



Community Health Improvement Plan Annual Report, 2017

*Florida Department of Health in Santa Rosa
County*

August 28, 2017

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Introduction

MISSION, VISION AND VALUES of the Florida Department of Health in Santa Rosa County

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

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

Values: I-CARE

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

Collaboration: We use teamwork to achieve common goals & solve problems.

Accountability: We perform with integrity & respect.

Responsiveness: We achieve our mission by serving our customers & engaging our partners.

Excellence: We promote quality outcomes through learning & continuous performance improvement

This is the annual review report for the 2016-2019 Florida Department of Health in Santa Rosa County Community Health Improvement Plan (CHIP). The activities and collaborative efforts of the Florida Department of Health in Santa Rosa County (DOH-Santa Rosa) and community partners will be reflected within the 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 DOH-Santa Rosa is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

The Livewell Partnership for a Healthy Community (Partnership), in collaboration with the Florida Department of Health in Santa Rosa and Escambia Counties, produced and shared the 2016 Community Health Needs Assessment (CHNA). The CHNA was released to the partners in our public health system and the public for discussion and input. When developing the CHIP, careful consideration was given to national health objectives, health promotion and disease prevention, and community priorities identified in the 2016 CHNA.

The 2016-2019 CHIP was presented to the Partnership Board of Directors Meeting in August 2016, and the Partnership Board of Directors approved the CHIP moving forward into 2016-2019.

Throughout the year, DOH-Santa Rosa works with the Partnership to accomplish the goals and objectives of the CHIP. The Partnership consists of members representing the following agencies:

- Florida Department of Health in Santa Rosa County
- Florida Department of Health in Escambia County
- Santa Rosa County School District
- United Way
- Sacred Heart Hospital
- Good Samaritan Clinic
- Children's Home Society
- Community Action Program
- Emerald Coast Utility Authority
- Council on Aging of West Florida
- Escambia Community Clinic
- Manna Food Pantries
- University of West Florida
- Lakeview Center
- Baptist Hospital

The following community workgroups meet on a routine basis to accomplish the goals of the CHIP:

- Partnership Operations Council
- Food Insecurity Workgroup
- Healthiest Weight Workgroup
- Escarosa Tobacco Free Planning Committee
- Santa Rosa County Injury Prevention Committee
- Santa Rosa County Healthy Babies Committee

DOH-Santa Rosa staff members sit on each of the above committees, and partner with agencies to achieve the goals of the CHIP.

Overview of the Community Health Improvement Plan (CHIP)

In January of 2015, the Florida Department of Health in Santa Rosa County worked closely with the Partnership to convene the CHIP Planning Team. The Planning Team facilitated the CHIP process through using the National Association of City and County Health Officials Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from across a diverse group of partners conducted the four assessments suggested by the MAPP process. Individually, the assessment yielded in-depth analyses of factors and forces that impact population health. Taken together, the assessment findings contribute to a comprehensive view of health and quality of life in Santa Rosa County.

The findings were presented to the Partnership Board of Directors, which serves as the steering committee for the Santa Rosa County Community Health Assessment, and Community Health Improvement Process. The Partnership Board of Directors comprised a diverse leadership group representing 14 agencies and organizations in Santa Rosa County. Priorities were set through a facilitated consensus process by looking for cross-cutting strategic issues that emerged from the four assessments. The Steering Committee reached consensus on five strategic issue areas: Healthiest Weight, Tobacco Use, Access to Care, Deaths from Injury and Infant Mortality. See Table below for Strategic Issue Areas with their goals, developed by a workgroup of subject matter experts. The CHIP has 8 total Goals.

| STRATEGIC ISSUE AREA | GOAL |
|------------------------------|---|
| 1. Healthiest Weight | <i>1. Increase access to healthy foods among vulnerable populations.</i> |
| | <i>2. Increase the number of adults and children adopting behaviors associated with healthiest weight.</i> |
| 2. Tobacco Use | <i>3. Reduce the number of youth using electronic nicotine delivery devices (ENDS).</i> |
| 3. Access to Care | <i>4. Decrease Emergency Department visits associated with ambulatory sensitive conditions and chronic disease.</i> |
| 4. Deaths from Injury | <i>5. Improve Child Passenger Safety.</i> |
| | <i>6. Improve education on fall prevention.</i> |
| 5. Infant Mortality | <i>7. Decrease the smoking rates in pregnant women.</i> |
| | <i>8. Decrease infant mortality by increasing education on mental health to the community.</i> |

Summary of CHIP Annual Review Meeting

The Florida Department of Health in Santa Rosa County works closely with the Partnership to develop and implement action plans relating to the health priorities of Santa Rosa County.

The Partnership is a not-for-profit corporation, based in Pensacola, Florida. It was formed in 1994 with the mission of assessing health status, identifying priority health needs, and supporting collaborate efforts to address those needs to improve health and quality of life for the residents of Escambia and Santa Rosa Counties in Northwest Florida. The Partnership Board of Directors is broadly representative of key constituencies in the two counties. The Partnership performed a Community Health Needs Assessment for both Escambia and Santa Rosa Counties in 2016. The Partnership Operations Council oversees the multiple work groups that work on the goals of the CHIP, including the Healthiest Weight Workgroup and the Tobacco Workgroup.

The CHIP Annual Review meeting was held at the August 18, 2017 Partnership Board of Directors meeting. Prior to the meeting, board members and meeting attendees were presented with the 2017 CHIP Annual Report. During the meeting, the CHIP Annual Report was presented again, and proposed revisions for the CHIP 2016-2019 Version 2.0 were presented to the Board of Directors for discussion and approval. The Florida Department of Health in Escambia County and Santa Rosa County presented the recommended revisions developed by the Healthiest Weight, Access to Care, Injury Prevention, and Infant Mortality workgroups. There were no revisions from the Tobacco Workgroup. The Board of Directors voted unanimously to approve the CHIP Annual Report and proposed revisions.

