WASHINGTON COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

June 2013

Community Health Improvement Plan Report

Contributors

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PREPARED BY

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Disclaimer

While statistics and data for the indicators were, to the best of the author's knowledge, current as the Community Health Improvement Plan Report 2013 was drafted, there may be subsequent data and developments, including recent legislative actions, that could alter the information provided herein.

This report does not include statistical tests for significance and does not constitute medical advice. Individuals with health problems should consult an appropriate health care provider. This report does not constitute legal advice.

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INTRODUCTION

Washington County Community Health Improvement Plan

EXECUTIVE SUMMARY

Building a healthier Washington County began as a community-wide initiative with the goal of establishing an ongoing process for identifying and addressing health needs. The intent of this project was to foster successful partnerships within the community in order to improve the health of Washington County residents. The *Public Health Accreditation Board* defines a Community Health Improvement Plan (CHIP) as "a long-term, systematic effort to address health problems on the basis of the results of assessment activities and the community health improvement process." A CHIP can be used by health departments, as well as other government, education, or human service agencies, to coordinate efforts and target resources that promote health.

A CHIP serves to address health issues, roles, and common goals and objectives throughout the community. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives. The plan, along with a Community Health Assessment (CHA), can be utilized as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

Health Priorities and Recommendations

The Washington County Community Health Committee identified three key issues – *Injuries and Violence, Diabetes & Obesity,* and *Teen Pregnancy* - and developed recommendations and action steps. The Task Force recommends the Community Health Action Plans should be incorporated into the work of the Florida Department of Health in Washington County, existing community groups, and health care partners.

Health Priority: Injuries and Violence

Goal: Reduce incidence of violence, injuries, and substance abuse in Washington County.

Objective: Reduce the use of alcohol in middle school age youth by 5% by June 20, 2016 (represents 12 students).

Strategy 1: Establish Washington County SADD for middle school aged youth by June 30, 2016.

Strategy 2: Conduct presentations (live, video, media) to elementary and middle school aged youth by family and friends adversely affected by alcohol use.

Health Priority: Diabetes and Obesity

Goal: Reduce the onset of Diabetes due to Obesity in Washington County.

Objective 1: Decrease in obesity rate by 2% for age group 8-17 from 18.8 to 16.8% by April 25, 2016.

Objective 2: Decrease in obesity rate by 1% for age group 18-70 from 35% to 34% by April 25, 2016.

Health Priority: Teen Pregnancy

Goal: Reduce Teen Pregnancy in Washington County.

Objective 1: Reduce the rate of teen births to females age 15-19 by 10% from 53 to 43 by December 31, 2016.

Objective 2: Reduce births to unwed mothers by 10% from 49.3 to 39.3 by December 31, 2016.

INTRODUCTION

The health status of a community plays a large role in social and economic prosperity, hence it is important that a community strives to continually improve and maintain its health. Government agencies (city, county, state) may provide health services; however, successful health programs require an active partnership between all community agencies.

Community health improvement planning is a long-term, systematic effort that addresses health problems on the basis of the results of community health assessment activities and the community health improvement process. The resulting Community Health Improvement Plan is used by health and other government, educational and human service agencies, in collaboration with community partners, to set priorities and coordinate and target resources. A CHIP is critical for developing policies and defining actions to target efforts that promote health. It defines the vision for the health of the community through a collaborative process and addresses the strengths, weaknesses, challenges, and opportunities that exist in the community in order to improve the health status of that community.

The Florida Department of Health in Washington County, working with community health partners, initiated community-wide strategic planning for improving community health utilizing the *Mobilizing for Action through Planning and Partnerships* (MAPP) model. MAPP was developed by the *National Association of County and City Health Officials* (NACCHO), in collaboration with the *Centers for Disease Control and Prevention* (CDC). MAPP provides a framework to create and implement a community health improvement plan that focuses on long-term strategies that address multiple factors that affect health in a community. The resulting community health improvement plan is designed to use existing resources wisely, consider unique local conditions and needs, and form effective partnerships for action.

METHODOLOGY

The Florida Department of Health in Washington County and community health partners met together for the purpose of evaluating the health status of the citizens of the Washington County area in order to develop health improvement interventions. The goal of these partners was to develop and implement comprehensive, community-based health promotion and wellness programs in the Washington County area and provide a forum where members may join together to plan, share resources, and implement strategies and programs to address the health care needs of citizens.

The NACCHO MAPP model for community health planning was used, which provides a strategic approach to community health improvement. This model utilizes six distinct phases:

1. Partnership development and organizing for success
2. Visioning
3. The Four MAPP assessments
   - Community Health Status Assessment
   - Community Strength and Themes Assessment
   - Local Public Health System Assessment
   - Forces of Change Assessment
4. Identifying strategic issues
5. Formulating goals and strategies
6. Action (program planning, implementation, and evaluation)

The ***Community Health Status Assessment*** provided a "snapshot in time" of the demographics, employment, health status, health risk factors, health resource availability, and quality of life perceptions. Washington County Health Department conducted a Community Health Status Profile in March 2013. Data from the 2010 U.S. Census, U.S. Bureau of Labor Statistics, and the Florida Department of Health, Legislative Office of Economic and Demographic Research, Department of Children and Families, Department of Law Enforcement, and Agency for Health Care Administration was utilized in the *Community Health Status Assess*ment. Major findings from the ***Community Health Status Assessment*** included:

- The population of 49,746 residents had an annual wage of $41,570.
- The median age is 38.8 years, and 67% of the population is White and 26% is Black/African American.
- In 2011, the leading causes of death were: 1) Heart Diseases), 2 Cancer, 3) Stroke, 4) Chronic Lower Respiratory Disease (CLRD), and 5) Unintentional Injuries.
- Diabetes was the seventh leading cause of death in Washington County for 2011, with the diabetes mortality rates for Black Washington County higher than for White residents from 2003 to 2011.
- Transportation Accidents accounted for 35% of all deaths from injury from 2007-2011 among Washington County residents. Suicide (20%) and homicide (14%) were the next most frequent causes of Unintentional Injury deaths.
- Nearly two-thirds of White Washington County residents have had a medical checkup in the past year.

- There were 10,039 Washington County residents (20%) enrolled in Medicaid in 2011.
- 72% of adults reported they were overweight or obese on the 2010 BRFSS
- The percentage of adults who are current smokers decreased (32% change) from 2007 (29.7%) to 2010 (20.2%).
- Aggravated assault accounted for 86% of the total violent crimes Washington County in 2011.

Community perceptions of the health care system are a critical part of the MAPP process. ***Community Themes and Strengths*** were identified during a ***Forces of Change*** workshop in April 2013. The Forces of Change workshop provided an overview of key trends, events or factors that participants identified as currently or potentially affecting the quality of the overall health and wellness of Washington County. Washington County community partners, representing a number of public and private organizations identified the Strengths, Weaknesses, Opportunities, and Threats (SWOT) to public health in Washington County. Participants worked collaboratively to identify the key Forces, Trends and Events within each of the six areas:

- Economic
- Environmental
- Health
- Social
- Political
- Technological

Data from the ***2012 County Health Rankings***, compiled by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation were reviewed by community partners throughout the MAPP process.

May 2013

Goals & Strategies Report

As part of the Washington County Community Health Improvement Project, the "Mobilizing for Action through Planning and Partnerships" (MAPP) a Strategic Priorities and Goals workshop was conducted as part of the CHIP Workshop 1 on April 25, 2013. Sixteen community health partners participated in the workshop and identified ten community health themes for Washington County.

Background

As part of the “Mobilizing for Action through Planning and Partnerships” (MAPP) project in Washington County, Quad R, LLC was contracted by the Washington County Health Department to facilitate the Goals and Strategies workshop on April 25, 2013. The purpose of this workshop was to identify health priorities which are impacting Washington County residents and to develop goal statements and strategies for each priority.

A total of 16 individuals attended. Individuals were representative of various social service agencies, not-for-profit organizations, and other public health system agencies. Participants represented a cross-section of the community and input provided was based on their knowledge, awareness and perceptions of related health concerns with Washington County.

