



Collier County  
**COMMUNITY HEALTH IMPROVEMENT PLAN**  
**January 2024 - December 2028**

**Ron DeSantis**  
Governor

**Joseph A. Ladapo, MD, PhD**  
State Surgeon General

**Kimberly Kossler, MPH, RN, CPH**  
Administrator



January 2024



Healthy Collier Community Health Improvement Plan

# HEALTH PRIORITIES



Collier County is a community where everyone experiences optimal health and wellness.

**1**

**Mental Health & Substance Use**



**GOAL**

Improve identification and treatment of behavioral health concerns and substance use disorders.

**2**

**Access to Care**



**GOAL**

Improve access to health resources for everyone in Collier County.

**3**

**Chronic Diseases**



**GOAL**

Increase the impact of evidence-based programs that promote healthy choices and reduce chronic disease risk factors.

**4**

**Health of Older Adults**



**GOAL**

Increase capacity for older adults to safely and comfortably age in place with appropriate resources in a livable community.



# Table of Contents

Table of Contents.....	iii
Vision for a Healthy Community.....	iv
Acknowledgments.....	v
Executive Summary.....	1
Introduction.....	3
How to Use the CHIP.....	3
CHIP Priorities.....	5
The CHIP Process.....	6
Health Outcomes.....	10
Goals, Strategies, and Objectives.....	12
Summary of Revisions.....	17
Appendices.....	18





## Vision for a Healthy Community

Collier County is...  
a community where everyone experiences  
optimal health and wellness.





## Acknowledgments

The Florida Department of Health in Collier County (DOH-Collier) is grateful to the organizations and individuals who gave their time and expertise to make this community planning process success. Numerous organizations participate in the health priority workgroups and contribute to implementing the plan. Workgroup member organizations are listed in the section of this document entitled Goals, Strategies, and Objectives.

### **The Executive Committee for Community Health Improvement Planning:**

- ✓ American Heart Association
- ✓ Avow Hospice
- ✓ Baker Senior Center Naples
- ✓ Blue Zones Project of Southwest Florida
- ✓ Collier Cares
- ✓ Collier Community Foundation
- ✓ Collier County EMS
- ✓ Collier County Medical Society
- ✓ Collier County Parks & Rec
- ✓ Collier County Public Schools
- ✓ Collier County Public Services
- ✓ Collier Senior Center
- ✓ David Lawrence Center
- ✓ Florida Gulf Coast University
- ✓ Hazelden Betty Ford Naples
- ✓ Health Planning Council SWFL
- ✓ Healthcare Network SWFL
- ✓ Naples Chamber of Commerce
- ✓ Naples Children and Education Foundation
- ✓ NCH Healthcare System
- ✓ NCH Safe and Health Children Coalition
- ✓ Neighborhood Health Clinic
- ✓ Togetherhood Initiative
- ✓ University of Florida Health
- ✓ University of Florida/IFAS

### **Community Health Improvement Plan, Health Priority Workgroup Lead Agencies:**

- ✓ Age-Friendly Collier
- ✓ American Heart Association
- ✓ Baker Senior Center Naples
- ✓ Blue Zones Project of Southwest Florida
- ✓ Collier Cares
- ✓ Collier County Emergency Medical Services
- ✓ David Lawrence Center
- ✓ Florida Department of Health in Collier County
- ✓ Healthcare Network of Southwest Florida
- ✓ Neighborhood Health Clinic
- ✓ Project HELP
- ✓ The Willough Naples
- ✓ Tobacco Free Collier
- ✓ Togetherhood Initiative



**Community Health Improvement Plan Retreat Participants:**

American Heart Association	Florida Department of Children and Families
Area Agency on Aging of SWFL	Florida Department of Health in Collier County
Avow Hospice	Health Planning Council of SWFL
Baker Senior Center Naples	Healthcare Network of SWFL
Blue Zones Project of SWFL	Home Base Florida
Collier Community Foundation	Home Health Care
Collier County Emergency Medical Services	Naples Children & Education Foundation
Collier County Medical Society	NCH Healthcare System
Collier Senior Center	NCH Safe & Healthy Children's Coalition
Core Health Partners	Neighborhood Health Clinic
David Lawrence Center	Panira Healthcare Clinic
Senior Care Authority	Project HELP



# Executive Summary

The Collier County Community Health Improvement Plan (CHIP) is a collaborative effort by the members of the Healthy Collier Coalition. It is a plan to improve the health of residents and visitors of Collier County by addressing five health priorities that were identified by over 1,200 participants in the 2022 Community Health Assessment (CHA). The CHIP strategies and objectives were set by the Healthy Collier Executive Committee, which established health-priority workgroups to implement the strategy and achieve the objectives. While the CHIP is a community-driven and collectively owned health improvement plan, the Florida Department of Health in Collier County (DOH-Collier) provides administrative support, tracks and collects data, and reports results.

## Process

The 2023 CHIP retreat participants and the Healthy Collier Executive Committee members participated in an exercise to create a vision for a healthy community. This vision is the guiding sentiment for community-wide efforts to achieve optimal health for all people.

**Healthy Collier Vision**  
...a community where everyone experiences optimal health and wellness.

DOH-Collier facilitated the CHIP process 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 diverse partner organizations and other community members participated in the four assessments specified in the MAPP process. Individually, the assessments yielded in-depth analyses of factors and forces that impact population health. When analyzed together, the assessment findings provide a comprehensive view of health and quality of life in Collier County. These findings are reported in the CHA.

