

COMMUNITY HEALTH IMPROVEMENT PLAN ANNUAL REPORT

Florida Department of Health in Bay County

2019-2020



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Overview of the Community Health Improvement Plan (CHIP)

Representatives of the Bay County Community Health Task Force, Bay Medical Center, Sacred Heart Health System, the Florida Department of Health in Bay County, Gulf Coast State College and Tyndall Health Promotion met in November 2015 to review indicator data collected to identify issues in which Bay County performed worse than the state of Florida. The Data Review Committee utilized “PEARL” criteria (below) to identify key health priorities for further community input.

P – Propriety, is the problem one that falls within the overall mission?

E – Economic Feasibility, does it make economic sense or are there economic consequences if the issue is not addressed?

A – Acceptability, will the community accept the problem being addressed?

R – Resources, are resources available?

L – Legality, do current laws allow the problem to be addressed?

Later in November 2015 a presentation of the assessment and indicator findings was provided to nineteen community partners which included the MAPP process, the health indicators by performance. Again, the PEARL criteria was used in consideration of the key health issues facing Bay County. Following the presentation and discussion, the community selected three health priority areas on which to focus efforts. The group reached consensus on three strategic issues areas: Healthy Weight/Healthy Lifestyles, Chronic Diseases including Diabetes, and Mental Health/Substance Use. See Table below for Strategic Issues Areas with their goals, developed by a workgroup of subject matter experts.

Strategic Issue Area	Goal(s)
Healthy Weight/Healthy Lifestyles	Increase physical activity, fruit, and vegetable intake and reduce obesity in adults and children.
Chronic Diseases including Diabetes	<ol style="list-style-type: none">1. Decrease the rates of heart disease and heart disease related deaths.2. Decrease the rates of melanoma deaths and incidences in Bay County.3. Decrease the rates of diabetes, diabetes related complications and deaths, and improve maternal and infant health outcomes.
Mental Health/Substance Use	<ol style="list-style-type: none">1. Increase treatment participation for those suffering from mental health and/or substance abuse.

	<ol style="list-style-type: none"> 2. Increase the number of people who complete Mental Health First Aid training. 3. Decrease recidivism rates at the Bay County Jail of those with mental health or substance use issues.
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Summary of CHIP Annual Review Meeting

During the Community Health Improvement Plan overview we gave an update on our three priority areas; Healthy Weight/Healthy Lifestyles, Chronic Diseases including Diabetes, and Mental Health Substance/Use. We discussed the updates on our progress, new action items, and barriers to previous goals as well. We also allowed for input from the attendees for each item.

PRIORITY 1: HEALTHY WEIGHT/HEALTHY LIFESTYLES

Healthy weight, obesity, and being overweight were identified by Bay County residents as being a top health issues. Bay County's adult obesity rate is 30%. Although this is under the Healthy People 2020 goal of 30.5%, it is above the State and U.S. Top Performers rate of 25%. In addition, the rate is trending upward.

The number of adults in Bay County that participate in enough aerobic and muscle strengthening exercise to meet requirements is at 16.6%. The recommended requirements are 150 minutes weekly of aerobic activity and at least two sessions of strength training. The Healthy People 2020 goal is 20.1%, the current State rate is 19.9%. Survey respondents cited time as the largest obstacle for completing physical activity. More than 50% of residents also said they watched two or more hours of television daily.

In Bay County, the percent of adults that consume at least 5 servings of fruits and vegetables daily is at only 13.2%, the State rate is 19.9%. More than 30% of the Community Health Assessment survey respondents listed expense as a barrier to healthy eating. Bay County has three defined areas of low income and low access to fresh fruits and vegetables. The County Health Rankings indicate that 17% of Bay County residents have food insecurity and 10% have limited access to healthy foods.

GOAL: Increase physical activity, fruit, and vegetable intake and reduce obesity in adults and children.

Key Partners:

- WIC
- Healthiest Weight Florida
- Florida Department of Health in Bay County
- A.D. Harris Learning Village
- University of Florida IFAS Extension Office
- Breastfeed Bay- Bay County Breastfeeding Task Force
- Bay County Breastfeeding Connect
- Community Health Task Force
- Tyndall Health Promotion
- Bay Medical HealthPlex
- Local gyms
- NAMI
- Big Bend AHEC
- Sacred Heart- Bay Medical Center
- Gulf Coast Medical Center
- Community Health Center of Bay County (PanCare)
- St. Andrews Community Medical Center
- Agency for Health Care Administration (Medicaid, KidCare)
- County government
- Bay District Schools
- Homeless & Hunger Coalition
- County/City Parks and Recreation
- Panama City Women's Club
- Diabetes Action Committee
- Nation's Best Wellness Program
- Supplemental Nutrition Assistance Program
- DOH-Bay Tobacco Free Florida

PRIORITY 1: HEALTHY WEIGHT/HEALTHY LIFESTYLES

GOAL: Increase physical activity, fruit, and vegetable intake and reduce obesity in adults and children.

Strategy 1.1: Initiate businesses completing the CDC Worksite Wellness scorecard and implementing or strengthening employee wellness programs.

