth seems to have leveled off in recent years; there has only been a 1.2% increase since 2007.



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

Age

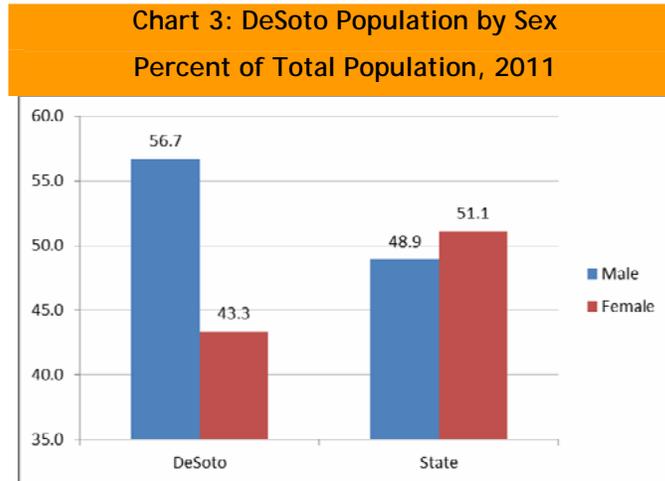
The median age for residents of DeSoto County is 38.1 years which is slightly younger than the median age of residents of Florida at 40.7 years. The age distribution for DeSoto County is quite similar to the distribution for the state as a whole. Approximately thirty-three percent of the population in DeSoto is under the age of 25 and approximately eighteen percent are 65 or older.



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

Gender

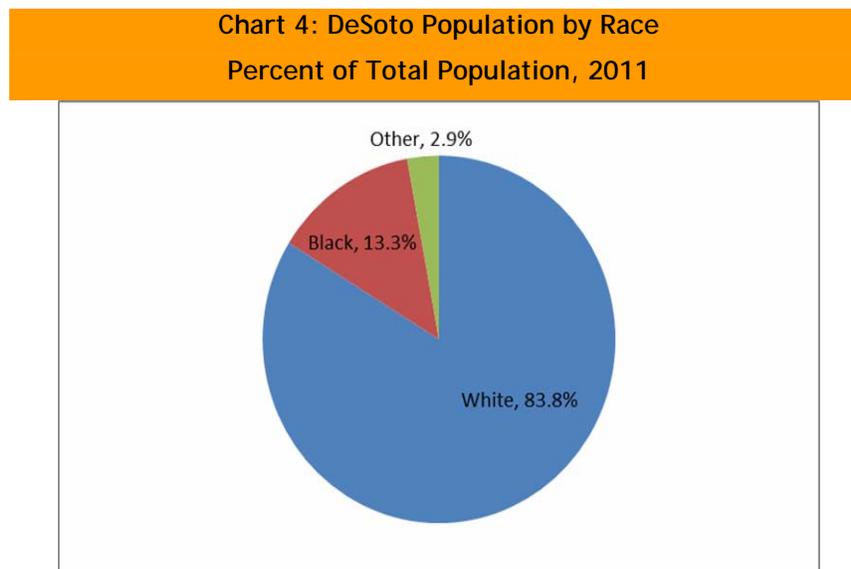
There are more men than women in DeSoto County. 56.7% percent of the residents of DeSoto County are male while 43.3 percent are women; statewide the percentages are 51 percent female and 49 percent male. Nationwide females outnumber males, but it is not uncommon for men to outnumber women in rural areas.



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

Race and Ethnicity

16.2 percent of the population of DeSoto County is non-white; compared to a statewide population comprised of 21.5 percent non-whites. Approximately 2.9 percent of the population is listed as "Other non-white"; that category includes American Indian, Alaskan Native, Asian, Native Hawaiian and other Pacific Islanders, and those of mixed race who chose not to select white or black.



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

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. About 30 percent of the residents of DeSoto County identify as Hispanic; this is higher than the state average of about 23 percent.

