

# 2019 Escambia - Santa Rosa Community Health Needs Assessment

*2020 Data update now included*



Revised 31 March 2020



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# Executive Summary



Seagulls at Sanders Beach courtesy of Jenea Wood

Every three years, Escambia County and Santa Rosa County work collaboratively on a two-step process to understand and respond to health problems within our community. The first phase of this process involves identifying local health issues and resources through a Community Health Needs Assessment (CHNA). The second phase, which will launch in early 2019, will outline the actions that the community will take to improve the health status of residents.

A CHNA examines the health of community residents and answers the questions:

- ▶ What are the major causes of illness, injury, and death in the community
- ▶ What health issues and behaviors are most concerning to local citizens and community leaders
- ▶ What barriers and resources exist for residents to achieve better health

The CHNA is a year-long community-wide undertaking. Health, business, social service, education, and faith organizations across Escambia and Santa Rosa provided guidance and input by serving on a CHNA Steering Committee. Community residents participated through online and paper surveys as well as through solicitation of public comments on the CHNA findings posted on the websites of Live

Well Partnership and its community partners. The culmination of this first phase is the publication and distribution of this 2019 CHNA report.

This report concludes the following:

*1. Public and community leaders agree on the most important health issues:*

- Overweight and Obesity
- Mental Health
- Diabetes

*2. Public and community leaders agree on the most concerning unhealthy behaviors:*

- Poor Eating Habits
- Lack of Exercise
- Drug Abuse

*3. Forces in the community that are promising approaches to health improvement:*

- Community Schools Providing On-Site Health Services for Neighborhood
- Faith Community Engaging Members on Health Issues

*4. Forces in the Community that hinder health improvement:*

- Low Health Literacy
- Drug and Alcohol Abuse
- Poor Access to Health Care at the Lowest Appropriate Level of Care

*5. Local public health systems in both counties are best at:*

- Diagnosing and Investigating Health Problems and Hazards

*6. Local Public Health System in both counties have room to improve:*

- Research for Innovative Solutions to Health Problems

*7. Top Health Priorities in Escambia and Santa Rosa:*

- Diabetes
- Infant Health
- Mental Health

*8. County-Specific Health Priority:*

- Escambia - Child (age 1 – 5) Health
- Santa Rosa - Drug Abuse



Active Story Time at Spring Street Branch  
courtesy of West Florida Public Library

## Community Health Needs Assessment (CHNA) Defined

If you have ever wondered about the health of people living in our community, then a CHNA has the answers you are looking for. A CHNA examines disease and death statistics for the community and then compares the health of our community to Florida and the nation. The CHNA also explores resources available to residents and perceptions about health and health services. Finally, a CHNA identifies major health problems within the community and, with input from community leaders, narrows those health issues to a manageable set of priorities. The goal of a CHNA is to identify key health problems and community assets.

Many organizations, such as non-profit hospitals and health departments, are required to conduct community health assessments. In most communities, the assessment is conducted with limited involvement from the public or other organizations. Through Live Well Partnership, the health of our community is assessed through a collaborative, community-wide process. A collaborative CHNA with broad community representation not only reduces duplicative efforts, but also ensures the entire community has a voice in identifying and addressing important health issues. This collaborative

process is also used to develop community-wide goals and strategies to address the health priorities identified by the CHNA. This CHNA was sponsored by and complies with the regulatory or accreditation requirements for the following organizations: Baptist Hospital, Gulf Breeze Hospital, Jay Hospital, Sacred Heart Hospital, Florida Department of Health in Escambia County, Florida Department of Health in Santa Rosa County, and Community Health Northwest Florida.

The following pages summarize the findings of a year-long process to investigate the health of people residing in Escambia and Santa Rosa counties and the underlying demographic, social, economic and environmental factors that impact health. We encourage individuals and organizations to use this information to work together to reduce premature death and illness and to make our community a healthier place to live, work, and play.

## Live Well Partnership

Partnership for a Healthy Community, Inc. (DBA Live Well Partnership for a Healthy Community) was founded in 1994 as a not-for-profit 501(c)3 organization by Baptist Health Care and Sacred Heart Health System. Baptist and Sacred Heart have continued to provide financial and leadership support throughout the organization's 24-year history.

Since its inception, the mission of Partnership for a Healthy Community (hereafter referred to as Live Well Partnership) has been to measure the health of Escambia and Santa Rosa County residents and to identify community health problems. CHNAs were conducted in 1995, 2000, and 2005. Beginning in 2013, Live Well Partnership changed the frequency of needs assessments to every three years with CHNAs completed in 2013 and 2016. The 2019 CHNA marks the sixth health assessment conducted by the organization.

To fulfill its mission, Live Well Partnership works collaboratively with health departments, hospitals, community health organizations, social service agencies, and area businesses. Its 2018 Board of Directors is comprised of the following organizations:



United Way  
of Escambia County



Santa Rosa  
MEDICAL CENTER





# Community



Navarre Beach Bridge courtesy of Kimberly Pace

## Community Definition

A Metropolitan Statistical Area (MSA) is defined by the US Census Bureau as a geographical area that has a central urban core with economic ties to the surrounding area. The Pensacola MSA is comprised of Escambia County and Santa Rosa County with Pensacola designated as the urban core. While each county and the cities or towns within each has its own unique characteristics, the two counties are intertwined. It is common for residents from one county to flow to and from the other county for jobs, entertainment, education, and health care. For this reason, the entire Pensacola MSA was selected as the “community” covered by the CHNA.

Although this assessment covers the Pensacola MSA, individual collaborating partners may serve subareas of the MSA as noted in the table:

Collaborating Partner	Communities Served
<b>Baptist Health Care</b>	
Baptist Hospital.....	Escambia County and Santa Rosa County
Gulf Breeze Hospital .....	Gulf Breeze, Santa Rosa County
Jay Hospital.....	Jay, Santa Rosa County
Community Health Northwest Florida.....	Escambia County and Santa Rosa County
Florida Department of Health in Escambia County.....	Escambia County
Florida Department of Health in Santa Rosa County.....	Santa Rosa County
Sacred Heart Hospital, Pensacola .....	Escambia County and Santa Rosa County
University of West Florida.....	Escambia County and Santa Rosa County

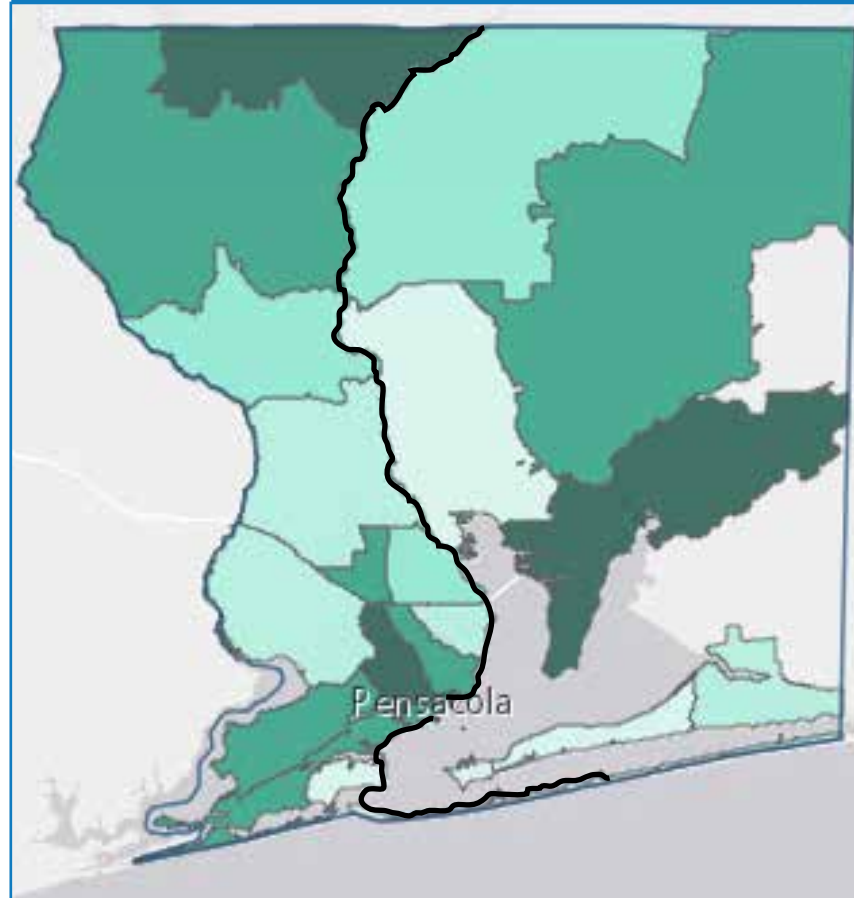


## SocioNeeds Index

Although this CHNA covers a two-county area, we understand that counties are not homogeneous. Some neighborhoods are more affluent while others struggle with poverty, have low educational attainment, or have low access to food. As we seek to understand the health of our residents, we must identify areas that are socioeconomically vulnerable.

The **2018 SocioNeeds Index**, created by Conduent Healthy Communities Institute (Conduent HCI), is a measure of socioeconomic need that is correlated with poor health outcomes. Those with the highest values have the highest socioeconomic need, which is correlated with preventable hospitalizations and premature death. To illuminate the areas of highest need in our community, the selected locations are ranked from 1 (low need) to 5 (high need) based on their Index Value.

## 2018 SocioNeeds Index Map



## MAP LEGEND

greater need →

1

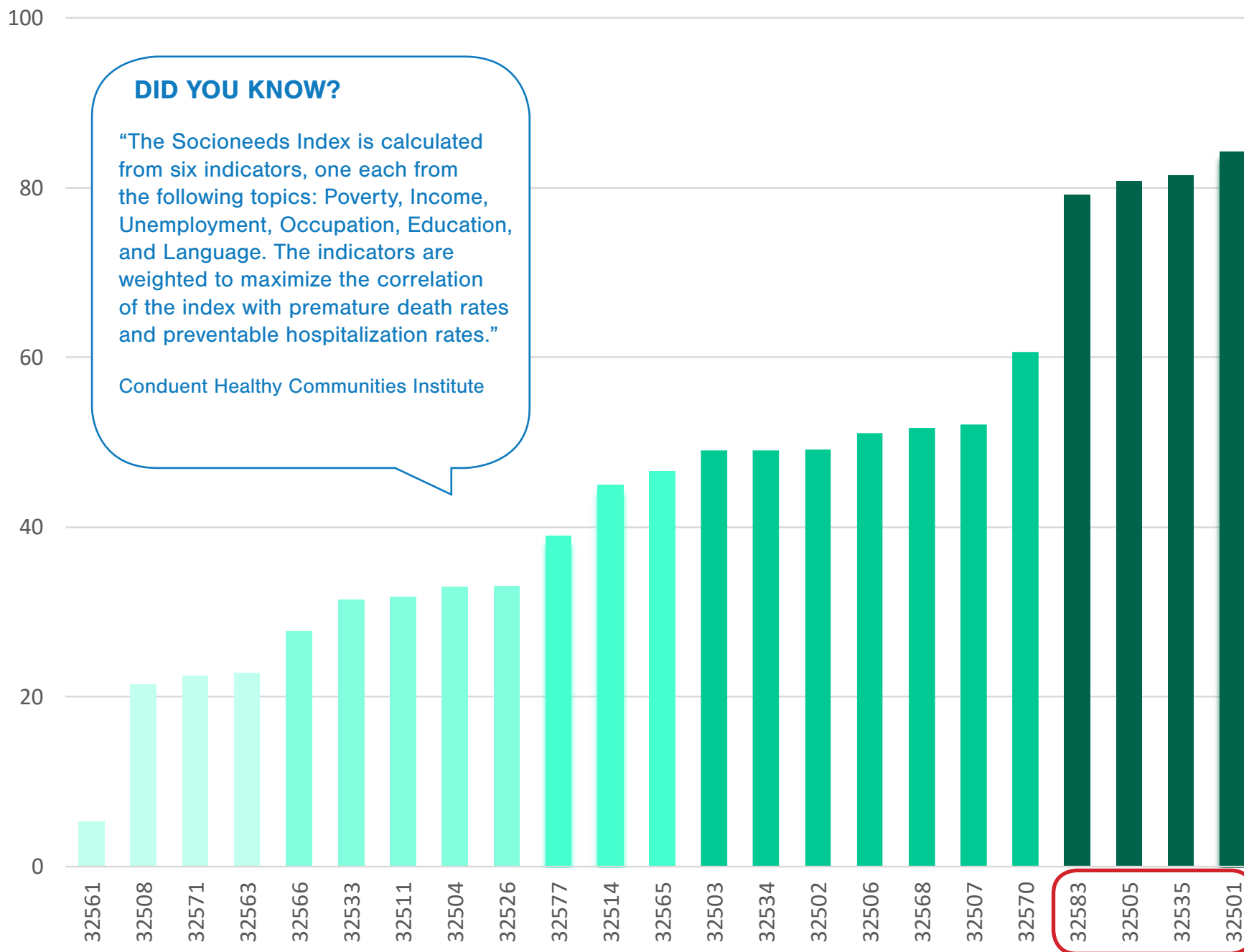
2

3

4

5

## 2018 SocioNeeds Index by Zip Code



The highest need zip codes are 32501, 32505, and 32535 in Escambia and 32583 in Santa Rosa.



## Community Profile

Northwest Florida's population is distinctive from the rest of Florida. Our racial and ethnic composition, age, demographics, income, educational attainment, military presence, and occupation stand apart from typical Florida communities. These factors impact the health of community residents. The following pages help us to better understand who we are as a community, and the influence of socioeconomic and demographic variables on our health. Throughout this report, **Escambia data will always be depicted in orange** and **Santa Rosa in green**.

## POPULATION

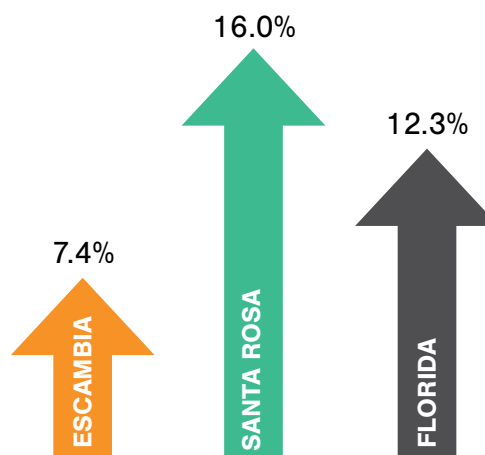
### Compared to Florida...

...Escambia County's rate of growth is slower, and the county has fewer Hispanics; however, Escambia's population is more racially diverse with a stronger military presence.

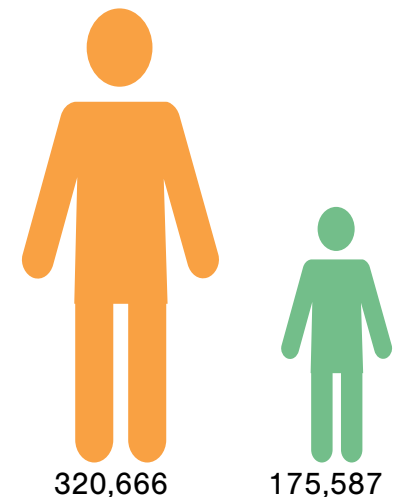
### Compared to Florida...

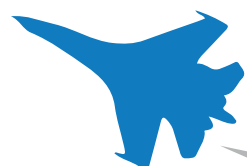
...Santa Rosa County is growing at a much faster rate and is not as racially diverse; the county also has a strong military presence from the surrounding armed forces bases.

### 2010-2018 Growth



### 2018 Population





**10,138**

**Members of the Armed Forces  
live in Escambia**

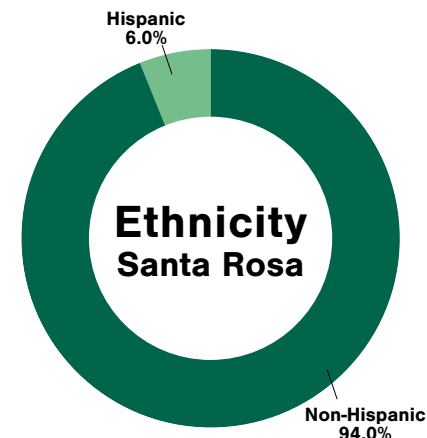
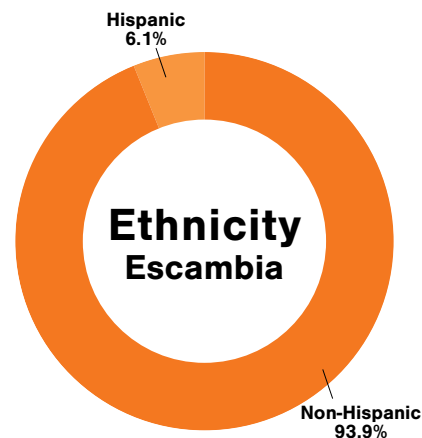
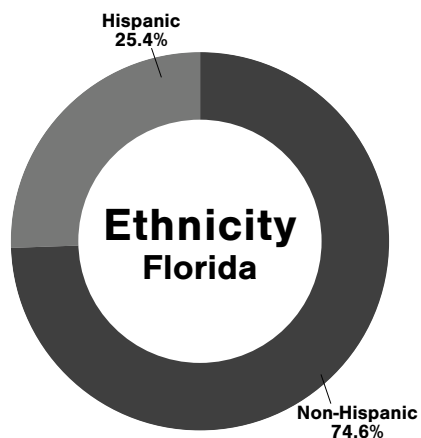
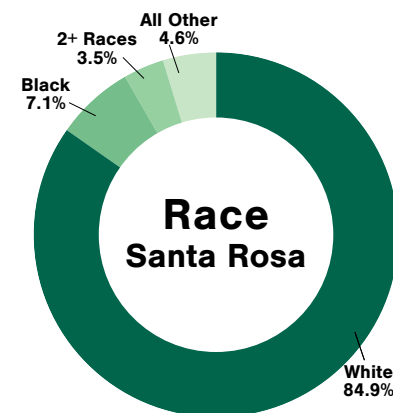
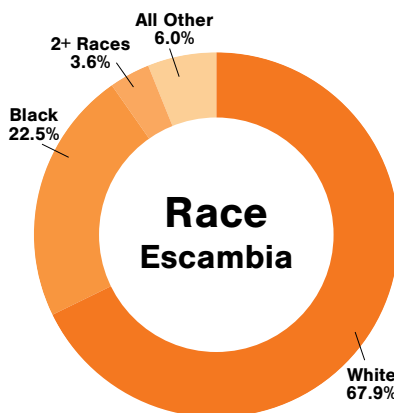
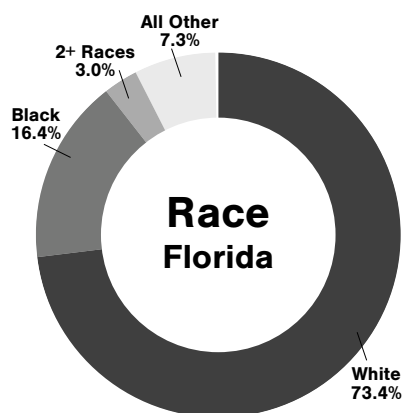
**3,102**

**Members of the Armed Forces  
live in Santa Rosa**



**12.6%** of Escambia  
residents are Veterans

**14.2%** of Santa Rosa  
residents are Veterans





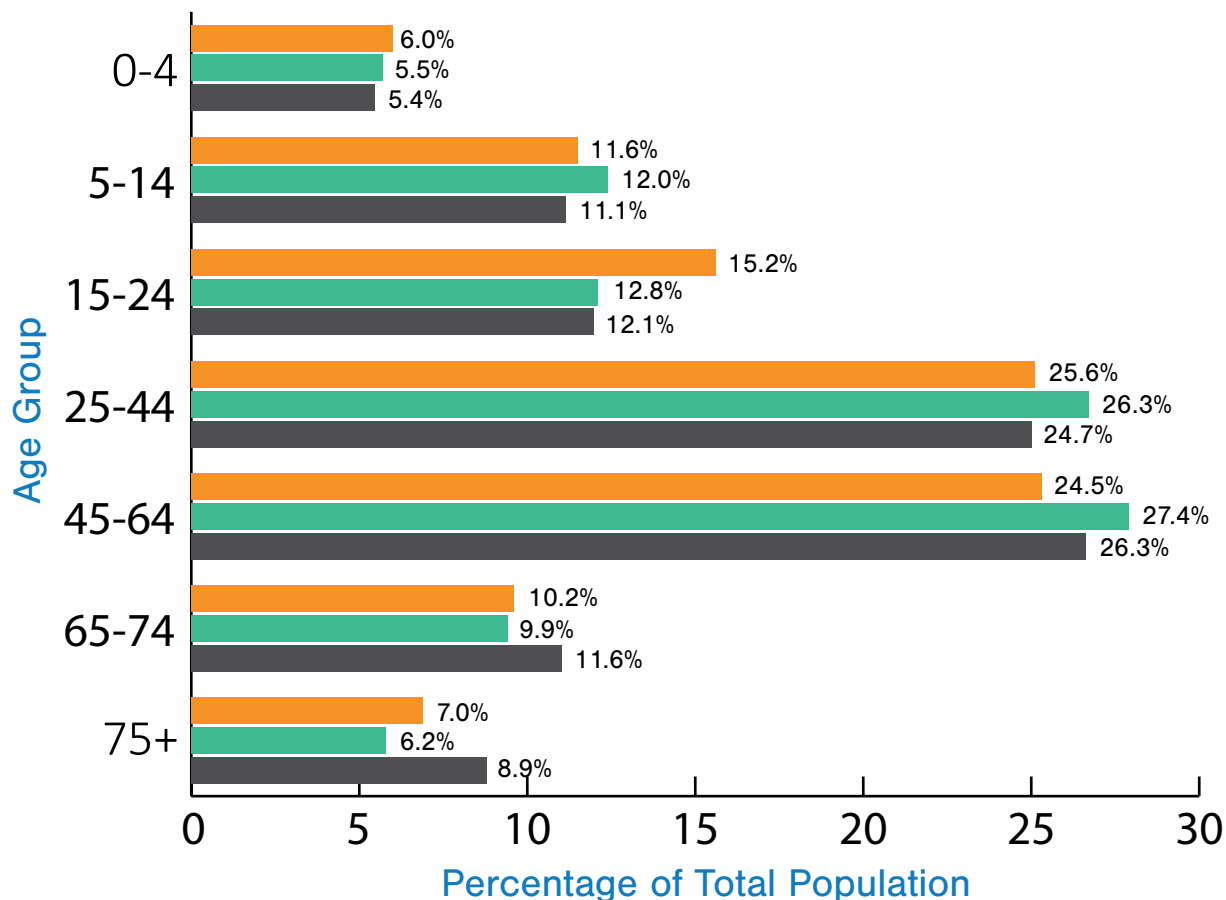
## Compared to Florida...

...Escambia County has more children and fewer seniors, smaller households and a lower median age by four years in 2016.

## Compared to Florida...

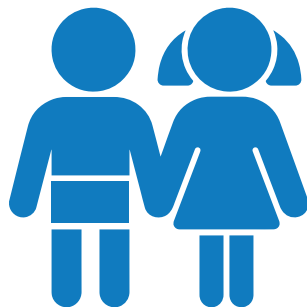
...Santa Rosa County has more children and fewer seniors, slightly larger families, and a lower median age by two years in 2016.

