



Community Health Improvement Plan Annual Report, 2016

The Partnership for a Healthy Community

And

*Florida Department of Health in
Escambia County*

July 2016

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Introduction

With a population of approximately 300,000, Escambia County ranks 20th in population size among Florida counties, but 55th out of 67 in health outcomes. Escambia's poor health status affects everyone who lives and works in the area. Tobacco use, unhealthy weight, and other poor health habits and behaviors have high cost, to individuals and to area employers. In part, the health status of an area's residents is affected by "social determinants" – low incomes, poor living conditions, lack of transportation and other infrastructure problems. The social determinants of health present in our area are not easily or quickly changed. To address this, the Studer Institute has been formed to research and identify approaches to improving community economic and infrastructure issues. Health status is also determined by poor health choices and behaviors- things that we have more direct control over as individuals, and can be affected in a shorter amount of time. The Community Health Improvement Plan 2013-2016 focuses on interventions designed to address health status impacted by behaviors.

Poor health impacts families, schools, businesses, and the area's economy overall. Those with poor health suffer more of the consequences, but even the most health conscious among us are not left unaffected. We actively compete for new businesses, economic development, and job growth as our poor health status and lack of attention to health problems present roadblocks to that growth. We fall short of our full potential because poor health impacts productivity and absenteeism in our schools and places of work. Healthier communities are attractive to new businesses because of the likelihood of a healthier workforce. If we achieve even moderate success in improving the health of area residents, the costs we avoid will be channeled back into the area's economy and facilitate growth and development.

The ultimate goal is to support initiatives to help people feel better and live better, longer lives. We must be willing, as a community, to confront the area's health issues more openly and with action. By working together, we can make Escambia County a healthier place to live, learn, work and play.

Overview of Community Health Improvement Plan (CHIP)

Improving the health of a community is a shared responsibility. Through collaboration with the Partnership for a Healthy Community (PFAHC), the Community Health Improvement Plan for 2013-2016 was championed by FDOH-Escambia and Santa Rosa Counties. Key leaders representing the Partnership for a Healthy Community (Partnership) and the Florida Department of Health in Escambia and Santa Rosa formed the CHIP Planning Team. The Planning Team facilitated the CHIP process using the MAPP Framework developed by the National Association of City and County Health Officials (NACCHO). The assessment yielded in-depth analyses of factors and forces

that impact population health and contributed to a comprehensive view of health and quality of life in the two county area. The findings were presented to the full Partnership board which served as the steering committee for the community health assessment and improvement process. The Partnership Board is comprised of a diverse leadership group representing eleven agencies and organizations in Escambia County and Santa Rosa Counties. Priorities were set through a facilitated consensus process. The Partnership reached consensus on three strategic issue areas: Healthiest Weight, Tobacco use, and Access to Care. The following table shows Strategic Issue Areas with their respective goals:

STRATEGIC ISSUE AREA	GOAL
Healthiest Weight	1. <i>Identify and develop intervention strategies that promote policy, systems and environmental change within organizations</i>
	2. <i>Identify existing community resources</i>
	3. <i>Develop a 3-year phased implementation plan for selected strategies and activities</i>
	4. <i>Identify short, medium and long-term indicators for selected strategies</i>
Tobacco Use	1. <i>Identify and develop intervention strategies that promote policy, systems and environmental change within organizations</i>
	2. <i>Identify existing community resources</i>
	3. <i>Develop a 3-year phased implementation plan for selected strategies and activities</i>
	4. <i>Identify short, medium and long-term indicators for selected strategies</i>
Access to Care	1. <i>Identify and develop intervention strategies that promote policy, systems and environmental change within organizations</i>
	2. <i>Identify existing community resources</i>
	3. <i>Develop a 3-year phased implementation plan for selected strategies and activities</i>
	4. <i>Identify short, medium and long-term indicators for selected strategies</i>

Summary of CHIP v. 3

In 2016 the Partnership for a Healthy Community issued Version 3 of the Community Health Improvement Plan, defining specific strategies and objectives to address goals in each strategic health issue area. Below are the implementation strategies and objectives:

Healthiest Weight:			
Goal 1: Increase the number of children and adults who eat more fruits and vegetables, limit screen time to 2 hours or less, are physically active 60 minutes each day, and consume less sugar-sweetened drinks			
Strategy	Objective	Indicator	Lead Agency
<u>CHILDCARE</u> 1.a Increase physical activity and healthy nutrition practices in child care centers	1.1 By June 2016, assess current policies and practices related to nutrition and PA in 18 childcare centers	Number of childcare center assessments completed	DOH- Escambia and Santa Rosa
	1.2 By June 2016, 50% of participating centers will document positive changes in nutrition or physical activity	NAPSAC or Let's Move Assessment scores	UWF
<u>SCHOOLS</u> 2.a Jointly sponsor and promote 5-2-1-0 Let's Go! campaign to promote healthy behaviors in elementary schools	2.1 By June 2016, increase the number of schools participating in the 5210 initiative to 14	Number of classrooms that agree to participate in the 5210 program	DOH- Escambia and Santa Rosa
	2.2 By June 2016, assessment of participating classrooms will have a 50% positive response in nutrition or physical activity classroom practices	Survey response	DOH- Escambia and Santa Rosa
<u>FAITH-BASED</u> 3.a Distribute 5-2-1-0 and other health information to the community through faith-based organizations	3.1 By June 2016, survey 35 faith-based organizations regarding current activities and needs related to healthy weight	Number of completed surveys	DOH- Escambia and Santa Rosa
	3.2 By June 2016, develop and distribute 5210 toolkits to 18 faith-based organizations	Number of toolkits requested	PFAHC
	3.3 By September 2016, assessment of post-toolkit activities will have 75% positive response	Survey response	PFAHC

Tobacco Use:			
Goal 1: Increase number of employers with tobacco-free policies and campuses			
Strategy	Objective	Indicator	Lead Agency
1.a Increase tobacco-free businesses by promoting the benefits of going tobacco-free	1.1 By June 2016, increase the number of employers with tobacco-free policies in 3 businesses/ organizations	Documented policies	TFF- Escambia and Santa Rosa
	1.2 By June 2016, increase the number of participants who complete a free worksite tobacco cessation class by 100 individuals	Number of participants completed	TFF Escambia and Santa Rosa
	1.3 By June 2016, increase the number of smoke-free rental/lease properties by 100% (+ four)	Documented policies	TFF Escambia and Santa Rosa
Goal 2: Increase public awareness of the dangers of e-cigarettes			
Strategy	Objective	Indicator	Lead Agency
2.a Implement a public awareness campaign on dangers of e-cigarettes	2.1 By June 2016, develop a public service announcement (PSA) on e-cigarettes aimed at increasing awareness among youth	Materials developed, deployment plan in place	PFAHC

Access to Care: Goal 1: Assure residents of Escambia and Santa Rosa Counties access the right health and/or social services at the right time and at the right place		
Strategy	Objective	Indicator
1.a Support universal intake among area health and social services	1.1 By June 2016, implement a shared electronic platform to support client intake	Electronic platform is selected and approved by PFAHC
2.a Implement a care management program for patients with chronic health conditions	2.1 By June 2016, implement a pilot project of case management for 20 high-risk ED users	Team actively monitoring targeted patients
3.a Increase the availability of medical, surgical, and dental specialists in We Care program for underserved adult population	3.1 By June 2016, increase the number of provider contracts in the We Care program by 3-4%	Completed volunteer provider contracts
4.a Review transportation as a significant barrier to underserved residents	4.1 By June 2016, hold a transportation summit and conduct a gap analysis on community transportation barriers	Formed sub-committee with documented gap analysis

Summary of CHIP Annual Review Meeting

The annual review meeting was held on May 13, 2016 in a special session of the Partnership for a Healthy Community. Members were provided with the annual report, as proposed revisions for version 03 of the CHIP (2015-2016) were made at the February 2016 PFAHC board meeting. During the meeting a summary of progress toward goals was presented. A representative from the Florida Department of Health in Escambia County presented recommended updates from the work groups for Healthy Weight and Tobacco. There were no revisions from the Access to Care work group. The meeting was opened for a discussion on the annual report. Both the annual report and the proposed revisions were approved by the Partnership for a Healthy Community Board.