Table 1: Race and Ethnicity, 2011					
DeSoto			State		
	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
White	28.2%	55.6%	White	20.9%	57.6%
Black	0.7%	12.6%	Black	1.1%	15.3%
Other	1.4%	1.5%	Other	0.8%	4.3%
Total	30.3%	69.7%	Total	22.8%	77.2%

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 percent in 2000 to 9.9 percent in 2011; it is, however, lower than the state rate of 10.5 percent. The percent of people living below the poverty level in DeSoto County is double that of the state rate. In fact, as of the 2010 Census, DeSoto County was listed as the poorest county in the entire state. Children are particularly impacted; four out of ten children in the county are living in poverty.

The bankruptcy filing rate shows a decrease from 2.20 people out of every 1000 in 2000 to 1.77 per 1000 in 2011.

Table 2: Socioeconomic Indicators DeSoto County and State			
	County 2000	County 2011	State 2011
Labor Force as a % of Pop. Aged 18+	53.3%	56.5%	62.1%
Personal Bankruptcy Filing Rate per 1000	2.20	1.77	4.67
Unemployment Rate	4.4%	9.9%	10.5%
Average Annual Wage		\$31,936	\$41,570
Per Capita Personal Income (2010)	\$17,067	\$22,957	\$38,210
% Living Below Poverty Level (2010)		32.9%	16.5%
% ages 0-17 living below Poverty (2010)		40.1%	23.6%

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

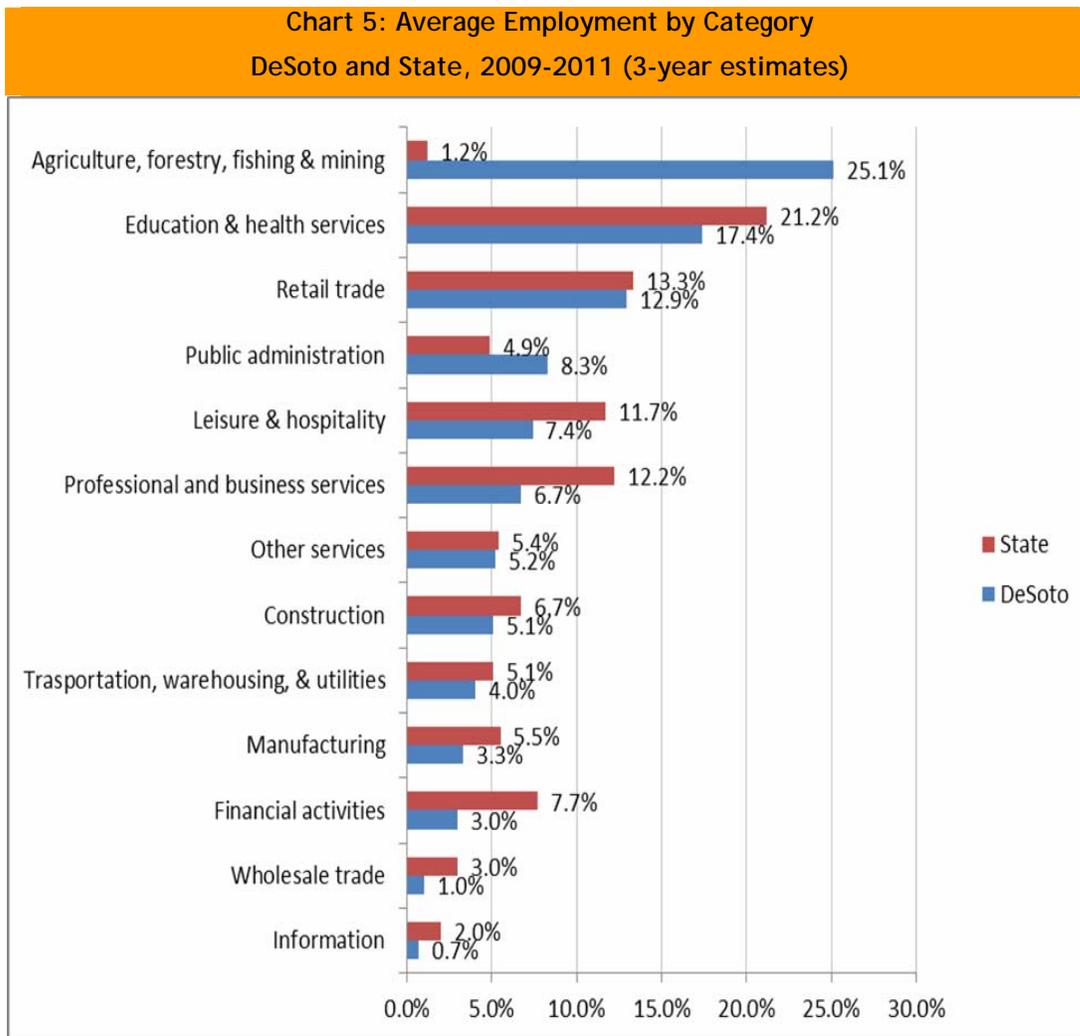
Fewer residents of DeSoto County have received a high school diploma than the state average. Additionally, a higher percentage of people at the state level

