

Martin County

Community Health Improvement

Plan December 2016- December 2021



Revised March 2021

MARTIN COUNTY
2016 COMMUNITY HEALTH IMPROVEMENT PLAN



HCSEF Contributing Staff



Health Council of Southeast Florida
600 Sandtree Drive, Suite 101
Palm Beach Gardens, FL 33403
Phone: 561-844-4220

Andrea Stephenson Royster, MBA, MHS
CEO/Executive Director

Brittani Coore, MPH
Health Planner and Program Manager

Ricardo Jaramillo, MPH
Health Planner and Program Manager

Caroline Valencia, MPH
Health Planner and Program Manager

MARTIN COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN
TABLE OF CONTENTS

Executive Summary6

Acknowledgements7

Introduction.....8

Capacity, Collaboration and Continued Involvement.....9

Martin County Snapshot.....10

Mobilizing for Action through Planning and Partnerships (MAPP) Model12

 Community Strengths and Themes Assessment13

 Local Public Health System Performance Assessment13

 Community Health Status Assessment.....14

 Forces of Change Assessment14

 Identification of Priority Strategic Health Issues15

 Formulating Goals and Strategies.....15

Community Health Improvement Plan.....17

 Purpose.....17

 Methods17

Strategic Priorities and Action Plans.....19

 Education & Awareness of Existing Health and Human Services – Why Address it?20

 Education & Awareness of Existing Health and Human Services – September 2019 Progress Report24

 Best Practices & Evidence-Supported Initiatives26

 Community Resources.....27

 School Health –Why Address it?.....29

 School Health – September 2019 Progress Report.....31

 Evidence-Supported Initiatives and Campaigns32

 Community Resources.....33

 Healthy Weight – Why Address It?.....34

 Healthy Weight – September 2019 Progress Report.....37

 Evidence-Supported Initiatives and Campaigns39

 Community Resources.....40

Community Focus Groups41

 Methodology and Demographics41

 Key Themes Among Community Focus Groups.....45

Using The Plan48

Appendices49
Get Involved.....58
Addendum.....59

Overview

The Martin County Advisory Committee was established in March 2015; the objective of this diverse group of community stakeholders is to improve the quality of life and the health status of Martin County residents. The Advisory Committee was charged with the development of the Community Health Improvement Plan (CHIP) for Martin County. The committee was formed with the goal of seeking to better understand the current and emerging public health needs of Martin County and to outline a plan for community health improvement. The process of assessing, prioritizing and planning to address the needs in the community was facilitated by the Health Council of Southeast Florida. The product of this process is the Martin County CHIP, a model for strategic health improvement in the community.

The Advisory Committee met from August to December 2015 to create the CHIP for Martin County. The Advisory Committee worked in the months previous to extensively review the data contained in the Community Health Needs Assessment in preparation for the development of the CHIP. The results of the assessment not only produced data, but more importantly created a mechanism to envision and plan a healthier Martin County. The health priorities addressed in this plan emerged from the review of the data and the input and discussions of the committee. It is important to note that the qualitative data reflects the sentiments of other key stakeholders and community members.

Top Health Priorities

- Education & Awareness of Existing Health and Human Services
- School Health
- Obesity

The Advisory Committee worked to identify the root causes of the top health priorities in an effort to ensure the CHIP addresses the priorities in an appropriate and effective manner. The Plan that follows, details the goals, objectives and action strategies that were developed to address the community's health priorities.

Martin County's CHIP is the product of much collaboration, brainstorming, review and discussion by many dedicated individuals. It is a thorough and executable plan that can be used in the community's health planning activities in the coming years. We hope that you will review this plan and consider how you can play a role in the achievement of a healthier Martin County.

ACKNOWLEDGEMENTS

The 2015 Martin County Community Health Improvement Plan (CHIP) is the product of much input, discussion, collaboration and participation by a broad spectrum of stakeholders in the local public health system. These individuals, as advocates for their agencies, the populations they serve and the health of Martin County as a whole, came together around the commitment to improve and enhance services for the betterment of the entire Martin County community. Their participation brought tremendous value to the community health improvement planning process.

The Health Council of Southeast Florida wishes to extend our appreciation to the organizations that participated and contributed to this plan. The commitment and collective efforts of these individuals, agencies and organizations will allow us to continue making progress towards improving the health status of the residents of Martin County.

Special recognition is due to the dedicated members of the Martin County Advisory Committee whose ongoing input and participation in the assessment and planning process resulted in a thorough and executable plan with a focus on creating a healthier Martin County.

We are especially grateful to the Florida Department of Health - Martin County for their continued commitment to the public health and wellbeing of the residents of this county.

INTRODUCTION

In 2014, the Florida Department of Health in Martin County underwent a Community Health Needs Assessment (CHNA) using the Mobilizing for Action through Planning and Partnerships (MAPP) model, a community-driven process with the overarching goal to mobilize and engage the community, conduct planning driven by the community, and develop partnerships to strengthen Martin County's infrastructure and public health system.

Data was collected, analyzed and compiled for the assessment to enable and guide healthcare providers, managers, local health department officials, health and program planners, and community leaders to identify strategic health issues within Martin County that present areas of concern, gaps in care or services and opportunities for improvement. The information was used to develop and implement the Community Health Improvement Plan (CHIP), which focuses on improving health outcomes by identifying and utilizing community resources efficiently and forming collaborative partnerships for strategic action, while accounting for the community's needs.

The CHIP presented in this document identifies the goals, objectives, strategies, actions and performance measures for each of the selected priority areas:

- Education and Awareness of Existing Health and Human Services
- School Health
- Obesity

The CHIP implements evidence-based strategies that align with the community's strategic health issues identified in the CHNA. The purpose of the CHIP is not only to focus attention and resources on the three health priority areas selected, but to monitor and evaluate progress towards these priorities in a continuous improvement plan. It is a detailed, executable plan that is the product of collective brainstorming, discussion and review by dedicated community partners.

Recognizing the fact that there have been many changes and much evolution in health and human services over the past few years, the Advisory Council provided input and feedback that ultimately led to this *REVISED* CHIP (May 2019).

CAPACITY, COLLABORATION AND CONTINUED INVOLVEMENT

Community health improvement efforts are grounded in collaboration, partnership and cooperation to help achieve common priorities and goals through aligned strategies. Multi-sector community ownership is a fundamental part of both the community health needs assessment and the community health improvement plan, including assessing, planning, investing, implementing and evaluating.

Participation from a broad community spectrum is essential in identifying effective strategies to complex, community health problems and developing a comprehensive implementation plan in a community. Proactive and diverse community engagement improves results by garnering a shared commitment to improve health outcomes, developing a continuous stream of open communication and creating a shared measurement and evaluation process to assure efficient progress.

The following sectors were represented: healthcare, education, public health, mental health and substance abuse, law enforcement, parks and recreation, business and industry, volunteer and non-profit organizations, and organizations known for serving underserved and vulnerable populations. A complete listing of community partners can be found in Appendix A. Their continued involvement in the community is an invaluable component of the community health improvement plan.

Demographic and Socioeconomic Profile

- In 2013, there were 151,263 individuals living in Martin County, representing 0.77% of Florida's population.
- In 2013, over a quarter (28.5%) of Martin County residents were 65 years or older.
- In 2013, 13.0% of the residents in Martin County identified as Hispanic/Latino.
- In 2013, 13.1% of the population lived below the poverty level.
- In 2013, Martin County's Gini Index was 0.51, slightly higher than the state of Florida (0.48).
- In the 2013-2014 academic school year, Martin County had an 88.8% High School graduation rate, 12.7% higher than Florida as a whole.
- In 2013, Martin County's unemployment was 8.9%, lower than the state's rate of 9.7%.
- In 2015, 18.8% of Martin County's homeless population was children under the age of 18 years.

Health Status Profile

- In 2013, the rate of live births in Martin County was 7.9%, lower than the state's rate of 11.1%.
- During 2009-2013, Martin County had a 23.6% rate of repeat births to mothers ages 18-19 years, 4.0% higher than in the state of Florida (19.6%) as a whole.
- In 2013, Martin County had an 85.0% rate of Women, Infant and Children (WIC) eligible served, higher than that the state (77.3%).
- In 2013, immunization levels in Kindergarten was 92.0%, just a bit lower than Florida's rate of 93.2%.
- In 2013, 37.9% of high school students reported having used alcohol within the past 30 days, as compared to Florida's rate of 33.9%.
- In 2013, Martin County's rate of new HIV cases was 12.8 per 100,000, lower than Florida's rate of 30.7 per 100,000.
- In 2013, Martin County's suicide rate was 21.5 per 100,000, higher than the state's rate of 15.0 per 100,000.
- In 2013, the rate of Martin County adults who were overweight or obese was 48.3%, lower than the state's rate as a whole (62.8%).
- Nearly 1 in 3 first graders and close to 2 in 5 sixth graders were reportedly overweight or obese during the 2014-2015 academic school year.
- In 2013, the rate of Births to Overweight Mothers at the Time Pregnancy Occurred was 24.4% in Martin County, higher than the state's rate of 24.1%.
- In 2013, the rate of Births to Obese Mothers at the Time Pregnancy Occurred was higher (21.5%) in Martin County, slightly higher than the state's rate of 21.0%.
- In 2013, there were 373 deaths due to heart disease in Martin County.

Health Resources Availability and Access

- In 2014, there were 418 licensed medical physicians in Martin County.
- In 2013, 24.8% of adults ages 19-25 years old were uninsured in Martin County.
- In 2013, 14.9% of adults in Martin County were reportedly uninsured.
- Martin County has one federally medically underserved area, located in Indiantown, Florida.
- Martin County has a reported number of two Federally Qualified Health Centers (FQHCs).

Community Perspective

The comments below was gathered during the Community Health Needs Assessment process, providing in-depth understanding of the issues residents felt were important including how quality of life is perceived in the community. Based on perceptions shared during community focus groups and key informant interviews highlighted the following key observations and themes emerged:

Positive Attributes:

- Safe area to live
- Community is family-oriented
- Friendly community members
- Quality services provided at local organizations and agencies

Challenges/ Areas of Need:

- Limited employment opportunities
- Lack of public transportation
- Lack of awareness (available services/programs)
- Shortage of medical providers in West Martin County
- Shortage of specialty providers
 - Lack of providers accepting certain insurance carriers, such as Medicaid
- Shortage of dental specialists (orthodontists)
- Lack of mental health services
- Quality of care in emergency services
- More focus on environmental health issues

Opportunities for Improvement:

- Fall prevention programs
- Addressing the needs of specific sub-populations, including:
 - Hispanics
 - Undocumented residents
 - Indiantown residents
- Increase awareness of services/programs/resources
- Increase the number of collaborations/partnerships

MOBILIZING FOR ACTION THROUGH PLANNING AND PARTNERSHIPS (MAPP) MODEL

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-wide strategic community planning tool because of its strength in bringing together diverse community stakeholders to collaboratively determine the most effective way to improve community health. The Department of Health in Martin County adopted MAPP as the primary tool to conduct the Community Health Needs Assessment and Community Health Improvement Plan processes. The MAPP method of community planning was developed by the National Association of County and City Health Officials (NACCHO) in cooperation with the Public Health Practice Program Office of the Centers for Disease Control and Prevention (CDC). MAPP is composed of four assessments, which offer critical insights into challenges and opportunities to improve the overall health of Martin County. Using the MAPP model, Martin County seeks to create an optimal community for health by identifying and using existing and potential resources wisely.

