



Community Health Improvement Plan Annual Progress Report, 2019

*Florida Department of Health in Santa Rosa
County*

December 2019

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Introduction

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

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

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

Values: I-CARE

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

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

Accountability: We perform with integrity & respect.

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

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

This is the annual review report for the 2016-2019 Santa Rosa County Health Department Community Health Improvement Plan (CHIP). The activities and collaborative efforts of the Santa Rosa County Health Department and community partners will be reflected within the report. This document will serve as a progress review of the strategies that were developed and the activities that have been implemented. While the CHIP is a community driven and collectively owned health improvement plan, the Santa Rosa County Health Department is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

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

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

Throughout the year, the Santa Rosa County Health Department and its partners worked to accomplish the goals and objectives of the CHIP. The Partnership consists of members representing the following agencies:

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

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

- Food Insecurity Workgroup
- Healthiest Weight Workgroup
- Santa Rosa Tobacco Free Coalition
- Santa Rosa County Injury Prevention Coalition
- Santa Rosa County Healthy Babies Coalition

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

Overview of the Community Health Improvement Plan (CHIP)

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

The findings were presented to the CHIP Planning team, which serves as the steering committee for the Santa Rosa County Community Health Assessment, and Community Health Improvement Process. The Planning Team Partnership Board of Directors comprised a diverse leadership group representing 18 agencies and organizations in Santa Rosa County and Escambia County. Priorities were set through a facilitated consensus process by looking for cross-cutting strategic issues that emerged from the four assessments. The Steering Committee reached consensus on five strategic issue areas: Healthiest Weight, Tobacco Use, Access to Care (this area folded into Healthiest Weight), Deaths from Injury and Infant Mortality. See Table below for Strategic Issue Areas with their goals, developed by a workgroup of subject matter experts. The CHIP has 7 total Goals.

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

Summary of CHIP Annual Review Meeting

In December of 2019, the Santa Rosa County Health Department, along with the Escambia County Health Department convened with the CHIP Planning Team to review the revisions and lessons learned during the previous calendar year. The Planning Team facilitated the CHIP process by using the National Association of City and County Health Officials' Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from a diverse group of partner organizations conducted the four assessments outlined in the MAPP process. Individually, the assessment yielded in-depth analyses of factors and forces that impact population health. Taken together, the assessment findings contribute to a comprehensive view of health and quality of life in Santa Rosa and Escambia County.

The Planning Team developed findings and presented these findings to the Steering Committee. The Steering Committee comprised a diverse leadership group representing 18 agencies and organizations in Santa Rosa and Escambia County. The Steering Committee set priorities through a facilitated consensus process by looking for cross-cutting strategic issues that emerged from the four assessments. The Steering Committee reached consensus on four strategic issue areas: Healthy Weight, Tobacco Use, Injury Prevention, and Infant Mortality. Please refer to the table below for strategic issue areas and goals developed by a workgroup of subject matter experts.

The workgroups met quarterly and sometimes monthly, to update the progress of implementing activities according to the implementation plan. The Santa Rosa County Health Department works closely with its partners to develop and implement action plans related to the health priorities of Santa Rosa County.




The original partnership was called Live Well and was a not-for-profit corporation, based in Pensacola, Florida. It was formed in 1994 with the mission of assessing health status, identifying priority health needs, and supporting collaborate efforts to address those needs to improve health and quality of life for the residents of Escambia and Santa Rosa Counties in Northwest Florida. The Partnership Board of Directors was broadly representative of the key constituencies in the two counties. The Partnership performed a Community Health Needs Assessment for both Escambia and Santa Rosa Counties in 2016. The Partnership Operations Council gave guidance to multiple work groups that worked on the goals of the CHIP, including the Healthiest Weight Workgroup and the Tobacco Workgroup. Staff members from the Santa Rosa County and Escambia County Health Departments presented reports as developed by the Healthiest Weight and Infant Mortality workgroups. Furthermore, there were no revisions from the Tobacco and Injury Prevention workgroups. The CHIP Planning team, who is now known as Achieve Healthy EscaRosa, agreed to extend the 2016-2019 CHIP to December 2019 and approve the CHIP Annual Report and close out of the 2016-2019 CHIP cycle.

Monitoring of the Santa Rosa County CHIP has occurred on a quarterly basis for tracking progress and implementation. The success of each goal is based on outcome measurements

that track the progress and impact of the project. Each goal has an assigned owner, and in some cases, a task force and/or additional work group who have been working together to develop coordinated Action and Evaluation Plans. Progress has been monitored and continual CHIP updates have been provided. Lessons learned from actions taken helped guide key decision makers to ensure the right strategies were implemented and the desired outcomes achieved.

