

Florida Department of Health in Monroe County

Community Health Improvement Plan

Annual Report

2017

Updated: February 10, 2017





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INTRODUCTION

This is the annual review report for the 2017 Monroe County Community Health Improvement Plan (CHIP). The activities and collaborative efforts of the Florida Department of Health in Monroe County and community partners will be reflected within this report. This document will serve as a progress review of the strategies that were developed and the activities that have been implemented. While the CHIP is a community driven and collectively owned health improvement plan, the Florida Department of Health in Monroe County is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

OVERVIEW OF THE COMMUNITY HEALTH IMPROVEMENT PLAN

The Florida Department of Health in Monroe County has continued its efforts at improving the health of Monroe County residents using the PACE-EH methodology (Protocol for Assessing Community Excellence in Environmental Health), a 13-step process that has a proven record of accomplishment for creating positive health outcomes in target communities. This methodology was developed by the National Association of County and City Health Officials and the Centers for Disease Control and Prevention. Using this approach, we hope to combat social inequities, dissolve health disparities and improve the overall health and well-being of communities that we assess. The information in this report shows how such a methodology can be of great help, not only in identifying what communities in Monroe County need, but also in determining the factors that facilitate the development of strong partnerships with local agencies and organizations to target the needs of the people in these communities.

PACE-EH is a modified MAPP process (Mobilizing for Action through Planning and Partnerships). The MAPP process is a broader approach to community-driven strategic planning process for improving community health using existing data, while PACE-EH integrates community-developed and locally relevant indicators for health improvement. Our agency has chosen to focus our resources on targeting one to two microcommunities in Monroe County (22 in total) every three years. This strategy will allow us to ensure that community partners within each microcommunity can play an active role in addressing the targeted needs of their community more effectively and strategically with the guidance of their health department.

Since our last update for our CHIP, we have made significant progress in not only meeting a large majority of our goals for the microcommunity of West and Central Marathon, but we have also added three additional microcommunities, Eastern Marathon, Key Colony Beach, and Stock Island, to our CHIP. Furthermore, we completed a comprehensive post-assessment in our first microcommunity, Bahama Village, to see how progress is going to address the community-identified public health issues in that area. Preliminary results are shown in the accomplishments section of this report.

This report details the action steps taken in our current microcommunity of focus in West and Central Marathon, progress on our three new microcommunities (Eastern Marathon, Key Colony Beach, and Stock Island), preliminary results of our post-assessment from Bahama Village, and a list of accomplishments made in Bahama Village. To read the full reports of the findings of our comprehensive studies in the West and Central Marathon and Bahama Village microcommunities, please refer to our previous [CHIP reports on our website](#).



SUMMARY OF CHIP ANNUAL REVIEW MEETING

The department held a community meeting on December 7, 2015 to discuss our 2015 CHIP which is focused in West and Central Marathon, Florida. Sixteen community partners were present, including three members from the Florida Department of Health in Monroe County. These community partners included:

- Monroe County Sheriff's Office
- Fishermen's Hospital
- City of Marathon Councilwoman
- Marathon Fire Rescue
- Mara Tri
- US 1 Radio
- The Weekly News
- City of Marathon City Manager
- City of Marathon Parks and Recreation
- Residents

In summary, the CHIP meeting allowed community partners to share current activities as well as actions they can take to address public health issues found from our comprehensive community health assessment that was conducted in 2014. The community partners represent individuals who have worked and have established a strong relationship with the department. Priorities were also set through a facilitated process by analyzing the issues found from our community health assessment. Community partners expressed the importance of the CHIP encompassing all of Marathon, not just one section of it, as it was previously written in 2015 for West and Central Marathon. Based on this input, the department now incorporates, in addition to West and Central Marathon, the following Middle Keys microcommunities: East Marathon and Key Colony Beach. The comprehensive community health assessment for East Marathon and Key Colony Beach will be incorporated in the next revision of our CHIP as it is still in its early stages including finalizing the assessment data, which includes the responses of over 407 additional residents. In addition to taking into account the feedback of community partners to integrate the rest of Marathon, Key Colony Beach and East Marathon--out of 22 microcommunities in the Keys—are also considered priority communities due to higher than normal death rates, including unintentional injury death rate and cancer death rate (FLCHARTS, 2010-2014).

The department not only included two Middle Keys microcommunities in our CHIP, but this year, we also included Stock Island, a microcommunity located in the Lower Keys. Based on Florida Charts and Census data, the department determined that Stock Island is another important microcommunity we should work on and include in our CHIP for a number of reasons. Out of 22 Monroe County microcommunities, Stock Island has the lowest per capita income and among the lowest household incomes in the Florida Keys. Stock Island also has among the highest proportions of children under the age of 18. We are currently working on finalizing the assessment data for Stock Island. Results of the assessment and progress made in Stock Island will be available in our next CHIP revision.

Since the community partners meeting in December 2015, department staff met seven times since then until recently, February 10, with community stakeholders and residents to (1) continue to address the needs of the community as agreed upon on a one-on-one basis or small group basis, which allows for better tracking of resources and clearer communication, and (2) develop and/or strengthen these partnerships to develop community public health assessments and begin tackling new public health issues (A list of all meetings can be found in Appendix B).

Public health issues that the Middle Keys community partners currently play a role in addressing include injury prevention, drowning prevention, heart disease prevention, skin cancer prevention, and alcoholic liver disease and cirrhosis of the liver prevention. These strategic issue areas will be explained in more detail in the next section of this report. See table that follows for strategic issue areas and goals:



STRATEGIC ISSUE AREA	GOAL
<p>1) Injury Prevention</p> <p><i>Emphasis in Brain Injury and Drowning Prevention</i></p>	<p><i>Reduce incidence of injuries in Monroe County.</i></p>
<p>2) Chronic Disease: Heart Disease</p>	<p><i>Reduce heart disease death rate in Monroe County.</i></p>
<p>3) Chronic Disease: Skin Cancer</p>	<p><i>Reduce skin cancer death rate in Monroe County.</i></p>
<p>4) Chronic Disease: Alcoholic Liver Disease and Cirrhosis of the Liver</p>	<p><i>Reduce alcoholic liver disease and cirrhosis of the liver death rate in Monroe County.</i></p>

Strategic Issue Area 1: INJURY PREVENTION

Goal: Reduce injury deaths and injury incidences in Monroe County.

Aligns with State Health Improvement Plan Goal CD 3 (Reduce chronic disease morbidity and mortality)

Strategy: Engage in community outreach and mobilization to reduce injuries related to bicycles and drowning.

Strategic Issue Area 1A: Brain Injuries

Key partners: City of Marathon Parks and Recreation, Monroe County Sheriff’s Office, Florida Highway Patrol, and Bike Rental/Retail Stores.

Objectives:

IP1. By December 2022, decrease the average Age Adjusted Five-Year Death Rate due to pedal bicycle accidents (FLCHARTS 2010-2014 shows Monroe County Death Rate was 1.5 per 100,000 population compared to FL Average, 0.5 per 100,000 population).