Strategic Issue Area #1: Healthiest Weight

Comprehensive studies show poor health translates into high costs for both affected individuals and the community. Of all poorly performing health outcomes in Escambia County, those affected by the Partnership's identified priorities – unhealthy weight, tobacco use and health management- have higher health related expenses. More than 66% of area residents are obese or overweight. Excess weight is a risk factor for the majority of chronic diseases identified as problems for Escambia County in the community health assessment. Persons with excess weight cost Escambia employers millions of dollars annually.

Studies show focusing on both healthier foods and increased physical activity to achieve healthier weight is most effective. Educating and motivating residents to take this 2 prong approach, and creating an environment that supports these health behaviors, was adopted by the Partnership for a Healthy Community as the most effective means of creating community change.

Goal #1: Increase the number of children and adults who eat more fruits and vegetables, limit screen time to hours or less, are physically active 60 minutes each day, and consume less sugar-sweetened beverages.

Strategy 1: *Increase physical activity and healthy nutrition practices in child care centers*

Key Partners: FDOH-Escambia and Santa Rosa, Partnership for a Healthy Community, University of West Florida

Strategy 2: *Jointly sponsor and promote 5-2-1-0 Let's Go! Campaign to promote healthy behaviors in elementary schools*

Key Partners: FDOH-Escambia and Santa Rosa, Partnership for a Healthy Community, Escambia County School District

Strategy 3: *Distribute 5-2-1-0 and other health information to the community through faith-based organizations*

Key Partners: FDOH-Escambia and Santa Rosa, Partnership for a Healthy Community

Healthiest Weight

Why this is important to our community:

Children spend over 50% of their time in school. Providing education and tools to promote healthy weight will expand the environment where making the healthy choice is the easy choice.

Goal 1: Increase the number of children and adults who eat more fruits and vegetables, limit screen time to 2 hours or less, are physically active 60 minutes each day, and consume less sugar-sweetened drinks

Strategy	Objective	Indicator	Lead Agency	Status June 2015	Target July 2016	Status Jan 2016	Status April 2016	Status July 2016
CHILDCARE Increase physical activity and healthy nutrition practices in child care centers	By June 2016, assess current policies and practices related to nutrition and PA in 18 childcare centers	Number of childcare center assessments completed	DOH-Escambia and Santa Rosa	Esc-06 SR-0	18	Esc-21 SR-05	Esc-32 SR-05	Target Achieved Esc-50 SR-05
	By June 2016, 50% of participating centers will document positive changes in nutrition or physical activity	NAPSAC or Let's Move Assessment scores	UWF	None	50% positive	In progress	In progress	Target Achieved 56% positive
SCHOOLS Jointly sponsor and promote 5-2-1-0 Let's Go! campaign to promote healthy behaviors in elementary schools	By June 2016, increase the number of schools participating in the 5210 initiative to 14	Number of classrooms that agree to participate in the 5210 program	DOH-Escambia and Santa Rosa	Esc-12 SR-0	14	Esc-15 SR-02	Esc-15 SR-02	Target Achieved Esc-15 SR-4
	By June 2016, assessment of participating classrooms will have a 50% positive response in nutrition or physical activity classroom practices	Survey response	DOH-Escambia and Santa Rosa	None	50% positive	In progress	In progress	Target Achieved 66% positive
FAITH-BASED Distribute 5-2-1-0 and other health information to the community through faith-based organizations	By June 2016, survey 35 faith-based organizations regarding current activities and needs related to healthy weight	Number of completed surveys	DOH-Escambia and Santa Rosa	None	35	In progress	Esc-05 SR-03	Target Achieved Esc-39 SR-05
	By June 2016, develop and distribute 5210 toolkits to 18 faith-based organizations	Number of toolkits requested	PFAHC	None	18	In progress	3	Some Progress Postpone
	By September 2016, assessment of post-toolkit activities will have 75% positive response	Survey response	PFAHC	None	75% positive	In progress	In progress	Target Not Achieved Postpone

Strategic Issue Area #2: Tobacco Use

Comprehensive studies show poor health translates into high costs for both affected individuals and the community. Of all poorly performing health outcomes in Escambia County, those affected by the Partnership's identified priorities – unhealthy weight, tobacco use and health management- have higher health related expenses. The average employee who smokes costs employers a minimum of \$5,800 more annually (health plan expenses, loss of productivity and absenteeism) than employees who do not smoke. This does not account the costs to individuals themselves. The average smoker spends \$1,965 a year for cigarettes and \$3,340 more for health care than non-smokers. Tobacco Free Florida, operated out of the Florida Department of Health in Escambia County, is active in prevention efforts in schools. The PFAHC has identified housing units and worksites as the best setting to further prevention and cessation efforts in our county.