DOH-Collier presented the CHA findings to the Healthy Collier Coalition at the CHIP retreat on April 21,

- 1 **Mental Health** 
- 2 **Access to Care** 
- 3 **Chronic Disease** 
- 4 **Health of Older Adults** 
- 5 **Alcohol and Drug Use** 

2023, with 46 participants representing 23 key organizations. The 2024-2028 CHIP was shaped at the retreat using the five highest-ranked health priority areas from the CHA results. DOH-Collier facilitated break-out sessions where cross-sector workgroups formed and collaborated to develop strategies addressing health priorities.

The Executive Committee later endorsed four\* health priority workgroups to implement the strategies and provide regular updates on the progress.

\*Mental Health and Alcohol & Drug Use were combined into the Mental Health & Substance Use workgroup.



## Healthy Collier CHIP Health Priorities and Goals

Health Priority	Goal
<b>Mental Health and Substance Use</b>	Improve identification and treatment of behavioral health concerns and substance use disorders.
<b>Access to Care</b>	Improve access to health resources for everyone in Collier County.
<b>Chronic Diseases</b>	Increase the impact of evidence-based programs that promote healthy choices and reduce chronic disease risk factors.
<b>Health of Older Adults</b>	Increase capacity for older adults (age 60+) to comfortably and safely age in place with appropriate resources in a livable community.

### Implementation

DOH-Collier facilitates a process to monitor progress. This process is designed to ensure that workgroups stay on track and that information about the CHIP is available to coalition members and the public. The Executive Committee monitors the progress of the CHIP at an annual meeting and through quarterly updates. Members of the health priority workgroups meet quarterly to report data and status updates for their objectives. DOH-Collier then compiles that information and reports it back to all the Healthy Collier Coalition Members with updates posted on the DOH-Collier [Healthy Collier Coalition website](#).

The Executive Committee monitors and evaluates progress made by the workgroups. During their meetings, the Committee considers how workgroups might benefit from available community resources and how those resources might improve the chances of the workgroups achieving their objectives.

### Health Outcomes



We studied the data associated with the Collier County health priorities and noted health outcomes that deviated from the average in particular groups. If a health disparity was recognized, social and economic barriers were considered if they could be the root causes of the difference. The navigation icon is a reminder that the local public health system (LPHS) can use this information to navigate the root causes and find solutions.

### Strategies and Objectives

The goals, strategies, and objectives for the 2024-2028 Collier County CHIP were developed by the Healthy Collier Executive Committee and the Healthy Collier Coalition workgroups to address the health priorities identified in the Collier County CHA. The workgroups will implement the strategies during this CHIP cycle, and DOH-Collier will track progress. The last section of the CHIP document presents the Collier County health priorities, workgroup members, goals, strategies and objectives, population health indicators that will be monitored for each health priority, and key health disparities associated with each health priority.





## Introduction

The Healthy Collier Community Health Improvement Plan (CHIP) is a collaborative effort by the members of the Healthy Collier Coalition. It is a plan to improve the health of the residents and visitors of Collier County by addressing five health priorities that were identified by over 1,200 participants in the 2022 Community Health Assessment (CHA). The CHIP strategies and objectives were set by the Healthy Collier Executive Committee, which established health-priority workgroups to implement the strategy and achieve the objectives. While the CHIP is a community-driven and collectively owned health improvement plan, the Florida Department of Health in Collier County (DOH-Collier) provides administrative support, tracks and collects data, and reports results.

## How to Use the CHIP

The CHIP is designed to be a tool that guides the community toward a shared vision. It is a plan that creates awareness and engagement for organizations and agencies to understand the current state of health and collaborate to improve the health issues that the community identified as high priorities. The CHIP can also direct preventative activities, provide education, and encourage services that influence healthier behaviors while connecting residents to various resources.

Each of us plays an essential role in community health improvement. Below are some simple ways to use this plan to improve health within Collier County:

### Employers

- Understand the priority health issues within the county and use this plan and Healthy Collier Coalition resources to help make your business a healthy place to work.
- Educate your team about the link between employee health and productivity.

### Community Residents

- Understand the priority health issues within the county and use this plan to improve the health of your local community.
- Use information from this plan to start a conversation with community leaders about health issues important to you.
- Get involved. Volunteer your time and expertise for an event or activity, or financially help support initiatives on health topics discussed in this plan.

### Health Care Professionals

- Understand priority health issues within the county and use this plan to remove barriers and create solutions for identified health priorities.
- Share information from this plan with your colleagues, staff, and patients.
- Offer your time and expertise to local improvement efforts (committee member, content resource, etc.)



- Offer your patients appropriate counseling, education, and other preventive services in alignment with the identified health needs of Collier County.

### **Educators**

- Understand priority health issues within the county and use this plan and Healthy Collier Coalition resources to integrate topics of health and health factors (i.e., access to healthy food, physical activity, risky behaviors, use of the health care system, etc.) into lesson plans across all subject areas such as math, science, social studies, and history.
- Create a healthier school environment by aligning this plan with school wellness plans/policies.
- Engage the support of leadership, teachers, parents, and students.

### **Government Officials**

- Understand priority health issues within the county.
- Identify the barriers to good health in your communities and mobilize community leaders to act by investing in programs and policy changes that help residents lead healthier lives.

