



Collier County
COMMUNITY HEALTH IMPROVEMENT PLAN

2020-2023
2022 Revision

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HEALTH PRIORITIES



Vision: To be the healthiest county in the nation to live, learn, work, and play.

1 Mental Health & Substance Abuse



GOAL

Improve identification and treatment of mental health and substance use disorders.

2 Chronic Diseases



GOAL

Increase the impact of evidence-based programs that promote healthy choices and increase food access.

3 Access to Care



GOAL

Increase access to blood pressure screening services for uninsured Collier County residents.

4 Health of Older Adults



GOAL

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



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Collier County Vision for a Healthy Community

To be the healthiest county in the nation to live, learn, work, and play.





Acknowledgements

The Florida Department of Health in Collier County (DOH-Collier) is grateful to the organizations and individuals who gave their time and expertise to make this community planning process a success. Partners were committed to the process and to implementing the initiatives that were selected to improve health outcomes in Collier County to make it the healthiest county in the nation to live, learn, work, and play.

The Executive Committee for Community Health Improvement Planning:

- ✓ Blue Zones Project of Southwest Florida
- ✓ Collier County EMS
- ✓ Collier County Medical Society
- ✓ Collier County Parks & Rec
- ✓ Collier County Public Schools
- ✓ Collier County Public Services
- ✓ Community Health Partners
- ✓ David Lawrence Center
- ✓ Florida Department of Health in Collier County
- ✓ Florida State University
- ✓ Health Planning Council Southwest Florida
- ✓ Healthcare Network Southwest Florida
- ✓ Naples Senior Center
- ✓ NAMI of Collier County
- ✓ Naples Chamber of Commerce
- ✓ NCH Healthcare System
- ✓ NCH Safe & Healthy Children's Coalition

Community Health Improvement Plan Priority Area Workgroup Members:

- ✓ Avow Hospice
- ✓ Blue Zones Project of Southwest Florida
- ✓ Collier Area Transit
- ✓ Collier County Emergency Medical Services
- ✓ Collier County Medical Society
- ✓ Collier County Public Schools
- ✓ Collier County Sheriff's Office
- ✓ David Lawrence Center
- ✓ Marco Island Fire-Rescue Department
- ✓ Golden Gate Senior Center
- ✓ Health Planning Council of SWFL
- ✓ Florida Department of Health in Collier County
- ✓ Healthcare Network of Southwest Florida
- ✓ Healthy Start Coalition SWFL
- ✓ Hodges University
- ✓ Hunger & Homeless Coalition
- ✓ Lasting Links, LLC
- ✓ Leadership Coalition on Aging
- ✓ NAMI of Collier County
- ✓ Naples Senior Center
- ✓ NCH Healthcare System
- ✓ NCH Safe & Healthy Children's Coalition
- ✓ Neighborhood Health Clinic
- ✓ PANIRA Healthcare Clinic



**Produced by:
Florida Department of Health
in Collier County**



Executive Summary

The Collier County Community Health Improvement Plan (CHIP) is a collaborative effort by the members of the Healthy Collier Coalition. It is a plan to improve the health of the residents and visitors of Collier County by addressing five health priorities that were identified by over 225 participants in the Community Health Assessment (CHA). The CHIP strategies and objectives were set by the Healthy Collier Executive Committee, which established health priority workgroups to implement the strategies and achieve the objectives. While the CHIP is a community-driven and collectively owned health improvement plan, The Florida Department of Health in Collier County (DOH-Collier) is charged with providing administrative support, tracking and collecting data, and reporting results.

Process

In the early stages of the CHA, Healthy Collier Executive Committee members participated in an exercise to create a vision for a healthy community. This vision serves as the guiding sentiment for community-wide efforts to achieve optimal health for all people.

Healthy Collier Vision
Collier County is the healthiest county in the nation to live, learn, work, and play.

DOH-Collier facilitated the CHIP process by using the National Association of City and County Health Officials Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from a diverse group of partner organizations along with other community members participated in the four assessments specified in the MAPP process. Individually, the assessments yielded in-depth analyses of factors and forces that impact population health. When analyzed together, the assessment findings provide a comprehensive view of health and quality of life in Collier County. These findings are reported in the CHA.



DOH-Collier presented the CHA findings to the Healthy Collier Executive Committee comprised of a diverse group of community leaders representing 17 organizations. The Executive Committee set priorities through a facilitated consensus process by verifying the strategic issues that emerged from the four assessments. The Committee agreed that the results accurately reflect the needs of Collier County. The 2020-2023 CHIP was then shaped using the five highest ranked health priority areas from the CHA results. DOH-Collier then hosted a CHIP Retreat to form collaborative workgroups and select strategies to address the health priorities.

The Executive Committee endorsed four* health priority workgroups to carry out implementation efforts and provide regular updates of the progress being achieved.

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

Collier County CHIP Health Priorities and Goals

Health Priority	Goal
Mental Health and Substance Abuse	Improve identification and treatment of mental health and substance use disorders.
Chronic Diseases	Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.
Access to Care	Increase access to blood pressure screening services for uninsured Collier County residents.
Health of Older Adults	Increase capacity for older adults (age 60+) to comfortably and safely age in place with appropriate resources in a livable community.