In January 2015, The Health Council of Southeast Florida worked with the Florida Department of Health in Martin County to identify community stakeholders to participate on the Martin County Community Health Assessment and Improvement Plan Advisory Committee. A matrix was used to help guide the selection process and to help ensure that there was representation from a broad array of local public health system stakeholders. Forming effective partnerships for strategic action will allow service providers to effectively address the unique circumstances and needs of Martin County residents. The Community Health Needs Assessment consist of various stages which drove this process, including the following: Community Strengths and Themes Assessment, Local Public Health System Assessment, Community Health Status Assessment, Forces of Change Assessment, Identification of Priority Strategic Health Issues and the Formulation of Goals and Strategies.



Adapted from National Association of County and City Health Officials' for Community Health Improvement Process.

COMMUNITY STRENGTHS AND THEMES ASSESSMENT

The Community Strengths and Themes Assessment provides an understanding of the thoughts, opinions and concerns of community residents concerning the health issues residents feel are important by answering the questions:

- What is important to our community?
- How is quality of life perceived in our community?
- What assets do we have that can be used to improve community health?

During April – July 2015, the Community Themes and Strengths Assessment was conducted through a series of eight focus groups and eleven key informant interviews, capturing valuable insight on how quality of life is perceived in the community by Martin County residents. The focus groups and key informant interviews focused on questions about their perception, experiences and degree of satisfaction with Martin County's local public health system and access to healthcare services.

LOCAL PUBLIC HEALTH SYSTEM PERFORMANCE ASSESSMENT

The Local Public Health System Performance Assessment is a broad assessment of the organizations and entities that contribute to the public's health. The local public health system includes the local health department, other governmental agencies, healthcare providers and hospitals, human service organizations, schools and universities, faith institutions, environmental agencies, and many others. The Local Public Health System Performance Assessment addresses the questions:

- What are the activities, competencies, and capacities of our local health system?
- How are Essential Services being provided to our community?

The Health Council of Southeast Florida (HCSEF) led the community through the Local Public Health System Assessment (LPHSA), an instrument developed by the Centers for Disease Control (CDC). The tool was completed in a series of two meetings in January 2015. The first LPHSA meeting was held with Department of Health staff. HCSEF then worked with the Florida Department of Health in Martin County to compile a list of stakeholders in the local public health system to invite to participate in the completion of the second and final portion, which assesses the Ten Essential Public Health Services in Martin County. The Ten Essential Services describe the public health activities that should be undertaken in all communities. The 10 Essential Public Health Services (EPHS) include:

1. Monitor health status to identify community health problems
2. Diagnose and investigate health problems and health hazards
3. Inform, educate, and empower people about health Issues
4. Mobilize community partnerships to identify and solve health problems

5. Develop policies and plans that support individual and community health efforts
6. Enforce laws and regulations that protect health and ensure safety
7. Link people to needed personal health services and assure the provision of healthcare when otherwise unavailable
8. Assure a competent public and personal healthcare workforce
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services
10. Research for new insights and innovative solutions to health problems

COMMUNITY HEALTH STATUS ASSESSMENT

The Community Health Status Assessment helps identify priority issues related to community health and quality of life by compiling and analyzing secondary local, state and peer community data. The collected data identifies health disparities concerning age, gender, racial and population subgroups. It answers the questions:

- How healthy are Martin County residents?
- What does the health status of our community look like?

The Advisory Committee met three times between March and April 2015. These meetings consisted of review and discussion related to the quantitative data contained in the Community Health Status Assessment. The Community Health Status Assessment includes information and statistics on the following areas: demographic characteristics; socioeconomic characteristics; social and mental health; maternal and child health; behavioral risk factors; death, illness and injury; infectious diseases; environmental health indicators; health resource availability; and quality of life. The Community Health Status Assessment was finalized on April 23, 2015.

FORCES OF CHANGE ASSESSMENT

The Forces of Change Assessment focuses on the identification of forces such as trends, factors or events that affect the context in which the community and its public health system operate. Forces of Change focuses on identifying trends, factors or events, such as legislation, technology, and the social-economic trends that impact the community and local public health system. In May 2015, HCSEF engaged committee members to participate in the Forces of Change Assessment. The identified forces were then categorized into the following categories: Technological, Economic, Political, Social and Environmental.

During the Forces of Change Assessment, participants answered the following questions:

- What is occurring or might occur that affects the health of our community or the local public health system?
- What specific threats or opportunities are generated by these occurrences?

IDENTIFICATION OF PRIORITY STRATEGIC HEALTH ISSUES

In July 2015, the Advisory Committee transitioned into developing the CHIP. A nominal group exercise was facilitated with the group to develop a list of issues and priorities. Each of the four conducted assessments were described in a written report and the findings of all the assessments were summarized in the Community Health Needs Assessment. The Advisory Committee met six times between March and July 2015. Each assessment was reviewed by a group of community stakeholders serving on the Martin County Advisory Committee. Upon the results of the assessments, committee members selected the top health issues affecting Martin County. Prior to transitioning into the prioritization phase of the process, a 'Trigger Report', which recapped highlights from the quantitative and qualitative data, was presented to the group. The entire list of the priorities identified through the brainstorming exercise was presented to the group.

The health issues that were identified during this process, along with the rationale for including them, are listed in Appendix A. These priorities were selected through a multi-voting process by a diverse group of community stakeholders who voted on the priorities they felt impacted the overall health of Martin County. The identified top strategic health issues impacting the quality of life for Martin County community members are detailed below:

- Education and Awareness of Existing Health & Human Services
- School Health
- Obesity

The Committee elected to move forward with the top three priorities, Obesity, School Health and Education and Awareness of Existing Health Services for the CHIP. HCSEF staff facilitated a Root Cause Analysis exercise with the group to identify the 'root causes' of the selected health priorities. The information derived from this exercise was used to develop the goals and objectives. Additionally, Committee members discussed current activities in the community related to the selected priorities. Using strategic planning methods, Committee members met and divided into priority-specific workgroups to formulate goals and objectives. In subsequent meetings, Martin County Advisory Committee members discussed the strategies, approaches and established performance measures that could be employed to achieve the goals.

FORMULATING GOALS AND STRATEGIES

The selection of the goals for the CHIP was developed in the context of the relative importance of the external and internal influence of the various factors, including tempered by the community perspective on needs. The goals selected for the Martin County CHIP are:

Goal 1: Enhance coordination of care by using a collaborative community approach to promote and foster an environment of community awareness.

- **Strategy 1.1:** *Promote consistent messaging on 211 Palm Beach/ Treasure Coast HelpLine serving as the community's gateway and 'One Door' to access health and human services through the 'Help Starts Here at 211' campaign.*
- **Strategy 1.2:** *Engage community agencies and stakeholders to serve as ambassadors and promote the 211 HelpLine in Martin County.*

Goal 2: Promote and encourage awareness of health among the school community in Martin County.

- **Strategy 2.1:** *Increase funding to the Florida Department of Health in Martin County to increase the number of school health nurses in Martin County Public Schools.*
- **Strategy 2.2:** *Increase the level of training/licensure of Martin County public school health assistants requiring a minimum of a certified nurse assistant licensure.*

Goal 3: Create a community context where Martin County residents can attain and maintain a healthy weight by increasing access to healthy foods and physical activity opportunities.

- **Strategy 3.1:** *Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.*
- **Strategy 3.2:** *Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.*

HCSEF worked with the Florida Department of Health staff in Martin County to further refine the goals and objectives, with particular emphasis on crafting them as **S**pecific, **M**easurable with Measurement, **A**chievable, **R**elevant, **T**ime-Oriented (S.M.A.R.T) objectives. There was a concerted effort to honor and not duplicate existing efforts, so if there are current and ongoing activities in the community, strategies devised related to the linkage to those activities where appropriate.

The specific objectives, measures, strategies and action steps for each of the priorities are outlined in the Strategies and Action Steps section of this plan.

PURPOSE

The Martin County Community Health Improvement Plan (CHIP) is a five-year, systematic plan to address health problems on the basis of the results of the Martin County Community Health Needs Assessment. The CHIP was designed and will be used by stakeholders in the local public health system, including health and other governmental education and human service agencies many of whom will be involved with implementation.

The Martin County CHIP is critical for developing and defining specific actions to target efforts that promote health and wellness in Martin County. In collaboration with community partners, this plan will coordinate and target resources to address the identified health priorities. The Plan defines specific goals, strategic objectives, measures and existing resources for the selected priorities.

METHODS

The Plan focuses on the top three health priorities that were selected by the Advisory Committee. There were several other health indicators that emerged as well, and though they are not addressed herein, they are nonetheless important and, if possible, should be considered during future health planning activities in the community.

A few themes emerged that are woven through the planning for all selected priorities. The importance of identifying and reaching underserved populations in an effort to reduce disparities was stressed, as well as addressing health planning and health improvement activities in a culturally competent manner. There were suggestions to frame the issues from a positive perspective and to celebrate successes.

Approach

The intervention strategies in the CHIP attempt to:

- Address the underlying causes of the identified health priorities
- Utilize data to identify priorities and to measure the impact of interventions
- Outline approaches that are relevant and realistic in the community given the available time and resources
- Devise an action plan that can have a wide-reaching community-wide impact
- Detail measurable objectives to evaluate progress
- Engage a broad range of community stakeholders
- Support ongoing efforts in the community
- Implement evidence-supported models for community health improvement

- Include interventions that encourage beneficial behavior modification
- Focus on improving health factors and health outcomes in the community

Descriptions of evidence-supported programs related to the selected priorities are provided. It is recommended that strategies detailed in this CHIP are modeled after these or other evidence-supported programs. An important element to any process is continued evaluation, which allows for monitoring of progression toward outcome goals and allows for adjustments to be made, if necessary. Evaluation throughout the course of this Plan will also help guide future planning activities in the community.