### **State and Local Public Health Professionals**

- Understand priority health issues within the county and use this plan to improve the health of the community.
- Understand how communities and populations within Collier County compare to peer counties, Florida, and the U.S. population.

### **Faith-Based Organizations**

- Understand priority health issues within the county and talk with members about the importance of overall wellness (mind, body, and spirit) and local community health improvement initiatives that support wellness.
- Identify opportunities that your organization or individual members may be able to support and encourage participation (i.e., food access initiatives, community gardens, youth groups geared around health priorities, etc.)



## CHIP Priorities

The 2024-2028 CHIP priorities were selected in 2023 by the Healthy Collier Coalition and Executive Committee based on the results from the 2022 CHA. DOH-Collier facilitated the CHIP process 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 and other community members participated in the four assessments specified in the MAPP process. Individually, the assessments yielded in-depth analyses of factors and forces that impact population health. When analyzed together, the assessment findings provide a comprehensive view of health and quality of life in Collier County. These findings are presented in the CHA.

The 2024-2028 CHIP was shaped at the Healthy Collier CHIP retreat on April 21, 2023, using the five highest-ranked health priority areas from the CHA results. DOH-Collier facilitated break-out sessions where cross-sector workgroups formed and collaborated to develop strategies addressing health priorities. The Executive Committee later endorsed four\* health priority workgroups to implement the strategy and provide regular updates on the progress.

They include Mental Health, Access to Care, Chronic Diseases, Health of Older Adults, and Alcohol and Drug use. The following table summarizes Collier County’s health priorities and goals.

<b>1</b>	<b>Mental Health</b>	
<b>2</b>	<b>Access to Care</b>	
<b>3</b>	<b>Chronic Disease</b>	
<b>4</b>	<b>Health of Older Adults</b>	
<b>5</b>	<b>Alcohol and Drug Use</b>	

### 2024-2028 Healthy Collier Health Priorities and Goals

Health Priority	Goal
<b>Mental Health and Substance Use</b>	Improve identification and treatment of behavioral health concerns and substance use disorders.
<b>Access to Care</b>	Improve access to health resources for everyone in Collier County.
<b>Chronic Diseases</b>	Increase the impact of evidence-based programs that promote healthy choices and reduce chronic disease risk factors.
<b>Health of Older Adults</b>	Increase capacity for older adults (age 60+) to comfortably and safely age in place with appropriate resources in a livable community.

\*Mental Health and Alcohol & Drug Use were combined into the Mental Health & Substance Use workgroup.



## Policy Changes

Policy and systemwide changes for alleviating health inequities are incorporated into the goals, strategies, and objectives detailed in the last section of this document. The targeted policy areas include primary care patient intake and follow-up policies, a leave-behind Narcan policy, a Warm-Hand off Medication Assisted Treatment policy, affordable housing, pedestrian/bicycle safety, public transportation accessibility, and healthy food access.

## Health Outcomes

The Healthy Collier vision statement emphasizes the concept that everyone has the opportunity to attain their highest level of health. Disparities arise when barriers prevent individuals and communities from accessing infrastructure and services that could support them in reaching their full potential.

Health disparities are differences in health status between people related to social or demographic factors such as race, gender, income, or geographic region. Health disparities are the lens through which social and economic barriers can be recognized and root causes explored.



We studied the data associated with the Collier County health priorities and noted health outcomes that deviated from the average in particular groups. If a health disparity was recognized, social and economic barriers could be the root causes. The map navigation icon is a reminder that the local public health system (LPHS) can use this information to navigate the root causes and find solutions.

## The CHIP Process

The CHIP is guided by a process that is repeated on a five-year cycle. DOH-Collier facilitates the CHIP process using the nationally accepted MAPP model. The process has six components:

- Partnership Development
- Vision
- Assessment
- Prioritization
- Strategic Planning
- Action Cycle



### Partnership Development

At the beginning of each cycle, the CHIP Executive Committee reviews the current membership to determine if the community is well-represented. Members communicate with community partners in their networks to encourage participation in the CHA and health improvement planning processes. Community partners targeted in this outreach include local policymakers, federal, state, and local government agencies, regional universities, mental health and healthcare providers, faith-based organizations, coalitions, the chamber of commerce, and non-profit organizations. In addition, current health priority workgroup members are encouraged to suggest representatives from additional community organizations that they believe should participate in the process to ensure that all perspectives are included.





## Visioning

The 2023 CHIP retreat participants and the Healthy Collier Executive Committee members participated in an exercise to create a vision for a healthy community. This vision is the guiding sentiment for community-wide efforts to achieve optimal health for all people.

**Healthy Collier Vision**  
**...a community where everyone experiences optimal health and wellness.**

## Assessment

DOH-Collier engages various community partners to develop and update its CHA. This framework includes four individual assessments: health status, public health system, forces of change, and community themes and strengths, which collectively provide a comprehensive view of health and quality of life in Collier County. Community partner organizations participated in the formal assessment process by hosting focus groups, sharing data, participating in the LPHS Assessment, and responding to survey questionnaires. During the 2022 CHA process, over 40 organizations participated, including local county and city agencies, public-private partnerships, universities, community health centers, health planning agencies, and community organizations. In addition, input was received from over 200 participants in 11 focus groups and 1,261 public responses to a community health survey.

