



**BRADFORD COUNTY
COMMUNITY HEALTH IMPROVEMENT PLAN**

2018 – 2021

Revised March 2019

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- Santa Fe College Andrews Center
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- Bradford County Emergency Medical Service
- Church of God by Faith
- Bradford-Union Technical Center
- Bradford County Telegraph
- North Central Florida Chamber of Commerce
- Well Florida Council

EXECUTIVE SUMMARY

With guidance from the WellFlorida Council, Bradford Health Advisory Group, and Community Partners; the Florida Department of Health in Bradford County (FDOH-Bradford) developed this Community Health Improvement Plan (CHIP) as part of ongoing efforts to improve health in Bradford County.

FDOH-Bradford in partnership with WellFlorida, a nonprofit research and development organization, championed a Community Health Assessment (CHA) to identify and prioritize health issues in Bradford County, utilizing a hybrid planning model - Mobilizing for Action through Planning and Partnerships (MAPP) Framework from the National Association of County & City Health Officials (NACCHO) and a grassroots mobilization campaign designed by WellFlorida. The CHA uses quantitative (e.g., disease incidence rates and mortality rates) and qualitative data (e.g., community input) to assess the health status of the community and determine which health issues will be the focus of health planning efforts for the next three to five years.

FDOH-Bradford, with guidance and input from Bradford Health Advisory Group and the community, decided the CHIP would focus on the following priority health issues after reviewing and discussing the data collected via the CHA:

- ❖ **Healthy Lifestyle & Behaviors** including obesity and related chronic diseases (e.g., diabetes and cancer), HPV vaccination, and tobacco and other substance use
- ❖ **Maternal & Child Health** including infant mortality and teen pregnancy
- ❖ **Public Safety** including unintentional injury, car seat usage, bike helmet usage, and water safety awareness

The purpose of the community health improvement planning process is to create goals, objectives, and strategies targeting the priority health issues identified in the CHA. To improve implementation and evaluation of the goals in this plan, FDOH Bradford decided to utilize a balanced scorecard approach, which identifies goals, objectives, and strategies and sets measurable targets to move the community health improvement process forward.

The targets and measures outlined in the CHIP Action Plans at the end of this document were carefully selected through intensive workgroups with FDOH-Bradford leadership that discussed all health issues. Many of the targets align with the national Healthy People 2020 initiative and with goals and objectives from the Florida State Health Improvement Plan. These national and statewide initiatives provide evidence-based benchmarks to track and monitor health, as well as best practices to guide health promotion and disease prevention efforts, which will ultimately help improve health outcomes in Bradford County.

During the next steps of the MAPP health planning cycle, FDOH-Bradford will continue to work to address the three priority health issues outlined above. FDOH-Bradford will plan for action, implement strategies, and evaluate progress. As a living document, the **2018 Bradford County Community Health Improvement Plan** is flexible and can accommodate changes or updates as needed. FDOH Bradford will re-assess and update the CHIP both quarterly and annually to best address the needs of the local community.

USING THE COMMUNITY HEALTH IMPROVEMENT PLAN

The creation of the Community Health Improvement Plan (CHIP) for Bradford County serves as a reminder for how the collaboration between government officials, community leaders, public health professionals, and community advocates, as well as many other Bradford County participants, can build public health infrastructure, aid and guide planning, and ultimately improve the health outcomes of Bradford County. There are several suggested ways to use this CHIP to improve the well-being and quality of life for the Bradford County community:

Community Resident

- Use this CHIP to compare your individual health with Bradford County's community health data
- Be an advocate in the community to support healthy lifestyles and behaviors
- Volunteer! Share your resources, time, or funding with your community
- Understand the top health priorities facing Bradford County



Health Care Professional

- Understand the top health priorities facing Bradford County
- Inform your patients/clients of community resources listed in the CHIP
- Be a resource for the community whether it be expertise, funding, time, or support

Faith-based Organization

- Understand the top health priorities facing Bradford County
- Use this plan to improve the overall health (mind, body, and spirit) of your community
- Identify opportunities for your community or members to support, encourage, or participate with CHIP-related activities

Government Official

- Understand the top health priorities facing Bradford County
- Participate in community efforts as laid out in the CHIP strategies
- Engage with other government officials to inform and promote your community's health

Educators

- Understand the top health priorities facing Bradford County
- Be a resource for the community whether it be expertise, funding, time, or support
- Engage the support of leaders, teachers, students, and parents

Public Health Professionals

- Understand the top health priorities facing Bradford County
- Recognize how the Bradford County community compares with peer counties, Florida, and the U.S. population as a whole
- Be a resource for the community whether it be expertise, funding, time, or support

Employers

- Understand the top health priorities facing Bradford County
- Educate your team/staff on the importance of employee wellness and productivity

REVIEW OF BRADFORD COUNTY COMMUNITY HEALTH ASSESSMENT

FDOH-Bradford maintains strong relationships with multiple health and social services providers throughout the community. With aid from these partners as well as WellFlorida, a nonprofit research and development organization, the 2017 Bradford County Health Assessment (CHA) was created. The CHA results from a collaborative, systematic process to collect, analyze, interpret and use data to inform and mobilize communities, develop priorities, gather resources, and create a plan of action to improve the public's health. The CHA process is the foundation for improving and promoting the health of Bradford County's residents. The information contained in this report collectively contributes to a comprehensive view of the health and quality of life of Bradford County residents.

The CHA used a hybrid planning model – the Mobilizing for Action through Planning and Partnerships (MAPP) Framework from the National Association of County & City Health Officials (NACCHO) and a grassroots mobilization campaign designed by WellFlorida. A MAPP Committee, known as the CHA Steering Committee, was formed by recruiting members from FDOH Bradford and included the quality assurance team from FDOH-Bradford, a WellFlorida consultant, and representatives from the community.

Primary source data were collected through June 2017, while secondary data analysis, focus groups, and key informant interviews were conducted July through September. Data were presented to the CHA Steering Committee in September, and community feedback was incorporated into the final report in October 2017. All the processes and strategies were designed and monitored by the CHA Steering Committee.

