

Community Health Improvement Plan

June 2017

Palm Beach County, Florida



PALM BEACH COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

JUNE 2017



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EXECUTIVE SUMMARY

The Palm Beach County Advisory Council was established in October 2016 with the goal of improving the quality of life and health status of Palm Beach County residents. From October through December 2016, the diverse group of stakeholders met to extensively review and discuss data and information to help guide and inform future planning efforts. The Palm Beach County Community Health Assessment (CHA) report was developed and detailed this portion of the process.

In February 2017, the Advisory Council reconvened to better understand the current and emerging needs of residents and to outline a plan to address those needs. Through a series of meetings facilitated by the Health Council of Southeast Florida (HCSEF), the stakeholders assessed, prioritized and developed a plan to address the needs in the community. This report, the Palm Beach County Community Health Improvement Plan (CHIP), is the product.

ACKNOWLEDGEMENTS

The Health Council of Southeast Florida would like to thank the Florida Department of Health in Palm Beach County and the Health Care District in Palm Beach County for the assistance, guidance and funding support for this Community Health Improvement Plan. We'd like to give a special thank you to the Quantum Foundation, Inc. for the use of their venue. Furthermore, we would like to extend our sincere appreciation and gratitude to the diverse community members who participated and contributed to this comprehensive body of work, as well as their compassion and dedication to improve the health and wellbeing of Palm Beach County residents.

Community collaboration and partnership are essential to both the Community Health Assessment and the Community Health Improvement Plan. Participation from a broad spectrum of community members is paramount when identifying health priorities and developing a comprehensive, community-wide plan to address them. Proactive and diverse community engagement improves results through the shared commitment to improve the health and quality of life of Palm Beach County residents.

Participating Organizations: Palm Beach County Advisory Council

211 Palm Beach/Treasure Coast Area Agency on Aging	Judy Goodman, P.A.
CareerSource Palm Beach County	Jupiter Medical Center
Caridad	Lakeside Health Advisory Board Members
Children's Home Society	Palm Beach County
Children's Services Council of Palm Beach County	Palm Beach County Food Bank
Community Partners	Palm Beach County League of Cities, Inc.
Families First	Palm Beach County Medical Society
Farris Foundation	Palm Healthcare Foundation
Florida Community Health Centers, Inc.	Palm Tran
Florida Department of Health in Palm Beach County	School District of Palm Beach County
FoundCare	Southeast Florida Behavioral Health Network
Genesis Community Health	St. Mary's Medical Center
Glades Initiative	Tabernacle Missionary Baptist Church
Health Care District of Palm Beach County	United Way Palm Beach County
Homeless Coalition of Palm Beach County	University of Florida/ IFAS Extension
Jerome Golden Center for Behavioral Health	YMCA of South Palm Beach County

INTRODUCTION

In 2016, the Health Care District of Palm Beach County and the Florida Department of Health in Palm Beach County enlisted the Health Council of Southeast Florida to assist in the facilitation of a county-wide collaborative Community Health Assessment. During this process, data was collected, analyzed and reviewed to aid in the identification of health priorities in the community.

The information was used to develop the Community Health Improvement Plan, which focuses on improving the health and quality of life of the residents in Palm Beach County by identifying and utilizing community resources efficiently. The following CHIP report identifies goals, objectives, strategies, and actions for each of the priority areas identified by the CHIP Advisory Council:

- Mental and Behavioral Health
- Active Living and Healthy Lifestyles
- Access to Care and Services

It is important to note that there were several other areas that emerged, and though they are not addressed in the CHIP, they are nonetheless important and, if possible, should be considered during future health planning activities in the community. The Advisory Council stressed the importance of identifying and reaching underserved populations to address health disparities. Engaging the community on their level, in a meaningful way, was also emphasized.

The CHIP is a result of collaborative planning by dedicated stakeholders. It provides a detailed, executable plan to address the health priorities and to monitor and evaluate progress towards goals to improve the health and quality of life of Palm Beach County residents.

