

Community Health Improvement Plan 2015-2016

REVISION
Version 2

Santa Rosa County

August 2015



Florida Department of Health in Santa Rosa County

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I. Community Health Improvement in Santa Rosa County

Introduction & Mobilizing for Action through Planning and Partnerships

Santa Rosa County, Florida is one of the healthiest places to live, work and play, according to the most recent *National County Health Rankings and Roadmaps* report released in 2014. In this report, the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation ranked Santa Rosa County sixth out of the 67 counties in Florida for Health Outcomes. The findings in the report were exciting news for Santa Rosa County, especially for those in the community who strive to improve the health of local residents. In spite of this good news, the rankings also identify key Health Factor problems in the County such as poor health behaviors (increased tobacco rates and adult obesity) and insufficient clinical care (access to care) which may lead to poor health outcomes in the years to come.

Since 2012, members of the Santa Rosa County community have worked together to better understand current and future health needs in the County. Championed by the Florida Department of Health in Santa Rosa County, the process of assessing, prioritizing, and addressing health needs in the community has been completed using a nationally recognized approach, called Mobilizing for Action through Planning and Partnerships (MAPP).

Communities come in many different sizes, shapes and colors. They vary widely in their assets and needs priorities they select to address, and the policies and programs they implement to improve the health of local populations. As a result, community health improvement efforts also vary. In the midst of all this variety is one constant: people working together. Source: Take action:

www.CountyHealthRankings.com

This Community Health Improvement Plan 2014 was developed as a result of the community's collaboration and evaluation by health leaders, experts, public health professionals, social services, faith-based organizations and other vested members of the Santa Rosa County community. As part of the process the partners formally organized the Santa Rosa County Health Improvement Steering Committee to work together to better understand current and future health care needs in Santa Rosa County.

Santa Rosa County Community Health Improvement Plan

The purpose of this Plan is to describe the short and long-term strategies and activities for each community health priority and objective over the next three years. A brief description of why these priorities and objectives are important for the Santa Rosa County community is provided. Community Health Priorities and Strategic Objectives of Santa Rosa County's Community Health Improvement Plan are outlined in the table below:

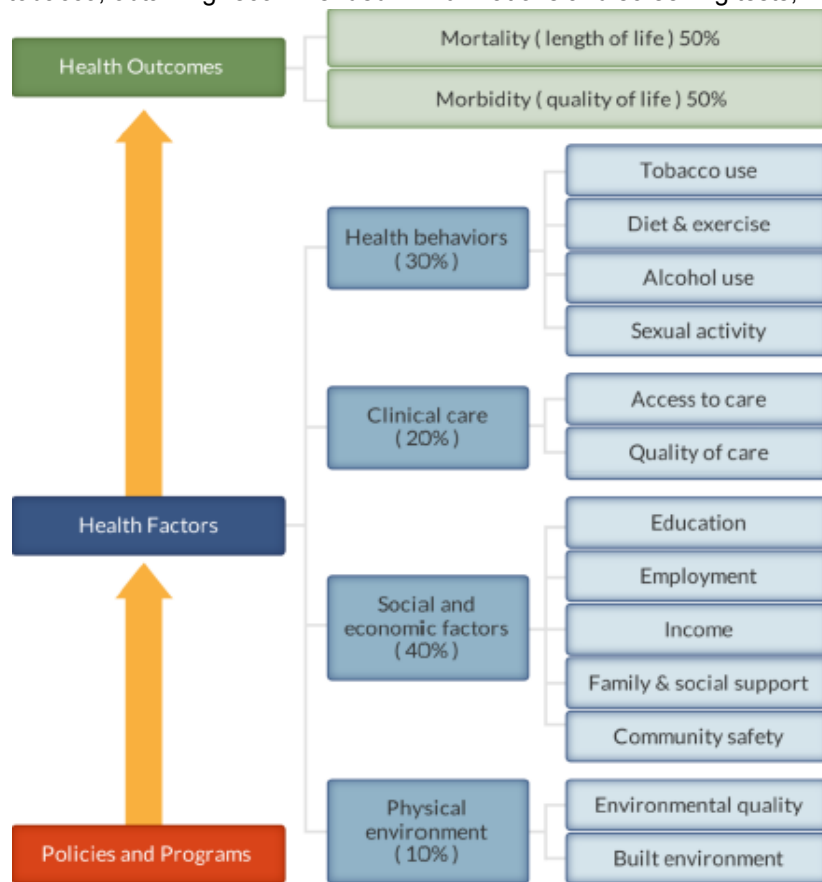
SANTA ROSA COUNTY	
COMMUNITY HEALTH PRIORITIES	STRATEGIC GOALS
Improve Access to Care	a. Improve access to health care for residents.
Healthiest Weight Santa Rosa	a. Increase delivery of 5-2-1-0 educational materials to 75% of target school age population. b. Provide 5-2-1-0 educational campaign materials to 50% of community outreach populations. c. Increase the adoption of a Wellness Policy in the County VPK centers by 60%. d. Decrease the Diabetes Type 2 rates.
Tobacco Free Santa Rosa	a. Increase the tobacco cessation rates. b. Reduce the incidences of tobacco use.

II. Santa Rosa Community Health Profile

Introduction to Roadmap to Health

The University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation collaboratively developed the *County Health Rankings and Roadmaps*. The *County Health Rankings and Roadmaps* is a model for population health that emphasizes the factors that, if improved, can lead to healthier communities. Health improvement is no longer viewed as solely the responsibility of healthcare providers. Instead, health improvement belongs in our homes, schools, workplaces, neighborhoods, and throughout our entire communities. We know that taking care of ourselves by eating well and staying active, eliminating tobacco, obtaining recommended immunizations and screening tests, and seeing a

doctor when we are sick all influence our health. Our health is also determined in part by access to social and economic opportunities; the resources and supports available in our homes, neighborhoods, and communities; the quality of our schooling; the safety of our



County Health Rankings model ©2012 UWPHI

workplaces; the cleanliness of our water, food, and air; and the nature of our social interactions and relationships.

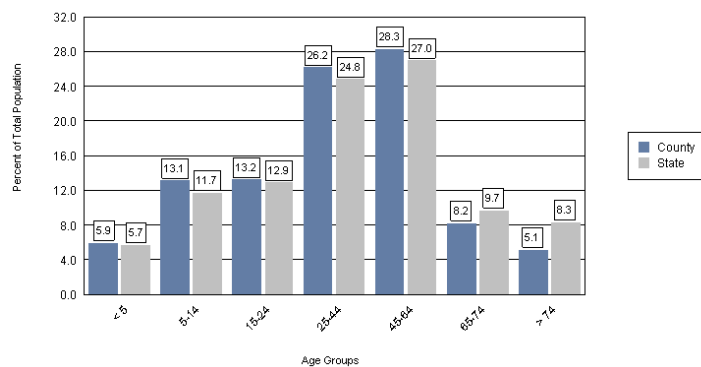
Health Factors identified in the *County Health Rankings* influence the health of a County. We measure four types of health factors: health behaviors, clinical care, social and economic, and physical environment factors.



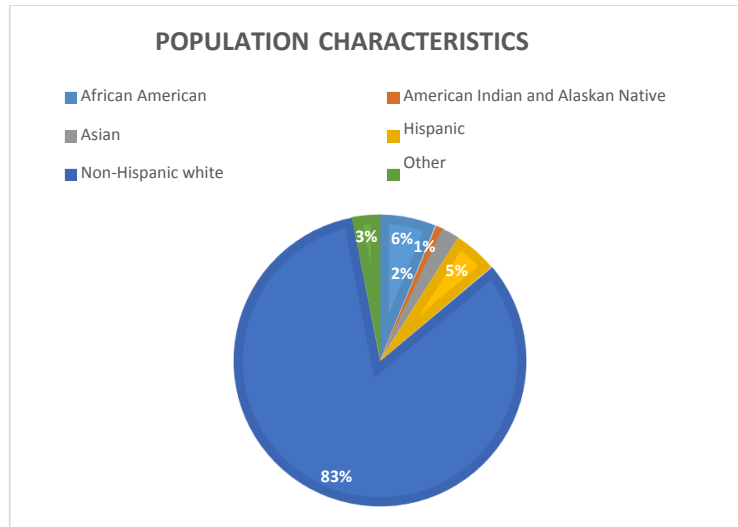
Community Health Indicators

Santa Rosa County encompasses approximately 1,011 square miles of land in Northwest Florida and stretches on the south end from the white sandy beaches of Navarre to the rural farmlands bordering Alabama on its north. Home to more than 158,235 people, the majority of Santa Rosa residents are between the ages of 25-64.ⁱ Similar to the demographics in the 2012 Community Health Assessment, below you will see quick facts for the Santa Rosa County community.

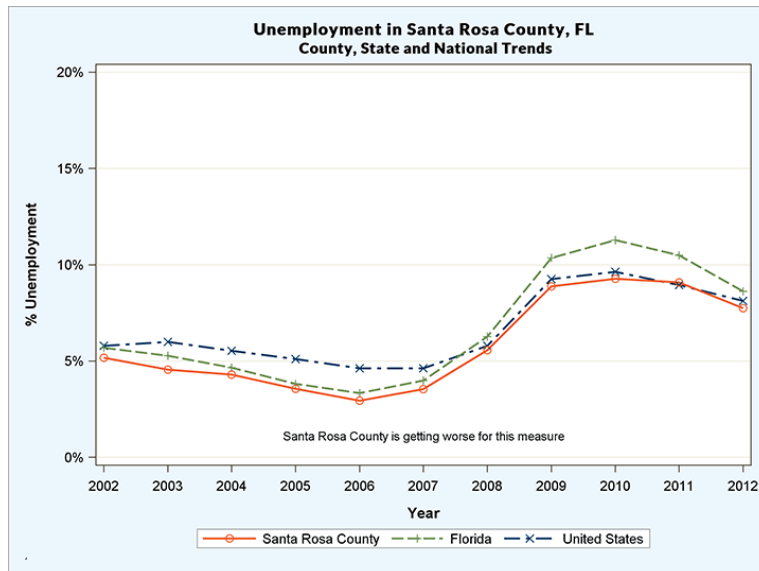
DEMOGRAPHICS ⁱⁱ



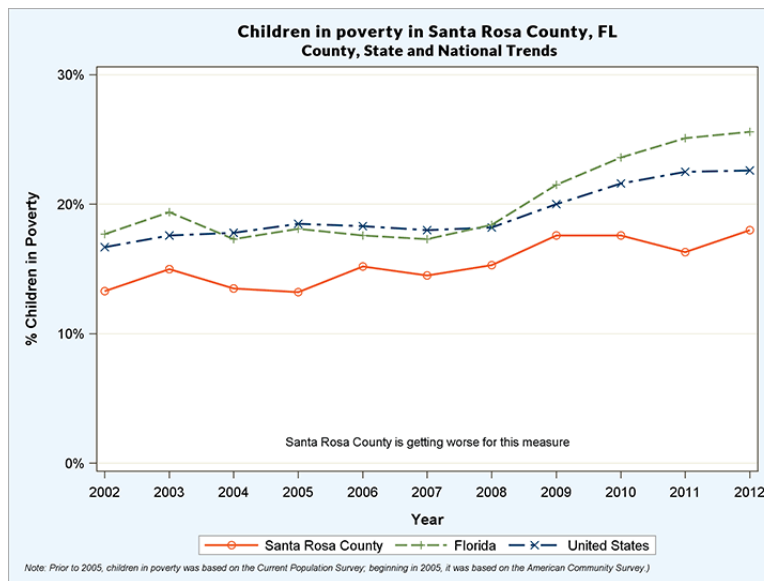
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The median household income in Santa Rosa County in 2012 was \$55,193, making it one of the most affluent counties in Northwest Florida. Santa Rosa County's unemployment rate in 2014 was 7.7%, slightly above the State average of 7.2%. Unemployment rates, a primary indicator of economic health, are displayed in the table below.