The CHA identifies priority health and quality of life issues through extensive data reviews via both primary and secondary data collection and analysis. Questions answered by the assessment include:

- *How healthy are our residents?*
- *What does the health status of our county look like?*
- *What strengths and opportunities exist to make Bradford County a healthy community?*
- *What can we do to improve the resources in our community?*

The MAPP Process

The CHA Steering Committee created the Community Health Assessment using the Mobilizing for Action through Planning and Partnerships (MAPP) process, developed by the National Association of County and City Health Officials (NACCHO) and the Centers for Disease Control (CDC), along with a grassroots mobilization campaign. MAPP is a community-driven, participatory process intended to bring together not only health care providers, but also mental health and social service agencies, public safety agencies, education and youth development organizations, recreation agencies, local governments, neighborhood associations, and civic groups to improve community health. By participating in the MAPP process, community stakeholders gain a greater awareness of their community and local health issues.

MAPP Assessment

The MAPP process consists of four major assessments:

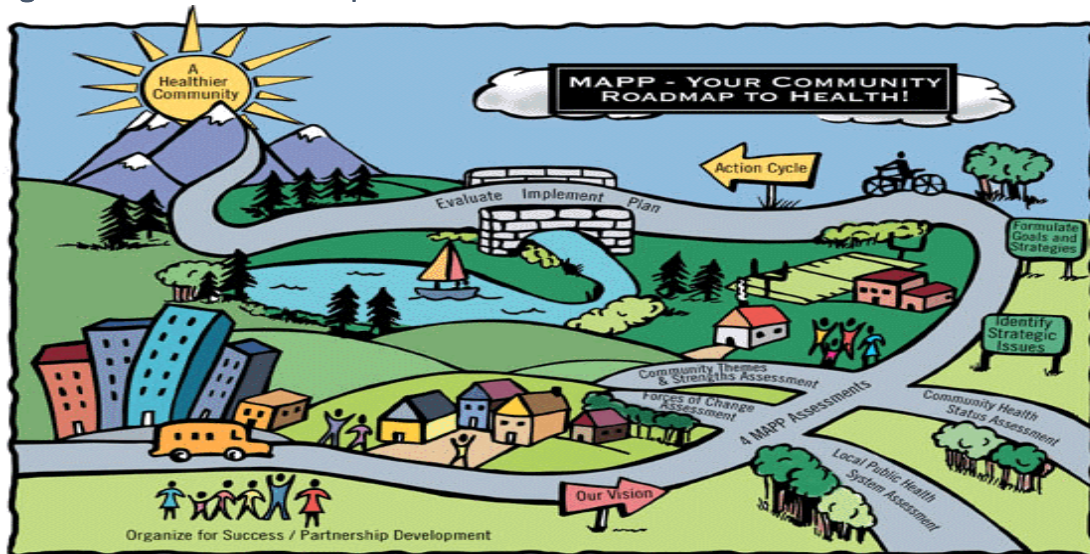
1. The **Forces of Change Assessment** identifies forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate.
2. The **Local Public Health System Assessment** focuses on all of the organizations and entities that contribute to the public's health. The LPHSA answers the question, "What are the components, activities, competencies, and capacities of our local public health system?"
3. The **Community Themes and Strengths Assessment** provides an understanding of the health issues that residents feel are important, including quality of life.
4. The **Community Health Status Assessment** identifies priority community health and quality of life issues. Questions answered here include, "How healthy are our residents?" and "What does the health status of our community look like?"

Figure 1. The MAPP Process



The 2017 Bradford County CHA incorporated two of the four MAPP assessments. Detailed information on the MAPP assessments can be found in the *2017 Bradford County Community Health Assessment*, which is available on the Florida Department of Health in Bradford County's website at <http://Bradford.floridahealth.gov/>. A brief summary of each assessment is provided below.

Figure 2. The MAPP Roadmap



Community Strengths & Themes Assessment

The Community Strengths and Themes Assessment generates direct feedback from community residents regarding observations of their own health, community health, and access to healthcare services. Themes and issues identified during this phase often offer insight into information discovered through other MAPP assessments.

Community surveys, community focus groups and data analysis provided the information needed to complete the Community Strengths and Themes Assessment. The CHA Steering Committee conducted two focus groups and a community survey with the cooperation of FDOH-Bradford. The CHA Steering Committee monitored community participation by population demographics and socioeconomic indicators. Percentage of population by age, gender, race, socioeconomic status, and geographic distribution were matched with the 2010 Census Data by leveraging partners who solicited survey participation from each of these demographic groups. Participants were asked questions related to factors that contribute to 1) health status, 2) health issues, and 3) community resources. The findings provided qualitative information, revealing community sentiments regarding health status and services in Bradford County.

Community Health Status Assessment

According to the Florida MAPP Field Guide, the Community Health Status Assessment is intended to answer the questions:

- *“How healthy are our residents?”*
- *“What does the health status of our community look like?”*
- *“What are the strengths and risks in our community that contribute to health?”*

To answer these questions, WellFlorida Council staff reviewed the Bradford County CHA and collected, analyzed, and reviewed additional secondary data describing population health in Bradford County. When possible, data were compared to other known time periods and/or geographies.

How Does Bradford County Compare?

County Health Rankings

County Health Rankings & Roadmaps, produced by the University of Wisconsin and Robert Wood Johnson Foundation, are a collection of reports that illustrate the overall health of counties in every state across the country and provide a comparison of counties within the same state. Two major categories exist for County Health Rankings: health outcomes and health factors. Health outcomes are measures that describe the current health status of a county. These health outcomes are influenced by a set of health factors. Health factors and their subsequent outcomes may be affected by community-based programs and policies designed to alter their distribution in the community. Counties can improve health outcomes by addressing all health factors with evidence-based programs and policies.

The report ranks Florida counties according to their summary measures of health outcomes and health factors, as well as the components used to create each summary measure. Outcomes rankings are based on an equal weighting of mortality and morbidity measures. The summary health factors rankings are based on weighted scores of four types of factors: behavioral, clinical, social and economic, and environmental.

In 2018, Bradford County ranked 62th out of the 67 Florida counties in health outcomes (which look at length of life and quality of life) and 49th of 67 counties in health factors. There were significant differences, however, when examining the individual rankings for each of the four topics considered for the health factors score. Health factors include health behaviors (ranked 57th), clinical care (ranked 56th), social and economic factors (ranked 38th), and physical environment (ranked 35th). Figure 3 lists the four topics, along with the types of indicators included within each, and the corresponding rank for Bradford County.