## Prioritization

The Healthy Collier Coalition and Executive Committee are key in selecting priority areas and objectives for the CHIP. Utilizing the results of the four assessments, with significant weight given to the community themes and strengths assessment, they set priorities through a facilitated consensus process by verifying the health priority areas that respondents ranked. Participants agreed that the results accurately reflected the needs of Collier County. The five highest-ranked health priority areas from the CHA results were chosen as the priorities to focus on for the CHIP.

- Mental Health
- Access to Care
- Chronic Diseases
- Health of Older Adults
- Alcohol and Drug Use



## Strategic Planning



On Friday, April 21, 2023, DOH-Collier hosted a CHIP Retreat at the Avow Ispiri Community Center, a Healthy Collier Coalition member facility. The purpose of the retreat was to bring the community together to form collaborative workgroups that can leverage existing programs to make them even more effective. Participants reviewed the CHA findings and the CHIP priorities and then participated in exercises to select strategies to address disparities within the health priorities.

During this strategic planning event, 46 participants

representing 23 key organizations listed 70 types of barriers and gaps contributing to health disparities in Collier County. Those barriers and gaps were categorized according to eight common themes.

Barriers & Gaps Categories
Access to healthy foods
Social support
Prevention education - nutrition, mental health, heart health, etc.
Uninsured / Underinsured - access to affordable healthcare
Culturally competent care/fear of care
Languages - Need tri-lingual staff
Transportation/time
Navigation - Complex System

Workgroups were formed for each health priority area to discuss whether the current CHIP strategies address these barriers and gaps and decide on new strategies to implement collaboratively among the workgroup members.

## Action Cycle

Beginning with the workgroup members and strategies developed at the CHIP retreat, the Executive Committee endorsed four community health improvement workgroups to lead the implementation of the strategy and provide regular updates on the progress being achieved.

The workgroups hold quarterly meetings to review current public health data, track the status of implementation efforts, and identify obstacles and needs for additional information. The workgroups conduct annual reviews of health indicators and information relevant to their health priority area. To hold workgroup members accountable, DOH-Collier provides a staff liaison to each workgroup who



coordinates quarterly meetings, monitors action plans, and collects data to monitor progress. DOH-Collier compiles that information and reports it to the CHIP Executive Committee and all the Healthy Collier Coalition Members. The quarterly updates are also posted on the DOH-Collier website.

The Executive Committee meets annually to monitor and evaluate progress made by the workgroups. During the meeting, the Committee sets the direction for the year by collectively deciding whether to add, remove, or enhance any of the strategies or objectives. This determination is made after evaluating the status of each objective and its corresponding action plan, along with performance data and whether it is on track to meet its target. During these meetings, the Committee considers how workgroups might benefit from available community resources and how those resources might improve the chances of the workgroups achieving their objectives.

## Health Outcomes



In separate workgroup meetings following the CHIP retreat, the DOH-Collier facilitators worked with the members to finalize the strategies and objectives each group will work on for the next five years. During these meetings, the members also decided which population health outcomes to monitor and develop an action plan to implement the strategies. The workgroups reviewed the health disparities reported in the CHA to formulate the action plans.



A summary of the key health disparities reported in the CHA for each health priority is presented in the following table.

**Health Disparities Reported in the 2022 Collier County CHA**

Health Priority	Health Disparities Reported in the 2022 Collier County CHA
<p><b>Mental Health and Substance Use</b></p>	<p>Adult White, non-Hispanic males with middle to upper-class socio-economic status are more likely to die from suicide than people who are female, Black, or Hispanic.</p>
	<p>There is a higher-than-expected percentage of individuals aged 45-64 and those 85 and older who die from suicide when compared to their percentage of the total population.</p>
	<p>Black and Hispanic female youth experience a disproportionate rate of suicide completion, suicide attempts, and self-harm without wanting to die.</p>
	<p>Individuals in the 25-64 age group experience more hospitalizations for drug and alcohol-induced mental disorders than all other ages combined.</p>
	<p>26% of people experiencing homelessness are chronic substance users, and 21% suffer from severe mental illness.</p>
<p><b>Access to Care</b></p>	<p>42% of adults with a median household income under \$50,000 could not see a doctor due to cost</p>
	<p>80% of repeat teen births are from Hispanic teen moms.</p>
	<p>The Black infant death rate is 3.7 times higher than the White infant death rate.</p>
	<p>90% of persons with a positive HIV diagnosis are male.</p>
	<p>Adult obesity rates are higher in Collier County for non-white, Hispanic, less than high school-educated, and lower-income residents.</p>
<p><b>Chronic Diseases</b></p>	<p>Hispanic children living in low-income households have higher rates of overweight and obesity than other children.</p>
	<p>44% of adults with a household income between \$25k-\$50k were told they have hypertension compared to only 29% of household incomes over \$50k.</p>
	<p>The Hispanic population has a higher rate of deaths from Alzheimer’s Disease than non-Hispanic populations.</p>
<p><b>Health of Older Adults</b></p>	<p>The percentage of adults 65+ in Collier County who are heavy or binge drinkers is 55% higher than the Florida percentage.</p>



# Goals, Strategies, and Objectives

The goals, strategies, and objectives for the 2024-2028 CHIP were developed by the Healthy Collier Coalition and Executive Committee to address health priorities that were identified in the Collier County CHA. They will be implemented during this CHIP cycle by the Healthy Collier workgroups and monitored by DOH-Collier. The following pages present the Collier County health priorities, Healthy Collier workgroup members, goals, strategies and objectives, and population health indicators that will be monitored for each health priority.