Goal 1: Increase number of employers with tobacco-free policies and campuses

Strategy 1: Provide area employers with information, tools and technical assistance to develop and implement tobacco-free policies

Key Partners: PFAHC, HEAT, FDOH-Escambia, AHEC, UWF

Tobacco Use

Why this is important to our community:								
Employers are increasingly looking to tobacco-free policies as a method of improving productivity and reducing health care costs. These policies offer a strong incentive for smokers to quit. A comprehensive employer toolkit providing methods and resources will assist both employer and employee in reaching tobacco-free status.								
Strategy	Objective	Indicator	Lead Agency	Status June 2015	Target July 2016	Status Jan 2016	Status April 2016	Status July 2016
Increase tobacco-free businesses by promoting the benefits of going tobacco-free	By June 2016, increase the number of employers with tobacco-free policies in 3 businesses/ organizations	Document policies	TFF- Escambia and Santa Rosa	Esc-03 SR-09	3	Esc-03 SR-10	Esc-03 SR-10	Target Achieved Esc-03 SR-10
	By June 2016, increase the number of participants who complete a free worksite tobacco cessation class by 100 individuals	Number of participants completed	TFF Escambia and Santa Rosa	Esc-348 SR-163	+100	Esc-392 SR-273	Esc-392 SR-273	Target Achieved Esc-392 SR-273
	By June 2016, increase the number of smoke-free rental/lease properties by 100% (+ four)	Document policies	TFF Escambia and Santa Rosa	Esc-12 SR-05	4	Esc-12 SR-05	Esc-12 SR-05	Target Achieved Esc-12 SR-05

Goal 2: Increase public awareness of the dangers of e-cigarettes

Strategy 1: Promote the health and cost-saving benefits of employee wellness programs

Strategy 2: Give employers the information and tools needed to provide cessation programs

Key Partners: TFF-Escambia, TF-Santa Rosa, AHEC, LiveWell NWFL Community Partners

Why this is important to our community:								
Marketing accessible resources will assist both employers and employees in reaching tobacco-free status.								
Objective	Strategy	Indicator	Lead Agency	Status June 2015	Target July 2016	Status Jan 2016	Status April 2016	Status July 2016
Implement a public awareness campaign on dangers of e-cigarettes	By June 2016, develop a public service announcement (PSA) on e-cigarettes aimed at increasing awareness among youth	Materials developed, deployment plan in place	PFAHC	None	2 outlets utilized	In progress	In progress	Target Achieved PSA released on various radio stations

Strategic Issue Area #3: Access to Care

Comprehensive studies show poor health translates into high costs for both affected individuals and the community. Of all poorly performing health outcomes in Escambia County and Santa Rosa, those affected by the Partnership’s identified priorities – unhealthy weight, tobacco use and health management- have higher health related expenses. People with chronic health problems like diabetes or high blood pressure, whose conditions are poorly managed, have higher health care costs and use hospital emergency departments more frequently. Florida is one of four US states the highest rate of non-emergent, preventable emergency room visits, exceeding \$1 billion annually. Emergency department visits in Escambia County are 29% higher than the Florida rate.

Goal 1: Assure residents of Escambia and Santa Rosa counties access the right health and/or social services at the right time and at the right place

Strategy 1: Support universal intake among area health and social services

Strategy 2: Implement a care management program for patients with chronic health conditions

Key Partners: PFAHC, ECC, Lakeview, UWF College of Social Work

Strategy 3: Increase the availability of medical, surgical, and dental specialists in We Care program for underserved adult population

Key Partners: FDOH-Escambia, Santa Rosa

Strategy 4: Review Transportation as a significant barrier to underserved populations.