Why this is important to our community:					
Most working adults spend most their time at the worksite. By promoting health and wellness in the workplace, employers can help employees adopt healthier lifestyles, and reduce their risks of developing chronic diseases. Employers can create healthy work environments that make it easier for employees to make healthy choices. Maintaining a healthier work workforce can: lower insurance premiums and workers' compensation claims, reduce absenteeism, increase engagement and satisfaction, and improve productivity.					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Increase the number of Bay County businesses that have worksite wellness programs.	Increase awareness within at least 20 of the Bay County local businesses and review involvement annually. (Source: Healthy Weight/Healthy Lifestyle Action Team)	300+	20	Completed	This initiative is complete for the 2019-2020 update

Increase the number of Bay County Businesses who complete the CDC scorecard.	Number of Bay County businesses who have completed the CDC scorecard. (Source: CDC)	9	9	Completed	This initiative is complete for the 2019-2020 update
Increase the number of Bay County Businesses who are tobacco free.	Number of Bay County businesses who are tobacco free. (Source: Tobacco Free Florida)	2	2	Completed	This initiative is complete for the 2019-2020 update
Increase the number of adults who are at a healthy weight in Bay County.	Number of adults who are at a Healthy Weight in Bay County.	40.7% (2013 Florida CHARTS)	40.7%	Ongoing	Worksite wellness program education is in works within the community
Decrease the number of adults who are sedentary in Bay County.	Number of adults who are sedentary in Bay County.	19.7% (2013 Florida CHARTS)	19.7%	In Progress	Began a new workplan in 2019. Although primary efforts were dedicated to hurricane Michael recovery

PRIORITY 1: HEALTHY WEIGHT/HEALTHY LIFESTYLES

GOAL: Increase physical activity, fruit and vegetable intake and reduce obesity in adults and children.

Strategy 1.2: Increase awareness and support of breastfeeding and the benefits for the health of infants in our community.

Why this is important to our community:					
<p>Breastfeeding is an evidenced-based protective factor for mothers and babies. Research shows that breastfed babies have lower risks of obesity and Type 2 diabetes. For mothers, it lowers their risk for Type 2 diabetes and helps them get back to their pre-pregnancy weight more quickly. Breastfed babies are also sick less often, which reduces healthcare costs and the amount of family sick leave mothers need to use to care for their children.</p>					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Increase breastfeeding initiation rates in Bay County.	Increase initiation rates to 77.4% by the year 2020. (Source: WIC Quarterly Reports)	79.24%	77.4%	On Target	<p>In lieu of hurricane Michael, breastfeeding classes and support groups continued. The attendance however, is growing. In December 2019, a Black mom's breastfeeding group was started with a participation rate of 69%.</p> <p>The World Breastfeeding Celebration and Big Latch on was held and the 2019 participation was much lower than in previous years. The 2018/2019 participation comparison is below: The number of breastfeeding people in 2019: 15 as compared to 49 in 2018. The number of latched babies in 2019: 13 as compared to 42 in 2018. The number of participants in 2019: 60 as compared to 147 in 2018. Hurricane Michael has had an effect on these numbers.</p>

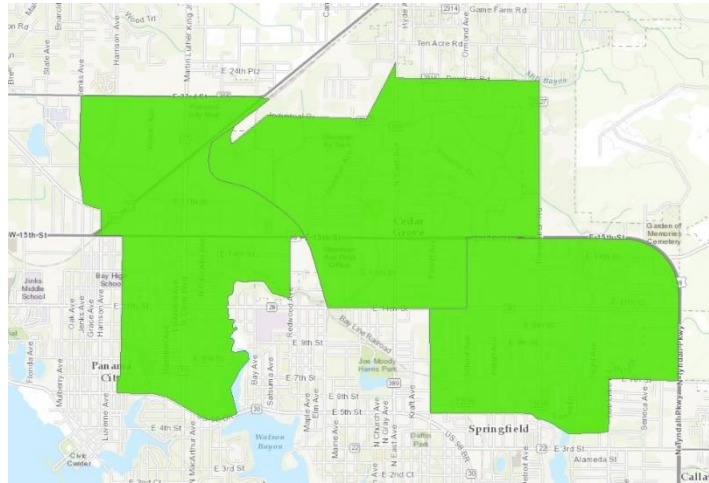
Increase the number of breastfeeding friendly childcare providers in Bay County.	Number of breastfeeding childcare providers in Bay County.	4	10	Not On Track	Due to hurricane Michael, there have been many childcare centers that are now closed. In 2020, there are plans to do training with the Early Education and Care centers in hopes to increase participation.
Increase the number of breastfeeding friendly employers in Bay County.	Number of Breastfeeding Friendly Employers in Bay County.	7	5	Completed	The Bay County Breastfeeding Coalition is working with the Florida Breastfeeding Coalition to update their website. In addition, in 2019 there weren't any increases in the the 3 different levels of Bronze, Silver and Gold.
Work with Bay County hospitals on 10 Steps to Baby Friendly.	Number of hospitals working on Baby Steps to Bay Friendly/Florida	2	2	Completed	This initiative is complete for the 2019-2020 update

Decrease the number of WIC children under 2 who are overweight or obese.	WIC children under 2 who are overweight or obese. (2015 Florida CHARTS)	24.4%	24.4%	Completed	This initiative is complete for the 2019-2020 update

PRIORITY 1: HEALTHY WEIGHT/HEALTHY LIFESTYLES

GOAL: Increase physical activity, fruit, and vegetable intake and reduce obesity in adults and children.

Strategy 1.3: Increase local community gardens and farmers market resources through partnership to provide healthy food choices in our community.



Low income and low access food areas in Bay County from the USDA Food Access Research Atlas.

Why this is important to our community:					
<p>Access to healthy foods is one key to increasing the likelihood that people make healthy choices. Eating healthy foods can reduce people's risk for chronic diseases such as heart disease, diabetes, high blood pressure, osteoporosis, and several types of cancer. Expanding the availability of nutritious and affordable food is an evidenced-based practice for healthy weight. Farmer's markets can increase fruit and vegetable consumption. Increasing access to healthy foods, decreases health inequities.</p>					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Increase local community gardens and farmers market resources through partnership to provide healthy food choices in our community.	Add at least one farmer's market and community garden in a food desert area as defined by the USDA.	0	1	Completed	This initiative is complete for the 2019-2020 update

	Implement OrganWise Guys program into Pre-K Head Start classes.	9	9	Completed	This initiative is complete for the 2019-2020 update
	Percent of Bay County adults who consume at least 5 servings of fruits and vegetables a day.	19.7% (2013 Florida CHARTS)	22%	On Track	Florida CHARTS data has not yet been updated since 2013. In 2019, Hurricane Michael created more food desserts. However, the farmer's market initiative is still in place for both St. Andrew's and at DOH- Bay.