Tactics:

- **IP1a. By March 2018, present bicycle safety issue to target audiences by participating in at least three local private and public events that serve the Marathon and Key Colony Beach regions and neighboring areas and educating residents about Florida Bicycle Pedestrian Laws by distributing free-issue focused media, educational materials, and helmets.**

Partnership Tactics:

- **Per CHIP Annual Meeting from December 2015, Monroe County Sheriff’s Office will educate residents about current Florida Pedestrian Bicycle laws.**
- **City of Marathon Parks and Recreation, Florida Department of Transportation, and Department of Health in Monroe County will collaborate and host bike rodeos and events to educate the community on bike safety.**
- **Meet with law-enforcement groups to educate on the importance of enforcing bike laws and “share the road” concept between motor vehicle drivers and bicyclists.**



Why this is important to our community:

Bicycle safety is an important public health issue in the Middle Keys. A larger proportion of Monroe County’s population bikes to work than any other county in the state (EPH Tracking, 2017). In fact, Monroe County is ranked number one out of 67 counties in the state for residents who bike to work since 2005 (Census ACS, 2015; Census Explorer, 2015). Furthermore, in the City of Marathon, the percentage of individuals who bike to work is higher than the state’s average (3% versus 0.64%, respectively, 2008-2012) (FDOH, 2014). However, deaths due to injuries are among the top five rankable causes of death in Monroe County. These injury deaths include those who were riding a bicycle. Further research also shows that Monroe County has the highest death rate in the state for pedal bicycle accidents with motor vehicles (Monroe County had 1.5 deaths per 100,000 population; FL Average was 0.5 per 100,000, FLCHARTS 2010-2014). The data reveals an important public health issue that must be addressed. The following should be adopted to decrease the bicycle injuries that take place in Monroe County: improved street design (complete streets), increased education on Florida Pedestrian Bicycle Laws for motor vehicle drivers and bicyclists, and education or recommendation to wear a helmet for those who bike in all age groups in addition to Florida Helmet Law for children (F.S. 316.2065).

Based on personal correspondence from Monroe County Sheriff’s Office, Key West Police Department, Key Colony Beach Police Department, and Florida Keys Healthy Start Coalition (FKHSC), the general consensus is that the community overall is unaware of the helmet law and high rate of injuries in Monroe County among bicyclists. Because there were a limited number of certified bicycle helmet fitters in the county that provide education on the topic and fit helmets on a regular basis (DOH-Monroe, FKHSC, the Wesley House, and local law enforcement agencies), the department hosted helmet fitter certification courses in the Fall of 2015, certifying 40 additional bicycle helmet fitters who are spread throughout the county. The added advantage to this certification is that the Florida Pedestrian Bicycle Resource Center, funded by the Florida Department of Transportation, secures grants every year that allows each agency with a certified helmet fitter to order up to 75 free helmets per order as well as free educational materials and incentives throughout the year. These resources can then be disseminated to the public for free. One representative from DOH-Monroe and one from Florida Keys Healthy Start Coalition plan on becoming regional bike helmet trainers in the near future to further the endeavor to educate the community on the Florida Bicycle Laws.

One of the other key stakeholders for our CHIP is Monroe County Sheriff’s Office. The Sheriff’s Office plans on participating in the events with the department to help educate the community on bike and pedestrian laws. Stopping at stop signs and stop lights are particularly important behavioral changes that need to happen to keep bicyclists from getting injured. Realizing Monroe County’s risk, the Sheriff’s Office will also place special emphasis on educating bicyclists and motor vehicle drivers on bicycle and pedestrian safety, including the importance of bicyclists stopping completely at stop signs or stop lights, biking on the road instead of on the sidewalk, except on the Overseas Highway, making eye contact with car drivers and bicyclists before making a turn or passing, and having a rear and front bike light turned on while riding a bike from sundown to sunrise.

Tactic	Indicator	Current Level	Target	Status	Explanation of Status*
By March 2018, present bicycle safety issue to target audiences by participating in at least three local private and public events that serve the Marathon and Key Colony Beach regions and neighboring areas and educating residents about Florida Bicycle Pedestrian Laws by distributing free-issue focused media, educational materials, and helmets.	Number of events	0	3		New CHIP tactic as of February 2017



Strategic Issue Area 1B: Drowning Prevention

Key partners: Florida Keys Healthy Start Coalition, Monroe County Fire Rescue, Monroe County Sheriff's Office, and Florida Sunshine Title.

Objectives:

IP2. By December 2022, decrease average Age Adjusted Five-Year Death Rate due to drowning (FLCHARTS 2010-2014 shows Monroe County had 6.3 per 100,000 population compared to FL Average, 2.4 per 100,000).

Tactics:

- **IP2a. By March 2018, collaborate with Florida Keys Healthy Start Coalition and Monroe County Fire Rescue to provide Drowning Prevention education to residents by:**
 - o **(1) Hosting at least three meetings with decision makers to educate on benefits of drowning awareness**
 - o **(2) Posting drowning prevention signage at all public swimming pools and beaches in Monroe County.**

Why this is important to our community:

Unfortunately, drowning death rates in the State of Florida and in Monroe County are poor. Every year, the State of Florida takes the number one spot for drowning deaths in the nation for children under the age of five (WISQARS, 2015). Florida leads the country in drowning deaths of children age one to four (2013, 7.5 deaths due to drowning per 100,000 population) (WISQARS, 2015). When compared to the rest of the nation, for those under the age of 14, Florida had the second highest drowning death rate with a rate of 2.5 deaths per 100,000 population; Oklahoma was ranked first with 2.7 deaths per 100,000 population (WISQARS, 2015). At the county level, Monroe County has the highest crude death rate due to drowning when compared to all other 67 counties in the state of Florida (2005-2015, FLCHARTS, 2016). There were 55 drowning deaths in Monroe County from 2005-2015; 15 of these were among Middle Keys residents. The Middle Keys has 13 percent of Monroe County's population and 27 percent of drowning deaths occurred in the Middle Keys (2005-2015, FLCHARTS, 2016). Hence, the development of a drowning prevention campaign is a critical step in decreasing drowning death rates among Monroe County residents.

The department is currently working with Florida Keys Healthy Start Coalition, Monroe County Fire Rescue, and Monroe County Sheriff's Office to increase awareness of drowning in Monroe County. The department has held four meetings since February 2016. The group meets to provide updates on progress made and new action items regarding drowning awareness and a potential infant self-rescue program. We will host three meetings by March 2018 to ensure good communication and updates are provided regarding drowning prevention efforts in our county.

Tactic	Indicator	Current Level	Target	Status	Explanation of Status*
By March 2018, collaborate with Florida Keys Healthy Start Coalition and Monroe County Fire Rescue to provide Drowning Prevention education to residents by hosting at least three meetings with decision makers to educate on benefits of drowning awareness	Number of meetings hosted.	0	3		New CHIP tactic as of February 2017



<p>By March 2018, collaborate with Florida Keys Healthy Start Coalition and Monroe County Fire Rescue to provide Drowning Prevention education to residents by posting drowning prevention signage at all public swimming pools and beaches in Monroe County.</p>	<p>Number of signs posted.</p>	<p>13</p>	<p>19</p>		<p>Since August 2016, the department and Florida Keys Health Start Coalition has worked together to post drowning prevention signs at public beaches and pools. Two municipalities or six signs remain to ensure the signage has been posted. (See Accomplishments Section for additional details).</p>
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Strategic Issue Area 2: CHRONIC DISEASE PREVENTION - HEART DISEASE

Goal: Reduce heart disease death rate in Monroe County.

Aligns with State Health Improvement Plan Goal CD 3 (Reduce chronic disease morbidity and mortality)

Strategy: Advocate with decision-makers about the importance of physical activity and healthy eating habits by promoting Healthiest Weight Florida ideals and branding.

Key Partners: City of Marathon, Monroe County BOCC, and Local Media Outlets (The Citizen)

Objectives:

HD1. By December 2022, decrease the percentage of adults who report no leisure-time physical activity (Monroe County: 21%; Top US Performer 20%, County Health Rankings and Roadmaps).