Key Partners: FDOH-Santa Rosa

Access to Care

Why this is important to our community:								
Coordinated and informed services by medical and social service agencies could reduce costly ED visits and improve care for residents who suffer with chronic disease and lack access to a primary health care provider								
Strategy	Objective	Indicator	Lead Agency	Status June 2015	Target July 2016	Status Jan 2016	Status April 2016	Status July 2016
Support universal intake among area health and social services	By June 2016, implement a shared electronic platform to support client intake	Electronic platform is selected and approved by PFAHC	ECC	4 platforms in final review	1 platform is selected	None	None	Target Not Achieved
Implement a care management program for patients with chronic health conditions	By June 2016, implement a pilot project of case management for 20 high-risk ED users	Team actively monitoring targeted patients	ECC	None	20 users	None	None	Some Progress made-Project Postpone
Increase the availability of medical, surgical, and dental specialists in We Care program for underserved adult population	By June 2016, increase the number of provider contracts in the We Care program by 3-4%	Completed volunteer provider contracts	DOH-Escambia and Santa Rosa	Esc-165 SR-66		Esc-172 SR-71	Esc-172 SR-71	Target Achieved Esc-172 SR-71
Review transportation as a significant barrier to underserved residents	By June 2016, hold a transportation summit and conduct a gap analysis on community transportation barriers	Formed sub-committee with documented gap analysis	DOH-Santa Rosa	None	1 event held	Achieved Target	Achieved Target	Target Achieved Summit Held In SR



Escambia Community Health Improvement Plan Revisions 2016

The following revisions are proposed
by the CHIP Coalitions:
Healthiest Weight
Tobacco

February 2016

Revisions

Members of the Partnership for a Health Community concur that the many of the objectives in the strategic issue area of Healthy Weight and Tobacco Use were met. The new community health assessment was released in March 2016 and a new CHIP will be developed by August 2016. The Partnership has the opportunity to revise and simplify current objectives and adopt new short-term objectives for the period September 2015 to June 2016.

The roundtable meetings were held on the following dates:

Healthiest Weight Coalition	August 12, 2015
Tobacco Coalition	August 14, 2015
Access to Care Coalition	August 12, 2015

Revisions were discussed during each of the CHIP work groups and revisions were presented to the PFHAC board meeting in February 2016 for review.

Healthy Weight Revisions: In Version 2 of the CHIP, a separate objective was listed for each of the four health behaviors promoted in the 5-2-1-0 Let's Go program. The Healthy Weight Work Group, with input from the community, agreed to combine the four individual goals into one. Other revisions recommended by community partners include expanding the 5-2-1-0 Let's Go program into childcare centers and initiating outreach efforts to area churches and faith-based organizations.

Tobacco Use Revisions: The Tobacco Use Work Group, with input from the community, revised 2 goals, focusing more on policy and cessation referrals for one and adoption of a new strategy for the emerging problem of e-cigarettes.

The Partnership determined there were adequate resources (funding, infrastructure, manpower and community support) to implement the proposed revisions. The revisions (**shown in red**) align with existing goals.

Strategic Issue Area #1: Healthy Weight

Goals #2-5: Increase the number of children and adults who eat more fruits and vegetables, limit screen time to 2 hours or less, are physically active 60 minutes each day, and consume less sugar-sweetened drinks.

Revision: Combine goals 2-5 into one new goal as stated above

Strategy 1: Jointly sponsor and promote 5-2-1-0 Let's Go! Campaign to promote healthy behaviors in elementary schools

Strategy 2: Promote adoption of the 5-2-1-0 Let's Go! Framework in community settings

Strategy 3: Increase physical activity and healthy nutrition practices in childcare centers

Strategy 4: Distribute 5-2-1-0 and other health information to the community through faith-based organizations

Key Partners: Escambia School District, FDOH-Escambia, Pensacola Parks and Recreation, YMCA, **Early Learning Coalition, University of West Florida College of Exercise Science**

Additional Strategic Objectives	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
3.1 By April 2016 assess current policies and practices related to nutrition and PA in 18 childcare centers	Current objectives 1.1 and 2.1 did not change. These will be ongoing	Number of childcare center assessments completed	6	24	Available community resources and readiness to adopt
3.2 By July 2016, provide education and technical assistance to implement 5-2-1-0 in 18 childcare centers		Number of childcare centers that adopt the PANE-CS curriculum	6	24	Expand number of organizations impacted by 5-2-1-0 and created access to parents for 5-2-1-0 education
4.1 By March 2016 survey faith-based organizations regarding current activities and needs related to healthy weight	No current activities	Number of surveys completed	0	35	New initiative to reach more adults and decision makers in the community
4.2 By June 2016 develop and distribute 5210 toolkits to faith-based organizations	No current activities	Number of requests for toolkits	0	18 (50% of the assessed org.)	New initiative to reach more adults and decision makers in the community
4.3 By September 2016 assess post-toolkit activities	No current activities	Response on survey to assess toolkits	0	75% report at least 1 positive change	