PALM BEACH COUNTY SNAPSHOT

DEMOGRAPHIC AND SOCIOECONOMIC PROFILE

- In 2014, there were 1,359,074 individuals residing in Palm Beach County, representing 7.0% of Florida's total population.
- In 2014, over a quarter (25.6%) of Palm Beach County residents were 62 years and over.
- In 2014, 20% of the population in the county identified as Hispanic or Latino.
- In 2014, 29.4% of Palm Beach County residents reported speaking a language other than English at home; 43.9% of those individuals were reported to speak English less than "very well."
- In 2014, 14.6% of individuals residing in Palm Beach County lived below the poverty level.
- During the 2014-2015 academic school year, Palm Beach County School District reported 3,750 students as homeless, an increase of 25.4% from the previous school year.
- During the 2014-2015 academic school year, Palm Beach County had a high school graduation rate of 79.4%, slightly higher than the state's rate of 77.9%
- In 2014, Palm Beach County had an unemployment rate of 10.8%.

HEALTH STATUS PROFILE

- In 2015, Palm Beach County had a rate of 76.3 births to mothers with 1st trimester prenatal care, 3.0 lower than Florida.
- Almost a quarter (22.9%) of all births in 2015 received Inadequate or Intermediate Prenatal Care per the Kotelchuck Index.
- In 2015, 44.7% of the births were to overweight or obese mothers at the time pregnancy occurred.
- In 2015, Palm Beach County had a birth rate of 10.8, lower than the rate of Florida.
- The infant death rate and fetal death rate in Palm Beach County shows health inequities and disparities between different races and ethnicities.
- In 2012, in Palm Beach County 38.0% of high school students reported having used alcohol in the past 30 days, 4.1% higher than Florida.
- In 2015, the age-adjusted suicide death rate in Palm Beach County was 15.7, slightly higher than the rate in Florida (14.6).
- During 2014, in Palm Beach County, the rate of hospitalizations from congestive heart failure was 75.5, higher than the rate in Florida by 13.
- The age-adjusted cancer incidence in Palm Beach County in 2013 was considerable higher in individuals identifying as Black and Other than in individuals identifying as White, 623.2 versus 241.3 respectively.
- In 2013, 40.2% of adults in Palm Beach County reported being overweight.
- In 2015, the age-adjusted death rate was 586.7 in Palm Beach County.
- During 2015, Palm Beach County had a higher rate of deaths from unintentional injuries than the state with rates of 51.6 and 46.2 respectively.

HEALTH RESOURCES AVAILABILITY AND ACCESS

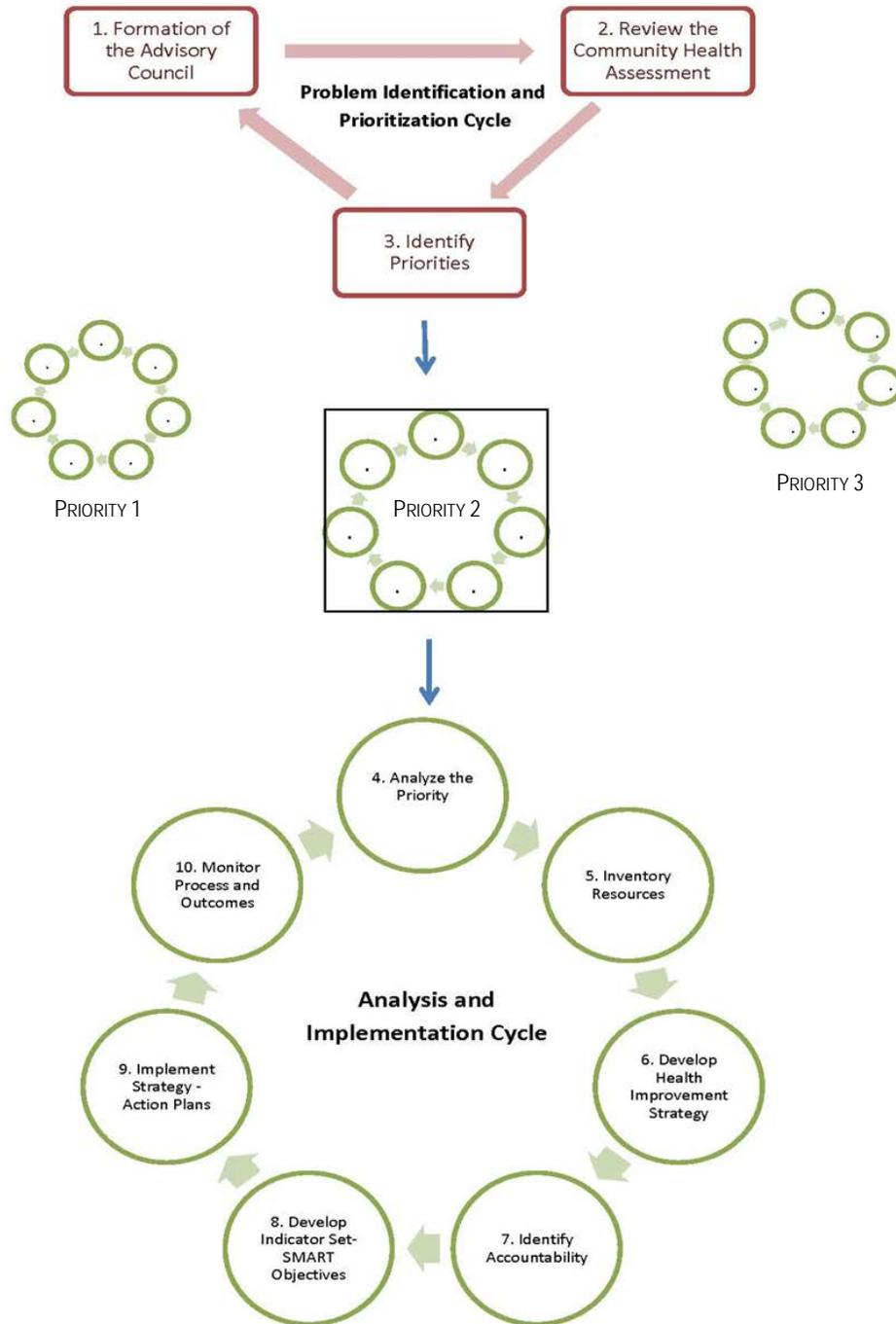
- In 2015-2016, the rate of total licensed Florida physicians in Palm Beach County was 303.6 per 100,000, which was higher than the rate for the entire state (249.0 per 100,000).