Poverty rates are a reflection of a community's ability to meet basic needs necessary to maintain health and well-being and a high rate of poverty is both a cause and a consequence of poor economic conditions. It is also an indication of the availability of employment opportunities in a community. In Santa Rosa County, 10.8% of the total population lives below poverty level, which is substantially better than the State and nation. However, 18% of Santa Rosa children live in poverty and 34% of school-age children are eligible for the free lunch program.



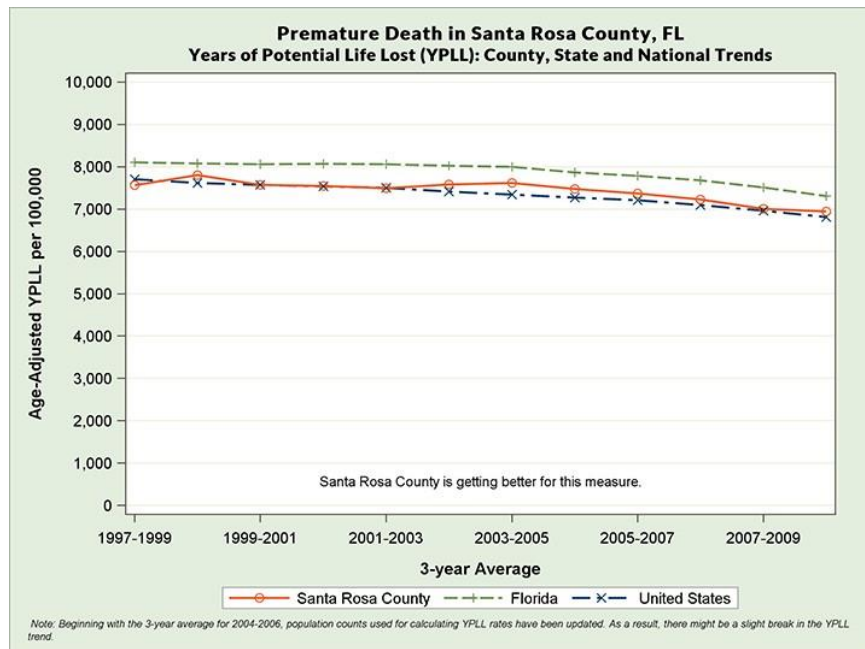
Resources that enhance quality of life can have a significant influence on population health outcomes. Understanding the relationship between how population groups experience and are impacted on health is fundamental to the social determinants of health. These components of the determinants reflect a number of critical issues that make up the underlying factors. As noted in the National County Health Rankings reports, there is a positive relationship between health outcomes and advanced education levels. The education attainment in Santa Rosa County indicates that educational attainment is healthy:

- High school graduation rate = 88.4% (higher than the State average 70%)
- Residents with a Bachelor's degree or higher = 24.7% (lower than the State average of 25.9%)

Health Outcomes

As mentioned previously, Santa Rosa County ranks sixth out of the 67 counties in the State of Florida in terms of Health Outcomes, making it one of the healthiest in the State. Health Outcomes measures both mortality (rate of death) and morbidity (incidence of illness/disease). In essence, mortality is a measure for how long we live while morbidity measures how well we live.

Mortality in Santa Rosa County is lower than the State average and ranks the County as 12 out of the 67 counties. Mortality calculates premature death as it correlates to the number of years of life lost by the age of 75 per 100,000 population. The mortality rate under age one is not included in the calculation.



The leading cause of death in Santa Rosa County is cancer, whereas the leading cause of death in Florida and the United States is heart disease. Chronic diseases such as heart disease, cancer and diabetes are among the most prevalent and most costly of health problems in the County. In 2010, there were 1,149 deaths in Santa Rosa County. The top 10 major causes of death in rank order:

- | | |
|-------------------------------------------|----------------------------|
| 1. Cancer, 32% | 6. Alzheimer's disease, 5% |
| 2. Heart disease, 28% | 7. Diabetes Mellitus, 3 % |
| 3. Chronic lower respiratory disease, 10% | 8. Pneumonia/influenza, 3% |
| 4. Unintentional injuries, 7% | 9. Suicide, 3% |
| 5. Stroke, 7 % | 10. Kidney disease, 2% |

Santa Rosa County ranks ninth in the State in *quality of life* (page 23), which measures self-reported poor health days (14%), poor physical days (4.6 for the County and 3.6 for the State), poor mental health days (3.4) and low birth weight (7.5).

Health Outcomes measures today's health in our community.

Health Factors

Santa Rosa County ranks 14 in Health Factors in the State of Florida, according to the *County Health Rankings and Roadmaps*. Health Factors represent what influences the health of a County. The four types of health factors that are measured are: health behaviors, clinical care, social and economic, and physical environment factors.

Health Factors determine tomorrow's health.

1. Health Behaviors

Santa Rosa County ranks 39 out of the 67 counties in the State of Florida for Healthy Behaviors. Healthy Behaviors reflects a person's health beliefs. Good health behaviors include exercising regularly, eating a balanced diet, and up to date immunizations. A few of the poor healthy behaviors in Santa Rosa County are the use of tobacco products, elevated obesity and a high rate of Sexually Transmitted Diseases.

Alcohol

Excessive alcohol consumption considers both the amount of alcohol consumed and the frequency of drinking. Drinking moderately is associated with health benefits such as reduced risk of heart disease and diabetesⁱⁱⁱ. On the other hand, excessive alcohol use is the third leading cause of preventable death in the U.S.^{iv}. The National average is 10%, Florida 16% and Santa Rosa County 17% for excessive drinking. Corresponding data for alcohol-impaired driving deaths for Florida is 29% while Santa Rosa County is at 37%.

Diet & Exercise

Good nutrition and exercise are essential for good health. Yet, half of adults and nearly 72% of high school students in the U.S. do not meet the Centers for Disease Control and Prevention's (CDC) recommended physical activity levels, and American adults walk less than adults in any other industrialized country. As of 2013, 29 million Americans lived in a "food desert", without access to affordable, healthy food. Those with lower education levels, already at-risk for poor health outcomes, frequently live in food deserts^v.

Obesity is one of the biggest drivers of preventable chronic diseases in the U.S. Being overweight or obese increases the risk for many health conditions, including Type 2 diabetes, heart disease, stroke, hypertension and cancer.

According to 2012 Florida Census Update, Santa Rosa County's adult obesity rate has increased in the past four years. In Santa Rosa County there are 52,692 people who are overweight and 47,104 are obese. The two together equate to almost two-thirds of the total County population. The average person who is overweight costs employers approximately \$75 more annually than persons of normal weight, which equates to \$3,951,900.

The combined cost to employers in Santa Rosa County for persons overweight and obese would exceed \$99 million each year.^{vi}

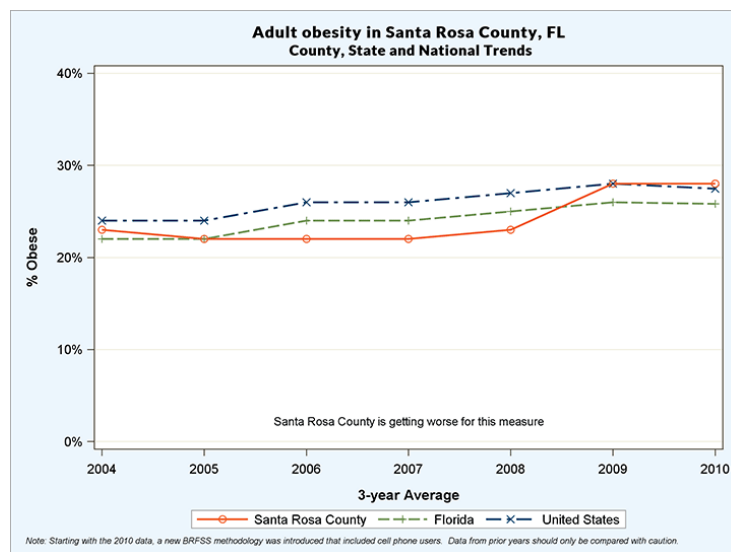
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The average person in the lowest obesity range (Grade 1) costs employers approximately \$2,030 more annually than a person of normal weight. In 2014, if all 47,104 of Santa Rosa County residents that are obese were in Grade 1 (Body Mass Index, BMI, a number calculated from a person's weight and height is a reliable indicator of body fat used to screen for weight categories that may lead to poor health outcomes) the cost to employers would be \$95,621,120¹.

BODY MASS INDEX	
Level	Range
Grade 1 <i>Overweight</i>	BMI 25-29.9
Grade 2 <i>Obesity</i>	BMI 30-39
Grade 3 <i>Morbid Obesity</i>	BMI>40

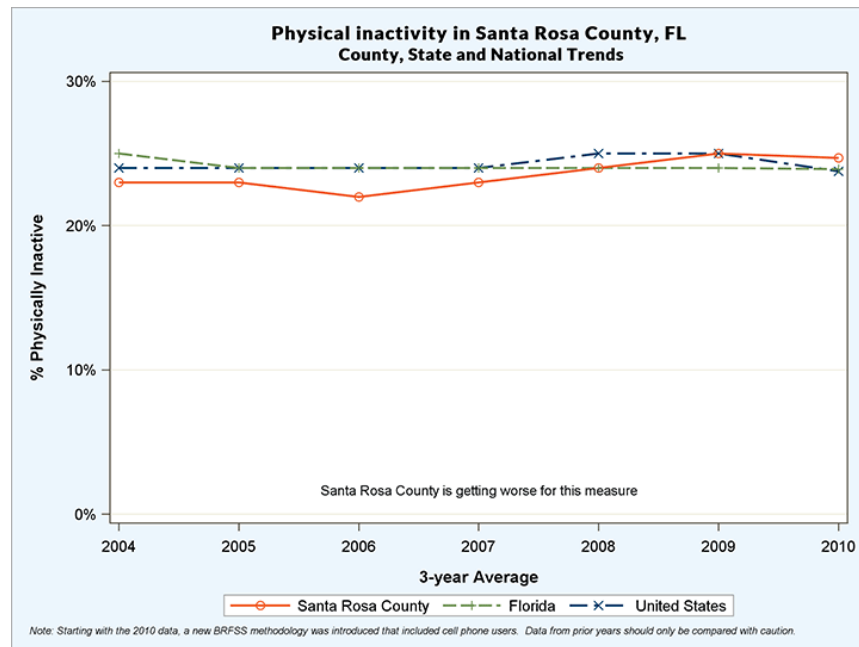
Source: emedicine.com

The link with obesity and physical activity in Santa Rosa County is mirrored in the following graphs, showing an increase in physical inactivity.



¹ The actual cost would be higher, because about a third of obese residents would likely be in higher BMI categories (Grade II or III), with higher associated costs.

