Florida Department of Health – Hillsborough County

Community Health Improvement Plan

Version 3

February 2014

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Community Health Improvement Plan

Following implementation of the National Public Health Performance Standards Program (NPHPSP) and Mobilizing for Action through Planning and Partnerships (MAPP) assessments, the Florida Department of Health-Hillsborough County (FDOH-HC) convened a broad group of system partners in a day long session to:

- Inform stakeholders
- Engage stakeholders in setting priorities
- Gain collaboration in initiating steps towards a community health improvement plan

The morning session was focused on presenting health indicator data and discussing health, social, and economic issues in the county. A presentation on the regional perspective was provided by One Bay Healthy Communities. This allowed attendees to view Hillsborough County in the context of our regional setting and compare the indicators of neighboring counties. The afternoon was focused on identifying priorities. Broad priority areas included:

- Obesity
- Chronic diseases
- Communicable diseases
- Injury and violence
- Access to healthcare
- Social and mental health
- Physical environment
- Maternal and child health

Six work groups were later established and the priorities were narrowed down based on feedback from partners. Each work group met a number of times in person and by conference calls to develop a community health improvement plan for the area of focus. All work groups in their initial meetings had an opportunity to thoroughly explore relevant data and discuss assets and gaps before preparing a plan.

The FDOH-HC is grateful to the organizations and individuals who donated their time to make this planning process a success. Partners were committed to the process and to the future work that needs to be done to ensure that county residents will benefit from this initiative.

Monitoring and Reporting

The third version of the Community Health Improvement Plan (CHIP) is a product of the health department's efforts to monitor and evaluate progress and changes made on the CHIP over time. Monitoring occurs on a biannual basis in the form of a CHIP Biannual Monitoring Report. The report also includes monitoring on relevant health indicators for each priority area. Version 3 of the CHIP does not contain sections on Communicable Diseases or Injury and Violence. In addition, the goals of the Social and Mental Health priority area were deleted, and a new goal was developed. These changes were made on the second version of the CHIP, and community partners were asked to provide feedback on these changes in August 2013. The Obesity priority area has been amended as a result of monitoring in February 2014, and now contains two objectives rather than one. These changes were made based on evaluation of the CHIP and the current needs/resources of the health department and community partners.

Priority Area: Maternal and Child Health

Community Status:

- Highest 3-yr rate of nonwhite live births under 1500, 2500 grams.
- Highest 3-yr rate of nonwhite infant deaths.
- Highest 3-yr rate of births with first trimester prenatal care.
- Teen pregnancy rates higher than Florida and US rates.

Goal: Raise awareness on infant mortality and morbidity as important health issues in Hillsborough County.

Objective: Results from the next MAPP Community Health Survey (2015), will demonstrate that > than 3.8% of residents understand and have awareness on the incidence and impact of poor birth outcomes and the link between birth outcomes and the general health and wellbeing of the community and its residents.
Baseline: In the FDOH-Hillsborough 2010 Community Themes and Strengths survey only 3.8 % of respondents selected infant death as an important health problem. It was not in the top 10 but at the bottom, 20th of 21 in a list of important health issues.
Target: Increase percentage

Strategy: Social Marketing, Advocacy, Education

Action Steps	Responsible Team Members	Resources Needed	Partners	Outcome (Products)	Time Frame
Support system partners in their efforts to implement evidence-based interventions to reduce poor birth outcomes	FDOH-Hillsborough	Leadership and staff time	Healthy Start, Reach Up	-Participation in Healthy Start, Reach up and other partner meetings -Provide RFP Letters of Support for partners as appropriate -Provide financial support when available from FDOH-Hillsborough grant efforts	2011 – 2015
Conduct focus groups with community	FDOH-Hillsborough	Staff, interns, preceptors	Reach Up	Perceptions and how to target message to the community	Aug 2011 - Aug 2012
Use results from focus group to identify priority issues	FDOH-Hillsborough	Staff, students, interns, preceptor	USF, MAPP Partners, FDOH-Hillsborough, Healthy Start, Reach up	Identified list of specific issues that need to be targeted	Dec 2012
Determine if resources are available to develop and implement a social marketing campaign	FDOH-Hillsborough	Funding, marketing vendor, Request for Proposal (RFP)	Healthy Start, Reach up, FDOH-Hillsborough	Funding for social marketing campaign	Dec 2012
Develop and implement a social marketing campaign	FDOH-Hillsborough	Funding, marketing vendor, RFP	Healthy Start, Reach Up	Social marketing campaign	Jan 2014

Priority Area: Obesity

Community Status:

- 64.2 % of Hillsborough County adults were overweight/obese in 2007.
- 25.3% of Hillsborough County adults were sedentary in 2007.
- 32.7% of Hillsborough County adults were at a healthy weight in 2007.

Goal: Reduce prevalence of obesity in Hillsborough County.

Objective 1: Create and implement a marketing campaign that increases awareness of the benefits of a healthy weight in Hillsborough County residents by December 2015.