- In Palm Beach County, there are a total of twelve primary care health professional shortage areas, seven dental care health professional shortage areas and four mental health care health professional shortage areas.
- Palm Beach County has eight populations designated as medically underserved populations.
- 19.2% of individuals residing in Palm Beach County were uninsured in 2014.
- Palm Beach County has 14 hospitals and 1 Veterans Administration Medical Center.

COMMUNITY PERSPECTIVE

- A Local Public Health System Assessment was conducted in 2016 in Palm Beach County.
- 14 focus groups were conducted in various areas throughout the county. The following sub-groups of the population were recruited: individuals residing in the Glades communities, residents over the age of 65 years, youth, the homeless, individuals with disabilities, and residents that speak a language other than English primarily (Haitian-Creole and Spanish.)
- A total of 21 interviews were conducted with key informants.

PALM BEACH COUNTY COMMUNITY HEALTH ASSESSMENT AND COMMUNITY HEALTH IMPROVEMENT FRAMEWORK



Adapted from Institute of Medicine's Community Health Improvement Process

THE FRAMEWORK: A COMMUNITY HEALTH IMPROVEMENT MODEL

Beginning in August 2016, the Florida Department of Health in Palm Beach County and the Health Care District of Palm Beach County engaged the Health Council of Southeast Florida to lead and facilitate the CHA and CHIP processes.

Problem Identification and Prioritization

Step 1: With the help of the Florida Department of Health in Palm Beach County and the Health Care District of Palm Beach County, the Health Council of Southeast Florida identified community members that would be invited to participate on the Palm Beach County Advisory Council. In order to ensure broad representation on the Council, a matrix was used during the identification process.

In August 2016, HCSEF facilitated a series of two meetings utilizing the Local Public Health System Assessment (LPHSA), an instrument developed by the Centers for Disease Control (CDC). The first meeting was the internal LPHSA, which was attended by only Health Department and Health Care District staff members. At the next meeting, various community leaders and stakeholders convened to complete the second and final portion of the assessment tool.

Step 2: The Advisory Council met for a total of four meetings during the months of October, November and December 2016. During these meetings, meeting participants extensively reviewed both quantitative data and qualitative data specific to Palm Beach County. The quantitative data, or secondary data, was composed of indicators related to the demographic and socioeconomic characteristics of residents, as well as the health status and health resource availability. The primary data, or qualitative data, was information compiled from the LPHSA, the focus groups and the key informant interviews. In December of 2016, the Community Health Assessment was finalized.

Analysis and Implementation

Step 3: In February 2017, the Advisory Council reconvened for a series of six meetings to develop the CHIP. Members were asked to discuss what Palm Beach County would look like if it were 'healthy' and to define what 'healthy' meant to them. After thoroughly reviewing data that had been presented during the CHA process, Council members participated in a series of exercises to identify and select priorities that would become the focus of the CHIP.

