

VOLUSIA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

2013 - 2015



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Partners

The Florida Department of Health in Volusia County would like to acknowledge and thank the many partners that make up Healthy Volusia.

Avenues 12, Inc.
Bert Fish Medical Center
Bethune Cookman University
Braille and Talking Book Library
CFAB
Children & Families Advisory Board
City of New Smyrna Beach
Council on Aging
County of Volusia
Daytona Beach Vision Foundation
Daytona Methadone Treatment Center
Daytona State College
DCF
Early Learning Coalition of Flagler & Volusia
Easter Seals
Florida Healthcare Plans
Florida Hospital
Florida Hospital Deland
Florida Hospital Fish Memorial
Halifax Health
Halifax Health Healthy Communities
Harvest Time International
Head Start
Health Planning Council of NE Florida
Healthy Start Volusia Flagler
Kingston Community
Midtown HEAT
NE Florida Health Services, Inc.
New Hope Human Services, Inc.
One Voice for Volusia
Stetson University
Stewart Marchman Behavioral Health Services
The House Next Door
UF/IFAS Volusia County Extension
United Way of Volusia-Flagler Counties, Inc.
VITAS Innovative Hospice Care
Volusia County Schools
Volusia Flagler Family YMCA
West Volusia Beacon

Community Health Improvement Plan

On June 24th the Healthy Volusia partnership confirmed two strategic priorities and set about to determine the most appropriate objectives and improvement strategies. This event marked the 5th phase of the MAPP process.

MAPP

Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic approach to community health improvement. The MAPP framework helps communities improve health and quality of life through community-wide strategic planning. Using MAPP, the community of Volusia County seeks to achieve optimal health by identifying and using resources wisely, taking into account unique circumstances and needs, and forming effective partnerships for strategic action.

The MAPP Model has six key phases. The first four phases are the components of a complete Community Health Assessment. The six phases are:

1. Organize For Success
2. Visioning
3. Assessments
4. Identify Strategic Issues
5. Formulate Goals and Strategies
6. Take Action



The Community Health Improvement Plan is the culmination of 5 phases and the foundation for the 6th phase: Take Action.

Process

Community Health Improvement Plans are often led by county health departments; however, a new federal law has changed the landscape of health improvement planning. The Patient Protection and Affordable Care Act requires non-profit hospitals to (1) conduct a community health needs assessment at least every three years and (2) adopt an implementation strategy to meet the community health needs identified by the assessment. The Florida Department of Health in Volusia County elected to support the hospital-led community needs assessments, before bringing together the community to unite behind the same strategic priorities. The Florida Department of Health in Volusia County directed three of the four MAPP assessments, and elected to use Community Health Status Assessments from the three non-profit hospital networks and the Community Agenda Snapshot prepared annually by One Voice For Volusia.

Phase 4

MAPP Phase 4, Identify Strategic Issues, took place in May 2013 when two town hall style meetings were conducted to inform the community about the different community health improvement planning efforts underway and to decide on strategic issues. The community voted on 6 possible strategic issues that came out of the MAPP process and the hospital community health needs assessments. The results were:

- Obesity: 28%
- Cardiovascular Disease: 12%
- Access to Care: 25%
- Tobacco: 16%
- Diabetes: 16%
- Cancer: 2%

At these two town hall style meetings, the Florida Department of Health in Volusia County announced the formation a new partnership called Healthy Volusia with the mission of improving the health of the community. The partnership would focus on turning the selected strategic priorities into action.

Phase 5

MAPP Phase 5, Formulate Goals and Strategies, took place on July 24, 2013, when members of Healthy Volusia agreed that Access to Care and Obesity should be the two strategic priorities. Members of Healthy Volusia decided on goals and strategies, as well as the information needed to complete the community health improvement plan. Healthy Volusia members expect to have a completed CHIP by August, 2013.

The following Action Plans are representative of the progress made by Healthy Volusia in community health improvement planning to this date.

Strategic Assets

Because Healthy Volusia has moved to Phase 5 of the MAPP process after the Hospitals have selected strategic priorities, it is possible to unite the different efforts. A list of “strategic assets,” or organizations with concurrent strategic priorities is located in the Community Health Assessment and is being used to develop and build health improvement strategies.