PRIORITY 2: CHRONIC DISEASES INCLUDING DIABETES

Bay County's rate of Coronary Heart Disease deaths is well above the Healthy People 2020 goal and the State level which is just a tenth of a point from being on target. Data shows that African-American populations are more at-risk. Hospitalization rates are at nearly double State levels at 444.7 per 100,000 population. This is at a level 4 in Florida CHARTS County level Chronic Disease Profile. That means it is the least favorable situation. Florida is at 265 per 100,000. These rates are slightly higher among the African-American residents in Bay County.

Bay County's Heart Failure death rate is 13.6 per 100,000, that number for the State is 10.6. Hospitalizations are at 79.5 per 100,000 compared to Florida's number of 65.4 per 100,000. These rates are listed in the average category at level three but the trend is on the rise so we need to work to keep them from moving into the least favorable category.

Bay County is at level three for adults who have been told they have hypertension at 37.8%, that is about three percentage points higher than Florida which is at 34.6%. African-Americans are also more at-risk in this category with a rate of 46.5% versus 38.9% for 2013. Cholesterol levels are a little more favorable with Bay County Adults having high blood cholesterol at 34.2% but slightly higher than the state in that category, with Florida at 33.4% of adults. Improvement in health outcomes and progress in preventative efforts are needed to meet the Healthy People 2020 goal of 13.5%. Rates of high blood cholesterol are equal among races.

Melanoma deaths in Bay County are at 3.6 per 100,000, over the Healthy People 2020 target of 2.4 per 100,000 and above the State level of 2.9 per 100,000. Melanoma deaths have only been seen in White populations in recent data. This is considered an average number in Florida CHARTS County Chronic disease profile but it is trending upward. Bay County is also considered average for the number of new cases of Melanoma per 100,000 population at 20.9 incidences, but this is also above Florida's number of 17.5 per 100,000. Cases in Bay County also have only affected White residents.

KEY PARTNERS:

- Community Health Task Force
- Sacred Heart-Bay Medical Center
- Gulf Coast Medical Center
- Community Health Center of Bay County
- St Andrew Community Medical Center
- Agency for Health Care Administration (Medicaid, KidCare)
- County government
- Healthy Start
- Bay District Schools
- Department of Children and Families
- FDOH-Bay County Health Department County's Diabetes Services Program
- FDOH-Bay County Health Department County School Health program
- FDOH-Bay County Health Department County Women, Infants and Children (WIC)
- CDC
- Tyndall Air Force Base Health Promotion
- Pediatricians
- PanCare, Inc.

PRIORITY 2: CHRONIC DISEASES INCLUDING DIABETES

GOAL 1: Decrease the rates heart disease and heart disease related deaths.

Strategy 2.1: Develop a cardiovascular education program for heart failure patients as a continuum of care.

Why this is important to our community:					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Decrease heart failure readmission rates in area hospitals.	Hospitalizations from Congestive Heart Failure. (2014 Florida CHARTS)	65.1%	64%	Not on Track	Heart failure patient education classes were offered 8/2018 – 12/2019 at DOH-Bay. This program was self-limited due to lack of funding for materials and staff.
	Hospitalizations from or with Coronary Heart Disease.	454.1 (per 100,000 population-Florida CHARTS)	453	Not on Track	Heart failure patient education classes were offered 8/2018 – 12/2019 at DOH-Bay. This program was self-limited due to lack of funding for materials and staff.
	Preventable Hospitalizations Under 65 from Angina.	6.2 (per 100,000 population-Florida CHARTS 2015)	6.1	Not on Track	Heart failure patient education classes were offered 8/2018 – 12/2019 at DOH-Bay. This program was self-limited due to lack of funding for materials and staff.
	Preventable Hospitalizations Under 65 from Congestive Heart Failure.	157.1 (per 100,000 population-Florida CHARTS 2015)	156	Not on Track	Heart failure patient education classes were offered 8/2018 – 12/2019 at DOH-Bay. This program was self-limited due to lack of funding for materials and staff.
	Preventable Hospitalizations Under 65 from Hypertension.	37.4 (per 100,000 population-Florida CHARTS 2015)	36	Not on Track	Heart failure patient education classes were offered 8/2018 – 12/2019 at DOH-Bay. This program was self-limited due to lack of funding for materials and staff.

Decrease the rate of heart disease related deaths.	Deaths from Acute Myocardial Infarction (Heart Attack)	30.7 (per 100,000 population-Florida CHARTS 2015)	29	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.
	Deaths from Heart Diseases	176.5 (per 100,000 population-Florida CHARTS 2015)	175	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.
	Deaths from Heart Failure	5.3 (per 100,000 population-Florida CHARTS 2015)	5	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.
	Deaths from Hypertension	16.3 (per 100,000 population-Florida CHARTS 2015)	16	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.
	Deaths from Hypertensive Heart Disease	18.5 (per 100,000 population-Florida CHARTS 2015)	18	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.
	Deaths from Atherosclerosis	1.3 (per 100,000 population-Florida CHARTS 2015)	1	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.
	Deaths from Coronary Heart Disease	113.5 (per 100,000 population-Florida	112	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.

