

SUMTER COUNTY, FLORIDA COMMUNITY HEALTH IMPROVEMENT PLAN



June 2013

**Sumter County, Fl. Community
Health Improvement Plan**

PARTICIPATING AGENCIES



Wildwood, FL



**Strengthening FAMILIES
for a stronger FLORIDA**



**Nature Coast Early Learning Coalition
Sumter County Fire Services
Pristine Cleaning Services, LLC
Hope Center
Rural Metro Ambulance Corp.**

MAPP STEERING COMMITTEE MEMBERS

<u>Member</u>	<u>Representing</u>
Joelle Aboytes	<i>Florida Department of Children and Families</i>
Bradley Arnold	<i>Sumter Board of County Commissioners</i>
Tim Camp	<i>Lifestream Behavioral Center</i>
Lee Cerovac	<i>Sumter County Resident</i>
Brad Cornelius	<i>Sumter Board of County Commissioners</i>
William Cousins	<i>Tobacco Prevention Advocate</i>
Andrew Cripps	<i>Sumter Chamber of Commerce</i>
Sarah Doyle	<i>Hope Center, First Baptist Church of Bushnell</i>
Leland Greek	<i>Sumter County Fire Services</i>
Julian Green	<i>Pristine Cleaning Services/Wildwood City Council</i>
Christine Hill	<i>Rural Metro Ambulance</i>
Karl Holley	<i>Sumter Board of County Commissioners</i>
Jean Holstein	<i>Sumter County School Board</i>
Stephen Kennedy	<i>Sumter County Fire Services</i>
Kathy Mariucci	<i>Sumter County School Board</i>
Joel Merritt	<i>Sumter Realty, Inc.</i>
Michelle Morley	<i>Sumter County Circuit Judge</i>
Nathan Overstreet	<i>Langley Health Center</i>
Nichole Peyton	<i>Florida Department of Children and Families</i>
Phillip Scarpelli	<i>Florida Department of Children and Families</i>
Brenda Shrewsbury	<i>Wildwood Rotary</i>
Randall Thornton, Esq.	<i>Attorney</i>
Barbara Wheeler	<i>Mid Florida Homeless Coalition</i>
Sandra Woodard	<i>Nature Coast Early Learning Coalition</i>

Florida Department of Health in Sumter County Accreditation Task Force:

Sanford D. Zelnick DO, MS Director
Keith Hunter MPH, CPH, Assistant Director
Leah Caldi RN, Nursing Director
Terry Heeke, Environmental Specialist II
Walter Thomas, Public Health Preparedness Planner
Rolland Shrewsbury RS, Environmental Manager
Louis Derousie MPH, CPH, Environmental Epidemiologist
Susan Bareis MPH, CPH, Health Education Consultant

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Sumter County Community Health Improvement Plan

EXECUTIVE SUMMARY

Community Health Improvement Planning is a core function of public health and is defined by the Public Health Accreditation Board as “a long-term, systematic effort to address public health problems on the basis of the results of community health assessment activities... A community health improvement plan is critical for developing policies and defining actions to target efforts that promote health. It should define the vision for the health of the community through a collaborative process and should address the gamut of strengths, weaknesses, challenges and opportunities...to improve the health status...”

The plan is used by health and other governmental education and human service agencies, in collaboration with community partners, to set priorities and coordinate and target resources. This Sumter County Community Health Improvement Plan (CHIP) is the product of a comprehensive multi-year strategic approach to community health improvement.

KEY ISSUES

Three community health priority issues were identified. Goals were developed for each priority issue.

PRIORITY COMMUNITY HEALTH ISSUE A: TOBACCO/DRUG USE

GOAL A1: Reduce high rate of tobacco use among middle and high school students.

GOAL A2: Address increasing rates of alcohol and substance abuse.

PRIORITY COMMUNITY HEALTH ISSUE B: OBESITY AND POOR CARDIOVASCULAR HEALTH

GOAL B1: Reduce rates of obesity and associated health consequences.

GOAL B2: Raise awareness of obesity as a risk factor for poor cardiovascular health and associated morbidity and mortality.

PRIORITY COMMUNITY HEALTH ISSUE C: ACCESS TO HEALTHCARE

GOAL C1: Address need for specialized education/training for development of the public health and medical workforce.

GOAL C2: Decrease barriers to healthcare for residents of Sumter County.