Implementation

DOH-Collier facilitates a process to monitor progress, which is designed to ensure that workgroups stay on track and that information about the CHIP is available to members of the coalition and the public. The Executive Committee monitors progress of the CHIP at biannual meetings and through quarterly updates sent by email. Members of the health priority workgroups meet quarterly to report data and status updates for their objectives. DOH-Collier then compiles that information and reports it back to all the Healthy Collier Coalition Members. The quarterly updates are also posted on the DOH-Collier website.

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

Health Equity



When studying the data associated with the Collier County health priorities, a health equity lens was applied to highlight the social determinants of health that could be associated with root causes. The health equity lens is designated by the GPS navigation icon, suggesting that the local public health system (LPHS) can use this information to navigate through root causes to find solutions.

Strategies and Objectives

The goals, strategies, and objectives for the 2020 - 2023 Collier County CHIP were developed by the Healthy Collier Executive Committee and the Healthy Collier workgroups to address health priorities that were identified in the Collier County CHA. The strategies will be implemented during this CHIP cycle by the Healthy Collier workgroups and progress will be tracked by DOH-Collier. The last section of the CHIP document presents the Collier County health priorities, Healthy Collier workgroup members, goals, strategies and objectives, population health indicators that will be monitored for each health priority, and key health disparities associated with each health priority.

Introduction

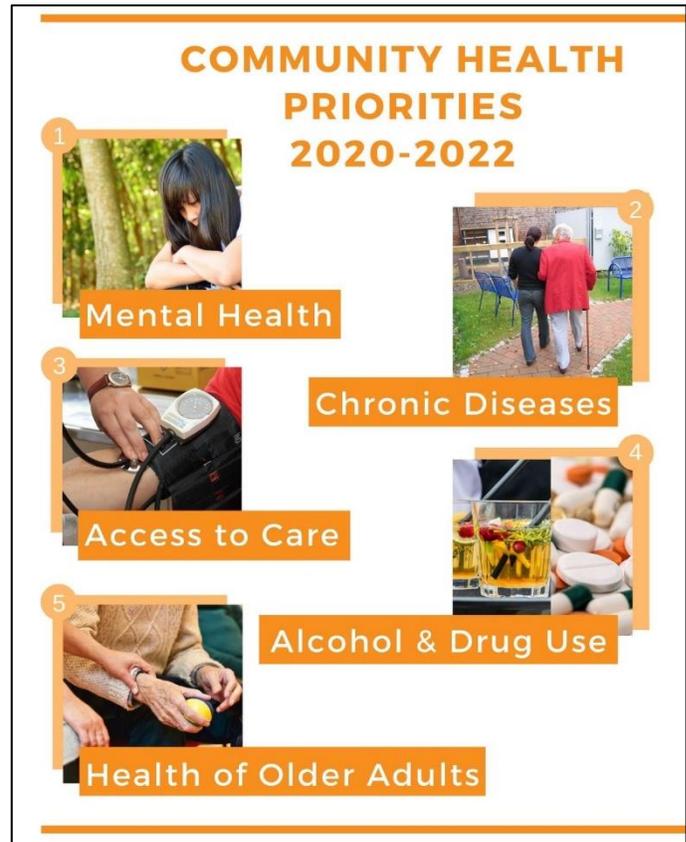
The Collier County Community Health Improvement Plan (CHIP) is a collaborative effort by the members of the Healthy Collier Coalition. It is a plan to improve the health of the residents and visitors of Collier County by addressing five health priorities that were identified by over 225 participants in the Community Health Assessment (CHA). The CHIP strategies and objectives were set by the Healthy Collier Executive Committee, which established health priority workgroups to implement the strategies and achieve the objectives. While the CHIP is a community-driven and collectively owned health improvement plan, The Florida Department of Health in Collier County (DOH-Collier) is charged with providing administrative support, tracking and collecting data, and reporting results.

CHIP Priorities

The 2020-2023 CHIP priorities were selected in 2019 by the Healthy Collier Executive Committee based on the results from the CHA. DOH-Collier facilitated the CHIP process by using the National Association of City and County Health Officials Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from a diverse group of partner organizations along with other community members participated in the four assessments specified in the MAPP process. Individually, the assessments yielded in-depth analyses of factors and forces that impact population health. When analyzed together, the assessment findings provide a comprehensive view of health and quality of life in Collier County. These findings are presented in the CHA.

DOH-Collier presented the CHA findings to the Healthy Collier Executive Committee comprised of a diverse group of community leaders representing 17 organizations. The Executive

Committee set priorities through a facilitated consensus process by verifying the strategic issues that emerged from the four assessments with significant weight given to the community health priority rankings in the community themes and strengths assessment. The Committee agreed that the results strongly corroborated the results of other recent community assessments and accurately reflect the needs of Collier County. The 2020-2023 CHIP was then shaped using the five highest ranked health priority areas from the CHA results. They include Mental Health, Chronic Diseases, Access to Care, Alcohol and Drug use*, and Health of Older Adults. The following table presents a summary of Collier County's health priorities and goals.



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

2020-2023 Collier County Health Priorities and Goals

Health Priority	Goal
Mental Health and Substance Abuse	Improve identification and treatment of mental health and substance use disorders.
Chronic Diseases	Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.
Access to Care	Increase access to blood pressure screening services for uninsured Collier County residents.
Health of Older Adults	Increase capacity for older adults (age 60+) to comfortably and safely age in place with appropriate resources in a livable community.