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Florida Administrative Code mandates growth and development screening be provided for grades one, three and six (page 25-26). The BMI categories are; underweight less than fifth percentile, normal 5 - 84th percentile, overweight 85 - 94th percentile and obese greater than 95th percentile. The table below illustrates the trends for first, third and sixth graders in Santa Rosa County.^{vii}

2014 BODY MASS INDEX SCREENING RESULTS	
First, Third and Sixth Grade Students by BMI percentile	
Healthy Weight (5 th to <85 th)	3,829 students, 68.31%
Underweight (<5th percentile)	198 students, 3.53%
Overweight (85th to <95th)	841 students, 15.01%
Obese (≥ 95th)	737 students, 13.15%

Tobacco Use

Tobacco use is identified as a cause of various cancers and cardiovascular disease as well as low birth weight and other adverse health outcomes. Measuring the prevalence of tobacco use in the population can alert communities to potential avoidable health problems and the need for cessation programs or the effectiveness of existing programs. The percentage of adults that are currently smoking “most days” or “everyday” in Santa Rosa County is 24%, which ranks among the highest usage rates in the State.

According to the 2012 Florida Charts update, there are 34,812 tobacco users in Santa Rosa County. The average smoker costs employers at least \$5,800 more annually than employees who do not smoke. Costs to employers include increased expenses for employee health plans, absenteeism and loss of productivity. Individual costs to an average smoker living in Santa Rosa County are approximately \$1,965 a year on cigarettes, and approximately \$3,340 more a year on health care costs than non-smokers. Combined, these amounts represent nearly 15% of annual personal income per person in Santa Rosa County.

**Smokers cost Santa Rosa County employers
\$201,901,600 each year.^{viii}**

The percentage of Santa Rosa County youths who have used cigarettes in the last 30 days is 9.1%, with the State at 6.1%. The percentage of youths who use smokeless tobacco products in Santa Rosa County is 6.0%, with the State rate being 3.5%^{ix}

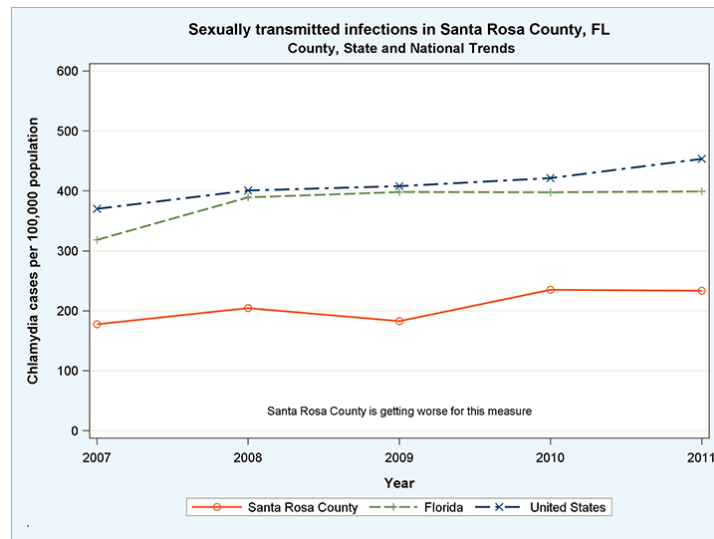
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- Total Early Syphilis increased by 900% (change from one to ten cases).
- Early Latent Syphilis increased by 200% (change from one to three cases).
- Gonorrhea increased by 76.5%.
- Chlamydia increased by 4.5%.

While chlamydia and gonorrhea reports remained relatively constant in 2011, Santa Rosa County experienced increases in infections of early and latent syphilis by 13.7% and 10.4% respectively. Comparing weeks 1- 40 (January-October) with the percent of change from 2011 with 2012 in Santa Rosa County:

Sexually Transmitted Diseases (STDs) in Santa Rosa County are below the Florida and National averages. However, over the last four years there has been a steady increase in the rate of STDs, with a 2.5% increase in just one year from 2012 to 2013.

Sexually Transmitted Diseases



As of October 2012, there were 148 Santa Rosa County residents living with HIV/AIDS. In 2011, Santa Rosa County had seven HIV cases and in 2012 there were five new cases, which accounts for a 71% increase. There were seven reported AIDS cases in 2011 and five in 2012, a 29% decrease during the same time period.

2. Clinical Care

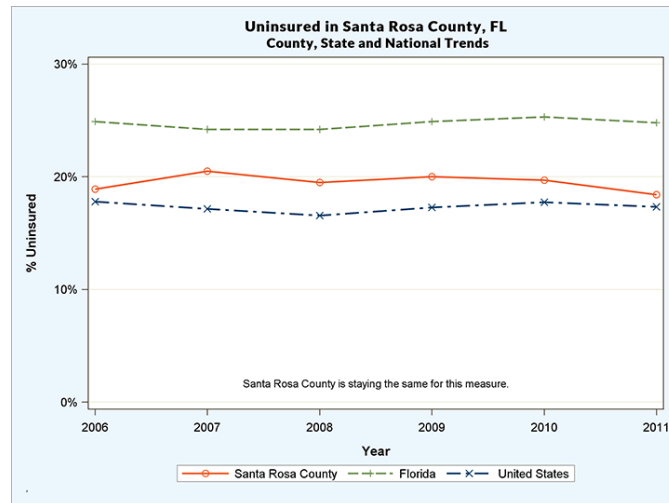
Clinical Care looks at “quality of care” and “access to care.” Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. Santa Rosa ranks 31 in Clinical Care out of the 67 counties. Access to health services means the timely use of personal health services to achieve the best Health Outcomes (physical, social, and mental health status, prevention of disease and disability, detection and treatment of health conditions, quality of life, preventable death and life expectancy). Disparities in access to health services affect individuals and society. Limited access to health care impacts people's ability to reach their full potential, negatively affecting their quality of life. Barriers to access include:

- Lack of availability of health services
- High cost of services
- Lack of insurance coverage

Inappropriate use for non-emergent and preventive treatment of the Emergency Department is 14% higher than the State average, resulting in avoidable costs in excess of \$10 million^X. Many people who use the hospital Emergency Departments do not have a Primary Care Physician (PCP), and of those who have a PCP, many do not see the physician on a regular basis. Hospital Emergency Departments are the most expensive setting for obtaining health care on an outpatient basis, especially when care can be more appropriately addressed in a non-emergent setting. Since Florida has declined to participate in the Medicaid expansion program under the Affordable Care Act, inappropriate use of Emergency Departments is likely to worsen.

In Santa Rosa County, 18% of the population lacks health insurance, which is below the State uninsured level of 25%. Of the residents in Santa Rosa County, 15% reported that they did not see a doctor due to costs. Medicare costs per client in the County are \$10,650 which is lower than the State rate of \$11,097.

Santa Rosa County Community Health Improvement Plan



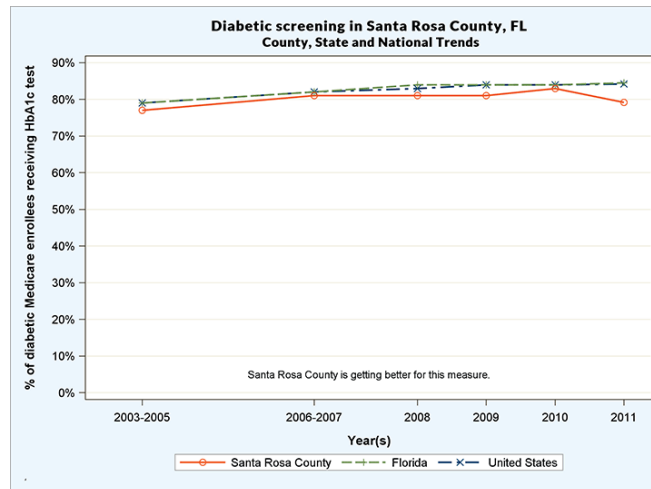
In Santa Rosa County there are 100 Primary Care Physicians (includes family and general practitioners, internists, and pediatricians) with the population-to-physician ratio of 1,541:1 which is lower than the State at 1438:1. Analyses at the County level show lower mortality rates where there are more primary care physicians. According to *Income, Primary Care and Health Indicators*, when State-level economic and demographic characteristics were controlled for, an increase of one primary care physician per 10,000 population (about a 20 percent increase) was associated with a 6% decrease in all-cause mortality and about a 3% decrease in infant, low-birth weight, and stroke mortality. For total mortality, an increase of one primary care physician per 10,000 population was associated with a reduction of 34.6 deaths per 100,000 population at the State level.

The number of dentist in the County is 38, with the population-to-dentist ratio of 4,334:1, among the worst in the State. The chart on page 24 referencing the County's Ambulatory Care Sensitive oral health conditions (ACS), which are conditions which are largely avoidable with adequate prevention and primary care. The use of hospital Emergency Departments, among the most expensive form of medical care, for the treatment of these ambulatory sensitive conditions may indicate lack of access to primary dental care. The reasons Floridians do not receive regular preventive care include lack of dental coverage for adult Medicaid patients, lack of private-practice dentists willing to accept Medicaid's low payment rates, lack of

County health department resources, lack of affordable dental insurance or inability to meet high co-pays, and lack of awareness of the importance of dental health to overall health.

The number of mental health providers in Santa Rosa County also ranks low with a population-to-provider ratio of 8,942:1. This mental health provider ratio is among the bottom half in the State.

The diabetic screenings are improving for Santa Rosa County; however, the County is 7% below the State average for this measure.



Building Community Capacity through Collaboration

One important role of public health is the assessment of the capacity of a community to meet the healthcare needs of citizens and to work to provide the access needed to meet those needs by working together to make well-considered and collaborative decisions, develop a clear vision of the future while creating local solutions for local problems and acting judiciously to make these real.

Santa Rosa County's Health Improvement Steering Committee goal is to successfully leverage resources and address broad community health concerns that have the greatest impact on improving health outcomes. For this, community capacity must exist.

Santa Rosa County's capacity was assessed through the four MAPP assessments to create this Plan.

The four MAPP Assessments

1. **Community Themes and Strengths Assessment** provides an understanding of the issues the residents and community feel are important: "What is important to our community?" "How is quality of life perceived in our community?" and "What assets do we have that can be used to improve our quality of health?" (**March 2012**)
2. The **Local Public Health System Assessment** (LPHSA) focuses on all of the organizations and entities that contribute to the public's health. The LPHSA answers the questions: "What are the components, activities, competencies, and capacities of our local public health system?" and "How are the Essential Services being provided to our community?" (**August 2012**)
3. The **Community Health Status Assessment** identifies priority community health and quality of life issues: "How healthy are our residents?" and "What does the health status of our community look like?" (**June 2010**)
4. The **Forces of Change Assessment** focuses on identifying forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate. This assessment answers the questions: "What is occurring, or might occur, that affects the health of our community or the local public health system?" and "What specific threats or opportunities are generated by these occurrences?" (**October 2012**).

These collaborative activities allowed the Santa Rosa County Community Partners to identify strategic issues during Phase 4 of the MAPP process which resulted in the development of a Community Balanced Scorecard. As the basis for this Plan, the Community Balanced Scorecard is used to link the identified strategic issues during MAPP Phase 5, Formulate Goals and Strategies.