INTRODUCTION

The development of this Community Health Improvement Plan was a collaborative one involving broad participation of community partners. The findings from the Sumter County Community Health Assessment¹ completed in April, 2013 formed the basis for this plan. Partners were engaged in discussions throughout to identify issues and themes as well as assets and resources. In this way, community health priorities were identified and goals, improvement strategies, and measurable objectives were developed. Any policy changes needed to accomplish the objectives were also identified. Additionally, those persons or organizations accountable for implementing strategies were identified along with partners and stakeholders. Lastly, alignment with community, state and national priorities was demonstrated.

METHODOLOGY

The Mobilizing for Action through Planning and Partnerships² (MAPP) model has been the strategic planning tool used throughout this process. MAPP is a community-wide strategy for improving health.

The six phases of the MAPP process are:

- Phase 1: Organize for Success and Partnership Development
- Phase 2: Visioning
- Phase 3: Four MAPP Assessments
- Phase 4: Identify Strategic Issues
- Phase 5: Formulate Goals & Strategies
- Phase 6: Action Plan

The MAPP model can be expressed graphically as follows.



The four MAPP assessments shown on the outer ring of the model are the Community Themes & Strengths Assessment, the Local Public Health System Assessment, the Community Health Status Assessment, and the Forces of Change Assessment. These four assessments, along with the results from phase 1 and 2 formed the basis for the Community Health Assessment and the identification of the key issues (phase 4) shown on page 6 of this document. The final two phases of the MAPP process; Formulate Goals and Strategies and Action Planning form the basis for this Community Health Improvement Plan.

Phase 1: Organize for Success and Partnership Development

This first phase resulted in the formation of the MAPP Steering Committee: a diverse group of community partners and collaborators listed on page 3 of this document. The Steering Committee meets approximately every three months to strategize and move the planning process forward.

Phase 2: Visioning

Phase two of the MAPP process, Visioning, involved asking the question “*What would we like our community to look like in 5, 10 years?*” The process led to the identification of key elements of a healthy community.

These key elements formed three possible vision choices which the committee then voted on; resulting in the following Vision statement.

Community Health Vision: “*A partnership-centered community focused on a safe and healthy family environment where citizens have access to a public health system that meets their needs.*”

Phase 3: Four MAPP Assessments

The four assessments are the foundation of the MAPP process. While each one taken individually provides important information, when viewed collectively they provide a more complete understanding of our community's health and the factors that affect it. The following paragraphs summarize how each assessment was conducted and the key public health issues identified. A more complete discussion is contained in the Sumter County Community Health Assessment¹.

Phase three began with the completion of the **Local Public Health System Assessment (LPHSA)** from April – July 2011. This assessment focuses on the organizations and entities that contribute to public health in Sumter County and asks how well our community is delivering the essential public health services. The LPHSA was conducted with input from a wide variety of health and medical partners. Feedback was obtained through e-mailed communication with partners as well as through telephone calls. Partners were asked to answer specific questions from the assessment tool. The areas of greatest concern identified by the assessment were monitoring health status to identify and solve community health problems, linking people to personal health services, assuring provision of care, and assuring a competent public and personal healthcare workforce.

The **Community Health Status Assessment** was completed in December 2011. This assessment looks at available public health data to identify priority community health and quality of life issues. Information for the assessment was gathered from a variety of sources including the U.S. Census Bureau³, the Florida Community Health Assessment Resource Tool Set (CHARTS)⁴, the Behavioral Risk Factor Surveillance Survey (BRFSS)⁵,

the Florida Department of Health County Performance Snapshot and others. Additionally, county-level results from the 2012 County Health Rankings⁶ published by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation were considered. Analysis of the data indicated four overarching health related concerns. These are; 1) Low enrollment in higher education, 2) A high percentage of smoking in middle and high school students, 3) A high percentage of overweight residents, and 4) Poor cardiovascular health among Sumter County residents.

The **Community Themes and Strengths Assessment** was completed in August, 2012 and resulted in a comprehensive report detailing the issues that residents of Sumter County feel are most important. The Community Themes and Strengths Assessment answers the following questions. *“What is important to our community?”*, *“How is quality of life perceived in our community?”*, and *“What assets do we have that can be used to improve community health?”* The method for data



collection was a Community Health Assessment Survey. This 24 question telephone-based survey used a simple stratified sample design for data collection. A total of 2734 phone calls were made resulting in 271 survey responses, approximately a 10% response rate. The assessment revealed a number of issues residents feel are very important. Among these are Heart Disease and Stroke, Obesity, Respiratory/Lung Disease, and Drug Use/Abuse.