Strategy: Marketing

Action Steps	Responsible Team Members	Resources Needed	Partners	Outcome (Products)	Time Frame
Select target group	FDOH-Hillsborough	Time, Staff Members	Partners in Prevention (POP) Committee	Target population	Dec 2013
Develop a message	FDOH-Hillsborough	Time/Staff	POP Committee	Cohesive message showing benefits of a healthy weight	1/10/14
Identify methods for reach	FDOH-Hillsborough	Time/staff	POP Committee	Marketing methods selected (radio, billboards, buses, GIFT and Healthiest Weight websites)	3/31/14
Implement messaging	FDOH-Hillsborough, Advertising	Advertising funding	POP Committee, Advertising company	Advertising reaches community	5/31/14
Evaluate	Advertising company, FDOH Central Office, FDOH-Hillsborough	Message reach, BRFSS numbers, MAPP Survey	POP Committee, Advertising company	Results from Evaluation	12/31/15

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Goal: Reduce prevalence of obesity in Hillsborough County.

Objective 2: Assess the walkability of at least 10 Hillsborough County neighborhoods by September 2014.

Strategy: Walkability audits

Action Steps	Responsible Team Members	Resources Needed	Potential Partners	Outcome (Products)	Time Frame
Determine plan, process, and select tool for audit	Partner in Obesity Prevention (POP) Members	Walkability assessment, team members	University of South Florida (USF) Center for Urban Transportation Research (CUTR), City of Tampa	Walkability tool selected	Nov 2013
Identify communities/ neighborhoods for audits	POP Members, FDOH-Hillsborough	Time, staff	CUTR, City of Tampa	Target communities selected- all of Hillsborough	Dec 2013
Recruit partners, volunteers, participants	POP,USF CUTR, FDOH-Hillsborough, City of Tampa	Time, staff	CUTR, City of Tampa, POP, FDOH- Hillsborough	Many volunteers, groups	Mar/Apr 14
Complete Walkability Audits throughout Hillsborough County neighborhoods	POP, USF CUTR, FDOH-Hillsborough, City of Tampa	Time, staff, volunteers, forms, website	USF students, USF CUTR, City of Tampa, POP, FDOH-Hillsborough	Walkability audits done throughout Hillsborough County	May 2014
Analyze results and evaluate	POP, USF CUTR, City of Tampa	Results of walk audit, research	City of Tampa Neighborhood division, Green Artery, Tampa Heights	Evaluation results	June 2014 & ongoing
Present results and recommendations to relevant stakeholders	USF CUTR, POP, City of Tampa, FDOH-Hillsborough	Research, time, staff	City/municipalities, policy makers throughout Hillsborough County	Awareness of results throughout Hillsborough County	Fall 2014
Utilize results & recommendations to promote increased physical activity?	POP	Audience to share results with, media venues	City of Tampa, County Commission, City of Temple Terrace, City of Plant City	Increased physical activity levels throughout Hillsborough County	Dec 31, 2014
Evaluate project & action plan/results	POP	Evaluation materials, research on PA, Results of surveys	POP, CUTR, City of Tampa	Results of action plan/evaluation results	Mar 31, 2015
Seek opportunities to publish results	FDOH-HC	Evaluation, results of survey, audit data, Peer-reviewed journals	POP, CUTR, City of Tampa	Publication of walkability audit and results	June 30, 2015

Priority Area: Chronic Diseases

	Hillsborough County	Florida State
Population affected by diabetes	11.8%	10.7%
Diabetes-related hospitalizations	2401 per 100,000	2083 per 100,000

Blacks have twice the mortality rate of Whites from Diabetes.

Goal: Reduce disparities in Diabetes Hospitalizations and Deaths among vulnerable populations by understanding community needs and assets.

Objective: Determine availability of diabetes management/education for those at risk or diagnosed with the disease and initiate plans to improve access and availability by December 2013.

Strategy: Research

Action Steps	Responsible Team Members	Resources Needed	Partners	Outcome (Products)	Time Frame
Develop project requirements for an internship	FDOH-Hillsborough	Local academic Institutions/FDOH-Hillsborough staff time	USF	Student project requirements developed	Sep 2011
Interview and select student to evaluate diabetes management/ education availability and capacity Hillsborough County	FDOH-Hillsborough	Staff time	USF	Student intern is selected	
Monitor student progress and provide guidance on project	FDOH-Hillsborough	Staff time, student time, preceptor		Student produces final report with recommendations on diabetes management capacity	Dec 2012
Student presents results to Chronic Disease Committee	Student, FDOH-Hillsborough	Staff time, student time, meeting space, presentation tools	Chronic Disease Committee	Presentation	Dec 2012
Chronic Disease Committee develops CHIP based on results and needs identified that will impact hospitalization and deaths	Chronic Disease Committee	Committee time, meeting space	Chronic Disease Committee, Community Leaders	CHIP developed based on results	Dec 2013

Priority Area: Social and Mental Health					
Goal: Continue to support partnerships focused on behavioral and mental health.					
Objectives: Attend scheduled Central Florida Behavioral Health Network (CFBHN) Circuit 13 Consortium meetings.					
Strategy: Support					
Action Steps	Responsible Team Members	Resources Needed	Partners	Outcome (Products)	Time Frame
Attend monthly scheduled meetings	Office of Health Equity staff, FDOH-Hillsborough	Agency staff and time	None	Provide RFP Letters of Support for partners, as appropriate, and financial support, when available, from FDOH-Hillsborough grant efforts	Ongoing