Strategic Issue Area #2: Tobacco Use

Goal 1: Increase number of employers with tobacco-free policies and campuses

Strategy 1: Increase tobacco-free businesses by promoting the benefits of going tobacco-free

Key Partners: TFF-Escambia, Chamber of Commerce, LiveWell, AHEC, HEAT Coalition

Goal 2: Increase public awareness of the dangers of e-cigarettes

Strategy 1: Implement a public awareness campaign on the dangers of e-cigarettes

Key Partners: AHEC, HEAT Coalition, LiveWell NWFL Community Partners

Additional Strategic Obj.	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
1.1	By December 2014, plan and provide a comprehensive worksite wellness summit in Pensacola for 175 participants that includes a tobacco session	Documented policies	0 new policies for 2015-2016	2 new organizations in Escambia County with tobacco policies	Original objective completed
1.2 By June 2016 increase the number of individuals who complete a tobacco cessation class	By December 2014, provide and distribute a toolkit to 175 area employers with information on tobacco cessation resources	AHEC Register	45	Increase Escambia TFF referrals by 50% between 6/2015 and 6/2016	Original objective completed
2.1 By January 2016 develop a PSA campaign on the dangers of e-cigarettes	1.1 By December 2014, plan and provide a comprehensive worksite wellness summit in Pensacola for 175 participants that includes a tobacco session	Media materials developed; deployment plan in place	none	Print and TV PSA ready for deployment	Original objective completed

Accomplishments

Healthiest Weight

The 5-2-1-0 Let's Go program is a multi-sector intervention that encourages families to endorse and adopt four habits known to impact weight. These health habits are reflected in the strategic issue area of Healthy Weight, specifically Goal 1, strategies 1-2. The CHIP aimed to increase the number of schools and childcare centers receiving 5-2-1-0 Let's Go education by 10% and 30% respectively. In Escambia County, the goal was to increase education from a baseline of 6 childcare centers to 18 centers. By June 30, 50 childcare centers had received targeted 5-2-1-0 education.

Goal 1: Increase the number of children and adults who eat more fruits and vegetables, limit screen time to 2 hours or less, and are physically active 60 minutes each day, and consume less sugar-sweetened drinks		
Strategy	Objective	Accomplishment
CHILDCARE Increase physical activity and healthy nutrition practices in child care centers	By June 2016, assess current policies and practices related to nutrition and PA in 18 childcare centers	Surpassed the target for June 2016 with a combined total of 55 childcare centers receiving targeted physical activity and nutrition education.
	By June 2016, 50% of participating centers will document positive changes in nutrition or physical activity	This target was achieved through the use of various assessments, such as the Let's Move or NAPSAC assessments. Currently 56% of centers documented positive changes in nutrition and physical activity.
SCHOOLS Jointly sponsor and promote 5-2-1-0 Let's Go! campaign to promote healthy behaviors in elementary schools	By June 2016, increase the number of schools participating in the 5210 initiative to 14	Target Achieved Esc-15 SR-4
	By June 2016, assessment of participating classrooms will have a 50% positive response in nutrition or physical activity classroom practices	Target Achieved 66%

Tobacco Use

Individuals who stop smoking greatly reduce their risk of disease and dying too soon. Additionally, studies indicate that helping smokers quit saves thousands of dollars in health care costs. The benefits for individuals, as well as businesses are numerous. In the strategic issue area of Tobacco Use, Goal 1, the CHIP aims to increase the number of tobacco-free policies in Escambia and Santa Rosa businesses by 3 and to increase the number of participants in a worksite tobacco cessation class by 100 individuals. By June 30th, 2016, both of these objectives have surpassed the target measure.