The **Forces of Change (FOC) Assessment** was completed in September 2012. The Forces of Change Assessment focuses on the identification of forces that affect the context in which the public health system operates.

These forces can be Trends, Events, or Factors. Trends are patterns over time such as a slow economy. Events are one-time occurrences such as the construction of a new hospital. Factors are discrete elements such as a rural setting. The FOC Assessment answers the questions “*What is occurring or might occur that affects the health of our community or the local public health system?*” and “*What specific threats or opportunities are generated by these occurrences?*” MAPP Steering Committee members participated in the FOC Assessment during two brainstorming sessions on August 2, 2012 and August 30, 2012; and also through an e-mail survey on August 21, 2012. Among the forces identified were increasing demands for public health services, an aging public health workforce, increasing drug use and abuse, and pending Healthcare reform.

Phase 4: Identify Strategic Issues

On October 10, 2012, the quarterly meeting of the Sumter County MAPP Steering Committee took place. The committee reviewed the four MAPP assessments and began identifying key health issues. The following illustration summarizes the integration of the four MAPP assessment results into 3 key strategic issue areas.



GOAL/STRATEGY DEVELOPMENT AND THE ACTION CYCLE

The MAPP Steering Committee met on February 13, 2013 to develop Goals and Strategies for each of the three strategic health issues (**Phase 5**). Through a brainstorming and iterative process, specific goals were identified along with strategies for achieving them. Finally on May 8, 2013, the Steering Committee met to create SMART (Specific, Measureable, Relevant and Time bound) objectives and begin development of an action plan (**Phase 6**). This included the identification of existing and/or needed resources necessary for success. Subsequently, through directed meetings and discussions with those persons or organizations with responsibilities for implementing strategies, action plans were finalized. The following charts illustrate these goals, strategies and objectives for each priority health issue.

COMMUNITY HEALTH PRIORITY: TOBACCO/DRUG USE

GOAL A1: Reduce high rate of tobacco use among middle and high school students.

Why is this important to our community?

Tobacco use is the leading preventable cause of death. In the U.S., smoking is responsible for 1 in 5 (about 443,000) deaths every year. (Centers for Disease Control and Prevention, 2012).

Targeted Outcomes/Indicators: According to the 2012 Florida Youth Tobacco Survey (FYTS), 11.2% of Florida youth between the ages of 11 and 17 used some form of tobacco in the last 30 days. In Sumter County, 20.2% of youth between the ages of 11 and 17 reported using some form of tobacco in the last 30 days (FYTS, 2012). The Community Themes and Strengths Assessment survey revealed that Sumter County residents feel respiratory/lung disease is one of the top three issues.

This goal aligns with the State Health Improvement Plan (SHIP) Goal CD4: *Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.*

Strategy A1: Implement tobacco education program in Sumter County School System by developing a comprehensive curriculum on the social history of tobacco, establishing a Tobacco Free Partnership and a Students Working Against Tobacco (SWAT) chapter.

Objective A1.1	Objective A1.2	Objective A1.3	Objective A1.4	Objective A1.5
<p>Program Planning: By December 31, 2013; research social history of tobacco, develop and refine educational curriculum and program presentations.</p>	<p>Program Planning: By August 31, 2014; recruit community leaders/role models, establish tobacco-free partnership, SWAT chapter.</p>	<p>Program Implementation: By October 31, 2014; teach program curriculum to SWAT youth and community leaders.</p>	<p>Program Implementation: By December 31, 2014; promote and conduct trivia event.</p>	<p>Program Evaluation: By December 31, 2014; completion of process and impact evaluation and analysis.</p>

Resources available/needed:

The accomplishment of these objectives requires existing community partnerships be strengthened as well as new ones created. Role models and community leaders will need to be recruited and actively participate in the process. Existing County Health Department Health Education staff will lead these efforts with additional staff added as necessary.