The overarching goal for this CHIP is a county-wide implementation, which will organize community partners into priority specific working groups to address the identified health issues. The partners included in the community-wide strategic planning process include representatives from the local hospital system, Federally Qualified Health Centers, local school district, law enforcement, child care, mental health and substance abuse, community service providers and the local department of health. The ability to evaluate the outcomes and measurable difference in a community usually takes a few years, for this reason community members and stakeholders are focused on specific local measures to assess progress for the priority health issues. Ongoing accomplishments of the goals related to priority health issue is key to the improvement of health outcomes of Martin County residents.

This section of the report presents the culmination of the perspective, input and effort of community members and stakeholders in this improvement planning process.

The sections below detail, for each of the three priorities that are addressed in this CHIP: goals, specific objectives, strategies, action steps, and evaluation methods.

The goal is a broad, general statement about a desired outcome. It represents the destination the community hopes to reach with regard to the priority.

The objectives are more specific and detail what the community hopes to achieve and by when. Whenever feasible, the objectives in this plan are S.M.A.R.T., meaning they are: specific, measurable, achievable, relevant and realistic and time-bound. ¹

The strategies detailed in the plan represent ways to achieve the objectives and the action steps provide more detail and specific steps to outline how the strategies should be approached. ²

The information in this plan aims to lay a solid foundation and provide direction for the community health improvement planning efforts in the community. This CHIP is a 'living document' and can be adapted throughout the planning cycle to meet the emerging needs of the community.

The goals, objectives and strategies as outlined in this CHIP do not necessitate policy changes in order to accomplish and reach stated goals.

¹ www.cdc.gov/.../resourcekit/evaluate/smart_objectives.html

² Guide and Template for Comprehensive health Improvement Planning, Version 2.1, Planning & Workforce Development Section, Connecticut Department of Public Health, 2009

Being uninformed of the existing health and human services may negatively impact the community's ability to access care. Barriers to accessing care often lead to detrimental health and financial outcomes for patients and their families. The Martin County Advisory Committee recognizes the importance of educating and increasing the awareness of existing services in an effort to decrease the gaps in services and increase knowledge/awareness of those resources available to the "general public." Due to the significant and impactful consequences of the lack of education and awareness, concerning the existing health and human services, was considered a major factor in the consideration of this priority.

Increasing knowledge of resources already available to community residents will improve navigation of the health and human services in Martin County, while building on the infrastructure already in place to improve accessibility. The overall objective of this goal aims to raise awareness of Martin County community residents through increased communication of information and referrals to local health and human services and strengthened collaborations among local agencies.

Table 1: Education & Awareness of Existing Health and Human Services

<p>Goal 1: Use a collaborative community approach to promote and foster an environment of community awareness in Martin County.</p>		
<p>Strategy 1.1: Promote consistent messaging on 211 Palm Beach/ Treasure Coast HelpLine serving as the community’s gateway and ‘One Door’ to access health and human services through the ‘Help Starts Here at 211’ campaign.</p>		
<p>Objective 1.1: By 2020, 211 Palm Beach/Treasure Coast will receive a 10% increase in the number of calls, referrals, and database visits received by Martin County residents.</p>		
<p>National/State Priorities Alignment:</p> <ul style="list-style-type: none"> • County Health Ranking Strategy: Crisis Lines and Social Service Integration ^{3,4} • Essential Public Health Services 2020 # 3 & # 4 ⁵ 		
Activities	Key Action Steps	Measures
<p>Activity 1.1.1: Disseminate ‘Help Starts Here at 211’ campaign materials, including: brochures and flyers.</p>	Tailor promotional strategies and marketing methods of the 211 HelpLine for specific age-groups.	<p>Number of calls to 211 Palm Beach/Treasure Coast Baseline: 3,941 number of calls made by Martin County residents (211 Palm Beach/Treasure Coast, Martin County Reports, 2014)</p> <p>Number of referrals made by 211 Palm Beach/Treasure Coast Baseline: 5,024 number of referrals made to Martin County residents (211 Palm Beach/Treasure Coast, Martin County Reports, 2014)</p>
	Promotional methods will include engaging multiple sectors serving Martin County residents.	
	Contact and ask local service providers to provide Martin County residents with information on 211 Palm Beach/Treasure Coast to increase the community awareness of 211 Palm Beach/Treasure Coast.	
<p>Activity 1.1.2: Increase 211 Palm Beach/Treasure Coast’s participation in the number of local educational sessions.</p>	Research and explore opportunities to participate in and/or host local educational sessions.	<p>Number of 211 Palm Beach/Treasure Coast database/mobile app</p>
	Contact local agencies to collaborate in upcoming educational sessions/events.	
	211 Palm Beach/Treasure Coast will participate/host educational sessions.	
<p>Activity 1.1.3: Increase the number of community</p>	Research and explore opportunities to participate in and/or host local outreach events.	

³ <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/social-service-integration>

⁴ <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/crisis-lines>

⁵ <https://phnci.org/uploads/resource-files/EPHS-English.pdf>

outreach events attended by 211 Palm Beach/Treasure Coast.	Contact local agencies to collaborate in upcoming outreach events, conferences, summits and symposiums.	visits Baseline: 1,878 (211 Palm Beach/Treasure Coast, Martin County Reports, 2015)
	211 Palm Beach/Treasure Coast will participate/host educational sessions.	

Strategy 1.2: Engage community agencies and stakeholders to serve as ambassadors and promote the 211 HelpLine in Martin County.

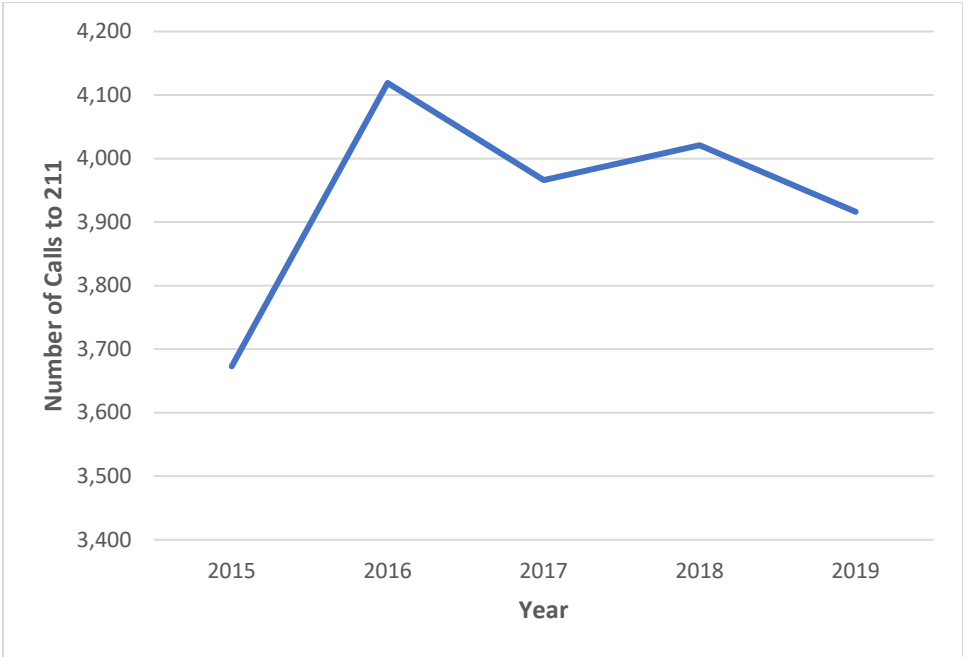
Objective 1.2: By 2020, increase the number of partners serving Martin County residents of 211 Palm Beach/Treasure Coast by at least 10.

<p>Activity 1.2.1: Increase the number of partners of 211 Palm Beach/Treasure Coast.</p>	Engage local community stakeholders to assist in promoting the benefits of partnering with 211 Palm Beach/Treasure to increase the number of partner's in 211 Palm Beach/Treasure Coast's database.	<p>Number of partners in 211 Palm Beach/Treasure Coast's Martin County database Baseline: 96 (211 Palm Beach/Treasure Coast, 2016)</p>
	Engage small for-profit businesses in the initiative to increase the community's awareness of 211 Palm Beach/Treasure Coast by providing their patients/clients with information on 211 Palm Beach/Treasure Coast.	
	Contact local health and human service providers on opportunities to partner with 211 Palm Beach/Treasure Coast.	
Partners		Action Items
211 Palm Beach/Treasure Coast		Priority Area Chair: Responsible for providing bi-annual updates related to activity measures.
<ul style="list-style-type: none"> • Children's Services Council of Martin County • Florida Community Health Centers, Inc. • Florida Department of Health in Martin County • House of Hope • Helping People Succeed • Indian River State College • Kane Center Council on Aging of Martin County • Martin County Board of County Commissioner's Health and Human Services • Martin Health System • New Horizons of the Treasure Coast • Stuart Police Department • Treasure Coast Hospice • Visiting Nurse Association of Florida, Inc. • YMCA of the Treasure Coast • Boys and Girls Club of Martin County • CareerSource Research Coast • Floridians Fighting Falls • Volunteers in Medicine • Junior League of Martin County • Boy Scouts of America, Kiwanis Club of Stuart • University of Florida IFAS – Family Nutrition Program 		<p>Priority Area Key Partner(s): Responsible for keep their programs, services and organizational information updated in the 211 database. Key partners also promote 211 by including the logo on their site, refer clients, as appropriate, and proposing additional opportunities to partner with 211, e.g. presentations to their staff/team and clients. Updates about promotional activities are provided at bi-annual meetings.</p>