Goal 1: Increase number of employers with tobacco-free policies and campuses		
Strategy	Objective	Accomplishment
Increase tobacco-free businesses by promoting the benefits of going tobacco-free	By June 2016, increase the number of employers with tobacco-free policies in 3 businesses/ organizations	Target Achieved Esc-03 SR-10
	By June 2016, increase the number of participants who complete a free worksite tobacco cessation class by 100 individuals	Target Achieved Esc-392 SR-273

Conclusion

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 implementation reports and quarterly discussion by community partners. We will conduct annual reviews and revisions based on input from partners and create CHIP annual reports in at the end of each fiscal year. The CHIP will continue to change and evolve over time as new information and insight emerge at the local, state and national levels.

The Partnership for a Healthy Community, in collaboration with the Florida Department of Health in Escambia and Santa Rosa counties, has recently produced a new community health assessment. The assessment, released in March 2016, was made available to partners in our public health system and the public for discussion and input. A new CHIP will be produced in August 2016.

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 Escambia County.



Board Roster June 30, 2016

President

Nora Bailey (2015)

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Board of Directors Meeting
May 13, 2016, 8:30 – 10:30 a.m.
Good Samaritan Clinic – Gulf Breeze, FL

Meeting Minutes

MEMBERS PRESENT:	
Carol Carlan (Sacred Heart Hospital Foundation) Shirley Cornett (Good Samaritan Clinic/Interfaith Min.) DeDe Flounlaker (Mana Food Pantries) Dennis Goodspeed (Lakeview Center) John Lanza, MD (Escambia Department of Health) Meghan McCarthy (Baptist Health Care) Sandra Park-O'Hara (Santa Rosa Department of Health) Tim Putman (Children’s Home Society-Western Div.) Chandra Smiley (Escambia Community Clinics) Debra Vinci (University of West Florida)	ALTERNATE MEMBERS: Amanda Crabtree (United Way of Escambia County) David Powell (Community Action Program) ASSOCIATE MEMBERS: Brunie Emmanuel (Access to Care Work Group) Enid Siskin (Healthiest Weight Work Group) Jennifer Wowk-Ward (Tobacco Work Group)
MEMBERS ABSENT:	
Doug Brown (Community Action Program) – sent Alternate Pam Chesser (Santa Rosa Medical Center) John Clark (Council on Aging of Northwest Florida) Andrea Krieger (United Way of Escambia County) – sent Alternate Jim Roberts (Escambia Co. Utility Authority) Tim Wyrosdick (Santa Rosa School District)	ALTERNATE & ASSOCIATE MEMBERS: Karen Barber (Access to Care Work Group) Ann Papadelias (Escambia Community Clinics) David Sjoberg (Board Emeritus Member) Versilla Turner (Florida Department of Health – Escambia County)
GUESTS:	STAFF:
Genevieve Harper, Esq. (Sacred Heart Health System)	Nora Bailey Pat Dunn

Call to Order 8:40 a.m.

TOPIC	DISCUSSION	ACTION/FOLLOW-UP
Welcome, Introductions, and Announcements	Chandra Smiley, President, opened the meeting and introduced new Directors: Doug Brown, Carol Carlan, DeDe Flounlaker, Meghan McCarthy, Tim Putman, and Jim Roberts. Ms. Smiley announced the recent passing of the long time board member, Don Turner of Escambia Community Clinic (“ECC”) and shared the details for Mr. Turner’s memorial which will be held at Cokesbury United Methodist	No Action Required.

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	Church on May 21, 2016 at 1:00 p.m. All Board members were invited to attend.	
Compliance Education	Ms. Genevieve Harper discussed the Duties of the Board: Care, Loyalty, and Obedience. The Duty of Care relates to the Board responsibility to monitor expenses. The Duty of Loyalty requires that the Board makes decisions that are in the best interest of the organization. And, the Duty of Obedience relates to adhering to our Conflict of Interest Policy.	<ul style="list-style-type: none"> • Ms. Harper will return later in year to address PFAHC Compliance/Conflict of Interest policy and Non-Compete clause. • Ms. Bailey will work with Ms. Harper to review existing and develop any new policies.
Approval of Minutes	Minutes of the Partnership for a Healthy Community (“PFAHC”) Board of Directors meeting minutes for February 12, 2016, were presented.	<p>Motion was made, seconded.</p> <p>Motion was approved.</p>
Financial Report	<p>Ms. Chandra Smiley provided a financial update on the 2015 Statement of Activities and Quarter 1, 2016 Statement of Financial Position.</p> <p>It was reported that Officer and Board insurance has been obtained for the Board. This is not a significant issue for PFAHC, but the insurance adds protection in case it is ever needed. Asset procedures were discussed and there is to be no co-mingling of assets.</p>	<ul style="list-style-type: none"> • Add a column to financial reports to compare Actual to Budget • Board to review 990 annually • Saltmarsh to report annually • Ms. Bailey and Ms. Carlan will discuss PFAHC’s budget request for Sacred Heart’s FY 2016-2017
CHNA Update	<p>Ms. Nora Bailey provided a quarterly update on CHNA progress on the three health priorities. The revised CHIP priorities were reviewed by the members. The upcoming Health Priority Roundtables as well as the Roadmap timetable were discussed.</p> <p>Ms. Smiley reported on the pilot case management project involving Lakeview and Escambia Community Clinics (“ECC”). The top 50 users of Baptist ED, experienced 1,500 hospital days prior to the pilot. Six months later, this had dropped to 200 hospital days.</p> <p>Ms. Park-O’Hara updated the Board on the progress Santa Rosa County is making on public transportation.</p>	Review of Information.