Upon completion and review of data collected through the above four assessments, the Health Priority Committees, in collaboration with the Steering Committee, will continue to develop action plans for improving the health of the Santa Rosa County community. This Community Health Improvement Plan takes that data and information to provide clear direction on how our community will move forward in addressing the health issues identified.

Summary of Community Assessment Results

As previously mentioned, a component of the MAPP Community Themes and Strengths Assessment included a survey intended to gather residents' thoughts, opinions and concerns about their health, and the quality of healthcare services available in Santa Rosa County. This survey was conducted County wide over a two-month period (March - May 2010) to ascertain the perceived health issues that our residents felt were most important, including quality of life. For more information on the MAPP Assessment results, please see the Santa Rosa County 2013 Community Health Assessment online at flhealth.gov/chdsantarosa.

The majority of the respondents were in the following age groups:

- 14% were under 25 years
- 23% were 26-34 years
- 23% were 35-44 years
- 20% were 45-54 years
- 14% were 55-64 years
- 5% were 65 or older
- 1% did not complete the survey

Survey respondents were asked to identify their home Zip code. Thirty-six percent of all respondents were from the 32570 Zip code in Milton. Twenty-one percent were from Milton Zip code 35283. In the south end of Santa Rosa County, sixteen percent of respondents claimed 32566 (Gulf Breeze and Navarre) as home. The 32571 Zip code for Pace and Milton areas represented over fifteen percent of respondents. Gulf Breeze Zip codes 32561 and 32563 were reported by less than 1 percent and 5 percent of residents, respectively. Jay Zip code 32565 had over 4 percent of the respondents. There were zero responses for Milton 32572 and Gulf Breeze 32562, as they are Zip codes for post office boxes and not household locations.

A total of 990 surveys were collected to complete this assessment. The sample size in relation to the Santa Rosa County 2010 U.S. Census population estimate of 154,104 reflects a 95% confidence interval with +/-3% accuracy. The demographics surveyed closely mirrored the race and ethnic origin of the County's population as a whole.

"A healthy community is one that continuously creates and improves both its physical and social environments, helping people to support one another in aspects of daily life and to develop to their fullest potential." Source: Healthy Community defined by the CDC's Healthy Places: www.cdc.gov/healthyplaces

The survey questions included, but were not limited to, the following:

- What problems have stopped you from getting the healthcare you need?
- What would be an incentive for you to quit smoking?
- Do you have medical insurance?

For the complete listings along with responses, reference the 2013 Community Health Assessment beginning on page 101 online at flhealth.gov/chdsantarosa

The Steering Committee will be delivering a new community survey that will address the following questions, but not limited to:

- What do you feel are the barriers for getting the healthcare you need?
- What are unhealthy behaviors you are most concerned about in Santa Rosa County?
- What are the most important features of a healthy community?
- What are the top health problems that are most important to Santa Rosa County?
- What are the top health services that are difficult to obtain in the community?
- What social services do you or have you used?
- Do you have a primary care provider?
- What health care services do you need?
- How do you get to appointments for health care or social services?
- Do you get an annual check-up?
- Do you take prescriptions you are prescribed?
- Do you use tobacco products?
- Do you have chronic health issues? Did smoking or tobacco products contribute to the health issues?
- Do you eat three meals a day?
- Do you have access to healthy food?

Following the collection of the survey data, focus groups will be conducted on the common themes and reported in the 2014-2015 Annual Report of the Santa Rosa County Community Health Improvement Plan.

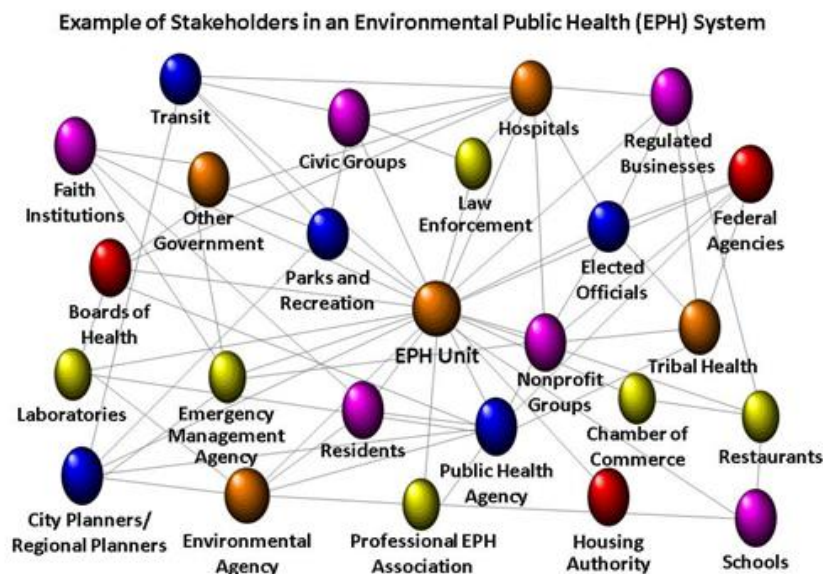
Community Input

Assets & Barriers to Community Health

This section explores the many factors and barriers to health and improved quality of life for residents in Santa Rosa County, and illustrates how community strengths and assets make Santa Rosa County a viable place for community health improvement efforts.

Local Public Health System

Stakeholders, organizations and agencies comprise the Local Public Health System in Santa Rosa County. To address all factors that contribute to individual and community health, it takes more than involvement from traditional healthcare and public health entities interfacing with individuals in the community. It takes an intricate network of community agencies with different roles and relationships to support the services the community need.



Source: Mobilizing for Action through Planning and Partnerships

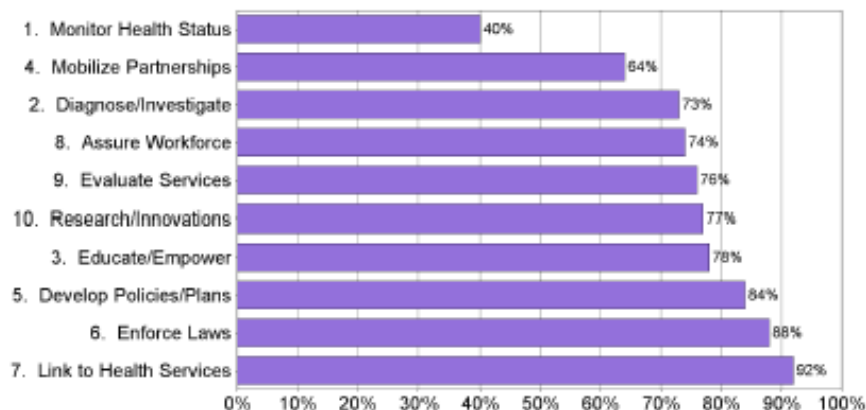
To better understand the role of the Santa Rosa County LPHS in the community, we conducted a system-wide performance assessment using the National Public Health Performance Standards Program (NPHPSP) Local Public Health Performance Assessment Instrument.

The following 10 Essential Public Health Services were used to assess system performance:

- | | |
|----------------------------------------------------|------------------------------------------|
| 1. Monitor health status | 5. Develop policies and plans |
| 2. Diagnose and investigate health problems | 6. Enforce laws and regulations |
| 3. Inform, educate and empower people | 7. Link people to needed health services |
| 4. Mobilize communities to address health problems | 8. Ensure a competent workforce |
| | 9. Evaluate health services |
| | 10. Conduct research for innovations |

Santa Rosa County's ranking for this assessment of the 10 Essential Public Health Services ranked "Link People to Needed Personal Health Services" highest, followed by "Enforce Laws" and "Develop Policies and Plans." Lowest ranked was "Monitor Health Statues."

RANK ORDERED PERFORMANCE SCORES FOR EACH ESSENTIAL SERVICE



Community Strengths & Assets

Santa Rosa County's population has grown by 30.01% since 2000. The median cost of a home is \$149,700.^{xi} Home appreciation the last year has been 1.60%. Compared to the rest of the country, Santa Rosa County's cost of living is 2.30% lower than the U.S. average. Residents of Santa Rosa County perceive that they have a higher quality of life, which is linked to higher income and education, than the State average. The assets listed are those of the community as a whole. The table below illustrates the myriad community offerings and activities in the County:

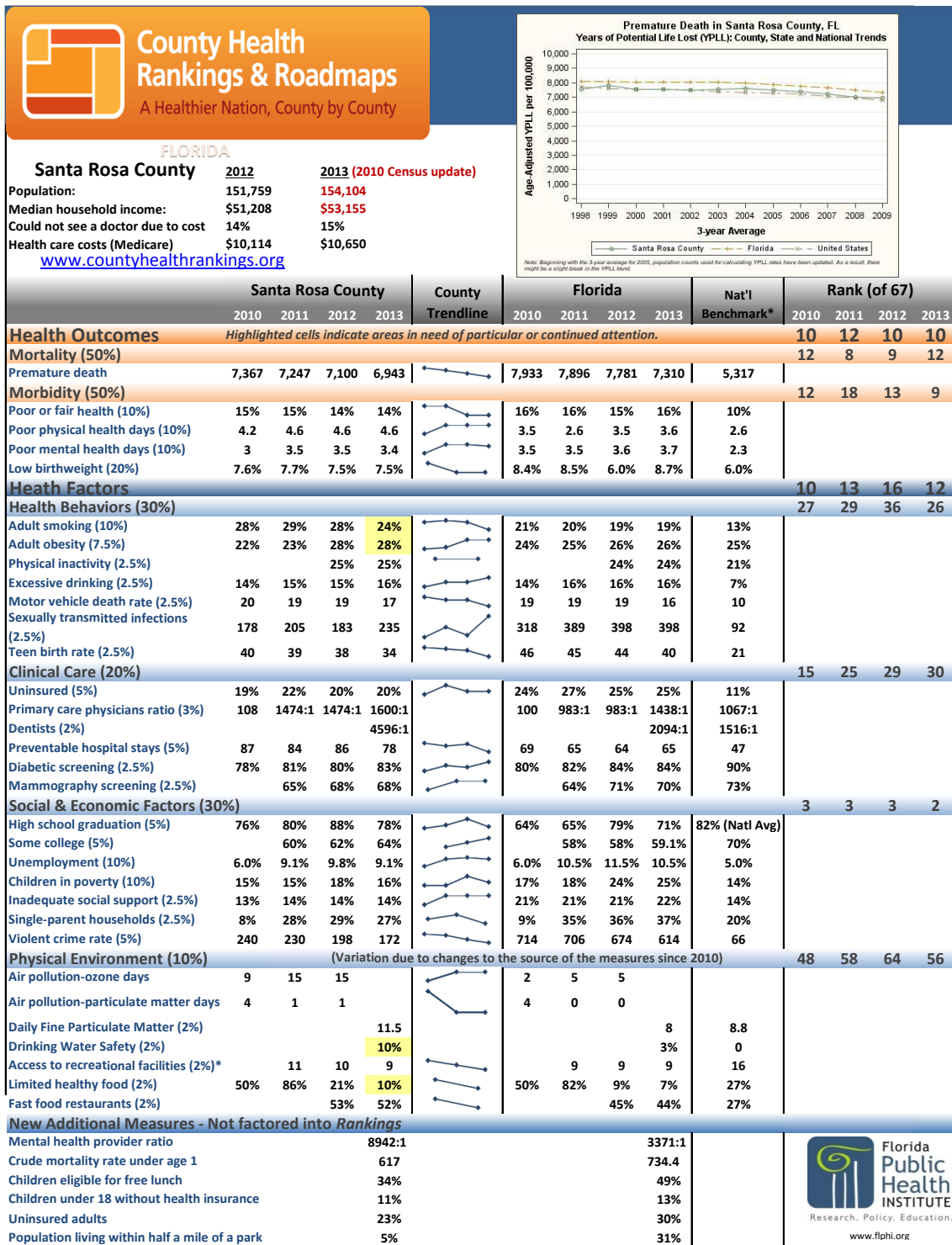
NEIGHBORHOODS
<ul style="list-style-type: none"> • Churches & Faith-based Organizations • Recreation Centers • Military • Resident Engagement • Small Businesses • Community Gardens • Neighborhood Organizations