Tactics:

- **HD1a. By March 2018, present physical activity health issue to target audiences by increasing awareness of parks and recreational activities by having a public directory made available at five government offices in Marathon that serve residents on a daily basis.**

Partnership Tactics:

- **Meet with decision makers to educate on the importance of including in the master plan parks that are multigenerational.**

Why this is important to our community:

One of the concerns that was brought up from our community health survey was the issue of “lack of activities for adults and children” in Marathon. Since many of the surveys were conducted face-to-face, the interviewers were able to engage in conversation with residents to determine why they feel that lack of activities is a major concern in their community. Based on community input from those who frequently take advantage of the parks and the exercise amenities, they feel that the quality and number of parks in Marathon is sufficient, however, to some residents who were interviewed, there are parks and equipment that are underutilized. Consequently, DOH-Monroe developed a parks directory called, “Motion on the Ocean: A Public Health Guide to Physical Activity Across the Florida Keys.” The parks directory features information on Healthiest Weight Florida, a narrative from our Administrator and Medical Director, all 65 of Florida Keys’ parks, and high definition maps that pinpoint the location of the parks. The document was completed in July 2015 and is currently available online at the following link: www.tinyurl.com/motionparks. Residents and



community partners are encouraged to download the document on their smartphone as a PDF file for easy access.

In addition to the parks directory being made available online, it is also available at all community events and community meetings that the department participates. Local media, especially the Florida Keys' daily newspaper, The Citizen, has featured the parks directory countless times since its release. Because of the free-earned media, resident and visitors frequently visit our county health department specifically requesting for a copy of the parks directory.

This year, we hope to distribute the parks directory at five government offices in the city of Marathon and partner with the City and the County in reproducing the directory themselves for continued dissemination. This includes the Marathon Library, Marathon City Hall, Marathon Fire Rescue, Marathon Parks and Recreation, and Marathon Government Center.

Tactic	Indicator	Current Level	Target	Status	Explanation of Status*
By March 2018, present physical activity health issue to target audiences by increasing awareness of parks and recreational activities by having a public directory made available at five government offices in Marathon that serve residents on a daily basis.	Number of locations	0	5		New CHIP tactic as of February 2017

Strategic Issue Area 3: CHRONIC DISEASE PREVENTION – SKIN CANCER

Goal: Reduce skin cancer death rate in Monroe County.

Aligns with State Health Improvement Plan Goal CD 3 (Reduce chronic disease morbidity and mortality)

Strategy: Engage in community outreach, mobilization, and media advocacy to reduce skin cancer death rates among residents.

Key Partners: City of Marathon Parks and Recreation, Local Media Outlets, and Local Doctors Offices

Objectives:

SC1. By December 2022, reduce the average age-adjusted skin cancer death rate. (FLCHARTS 2010-2014 shows Monroe County had 3.4 per 100,000 population compared to FL Average, 3.2 per 100,000).

Tactics:

- **SC1a. By March 2018, present skin cancer issue to target audiences by providing educational information and samples of sunscreen packets at three health fairs and/or community events throughout the Marathon community.**
- **SC1b. By March 2018, solicit free issue-focused earned media by conducting at least two radio interviews and release one PSA in a local newspaper emphasizing the importance of protecting skin from sun exposure while indicating melanoma death rates in Monroe County as they compare to other counties.**

Partnership Tactics:

- **Per CHIP Annual Meeting from December 2015, local media outlets, including US 1 Radio and The Weekly, will provide PSAs on skin cancer prevention.**



Why this is important to our community:

Because the Florida Keys sees twice as many deaths due to melanoma than the statewide average, skin cancer is a top concern that should be addressed in our county. There were 3.8 versus 3.2 deaths due to skin cancer per 100,000 population in Monroe County versus the State of Florida, respectively, between 2010 and 2014 (FLCHARTS, 2010-2014). The incidence of melanoma in Monroe County is also higher than the statewide rate (38.7 versus 18 per 100,000 population, 3-year rolling rate, 2011-2013, FLCHARTS, 2017). The topic of skin cancer was among the questions that was integrated into our community health assessment.

Respondents of the question, “Do you take measures to protect your skin from the sun?” revealed that 77 percent of West and Central Marathon residents take these protective measures. Although this percentage seems high, there is significant room for improvement. During our face-to-face interviews with residents, few respondents of this question were unaware of the importance of applying lotion with SPF 15 or higher when outside for a reasonable time period. Truthfully, these particular respondents wrongly assumed that applying any lotion without SPF would provide some skin protection from the sun. Therefore, an effort to provide education to residents of the appropriate ways to protect oneself from the harmful rays of the sun and skin cancer is crucial to decrease the mortality and incidence rates of skin cancer.

CHIP partners have also helped educate the community and continue to share the messages on skin cancer prevention. For example, US 1 Radio’s Biz Baz host indicated the station frequently shares skin cancer awareness and how to identify melanoma on their radio show. Other community partners, including the City of Marathon Parks and Recreation representative and Maratri, also suggested putting sunscreen dispensers at the beaches with information about preventing skin cancer and how to correctly apply sunscreen. According to the team, local businesses and doctors’ offices would provide the funding for these sunscreen dispensers.

Tactic	Indicator	Current Level	Target	Status	Explanation of Status*
By March 2018, present skin cancer issue to target audiences by providing educational information and samples of sunscreen packets at three health fairs and/or community events throughout the Marathon community.	Number of events	0	3		New CHIP Tactic as of February 2017
By March 2018, conduct at least two radio interviews and release one PSA in a local newspaper emphasizing the importance of protecting skin from sun exposure while indicating melanoma death rates in Monroe County as they compare to other counties.	Number of PSAs	0	3		New CHIP Tactic as of February 2017

Strategic Issue Area 4: CHRONIC DISEASE PREVENTION – ALCOHOLIC LIVER DISEASE AND CIRRHOSIS OF THE LIVER

Goal: Reduce alcoholic liver disease death rate in Monroe County.

Aligns with State Health Improvement Plan Goal CD 3 (Reduce chronic disease morbidity and mortality)

Strategy: Increase knowledge surrounding risks and harm related to alcoholic liver disease and cirrhosis of the liver among adults and youth in Monroe County through community outreach, mobilization and media advocacy.

Key Partners: Monroe County Coalition, Monroe County Sheriff’s Office, Key Colony Beach Police Department, and Key West Police Department



Objectives:

CL1. By December 2022, decrease the adult heavy alcohol use or binge drinking percentage in Monroe County from 26% to 23% (State of FL Average 17%, BRFSS, 2013).

Tactics:

- **CL1a. By March 2018, solicit free issue-focused earned media by conducting at least one radio interview and release one PSA in a local newspaper about the causes and symptoms of cirrhosis of the liver and alcoholic liver disease.**
- **CL1b. By March 2018, collaborate with Monroe County Coalition in decreasing alcohol abuse among Monroe County residents by participating in at least 8 Monroe County Coalition Meetings.**

Partnership Tactic:

- **Support Monroe County Coalition in educating bartenders/servers regarding laws soliciting patrons to purchase additional alcoholic beverages.**
- **Support Monroe County Coalition in providing tools needed to create city/municipal policies regarding zoning boundaries that keep new alcohol retailers from coming within a half-mile of a school.**

Why this is important to our community:

There are significant differences in alcohol-related deaths, injury incidences, behavioral health issues related to drinking, and other alcohol-related chronic disease death rates among Monroe County residents as compared to the rest of the state of Florida. For example, Monroe County has the highest percentage in the State of Florida for adult heavy alcohol use or binge drinking (BRFSS, 2013). Among youth, Monroe County has among the highest percentages of high schoolers who have reported binge drinking or drinking alcohol within 30 days (FLCHARTS through DCF, 2012). Alcoholic liver disease death rate in Monroe County is also the highest in the state with 11.5 deaths per 100,000 population; the state average was 6.1 (FLCHARTS, 2013-2015). Chronic Liver Disease and Cirrhosis age-adjusted death rate is also among the highest in Monroe County with 17.3 deaths per 100,000 population, whereas the state average was 11.6 (FLCHARTS, 2013-2015).