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Ad Hoc Committees	<ul style="list-style-type: none"> Ms. Pat Dunn provided an update on the three (3) Ad Hoc Committees that have been formed: Advocacy, Communication, and Partner Engagement. Each committee is limited to 5 members to encourage active participation and progress. Each committee to meet and provide recommendations to the OP's Council and Executive Committee. 	Final recommendations to be given at the Board meeting on August 12, 2016.
Organization Name	<p>Banner options for the new website being developed by HCI/Xerox under a grant from the Louisiana Public Health Institute were presented.</p> <p>In addition, the concept of changing the organization's name to Live Well Partnership of Northwest Florida was introduced. A name change could be handled very inexpensively as a d.b.a. rather than as a change to corporate documents. The name change will be referred to the Ad Hoc Communication Committee for their review and recommendation.</p>	Communication Ad Hoc Committee to make recommendation on the name change to Board in August.
Staffing Changes	<p>Ms. Chandra Smiley and Ms. Nora Bailey announced that Ms. Pat Dunn, Director of Community Outreach, would be retiring from PFAHC on May 20, 2016. Ms. Smiley presented a gift to Ms. Dunn on behalf of the Board for her 22 years of service. Ms. Dunn will continue as needed on a PRN basis.</p> <p>Ms. Bailey explained that Ms. Dunn and Ms. Bailey spent considerable time and thought looking at current tasks and responsibilities. From that, Ms. Bailey presented recommended staffing changes. A new Director of Community Health Engagement position, with a salary between \$20/hour and \$30/hour, will be a merger of the Director of Community Outreach and the Community Engagement Coordinator roles. The staffing changes were discussed as well as the potential to use UWF interns in addition to paid staff.</p> <p>A discussion ensued to quantify in-kind services in the budget. The issue of financial sustainability and pursuing funding outside of the two hospitals was discussed.</p>	<ul style="list-style-type: none"> Motion was made and seconded. Staffing changes as proposed were approved. Job description and salary for the Director of Community Health Engagement to be approved by the Executive Committee before advertising the position. Potential use of interns to be pursued with UWF. In-kind services provided by various organizations to be quantified in annual budget.

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Announcements	<p>Santa Rosa Medical Center’s Emergency Department Open House will be held on May 14, 2016 from 11:00 – 1:00 p.m.</p> <p>The new Manna site will be located at 3030 North E Street, Pensacola, FL by end of 2016.</p> <p>Stamp Out Hunger event will be held on May 14, 2016.</p> <p>ECC’s new site will be located at the old Ali Yneistra school located at 2315 West Jackson Street, Pensacola, FL. They expect to move to the new facility mid to late 2017.</p> <p>Interfaith Ministries has a fundraiser through June 25, 2016 to raise funds for Good Samaritan Clinic. Raffle tickets for Disney are \$25.</p> <p>Santa Rosa County will be going smoke free as of January 2017.</p> <p>University of West Florida will be going tobacco free in August 2016.</p>	Information only.
Adjournment	<p>The next board meeting will be held August 12, 2016 and hosted by Baptist Health Care in the Administrative Board Room, 1717 East E Street, Tower 2, Third Floor, Pensacola, FL. There being no further business, the meeting was adjourned at 10:05 a.m.</p>	