## Percentage of Population by Age Group



**17.6%**  
ESCAMBIA

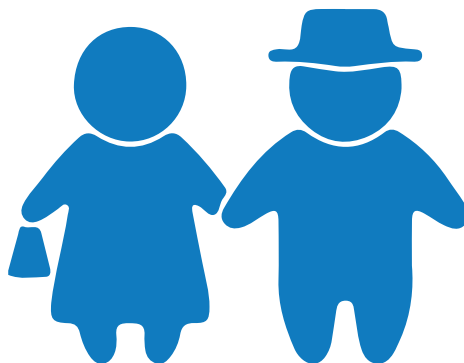
**17.5%**  
SANTA ROSA



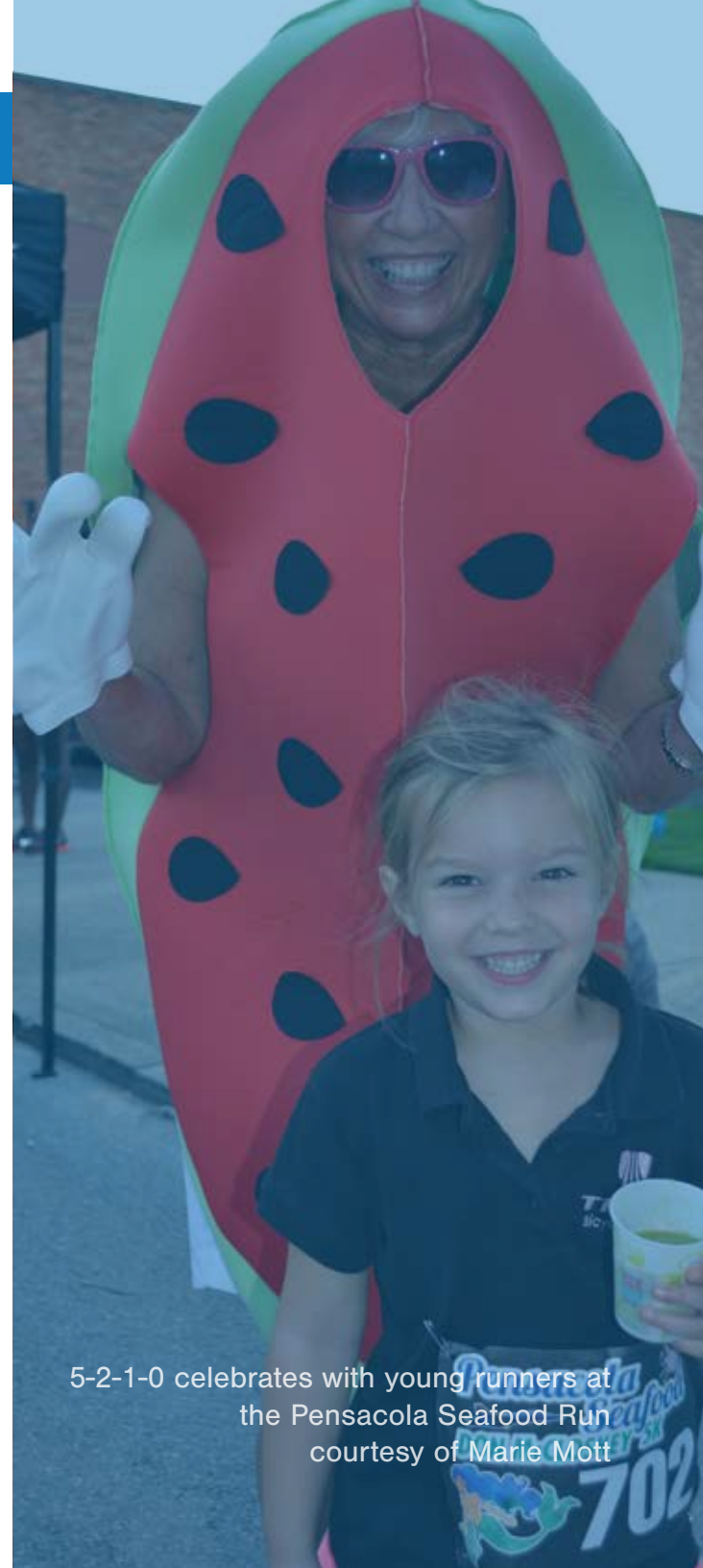
of total population are children  
(0-14 years)

**17.2%**  
ESCAMBIA

**16.0%**  
SANTA ROSA



of population are 65+



5-2-1-0 celebrates with young runners at  
the Pensacola Seafood Run  
courtesy of Marie Mott

# INCOME

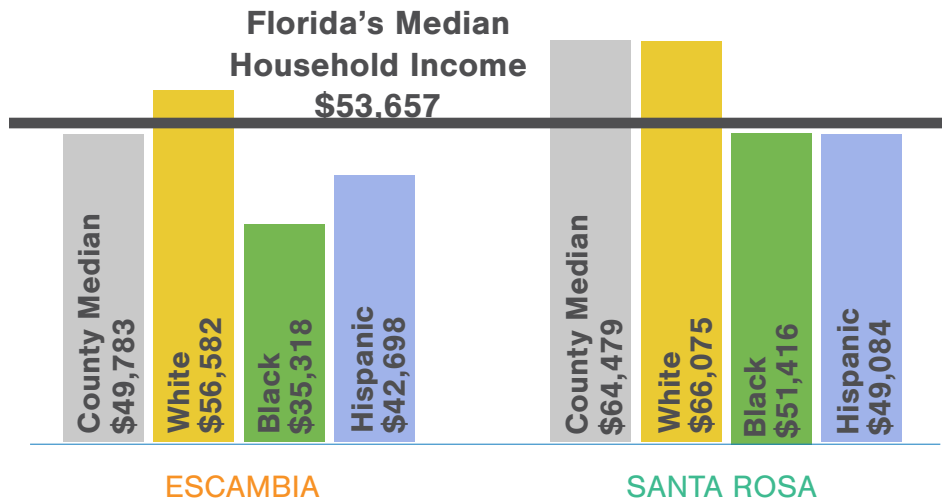
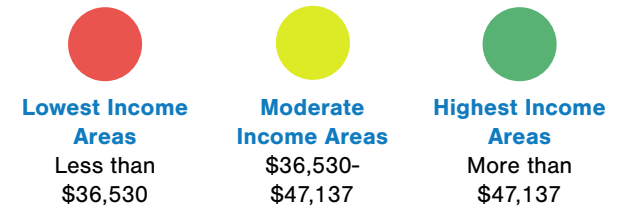
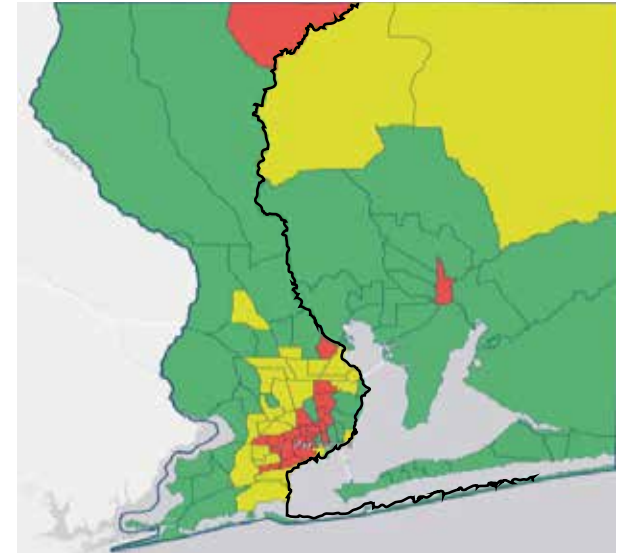
## Compared to Florida...

...Escambia County's median household income is 7% less; the median home value is \$50K less.

## Compared to Florida...

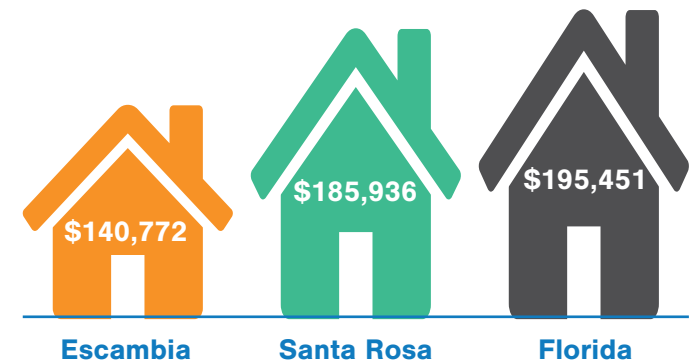
...Santa Rosa County's median household income is 20% greater; the median home value is only \$10K less.

## Median Household Income



Santa Rosa's median household income is almost 30% greater than Escambia's.

## Median Home Value





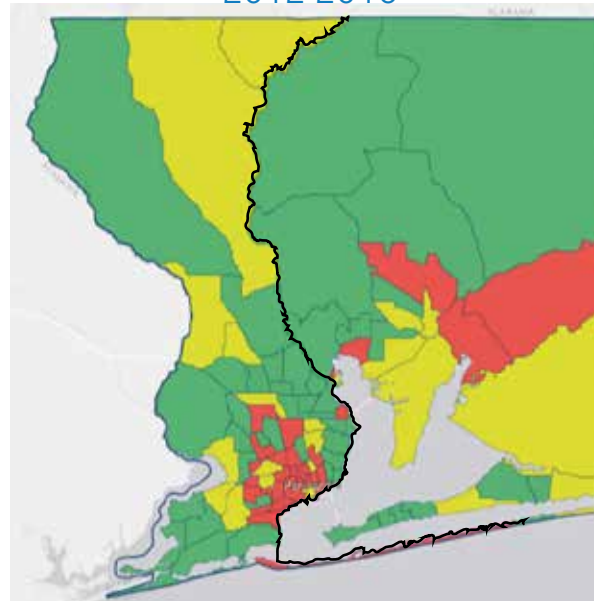
# POVERTY

## Children Living in Poverty 2012-2016

**Compared to Florida...**  
...the poverty rate in Escambia County is slightly less.

**HEALTH  
DISPARITY**

in ESCAMBIA, the  
black poverty rate is  
**2.5 times greater**  
than the white poverty rate.



**Highest Rates**  
More than 34.3%



**Moderate Rate**  
18.9% - 34.3%



**Lowest Rate**  
Less than 18.9%

**Compared to Florida...**  
...the poverty rate in Santa Rosa County is significantly less than Escambia's.

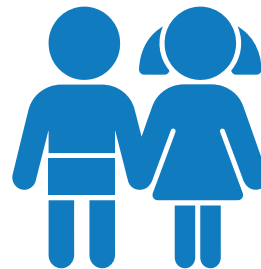
**HEALTH  
DISPARITY**

in SANTA ROSA, the  
black poverty rate is  
**1.7 times greater**  
than the white poverty rate.

**28.0%**  
ESCAMBIA

**19.3%**  
SANTA ROSA

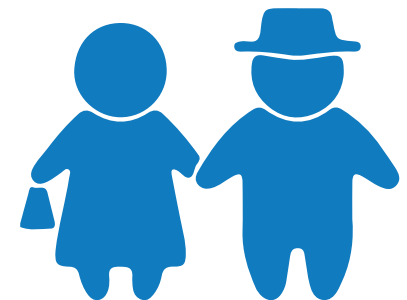
of children (0-4) live in poverty



**7.1%**  
ESCAMBIA

**6.5%**  
SANTA ROSA

of seniors 65+ live in poverty



### QUICK FACT

Federal Poverty Level (FPL) is an economic measure that is used to decide whether the income level of an individual or family qualifies them for certain federal benefits and programs. The FPL for a family of three is a household income of \$20,420.

# EMPLOYMENT AND EDUCATION

## Compared to Florida...

...the white-collar employment is slightly worse while educational attainment is lower in Escambia County.

## Compared to Florida...

...the white-collar employment rate is slightly better while educational attainment is greater in Santa Rosa County.

**7.5%**

ESCAMBIA

**6.9%**

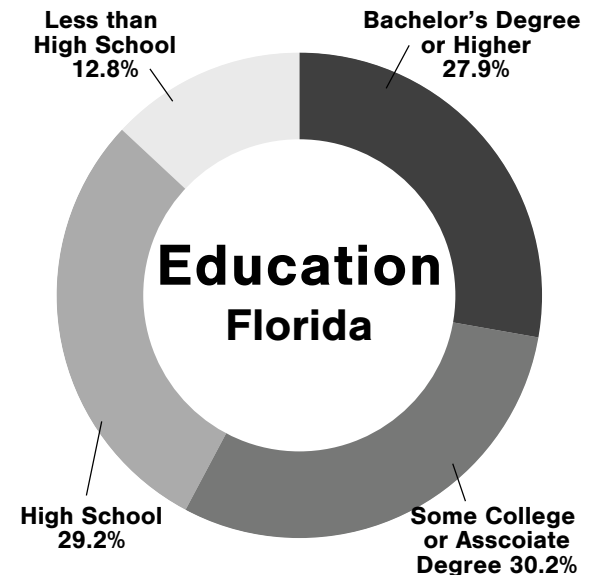
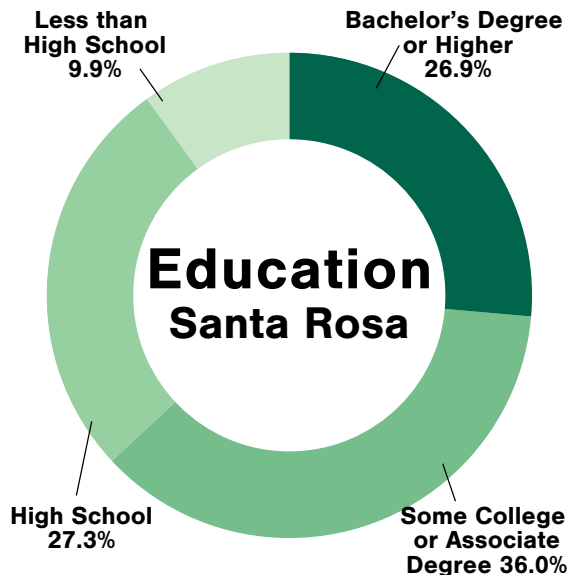
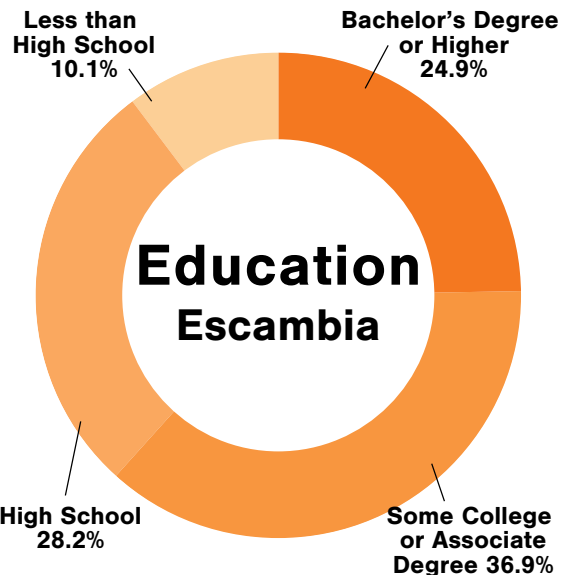
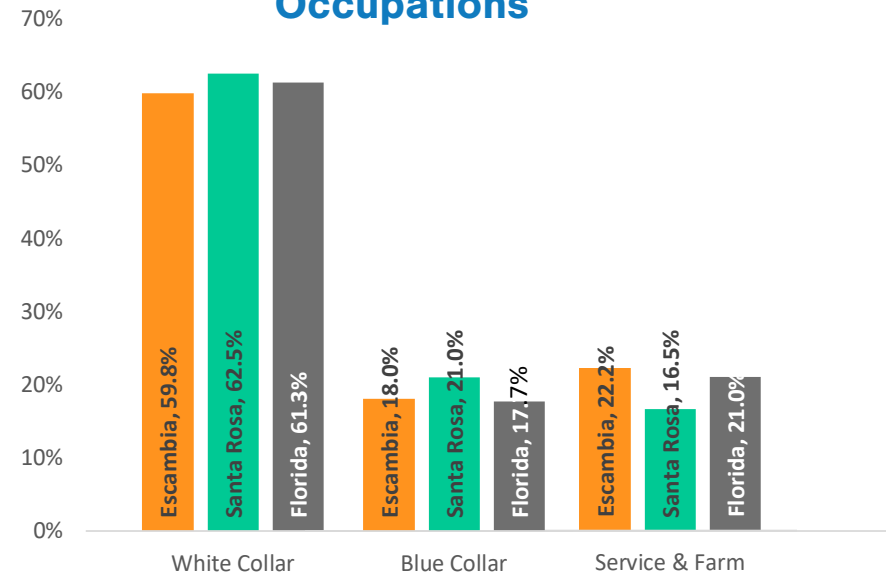
SANTA ROSA

**7.6%**

FLORIDA

**Unemployment Rate January 2018**

## Occupations





Public Art Mural in Downtown Milton  
courtesy of Jenea Wood



## Framework

Many health and community organizations in our area are required by accrediting bodies or regulatory agencies to conduct periodic community health assessments. For example, to retain accreditation, the Florida Department of Health must assess health status within each county every five years, while the Internal Revenue Service requires not-for-profit hospitals to identify and address community health needs every three years. In most communities, these assessments overlap each other in time, people involved, and content. This duplication results in the creation of narrowly-focused assessments and unaligned health improvement efforts.

In 2015, the Centers for Disease Control and Prevention (CDC) recommended communities adopt a “unified community health improvement framework supporting multiple stakeholders.” The CDC’s approach encourages hospitals, health departments and other community organizations, to work together to identify and address community health needs. This approach was embraced by Live Well Partnership in the current 2019 CHNA as well as all previous assessments.

To achieve a unified community health improvement framework, it was necessary to adopt a methodology that would meet the

accrediting and/or regulatory requirements of all participants. The methodology adopted for the 2019 CHNA melds components from leading health industry experts into a cohesive process that participating organizations could embrace. The methodology adopted by Live Well Partnership is based on processes recommended by:

- ▶ **Mobilizing for Action through Planning and Partnerships (MAPP)** recommended by the National Association of County and City Health Officials (NACCHO) and used by local health departments
- ▶ **Engaging Patients and Communities in Community Health Assessments** from the Association for Community Health Improvement (ACHI) and the American Hospital Association (AHA) followed by many non-profit hospitals such as Baptist Health Care
- ▶ **Assessing and Addressing Community Health Needs (2015 Edition II)** from the Catholic Health Association (CHA) adopted by Ascension and Sacred Heart Health System
- ▶ **HCI Community Health Needs Assessment Guide** from Conduent/Healthy Communities Institute (HCI)

## 2019 CHNA Methodology

- **Community Health Improvement Navigator** from the Centers for Disease Control and Prevention (CDC)

The graphic and steps identified at the right illustrate the methodology adopted for the 2019 Escambia – Santa Rosa Community Health Needs Assessment. Steps 1 through Step 5 are discussed in this report. Step 6 and Step 7 are “Next Steps” which will be undertaken in 2019. Evaluation of progress (Step 8) will occur throughout the next three years and culminate with the development of the next CHNA in 2022.



### Step 1: Organize and Plan

- Select Methodology
- Develop time line

### Step 2: Identify and Engage Partners and Stakeholders

- Form CHNA Steering Committee

### Step 3: Collect and Analyze Data:

- Define and Describe the Community
- Assess Community Themes & Strengths:
  - Community Survey
  - Community Leader Survey & Interviews
  - Resource Mapping
- Assess Forces of Change

- Assess Local Public Health System
- Assess Community Health Status
  - HCI/Conduent Health Data
  - Florida Charts Data

### Step 4: Prioritize Issues

- Review leading causes of death and illness
- Review social determinants of health
- Narrow to 3 or 4 priority health issues

### Step 5: Communicate Results

- Publicize results of data analysis
- Publicize priority health issues
- Solicit community feedback
- Issue CHNA Report





**The Community Health Needs Assessment (CHNA) Steering Committee**



## Partners and Stakeholders

An effort was made to involve individuals from many different sectors of the local economy in developing this CHNA. The Live Well Partnership Board, which includes health providers, social service organizations and business interests formed the backbone of the CHNA process. A Steering Committee, consisting of the Live Well Board and other community organizations, was established to provide guidance and input throughout data gathering and analysis. The Steering Committee provided input on their perceptions of health and health services, reviewed health outcomes, narrowed the focus to the top four priorities in each county, and approved this report.

## Public Communication

Local hospitals and county health departments participating in the CHNA are required to share the results of the assessment with the public and respond to comments. The prior CHNA (2016 – 2019) was placed on the websites of Live Well Partnership, Florida Department of Health in Escambia and Santa Rosa counties, Baptist Health Care, Sacred Heart Hospital, and Community Health Northwest Florida. During the 2016 – 2019 period, no comments or questions were submitted to any of the partners.

The preliminary findings of this CHNA report were communicated in September 2018 through a Pensacola News Journal article and an interview on WUWF radio. Additionally, a document describing the major causes of disease and death, perceptions discovered through surveys, and the selection of the top health priorities were placed on the websites of Live Well Partnership, Community Health Northwest Florida, Florida Department of Health in Escambia, Florida Department of Health in Santa Rosa, Baptist Health Care, and Sacred Heart Hospital. This final CHNA report will also be posted on these websites. The public was invited to provide comments to or ask questions of any of these partners.



# Community Health Status

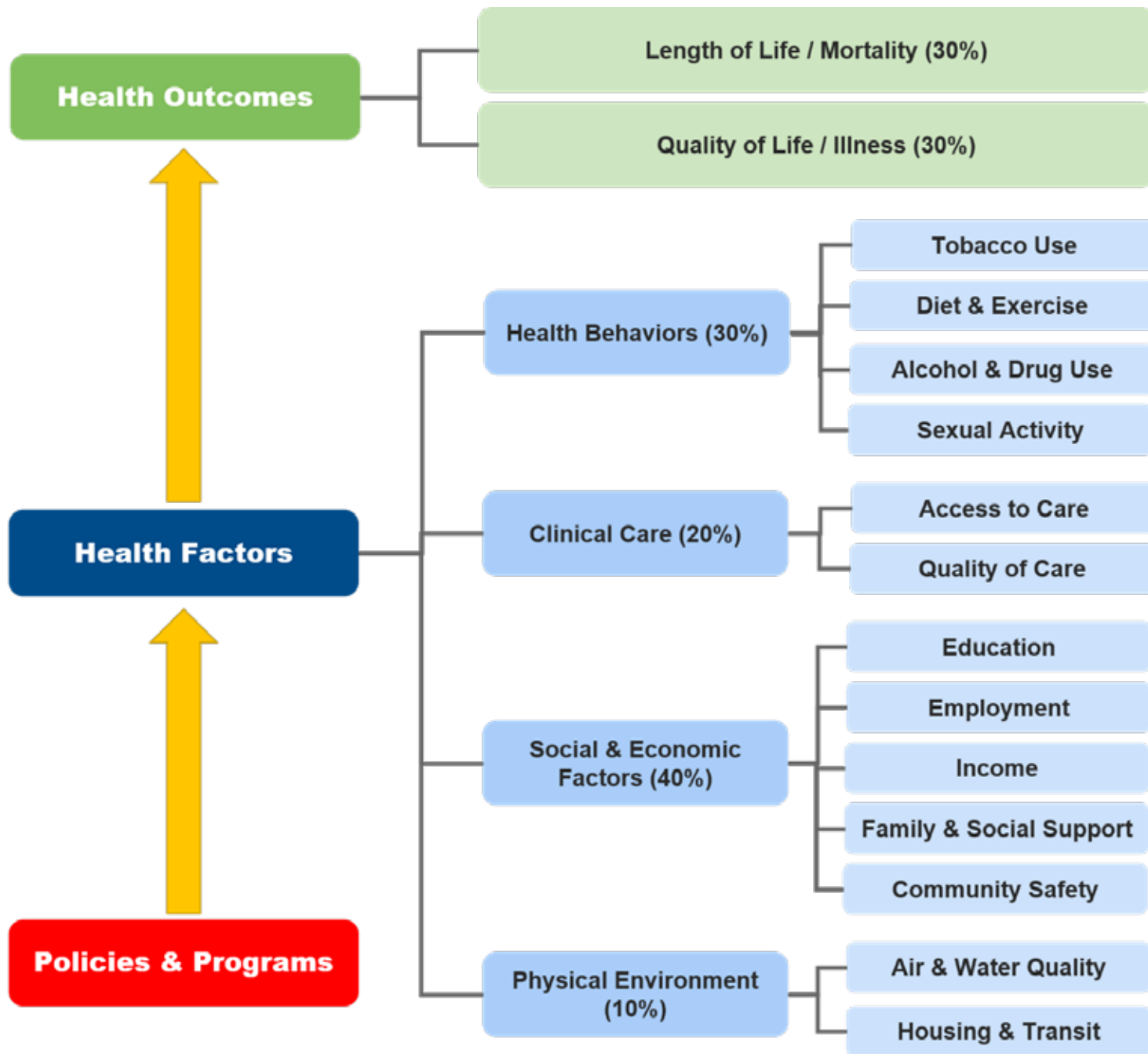


Veteran's Memorial Park in Milton Florida  
courtesy of Jenea Wood

## Community Health Framework

Health is more than the care you receive from your doctor, treatment at a hospital, or even the medicines you take. Health is affected not only by healthcare services, but also by the environment we live in, by social and economic factors, and by our own behaviors. Factors such as education level, safety of the neighborhood, quality of the air, housing conditions, poverty and employment all affect our health, for either good or bad. These factors are called **social determinants of health**. A collaborative effort between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute (UWPHI) developed County Health Ranking and Roadmaps as a way to measure health within a community by looking at social determinants of health, access to and quality of health care, and personal health behaviors. The framework, shown on next page, illustrates the strong influence that **Health Factors** have on illness and death, otherwise known as **Health Outcomes**. **Policies and Programs**, such as the federal Clean Air Act, which limits the amount of harmful cancer-causing agents in our air, or a diabetes prevention program hosted by a hospital or health department, can improve **Health Factors**, and thus lead to lower rates of disease and better **Health Outcomes**.

Live Well Partnership has adopted the County Health Rankings framework. This CHNA looks first at **Health Outcomes** within our community to understand the causes of death, disease and disability. The next step after the CHNA will be to examine the **Health Factors** contributing to poor **Health Outcomes** and **Policies and Programs** that could be changed to improve our health. These issues will be addressed in the 2019 Community Health Improvement Plans.



**County Health Rankings Model**  
© 2014 UWPHI



## Data Analysis Sources and Methodology

A comprehensive CHNA includes detailed examination of health and socioeconomic data. The primary source of data for this CHNA was Conduent Healthy Communities Institute (Conduent HCI). Conduent HCI provided approximately 200 key health, economic, and quality-of-life indicators for each county. Additionally, many indicators were available at a zip code or census tract level allowing for a more in-depth view. These indicators were continuously updated ensuring access to the most up to date information.

Conduent HCI compares each indicator to other Florida counties, the Florida average, national average, and when available, Healthy People 2020 targets; it also indicates whether the indicator is improving, worsening, or is unchanged.

In addition to Conduent HCI data, data was pulled from other sources, including but not limited to:

- ▶ Florida Department of Health, FloridaHealthCHARTS.com
- ▶ Agency for Health Care Administration
- ▶ Claritas

The challenge in dealing with thousands of points of data is to turn the data into useful information. That is, what does the data tell us about the health of our community? And, what are the most important health problems to address? Conduent HCI's Data Scoring Tool helped Live Well Partnership make sense of the indicators. The Data Scoring Tool assigned a score for each indicator from one to three along six dimensions:

- ▶ Value compared to Florida
- ▶ Value compared to the United States,
- ▶ Distribution within Florida
- ▶ Distribution within the United States
- ▶ Trend over time

Next, the HCI Scoring Tool generated an overall, or Composite Score, for each indicator. Guided by the Composite Score generated by Conduent HCI's Data Scoring Tool, Live Well Partnership identified 24 leading causes of death and illness/disability in Escambia and Santa Rosa counties. The 24 leading causes of death and illness fell into five major categories: chronic disease, maternal/child health, behavioral health, infectious disease, and unintentional injury.