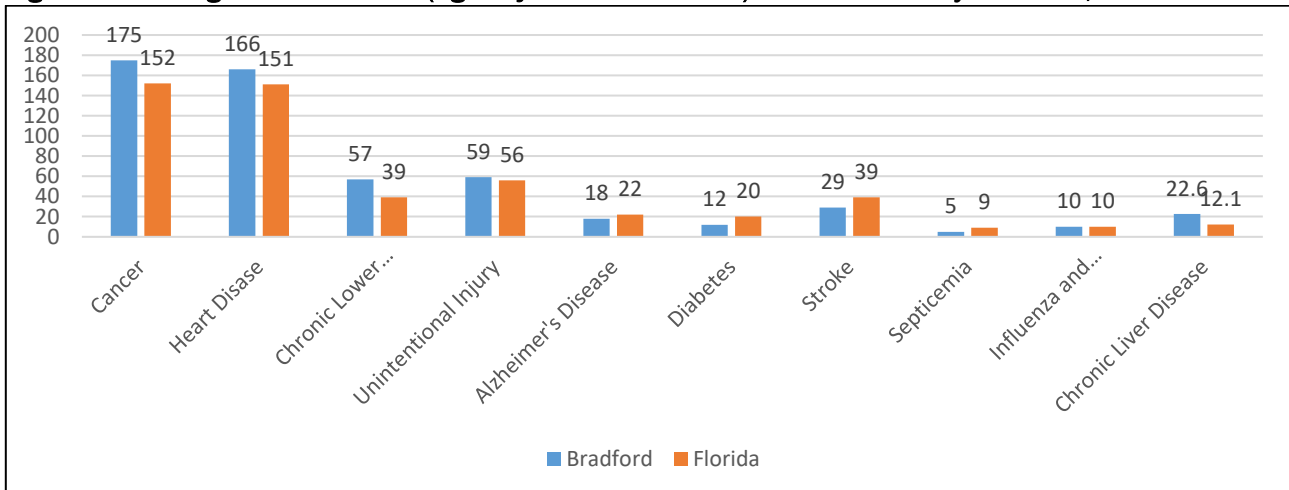
Figure 3. Bradford County Health Factors Rankings, 2018

HEALTH BEHAVIORS	CLINICAL CARE	SOCIO-ECONOMIC	PHYSICAL ENVIRONMENT
Tobacco Diet and Exercise Alcohol Use High-Risk Sex	Access to Care Quality of Care	Education Employment Income Family/Social Support Community Safety	Air Quality Built Environment Access to Healthy Food Liquor Stores
Bradford rank: 57th	Bradford rank: 56th	Bradford rank: 38th	Bradford rank: 35th

Leading Causes of Death in Bradford County

Mortality rates are key indicators of the state of health of a community. Figure 4 shows the top ten causes of death in Bradford County and the state of Florida. Cancer, heart disease, unintentional injury and chronic lower respiratory disease are the leading killers in Bradford County.

Figure 4. Leading Cause of Death (Age-Adjusted Death Rate). Bradford County & Florida, 2016



Data Source: FDOH FL Health Charts, www.flhealthcharts.com |

Identifying Priority Health Issues

Top Health Issues Identified by Focus Groups

During the Bradford Community Health Assessment process, community members and stakeholders participated in focus groups to provide community feedback related to health and healthcare issues. Participants identified the following issues when asked “What are the pressing health related problems in Bradford County?”

- Diabetes and high blood pressure
- Lack of primary care, vision and dental services
- Services for the elderly
- Obesity
- Drug abuse
- HIV, AIDS, STIs
- Affordable treatment, medication, or testing

Health Priorities Identified by FDOH-Bradford and Bradford Health Advisory Group

To select health priorities, FDOH-Bradford reviewed key findings from the Bradford County Community Health Assessment, health issues identified through community input, County Health Rankings & Roadmaps, and the State Health Improvement Plan (SHIP). FDOH-Bradford leadership held one intensive workgroup session and performed a first review of the data presented in the CHA and through other sources, and narrowed the focus of the Community Health Improvement Plan (CHIP) to three priority health issues: Healthy Lifestyle and Behaviors, Maternal and Child Health, and Public Safety. The three priority health issues and pertinent data were presented to the Bradford Health Advisory Group in a meeting on May 17, 2018. The advisory group was asked for feedback on the issues via questions such as:

- “Are the health priority issues outlined important to the Bradford County community?”
- “Do these health issues affect a large percentage of the Bradford County population?”
- “Are the strategies for the health priority areas suitable?”

Bradford Health Advisory Group members were given the opportunity to provide feedback verbally during the meeting, or via answering a printed questionnaire. No feedback was received via the written questionnaire, though feedback was provided verbally. Overall, Bradford Health Advisory Group members agreed with FDOH-Bradford that the three priority issues listed below were important and appropriate for Bradford County to target for improvement in the CHIP:

- ❖ **Healthy Lifestyle & Behaviors** including obesity and related chronic diseases (e.g., diabetes and cancer), HPV vaccination, and tobacco and other substance use
- ❖ **Maternal & Child Health** including infant mortality and teen pregnancy
- ❖ **Public Safety** including unintentional injury, car seat usage, bike helmet usage, and water safety awareness

The following section of this plan – the Description of Priority Health Issues – highlights some of the data that led to the decision to focus on the above health issues.

DESCRIPTION OF PRIORITY HEALTH ISSUES

Healthy Lifestyle and Behaviors

Unhealthy lifestyle and behavior such as poor diet, inactivity, tobacco use, and excessive alcohol use are lead contributors to the development of heart disease, cancer, and stroke, all of which are leading causes of death in Bradford County, with rates of these diseases meeting or exceeding the state average. The Healthy Lifestyle and Behaviors priority health issue focuses on reducing obesity and chronic disease in children and adults by promoting healthy lifestyle choices and reducing illness, disability, and death related to tobacco and other substance use.

Obesity & Physical Activity

According to the CDC, more than one-third (about 35%) of U.S. adults are obese. Understanding the cause of obesity is difficult because there are many contributing factors, including behavior (e.g., dietary habits and physical activity), exposures or genetics, the built environment, or education. Obesity is strongly linked to many of the leading causes of death in the world – heart disease, cancer, and stroke – and has a large financial toll on the healthcare system. Only 38% of Bradford County residents report that they meet moderate physical activity recommendations. Physical activity indicators from the Behavioral Risk Factor Surveillance System (BRFSS), the nation’s system of health-related phone surveys, are below.