Methods

Approximately three weeks prior to the scheduled Goals and Strategies workshop, community health partners were contacted by e-mail from the Washington County Health Department regarding the date, time, and purpose of the workshop. At this time, community health partners were provided the agenda. The email, workshop participants, and agenda are in Appendix 1.

The participants were welcomed to the workshop by the Washington County Health Administrator, Rick Davis. Workshop participants introduced themselves and identified their organization. After reviewing the agenda, the workshop facilitator then asked participants to examine the data which highlighted key health statistics for Washington County.

This data included:

- Florida Department of Health CHARTS – Washington County Health Status Summary (accessed April 15, 2013)
- 2013 County Health Rankings (Florida Big Bend, Florida Public Health Institute)

- Florida Legislature, Office of Economic and Demographic Research – Washington County Summary (accessed April 15, 2013)
- Washington CHARTS Pregnancy & Young Child Profile (accessed April 15, 2013)
- Washington CHARTS School-aged Child & Adolescent Profile (accessed April 15, 2013)
- 2010 Florida Behavioral Risk Factor Surveillance System (BRFSS) Data Report
- Florida Department of Law Enforcement January-December 2011 Crime in Washington County Summary
- Washington County Quick Facts, US Census Report (accessed April 15, 2013)
- Florida Youth Tobacco Survey (FYTS) 2012 – Washington County at a Glance
- Washington County: Specialty and Flavored Tobacco Trends Among Youths (Ages 11-17) from the Florida Youth Tobacco Survey (Florida Department of Health)

Participants reviewed the data individually and identified key health issues and/or needs for Washington County residents. Individual health concerns were written on sticky notes by each participant. Workshop participants were reminded to identify local, state and national health issues that may affect the context in which the community and its public health system operate within Washington County.

Participants were then divided randomly into five groups, and asked to combine their health issues and/or concerns (sticky notes) into common themes or categories. Each group worked collaboratively to cluster their issues and identify a label for the theme or category.

Workshop participants were re-assigned to one of three breakout groups. One group reviewed all the themes and categories and re-assembled them into a master list of community health issues. One group worked independently to create a list of the *Resources* available in Washington County to address community health issues and concerns. One group separately identified the *Barriers/Challenges* to impacting community health issues and concerns in Washington County.

The groups working on the *Resources* and *Barriers/Challenges* were reminded to include people/agencies, process/laws, and place/location/events. In addition, the groups were to list local, county, regional, state, and federal items for each list. The two groups were also instructed to include attitudes, behaviors, and cultural items which served as either a *Resource* or *Barrier/Challenge*. The groups were reminded that an item could appear in both lists. The groups switched places and reviewed each other's work and added additional *Resources* or *Barriers/Challenges.* The final product is included at the end of this report.

Ten health issues were identified:

- Chronic Disease
- Cancer
- Diabetes
- Injury and Violence
- Maternal/Infant Care
- Mental Health
- Obesity
- Substance Abuse/Alcohol/Tobacco
- Unemployment/Economy

Workshop participants were instructed to self-select into one of the 10 health issues. Each group was to review the health issues represented by the sticky notes associated with that issue. Each group was tasked with identifying two *Do-able* activities in order to change and/or impact the health issue in Washington County. Groups were reminded to think about the *Resources* and *Barriers/Challenges* when identifying *Do-able* activities.

Once two activities were listed, each group moved to the next health issue, reviewed the sticky notes, and discussed the *Do-able* activities listed and identified two different *Do-able* activities. This process was repeated until each group had reviewed and added items to each of the 10 health issues.

Next, workshop participants reviewed the *Do-able* activities on each of the 10 health issues. Each group was instructed to reach consensus on the three most *Do-able* activities given the *Resources* and *Barriers/Challenges*, and place a “star” next to these activities on each chart. This work is presented in Appendix 1.

Using a multi-voting technique, participants then selected the three most critical health issues from the list of 10 identified earlier in the workshop.

Diabetes, Injury and Violence, Maternal/Infant Care, Obesity, and Substance Abuse/Alcohol/Tobacco were the issues most selected by workshop participants. After reviewing the activities for each issue, the group decided to combine *Diabetes* and *Obesity* and combine *Injury and Violence* and *Substance Abuse/Alcohol/Tobacco*. The group also re-named *Maternal/Infant Care* to *Teen Pregnancy*. There were three health issues for the next phase of the workshop:

- Injury and Violence
- Diabetes and Obesity
- Teen Pregnancy

Workshop participants self-selected into one of the three health issues. The facilitator reviewed the key terms associated with goals and strategies on the back of the agenda with the participants. Each workgroup was then tasked with developing a Goal Statement and Strategies for their health issue. Once each workgroup had at least 2 strategies for the health issue, the participants reviewed the work for each issue. Participants provided feedback and added additional strategies as needed. In addition, participants worked collaboratively to structure the goals and strategies in the format associated with MAPP process (see Key terms and examples on the Agenda). This work is presented in Appendix 1.

GOALS & STRATEGIES

Washington County Community Health Project		
Priority Issue	**Goal**	**Strategy**
Injury & Violence	Reduce incidence of violence, injuries, and substance abuse in Washington County.	1. Conduct presentations to elementary and middle school aged youth by family and friends adversely affected by alcohol use. (live, videos, media) 2. Establish Washington County SADD for middle school aged youth by 6/30/15.
Diabetes & Obesity	Reduce the onset of Diabetes due to obesity	1. Decrease in obesity rate by 4% for age group 18-70 by 4/25/2016. 2. Adults with diagnosed with diabetes 13.1% , State rate 10.4% (Florida Charts) 3. Middle school Washington County 17.5% v 11.1% Florida. **4.** High school Washington County 13.8% v 14.3% Florida. **5.** Decrease in obesity rate by 6% for age group 8-17 by 4/25/2016.
Teen Pregnancy	Reduce teen pregnancy.	1. Reduce teen birth to females age 15-19 by x % by December 31, 2015. 2. Reduce births to unwed mothers age 15-25 by x % by December 31, 2015.

SUMMARY/KEY FINDINGS

The information gathered during the Strategic Priorities & Goals workshop is an important component of the MAPP comprehensive community assessment process. These findings can be used in conjunction with the other three MAPP assessments to develop the Community Health Improvement Plan (CHIP) for implementation and evaluation within the Washington County public health system.

Nationally, the current economic climate will continue to affect the local public health system and overall community throughout Washington County and the State of Florida. Budget cuts and limited grant opportunities have led to a decrease in funding for various services, from social services to charity care, mental illness and Medicaid. With local, state, and federal budget cuts, public health systems are challenged to find creative ways of continuing services and leveraging resources through collaboration and partnership with more non-traditional partners. *Teen Pregnancy was* identified as key priority health issue.

Continued unemployment and foreclosures result in a burdening of current health care and social service systems. Population growth and changing demographics also contribute to an increase in the need for services and programs. Washington County is a rural community, and as such, challenges to both access to healthcare, education, and the transportation infrastructure result. Changing demographics within Washington County and the state of Florida also present the need to address language and cultural barriers. *Diabetes and Obesity* is a priority issues which impact the health of Washington County residents.

There were other forces of change noted that are reflective of many issues on the national agenda. For example, health care reform, immigration reform, regulation of medical malpractice, use and overuse of technology, and need for sustainable energy resources are

issues being considered on the national level, but they would also have an impact on local and state health care and social service delivery systems. With the rise in unemployment, there is a greater need for all public health services. *Injury and Violence* are priority issues which impact and are impacted by the other health issues identified in the workshop.

In summary, these strategic health issues priorities and goals impact the community's ability to implement action plans and impact (positively) the health of the Washington County community. These strategic priorities and goals impact multiple sectors of the Washington County community and surrounding counties, and should be reviewed in conjunction with the other MAPP community health assessments.

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NEXT STEPS

Community health improvement planning is a long-term, systematic effort that addresses health problems on the basis of the results of community health assessment activities. The next step in the Washington County process is to conduct the *Community Health Improvement Planning (CHIP)* phase of the MAPP process, wherein the results from this report will be reviewed in conjunction with Community Health Status Assessment, the Forces of Changes Assessment, and the Local Public Health System Assessment.