<ul style="list-style-type: none"> • United Way of Martin County 	
---	--

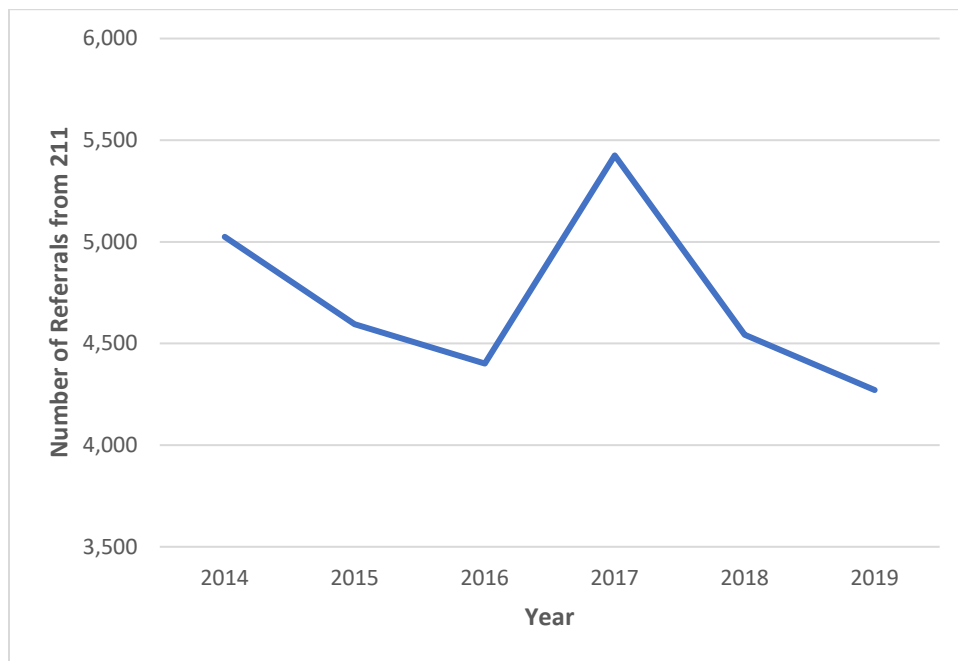
EDUCATION & AWARENESS OF EXISTING HEALTH AND HUMAN SERVICES – SEPTEMBER 2019
 PROGRESS REPORT

Figure 1: Number of Calls to 2-1-1 Palm Beach/Treasure Coast by Martin County Residents, 2015-2018



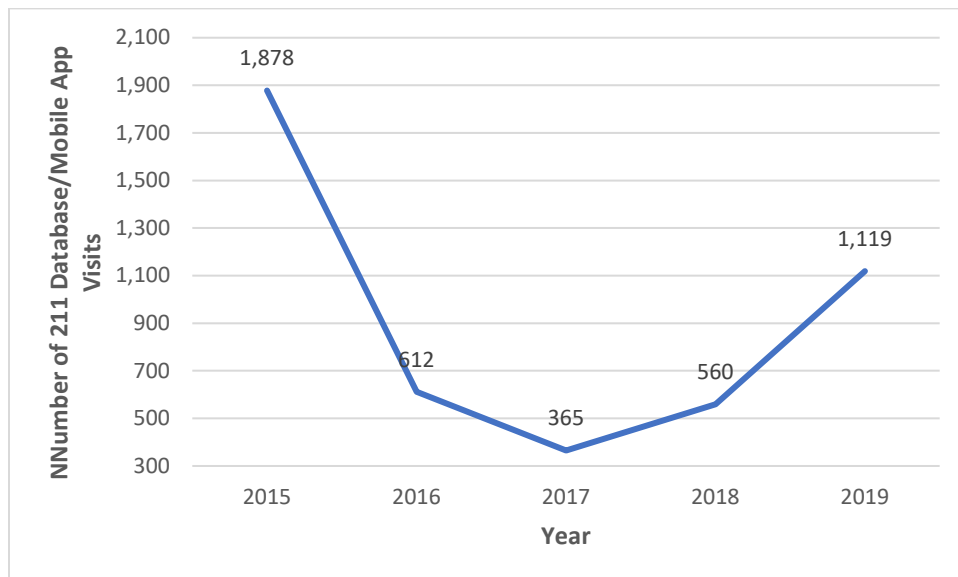
Source: 2-1-1 Snapshot, 2-1-1 Palm Beach/Treasure Coast

Figure 2: Number of Referrals from 2-1-1 Palm Beach/Treasure Coast for Martin County Residents, 2015-2018



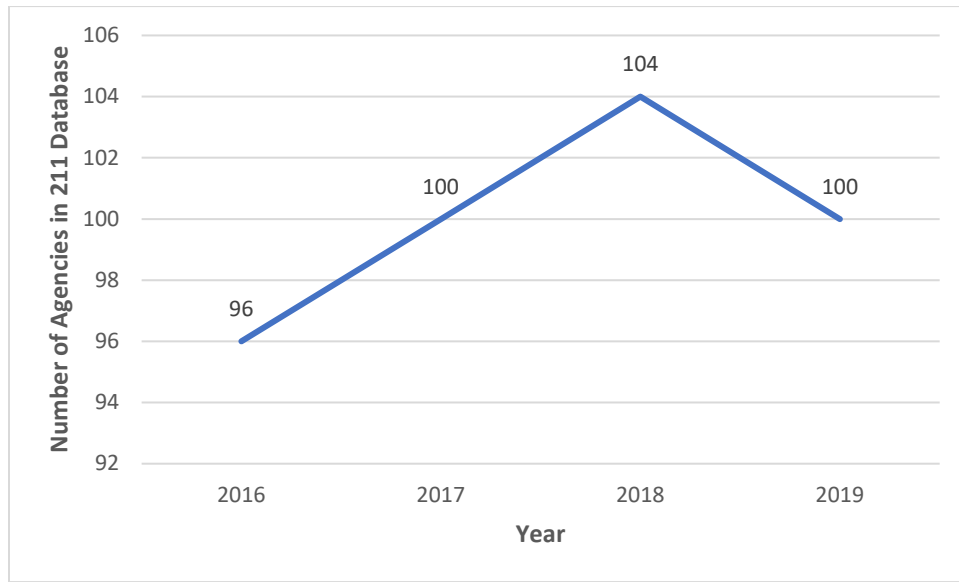
Source: 2-1-1 Snapshot, 2-1-1 Palm Beach/Treasure Coast

Figure 3: Number of 2-1-1 Palm Beach/Treasure Coast Database/Mobile App Visits by Martin County Residents, 2015-2018



Source: 2-1-1 Snapshot, 2-1-1 Palm Beach/Treasure Coast

Figure 4: Number of Agencies in Martin County 2-1-1 Palm Beach/Treasure Coast Database, 2016-2018



Source: 2-1-1 Palm Beach/Treasure Coast

BEST PRACTICES & EVIDENCE-SUPPORTED INITIATIVES

Health Communication Campaigns

Health communication campaigns apply integrated strategies to deliver messages designed, directly or indirectly, to influence health behaviors of target audiences. Messages are communicated through various channels that can be categorized as:

- Mass media (e.g., television, radio, billboards)
- Small media (e.g., brochures, posters)
- Social media (e.g., Facebook®, Twitter®, web logs)
- Interpersonal communication (e.g., one-on-one or group education).

A review of 22 published scientific studies found that "a health communication campaign that uses messages to increase awareness of, demand for, and appropriate use of the product. The messages must be delivered through multiple channels, one of which must be mass media, to provide multiple opportunities for exposure."⁶

⁶ www.thecommunityguide.org/healthcommunication/campaigns.html.

211 Palm Beach/Treasure Coast

- HelpLine with crisis intervention, suicide prevention, information, assessment and referral to community services

ARC of Martin County

- Provides a learning environment for children and adolescents with developmental disabilities in an after-school, out-of-school summer camp and respite setting.

Alzheimer's Association

- Alzheimer's Support Groups (Martin County)

Children's Services Council of Martin County

- Invests in multiple programs that improve health outcome, specifically among children and families in Martin County

El Sol Jupiter's Neighborhood Resource Center (Jupiter)

- Health fairs, workshops, healthier together initiative, promotores de salud, etc.

Epilepsy Foundation of Florida (Jensen Beach)

- Information, Referral and Support

Faith-based Organizations

- Provide food, clothing, health education, referrals for Martin County residents in need

FAU Center for Autism and Related Disabilities (Jupiter)

- Training, support, counseling

Florida Community Health Centers, Inc.

- Primary and preventative care services

Florida Department of Health in Martin County

- Clinical, nutritional and wellness services

Florida Rural Legal Services

- Migrant legal services

House of Hope

- Provides food, clothing, furniture, financial assistance, information & referral, and life-changing case management services to Martin County residents in need

Helping People Succeed

- Autism Resource Center (Stuart)
- Successful Families program: Healthy Families Martin- Okeechobee
- Successful Future program

Indian River State College

- Education resources for community residents

Jupiter Medical Center

- Hospital providing health education

Kane Center Council on Aging of Martin County

- Provides therapeutic, social and health services to impaired seniors who are 60 or older.

Martin County Board of County Commissioner’s Health & Human Services

- Information & referral services
- Homeless prevention services
- Hospitalization assistance
- Substance abuse services

Martin Health System Hospital South

- Hospital providing health education

Martin Health System Medical Center

- Hospital providing health education

New Horizons

- Mental health services

The Robert & Carol Weissman Cancer Center (Stuart)

- Comprehensive cancer care

Treasure Coast Hospice

- Palliative care, hospice care, counseling

Visiting Nurse Association of Florida, Inc. (Stuart)

- Assistance in home-based care

YMCA of the Treasure Coast

- Strong Families Program

The second priority identified by the Committee is multi-faceted. The Martin County Advisory Committee envisions a safe environment for the emotional and social well-being of the children in Martin County. The Committee recognizes that the local school district is constantly strengthening its capacity as a healthy setting for living, learning and working. The local school district provides emergency care for illness or injury at school to ensure that all students get the appropriate medical attention and referrals to healthcare providers.

The percentage of middle school students with a BMI at or above the 95th percentile for their weight and gender increased from 8.3% to 11.5% from 2008 to 2012 in Martin County. Additionally, the percentage of high school students with a BMI at or above the 95th percentile for their weight and gender in Martin County increased from 7.9% to 12.9% from 2008 to 2012. The alarming rates of overweight/obesity among youth and the overall health of Martin County students was deemed an important issue to be addressed in Martin County's CHIP. According to the Center for Disease Control and Prevention (CDC), childhood obesity can have a harmful effect on the body in a variety of ways, children have a greater risk of: high blood pressure, high cholesterol, impaired glucose tolerance, type 2 diabetes, sleep apnea, asthma, joint problems and musculoskeletal discomfort.⁷ Overweight and obese children also face psychological stress such as depression, low self-esteem, behavioral problems and issues in school.

The school setting also provides students education and counseling in a variety of health and wellness topics, serving as one of the main sources of health education and the opportunity to promote healthy living among the children of Martin County. The Advisory Committee realizes that raising public awareness of the importance of school health through consistent messaging of physical activity, healthy food choices and the dangers of drug abuse to Martin County children and adults is the key to improving the health of children and adolescents of Martin County.