The Council identified and discussed a number of possibilities, but elected to move forward with three CHIP priorities: Mental and Behavioral Health, Active Living and Healthy Lifestyles, and Access to Care and Services.

Steps 4-8: Once the priorities were defined by the Advisory Council, a Root Cause Analysis exercise was conducted. Advisory Council members were asked to explore each priority's underlying causes. The information that was collected from this exercise aided in the development of goals, objectives and strategies. With the help of the Health Department, HCSEF worked to refine the objectives and goals to ensure they were S.M.A.R.T. The Advisory Council did not identify any specific policy changes to be included in the CHIP at this time. Opportunities for policy change will be evaluated at semi-annual Advisory Council meetings.

Steps 9-10: The remaining two steps, the Implementation and Monitoring of the CHIP process and outcomes will be ongoing throughout the term of the CHIP (2017-2021).

COMMUNITY HEALTH IMPROVEMENT PLAN TIMELINE

August 2016	The internal and external Local Public Health System Assessment was completed
September 2016	Invitations sent to potential Palm Beach County Advisory Council members
September-November 2016	Collection of the community's perspective through facilitation of 14 focus groups and 21 key informant interviews conducted
October 18, 2016	First meeting of the Palm Beach County Advisory Council and review of Part I of the quantitative data
November 4, 2016	Second meeting of the Palm Beach County Advisory Council and review of Part II of the quantitative data
November 18, 2016	Third meeting of the Palm Beach County Advisory Council and review of Part III of the quantitative data
December 15, 2016	Fourth meeting of the Palm Beach County Advisory Council and review of the qualitative data
December 2016	Development of the Palm Beach County Community Health Assessment report
January 2017	Invitations were sent to re-engage Advisory Council Members
February 21, 2017	Fifth meeting of the Palm Beach County Advisory Council and 'Trigger Report' review of data from the CHA
March 13, 2017	Sixth meeting of the Palm Beach County Advisory Council and identification of priority areas
March 29, 2017	Seventh meeting of the Palm Beach County Advisory Council and refinement of priority areas
April 11, 2017	Eighth meeting of the Palm Beach County Advisory Council and root cause analysis of priority areas
April 24, 2017	Ninth meeting of the Palm Beach County Advisory Council and begin developing activities to develop goals and objectives
May 8, 2017	Tenth meeting of the Palm Beach County Advisory Council and review and refine plan
June 2017	Internal discussion with HCSEF and Health Department to further refine CHIP
June 2017	Development of the Palm Beach County Community Health Improvement Plan report

COMMUNITY HEALTH IMPROVEMENT PLAN IMPLEMENTATION

The Palm Beach County Community Health Improvement Plan is a five-year systematic plan to address health priorities that were identified during the Community Health Assessment. The plan focuses on the top three priorities identified by the Advisory Council and defines specific goals, strategies, objectives, activities and measures related to these areas.

The intervention strategies in the CHIP attempt to:

- Address the underlying causes of the identified priorities
- Utilize data to identify priorities and measure the impact and progress of interventions
- Outline approaches that are realistic in the community given the time and resources
- Develop an action plan that can have wide-reaching community-wide impact
- Detail measurable objectives to evaluate progress
- Engage community members
- Support ongoing initiatives and efforts underway in the community
- Implement evidence-supported models for community health improvement
- Focus on improving health factors and outcomes in Palm Beach County

STRATEGIC PRIORITIES AND ACTION PLANS

MENTAL AND BEHAVIORAL HEALTH – WHY ADDRESS IT?

The overall well-being of a community is at risk when support services are not in place to adequately address the mental and behavioral health needs of its residents. The impact of mental and substance use disorders negatively affects all aspects of a community, including human suffering, vulnerability to abuse, lower quality of life, comorbidities, decreased life expectancy, increased poverty levels, safety concerns and more.

The Palm Beach County Advisory Council recognizes that mental and behavioral health are important parts of a healthy community. Having a strong mental and behavioral public health system promotes individuals to reach their full potential and be fully contributing members of society. According to the Substance Abuse and Mental Health Services Administration, SAMHSA, “Studies show that most people with mental health problems get better, and many recover completely.”¹ With the right support, access to care and rehabilitation, many people who suffer from mental and behavioral issues will progress to a healthy condition.