Monitoring of the Santa Rosa County CHIP has occurred on a quarterly basis for tracking progress and implementation in 2016-2017. The success of each goal is based on outcome measurements that track the progress and impact of the project. Each goal has an assigned owner, and in some cases, a task force and/or additional work group who are (or who will be) working together to develop coordinated Action and Evaluation Plans. Progress has been monitored by each owner as well as by the Partnership. Continual CHIP updates will be provided. Lessons learned from actions taken will help guide key decision makers to ensure the right strategies are implemented and the desired outcomes achieved.

* Status indicators are as follows:

-  = Little to no movement towards objective target
-  = some progress towards meeting the objective target
-  = reached or surpassed objective target

Strategic Issue Area #1: Healthiest Weight

According to the Florida Department of Health Healthiest Weight website, the number one public health threat to Florida's future is unhealthy weight. In Santa Rosa County, approximately 60% of the total adult population is overweight or obese.

Goal 1.0 Increase access to healthy foods among vulnerable populations.

Strategy 1.1 Improve the nutritional value of foods provided by food pantries.

Objective 1.1.1 By December 31, 2017, at least 25% of the large food pantries in Santa Rosa County will receive training in nutritional density standards.

Objective 1.1.2 By June 30, 2019, 25% of food pantries in Santa Rosa County that received training will adopt nutritional density standards.

Key partners: University of West Florida, Feeding the Gulf Coast, Manna Food Pantries, University of Florida Institute of Food and Agriculture Sciences (IFAS) Extension Office, Food Banks, Gulf Power

Why this is important to our community: Over the next 20 years in Florida, obesity is expected to contribute to millions of cases of preventable chronic diseases and other poor outcomes such as premature death, heart disease, high blood pressure, high cholesterol, osteoarthritis, complications during pregnancy, some cancers, and type 2 diabetes.

| Tactics | Measure | Due Date | Baseline | Year 1 Target | Status | Explanation |
|--|--|------------|------------------------------|---------------|---|---|
| Survey existing food distribution sites in Santa Rosa County on current policies and practices | Surveys completed | 12/30/2016 | 0 | 80% |  | 100 % of food banks were surveyed. 47 responses received and completed. This is approximately 30% of food pantries (47 out of 142). |
| Develop and train nutritional guidelines for food pantries | Percent of large food pantries trained | 12/31/2017 | Establish baseline 1/30/2017 | 0 |  | First training planned October 2017. |
| Provide technical assistance to food pantries on implementation of quality standards | Record of guidance provided | 06/30/2019 | Establish baseline | NA |  | No action required in 2016-2017 |

Goal 2.0 Increase the number of adults and children adopting behaviors associated with a healthy weight.

Strategy HW 2.1 Decrease the consumption of sugar-sweetened beverages among children and their families.

Objective 2.1.1 By June 30, 2019, at least 8 businesses or organizations in Santa Rosa County will adopt zero sugar-sweetened beverage policies.

Objective 2.1.2 By December 30, 2018, there will be a 9% decrease in Santa Rosa County among the percentage of children enrolled in WIC with an assigned nutritional risk for consumption of sugar-sweetened beverages.

Objective 2.1.3 By June 30, 2019, there will be no increase over 2016 baseline data in the number of third grade or sixth grade students with high BMIs.

Key partners: Santa Rosa County School District, University of Florida Institute of Food and Agriculture Sciences (IFAS) Extension Office, Childcare Centers, Early Learning Coalition

Why this is important to our community: 5210 is a campaign to promote healthy eating and active living for Santa Rosa residents using four key behaviors: eat 5 or more servings of fruits and vegetables every day, limit recreational screen time to 2 hours or less every day, be active for 1 hour or more each day, and drink 0 sugar-sweetened drinks each day. Maintaining a healthy weight can reduce the risk of health problems later in life, and improve residents' overall health.

| Tactics | Measures | Due Date | Baseline | Year 1 Target | Status | Explanation |
|---|--|------------|----------|----------------------------|--------|--|
| Identify and map elementary schools with high BMI rates and associated childcare centers | 3 rd and 6 th grade BMI data, maps | 12/30/2016 | 0 | 100% identified | | 2017 target met. |
| Provide technical assistance on policies and messaging for zero sugar-sweetened beverages to elementary schools and childcare centers | Number of schools and childcare centers (CCC) assisted | 06/30/2019 | 0 | School District Guidelines | | 2017 target met: USDA standards/guidelines implemented school district-wide. |
| Survey the community to determine changes in awareness of the 5210 Let's Go campaign | # of surveys at community events | 12/30/2018 | 0 | 50 | | 2017 target met: 75 surveys completed |

| | | | | | | |
|---|---|------------|-------|-------------|---|--|
| Educate parents by incorporating zero sugar-sweetened messages into WIC counseling and other parent presentations | WIC risk for sugar – sweetened beverages (425.02) | 12/30/2018 | 15.5% | 3% decrease |  | 12.7% as of 06/19/2017. Recommend revising objective 2.1.2 and target. |
| Provide technical assistance to organizations on developing zero sugar-sweetened beverage policies | # of organizations assisted | 06/30/2019 | 0 | 1 |  | 2017 target met: IFAS provided CEU training to Early Learning Coalition providers on March 30, 2017. |

* Changes for 2017: targets modified for Objective 2.1.2 and Tactic 4.

Strategic Issue Area #2: Tobacco Use

Tobacco use is the single most preventable cause of death and disease in the United States. Santa Rosa County's adult smoking rate is significantly higher than the state, and adolescent smoking rates exceed the state average.

Goal 3.0 Reduce the number of youth using electronic nicotine delivery systems (ENDS).

Strategy 3.1 Increase risk awareness of electronic nicotine delivery systems.

- Objective 3.1.1** By June 30, 2018, education on electronic nicotine delivery systems will be integrated into 100% of tobacco related classes or presented to middle and high school students.
- Objective 3.1.2** By June 30, 2019, at least 25% of businesses with tobacco policies will add e-cigarette and other nicotine delivery device language to their worksite policy.
- Objective 3.1.3** By June 30, 2019, there will be no increase over 2013 baseline data in the number of youth 11-17 reporting e-cigarette use.