who are aged 25 and older have received a Bachelor's degree than the percentage of residents of DeSoto County who have done the same.

Table 3: Educational Attainment		
Persons aged 25 and older, DeSoto and State, 2009-2011		
	DeSoto	State
% HS graduate or higher	72.9%	85.6%
% Bachelor's degree or higher	12.6%	25.7%

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

As seen in Chart 5, among working adults in DeSoto County the most common non-agricultural sectors of employment are: education and health services, retail trade, government, and leisure and hospitality. Agriculture, natural resource, and mining are by far the largest sector of employment for DeSoto County.



Source: U.S. Census Bureau, 2009-2011 American Community Survey

Health Profile

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 2011. Table 4, which compares the three-year age-adjusted rates for DeSoto County with those for all of Florida, shows that the death rates for chronic lower respiratory disease are significantly higher than the state average and the rates are higher for cancer and heart disease as well. Unintentional injury is the only category listed that DeSoto County had a lower age adjusted death rate than Florida as a whole.

**Table 4: Major Causes of Death For 2011
DeSoto and State**

	County 2009-2011 Age Adjusted Rate/100,000	Florida 2009-2011 Age Adjusted Rate/100,000
Cause of Death		
ALL CAUSES	654.0	676.2
CANCER	166.1	161.1
HEART DISEASE	158.7	154.3
CHRONIC LOWER RESPIRATORY DISEASE	49.6	38.6
STROKE	31.5	31.4
UNINTENTIONAL INJURY	31.2	41.6
DIABETES	23.9	19.5
INFECTIOUS DISEASES	22.4	19.7
KIDNEY DISEASE	18.6	11.9
SUICIDE	17.0	13.8
CHRONIC LIVER DISEASE and CIRRHOSIS	11.4	10.5

Source: Florida Department of Health, Office of Health Statistics and Assessment
Age-adjusted death rates are computed using the year 2000 standard population.

Chronic Diseases

Heart Disease is the leading cause of death for DeSoto County residents; however, the rates are going down. Chart 8 gives a detailed look at the decline in deaths from coronary heart disease across the last twenty years. The decline in DeSoto County is not as smooth as the decline at the state level, but the overall trend is mostly positive.

Cancer is the second most common cause of death in DeSoto County. As seen in Table 5, age-adjusted death rates from cancer have shown a slight increase recently, after being significantly below state rates from 1995 - 2008. Rates for DeSoto County are currently similar to the rate for the state as a whole.

Among types of cancer, lung cancer causes the highest number of deaths in DeSoto County. The incidence of prostate cancer is actually higher the incidence of lung cancer, but it is not nearly as deadly.