		CHARTS 2015)			
	Deaths from Aortic Aneurysm & Dissection	2.6 (per 100,000 population-Florida CHARTS 2015)	2.5	Not on Track	The heart failure consortium met in 2016 and disbanded once certain objectives were met.
Create heart failure consortium.	Hold regularly scheduled meetings for the heart failure consortium.	4	6	Completed	This initiative is complete for the 2019-2020 update

PRIORITY 2: CHRONIC DISEASES INCLUDING DIABETES

GOAL 1: Decrease the rates heart disease and heart disease related deaths.

Strategy 2.2: Increase knowledge of risk factors for heart disease among Bay County residents.

Why this is important to our community:					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Increase knowledge of risk factors for heart disease among Bay County residents.	Host a mass screening to check for cholesterol, blood pressure, and blood sugar.	1	1	Completed	This initiative is complete for the 2019-2020 update
	Partner with UF IFAS to offer a 4-week course on heart health.	0	1	Completed	This initiative is complete for the 2019-2020 update

	Adults who are overweight.	35.7% (Florida CHARTS 2013)	34%	On Target	In 2019, there were 160 clients who completed the Diabetes Services Management Education classes and lowered their A1-C to an average 1.06
	Adults who are obese.	28.1% (Florida CHARTS 2013)	27%	On Target	percentage points. 41 clients completed the Diabetes Prevention Program. Now offering Medical Nutrition Therapy-
	Adults who are current smokers.	25.7% (Florida CHARTS 2013)	25%	On Target	72 clients completed; Gestational Diabetes Prevention classes at Emerald Coast OBGYN; offering continuous glucose monitoring. Received 421
	Adults who had their cholesterol checked in the past five years.	78.4% (Florida CHARTS 2013)	77.4%	On Target	referrals from doctors which is a 56% increase from 2018. Awarded the FL Blue Foundation Innovations in Healthcare grant of \$320K.

PRIORITY 2: CHRONIC DISEASES INCLUDING DIABETES

GOAL 2: Decrease the rates of melanoma deaths and incidences in Bay County.

Strategy 2.3: Provide early childhood education to parents and children on protection against sun damage and how melanoma risks are associated with early sunburns.

Performance Indicator: Provide information and resources to parents at a minimum of 5 locations during the summer.

Why this is important to our community:					
<p>Only 5 major sunburns early in life more than doubles a persons chance of developing skin cancer. Most parents apply sunblock but many don't know how much, how often or what SPF to use. They also underutilize long-sleeved UV protection shirts, hats, lip balm, sunglasses, and shade. Florida has one of the highest rates of skin cancer. When children grown up doing these things they are more likely to continue the behaviors and teach them to their children.</p>					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Provide early childhood education to parents and children on protection against sun damage to prevent future melanoma cases.	Provide information and resources to parents at a minimum of 5 locations.	5	5	Completed	This initiative is complete for the 2019-2020 update
Decrease the number of melanoma diagnosis in Bay County.	Incidence (new cases): Age-adjusted incidence rate per 100,000 population	20.9 (Florida CHARTS 2012-14)	20	Completed	This initiative is complete for the 2019-2020 update
Decrease the number of melanoma deaths in Bay County.	Deaths: Age-adjusted death rate per	3.8 (Florida CHARTS 2013-15)	3	Completed	This initiative is complete for the 2019-2020 update

	100,000 total population				
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PRIORITY 2: CHRONIC DISEASES INCLUDING DIABETES

GOAL 3: Decrease the rates of diabetes, diabetes related complications and deaths, and improve maternal and infant health outcomes.

NEW! Strategy 2.4: Increase healthy weight and healthy lifestyles in Bay County through participation in Diabetes Self-Management classes and Prevent T2 education at the Florida Department of Health in Bay County.

Why this is important to our community:					
<p>Women who are overweight or obese are at increased risk of having complications during pregnancy such as diabetes, longer hospital stays, and the need for a cesarean delivery. Their babies are at risk of dying before birth (stillbirth), being too large, and being born too early (preterm birth). The mothers are also at risk for many serious conditions later in life including heart disease, type 2 diabetes, and certain cancers. Being overweight or obese increases a woman's risk of having a baby with certain birth defects, including birth defects of the brain (anencephaly) and spine (spina bifida), some heart defects, and other birth defects. The CDC has estimated that each year we could prevent nearly 3,000 heart defects and approximately 400 spina bifida defects in babies, and about 7,000 still births if all women were at a healthy weight at the start of pregnancy. Source: CDC</p>					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Increase healthy weight and healthy lifestyles in Bay County through participation in Diabetes Self-Management classes and Prevent T2 education at the Florida Department of Health in Bay County.	Adult who have ever been told they had diabetes.	11% (Florida CHARTS 2013)	13%	Not on Track	In 2019, there were 160 clients who completed the Diabetes Services Management Education classes and lowered their A1-C to an average 1.06 percentage points. 41 clients
	Diabetes Hospitalizations: Age-adjusted hospitalization rate per 100,000 total population.	2,856.2 (Florida CHARTS 2012-14)	2855	Not on Track	completed the Diabetes Prevention Program. Now offering Medical Nutrition Therapy- 72 clients completed; Gestational Diabetes Prevention classes at Emerald Coast OBGYN; offering continuous glucose monitoring. Received 421 referrals from
	Diabetes Hospitalizations: Age-adjusted hospitalization rate for amputation of a	21.6 (Florida CHARTS 2012-14)	21	Not on Track	doctors which is a 56% increase from 2018. Awarded the FL Blue Foundation Innovations in Healthcare grant of \$320K.