The 24 leading causes of death, illness, and disability were then further analyzed using a Criteria Weighting Methodology to find the 10 health outcomes of greatest concern within the community. The steps of the Criteria Weighting Methodology were:

- ▶ Priority-setting criteria were established (see table on the following page)
- ▶ Based on secondary or primary data, each health condition was rated 0 to 4 on each criterion, with 0 indicating the condition performed well on that criterion, while a 4 signaled the health condition performed poorly on that criterion
- ▶ Ratings were entered on a matrix
- ▶ Each rating was multiplied by the corresponding criterion weight. Secondary data criteria were weighted as a group at 0.75, while primary data criteria were weighted at 0.25
- ▶ The final score for each health condition was summed, and the top 10 health needs for each county were identified based on the final score

## Health Outcomes - 24 Leading Causes of Death, Illness, & Disability

### Chronic Disease

- ▶ 4 Heart Diseases
- ▶ 6 Types of Cancer
- ▶ 2 Lung Diseases
- ▶ Diabetes
- ▶ Stroke
- ▶ Oral Health

### Behavioral Health

- ▶ Mental Disorders
- ▶ Drug Abuse
- ▶ Alcohol Abuse
- ▶ Alzheimer's Disease

### Maternal/Child Health

- ▶ Maternal Care
- ▶ Infant Care
- ▶ Child Health (1-5)

### Injury

- ▶ Suicide
- ▶ Motor Vehicle Accidents
- ▶ Unintentional Injury

### Infectious Disease

- ▶ Sexually Transmitted Diseases including HIV/AIDS

## Priority Setting Criterion

## Description

HCI Composite Score

- Trend
- Comparison to Florida and US rates
- Comparison to Healthy People 2020

Magnitude

- Number of newly diagnosed cases,
- Number of deaths
- Number of hospital admissions, or
- Number of emergency department visits

Severity (death before 75)

- Years of potential life lost (YPLL)

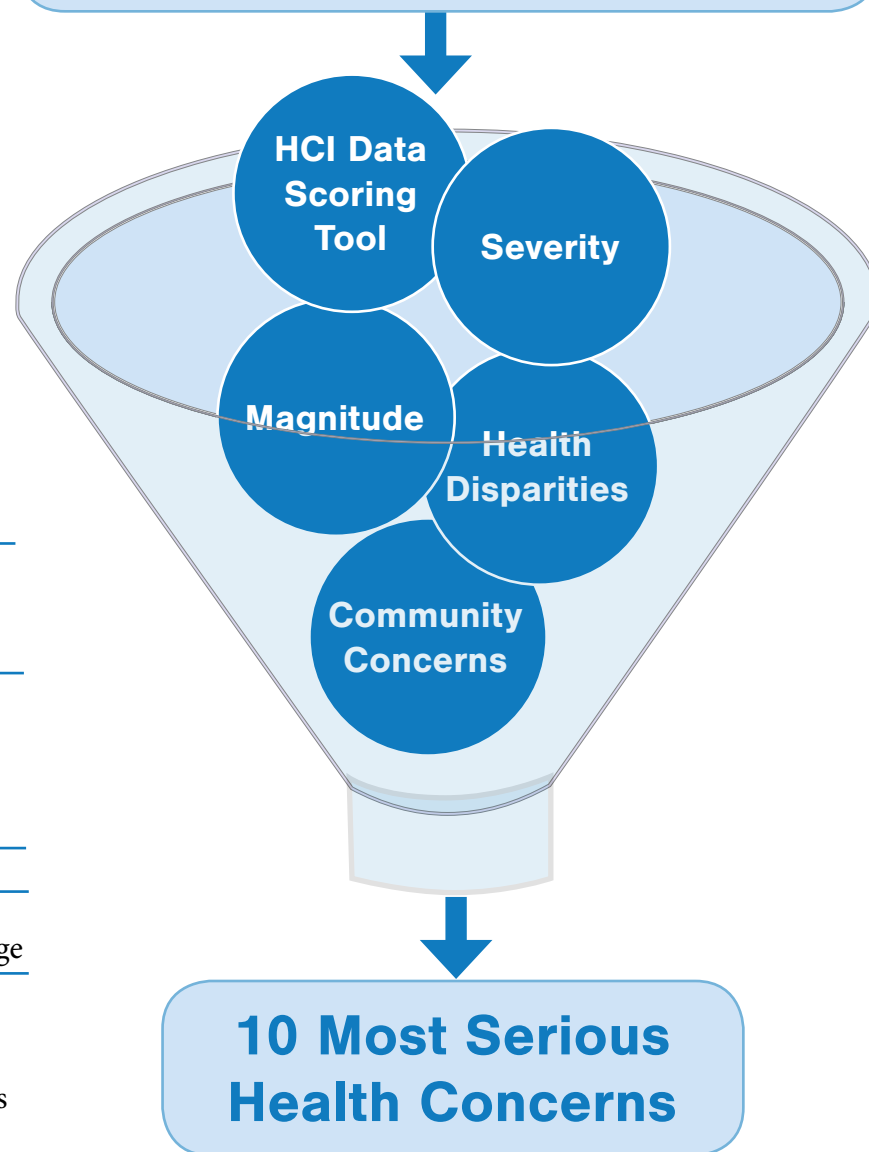
Health disparities

- Incidence rates compared to county and Florida average by race, ethnicity and/or age

Community Concerns

- Perceptions of the most important health issues as revealed through the community survey
- Perceptions of most important health issues from the key leader survey

## 24 Leading Causes of Death, Illness, and Disability



## Health Outcomes

By applying the weighted priority selection criteria, the 24 leading causes of death and illness were narrowed to top 10 health outcomes of greatest concern in each community. Seven of these outcomes are the same for Escambia and Santa Rosa. Each county also has three health outcomes that are unique to that community.

### Top 10 Most Serious Health Concerns

#### Health Concerns in Escambia County

Heart Disease  
Diabetes  
Heart Attack  
Infant Health  
Lung Cancer  
Mental Health  
Stroke  
Child Health  
Sexually-Transmitted Disease  
Unintentional Injury

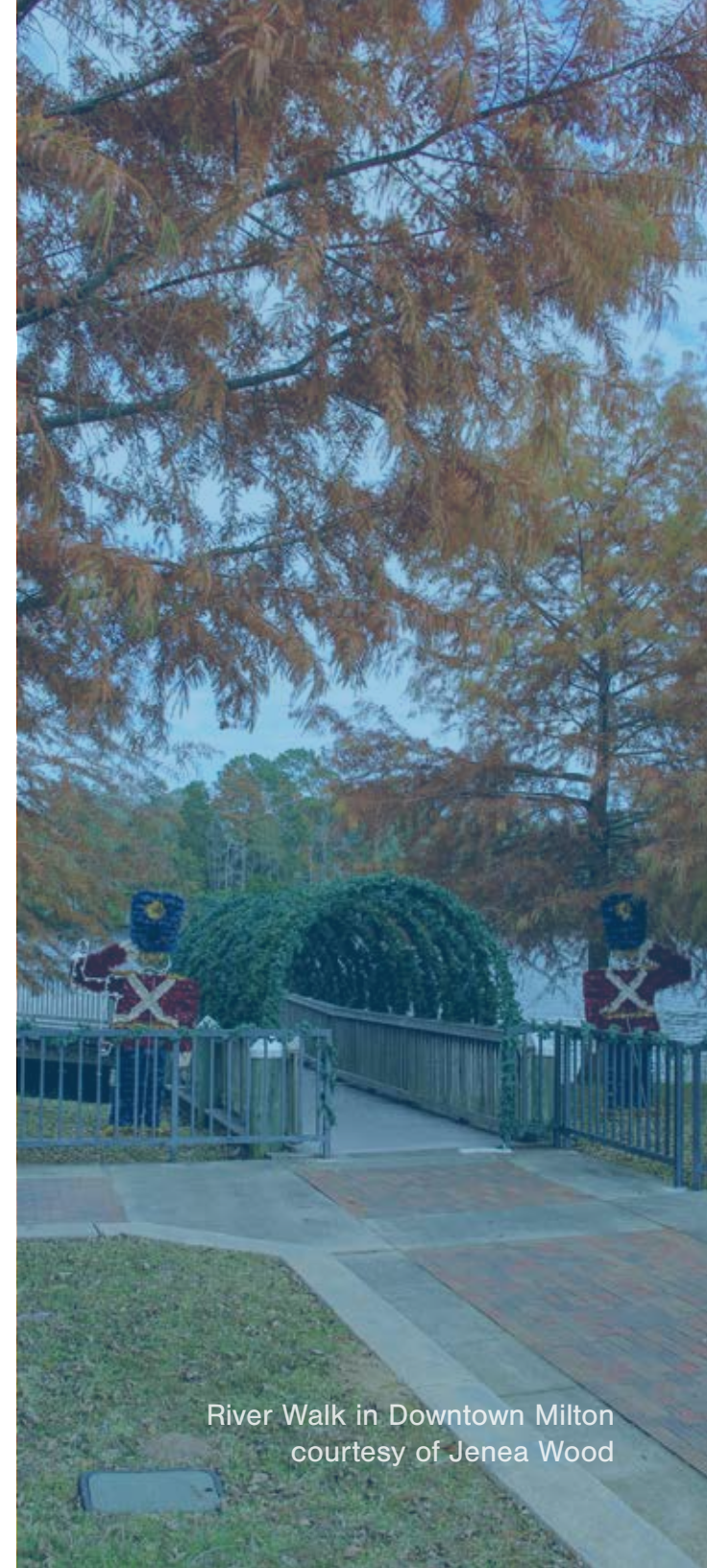
#### Health Concerns in Santa Rosa County

Heart Disease  
Diabetes  
Heart Attack  
Infant Health  
Lung Cancer  
Mental Health  
Stroke  
Alcohol Abuse  
Drug Abuse  
Prostate Cancer

## Data Analysis Sources

The following pages summarize the results of the data analysis process. Data was collected from the following sources:

- Florida Department of Health, FLHealthCHARTS, [flhealthcharts.com/charts/Default.aspx](http://flhealthcharts.com/charts/Default.aspx)
- Florida Department of Health, FLHealthCHARTS, 2016 Behavioral Risk Factor Surveillance Survey, [flhealthcharts.com/charts/Brfss.aspx](http://flhealthcharts.com/charts/Brfss.aspx)
- Florida Agency for Health Care Administration, Quarter 4 2016 – Quarter 3, 2017, inpatient and outpatient ED data, Escambia County and Santa Rosa County
- HCI/Conduent Community Dashboard, [livewellnwfl.org/the-data?hcn=CommunityDashboard](http://livewellnwfl.org/the-data?hcn=CommunityDashboard)
- Years Productive Life Lost calculated based on an average life span of 74.5 years
- Florida Department of Health, FLHealthCHARTS, Florida Death Query, [flhealthcharts.com/FLQUERY/Death/DeathRate.aspx](http://flhealthcharts.com/FLQUERY/Death/DeathRate.aspx)
- Florida Department of Health, FLHealthCHARTS, 2016 Florida Youth Substance Abuse Survey, [flhealthcharts.com/charts/Default.aspx](http://flhealthcharts.com/charts/Default.aspx)



River Walk in Downtown Milton  
courtesy of Jenea Wood

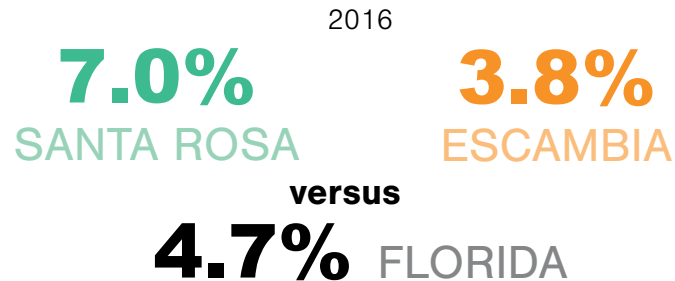
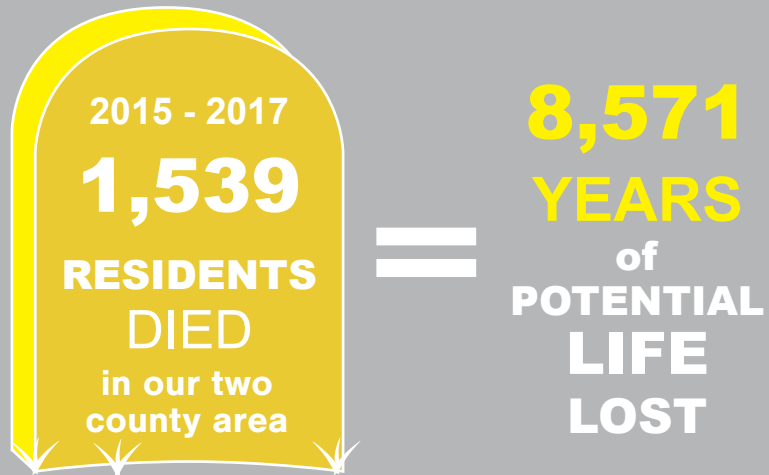


## Top 10 Health Concerns in both Escambia and Santa Rosa



### Heart Disease

a **LEADING CAUSE** of hospitalizations



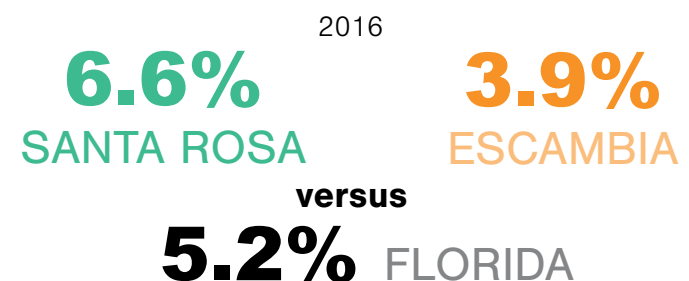
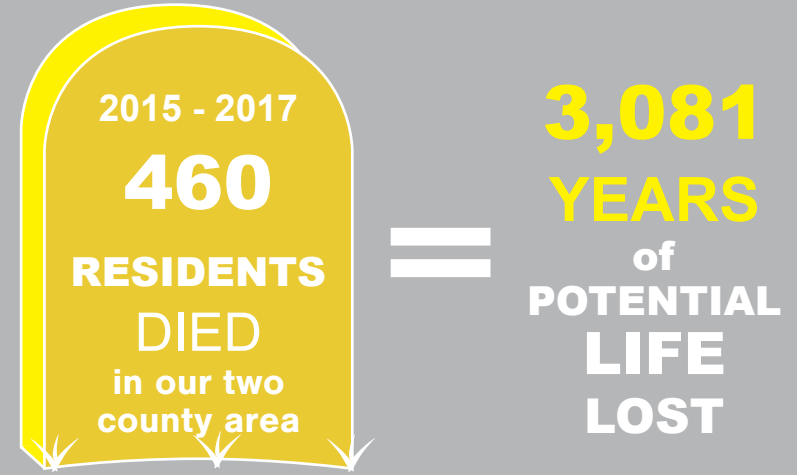
Adults have been told they have heart disease



Trend is  
**IMPROVING**

\*\*Heart Disease refers to coronary artery disease which occurs when major blood vessels that supply the heart are damaged or diseased.

### Heart Attack



Adults have been told they have had a heart attack

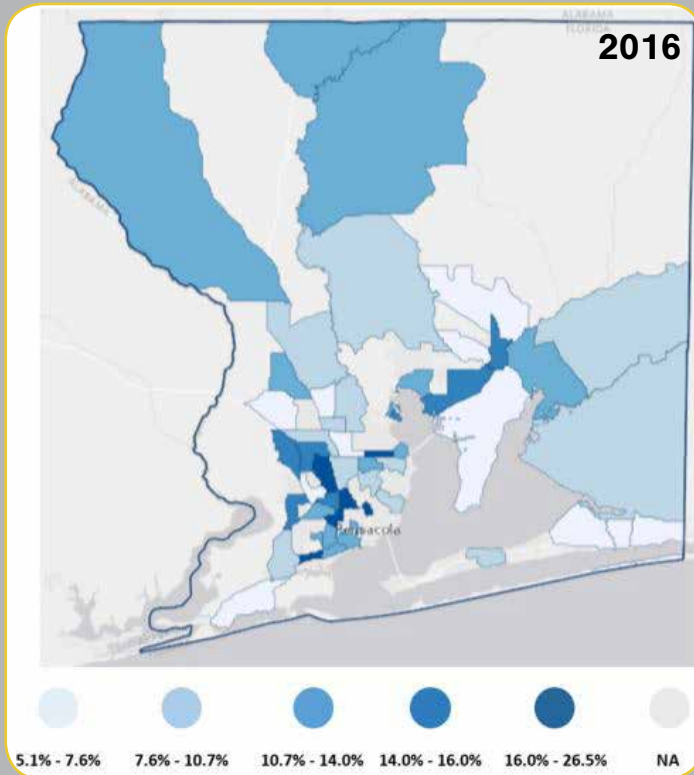
**HEALTH  
DISPARITY**

2015-2017  
in SANTA ROSA, blacks are  
**1.5x more likely to die**  
from a heart attack than whites



## Infant Health (0-364 days of life)

### Babies with Low Birth Weight



2015 - 2017  
**1,700**  
low  
BIRTHWEIGHT  
BIRTHS  
under 5 lbs, 8 oz.

2015 - 2017  
**2,143**  
PRETERM  
BIRTHS  
before 37 weeks

2015 - 2017  
**119**  
INFANTS  
DIED  
in our two  
county area

**8,866**  
YEARS  
of  
POTENTIAL  
LIFE  
LOST

2015 - 2017  
**4.5** SANTA ROSA  
**7.9** ESCAMBIA  
versus  
**6.1** FLORIDA  
Infant deaths per 1,000 births

**HEALTH  
DISPARITY**

2015-2017  
in ESCAMBIA and SANTA  
ROSA, black and hispanic  
infant deaths are **greater**  
than white infants

## Top 10 Health Concerns in both Escambia and Santa Rosa



### Diabetes

2015 - 2017

**404**

**RESIDENTS  
DIED**  
in our two  
county area

=

**3,556**  
**YEARS**  
of  
**POTENTIAL  
LIFE  
LOST**

**13.7%**  
SANTA ROSA

2016

**16.4%**  
ESCAMBIA

versus

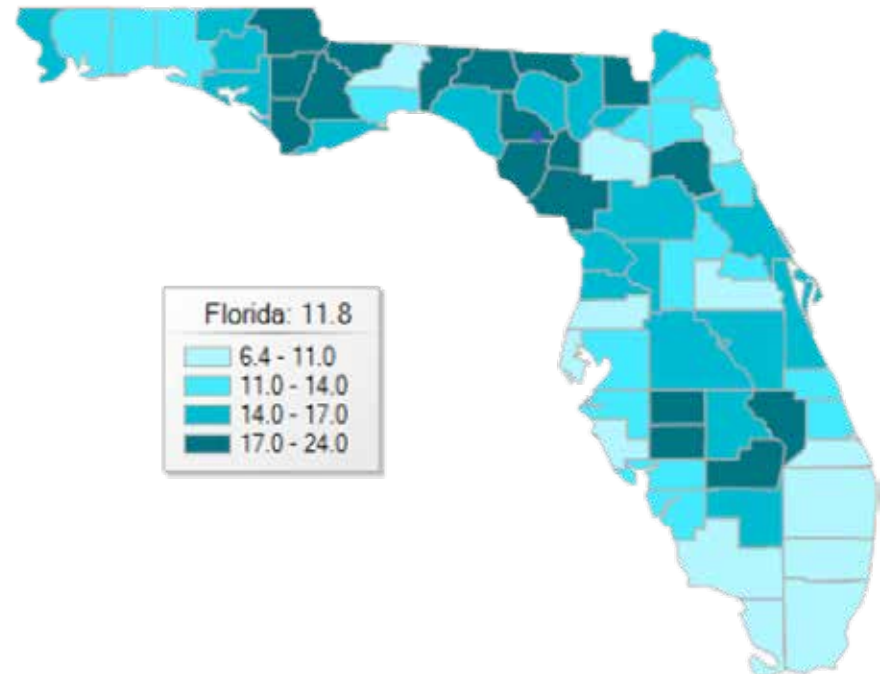
**11.8%** FLORIDA

Adults who have been told they have diabetes

**HEALTH  
DISPARITY**

in Escambia, black deaths  
from diabetes are **TWICE as  
high** than white deaths.

### 2016 Percent of Adult Population Diagnosed with Diabetes

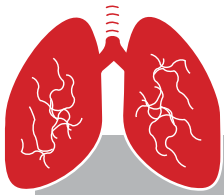


**1,700+**  
**ER VISITS**  
are due to  
**DIABETES**  
2017

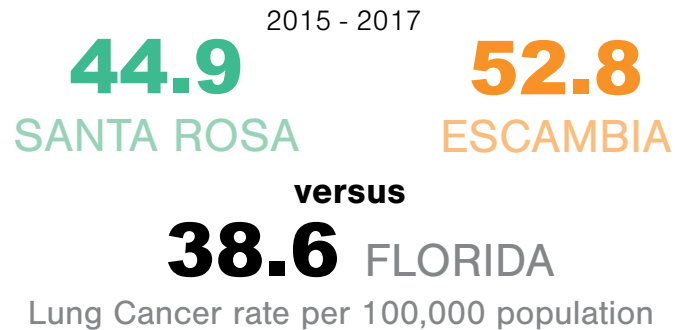
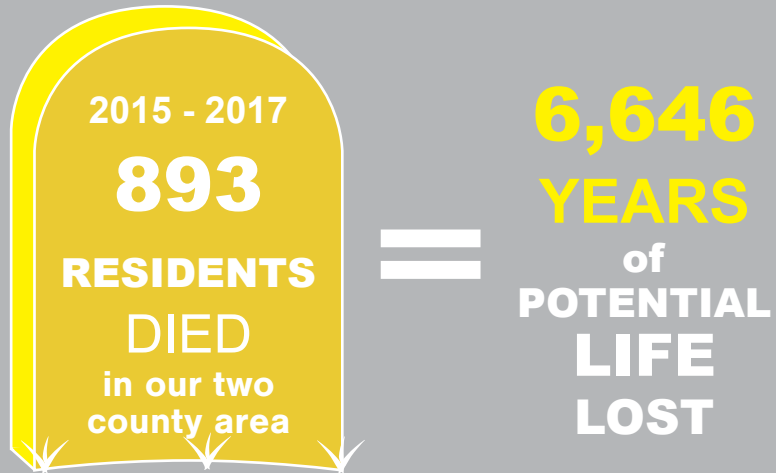


Trend is  
**WORSE**





## Lung Cancer



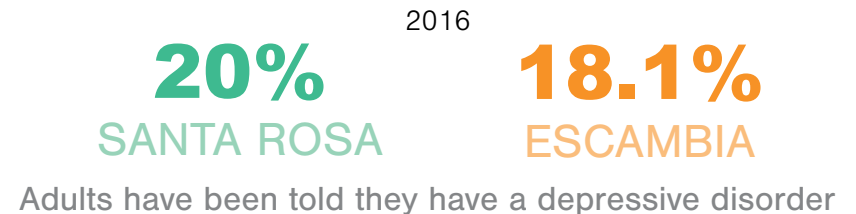
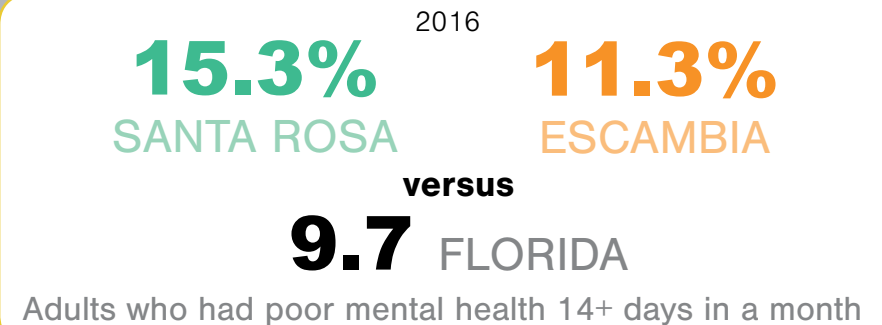
Highest Rates  
**87.3**  
WHITE MALES  
per 100,000 population in  
ESCAMBIA