This process follows the guidelines of the Mobilizing for Action through Planning and Partnerships (MAPP) model. MAPP was developed by the National Association of County and City Health Officials (NACCHO), in collaboration with the Centers for Disease Control and Prevention (CDC). MAPP provides a framework to create and implement a community health improvement plan that focuses on long-term strategies that address multiple factors that affect health in a community.

This model utilizes six distinct phases:

1. Partnership development and organizing for success
2. Visioning
3. The Four MAPP assessments
    - Community Health Status Assessment
    - Community Strength and Themes Assessment
    - Local Public Health System Assessment
    - Forces of Change Assessment
4. Identifying strategic issues
5. Formulating goals and strategies
6. Action (program planning, implementation, and evaluation)

The resulting Community Health Improvement Plan (CHIP) is designed to use existing resources wisely, consider unique local conditions and needs, and form effective partnerships for action, and is used by health and other government, educational and human service agencies, in collaboration with community partners, to set priorities and coordinate and target resources.

May 2013

Community Health Improvement Action Plans

(Program planning, Implementation, and Evaluation)

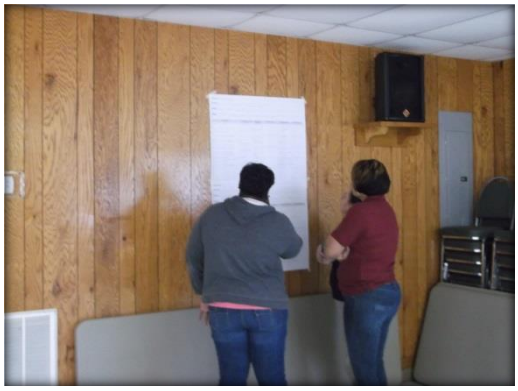
As part of the Washington County Community Health Improvement Project, the "Mobilizing for Action through Planning and Partnerships" (MAPP) two CHIP workshops were conducted on April 24 and May 9, 2013. Community health partners participated in these workshops and developed the Action Plans for community health improvement.

BACKGROUND

Community Health Improvement Team members met to develop the ***Community Health Improvement Plan,*** which involved creating an action plan that focused on program planning, implementation, and evaluation. Two four-hour workshops were held in Chipley, Florida on April 25 and May 9, 2013. Appendices 1 and 2 contain the email invitation, agenda, and list of workshop participants for both workshops.

METHODS

There were 16 community health partners representing a diverse collection of public and private agencies in Washington County at the April 25th workshop held at Washington County Agricultural Center. The workshop participants were welcomed by the Washington County Health Department Administrator, Rick Davis. After participants introduced themselves and the organization they represented, the facilitator reviewed the workshop agenda, and each participant with a data folder (see ***Goals & Strategies*** workshop). The facilitator reminded workshop members that the data was to serve as the foundation of the Action Plan efforts.



The three health issues identified during the ***Goals & Strategies*** workshop were:

- Injury and Violence
- Obesity
- Teen Pregnancy

Using this data, each participant self-selected into one of the three health priorities and to develop action plans. A goal and SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) objectives were developed. Each workgroup identified baseline measures for each of the SMART objectives. The data provided in the ***Goals & Strategies*** workshop was used to identify the appropriate and measurable baseline data. Workshop participants reviewed each other's work, and provided improvements and feedback. The results from this first CHIP workshop can be found in Appendix 2.

The second workshop was held on May 9, 2013 at the Blue Lake Community Center. There were 14 community health partners representing a diverse collection of public and private agencies in Washington County. The workshop participants were welcomed by the Washington County Health Department Administrator, Rick Davis. After participants introduced themselves and the organization they represented, the facilitator reviewed the workshop agenda and provided the Action Plans developed in the April 25th CHIP Workshop 1. Appendix 2 contains the email invitation, agenda, and list of workshop participants for this workshop.

Participants reviewed the three Action Plans developed in the previous workshop. The workshop members self-selected into one of the three Action Plan issues. The goals and SMART objectives were refined and activities were developed for each Action Plan. During the workshop, several workgroups determined their issue area was too broad or the goals and objectives were not achievable given the limited resources of Washington County community partners. The facilitator asked the participants to review the work done thus far and select Action Plans that were the most “Do-able.” The participants determined all three Action Plan issues needed to be addressed. However, several of the Goals and SMART objectives were removed to ensure each Action Plan could be achieved with the Washington County resources by the outcome date.

After reviewing each other’s work, the participants focused their efforts on refining and completing the Action plan template. Activities were delineated for each SMART objective. Evaluation measures were identified for each activity and the final evaluation was linked back to the baseline measure for the SMART objective. In addition, the participants identified lead roles, community resources, and target date(s) for completion for each activity contained in the Action Plan.

Each Action Plan contained the following components:

- Goals and Objectives for improving Washington County Health Issues
- Performance measures with measurable and time-framed targets

- Policy changes needed to accomplish health objectives
- Designation of accountable persons and organizations for implementing strategies
- Measurable health outcomes or indicators to monitor progress

It should be noted that each team discussed whether there were policy changes required in order to accomplish the specific Objective associated with their Action Plan. The teams decided either there were no policy changes required or needed policy changes would emerge through the activities within the Action Plan and would be addressed and added to the Action Plan. A presentation with the evaluation measure of “Approval Obtained” was identified for these specific Action Plans with identified policy changes.

The final product is presented on the following pages.

Priority Issue: Injuries and Violence

Goal: Reduce incidence of violence, injuries, and substance abuse in Washington County.

Objective: Reduce the use of alcohol in middle school age youth by 5% by June 20, 2016 (represents 12 students).

Strategy 1: Establish Washington County SADD for middle school aged youth by June 30, 2016.

Baseline Measure/Source:

- Percent of middle school students who used alcohol in the past 30 days 20.0% (Washington County) 16.8% (State)
- Percent of middle school students who reported binge drinking 9.2% (Washington County) 6.2% (State)

Florida Youth Tobacco Survey 2012 (FYTS)

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
1. Form a work group.	• SRO • Students • Swat Youth • Churches • Big BendCCare • Gentiva • PAEC • Medical Representative • Youth Pastor	9/30/13		Work group formed.	
2. Review and revise action plan as needed.	Work group	9/30/13		Action plan finalized.	
3. Develop assessment tool/matrix to evaluate SADD programs.	Work group	5/15/14		Tool developed.	
4. Research successful SADD programs.	Work group	5/15/14		Research completed.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
5. Select SADD program based on assessment.	Workgroup	5/15/14		Program selected.	
6. Modify SADD program to fit Washington County needs to include: a. Program for middle school students. b. Train-the-trainer c. Media campaign d. Presentation for community partners	Workgroup	5/15/14		Program modified.	
7. Develop SADD program plan to include: a. Location b. Time/date (schedule) c. Invitation to students d. Letter to parents e. Media campaign f. Sponsor g. Incentives h. Program materials	Workgroup	8/15/14		SADD program plan developed.	
8. Develop community presentation to recruit partners, if not included in #6 above.	Workgroup	8/15/14		Presentation developed.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
9. Deliver presentation to community partners with goal of identifying trainers.	Workgroup	9/15/14		Presentation delivered. Obtain data on location, date/time, and participants. Volunteer trainers identified.	
10. Develop plan for Train-the-Trainer to include: a. Location b. Time/date c. Invitation to volunteers/participants d. Training materials e. Incentives f. Trainer g. AV/Multimedia requirements	Workgroup	9/15/14		Train-the-Trainer plan developed.	
11. Implement media campaign.	Work group	1/31/15		Campaign implemented.	
12. Implement Train-the-Trainer Plan.	Workgroup	10/15/14		Train-the-Trainer program implemented.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
13. Implement SADD program for middle school students.	Work group	11/15/14		SADD program implemented. Obtain data on location, date/times, participants, activities, etc.	
14. Evaluate and compare to baseline.	Workgroup	6/30/16		Reported use of alcohol in middle school age youth reduced by 5% (from 20% to 15%).	