	lower extremity due to diabetes				
	Diabetes Death: Age-adjusted death rate per 100,000 total population.	38.8 (Florida CHARTS 2013-15)	38	Not on Track	In 2019, there were 160 clients who completed the Diabetes Services Management Education classes and lowered their
	Births to overweight mothers at time pregnancy occurred.	23% (Florida CHARTS 2013-15)	22%	Not on Track	A1-C to an average 1.06 percentage points. 41 clients completed the Diabetes Prevention Program. Now offering
	Births to obese mothers at time pregnancy occurred.	24.3% (Florida CHARTS 2013-15)	24%	Not on Track	Medical Nutrition Therapy- 72 clients completed; Gestational Diabetes Prevention classes at Emerald Coast OBGYN; offering
	Births <37 weeks gestation (preterm)	9.9% (Florida CHARTS 2013-15)	9%	Not on Track	continuous glucose monitoring. Received 421 referrals from doctors which is a 56% increase from 2018. Awarded the
	Infant deaths	8.8% (Florida CHARTS 2013-15)	8%	Not on Track	FL Blue Foundation Innovations in Healthcare grant of \$320K.
	Number of referrals for women of child bearing age to Diabetes and Diabetes Prevention Education at DOH-Bay.	8	10	Completed	This initiative is complete for the 2019-2020 update

PRIORITY 3: MENTAL HEALTH/SUBSTANCE ABUSE

Mental health/substance abuse were identified by residents as a top priority health concern in Bay County. The area is among the top in the State for suicides with a rate of 20.9 per 100,000. That is more than double the Healthy People 2020 goal of 10.2 and above the State level of 14 per 100,000. Suicides affect White Males at a much higher rate than other groups in Bay County. Among 19-21 year olds, that rate is 30.2 compared to Florida's rate of 13.5. Both are considered a level four, the most unfavorable rating.

Another area to explore for mental health/substance abuse is the rate of binge drinking in the past 30 days among adults. Bay County is at 19.2%, slightly under the Healthy People 2020 target of 24.4% but it is above the State rate of 17.6%.

The percent of students using marijuana/hashish in past 30 days was higher in Bay County than the State averages. Among middle school students, the number for Bay County was 5.9% versus 4.2% statewide. For high school students the numbers were 20% and 18.5% respectively.

According to the Center for Disease Control, the citizens of Bay County experience a higher number of mentally unhealthy days in comparison to the state at 4.5 days with top performers in the U.S. at 2.3 days (see chart).

These numbers illustrate the health problems associated with mental health/substance abuse. The illnesses are often co-occurring. Social consequences experienced in Bay County due to mental health/substance abuse include; the highest rate per capita of children removed from their homes and an extreme need for additional foster families, a jail population that includes 80% with mental health issues and domestic violence rates significantly higher than the state at 870.6 per 100,000 versus 549.3 per 100,000.

GOAL: Increase treatment participation for those suffering from mental health and/or substance abuse.

Key Partners:

- Community Health Task Force
- FDOH-Bay County Health Department County
- Sacred Heart-Bay Medical Center
- Gulf Coast Medical Center
- Community Health Center of Bay County
- St Andrew Community Medical Center
- Life Management Center
- HealthSouth
- Chemical Addiction Recovery Effort
- Emerald Coast Behavioral Hospital
- Gulf Coast Children's Advocacy Center
- Anchorage Children's Home
- Childhood System of Care (DCF & Partners)
- Florida Therapy
- Department of Juvenile Justice
- 14th Circuit Judicial Court
- Salvation Army Domestic Violence
- Big Bend Community Based Care
- JourneyPure
- Private Providers
- Bay County School Board
- Rescue Mission
- Vets Center
- PanCare of Florida, Inc.

PRIORITY 3: MENTAL HEALTH/SUBSTANCE ABUSE

GOAL: Increase treatment participation for those suffering from mental health and/or substance abuse.

Strategy 3.1: Create a complete list of available resources for mental health/substance abuse.

Why this is important to our community:					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Create a complete list of available resources for mental health/substance use.	Production of a resource guide that will be included in United Way 211.	1	1	Completed	This initiative is complete for the 2019-2020 update

PRIORITY 3: MENTAL HEALTH/SUBSTANCE ABUSE

GOAL: Increase treatment participation for those suffering from mental health and/or substance abuse.

Strategy 3.2: Identify gaps in service.

Why this is important to our community:					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Identify gaps in mental health/substance use services in Bay County.	Create a list of services for mental health/substance use that are not currently offered.	1	1	Completed	This initiative is complete for the 2019-2020 update

PRIORITY 3: MENTAL HEALTH/SUBSTANCE ABUSE

GOAL: Increase treatment participation for those suffering from mental health and/or substance abuse.

Strategy 3.3: Reduce the stigma of seeking treatment for mental illness/substance abuse.