This document is the final annual review report for the 2016-2019 Santa Rosa Community Health Improvement Plan (CHIP). The activities and collaborative efforts of the Santa Rosa County Health Department and community partners will be reflected within the report. This document will serve as a final report on the strategies and goals that were developed and the activities that were implemented. While the CHIP is a community-driven and collectively owned health improvement plan, the Santa Rosa County Health Department is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

* Status indicators are as follows:

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

Strategic Issue Area: Healthiest Weight

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

Goal 1.0 Increase access to healthy foods among vulnerable populations.

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

- Objective 1.1.1** By December 31, 2017, at least 25% of the large food pantries in Santa Rosa County will receive training in nutritional density standards.
- Objective 1.1.2** By June 30, 2019, 25% of food pantries in Santa Rosa County that received training will adopt nutritional density standards.

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

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

Tactics	Measure	Due Date	Baseline	Year 3 Target	Status	Explanation
Survey existing food distribution sites in Santa Rosa County on current policies and practices	Surveys completed	12/30/2016	0	Complete		This tactic was completed in CHIP Year 1 (2016-2017).
Develop and train nutritional guidelines for food pantries	Percent of large food pantries trained	12/31/2017	Establish baseline 1/30/2017	25%		Feed Them Well: Luncheon & Workshop for Food Pantries completed on 10/06/17. 32 pantries attended.
Provide technical assistance to food pantries on implementation of quality standards	Record of guidance provided	06/30/2019	Establish baseline	15%		A food pantry and food market list were compiled, and technical assistance provided to 5 farmers markets in Q4.






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

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

- Objective 2.1.1** By June 30, 2019, at least 8 businesses or organizations in Santa Rosa County will adopt zero sugar-sweetened beverage policies.
- Objective 2.1.2** By June 30, 2019, there will be a 6% decrease in Santa Rosa County among the percentage of children enrolled in WIC with an assigned nutritional risk for consumption of sugar-sweetened beverages.
- Objective 2.1.3** By June 30, 2019, there will be no increase over 2016 baseline data in the number of third grade or sixth grade students with high BMIs.

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

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



Tactics	Measures	Due Date	Baseline	Year 3 Target	Status	Explanation
Identify and map elementary schools with high BMI rates and associated childcare centers	3 rd and 6 th grade BMI data, maps	12/30/2016	0	Complete		In progress. Obtained GIS files from Santa Rosa School Board.
Provide technical assistance on policies and messaging for zero sugar-sweetened beverages to elementary schools and childcare centers	Number of schools and childcare centers (CCC) assisted	06/30/2019	0	2 CCC		Exceeded target. Promotion of the 5210 programs as well as technical Assistance on policies and messaging for zero sugar-sweetened beverages was performed at outreaches.
Survey the community to determine changes in awareness of the 5210 Let's Go campaign	# of surveys at community events	12/30/2018	0	50		Target met. 50 surveys completed as of 12/05/17
Educate parents by incorporating zero sugar-sweetened messages into WIC counseling and other parent presentations	WIC risk for sugar – sweetened beverages (425.02)	06/30/2019	15.5%	2% decrease		Change from 15.8 in Q1 to 14.8% in Q2 of fiscal year 2019-2020.
Provide technical assistance to organizations on developing zero sugar-sweetened beverage policies	# of organizations assisted	06/30/2019	0	2		Exceeded target. University of West Florida and DOH-Santa Rosa provided resources and education to 10 childcare centers on 05/19/18.

Strategy 2.2 Increase Diabetes Prevention Education, including nutrition and physical activity, to vulnerable adult populations in Santa Rosa County.

Objective 2.2.1 By June 30, 2019, there will be a 50% increase in National Diabetes Prevention Program (NDPP) coaches to provide training to vulnerable populations in Santa Rosa County.

Key Partners: American Diabetes Association, Santa Rosa Medical Center, Sacred Heart Hospital, Faith Based Organizations, Community Health Northwest Florida

Why this is important to our community: According to the CDC, Prediabetes is a serious condition affecting 1 out of 3 American adults. According to FL CHARTS 2017, 13.7% of Santa Rosa adults have been told they have diabetes, compared to the state rate of 11.8%. The National Diabetes Prevention Program (NDPP) is a proven way to prevent or delay type 2 diabetes. The DOH-Santa Rosa is a CDC recognized organization for providing the Diabetes Prevention Program. 4 DOH-Santa Rosa staff are Master Trainers in the program.