Trend is  
IMPROVING



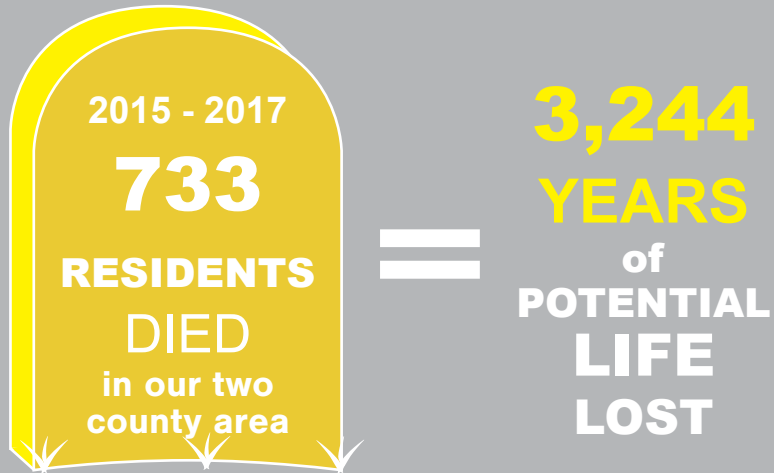
## Mental Health



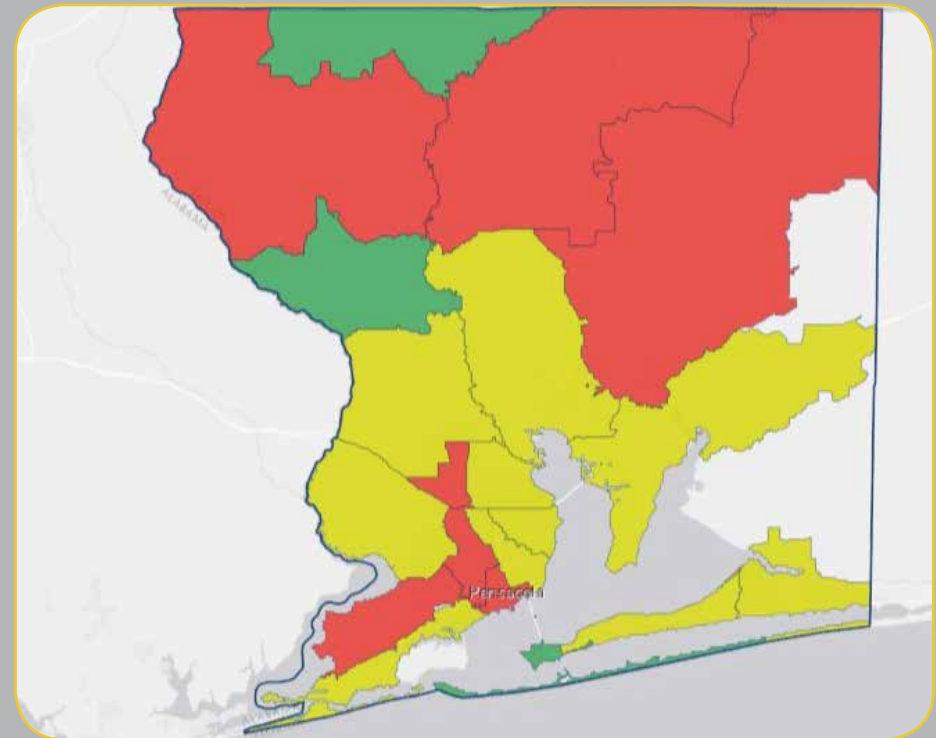
# Top 10 Health Concerns in both Escambia and Santa Rosa



## Stroke



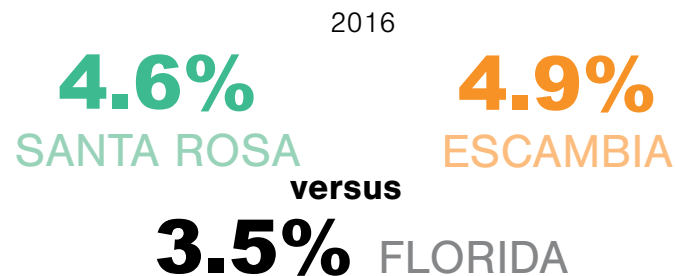
## Age-Adjusted Death Rate Due to Stroke



**Worst**  
More than 50.5  
deaths / 100,000

**Moderate**  
39.4 – 50.5  
deaths / 100,000

**Best**  
Less than 39.4  
deaths / 100,000



Adults who have been told they ever had a stroke



Trend is  
**WORSE** for  
Santa Rosa



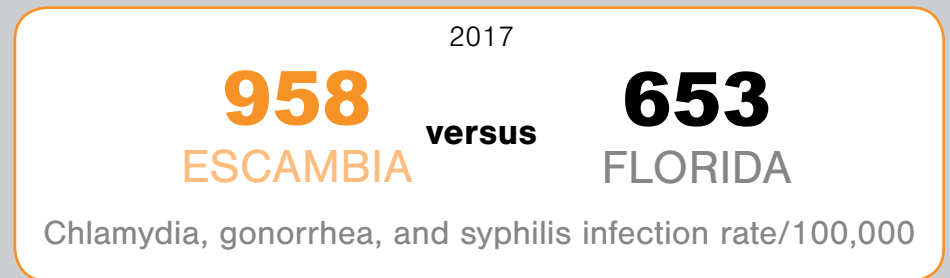
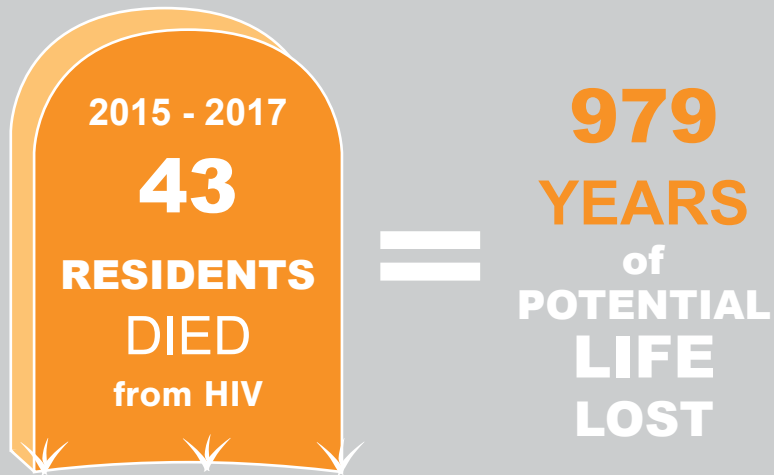
Trend is  
**IMPROVING**  
for Escambia



Annual Seafood Run courtesy of FDOH-Escambia



## Top 10 Health Concerns in Escambia only



**HEALTH**  
**DISPARITY**

2017  
Gonorrhea infection rates  
among blacks are **8 times**  
that of whites

2015 - 2017

**6,139**  
**Chlamydia**  
cases

**2,152**  
**Gonorrhea**  
cases

**165**  
**New HIV**  
cases



## Injury



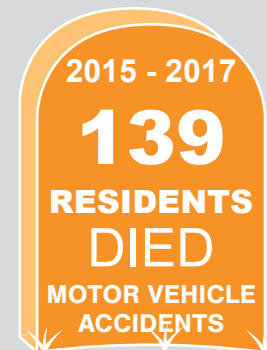
=

**11,851**  
**YEARS**  
of  
**POTENTIAL**  
**LIFE**  
**LOST**



=

**5,083**  
**YEARS**  
of  
**POTENTIAL**  
**LIFE**  
**LOST**



=

**3,188**  
**YEARS**  
of  
**POTENTIAL**  
**LIFE**  
**LOST**

## Top 10 Health Concerns in Escambia only



### Child Health 1 to 5 Years



=

**1,521**  
**YEARS**  
of  
**POTENTIAL**  
**LIFE**  
**LOST**

2014-2016

**53,918**  
**ER VISITS**  
for children  
**age 0-5**

2014-2016

**24.3\***  
for children  
**age 1-5**  
receive  
mental health  
services  
\*rate per 1000

2015-2017

**37.8**  
Escambia

versus

**26.6**  
FLORIDA

Death rate per 100,000 children

2015-2017

**48%** of **CHILD**  
**DEATHS**  
are from unintentional injuries

**HEALTH**  
**DISPARITY**

Black child mortality from  
unintentional injury is  
**3X GREATER**  
than for white children



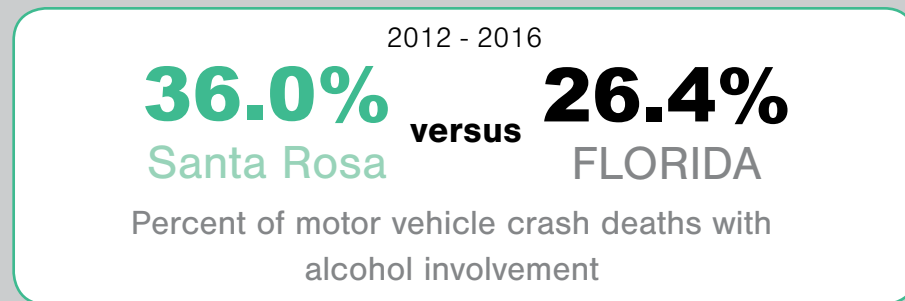
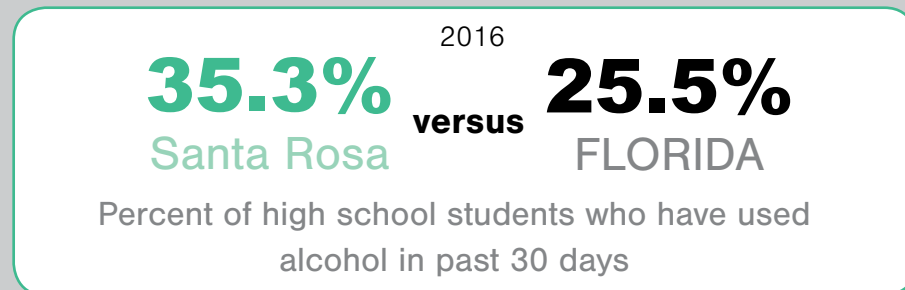
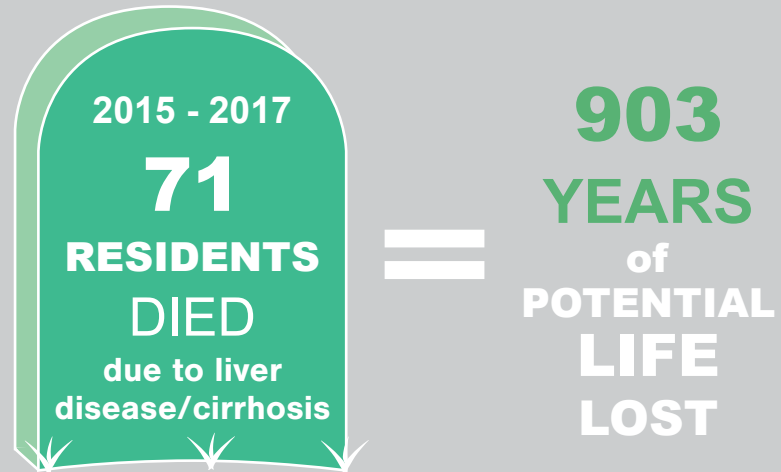
One of the Tall Ships in Escambia Bay  
courtesy of Jenea Wood



## Top 10 Health Concerns in Santa Rosa only



### Alcohol-Use-Related Conditions



Historic Pensacola Beach sign in Santa Rosa  
courtesy of Jenea Wood



## Drug-Related Conditions



Trend is  
**WORSE** and  
**ACCELERATING**

2015 - 2017  
**69**  
**RESIDENTS**  
**DIED**  
due to drug  
poisoning

=

**1,956**  
**YEARS**  
of  
**POTENTIAL**  
**LIFE**  
**LOST**

2016  
**1.2%** **versus** **0.8%**  
Santa Rosa FLORIDA

Teens who have used methamphetamines

2017  
**108.0** **versus** **92.6**  
Santa Rosa FLORIDA

Emergency room use rate due to  
substance abuse per 100,000 population



Historic Post Office in Downtown Milton  
courtesy of Jenea Wood

## Top 10 Health Concerns in Santa Rosa only



### Prostate Cancer



=

**128**  
YEARS  
of  
POTENTIAL  
LIFE  
LOST

**HEALTH  
DISPARITY**

2013-2015

Prostate cancer rate for blacks  
is **2.4 times GREATER**  
than for whites

2016

**51.2%** versus **54.9%**  
Santa Rosa FLORIDA

Men who have had a PSA test in past two years

#### DID YOU KNOW?

A PSA test is a test that measures the levels of the protein in the blood. The results are typically given in nanograms of PSA per milliliter of blood (ng/mL). A measurement of 4 ng/mL is considered to be normal, but this baseline changes with age. As a man ages, his PSA levels naturally rise.

[www.cancer.gov/types/prostate/psa-fact-sheet](http://www.cancer.gov/types/prostate/psa-fact-sheet)





Public Art by James Priddy across from the Historic Imogene Theater  
in Downtown Milton courtesy of Jenea Wood



### Community Survey

More than 2,200 residents of Escambia and Santa Rosa counties were surveyed in the spring of 2018 about their perceptions of health and health care services. The survey was conducted online as well as by paper. A concerted effort was made to include individuals from a broad cross-section of the population. This included outreach efforts to obtain the perceptions of vulnerable populations, such as low income, minority, and health care insecure residents (shown in the table below).

Vulnerable Populations	Escambia	Santa Rosa	Total
Less than High School Education	6.3%	9.5%	7.6%
Income less than \$15,000	20.8%	22.3%	21.4%
Uninsured	20.5%	36.9%	27.3%
Black or African American	31.5%	4.9%	20.5%
Hispanic	4.8%	6.2%	5.4%
Disabled	5.6%	4.3%	5.1%
Unemployed	5.4%	9.6%	7.2%

Responses were remarkably consistent across the two counties and between all respondents. This was particularly true for the questions regarding important health issues and unhealthy behaviors. Obesity, mental health, and heart disease/stroke were important issues within both counties. Drug abuse, poor eating habits, and not seeing a doctor or dentist were unhealthy habits of high concern for all respondents.

Vulnerable populations differed from other respondents in two ways. First, vulnerable respondents were concerned with dental health, while for all respondents, diabetes fell into the top four most important health issues. This may reflect the difficulty that the uninsured or under-insured have in accessing physician and dental services. Vulnerable respondents ranked child abuse in the top four unhealthy behaviors, while overall responses included lack of exercise among the top four.

## Most Important Health Problems

### All Respondents

- Overweight/Obesity
- Mental Health Problems
- Heart Disease/Stroke
- Diabetes

### Vulnerable Population

- Overweight/Obesity
- Mental Health Problems
- Heart Disease/Stroke
- Dental Problems

Question: “What do you think are the most important health issues in your county? (That is, what are the problems that have the greatest impact on overall health?) Select 4.”

## Most Concerning Unhealthy Behaviors

### All Respondents

- Drug Abuse
- Poor Eating Habits
- Lack of Exercise
- Not seeing a Doctor/Dentist

### Vulnerable Population

- Drug Abuse
- Poor Eating Habits
- Not seeing a Doctor/Dentist
- Child Abuse

Question: “Which of the following unhealthy behavior in the community concern you the most? (That is, which behaviors have the greatest impact on health within the community?) Select 4.”

## 33 Community Leaders

**24% Healthcare**

**24% Business**

**21% Social Service or Charitable**

**15% Government**

**12% Education**

**3% Faith-based**

**65% serve both  
Escambia and Santa Rosa**

**21% Escambia only**

**15% Santa Rosa only**

### Community Leader Survey

Community leaders were also surveyed using a similar questionnaire to the community survey. A total of 33 leaders participated in the online survey. The leaders shared many of the same concerns as voiced in the community survey. As with the community survey, leaders identified obesity, mental health, and diabetes as the most important health issues. Leaders also shared the community's concern that poor eating habits, lack of exercise, and drug abuse were unhealthy behaviors. Leaders, however, differed from the community in ranking drug abuse in the top four most important health issues facing residents and in ranking tobacco use among the top unhealthy behaviors.

### Most Important Health Problems

#### Leader Survey

- Mental Health Problems
- Overweight/Obesity
- Drug Abuse
- Diabetes

### Most Concerning Unhealthy Behaviors

#### Leader Survey

- Poor Eating Habits
- Lack of Exercise
- Tobacco Use
- Drug Abuse





City of Milton Downtown Fountain courtesy of Jenea Wood



## Forces of Change Assessment

The CHNA Steering Committee participated in a process to identify the forces of change at work within our community. The purpose of this assessment was to answer two questions:

- ▶ What is occurring or might occur that affects the health within Escambia and Santa Rosa counties
- ▶ What specific threats or opportunities are generated by these occurrences

Through a facilitated consensus building methodology, the Steering Committee identified the five most compelling forces at work in our two-county community. The themes of community schools and the faith community represent promising approaches to health improvement, while the other three forces reflect issues of grave concern that should be addressed.

### Community School

Health-related services for students, their families and surrounding neighborhoods are made available within a school. C.A. Weis Elementary in Escambia is a local example.

### Health Literacy

Health literacy is the ability to understand basic health information and services needed to make appropriate health decisions, such as following doctor's orders, taking medicine as prescribed, or knowing how to access services.

### Drug Abuse

Drug abuse is the overindulgence in or dependence on drugs or alcohol. It does not necessarily mean addiction to the substance.

### Access to Appropriate Level of Care

The ability to obtain health care in a timely manner at lowest appropriate level. Access may be limited due to no or inadequate insurance, few close-by providers, transportation difficulties, or high out-of-pocket deductibles.

### Faith Community

Many faith-based organizations actively engage their members on health issues or health screening and are an asset in improving community health.

After identifying the five major forces of change, the CHNA Steering Committee explored the threats and opportunities posed by each.

## Community School

### THREATS

- Building trust within neighborhoods
- Financial sustainability
- Resistance to change from faculty and parents
- Preference for status quo in education and healthcare
- Lack of space
- Not scalable, lack of adequate staff

### OPPORTUNITIES

- Pilot provides model to follow
- Better health leads to better educational outcomes
- Access to appropriate level of care for low income, transportation disadvantaged families
- Address behavioral health issues
- Faculty and parental support/engagement

## Health Literacy

### THREATS

- Health system complexity
- Cultural literacy of providers
- Fear and mistrust
- Use of Internet for self-diagnosis
- Miscommunication between provider and patient
- Generational influence on behavior

### OPPORTUNITIES

- Provider training on culture and appropriate communication
- Patient education
- Partnership with faith-based organizations to educate members
- Use of navigators
- Use internet, social media, and mobile devices to educate
- Medical home
- Telemedicine

## Substance Abuse

### THREATS

- Increasing social acceptance
- Limited treatment options, particularly for low income or under-insured
- Stigma
- Denial or commitment to change
- Mental health co-morbidity
- Peer pressure
- Dysfunctional families

### OPPORTUNITIES

- Public awareness of opioid crises
- Improved screening, intervention and treatment (SBIRT)
- Potential for increased funding
- Range of treatment options
- Early education (K-2)
- Better community education

## Access to Appropriate Care

### THREATS

- Poverty
- Transportation issues
- Poor geographic dispersion of providers
- Transactional care
- Misuse of emergency ER and ambulances
- Low health literacy
- High deductibles
- Medicaid reductions
- Mixed messages from hospitals that advertise short wait times

### OPPORTUNITIES

- Medical homes
- Taking services into communities of need
- Dental van
- Better transportation
- Education on resource availability
- Improved health literacy
- Better coordination of care and information sharing
- Telemedicine
- Education and prevention

## Faith Community

### THREATS

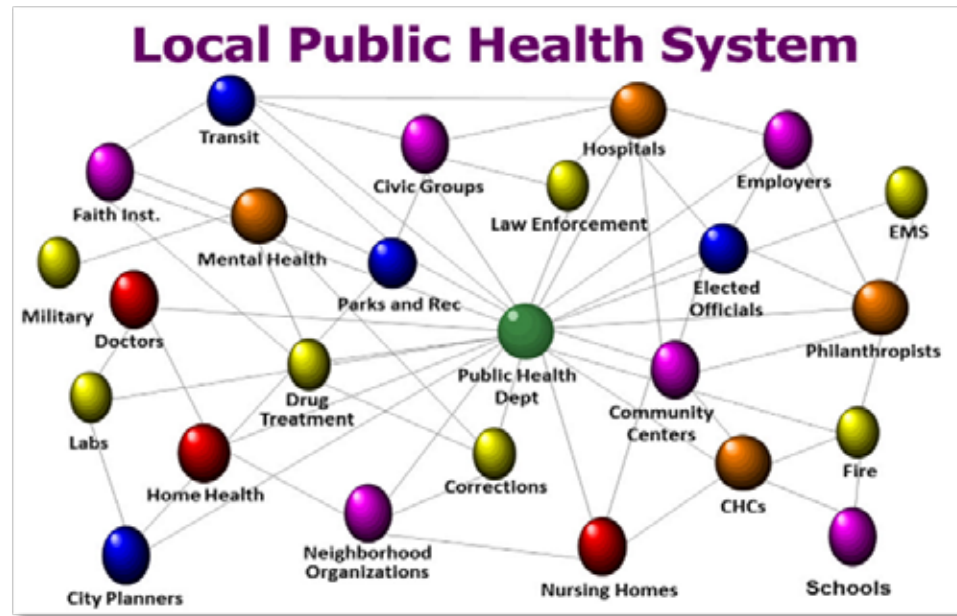
- Volunteer led
  - Too few volunteers
  - Limited time
- Limited resources
- Communication and information sharing
- Duplication of services
- Lack of coordination between churches

### OPPORTUNITIES

- Know and have trust of the community
- Faith models available to follow
- Provide them with education and training to meet health needs of parishioners
- Do a pilot with a congregation

## Forces of Change Assessment

The Local Public Health System (LPHS) includes all entities that contribute to the delivery of public or personal health. Public health departments are typically at the center of this system as seen in the graphic to the right. This system includes, but is not limited to: county health departments, hospitals, community clinics, federally qualified health centers, elected officials, schools, non-profit organizations, faith institutions, public transit, civic and neighborhood groups, and the military.



## 10 Essential Health Services



To assess our local public health system, the Florida Department of Health in each county uses the 10 Essential Public Health Services framework developed by the National Association of County and City Health Officials. This framework includes a self-assessment rating scale: No Activity, Moderate Activity, Significant Activity, and Optimal Activity. Scores on the self-assessment are used to implement continuous quality improvement activities by identifying strengths, weaknesses, opportunities, and threats within each of the 10 essential health services.

For this process, the Florida Department of Health in Escambia and Santa Rosa counties asked partner entities to score at least one of the 10 essential services using the rating scale above. In addition, partners were asked to give examples of strengths, weaknesses and opportunities for improvement. A panel of our partners and subject matter experts then met to discuss and vote on the current capabilities of the LPHS. This process was conducted separately in Escambia and Santa Rosa counties, and scores cannot be compared across the two counties.



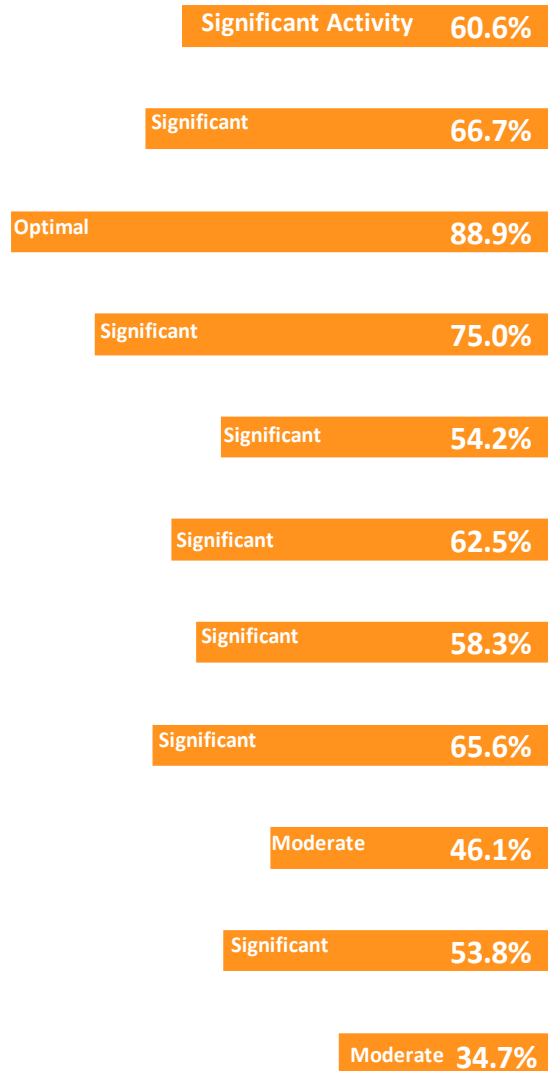


Blackwater State Park courtesy of Deborah Stilphen

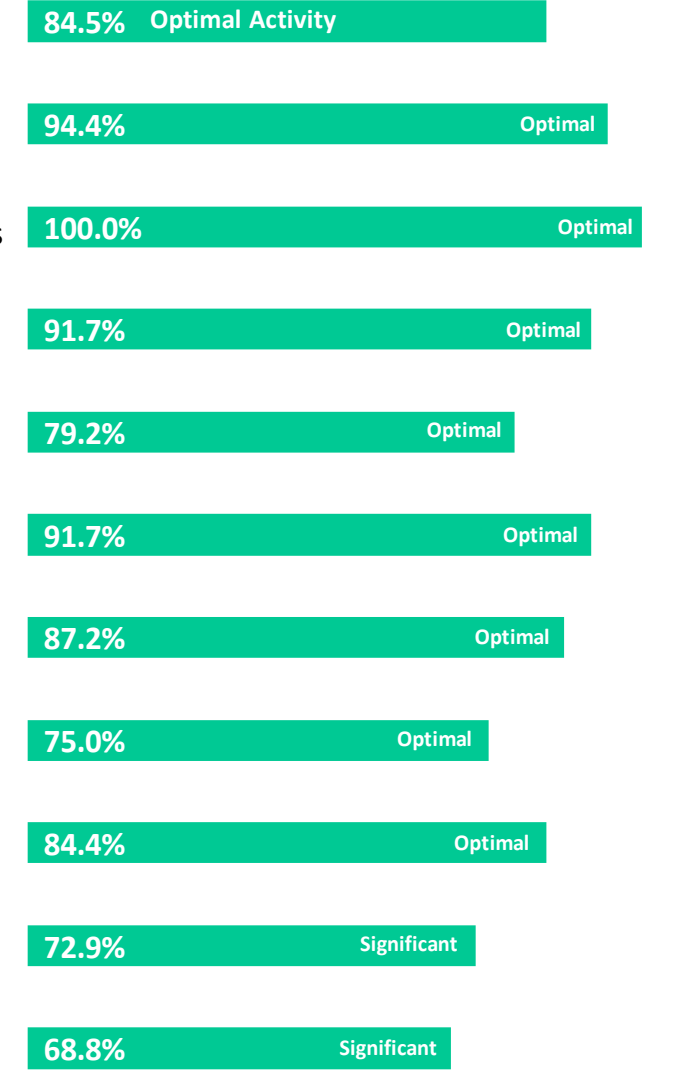


## Average Essential Public Health Service Self-Assessment Scores

### Escambia



### Santa Rosa



100% 80% 60% 40% 20% 0%

0% 20% 40% 60% 80% 100%

## Escambia - Strongest Performance

### ES 2: Diagnose and Investigate.....88.9%

This Essential Public Health Service is all about public health preparedness; Escambia has a great response plan when it comes to dealing with public health threats. County officials work closely with the Department of Health in Escambia County to monitor and respond timely to a potential incident. The Local Public Health System uses several training events and emergency notification systems to ensure the proper and timely response. The partners involved are county management, local hospitals and laboratories. The lack of a large laboratory that is within an hour limits our ability to respond to emerging chemical and biological threats.