Alcohol-related motor vehicle accidents is also a major problem in Monroe County. Monroe County's death rate due to alcohol-related motor vehicles crashes from 2013 to 2015 was among the highest in the state with 10.9 deaths per 100,000 population, whereas the average for the state of Florida was 4.4. Alcohol-suspected Motor Vehicle Traffic Crash Injuries rate for Monroe County is also the highest in the state with 155 incidences per 100,000 population, which is statistically significantly higher than the average for the state, which is 56 incidences per 100,000 (FLCHARTS, 2013-2015). Therefore, public health statistics show a major concern with regard to Monroe County resident behaviors as they relate to alcohol use.

A local community stakeholder, Monroe County Coalition works diligently to address drug and alcohol use among youth and adults. As one of our CHIP partners, they also have expressed that heavy alcohol drinking is a major problem in our county and much of this issue relates to many of the other public health concerns that our county faces, including our high motor vehicle accident rate, drowning death rate, and bicycle accidents. A question was added to our CHIP for Eastern Marathon, Key Colony Beach, and Stock Island inquiring if residents are aware that drinking long-term can cause cirrhosis of the liver. Results for Eastern Marathon, Key Colony Beach, and Stock Island surveys will be available in the next CHIP revision. We hope to work closely with Monroe County Coalition in promoting awareness regarding alcohol-related diseases and consequences of drinking while driving among residents.



Objective	Indicator	Current Level	Target	Status	Explanation of Status*
Conduct at least one radio interview and release one PSA in a local newspaper about the causes and symptoms of cirrhosis of the liver and alcoholic liver disease.	Number of PSAs.	0	2		New CHIP tactic as of February 2017.
By March 2018, collaborate with Monroe County Coalition in decreasing alcohol abuse among Monroe County residents by participating in at least 8 Monroe County Coalition Meetings.	Number of meetings	0	8		New CHIP tactic as of February 2017. Already participate in majority of meetings, we are on their agenda. Also did a presentation on the CHIP at one of their meetings, Jan 2017.

REVISIONS AS OF FEBRUARY 10, 2017

There are several revisions that have been made in our CHIP. Revisions include recommendations from community stakeholders, development of new objectives since most of them were achieved in our 2015-2016 CHIP, and improvement of format and content to our CHIP booklet which will release early to mid-summer 2017.

- Redeveloped 19 microcommunities that were initially fostered by a team of DOH-Monroe staff into 22 microcommunities. These were also renamed to reflect a more accurate nomenclature specific to the designate census and municipal boundary.
- Most of the objectives in our 2015 CHIP were also met; to further the work, new objectives were developed as indicated in this report.
- The following objectives from our 2015-2016 CHIP were successful:
 - ✓ **Support arrangements for a public swimming pool by collaborating with at least three agencies that will assist in facilitating this process.
 - ✓ Increase awareness of parks and recreational activities by having a public directory made available at all DOH facilities and Monroe County municipal offices.
 - ✓ Provide educational information and samples of sunscreen packets at five health fairs and/or community events throughout the Marathon community.
 - ✓ **Conduct at least one radio interview and or release one PSA in a local newspaper emphasizing the importance of protecting skin from sun exposure while indicating melanoma death rates in Monroe County as they compare to other counties.
 - ✓ Have a public directory made available listing clinics that serve patients with our without health insurance in Monroe County and promote early detection and screening for colorectal cancer.
 - ✓ **Participate in at least three events that serve the West and Central Marathon region and neighboring areas by educating residents in Florida Bicycle Pedestrian Laws by distributing free-issue focused media, including educational materials and helmets at local private and public events.

**Featured in Accomplishments Section in the following page.



ACCOMPLISHMENTS

Community Events on Bike/Pedestrian Safety and Skin Cancer Prevention

The department participated in 16 events, surpassing the CHIP goal of three since our last revision in the Fall of 2015 whereby we provided bike and pedestrian injury prevention education and free helmets. Over 420 free helmets were fitted by certified helmet fitters and educational information was distributed since our last CHIP revision. The department also provided education about sun safety by speaking with individuals about the proper way of applying sunscreen, distributing at least 200 six ounce cans of 55 SPF sunscreen to residents along with sunscreen packets and lip balm with sunscreen. The list of events where we provided bike/pedestrian safety and skin cancer prevention education follow.

Events that serve Middle Keys residents are indicated with an asterisk (*)

Date, Event, and Location	Approx. Number Residents Served
1. *November 7, 2015: The Bike Rodeo Event, City of Marathon Parks and Recreation.	100
2. *January 30, 2016: 9 th Annual Marathon Family Fun Fest	1000
3. March 13, 2016: Key West Artisan Conch Cruiser Bike Show Event	500
4. April 9, 2016: Horace O'Bryan Elementary School Community Event and Yard Sale, Key West	200
5. April 30, 2016: Venora P. Mingo Family Festival of Reading Event	1000
6. *May 21, 2016: Community Day at Jesse Hobbs Park, Marathon.	150
7. *June 15, 2016: Key Colony Beach Fishing Derby Event, Sponsored by Key Colony Beach Police Department	200
8. August 13, 2016: Police Athletic League, Back to School Summer Jammy Jam Event	100
9. September 24, 2016: Red Shirt Run 5K, Key West, Higgs Beach	300
10. September 26, 2016: English as a Second Language Parent Night at Horace O'Bryan Elementary School, Key West	200
11. *September 27, 2016: Monroe County Board of County Commissioners Health Fair, Marathon Government Center, Marathon	300
12. September 29, 2016: Monroe County Board of County Commissioners Health Fair, Double Tree Grand Key Resort, Key West	300
13. November 25, 2016: I Love Stock Island Fish Fry Community Event.	500
14. *January 28, 2017: 10 th Annual Marathon Family Fun Fest	1000
15. *January 28, 2017: University of Miami/Area Health Education Centers Health Fair – Fishermen's Hospital.	150
16. February 18, 2017: Mariner's Hospital Health Far	150
Total	6150

In addition to community events, the department also promoted sun safety live on the radio five times, surpassing our CHIP goal of two public service announcements. US 1 Radio gives the department a weekly radio spot on Monday mornings at 7:40 a.m. to speak about public health issues facing the Florida Keys. The weekly radio spot is generally ten-minutes long and covers all of the Florida Keys. The radio station can be found on 104.1FM, and can also be listened to streaming online, on the smartphone app, iHeart Radio, and through a free downloadable recording of the morning news report which is available online two hours after the live recording concludes. US 1 Radio is considered among the most listened to news radio station in the Florida Keys. The estimated impact is the population of Monroe County, which is 75,000 residents as well as the visitors. The station is the only radio station in Monroe County that provides locals and visitors with 24/7 local news and updates throughout the day.



Three of the five radio and PSAs were indicated in our previous CHIP. Two additional radio interviews were conducted by the department pertaining to skin cancer last year. One radio interview was done on May 16, 2016 by Administrative Services Director, Mary Vanden Brook about Skin Cancer Awareness Month. The second interview was done on August 8, 2016 by Dr. Mark Whiteside, Medical Director who spoke about the UV Index, Melanoma/Skin Cancer Detection and Prevention. Therefore, the department is proud to have a strong relationship with our local media and community partners that depend on the health department for providing residents with invaluable public health information.

Launch of Drowning Prevention Campaign

As previously mentioned in this report, drowning is a significant public health concern in Monroe County. Based on our community health assessment, residents in the Middle Keys have also expressed not only a need of a reliable means of swimming for exercise, but also a reliable means of learning how to swim. The department joined Florida Keys Healthy Start Coalition and Monroe County Fire Rescue in launching a drowning prevention campaign in early 2016.