FAMILY & SOCIAL SERVICES
<ul style="list-style-type: none"> • Community Coalitions • Charitable Organizations • Crisis Intervention Services • Formal & Informal Support Groups • Shelters & Drop-in Centers • Volunteer & Service Organizations • Churches & Faith-based Organizations

PUBLIC SAFETY
<ul style="list-style-type: none"> • Community Advocacy Groups • Crisis Response Units • Emergency Preparedness • Local & State Government • Police & Fire • Waste & Debris Removal • Neighborhood Watch • Non-profit Organizations • Long Term Community Recovery Planning • Safe Communities Designation

HEALTHCARE
<ul style="list-style-type: none"> • County Health Department • Federally Qualified Health Center (FQHC) • Hospital(s) • Managed Healthcare Organizations • Pharmacies • Urgent Care Centers • Post-acute Care • Mental Health • Hospice Care

Santa Rosa County Community Health Improvement Plan



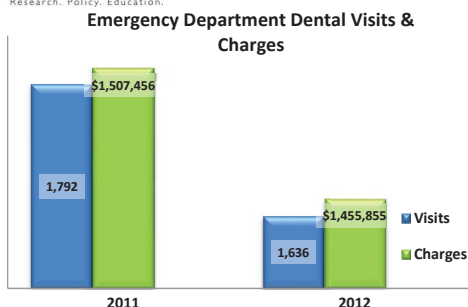
*Reverse-coded measures, the national benchmark is the 90th percentile. For all other measures, the national benchmark is the 10th percentile.

Santa Rosa County Community Health Improvement Plan



SANTA ROSA COUNTY ORAL HEALTH FACT SHEET¹

EMERGENCY DEPARTMENT USE BY RESIDENTS FOR PREVENTABLE CONDITIONS:² 2011 & 2012

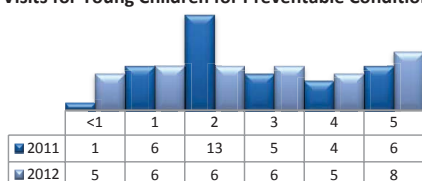


Ambulatory Care Sensitive oral health conditions (ACS) are those considered largely avoidable with adequate prevention and primary care. The use of hospital emergency departments – among the most expensive form of medical care – for the treatment of ACS conditions may indicate lack of access to primary dental care. Among the reasons Floridians do not receive regular preventive care include lack of dental coverage for adult Medicaid patients, lack of private-practice dentists willing to accept Medicaid's low payment rates, lack of county health department resources, lack of affordable dental insurance or inability to meet high co-pays, and lack of awareness of the importance of dental health to overall health.

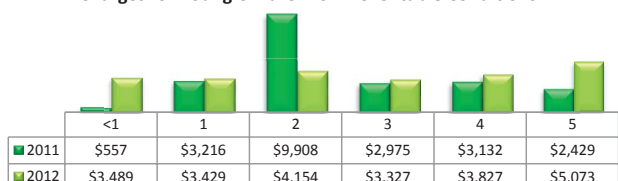
Floridians absorb the cost of Medicaid and uninsured ER dental visits in several ways including higher health insurance premiums and healthcare costs, increased tax dollars needed to fund the state Medicaid program, increased local tax dollars to support local public hospitals, and lost productivity.

Visits by Payor & Age						Charges by Payor & Age					
	0-19	19-34	35-49	50-64	65+		0-19	20-34	35-49	50-64	65+
2011	196	954	464	153	25	2011	140,297	768,104	422,256	142,813	33,986
Medicaid/Managed	107	377	166	33	0	Medicaid/Managed	78,788	309,151	148,472	29,424	-
Commercial	30	92	62	36	4	Commercial	21,198	68,322	61,899	39,999	8,962
Self-Pay/Uninsured	43	431	190	49	0	Self-Pay/Uninsured	28,013	335,753	169,596	42,527	-
Medicare/Managed	2	19	34	29	19	Medicare/Managed	2,251	23,461	30,951	26,123	19,919
All Other	14	35	12	6	2	All Other	10,047	31,417	11,338	4,740	5,105
2012	155	874	423	151	33	2012	132,765	692,037	427,144	166,192	37,717
Medicaid/Managed	80	379	160	31	0	Medicaid/Managed	57,076	282,187	162,066	22,237	-
Commercial	29	87	47	32	3	Commercial	34,492	71,014	48,599	41,716	7,892
Self-Pay/Uninsured	31	375	170	38	1	Self-Pay/Uninsured	22,631	312,101	177,269	38,021	217
Medicare/Managed	1	13	36	41	29	Medicare/Managed	1,267	8,468	30,667	55,306	29,608
All Other	14	20	10	9	0	All Other	17,299	18,267	8,543	8,912	-

Visits for Young Children for Preventable Conditions



Charges for Young Children for Preventable Conditions



Highest ED Dental ACS Visits by Zip Code					
	2011		2012		
	Visits	Charges	Visits	Charges	
32570	563	467,260	492	368,444	
32583	306	254,490	296	234,095	
32566	271	245,929	206	256,915	
32571	252	192,841	288	275,445	
32563	220	184,453	195	202,984	
32565	139	130,747	115	84,528	
32561	20	12,760	28	18,973	
32530	13	14,433	5	3,110	
32572	5	2,678	7	9,106	

Policy Indicators

Indicators to consider in shaping policies to increase the overall health of Floridians while decreasing costs to the state's healthcare system:

- High numbers of Medicaid patients visiting the ER for ACS dental problems suggest a lack of access to dentists or oral healthcare clinics accepting Medicaid for both preventative care and for treatment.
- ER visits during the regular work day and traditional business hours, combined with ACS diagnoses, suggest visits being made to the ER in lieu of a clinic or dental office.
- Rates of adult tooth decay are higher in older adults yet patients aged 20 to 34 years comprise the largest segment of ER visits, suggesting that lack of dental insurance or an inability to meet high co-pays is driving such visits.

¹ Source: Emergency Room Database, Florida Agency on Health Care Administration

² Ambulatory care sensitive dental conditions, i.e. "preventable condition," are based on the ICD-9 (International Classification of Diseases, 9th Edition) codes from the published work of Dr. John Billings http://wagner.nyu.edu/files/admissions/acs_codes.pdf.

Santa Rosa County Community Health Improvement Plan



Santa Rosa 2013-2014 Summary of School Health Services

Legislative Authority for School Health Services provided by Florida Statute Sections 381.0056, 381.0057, 402.3026.

Note: The data contained in this report is a combination of data from local county Annual School Health Service Reports, service data entered into the Department of Health - Health Management System, Vital Statistics, Schedule C Funding Allocation Reports, and the Department of Education (DOE). Annual school health service reports submitted by Florida counties contain information on school health services provided by county health departments, school districts and community partners.

Public Schools and Students		School Health Staff (Excludes Exceptional Student Education Staff)	
Elementary/Middle/High/Combined Level Schools		Ratio of Registered Nurses (RN) to Schools and Students	
Pre-Kindergarten Through 12th Grade Students		Registered Nurse to Student Ratio	
Annual Average Number of Health Room Visits per Student		Registered Nurse to School Ratio	
% of Students Returning to Class After Health Room Visits		Note: The school nurse (professional registered nurse) to student ratio recommended by the American Academy of Pediatrics, National Association of School Nurses, and U.S. Department of Health and Human Services is one school nurse for every 750 students.	
Annual Average Number of Services Per Student		County Health Department	
Note: Based on DOE student membership and school counts for , minus Vocational-Technical, Department of Juvenile Justice, Jail, Residential and Virtual schools.		Registered Nurses	
Funding for School Health Services		Licensed Practical Nurses	
County Health Department Schedule C Revenue		Health Aides/Techs	
Tobacco Settlement Funds		School District	
General Revenue		Registered Nurses	
Title XXI (State Child Health Insurance Program)		Licensed Practical Nurses	
County Health Department Schedule C Subtotal		Health Aides/Techs	
County Health Department - Other Funding		Community Partners(Public and Private)	
County Health Department Total		Registered Nurses	
School District Subtotal		Licensed Practical Nurses	
Community Partners (Public and Private) Subtotal		Health Aides/Techs	
Total		Total Health Staff	
Annual Per Student Expenditure for School Health		Registered Nurses	
Note: Per Student expenditure includes funding from all of the above resources.		Licensed Practical Nurses	
		Health Aides/Techs	
Reported Student Health Conditions		Key School Health Services in Health Management System	
Type of Health Condition	Number of Conditions Reported	Nursing Assessment/Counseling	
Allergies: Life Threatening	948	Licensed Practical Nurse Encounter	
Allergies: Non-Life Threatening	3,023	Paraprofessional Evaluation/Treatment	
Asthma	1,799	Staff/Parent Consultation	
Attention Deficit/ Hyperactivity Disorder	1,377	Individualized Health Care Plan Development	
Seizure Disorder	217	Complex Medical Procedures	
Cardiac	135	Exceptional Student Education Staffing	
Psychiatric	245	Health Record Reviews	
Diabetes	72	Immunization Follow-up	
Kidney Disease	80	First Aid Administration	
Sickle Cell Disease	1	Health Education Classes	
Bleeding Disorder	31	All Other Services	
Cancer	9	Total Services	
Cystic Fibrosis	15	Students Reported Needing Procedures	
All Other	1,125	Procedure	
Total	9,077	Total	
Students Reported Needing Medications		Carbohydrate Counting	
Medications	Total	Glucose Monitoring	
Insulin Administration	38	Catheterization	
Medications (Other Injections)	2	Colostomy, Ileostomy, Jejunostomy	
Medications (Intravenous)	0	Electronic Monitoring	
Medications (Inhaled)	39	Tube Feeding (e.g., G, J, PEG, NG)	
Medications (Oral)	303	Oxygen Continuous or Intermittent	
Medications (Nasal)	6	Specimen Collection or Testing	
Medications (Other Routes)	5	Tracheostomy Care	
Totals	393	Ventilator Dependent Care	
		Other Procedures	
		Totals	

Santa Rosa County Community Health Improvement Plan



Santa Rosa 2013-2014 Summary of School Health Services

Legislative Authority for School Health Services provided by Florida Statute Sections 381.0056, 381.0057, 402.3026.

Note: The data contained in this report is a combination of data from local county Annual School Health Service Reports, service data entered into the Department of Health - Health Management System, Vital Statistics, Schedule C Funding Allocation Reports, and the Department of Education (DOE). Annual school health service reports submitted by Florida counties contain information on school health services provided by county health departments, school districts and community partners.