⁷ www.cdc.gov/obesity/childhood/causes.html

Table 2: School Health

Goal 2: Create a school community where Martin County students live healthy.		
Strategy 2.1: Increase funding to the Florida Department of Health in Martin County to increase the number of school health nurses in Martin County Public Schools.		
Objective 2.1: By 2020, decrease the school nurse to student ratio from 1:2441 to 1:1800 in Martin County Public Schools.		
National/State Priorities Alignment:		
<ul style="list-style-type: none"> • HP2030- Increase the proportion of schools with policies and practices that promote health and safety — EH-D01 ⁸ • Essential Public Health Services 2020 #5 & #7 ⁹ 		
Activities	Key Action Steps	Measures
Activity 2.B.1.1: Increase funding to the Florida Department of Health in Martin County to increase the number of school health nurses in Martin County Public Schools.	Research multiple funding opportunities to financially support the salary of school health nurses.	Martin County's nurse-student ratio is 1:2,111 (2015-2016 school year, Summary of School Health Services)
	Identify and appoint liaison(s)/individual(s) to apply for funding/grant opportunities to support school health nurses.	
	Submit funding/grant applications to financially support school health nurses.	
Strategy 2.B.2: Increase the level of training/licensure of Martin County public school health assistants requiring a minimum of a certified nurse aid licensure.		
Objective 2.B.2: Increase the educational requirements for Martin County school health assistants to at least a certified nurse aid licensure by 2020.		
Activity 2.B.2.1: Implement the requirement of school health assistants to complete a state approved certified nurse aid curriculum program as outlined in FS464.203.	Research the requirements of the certified nurse aid licensure.	Number of school health assistants with at least a certified nurse aid (CNA) license
	Research state approved certified nurse aid curriculum programs as outlined in Florida Statute 464.203.	
	Contact administration in the Florida Department of Health in Martin County and Martin County Public Schools to meet and discuss modifications to the educational requirements of school health assistants to at least a certified nurse aid licensure.	

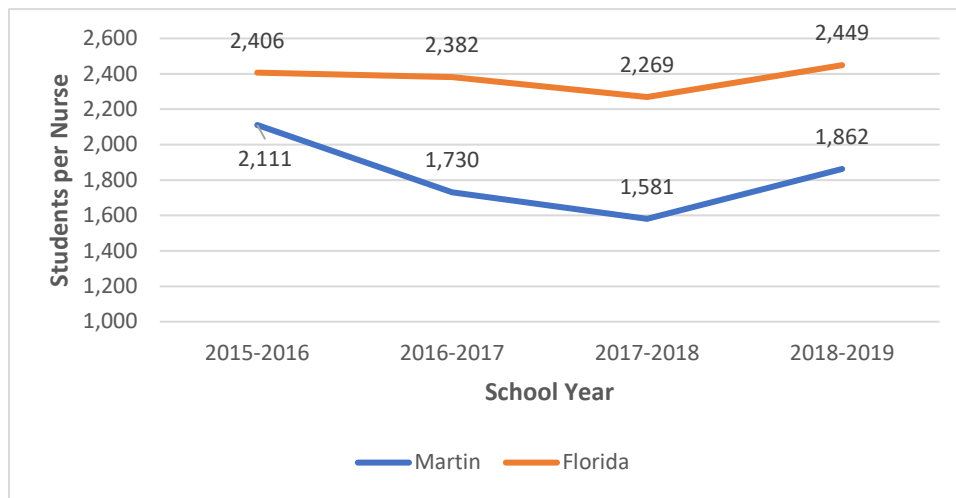
⁸ <https://health.gov/healthypeople/objectives-and-data/browse-objectives/neighborhood-and-built-environment/increase-proportion-schools-policies-and-practices-promote-health-and-safety-eh-d01>

⁹ <https://phnci.org/uploads/resource-files/EPHS-English.pdf>

	Identify possible dates to implement the changed educational requirements of school health assistants.	
	Modify the school health assistant job description to include the following two requirements: completion of training by a certified nurse aid state approved curriculum program as outlined in Florida Statute 464.203 and a certified nurse assistant licensure.	
Partners		Action Items
Martin County School Board and Florida Department of Health in Martin County		Priority Area Chair(s): Responsible for researching certified nurse aid curriculums, revising position description for school health assistants, and implementing revised position description. Priority chairs provide bi-annual updates on meetings success and challenges related to activities.
<ul style="list-style-type: none"> • Martin County School District • Indian River State College 		Key Partners: Responsible for participating in planning meetings and ensuring all school health coordinators meet the revised certified nursing assistant requirements. Key partners provide updates at bi-annual meetings.

SCHOOL HEALTH – SEPTEMBER 2019 PROGRESS REPORT

Figure 5: Ratio of Registered Nurses to Students in Martin County Schools Grades K-12, 2015-2018



Source: Martin County Summary of School Health Services, Department of Health in Martin County

As of January 2019, all newly hired school health assistants in Martin County are required to have at least a certified nurse aid license (CNA).

EVIDENCE-SUPPORTED INITIATIVES AND CAMPAIGNS

Healthy Schools Campaign

The Healthy Schools Campaign (HSC) is an independent not-for-profit organization that helps facilitate collaboration between parents, teachers, administrators and policy makers. Their overarching goal is to help prepare this diverse group of stakeholders to lead change at the school, district, state and national levels. HSC is the leading voice for people who care about children, education, and our environment. The Healthy Schools Campaign advocates for policies and practices that allow all students, teachers and staff to learn and work in a healthy school environment.¹⁰

HSC programs include the following: Change for Good; Fit to Learn; Health in Mind; School Nurse Leadership; Parents United; Space to Grow; Cooking Up Change; Green Clean Schools; Indoor Air Quality in Schools and Through Your Lens.

¹⁰ <http://healthyschoolscampaign.org/about/>

Children’s Services Council of Martin County

- Identified childhood obesity as a part of the *2014-2019 Strategic Plan*, Healthy Children priority area

Fitness and wellness centers

- Martin health and fitness, Rosalind's Fitness Studios, SilverSneakers and Martin Health System

Florida Department of Health in Martin County

- Clinical, nutritional and wellness services

Food Addicts Anonymous (Ft. Pierce or Jupiter)

- Weekly support groups

Martin County Department of Parks and Recreation

- After school programs (Residents Empowering All Children’s Hope)
- Fitness programs

Martin County Healthy Start Coalition

- Prenatal Nutrition Program provides nutritional education and support to pregnant women who have a body mass index of 25 or more at their first prenatal appointment.

Overeaters Anonymous (Palm Beach Gardens, Jupiter, Stuart)

- Weekly support groups

United Way of Martin County

- Seminars through “Health Umbrella”
- 5-2-1-0! Let’s Go! Evidence-based program
- Identified obesity as a part of the *2013-2018 Strategic Plan*, Health priority area

WIC and Nutrition Services (Stuart and Indiantown)

- Supplemental foods, healthcare referrals and nutrition education

During the past two decades our nation has experienced a considerable increase in the percentage of overweight and obese children and adults. In Martin County the rate of overweight or obese adults (BMI>25) is approximately 48.3%.¹¹ During the 2014-2015 academic school year, nearly 1 in 3 Martin County first graders were overweight or obese, while over 33% (33.4%) of third graders were overweight or obese in Martin County. During this time period, 37.3% of Martin County sixth grade students were overweight or obese.¹² These alarming rates are of significant concern in the Martin County community, particularly due to the projections that the trend of overweight and obesity will continue to increase.

Being overweight and obese is often associated with poor health outcomes and rapidly increases the risk of mortality. Research has shown that being overweight or obese can increase one's risk for the following conditions: coronary heart disease, type 2 diabetes, cancers (endometrial, breast and colon), hypertension (high blood pressure), dyslipidemia (for example, high total cholesterol or high levels of triglycerides), stroke, liver and gallbladder disease, sleep apnea and respiratory problems, osteoarthritis (a degeneration of cartilage and its underlying bone within a joint) and gynecological problems (abnormal menses, infertility). There are also economic consequences associated with being overweight and obese. In addition to the costs related to the prevention, diagnosis and treatment of many of the associated conditions and comorbidities, there are indirect costs from decreased productivity and missed work, as well as costs associated with loss of future income due to premature death.¹³

There are several factors that play a role in being overweight and obese, making it a complex issue to address. Health behaviors, including diet and exercise, the environment, genes, certain health conditions and medications are all believed to play a part in causing overweight and obesity.¹⁴

¹¹ Florida County-level Behavioral Risk Factors Surveillance Telephone Survey, 2013

¹² Martin County Health Department, School Health Report, 2015

¹³ NIH, NHLBI Obesity Education Initiative. Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults. Available online: http://www.nhlbi.nih.gov/guidelines/obesity/ob_gdlns.pdf

¹⁴ <http://www.cdc.gov/obesity/adult/causes/index.html>

Table 3: Healthy Weight

Goal 3: Create a community context where Martin County residents can attain and maintain a healthy weight by increasing access to healthy foods and physical activity opportunities.		
Strategy 3.1: Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.		
Objective 3.1: By 2020, decrease the percentage of youth who are overweight or obese in Martin County by 2.0%.		
National/State Priorities Alignment:		
<ul style="list-style-type: none"> • HP2030- Reduce the proportion of children and adolescents with obesity — NWS-04 ¹⁵ • HP2030- Reduce the proportion of adults with obesity — NWS-03 ¹⁶ • Florida SHIP 2017-2021 HW 1 and HW2 Goal ¹⁷ • Essential Public Health Service 2020 # 3 ¹⁸ 		
Activities	Key Action Steps	Measures
Activity 3.1.1: Extend the Let's Go! 5-2-1-0! National Campaign to all early child care centers and elementary schools in Martin County	Identify individual to champion the campaign in the community.	Baseline: Percentage of first grade students who are overweight or obese in Martin County (29.2%, 2014-15 academic school year)
	Contact local early childcare centers and Martin County Public Schools to glean insight on current Let's Go! 5-2-1-0! Campaign activities.	Baseline: Percentage of third grade students who are overweight or obese in Martin County (33.4%, 2014-15 academic school year)
	Contact and meet with local childcare centers and schools in Martin County to promote the Let's Go! 5-2-1-0! Campaign.	Baseline: Percentage of sixth grade students who are overweight or obese in Martin County (37.3%, 2014-15 academic school year)
	Contact aftercare programs in Martin County to extend the implementation of the Let's Go! 5-2-1-0! Campaign.	
	Extend the Let's Go! 5-2-1-0! Campaign to aftercare programs in Martin County.	
Strategy 3.2: Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.		

