



# Polk County 2016-2020 Community Health Improvement Plan

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**IN POLK COUNTY**

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## Mobilizing for Action through Planning and Partnerships (MAPP)

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-wide strategic planning tool or process for improving community health. MAPP was developed by the National Association of County and City Health Officials (NACCHO) in cooperation with the Centers for Disease Control and Prevention (CDC).

This process includes four community health assessments used to better understand the assets and needs of a community and assist public health system partners as they focus on aligning resources toward improving the health and well-being (quality of life) of the community.

### MAPP assessments conducted in 2014 and 2015:

#### Community Themes & Strengths

Identified issues that interest the community, perceptions about quality of life, and community assets. *This report was compiled from over 3,500 consumer surveys, 9 focus groups comprised of 72 residents and 5 key informant interviews.*

#### Forces of Change Assessment

Identified forces that are or will be affecting the community or local public health system. *Threats and opportunities were compiled from facilitated discussions with representatives from various organizations in Polk.*

#### Local Public Health System Assessment

Measured capacity and performance of the local public health system and entities that contribute to the public's health. *Over 80 subject matter experts from a cross section of professional entities participated in a one day workshop to complete this assessment.*

#### Community Health Status Assessment

Assessed data about health status, quality of life and risk factors in the community.

The results of the MAPP assessments were analyzed and compiled into a report, entitled the **Polk County 2015 Community Health Assessment**.

### Key Themes Identified in the Polk County 2015 Community Health Assessment

|                                      |                            |                 |
|--------------------------------------|----------------------------|-----------------|
| Access to Care                       | Crime and Safety           | Substance Abuse |
| Child Health                         | Health Disparities         | Weight          |
| Chronic Diseases                     | Maternal and Infant Health |                 |
| Communicable and Infectious Diseases | Mental Health              |                 |



## Strategic Priorities Selected for the 2016-2020 Community Health Improvement Plan

Healthy Weight  
Child Health  
Infant Mortality  
Injury Prevention

### Background

Upon completion of the Polk County 2015 Community Health Assessment, meetings with community partners were held from July 2015 through June 2016 to review the Community Health Assessment, select strategic priorities and create objectives and measures for the 2016-2020 Community Health Improvement Plan (CHIP).

Teams that worked on the 2012-2015 CHIP reviewed the assessment first. These teams were the **Polk Vision Building a Healthier Polk's Primary Care, School Health, and Worksite Wellness Teams**. Their efforts between 2012 and 2015 were focused on reducing the obesity rate in Polk County. Upon review of the 2015 Community Health Assessment, since obesity is a contributing risk factor to many chronic diseases and because Polk's adult obesity rate is still higher than the state; the **Polk Vision Building a Healthier Polk Teams** decided to continue working on obesity as a strategic priority. As teams reviewed success of the first three-year plan, they realized continued collaboration would yield additional progress. In addition, DOH-Polk staff have worked with Polk Vision Teams to incorporate Healthiest Weight Florida deliverables into workplans where efforts are aligned.

Then, the **Building a Healthier Polk School Health Team** chose to build strategies around the Whole School, Whole Community, Whole Child Model. DOH-Polk staff presented the Community Health Assessment to the **Polk County School District School Health Advisory Council**. The leadership of both groups met and they determined Child Health would be a strategic priority and agreed to build capacity to address additional child health measures.

The **Florida Healthy Babies Initiative** began in March 2016 as a coordinated state-wide initiative to positively influence social determinants and reduce racial disparity in infant mortality. Initially, a team of individuals from various agencies examined the infant mortality data within the county. The group also looked at the infant mortality rates by race and ethnicity. This data showed that infants die before their first birthday twice as often in the Black population as in the other populations in the county. The **Florida Healthy Babies Team** used GIS mapping to determine specific census tract areas where infant mortality rates were the highest. In June 2016, a community meeting was then held with 58 participants from 24 different agencies. A facilitated discussion was held to determine possible root causes of the high rates of infant mortality in these areas, with a special emphasis on the social determinants of health. The participants in this meeting identified common root causes including access to care, cultural differences, and stress. An action plan was developed to help intervene against some of these common root causes.

**2017 Addition to Healthy Weight Strategic Priority:** Pedestrian and bicyclist safety is a growing issue of concern in Polk County. In January of 2017, an article published by the National Public Radio ranked the Lakeland-Winter Haven metropolitan service area (MSA) the 6<sup>th</sup> most dangerous metro area for pedestrians in the country. Between the years of 2006-2015, there were 142 pedestrian and 33 bicyclist fatalities due to traffic crashes in Polk County. Due to these safety concerns, as well as high rates of obesity that are impacted by individuals' ability to go outside and get active, sidewalks have become a priority for Polk County. **Polk Vision's Infrastructure Team** developed a tactical plan focusing on eliminating sidewalk gaps within a one-mile radius of public schools in Polk County. This tactical plan has been added into Polk County's 2017 revised CHIP, as a third strategy under the Healthy Weight strategic priority.