Strategic Issue Area: Obesity and Chronic Disease

Update: January 15, 2014

Healthy Volusia Steering Committee Representatives: Bev Johnson (Volusia Flagler Family YMCA) and Susan Thornton (VITAS Innovative Hospice Care)

Goal 1: Increase the percentage of adults and children who are at a healthy weight
(SHIPAlignment: Strategic Issue Area #2 Chronic Disease Prevention, CD1)

Objective 1.1 Increase the percentage of children who are at a healthy weight by 5% in 5 years.

Data Indicator: Percent of middle school students with BMI at or above 95th percentile. (2012: Volusia 9.9, Florida 11.1)

Data Indicator: Percent of high school students with BMI at or above 95th percentile. (2012: Volusia 13.9, Florida 14.3)

Strategy	Activities	Timeline	Person/s responsible	Resource requirement/cost	Evaluation	Progress Tracking
A. Increase the number of gardens in elementary schools	1. Determine exact cost of having a garden in a school	1/15/14	Healthy Volusia Healthiest Weight Committee	\$800/garden	Increase number of gardens in elementary schools by 25%	1. The cost of having a school garden is about \$800.
	2. Meet with stakeholders (School Board Superintendent, Principals, School Health Advisory Committee)	3/28/14	Champion(s): Joe Sowards Suzy Grubbs			2. Meeting with UF IFAS Ext Agent on 1/15
	3. Secure funding via grants or sponsorships	4/16/14	John Levy Swain Strickland			3. Secured \$10,000 in funding for school and community gardens
	4. Implement gardens in 10 elementary schools	9/26/14				
	5. Develop and implement a method of evaluation	9/26/14				
	6. Raise awareness about success of program	5/xx/15				

Strategy	Activities	Timeline	Person/s responsible	Resource requirement/ cost	Evaluation	Progress Tracking
<p><i>B. Increase nutrition education in partnership with gardens in elementary schools</i></p>	<ol style="list-style-type: none"> 1. Evaluate garden and diet education materials available 2. Determine cost of providing education tools to teachers 3. Meet with stakeholders 4. Implement education in 10 elementary schools with gardens 5. Evaluate the results of program 6. Raise awareness about success of program 		<p>Healthy Volusia Healthiest Weight Committee</p> <p>Champion(s):</p> <p>Jill Piazza Tonia Marchena</p>	<p>Possibly free</p>	<p>Increase students being educated about gardens and nutrition by 25%</p>	<p>1. Identified <i>Gardening for Grades</i>, a free resources for Florida Teachers</p>
<p><i>C. Remove policies that prohibit students eating from school gardens</i></p>	<ol style="list-style-type: none"> 1. Determine which policies might prohibit students from eating vegetables grown from a school garden 2. Meet with stakeholders to determine if policy is needed 3. Present decision-makers reasons policy should be changed 		<p>Healthy Volusia Healthiest Weight Committee</p> <p>Champion(s):</p> <p>Lynn Kennedy Suzy Grubbs Cheryl Seleski</p>		<p>Policy changed</p>	

Strategy	Activities	Timeline	Person/s responsible	Resource requirement/ cost	Evaluation	Progress Tracking
<i>D. Increase the number of children participating in camp Fun & Fit</i>	1. Meet with County Leaders to determine plan for summer 2014 2. Secure grants or corporate sponsorships to expand the program 3. Raise awareness		Healthy Volusia Healthiest Weight Committee Champion(s): Swain Strickland Jill Piazza	Unknown	Increase the amount of students participating in Camp Fun & Fit by 50%	
<i>E. Increase the number of schools participating in Alliance for a Healthier Generationr USDA Schools Program (Policy Change)</i>	1. Survey what is already being implemented 2. Form work group to determine differences between the two programs, determine which program is best suited to Volusia County 3. Meet with stakeholders to determine how Healthy Volusia could assist schools 4. Increase schools participating in either program by 10%	1/15/14	Healthy Volusia Healthiest Weight Committee Champion(s): Bev Johnson Dr Sorensen	Unkown	Increase schools participating in either program by 10%	1. 10 schools are implementing AFHG standards