Coordinating agency: Florida Department of Health in Sumter County

Partners & Stakeholders: Sumter County School Board, Sumter County Tobacco Free Partnership, Students Working Against Tobacco, community leaders and role models

COMMUNITY HEALTH PRIORITY: TOBACCO/DRUG USE

GOAL A2: Address increasing rates of alcohol and substance abuse.

Why is this important to our community?

Results from the Community Themes and Strengths Assessment survey showed that residents of Sumter County living outside The Villages consider drug use/abuse one of the top health issues for the county. Additionally, the Forces of Change Assessment identified Drug use/Abuse as a factor affecting the health of the Sumter County community.

Targeted Outcomes/Indicators: The Sumter County high school youth consumption rate for prescription pain relievers is 11.2% versus 8.5% for State of Florida High School age youth - *Florida Youth Substance Abuse Survey (FYSAS), 2012.*

This goal/strategy aligns with SHIP Goal AC3: *Improve behavioral health services so that adults, children and families are active self-sufficient participants living in their communities.*

Strategy A2: Increase awareness of existing substance abuse services.

Objective A2.1	Objective A2.2	Objective A2.3	Objective A2.4
By August 1 st , 2013; add links on the Florida Department of Health in Sumter County website to existing substance abuse services at LifeStream.	By August 1 st , 2013; add links on the Sumter County Government website to existing substance abuse services at LifeStream.	By March 1 st , 2014; create a memorandum of understanding between LifeStream and the Florida Department of Health in Sumter County to give referral material to health department clinic customers in need of LifeStream services.	By December 31, 2014; observe change in numbers and types of referrals to LifeStream to evaluate effectiveness of actions.

Policy Change: Creation of Memorandum of Understanding between Florida Department of Health in Sumter County and Life Stream Behavioral Centers, Inc.

Resources available/needed:

Existing IT support staff to assist in the creation of links. Strengthen partnership with Life Stream Behavioral Center.

Coordinating agency: Florida Department of Health in Sumter County

Partners & Stakeholders: Sumter County School Board, Sumter County Tobacco Free Partnership, Students Working Against Tobacco, community leaders and role models

COMMUNITY HEALTH PRIORITY: OBESITY AND POOR CARDIOVASCULAR HEALTH

GOAL B1: Reduce rates of obesity and associated health consequences.

Why is this important to our community?

Obesity affects 17% of all children and adolescents in the U.S. – triple the rate from just one generation ago (Centers for Disease Control and Prevention).

Targeted Outcomes/Indicators: Rates of Sumter County youth who are overweight or obese based on Body Mass Index (BMI) screening have increased from 2010 to 2012 (Florida Department of Health in Sumter County). In 2012, 28.3%, 34.8%, and 45.2% of 1st, 3rd, and 6th graders respectively were overweight or obese based on results of BMI screenings (Florida Department of Health in Sumter County School Health Program). These rates represent an average increase of 2.8% from 2010 rates.

This goal aligns with SHIP Goal CD1: *Increase the percentage of adults and children who are at a healthy weight.*

Strategy B1: Educate Sumter County youth about the benefits of healthy eating and active lifestyles.

Objective B1.1	Objective B1.2	Objective B1.3
By July 31, 2013; develop program presentations, activities and games.	By September 30, 2014; deliver/teach program in the Sumter County School system.	By December 31, 2014; observe an improvement in knowledge/awareness of healthy eating and active lifestyle as measured using pre and post test results.

Resources available/needed:

Existing County Health Department School Health and Health Education staff to champion. Cooperation/partnership with Sumter County School Board strengthened.

Coordinating agency: Florida Department of Health in Sumter County

Partners & Stakeholders: Sumter County School Board, Sumter County Board of County Commissioners

COMMUNITY HEALTH PRIORITY: OBESITY AND POOR CARDIOVASCULAR HEALTH

GOAL B2: Raise awareness of obesity as a risk factor for poor cardiovascular health and associated morbidity and mortality.

Why is this important to our community?

In 2009-2010, more than one-third of U.S. adults (35.7%) were obese. In Florida, 37.8% of adults are either overweight or obese (*Florida CHARTS, 2010*).

Targeted Outcomes/Indicators: Data from the Community Health Status Assessment reveal that in Sumter County, the percentage of adults who are overweight is even higher at 47.4% (2010). Obesity is a contributing cause of many other health problems, including heart disease, stroke, diabetes, and some forms of cancer.