Key partners: HEAT Coalition, Tobacco Free Santa Rosa Coalition, Students Working Against Tobacco (SWAT) Youth Group, Area Health Education Center (AHEC), Santa Rosa School District, School Health Advisory Committee (SHAC)

Why this is important to our community: Santa Rosa County's smoking rates are higher than the state average. Tobacco use is identified as a cause of various cancers, cardiovascular disease, stroke, lung diseases, and other tobacco related illnesses. Preventing tobacco use and helping tobacco users to quit, can improve the health and quality of life for county residents of all ages.

| Tactics | Measures | Due Date | Baseline | Year 1 Target | Status | Explanation |
|---|----------------------------------|------------|----------|---------------|---|---|
| Engage community partners and SWAT in distributing ENDS fact sheets at retail pharmacies, community centers, medical groups and schools | # of sites receiving information | 01/30/2018 | 0 | 10 |  | Postponed. Marketing materials are currently being developed with community partners. |
| Integrate ENDS education into tobacco related classes or presentation to middle and high school students | # of students | 12/31/2018 | 0 | 100 |  | 2017 target met: 622 youth reached |
| Provide technical assistance to smoke-free multi housing, worksites, and schools with tobacco free policies to amend language to include ENDS | Policies amended | 06/30/2019 | 1 | 4 |  | 2017 target met: Multi-housing tobacco free polices including ENDS: |

| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | | | 1) Hamilton Manor 2) Ashborough Luxury 3) Breeze Apartments 4) Woodland Run East 5)Country Haven 6)The Sound at Navarre Beach |
|--|--|--|--|--|--|--|

Strategic Issue Area #3: Access to Care

Access to comprehensive quality health care services is important for the achievement of health equity and for improving the quality of a healthy life for everyone. Strategic Issue Area #3, Access to Care, focuses on diabetes prevention in Santa Rosa County.

Goal 4.0 Decrease Emergency Department visits associated with ambulatory sensitive conditions and chronic disease

Strategy 4.1 Increase Diabetes Education among vulnerable adult populations.

Objective 4.1.1 By June 30, 2019, there will be a 10% increase in participation in National Diabetes Prevention Program (NDPP) among vulnerable populations in Santa Rosa County.

Key Partners: American Diabetes Association, YMCA, Santa Rosa Medical Center, Sacred Heart Hospital, Faith Based Organizations, Santa Rosa Community Clinic

Why this is important to our community: According to the CDC, Prediabetes is a serious condition affecting 1 out of 3 American adults. The National Diabetes Prevention Program (NDPP) is a proven way to prevent or delay type 2 diabetes. The DOH-Santa Rosa is a CDC recognized organization for providing the Diabetes Prevention Program. 4 DOH-Santa Rosa staff are Master Trainers in the program.

| Tactics | Measures | Due Date | Baseline | Year 1 Target | Status | Explanation |
|--|---|------------|----------|---------------|---|---|
| Partner with healthcare providers, faith-based and community groups to conduct American Diabetes' Risk Tests for Type 2 diabetes in vulnerable populations | # of screening events offered to vulnerable populations | 12/31/2018 | 0 | 2 |  | 2017 target met: 3 outreaches completed (Love Thy Neighbor, Baby Shower, Pow Wow). Recommend revising due date of tactic. |
| Establish and maintain providers and health educators for National Diabetes Prevention Program | Enrollment in NDPP programs | 06/30/2019 | 16 | 5% |  | 2017 target met: 52 people currently enrolled. 3 classes currently ongoing: 2 at CHD, 1 class at Sims Middle School. Recommend revising this measure and targets. |

*Changes for 2017: There was significant overlap in the content and community partner representatives in the Healthy Weight priority area and the Access to Care priority area. Due to

this, a recommendation was made and approved by the work groups that Access to Care Goal 4.0 be removed, and Strategy 4.1 be modified to become Strategy 2.2. Objective 4.1.1 will become 2.2.1, and was modified. Tactics remained the same. Measures and targets were modified for Tactic 2 to align with Tactic 2. This will allow the Healthy Weight workgroup to deliberate preventative diabetic education including nutrition and physical activity.

Strategic Issue Area #4: Injury Prevention

Injury prevention is a priority in Santa Rosa County. This strategic area focuses on child passenger safety and fall prevention. Child passenger motor vehicle injuries are a leading cause of death among children in the United States, and many of these injuries are preventable. Falls are the leading cause of death in Floridians ages 65 and older.

Goal 5.0 Improve Child Passenger Safety

Strategy 5.1 Increase the number of child passenger seats.

Objective 5.1.1 By June 30, 2019, increase the money collected for the \$2 difference tag renewal program to increase the number of child passenger seats by 10%.

Key Partners: University of Florida Institute of Food and Agriculture Sciences (IFAS) Extension Office, Lifeguard Ambulance Services, Santa Rosa Healthy Start Coalition, Santa Rosa County Tax Collector

Why this is important to our community: Child passenger safety is of great concern to Santa Rosa County. In 2014, more than 400 children between the ages of 1-5 were killed or injured in motor vehicle accidents in Santa Rosa County. Car seat safety technicians are trained in car seat fittings, and can provide education to parents on how to properly fit their children into a safety device.

| Tactics | Measures | Due Date | Baseline | Year 1 Target | Status | Explanation |
|---|--|------------|----------------------------|---------------|---|---|
| Access data and climate of car seat safety program | Presentation to Santa Rosa Tax Collector | 6/30/2017 | 0 | Complete |  | 2017 target met: Presentation to Tax Collector completed April 13, 2017. |
| Reinstate the \$2 tag renewal program for county car seats. | Renewal program reinstated | 09/30/2017 | 0 | N/A |  | Program is in existence. Recommend revising this tactic and measure. |
| Marketing program for tag renewal | Money collected | 06/30/2019 | 1 carseat received in 2016 | N/A |  | Marketing campaign developed and baseline obtained. Recommend revising this tactic and measure. |

* Changes for 2017: Minor wording changes to Strategy. Ensured that objective is measurable and clearly defined. Measures modified to align with tactics.