Tactics	Measures	Due Date	Baseline	Year 3 Target	Status	Explanation
Partner with healthcare providers, faith-based and community groups to conduct American Diabetes' Risk Tests for Type 2 diabetes in vulnerable populations	# of screening events offered to vulnerable populations	06/30/2019	0	5		Exceeded target. Screenings completed at 100% of all Santa Rosa County Department outreaches.
Establish and maintain providers and health educators for National Diabetes Prevention Program-	# of NDPP coaches	06/30/2019	4	Increase by 1 person per year		Exceeded target. NDPP Train the Trainer course held. New NDPP coaches trained; making total of 9.

Strategic Issue Area: Tobacco Use

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

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

Strategy 3.1 Increase risk awareness of electronic nicotine delivery systems.



Objective 3.1.1 By June 30, 2018, education on electronic nicotine delivery systems will be integrated into 100% of tobacco related classes or presentations to middle and high school students.


Objective 3.1.2 By June 30, 2019, at least 25% of businesses with tobacco policies will add e-cigarette and other nicotine delivery device language to their worksite policy.

Objective 3.1.3 By June 30, 2019, there will be no increase over 2013 baseline data in the number of youth 11-17 reporting e-cigarette use.

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

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

Tactics	Measures	Due Date	Baseline	Year 3 Target	Status	Explanation
Engage community partners and SWAT in distributing ENDS fact sheets at retail pharmacies, community centers, medical groups and schools	# of sites receiving information	01/30/2018	0	15		Target met. Marketing Materials developed and distributed to Navarre High, Gulf Breeze High, Hobbs Middle, Holley Navarre Middle, Avalon Middle, Central, East Milton Elementary and Pea Ridge Elementary. Materials distributed at SWAT Trainings, and message advertised at all 3 county movie theaters.
Integrate ENDS education into tobacco related classes or presentation to middle and high school students	# of students	12/31/2018	0	150		Exceeded target of 150 students. SWAT presentations on ENDS education made at regular meetings and all training events. One new SWAT high school chapter was added.

Provide technical assistance to smoke-free multi housing, worksites, and schools with tobacco free policies to amend language to include ENDS	Policies amended	06/30/2019	1	8		Target met. Multi-housing tobacco free polices including ENDS: 1) Hamilton Manor 2) Ashborough Luxury 3) Breeze Apartments 4) Woodland Run East 5)Country Haven 6)The Sound at Navarre Beach 7) Collins Mill Creek 8) Public Housing Authority
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Strategic Issue Area: Injury Prevention

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


Goal 4.0 Improve Child Passenger Safety



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

Objective 4.1.1 By June 30, 2019, Santa Rosa County will increase the money collected for the \$2 difference tag renewal program to increase the number of child passenger seats by 10%.

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

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

Tactics	Measures	Due Date	Baseline	Year 3 Target	Status	Explanation
Gather data for child passenger safety program to present to Santa Rosa County Tax Collector.	Presentation to Santa Rosa Tax Collector	6/30/2017	0	Complete		This tactic was complete in CHIP Year 1 (2016-2017).


Develop marketing program to increase advertisement of the \$2 tag renewal program for county car seats	# of sites where flyers, billboards, and posters are displayed	09/30/2017	0	5		Exceeded target. \$2 Can Make a Difference palm cards are being distributed at outreaches. Program has been advertised in county newsletters and Press Releases. 4 Billboards advertised the program, including 1 in Gulf Breeze. Palm cards are being distributed at Tax Collector's office, Community Clinic, and at community meetings.
Obtain car seats	# of car seats received through the program	06/30/2019	More car seats received in 2019	5%		Money received for program in 2017 was double the amount received in 2016.



Goal 5.0 Improve education of fall prevention

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

Objective 5.1.1 By June 30, 2019, increase the number of resources available for fall prevention by participating in one additional community outreach or meeting per year.

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

Why this is important to our community: Falls are a serious threat to the health and wellbeing of older adults in Santa Rosa County, as falls can reduce their ability to remain independent, live at home, and care for themselves. According to the CDC, fall injuries are among the 20 most expensive medical conditions.						
Tactics	Measures	Due Date	Baseline	Year 3 Target	Status	Explanation
Increase number of opportunities to collaborate with community partners on injury prevention	Number of community meetings	06/30/2019	6	8		10 Injury Prevention Coalition Meetings held throughout 2019.