A strong mental and behavioral public health system provides effective strategies and preventative measures to positively influence members of a community. Specific actions can be taken to increase the number of Palm Beach County residents who are helped. Residents directly benefit from expanding the number of peer support services. Additionally, mental health first aid trainings have been proven effective at decreasing stigmatization of mental and behavioral health illnesses, increasing referrals to mental health services, and benefiting both the attendees and the people they help. Educating a community about mental and behavioral health through marketing, social media and public service announcements offers additional approaches to decreasing the stigma associated with mental and behavioral illnesses.

According to the Florida Behavioral Health Association, Palm Beach County had 4,855 overdoses between January and October 2016 with over \$41 million in public payer, opioid related, hospital charges.² With such a high number of residents suffering with mental health illnesses, including substance use disorders, action is needed. In a determined effort to improve the health of residents of Palm Beach County, the Advisory Council has established Mental and Behavioral Health as a priority.

¹ [https://www.mentalhealth.gov/talk/community-conversation/Information%20Brief%20remediated%20\(2\)-1.pdf](https://www.mentalhealth.gov/talk/community-conversation/Information%20Brief%20remediated%20(2)-1.pdf)

² http://www.fadaa.org/links/Opioid%20Media%20Kit_FINAL.pdf

TABLE 1: MENTAL AND BEHAVIORAL HEALTH

Goal 1: Improve mental and behavioral health through prevention and by ensuring access to appropriate, quality services.			
Objective 1.1: Decrease the age-adjusted suicide rate in Palm Beach County from 15.7 to 14.6 by December 31, 2021			
Strategy 1.1.1: Increase community education to promote early identification of mental and behavioral health needs			
Activities	Lead	Process Measures	Data Sources
Increase the number of community members trained in Mental Health First Aid	Healthier Together (Healthier Neighbors), Southeast Florida Behavioral Health Network, Jewish Family Services	Number of community members trained	Healthier Together (Healthier Neighbors), Southeast Florida Behavioral Health Network, Jewish Family Services
Develop a community campaign to reduce the stigma surrounding mental and behavioral health	Palm Healthcare Foundation Patrick McNamara	-Selection of campaign -Identification of target population -Frequency and coverage of campaign	Palm Healthcare Foundation
Develop messaging (slogans, marketing strategy, social media, etc.) pertaining to mental and behavioral health	Healthier Together Abby Goodwin	Number of messages	Healthier Together
Increase the number of screenings offered in the community	Healthier Together Abby Goodwin	Number of screenings	Healthier Together
Objective 1.2: Decrease the number of emergency department visits with a principal diagnosis grouping of Mental, Behavioral and Neurodevelopmental Disorders from 19,031 to 16,500 by December 31, 2021			
Strategy 1.2.1: Promote and implement evidence-based community-wide initiative to reduce alcohol abuse and substance use in the county			
Activities	Lead	Process Measures	Data Sources
Expand opportunities for Peer Mentors and Community Health Workers to be trained and funded	Southeast Florida Behavioral Health Network	Number of peer support services	Southeast Florida Behavioral Health Network
Develop a Support Group Directory so that families know where to seek help and support	211 Palm Beach/Treasure Coast, Mental Health Association	-Development of format -Collection of data on support groups -Development of prototype	211 Palm Beach/Treasure Coast, Mental Health Association
Increase capacity for case management and aftercare case management utilizing Recovery Oriented System of Care and Wraparound	Southeast Florida Behavioral Health Network	-Number of providers trained in Recovery Oriented System of Care and Wraparound -Number of providers utilizing Recovery Oriented System of Care and Wraparound	Southeast Florida Behavioral Health Network

BEST PRACTICES AND EVIDENCE-SUPPORTED INITIATIVES

Crisis Intervention Training

The Crisis Intervention Team (CIT) Program is a collaboration of professionals committed to assisting persons with behavioral health disorders (mental illness, developmental disabilities, Alzheimer's disease and addictive disease). This collaboration includes local members of the National Alliance on Mental Illness (NAMI), mental health service providers, family members, and law enforcement officers. The most important aspect of the CIT Program is the training provided to law enforcement officers³.