Figure 5. Behavioral Risk Factor Surveillance System Indicators Related to Obesity/Physical Activity, 2013

Obesity & Physical Activity	Bradford	Florida
Adults who are inactive or insufficiently active	33.6%	27.7%
Adults who are sedentary	22.4%	26.0%
Adult who meet muscle strengthening recommendations	28.9%	29.6
Adults with good physical health	88.5%	85.9%

Data Source: FDOH FL Health Charts, www.flhealthcharts.com |

Nutrition & the Food Environment

In Bradford County, only 26.5% of the population lived within ½ mile of a healthy food source in 2017, compared to 52% of Floridians. According to BRFSS, only 16.1% of individuals in Bradford County are getting the recommended 5 servings of fruits and vegetables per day, possibly explaining the top 3 conditions according to community survey results in the county- high blood pressure/ cholesterol, asthma and diabetes. Nutrition BRFSS indicators are below:

Figure 6. Behavioral Risk Factor Surveillance System Indicators Related to Nutrition, 2013

Nutrition	Bradford	Florida
Adults who consume 5 or more servings of fruits or vegetables per day	16.1%	18.3%
Adults who consume 3 or more servings of vegetables per day	16.7%	17.0%
Adults who consume 2 or more servings of fruits per day	27.3%	32.0%

Data Source: FDOH FL Health Charts, www.flhealthcharts.com |

Tobacco Use

Tobacco is the largest cause of preventable morbidity and mortality in the United States.¹ Approximately 17.7% of adults in Bradford County were current smokers in 2013, greater than the state rate of 16.8%. BRFSS findings related to tobacco use are presented in Figure 7.

Figure 7. Behavioral Risk Factor Surveillance System Indicators Related to Tobacco Use, 2013

Tobacco Use	Bradford	Florida
Adult current smokers who tried to quit smoking at least once in the past year	77.2%	61.1%
Adults who are current smokers	17.7%	16.8%
Adults who are formers smokers (currently quit smoking)	29.6%	28.1%
Adults who have never smoked	52.7%	55.0%

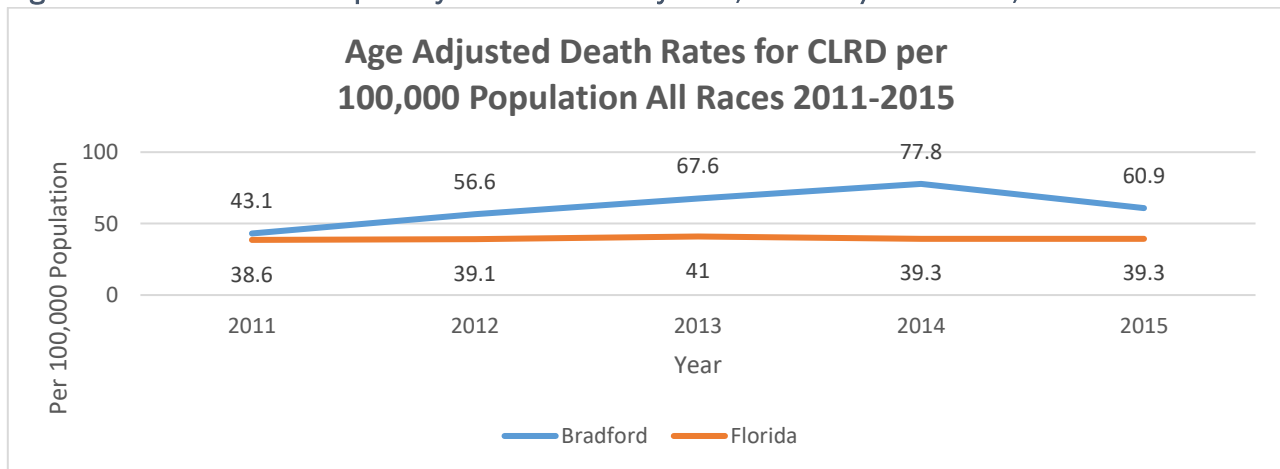
Data Source: FDOH FL Health Charts, www.flhealthcharts.com |

Chronic Lower Respiratory Disease

In 2013, chronic lower respiratory disease (CLRD) was the third leading cause of death in the United States. Fifteen million Americans reported having chronic obstructive pulmonary disease (COPD), a group of diseases that cause breathing-related problems including emphysema, chronic bronchitis, and some cases of asthma. Tobacco use is a key risk factor for the development of COPD, but exposure to air pollutants in the home/workplace, secondhand smoke, genetic factors, and respiratory infections are also causes.²

Bradford County has significantly higher chronic lower respiratory disease (CLRD) mortality rates than the state of Florida, almost doubling the state rate in 2014 (Figure 8). Bradford’s CLRD mortality rate declined from 2014 to 2015 at 60.9 deaths per 100,000 population but remained higher than the state.

Figure 8. Chronic Lower Respiratory Disease Mortality Rate, All Races/ Ethnicities, 2011-2015



Data Source: FDOH FL Health Charts, www.flhealthcharts.com |

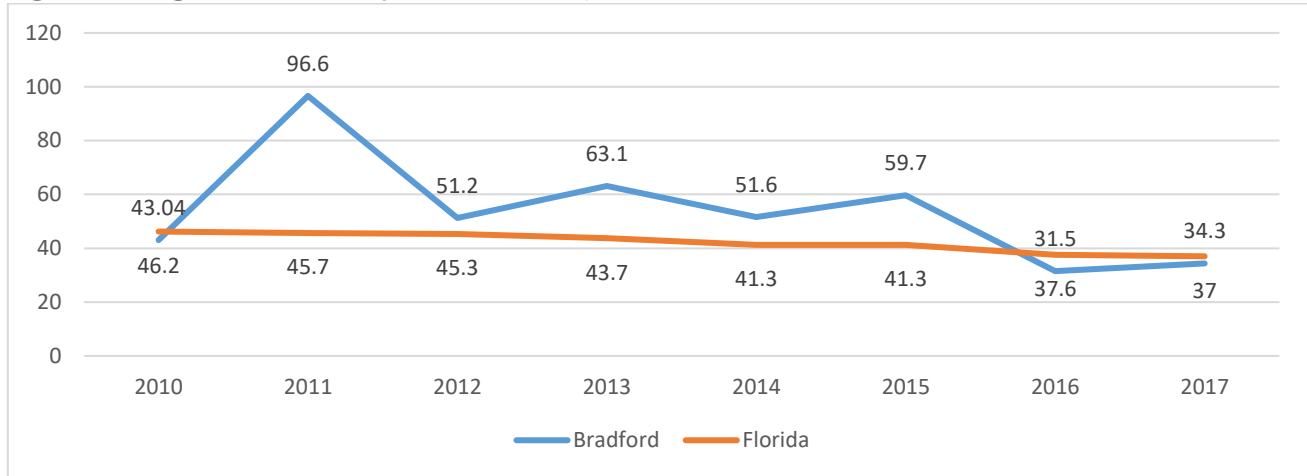
¹ U.S Centers for Disease Control and Prevention. (2015, July). Tobacco Use. Retrieved from The Community Guide. <http://www.thecommunityguide.org/tobacco/index.html>