## Collier County Health Priority 1: Mental Health and Substance Use

<p><b>Healthy Collier Workgroup Members:</b>                  Collier Community Foundation, Collier County Emergency Medical Services, Collier County Medical Society, Collier County Public Schools, Collier County Sheriff’s Office, Collier Drug Response Taskforce, Collier Homeless Coalition, David Lawrence Center, Elite DNA, Florida Department of Children and Families, DOH-Collier, Drug-Free Collier, Hazelden Betty Ford Naples, Health Planning Council of SWFL, Healthcare Network of SWFL, Healthy Start Coalition, Home Base Florida, League of Women Voters, Mothers Against Drunk Driving, NAMI of Collier County, Naples Children &amp; Education Foundation, NCH Healthcare System, NCH Safe &amp; Healthy Children’s Coalition, Physicians Regional Healthcare System, Tobacco Free Collier, The Willough</p>	
<p><b>Goal: Improve identification and treatment of behavioral health concerns and substance use disorders.</b></p>	
<p><b>Strategy</b></p>	<p><b>Objective</b></p>
<p>1.1. Implement the collaboration/integration care model in primary care provider offices and urgent care facilities.   <i>Lead: Healthcare Network of Southwest Florida</i></p>	<p>Increase the combined (HCN and DLC) percentage of referral status updates given to medical providers who referred patients for mental health services from 41% in 2022 to 55% by December 2024.</p>
<p>1.2. Maintain a county-wide cadre of Mental Health First Aid instructors who, collectively, offer the training frequently throughout the county.   <i>Lead: David Lawrence Center</i></p>	<p>Increase the number of individuals trained per year in youth and adult Mental Health First Aid from 2937 in 2022 to 3000 by December 31, 2024.</p>
<p>1.3. Create standardized, co-branded behavioral health and substance use training modules for coalition members to deliver to Collier County youth.   <i>Lead: David Lawrence Center</i></p>	<p>Increase the number of completed training modules for youth from 0 to 5 by the end of 2024.</p>
<p>1.4. Create standardized, co-branded behavioral health and substance use training modules for coalition members to deliver to Collier County adults.   <i>Lead: David Lawrence Center</i></p>	<p>Increase the number of completed training modules for adults from 0 to 5 by the end of 2024.</p>





Strategy	Objective
1.5. Deliver the Aging Gracefully class to Collier County older adults.  <i>Lead: The Willough</i>	Increase the annual number of participants in the Aging Gracefully class from 0 in 2023 to 100 by the end of 2024.
1.6. The Collier Drug Response Taskforce (CDRT) will implement the Coordinated Opioid Recovery (CORE) Network of Addiction Care in Collier County.  <i>Lead: Emergency Medical Services</i>	Increase the number of completed CORE checklist items from 12 in 2023 to 23 by the end of 2028.  Note: The CORE checklist includes policy recommendations and advocacy activities to help alleviate health inequities related to opioid addiction.
1.7. Engage and educate populations with higher levels of tobacco use and experiencing health disparities related to tobacco use.  <i>Lead: Tobacco Free Collier</i>	Increase community engagement of disparate or at-risk populations from 9 annual outreach events in 2023 to 20 by June 30, 2028.
1.8. Increase awareness and the ability to recognize the signs of human trafficking by delivering education to community service organizations.  <i>Lead: Project HELP</i>	Increase the number of human trafficking education presentations delivered to community service organizations in Collier County from 10 in 2023 to 15 by December 31, 2024.

Population health indicators we would like to impact by achieving this goal:

- Reduce the suicide death rate.
  - Reduce deaths caused by opioid overdose.
  - Reduce the rate of hospitalizations for mental disorders.
  - Decrease the percentage of students who feel sad or hopeless over the last two weeks.
  - Reduce inhaled nicotine\* prevalence in youth aged 11 through 17 years.
  - Reduce inhaled nicotine\* prevalence in adults aged 18 years or older.
- \*Inhaled nicotine includes cigarettes, cigars, little cigars, hookah, and e-cigarettes.



## Collier County Health Priority 2: Access to Care

<p><b>Healthy Collier Workgroup Members:</b>                  Avow Hospice, Collier Area Transit, Collier Cares, Collier Community Foundation, Collier County Hunger and Homeless Coalition, Collier County Medical Society, Collier County Public Schools, Collier County Sheriff’s Office, DOH-Collier, Health Planning Council of SWFL, Healthcare Network of SWFL, League of Women Voters, Naples Children and Education Foundation, NCH Healthcare System, NCH Safe and Healthy Children’s Coalition, Neighborhood Health Clinic, PANIRA Healthcare Clinic</p>	
<p><b>Goal: Improve access to health resources for everyone in Collier County.</b></p>	
<p><b>Strategy</b></p>	<p><b>Objective</b></p>
<p>2.1. Offer free blood pressure screenings to uninsured residents.   <i>Lead: Neighborhood Health Clinic</i></p>	<p>Increase the number of uninsured residents per year in Collier County who received a blood pressure screening from 10,761 in 2022 to 12,000 by December 31, 2024.</p>
<p>2.2. Promote widespread use of the <i>Collier Cares</i> mobile application and website.   <i>Lead: Collier Cares</i></p>	<p>Increase the number of Collier Cares outreach touchpoints per year from 43 in 2022 to 64 by December 31, 2024.</p>
<p>2.3. Strengthen relationships with community partners to expedite communication of positive HIV test results.   <i>Lead: DOH-Collier HIV Ryan White Program</i></p>	<p>Maintain the proportion of adolescents and adults aged 13 years and older with newly diagnosed HIV linked to HIV medical care within one month at 95% or higher through December 31, 2027,</p>
<p>2.4. Increase awareness and use of the Certified Sexual Assault HELP line (239-262-7227) to connect victims to services.   <i>Lead: Project HELP</i></p>	<p>Increase the annual number of services provided to callers of the Project HELP Certified Sexual Assault Crisis HELP line from 3,678 to 6,598 by December 31, 2026,</p>
<p>2.5. Implement the Florida Department of Health, Office of Minority Health Telehealth Maternity Care program.   <i>Lead: Healthcare Network of Southwest Florida</i></p>	<p>Increase annual enrollment of new patients into the Telehealth Maternity Care program from 0 in 2022 to 177 by December 31, 2024.</p>