**Table 5: Common Types of Cancer
Death Rate and Incidence, DeSoto County**

	3 yr. Age Adjusted Death Rate, 2009-2011	Avg. Incidence Rate, 2007-2009
Lung Cancer	52.7	29
Prostate Cancer	21.6	33
Breast Cancer	21.2	22
Colorectal Cancer	18.5	18
Cervical Cancer	5.3	3
Skin Cancer	3.2	10

Source: Deaths - Florida Department of Health, Office of Vital Statistics; Incidence - University of Miami (FL) Medical School, Florida Cancer Data System

Identification of Strategic Issues

The priorities and strategies were identified using a compilation of the results of the MAPP assessments and Community Health Assessment 2013 data. After analysis and considerations of community feedback and statistical data, a list of community health priorities was developed by the Community Health Steering Committee.

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 strategic issues, 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. DeSoto County aligned their strategic issues with PACE-EH, and other local programs and projects. In order to show this alignment in the table, the ■ symbol represents alignment with the National Health People 2020 initiative and the ▲ symbol represents alignment with the Florida State Health Improvement Plan.

The strategic issues outlined in the CHIP are alcohol and tobacco abuse, obesity, diabetes and chronic disease.

Strategy 1: Alcohol and 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 2010-2011 leading health indicators, DeSoto County measures at 26.1% at adults who are current smokers. This is more than 9 percent higher than the state average.

Alcohol abuse can have detrimental and long-lasting effects on health. These effects can range from high blood pressure, liver failure or cancer to congestive heart failure. (NIAAA, 2004) In 2010-2011, DeSoto County reported 14.5% of adults that were binge drinking as compared to 16 percent state average. While this number is lower than the state average, DeSoto County surveys, meetings and assessments showed that alcohol abuse was still a top priority for the community.

In order 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 restrict the sale of candy-flavored tobacco products. For the purpose of reducing alcohol consumption in DeSoto County, the strategies are as follows; increase information to both adults and youth on the risks associated with alcohol and substance abuse and explores options for co-located behavioral health services that specifically provide alcohol counseling with both existing and new primary care centers.

Strategic Issue #1: Alcohol and Substance Abuse			
Goal 1: Reduce the rate of substance abuse among adults			
Strategies	Action Steps	Partner/Resources/Best Practices	Time Frame
<p>Decrease percentage of adults who are smokers from 26% to 20%</p> <p>Increase percentage of adult current smokers who tried to quit smoking at least once in the past year from 65 % to 70% (▲)</p> <p>(Source: BRFSS)</p>	<p>Coordinate with healthcare providers to refer patients to smoking cessation groups Provide tobacco use prevention education and cessation programs in local schools</p> <p>Establish one policy that increases the number of employers that offer access to cessation services to their employees</p> <p>Establish one policy to restrict the sale of candy-flavored tobacco products not restricted by the FDA (▲)</p> <p>Increase Educational Opportunities to Adults and Youth on the risks associated with smoking and tobacco use</p>	<p>Tobacco Free Partnership of DeSoto County</p> <p>Tobacco Prevention Program- DeSoto County Health Department</p> <p>DeSoto Memorial Hospital's Tobacco Cessation program</p> <p>Students Working Against Tobacco (SWAT— DeSoto High School)</p> <p>Quit-Doctor</p> <p>4-H Health Rocks Curriculum</p>	December 2015
<p>Decrease percentage of adults who engage in heavy or binge drinking from 14% to 12% (■)</p> <p>(Source: BRFSS)</p>	<p>Increase information to both adults and youth on the risks associated with alcohol and substance abuse</p> <p>Explore options for co-locating behavioral health services that specifically provide alcohol counseling with both existing and new primary care centers</p>	<p>Health Education Program- DeSoto County Health Department</p> <p>First Step of Sarasota Incorporated</p> <p>Coastal Behavioral Health</p> <p>Alcoholics Anonymous group</p> <p>Drug Free DeSoto Coalition</p> <p>DeSoto Whole Family Connection</p>	December 2015
<p>Decrease percentage of DeSoto County youth who reported using prescription pain relievers in their lifetime from 5.8 % to 5.0 %</p> <p>Decrease percentage of DeSoto County youth who reported using prescription Amphetamines in their lifetime from 1.6 % to 1 %</p> <p>(Source: FYSAS)</p>	<p>Expand Pharmacy Support in identifying and treating prescription substance abuse</p> <p>Utilize E-Force Prescription Database to show dispensing patterns in order to prioritize prescription drug abuse prevention strategies</p> <p>Provide more education about prescription disposal programs in the County.</p> <p>Expand the already existing drop-box program and add an incentive component</p>	<p>Local DeSoto County Pharmacies (CVS, DeSoto Pharmacy)</p> <p>DeSoto County Sheriff's Office</p> <p>FDOH-DeSoto</p> <p>Coastal Behavioral Health</p>	December 2016