² U.S Center for Disease and Prevention. (2015, March 12). Chronic Obstructive Pulmonary Disease (COPD). Retrieved from CDC.gov:<http://www.cdc.gov/copd/>

Lung Cancer

More people die from lung cancer than any other cancer in the United States. The CDC suggests smoking is the number one predictor for the development of lung cancer; cigarette smoking causes about 90% of lung cancer deaths.³ Figure 9 shows the lung cancer mortality rate for Bradford County and Florida.

Figure 4. Lung Cancer Mortality Rate, All Races/ Ethnicities, 2010-2017



Data Source: FDOH FL Health Charts, www.flhealthcharts.com |

Maternal and Child Health

The health of mothers and their children is vital to creating a healthy world. Each year in the United States more than 600 women die from pregnancy related causes.⁴ The Maternal and Child Health priority area focuses on improving maternal and child health through health education and prevention strategies.

Infant Mortality

An estimated 4.5 million infants died worldwide in 2015.⁵ Infant mortality refers to the loss of a baby before their first birthday and is a key measure of population health. Pregnancy outcomes are influenced by a woman's health and differ by factors such as race, ethnicity, age, location, health care access, education, and income.⁶ Figure 10 shows the infant mortality rate for Bradford County and Florida from 2007-2017. The infant mortality rate in Bradford County has been higher than the Florida average over the past decade.

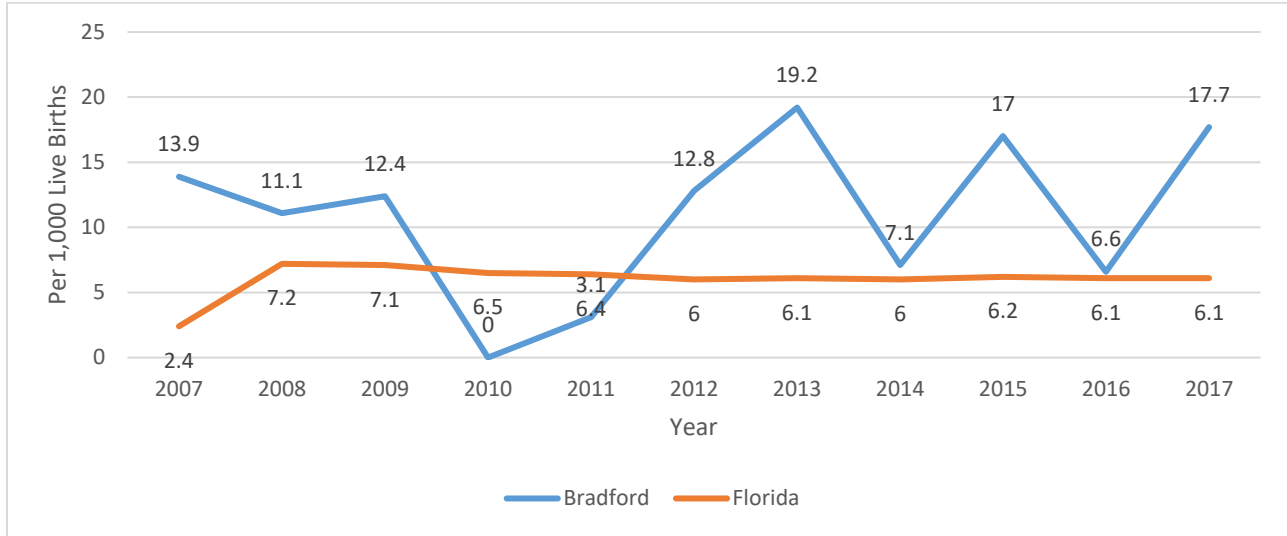
³ Center for Disease Control and Prevention. (2014, June 11). *What Can I Do to Reduce My Risk of Lung Cancer?* Retrieved from https://www.cdc.gov/cancer/lung/basic_info/prevention.htm

⁴ Center for Disease Control. (nd). *At A Glance Maternal Health*. Retrieved from <https://www.cdc.gov/chronicdisease/resources/publications/aag/pdf/2016/aag-maternal-health.pdf>

⁵ World Health Organization. (nd). *Infant Mortality situation and trends*. Retrieved from http://www.who.int/gho/child_health/mortality/neonatal_infant_text/en/

⁶ Center for Disease Control and Prevention. (2016, September 28). *Infant Mortality*. Retrieved from <https://www.cdc.gov/reproductivehealth/maternalinfanthealth/infantmortality.htm>

Figure 5 Infant Mortality Rate (Per 1,000 Live Births), All Races/ Ethnicities, 2007-2017