The **Coalition on Injury Prevention of Polk County** was an existing community coalition formed in 2002 to provide injury prevention resources and education throughout the county. In January 2016, Lakeland Regional Health reached out to the Florida Department of Health in Polk County requesting assistance in giving

the group a more action-oriented approach. The group focuses on providing educational programs and resources in the areas of child drowning prevention, adult bicycle and pedestrian safety, and senior falls prevention. The coalition has aligned their goals to the FDOH State Health Improvement Plan as well as the results from the Community Health Needs Assessment performed by Lakeland Regional Health. In May 2018, the group expressed interested in becoming a participating team of FDOH-Polk's Community Health Improvement Plan (CHIP) and agreed to provide trackable goals to be monitored during the next CHIP cycle.

## Polk County's 2016-2020 Community Health Improvement Plan

### Strategic Priority 1: Healthy Weight

**Strategic Goal:** Reduce the obesity (BMI ≥ 30) rate in Polk County to < the state average (2013 data: Polk 36.9%, State 26.4%) by 2030.

**Aligned with:** Polk Vision's Building a Healthier Polk (BHP) Primary Care Team, Polk Vision's Infrastructure Team, Healthiest Weight Florida (HWF) Workplan, 2019-2022 DOH-Polk Strategic Plan, 2015 Polk County Community Health Assessment, Healthy People 2020, 2017-2021 FDOH State Health Improvement Plan, 2016-2020 FDOH Agency Strategic Plan

**Strategy 1:** Create continuity of messaging across pediatric settings. **(Revised)**

**Key Partners:** Polk Vision Building a Healthier Polk (BHP) Primary Care Team: DOH-Polk, Lakeside Pediatrics, Central Florida Health Care, Happy Kidz Pediatrics, Polk County Child Protection Team, Florida Southern College

The Polk Vision BHP Primary Care Team consists of members from all partnering organizations. Members from the team representing the different primary care provider agencies collect 5-2-1-0 prescriptions disseminated by providers at their respective practices and report the data to the team. DOH-Polk is responsible for supplying 5-2-1-0 materials and collecting and reporting all data. Providers at Lakeside Pediatrics, Central Florida Health Care, Happy Kidz Pediatrics, the Polk County Child Protection Team, and APRN students from Florida Southern College at various practices write 5-2-1-0 prescriptions to patients and their families. Florida Southern College is responsible for educating all APRN students on the 5-2-1-0 initiative and institutionalizing the curriculum across the program. Members of the team meet monthly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Implementation/institutionalization of 5-2-1-0 campaign across Polk County pediatric settings

**Short Term Outcome:** Increase number of conversations about reducing risk factors for unhealthy BMI between pediatric providers and families.

**Short Term Measurement:**

- Increase participation in 5-2-1-0 prescription program by 2 new practices by July 31, 2020.
- Collect at least 3,000 5-2-1-0 goals by December 31, 2019.
- Disseminate at least 2,000 5-2-1-0 prescriptions by December 31, 2019.

**Mid Term Outcome:** Promote, provide, and increase preventative health education through community partnerships.

**Mid Term Measurement:**

- Track the number and type of communication methods, including the number of institutions and individuals reached.

**Strategy 2<sup>1</sup>:** Engage local government leaders to prioritize money for sidewalks & in turn ensure the location and placement are on collector roads within a one-mile radius of schools. **(Reviewed)**

**Key Partners:** Polk Vision Infrastructure Team: DOH-Polk, City of Auburndale, City of Bartow, City of Davenport, Town of Dundee, City of Eagle Lake, City of Fort Meade, City of Frostproof, City of Haines City, Village of Highland Park, Town of Hillcrest Heights, City of Lake Alfred, Town of Lake Hamilton, City of Lake Wales, City of Lakeland, City of Mulberry, City of Polk City, City of Winter Haven, Polk County Board of County Commissioners, Polk County School Board, Kimley-Horn, Tracy Mouney & Associates, Polk Parks & Natural Resources Division, Central Florida Regional Planning Council, Next Level Planning & Permitting, Madrid Engineering Group, Polk Transportation Planning Organization, Patel Green & Associates, Haines City Economic Development Council, DSM, Lakeland Regional Health, Envisors

The Polk Vision Infrastructure Team consists of members from all partnering organizations. Team members have worked together to develop and prioritize sidewalk projects for local municipalities to consider. The team has developed a Sidewalk Prioritization Resolution that is currently being adopted by each local municipality across the county. The Polk Transportation Planning Organization (TPO) is responsible for maintaining the list of sidewalk priorities and arranging for Resolutions to be adopted. Members of the team meet monthly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Adoption of Sidewalk Prioritization Resolution by local municipalities