Mental Health First Aid

Mental Health First Aid is an adult public education program designed to improve participants' knowledge and modify their attitudes and perceptions about mental health and related issues, including how to respond to individuals who are experiencing one or more acute mental health crises (i.e., suicidal thoughts and/or behavior, acute stress reaction, panic attacks, and/or acute psychotic behavior) or are in the early stages of one or more chronic mental health problems (i.e., depressive, anxiety, and/or psychotic disorders, which may occur with substance abuse).⁴

Trauma-Informed Care

A trauma-informed approach reflects adherence to six key principles rather than a prescribed set of practices or procedures. These principles may be generalizable across multiple types of settings, although terminology and application may be setting- or sector-specific:

1. Safety
2. Trustworthiness and Transparency
3. Peer support
4. Collaboration and mutuality
5. Empowerment, voice and choice
6. Cultural, Historical, and Gender Issues⁵

Trauma-Informed Schools

In a trauma-informed school, the adults in the school community are prepared to recognize and respond to those who have been impacted by traumatic stress. Those adults include administrators, teachers, staff, parents, and law enforcement. In addition, students are provided with clear expectations and communication strategies to guide them through stressful situations. The goal is to not only provide tools to cope with extreme situations but to create an underlying culture of respect and support⁶.

³ <https://namipbc.org/crisis-intervention-training/>

⁴ <http://www.mentalhealthfirstaid.org>

⁵ <https://www.samhsa.gov/nctic/trauma-interventions>

⁶ <https://traumaawareschools.org/traumainSchools>

COMMUNITY RESOURCES AND INITIATIVES

Birth to 22

- Birth to 22 United for Brighter Futures is also concerned with how programs and services supporting Palm Beach County's children and youth support broader community and family outcomes that we are critical to their success. These community context outcomes are (a) Improve healthy, safe, permanent and nurturing environments and (b) ensuring effective parenting.

Healthier Together Initiative

- Healthier Together is a community-driven, placed-based approach that emphasizes the partnership between the communities and Palm Healthcare Foundation to work hand in hand to building organizational and individual capacities, infrastructure, programming and services in Palm Beach County. Three priority areas guide the initiative's work: diabetes prevention and management, behavioral health and family caregiving⁷.

Mental Health Association of Palm Beach County

- Works to improve mental wellness and eliminate stigma in our community through education, advocacy, and by improving access to integrated behavioral health services

National Alliance on Mental Illness of Palm Beach County

- The National Alliance on Mental Illness of Palm Beach County is an organization dedicated to providing support, education and advocacy with the goal to empower persons with mental illness and their families.

Southeast Florida Behavioral Health Network

- Network system of care that oversees funding designated by the state of Florida to help individuals in need of behavioral health care

⁷ <http://healthiertogetherpbc.org/about/#background>

ACTIVE LIVING AND HEALTHY LIFESTYLES – WHY ADDRESS IT?

Communities such as Palm Beach County are heavily burdened with the effect chronic diseases and conditions have on their population. The cost, both measurable and immeasurable, is tremendous. Unhealthy lifestyle behaviors are the underlying cause of many chronic diseases and conditions, which could be lessened or prevented by increasing healthy behaviors. To influence a change, it is appropriate and important for the public health sector to encourage all members of the population to increase healthy behaviors while decreasing high-risk behaviors. Healthy behaviors, such as being active and exercising, as well as eating a healthy diet, are proven to increase life expectancy, decrease chronic conditions, and prevent disease.

The Palm Beach County Advisory Council has identified various conditions and deficiencies in their population that could be improved through the promotion of active living and healthy lifestyles. The Council recognizes the importance of addressing issues effecting a majority of the population, such as a high body mass index. For example, 60.1% of the adult residents of Palm Beach County are overweight or obese. Obesity is a preventable condition that is linked to health conditions such as heart disease, stroke, diabetes, gallbladder disease, osteoarthritis, gout and some cancers. Encouraging the community to adopt more healthy behaviors and a healthy lifestyle can go a long way in preventing many of these diseases and conditions.

Helping all members of a community is challenging and requires attention to cultural differences and overcoming language barriers. In addition, efforts to address the needs of different subpopulations need specific targeted engagement and support. Subpopulations such as pregnant women and infants could benefit from campaigns to promote health and decrease infant mortality. Other hazards could be addressed by promoting measures and activities that decrease exposure and infection rates. Concentrating efforts on educating and supporting these subpopulations is an important component of the overall goal to increase the health of the entire community.

The benefits to an active and healthy lifestyle are well documented. Healthy lifestyle choices combat disease, prevent unhealthy weight gain, improve mood and boost energy. Palm Beach County has an opportunity to improve the health of their community by supporting campaigns to educate, promote and encourage healthy lifestyle behaviors. The advantages are clear and the Palm Beach County Advisory Council has identified active living and healthy lifestyles as a priority for their community.