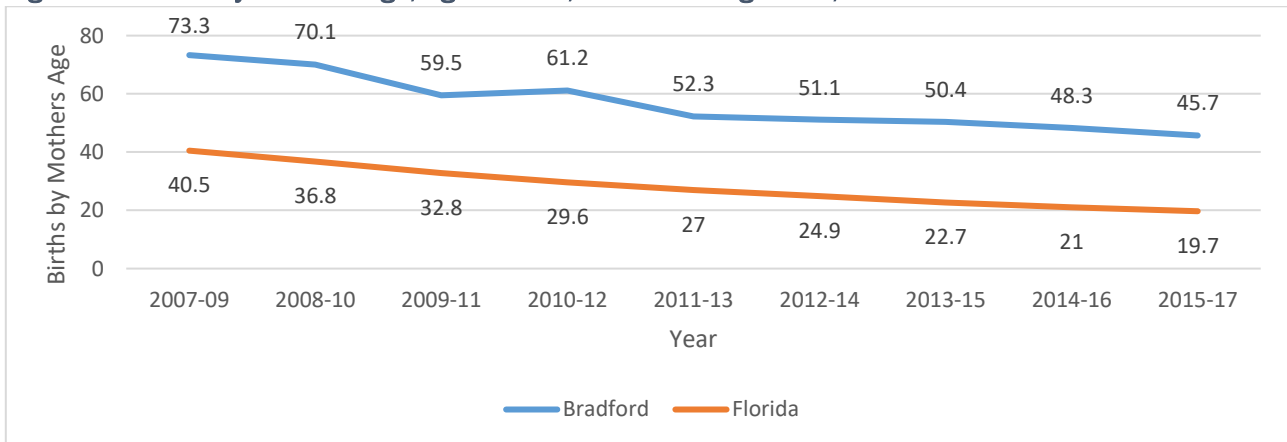


Data Source: FDOH FL Health Charts, www.flhealthcharts.com

Teen Pregnancy

In 2010, teen pregnancy and childbirth accounted for at least \$443 million in cost to Florida tax payers and \$9.4 billion in costs to U.S. taxpayers (federal, state, and local) for increased health care and foster care, increased incarceration rates among children of teen parents, and lost tax revenue because of lower educational attainment and income among teen mothers.⁷ Bradford County's teen pregnancy rate (births to mothers ages 15-19) is more than double the Florida average (Figure 11).

Figure 11. Births by Mothers Age, Ages 15-19, 3-Year Rolling Rates, 2007-2017



Data Source: FDOH FL Health Charts, www.flhealthcharts.com

Public Safety

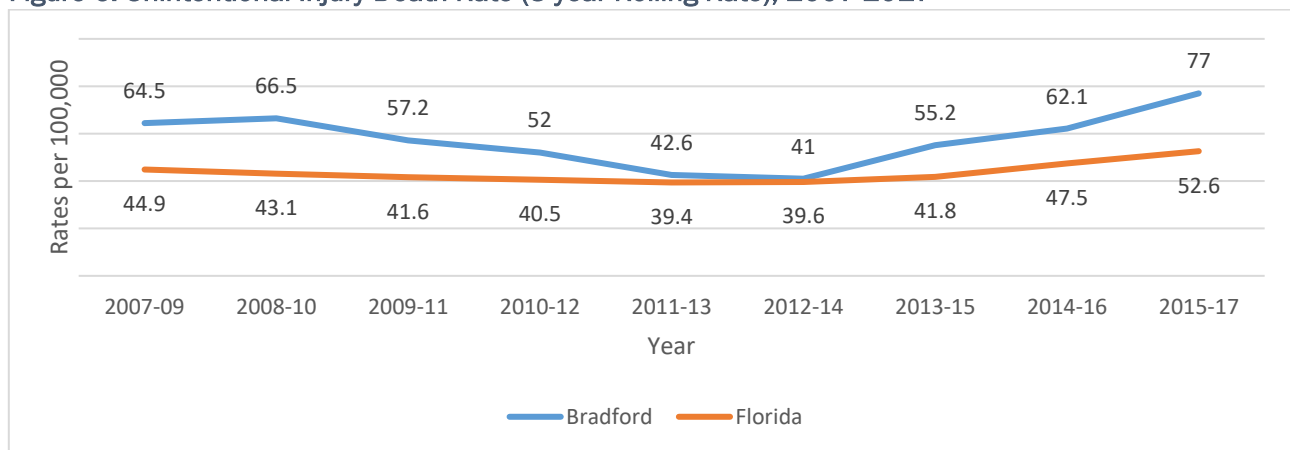
Unintentional injuries are a leading cause of morbidity and mortality among adults and children in the United States. Unintentional injury affects all age groups. The leading cause of unintentional injury deaths by age group are drowning (ages 1-4), motor vehicle accidents (ages 5-24), poisoning (ages 25-

⁷ National Campaign to Prevent Teen and Unplanned Pregnancy, Counting It Up: The Public Costs of Teen Childbearing 2013.

64), and falls (ages 65+). Each year, among those 0 to 19 years of age, more than 12,000 people die from unintentional injuries and more than 9.2 million are treated in emergency departments for nonfatal injuries.⁸

Unintentional injury is the 4th leading cause of death in Bradford (and the U.S.).⁹ There were 77 deaths per 100,000 population in Bradford County from 2013-2015, compared to 52.6 deaths in Florida (Figure 12).

Figure 6. Unintentional Injury Death Rate (3-year Rolling Rate), 2007-2017



Data Source: FDOH FL Health Charts, www.flhealthcharts.com

OVERVIEW OF CHIP PROCESS

The strategic focus of health planning in the community for the next three to five years is determined in Phases 1-4 of the Mobilizing for Action through Planning and Partnerships (MAPP) process. Phases 1-4 of MAPP involve collecting and analyzing data and gathering community input in order to determine a community’s priority health issues. A CHIP is formulated primarily in Phases 5) Goals & Strategies and 6) Action Cycle of the MAPP process. In Phase 5, the community formulates broad goal statements addressing the previously identified health issues, as well as more specific strategies related to each goal. Phase 6 involves planning, implementation, and evaluation. During Phase 6, the community creates an action plan which provides details on how goals and strategies will be achieved.

FDOH-Bradford an intensive workgroup session to identify three priority health issues that would become the focus of the Bradford CHIP, and to create a draft of the CHIP Action Plans for each health issue. In the workgroup session, leadership performed a review of the data from the Bradford CHA, community surveys, and other sources, and narrowed the focus of the CHIP to the following priority health issues: Healthy Lifestyle and Behaviors, Maternal and Child Health, and Public Safety. The Health Planning Council (WELLFLORIDA COUNCIL) facilitated a discussion of the purpose of strategic planning and the creation of goals, objectives, and strategies. WELLFLORIDA COUNCIL provided example goals, objectives, and strategies, and guided the FDOH-Bradford leadership through the process of goal creation, developing objectives for each goal, as well as strategies for each objective. In addition to

⁸ Center for Disease Control and Prevention. (2015, December 23). Protect the Ones You Love: Child Injuries are Preventable. Retrieved June 29, 2017, from https://www.cdc.gov/safechild/child_injury_data.html

⁹ Florida Department of Health, Bureau of Vital Statistics. (n.d.), from <http://www.flhealthcharts.com/charts/DataViewer/DeathViewer/DeathViewer.aspx?cid=0001>

generating strategies that could be used to achieve each goal, leadership brainstormed and described potential resources, lead persons/organizations, measures for tracking progress of a strategy, current performance levels, and targets for each strategy that are detailed in the CHIP Action Plans included at the end of this document.