Strategic Issue Area: Obesity and Chronic Disease

Healthy Volusia Steering Committee Representatives: Bev Johnson (Volusia Flagler Family YMCA) and Susan Thornton (VITAS Innovative Hospice Care)

Goal 1: Increase the percentage of adults and children who are at a healthy weight
(SHIPAlignment: Strategic Issue Area #2 Chronic Disease Prevention, CD1)

Objective 1.2 Increase the percentage of adults who are at a healthy weight by 5% in 5 years.
Data Indicator: Adults who are obese (BMI greater than or equal to 30.0) (2010: Volusia 26.8%, Florida 27.2%)
Data Indicator: Adults who are overweight (BMI ranging from 25.0 to 29.9) (2010: Volusia 38.9%, Florida 37.8%)

Strategy	Activities	Timeline	Person/s responsible	Resource requirement/cost	Evaluation	Progress Tracking
A. Increase the number of community gardens	<ol style="list-style-type: none"> 1. Meet with UF IFAS extension agents to determine the cost, time and effort required to maintain a community garden 2. Find a 1 community willing to invest in a community garden 3. Secure funding or sponsorship for the community garden 4. Coordinate training of community members 5. Implement 1 community garden 		Healthy Volusia Healthiest Weight Committee Champion(s): Joe Sowards Dona DeMarsh		1 communiy garden is implemented and supported by the community	<ol style="list-style-type: none"> 3. Secured \$10,000 in funding for school and community gardens

Strategy	Activities	Timeline	Person/s responsible	Resource requirement/ cost	Evaluation	Progress Tracking
<i>B. Increase nutrition education in partnership with garden</i>	<ol style="list-style-type: none"> 1. Upon locating a community for a community garden, assess knowledge of diet and nutrition 2. Coordinate with health educators in the community address defeciencies in knowledge 3. Evaluate success of education 		<p>Healthy Volusia Healthiest Weight Committee</p> <p>Champion(s):</p> <p>Jill Piazza</p>		<p>100 people receive education per community garden</p>	
<i>C. Change policy prohibiting EBT SNAP at farmer's markets (OR increase vfresh produce available via SNAP)</i>	<ol style="list-style-type: none"> 1. Assess the number and location of EBT SNAP vendors that provide fresh produce 2. Meet with major farmer's markets leadership to determine road blocks for accepting SNAP/WIC 3. Assess possibility of changing policy to allow SNAP at farmers markets 4. Ask decision makers to make change with assistance 		<p>Healthy Volusia Healthiest Weight Committee</p> <p>Champion(s):</p> <p>Lisa Funchess</p>		<p>Policy Changed</p>	<ol style="list-style-type: none"> 1. Obtained list of all SNAP EBT Vendors

Strategic Issue Area: Obesity

Goal: Increase the percentage of adults and children who are at a healthy weight (SHIPAlignment: Strategic Issue Area #2 Chronic Disease Prevention, CD1)

Objective 1.2 Increase the percentage of adults who are at a healthy weight by 5% in 5 years.

Strategy	Activities	Timeline	Person/s responsible	Resource requirement/cost	Evaluation
<p><i>Increase awareness of principles, tools and resources available to promote healthy lifestyle choices through Creation Health</i></p>	<ul style="list-style-type: none"> • Lead Creation Health educational workshops in targeted areas • Provide free Creation Health educational materials to all participants of the educational workshops • Build database of participants / members • Provide free cholesterol tests and HbA1C • Evaluate knowledge of Creation Health principles via pre- post test scores 	<p style="text-align: center;">2014</p>	<p style="text-align: center;">Florida Hospital</p>		<p style="text-align: center;">Increase Creation Health post-test score of 75% in a minimum of 100 people</p>