**Short Term Outcome:**

- City/County planners utilize GIS map of existing sidewalks within one mile of schools for pro-active planning
- City/County planners utilize Safe Routes to Schools and other funding opportunities to fund sidewalk gaps

**Short Term Measurement:**

- 100% commitment from all governments on sidewalk priority with an emphasis on high crash areas (additional focus on areas requiring right-of-way purchase or easement)
- Create baseline & single database of GIS at BoCC Transportation Planning Organization (TPO)
- Complete clearinghouse and provide open access to all appropriate contacts
- Establish mid-term measurement (to decrease sidewalk gaps) based upon the results of the TPO study by 9/30/17

**Mid Term Outcome:**

- Increase new sidewalks installed within a one-mile distance of schools
- Increase number of walkers and bicyclists to and from school

**Mid Term Measurement:**

- GIS data - maps
- School Board data
- Annual survey to calculate funding utilized for sidewalk improvements or additions. Compare grant-funded versus locally allocated
- Decrease sidewalk gaps by xx% (The goal will be established during the short-term phase)

<sup>1</sup> Formerly Strategy 3

## Strategic Priority 2: Child Health

**Strategic Goal:** Leveraging the school setting and support for local schools to improve child health in Polk County.

**Aligned with:** Polk Vision's Building a Healthier Polk School Health Team, Healthiest Weight Florida (HWF) Workplan, 2019-2022 DOH-Polk Strategic Plan, 2015 Polk County Community Health Assessment, Polk County School Health Advisory Council (SHAC) Priorities, Healthy People 2020, 2017-2021 FDOH State Health Improvement Plan, 2016-2020 FDOH Agency Strategic Plan

**Strategy 1:** Increase Healthy Weight in school-aged children through increased physical activity and nutrition. **(Reviewed)**

**Key Partners:** Polk Vision's Building a Healthier Polk (BHP) School Health Team: DOH-Polk, Polk County Public Schools, St. Joseph's Children's Wellness & Safety Center, Peace River Center, Polk County School Health Advisory Council (SHAC), District Advisory Council (DAC), Highland City Elementary School, Inwood Elementary School, Medulla Elementary School, Padgett Elementary School, Wahneta Elementary School

The Polk Vision BHP School Health Team consists of members from each of the partnering agencies. Representatives from the team have been working with the 5 partnering elementary schools to adopt the WSCC model into their school's culture. Team members from the school district are working internally to encourage the full integration and institutionalization of the WSCC model into the district's culture. Members of the team meet monthly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Full integration of the *Whole School, Whole Community, Whole Child* (WSCC) Model into Polk County Public Schools

**Short Term Outcome:** Develop and implement pilot program in 5 schools to improve best practices based on the *Whole School, Whole Community, Whole Child* (WSCC) Model.

**Short Term Measurement:**

- Establish baseline School Health Index Score for each school and develop workplan for improvement.
- Establish baseline for WSCC Measurements

**Mid Term Outcome:** Fully integrated WSCC model with all components operational within pilot schools.

**Mid Term Measurement:**

- Annual comparison of the School Health Index Score to baseline for each school and develop workplan for improvement.
- Annual comparison of WSCC Measurements



## Strategic Priority 3: Healthy Babies

**Strategic Goal:** By June 30, 2020, reduce the three-year rolling average of black infant mortality rate from 17.3 (2014-2016) to 16.0 per 1,000 live births

**Aligned with:** 2017-2021 FDOH State Health Improvement Plan, 2016-2020 FDOH Agency Strategic Plan, 2019-2022 FDOH-Polk Strategic Plan, 2015 Polk County Community Health Assessment, Healthy Start Coalition Service Delivery Plan, and Healthy People 2020.

**Strategy 1:** Promote and increase participation in and collaboration between Healthy Start and WIC programs. **(Revised)**

**Key Partners:** FDOH Polk; FDOH Polk Healthy Start; Healthy Start Coalition of Hardee, Highlands, and Polk Counties; and WIC.

The Florida Healthy Babies Team consists of members from each of the partnering agencies. Representatives from the team have been collaborating to promote participation in Healthy Start programs and WIC programs in order to strengthen the safety net surrounding at-risk families. Team members have also established a referral system to ensure that families eligible for one program are reviewed for eligibility in other offered programs. Members of the team meet quarterly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** The Healthy Start Coordinated Intake and Referral System (CINR) made the referral process between programs practically impossible as it discontinued the ability for families to receive services from multiple programs. Review of eligibility criteria is needed to assist families who need additional supports.

**Short Term Outcome:** By June 30, 2019, increase the percentage of women participating in Healthy Start and WIC programs by 2.5%.

**Short Term Measurement:**

- Participation rates in Healthy Start and WIC clients seen (number of unique clients and number of shared clients).
- Customer Satisfaction surveys for Healthy Start and WIC programs.