The goal of the CHIP is to not only outline health issues, future action steps, and strategies to improve the health of Bradford County, but also to align with existing local, state, and national objectives, programs, projects, and organizations. Efforts were made to align Bradford County with state and national objectives by referring to the Florida State Health Improvement Plan and the Healthy People 2020 initiative. Bradford County also aligned their strategic issues with existing local programs and projects when possible. Alignment is illustrated in the CHIP Action Plans, using the symbols below:

- This symbol represents alignment with the national Healthy People 2020 initiative.
- ▲ This symbol represents alignment with the Florida State Health Improvement Plan.

APPENDIX A. BRADFORD CHIP ACTION PLANS

Bradford County Community Health Improvement Plan

Health Issue Priority: Healthy Lifestyle & Behaviors

Goal: Reduce obesity and chronic disease in children and adults to enhance quality of life by promoting healthy lifestyle choices. (■)

Objective: Increase the percent of Bradford **adults** who are at a **healthy weight** from 26.7% in 2016 to 27.7% by December 31, 2020. (■)

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Continue to provide Nutrition class, and track the number of clients that attend classes to establish a baseline. Monitor BMI if applicable.	<ul style="list-style-type: none"> Centers for Disease Control and Prevention (CDC) Curriculum Health Department-Health Education BMI machine My Plate curriculum Health Educator Community partners referring clients to nutrition classes 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of classes per year	1	2
			Baseline established	4	6
Produce and distribute “Heart Health Plus” Newsletter monthly.	<ul style="list-style-type: none"> Health Educator American Heart Association American Stroke Association CDC, Florida Dept. of Health (state), various accredited information materials 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of times per year newsletter is distributed	12	12
Increase awareness of healthy weight activities (walking group, one-on-one lifestyle support services, nutrition group, 5K walk/run, healthy eating, and healthy lifestyles via communication and advertisement.	<ul style="list-style-type: none"> Healthy Bradford Local newspapers Bradford County School Board Community Health Fairs Suwannee River Area Health Education Centers (AHEC) Transition House Bradford County civic groups 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of times per year	12	12

■ Represents alignment with the National Healthy People 2020 initiative

▲ Represents alignment with the Florida State Health Improvement Plan

Bradford County Community Health Improvement Plan

Health Issue Priority: Healthy Lifestyle & Behaviors

Goal: Reduce obesity and chronic disease in children and adults to enhance quality of life by promoting healthy lifestyle choices. (■)

Objective: Reduce the percent of Bradford middle and high school students who are overweight or obese from 31.8% in 2014 to 30.8% by December 31, 2020. (■)

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Introduce 5210 to middle school during 18/19 school year.	<ul style="list-style-type: none"> FDOH-Bradford County School Health Coordinator Bradford County School Board Health Educator 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of times per year	0	4

■ Represents alignment with the National Healthy People 2020 initiative

▲ Represents alignment with the Florida State Health Improvement Plan

Health Issue Priority: Healthy Lifestyle & Behaviors

Goal: Reduce obesity and chronic disease in children and adults to enhance quality of life by promoting healthy lifestyle choices. (■)

Objective: Decrease the age-adjusted death rate for diabetes from 37.5 deaths in 2017 to 36.5 deaths per 100,000 by December 31, 2020. (■)

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Provide at least 2 Diabetes Prevention Education classes (T2 for All) per year.	<ul style="list-style-type: none"> Center for Disease Control (CDC) Curriculum National Diabetes Prevention Program Registered Nurse Certified Diabetic Educator Certified Lifestyle Coach Community partners for referrals to class 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of times per year	1	2
Track the number of annual health screenings/fairs.	<ul style="list-style-type: none"> Community partners Bradford County School Board State and local government Faith-based organizations Bradford Sheriff's Office Housing Authority 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of times per year	6	8

Bradford County Community Health Improvement Plan

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Health Issue Priority: Healthy Lifestyle & Behaviors					
Goal: Reduce obesity and chronic disease in children and adults to enhance quality of life by promoting healthy lifestyle choices. (■)					
Objective: Decrease the age-adjusted death rate for breast cancer from 20.8 deaths in 2014-16 to 18.1 deaths per 100,000 by December 31, 2020. (■)					
Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Track number of clients referred to Florida Breast and Cervical Cancer Early Detection Program.	<ul style="list-style-type: none"> FDOH-Putnam County FDOH-Bradford County medical staff 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of clients enrolled	28 (2017/2018)	50
Increase community awareness for mammogram screening.	<ul style="list-style-type: none"> Local newspaper Healthy Bradford website 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of times per year awareness information is shared	0	2

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Health Issue Priority: Healthy Lifestyle & Behaviors					
Goal: Reduce obesity and chronic disease in children and adults to enhance quality of life by promoting healthy lifestyle choices. (■)					
Objective: Increase education and awareness about the HPV vaccine through community outreach and increase the number of adolescents who received or completed the HPV vaccination series from 96 adolescents as of December 31, 2016 to 600 by December 31, 2020. (▲)					
Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Increase awareness of HPV vaccine and benefits among healthcare providers and the community.	<ul style="list-style-type: none"> Centers for Disease Control and Prevention (CDC) Florida Department of Health (state) Vaccines for Children 	<ul style="list-style-type: none"> FDOH-Bradford County 	# of times information is shared	1	4
Track the number of Bradford County adolescents who have received or completed HPV vaccination series.	<ul style="list-style-type: none"> Florida Department of Health (state) Vaccines for Children Local medical providers FDOH Florida Shots 	<ul style="list-style-type: none"> FDOH-Bradford County Vaccines for Children 	# of adolescents who have received one or more HPV vaccine	500 as of June 2017	600 by 2020

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Health Issue Priority: Healthy Lifestyle & Behaviors

Goal: Reduce illness, disability, and death related to tobacco and other substance use. (■) (▲)