Population health status indicators we would like to impact by achieving this goal:

- Increase the number of adults who had a medical checkup in the past year.
- Decrease the rate of hypertension ER visits in Collier County, where hypertension is listed as the principal diagnosis.
- Decrease preventable emergency room visits in Collier County due to dental conditions among people under age 65 (three-year rolling rate).
- Reduce the Black infant\* mortality rate in Collier County. (\*Infants are aged 12 months or younger)
- Reduce the Black pregnancy-related mortality rate in Collier County.



**Collier County Health Priority 3: Chronic Diseases**

<p><b>Healthy Collier Workgroup Members:</b>                  American Heart Association, Avow Hospice, Bikes for Tykes, Blue Zones Project of Southwest Florida, Collier County Public Schools, Core Health Partners, DOH-Collier, Healthcare Network of Southwest Florida, Help a Diabetic Child, Hodges University, Lighthouse Pediatrics, Naples Children &amp; Education Foundation, NCH Healthcare System, NCH Safe and Healthy Children’s Coalition, Neighborhood Health Clinic, PANIRA Healthcare Clinic, University of Florida Endocrinology, University of Florida Health</p>	
<p><b>Goal: Increase the impact of evidence-based programs that promote healthy choices and reduce chronic disease risk factors.</b></p>	
<p><b>Strategy</b></p>	<p><b>Objective</b></p>
<p>3.1. Offer evidence-based nutrition education throughout Collier County. <i>Lead: Blue Zones Project of Southwest Florida</i></p>	<p>Increase the number of organizations offering classes using an evidence-based nutrition education curriculum from 5 in 2023 to 10 by December 31, 2024.</p>
<p>3.2. Identify children and families at risk of food insecurity. <i>Lead: American Heart Association</i></p>	<p>Increase the number of organizations using the Hunger Vital Sign screening tool as a standard practice from 0 in 2023 to 2 by December 31, 2024.</p>
<p>3.3. Increase participation in the Togetherhood Initiative Pathway to Wellness programs for Collier County youth. <i>Lead: Togetherhood Initiative</i></p>	<p>Increase the annual number of youth referrals to the Togetherhood Initiative from 447 in 2022 to 800 by the end of 2024.</p>
<p>3.4. Increase health awareness messaging in the community. <i>Lead: DOH-Collier Healthy Communities Program</i></p>	<p>Increase the annual number of published health awareness messages (i.e., local press releases, proclamations, etc.) promoting chronic disease prevention and linkages to local resources from 0 in 2023 to 6 by December 31, 2024</p>
<p>3.5. Encourage local municipalities to adopt tobacco-free beaches and parks policies. <i>Lead: Tobacco Free Collier</i></p>	<p>Increase the number of municipalities in Collier County with tobacco-free parks and beaches policies from 1 in 2023 to 3 by the end of 2028.</p>

Population health status indicators we would like to impact by achieving this goal:

- Decrease the adult obesity rate.
- Decrease the percentage of Middle and High students who are Overweight or Obese
- Increase the percentage of adults aged 18 years and older who consume at least five servings of fruits and vegetables daily.
- Increase the percentage of the population living within ½ mile of a healthy food source.
- Reduce the rate of hospitalizations from diabetes and its complications [0-18 yrs.]