Goal 6.0 Improve education of fall prevention

Strategy 6.1 Increase education on fall prevention and utilize community resources effectively.

Objective 6.1.1 By June 30, 2019, develop collaboration/continuity between agencies that educate on fall prevention to better use resources by 6%.

Key partners: Santa Rosa County Emergency Management, Lifeguard Ambulance Services, Retired Senior Volunteer Program, Sandy Ridge Care Center, Gulf Coast Falls Coalition

Why this is important to our community: Falls are a serious threat to the health and wellbeing of older adults in Santa Rosa County, as falls can reduce their ability to remain independent, live at home, and care for themselves. According to the CDC, fall injuries are among the 20 most expensive medical conditions.

| Tactics | Measures | Due Date | Baseline | Year 1 Target | Status | Explanation |
|--|----------------|------------|----------|---------------|---|--|
| Survey community interest in training for community health education classes for elderly falls | Survey results | 12/30/2016 | 0 | 100% Complete |  | No movement, unable to develop and complete survey. Recommend deleting this tactic. |
| Presentation classes to community partners and organizations on injury prevention | Attendance | 06/30/2019 | 0 | 2% |  | 2 outreaches completed (September 2016 Fall Prevention Day, March 2017 Senior Expo). Recommend revising this tactic and measure. |
| Increase attendance to National Falls Prevention Awareness Day | Attendance | 06/30/2019 | 0 | 30 |  | 2017 target met: 32 participants |

* Changes for 2017: Ensured objective is measurable and clearly defined. Aligned tactics and measures. Removed 1 tactic and replaced.

Strategic Issue Area #5: Infant Mortality

Infant mortality refers to the death of an infant before his or her first birthday. The infant mortality rate in Santa Rosa County for 2012-2014 is 5.1 per thousand live births. Priority areas for Santa Rosa County when addressing infant mortality are smoking in pregnant women (Santa Rosa County rates are almost double the state rate) and limited access to mental health/substance abuse resources.

Goal 7.0 Decrease the smoking rates in pregnant women

Strategy 7.1 Increase awareness of cessation classes for pregnant women.

Objective 7.1.1 By June 30, 2019, provide tobacco education and cessation classes to pregnant women in Santa Rosa County.

Key Partners: Area Health Education Center (AHEC), Healthy Start, Pregnancy Resource Center, Women, Infants and Children Program (WIC), Private OB/GYNs, Santa Rosa Medical Center

Why this is important to our community: Births to women that smoked during pregnancy for Santa Rosa County are higher than the state rate (almost double). Santa Rosa County's rate is 11.4 for 2012-2014 while the state rate is 6.5. Tobacco use is linked to premature birth, low birth weight, stillbirth, and infant death. Helping pregnant tobacco users quit can improve the health and quality of life for mothers and babies.

| Tactics | Measures | Due Date | Baseline | Year 1 Target | Status | Explanation |
|---|---------------------------|------------|----------|---------------|---|--|
| Provide referrals to cessation program | # of AHEC referrals | 06/30/2019 | 0 | 5 |  | 6 referrals for year 1. In progress, currently working to develop system to accurately capture number of referrals. Recommend revising this measure. |
| Number of pregnant women who attend cessation program | Program class and sign-in | 06/30/2019 | 0 | 5 |  | A tobacco cessation course for pregnant women was started by AHEC at the Pregnancy Resource Center in April 2017. 4 completed the course at Pregnancy Resource Center, |

| | | | | | | |
|---|---|------------|----------------------------------|----------|---|--|
| | | | | | | and 2 at Recovery Road. Recommend revising this measure. |
| Number of pregnant women who complete cessation program | # of attendees | 06/30/2019 | 0 | 2 |  | Tobacco cessation course started in April 2017 at the Pregnancy Resource Center. Recommend revising this tactic and measure. |
| Decrease smoking rate of pregnant women by 1% (11.4% to 10.4%) | Florida Charts | 06/30/2019 | 11.4% | 11.4% |  | Recommend deleting this tactic. |
| Conduct refresher training for WIC staff on impacts of smoking during pregnancy and low birth weight and preterm delivery | Training Documented | 06/30/2017 | 0 | Complete |  | 2017 target met: AHEC provided training to nursing staff and WIC staff on March 10, 2017. |
| Perform quarterly audits on WIC prenatal charts with code for maternal smoking risks | % of charts with a tobacco related goal set | 06/30/2019 | Establish baseline by 06/30/2017 | N/A |  | 2017 target met: Baseline established at 61%. Recommend revising this measure and targets. |

* Changes for 2017: Minor wording changes to objective to ensure it is measurable and clearly defined. Aligned tactics and measures. Removed 1 tactic.

Goal 8.0 Education on mental health to the community

Strategy 8.1 Decrease infant mortality in Santa Rosa County.

Objective 8.1.1 By December 31, 2018, improve the quality of information and education to the community for high risk families.

Key Partners: Department of Children and Families, Healthy Families, Healthy Start Coalition, CDAC, Local OB/GYNs.

| Why this is important to our community: There is a significant lack of mental health and substance abuse services offered in Santa Rosa County. | | | | | | |
|---|-----------|------------|----------|---------------|---|---|
| Tactics | Measures | Due Date | Baseline | Year 1 Target | Status | Explanation |
| Build a referral network | Network | 03/02/2017 | 0 | Complete |  | 2017 target met: Referral network/ Resource Guide developed and shared with agencies. |
| Mental Health and Substance Abuse tool kit | Tool kits | 06/30/2017 | 0 | Complete |  | Tool kit development in progress. Recommend extending due date of tactic to 10/30/2018. |
| First Mental Health Summit/Provider Fair | Summit | 10/30/2018 | 0 | N/A |  | In progress. No action required in 2016-2017. |

*Changes for 2017: Modified strategy to align with goal. Modified objective to ensure it is measurable and clearly defined. Aligned tactics and measures. Added 3 tactics.