**Mid Term Outcome:**

- By June 30, 2020, increase the percentage of women participating in WIC programs by 5%.

**Mid Term Measurement:**

- Participation rates in WIC clients seen (number of unique clients).
- Customer Satisfaction surveys for WIC programs.

**Strategy 2:** Promote safe sleep practices. **(Reviewed)**

**Key Partners:** Advent Health; Child Abuse Death Review Committee (CADR); Children's Home Society; FDOH – Polk; Fetal Infant Mortality Review Team (FIMR); Florida Department of Children and Families; Healthy Families; Healthy Start Coalition of Hardee, Highlands, and Polk Counties; Heartland for Children; Lakeland Regional Health; Nemours; Nurse Family Partnership; Safe Kids Suncoast Coalition; WIC; and Winter Haven Women's Hospital.

The Safe Sleep Team consists of members from each of the partnering agencies. Member of FDOH – Polk and Healthy Start Coalition conduct an annual death certificate review to determine the count of sleep-related infant deaths in Polk County. These findings are reported to the Safe Sleep Team, the CADR Team, and the FIMR team to assist in their investigation and community education. Hospital partners are responsible for educating on safe sleep practices and including safe sleep educational information in the discharge packets given to all new parents. Home visiting programs (i.e., Children’s Home Society, Nurse Family Partnership, Healthy Start Coalition, and Heartland for Children) have agreed to educate the families that they serve (including foster families) on safe sleep practices and provide families with education information and resources for safe sleeping practices. FDOH – Healthy Start distributes crib sets to families in need of a safe sleeping environment for their children and collects maternal risk factor data on those who receive these beds. Safe Kids Suncoast and representatives from other agencies take educational information and safe sleep resources to community health fairs and other community events to make sure that community gatekeepers, parents, grandparents, and all caregivers of children have received these items. Members of the team meet monthly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Standardization of safe sleep practices used and modeled in hospitals upon birth. Standardization of agency education information regarding safe sleep environments and practices.

**Short Term Outcome:** By June 30, 2019, reduce the number of sleep-related deaths from 23.3% (2017) to 13.0%.

**Short Term Measurement:**

- Polk Maternal & Child Health Death Review Data

**Mid Term Outcome:** By June 30, 2020, reduce the number of sleep-related deaths from 23.3% (2017) to 16.0%.

**Mid Term Measurement:**

- Polk Maternal & Child Health Death Review Data

**Strategy 3: Promote breastfeeding initiation among women enrolled in WIC in Polk County. (Reviewed)**

**Key Partners:** Advent Health; Black Mother Breastfeeding Support Group; FDOH – Polk; Lakeland Mid-Wifery; Lakeside Pediatrics; Lakeland Regional Health; Nurse Family Partnership; Polk County Breastfeeding Network; Special Needs Support Group; WIC; and Winter Haven Women’s Hospital.

The Polk County Breastfeeding Network (PCBN) consists of members from each of the partnering agencies. Representatives from the team have been collaborating to promote breastfeeding education, increase support for breastfeeding mothers, and reduce the stigma surrounding breastfeeding. Team members have created and facilitate breastfeeding trainings to community members and providers, continually update a Breastfeeding Resource Guide with current information, and host Certified Lactation Consultant trainings. Winter Haven Women’s Hospital has completed the Baby Friendly Hospital designation process and has removed formula from their discharge packs. Lakeland Regional Health and Advent Health have begun the Baby Friendly Hospital process by training staff on promotion of breastfeeding. WIC coordinates the PCBN, tracks data on how many of their infants and children are being breastfed, and provides training and educational materials when needed. WIC has also begun reaching out to childcare centers to encourage Breastfeeding Friendly status. Members of the team meet quarterly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Implementation of Baby Friendly Hospitals, Breastfeeding Friendly Child Care



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| Centers, and the Florida Breastfeeding Friendly Employer Award.  |
| <b>Short Term Outcome:</b> By June 30, 2019, increase the percentage of mothers who are breastfeeding from 84.1% (2017) to 84.6%.  |
| <b>Short Term Measurement:</b> <ul style="list-style-type: none"> <li>Percentage of WIC infants and children &lt;24 months who were ever breastfed in Polk County (WIC Quarterly Reports)</li> <li>Number of non-Hispanic Black WIC infants and children &lt;24 months who were ever breastfed in Polk County (WIC Quarterly Reports)</li> </ul> |
| <b>Mid Term Outcome:</b> By June 30, 2020, increase the percentage of mothers who are breastfeeding from 84.1% (2017) to 85.0%.  |
| <b>Mid Term Measurement:</b> <ul style="list-style-type: none"> <li>Percentage of WIC infants and children &lt;24 months who were ever breastfed in Polk County (WIC Quarterly Reports)</li> <li>Number of non-Hispanic Black WIC infants and children &lt;24 months who were ever breastfed in Polk County (WIC Quarterly Reports)</li> </ul>   |