Why this is important to our community:					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Reduce the stigma of seeking treatment of mental illness/substance use.	Creation of social marketing campaign.	1	1	Completed	This initiative is complete for the 2019-2020 update
Increase the number of people who are trained in mental health first aid.	Number of people who are trained in mental health first aid.	162	100	Completed	This initiative is complete for the 2019-2020 update
Decrease the number of suicide deaths.	Suicide Age-Adjusted Death Rate, Single Year Rates	20.3 (per 100,000 Florida CHARTS 2015)	19	On Track	Hurricane Michael's recovery began a renewed focus on mental health. Through meetings of mental health and substance use providers and partners, a website, 850MentalHealth.com was created. Although we see that 211 is a wonderful resource, we wanted persons to have an avenue where they could discover information on mental health and substance use treatment easily. Since this was implemented, Alignment Bay County (ABC) has taken the project on with additional support and funding that can help further expand the reach and scope of the project. The new site, HowYaDoing.org, was created because we heard this phrase often from many community members. The site will allow providers to enter information about services, connect people to 211 for basic and other needs, and help people to find and secure different types of mental health care and substance use treatment. Included with the site, ABC is planning a full marketing campaign to normalize seeking treatment that will also promote the site. Since ABC is now taking on this project, the committee is no longer moving forward with our previous initiatives to prevent duplicating efforts and maximizing the resources available in Bay County.
Decrease substance abuse, including alcohol.	Adults who engage in heavy or being drinking, overall.	19.2% (per 100,000 Florida CHARTS 2013)	19	On Track	Hurricane Michael's recovery began a renewed focus on mental health. Through meetings of mental health and substance use providers and partners, a website, 850MentalHealth.com was created. Although we see that 211 is a wonderful resource, we wanted persons to have an avenue where they could discover information on mental health and substance use treatment easily. Since this was implemented, Alignment Bay County (ABC) has taken the project on with additional support and funding that can help further expand the reach and scope of the project. The new site, HowYaDoing.org, was created because we heard this phrase often from many community members. The site will allow providers to enter information about services, connect people to 211 for basic and other needs, and help people to find and secure different types of mental health care and substance use treatment. Included with the site, ABC is planning a full marketing campaign to normalize seeking treatment that will also promote the site. Since ABC is now taking on this project, the committee is no longer moving forward with our previous initiatives to prevent duplicating efforts and maximizing the resources available in Bay County.
Decrease domestic violence offenses.	Domestic violence offenses.	841.9 (per 100,000 population-Florida CHARTS 2016)	840	On Track	Hurricane Michael's recovery began a renewed focus on mental health. Through meetings of mental health and substance use providers and partners, a website, 850MentalHealth.com was created. Although we see that 211 is a wonderful resource, we wanted persons to have an avenue where they could discover information on mental health and substance use treatment easily. Since this was implemented, Alignment Bay County (ABC) has taken the project on with additional support and funding that can help further expand the reach and scope of the project. The new site, HowYaDoing.org, was created because we heard this phrase often from many community members. The site will allow providers to enter information about services, connect people to 211 for basic and other needs, and help people to find and secure different types of mental health care and substance use treatment. Included with the site, ABC is planning a full marketing campaign to normalize seeking treatment that will also promote the site. Since ABC is now taking on this project, the committee is no longer moving forward with our previous initiatives to prevent duplicating efforts and maximizing the resources available in Bay County.

PRIORITY 3: MENTAL HEALTH/SUBSTANCE ABUSE

NEW! GOAL: Decrease recidivism rates at the Bay County Jail of those with mental health or substance use issues.

NEW! Strategy 3.4: Create a Recovery Oriented System of Care for the Bay County Jail Population.

Performance Indicator: Complete a Sequential Intercept Map of the adult criminal justice system in Bay County.

Why this is important to our community:					
Objective	Indicator	Current Level	Target	Status	Explanation of Status
Create a Recovery Oriented System of Care for the Bay County Jail Population.	Form a ROSC committee and subcommittee that meets regularly.	1	1	Completed	This initiative is complete for the 2019-2020 update
	Create a Sequential Intercept Map of the adult criminal justice system in Bay County.	1	1	Completed	This initiative is complete for the 2019-2020 update
Increase the number of law enforcement officers who are CIT trained.	Number of law enforcement officers who are CIT trained.	64	50	Completed	Hurricane Michael's recovery began a renewed focus on mental health. Through meetings of mental health and substance use providers and partners, a website, 850MentalHealth.com was created. Although we see that 211 is a wonderful resource, we wanted persons to have an avenue where they could discover information on mental health and substance use treatment easily. Since this was implemented, Alignment Bay County (ABC) has taken the project on with additional support and funding that can help further expand the reach and scope of the project. The new site, HowYaDoing.org, was created because we heard this phrase often from many community members. The site will allow providers to enter information about services, connect people to 211 for basic and other needs, and help people to find and secure different types of mental health care and substance use treatment. Included with the site, ABC is planning a full marketing campaign to normalize seeking treatment that will also promote the site. Since ABC is now taking on this project, the committee is no longer moving forward with our previous initiatives to prevent duplicating efforts and maximizing the resources available in Bay County.

Revisions

Revisions to the CHIP were made after careful review of the goals, objectives, strategies and measures of the 2016 – 2020 CHIP. Recommended changes were made based on the following parameters:

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

As the CHIP is a living document, these revisions were made in advance of the Annual Review Meeting. They were based on a review of the past accomplishments and re-prioritizing of efforts based on reachable goals. These changes were looked and committed to by each individual committee.

Healthy Weight/Healthy Lifestyles

Breastfeeding

In lieu of hurricane Michael, breastfeeding classes and support groups continued. The attendance however, is growing. In December 2019, a Black mom's breastfeeding group was started with a participation rate of 69%. The World Breastfeeding Celebration and Big Latch on was held and the 2019 participation was much lower than in previous years. The 2018/2019 participation comparison is below:

The number of breastfeeding people in 2019: 15 as compared to 49 in 2018. The number of latched babies in 2019: 13 as compared to 42 in 2018. The number of participants in 2019: 60 as compared to 147 in 2018. Hurricane Michael has had an effect on these numbers.

Food Access

The Healthy Weight/Healthy Lifestyles action team implemented a farmer's market onsite at Bay CHD in 2018 which is within a food desert; in 2019 the farmer's market hours have been extended and takes place Mon-Fri. 9:30-11:30am. Due to Hurricane Michael, there are more food desserts in Bay County. However, both the Farmer's Markets in St. Andrews and at the health department are still in place.

Worksite Wellness

DOH-Bay continues to promote worksite wellness in an evidence-based practice to improve health outcomes. DOH-Bay collaborated with several community partners to promote worksite wellness and the CDC Scorecard.

Early Education

DOH-Bay partnered with Bay County in order to purchase nine OrganWise Guys kits after grant funding was denied. This was added to the plan as an evidence-based program that improves physical activity and health eating as well as academic scores. The program was implemented at Early Education and Care's Head Start programs.