## Santa Rosa - Strongest Performance

### ES 2: Diagnose and Investigate.....100.0%

Santa Rosa County utilizes multiple surveillance systems to detect and monitor emerging health threats, including a syndromic surveillance system (ESSENCE), a statewide reportable disease database which includes data from Florida's Poison Control Center, a statewide epidemiologic communication network (EpiCom), and CDC's nationwide epidemiologic exchange (Epi-X). All reportable diseases are submitted to the state within 14 business days. In addition to maintaining written instructions for handling communicable disease outbreaks and toxic exposures in various facilities, Santa Rosa County's Public Health Preparedness unit develops and maintains protocols for responding to natural and manmade disasters. The County works closely with the jurisdictional Emergency Response Coordinator to plan for biological, chemical and nuclear emergencies. Emergency response exercises are conducted throughout the year and include community partners. Santa Rosa County only utilizes licensed or credentialed laboratories which can meet public health needs during emergencies 24/7. Santa Rosa County maintains written protocols for handling, transporting and delivering lab specimens.

## Escambia - Weakest Performance

### ES 2: 10: Research and Innovation.....34.7%

The University of West Florida has been increasingly active in the Local Public Health System, but they have just begun to develop a true public health research base. Keeping up to date on the best practices in public health is a priority for the Florida Department of Health in Escambia County and other non-profit organizations in the county. Opportunities exist in this area for partnering with other agencies to develop and test new and innovative solutions to the population's health. The Department of Health in Escambia County aims to do this in the community health improvement plan which follows the CHNA.

## Santa Rosa - Weakest Performance

### ES 9: Research and Innovation.....68.8%

Santa Rosa County keeps abreast of best practices in public health using a variety of state and national tools, including FloridaHealthCHARTS.com and Healthy People 2020. Research capacity has been expanded with the addition of a Biological Scientist IV whose duties include coordinating with the Community Health team to conduct research to support local health initiatives. Opportunities for improvement include pilot testing and evaluating new solutions to public health problems, encouraging community participation in research, and sharing research findings with public health colleagues and the community through journals, websites and social media.

# Community Priorities

## Priority Selection Methodology

It would be impossible to tackle all 10 health issues at the same time across two counties and attain measurable improvement. Addressing a small number of health issues in a coordinated, rigorous manner is more effective than uncoordinated efforts aimed at multiple problems. As the saying goes, “if everything is important, then nothing is.”

Identifying a few priorities will allow our community to concentrate limited resources to achieve the greatest impact on what is most important. A Relative Worth Methodology was used to select the top three health issues that jointly effect both counties and an additional issue in each county that is unique to it. The CHNA Steering Committee, which is comprised of 38 health, social service, business and governmental entities, participated in the prioritization process. The Steering Committee represents a cross-section of organizations and individuals with experience and knowledge of the health problems across our two-county community. The steps in the Relative Worth Method are as follows:

- ▶ Prior to voting, the Steering Committee received a detailed presentation on the results from the community survey, key

leader survey, and data analysis and discussed the findings

- ▶ Participants were initially given three votes
- ▶ Criteria for consideration during voting included magnitude of the problem and existence of health disparities
- ▶ Participants distributed their votes among the seven health conditions that impact both counties
- ▶ Participants were next given two additional votes and were instructed to vote for one health need that is unique to Escambia and one health need unique to Santa Rosa
- ▶ The health concerns with the greatest number of votes were selected as the top priorities for the community
- ▶ This was followed by discussion and consensus building around the priorities

## Priorities – Focusing on What’s Important

The prioritization process gives clear direction on what health outcomes are most important for our community to address over the next three years. Diabetes, infant health, and mental health are priorities for both Escambia and Santa Rosa, while child health is a priority for Escambia and drug abuse is an urgent concern in Santa Rosa.



**BOTH COUNTIES**

**Diabetes  
Infant Health  
Mental Health**

**ESCAMBIA**

**Child Health**

**and**

**SANTA ROSA**

**Drug Abuse**



North Santa Rosa County  
courtesy of Deborah Stilphen





# Conclusions

Pace High School NJROTC on the flight-line at Whiting Field courtesy of NAS Whiting Field Public Affairs Office

## Conclusions

The County Health Rankings framework, which depicts how health factors within a community determine the quality and length of life of residents, guided this CHNA process and helped to organize our findings. Through analysis of statistical data and the collection of primary data, the CHNA:

- ▶ Identified the top 10 causes of disease, disability and death within Escambia and Santa Rosa counties
- ▶ Found that behaviors that lead to obesity or that involve use of drugs and tobacco are of high concern among residents
- ▶ Ascertained that mental health, dental care, elderly services and drug abuse treatment are difficult to obtain due primarily to poor geographic distribution of services and affordability
- ▶ Confirmed that vulnerable populations seek routine care from hospital emergency rooms
- ▶ Mapped local health resources related to health priority areas
- ▶ Identified the top four zip codes with highest rates of poverty and other socioeconomic needs that are associated with poor health outcomes; and
- ▶ Discovered that a lack of adequate transportation is a barrier to health care throughout the two-county area

These conclusions and other information informed the selection of the top health priorities, which are:

- ▶ Diabetes (both counties)
- ▶ Infant Health with a focus on infant mortality (both counties)
- ▶ Mental Health (both counties)
- ▶ Child Health (in Escambia)
- ▶ Drug Abuse (in Santa Rosa)

HEALTH OUTCOMES	TOP 10 Health Outcomes	MAJOR FINDINGS	HEALTH PRIORITIES
		Heart Disease	<u>Both Counties</u> Diabetes Infant Health Mental Health
		Diabetes	
		Heart Attack	
		Infant Health	
		Lung Cancer	
		Mental Health Conditions	<u>Escambia</u> Child Health
		Child Health ( <i>only Escambia</i> )	
		STD's ( <i>only Escambia</i> )	<u>Santa Rosa</u> Drug Abuse
		Unintentional Injuries ( <i>only Escambia</i> )	
		Alcohol-Related Disease/Deaths ( <i>only Santa Rosa</i> )	
		Drug Use-Related Disease/Deaths ( <i>only Santa Rosa</i> )	
		Prostrate Cancer ( <i>only Santa Rosa</i> )	

HEALTH FACTORS	Health Behaviors	Poor Eating Habits
		Lack of Exercise
		Drug Use
		Tobacco Use
	Clinical Care	Not Seeing a Doctor or Dentist
		Access to Appropriate Level of Care/ Use of ER for Basic Care
		Availability of Mental Health Services
		Availability and Affordability of Substance Abuse Care
		Availability of Dental Care
		Availability of Services for Seniors
		Identification of Community Health Resources
	Social & Economic Factors	Areas with Highest Socioeconomic Need that Impacts Health: 32501 32505 32535 32583
		Lack of Health Insurance/Health Insurance Affordability
		Low Health Literacy
		Affordability of Healthy Food/Food Insecurity
	Physical Environment	Transportation to Services



Downtown Milton  
courtesy of Jenea Wood



## Next Steps

### Community Health Improvement Plan

Identification of community health priorities is the final step in the development of this CHNA report to the community. However, it is the beginning of a community-wide, collaborative effort to improve the health of Escambia and Santa Rosa residents. In early 2019, Work Groups will be formed for each health priority to develop a Community Health Improvement Plan (CHIP). Each CHIP Work Group will be responsible for:

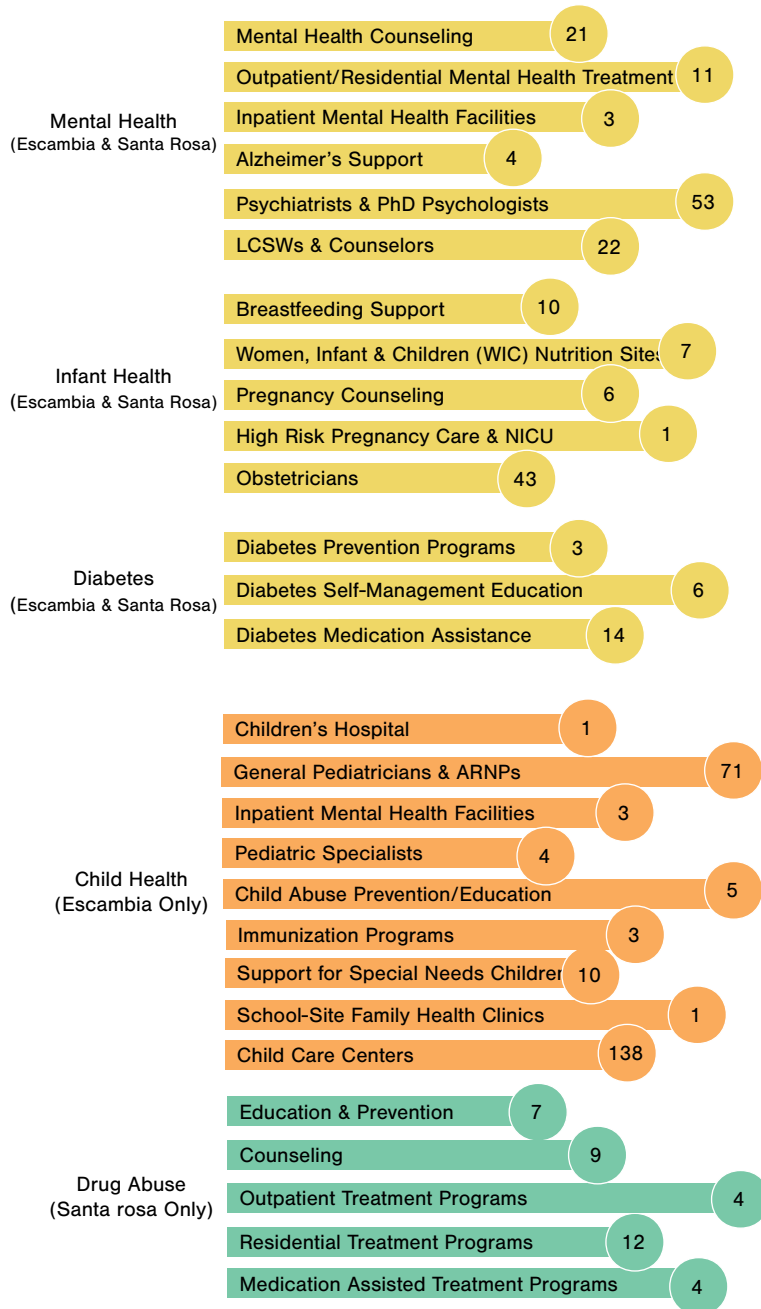
- ▶ Exploring in greater depth the Health Factors contributing to increased rates of death and disease
- ▶ Establishing the desired goals and the strategies for reaching the goals
- ▶ Creating action plans detailing the specific action steps that will occur over the next three years
- ▶ At least annually, evaluating progress and adjust action steps as needed



### Community Resources

Many extraordinary healthcare providers and service organizations serve Escambia and Santa Rosa residents. These organizations form the backbone of our local public health system and are crucial partners in addressing priority health issues. Many of these organizations will be asked to participate in developing goals and strategies and implementing the action plans. To get a sense of what organizations exist as potential community health partners in the next phase, Live Well Partnership has identified healthcare and community resources. This preliminary asset inventory will be expanded upon during the next step.

## Escambia and Santa Rosa Health Care Facilities



### Emergency Medical Services

- Baptist Life Flight
- Escambia County EMS
- LifeStar Ambulance (Santa Rosa County)

### Florida Department of Health

- Escambia County
  - Downtown Pensacola
  - Fairfield
  - Molino
  - Navy Hospital, WIC Clinic
  - Northside
- Santa Rosa County
  - Jay
  - Milton
  - Midway

### Hospice

- Covenant Care, Inc.
- Emerald Coast Hospice
- Regency Hospice of Northwest Florida
- Vitas Healthcare

### Hospitals

- Baptist Health Care, Inc.
  - Baptist Hospital
  - Gulf Breeze Hospital
  - Jay Hospital
- Sacred Heart Health System
  - Pensacola Hospital
  - Studer Family Children's Hospital
  - Women's Hospital
- Santa Rosa Medical Center
- West Florida Healthcare
  - Rehabilitation Institute
  - West Florida Hospital

### Needs-Based Clinics

- Community Health Northwest Florida
  - 12th Avenue Pediatrics
  - Airport (First Step Pediatrics)
  - CA Weis Elementary Community School
  - Cantonment Medical Center
  - Cantonment Pediatrics and Pediatric Dental Clinic
  - Healthcare for the Homeless
  - Lakeview Medical Pediatric and Adult Clinic
  - Milton
  - West Jackson Street
  - Women's Care
- Health and Hope Clinic
  - Downtown Pensacola
  - Olive Road
- Good Samaritan Clinic, Gulf Breeze
- Our Lady of Angels St Joseph Medical Clinic, Medical and Dental Clinic, Downtown Pensacola

### Military

- Veterans Affairs, Joint Ambulatory Care Clinic
- Naval Hospital Pensacola

### Mental Health/Substance Abuse Facilities

- Baptist Behavioral Health
- Lakeview Center - Avalon Center
- Lakeview Center, Main Campus
- The Friary
- West Florida Healthcare, Pavilion Psychiatric Hospital

### Urgent Care

- Baptist Walk-in Care/Urgent Care
  - Airport
  - Navarre
  - Nine Mile Road
  - Pace
- Community Health Northwest Florida, Urgent Care, Jordan Street
- CVS Minute Clinic
  - Cantonment
  - Davis Highway
  - Gulf Breeze
  - Milton
  - Pace
- Pace Primary Care & Walk-in Clinic
- ProHealth Walk-in Clinic
  - Airport
  - Gulf Breeze
- Quality Urgent Care & Wellness, Palafox Street
- Sacred Heart Clinic at Walgreens
  - Navarre
  - Ninth Avenue
  - Pace
  - Pine Forest
- Sacred Heart Urgent Care
  - Pace
  - Pensacola Boulevard



# Acknowledgements

Pace High School NJROTC future pilot in a T-6B Flight simulator at Whiting Field  
courtesy of NAS Whiting Field Public Affairs Office

## Partners and Stakeholders

The 2019 Escambia – Santa Rosa CHNA is the result of a collaborative community-wide effort involving a variety of organizations serving both counties. Live Well Partnership thanks the following for their participation.

### CHNA Planning Committee / CHNA Sponsors – responsible for planning, data collection/analysis, communication and report writing

- Brett Aldridge, *Baptist Health Care*
- Myesha Arrington, *Community Health Northwest Florida*
- Amy Barron, *Sacred Heart Health System*
- Nora Bailey, *Live Well Partnership*
- Paula Bides, *Ascension Florida*
- John Clark, *Council on Aging of Northwest Florida*
- Carter Craddock, *Baptist Health Care*
- Denice Curtis, *University of West Florida, Usha Kundu, MD, College of Health*
- Matt Dobson, *Florida Department of Health - Santa Rosa*
- Krystle Fernandez, *Baptist Health Care*
- John Hartman, *University of West Florida, Usha Kundu, MD, College of Health*
- Michelle Hill, *Florida Department of Health - Santa Rosa*
- Bethany Miller, *Sacred Heart Health System*
- Kimberly Pace, *Florida Department of Health – Escambia*
- Ann Papadelias, *Community Health Northwest Florida*
- Sandra Park-O'Hara, *Florida Department of Health - Santa Rosa*
- Patrick Shehee, *Florida Department of Health – Escambia*
- Chandra Smiley, *Community Health Northwest Florida*
- Daudet Tshiswaka, *University of West Florida, Usha Kundu, MD, College of Health*
- Versilla Turner, *Florida Department of Health – Escambia*
- Debra Vinci, *University of West Florida, Usha Kundu, MD, College of Health*

### CHNA Steering Committee – responsible for guiding CHNA process, reviewing data, providing feedback and setting priorities

- Achieve Escambia
- Ascension Florida
- Baptist Health Care
- Baptist Hospital
- Children's Home Society of Florida
- Community Clinics Northwest Florida
- Community Drug & Alcohol Council
- Council on Aging of Northwest Florida
- Covenant Care
- Emerald Coast Utility Authority
- Escambia County School District
- Ever'man Cooperative Grocery & Café
- Feeding the Gulf Coast
- Florida Dept. of Children and Families
- Florida Department of Health - Escambia
- Florida Department of Health - Santa Rosa
- Good Samaritan Clinic
- Gulf Breeze Hospital
- Gulf Coast African American Chamber
- Health & Hope Clinic
- Jay Hospital
- J L Maygarden Company
- Lakeview Center
- Live Well Partnership for a Healthy Community
- Manna Food Pantries
- Opening Doors Northwest Florida
- Pensacola Bay Baptist Association
- Pensacola News Journal
- Sacred Heart Hospital
- Santa Rosa County
- Santa Rosa County School District
- Santa Rosa Medical Center
- Town of Century
- United Way of Escambia
- University of West Florida
- Walmart
- Waterfront Mission
- YMCA of Northwest Florida



Blue Angel's Air Show courtesy of Elaine Cox



# 2019 Community Health Needs Assessment

## Data Update Addendum

Escambia and Santa Rosa County

31 March 2020



Public health accreditation requires an ongoing process that monitors, refreshes, and adds data and data analysis to the Community Health Needs Assessment (CHNA). The goal of this requirement is to encourage continual monitoring of the factors that influence and drive the health inequities in our community. After the Disolution of the LiveWell Partnership for a Healthy Community in December of 2018, key members of Escambia and Santa Rosa's public health system came together to discuss a process to address social determinants of health in a more upstream approach. This effort to address the social determinants of health through upstream change began in April 2019 with a community meeting and has developed into a new collective impact effort. *Achieve Healthy EscaRosa*, a broad sector collaboration, provides Escambia and Santa Rosa's public health system a unique opportunity to collectively engage community members and non-traditional stakeholders in identifying and strategically impacting the factors that influence health. These factors go beyond basic healthcare access and behavior change to look at policies and societal systems that are required for everyone in our community to have the opportunity to live well and thrive.

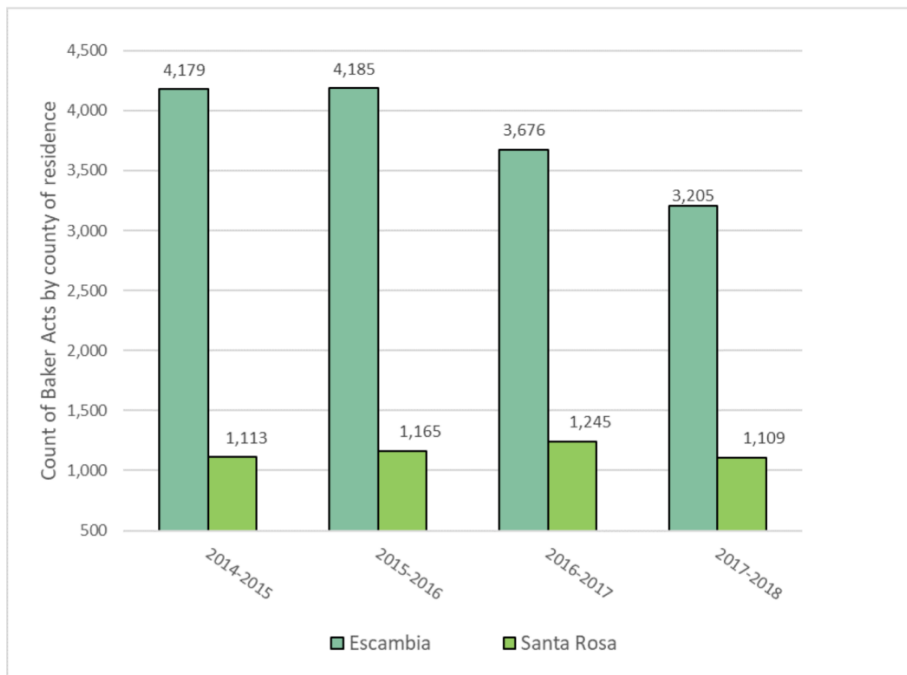
This upstream approach begins with data, on February 20, 2020 a community-wide data walk was hosted at the University of West Florida's Conference Center by the Usha Kundu College of Health. This event brought in more than 200 community members and partners and promoted discussion and input around the well-being of the community of 'EscaRosa'. During this data walk, facilitators and subject matter experts spoke to the importance of coming together as a community and discussing the importance of addressing health inequities, looking at the data indicators that tell the story, beginning to create a narrative about what is the biggest area of need, and what are some of the ways our community may begin to address these issues.

The data presented in this addendum was curated by *Achieve Healthy EscaRosa's* data team, who curated 43 additional indicators that furthered the story of both Escambia and Santa Rosa that was presented in the original print of the *2019 CHNA*. Following the priority health outcomes – mental health, drug use, infant health, child health, diabetes; additional data was provided using social determinants buckets of 'food environment'; 'education'; 'economics'; 'community'; 'health outcomes'. Those additional 43 Indicators included information on life expectancy, transportation resources, child care availability, grade level achievement in reading and math. The data team plans to reassess the indicators that align with the activities and goals that are created through the improvement planning process, currently still in the community input phase.

The following posters are organized by header color in the following social determinant categories: **health outcomes**, **food environment**, **education**, **economics**, and **community**.

# Baker Act Admissions

The Florida Mental Health Act of 1971, commonly known as the "Baker Act," allows the involuntary institutionalization and examination of an individual who has a substantial likelihood that without treatment will cause serious bodily harm in the near future.

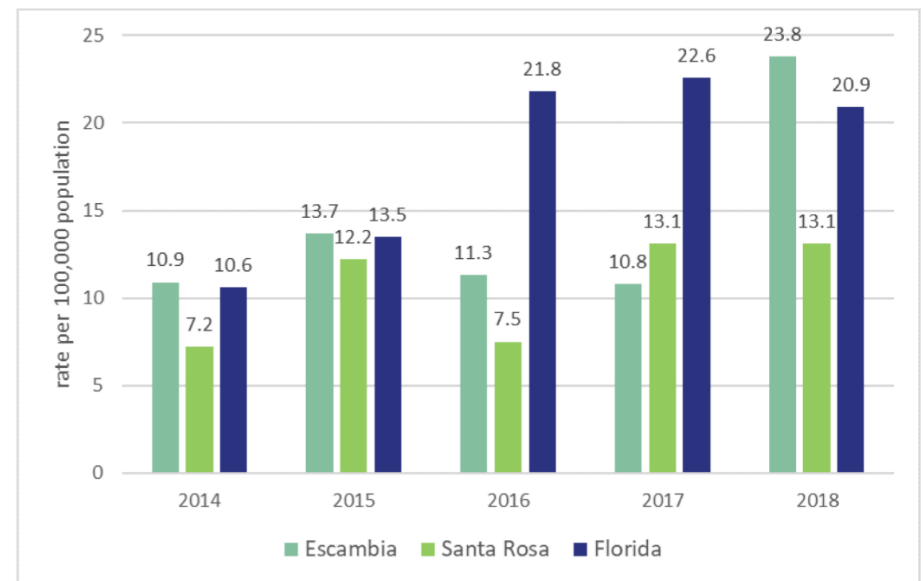


Data Source: <https://www.usf.edu/cbcs/baker-act/>

Who is already working to impact this issue?

# Adults Ever Told They Had Diabetes

Average healthcare costs for people with diabetes are about 2.3 times higher than those without diabetes. Unmanaged diabetes can lead to increased hospitalizations and premature death.



Self reported: Type I, Type II, Gestational

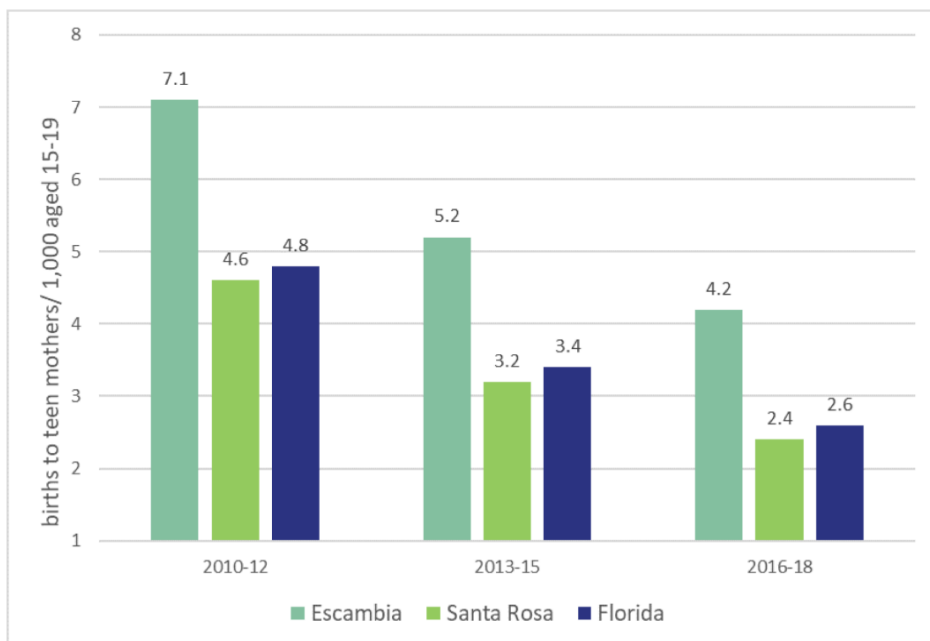
Source: Florida Health Charts— Adults who have ever been told they had diabetes

<https://www.diabetes.org/resources/statistics/cost-diabetes>

Who is already working to impact this issue?