The team has accomplished a number of projects regarding drowning. These include the following:

- Through this partnership, the department developed a drowning awareness sign for residents and visitors to read at all public beaches and pools in the Florida Keys. Currently, there are 15 beaches and four public pools in the Florida Keys. Between November 2016 and February 10, nine beaches have the sign currently posted in prominent locations on beach property in Monroe County. Six signs have yet to be put up at the beaches and are indicated below with an asterisk. Four signs are also posted currently at four public pools in the Florida Keys

<ul style="list-style-type: none"> ✓ Key West <ul style="list-style-type: none"> ○ Simonton Beach ○ South Beach ○ Smathers Beach ✓ State Beaches <ul style="list-style-type: none"> ○ Fort Zachary Taylor State Park ○ Bahia Honda State Park ○ Curry Hammock State Park** ○ John Pennekamp State Park ✓ Marathon <ul style="list-style-type: none"> ○ Coco Plum Beach** ○ Sombrero Beach** 	<ul style="list-style-type: none"> ✓ Monroe County Beaches <ul style="list-style-type: none"> ○ Higgs Beach** ○ Harry Harris State Park** ○ Veteran’s Beach** ✓ City of Islamorada <ul style="list-style-type: none"> ○ Founder’s Park ○ Islamorada Public Library ○ Anne’s Beach ✓ Public Pools <ul style="list-style-type: none"> ○ Jacob’s Aquatic Center ○ Founder’s Park ○ FL Keys Community College Pool ○ Martin Luther King, Jr. Pool
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- Although there have been no drowning deaths in public pools in the Keys in many years, it is important to provide drowning prevention awareness and educational materials in a realistic manner given our current staffing, partnerships, and resources. In addition to signage at public places, one additional means of promoting drowning awareness in the Keys is partnering with pool owners and operators. Monroe County has 476 active public pools on the department’s Division of Environmental Health’s (EH) inspection routine. Florida Keys Health Start Coalition CEO, Arianna Nesbitt and Florida Department of Health in Monroe County Administrator, Bob Eadie wrote and signed a joint letter that details the importance of drowning awareness in our county. The drowning prevention letter, a Water Watchers tag, and a drowning prevention brochure were placed into about 500 envelopes. These envelopes were given to the Environmental Manager who distributed them among the EH inspectors throughout the Keys. The inspectors were asked to explain the purpose of these packages to the owner and/or operator that oversees the swimming pool being inspected. All 476 pools received the information as of December 2016.



- The department shared drowning prevention educational materials at all of our recent events, including water watchers tags, Stewie the Duck children’s books, and drowning prevention brochures in Spanish language.

In our last CHIP revision, the construction of a community pool in the City of Marathon was a significant need that the community expressed based on our community needs assessment and subsequent community meetings we hosted in Marathon. One of the goals in our previous CHIP was met, which was to support arrangements for a public swimming pool by collaborating with agencies and groups to provide the guidance on the development of a swimming pool in Marathon.

- Currently, the nearest public pools are more than 50 miles away from Marathon. A pool would provide an appealing form of physical activity for residents and a reliable means for residents, including infants, to learn how to swim. The City of Marathon put a referendum on the August 2016 ballot inquiring if Marathon residents agree to the City looking into constructing a pool in their community. The referendum passed and the City has already started looking into costs and feasibility of constructing a pool in Marathon. The City will also host a swimming pool planning steering committee meeting sometime this spring. Our department is part of this steering committee.

BAHAMA VILLAGE MICROCOMMUNITY: Accomplishments and Post-Assessment Preliminary Results

In the Fall of 2012, the department conducted its first comprehensive community health assessment study in the microcommunity of [Bahama Village](#). After identifying the health gaps that exist in Bahama Village, the department worked closely with local groups, community stakeholders, as well as the City of Key West in harnessing the collective power needed to improve the health and well-being of Bahama Village community members. The following is a list of accomplishments that have been made in this community by local groups, City of Key West, and City of Key West District VI Commissioner, Clayton Lopez.

- Completed renovation of Nelson English and Willie Ward Park, August 2014. Renovation of park was one of the major issues indicated by residents and also addresses “lack of activities” issue from the 2012 assessment.
- Began renovation of Frederick Douglass Gym September 2016, currently under construction. Will include a new resource center, early childhood education programming, and a fitness center. Renovation of gym was one of the major issues indicated by residents and also addresses “lack of activities” issue. Estimated cost to community redevelopment area: \$4.1 million.
- Began renovation of VFW Summer 2016 by Habitat for Humanity, currently under construction. Renovation of this community center was one of the major issues indicated by residents.
- Habitat for Humanity renovated several homes in Bahama Village. One of the primary objectives of the community redevelopment area is to refurbish or replace housing stocks, while encouraging incorporation of affordable housing stocks. Their efforts were accomplished through the use of tax-increment funds as approved by the Bahama Village Redevelopment Advisory Committee to address “property upkeep and houses in disrepair” issue.
- Community groups have worked to provide activities for children, including the Frederick Douglass School Black Educators Memorial Project, Inc – Spring, Summer Camps, and Reading Festival; Bahama Village Music Program; Key West Police Department’s Police Athletic League; and more!
- Significant decrease in the number of complaints reported in Bahama Village to the Citizen’s Review Board (personal correspondence with Executive Director, Larry Beaver, November 29, 2016). Prior to assessment between 2009 and 2012, there were between seven and nine complaints reported. In 2013, there were two complaints and six complaints in 2014, and none in 2015 and 2016. This issue addresses “police



harassment” issue. In addition, City of Key West Police Chief, Donie Lee reported that Verbal Judo is among the courses that police officers take (personal correspondence, 2013).

- Added 48-space public parking lot in Bahama Village to address “lack of parking” issue.
- Bahama Village Visioning and Capital Projects [Workplan](#), by the City of Key West, May 12, 2016, takes into “major consideration public health community-identified issues found from the health department’s survey,” according to Commissioner Lopez. “The survey has played a large role in many of the capital improvements made in Bahama Village.”

A total of 342 Bahama Village residents participated in our public health post-assessment. Because data is still being analyzed, only preliminary results of our post-assessment study for Bahama Village are currently available. The following data shows the results of 138 participants.

Community-Identified Public Health Issue	Over the last five years since our initial community health assessment, percent that feel the issue has:			Notes
	Improved	Stayed the Same	Got Worse	
Activities for children	42%	38%	20%	Frederick Douglass Gym is currently being renovated, making it unavailable for the community to use. Results for this question may have been distorted due to gym renovation. However, for the most part, the community feels that this issue has improved.
Drug Trafficking and Sales	50%	39%	12%	This issue has improved
Trash and Littering	37%	48%	15%	Residents feel that the issue has improved, but most say the issue has stayed the same.
Police Harassment	29%	47%	24%	This issue has stayed the same.
Neighborhood Upkeep/Housing in Disrepair	55%	38%	8%	A majority of residents feel that this issue has improved
Street Lighting	38%	49%	13%	Residents feel that this issue stayed the same and also improved.

CONCLUSION

Community health assessments involve a multi-step process which starts with systematically collecting and analyzing data and health needs of a given population such as Bahama Village, Marathon, Key Colony Beach, and Stock Island. These assessments have become a strategic plan for the Florida Department of Health in Monroe County, as they are being used to create programs to address the barriers as well as the identified and pressing public health needs and issues of a community. We now have available data that can be used to set priorities and allocate available human resources. Communities of focus must be continually monitored by hosting regular community meetings to assess the status of the locally identified health issues, determining ways to resolve the issues, followed by implementing the resolution. Continuous refinements of the CHIP can only be achieved by recurrent input of community members. The data results shown in the assessment give health authorities, such as FDOH-Monroe, the valuable opportunity to create local services and use these assessments to set the priorities to improve health. These are also appropriately called, “equity audits” (DOH-UK, 2004). These “equity audits” can be utilized to determine if, indeed, healthcare resources are being used and allocated in accordance with the community needs.