Priority Issue: Injuries and Violence

Goal: Reduce incidence of Violence, Injuries, and Substance abuse in Washington County.

Objective: Reduce the use of alcohol in middle school age youth by 5% by June 30, 2016 (represents 12 students).

Strategy 2: Conduct presentations (live, video, media) to elementary and middle school aged youth by family and friends adversely affected by alcohol use**.**

Baseline Measure/Source:

- Percent of middle school students who used alcohol in the past 30 days 20.0% (Washington County) 16.8% (State)
- Percent of middle school students who reported binge drinking 9.2% (Washington County) 6.2% (State)
  Florida Youth Tobacco Survey 2012 (FYTS)

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
1. Establish Advisory Board.	• SRO Students • SWAT • Churches • Washington County Sheriff Office • COA • AHC • BB • Gendiva • ECH	4/14/14		Advisory Board established.	
2. Form a community work group to identify possible presenter(s).	Advisory Board	5/15/14		Workgroup formed.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
3. Review and revise action plan as needed.	Workgroup	5/15/14		Action plan finalized.	
4. Develop selection criteria for identifying presenters.	Workgroup	5/15/14		Selection criteria developed.	
5. Solicit volunteers/presenters from community (family and friends who have been adversely affected by alcohol use) based on selection criteria.	Workgroup	6/15/14		Volunteers/presenters obtained.	
6. Submit presenters for approval to Advisory Board.	Workgroup	8/15/14		Presenters approved using selection criteria.	
7. Plan presentation logistics to include: a. Locations b. Date/time c. Incentives d. Presentation materials/handouts e. AV/Multimedia needs f. Sponsor(s) g. Media Campaign h. Presentation outline with key message	Workgroup	8/15/14		Presentation logistics developed.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
8. Train/coach presenters.	• Workgroup	2/1/15		Presenters trained/coached.	
9. Implement presentations.	• Workgroup • Presenters	3/1/15		Presentations implemented. Obtain data on location, date/time, presenter, participants.	
10. Evaluate an compare to baseline.	• Original Group	6/30/16		Reported use of alcohol in middle school age youth reduced by 5% (from 20% to 15%).	

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Priority Issue: Diabetes and Obesity

Goal: Reduce the onset of diabetes due to obesity in Washington County.

Objective 1: Decrease in obesity rate by 2% for age group 8-17 from 18.8 to 16.8% by April 25, 2016.

Baseline Measure/Source:
Middle school students who reported they were obese (Obese (i.e., at or above the 95th percentile for body mass index, by age and sex) Washington County 18.8% versus 11.6% (State).
(Florida Youth Tobacco Survey 2012 - FYTS)

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
1. Form a committee.	• Health Fairs • Church/School Presentations • Media(Newspapers) • Radio • TV	7/31/13		Committee formed.	
2. Review and revise Action plan as needed.	Committee	9/1/13		Action plan finalized.	
3. Establish Focus group logistics to include: a. Focus group participants b. Location/place c. Date/time d. Incentives e. Focus group questions f. Materials/handouts g. Identify person to ask questions h. Identify person to record responses i. Sponsor	Committee	10/1/13		Focus group logistics established.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
3. Establish Focus group logistics to include (continued): j. Invitations to participants k. Parent letter Note: Focus group is to determine why middle school students are obese (e.g., diet, physical activity, etc.) and what will "work" with this age group.					
4. Implement focus group.	Committee	1/30/14		Focus group completed.	
5. Analyze and summarize data.	Committee	3/1/14		Focus group results analyzed and summarized.	
6. Research existing obesity/nutrition programs for middle school students based on findings from focus group.	Committee	6/1/14		Research completed.	
7. Develop assessment matrix for selection program(s) students based on findings from focus group.	Committee	6/1/14		Assessment matrix completed.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
8. Select program(s) using assessment matrix.	Committee	8/1/14		Program selected.	
9. Modify program as needed to include: a. Program materials b. "Fit" with focus group findings c. Parent/family involvement d. Media campaign e. Letter to parents f. Incentives g. Sponsor(s)	Committee	10/1/14		Program modified. Program implemented. Florida charts.	
10. Obtain approval if needed from: a. School Board b. Parents	Committee	10/1/14		Approval obtained.	
11. Implement program.	Committee	1/1/15		Program implemented.	
12. Evaluate against baseline	Committee	4/25/16		Decreased obesity rate by 2% for age group 8-17 from 18.8 to 16.8.	

Priority Issue: Diabetes and Obesity					
Goal: Reduce the onset of Diabetes due to Obesity in Washington County.					
Objective 2: Decrease in obesity rate by 1% for age group 18-70 from 35% to 34% by April 25, 2016.					
Baseline Measure/Source: Adults who are obese Washington County 35% versus state 27.2%. Florida BRFSS 2010					
Key Activities	**Lead Role & Community Resources**	**Target Date for Completion**	**Status of Progress**	**Evaluation Measure**	**Evaluation Results**
1. Form a committee.	• Health Fairs • Church Presentations • Media (Newspapers) • Radio • TV	7/31/13		Committee formed.	
2. Review and revise action plan as needed.	Committee	10/1/13		Action plan finalized.	
3. Establish Focus group logistics to include: a. Focus group participants b. Location/place c. Date/time d. Incentives e. Focus group questions f. Materials/handouts g. Identify person to ask questions h. Identify person to record responses i. Sponsor	Committee	10/1/13		Focus group logistics established.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
3. Establish Focus group logistics to include (continued): j. Invitations to participants k. Parent letter Note: Focus group is to determine why middle school students are obese (e.g., diet, physical activity, etc.) and what will "work" with this age group.					
4. Implement focus group.	Committee	1/30/14		Focus group completed.	
5. Analyze and summarize data.	Committee	3/1/14		Focus group results analyzed and summarized.	
6. Research existing obesity/nutrition programs for middle school students based on findings from focus group.	Committee	6/1/14		Research completed.	
7. Develop assessment matrix for selection program(s) students based on findings from focus group..	Committee	6/1/14		Assessment matrix completed.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
8. Select program(s) using assessment matrix.	Committee	8/1/14		Program selected.	
9. Modify program as needed to include: a. Program materials b. "Fit" with focus group findings c. Parent/family involvement d. Media campaign e. Letter to parents f. Incentives g. Sponsor(s)	Committee	10/1/14		Program modified. Program implemented. Florida charts.	
10. Obtain approval if needed from: a. School Board b. Parents	Committee	10/1/14		Approval obtained.	
11. Implement program.	Committee	1/1/15		Program implemented.	
12. Evaluate against baseline	Committee	4/25/16		Decreased obesity rate by 1% for age group 18-70 from 35% to 34%.	

Priority Issue: Teen Pregnancy

Goal: Reduce Teen Pregnancy in Washington County.

Objective 1: Reduce the rate of teen births to females age 15-19 by 10% from 53 to 43 by December 31, 2016.

Baseline Measure/Source:

Measure	Rate Type	Year (s)	County Quartile 1=most favorable 4=least favorable	County Number	County Rate
Births to mothers ages 15-19	Per 1,000 females 15-19	2009-11	3	39	53.0
Repeat births to mothers ages 15-19	Percent of births 15-19	2009-11	3	7	18.1%

Florida CHARTS 2013

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
1. Form committee.	• Washington County Health Department. • Committee • West Florida Baptist Assocation • Washington County School District • Vernon Clinic • Chipola Healthy Start Coalition • Churches • Teen Court • Rita Pruett – CAPP • Daun Frost/Haddock • Dr. Leo Welch • Youth advisors • Peer educators	7/30/13		Committee formed.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
2. Review and revise action plan as needed.	Committee	8/31/13		Action plan finalized.	
3. Identify resources and funding	Committee	9/30/13		Resources and funding identified.	
4. Research Evidence Based programs, plans, and/or /initiatives.	Committee and or Sub-committee	11/30/13		Research completed.	
5. Develop evaluation matrix/section matrix.	Committee or sub-committee	1/31/2014		Evaluation matrix developed.	
6. Select Evidence-Based programs using evaluation matrix.	Committee	3/1/14		Program(s) selected.	
7. Modify program as needed.	Committee	6/30/14		Program modified.	
8. Develop implementation plan for program.	Committee	9/30/14		Implementation plan developed.	
9. Obtain approvals if necessary	Committee	11/30/14		Approvals obtained.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
10. Implement program plan.	Committee	1/1/15		Program implemented.	
11. Evaluate against baseline.	Committee	12/31/16		Reduced teen births to females age 15-19 by 10% from 53% to 43%.	