■ represents alignment with the National Health People 2020 initiative ▲ represents alignment with the Florida State Health Improvement Plan

Strategy 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 problem, and certain type of cancers. The BRFSS survey data shows that 33 % of the population is obese compared to the state level of 27 percent. Poor Diet and Lack of Exercise rated as the top 4 health concern for the DeSoto County stakeholders and can have consequences of obesity and diabetes.

In order to address the obesity and diabetes epidemic, healthy behaviors were targeted. The health behaviors that will be included in the strategies include, increasing leisure-time physical activity and consuming at least five servings of fruits and vegetables on a daily basis. Currently, DeSoto County measures at 38.5%, compared to the State's 25.1% when it comes to adults who engage in no leisure-time physical activity. It is reported only 23.4% of DeSoto County adult residents consume at least five servings of fruits and vegetables on a daily basis which falls short of the State's 26.2 % rate.

To address these strategies in DeSoto County, several action steps have been outlined including; implementing multi-media activities to promote physical activity, addressing barriers related to utilization of local parks and walking trails, increasing availability of health foods in schools, work, vending machines, increasing public awareness of health food promotional programs (WIC, Healthy Start, Healthy Families) and establishing one policy that promotes health foods in schools/vending machines.

In today's society, diabetes is a manageable disease. With annual foot examinations, dilated eye examinations and bi-annual glycosylated hemoglobin measurements, persons can stay on track and live full and healthy lives. DeSoto County has made it a goal to increase the proportion of people with diabetes getting these annual and bi-annual check ups. To do so, the action steps include identifying health care systems in the area that treat patients with diabetes, creating community accessible trainings on areas related to diabetes medication management, healthy eating and lifestyle choices, and hosting Community health and wellness fairs to inform and educate the community.

Strategic Issue #2: Healthy Lifestyles

Goal 1: Reduce the prevalence of obesity in adults and children (■)

Strategic Objective	Action Steps	Partner/Resources/Best Practices	Time Frame
<p>Decrease the amount of no leisure time rate from 38.5 % to 30% (■)</p> <p>(Source: BRFSS)</p>	<p>Implement community activities to promote physical activity</p> <p>Address barriers related to utilization of local parks and walking trails (▲)</p>	<p>DeSoto County School District Fit DeSoto</p> <p>PACE-EH</p> <p>Team Arcadia</p> <p>Footsteps2Fitness</p>	<p>December 2016</p>
<p>Increase percentage eating 5 fruits and vegetables per day from 23 % to 26%.</p> <p>(Source: BRFSS)</p>	<p>Increase availability of affordable healthy foods in schools, work, vending machines (▲)</p> <p>Increase public awareness of community healthy food promotional programs; WIC, Healthy Families, Healthy Start (■)</p> <p>Expand and promote the Agriculture Based programs (Farm to School, Community Gardens, etc)</p> <p>Establish one policy that promotes healthy foods in schools/vending machines (■)</p>	<p>DeSoto County Health Department</p> <p>DeSoto County School District</p> <p>Integrating Health Into City Design</p> <p>Community Excellence in Environmental Health (PACE EH)</p> <p>City of Arcadia Recreation and Community Services Department</p> <p>4-H</p> <p>Local DeSoto County Farmers</p>	<p>March 2016</p>