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APPENDIX A: COMMUNITY MEETING DOCUMENTATION

December 2015 CHIP Meeting Documentation

Florida Department of Health in Monroe County
 CHIP Revision Community Meeting
 Location: Fishermen's Hospital Education Room, Marathon, FL
 Monday, December 7, 2015, 3 p.m. to 4 p.m.



Sign In Sheet

Purpose:

Solicit input from the community on revising the current Community Health Improvement Plan (CHIP) through open two-way dialogue.

Name	Organization or Community Representative	Email	Phone
Derek Paul	mcsd	dpaule@keysso.net	305-289-2430
Bill Brookman	FDOH - MONROE	william.brookman@flhealth.gov	305-453-5752
Drainie Wertz	Fishermen's Hospital	Drainie.Wertz@fbcars.com	305-389-6207
Michelle Calderon	City Councilwoman	calderonm@marathon.fl.us	305 360 7666
John Johnson	MARATHON F.D.	JOHNSON_J@CI.MARATHON.FL.US	305-743-5266
Bob Eadie	MCD		
Mark Felts	Maratri	drfelts@bellsouth.net	305-731-5588
Robert Felts	Maratri		
Ligha Fox	US1 Radio	fox@fkeysmedia.com	305-900-0749
Sara Mathis	Weekly News	sara@keysweekly.com	305-743-0844
MICHAEL H. PUTS	CITY MANAGER CITY OF MARATHON	mh PUTS@CI.MARATHON.FL.US	305-481-0438
Dr. Lesley Thompson	MCSO / Special Olympics	lesley.salinero@keyschools.com	
Franco C. D'Ascanio	Maratri	fdascanio@gmail.com	305 481 7034
CORA BAGGS	PARKS + REC COMMITTEE	KEYZLIVIN@AOL.COM	305-481-7604

Florida Department of Health in Monroe County
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Sign In Sheet

Purpose:

Solicit input from the community on revising the current Community Health Improvement Plan (CHIP) through open two-way dialogue.

Name	Organization or Community Representative	Email	Phone
Jimmy Schmidt	CITY OF MARATHON P+R	SCHMIDTJ@CI.MARATHON.FL.US	305 481-0767
Alison Morales Kerr	FDOH - Monroe		



Florida Department of Health in Monroe County
CHIP Revision Community Meeting
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Monday, December 7, 2015, 3 p.m. to 4 p.m.

MINUTES

Purpose: Solicit input from the community on revising the current Community Health Improvement Plan (CHIP) through open two-way dialogue.

Topic	Lead	
Welcome/Call to Order > Introductions > Prompt attendees to sign in	Bill Brookman, Community Health Director	Lt Paul, sheriff's office, Dian, Robbie, Mark Chiropractor, Michelle, Franco design source, Mike Puto, Bob, Jimmy Schmidt, John Johnson, Leigha Fox, Sarah Matthis (see sign in sheet for all attendees, some latecomers) Bill Brookman - Community Health – Explained public health – we deal with population, health indicators, some things we identified, we looked at diseases at the census tract level, heart disease is a major killer, cancers, and skin cancer. Bicyclists also very common. Leigh Fox (radio host and pool advocate) pointed out that there are heavy drinkers in this county. Alison noted some statistics. From our perspective the CHIP is the prescription.
Introduce CHIP	Bob Eadie, Administrator	Bob Eadie – in Monroe county, we do indeed have an issue with substance abuse and alcohol abuse. Sheriff's office spends much money, a week out of a year, in court time added up. There are consequences that we don't want to talk about, but it's a major cost to our residents. 28% HS students say they binge drink frequently in this county.
Status Update of CHIP and Discussion of Supporting Information > Heart Disease <ul style="list-style-type: none"> • <i>Swimming Pool Proposal and Partners</i> • <i>Motion on the Ocean</i> • <i>Healthiest Weight FL</i> 	Alison Morales Kerr, Health Educator	Alison opened this topic by sharing all the objectives in the current CHIP. When Alison mentioned the Bob Eadie pointed out that Graziana – AIDS help key West – scholarship put together – every six months assigned to health department. 5 year partnership moved into addressing health issues. AIDS help provides housing. Another intern will start first of year to complete the directory. Come up with a business plan to increase access in Monroe county. There are more resources now than before in some ways. Leigha - 8 radio stations from FL city to Havana- They can here them here. Melanoma commercials run all the time. Someone had a spot on arm, ended up with seizure, melanoma caused by the sun and preventable. Plastic surgeon here in key west promotes this fact! Girl that died actually did.

1

Florida Department of Health in Monroe County
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MINUTES

<i>Branding</i> > All Cancers <ul style="list-style-type: none"> • <i>Skin Cancer Prevention Campaign</i> • <i>Radio PSAs and print advertising</i> • <i>Public health provider directory</i> > Injury Prevention <ul style="list-style-type: none"> • <i>Bike Pedestrian Safety Campaign</i> • <i>Bike Helmet Safety</i> Open Floor for Community Input and Revisions > <i>What should be changed or added in this document?</i> > <i>Can you or your agency contribute to the document?</i>		Dr. Thompson - A number of races. Card with a sample inside each of these bags for the runners. Place these in event bags. Sarah - Can run PSAs in the Weekly, Special To Health magazine to run editorial information. Franco – recreational market. Maritri - There are these open areas, mom in marathon. Doesn't observe any large scale representation of skin cancer awareness. Skin cancer dispenser. There are misconceptions about who gets skin cancer. Sand sculptors can help promote this. Should display facts. Jimmy Schmidt- Question is who pays for it. eagle scout project, display with dispenser. Reach out to local business. Franco is part of design source. Michelle - Doctors office can also donate. Bill – send a mass email to all health providers to contribute to skin cancer education to community Jimmy – everyone puts on sunscreen wrong. Should wait 20 minutes and then go outside. Dr. Thompson – stankley swillick – promote helmets, bike accidents. Sarah - Is there a common denominator Lt: both ways can be in the wrong. Common sense is to stop if there is a car, but they don't always do that. They all have to obey traffic laws. Most bike accidents involves those not stopping. Must educate these bicyclists. They will continue education effort noting this is a major problem. Fire- pulling out and not in front of. Dianne- They are flying. They don't have any etiquette
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2



Florida Department of Health in Monroe County
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MINUTES

	<p>Thompson – its your obligation to make eye contact</p> <p>Lt. Those on the side walk are in most danger. Those on highway are treated like any other car. Alcohol is also a big factor.</p> <p>Mike- there are all these stop signs, bicyclists do not stop. Can write 20-30 tickets a day. Bikers have been seen hitting cars.</p> <p>Lt. anyone under 16 without helmet or light they do get educated.</p> <p>Leigh suggested for bike lights to be given to sheriff's office</p> <p>Franco – there are visual barriers you can't control. Clearances before and after relative to the view angles. Ie: hedges and stop bars. Harbor drive by aviation, hedges. For years, cannot see past them.</p> <p>Lt. Said they can notify DOT to address hedges that are blocking view. They can either trim themselves or they can call public works.</p> <p>Mike – they are usually out there, the city to trim these areas.</p> <p>Bob – What would it take marathon to make it safest in the keys. If you're a cyclists.</p> <p>Michelle- bike rental stores. Do they provide the education? Don't know. Specific to Marathon, trifold. Education pamphlets. Ensure bike EYE contact.</p> <p>Lt. bike lane from DOT. Easier to see them on the highway. Drunk drivers also an issue.</p> <p>Bill – who organizes cycling events -</p> <p>Dr. Thompson – unique opportunity for cycling, triathlons.</p> <p>Sara – latest we know, Marathon City council men spoke with school board member or 2 to give property for parks and rec purposes. City of marathon, write a resolution and passing it</p>
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3

Florida Department of Health in Monroe County
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MINUTES