# Teen Birth Rate

Teen pregnancies have significant consequences for mother and child with serious social and economic impacts like living in poverty.



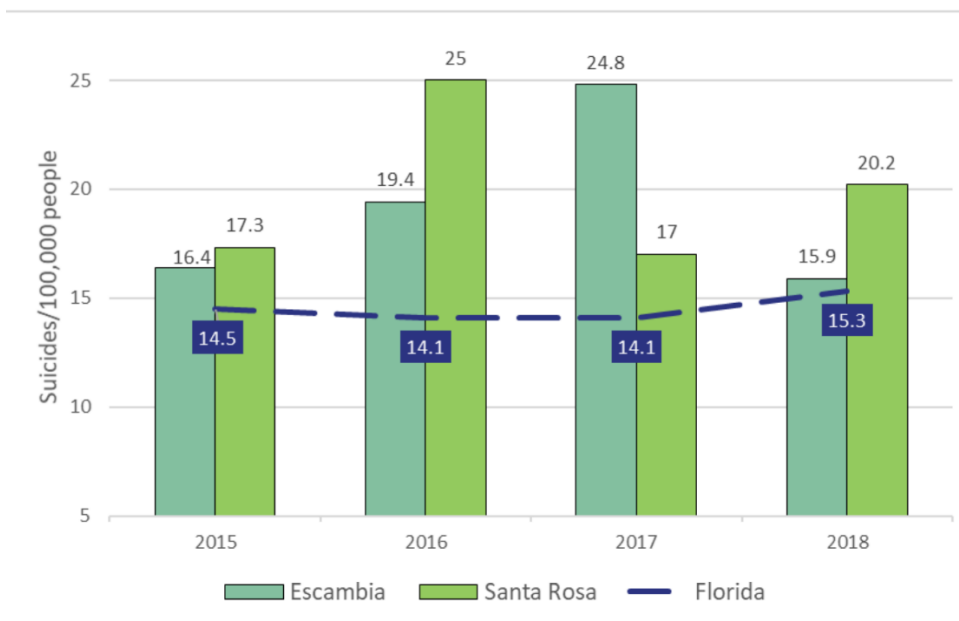
Births to mothers under 18 years of age divided by females in the same age group expressed per 1,000 population

Source: Florida Health Charts-Birth by Mothers' Age

Who is already working to impact this issue?

# Suicide Death Rate

Suicide is the 10th leading cause of death in America and the 8th leading cause of death in the State. It is #10 for Santa Rosa County and #12 for Escambia County.



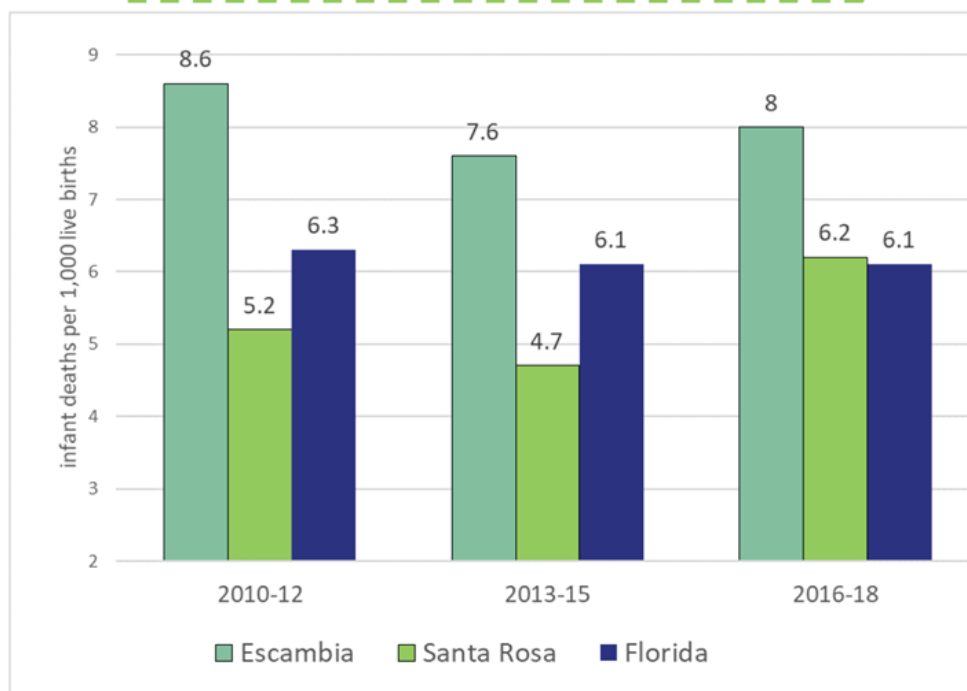
Data Source: Florida Health Charts; flhealthcharts.com

Who is already working to impact this issue?



# Infant Mortality

Considered to be the most indicative of overall population health.  
Infant mortality is caused by numerous lifestyle, social, structural, and environmental factors in the community.

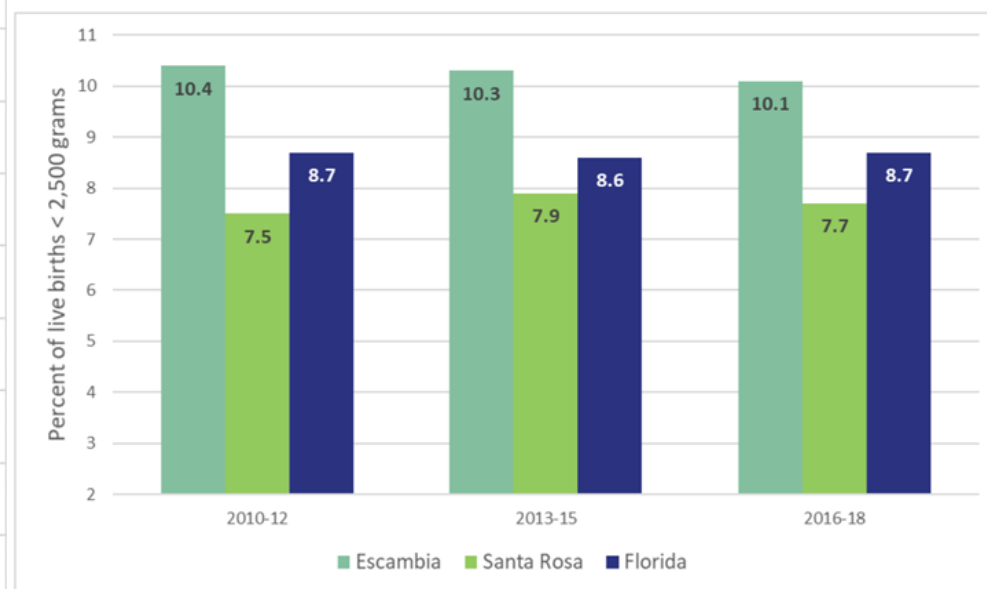


Data Source: Florida Health Charts; flhealthcharts.com

Who is already working to impact this issue?

# Low Birthweight Live Births

Low birth weight is a leading cause of neonatal mortality (death before 28 days of age). Low birth weight infants are more likely to experience physical and developmental health problems or die during the first year of life than are infants of normal weight.

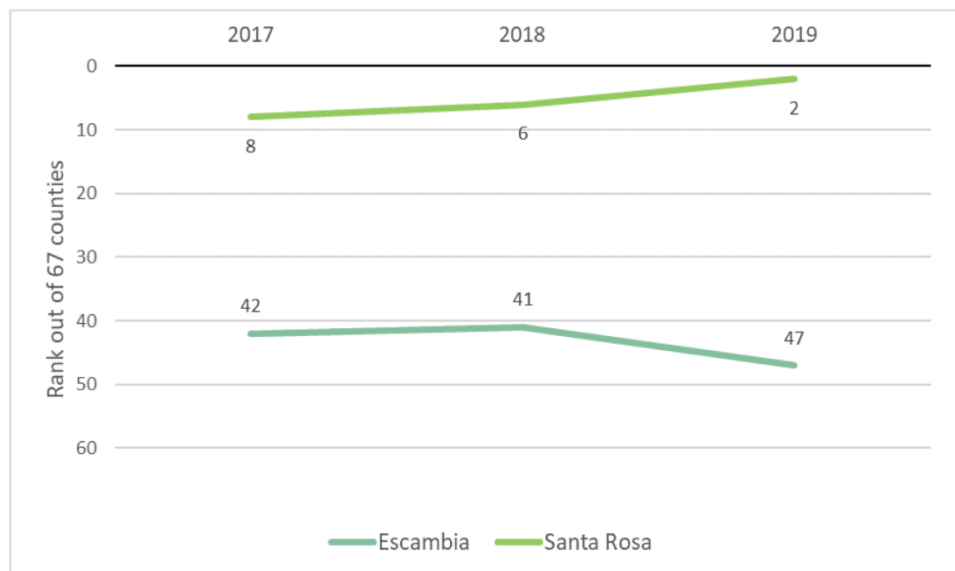


Source: Florida Health Charts-Live Births Under 2500 Grams;  
<https://mchb.hrsa.gov/chusa11/hstat/hsi/pages/201lbw.html>

Who is already working to impact this issue?

## Child Well-Being Index Ranking

Child well-being index looks at factors that affect the likelihood that a child will grow to be a well-educated, economically stable, productive, healthy adult. Ranking is comparing the 65 other Florida counties to Santa Rosa and Escambia



The lower the number the better the overall well-being of children in that county.

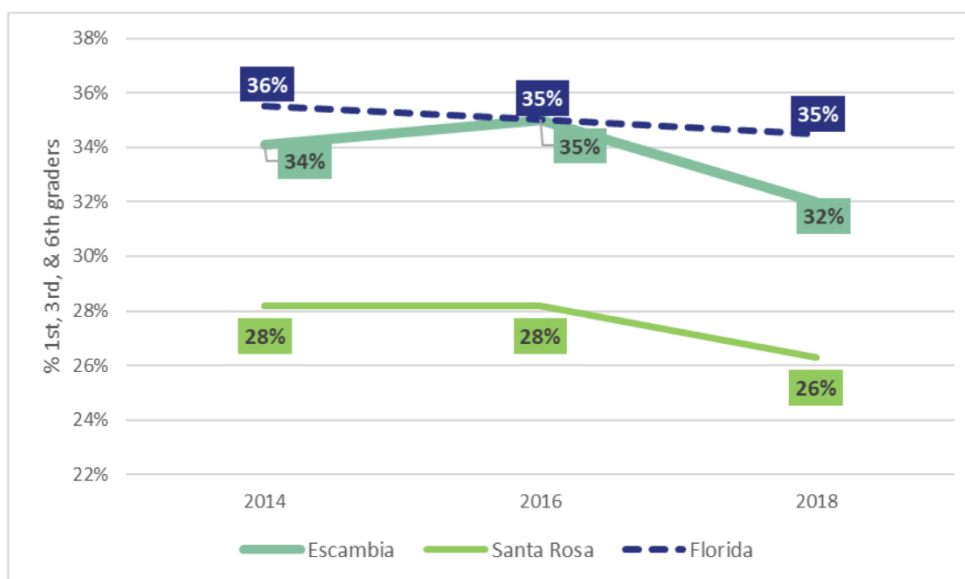
Florida is not ranked as this was only for the state

Data Sources: 2019 Florida Kids Count. *University of South Florida. Tampa.*

Who is already working to impact this issue?

## Overweight & Obese 1st, 3rd & 6th Graders

Students with a body mass index greater than or equal to the 85th percentile puts children at risk of obesity, which may lead to other health problems

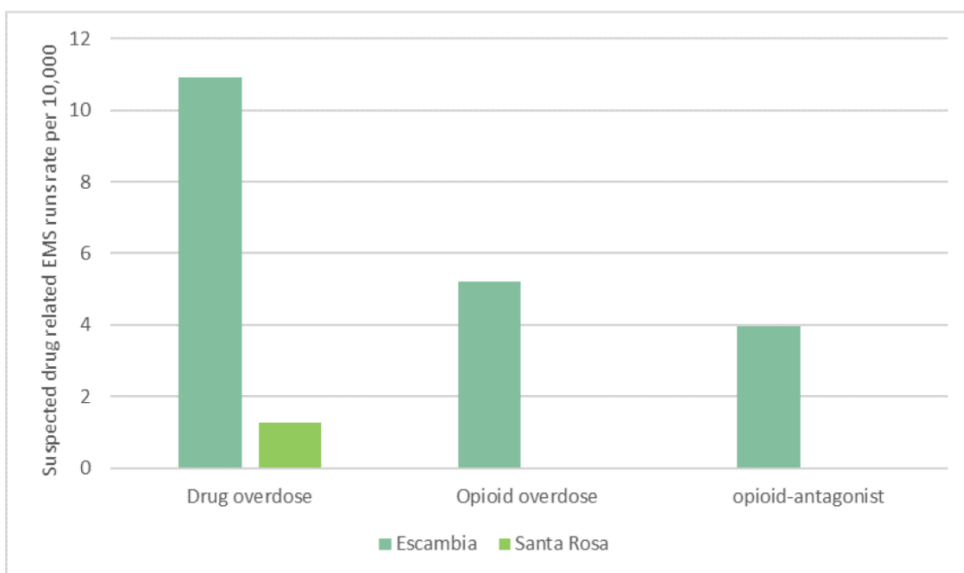


Data Sources: 2018 BMI screening results from the Division of Community Health Promotion. *Florida Department of Health. Tallahassee.*

Who is already working to impact this issue?

## Suspected Drug-related EMS Runs

Opioid overdose has been an increasing trend across the Nation, this has profound effects on the local and state economy (healthcare spending) and health outcomes.

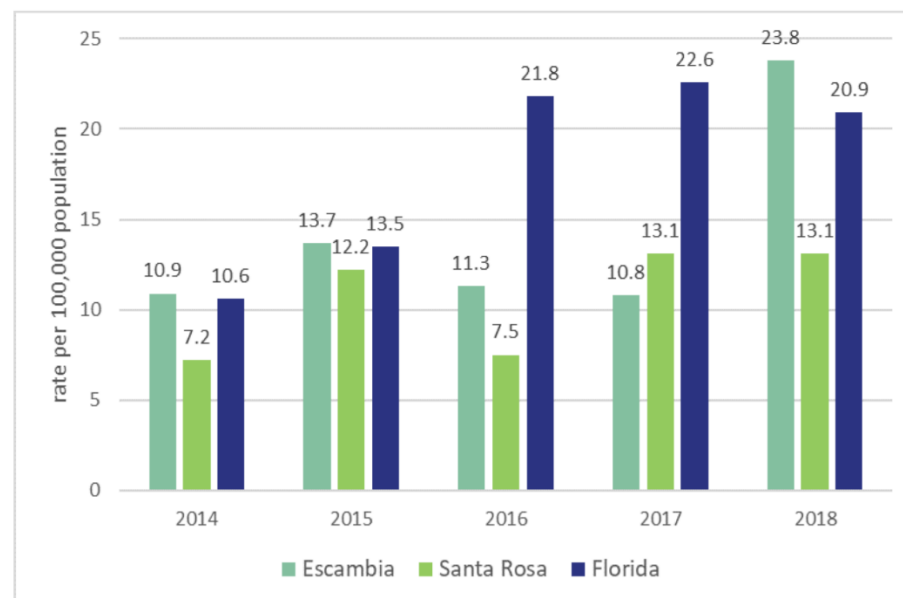


\*Santa Rosa did not have enough data for a rate  
Quarter 1 (Jan-March 2019) Emergency Medical Services Controlled  
Substances Overdose Report produced by the Florida Department of Health

Who is already working to impact this issue?

## Unintentional Injury Deaths by Drug Poisoning

Unintentional drug poisoning includes drug overdoses resulting from drug misuse, drug abuse, and taking too much of a drug for medical reasons. Also referred to as 'Accidental' drug overdose deaths.



Unintentional is concluded when no harm is intended.

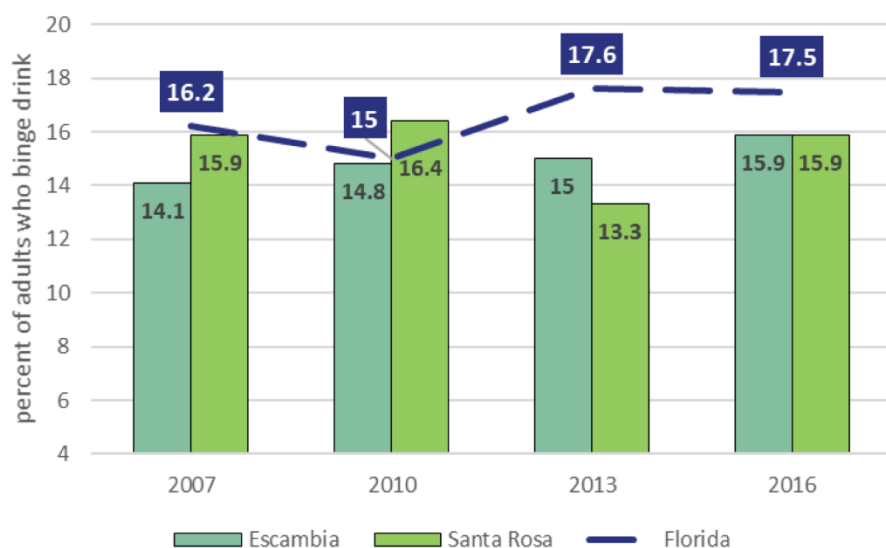
Source: Florida Health Charts-Unintentional Injury Deaths by Drug Poisoning;  
[https://www.cdc.gov/medicationsafety/pdfs/cdc\\_5538\\_ds1.pdf](https://www.cdc.gov/medicationsafety/pdfs/cdc_5538_ds1.pdf)

Who is already working to impact this issue?



# Adult Binge Drinking

Binge drinking is associated with many health problems such as accidents, fetal alcohol syndrome, cancers, and substance use disorders. Binge drinking also impacts the economy in loss of workplace productivity, health care expenditures, and criminal justice costs.



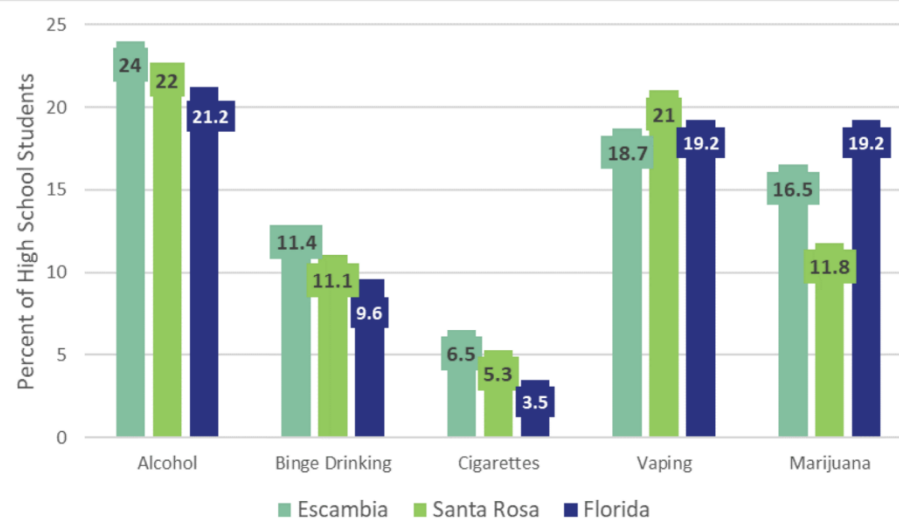
Binge drinking is 5+ drinks for men and 4+ drinks for women within 2 hours.

Source: Florida Department of Health; Florida Behavioral Risk Factor Surveillance System; <https://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>

Who is already working to impact this issue?

# Substance Use Among High Schoolers

Early experimentation with drugs and alcohol can permanently damage teenagers' brains. Teens who use drugs and alcohol are also more likely struggle with addiction later in life.



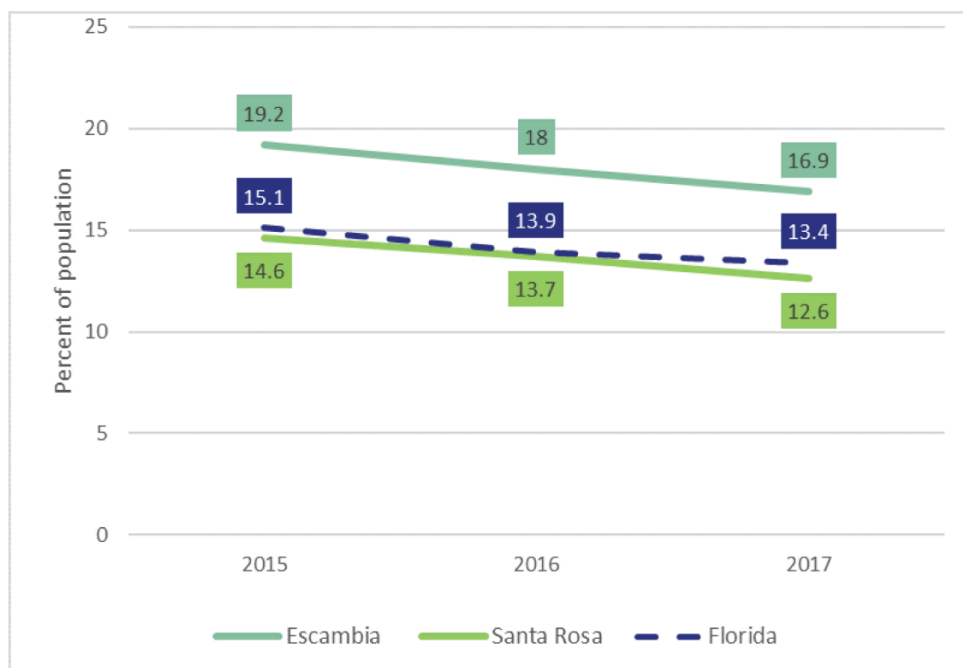
Percentage of High School youths who reported having used various drugs in the past 30 days

Source: 2018 Florida Youth Substance Abuse Survey

Who is already working to impact this issue?

# Food Insecurity Rate

Food insecurity may reflect a household's need to make trade-offs between important basic needs, such as housing or medical bills, and purchasing nutritionally adequate foods.

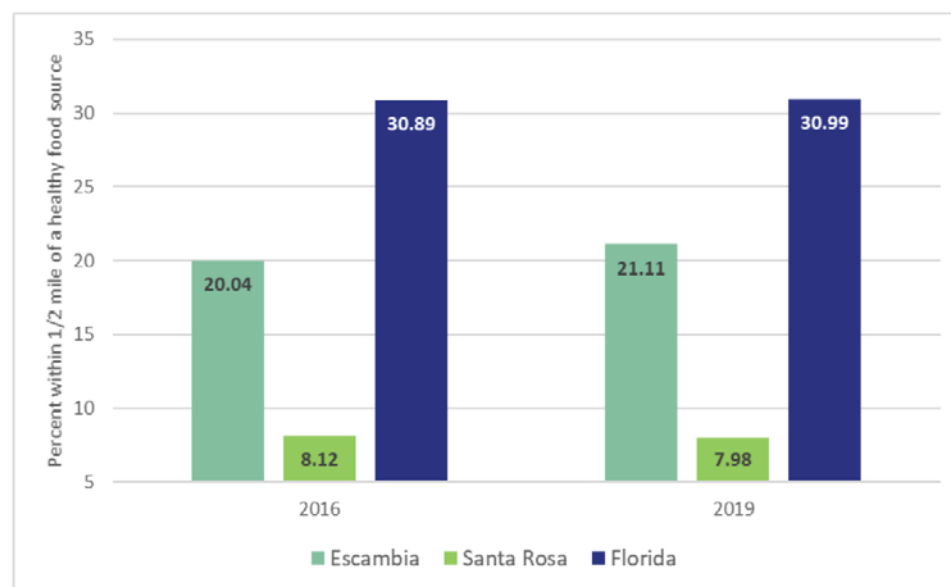


Source: Feeding America, Map the Meal Gap.

Who is already working to impact this issue?

# Food Access

There is strong evidence that residing in a food desert is correlated with a high prevalence of overweight, obesity, and premature death. Supermarkets traditionally provide healthier options than convenience stores or smaller grocery stores.