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| <b>Strategy 4:</b> Promote community advocacy within Polk zip codes with the highest risk of infant mortality. <b>(Revised)</b>  |
| <b>Key Partners:</b> Community gatekeepers; FDOH Polk; FDOH Healthy Start; Healthy Start Coalition of Hardee, Highlands, and Polk Counties; Lakeland Regional Health; Melanin Families Matter Team; Pieces 2 Peace Counseling; Producing Pearls, Inc.; and WIC   |
| <p>The Melanin Families Matter Team consists of members from each of the partnering agencies. Representatives from the team have been collaborating to target Black families in the 33805 zip code; the zip code with the highest rates of infant mortality in Polk. Team members have worked together to create a community event addressing some of the social determinants of health suspected of increasing the risk of infant mortality in this specific zip code. Vendors offering resources in the areas of education, employment, healthcare, nutrition, exercise, stress relief, and mental health services attended the event and offered their services to community members attending the empowerment event. Lakeland Regional Health sponsored the event and promoted within the community. Representatives from the team commit to continuing to educate the community about social determinants of health and connecting families in-need to resources available. Members of the team meet monthly to provide updates and work on accomplishing objectives.</p> |
| <b>Policy Changes Needed to Accomplish Objectives:</b> Community advocates needed to increase trust between agencies and community members and to educate community members on how to best advocate for their needs.   |
| <b>Short Term Outcome:</b> By June 30, 2019, coordinate a community empowerment event to garner community buy-in.  |
| <b>Short Term Measurement:</b> Community Empowerment Event   |
| <b>Mid Term Outcome:</b> By June 30, 2020, work with community members to create an intervention plan targeting communities with a high rate of infant mortality.  |
| <b>Mid Term Measurement:</b> Community Intervention Plan   |

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| <b>Strategy 5:</b> Reduce tobacco use among pregnant women. <b>(Added)</b>  |
| <b>Key Partners:</b> FDOH Polk; Tobacco Free Florida; Tobacco Free Polk; and WIC  |
| <p>The tobacco initiative consists of members from each of the partnering agencies. Representatives from the team have been</p> |

collaborating to create educational information for tobacco cessation targeting pregnant women, specifically. Members of the team meet quarterly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Implementation of the Baby & Me Tobacco Free program. Including tobacco cessation resources in discharge paperwork.

**Short Term Outcome:** By June 30, 2020, work with community members to create an intervention plan targeting pregnant women who are at risk to smoke.

**Short Term Measurement:** Community Intervention Plan

## Strategic Priority 4: Injury Prevention

**Strategic Goal:** Prevent and reduce unintentional deaths in Polk County in the areas of child drowning prevention, adult bicycle/pedestrian safety, and senior falls prevention.

**Aligned with:** 2017-2021 FDOH State Health Improvement Plan, 2016-2020 FDOH Agency Strategic Plan, Healthy People 2020, and Lakeland Regional Health Community Health Needs Plan.

### Strategy 1: Reduce the rate of drowning fatalities in children <5. (Revised)

**Key Partners:** Coalition on Injury Prevention of Polk County (CIP) Drowning Prevention Team: Abby Grace's Hope, Inc.; Children's Home Society; Citizen CPR, Inc.; City of Lakeland Parks & Rec; Florida Department of Children and Families; FDOH – Polk, Healthy Start Coalition of Hardee, Highlands, and Polk Counties; Lakeland Regional Health; Johns Hopkins All Children's Hospital; Polk County Fire Rescue; Safe Kids Suncoast; and Semper Fish Aquatics.

The CIP Drowning Prevention Team consists of members from each of the partnering agencies. Members of FDOH – Polk, Polk County Fire Rescue, and DCF conduct an annual data dive into the drowning deaths and the emergency calls due to drowning cases to discover which zip code areas and populations to target. Members create a master Swimming Lessons list for community members defining information about where families can get swimming lessons for their children. Community education is provided in the form of infographics, community trainings, and games for families at community health fairs or other community events. Members of the team meet monthly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Expansion of the legislative protocol requiring specific amounts of safety barriers between a home and a pool. Expansion of regulations to include rental homes, such as Air BnB's in safety precautions. Requirement of learning CPR for new parents.

**Short Term Outcome:** By December 31, 2020, decrease the instances (count) of all drowning deaths among children <5 from 5.0 (2017) to 3.0.