	<p>asking school board for property. School doesn't need a detailed accounting. An important, city council person, like michelle. First steps, to get Michelle to do it.</p> <p>Martin - needs to go up in referendum to put in in March.</p> <p>Michelle – wanted it to go to referendum when she ran for council. . Needs to know what long term grant money, insurance and maintenance, staffing.</p> <p>Sarah - Health departments intern, can figure operational costs. We need to determine these figures.</p> <p>Cora – Roman said we need to consider this, put this on record that the county that the countill and should support this.</p> <p>Sarah – County already supports Jacobs aquatics. Theres two pools in Key West and two pools in upper keys.</p> <p>Bill- Size – want to cover and meet the needs of the community. Want swim team to come over and train, lap swimming. Meet needs of scuba diving community. Scuba center (sit at bottom 15-20 minutes), needs to be deep.</p> <p>Leigha – Banana Bay allows one dive center to use it. New owners are going to resurface pook.</p> <p>Bill: do you want water features</p> <p>Leigha – water features is the third aspect. Wants something for people going through physical therapy. Three – lap swimming, dive, and water features.</p> <p>Cora – aging population to have aqua sites, no more in town. Many women have come up to her wanting this opportunity to exercise and get in pool health reasons. The location is ideal.</p> <p>Sarah- many people in key colony beach that buy membership to Banana Bay.</p>
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MINUTES

		<p>FKCC – is both annual and day fee. Upper Keys has quarterly.</p> <p>Membership fees would help pay/cover costs.</p> <p>Sarah- Jacobs gets many sources, Monroe county and other activities. Founders is a pay facility. If city of Islamorada resident, it's free if not there's a fee. When there's an instructor, 80% of fees goes to instructor, 20% to pool. Jimmy said that's not always the case. Other means – people pay per user, swim lessons, dive, hospital for physical therapy, locker fees, equipment rentals, sponsorships, swimming clubs, college teams that come down on vacation and pay per splash (ie 7 swimmers each swimmer pays fee). All of these are revenue generators.</p> <p>Thompson – upper keys \$250k county paid for one year. This is the amount that Monroe county subsidized one year. Can also draw from Summerland and from here to come swim. How to PAY for pool – to have a pay pool (similar to FKCC). And programs, which will eventually support grants to pay for these. Goal – make this pool pay and generate revenue. Endowment fund revenues can also offset these costs. Must come from all sources to make this work. Do a survey.</p> <p>We did a sample of folks who support taxes.</p> <p>Mike mentioned that we chose west and central marathon – he clarified.</p> <p>Bill - we looked at it from a health standpoint. We have no objections to look at it from the political division of marathon.</p>
Meeting Evaluation	Alison Morales Kerr	Received 12 evaluations. Several wanted meeting to be longer than it was.
Adjourn	Bob Eadie	



APPENDIX B: MISC. COMMUNITY MEETING DOCUMENTATION

List of CHIP Small-Group, 1:1, and Bahama Village Task Force Meetings

Marathon

1. October 13, 2015

City of Marathon and Florida Department of Health in Monroe County Meeting

Marathon Parks and Recreation Meeting

Tuesday, October 13, 2015 at 12:30pm

Attendees: Alison Morales Kerr and Jimmy Schmidt, Director, Marathon Parks and Recreation

Talking Points:

- Discussion of results of our community health survey min Marathon
- Clarification of points raised at Marathon Parks and Recreation Meeting October 12, 2015.
- A total of 383 took this survey and 81 people specifically indicated that more activities to do would be nice to improve the overall community health.
- The purpose of the survey was to get people's feedback so that improvements and suggestions can be made by the people themselves.
- Discussed partnership and active role that Marathon Parks and Recreation plays currently in activities in Marathon.
- Jimmy said they have events frequently. Many of these events are on the Parks and Recreation Parks Newsletter put out by Ali Adams.
- Parks and Rec agreed to help address and increase awareness of events
- Getting people to hear about the events and activities is not primarily the issues; much of it has to do with actual action of adults to initiate activity.

2. November 7, 2015

Marathon Community Advocate Meeting

November 7, 2015

Attendees: Alison Morales Kerr and Phil Dakin, community advocate and resident

Talking Points:

- Meeting with community advocate for Marathon to continue promoting activities in the City, including community walks and exercise activities.
- Much of the issue is lack of participation. Despite efforts at advertising these community exercise events, it requires the motivation of residents to actually take part.
- It is extremely critical that funding is available to support such events. Incentives and or food are motivators.
- He provided insight on to effectively reach Marathon residents to make more successful events.
- Dakin is from Just Go Green, active Marathon health enthusiast.
 - o Mikepdakin@yahoo.com; www.justgogreen.myshaklee.com; www.justgogreen.info; 941-929-8785; info@justgogreen.info



3. February 6, 2016

Community Health Improvement Plan Progress Meeting

MEETING: Friday Feb 5, 2016 at 2pm

9805 Overseas Hwy, Marathon, FL 33050.

ATTENDEES: Marathon City Manager, Chuck Lindsey; Deputy City Manager, George Garrett; Community Health Services Director, Bill Brookman; Health Educator, Alison Kerr; Planner I, Gayle Glover

TALKING POINTS:

- Update on Community Health Improvement Plan (CHIP)
- George Garrett spoke about Complete Streets and work that Marathon is doing in response to Gayle's activity with Healthiest Weight Florida Complete Streets project.
- Department of Health initiatives in the City of Marathon so far, including community meetings, cancer and chronic disease prevention, and bike safety education.
- City Manager and Deputy City Manager strong partners of CHIP and will advocate to address community's needs as indicated in our CHIP Assessment for the City of Marathon

4. March 31, 2016

Community Health Improvement Plan Partnership Meeting

March 31, 2016; 12 noon

Fishermen's Hospital, Marathon

Attendees: Bill Brookman, Community Health Services Director of FDOH-Monroe; Alison Morales Kerr, PIO/Health Educator DOH-Monroe; Gayle Glover, Health Educator, Healthiest Weight FL Coordinator; Hal Leftwich, CEO Fishermen's Hospital; Jillian Lorenz, QI Fishermen's Hospital; Dianne Weits, Infection Control, Fishermen's Hospital

Talking Points:

- DOH led meeting to discuss the department's Community Health Improvement plan and continued partnership with Fishermen's Hospital.
- Bill inquired about how Fishermen's Hospital conducts their hospital assessment and partnership outreach and possible join us in including our community health assessment
- It was determined that their partnership is limited and will not work for our public health assessment needs.
- Hal, CEO, provided input on how we can improve out CHIP, including inclusion of hospital amenities and available services.
- Jillian mentioned importance of participation in Keys Ready Coalition and keeping up to date with the activities that take place in the meeting. The meeting is run by Cyna Wright, who is also an employee of DOH-Monroe.
- Strong collaborative effort found after discussing current actions that hospital plays in ensuring health of the public.



5. July 15, 2016

Community Health Improvement Plan Meeting

Friday, July 15, 2016; 9:30am

Stouts Restaurant: 8349 Overseas Hwy, Marathon, FL 33050

Attendees: Alison Morales Kerr, DOH-Monroe; Michelle Coldiron, City of Marathon Councilwoman; Carmen Schaper, DOH-Monroe MPH Intern

Talking Points:

- Michelle read CHIP 2015 and provided input on it included where support she can provided as councilwoman and voice of residents
- Alison spoke about one of the top concerns residents have, which is need for activities, particularly a public place to swim, instead of the ocean.
- Marathon community pool is an important feature that should be considered per Marathon residents and Michelle.
- The upcoming Marathon election will include a referendum which asks residents if they support the City of Marathon researching a pool to be developed in their city.
- Michelle provided best resources on where to obtain more information
- Alison noted that DOH cannot be involved in elections as a State agency, but the information will be recorded as a step.