TABLE 2: ACTIVE LIVING AND HEALTHY LIFESTYLES

Goal 2: Promote health and reduce disease risk through healthy lifestyles.			
Objective 2.1: Decrease the percentage of adult residents in Palm Beach County who are overweight or obese from 60.1% to 58.6% by December 31, 2021.			
Strategy 2.1.1: Develop and promote consistent information and campaigns/initiatives to residents on healthy choices through education and outreach.			
Activities	Lead	Process Measures	Data Sources
Expand existing community campaigns promoting activity and exercise using 5210.	DOH-Palm Beach Sharon Greene	Number of hits on 5210 website (5210letsgo.com)	FL Health Charts 5210 website analytics
Expand the number of municipalities recognized as Healthy Weight Communities	DOH-Palm Beach Sharon Greene	Number of FDOH Healthy Weight Community Challenge awardees (increase from 3 to 10 by December 2021)	FDOH (healthiestweightflorida.com/recognition)
Expand existing community campaigns promoting activity and exercise using Let's Move	Palm Healthcare Foundation Abby Goodwin	Total minutes logged for Let's Move annually	Palm Healthcare Foundation (letsmovepbc.org)
Objective 2.2: Maintain the rate of mothers who initiate breastfeeding at Healthy People 2020 Goal of 81.9% through December 31, 2021			
Strategy 2.2.1: Implement a program that will increase education of mothers on the importance of breastfeeding			
Activities	Lead	Process Measures	Data Sources
Develop and distribute materials to educate mothers on the importance of breastfeeding	DOH- Palm Beach WIC Usleur Cook	Number of educational materials distributed	DOH-Palm Beach Nutrition Education Activity Report (NEAR)
Establish partnerships with health care providers	DOH- Palm Beach WIC Usleur Cook	-Number of partnerships -Database of community partners	DOH-Palm Beach WIC
Objective 2.3: Increase the education and awareness of Zika virus control and prevention in the community.			
Strategy 2.3.1: Promote initiatives and campaigns to control and prevent Zika virus through education and communication.			
Activities	Lead	Process Measures	Data Sources
Expand distribution of materials to educate the public about Zika virus prevention methods	DOH-Palm Beach Public Information Office Tim O'Connor	Drain and Cover messages distributed per calendar year	DOH-Palm Beach
Develop a Zika virus prevention model that could be implemented in Palm Beach County municipalities	Zika Task Force - Palm Beach Civic Association Judy Goodman	-Identification of target population -Identification of educational opportunity -Partner with League of Cities	Zika Task Force - Palm Beach Civic Association

Objective 2.3: By December 31, 2019, reduce the three-year rolling rate of black infant mortality from 8.2 (2012-2014) to 8.0 per 1,000 live births.			
Strategy 2.3.1: Promote initiatives and campaigns to decrease the rate of infant mortality through education and outreach in the community.			
Activities	Lead	Process Measures	Data Sources
Identify specific subpopulations for campaigns	DOH-Palm Beach Sharon Greene	Analysis of sub-county data	FL Department of Health, Bureau of Vital Statistics
Promote and facilitate the Protective Factors Process with women of childbearing age living in the census tract with the highest infant mortality rate.	DOH-Palm Beach Sharon Greene	Demonstrate an increase in the Protective Factor score after participation in the program	DOH-Palm Beach WIC

BEST PRACTICES AND EVIDENCE-SUPPORTED INITIATIVES

5-2-1-0, Let's Go!

Let's Go! is a nationally recognized childhood obesity prevention program. Our goal is to increase physical activity and healthy eating for children from birth to 18 through policy and environmental change. *Let's Go!* works in six settings to reach families where they live, learn, work and play to reinforce the importance of healthy eating and physical activity. The 5-2-1-0 message is used consistently across all settings. This consistent message is an important part of our strategy in helping people make healthy eating and physical activity choices⁸.

Healthy Eating and Physical Activity

Healthy Eating and Physical Activity (HEPA) teaches children how to make healthy food choices and to enjoy physical activity, contributing to their social and physical development. The HEPA standards are based, in part, on years of research done in collaboration with the Harvard School of Public Health, the University of Massachusetts at Boston, the Healthy Out-of-School Time Coalition (HOST) and the National Institute on Out-of-School Time (NIOST). Built on a foundation of these external resources and the experience of YMCAs across the nation, the standards represent the most effective way to create healthy environments in out-of-school-time settings⁹.