Goal 2: Increase diabetes management education in adults and children

Strategic Objective	Action Steps	Partner/Resources	Time Frame
<p>Increase the proportion of adults with diabetes who have at least an annual foot examination from 69 % to 73% (■)</p> <p>Increase the proportion of adults with diabetes who have an annual dilated eye examination by 5% (■)</p> <p>Increase the proportion of adults with diabetes who have glycosylated hemoglobin measurements at least twice a year by 3 % (■)</p> <p>(Source: BRFSS)</p>	<p>Identify health care systems in the area that treat patients with diabetes</p> <p>Create community accessible trainings on areas related to diabetes medication management, healthy eating and lifestyle choices</p> <p>Host Community health and wellness fairs to inform and educate the community</p> <p>Host healthy cooking classes for community involvement</p>	<p>DeSoto County Health Department</p> <p>Team Arcadia</p> <p>Integrating Health Into City Design</p> <p>Community Excellence in Environmental Health (PACE EH)</p> <p>City of Arcadia Recreation and Community Services Department</p> <p>Dr. Sevny Vision Center</p> <p>Manatee County Rural Health Service’s Mobile Eye Health Clinic</p>	<p>December 2015</p>

Strategy 3: Chronic Disease

Chronic Diseases are the most common and costly of all health problems, but they are also the most preventable. (Centers for Disease Control). In 2011, the top three major causes of death in DeSoto County were cancer, heart disease and Chronic Lower Respiratory Disease. The community also ranked chronic disease as one of their top 3 health concerns.

To lower these high rates of chronic disease, preventable strategic objectives were targeted including; hospitalizations due to coronary heart disease, those 50 years and over having a colonoscopy, and women receiving cervical cancer screenings. To achieve these objectives DeSoto County outlined action steps as follows; educating the community about safe cholesterol levels, healthy lifestyles and appropriate screenings; educate the population regarding colonoscopies and cervical cancer screenings.

Strategy #3: Chronic Disease			
Goal 1: Reduce the incidence of chronic disease in the community			
Strategic Objective	Action Steps	Partner/Resources/Best Practices	Time Frame
Decrease the hospitalizations due to coronary heart disease from 532.3 to 400 (age adjusted rate) (■) (Source: BRFSS)	Educate the community about safe cholesterol levels, healthy lifestyles and frequency of screenings through a targeted bilingual, age-appropriate approach (■▲) Coordinate with physicians to refer patients to nutritionists to create special eating plans to lower cholesterol levels Provide one free screening annually through business/organization collaboration	System of Care/Safety Net DeSoto Memorial Hospital DeSoto County Health Department Closing the Gap Manatee Rural Health Network 4H	March 2016
Increase percentage of adults 50 years and older who received a sigmoidoscopy or colonoscopy in the past five years from 48 % to 50 %. (Source: BRFSS)	Educate the older population about the importance of colorectal screenings (■▲) Coordinate with healthcare providers to refer patients to specialist physicians that perform colonoscopies.	System of Care/Safety Net DeSoto Memorial Hospital DeSoto County Health Department Closing the Gap	December 2016
Increase the proportion of women who receive a cervical cancer screening based on the most recent guidelines from 52% to 55% (■) (Source: BRFSS)	Educate women about the importance of cervical cancer screenings and how often to get them. Expand educational workshops into the community at differing locations	System of Care/Safety Net DeSoto Memorial Hospital DeSoto County Health Department Closing the Gap	March 2016

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Moving Forward

The DeSoto County Health Department (CHD) 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 DeSoto CHD is to promote, protect, maintain, and improve the health and safety of all citizens and visitors within the county. DeSoto CHD is one of 67 county health departments' statewide providing services to meet the 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. DCHD 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, Alcohol and Substance Abuse, Obesity and Diabetes and Chronic Disease were the focus of this Community Health Improvement Plan.

Without the input from the public health system partners and local 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.

DCHD welcomes your feedback to this Community Health Improvement Plan and encourage you to learn more about DeSoto County. For more information, please visit us at www.DeSotocountyhealth.com to learn how you can be a part of continuing to implement the strategic objectives and action steps outlined in our CHIP.