#### Short Term Measurement:

- Instances (count) of fatal drowning deaths in children ages 0-5 (FLCHARTS)

### Strategy 2: Reduce the rate of pedestrian and bicycle fatalities. (Revised)

**Key Partners:** CIP Bike/Ped Safety Team: Bartow Police Department; City of Lakeland; FDOH – Polk; FDOT; Family Fundamentals; Florida Southern College; Lakeland Police Department; Lakeland Regional Health; Polk County Public Schools; Polk Transportation Planning Organization (TPO); Polk Vision; Safe Kids Suncoast; Safe Routes to Schools; and United Way.

The CIP Bike/Ped Safety Team and the Polk Vision Bike/Ped Safety Team consist of members from each of the partnering agencies. Members of these agencies conduct annual surveillance on identifying factors of bicycle and pedestrian fatal accidents (i.e., time of day, day of the week, residents involved, etc.). Polk County Public Schools partners with Safe Routes to School to implement bike and pedestrian safety lessons into the Health curriculum of elementary schools. Representatives are all certified helmet fitters and fit children with a bike with a proper helmet to help reduce head injuries. Community education is provided in the

form of infographics, community trainings, and games for families at community health fairs or other community events. Members of the team meet monthly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Implementation of the Pledge to Slow Down campaign within Polk cities. Implementation of Safe Routes to Schools curriculum within schools.

**Short Term Outcome:** By December 31, 2020, decrease the rate of all Pedestrian and Bicycle Fatalities and Serious Injuries from an average of 77.0 (2018) to 67.0.

**Short Term Measurement:**

- Rate of Pedestrian and Bicycle Fatalities and Serious Injuries (FDOT Annual Report)

**Strategy 3: Reduce the rate of falls-related deaths among adults aged 65+. (Revised)**

**Key Partners:** CIP Falls Prevention Team: Alzheimer’s Association; CATT-Rath Center; FDOH – Polk; Florida Presbyterian Homes; Home to Stay; Lakeland Regional Health; Reliance Medical Centers; Senior Connection Center; and Senior Helpers.

The CIP Falls Prevention Team consists of members from each of the partnering agencies. Members of FDOH – Polk, Polk County Fire Rescue, and LRH conduct an annual data dive into the falls-related deaths, ER admissions, and the emergency calls due to older adult falls cases to discover which zip code areas to target. Members maintain a list of certified trainers and community classes for Tai Chi, Tai Chi for Arthritis, and Matter of Balance classes. Members also conduct home audits for older adults who are at risk for a fall accident and assist in correcting dangers in the home (i.e., securing rugs, fixing handrails for sturdiness, etc.). Community education is provided in the form of infographics, community trainings, and simulations for families of older adults at community health fairs or other community events. Members of the team meet monthly to provide updates and work on accomplishing objectives.

**Policy Changes Needed to Accomplish Objectives:** Implementation of more Age Friendly areas within cities. Assistance with Age Friendly homes.

**Short Term Outcome:**

- By December 31, 2020, decrease the rate of all falls-related deaths among adults 65+ from 48.0 (2016-2018) to 44.0.

**Short Term Measurement:**

- Falls death rate among adults ages 65+ (FL CHARTS)

## Participating Community Partners<sup>i</sup>

| <b>Name</b>        | <b>Agency</b>   | <b>Name</b>        | <b>Agency</b>  |
|--------------------|---|--------------------|--|
| Addie Javed        | City of Haines City   | Brenda Torres      | Polk Vision  |
| Aisha Alayande     | Drug Free Highlands   | Brent Lacy         | VHB  |
| Aleda Johnson      | Polk County Schools   | C.L. Boyd          | Polk County Schools  |
| Alexis Bautz       | Florida Presbyterian Homes  | Carol Fox          | Lakeland Regional Health                                   |
| Alison Kennedy     | Florida Presbyterian Homes  | Carole Saavedra    | Polk Vision  |
| Andrea Nikolai     | UF/IFAS Extension Polk County                                     | Carolyn Espina     | New Life Center  |
| Andreina Aguirre   | Polk County Sheriff's Office                                      | Catalina Mondragon | Florida Department of Health in Polk County – HIV Outreach |
| Andy Palmer        | City of Winter Haven  | Cathy Boeck        | Polk County Schools  |
| Angela Cox         | Florida Department of Health in Polk County – School Health       | Charlene Edwards   | Healthy Start Coalition of Hardee, Highlands, and Polk     |
| Ann Brice          | Florida Department of Health in Polk County                       | Chase Webber       | Heartland for Children                                     |
| Anne Yasalonis     | UF/IFAS Extension Polk County                                     | Cheryl Marino      | Polk County Schools  |
| Audrey Kelly-Fritz | Polk County Schools   | Christine Smith    | Florida Department of Health in Polk County – WIC          |
| Belinda Rieger     | Heart of Florida Regional Medical Center                          | Christy Olson      | Polk County Schools  |
| Bethany Brown      | Lakeland Regional Health  | Chuck Barmby       | City of Lakeland   |
| Beverly Dodson     | Florida Department of Health in Polk County – Quality Improvement | Cindy Jantomaso    | Haines City Economic Development Council                   |