Revisions

Revisions to the CHIP were made after careful review of the goals, objectives, strategies and measures of the 2016-2019 CHIP. Recommended changes were made based on the following parameters:

- Availability of data to monitor progress – performance measures that had county-level data available were preferred, etc.
- Availability of resources
- Community readiness
- Evident progress
- Alignment of goals

This section contains the revisions being made to the CHIP as agreed upon in the Annual Review Meeting with the Partnership Board of Directors on August 18, 2017. Revisions were based on a review of the past accomplishments and re-prioritizing of efforts based on reachable goals.

Strategic Issue Area: Healthiest Weight

Goal 1.0: Increase access to healthy foods among vulnerable populations

There are no proposed revisions to this goal for 2017-2018. In 2016, the Food Insecurity Workgroup surveyed food pantries in Escambia and Santa Rosa County. This workgroup is currently analyzing survey results to determine training needs for food pantries in the two counties.

Goal 2.0: Increase the number of adults and children adopting behaviors associated with a healthy weight.

Strategy 2.1: Decrease the consumption of sugar-sweetened beverages among children and their families.

| Revised Strategic Objective | Current Strategic Objective | Indicator (Data Source) | Current Level | Target | Explanation for Revision |
|---|---|--|--|--|---|
| **The proposed change to objective** | **Objectives currently listed in the CHIP** | **this is the space for the indicator used to measure performance/success** | **current value of the new indicator as of last reporting** | **Target value set for the CHIP** | **Provides a brief explanation of why the objective should be revised or changed** |
| By June 30, 2019, there will be a 6% decrease in Santa Rosa County among the percentage of children enrolled in WIC with an assigned nutritional risk for the consumption of sugar sweetened beverages. | By December 30, 2018, there will be a 9% decrease in Santa Rosa County among the percentage of children enrolled in WIC with an assigned nutritional risk for consumption of sugar-sweetened beverages. | WIC risk for sugar – sweetened beverages (425.02) | 15.5% | 6% decrease | Revision to due date for objective and to target. Due date extended to June 30, 2019. Target modified to be an overall 6% reduction of children enrolled in WIC with an assigned nutritional risk for the consumption of sugar sweetened beverages. |

Revision to CHIP 2016-2019 Version 2.0: Access to Care objective, tactics and measures will be moved here.

Strategy 4.1 will change to Strategy 2.2: Increase Diabetes Prevention Education among vulnerable adult populations in Santa Rosa County.

| Revised Strategic Objective | Current Strategic Objective | Indicator (Data Source) | Current Level | Target | Explanation for Revision |
|---|--|---|---------------|--|--|
| By June 30, 2019, there will be a 50% increase in National Diabetes Prevention Program (NDPP) coaches to provide training to vulnerable populations in Santa Rosa County. | By June 30, 2019, there will be a 10% increase in participation in National Diabetes Prevention Program (NDPP) among vulnerable populations in Santa Rosa County. | Number of NDPP coaches | 4 | Increase by 1 person per year | Increasing the number of coaches for the NDPP program will allow for more classes to be offered, which in turn will increase participation from the community. |
| Extended due date of tactic. | Current tactic: Partner with healthcare providers, faith-based and community groups to conduct America Diabetes' Risk Tests for Type 2 diabetes in vulnerable populations. | Number of screenings offered to vulnerable populations | 0 | 5 screening events by year 2 8 screening events by year 3 | Extended due date of tactic to 06/30/2019 to accurately capture data for full 3 years of CHIP. |
| Revising measure and target. | Current tactic: Establish and maintain providers and health educators for NDPP. | Current measure: Enrollment in NDPP programs New measure: Number of NDPP coaches | 4 | Increase by 1 person per year | Revision to measure to capture the number of NDPP coaches. Revise the target to increase NDPP coaches by 1 person per year. |

*Changes for 2017: There was significant overlap in the content and community partner representatives in the Healthy Weight priority area and the Access to Care priority area. Due to this, a recommendation was made and approved by the work groups that Access to Care Goal 4.0 be removed, and Strategy 4.1 be modified to become Strategy 2.2. Objective 2.2.1. was modified. Tactics remained the same. Measures and targets were modified for Tactic 2 to align with Tactic 2. This will allow the Healthy Weight workgroup to deliberate preventative diabetic education including nutrition and physical activity.

Strategic Issue Area: Tobacco Use

Goal 3.0: Reduce the number of youth using electronic nicotine delivery systems (ENDS).

There are no revisions to this goal for 2017-2018. In 2016, the Tobacco Workgroup began development of an ENDS fact sheet to distribute to retailers. ENDS education was provided to 622 students in Santa Rosa County middle and high schools. In addition, 6 Multi-housing units in Santa Rosa County have adopted tobacco free policies including ENDS.

Strategic Issue Area: Access to Care-removing this Strategic Issue Area*

Goal 4.0: Decrease Emergency Department visits associated with ambulatory sensitive conditions and chronic disease-removing this Goal

Strategy 4.1: Increase Diabetes Prevention Education among vulnerable adult populations in Santa Rosa County-*moving this Strategy to Healthiest Weight*

| Revised Strategic Objective | Current Strategic Objective | Indicator (Data Source) | Current Level | Target | Explanation for Revision |
|---|--|---|---------------|--|--|
| By June 30, 2019, there will be a 50% increase in National Diabetes Prevention Program (NDPP) coaches to provide training to vulnerable populations in Santa Rosa County. | By June 30, 2019, there will be a 10% increase in participation in National Diabetes Prevention Program (NDPP) among vulnerable populations in Santa Rosa County. | Number of NDPP coaches | 4 | Increase by 1 person per year | Increasing the number of coaches for the NDPP program will allow for more classes to be offered, which in turn will increase participation from the community. |
| Extended due date of tactic. | Current tactic: Partner with healthcare providers, faith-based and community groups to conduct America Diabetes' Risk Tests for Type 2 diabetes in vulnerable populations. | Number of screenings offered to vulnerable populations | 0 | 5 screening events by year 2 8 screening events by year 3 | Extended due date of tactic to 06/30/2019 to accurately capture data for full 3 years of CHIP. |
| Revising measure and target. | Current tactic: Establish and maintain providers and health educators for NDPP. | Current measure: Enrollment in NDPP programs New measure: Number of NDPP coaches | 4 | Increase by 1 person per year | Revision to measure to capture the number of NDPP coaches. Revise the target to increase NDPP coaches by 1 person per year. |

*Changes for 2017: Access to Care Strategic Area will be removed, and the goal, strategy and objective will be moved to the Healthiest Weight Strategic Area (see page 21).