Estimated Health Room Visits and Medication Doses Administered			Schools with Comprehensive School Health Services	
	Daily	Annual	Note: Comprehensive school health services include basic school health services and additional prevention services and care management to promote retention in school.	
Average Student Health Room Visits	885	159,336	Number of Comprehensive Schools	31
Average Medication Doses Administered	386	69,516	Number of Comprehensive Students	25652
Annual Medical Procedures and Medication Doses by Type			Dental Health Education	67
Based on a 36 Week School Year			Nutrition and Physical Activity Classes	878
	FTE Week Services Reported	Estimated Annual Services	Alcohol, Tobacco and Other Drug Abuse Prevention Classes	3
Procedures and Medication Doses			Pregnancy Prevention Classes	42
Carbohydrate Counting	243	8,748	Sexually Transmitted Disease (including HIV) Prevention	158
Catheterization	274	9,864	Violence Prevention/Conflict Resolution Classes	531
Colostomy, Ileostomy, Jejunostomy	0	0	Suicide Prevention Classes	21
Electronic Monitoring	0	0	Comprehensive Birth Rate Per 1,000: 6th-12th Grade Females	8.24
Tube Feeding (e.g., G, J, PEG, NG)	45	1,620	Countywide Birth Rate Per 1,000: All 11-18 Year-Old Females	6.55
Glucose Monitoring	0	0	Low Weight Births (% of births less than 2,500 grams)	6.67%
Insulin Administration	186	6,696	Percent of Students Returning to School After Giving Birth	93.33%
Medications (Inhaled)	194	6,984	Full Service Schools	
Medications (Injection)	2	72	Note: Full Service Schools provide basic school health services and coordinate the provision of donated (in-kind) health and social services on school campuses.	
Medications (Nasal)	6	216	Number of Full Service Schools	0
Medications (Oral)	1,518	54,648	Number of Full Service Students	0
Medications (Other Routes)	25	900	Number of In-Kind Hours from Health/Social Service Agencies	1,438
Oxygen Continuous or Intermittent	0	0	Dollar Value of In-Kind Hours Donated by Local Agencies	\$59,640
Specimen Collection or Testing	17	612		
Tracheostomy Care	0	0		
Ventilator Dependent Care	0	0		
Other Procedures	162	5,832		
Totals	2,672	96,192		
Note: Estimates based on services provided during February Full Time Equivalent (FTE) Week				
School Health Screening of Students in Grade Levels Mandated by Chapter 64F-6.003, Florida Administrative Code				
Screenings, Referrals and Follow-up		Vision	Hearing	Growth and Development with Body Mass Index
Target Populations (Mandated grade levels for each screening)		KG, 1st, 3rd, 6th	KG, 1st, 6th	6th
Number of students in mandated grades (minus opt-outs)		7,699	5,815	2,005
Number (#) of students screened in mandated grades		7,661	5,812	1,915
Percent (%) of students screened in mandated grades		99.51%	99.95%	95.51%
Number (#) of students referred for Abnormal results		499	81	122
Body Mass Index Screening Results		Healthy Weight (5th to <85th)	Underweight (<5th percentile)	Overweight (85th to <95th)
Number of 1st, 3rd, AND 6th grade students by BMI Percentile		3,828	198	841
Percent of 1st, 3rd, AND 6th grade students by BMI Percentile		68.31%	3.53%	15.01%
				Obese (>= 95th)
				737

III. Santa Rosa County Community Health Improvement Plan

Executive Summary

We know that taking care of ourselves by eating well and staying active, not using tobacco products, getting the recommended immunizations and screening tests, and seeing a doctor when we are sick all influence our health. Our health is also determined in part by access to social and economic opportunities; the resources and supports available in our homes, neighborhoods, and communities; the quality of our schooling; the safety of our workplaces; the cleanliness of our water, food, and air; and the nature of our social interactions and relationships.

The mission of the Santa Rosa County Health Improvement Steering Committee is to periodically assess the health status of residents of Santa Rosa County, Florida, and to develop plans and support initiatives to address the priority health needs of the County.

Targets and measures outlined in this Plan are aligned with National Healthy People 2020 goals and objectives. This National initiative, produced by the U.S. Department of Health & Human Services, provides science-based benchmarks for our community to track and monitor, as well as evidence-based interventions and information to guide health promotion and disease prevention efforts to improve the community.



Source: take Action: www.CountyHealthRankings.com

Developing the New Santa Rosa County Community Health Improvement Plan

The first Community Health Improvement Plan for the Santa Rosa County community was developed in 2013. In the first year of the Plan, the committees realized that some strategies could not be delivered. At the annual Santa Rosa County Community Health Improvement Plan meeting in August 2014, the revised health priorities, goals and strategic objectives were approved by the stakeholders and partners. Chairs and vice-chairs were elected and approved to lead the three health priorities committees.

The success of each goal is based on outcome measurements that track the progress and impact of the project. Each goal has an assigned owner and, in some cases, a task force and/or additional work group who are (or will be) working together to develop coordinated Action and Evaluation plans. Progress has been monitored by each owner as well as by the Steering Committee. Continual Plan updates will be provided. Lessons learned from actions taken will help guide key decision makers to ensure the right strategies are implemented and the desired outcomes achieved.

The key success and progress within this CHIPT is the community involvement which identified the need to revise the current Community Health Improvement Plan and the publishing and deployment of the September 2015 Plan that is now “in action”. Below are the three Health Priorities with their corresponding Statement of Need, Background and Progress. Evaluation will remain important throughout the remainder of the three-year cycle so measurable progress of the Plan is meaningful. The Santa Rosa County Community Health Improvement Steering Committee voted unanimously to integrate with the Partnership for a Healthy Community and the Live Well Northwest Florida Workgroups. It was agreed that the 2013 Community Health Improvement Plan would be revised, page 41-45.

The Mission of the Partnership for a Healthy Community is to periodically conduct comprehensive health status assessments, and to advance, support or promote collaborative initiatives to improve health and quality of life for residents of Escambia County and Santa Rosa County in Northwest Florida

The Partnership for a Healthy Community is a Florida not-for-profit corporation was formed in 1994. The Board of Directors of the Partnership is broadly representative of key constituencies in the two counties.

Partnership for a Healthy Community hosted three roundtables bringing both Santa Rosa and Escambia Counties together to identify common goals and strategies. As a result the Healthy Weight and Tobacco Workgroups merged. The Access to Care health priority will have an Oversight Group which will collaborate on all issues as well as individually address the needs of Santa Rosa County's Transportation issue.

Policy Changes to Move Forward

Recognizing the vision for community health improvement in Santa Rosa County and the need to implement the strategies in the Plan, we will need to collaboratively develop and promote policies that reinforce this effort. In this Plan we will need to incorporate the development of policies that reinforce this effort to address our collective concerns, guide the implementation of the strategies proposed in the Plan and promote a “Health in All Things” legislative approach.

COMMUNITY HEALTH PRIORITY	POLICY RECOMMENDATION
Improve Access to Care	<ul style="list-style-type: none"> o Support policies and programs that reduce the proportion of persons who are unable to obtain or delay in obtaining necessary medical care,
Healthiest Weight Santa Rosa	<ul style="list-style-type: none"> o Develop or support programs or initiatives that provide training and educational materials for primary care providers on healthy eating and physical activity. o Promote healthy eating and physical activity as part of daily life through education, programs, and initiatives in a variety of settings including schools, workplaces, and public spaces. o Support local, State, and federal campaigns to encourage healthy eating
Tobacco Free Santa Rosa	<ul style="list-style-type: none"> o Promote private sector rules and public sector regulations that restrict or prohibit tobacco use. o Actively support the enforcement of laws prohibiting sales of tobacco to

The Santa Rosa County Community Health Improvement Plan (CHIP) was developed through collaboration with community stakeholders and partners who are putting this Plan into action. There are specific goals with each of the identified community health priorities. Although this Plan does not address every strength and weakness identified in the Community Health Assessment, it does provide clear direction for this Plan’s cycle.

MAPP Phase Four: The identification of Strategic Issues was developed in MAPP Phase 4. After analysis and consideration of community feedback and statistical health data, the Santa Rosa Community Health Improvement Partners developed a list of community health priorities that would have the greatest impact in the community.

Questions asked during the selection process:

1. Statistical Information:
 - a. Is the measure/problem trending upwards or downwards?
 - b. Is Santa Rosa County significantly trending better or worse than the State and/or peer counties?
2. Community Perception:
 - a. Does the community believe this issue is a main health concern?
3. Opportunity for the greatest possible impact in the community:
 - a. When considering the resources and capacity of the Santa Rosa community and health system, what initiatives created the greatest impact in the past three years?
 - b. What is the risk of not addressing an issue?

The answers to the following statements with the feasibility criteria above were used in the determination to identify the strategic objectives:

1. Movement toward addressing a strategic issue.
2. Must be realistic.
3. Should be attainable in 1-3 years (MAPP action cycle is 3 years)
4. Must be measurable.

MAPP Phase Five: Formulating Goals & Strategies

Where applicable, targets and measures outlined in this Plan are aligned with the science-based measurable objectives and goals identified in Healthy People 2020 at all levels; National, State and local. These objectives and goals allow communities to engage multiple areas, to take actions to strengthen policies and improve practices that are driven by the best available knowledge and evidence. In parallel with Healthy People 2020, the overarching goal of utilizing evidence based goals and strategies is to ensure that Santa Rosa County builds a sustainable system for promoting quality of life, healthy development, and health behaviors across all life stages.



Source: MAPP

MAPP Phase Six: Take Action! Evaluate and Measure

The implementation phase of the MAPP process is a three year cycle. It began in July 2013 and will end with the completion of the next Community Health Assessment in 2015. During this phase, the efforts of the previous phases begin to produce results, as the Santa Rosa Community Health Improvement Plan Steering Committee, partners, and community members develop and implement the action plans correlating to the Health Priorities of the community.

The success of each goal is based on outcome measurements that track the progress and impact of the project. Each goal has an assigned owner, and in some cases, a task force and/or additional work group who are (or will be) working together to develop coordinated Action and Evaluation plans. Progress will be monitored by each owner as well as the Steering Committee.

Evaluation will remain important throughout the remainder of the three-year cycle so measurable progress of the Plan is meaningful. Continual Plan updates will be provided by the Steering Committee. Lessons learned from actions are taken will help guide key decision makers to ensure the right strategies are implemented the desired outcomes achieved.

With the publishing and deployment of this document, the Santa Rosa Community Health Improvement Plan is now “in action”. However, it is important to note that, like all things in life; this document is flexible and can accommodate potential actions resulting from “Forces of Change.”

Health Priority: Improve Access to Care

Statement of Need

Access to comprehensive, quality health care services is important for the achievement of health equity across all populations and for increasing the quality of a healthy life for everyone. Access to health services encompasses four components: coverage, services, timeliness, and workforce. Its service is wide and includes overall physical, social, and mental health status, prevention of disease and disability, detection and treatment of health conditions, quality of life, preventable death and life expectancy. Disparities in access to health services affect individuals and the community. Limited access to health care impacts people's ability to reach their full potential, negatively affecting their quality of life. Barriers to services include lack of availability, high cost and lack of insurance coverage. In Santa Rosa County, more than **11% of residents live below the poverty line, 13% are elderly and 14% disabled**.^{xii} The unemployment rate sits just above 9%, with a median household income of \$55,129. Only 18% of Santa Rosa residents do not have health insurance, below the State uninsured level of 25%. Of the residents in Santa Rosa County, **15% could not see a doctor due to costs**. Medicare costs per client in the County are \$10,650. The Medicaid and Transportation Plan Disadvantage (TDSP) in Santa Rosa County serves .79% (402 people) of the potential population, **ranking the lowest in the State, leaving over 50,000 people without the necessary transportation**. There is currently no fixed-route transportation service available in the County.