Chronic Diseases including Diabetes

In 2019, there were 160 clients who completed the Diabetes Services Management Education classes and lowered their A1-C to an average 1.06 percentage points. 41 clients completed the Diabetes Prevention Program. Now offering Medical Nutrition Therapy- 72 clients completed; Gestational Diabetes Prevention classes at Emerald Coast OBGYN; offering continuous glucose monitoring. Received 421 referrals from doctors which is a 56% increase from 2018. Awarded the FL Blue Foundation Innovations in Healthcare grant of \$320K. Rebuilding the program since Hurricane Michael- Still working with the CDC 1705 and CDC 1815 grants.

Mental Health/Substance Use

Mental Health

- Hurricane Michael's recovery began a renewed focus on mental health. Through meetings of mental health and substance use providers and partners, a website, 850MentalHealth.com was created. Although we see that 211 is a wonderful resource, we wanted persons to have an avenue where they could discover information on mental health and substance use treatment easily.
- Since this was implemented, Alignment Bay County (ABC) has taken the project on with additional support and funding that can help further expand the reach and scope of the project. The new site, HowYaDoing.org, was created because we heard this phrase often from many community members. The site will allow providers to enter information about services, connect people to 211 for basic and other needs, and help people to find and secure different types of mental health care and substance use treatment.
- Included with the site, ABC is planning a full marketing campaign to normalize seeking treatment that will also promote the site. Since ABC is now taking on this project, the committee is no longer moving forward with our previous initiatives to prevent duplicating efforts and maximizing the resources available in Bay County.

Recovery Oriented Systems of Care

The Recovery Oriented Systems of Care (ROSC) completed a Sequential Intercept Mapping process. This looked at what happens when someone comes in contact with law enforcement, the options the individual has and what resources are available and utilized. From this process, four sub-committees were formed: Communication/Education, Jail Diversion/Mental Health, Substance Use and Housing/Employment.

United Way of Escambia County that hosts our 2-1-1 services has worked with us to help us understand how the system works and to make it more user friendly. Our local United Way has worked with us to resolve issues within their control. We are currently working to update information of the providers on the list.

Accomplishments

Mental Health/Substance Abuse

The Mental Health initiatives have been completed to include educating most community partners in Mental Health First Aid. In addition, a website, 850MentalHealth.com was created as an avenue where those with mental health could discover information on mental health and substance abuse treatments. *A New Day* in Panama City Beach held its grand opening in 2020 and will be open one day a week to help those with trauma, PTSD and mental health issues. They will be a resource center to help with housing, employment training etc.

Baby Steps to Baby Friendly

Through our work with Florida Healthy Babies, we are collaborating with Bay Medical Sacred Heart and Gulf Coast Regional Medical Center on becoming baby friendly hospitals.

Baby Steps to Baby Friendly puts into practice evidence based tools to increase breastfeeding initiation rates. This includes helping at-risk populations, including blacks in Bay County where there is a large discrepancy in rates. Breastfeeding is a protective factor against infant mortality, illnesses, and even obesity for the child later in life. This initiative will sustain within the hospitals best practices to help mothers start their babies off with the best nutrition possible, breastmilk. Already, we are seeing the hospitals put in practices such as wait for eight with waiting eight hours before infants are bathed. They are also getting the baby skin to skin with the mom as soon as possible. In addition, they are working on getting the pediatricians to make their rounds in the rooms rather than taking the babies to the nurseries. Both facilities should be able to apply for and achieve their second star on the Florida Quest for Maternity Care through the Florida Breastfeeding Coalition. This has also led to further partnerships and potential future partnerships with WIC that will help continue breastfeeding support, provide nutrition information, and give access to healthy foods for qualifying moms. This is working in our community because of the partnerships and relationships we all have and the common goal we share of protecting mothers and babies.

Conclusion

The CHIP serves as a roadmap for a continuous health improvement process for the local public health system by providing a framework for the chosen strategic issue areas. It is not intended to be an exhaustive and static document. We will evaluate progress on an ongoing basis through quarterly CHIP implementation reports and quarterly discussion by community partners. We will conduct annual reviews and revisions based on input from partners and create CHIP annual reports each year by October. The CHIP will continue to change and evolve over time as new information and insight emerge at the local, state and national levels.

By working together, we can have a significant impact on the community's health, improving where we live, work and play and realize the vision of a healthier Bay County.

Appendices

1. Annual CHIP Review Community Meeting Agenda
2. Annual CHIP Review Community Meeting Sign-in Sheet
3. Annual CHIP Review Community Meeting Minutes

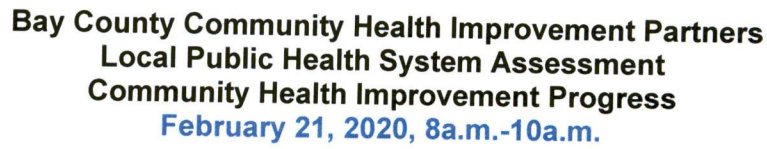


**Community Health Improvement Partners
Forces of Change**
February 21, 2020 8a.m.-10a.m.

AGENDA

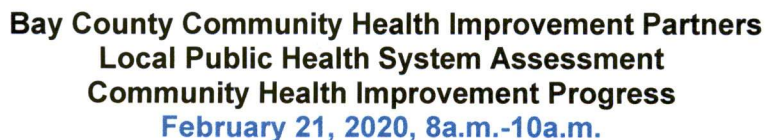
Purpose: *Solicit input from the community for the community health needs assessment through open two-way dialogue.*