Strategic Issue Area: Deaths from Injury

Goal 4.0: Improve Child Passenger Safety

Strategy 4.1: Increase the number of child passenger seats available in Santa Rosa County to families in need.

| Revised Strategic Objective | Current Strategic Objective | Indicator (Data Source) | Current Level | Target | Explanation for Revision |
|--|--|---|----------------------|---|---|
| No change to objective. Modified tactic. Modified tactic: Develop marketing program to increase advertisement of the \$2 tag renewal program for county car seats | Current tactic: Reinstate the \$2 tag renewal program for county car seats. | Number of sites where flyers, billboards, and posters are displayed | 0 | 5 sites by year 2 10 sites by year 3 | Program was established. Now the goal is to increase community awareness of the program. |
| Modified tactic and measure: Obtain car seats | Current tactic: Marketing program for tag renewal | Number of car seats received through program | 1 | 5% increase by year 2 10% increase by year 3 | This measure was changed because there was not a way to capture data on the previous measure. |

Goal 5.0: Improve education on fall prevention

Strategy 5.1: Increase education on fall prevention and utilize community resources effectively.

| Revised Strategic Objective | Current Strategic Objective | Indicator (Data Source) | Current Level | Target | Explanation for Revision |
|---|--|---|---------------|------------------------------|--|
| By June 30, 2019, increase the number of resources available for fall prevention by participating in one additional community outreach or meeting per year. | By June 30, 2019, develop collaboration/continuity between agencies that educate on fall prevention to better use resources by 6%. | Number of meetings or outreaches | | +1 per year | Current Strategic Objective is not measurable. |
| Recommend deleting this tactic. | Current tactic: Survey community interest in training for community health education classes for elderly falls. | Survey results | 0 | 100% complete | Priorities have changed concerning this tactic and recommend deleting. |
| Added tactic: Increase number of opportunities to collaborate with community partners on injury prevention | Tactic did not exist previously. | Number of meetings | 6 | 8 by year 2 9 by year 3 | Added this tactic to replace the one that was deleted. |
| Modified tactic and measure: Provide injury prevention information at community outreaches | Current tactic: Presentation classes to community partners and organizations on injury prevention | Number of outreaches that incorporate injury prevention materials | 0 | 4% by year 2 6% by year 3 | Measure changed to more accurately reflect the tactic. |

Strategic Issue Area: Infant Mortality

Goal 6.0: Decrease the smoking rates in pregnant women.

Strategy 6.1: Increase awareness of cessation classes for pregnant women.

| Revised Strategic Objective | Current Strategic Objective | Indicator (Data Source) | Current Level | Target | Explanation for Revision |
|--|---|---|------------------------------|---------------|--|
| No change to objective. Modified measure: Provide pregnant women access to cessation services | Current measure: Number of women who attend cessation program | Program class and sign in (not available) | 0 | 5 | Measure was revised because we are unable to be obtain sign in sheets. |
| Modified tactic: Determine number of smoking cessation classes offered to pregnant women in Santa Rosa County | Current tactic: Number of pregnant women who complete cessation program | Number of classes | 0 | +1 each year | The revised measure and tactic more accurately match the goal. |
| Recommend deleting this tactic. | Current tactic: Decrease smoking rate of pregnant women by 1% (11.4% to 10.4%) | Florida Charts | 11.4% | 10.4% | Recommend deleting tactic because it was a duplicate of goal. |
| Modified measure: % of charts with tobacco cessation information given and discussed with client. | Perform quarterly audits on WIC prenatal charts with code for maternal smoking risks Current measure: % of charts with a tobacco related goal set | WIC Chart Audit | Establish baseline in year 2 | 7% by year 3 | Recommend modifying measure. Will obtain baseline for new measure in 2018. |

Goal 7.0 Increase education on mental health and substance abuse issues during pregnancy.

Strategy 7.1: Provide mental health and substance abuse information to OB GYN healthcare providers in the community.

| Revised Strategic Objective | Current Strategic Objective | Indicator (Data Source) | Current Level | Target | Explanation for Revision |
|--|--|---|----------------------|---------------|--|
| By December 31, 2018, provide mental health and substance abuse materials to 100% of OB GYN providers in Santa Rosa County | By December 31, 2018, improve the quality of information and education to the community for high risk families | Number of OB GYN providers provided information | | 100% | Current Strategic Objective is not measurable. |
| Added tactic: Survey providers to determine needs/gaps for mental health education/referral information | Tactic did not exist previously | Number of surveys completed | 0 | 7 | Tactic added because information was necessary to complete goal. |
| Added tactic: Survey clients to determine mental health and substance abuse needs/gaps during pregnancy | Tactic did not exist previously | Number of surveys completed | 0 | 100 | Tactic added because information was necessary to complete goal. |
| Extended due date of tactic: Mental Health and Substance Abuse tool kit | Mental Health and Substance Abuse tool kit | Tool Kit | 0 | 1 | Healthy Babies Group requested extending due date of Tool Kit to 10/30/2018 so the group has adequate time to build the kit. |