¹⁵ <https://health.gov/healthypeople/objectives-and-data/browse-objectives/overweight-and-obesity/reduce-proportion-children-and-adolescents-obesity-nws-04>

¹⁶ <https://health.gov/healthypeople/objectives-and-data/browse-objectives/overweight-and-obesity/reduce-proportion-adults-obesity-nws-03>

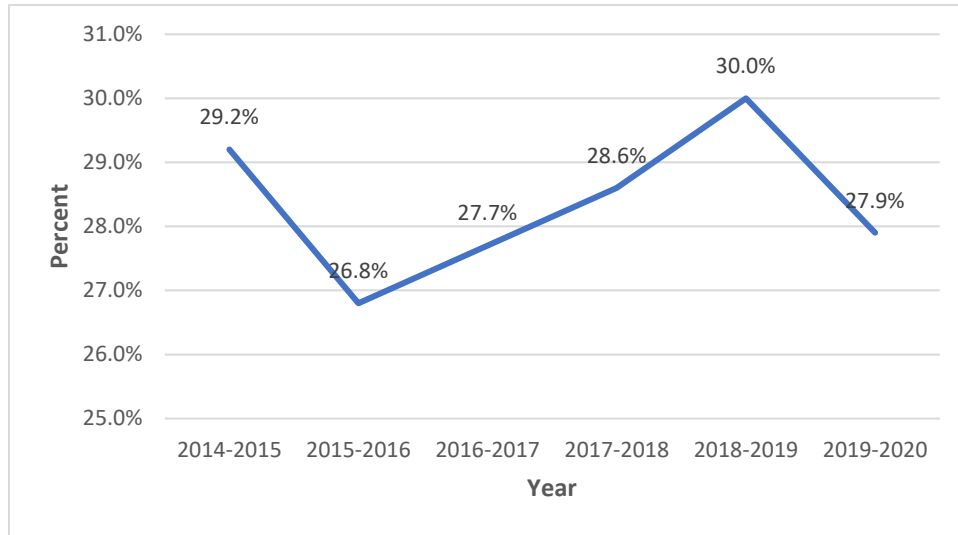
¹⁷ http://www.floridahealth.gov/about/state-and-community-health-assessment/ship-process/FINAL_SHIPGSOs1.pdf

¹⁸ <https://phnci.org/uploads/resource-files/EPHS-English.pdf>

Objective 3.2: By 2020, decrease the percentage of adults who are overweight or obese in Martin County by 2.0%.

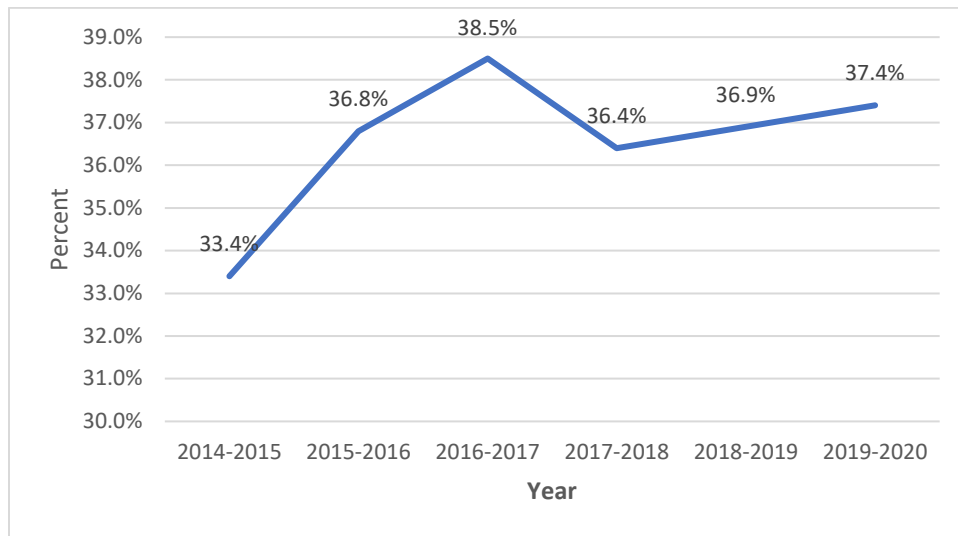
<p>Activity 3.2.1: Develop a promotion segment/piece to educate all Martin County residents on components of the 5-2-1-0 campaign</p>	Identify individual/agency to champion the campaign in the community.	Baseline: Percentage of overweight adults in Martin County (34.0%, BRFSS 2013)
	Identify target subpopulations for campaign marketing.	Baseline: Percentage of obese adults in Martin County (14.4%, BRFSS 2013)
	Research promotional segments for obesity prevention campaigns/programs.	Baseline: Percentage of adults in Martin County who report being sedentary (23.8%, BRFSS 2013)
Partners		Action Items
Florida Department of Health, Healthiest Wight Florida Coordinator		Priority Area Chair: Responsible for providing bi-annual updates related to activity measures.
<ul style="list-style-type: none"> • United Way • Cleveland Clinic Martin Health • Children’s Services Council of Martin County • City of Stuart Department of Parks and Recreation • YMCA of the Treasure Coast • Boys and Girls Club of Martin County • Nutritious Lifestyles • Healthy Start Coalition of Martin County • Floridians Fighting Falls • UF/IFAS Family Nutrition Program 		Key Partners: Responsible for promoting the Let’s Go! 5-2-1-0 campaign on their website, on-site at their organization and in the community among the residents they serve. As well as implementing programs and activities that align with the Let’s Go! 5-2-1-0 health education and physical activity best practices, when applicable. Key partners provide updates on activities conducted at bi-annual meetings.

Figure 6: Percent of Martin County 1st Graders Above Healthy Weight, 2014-2020



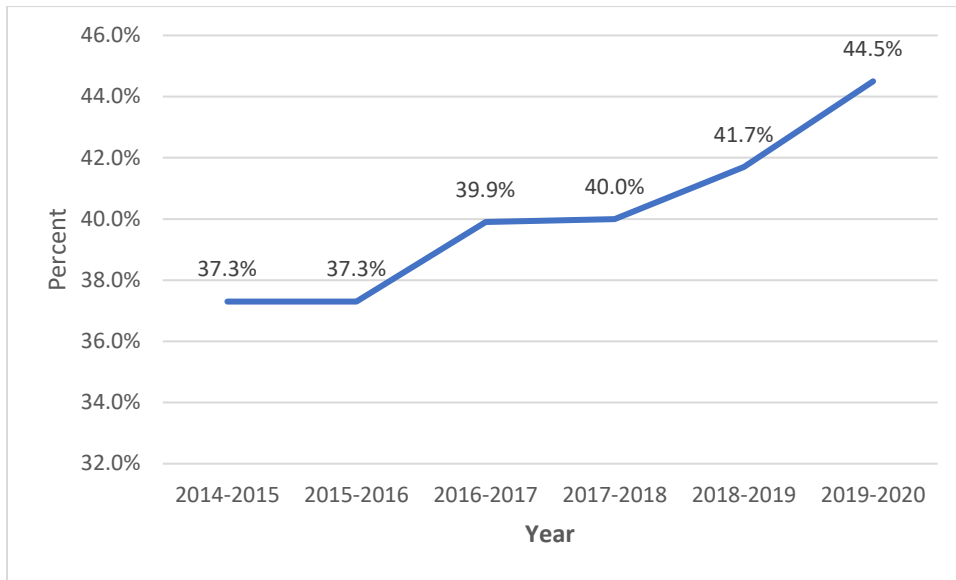
Source: Martin County Summary of School Health Services, Department of Health in Martin County

Figure 7: Percent of Martin County 3rd Graders Above Healthy Weight, 2014-2020



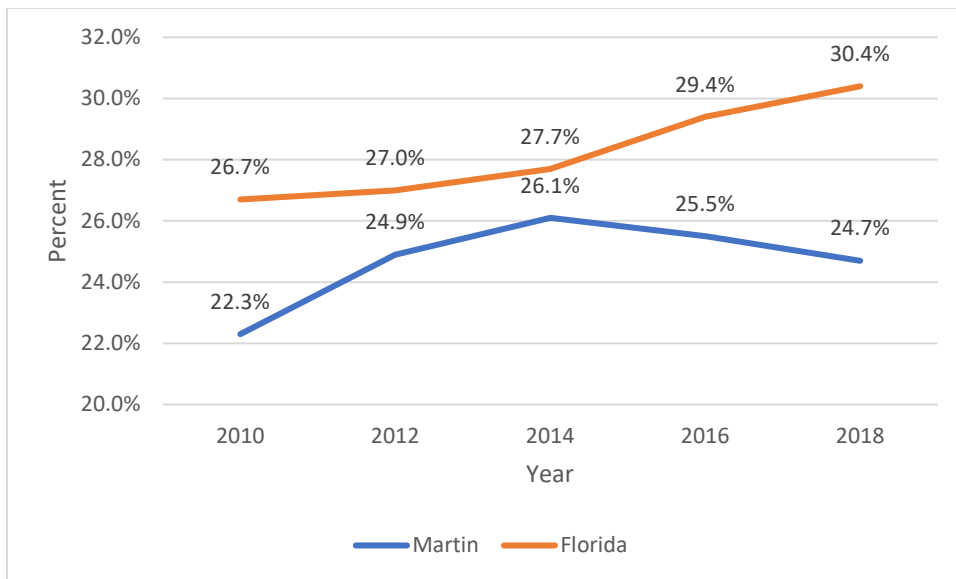
Source: Martin County Summary of School Health Services, Department of Health in Martin County

Figure 8: Percent of Martin County 6th Graders Above Healthy Weight, 2014-2020



Source: Martin County Summary of School Health Services, Department of Health in Martin County

Figure 9: Percent of Adults Who Are Overweight or Obese, Select Years



Source: Florida Behavioral Risk Factor Surveillance System telephone survey conducted by the Centers for Disease Control and Prevention (CDC) and Florida Department of Health Division of Community Health Promotion

Let's Go!

“Let’s Go!” is a nationally recognized obesity prevention program based in Maine, which focuses on creating healthy places to help children and families eat healthy and be active. “Let’s Go!” works in six different settings to reach families where they live, study, work and play to reinforce the importance of healthy living. The 5-2-1-0 message (5 or more fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity and 0 sugary drinks, more water and low fat milk a day) is used across the settings to remind families of these recommendations for healthy eating and active living”.¹⁹

¹⁹ www.letsgo.org

Advocates for Rights of the Challenged (ARC) of Martin County

- Provides a learning environment for children and adolescents with developmental disabilities in an after-school, out-of-school summer camp and respite setting.

Boys and Girls Clubs of Martin County

- High Yield Learning Program (after-school care)

Christian Community Care Center

- Provides low cost dental services

Children's Services Council of Martin County

- Identified childhood obesity as a part of the *2014-2019 Strategic Plan*, Healthy Children priority area
- Several after-school programs with health initiatives

Early Learning Coalition of Indian River, Martin and Okeechobee Counties, Inc.

- Source for childcare resource and referral needs in Martin County and subsidized child care for eligible families of children from birth to age 12.