Priority Issue: Teen Pregnancy

Goal: Reduce Teen Pregnancy in Washington County.

Objective 2: Reduce births to unwed mothers by 10% from 49.3 to 39.3 by December 31, 2016.

Baseline Measure/Source:

Measure	Rate Type	Year (s)	County Quartile 1=most favorable 4=least favorable	County Number	County Rate
Births among unwed mothers ages 15-19	Percent of births 15-19	2009-11	2	33	85.3%

Florida CHARTS 2013

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
1. Form committee.	• Health Department • West Florida Baptist Association • Washington County School District • Vernon Clinic • Chipola Healthy Start Coalition • Churches • Teen Court • Rita Pruett – CAPP • Daun Frost/Haddock • Dr. Leo Welch	7/30/13		Committee formed.	
2. Review and revise action plan as needed.	Committee	8/31/13		Action plan finalized.	

Key Activities	Lead Role & Community Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
3. Identify resources and funding	Committee	9/30/13		Resources and funding identified.	
4. Research Evidence Based programs, plans, and/or /initiatives.	Committee and or Sub-committee	11/30/13		Research completed.	
5. Develop evaluation matrix/section matrix.	Committee or sub-committee	1/31/2014		Evaluation matrix developed.	
6. Select Evidence-Based programs using evaluation matrix.	Committee	3/1/14		Program(s) selected.	
7. Modify program as needed.	Committee	6/30/14		Program modified.	
8. Develop implementation plan for program.	Committee	9/30/14		Implementation plan developed.	
9. Obtain approvals if necessary	Committee	11/30/14		Approvals obtained.	
10. Implement program plan.	Committee	1/1/15		Program implemented.	
11. Evaluate against baseline.	Committee	12/31/16		Reduced births to unwed mothers by 10% from 49.3 to 39.3.	

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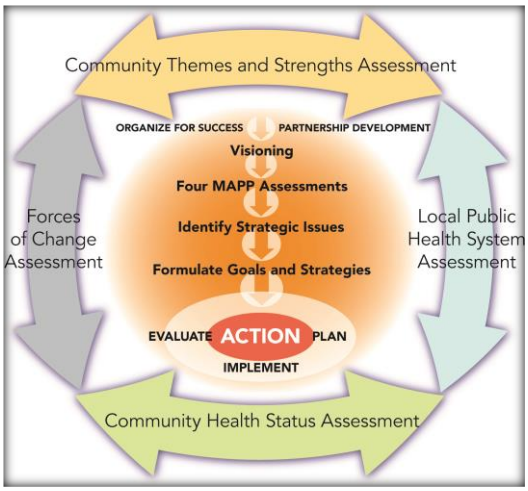
ACTION PLAN LINKAGES

The Community Health Improvement Project planning is a long-term, systematic effort that addresses health problems on the basis of the results of community health assessment activities. This process follows the guidelines of the Mobilizing for Action through Planning and Partnerships (MAPP) model. MAPP was developed by the National Association of County and City Health Officials (NACCHO), in collaboration with the Centers for Disease Control and Prevention (CDC). MAPP provides a framework to create and implement a community health improvement plan that focuses on long-term strategies that address multiple factors that affect health in a community.



The Washington County CHIP identifies the priorities, goals, objectives, and strategies for the public health system within Washington County. Through the integrated efforts of the health department and community partners, the desired health outcomes can be addressed in a systematic and accountable manner.

This CHIP plan provides a framework to promote greater collaboration across the organization and with external community partners, supports a comprehensive approach to public health service delivery within the 10 Essential Services of Public Health, and provides leverage to address the needs of Washington County residents and the larger Florida Department of Health community.

Using the NACCHO model for strategic planning, this CHIP plan can be integrated with the Florida Department of Health in Washington County Strategic Plan, and is informed by the Community Health Assessment. The CHIP plan can serve as the guiding force for the health department's activities and direction for the next five years, as well as coordinate community health partners' efforts within the three health issue areas. The strategies and activities identified in this plan are specific standards for achievement designed to evaluate and measure success and impact.

The CHIP plan is aligned with the following:

- **Florida Department of Health's State Health Improvement Plan 2012-2015**
  Representing the plan for the Florida public health system, this document enables the network of state and local health partners to target and integrate health improvement efforts.
  http://www.doh.state.fl.us/Planning_eval/Strategic_Planning/SHIP/FloridaSHIP2012-2015.pdf
- **Healthy People 2020**
  This U.S. Department of Health and Human Services program provides 10-year objectives for improving the health of all U.S. residents.
  http://www.healthypeople.gov/2020/Consortium/HP2020Framework.pdf
- **National Prevention and Health Strategies 2011**
  Developed by the National Prevention Council at the U.S. Department of Health and Human Services, Office of the Surgeon General, 2011, these strategies aim to guide the nation in the most effective and achievable means for improving health and well-being.
  http://www.surgeongeneral.gov/initiatives/prevention/index.html

The tables on the following pages identify the linkages between the Washington County CHIP and each of the above referenced plans.

Alignment					
Washington County CHIP	Florida State Health Improvement Plan		Healthy People 2020		National Prevention Strategies
	Health Protection				
Goal: Reduce incidence of violence, injuries, and substance abuse in Washington County. **Objective:** Reduce the use of alcohol in middle school age youth by 5% by June 20, 2016 (represents 12 students). <u>Strategy 1:</u> Establish Washington County SADD for middle school aged youth by June 30, 2016. <u>Strategy 2:</u> Conduct presentations (live, video, media) to elementary and middle school aged youth by family and friends adversely affected by alcohol use.	Goal HP2	Prevent and reduce illness, injury and death related to environmental factors.	Injury and Violence Prevention Goal	Prevent unintentional injuries and violence, and reduce their consequences.	Research and disseminate effective methods to prevent intimate partner violence and sexual violence.
					Support effective public safety measures, such as community-based anti-crime and anti-gang initiatives to facilitate physical activity and prevent injury and violence.
	Goal HP4	Prevent and reduce unintentional injuries.	Injury and Violence Prevention Goal	Prevent unintentional injuries and violence, and reduce their consequences.	Educate adults and youth on actions they can take to prevent injury at home, work, and school, and in their communities.
					Develop and test innovative and promising strategies to prevent injuries and violence.
					Further investigate and heighten attention to issues related to driving under the influence of illicit and prescription drugs.

Alignment					
Washington County CHIP	Florida State Health Improvement Plan		Healthy People 2020		National Prevention Strategies
	Chronic Disease Prevention				
Goal: Reduce the onset of Diabetes due to Obesity in Washington County. **Objective 1:** Decrease in obesity rate by 2% for age group 8-17 from 18.8 to 16.8% by April 25, 2016. **Objective 2:** Decrease in obesity rate by 1% for age group 18-70 from 35% to 34% by April 25, 2016.	Goal CD1	Increase the percentage of adults and children who are a healthy weight.	Nutrition and Weight Status Goal	Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights.	Support research and programs that help people make healthy choices (e.g., understand how choices should be presented).
	Goal CD2	Increase access to resources that promote healthy behaviors.	Educational and Community-based Programs Goal	Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.	Support coordinated, comprehensive, and multicomponent programs and policies to encourage physical activity and physical education, especially in schools and early learning centers.
					Identify and address barriers to the dissemination and use of reliable health information.
	Goal CD3	Reduce chronic disease morbidity and mortality.	D-2	(Developmental) Reduce the death rate among persons with diabetes.	Implement programs and regulations to increase access to healthy food and eliminate food insecurity (e.g., Healthy, Hunger-Free Kids Act and USDA HealthierUS School Challenge).
			NWS-11	(Developmental) Prevent inappropriate weight gain in youth and adults.	Implement the menu labeling provisions of the Affordable Care Act to help provide consistent facts about food choices in chain restaurants.
					Support initiatives to increase the availability of healthy and affordable foods in underserved urban, rural, and frontier communities.