Accomplishments

| Goal | Objective | Accomplishment |
|--|---|---|
| 1. Reduce the number of youth using electronic nicotine delivery systems (ENDS) | Increase risk awareness of electronic nicotine delivery devices. | 622 youth were reached with tobacco education in 2016-2017, which exceeded the year 1 target of 100 students. |
| <p>How it's important for our community:</p> <p>Awareness and education of the health consequences of electronic nicotine delivery systems (ENDS) will help reduce the number of adolescents who engage in this dangerous behavior.</p> | | |
| 2. Improve Child Passenger Safety | Increase the number of child passenger safety seats available in Santa Rosa County to families in need. | A presentation was made to the Santa Rosa County Tax Collector in April 2017. The DOH-Santa Rosa, University of Florida Institute of Food and Agriculture Science (IFAS) Extension Office and the County Public Information Officer worked together to develop a marketing campaign for the \$2 Can Make a Difference Program. Flyers, billboards and palm cards were developed and will be displayed in the community. |
| <p>How it's important for our community:</p> <p>Having a program that helps families in need with a car seat, and a technician to fit the seat properly, will help reduce the number of children at risk for injuries due to improper safety equipment.</p> | | |
| 3. Decrease Infant Mortality in Santa Rosa County. | Provide mental health information to OB GYN healthcare providers in the community. | A referral network/resource guide was developed in 2016-2017. The guide was shared widely among agencies in Santa Rosa County. |
| <p>How it's important for our community:</p> <p>Santa Rosa County has limited resources for mental health and substance abuse issues. Having a resource guide ready and available will help providers refer their at-risk clients to appropriate resources.</p> | | |

Conclusion

The Santa Rosa County Community Health Improvement Plan (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 discussion by community partners. We will conduct annual reviews and revisions based on input from partners and create CHIP Annual Reports each year by June 30th. The CHIP will continue to change and evolve over time as new information and insight emerge at the local, state and national levels.

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 Santa Rosa County.

Appendices

1. **Annual CHIP Review Community Meeting Agenda 08-18-17**
2. **Annual CHIP Review Community Meeting Minutes 08-18-17**
3. **Annual CHIP Review Community Meeting Sign-in Sheet 08-18-17**
4. **Comprehensive List of Community Partners**



Board of Directors Meeting

August 18, 8:30 – 10:30 a.m.

Baptist Medical Park, Nine Mile Road, Azalea Room

Meeting Minutes

| MEMBERS PRESENT: | |
|--|--|
| Brett Aldridge (<i>Baptist Health Care</i>) | Jim Roberts (<i>Emerald Coast Utility Authority</i>) |
| Candace Anz (<i>Good Samaritan Clinic</i>) | Chandra Smiley (<i>Escambia Community Clinics</i>) |
| Carol Carlan (<i>Sacred Heart Health System</i>) | Debra Vinci (<i>University of West Florida</i>) |
| Carol Carlan (<i>Sacred Heart Hospital Foundation</i>) | ASSOCIATE & ALTERNATE MEMBERS: |
| Joey Harrell (<i>Santa Rosa County School District</i>) | David Powell (<i>Community Action Program</i>) |
| John Clark (<i>Council on Aging of Northwest Florida</i>) | Enid Sisskin (<i>Healthiest Weight Work Group</i>) |
| Sandra Park-O'Hara (<i>Department of Health - Santa Rosa</i>) | Versilla Turner (<i>Florida Department of Health – Escambia</i>) |
| GUESTS: | STAFF: |
| Michelle Hill (<i>Department of Health - Santa Rosa</i>) | Nora Bailey (<i>Executive Director</i>) |
| MEMBERS ABSENT: | ASSOCIATE MEMBERS ABSENT: |
| Lindsey Cannon (<i>Children's Home Society-Western Division</i>) | Brunie Emmanuel (<i>Access to Care Work Group</i>) |
| DeDe Flounlacker (<i>Mana Food Pantries</i>) | Jennifer Wowk-Ward (<i>Tobacco Work Group</i>) |
| Dennis Goodspeed (<i>Lakeview Center</i>) | Karen Barber (<i>Access to Care Work Group</i>) |
| Laura Hill (<i>United Way of Escambia County</i>) | |
| John Lanza, MD (<i>Department of Health - Escambia</i>) | |
| Vacant (<i>Santa Rosa Medical Center</i>) | |

Call to Order 8:30 a.m.

| TOPIC | DISCUSSION | ACTION / FOLLOW-UP |
|--|--|---|
| Welcome, Introductions, and Announcements | Sandra Park O’Hara welcomed everyone. | No Action Required. |
| Approval of Minutes | Minutes for both the May 2017 Board and June 2017 Special Called Board meetings were distributed prior to the meeting and a copy was included in the Agenda packet. John Clark made a motion to approve which was seconded by Jim Roberts. | Motion was unanimously approved |
| Board Nominations | Over the last couple of months several Board vacancies have occurred to job changes of a Board member or in one case a death. Nominations for replacement members include: <ul style="list-style-type: none"> • Laura Hill, United Way • Lindsey Cannon, Children’s Home Society • Brett Aldridge, Baptist Health Care • Sonjia Lee, Santa Rosa Medical Center Joey Harrell moved the approval of the proposed Board members. Debra Vinci seconded the motion. | New Board members were unanimously approved |
| Quarter 2 Financial Statement | Nora Bailey presented the financial statements for Quarter 2. Year-to-Date revenue was \$164,768 compared to total expenses of \$145,116 for a quarterly Operating Income of \$19,652. Unrestricted Net Assets at end of quarter was \$106,723. David Powell made the motion to approve and Carol Carlan seconded. | Quarter 2 financial report was approved unanimously |
| Annual CHIP Report and Update | Michelle Hill from Florida Department of Health in Santa Rosa presented the CHIP Annual Report and Update on behalf of both Escambia and Santa Rosa counties. A copy of the presentation is attached. One of the main changes in the updated plan is to move diabetes prevention/management from Access to Care to Healthiest Weight priority. Debra Vinci motioned and John Clark seconded the motion to approve the Annual Report and Update. | The CHIP Annual Report and Update was unanimously approved |
| Organizational Direction | Nora Bailey reminded the Board about the three options presented at the May meeting. Next, she presented the recommendations of the Operations Council based on the discussion at the June 8, 2017 Special Called Board Meeting. The Operations Council recommended the narrowing of Live Well’s role to focus exclusively on the CHNA and the maintenance of the data portal. Furthermore they recommended that Live Well continue to pursue discussions with the University on merging into the Center for Healthy Living while also looking at converting Live Well into a community-based 501c(3). Chandra Smiley motioned for the approval of the Operations Council recommendations. John Clark provided the second. | Board unanimously approved narrowing the focus of the organization and pursuing corporate restructuring |
| Board Meetings | In light of the change in direction for the organization a strategic planning session will not be needed in October. The next regularly scheduled Board meeting will be in November. | The October 2017 planned Strategy meeting was |

| TOPIC | DISCUSSION | ACTION / FOLLOW-UP |
|--------------------|---|--------------------|
| | | cancelled |
| Adjournment | There being no further business, the meeting was adjourned at 9:57 a.m. | |