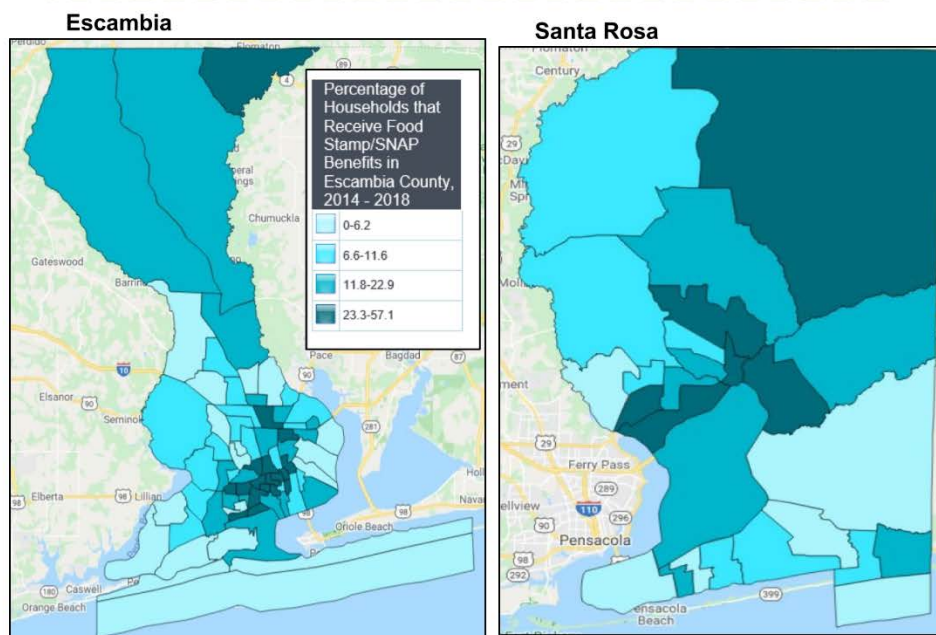


Data Source: Florida Environmental Public Health Tracking

Who is already working to impact this issue?

## Supplemental Nutrition Assistance Program Beneficiaries

SNAP provides nutrition benefits to supplement the food budget of struggling families and those in need; the darker the color the higher the need.

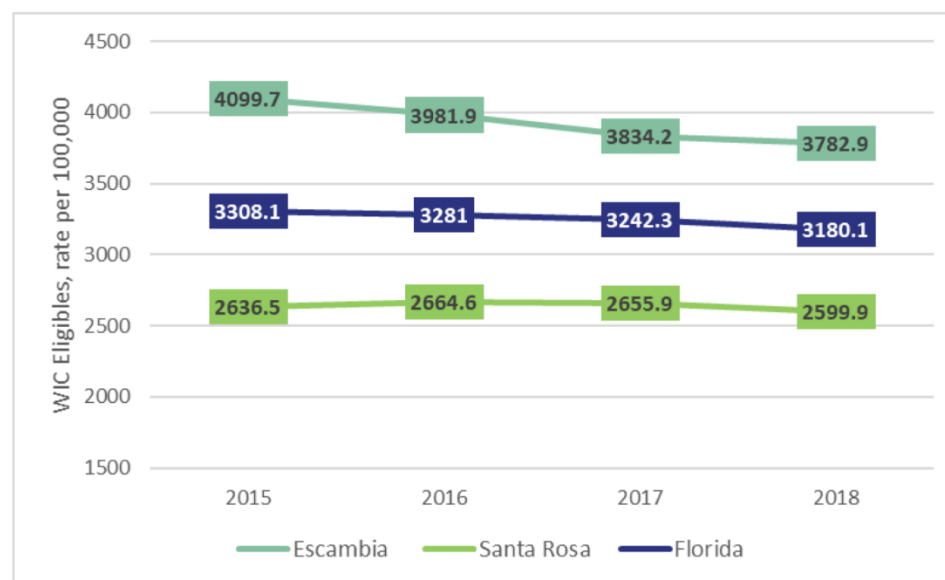


Data source: FLHealthCHARTS Community Map data is provided by the Florida Department of Health Bureau of Vital Statistics and the 2015 American Community Survey 5-year estimates

Who is already working to impact this issue?

## Women, Infant, & Children (WIC) Eligibility

WIC services provide additional nutrition and breastfeeding education and assistance to eligible pregnant women and families with children under 5

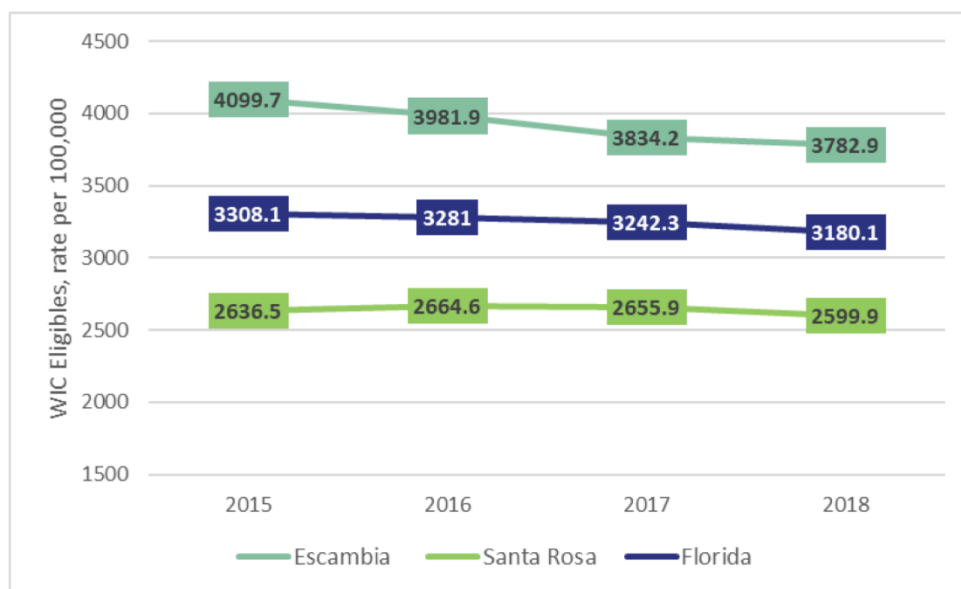


Data source: Florida Department of Health, WIC & Nutrition Services

Who is already working to impact this issue?

## Women, Infant, & Children (WIC) Eligibility

WIC services provide additional nutrition and breastfeeding education and assistance to eligible pregnant women and families with children under 5

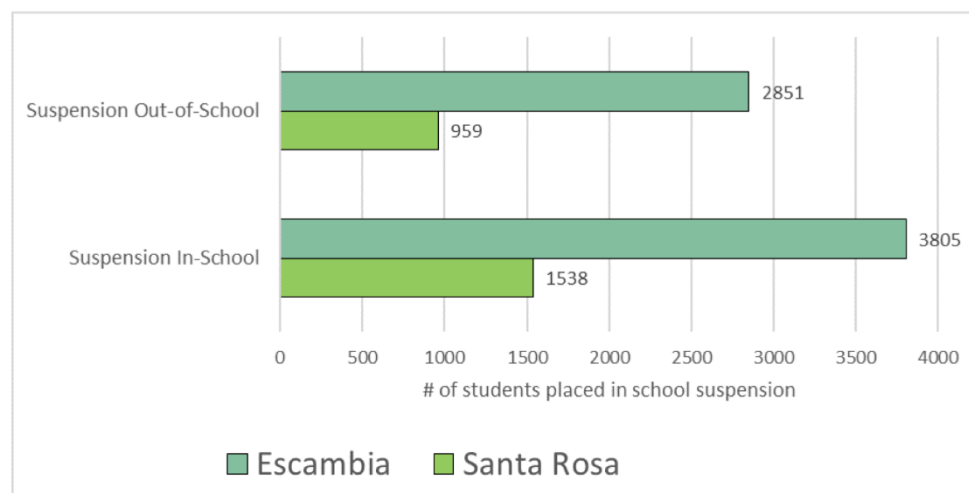


Data source: Florida Department of Health, WIC & Nutrition Services

Who is already working to impact this issue?

## Discipline Data: Public Schools

School suspensions has been linked to decreased academic success and increased juvenile justice involvement. Academic success is correlated with living longer and healthier over a lifetime.



Total students: Escambia- 39,400

Total students: Santa Rosa- 27,436

\*Florida is not included in this graph as the data provided is in count not percent and therefore a state benchmark not comparable.

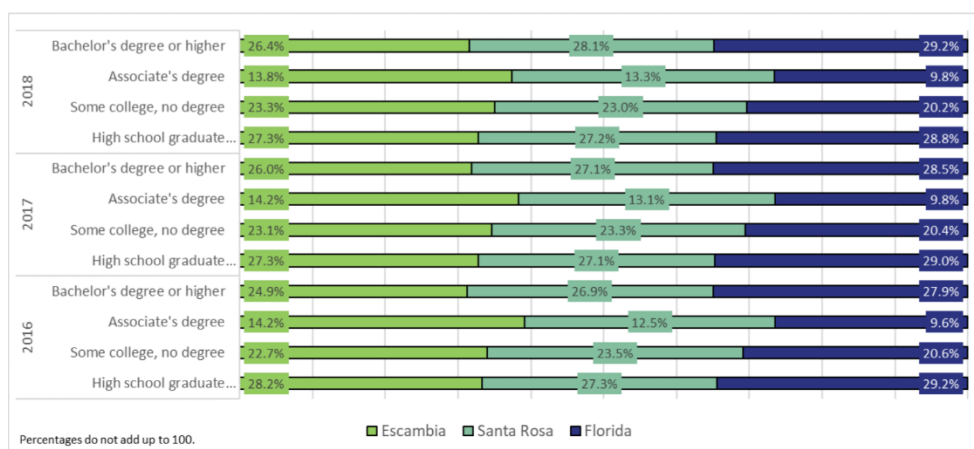
Source: Source: Florida Department of Education-Student Discipline Data 2017-2018

Who is already working to impact this issue?



## Post Secondary Education

By providing greater postsecondary access and success for all residents, we build stronger economies, thriving communities, and a greater quality of life. It's clear that higher education remains the best avenue to prosperity, opportunity and a stronger community.

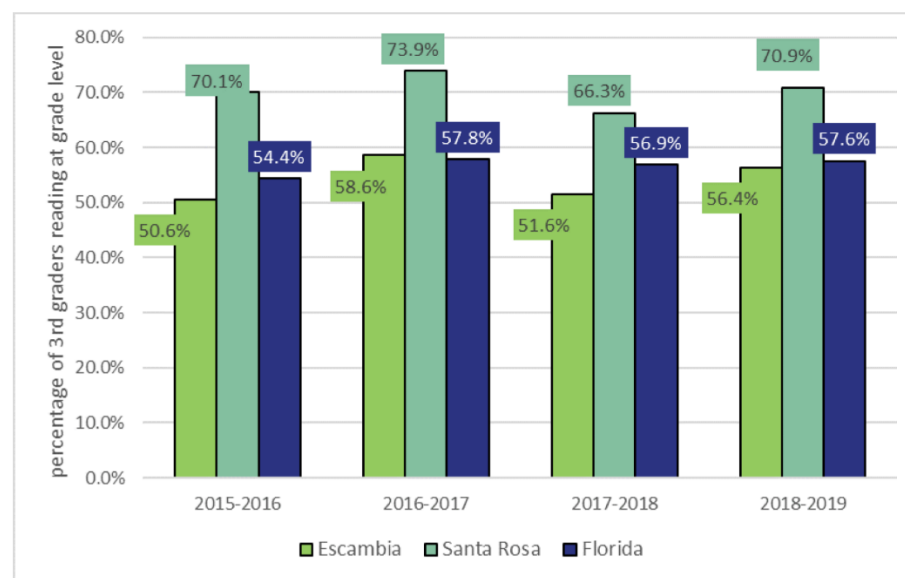


These percentages include trade school completion.  
 Data Source: American Community Survey 5-Year Estimates,  
 Educational Attainment (S1501) \*Population 25 years and over;  
<https://www.luminafoundation.org/attainment-trend>

Who is already working to impact this issue?

## 3rd Graders at Grade Level Reading

Reading at grade level is one of the strongest predictors of later success in school, with data showing the link between disparities in literacy during the early grades and persistent achievement gaps.

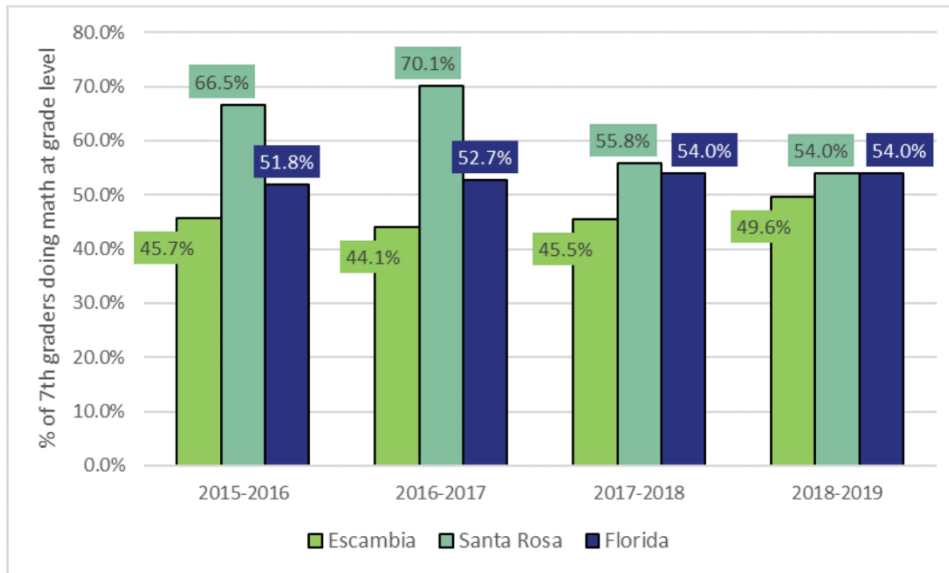


Data Sources: Florida Department of Education,  
 Florida PK-20 Education Information Portal (EDStats)

Who is already working to impact this issue?

## 7th Graders at Grade Level Math

Middle-grade math has become an important milestone for high school persistence, academic achievement, college attainment and readiness for the workforce. A child's math curriculum also has a strong link to college enrollment.

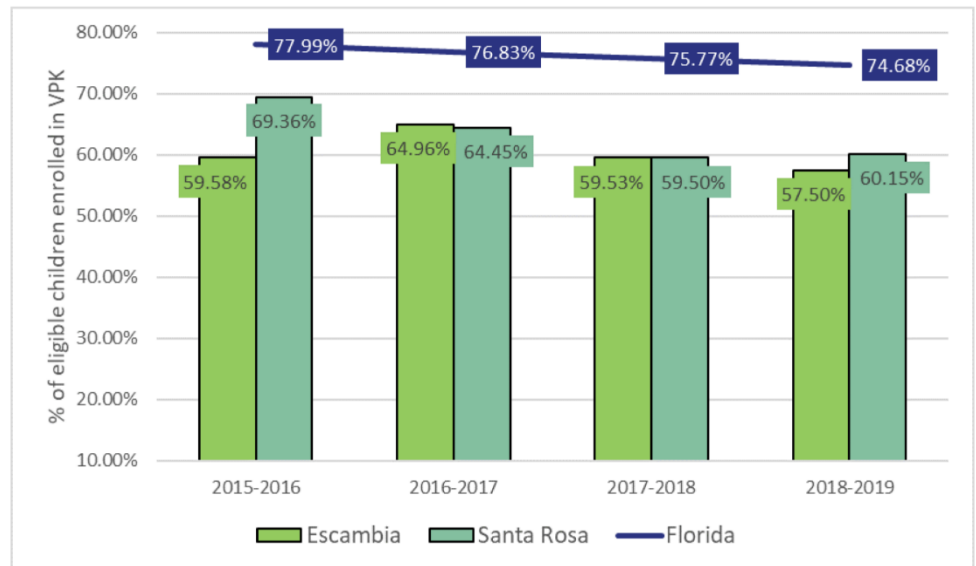


Data Sources: Florida Department of Education, Florida PK-20 Education Information Portal (EDStats)

Who is already working to impact this issue?

## Enrollment in Voluntary Pre-K

Studies show that quality early childhood development and education programs can play a key role in reducing risky health behaviors and preventing or delaying the onset of chronic disease in adulthood.

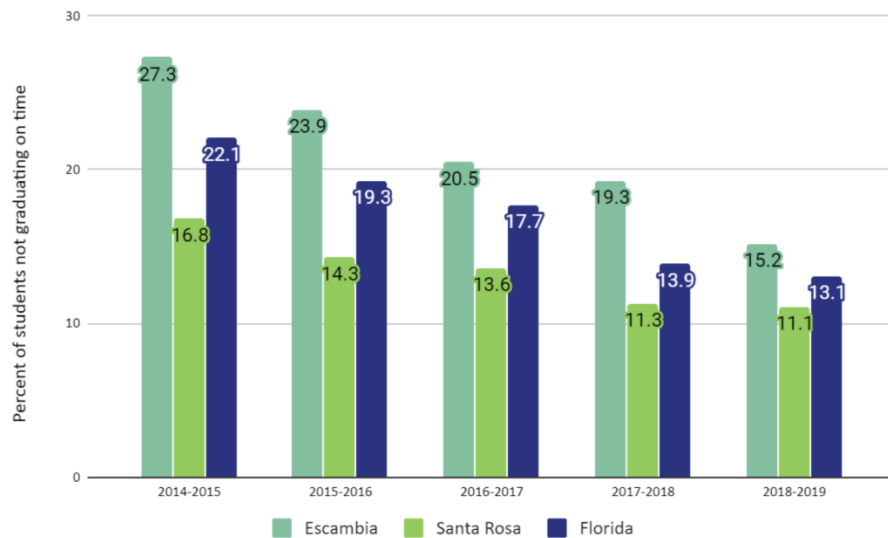


Data Sources: Early Learning Programs Estimating Conference, Voluntary Prekindergarten Education Program

Who is already working to impact this issue?

## High School Students Not Graduating On Time

Students who graduate from high school on time are more likely to continue to postsecondary education and training; they are more employable and have higher incomes than students who fail to graduate. High school graduates also have better health outcomes, make healthier choices and are less likely to engage in risky behaviors



Data Source: Bureau of Accountability and Reporting, Florida Department of Education, Tallahassee.

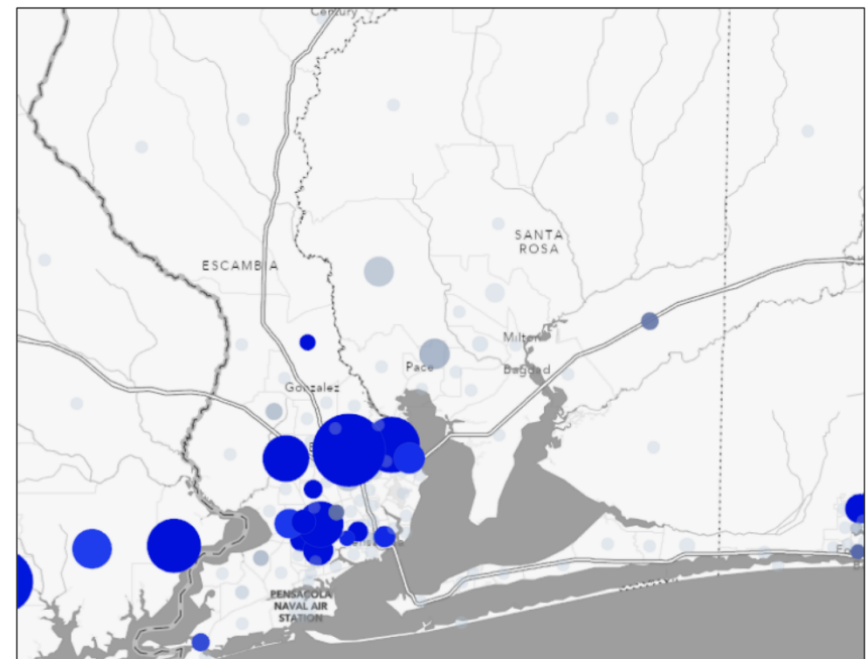
Description source: [datacenter.kidscount.org](http://datacenter.kidscount.org)

Who is already working to impact this issue?

## Where are high school dropouts?

Compared to high school graduates, dropouts are less likely find a job and earn a living wage, and more likely to be poor and suffer from adverse health experiences.

The larger and bluer the dot, the higher the concentration of High School dropouts

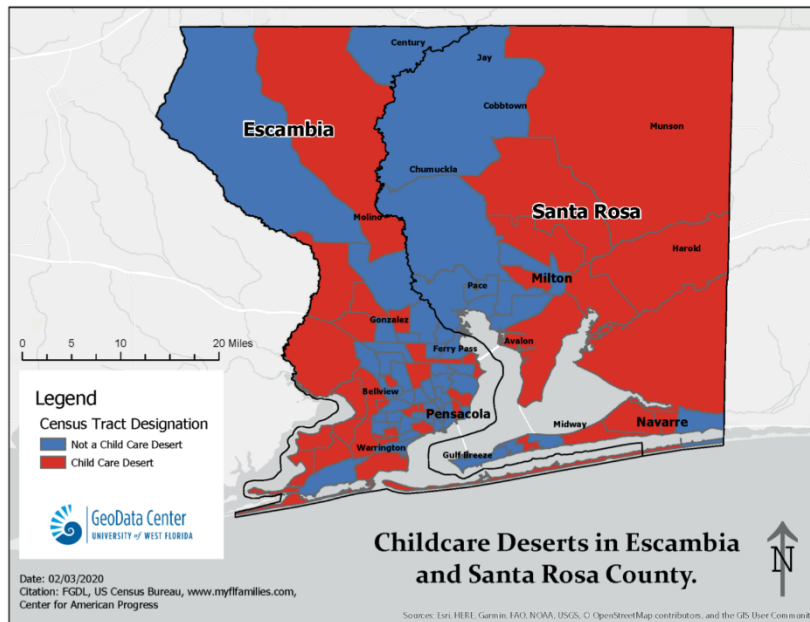


This map shows where young adults are high school dropouts (not currently enrolled in school and without a high school diploma) according to the ACS 5-year estimates. <http://arcg.is/uGeLi>

Who is already working to impact this issue?

# Childcare Deserts

Limited or no access to high quality child care affects the child's readiness for Kindergarten and subsequently makes them less likely to achieve success throughout their educational careers



A child care desert is any census tract with more than 50 children under age 5 that contains either no child care providers or so few options that there are more than three times as many children as licensed child care slots

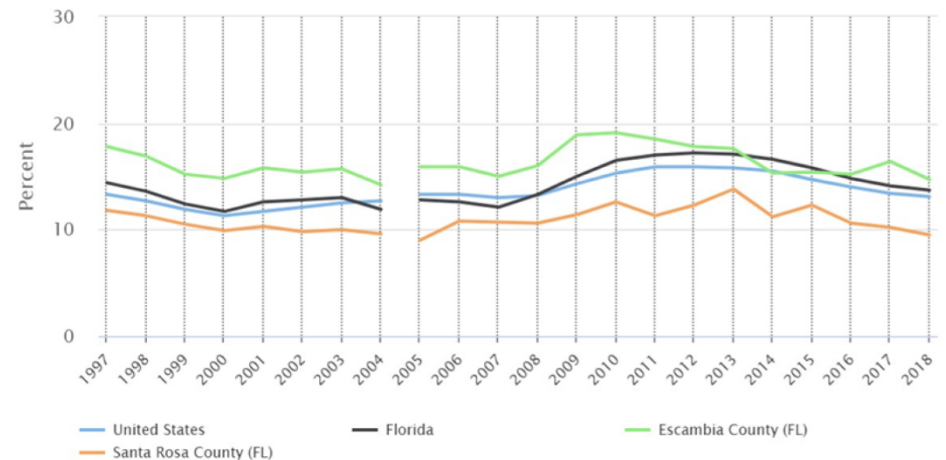
Source: Ben Martin and Mike Fazio, GeoData Center, University of West Florida

Who is already working to impact this issue?

# Total Population Living in Poverty

Poverty has long been recognized as a contributor to death and disease, but several recent trends have generated an increased focus on the link between income and health. Income inequality has increased dramatically in recent decades, while health indicators have plateaued, and life expectancy differences by income have grown.

All Ages (state/county) (1997 – 2018)



U.S. Census Bureau

\*The gap regarding 2005 represents a switch between surveys that meant this question was not answered that year

\*\*Poverty status is determined by comparing total annual pre-tax family income to a table of federally determined thresholds that vary by family size, age of members, and number of children

U.S. Census Bureau, Small Area Income and Poverty Estimates for 2018.

<https://www.census.gov/programs-surveys/saie.html>

Who is already working to impact this issue?



## Households Burdened by Housing Costs

Cost-burdened households pay more than 30% of income on housing.

- Households with 0 or negative income are assumed to have severe burdens
- Households paying no cash rent are assumed to be without burdens.

Renters: Costs include the contract rent and utilities

Homeowners: Costs include mortgage payments, property taxes, insurance, utilities, and condo or mobile home fees.

Share of All Households with Cost Burdens in Pensacola-Ferry Pass-Brent, FL



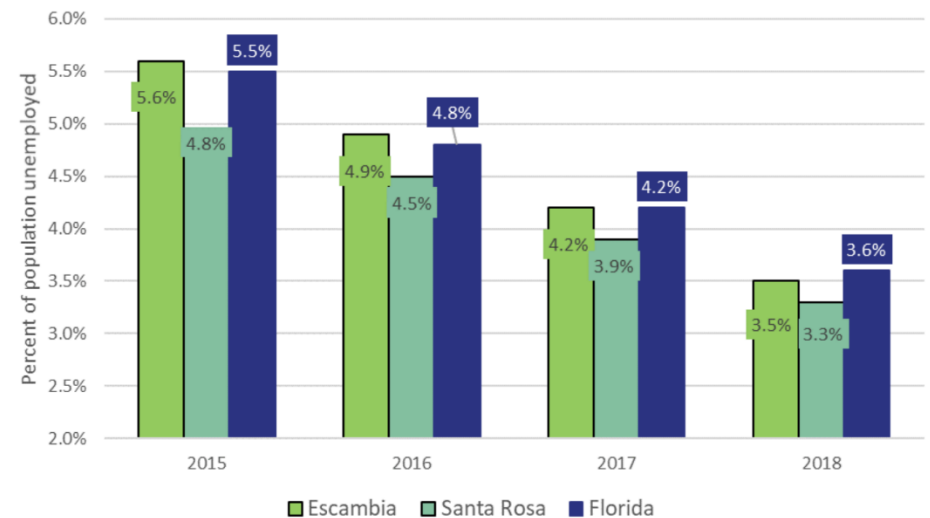
Harvard Joint Center for Housing Studies tabulations of US Census Bureau, 2006–2017 American Community Survey 1-Year Estimates using the Missouri Data Center MABLE/geocorr14.