Florida Department of Health in Martin County

- Clinical, nutritional and wellness services

Indian River State College

- Dental Clinic; dental assistant program

Martin County Department of Parks and Recreation

- After school programs (Residents Empowering All Children's Hope)

School District of Martin County

- Nutrition/Health Education, School Health Aides, Physical Activity

United Way of Martin County

- Identified obesity as a part of the *2013-2018 Strategic Plan*, Health priority area
- Invests in local programs that ensure affordable, quality after-school care

YMCA of the Treasure Coast

- Strong Families Program

Community Focus Groups

HCSEF conducted focus groups during April 2019 in order to gain knowledge and insight from the residents of Martin County. The purpose of the focus groups was to gauge whether residents were aware of the Community Health Improvement Plan and their thoughts on the priority areas. This report outlines the focus group methodology and provides a summary of the common themes, key issues and primary areas of interest identified during the focus group discussions.

The Health Council of Southeast Florida developed the focus group protocols and questions from a framework utilized by other community needs assessments. A total of eighty-six of individuals participated in the eight conducted focus groups. Community-based organizations serving specific target populations assisted in the recruitment of participants. Focus group studies were led by a trained facilitator, accompanied by a note-taker and each lasted approximately one and a half to two hours. Focus group participants were also informed of their rights as participants. The facilitator assured participants that statements made would only be used for reporting purposes and would remain anonymous.

Methodology and Demographics

Participants were asked a series of 11 pre-determined, open-ended questions. These questions can be referenced in Appendix B. Special interest was given to certain geographical areas, including: Indiantown, Stuart, and the Hobe Sound/Banner Lakes community. Participants completed a demographic questionnaire [Appendix B] at the start of the focus group; a compilation of this information is in Table 5-12. Refreshments were provided at each session and participants were incentivized to participate with \$20 Walmart gift cards, which were distributed at the conclusion of the session. The dates, locations, times are listed in Table 4. Only comments made by participants across different focus groups were included below. Thus, not everything said in the interviews were included in the results. The analysis produced a number of emergent themes described in detail in sections below.

Table 4: Location, Date, Time and Number of Participants in Focus Groups

Site	Date	Time	Language	# of Participants
Banner Lake Club	5/13/2019	6:15 PM - 7:45 PM	English	12
Pentecostal Church of God	5/14/2019	4:00 PM - 5:30 PM	English	11
Bellhouse Doulas	5/15/2019	10:00 AM - 11:30 AM	English	6
KinDoo Family Center	5/23/2019	10:00 AM - 11:30 AM	Spanish	11

Table 5: Focus Group Participants by ZIP Code

ZIP	City	# of Participants	% of Participants
33455	Hobe Sound	10	25.0%
34957	Jensen Beach/ Ocean Breeze Park	2	5.0%
34990	Palm City	1	2.5%
34994	Stuart	11	27.5%
34997	Stuart	4	10.0%
34956	Indiantown	11	27.5%
Out of County (Zip Code 34932)	Fort Pierce	1	2.5%
Total		40	100.0%

Table 6: Focus Group Participants by Age

Age Group	# of Participants	% of Participants
0-18 years	2	5.0%
19-24 years	2	5.0%
25-44 years	11	27.5%
45-64 years	15	37.5%
65-84 years	8	20.0%
No Response	2	5.0%
Total	40	100.0%

Table 7: Focus Group Participants by Gender

Gender	# of Participants	% of Participants
Female	36	90.00%
Male	4	10.00%
Total	40	100.00%

Table 8: Focus Group Participants by Race and Ethnicity

Race and Ethnicity	# of Participants	% of Participants
Asian	2	4.8%
Black or African American	19	45.2%
White/Caucasian	4	9.5%
Hispanic	17	40.5%
Total	42	100.00%

Table 9: Focus Group Participants by Educational Attainment

Educational Attainment	# of Participants	% of Participants
6th Grade or <	8	19.5%
Some Middle School or Some High School, no Diploma (Grades 7-11)	3	7.3%
High School graduate or GED (grade 12)	11	26.8%
Some College, No Degree	4	9.8%
Associate's Degree/Certificate from Vocational, Business or Trade School	7	17.1%
4 yrs of college or higher, with Bachelor's degree or higher	5	12.2%
Other*	3	7.3%
Total	41	100.0%

Table 10: Focus Group Participants by Employment Status

Employment	# of Participants	% of Participants
35 or more hours per week	9	22.5%
< 35 hours per week	8	20.0%
Unemployed	11	27.5%
Other: Retired/Disabled/Maternity Leave	6	15.0%

No Response	6	15.0%
Total	40	100.0%

Table 11: Focus Group Participants by Insurance Coverage

Insurance Coverage	# of Participants	% of Participants
Yes (Medicaid, Medicare, Private Insurance)	27	67.5%
No	11	27.5%
No Response	2	5.0%
Total	40	100.0%

Table 12: Focus Group Participants by Income

Annual Income	# of Participants	% of Participants
\$0 - \$10,000	5	12.5%
\$10,001 - \$40,000	8	20.0%
\$20,001 - \$40,000	6	15.0%
\$40,001 or more	9	22.5%
No response	1	2.5%
Prefer not to answer	11	27.5%
Total	40	100.0%

What are your initial thoughts and reaction to the three priority areas identified (Education and Awareness of Existing Health & Human Services, Obesity and School Health)?

- All the priorities areas are important
- More information about services offered is needed
- More education is needed on obesity and co-morbidities (diabetes and high blood pressure)
- Principal focus of discussion among participants from three focus groups included:
 - Banner Lake Club-Hobe Sound/Banner Lake
 - Obesity Prevention
 - Pentecostal Church of Good – East Stuart
 - School education and equal accessibility of resources (e.g., technology, books)
 - Pre-K services might not be available to families that do not speak Spanish, which delays the learning process of children that do not meet this requirement
 - Bellhouse Douglas- Downtown Stuart
 - Importance of effectively promoting the 211 Help-Line
 - Kindoo Center – Indiantown
 - Concern with the lunch being provided to students at schools in Indiantown that might lead to health issues (e.g., allergies, intoxication)

How do you find out about health & human services in Martin County?

- Word of Mouth
- Community spaces (churches, senior centers, library)

How would you recommend organizations or agencies can let residents know about the programs and services available?

- The library
- Post information on local bulletin boards (churches, child care centers, after school centers and community centers)
- Train residents to share information with other residents.
- Flyers
- Participants of the focus group in Indiantown indicated that this is a unique community in that many of the Hispanic residents can't read or write; and they suggested providing someone who could translate important information being advertised

What challenges/barriers do you experience when accessing information about the health and human services available?

- Lack of knowledge and poor assistance by agency staff
- Long holds on the phone when calling to inquire about a service
- People who are homeless do not know where to look for assistance (e.g., shelters)
- Language barrier in understanding the information being distributed in English
 - Residents of Indiantown pointed out that many of the residents are of Hispanic ancestry and are not able to read or write

How would you describe the impact of obesity in your community?

- Obesity is more of an issue than it was in the past
- More children are impacted by obesity nowadays

Contributing factors

- Technology contributes to this issue (social media, TV, video games)
- Lots of access to fast food
- Not having the time to exercise or cook healthy meals
- Unhealthy school lunches

Please share what programs you know of in Martin County that specifically help residents live healthy and maintain a healthy weight?

- YMCA programs
- Lack of awareness of available services that are accessible

What programs or services to help promote healthy living and a healthy weight are you interested in seeing in your community?

- Teaching quick and healthy cooking on a budget
- More access to low cost physical activity for children and adults (community gyms, playgrounds, and physical activity events)
- Sponsor group/ community classes
- Host community wide walking/ steps events
- Sports teams

Can you tell me what you know about the school health services that are available for children in the Martin County schools?

- Limited services available in schools, especially services provided by nurses
- Residents of Indiantown were grateful for the health services that the school provides to students which are free of charge (e.g., dental care).

What ideas or suggestions do you have to improve the overall health of the community?

- Improvement of education among the community, such as: availability of health fairs, educating parents of health risks (e.g., smoking, diabetes prevention), understanding health test results
- Residents of Indiantown expanded on the idea of education by pointing out the need to involve the men or husbands in their communities who due to cultural differences, might prevent women from being involved in activities that lead to healthy living (e.g., physical activity involvement in community centers).

How would you like to become involved with the implementation of the Martin County Community Health Improvement Plan?

- Most participants would like to be invited to future focus groups and community meetings to provide input on priority areas pertinent to their community
- Participants in Indiantown did not express an interest in being involved

Martin County has much to be proud of in terms of the health of the community; however there are always opportunities for improvement. The implementation of the CHIP will help strengthen the public health infrastructure, aid and guide planning, foster collaboration and capacity-building and ultimately promote the well-being and quality of life for Martin County residents. Health improvement does not occur only at the governmental or agency level, but must be practiced in our homes, our schools, our workplaces and our faith based organizations. The Martin County CHIP created by community stakeholders broadens and builds upon successful local initiatives. Below are some suggestions and strategies of ways that you can play a part in achieving a healthier community.

- Get the word out about the health priorities in the community and the CHIP
- Support programs, policies, initiatives and campaigns aimed to address the health priorities in the community
- Be an advocate in the community for healthy behaviors and for health improvement
- Lead by example and practice healthy behaviors in your homes, workplaces and social circles
- Share your resources whether it be time, support, funding, or expertise to strengthen the health improvement efforts

Appendix A

MARTIN COUNTY ADVISORY COMMITTEE

First Name	Last Name	Agency
Ruby	Aguirre	Treasure Coast Food Bank - Whole Child Connection
Anastasia	Anderson	Department of Health - Martin County
Tim	Arthur	Little Lights Dentistry, a program of Light of the World Charities
Angela	Aulio	Martin Health System
Joe	Azevedo	CareerSource Research Coast
Rivki	Beer	Treasure Coast Hospice
Dillie	Nerios	Treasure Coast Food Bank
Jill	Borowicz	Safe Space
Gina	Broschard	Florida Community Health Centers
Jennifer	Boutin, RD, LDN	Nutritious Lifestyles
Jennifer	Buntin	UF/IFAS Family Nutrition Program
Audrey	Burzynski	Floridans Fighting Falls
Jane	Cebelak	Indian River State College/United Way
Ronda	Cerulli	FDOH - St. Lucie County
Eula	Clarke	City of Stuart
Eula	Clarke	Law Offices of Eula R. Clarke, P.A
Michelle	Miller	Martin County Government
Janet	Cooper	Helping People Succeed
Don	Crow	Visiting Nurses Association of Florida (VNA)
Michael	DiTerlizzi	Martin County School District
Jennifer	Doak, PhD	Indian River State College
Jessica	Donohue	
Gary	Durham	New Hope Church, Palm City