Objective: Reduce the percent of youth age 11-17 who have smoked cigarettes in their lifetime from 24.3% in 2016 to 23% by December 31, 2020. (▲)

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Increase the number of anti-tobacco community outreach methods (e.g., advertisements, events) based on suggestions received through community input. One of these strategies will include a social marketing component.	<ul style="list-style-type: none"> Local newspaper Healthy Bradford website Bureau of Tobacco Free Florida Quit Doc 	<ul style="list-style-type: none"> FDOH-Bradford County Bradford Tobacco Free Partnership 	# of times per year	6	12
Provide Tobacco Education classes to youth who receive citations for underage use/possession of tobacco products.	<ul style="list-style-type: none"> Bradford County Sherriff's Office AmeriCorps Member Bradford County School Board 	<ul style="list-style-type: none"> Bradford County Sherriff's Office FDOH-Bradford County 	# of times per year	12	12

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Health Issue Priority: Healthy Lifestyle & Behaviors

Goal: Reduce illness, disability, and death related to tobacco and other substance use. (■) (▲)

Objective:

- Reduce the **current smoking rate of adults** from 27.3% to 26.3% by December 31, 2020. (Florida rate = 15.5%) (■) (▲)

- Reduce the age-adjusted **death rate for lung cancer** from 31.5 deaths per 100,000 population in 2016 to 30 deaths by December 31, 2020. (■)(▲)

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Complete tobacco screening at each clinical visit (required for Electronic Health Record) at FDOH-Bradford County.	<ul style="list-style-type: none"> FDOH-HMS Informatics 	<ul style="list-style-type: none"> FDOH-Bradford County 	% of patients screened per year	72 in 2016	90 per year

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Complete tobacco screening at each clinical visit (required for Electronic Health Record) at FDOH-Bradford County, and track the number of patients referred for tobacco cessation services.	<ul style="list-style-type: none"> • FDOH - HMS 	<ul style="list-style-type: none"> • FDOH Bradford County 	# of patients referred per year	100	110
Continue providing tobacco cessation classes at the FDOH-Bradford County.	<ul style="list-style-type: none"> • Suwannee River Area Health Education Centers (AHEC) • Facilitator • FDOH-Bradford County • Community partners 	<ul style="list-style-type: none"> • Suwannee River Area Health Education Centers (AHEC) • FDOH Bradford 	# of classes per year	10	12
Increase the number of Bradford residents attending AHEC tobacco cessation classes.	<ul style="list-style-type: none"> • Suwannee River AHEC • Facilitator • FDOH-Bradford County • Community partners 	<ul style="list-style-type: none"> • Suwannee River AHEC • FDOH Bradford 	# of participants	83 in 2016	120

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Health Issue Priority: Maternal and Child Health

Goal: Improve maternal and child health through health education and prevention strategies. (■)(▲)

Objective: Reduce the **infant mortality** rate (3-year rolling) from 14.6 deaths in 2015 to 14 deaths per 1,000 live births by December 31, 2020. (■)(▲)

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Conduct safe sleep presentations throughout the community.	<ul style="list-style-type: none"> • WIC • Healthy Start Staff • Partnership for Strong Families • Healthy Families • MIECHV 	<ul style="list-style-type: none"> • Healthy Start of North Central Florida Coalition • FDOH-Bradford County 	# of presentations per year	0	6

Bradford County Community Health Improvement Plan

Increase the number of mothers who initiate breastfeeding.	<ul style="list-style-type: none"> • WIC • Healthy Start • Healthy Families 	<ul style="list-style-type: none"> • WIC 	Average annual % of mothers who initiate breastfeeding	2016 average of 80.7%	85.7%
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Health Issue Priority: Maternal and Child Health

Goal: Improve maternal and child health through health education and prevention strategies. (■) (▲)

Objective: Decrease the **teen birth rate** (15-19-year old) from 50.4 births per 1,000 females age 15-19 in 2013-2015 to 45.4 by December 31, 2020. (■)

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Increase the number of Long Acting Reproductive Contraception (LARC) placed in teens receiving Family Planning services at DOH Bradford.	<ul style="list-style-type: none"> • FDOH Bradford 	<ul style="list-style-type: none"> • FDOH Bradford Clinic Staff 	% of teens receiving LARC	23.8%	30%
Maintain the number of FLASH sexual risk avoidance-abstinence education classes offered at the middle and high school.	<ul style="list-style-type: none"> • DOH Bradford School Health • Bradford District Schools • Public Health Seattle - FLASH 	<ul style="list-style-type: none"> • DOH Bradford School Health 	# of classes	1	1

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Bradford County Community Health Improvement Plan

Health Issue Priority: Public Safety

Goal: Increase knowledge about public safety.

Objective: Decrease the **unintentional injury** age-adjusted death rate from 55.2 deaths per 100,000 in 2013-2015 to 53.0 deaths per 100,000 by December 31, 2020.

Strategies	Resources	Lead Entity	Measure	Current Performance Level	Target
Increase the number of water safety awareness outreach efforts.	<ul style="list-style-type: none"> Local newspaper Healthy Bradford website Healthy Start Healthy Families 	<ul style="list-style-type: none"> FDOH-State and Bradford County 	# of times information is shared	0	4
Assess community resources for car seat safety.	<ul style="list-style-type: none"> Safe Kids Sheriff's Office Fire/Rescue Certified car seat installers in surrounding counties Healthy Families Well Florida Council 	<ul style="list-style-type: none"> FDOH Bradford 	Resource list completed	0	1
Increase number of Certified Car Seat Technicians	<ul style="list-style-type: none"> Florida Occupant Protection Resource Center 	<ul style="list-style-type: none"> FDOH Bradford Healthy Start 	# of technicians	1	4
Conduct car seat presentations throughout the community.	<ul style="list-style-type: none"> Sheriff's Office Bradford County School Board Bradford Health Advisory Group Faith Based Organizations Rainbow Center 	<ul style="list-style-type: none"> FDOH Bradford Healthy Start 	# of presentations	0	1
Increase the number of a bike riders who wear a properly fitted bike helmet.	<ul style="list-style-type: none"> Well Florida Safe Routes to School DOT Bradford County School District 	<ul style="list-style-type: none"> Well Florida FDOH Bradford 	# of helmet fittings and distributed	257	300

APPENDIX B. REFERENCES

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