6. January 17, 2017

Physical Address:
422 Fleming Street Suite 10
Key West, Florida 33040



Mailing Address:
PO Box 5047
Key West, Florida 33045

Monroe County Coalition Meeting
DCF Conference Room
Tuesday 17, 2017

Introductions: Gena Parsons, (Media Sector) Island Radio 106.9; Melson Maxime, (Youth Serving Sector) Keys to Be the Change; Heidi Golightly (Youth Serving Sector) Keys To Be The Change; Susan Moore, MCC; T.O. Johnson, MCC; Thomas Hill, (Law Enforcement Sector) MCSO; Marisa Faraldo Tedesco, (Govt. Sector) State Attorney's Office; Joe Laino, (Other Sector –Provider) South Florida Behavioral Health Network; Donna Stayton, (Dept. of Health) Tobacco Free Florida Keys; Alison Kerr (Dept. of Health) Tobacco Free Florida Keys; Geoffrey Tomb, MCC; Tiffany DaSilva, Wesley House; David Hall (Law Enforcement Sector) KWPD; Tom Clark (Law Enforcement Sector) KWPD; Elmira Leto, Samuel's House Women's Shelter.

Call In: Michael Kunert, (Govt./Law Enforcement Sector) ABT; Jay Glover, Guidance Care Center (Other Sector –Provider); Tammy Hansen, Guidance Care Center (Other Sector –Provider); Maureen Kemper, Guidance Care Center (Other Sector –Provider).

On Tuesday, January 17th, the Monroe County Coalition held a Town Hall Meeting in regards to Substance Abuse Prevention in Monroe County. The Town Hall was called to order at 2:00PM. Several Speakers presented on various subjects;

Presenter **Alison Morales Kerr, MPH**: Department of Health, Health Education Program Consultant/Public Information Officer. Subject: "General Monroe County health data, life expectancy, and behavioral risk factors"

Mrs. Kerr presented the room with copies of the "2015 Community Health Improvement Plan". She discussed the "micro-communities" within Monroe County, how they go about dividing the County for the purposes of data collection and how they go about collecting said data. The "General Health" of Monroe County was discussed. Alison presented the room with data on "Life Expectancy", "Associated Risk Factors" and "Top 10 Causes of Death in Monroe County".

Stock Island

7. November 2, 2016: I Love Stock Island Community Meeting

I Love Stock Island Community Meeting

November 1, 2016; 5:30pm to 7pm

Deluna's Café; 7005 Shrimp Rd. Chickee Hut, Stock Island



Planning Meeting
Tuesday, November 2 5:30 pm
Chickee Hut @ DeLuna's Bar and Grill at
Stock Island Village Marina 7009 Shrimp Rd

committees meeting:
City-wide clean up: land & shore
come with your lists of problem areas; recruit groups to manage zones, block captains needed

Festival logistics
leadership to help manage parking, trolleys, event ambassador
entertainment, beverage sales, t-shirt sales, history leaders

Island-wide clean up project, beautification, business alliance & special events

Summary: I Love Stock Island nonprofit group held a community meeting on Nov 2. DOH-Monroe provided copies of our Community Health Improvement Plan and offered assistance and partnership with the group. Jill and Sean Krikorian, I Love Stock Island, nonprofit organization stakeholders, helped finalize Stock Island Community Health Assessment and added several questions to survey which will be conducted Winter 2016/17



Key Colony Beach

8. January 26, 2017 Key Colony Beach City Commission Meeting: Community Health Assessment Study Presentation

KEY COLONY BEACH
CITY COMMISSION REGULAR MEETING
Thursday January 26, 2017 9:30 A.M.
City Hall Auditorium

1. **Call to Order, Pledge of Allegiance, Prayer, and Roll Call:** The Regular Meeting of the Key Colony Beach City Commission was called to order by Mayor Jerry Ellis at 9:30 A.M. followed by the Pledge of Allegiance and Prayer.

Present: Mayor Jerry Ellis, Secretary/Treasurer Jim Pettorini, Commissioner John DeNeale and Commissioner April Tracy. *Excused:* Vice Mayor Ron Sutton. *Also Present:* City Clerk Kathryn McCullough, Building Official Ed Borysiewicz. Police Chief Kris DiGiovanni and Fire Chief John Johnson. *Excused:* City Attorney Tom Wright. Public -7

2. **Approval of Minutes:** N/A

3. **Agenda Additions, Changes, Deletions:** N/A

4. **Special Requests:**

A. Florida Department of Health Public Survey. Alison Morales Kerr introduced herself as a four year employee with the Department of Health. She is requesting approval from the Commission to conduct a community health survey. The first Public Health survey was conducted in Bahama Village with great success. That survey showed a lack of activities for children, street lighting at night and a park that needed improvements. The Department of Health partnered with the City of Key West to add street lighting in some areas and to make improvements to the park. The Department would like to conduct the same type of survey in Key Colony Beach. Mayor Ellis suggested setting up in front of the post office. A box to receive completed surveys can be placed in City Hall. Ms. Morales Kerr asked if the Commissioners had any questions or suggestions concerning the survey. Chief DiGiovanni reported the Health Department has supplied bike helmets for the Police Department's Bike Safety events. Commissioner Pettorini requested a question concerning a resident's option to use Trauma Star be added to the survey. Ms. Morales Kerr would like to start the second week of February.

MOTION: Motion made by Commissioner Tracy, seconded by Commissioner DeNeale, to approve a public health survey by the Department of Health beginning on February 6, 2017.

ON THE MOTION: Unanimous approval.



Bahama Village

9. District VI/Bahama Village Task Force Team Meeting

- Community meetings for the Bahama Village microcommunity take place every two to three months with Clayton Lopez, District VI Commissioner and Chairman of the meeting. Department of Health in Monroe County formulated the Bahama Village Task Force Team, a group of community advocates who participate in this meeting. Department of Health also participates regularly. The meetings since December 2015 follow. Minutes and sign in sheet available upon request.
 - o December 10, 2015, Martin Luther King Community Center, Bahama Village, Key West, 6PM
 - o March 31, 2016, Martin Luther King Community Center, Bahama Village, Key West, 6PM
 - o May 12, 2016, Martin Luther King Community Center, Bahama Village, Key West, 6PM
 - o July 14, 2016, Martin Luther King Community Center, Bahama Village, Key West, 6PM
 - o November 10, 2016, Martin Luther King Community Center, Bahama Village, Key West, 6PM



APPENDIX C: Comprehensive List of Community Partners

- City of Key West
- City of Key Colony Beach
- City of Marathon
- City of Marathon - City Manager
- City of Marathon - Councilmembers
- City of Marathon - Mayor
- City of Marathon - Parks and Recreation Department
- City of Marathon - Public Works Department
- Community Health of South Florida, Inc. (CHI, Marathon)
- Department of Agriculture and Consumer Services
- Department of Business and Professional Regulation
- Fishermen's Hospital
- Florida Highway Patrol
- Florida Keys Health Start Coalition
- Florida State Parks
- Frederick Douglass School Black Educators' Memorial Project, Inc.
- Fresh from FL - Marathon Open Air Market
- Guidance Care Center
- Key Colony Beach Police Department
- Keys Area Health Education Centers
- Marathon Primary Care Providers
- Media Outlets - Conch Color
- Media Outlets - Konk Life
- Media Outlets - Newsbarometer
- Media Outlets - The Citizen Newspaper
- Media Outlets - The Keynoter
- Media Outlets - The Weekly
- Media Outlets - US 1 Radio
- Monroe County Board of County Commissioners
- Monroe County Coalition
- Monroe County School Board
- Monroe County Sheriff's Office
- School Health Advisory Council
- Students Working Against Tobacco (SWAT)
- University of Miami - Intern, Graziana Cassella
- Florida Gulf Coast University - Intern, Christina Genet
- Binghamton University - Intern, Priscilla Bennett
- Florida International University - Intern, Ruth Kallay
- Wesley House Family Services