Alignment					
Washington County CHIP	Florida State Health Improvement Plan		Healthy People 2020		National Prevention Strategies
	Community Redevelopment and Partnerships				
Goal: Reduce incidence of violence, injuries, and substance abuse in Washington County. **Goal:** Reduce the onset of Diabetes due to Obesity in Washington County. **Goal:** Reduce Teen Pregnancy in Washington County.	Goal CR1	Integrate planning and assessment processes to maximize partnerships and expertise of a community in accomplishing its goals.	Educational and Community-based Programs Goal	Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.	Support and expand cross-sector activities to enhance access to high- quality education, jobs, economic opportunity, and opportunities for healthy living (e.g., access to parks, grocery stores, and safe neighborhoods).
	Goal CR2	Build and revitalize communities so people can live healthy lives.	Social Determinants Goal	Create social and physical environments that promote good health for all.	Enhance capacity of state, tribal, local, and territorial governments to create healthy, livable, and sustainable communities (e.g., increase access to healthy food and opportunities for physical activity, revitalize brownfields, enhance alternative transportation options, and develop green facilities and buildings).
	Goal CR3	Provide equal access to culturally and linguistically competent care.	Educational and Community-based Programs Goal	Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.	Increase availability and use of prevention research to identify effective environmental, policy, and systems that reduce chronic diseases, promote safety, and eliminate health disparities.
					Identify and map high-need areas that experience health disparities and align existing resources to meet these needs.
					Increase dissemination and use of evidence-based health literacy practices and interventions.

Alignment					
Washington County CHIP	Florida State Health Improvement Plan		Healthy People 2020		National Prevention Strategies
Goal: Reduce Teen Pregnancy in Washington County. **Objective 1:** Reduce the rate of teen births to females age 15-19 by 10% from 53 to 43 by December 31, 2016. **Objective 2:** Reduce births to unwed mothers by 10% from 49.3 to 39.3 by December 31, 2016.	Goal AC5	Reduce maternal and infant morbidity and mortality.	Maternal, Infant, and Child Health Goal	Improve the health and well-being of women, infants, children, and families.	Increase access to comprehensive preconception and prenatal care, especially for low-income and at-risk women.

Community Health Improvement Plan: Next Steps

Community Health Improvement Plans (CHIPs) are detailed work plans that guide communities through their action steps in order to address priorities that have been defined in the community health profile through community input and review of local health data.

The Washington County Community Health Improvement Team developed three action plans for the key health issues of *Injury and Violence, Diabetes and Obesity,* and *Teen Pregnancy.*

These action plans:

- Provide a framework for planning the work needed to achieve the objectives;
- Provide justification as to why funds are needed and how they will be used, imparting credibility to the organization or agency;
- Provide a guide for accomplishing the work within the giving time period; and
- Communicate specific action-oriented approaches and measures for impact which can be shared with all interested parties.

The Washington County Community Health Improvement Committee will work with other community health partners to implement and evaluate each action plan activity for success and impact. Implementation of the action plans will ultimately strengthen the public health infrastructure, enhance the planning, research and development of community health partnerships, and promote and support the health, well-being, and quality of life of Washington County residents. It is recommended that the Community Health Improvement Committee review the implementation on an annual basis to update the information and to continually, and collaboratively, improve the health of Washington County.

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APPENDICES

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Appendix 1: Goals & Strategies Workshop– April 25, 2013

Email to workshop participants

From: Sharon_Hobbs@doh.state.fl.us [mailto:Sharon_Hobbs@doh.state.fl.us]
Sent: Thursday, April 18, 2013 9:39 AM
Subject: Community Health Improvement Planning Meetings April 25 & May 9

Dear Community Health Partners:

The Department of Health in Washington County needs your help! We are engaged in the Community Health Improvement Planning process and have an aggressive timeframe for completion. Your experience and expertise is a critical!

We will be meeting to develop a Community Health Improvement Plan (CHIP). A CHIP can be used by health departments, as well as other government, educational, or human service agencies, to coordinate efforts and target resources that promote health. A CHIP serves to address issues, roles, and common goals and objectives throughout the community. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives. The plan, along with a community health needs assessment, can be utilized as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

PLEASE PLAN TO ATTEND BOTH THESE WORKSHOPS:

Workshop 1 - Thursday, April 25 from 9:00am-1:00pm Agenda is attached for this workshop.

Workshop 2 - Thursday, May 9 from 9:00am-1:00pm – SAVE THE DATE

Both workshops will be held at the Agricultural Center, 1424 Jackson Avenue (Hwy 90), Chipley, FL 32428. Your attendance is required at both workshops. A working lunch will be provided during each workshop.

Please RSVP to Sharron Hobbs at Sharon_Hobbs@doh.state.fl.us by **Monday April 22**, and let us know if you have any dietary restrictions.

Thank you in advance. We are looking forward to your valuable input at this workshop.

Sharron Hobbs, Community Services
Washington County Health Department
PO Box 648 / 1338 South Blvd.
Chipley, FL 32428
850-638-6240 x 134 Fax 638-6244

Workshop participants

Florida Department of Health -
Washington County Community Health Improvement Project
CHIP Session 1 Workshop
April 25, 2013 Sign-In Sheet

Name/Title	Organization
Louise Barbee	Agency for Retarded Citizens – Washington & Holmes
Melissa Troublefield, Nycon Manager	Agency for Retarded Citizens Center
Patsy Justice	Community member
Denise Petty	Community member
Cecily Smith	Emerald Coast Hospice
Odis Doyle	Family & Community Outreach
Amanda Baker	Florida Department of Health in Washington County
Rick Davis	Florida Department of Health in Washington County
Cathie Strechewald	Florida Department of Health in Washington County
Byron Biddle	Northwest Florida Community Hospital
Brandon Bullard	Student – Chipley High School
Mary Smith	Washington County Council on Aging
Sharron Hobbs	Washington County Tobacco-Free Program
Shirley Morris	Washington-Holmes Technical Center
Milton Brown	Washington County School Board
Carolyn Jackson	Westpoint OHT

Agenda

Community Health Improvement Plan 2013 **April 25, 2013 Agenda**

Thursday, April 25 – 9:00am-1:00pm
Agricultural Center, 1424 Jackson Avenue (Hwy 90)
Chipley, FL 32428

9:00am – 9:15am	**Introductions** **Workshop Logistics Review**
9:15am - 9:45am	**Workgroup Assignments** Participants will be assigned to a workgroup to prioritize issues. • Review Washington Community Health data
9:45am – 10:15am	**Prioritize Goals** • Identify *Do-able* issues – Which Issues/Goals can be realistically impacted in the next 2 years? • Identify *Barriers to Action* – What barriers must be addressed in order to impact the issue?
10:15am – 10:30am	**Group Decision Making** • Issues/goals will be prioritized using nominal group technique. • Top 2-3 issues/goals will be selected for development in the Community Health Improvement Plan
10:30am – 10:45am	**Goal for each Health Issue** • Participants will self-select into an issue and work together to develop a *Goal* for the issue.
10:45am-11:00am	**Group Review of Goals** • Groups will review each other's work and provide feedback
11:00am-11:45am	**SMART Objectives for each Goal (Issue)** • Participants will develop SMART Objectives for the Goal
11:45am - 12:15pm	**Lunch Break** (Lunch provided & networking)
12:15pm – 12:45pm	**SMART Objectives** • Participants will review each other's work and provide feedback. • Feedback will be used to refine Goal and SMART Objectives.
12:45pm – 1:00pm	**Community Health Improvement Plan Workshop Summary** **Next Steps**

Washington County Community Health Improvement Plan Workshop Agenda – April 25, 2013

Workshop Summary Notes

Obesity

- Overweight and obesity (9)
- Adults who meet moderate physical activity recommendation (4)
- Obesity middle and high school (3)
- WIC children overweight 28.5%, State 28.8%
- Overweight adults, teens
- Adults consuming five servings of fruits and vegetables a day

Diabetes

- Diabetes (7)
- Diabetes death rate (3)
- Diagnose diabetes (2)% of adults with diabetes who had annual eye exam (3)
- % of adults with diabetes who had annual feet exam
- % of adults who had 2 ALC in past year.
- Average age which diabetes diagnosed
- % of adults who have diabetes who self monitor blood glucose at least once a day

Do – Able

- ↑ Healthy foods access – church, schools, media – what + where + when. (6)
- Make community more aware of exercise trails in the area (contact Chamber of Commerce) (3)
- Weekly nutrition articles to the newspapers (1)
- Health fairs/schools, nursing homes and hospitals.
- Provide community competition for physical activity (1)
- More access to exercising.
- Start school gardening (Future Farmers of America (FFA), science class, Ag classes and PE)

Goal: Reduce the onset of Diabetes due to obesity

Measure /Source:

Adult obesity increase 7.5% from 2010-2013 (County health ran kings and road maps).