Lesley	Frederick	House of Hope
Jennifer	Furtwangler	Florida Department of Health in Martin County
Patricia	Gagliano	Indian River State College
Laurie	Gaylord	Martin County School District
Shamus	Gordon	Healthy Start of Martin County
Madeleine	Greenwood	Mary's Shelter
Homer	Gutierrez	Treasure Coast Food Bank
Kelly	Gvozdenovich	Little Lights Dentistry, a program of Light of the World Charities
David	Heaton	Children's Services Council of Martin County
Carol	Houwaart-Diez	United Way of Martin County
Ann	Hubbard	Indian River State College
Tara	Jacobs	House of Hope
Tim	Kimes	Martin Nursing and Restorative Center
Robert	King	Florida Department of Health in Martin County
Trisha	Kukuvka	Martin County Sheriff
	Levins	Florida Community Health Centers
Christia	Li Roberts	Martin County School District
Annette	Lopez	Council on Aging of Martin County (The Kane Center)
Marybeth	O'Neal	Florida Community Health Centers
Dorothy	Oppenheiser	Tykes and Teens, Inc.
Kim	Ouellette	Volunteers in Medicine
Natalie	Parkell	UF/IFAS 4H
Angelia	Patterson, Esq.	Legal Aid Society of Palm Beach County, Inc.- Coverage to Care Legal Initiative
Karlette J.	Peck	Citizen
Marybeth	Pena	Florida Department of Health in Martin County
Colleen	Phillips	211
Matt	Pilot	Pastor
Robert	Ranieri	House of Hope

Todd	Reinhold	Florida Department of Health in Martin County
Karen	Ripper	Council on Aging of Martin County (The Kane Center)
Migdalia	Rosado	Early Learning Coalition of Indian River, Martin and Okeechobee (IRMO)
Heather	Rothe	Stuart Police Department
Renay	Rouse	Florida Department of Health in Martin County
Alfredo	Sanchez	Florida Community Health Centers
Angelika	Schlanger	University of Florida - IFAS Family Nutrition Program
Debra	Scuderi	Suncoast Mental Health Centers
Andrew	Sesta	Rotary Club of Stuart
George	Shopland	New Horizons
Lindsay	Slattery- Cerny	Florida LINC (Linking Individuals Needing Care)
William	Snyder	Martin County Sherriff
Gary	Sparks	Martin County School District
Andrea	Stephenson	HCSEF
Elisha	Stoecklin	YMCA
Samantha	Suffich	Healthy Start of Martin County
Rachel	Terlizzi	United Way of Martin County & Junior League of Martin County
Jessica	Tharp	City of Stuart
Sarah	Torres	Boys & Girls Club of Martin County
Maria	Torres	Martin County Fire Rescue Dept.
Joanne	Towner	Boys & Girls Club of Martin County
Donna	TRUE	Kane Center/Council on Aging
Michelle	Villwock	Martin County School District
Shalonda	Warren	Sickle Cell Foundation of PBC/Saving Our Babies of Martin County
Thelma	Washington	Gertrude Walden Child Care Center & Martin County Interfaith Coalition
Terri	Watling	United Health Care

Carolann	Wegener	Florida Department of Health in Martin County
Teena	White	Indian River State College
Nancy	Yarnall	Your Aging & Disability Resource Center
Maggie		KinDoo Center (Indiantown)

Appendix B

FOCUS GROUP DISCUSSION: GUIDELINES AND QUESTIONS

A. Introduction:

Hello and welcome to our focus group! A focus group is simply a gathering of people who have something in common. Each of you is here today as a resident of Martin County, and have a unique perspective on the services that are provided in your communities.

My name is [REDACTED] and I am with the Health Council of Southeast Florida, Inc. and we are working with the Department of Health in Martin County to implement the Martin County Community Health Improvement Plan (CHIP). The CHIP was created after the Community Health Needs Assessment was completed in April 2015. Community partners and different representatives reviewed a lot of information and data and had several meetings and conversations to determine the priority areas that would be focused on over the next three years. Those three priority areas that were identified for the 2016-2020 Martin County Community Health Improvement Plan were:

1. Education and Awareness of Existing Health & Human Services
2. Obesity (or Healthy Weight)
3. School Health

I would like to take a moment and review the specific goals and objectives under each of these priority areas.

The first priority area is “education and awareness of existing health and human services.” The goal is to increase utilization of community resources by increasing use of the 211-help line. Some activities for this priority include giving out 211 materials including brochures and flyers, have 211 offer educational sessions, have 211 participate in community events, and having community partners promote the 211-help line.

The second priority is “healthy weight.” The goal is to reduce the percent of children and adults who are overweight or obese. The activities for this priority area include extending 5210 to all early child care centers and elementary schools and promoting 5210 to all residents.

The third and final priority is “school health.” The goal is to increase the quality of services provided to students in schools. The activities for this priority area include increasing the number of nurses in schools and increase the educational requirements for school health assistants.

Our goal is to have everyone here feel comfortable and able to speak openly, share their thoughts, ideas and experiences honestly. There are no wrong answers. So please feel free to share your experiences and your point of view, even if it is different from what others have said.

We will be recording this discussion so that we can write a report, so it is important for everyone to speak up and that only one person talks at a time. Your comments will be summarized in a report, but nobody here will be identified by name and no names will be used when we report the results of this focus group.

My role will be to ask questions and listen. It is important for us to hear from all of you because you all have different and valuable experiences. You will be receiving a Walmart gift card for participating in our discussion.

Does anyone have any questions before we begin? If there are no additional questions, we will begin.

FOCUS GROUP DEMOGRAPHIC FORM

Please complete this form. You do not need to answer any question that makes you uncomfortable. If you have any questions, please ask us!

1. What ZIP code do you live in? _____

2. What is your age? _____

3. What is your gender? (Check only one)

Female

Male

4. What race do you identify with most? (Check only one)

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

American Indian, Alaskan Native, or Indigenous

White /Caucasian

Hispanic Background

No answer

5. What is the highest grade or year in school you have completed? (check only one)

6th grade or less

Some middle school or some high school, no diploma (grades 7 -11)

High school graduate or GED (grade 12)

Some college, No degree

Associate's degree,

Certificate from vocational, business, or trade school

4-years of college or higher, with bachelor's degree or higher

Other: _____

No answer

6. Do you work now? (Check only one)

- Work 35 or more hours per week
- Work less than 35 hours per week
- Unemployed
- Other: _____
- No answer

7. Do you have any kind of health care coverage, private carrier, Medicaid, Medicare, Florida KidCare, or any other (please specify). (Check only one)

- Yes
- No
- Do Not know
- Prefer not to answer

8. If you have health care coverage, what kind? (Check only one)

- _____
- Don't know/not sure
 - prefer not to answer

9. What is your annual household income from all sources, including money from jobs, social security, unemployment benefits, public assistance, and retirement income? (Check only one)

- \$0 - \$10,000
- \$10,001 - \$20,000
- \$20,001 - \$40,000
- \$40,001 - or more
- Prefer not to answer

**Martin County
Community Health Improvement Plan Implementation
Resident Focus Group Questionnaire**

First Thoughts and Reactions

1. What are your initial thoughts and reaction to the three priority areas identified (Education and Awareness of Existing Health & Human Services, Obesity and School Health)?

Probes:

- How well do you feel these goals, objectives, and strategies address the needs of the community?
- Is there anything missing?
- What would you like to see added?

Awareness of Health & Human Services

2. How do you find out about health & human services in Martin County?

Probes:

- So far you have mentioned that find out about these services through [BLANK]. Can you tell me more about your experiences using these resources?

3. How would you recommend organizations or agencies can let residents know about the programs and services available?

- What seems to work well?
- What approaches would you not suggest? Why?

4. What challenges/barriers do you experience when accessing information about the health and human services available?

- How would you suggest to improving this barrier?

Resource and Barriers to Maintaining a Healthy Weight

5. How would you describe the impact of obesity in your community?

Probes:

- What impact has obesity had on the health of residents in your community?
- What behaviors contribute to this problem?
- What community factors contribute to this problem?

6. Please share what programs you know of in Martin County that specifically help residents live healthy and maintain a healthy weight?

Probes:

- Where in the county are these programs offered?
- Where are in the county are these programs needed, but not available?

- What groups or segments of the population that do not seem to have access to such programs?
 - What are some of the barriers to accessing these programs?
7. What programs or services to help promote healthy living and a healthy weight are you interested in seeing in your community?
- Probes:
- So far you have mentioned that you would like to see [BLANK]. How would you like to see this implemented?
 - Why do you think there is a need for these types of programs?

School Health Services

8. Can you tell me what you know about the school health services that are available for children in the Martin County schools?
- Probes:
- What are the gaps in these services that you are aware of?
 - Are there challenges or issues with children accessing school health services? If so, what are they?
 - What are some suggestions or thoughts regarding the school health services?

Suggestions and Comments

9. What ideas or suggestions do you have to improve the overall health of the community?
10. How would you like to become involved with the implementation of the Martin County Community Health Improvement Plan?
11. Would you like to share any other comments you have related to the Community Health Improvement Plan or overall health of Martin County.

Conclusion

That was the last question I had. Do you have any questions or comments? If not, I would just like to say thank you for sharing your time and experiences with me.

GET INVOLVED

Community health improvement is improvement of the community and it is done largely by the community. To that end, all stakeholders and residents are invited to participate in improving Martin County's health.

For more information or to get involved in the County's health improvement activities, please contact:

Carolann Wegener Vitani, RN
Interim Health Officer/Administrator
Florida Department of Health in Martin
County
Carol.Wegener-Vitani@flhealth.gov
772.221.4000 ext. 2129

Robert King
Government Operations Consultant III
Florida Department of Health in Martin
County
Robert.King2@flhealth.gov
772.221.4000 x2148

Florida Department of Health in Martin County
MARTIN COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

ADDENDUM – March 2021

Due to pandemic response activities, and in accordance with Supplemental Guidance for PHAB Accreditation Procedures (August 1, 2020 – December 31, 2021), this plan is extended to 2021. The target dates for applicable objectives were also extended as indicated in the following table:

Objective #	Objective Statement
Objective 1.1	By 2021, 211 Palm Beach/Treasure Coast will receive a 10% increase in the number of calls, referrals, and database visits received by Martin County residents
Objective 1.2	By 2021, increase the number of partners serving Martin County residents of 211 Palm Beach/Treasure Coast by at least 10.
Objective 2.1	By 2021, decrease the school nurse to student ratio from 1:2441 to 1:1800 in Martin County Public Schools.
Objective 3.1	By 2021, decrease the percentage of youth who are overweight or obese in Martin County by 2.0%.
Objective 3.2	By 2021, decrease the percentage of adults who are overweight or obese in Martin County by 2.0%.