The Community Themes and Strengths Assessment identified obesity and associated conditions like heart disease, stroke, and diabetes as top health issues for residents throughout Sumter County.

This goal aligns with SHIP Goal CD1: *Increase the percentage of adults and children who are at a healthy weight* and Goal CD2: *Increase access to resources that promote healthy behaviors*.

Strategy B2: Provide helpful resources to citizens regarding the health risks associated with being overweight and obese and the benefits of a healthy and active lifestyle.

Objective B2.1	Objective B2.2	Objective B2.3
By December 31, 2013; develop an obesity toolkit that addresses Body Mass Index, healthy food choices, and active lifestyle choices, and place on CHD website.	By March 31, 2014; Initiate an awareness campaign through advertising and community contacts to bring the county’s attention to the existence of the toolkit and its proper use.	By September 30, 2014; Conduct an impact evaluation through website hits and comment box feedback.

Resources available/needed:

Existing IT technical support will be required in the development/placement of the toolkit. Collaboration with partners and media contacts needed.

Coordinating agency: Florida Department of Health in Sumter County

Partners & Stakeholders: MAPP Steering Committee, B.E. S.M.A.R.T. Program Developers, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, U. S. Department of Agriculture, and the American Heart Association.

COMMUNITY HEALTH PRIORITY: ACCESS TO HEALTHCARE

GOAL C1: Address need for specialized education/training for development of the public health and medical workforce.

Why is this important to our community?

Access to healthcare is an important factor in the health of a community. Disparities in healthcare access, especially for vulnerable populations, can influence morbidity, mortality, and quality of life. The CDC *Health Disparities & Inequalities Report – United States, 2011* highlights this and other health disparities.

Targeted Outcomes/Indicators: The Local Public Health System Assessment revealed a performance score of 63% for Essential Public Health Service number 8, *Assure competent public and personal health care workforce*. This indicates a growing need for public health and medical professionals in the coming years. The Community Health Status Assessment revealed a low enrollment in higher education for Sumter County residents aged 18-44 as compared to the state (7.9% vs. 15%). This can contribute to a decline in the number of qualified public health and medical professionals entering the workforce. Results from the Community Themes and Strengths Assessment showed that more than half of the residents of The Villages consider Access to Healthcare a very important factor in the health of a community. A theme that emerged from the Forces of Change Assessment was an increased demand for general health services and a growing shortage of skilled professionals in Sumter County.

This goal aligns with SHIP goal AC2: *Improve access to primary care services for Floridians* and Goal HI3: *Attract, recruit, and retain a prepared, diverse and sustainable public health workforce in all geographic areas of Florida*.

Strategy C1: Develop collaborative partnership with area healthcare facilities for training of nursing assistants through a summer internship.

Objective C1.1	Objective C1.2	Objective C1.3
By December 31, 2013; establish a memorandum of agreement between Sumter County School Board, Promise Hospital and Florida Department of Health in Sumter County.	By December 31, 2014; expand program to include additional students and healthcare facilities within Sumter County.	By December 31, 2015; conduct impact evaluation to determine program effectiveness.

Policy Change: Creation of Memorandum of Agreement between Florida Department of Health in Sumter County and Promise Hospital of Oxford, Sumter County School Board.

Resources available/needed:

Strengthened, additional community partnerships.

Coordinating agency: Florida Department of Health in Sumter County

Partners & Stakeholders: Sumter County School Board, Promise Hospital, Sumter County Board of County Commissioners

COMMUNITY HEALTH PRIORITY: ACCESS TO HEALTHCARE

GOAL C2: Decrease barriers to healthcare services for residents of Sumter County.

Why is this important to our community?

Limited access to healthcare services can contribute to poor health outcomes and higher healthcare costs. Barriers such as lack of consumer awareness of existing services can lead to inability to receive needed healthcare resulting in poor health outcomes and decreased quality of life.

Targeted Outcomes/Indicators: The Local Public Health System Assessment revealed a performance score of 61% for Essential Public Health Service number 7, *Link people to needed personal health services and assure the provision of health care when otherwise unavailable.* This indicates an opportunity for improvement in the delivery of this essential service. The Community Themes and Strengths Assessment identified a specific need for drug and alcohol abuse services as a major issue to residents living outside of The Villages. Access to counseling and treatment are critical in addressing the issue of drug and alcohol abuse. Many of these services are available in Sumter County, but knowledge of their existence and how to obtain them appears to be lacking.