Provide injury prevention information at community outreaches	Number of outreaches that incorporate injury prevention materials	06/30/2019	0	4%		Injury Prevention Information and resources provided at each community outreach.
Increase attendance to National Falls Prevention Awareness Day	Number of people in attendance	06/30/2019	0	40		107 people visited the DOH-Santa Rosa booth at the Fall Prevention Day Outreach at Milton Community Center (9/19).

Strategic Issue Area: Infant Mortality

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






Goal 6.0 Decrease the smoking rates in pregnant women.

Strategy 6.1 Increase awareness of cessation classes for pregnant women.

Objective 6.1.1 By June 30, 2019, offer one additional tobacco education class and/or outreach in Santa Rosa County per year, every year.

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

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

Tactics	Measures	Due Date	Baseline	Year 3 Target	Status	Explanation
Refer pregnant women to tobacco cessation services	# of smoking cessation referrals	06/30/2019	0	5		Based on AHEC reports there were 15 new referrals from Santa Rosa CHD for Q2 2019-2020.
Provide pregnant women access to cessation services	# of pregnant women obtaining services (AHEC)	06/30/2019	0	10		WFAHEC had 32 women attend smoking cessations classes in Q1-Q2 2019-2020 with 10 being childbearing age. There were 8 classes available for pregnant women in Q2 2019-2020.
Determine number of smoking cessation classes offered to pregnant women in Santa Rosa County	# of classes	06/30/2019	0	+2		There were 8 classes offered to pregnant women and/or women of childbearing age in Q2 2019-2020. Class enrollment is promoted and Health Department staff, along with WIC offer resources for smoking cessation services.
Conduct refresher training for WIC staff on impacts of smoking during pregnancy and low birth weight and preterm delivery	Training Documented	06/30/2017	0	Complete		This tactic was complete in CHIP Year 1 (2016-2017).
Perform quarterly audits on WIC prenatal charts with code for maternal smoking risks	% of charts with tobacco cessation information given and discussed with client.	06/30/2019	Establish baseline by 06/30/2018	Establish baseline		95.6% (December 2019)

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


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

Objective 7.1.1 By December 31, 2018, provide mental health and substance abuse materials to 100% of OB/GYN providers in Santa Rosa County.

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

Why this is important to our community: There is a significant lack of mental health and substance abuse services offered in Santa Rosa County.

Tactics	Measures	Due Date	Baseline	Year 3 Target	Status	Explanation
Build a referral network	Network	03/02/2017	0	Annual Update		Referral network/ Resource Guide developed and shared with agencies.
Survey providers to determine needs/gaps for mental health education/referral information	Number of surveys completed	09/30/2017	0	7		This tactic was complete in CHIP Year 1 (2016-2017).
Survey clients to determine mental health and substance abuse needs/gaps during pregnancy	Number of surveys completed	12/30/2017	0	100		Exceeded target. Over 200 surveys received and compiled.
Develop a Mental Health and Substance Abuse tool kit	Tool kit	10/30/2018	0	1		Completed 03/03/18. Toolkit is currently being distributed to providers during Lunch and Learns.
Provide a Mental Health Summit/Provider Fair/Lunch and Learn	Summit/ Provider Fair/Lunch and Learn	10/30/2018	0	N/A		Completed 03/13/18 in Milton and 05/22/18 in Navarre

Provide information to OB/GYNs	Number of OB/GYNs given information	10/30/2018	0	7	 <p>Exceeded target. 10 Lunch and Learns completed as of 06/30/18. Provider Lunch and Learns were completed throughout the county.</p> <p>The Healthy Start Coalition contacted providers to set up dates and times for additional Lunch and Learns.</p>
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Revisions

There were discussions concerning previous revisions to the CHIP. It was determined that since this was the final year in this CHIP cycle it would be extended to December 2019 and more attention will be given to the following to ensure another successful, comprehensive plan for the next CHIP:

- Availability of data to monitor progress.
- Research additional available resources.
- Increase community awareness and marketing tools.
- Ability to track measurable progress.
- Alignment of goals with strategic plans and other agency priorities.