Adults who are obesity Washington County 35% v State 27.2%.

Objectives:

1. Decrease in obesity rate by 4% for age group 18-70 by 4/25/2016.
2. Adults with diagnosed with diabetes 13.1% , State rate 10.4% (Florida Charts)
3. Middle school Washington County 17.5% v 11.1% Florida.
4. High school Washington County 13.8% v 14.3% Florida.
5. Decrease in obesity rate by 6% for age group 8-17 by 4/25/2016.
6. Verb + What + Target group + % + by date August 31, 2016.

(Team members - Melissa Troublefield, Shirley Morris, Carolyn Jackson, Cathy Streekewald)

Injuries/Violence

- Unintentional injuries (4)
- Aggravated assault (4)
- Suicide rate (3)
- Robbery (3)
- Forcible sex offenses (3)
- Domestic violence (2)
- Larceny rate (2)
- Car theft ↑
- Falls – over 65
- Criminal homicide
- Injuries
- High school kids not wearing seat belts
- Motor vehicle crashes
- Asthma
- Crimes

Substance Abuse Tobacco/Alcohol

- Tobacco use (4)
- Cigarettes other smokeless tobacco
- Cigarette/tobacco use smoking ↑ in middle school kids
- Cigarette/tobacco use ↑ in high school kids
- Middle school and high school students using tobacco can cause cancer and lung problems
- Smoking
- Substance abuse, legal and illegal
- Drug – alcohol addiction/use
- Heavy alcohol drinking
- Current adult smokers
- Teen smoking cigarettes and cigars

Do – Able

- Presentations in schools with offenders and what prison is like. (life behind bars) (10)
- Presentations by recovering addicts at community events. (1)
- Youth outreach programs activities – church, prevention/intervention.
- Media campaign – youth pregnancy teen/pre arrest/drugs, STD, victim of crimes.
- Law enforcement presentations at schools , churches, on the connection between alcohol and violence.
- SWAT – clubs in school working on various issues.
- Hospital has smoking cessation program
- Community programs to educate teens on the consequences of not observing the consequences of motor vehicle laws.

Goal: Reduce incidence of violence, injuries, and substance abuse in Washington County.
Measure/Source: • Florida Charts: Percent of students who used alcohol in past 30 days.
Objectives: • Verb + target + what + by % + by date • Reduce the use of alcohol in middle school age youth by 5% by 6/30/16.
Activities: • Conduct presentations to elementary and middle school aged youth by family and friends adversely affected by alcohol use. (live, videos, media) • Establish Washington County SADD for middle school aged youth by 6/30/15
(Team members - Brandon Ballard, Cecily Smith, Mary Smith, Sharon Hobbs, Louise Barbee)

Maternal Infant Care

- Females young or older who do not receive prenatal care
- Premature births, births to teens, repeat births
- Low birth weight babies ↑, premature births ↑(Two sticky notes)
- Birth rates, Medicaid
- Sexual activity – under 15
- Maternal, infant and young child health
- Births
- Births to teens 15-19 (Two sticky notes)
- Teen pregnancy
- Births with father unknowledged on birth certificate, County: 78.7%, State: 86.4%
- Births among unwed mothers 15-19, County: 85.3%, State: 90.8%
- Prenatal care
- Children in foster care 5-11
- Premature death ↓, 11,522 to 10553 from 2010-2013
- MUA younger children resulting in death ↑

Do – Able

- Educate teens on where to get birth control ↑. (9)
- Youth speakers for youth and parents ↑ future goal orientation. (4)
- Reduce teen births (1)
- Teen outreach program → 9th graders v & Chipley (1)
- Reduce low birth weight.
- Smoking – obesity – drugs – alcohol (education).
- More parents and churches educating on the benefits of absence before marriage.
- Community organizations/churches to provide activities to prevent teen pregnancy ↑ education.

Goal: Reduce teen pregnancy

Measure/Source:

Births to teens 15-19 (Charts) rate County 53/ State 32.9 per 1,000
County rate 59-60/ County health rankings

Objective:

- Reduce teen birth to females age 15-19 by x % by December 31, 2015.
- Reduce births to unwed mothers age 15-25 by x % by December 31, 2015.

(Team Members - Odis, Patsy, Byron, Amanda, Rick)

Chronic Disease

- Heart disease (9)
- Dental care for adults (7)
- Not receiving mammograms or pap test (5)
- All healthcare screenings (4)
- Adults who have asthma (4)Stroke (3)
- Adults limited in activities because of arthritis or joint symptoms (2)
- Hypertension (2)
- Chronic diseases (2)
- Adults who rate health as fair or poor (2)
- Men 50 or older who received PSA test
- Adults who received flu shots
- Immunization
- Communicable diseases elderly
- Adult heart, lung cancer, DM health issues
- HIV
- Men 50 or older who received digital rectal exam in past year
- Adults who had cholesterol checked

Unemployment Economic

- Unemployment rate: 10.5% (6)
- Adults with healthcare coverage (6)
- Income (4)
- Household income ↓ state average, residents below 100% poverty (4)
- Over 25 without high school diploma (2)
- Housing frail elderly
- Median income (in dollars) county: 36,216, state: 47,661
- Single parent household
- Some college 38% to 42%
- Children in poverty 20% to 34%
- Growth industry and jobs
- Social economic issues

Mental health

- Mental health (2)
- Alzheimer's – memory
- People aged 45-64 have increased in poor mental health and more unhealthy mental health days than other age groups

Cancer

- Prostate cancer (4)
- Cervical cancer (3)
- Melanoma (3)
- Lung Cancer (3)
- Cancer (2)
- Colorectal cancer (2)
- CLRD
- Breast cancer

Barriers/Challenges (Local, Regional, State, National, People - Agencies, Physical Assets, Policies, Attitudes ,Behavior)	
• Lack of education • Diet • Mind set • History • Lack of coordination/resources • Continuity and policies • Transportation challenges (no buses, no money for gas) • Local geography • Income • Community interest • Peer pressure • Lack of activity centers • Lack of good jobs • Teen pregnancy • Government assistance • Advertising • Health disparities	• Lack of restaurants • Economic development • Substance abuse (meth) • Individual preventive healthcare • Emergency room • Abuse • No pediatricians • Lack of prenatal care and delivery • Good ole boy policies • Lack of availability to access healthy foods

Resources (Local, Regional, State, National, People - Agencies, Physical Assets, Policies, Attitudes, Behavior)	
• Doctors/dentists • Hospital – education cessation/health –gym • Washington County Health Department (WCHD) • Walking trails • Life management • Hospice • Council on Aging • Ag Center and Juvenile Center • Women, Infant, and Children (WIC) • Vocational Rehabilitation (employment) • Wash/Holmes Tech Center – education • American Cancer Society • Library • Tri County • Subsidized daycare • Department of Transportation (DOT) employment • Panhandle Visionary • West Point Home • Family values • Churches • Schools – SWAT, Future Farmers of America (FFA), 4-H, Boy Scouts, Debate team • Shepherds Gate Church • Food Bank • Food Pantry • Watermelon Festival • Legends and Lores • Possum Festival • Relay for Life • Goodwill – Jobs & General Educational Development (GED), training • Real Florida	• Chamber of Commerce • Washington County news • Kiwanis • Back to School fair • County/regional yard sale • City of Vernon – 4th of July • Park/community Easter egg hunt • Community Camp Out • PTO • State park • Pals Park – sports complex • City athletics • County Commissioners • Senior citizens • Law enforcement • Teen Court • Job fair • Vernon Clinic • Tiger 100 – parent group • One – stop Career Center • School gardens • School gardening contest • General Education Development (GED) classes (Vernon Vo-Tech) • ALFs (5) • ARC • Equestrian Center • Foster care • Guardian • P.A.C.