Strategic Issue Area: Obesity

Goal: Increase the percentage of adults and children who are at a healthy weight (SHIPAlignment: Strategic Issue Area #2 Chronic Disease Prevention, CD1)					
Objective 1.2 Increase the percentage of adults who are at a healthy weight by 5% in 5 years.					
Strategy	Activities	Timeline	Person/s responsible	Resource requirement/cost	Evaluation
<i>Increase the amount of organizations offering worksite wellness programs in Volusia County</i>	• Form a council with the mission to increase members	5/31/13	Fun Coast Worksite Wellness Program		Increase the membership of Fun Coast Worksite Wellness by 50%
	• Create a website	7/31/13			
	• Develop resources and tools available to member organizations	12/31/13			
	• Provide 4 trainings annually to member organizations	12/31/14			
	• Actively promote worksite wellness programs	12/31/14			

Lets Move Volusia's YOUth

Goal: Objective: To address the problem of obesity among children and adolescents within a generation by creating healthy environments for children and families through policy, systems and environmental change.					
Objective 1.1 Increase the percentage of children who are at a healthy weight by 5% in 5 years.					
Strategy	Activities	Timeline	Person/s responsible	Resources / Cost	Evaluation
<i>Increase the number of Born Learning trails in Volusia County</i>	• Develop promotional toolkit to present to stakeholders	12/30/13	Lets Move Volusia's YOUth	\$1,250	Increase physical activity in youth at Born Learning locations by 10%
	• Meet with 10 interested stakeholders to promote the Born Learning trail	5/30/13			
	• Obtain funding for two trails	7/30/14			
	• Assist implementing the trail	12/30/14			
	• Raise awareness and promote the trail	3/31/15			
	• Evaluate trail usage	8/31/15			

<i>Increase the amount of providers prescribing a healthy diet and exercise</i>	<ul style="list-style-type: none"> • Evaluate prescription pad resources 	12/30/13	Let's Move Volusia's YOUth	Unknown	Increase physical activity of participating providers' patients by 5%
	<ul style="list-style-type: none"> • Identify stakeholders and providers 	13/30/13			
	<ul style="list-style-type: none"> • Meet with stakeholders 	4/30/14			
	<ul style="list-style-type: none"> • Secure funding and print prescription pads 	8/31/14			
	<ul style="list-style-type: none"> • Evaluate results of intervention 	8/31/15			
		8/31/15			Increase amount of vegetables consumed by participating providers patients by 5%

Strategic Area Issue: Access to Care

Proposed Goal: Increase residents understanding of healthcare resources and options (FL SHIP Strategic Issue Area #4: Access to Care, Goals: AC1, AC2)

Objective 1.1 Increase usage of the 211 referral system

Strategy	Activities	Timeline	Person/s responsible	Resource /cost	Evaluation
<i>Improve the referral system</i>	• Meet with stakeholders to assess the state of the referral system	12/30/2013	Access Committee	Unknown	Increase usage of 211 for health related needs by 25%.
	• Determine what solutions would improve the referral system	4/30/14			
	• Determine funding and resources necessary to improve referral system	4/30/14			
	• Develop and implmenet a plan to improve the referral system	8/31/14			
	• Evaluate results of intervention	12/30/15			
<i>Raise awareness about referral system</i>	• Meet with stakeholders to assess the market penetration of 211 advertising	12/30/13	Access Committee	Unknown	Increase usage of 211 for health related needs by 25%.
	• Develop and implement intrevention to improve market penetration and saturation	8/31/14			
	• Evaluate results of intervention	12/30/15			

<i>Encourage organizations to adopt policy for updating 211</i>	<ul style="list-style-type: none"> • Meet with stakeholders to determine how effective organizations are at updating their organization information with the 211 system • Develop and implement intervention to have organizations adopt a policy to update the 211 system regularly • Evaluate results of intervention 	12/30/13	Access Committee	Unknown	Increase organizations that have a policy to update 211 by 50%
		4/30/14			
		12/30/14			
Objective 1.1 Increase healthcare access to the working poor					
<i>Expand access to healthcare for the working poor through Jesus Clinic</i>	<ul style="list-style-type: none"> • Sponsor medical care and provide volunteers to the Jesus Clinic 	2014	Florida Hospital	Unknown	# of people referred # of patients treated