Policy Changes

Policy and systemwide changes for the alleviation of health inequities are incorporated into the goals, strategies, and objectives detailed in the last section of this document. The targeted policy changes include primary care patient intake policies, workplace wellness policies, and a policy designating Collier County as an AARP Age Friendly Community.

Health Equity

Health equity means that everyone has the opportunity to attain their highest level of health. Inequities are created when barriers prevent individuals and communities from accessing these conditions and from reaching their full potential.

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



When studying the data associated with the Collier County health priorities, a health equity lens was applied to highlight the social determinants of health that could be associated with root causes. The health equity lens is designated by the GPS navigation icon, suggesting that the LPHS can use this information to navigate through root causes to find solutions.

The CHIP Process

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

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



Partnership Development

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

Visioning

In the early stages of the CHA, CHIP Executive Committee members participated in an exercise to create a vision for a healthy community. This vision serves as the guiding sentiment for community-wide efforts to achieve good health for all people.

Healthy Collier Vision
Collier County is the healthiest county in the nation to live, learn, work, and play.

Assessment

DOH-Collier engages a broad range of community partners to develop and update its CHA. This framework includes four individual assessments: health status, public health system, forces of change, and community themes and strengths, which collectively provide a comprehensive view of health and quality of life in Collier County. Community partner organizations participated in the formal assessment process by hosting focus groups, sharing data, participating in the LPHS Assessment, and/or responding to survey questionnaires. During the 2019 CHA process, over 30 organizations participated, including local county and city agencies, public-private partnerships, universities, community health centers, health planning agencies, and community organizations. In addition, input was received from 237 participants in 15 focus groups, and 188 public responses to a community health survey.

Prioritization

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

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



Strategic Planning

On Thursday, October 10, 2019, DOH-Collier hosted a CHIP Retreat at the Avow Ispiri Community Center, a Healthy Collier Coalition member facility. The purpose of the retreat was to bring the community together to form collaborative workgroups that can leverage existing programs to make them even more effective. Participants reviewed the CHA findings and the CHIP priorities, and then participated in exercises to select community programs (strategies) to address the health priorities.

During this strategic planning event, 24 participants representing 18 key organizations listed 130 existing community programs within the five health priority areas. Workgroups were then formed for each health priority area. A dot voting exercise was used to prioritize which of the programs were to be selected as CHIP strategies. Parameters used for prioritization included health equity (whether the program focused on a health disparity), collaboration (whether the program was conducive to collaboration with multiple organizations), and impact (the level of impact the program could have on the community in addressing the health priority).

Action Cycle

Beginning with the workgroup members and strategies developed at the CHIP retreat, the Executive Committee endorsed four community health improvement workgroups to lead implementation efforts in the priority areas and provide regular updates of the progress being achieved. After the retreat, the preliminary goals, strategies, and objectives were sent to the full list of partner organizations inviting them to participate in these workgroups.

The workgroups hold quarterly meetings to review current public health data, track the status of implementation efforts, and identify obstacles and needs for additional information. The workgroups additionally conduct annual reviews of health indicators and information relevant to their health priority area. To hold workgroup members accountable, DOH-Collier provides a staff liaison to each workgroup who coordinates quarterly meetings, monitors action plans, and collects data to monitor progress. DOH-Collier compiles that information and reports it to the CHIP Executive Committee and all the Healthy Collier Coalition Members. The quarterly updates are also posted on the DOH-Collier website.

The Executive Committee meets twice a year to monitor and evaluate progress made by the workgroups. At the first meeting of each year, the Committee sets the direction for the year by collectively deciding whether to add, remove, or enhance any of the strategies or objectives. This determination is made after evaluating the status of each objective and its corresponding action plan, along with performance data and whether it is on track to meet its target. The second meeting each year serves as a mid-year check-in using a similar, but less rigorous evaluation process. During these meetings, the Committee considers how workgroups might benefit from available community resources and how those resources might improve the chances of the workgroups achieving their objectives.

Health Equity Lens



In February and March of 2020, the DOH-Collier facilitators convened the health priority workgroups to finalize the goals, strategies, and objectives that each group will work on for the next three years. During these initial health priority workgroup meetings, the members also decided on which population health indicators to monitor and started building an action plan to implement the strategies. To formulate the action plans, the workgroups reviewed the health disparities that were reported in the CHA.

A summary of the key health disparities reported in the CHA for each health priority is presented in the following table. One of the actions on each workgroup action plan is to identify and report any health disparities associated with the population health indicators that the group chose to monitor during this CHIP cycle.

Table 2: Health Disparities Reported in the 2019 Collier County CHA

Health Priority	Health Disparity Reported in the 2019 Collier County CHA
Mental Health and Substance Abuse	In 2017, 72% of suicide deaths were white males and 23% were white females.
	Persons who are white and non-Hispanic are more likely to report heavy or binge drinking.
	Persons with higher incomes are more likely to report heavy or binge drinking.
	89% of drug poisoning deaths in Collier County in 2017 were persons of white, non-Hispanic ethnicity, and the vast majority of them were male.
Chronic Diseases	Adult obesity rates are higher in Collier County for non-white, Hispanic, less than high school educated, and lower income residents.
Access to Care	The highest rates of uninsured persons in Collier County are living in a small proportion of the census tracts suggesting a need for affordable healthcare services in those areas.
	In Golden Gate and Immokalee, the percentages of people who had not seen a dentist in the past year were notably higher than the county-wide percentage.
Health of Older Adults	Females are more likely to be diagnosed with Alzheimer’s disease and other dementias than males. Approximately two out of every three Americans with Alzheimer’s disease are females at the present time.
	Focus group participants indicated that health inequities may be occurring in the older adult population for those who are living alone and struggling financially.