This goal aligns with SHIP goal AC2: *Improve access to primary care services for Floridians.*

Strategy C2: Simplify procedures for locating existing services.

Objective C2.1	Objective C2.2	Objective C2.3	Objective C2.4	Objective C2.5
By November 1 st , 2013 create a list of needed public health services and area agencies that provide those services.	By February 1 st , 2014 investigate previous and current efforts to link Sumter County residents and visitors to needed services.	By September 1 st , 2014 create a centralized community guide for public health services in Sumter County independently or in conjunction with existing efforts.	By November 1 st , 2014 initiate a publicity campaign to increase awareness of the new community guide.	By May 1 st , 2015 conduct impact evaluation to determine program effectiveness.

Resources available/needed:

Volunteers from Medical Reserve Corps of Sumter County to coordinate efforts. Contacts with media for awareness/marketing plan.

Coordinating Agency: Medical Reserve Corps of Sumter County

Partners and Stakeholders: Sumter County MAPP Steering Committee, Florida Department of Health in Sumter County

COMMUNITY HEALTH IMPROVEMENT PLAN ALIGNMENT

The Sumter County CHIP community priorities align with many state and national health priorities as shown below.

Sumter County CHIP Goal, Strategy, or Objective	Florida State Health Improvement Plan ⁷	Healthy People 2020 ⁸	National Prevention Strategy ⁹	2012 County Health Rankings ⁶
GOAL A1: Reduce high rate of tobacco use among middle and high school students.	CD4: Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.	Tobacco Use: TU-2	Priority: Tobacco Free Living	Health Behaviors - Tobacco Use
GOAL A2: Address increasing rates of alcohol and substance abuse.	AC3: Improve behavioral health services so that adults, children and families are active self-sufficient participants living in their communities.	Substance Abuse: SA-8	Priority: Preventing Drug Abuse and Excessive Alcohol Use	Health Behaviors – Alcohol Use
GOAL B1: Reduce rates of obesity and associated health consequences.	CD1: Increase the percentage of adults and children who are at a healthy weight.	Nutrition and Weight Status: NWS-10	Priorities: Healthy Eating Active Living	Health Behaviors – Diet and Exercise
GOAL B2: Raise awareness of obesity as a risk factor for poor cardiovascular health and associated morbidity and mortality. OBJECTIVE B2.1: By December 31, 2013; develop an obesity toolkit that addresses Body Mass Index, healthy food choices, and active lifestyle choices, and place on CHD website.	CD1: Increase the percentage of adults and children who are at a healthy weight. Goal CD2: Increase access to resources that promote healthy behaviors.	Educational and Community-based Programs	Priorities: Healthy Eating Active Living	Health Behaviors – Diet and Exercise
GOAL C1: Address need for specialized education/training for development of the public health and medical workforce.	AC2: Improve access to primary care services for Floridians and Goal HI3: Attract, recruit, and retain a prepared, diverse and sustainable public health workforce in all geographic areas of Florida.	Access to Health Services: AHS-4	Strategic Directions: Healthy and Safe Community Environments Elimination of Health Disparities	Clinical Care – Access to Care
GOAL C2: Decrease barriers to healthcare services for residents of Sumter County.	AC2: Improve access to primary care services for Floridians	Access to Health Services: AHS-3	Strategic Direction: Elimination of Health Disparities	Clinical Care – Access to Care

NEXT STEPS

This Community Health Improvement Plan contains specific action steps to be taken to address three identified health issues.

This plan will be implemented and monitored for progress with MAPP Steering Committee member participation, as well as other organizations/participants that are identified as most appropriate to implement a given strategy. At a minimum, the committee will meet annually to evaluate the effectiveness of each activity in meeting performance measures and realizing improvement in health indicators. Based on these assessments, the committee will develop an evaluation report recommending any needed changes to the strategies and activities. Based on this annual evaluation report, the community health improvement plan will be revised. Additionally, successes will be celebrated and shared with the community. In this way, this living document provides a roadmap that will lead us to a healthier community by realizing our vision of *“A partnership-centered community focused on a safe and healthy family environment where citizens have access to a public health system that meets their needs”*.

REFERENCES

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6. Wisconsin Population Health Institute, www.countyhealthrankings.org
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