**Collier County Health Priority 4: Health of Older Adults**

<p><b>Healthy Collier Workgroup Members:</b>                  AAA of SWFL, AARP Foundation, Age-Friendly Steering Committee, Alzheimer’s Association, Avow Hospice, Baker Senior Center Naples, Blue Zones Project, Collier Community Foundation, Collier County Affordable Housing Advisory Committee, Collier County Community Land Trust, Collier County Emergency Services, Collier County Housing Authority, Collier County Parks &amp; Recreation, Collier County Senior Services, Collier County Sheriff’s Office, Collier Resource Center, Collier Senior Center, DOH-Collier, Elder Affairs, Florida Gulf Coast University, Global Alzheimer’s Platform, Greater Naples Chamber, Health Planning Council of SWFL, Healthcare Network of SWFL, Home Health Care, Hunger &amp; Homeless Coalition, Lee Memory Disorder Clinic, Marco Island Police Department, Naples Children &amp; Education Foundation, Naples Pathways Coalition, NCH Healthcare System, North Collier Fire, Rural Neighborhoods, Senior Advocacy Group, Senior Blue Book, Senior Care Authority, Solaris Foundation, Sunshine Ace Hardware, The Willough Naples, Tuscany Villa of Naples, VITAS</p>	
<p><b>Goal: Increase capacity for older adults* to comfortably and safely age in place with appropriate resources in a livable community.</b></p> <p style="text-align: right;">*Age 60+</p>	
<b>Strategy</b>	<b>Objective</b>
<p>4.1. Maintain compliance with the AARP Age-Friendly Community program standards.</p> <p style="text-align: right;"><i>Lead: Age-Friendly Collier</i></p>	<p>Increase the percentage of Age-Friendly Collier action items with a current quarterly update from 0% in 2022 to 75% by December 2025.</p> <p><b>Note:</b> The Age-Friendly action plan contains policy recommendations and advocacy activities for affordable housing, pedestrian/bicycle safety, public transportation accessibility, and healthy food access, all of which are aimed at alleviating causes of health inequities.</p>
<p>4.2. Leverage the Dementia Care and Cure Task Force of Collier County to promote dementia awareness and provide education about dementia.</p> <p style="text-align: right;"><i>Lead: Baker Senior Center Naples</i></p>	<p>Complete 100% of the steps required to develop and host the first annual DCCI Caregiver Conference by April 2024.</p>

Population health status indicators we would like to impact by achieving this goal:

- Improve the Collier County AARP Livability Total Index Score.
- Improve the Collier County AARP Livability Index Health Category Score.
- Decrease Alzheimer’s disease deaths.
- Reduce the proportion of preventable hospitalizations in older adults with dementia (*Healthy People 2030 Objective, DIA-02*).







# Appendices

## Appendix A: Healthy Collier CHIP Alignment with State and National Priorities

Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
1.1. Increase the combined (HCN and DLC) percentage of referral status updates given to medical providers who referred patients for mental health services from 41% in 2022 to 55% by December 2024.	Objectives MW1.1, MW1.2, MW1.3, MW2.1, MW2.2, MW2.3, MW4.1, MW4.2, MW4.3	Healthy People 2030 objective MHMD-08
1.2. Increase the number of individuals trained per year in youth and adult Mental Health First Aid from 2937 in 2022 to 3000 by December 31, 2024.	Objectives MW1.1, MW1.2, MW1.3, MW2.1, MW2.2, MW2.3, MW4.1, MW4.2, MW4.3	Healthy People 2030, Mental Health, and Mental Disorders Goal: Improve mental health
1.3. Increase the number of completed training modules for youth from 0 to 5 by the end of 2024.	Objectives MW2.1, MW2.2, MW2.3, MW4.1	Healthy People 2030, Mental Health, and Mental Disorders Goal: Improve mental health
1.4. Increase the number of completed training modules for adults from 0 to 5 by the end of 2024.	Objectives MW1.1, MW1.2, MW1.3, MW4.2, MW4.3	Healthy People 2030, Mental Health, and Mental Disorders Goal: Improve mental health
1.5. Increase the annual number of participants in the Aging Gracefully class from 0 in 2023 to 100 by the end of 2024.	Objectives MW1.1, MW1.2, MW1.3, MW4.2, MW4.3	Healthy People 2030, Mental Health, and Mental Disorders Goal: Improve mental health
1.6. Increase the number of completed CORE checklist items from 12 in 2023 to 23 by the end of 2028.	Objectives MW3.4, MW3.5, MW3.6, ISV2.1	Healthy People 2030 Addiction and Drug and Alcohol Use Goals: Reduce drug and alcohol addiction. Reduce misuse of drugs and alcohol.
1.7. Increase community engagement of disparate or at-risk populations from 9 annual outreach events in 2023 to 20 by June 30, 2028.	Objectives MW3.1, MW3.2	Healthy People 2030 Objectives: TU-02, TU-04



Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
1.8. Increase the number of human trafficking education presentations delivered to community service organizations in Collier County from 10 in 2023 to 15 by December 31, 2024.	Objectives ISV3.1, ISV3.2	Healthy People 2030 Objectives: IVP-D05, IVP-17, IVP-10
2.1. Increase the number of uninsured residents per year in Collier County who received a blood pressure screening from 10,761 in 2022 to 12,000 by December 31, 2024.	Objective CD2.1	Healthy People 2030 Objective HDS-04 and HDS-05
2.2. Increase the number of Collier Cares outreach touchpoints per year from 43 in 2022 to 64 by December 31, 2024.	Goals CD7, MCH1, SEC3 Objectives SEC2.2, SEC3.3	Numerous Healthy People Objectives related to access to community services.
2.3. Maintain the proportion of adolescents and adults aged 13 years and older with newly diagnosed HIV linked to HIV medical care within one month at 95% or higher through December 31, 2027	Objective TED1.3	Healthy People 2030 Objective HIV-04
2.4. Increase the annual number of services provided to callers of the Project HELP Certified Sexual Assault Crisis HELP line from 3,678 to 6,598 by December 31, 2026	Goal ISV3	Healthy People 2030 Objectives: IVP-D05, IVP-17, IVP-18, IVP-10
2.5. Increase annual enrollment of new patients into the Telehealth Maternity Care program from 0 in 2022 to 177 by December 31, 2024.	Goals MCH2, MCH3	Healthy People 2030 Objectives: MICH-01, MICH-02, MICH-04, MICH-07, MICH-08
3.1. Increase the number of organizations offering classes using an evidence-based nutrition education curriculum from 5 in 2023 to 10 by December 31, 2024.	Objective CD6.1	Healthy People 2030, Nutrition and Healthy Eating Goal: Improve health by promoting healthy eating and making nutritious foods available.
3.2. Increase the number of organizations using the Hunger Vital Sign screening tool as a standard practice from 0 in 2023 to 2 by December 31, 2024.	Objective SEC3.3	Healthy People 2030 objective NWS-01



















Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
3.3. Increase the annual number of youth referrals to the Togetherhood Initiative from 447 in 2022 to 800 by the end of 2024.	Goals CD4, CD6 Objective SEC3.3	Healthy People 2030 objectives NWS-04, NWS-10, D-D01
3.4. Increase the annual number of published health awareness messages (i.e., local press releases, proclamations, etc.) promoting chronic disease prevention and linkages to local resources from 0 in 2023 to 6 by December 31, 2024		Healthy People 2030 objectives HC/HIT-D01, HC/HIT-R01, HC/HIT-04
4.1. Increase the percentage of Age-Friendly Collier action items with a current quarterly update from 0% in 2022 to 75% by December 2025.	Objectives ISV2.2, SEC3.1,	Healthy People 2030 Older Adults Goal: Improve health and well-being for older adults.
4.2. Complete 100% of the steps required to develop and host the first annual DCCI Caregiver Conference by April 2024.	Objective AD3.1	Healthy People 2030 Dementias Goal: Improve health and quality of life for people with dementia, including Alzheimer's.



### Appendix B: CHIP Quarterly Report

The CHIP quarterly report is updated and published quarterly to keep the Healthy Collier Executive Committee, health priority workgroups, and the public informed about progress toward accomplishing the CHIP objectives. The report is published on the [Healthy Collier Coalition web page](#), which DOH-Collier hosts. The image below is an example of the [CHIP quarterly report](#).

Reporting Period	Objectives	Objective Lead	Annual YTD	Target	Last Updated
Q2-23	 1.1 Increase the combined (HCN and DLC) percentage of referral status updates given to medical providers who referred patients for mental health services from 47% in 2021 to 55% by December 2023.	Facilitator - John Drew; Lead Agency - Healthcare Network of SWFL	 71.51%	55.00%	8/9/23 @ 1:54 PM
Q2-23	 1.2 Increase the number of individuals trained per year in youth and adult Mental Health First Aid from 1060 in 2019 to 1500 by December 2023.	Facilitator - John Drew; Lead Agency - David Lawrence Center	 606	750	4/19/23 @ 4:49 PM
Q2-23	 2.1 Increase the number of Blue Zones approved worksites from 49 in 2019 to 85 by December 2023.	Facilitator - Reggie Wilson; Lead Agency - Blue Zones Project of SWFL	 90	85	7/21/23 @ 1:07 PM
Q2-23	 2.5 Increase the number of participants that complete the Healthy for Good™ program from 100 in 2021 to 160 by December 31, 2023.	Facilitator - Reggie Wilson; Lead Agency - American Heart Association	 30	80	7/21/23 @ 1:09 PM
Q2-23	 2.7 Increase the annual number of referrals to the Childhood Obesity Program from the 34142, 34116, and 34112 zip codes from 16 in 2021 to 120 by December 2023.	Facilitator - Reggie Wilson; Lead Agency - UF/Core Health Partners Childhood Obesity Program	 232	90	7/18/23 @ 3:31 PM
Q2-23	 3.1 Increase the number of uninsured residents per year in Collier County who received a blood pressure screening from 12,404 in 2019 to 14,000 by December 2023.	Facilitator - John Drew; Lead Agency - Neighborhood Health Clinic	 6,543	7,000	7/20/23 @ 3:12 PM
Q2-23	 4.1 Increase the percentage of steps completed to produce the Collier County Age-Friendly Action Plan from 0% in 2021 to 100% by December 2022.	Facilitator - Julissa Moreland; Lead Agency - Leadership Coalition on Aging	 100.00%	100.00%	7/20/23 @ 10:58 AM
Q2-23	 4.2 Increase the annual number of community touchpoints regarding dementia presentations, outreach, trainings, and events from 83 in 2021 to 100 by December 2023.	Facilitator - Julissa Moreland; Lead Agency - Baker Senior Center Naples	 80	100	7/20/23 @ 11:03 AM

**Appendix C: Community Health Improvement Planning Cycle**

The table below depicts the community health improvement planning cycle facilitated by DOH-Collier to create the Healthy Collier CHIP.

<b>Healthy Collier Community Health Improvement Planning Process</b>	
<b>Five-Year Cycle</b>	
<b>CHA</b>	Community Partners Assessment
	Community Status Assessment
	Community Context Assessment
CHIP Executive Committee reviews membership	
Vision – Review the vision for a healthy community	
Prioritization – Identify Strategic Issues	
Strategic Planning – Formulate Goals and Strategies	
Action Cycle	
Implement Strategies	
Review and Monitor Progress	
Evaluate Results and Adjust	





**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:**

**ICARE** – Innovation, Collaboration, Accountability, Responsiveness, Excellence

**Culture Declaration:**

I am valued and I CARE

**Core Competencies**

- Protect public health
- Assess and monitor public health
- Enhance access to healthcare
- Promote population health

Produced by:

Florida Department of Health Collier County  
3339 Tamiami Trail East, Suite 145  
Naples, Florida 34112-4961  
239-252-8200