Who is already working to impact this issue?

## Percent of Unemployed

Unemployment has been shown to lead to an increase in unhealthy behaviors related to alcohol and tobacco consumption, diet, and exercise.

Unemployment can also limit access to health care as employer-sponsored health insurance is the most common source of health insurance coverage,

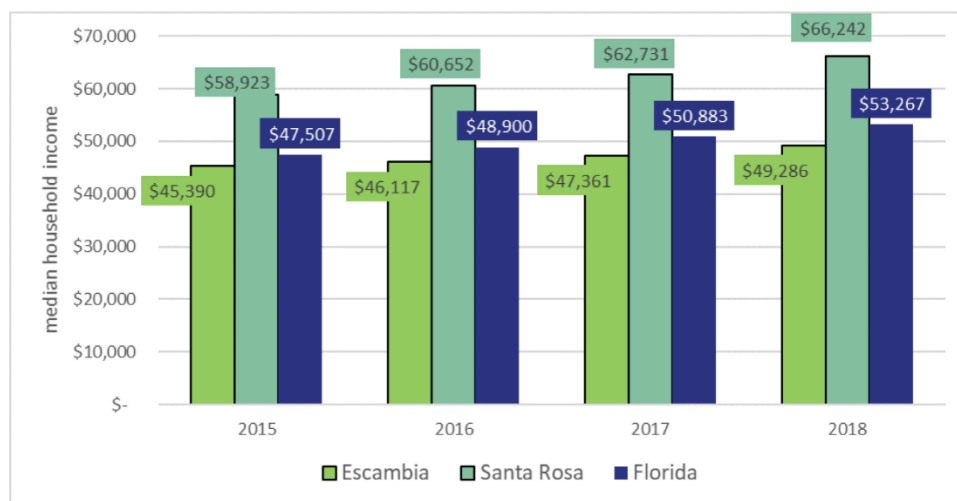


Data Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics Map \*Not seasonally adjusted.

Who is already working to impact this issue?

# Median Household Income

Median household income is a well-recognized indicator of income and poverty. A lower income level can compromise physical and mental health.

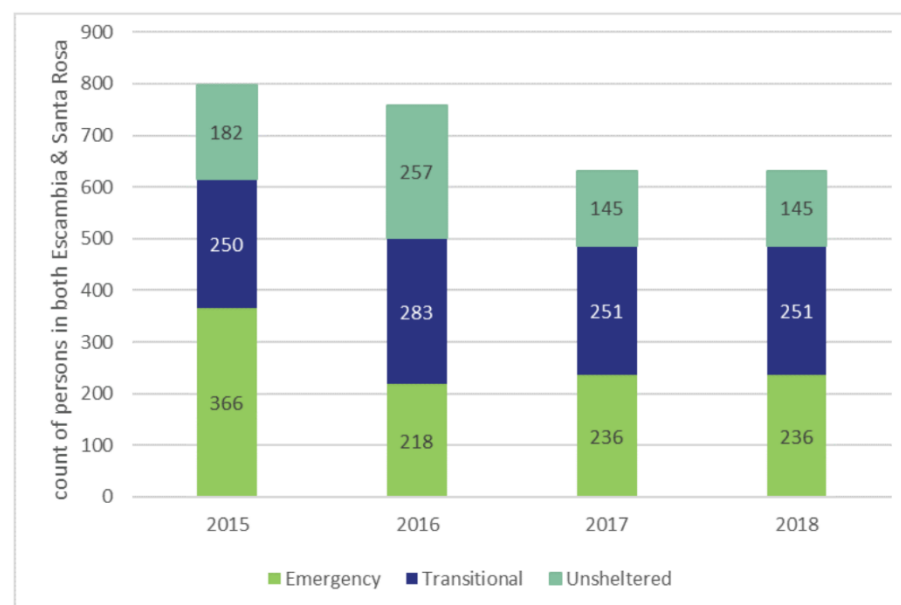


Data Source: American Community Survey 5-Year Estimates, Selected Economic Characteristics (DP03)

Who is already working to impact this issue?

# Population Experiencing Homelessness

Homelessness can be the result of many health indicators and economic factors. Reducing the number of those who are experiencing homelessness helps to reduce costs associated with providing care to this population.



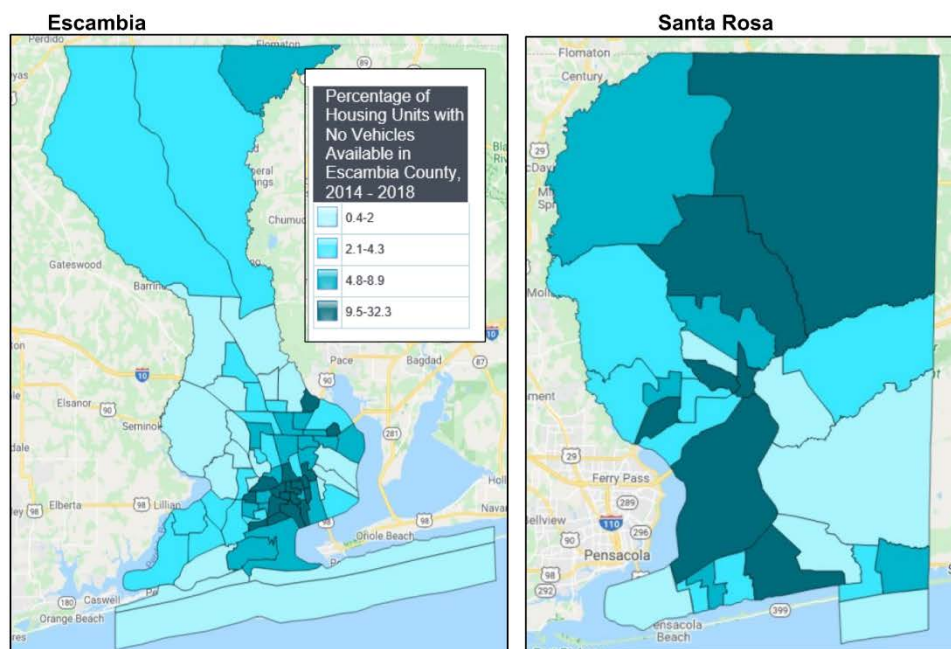
Numbers as provided by a Point in Time Survey conducted by Opening Doors NorthWest Florida

Source: <https://openingdoorsnwfl.org/the-payoff>

Who is already working to impact this issue?

# No Vehicle Access

Vehicle access is an important social determinant that can be a contributing factor impacting health and behavior outcomes like eating healthy and attending doctor's appointments



Data source: Florida Department of Health Bureau of Vital Statistics; 2015 American Community Survey 5-year estimates

Who is already working to impact this issue?

# Mental Health Providers Ratio

Access to quality mental health care is necessary for a healthy population; reducing these numbers will ensure better access to behavioral health care and treatment for our community.



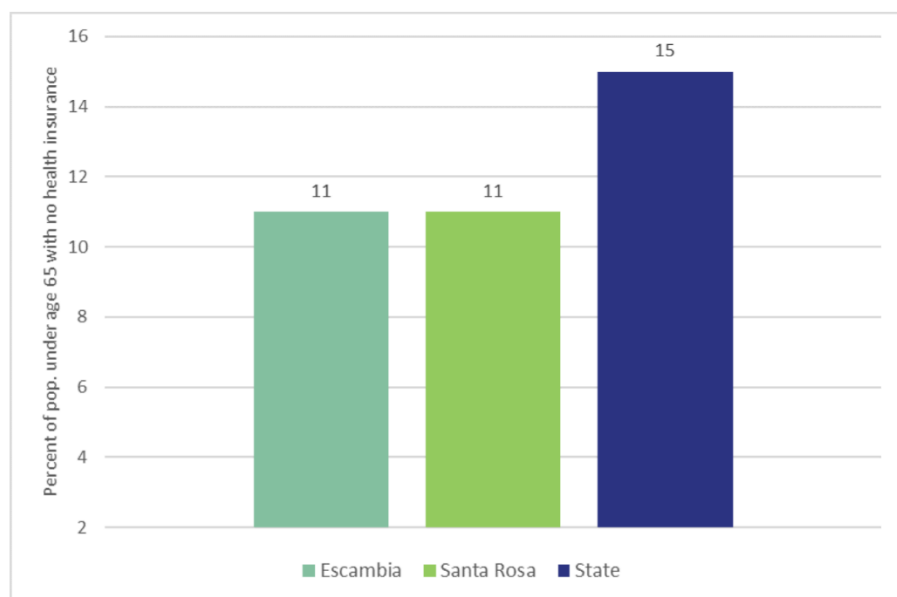
This looks at all actively registered mental health providers, regardless insurance  
Data Source:

<https://www.countyhealthrankings.org/app/florida/2019/measure/factors/62/data>

Who is already working to impact this issue?

## Residents With No Health Insurance

Health insurance is important for preventive health services such as vaccinations and annual health physicals. High rates of uninsured individuals can have a large economic impact on the community.

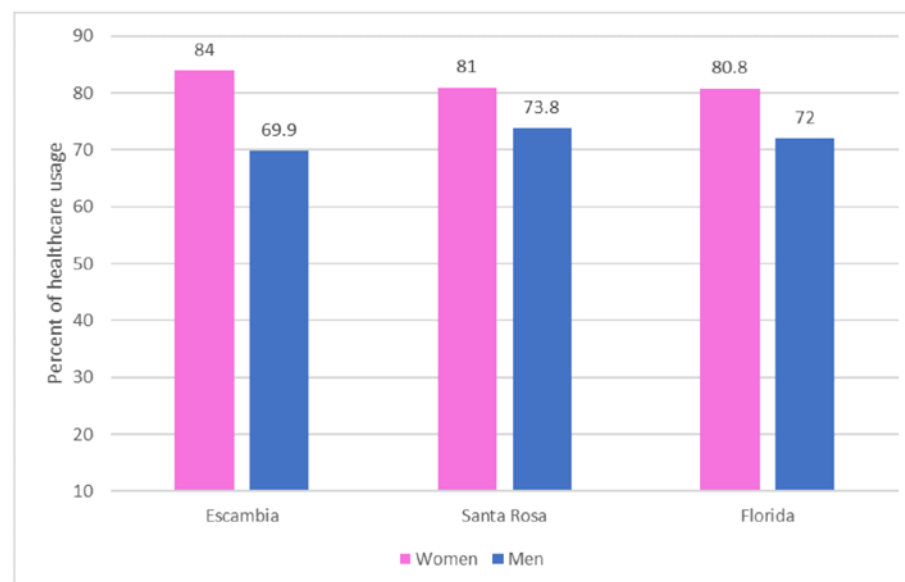


Percentage of Population under age 65 that do not have health insurance  
Data Source: Florida Health Charts; flhealthcharts.com

Who is already working to impact this issue?

## Health Care Utilization

Primary care consultations have been found to significantly increase life expectancy, particularly among the 30- to 49-year age group. Understanding gender differences in utilization rates can lead to more targeted educational campaigns.



Question: Percentage of adults who had a medical check up in the past year

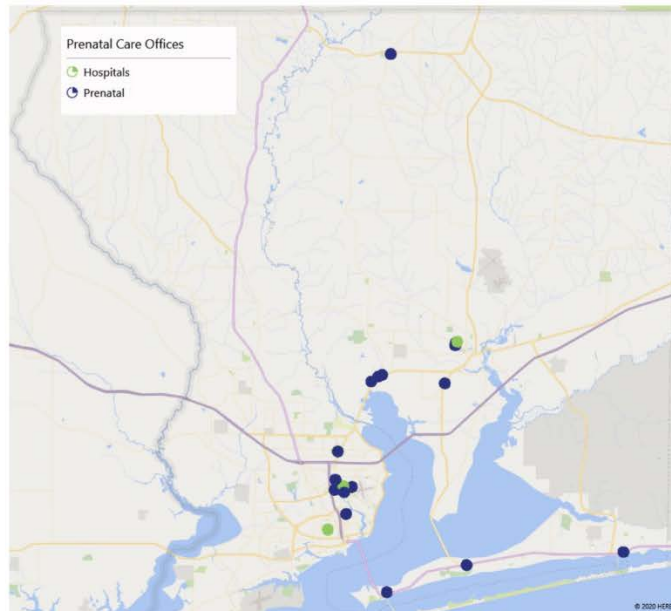
Source: 2016 Florida Behavioral Risk Factor Surveillance Survey;  
<https://www.publichealth.org/public-awareness/preventive-care-schedule/>

Who is already working to impact this issue?



# Prenatal Care Offices

The accessibility of Obstetric/Gynecology offices directly impacts how many women are seeking care during their pregnancies.



There are 19 Obstetric/Gynecology offices in Escambia, Santa Rosa County and 4 birthing hospitals. Many of these OB/GYN offices exist in clusters that make care difficult to access for some populations

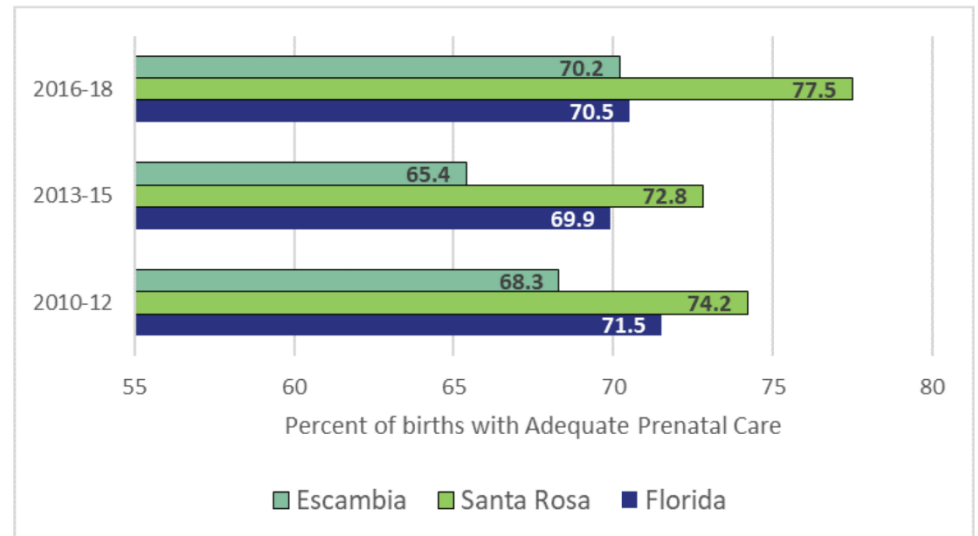
All offices accept at least one form of Medicaid.

Source: Escambia County Healthy Start Coalition

Who is already working to impact this issue?

# Births with Adequate Prenatal Care

Having adequate prenatal care during pregnancy is linked to having a more positive birth outcome such as a full-term birth and normal birth weight.



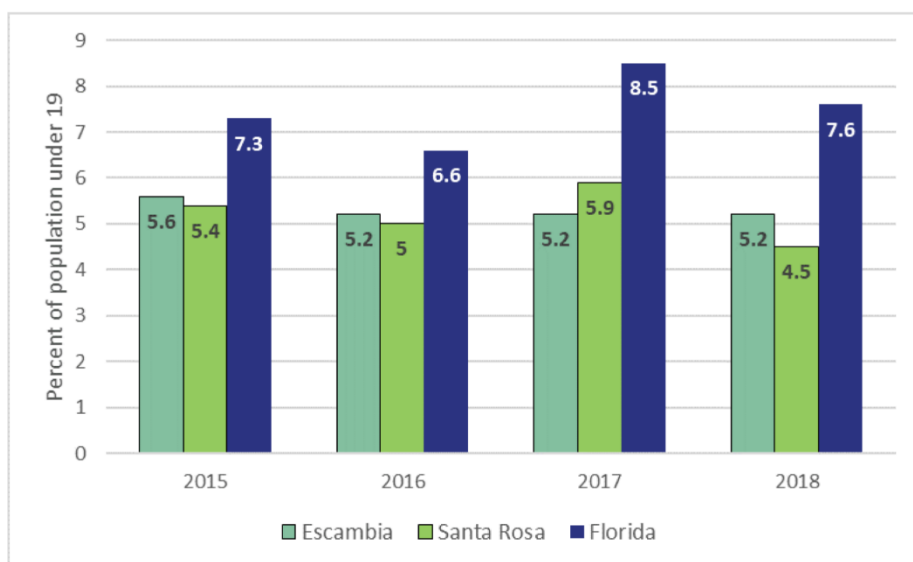
Adequate care is defined as care that has begun by the fourth month of pregnancy and where at least 80% of the visits were made.

Data Source: Florida Health Charts; flhealthcharts.com

Who is already working to impact this issue?

# Uninsured Children

Uninsured children receive less medical care and less timely care. They tend to have worse health outcomes. When the uninsured seek medical treatment, often costs are borne by hospitals providing free care and eventually by consumers, resulting in higher health costs for everyone.



Children under 19\* with no health insurance.

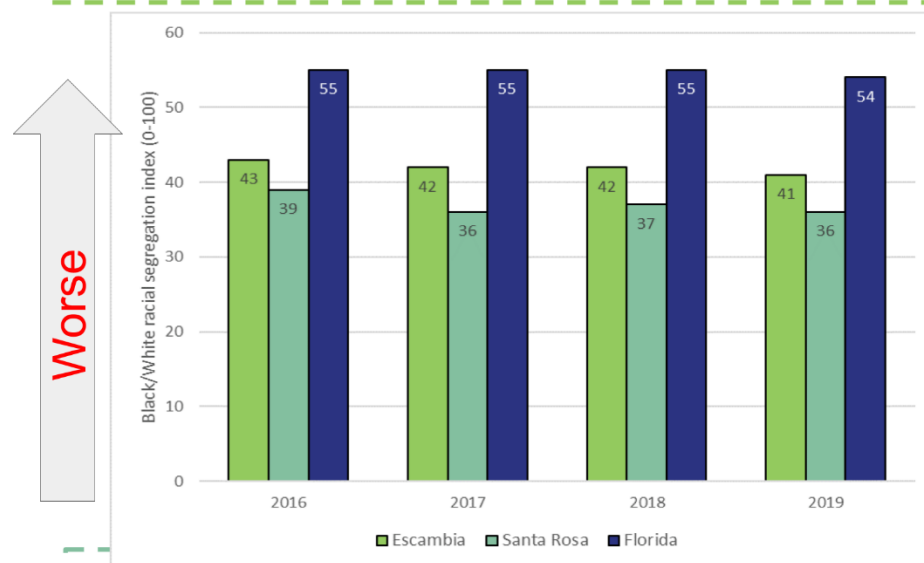
\*19 was designated by US Census

2018 U.S. Census Bureau, Small Area Health Insurance Estimates, Washington, DC

Who is already working to impact this issue?

# Neighborhood Racial Segregation

Residential segregation is considered to be a fundamental cause of health disparities in the US and has been linked to poor health outcomes, including mortality, a wide variety of reproductive, infectious, and chronic diseases, and other adverse conditions.



The index ranges from 0 (complete integration) to 100 (complete segregation).

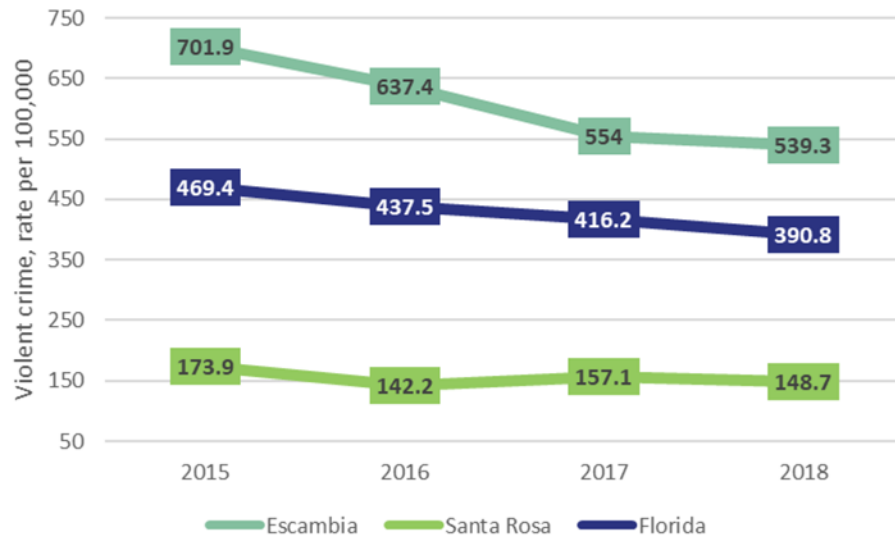
The index score can be interpreted as the percentage of either Black or White residents that would have to move to different geographic areas in order to produce a distribution that matches that of the larger area.

Data Sources: County Health Rankings

Who is already working to impact this issue?

# Violent Crime Rate

High levels of violent crime compromise physical safety and psychological well-being, deter people from pursuing healthy behaviors, such as exercising outdoors, and increase stress, which may exacerbate hypertension and contribute to obesity.

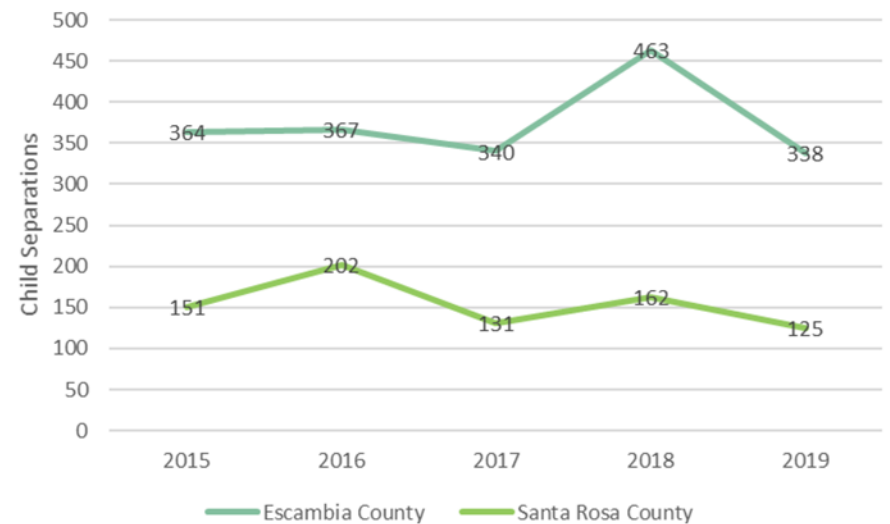


Number of reported violent crime offenses per 100,000 population. 2019 Robert Wood Johnson County Health Rankings. SRC's rate are below the state and national trends.

Who is already working to impact this issue?

# Child Separation

Separating children from their parents has been included in the adverse childhood experiences study and is proven to have an adverse effect on childhood development and later life health and wellbeing.



Florida is not included in this graph as the data provided is in count not percent and therefore a state benchmark not comparable.

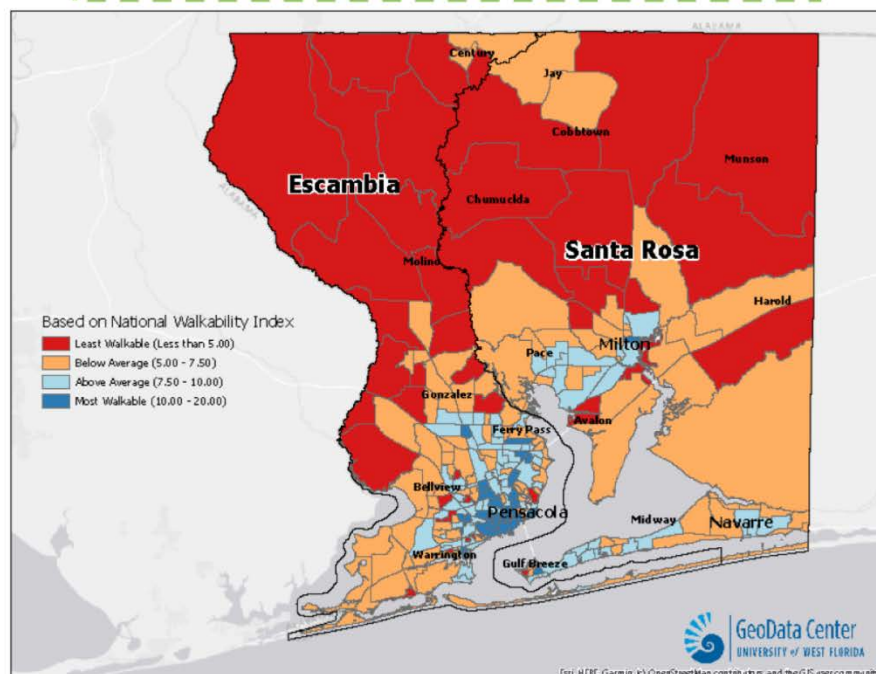
Reasons behind separations include domestic violence, drug abuse, inadequate housing, and inadequate supervision.

Data Source: <https://www.myflfamilies.com>

Who is already working to impact this issue?

# Walkability Index

Walkability depends upon characteristics of the built environment that influence the likelihood of walking being used as a mode of travel.



Source: Erin Tooher and Mike Fazio. GeoData Center. *University of West Florida*

Who is already working to impact this issue?