Goals, Strategies, and Objectives

The goals, strategies, and objectives for the 2020 - 2023 CHIP were developed by the Healthy Collier Executive Committee and the Healthy Collier workgroups to address health priorities that were identified in the Collier County CHA. They will be implemented during this CHIP cycle by the Healthy Collier workgroups and monitored by DOH-Collier. The following pages present the Collier County health priorities, Healthy Collier workgroup members, goals, strategies and objectives, population health indicators that will be monitored for each health priority, and key health disparities associated with each health priority.

Collier County Health Priority 1: Mental Health and Substance Abuse

Healthy Collier Workgroup Members: Collier County Emergency Medical Services, Collier County Public Schools, Collier County Sheriff’s Office, David Lawrence Center, DOH-Collier, Healthcare Network of SWFL, Healthy Start Coalition, Marco Island Fire Department, NCH Healthcare System		
Goal	Strategy	Objective
Improve identification and treatment of mental health and substance use disorders.	1.1. Implement the collaboration/integration care model in primary care provider offices and urgent care facilities. <i>Lead: Healthcare Network of Southwest Florida</i>	Increase the number of primary care provider offices and urgent care facilities in Collier County that are using the collaboration/integration care model from 12 in 2019 to 25 by the end of 2022. <u>Increase the combined (HCN and DLC) percentage of referral status updates given to medical providers who referred patients for mental health services from 47% in 2021 to 55% by December 2022.</u>
	1.2. Create a county-wide cadre of Mental Health First Aid instructors and a centralized, coordinated scheduling and registration system for class offerings. <i>Lead: David Lawrence Center</i>	Increase the number of individuals trained per year in youth and adult Mental Health First Aid from 1060 in 2019 to 3000 <u>1500</u> by December 2024 <u>2022</u> . <i>(Matches SHIP objective BH1.2.1)</i>

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

- Reduce the suicide death rate.
- Decrease the number of all non-fatal overdose emergency department visits.
- Reduce the rate of hospitalizations for mental disorders.
- Decrease the percent of students who, in the past year, did something to purposely hurt themselves without wanting to die.



- In 2017, 72% of suicide deaths were white males and 23% were white females.
- 89% of drug poisoning deaths in Collier County in 2017 were persons of white, non-Hispanic ethnicity, and the vast majority of them were male.
- **The 2021 Collier County Mental Health and Substance Abuse Health Equity Data Analysis (HEDA) report revealed a disparity in suicide attempts and intentional self-harm among Black and Hispanic Females. The educational and social contexts were identified as root causes with the most influence. Workgroup members are collaborating to construct an intervention to address this health inequity.**



Collier County Health Priority 2: Chronic Diseases

Healthy Collier Workgroup Members:		
American Heart Association, Blue Zones Project of Southwest Florida, DOH-Collier, Healthcare Network of Southwest Florida, Hodges University, Neighborhood Health Clinic, PANIRA Healthcare Clinic, Tobacco Free Collier Partnership, University of Florida Institute of Food and Agricultural Sciences (UF/IFAS Extension Family Nutrition Program)		
Goal	Strategy	Objective
Increase the impact of evidence-based programs that promote healthy choices and increase food access.	2.1. Blue Zones Worksites Program <i>Lead: Blue Zones Project of Southwest Florida</i>	Increase the number of Blue Zones approved worksites from 49 in 2019 to 65 85 by December 2022.
	2.2. Healthiest Weight Florida Worksites <u>Early Care and Education</u> <i>Lead: DOH-Collier</i>	Increase the number of worksites in Collier County using the CDC Worksite Wellness Scorecard from one in 2019 to four by the end of 2022. <u>Increase the number early care and education (ECE) sites to complete the Go Nutrition and Physical Activity Self-Assessment for Child Care (GO NAPSACC) from 0 in 2021 to five by December 2022.</u>
	2.3. Nutrition Education Curriculum for Youth (schools and after-school sites): <ul style="list-style-type: none"> Youth Understanding MyPlate (YUM) Youth Understanding MyPlate Exploration-Edition (YUM-EE) Cooking Matters for Chefs and Kids <i>Lead: UF/IFAS Extension Family Nutrition Program</i>	Increase the number of unduplicated SNAP-eligible youth reached through nutrition education from 2711 in 2021 to 3000 by December <u>2022</u> .
	2.4. Nutrition Education Curriculum for Adults (childcare centers, after-school sites, pantries, and family resource centers): <ul style="list-style-type: none"> Cooking Matters at Home Eat Healthy, Be Active Cooking Matters in the Community <i>Lead: UF/IFAS Extension Family Nutrition Program</i>	Increase the number of unduplicated SNAP-eligible adults reached through nutrition education from 225 in 2021 to 250 by December <u>2022</u> .