Topic	Lead
Welcome/Call to Order <ul style="list-style-type: none">• Introductions• Brief review of agenda• Prompt attendees to sign-in	Sandon S. Speedling, MHS, CPM, CPH, Health Officer/Administrator
Local Public Health System Assessment (LPHSA) Purpose	Heather Kretzer, BS, Public Health Services Manager
The 10 Essential Public Health Services	
LPHSA aggregated data PowerPoint	
Break	
Community Health Improvement Plan 2015-2020 committee updates <ul style="list-style-type: none">• CHIP Progress Report PowerPoint• Community Partners to update displayed sections	Heather Kretzer, BS, Public Health Services Manager
Additional Questions, Feedback, or Community Input?	
Meeting Evaluation	
Next Meeting Date- TBA	Sandon S. Speedling, MHS, CPM, CPH, Health Officer/Administrator
Closing/Adjourn	



Attendees – PLEASE PRINT LEGIBLY

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Attendees – PLEASE PRINT LEGIBLY

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Bay County Community Health Improvement Partners
2019/2020 Community Health Assessment
February 21, 2020 8a.m. – 10a.m.

MINUTES

Speaker	Topic	Discussion
Mr. Speedling	Welcome/Call to Order	<ul style="list-style-type: none">• Welcome and introductions around the room• Remember to sign in• Went over today's agenda• Remember before you leave today to fill out the survey
Heather Kretzer	Local Public Health Assessment purpose; the 10 Essential Public Health Services; LPHSA aggregated data	<ul style="list-style-type: none">• Heather Kretzer did a brief overview of the Local Public Health Assessment System (LPHSA) and mentioned that this is the same PowerPoint that was emailed out to community partners. The CHA Workgroup reviewed the LPHSA aggregated data from the LPHSA survey that was sent to 382 partners; 77 responses. The team went over each section by each Essential and went over Strengths, Weaknesses, Opportunities and Threats (SWOT) for each essential. Heather mentioned that the CHA Workgroup members would have 5 minutes per section (10 sections) to give their input as to the SWOT. It was explained that the input would be their view of SWOT based on what field they work in because each field contributes to the Public Health System as a whole. It was also discussed that all 10 essentials may not apply to everyone. Therefore, those that are subject matter experts would give their input in the areas that applied to them. The CHA workgroup was completely engaged.• The CHA Workgroup completed the LPHSA Feedback Form• Brandy Mankin explained that we did two things different with this LPHSA: 1) Survey was online for consideration of time and convenience 2) the LPHSA SWOT was done via Worksheet verses open forum for the sake of time• Brandy Mankin mentioned that in the next meeting we would review the aggregated data from the LPHSA SWOT and have bullet points for each. The next step after this would be to put the CHA document together and move onto the new 2021 CHIP

Bay County Community Health Improvement Partners
2019/2020 Community Health Assessment
 February 21, 2020 8a.m. – 10a.m.

MINUTES

Heather Kretzer	CHIP Update Review	<ul style="list-style-type: none"> • Mental Health/Substance Abuse CHIP update: <ul style="list-style-type: none"> - Hurricane Michael's recovery began a renewed focus on mental health. Through meetings of mental health and substance use providers and partners, a website, 850MentalHealth.com was created. Although we see that 211 is a wonderful resource, we wanted persons to have an avenue where they could discover information on mental health and substance use treatment easily. - Since this was implemented, Alignment Bay County (ABC) has taken the project on with additional support and funding that can help further expand the reach and scope of the project. The new site, HowYaDoing.org, was created because we heard this phrase often from many community members. The site will allow providers to enter information about services, connect people to 211 for basic and other needs, and help people to find and secure different types of mental health care and substance use treatment. - Included with the site, ABC is planning a full marketing campaign to normalize seeking treatment that will also promote the site. Since ABC is now taking on this project, the committee is no longer moving forward with our previous initiatives to prevent duplicating efforts and maximizing the resources available in Bay County. • Healthy Weight/Healthy Lifestyles <ul style="list-style-type: none"> - Due to Hurricane Michael there are more food desserts in Bay County than before. However, the Farmer's Market initiative here at the CHD is still in place and we have more farmers interested and we've extended the days and hours to M-F now. This will help in this endeavor. • Chronic Diseases including Diabetes and Heart Disease <ul style="list-style-type: none"> - In 2019, there were 160 clients who completed the Diabetes Services Management Education classes and lowered their A1-C to an average 1.06 percentage points. 41 clients completed the Diabetes Prevention Program. Now offering Medical Nutrition Therapy- 72 clients completed; Gestational Diabetes Prevention classes at Emerald Coast OBGYN; offering continuous glucose monitoring. Received 421 referrals from doctors which is a 56% increase from 2018. Awarded the FL Blue Foundation Innovations
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MINUTES

		in Healthcare grant of \$320K. Rebuilding the program since Hurricane Michael- Still working with the CDC 1705 and CDC 1815 grants.
Open Forum	Additional Discussed Items	<ul style="list-style-type: none"> • We should combine forces, needs to be a joint combined effort. A New Day in PCB will be open one day a week beginning the 26th. A New Day is for helping those with trauma, PTSD, mental health issues etc. They are the resource center for help with housing, employment training etc. They need more volunteers. It's an overdue solution from Hurricane Michael. • DOH Dental clinic grand re-opening on Tuesday. Ribbon cutting at 4 and open house after 4. • DOH Partnered with PanCare on a 5k run on March 28th. Majette Park, registration at 7, event at 7:30. 1st 100 get free t-shirt.
Heather Kretzer	Next Meeting	<ul style="list-style-type: none"> • TBA
	Adjourn	<ul style="list-style-type: none"> • Meeting was adjourned at 10:08a.m.
	Attachments	<ul style="list-style-type: none"> • Sign-in sheet, PowerPoint Presentations

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