Board of Director's Meeting Sign-In Sheet
Board Meeting – August 18, 2017
Baptist Medical Park, Nine Mile Road, Azalea Room

| Initials | Name | Organization | Email | Phone |
|----------|--------------------|---|--|------------------------------|
| BA | Brett Aldridge | Baptist Health Care | brett.aldridge@bhcpns.org | 850-450-5721 |
| CA | Candace Anz | Good Samaritan Clinic | iminstry@bellsouth.net candaceanz@gmail.com | 850-934-6844 336-749-1185 |
| | Doug Brown | Community Action Program | d.brown@capc-pensacola.org | 850-438-4021 |
| | Lindsey Cannon | Children's Home Society- Western Division | lindsey.cannon@chsfl.org | 850-266-2701 |
| CC | Carol Carlan | Sacred Heart Foundation | ccarlan@shhpens.org | 850-416-4105 |
| JBC | John B. Clark | Council on Aging of West Florida | jclark@coawfla.org | 850-432-1475 x 105 |
| | DeDe Flounlaker | Manna Food Pantries | dede@mannafoodpantries.org | 850-432-2053 |
| | Dennis Goodspeed | Lakeview Center | dgoodspeed@bhcpns.org | 850-469-3831 |
| JH | Joey Harrell | Santa Rosa County School District | wyrosdickt@santarosa.k12.fl.us | 850-983-5000 |
| | Laura Hill | United Way of Escambia County | andrea@unitedwayescambia.org | 850-444-7110 |
| | John Lanza, MD | Florida Dept of Health -Escambia County | johnj.lanza@flhealth.gov | 850-595-6500 |
| SP | Sandra Park-O'Hara | Florida Dept of Health- Santa Rosa County | sandra.park@flhealth.gov | 850-985-5200 |
| JR | Jim Roberts | Emerald Coast Utility Authority | james.roberts.jr@ecua.fl.gov | 850-969-3348 |
| CS | Chandra Smiley | Escambia/Santa Rosa Community Clinics | csmiley@ecc-clinic.org | 850-436-4630, ext. 1105 |
| DM | Debra M. Vinci | University of West Florida | dvinci@uwf.edu | 850-474-2598 |



| ALTERNATES | | | | |
|--------------------------------|------------------------|--|-----------------------------------|-------------------------|
| | Ann Papadelias | Escambia Community Clinics | apapadelias@ecc-clinic.org | 850-472-0047 |
| <i>DP</i> | David Powell | Community Action Program | d.powell@capc-pensacola.org | 850-438-4021 |
| <i>VJ</i> | Versilla Turner | Florida Dept of Health in Escambia Co. | versilla.turner@flhealth.gov | 850-595-6500, ext 1800 |
| ASSOCIATE MEMBERS (Non-Voting) | | | | |
| | Karen Barber | Chair, Access to Care Work Group | barberk@santarosa.k12.fl.us | |
| | Brunie Emmanuel | Co-Chair, Access to Care Work Group | univisgrp@aol.com | |
| | Enid Sisskin | Co-Chair, Healthiest Weight Work Group | esisskin@uwf.edu | |
| | Jennifer Wowk-Ward | Co-Chair, Tobacco Work Group | jennifer.wowk-ward@flhealth.gov | |
| STAFF | | | | |
| <i>NB</i> | Nora Bailey | Executive Director | norab@livewellnwfl.org | 291-6410 |
| | Kyle Brunen | Director, Community Health Engagement | kyleb@livewellnwfl.org | 479-790-6912 |
| GUESTS | | | | |
| | <i>Michelle Hill</i> | <i>Florida Dept Health- Santa Rosa</i> | <i>Michelle.Hill@flhealth.gov</i> | <i>988-5200 # 223</i> |
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The Board of Directors of the Partnership is broadly representative of key constituencies throughout our two counties.

**Partnership Board Members
2017**

Sandra Park-O'Hara – President
FL Department of Health – Santa Rosa

Dennis Goodspeed
Lakeview Center

Carol Carlan - Treasurer
Sacred Heart Foundation

Joseph “Joey” Harrell
Santa Rosa County School District

Candace Anz, MD
Good Samaritan Clinic

Laura Hill
United Way of Escambia County

Doug Brown
Community Action Program

John Lanza, MD
Florida Department of Health - Escambia

Lindsey Cannon
Children’s Home Society- Western Division

Jim Roberts
Emerald Coast Utility Authority

John B. Clark
Council on Aging of West Florida

Chandra Smiley
Escambia Community Clinics

DeDe Flounlaker
Manna Food Pantries

Debra M. Vinci
University of West Florida

Alternates

Ann Papadelias
Alternate, Escambia Community Clinics

Versilla Turner
Alternate, Florida Dept of Health in Escambia Co.

David Powell
Alternate, Community Action Program

Non-Voting Associate Members

Karen Barber
Chair, Access to Care Work Group

Enid Sisskin
Co-Chair, Healthiest Weight Work Group

Patsy Barrington
Chair, Tobacco Work Group

Jennifer Wowk-Ward
Co-Chair, Tobacco Work Group

Brunie Emmanuel
Co-Chair, Access to Care Work Group