Appendix 2: CHIP Workshop 2 – May 9, 2013

Email to workshop participants

From: Sharon_Hobbs@doh.state.fl.us [mailto:Sharon_Hobbs@doh.state.fl.us]
Sent: Thursday, May 2, 2013 9:54 AM
Subject: Community Health Improvement Planning Meeting May 9

Dear Community Health Partners:

The Department of Health in Washington County needs your help! We are engaged in the Community Health Improvement Planning process and have an aggressive timeframe for completion. Your experience and expertise is critical!

We will be meeting to develop a Community Health Improvement Plan (CHIP). A CHIP can be used by health departments, as well as other government, educational, or human service agencies, to coordinate efforts and target resources that promote health. A CHIP serves to address issues, roles, and common goals and objectives throughout the community. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives. The plan, along with a community health needs assessment, can be utilized as justification for support of certain public health initiatives, as part of funding proposals and for attracting other resources toward building programs that improve the overall quality of life of the community.

PLEASE PLAN TO ATTEND THIS WORKSHOP:

Workshop 2 - Thursday, May 9 from 9:00am-1:00pm – Agenda is attached for this workshop

This workshop will be held at the Blue Lake Community Center Highway 77 Chipley, FL 32428. A working lunch will be provided during the workshop.

Please RSVP to Sharron Hobbs at Sharon_Hobbs@doh.state.fl.us by **Monday May 6** , and let us know if you have any dietary restrictions.

Thank you in advance. We are looking forward to your valuable input at this workshop.

Sharron Hobbs, Community Services
Washington County Health Department
PO Box 648 / 1338 South Blvd.
Chipley, FL 32428
850-638-6240 x 134 Fax 638-6244

CHIP Workshop 2 Participants

Florida Department of Health -
Washington County Community Health Improvement Project
CHIP Session 2 Workshop
May 9, 2013 Sign-In Sheet

Name/Title	Organization
Louise Barbee	Agency for Retarded Citizens – Washington & Holmes
Shanerica Davis	Agency for Retarded Citizens – Washington & Holmes
Melissa Troublefield	Agency for Retarded Citizens – Washington & Holmes
Jerry Sewell	Big Bend CBC (Community Based Care, Inc.)
Cecily Smith	Emerald Coast Hospice
Odis Doyle	Family & Community Outreach
Amanda Baker	Florida Department of Health in Washington County
Rick Davis	Florida Department of Health in Washington County
Cathie Strechewald	Florida Department of Health in Washington County
Byron Biddle	Northwest Florida Community Hospital
Brandon Bullard	Student – Chipley High School
Mary Smith	Washington County Council on Aging
Sharron Hobbs	Washington County Tobacco-Free Program
Milton Brown	Washington County School Board

CHIP Workshop 2 Agenda

Community Health Improvement Plan 2013

May 9 - Thursday – 9:00am-1:00pm
Blue Lake Community Center
Highway 77 Chipley, FL 32428

May 9, 2013
Agenda

9:00am – 9:15am	**Introductions** **Workshop Logistics Review**
9:15am - 10:00am	**Workgroup Assignments** Participants will be self-assigned to an Action Plan workgroup and review & refine the *GOAL* and *OBJECTIVE*. Workgroups will also identify the baseline data and source for each *OBJECTIVE*. • Teen Pregnancy • Injuries & Violence • Diabetes & Obesity
10:00am – 10:15am	**Group Review** • Workgroups will review each other's work and provide feedback.
10:15am – 11:15am	**ACTIVITIES for Action Plan** • Each workgroup will identify the *ACTIVITIES* for each *OBJECTIVE* in their Action Plan.
11:15am-11:30am	**Group Review** • Workgroups will review each other's work and provide feedback.
11:30am-12:00pm	**Working Lunch** (Lunch provided & networking)

12:00pm – 12:30pm	**Action Plan Completion**
	• For each *OBJECTIVE* in their Action plan, workgroups will identify:
	  • Lead Role & Community Resources
	  • Target Date for Completion
	  • Evaluation Measure.
	  • NOTE – the Action Plan will end with measuring against the baseline measure to determine impact/success

12:30pm – 12:45pm	**Group Review** • Workgroups will review each other's work and provide feedback.

12:45pm – 12:55pm	**Action Plan Final Revision** • Based on feedback, workgroups will finalize their Action Plan(s).
12:55pm – 1:00pm	**Community Health Improvement Plan Workshop Summary** **Next Steps**

A Community Health Improvement Plan (CHIP) has been defined as "a long-term, systematic effort to address health problems on the basis of the results of assessment activities and the community
health improvement process."

CHIP:

- Serves to address issues, roles, and common goals and objectives throughout the community.
- Is used to coordinate efforts and target resources that promote health.
- Guides action and monitors and measures progress toward achievement of goals and objectives.
- Often used as justification for support of certain public health initiatives, as part of funding proposals, and for attracting other resources toward building programs that improve the overall quality of life of the community.

GOAL:

- Broad, long-term aims that define the desired result associated with identified strategic issues.
- Set a common direction and understanding of the anticipated end result.

Example:
Strategic issue: Access to population-based and personal health care services.

Goal: All persons living in our community will have access to affordable quality health care.

S-M-A-R-T Objectives

Specific means that the outcome is concrete, detailed, focused and well defined.
Measurable outcomes include units for counting, which determines quantity and comparison.
Achievable outcomes are feasible, reasonable and actionable.
Realistic outcomes add value or contribute to the accomplishment of the goal.
Time limited means there is a deadline(s) for completion.

Example:
Strategic issue: Access to population-based and personal health care services

Goal: All persons living in our community will have access to affordable quality health care.

Objective:
1. Develop an online directory of area public health and health care organizations by June 30, 2014.
2. Advertise the online directory to community residents at 100% of county facilities (e.g., schools, library, government offices) and primary care and health care facilities by December 30, 2014.

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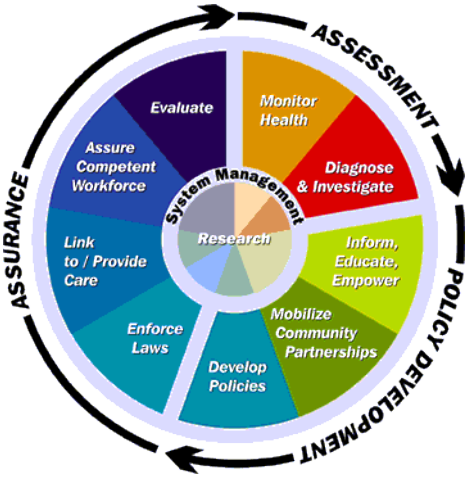

From:
http://www.naccho.org/topics/infrastructure/CHAIP/index.cfm

The fundamental purpose of public health is defined by three core functions: assessment, policy development and assurance. Community Health Improvement Plans (CHIPs) provide information for problem and asset identification and policy formulation, implementation, and evaluation. CHIPs also help measure how well a public health system is fulfilling its assurance function.

A CHIP is part of an ongoing broad community health improvement process. A community health improvement process uses CHA data to identify priority issues, develop and implement strategies for action, and establish accountability to ensure measurable health improvement, which are often outlined in the form of a Community Health Improvement Plan (CHIP).

The Public Health Accreditation Board's (PHAB's) voluntary, national public health department accreditation program is designed to document the capacity of a public health department to deliver the three core functions of public health and the Ten Essential Public Health Services. PHAB requires completion of a CHA and a CHIP as two of three prerequisites to accreditation program application.