## Participating Community Partners Continued

| <b>Name</b>       | <b>Agency</b>   | <b>Name</b>        | <b>Agency</b>   |
|-------------------|---|--------------------|---|
| Cindy Thomas      | Heart of Florida Regional Medical Center                                | DeeDree Zerfas     | Florida Department of Health in Polk County – Healthy Start |
| Coleen Pizzuti    | United Way of Central Florida/Family Fundamentals                       | Denise Atwell      | Polk County Schools   |
| Colleen Mangan    | Florida Department of Health in Polk County – Community Health Planning | Denise Marini      | Florida Department of Health in Polk County – Dental        |
| Corlis Johnson    | My Nature’s Delight   | Denise Sepulveda   | Polk County Schools   |
| Courtney Kaylor   | Florida Department of Health in Polk County – School Health             | Diana Degroot      | Lakeland Regional Health                                    |
| Crystal Williams  | Florida Department of Health in Polk County – School Health             | Donna Harvard      | Polk County Schools   |
| Cynthia Zorn-Shaw | Lakeland Housing Authority  | Donna Swygert      | InnerAct Alliance/StandUP Polk                              |
| Daniel Haight, MD | Lakeland Regional Health  | Dora Sanders       | East Coast Migrant Head Start                               |
| Danielle Drummond | Lakeland Regional Health  | Elaine Pachal      | Nurse Family Partnership                                    |
| David Acevedo     | Children’s Home Society   | Eric Labbe         | City of Winter Haven  |
| Deanna Kirkland   | Florida Department of Health in Polk County – School Health             | Ermelinda Centeno  | Central Florida Health Care                                 |
| Debbie Zimmerman  | Polk County Schools   | Esperanza de Jesus | Polk County Schools   |
| Deborah Reyes     | Polk County Schools   | Gabi Knight        | Lakeland Regional Health                                    |
| DeeDee Wright     | Polk County Schools   | Gayle Hernandez    | Redlands Christian Migrant Assoc.                           |



## Participating Community Partners Continued

| <b>Name</b>         | <b>Agency</b>   | <b>Name</b>             | <b>Agency</b>   |
|---------------------|---|-------------------------|---|
| Georgiana Goodson   | Senior Helpers  | Jenna Levine            | Florida Department of Health in Polk County – Community Health Planning |
| Gordon Green        | Patel, Greene, & Associates   | Jennifer Codo-Salisburg | Central Florida Regional Planning Council                               |
| Gretchen Cabranes   | Polk County Schools   | Jennifer Harris         | Polk County Sheriff's Office  |
| Gwen Parish         | Florida Department of Health in Polk County – School Health, Head Start | Jim Maxwell             | Polk County Schools   |
| Gwendolyn Winkfield | Florida Department of Health in Osceola County                          | John Bohde              | Polk County Board of County Commissioners                               |
| Hal Coffman         | Madrid Engineering Group  | Joy Jackson, MD         | Florida Department of Health in Polk County – Director                  |
| Heather Riley       | Heart of Florida Regional Medical Center                                | Juli Davis              | Florida Department of Health in Polk County – Tobacco Prevention        |
| Holly Parker        | Healthy Start Coalition of Hardee, Highlands, & Polk                    | Julia Davis             | Polk Transportation Planning Organization                               |
| Jacquelyn Rawlings  | Tri-County Human Services   | Julia Hermelbracht      | Florida Department of Children & Families                               |
| Jason Lewis         | Kimley-Horn   | Julie Foster            | Heart of Florida Regional Medical Center                                |
| Jeff Kincart        | A-C-T Environmental & Infrastructure                                    | Karen Kopp              | Polk County School  |
| Jeff Schmucker      | Central Florida Regional Planning Council                               | Karen Moore             | Peace River Center  |
| Jenna Kaczmariski   | Polk County Schools   | Kathleen Wright         | Polk County Schools   |