Collier County Health Priority 2: Chronic Diseases (continued)

Healthy Collier Workgroup Members:		
American Heart Association, Blue Zones Project of Southwest Florida, DOH-Collier, Healthcare Network of Southwest Florida, Hodges University, Neighborhood Health Clinic, PANIRA Healthcare Clinic, Tobacco Free Collier Partnership, University of Florida Institute of Food and Agricultural Sciences (UF/IFAS Extension Family Nutrition Program)		
Goal	Strategy	Objective
	2.5. American Heart Association Healthy for Good™ program <i>Lead: American Heart Association</i>	Increase the number of participants that complete the Healthy for Good™ program from 100 in 2021 to 160 by December 31, 2022.
	<u>2.6 Smarter Lunchrooms</u> <i>Lead: UF/IFAS Extension Family Nutrition Program</i>	<u>Increase the number of students impacted by the Smarter Lunchroom PSE changes at SNAP eligible schools in Collier County from 0 in 2021 to 2500 by December 2022.</u>
	<u>2.7 Child Obesity Prevention</u> <i>Lead: UF/Core Health Partners</i>	<u>Increase the number of referrals to the Childhood Obesity Program from the 34142, 34116, and 34112 zip codes from 45 in 2021 to 160 by the end of 2022.</u>

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

- Decrease the adult obesity rate.
- Decrease the percentage of adults who are sedentary.
- Increase the percent of population living within ½ mile of a healthy food source
- **Decrease the percentage of WIC clients aged 2 years or older, who are overweight or obese from 35.9% to 32.9%.**
- **Decrease the percent of Middle and High students who are Overweight or Obese**



- Adult obesity rates are higher in Collier County for non-white, Hispanic, less than high school educated, and lower income residents.
- **Workgroup members expressed a need to address child obesity and identified perceived disparities in Hispanic children, especially those living in Immokalee. A HEDA process was started at the beginning of 2022 to study the disparities in child obesity in Collier County. The results will be used to guide the workgroup in selecting an intervention.**



Collier County Health Priority 3: Access to Care

<p>Healthy Collier Workgroup Members: Collier Area Transit, Collier County Hunger and Homeless Coalition, Collier County Public Schools, Collier County Sheriff’s Office, DOH-Collier, Healthcare Network of SWFL, NCH Healthcare System, NCH Safe and Healthy Children’s Coalition of Collier County, Neighborhood Health Clinic, PANIRA Healthcare Clinic</p>		
Goal	Strategy	Objective
Increase access to blood pressure screening services for uninsured Collier County residents.	3.1. Offer free blood pressure screenings to uninsured residents. <i>Lead: Neighborhood Health Clinic</i>	Increase the number of uninsured residents per year in Collier County who received a blood pressure screening from 12,404 in 2019 to 14,000 by December 2022, an increase of about 5% per year.

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

- Increase the number of adults who had a medical checkup in the past year.
- Decrease the rate of hypertension ER visits in Collier County, where hypertension is listed as the principle diagnosis.



- The highest rates of uninsured persons in Collier County are living in a small proportion of the census tracts suggesting a need for affordable health care services in those areas.
- In Golden Gate and Immokalee, the percentages of people who had not seen a dentist in the past year were notably higher than the county-wide percentage.



Collier County Health Priority 4: Health of Older Adults

Healthy Collier Workgroup Members: Avow Hospice, Collier County Senior Programs and Social Services, Community Foundation of Collier County, DOH-Collier, Golden Gate Senior Center, Leadership Coalition on Aging, Naples Senior Center		
Goal	Strategy	Objective
Increase capacity for older adults* to comfortably and safely age in place with appropriate resources in a livable community. *Age 60+	4.1. Maintain compliance with the AARP Age-Friendly Community program standards. <i>Lead: Leadership Coalition on Aging</i>	Increase the percentage of steps completed to produce the Collier County Age-Friendly Action Plan from 0% in 2021 to 100% by December 2022.
	4.2. Leverage the Dementia Care and Cure Task Force of Collier County to promote dementia awareness and provide education about dementia. <i>Lead: Naples Senior Center</i>	Increase the annual number of community touchpoints regarding dementia presentations, outreach, trainings, and events from 83 in 2021 to 100 by December 2022.

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

- Improve the Collier County AARP Livability Total Index Score (51).
- Improve the Collier County AARP Livability Index Health Category Score (58).
- Decrease Alzheimer’s disease deaths.
- Reduce the proportion of preventable hospitalizations in older adults with dementia (*Healthy People 2030 Objective, DIA-02*).



- Females are more likely to be diagnosed with Alzheimer’s disease and other dementias than males. Approximately two out of every three Americans with Alzheimer’s disease are females.
- Focus group participants indicated that health inequities may be occurring in the older adult population for those who are living alone and struggling financially.

Summary of Revisions

2020 Annual Review

On March 18, 2021, the Healthy Collier CHIP Executive Committee conducted an annual review of the CHIP. The committee discussed the objectives and their status using the following questions as a guide:

1. Are the priorities still valid given the current environment?
2. Is sufficient progress being made towards accomplishing the objectives?
3. Are there any available community resources that could enhance the effectiveness of a workgroup?

The table below depicts revisions to objectives that resulted from this review. Strikethrough indicates deleted text and underline indicates added text.