Background

In Santa Rosa County the use of hospital Emergency Departments, among the most expensive form of medical care, for treatment that should be provided by a primary care physician may indicate lack of access. Inappropriate use of the **Emergency Department is 14% higher** than the State average, **the cost of which exceeds \$10 million**. In the County there are 100 Primary Care Physicians with the **population-to-physician ratio 1,541:1**. The number of dentists in the Santa Rosa County community is 38, with **the population-to-dentist ratio of 4,334:1**, among the worst in the State. The reasons Floridians do not receive regular dental preventive care include lack of dental coverage for adult Medicaid patients, lack of private-practice dentists willing to accept Medicaid's low reimbursement rates, lack of County Health Department resources, lack of affordable dental insurance or inability to meet high co-pays, and lack of awareness of the importance of dental health to overall health. The low ratio of **mental health providers** in Santa Rosa County to the population is **8,942:1**. Mental health provider ratio is among the bottom half in the State.

Santa Rosa County Community Health Improvement Plan

Health Priority Access to Care: Goals, Strategies and Objectives

Goal 1: Santa Rosa County will improve access to health care for residents. <i>Healthy People 2020: AHS-6 Reduce the proportion of persons who are unable to obtain or delay in obtaining necessary medical care, dental care, or prescription medicines.</i>			
Data Source	Current Status	Short Term Target (2014)	Long Term Target (2016)
Expert & resident feedback	To be developed	Data and resource input completed	Shared directory to resources and partners with increased awareness for residents.
Objective 1: Establish, maintain and distribute a centralized directory of healthcare services for Santa Rosa County.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Identify all healthcare service sources in Santa Rosa County.	Baseline	Dec. 31, 2016	Kyle Holley, SRC-United Way Barbara McMillion, DOH-SR
Increase health directory distribution to partners, community and the underserved population. Ensuring healthcare service date is maintained and accurate.	Baseline	Dec. 31, 2016	Kyle Holley, SRC-United Way Barbara McMillion, DOH-SR
Encourage exchange of key client information to improve access and coordination of services.	Baseline	Dec. 31, 2016	Brunie Emmanuel, The UniVision Group
Objective 2: Develop and implement a volunteer dental provider pool in the WECARE program for underserved adult patients.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Initiate a dental recruitment program.	<i>Health Rankings:</i> 4,334:1	Dec. 31, 2014.	Barbara McMillion, DOH-SR
Initiate charitable (in-kind) dental services reporting	Baseline	August 15, 2016	Barbara McMillion, DOH-SR
Objective 3: Increase access to (+3) resources for non-emergency healthcare for underserved clients.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Increase the awareness of non-emergent clinics and the services offered in Santa Rosa County.	Baseline	Dec. 31, 2016	Kyle Holley, SRC-United Way
Increase data collection and analysis of inappropriate Emergency Department healthcare usage.	<i>Partnership for a Healthy Community:</i> 14% higher than the State average	Dec. 31, 2016	Brunie Emmanuel, The UniVision Group

Santa Rosa County Community Health Improvement Plan

Review transportation as a significant barrier to underserved residents.	<i>Serves less than 1% (402) of the population, ranking lowest in the State</i>	Dec. 31, 2016	Dr. Karen Barber Bridges Out of Poverty
Objective 4: Establish the base level of behavioral and mental health services in Santa Rosa County for underserved population.			
Establish data collection and analysis of behavioral and mental health services.	Mental health provider ratio 8,942:1	Dec. 31, 2016	Phyllis Gonzalez, DCF
Increase the awareness of behavioral and mental health, including the services offered in Santa Rosa County.	Baseline	Dec. 31, 2016	Phyllis Gonzalez, DCF
Objective 5: Increase access to information, resources, and services for STDs in Santa Rosa County.			
Increase awareness of available community resources for prevention, diagnosis and treatment of Sexually Transmitted Diseases.	<i>Health Rankings: 234 Reduction of STDs by 1% (16 individuals).</i>	Dec. 31, 2016	Ashley Turner, DOH-SR TBD

Healthiest Weight Santa Rosa

Statement of Need

According to 2012 Florida Census Update, Santa Rosa County's adult obesity rate increased over a four year period. In Santa Rosa County, 52,692 people are overweight and 47,104 are obese. The two together equate to almost two thirds of the total County population. The average person who is overweight costs employers approximately \$75 more annually than persons of normal weight which equates to \$3,951,900. The average person in the lowest obesity range (Grade 1) costs employers approximately \$2,030 more annually than a person of normal weight. In 2014, if all 47,104 of Santa Rosa County resident that are obese were in Grade 1, the cost to employers would be \$95,621,120. **Therefore, the combined cost to employers in Santa Rosa County for all persons overweight and obese would exceed \$99 million each year annually.**

At the end of the **2013-2014 school year, over 28% of students in first, third and sixth grade were overweight or obese.** In 2014, sixth graders that were considered at risk for being overweight or obese were 35%.

The risk of developing type 2 diabetes increases with age, obesity, and lack of physical activity. Diabetic screenings are improving in Santa Rosa, however, the County is 7% below the State average.

Background

Census data shows that, between 2010 and 2012, the rate of overweight and obese adults increased by 3.3%, or 3,158 individuals. Adolescents (ages 10 to 19) and young adults (ages 20 to 24) make up 21% of the population of the United States. The behavioral patterns established during these developmental periods help determine young people's current health status and their risk for developing chronic diseases in adulthood. The financial burdens of preventable health problems in adolescence are large and include the long-term costs of chronic diseases that are a result of behaviors begun during adolescence. This is important for the Santa Rosa County community because overweight adolescents have a 70% chance of becoming overweight or obese adults.

Santa Rosa County Community Health Initiative decided to focus on adolescent obesity to reduce the rates of adult obesity and improve health outcomes. Healthy students make a healthy community. The Community Health Improvement Plan will integrate the Let's Go! 5-2-1-0 campaign to work in the multi-sector, community and schools to change the behaviors of students.

Santa Rosa County Community Health Improvement Plan

Health Priority Healthiest Weight Santa Rosa: Goals, Strategies and Objectives

Goal 1: Increase the delivery of 5-2-1-0 educational materials to 75% of target school age population.			
<i>Healthy People 2020: NWS-10 Reduce the proportion of children and adolescents who are considered obese.</i>			
Data Source	Current Status	Short Term Target (2014)	Long Term Target (2016)
SRC School District BMI Annual Report	Baseline	75%	100%
Objective 1: Implement a healthy weight promotional campaign.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Implement evidence-based healthy weight promotional campaigns for public-health education.	75% (+4,500) of target school age population	June 30, 2016	Debbie Price, DOH-SR SRC School Board
Develop evaluation methods for community outreach tools.	<i>SRC School System Annual Report 2014: 28%</i>	August 2014	Debbie Price, DOH-SR Dr. Sisskin, UWF

Goal 2: Provide 5-2-1-0 educational campaign materials to 50% of community outreach populations.			
<i>Healthy People 2020: NWS-11.4 (Developmental) prevent inappropriate weight gain in children and adolescents aged 2-19</i>			
Data Source	Current Status	Short Term Target (2014)	Long Term Target (2016)
Let's Go! 5-2-1-0	Baseline	50%	100%
Objective 1: Increase community engagement (+3 community partners) of the 5-2-1-0 health promotion campaign			
Activities	Performance Measure	Target Date	Lead Partner(s)
Adopt 5-2-1-0 promotional campaign in the Santa Rosa Community.	Community Engagement Baseline	June 30, 2016	Dr. Debra Vinci Dr. Enid Sisskin University of West Florida
Promote the health and cost-saving benefits of evidence-based employee wellness programs.	Community Engagement Baseline	December 31, 2016	Karen Rutherford Sherry Smith
Collaborate and jointly sponsor 5-2-1-0 to promote healthy behaviors with community partners	Community Engagement Baseline	June 30, 2016	Alyssa Anderson Partnership for a Health Community
Objective 2: Increase (+1 member of the Healthy Weight Santa Rosa Committee) the participation and collaboration with Live Well Northwest Florida.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Increase (+1 member of the Healthy Weight Santa Rosa Committee) the participation and collaboration with Live Well Northwest Florida.	Community Engagement Baseline	June 30, 2016	Dr. Enid Sisskin University of West Florida

Santa Rosa County Community Health Improvement Plan

Goal 3: Increase the adoption of a Wellness Policy in the Santa Rosa County VPK centers by 60%.			
<i>Healthy People 2020: NWS-11.1 (Developmental) Prevent in appropriate weight gain in children aged 2 to 5 years.</i>			
Data Source	Current Status	Short Term Target (2014)	Long Term Target (2016)
VPK Wellness Policies	Baseline	60%	100%
Objective 1: Implement and incorporate a wellness policy to 60% (17) of the Early Learning Center (ELC) program			
Activities	Performance Measure	Target Date	Lead Partner(s)
Integrate the 5-2-1-0 message into the Early Learning Center (ELC) health education programs.	60% of VPK centers have a wellness policy by 6/2016.	June 30, 2016	Sandy Peloke

Goal 4: Decrease the Diabetes Type 2 rates in Santa Rosa County.			
<i>Healthy People 2020: d-1 Reduce the annual number of new cases of diagnosed diabetes in the population.</i>			
Data Source	Current Status	Short Term Target (2014)	Long Term Target (2016)
Health Rankings	Medicare enrollees that receive HbA1c monitoring: 78%	1%	2%
Objective 1: Implement the Diabetes prevention classes for community members at risk for developing Type 2 diabetes.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Implement 16 week courses by the National Diabetes Prevention Program (NDPP) to a minimum of 20 community members at risk for developing Type 2 diabetes	Increase screenings by 1%.	June 30, 2016	Barbara McMillion Sandra Park-O'Hara DOH-SR

Tobacco Free Santa Rosa

Statement of Need

Tobacco use is the single most preventable cause of death and disease in the United States. Each year, approximately 443,000 Americans die from tobacco-related illnesses. For every person who dies from tobacco use, 20 more people suffer with at least 1 serious tobacco-related illness. In addition, tobacco use costs the U.S. \$193 billion annually in direct medical expenses and lost productivity.^{xiii} According to the 2012 Florida Charts update, there are 34,812 tobacco users in Santa Rosa County. The average smoker costs employers at least \$5,800 more annually than employees who don't smoke. Costs to employers include increased expenses for employee health plans, absenteeism and loss of productivity in the workplace. **Smokers cost Santa Rosa County employers \$201,909,600 annually.**

Individual costs to an average smoker living in Santa Rosa County are approximately \$1,965 a year on cigarettes, and approximately \$3,340 more a year on health care costs than non-smokers. Combined, these amounts represent nearly **15% of annual personal income per person in Santa Rosa County.**

Background

According to Healthy People 2020, in 2008, 48.3% of adult smokers aged 18 years and older reported an attempt to stop smoking in the past 12 months. Tobacco use is identified as a cause of various cancers and cardiovascular disease as well as low birth weight and other adverse health outcomes. Measuring the prevalence of tobacco use in the population can alert communities to potential avoidable health problems and the need for cessation programs or the effectiveness of existing programs. The percentage of adults that are currently smoking "most days" or "everyday" in Santa Rosa County is 24%, which ranks it among the highest usage rates in the State.