Accomplishments

Goal	Objective	Accomplishment
1. Reduce the number of youth using electronic nicotine delivery systems (ENDS)	Increase risk awareness of electronic nicotine delivery devices.	Posters showing the dangers of ENDS were created and placed throughout Santa Rosa Schools. In addition, this information was displayed on movie theater screens in the 3 Santa Rosa County movie theaters. This campaign ran twice in the movie theaters in the winter of 2017 and summer of 2018. An additional high school added a new SWAT chapter in 2019.
<p>How it's important for our community:</p> <p>Awareness and education of the health consequences of electronic nicotine delivery systems (ENDS) will help reduce the number of adolescents who engage in this dangerous behavior.</p>		
2. Decrease Infant Mortality in Santa Rosa County.	Provide mental health information to OB GYN healthcare providers in the community.	The Healthy Babies team Lunch and Learn Sessions were incredibly successful. In 2018, the team was able to complete 10 Lunch and Learns, which exceeded the target of 7. The feedback from the team and providers has been positive, and the Healthy Babies workgroup has decided to expand the project to pediatricians next year.
<p>How it's important for our community:</p> <p>Santa Rosa County has limited resources for mental health and substance abuse issues. Having a resource guide ready and available will help providers refer their at-risk clients to appropriate resources. Providing education to the medical providers on site was a creative idea, as OB/GYNs have busy patient schedules that may prevent them from attending a training at an off-site location.</p>		

Conclusion

The Santa Rosa County Community Health Improvement Plan (CHIP) serves as a roadmap for a continuous health improvement process for the local public health system by providing a framework for the chosen strategic issue areas. It is not intended to be an exhaustive and static document. We have evaluated our community's progress on an ongoing basis. We bring this CHIP to a close and reflect on the hard work of the workgroups and participating organizations. We have learned through this process that a new and unique challenge is how can we better align our health resources to unite organizations with community members and policy makers to better address the health inequities and develop consensus around upstream approaches to addressing our community's biggest health needs.

Appendices

- A Annual CHIP Review Community Meeting Agenda 12 10 19**
- B Annual CHIP Review Community Meeting Minutes 12 10 19**
- C Annual CHIP Steering Committee Partners**
- D Annual CHIP Review Community Meeting Sign-in Sheet 12 10 19**

Appendix A

Achieve Healthy EscaRosa

12.10.19

9-11 a.m.

Meeting Agenda

1. Review purpose, mission, vision from November
2. Rhonda Poirier - guest speaker
3. Learn the preliminary indicators for the data walk content/activity for February convening.
 - Provide feedback on the indicators chosen by the Data Team for measurement, accountability and improvement.
 - See how the indicators align/overlay with existing work groups identified in the work group scan.
 - Begin to visualize the opportunities for alignment, as well as the gaps and cracks.
 - Begin to form the Mapping Moving Trains landscape analysis by layering the work group projects with the data indicators
4. Engage in project/action items from the Department of Health focus groups (Kimberly Pace)
 - Vote on activities for CHIP adoption - aim for Top 3 projects
5. Review event run-of-show, budget and resource commitments. Review RSVP list and event logistics, save-the-date - all from event planning group.
Planning team: Patsy Barrington, Genia Taylor, Kimberly Krupa, Kimberly Pace
Donation: Lighthouse will cover the snacks!

What's Next

January 13, 2020: Full group meets from 9-11 a.m. at UWF

- o Result: Finalize Health Collaborative Data Walk for February event
- o Engage: The team will participate in the actual Data Walk/run of show to be unveiled at the February community convening. The walk will include assets such as the work groups already identified that are tackling a specific indicator
- o Product: Health Collaborative Data Walk, "expectations for engagement" charter agreement for February convening
 - Key question: What kind of format do we want to use to track our health indicators? If we align with Achieve Escambia online data dashboard, we should consider relaunching as a combined dashboard for education and health indicators. This discussion is unfolding with the UWF Haas Center.
 - Plan: February agenda, speakers, RSVP list, announcements, media, emcee, note-takers, executive summary/synthesizer

February 20, 2020: Community Convening held from 9-11 a.m.

Result: Individual participants "commit" to working on a specific indicator on the Data Walk – more results to come!

March 2020: Full group meets: Group decompresses and strategizes path forward; revise timeline based on community convening findings

- o Engage: RWJ county health rankings come out this month – good opportunity to deepen/extend engagement in our work
- o Product: Preliminary report-out to Achieve Escambia Leadership Council at March 4, 2020 meeting (3:30-5 p.m.)

Appendix B

CHIP meeting minutes

Achieve Healthy Escambia
12.16.19
9:11 a.m.