Objective Number	Revisions to Objective	Rationale for Revisions
Chronic Diseases Goal	Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes. <u>Increase the impact of evidence-based programs that promote healthy choices and increase food access.</u>	The Chronic Diseases workgroup is planning to adjust its goal to incorporate nutrition and/or food policy strategies and objectives because UF/IFAS and American Heart Association are joining the workgroup and want to add food access strategies and objectives.
2.3	Increase the number of tobacco free workplace policies in Collier County with cessation services new or added from one in fiscal year 2019 to three in fiscal year 2020. The corresponding strategy, Tobacco Free Worksites Program, was also removed.	The new tobacco program grant cycle beginning in June 2021 does not have a worksites focus and the new program objectives will not be finalized until June.
2.3	New Strategy: <u>Nutrition Education Curriculum for Youth (schools and after-school sites):</u> <ul style="list-style-type: none"> • <u>Youth Understanding MyPlate (YUM)</u> • <u>Youth Understanding MyPlate Exploration-Edition (YUM-EE)</u> • <u>Cooking Matters for Chefs and Kids</u> New Objective: <u>Reach a minimum of 1000 unduplicated SNAP-eligible youth through nutrition education in 2021.</u>	Added a food access strategy and objective
2.4	New Strategy: <u>Nutrition Education Curriculum for Adults (childcare centers, after-school sites, pantries, and family resource centers):</u> <ul style="list-style-type: none"> • <u>Cooking Matters at Home</u> • <u>Eat Healthy, Be Active</u> • <u>Cooking Matters in the Community</u> 	Added a food access strategy and objective

Healthy Collier Community Health Improvement Plan

Objective Number	Revisions to Objective	Rationale for Revisions
	<u>New Objective: Reach a minimum of 100 unduplicated SNAP-eligible adults through nutrition education in 2021.</u>	
2.5	<p data-bbox="315 310 976 380"><u>New Strategy: American Heart Association Healthy for Good™ program</u></p> <p data-bbox="315 390 987 527"><u>New Objective: Ensure the annual funded allowable maximum number of participants complete the Healthy for Good™ program each year through December 31, 2022.</u></p>	Added a food access strategy and objective
2.3, 2.4, 2.5	<p data-bbox="315 541 980 611">Changed the population health indicator associated with these objectives.</p> <p data-bbox="315 621 915 653">Percentage of adults who are current smokers</p> <p data-bbox="315 663 911 737"><u>Percent of population Living within ½ mile of a Healthy Food Source</u></p>	Removed the tobacco-related population health indicator and changed it to a food policy-related indicator.
4.1	<p data-bbox="315 751 971 846">Complete 100% of the steps required to submit a successful application in December of 2020 to join the AARP network of Age-Friendly Communities.</p> <p data-bbox="315 863 971 932"><u>New Strategy: Maintain compliance with the AARP Age-Friendly Community program standards</u></p> <p data-bbox="315 947 927 1052"><u>New Objective: Complete 100% of the steps to produce the Collier County Age-Friendly Action Plan by December 2022.</u></p>	The objective was completed. The strategy was revised to reflect long-term strategy. The objective was revised to reflect the next step in the process.
4.2	<p data-bbox="315 1066 980 1161">Complete 100% of the steps required to establish a Dementia Care and Cure Taskforce in Collier County by December 2020.</p> <p data-bbox="315 1178 964 1314"><u>New Strategy: Leverage the Dementia Care and Cure Task Force of Collier County to promote dementia awareness and provide education about dementia.</u></p> <p data-bbox="315 1381 980 1482"><u>New Objective: Reach a minimum of 50 community touchpoints regarding dementia presentations, outreach, trainings, and events by December 2022.</u></p>	The objective was completed. A new strategy and objective were added to focus on a primary objective of the newly created taskforce.

2021 Annual Review

The 2021 Healthy Collier annual review executive committee meeting was held on January 27, 2022. At the meeting, the DOH-Collier facilitator for each workgroup presented an update about the progress made on their objectives in 2021. Executive Committee members discussed the objectives and their status immediately following each of the presentations using the following questions as a guide:

1. Are the strategies and objectives still valid?
2. Is sufficient progress being made towards accomplishing the objectives?
3. Do you approve the recommended changes to the strategies and objectives?
4. Are there any available community resources that could enhance the effectiveness of the workgroup?

The table below depicts a summary of revisions made to the objectives from this review. These revisions are also added to the goals, strategies, and objectives tables on the previous pages where strikethrough indicates deleted text and **bold underline** indicates added text.

Objective Number	Revisions to Objective	Rationale for Revisions
1.1	Removed previous objective and replaced it with: <u>Increase the combined (HCN and DLC) percentage of referral status updates given to medical providers who referred patients for mental health services from 47% in 2021 to 55% in 2022.</u> Formula for calculation of indicator: (# of clinical referral status updates / total # of referrals from medical providers)	Objective was changed to focus on a key indicator from the new process that the workgroup agreed to implement, which is for HCN and DLC to implement a standard process for sending and receiving patient referrals and follow-up.
1.2	Changed target to 1500 and target date to end of 2022.	Target was reduced from the original based on the past two years' performance, the current number of certified trainers in the county, and with consideration that pandemic restrictions are still a barrier to providing live classes in the community.
2.1	Changed target to 85.	The original target of 65 was set for the end of 2022 but was reached in 2021. The target was increased to encourage continued success.
2.2	Removed previous objective and replaced it with: Increase the number early care and education (ECE) sites to complete the Go Nutrition and Physical Activity Self-Assessment for Child Care (GO NAPSACC) from 0 in 2021 to five by the end of 2022.	The Healthiest Weight Florida program shifted its focus to early care and education. To align with this new focus, the objective was changed to align with one of the early care and education work plan activities.
2.3	Changed target to 2000 and target date to 2022	The 2021 target was surpassed and increased for 2022 because of this success.