Santa Rosa County youths who have used cigarettes in the last 30 days are 9.1%, with the State at 6.1%. Youths who use smokeless tobacco products in Santa Rosa County is 6.0%, with the State rate being 3.5%

Santa Rosa County Community Health Improvement Plan

Health Priority Tobacco: Goals, Strategies and Objectives

Goal 1: Increase the tobacco cessation rates for residents in Santa Rosa County.			
<i>Healthy People 2020: TU-4.1 Increase smoking cessation attempts by adult smokers.</i>			
Data Source	Current Status	Short Term Target (2014)	Long Term Target (2016)
AHEC	1	2	3
Objective 1: Increase the number of employers by a third (+2) with tobacco-free campuses and/or worksites by June 30, 2016.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Provide area employers with information and tools to develop and implement tobacco-free policies.	Santa Rosa Tobacco Survey	June 30, 2016	Martha Zimmermann, Executive Director-Healthy Start Coalition of SRC, Inc.
Objective 2: Increase by 100% (+3) the number of tobacco-free business policies by June 30, 2016.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Provide evidence based information on benefits of tobacco cessation programs.	Florida BTFF data	June 30, 2016	Nicole Larson, Certified Tobacco Treatment Specialist, Area Health Education Center
Objective 3: Increase by 16% (21 classes per annum) the free tobacco cessation classes by June 30, 2016.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Provide free cessation classes by Area Health Education Center (AHEC) to the general public.	AHEC	June 30, 2016	Nicole Larson, Certified Tobacco Treatment Specialist, Area Health Education Center
Objective 4: Increase the number of smoke-free rental/leasing properties by 100% (+4) by June 30, 2016.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Establish data collection and analysis of surveys for smoke-free rental/leasing.	DOH-Santa Rosa County Database	June 30, 2016	Martha Zimmermann
Increase awareness of smoke-free rental/leasing policies	Baseline	June 30, 2016	Martha Zimmermann
Goal 2: Reduce the incidences of Youth tobacco use in Santa Rosa County.			
<i>Healthy People 2020: TU-2Reduce tobacco use by adolescents.</i>			
Data Source	Current Status	Short Term Target (2014)	Long Term Target (2016)
Florida Youth Tobacco Survey (2012)	9.1%	9.0%	8.9%
Objective 1: Reduce the incidence of youth tobacco use by 2% (840 students) by June 30, 2016.			
Activities	Performance Measure	Target Date	Lead Partner(s)
Increase awareness of "Students Working Against Tobacco" (SWAT) to diverse youth populations.	Florida Youth Tobacco Survey (2012)	June 30, 2016	SWAT Committee

IV. How You Can Improve Community Health In Santa Rosa County

Community health improvement is a moving and living process. Santa Rosa County promotes a “Health in All Things” approach to community health planning and is, therefore, looking for partners in a variety of sectors. If you, or your organization, are the missing partner in the Santa Rosa County Community Health Improvement Plan (CHIP) and would like to partner across the local health system in Santa Rosa County to develop recommendations, implement programs and evaluate our efforts, please join us! Contact the Florida Department of Health in Santa Rosa County to get more information about how you can help support our efforts to improve community health in Santa Rosa County. We look forward to working with you!

Live Well Northwest Florida is the long-term collaborative effort, under the umbrella of the Partnership for a Healthy Community, to improve the overall health of residents in Escambia and Santa Rosa Counties, Florida.

Live Well Northwest Florida
Partnership for a Healthy Community
1717 North E Street, Suite 320
Pensacola, Florida 32501
info@pfahc.com

Revisions

Health Priority: Healthy Weight

Goal: Increase the number of children and adults who eat more fruits and vegetables, limit screen time to 2 hours or less, are physically active 60 minutes each day, and consume less sugar-sweetened drinks.

Revision: Combine goals 1-3 into one new goal as stated above.

Updated Priorities

1. Increase physical activity and healthy nutrition practices in child care centers
 - a. Assess pre-implementation practices and policies related to physical activity and nutrition in child care centers
2. Promote and support adoption of 5-2-1-0 Let's Go! Program in elementary schools.
 - a. Assess pre-implementation classroom practices and policies in schools
 - b. Disseminate 5-2-1-0 information to public elementary schools
 - c. Disseminate 5-2-1-0 information to private elementary schools
 - d. Assess post-implementation practices and policies in schools
3. Distribute 5-2-1-0 information to the community through faith-based organizations
 - a. Survey faith-based organizations regarding current activities and needs related to healthy weight
 - b. Develop and distribute a 5-2-1-0 toolkit for faith-based organizations based on needs identified in survey
 - c. Assess post-toolkit activities in faith-based organizations

Santa Rosa County Community Health Improvement Plan

Additional Strategic Objectives	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
By April 2016 assess current policies and practices related to nutrition and PA in 6 childcare centers	These will be ongoing	Number of childcare center assessments completed	0	6	Available community resources and readiness to adopt
By July 2016, provide education and technical assistance to implement 5-2-1-0 in 6 childcare centers	Aligns with Goal 3	Number of childcare centers that adopt the 5-2-1-0 Let's Go! curriculum	0	6	Expand number of organizations impacted by 5-2-1-0 and created access to parents for 5-2-1-0 education
By March 2016 survey faith-based organizations regarding current activities and needs related to healthy weight	No current activities	Number of surveys completed	0	10	New initiative to reach more adults and decision makers in the community
By June 2016 develop and distribute 5-2-1-0 toolkits to faith-based organizations	No current activities	Number of requests for toolkits	0	5 (50% of the assessed)	New initiative to reach more adults and decision makers in the community
By September 2016 assess post-toolkit activities	No current activities	Response on survey to assess toolkits	0	75% report at least 1 positive change	

Health Priority: Tobacco Use

Goal 1: *Increase number of employers with tobacco-free policies and campuses*

- Strategy 1: Increase tobacco-free businesses by promoting the benefits of going tobacco-free

Key Partners: DOH-Santa Rosa, Chamber of Commerce, LiveWell, AHEC, Tobacco Free Santa Rosa Coalition

Revisions: Combine goal 1, objectives 1-4 into the new goal as stated above. Goal 2 will be managed by Tobacco Free Santa Rosa.

Updated Priorities

1. Increase tobacco-free businesses by promoting the business benefits of going tobacco-free
 - a. Increase the number of employers by 3 with tobacco-free policies
 - b. Increase by 100 the number of individuals who complete a free tobacco cessation class at a worksite
 - c. Increase the number of smoke-free rental/lease properties by 100% (+4)
2. Implement a public awareness campaign on the dangers of e-cigarettes
 - a. Develop a public service announcement (PSA) on e-cigarettes aimed at increasing awareness among youths

Additional Strategic Objective	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
By June 2016 Increase the number of new businesses or organizations with tobacco-free policies	Increase by 100% (+3) the number of tobacco-free business policies by June 30, 2016.	Documented policies	0 new policies for 2015-2016	2 new organizations in Santa Rosa County with tobacco policies	Original objective completed
By June 2016 increase the number of individuals who complete a tobacco cessation class	Increase by 50 the number of individuals who complete a free tobacco cessation class by June 30, 2016.	AHEC Register	45	Increase Santa Rosa TFF referrals by 20% between 6/2015 and 6/2016	Original objective completed
By January 2016 develop a PSA campaign on the dangers of e-cigarettes	Increase by 100% (+3) the number of tobacco-free business policies by June 30, 2016.	Media materials developed; deployment plan in place	none	Print PSAs ready for deployment	Original objective completed

Health Priority: Access to Care

The Access to Care health priority will have an Oversight Group which will collaborate on all issues as well as individually address the needs of Santa Rosa County's Transportation issue.

New Live Well Access to Care Workgroups

1. Assure residents of Escambia and Santa Rosa Counties access the right health and/or social services at the right time and at the right place

Referral Management Software Subcommittee

- a. Encourage exchange of key client information to improve access and coordination of services
 - i. Maintain and distribute a centralized directory of healthcare services (*Santa Rosa County*)
 - ii. Implement a shared electronic platform and universal intake-form among area health and social services (*Escambia County and Santa Rosa County*)

Safety Net Providers Subcommittee

- a. Implement a pilot Emergency Department diversion / care management program (*Escambia County*)
- b. Increase access to resources for non-emergency healthcare for underserved clients. (*Escambia County and Santa Rosa County*)

Specialty Referral Subcommittee

- a. Increase the availability of medical and surgical specialists in the WeCare program (*Escambia County and Santa Rosa County*)
- b. Develop and implement a volunteer dental provider pool in the WeCare program for underserved adult patients (*Santa Rosa County*)
- c. Establish the base level of behavioral and mental health services for underserved population (*Santa Rosa County*)

Santa Rosa Issues Subcommittee

2. Review transportation as a significant barrier to underserved residents (*Santa Rosa County*)

V. References

- ⁱ Source: United States Census Bureau. 2013 Census Update on 2010 Census Report for Santa Rosa County, Florida. www.quickfacts.census.gov
- ⁱⁱ Source: University of Wisconsin Population Health Institute. 2014 County Health Rankings and Roadmaps. All graph/charts in *Santa Rosa Community Health Profile*. www.Countyhealthrankings.org
- ⁱⁱⁱ Source: Mayo Clinic. Alcohol use: If you drink, keep it moderate. Last reviewed February 11, 2014. Accessed March 5, 2014.
- ^{iv} Source: National Center for Chronic Disease Prevention and Health Promotion. Excessive alcohol use: addressing a leading risk for death, chronic disease, and injury. Atlanta: Centers for Disease Control and Prevention (CDC); 2011
- ^v Source: Christopher G, Harris CM, Spencer T, et al. *F as in fat: How obesity threatens America's future*. Washington, DC: Trust for America's Health (TFAH); 2013.
- ^{vi} Sources: Partnership for a Healthy Community. Assessment 2012. Journal of Occupational and Environmental Medicine. U.S. Department of Labor. Bureau of Labor Statistics, George Washington University Medical Center.
- ^{vii} Source: Santa Rosa 2013-2014 Summary of School Health Services. School Health Screenings of Students in Grade Levels Mandated by Chapter 64F-6.003, Florida Administrative Code.
- ^{viii} Sources: Partnership for a Healthy Community. Assessment 2012. Ohio State University College of Public Health. Ohio State University Moritz College of Law. New England Journal of Medicine. U.S. Department of Health and Human Services, Florida Office of Economic and Demographic Research, Investopedia.com
- ^{ix} Source: 2013 Florida Youth Tobacco Survey Reports.
- ^x Sources: Partnership for a Healthy Community. Assessment 2012. Florida Agency for Health Care Administration, ESRI Demographics, National Association of Community Health Centers.
- ^{xi} Source: Best Places to Live, Santa Rosa County, Florida.
- ^{xii} Source: Florida Office of the Governor, Rick Scott, May 2014.
- ^{xiii} Source: Healthy People 2020, 2014.