Meeting Minutes

1. Review purpose, mission, vision from November
2. Rhonda Poirier - guest speaker
 - a. Presented on her experience with healthcare quality improvement and community convening.
 - b. Worked with Jacksonville through grants to create and implement a collective action healthcare model that improved the health of city residents.
3. Learn the preliminary indicators for the data walk content/activity for February convening.
 - Provide feedback on the indicators chosen by the Data Team for measurement, accountability and improvement.
 - See how the indicators align/overlap with existing work groups identified in the work group scan.
 - Begin to visualize the opportunities for alignment, as well as the gaps and cracks.
 - Begin to form the Mapping Moving Trains landscape analysis by layering the work group projects with the data indicators.
4. Engage in project/action items from the Department of Health focus groups (Kimberly Pace)
 - Vote on activities for CHIP adoption - aim for Top 3 projects
 - a. Kimberly Pace and Matt Dobson gave a small report out on the 2016-2019 CHIP, what the current workgroups had been doing. Shared the outcome of the focus groups and what the themes and concerns for the community had been coming out of these meetings. Created and asked for adoption for year one goals and objectives of the 2020-2022 CHIP. A short discussion was had about whether these current objectives were achievable; after some small changes, it was a unanimous decision to adopt goals and objectives for 2020. Monitoring will begin January 1, 2020 for annual progress reporting to happen every February.
5. Review event run-of-show, budget and resource commitments. Review RSVP list and event logistics, save-the-date - all from event planning group.
Planning team: Patsy Barrington, Gena Taylor, Kimberly Krupa, Kimberly Pace
Donation: Lighthouse will cover the snack!

What's Next

January 13, 2020: Full group meets from 9-11 a.m. at UWF

- o Result: Finalize Health Collaborative Data Walk for February event
- o Engage: The team will participate in the actual Data Walk; run of show to be unveiled at the February community convening. The walk will include assets such as the work groups already identified that are tackling a specific indicator
- o Product: Health Collaborative Data Walk, "expectations for engagement" charter agreement for February convening
 - Key question: What kind of format do we want to use to track our health indicators? If we align with Achieve Escambia online data dashboard, we should consider relaunching as a combined dashboard for education and health indicators. This discussion is unfolding with the UWF Haas Center.

- Plan: February agenda, speakers, RSVP list, announcements, media, emcee, note-takers, executive summary synthesizer

February 20, 2020: Community Convening held from 9-11 a.m.

Result: Individual participants "commit" to working on a specific indicator on the Data Walk - more results to come!

March 2020: Full group meets: Group decompresses and strategizes path forward, revise timeline based on community convening findings

- o Engage: RWJ county health rankings come out this month - good opportunity to deepen extend engagement in our work
- o Product: Preliminary report-out to Achieve Escambia Leadership Council at March 4, 2020 meeting (3:30-5 p.m.)
- o Plan: Follow-up to convening attendees, firm list of action steps to move forward

• April 2020: Full group meets

Result: Complete outcomes map, stakeholder engagement wheel and goal tree

• May 2020: Full group meets

Product: Full report and perhaps a formal ask to Achieve Escambia Leadership Council at May 6, 2020 meeting (3:30-5 p.m.)

• June 2020: Full group meets

Result: Complete project design of work groups aligned with our outcomes map, stakeholder engagement wheel and goal tree - we will now have a strategic plan!

Resources needed

- Administrative tasks - Kimberly Pace and Matt volunteered
 - o Manage the stakeholder inventory list - this will be our RSVP source sheet for Feb. convening. Alicia will also assist with RSVP
 - o Help with follow-up action items
 - o Help with relationship-building from the "who's missing, who needs to be engaged list"
- Communications - messaging, convening details, media relations - Cat Outzen volunteered to take the lead, the Baptist communications team is also on hand to assist
- Missing people/people to engage
 - o CHNWF - Jen Grove to reach out for representation
- Data
 - o Need additional Data Team members to round out skillset of group
 - Chris Jones - Claire
 - UWF Haas Center representative (will ask Allison Tyler)
 - Someone with GIS mapping, data stories, data visualization skills, etc.
 - Denise to contact public health for representative
 - Kim Krupa to contact Amber Bloechle, director of the UWF GeoData Center in Earth and Environmental Sciences

Appendix C

CHIP Steering Committee Partners

Brett Patsy	Aldridge Barrington	brett.aldridge@bhcons.org pearl.moran@wvfl.edu lynn.b.brannon.ctr@mail.mil brannonfitness@gmail.com			Baptist Health Care	VP Strategy & Business Development
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Appendix D

CHIP meeting sign in sheet