Healthy Collier Community Health Improvement Plan

Objective Number	Revisions to Objective	Rationale for Revisions
2.4	Changed target to 150 and target date to 2022	The 2021 target was surpassed and increased for 2022 because of this success.
2.6	Added an objective for the Smart Lunchroom program. <u>Increase the number of Smarter Lunchroom policy, systems, and environmental (PSE) changes implemented at SNAP-eligible schools in Collier County from 0 in 2021 to 43 in 2022.</u>	The new objective was added because it aligns with other food policy objectives on the CHIP.
2.7	Added a placeholder for an objective for the child obesity subcommittee: <u>To be determined by the child obesity subcommittee and results of a health equity data analysis (HEDA) that was started in January 2022.</u>	A new subcommittee was formed at the request of several community partners. The subcommittee will determine a strategy and objective by the end of 2022.
4.2	Changed target to 100	The 2021 target was surpassed and increased for 2022 because of this success.
N/A	Added additional health equity statements regarding the health equity data analyses (HEDAs) in the Mental Health and Substance Abuse and the Chronic Diseases health priorities.	Ensure that the health equity lens continues to focus in on disparities and health inequities related to the health priorities.



Appendices

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

Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
<p>1.1. Increase the number of primary care provider offices and urgent care facilities in Collier County that are using the collaboration/integration care model from 12 in 2019 to 25 by the end of 2022.</p> <p><u>Increase the combined (HCN and DLC) percentage of referral status updates given to medical providers who referred patients for mental health services from 47% in 2021 to 55% in 2022.</u></p>	<p>SHIP strategies BH2, BH3, and BH4</p> <ul style="list-style-type: none"> • Reduce neonatal abstinence syndrome. • Reduce opioid overdose deaths. • Reduce suicide deaths. 	<p>Healthy People 2020 objectives MHMD-5 and MHMD-11</p> <ul style="list-style-type: none"> • Increase the proportion of primary care facilities that provide mental health treatment onsite or by paid referral. • Increase depression screening by primary care providers.
<p>1.2. Increase the number of individuals trained per year in youth and adult Mental Health First Aid.</p>	<p>SHIP objective BH1.2.1</p> <ul style="list-style-type: none"> • Increase the number of people trained in Mental Health First Aid. 	<p>Healthy People 2020 objectives ECBP-2, ECBP-7, and ECBP-10.3</p> <ul style="list-style-type: none"> • Increase the proportion of elementary, middle, and high schools that provide comprehensive school health education to prevent health problems. • Increase the proportion of college and university students who receive information from their institution on each of the priority health risk behavior areas. • Increase the number of community-based organizations providing population-based primary prevention services for mental illness.
<p>2.1. Increase the number of Blue Zones approved worksites.</p>	<p>SHIP strategy HW1.2</p> <ul style="list-style-type: none"> • Provide support and technical assistance to hospitals, workplaces, and early care and education programs to implement breastfeeding policies and programs. 	<p>Healthy People 2020 strategy ECBP-8</p> <ul style="list-style-type: none"> • Increase the proportion of worksites that offer an employee health promotion program.



Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
2.2. Increase the number of worksites in Collier County using the CDC Worksite Wellness Scorecard.	SHIP strategy HW1.2 <ul style="list-style-type: none"> • Provide support and technical assistance to hospitals, workplaces, and early care and education programs to implement breastfeeding policies and programs. 	Healthy People 2020 strategy ECBP-8 <ul style="list-style-type: none"> • Increase the proportion of worksites that offer an employee health promotion program.
2.3. Increase the number of Collier County SNAP-eligible youth reached with nutrition education from 2000 in 2020 to 3000 in 2021.	SHIP Objective HW1.1.2 <ul style="list-style-type: none"> • Increase the percentage of Florida high school students who eat 2 or more vegetables per day. 	Healthy People 2030, Nutrition and Healthy Eating Goal: Improve health by promoting healthy eating and making nutritious foods available.
2.4. Increase the number of Collier County SNAP-eligible adults reached with nutrition education from 650 in 2020 to 900 in 2021.	SHIP Objective HW1.1.1 <ul style="list-style-type: none"> • Increase the percentage of Florida adults who eat 2 or more vegetables per day. 	
2.5. Ensure the annual funded allowable maximum number of participants complete the Healthy for Good™ program each year through December 31, 2022.	SHIP Objective HW1.1.1 Increase the percentage of Florida adults who eat 2 or more vegetables per day.	
<u>2.6. Increase the number of Smarter Lunchroom policy, systems, and environmental (PSE) changes implemented at SNAP-eligible schools in Collier County from 0 in 2021 to 43 in 2022.</u>	<u>SHIP Strategy HW1.1 Promote policy, systems and environmental changes to increase access to and equitable consumption of healthy foods statewide for Floridians of all ages.</u>	
<u>2.7 Child obesity objective TBD</u>	<u>SHIP Priority 5: Healthy weight, nutrition, and physical activity</u>	<u>Healthy People 2030 objective NWS-04 Reduce the proportion of children and adolescents with obesity</u>
3.1. Increase the number of uninsured residents per year in Collier County who received a blood pressure screening.	SHIP objective CD1.3.4 <ul style="list-style-type: none"> • Increase the percentage of adults with hypertension, who have their blood pressure adequately controlled. 	Healthy People 2030 objective HDS-4 and HDS-5 <ul style="list-style-type: none"> • Increase the proportion of adults who have had their blood pressure measured within the preceding 2 years and can state whether their blood pressure was normal or high. • Reduce the proportion of persons in the population with hypertension.



Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
4.1. Complete 100% of the steps to produce the Collier County Age-Friendly Action Plan by December 2022.	SHIP objective HE3.4.4 <ul style="list-style-type: none"> • Florida Department of Elder Affairs Long-Range Program Plan: Goal 2. 	Healthy People 2030: Older Adults <ul style="list-style-type: none"> • Goal: Improve health and well-being for older adults.
4.2. Reach a minimum of 50 community touchpoints regarding dementia presentations, outreach, trainings, and events by December 2022.	SHIP Strategy AD1.2 <ul style="list-style-type: none"> • Create public awareness of modifiable risk factors that reduce the likelihood of developing Alzheimer’s disease and related dementias (ADRD). 	Healthy People 2030: Dementias <ul style="list-style-type: none"> • Goal: Improve health and quality of life for people with dementia, including Alzheimer’s disease.

Appendix B: CHIP Progress Monitor

The CHIP progress monitor document will be updated and published quarterly to keep the Healthy Collier Executive Committee, health priority workgroups, and the public informed about the progress being made toward accomplishing the CHIP objectives. The image below is an example of the progress monitor document.

Collier County Health Priority 1: Mental Health and Substance Abuse								
Goal	Objective	2019	Target	Q1	Q2	Q3	2020	Notes
1. Improve identification and treatment of mental health and substance use disorders.	1.1. Increase the number of primary care provider offices and urgent care facilities in Collier County that are using the collaboration /integration care model from 12 in 2019 to 25 by the end of 2022. <i>Lead: Healthcare Network of Southwest Florida</i>	12	15	15	15			Baseline is the number of HCNSWFL sites using the model.
	1.2. Increase the number of individuals trained per year in youth and adult Mental Health First Aid from 1060 in 2019 to 3000 by the end of 2021. <i>Lead: Collier County Public Schools and David Lawrence Center</i>	1060	2000	265	265			CCPS summer break and COVID-19 are affecting progress in 2020.
Collier County Health Priority 2: Chronic Diseases								
Goal	Objective	2019	Target	Q1	Q2	Q3	2020	Notes
2. Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.	2.1. Increase the number of Blue Zones approved worksites from 49 in 2019 to 65 by the end of 2022. <i>Lead: Blue Zones Project of Southwest Florida</i>	49	65	51	49			
	2.2. Increase the number of worksites in Collier County using the CDC Worksite Wellness Scorecard from one in 2019 to four by the end of 2022. <i>Lead: DOH-Collier</i>	1	4	1	1			

Updated: July 22, 2020

Appendix C: Action Plan Forms

Standardized forms are used by the DOH-Collier facilitators to monitor data and action plans for each CHIP objective. The image below is an example of an action plan form.



CHIP Objective Action Plan and Data Summary
Collier County Health Priority 3: Access to Care

Date of last update: 7/22/2020

3.1. Increase the number of uninsured residents per year in Collier County who received a blood pressure screening from 12,404 in 2019 to 14,000 in 2022, an increase of about 5% per year.

Action Plan

Action	Person Responsible	Planned Completion Date	Actual Completion Date	Notes
Design flyer/brochure	Gail Dolan	8/1/2020		Decided on "Pocket Pal" format
Create content for brochure	Gail Dolan	8/1/2020		
Translate content to Spanish and Creole	Gail Dolan	8/1/2020		
Print brochure	Gail Dolan	12/31/2020		Gail will check with American Heart Association about printing
Distribute brochure to partner agencies	CCMS, CAT, CCSO, Hunger and Homeless Coalition			Distribution plans will be discussed after "Pocket Pal" is print ready
Publish brochure content on web page	Madison Smith			As Collier Cares site develops, will figure out a way to promote this initiative using Collier Cares app or website

Appendix D: Community Health Improvement Planning Cycle

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

Healthy Collier Community Health Improvement Planning Process	
Three-Year Cycle	
Executive Committee reviews membership	
Vision – Review vision for a healthy community	
CHA	Community Health Status Assessment
	Community Themes and Strengths Assessment
	Local Public Health System Assessment (every 6 years)
	Forces of Change Assessment
Prioritization -- Identify Strategic Issues	
Strategic Planning -- Formulate Goals and Strategies	
Action Cycle	
Implement Strategies	
Review and Monitor Progress	
Evaluate Results & Adjust	



Mission:

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

Vision:

To be the healthiest state in the nation

Values:

ICARE – Innovation, Collaboration, Accountability, Responsiveness, Excellence

Culture Declaration:

I am valued and I CARE

Core Competencies

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

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