## Participating Community Partners Continued

| <b>Name</b>      | <b>Agency</b>  | <b>Name</b>        | <b>Agency</b>   |
|------------------|--|--------------------|---|
| Katie Taylor     | Polk County Schools  | Lauren Shinholster | All Children's Hospital   |
| Kellie Beckett   | Florida Department of Health in Polk County – School Health        | Leah Millette      | Baycare   |
| Kelly Andrews    | Florida Southern College   | Lesli Ahonkhai     | Florida Department of Health in Orange County                           |
| Kezia Elfils     | Central Florida Health Care  | Linda Hawbaker     | Florida Department of Health in Polk County – Community Health Planning |
| Kim Eubanks      | Polk Health Care Plan  | Lisa Butchee       | Polk County Schools   |
| Kim Long         | Polk Vision  | Liz Antaya         | Stahl & Associate Insurance   |
| Kimberly Warren  | Atkins   | Luz Husereau       | Florida Department of Health in Polk County – Healthy Start             |
| Kylia Carswell   | United Way of Central Florida/Family Fundamentals                  | Lynne Martin       | Florida Department of Health in Polk County – School Health             |
| Larry Madrid     | Madrid Engineering Group   | Mahmud Osmani      | Head Start Parent   |
| Laura Pellegrini | Winter Haven Women's Hospital                                      | Marisol Padilla    | Florida Department of Health in Polk County – Healthy Start             |
| Laurel Smith     | Polk State College   | Matt Mouncey       | Southeast Environmental Solutions, Inc.                                 |
| Lauren Hinton    | Florida Department of Health in Polk County – Finance & Accounting | Megan Leary        | City of Winter Haven Parks & Recreation                                 |
| Lauren Nederveld | LifeChoice Pregnancy Center  | Melanie Peter      | Polk County Schools   |

## Participating Community Partners Continued

| <b>Name</b>     | <b>Agency</b>   | <b>Name</b>        | <b>Agency</b>   |
|-----------------|---|--------------------|---|
| Melinda Thomas  | Florida Department of Health in Polk County – Community Health Outreach | Paula McGhee       | Polk Health Care Plan                                       |
| Melvin Jenkins  | New Beginnings High School  | Penny Borgia       | United Way of Central Florida                               |
| Mia Branch      | Heart of Florida Regional Medical Center                                | Pat Steed          | Central Florida Regional Planning Council                   |
| Michael Smith   | Healthy Families  | Pete Padron        | Lakeland Regional Health                                    |
| Michelle Drawdy | Nurse Family Partnership  | Petula Williams    | Home To Stay  |
| Michelle Shiver | Citizen CPR, Inc.   | Philip D. Wegman   | Furr & Wegmen Architects, PA                                |
| Mike Britt      | City of Winter Haven  | Richard Perez      | City of Lakeland  |
| Mindi Fitch     | City of Lakeland Parks & Recreation                                     | Robbin Chapman     | Polk County Schools   |
| Myrna Martinez  | Florida Department of Health in Polk County – School Health             | Roselyn Smith      | Florida Department of Health in Polk County – Healthy Start |
| Nancy Zachary   | Redlands Christian Migrant Assoc.                                       | Ruth Livingston    | LifeChoice Pregnancy Center                                 |
| Nick Nicholas   | DSM   | Ryan Kordek        | Polk Transportation Planning Organization                   |
| Nicole Riley    | Florida Department of Health in Polk County – Communications            | Sairah Chachad, MD | Lakeside Pediatrics   |
| Nora Smith, MD  | Pediatric Partners of Winter Haven                                      | Sapna Amin, MD     | Central Florida Health Care                                 |
| Oleda Johnson   | Polk County Schools   | Sara Roberts       | Polk Vision   |
| Pam Luce        | Polk County Schools   | Sarah Cheney       | Student Intern  |

## Participating Community Partners Continued

| <b>Name</b>     | <b>Agency</b>  | <b>Name</b>               | <b>Agency</b>   |
|-----------------|--|---------------------------|---|
| Schatzie Haines | Lanier Upshaw Insurance  | Teah Butler               | Head Start Parent   |
| Shandi Rock     | Healthy Families   | Tequila Harris            | Florida Department of Health in Hillsborough County         |
| Sherry Scott    | Polk County Schools  | Timothy Starnes           | Florida Department of Children & Families                   |
| Sheryl Cooper   | Florida Department of Health in Polk County – Health Promotions & Preparedness | Tom Deardorff             | Polk County Board of County Commissioners                   |
| Steven Shealey  | Envisors   | Tom Phillips              | Citrus Connection   |
| Susan Larson    | Learning Resource Center   | Tonya Akwetey             | Healthy Start Coalition of Hardee, Highlands, & Polk        |
| Susan Rexroat   | Polk County Schools  | Tracy Garcia              | Central Florida Development Council                         |
| Suzanne Wright  | Florida Department of Health in Polk County – WIC                              | Tracy Mouncey             | Tracy Mouncey & Associates                                  |
| Sylvia Holmes   | Head Start   | Tracy Mullins             | Polk County Parks & Recreation                              |
| Sylvie Grimes   | Florida Department of Health in Polk County – Quality Improvement              | Virginia Robinson         | Paul A. Diggs Neighborhood Association                      |
| Tammy Durden    | Florida Department of Health in Polk County – Community Health Services        | Yajaira Martinez-Gonzalez | Florida Department of Health in Polk County – Healthy Start |
| Taylor Freeman  | Florida Department of Health in Polk County – Community Health Planning        |                           |   |

<sup>i</sup> Partners and the organizations with whom they were affiliated during their time of participation in the plan.