Diabetes Prevention Program

The Diabetes Prevention Program is a year-long, group based program set in a small classroom and teaches participants how healthy eating, physical activity and behavior changes, reducing stress, problem solving, can benefit your health. This program is based on the Centers for Disease Control and Prevention's National Diabetes Prevention Program curriculum.

COMMUNITY RESOURCES AND INITIATIVES

Birth to 22

- Birth to 22 United for Brighter Futures is concerned with how programs and services supporting Palm Beach County's children and youth support broader community and family outcomes that are critical to their success. These community context outcomes are (a) Improve healthy, safe, permanent and nurturing environments and (b) ensuring effective parenting.

Breastfeeding Coalition of Palm Beach County

- The Coalition includes individuals representing maternal/child health agencies, hospitals, childbirth educators, lactation consultants, non-profit organizations, businesses, health care professionals, and breastfeeding mothers. The Coalition has successfully completed many projects in our continuing effort to raise public awareness of the many benefits of breastfeeding.

Diabetes Coalition Palm Beach County

- The Diabetes Coalition of Palm Beach County is a voluntary nonprofit alliance of healthcare organizations and community partners working together to prevent diabetes and improve the lives of people living with the

⁸ <http://www.floridahealth.gov/%5C/programs-and-services/prevention/healthy-weight/index.html>

⁹ <http://www.ymca.net/hepa/>

disease and those who are touched by it through: education, awareness, quality services management, and advocacy.

Healthiest Weight

- In 2013 the Department of Health launched the Healthiest Weight Florida initiative. Healthiest Weight Florida brings together state agencies, not for profit organizations, businesses, and entire communities to help Florida's children and adults make consistent, informed choices about healthy eating and active living¹⁰.

Hunger Relief Plan

- A partnership between the United Way of Palm Beach County and the administrative leadership at Palm Beach County to address food insecurity in the county. Development of the plan was a collaborative effort involving over 60 agencies in the community¹¹.

Prevention, Education, and Treatment Program

- The Caridad Center's P.E.T. Program takes a comprehensive approach to the prevention, education, and treatment of chronic diseases. It delivers family-centered, culturally competent care, and provides early detection, treatment, and health education to low-income residents who have, or are at-risk for chronic diseases, such as: diabetes, high cholesterol, high blood pressure, and obesity.

Silver Sneakers

- Silver Sneakers is a free fitness program for seniors that includes unlimited access to every participating gym and fitness center in the network.

Wellness Task Force

- The mission of the Wellness Task Force is to create an educational forum that allows the Palm Beach County School District and community partners to successfully collaborate in the promotion of healthier lives. With the District's ultimate goal of improving student performance, the direction of the Wellness Promotion Task Force is to encourage a proactive approach to holistically address the health, wellness, and safety of all school children, staff, parents, and the community.

Women, Infants, and Children

- The Women, Infants, and Children (WIC) program provides comprehensive nutrition services, individual nutritional assessment and counseling, group nutrition classes, in-service trainings and other services to eligible participants.

¹⁰ <http://www.letsgo.org/>

¹¹ <http://www.unitedwaypbc.org/hunger>

ACCESS TO CARE AND SERVICES – WHY ADDRESS IT?

Residents of Palm Beach County have wide-ranging and comprehensive health services available. Unfortunately, a large number of residents are unaware of what services are accessible, if they are eligible to use them, and how to take advantage of these much needed services. There are thousands of residents, who if only given the proper information and guidance, could avail themselves of the opportunity to access and properly utilize this broad range of community services. Many barriers prevent access to services, but the most problematic could be the lack of awareness of the general population to even consider community services as an option. Some residents believe that services are only available for a select subpopulation, or for a very restricted set of problems. A suicidal teenager, a grieving widower, an unemployed parent, a caregiver of a sick relative, a victim of abuse, a recently diagnosed patient or a visually impaired person might not realize there are services available to help them, and so they do not reach out. When residents are aware of the services available in their community and educated on how to access the services, their health and quality of life will benefit.

Healthy People 2020 identified access to services as an important component to promoting and maintaining health, preventing and managing disease, reducing unnecessary disability and premature death, and achieving health equity.¹² The Palm Beach County Advisory Council appreciates this difficult situation and determined that improving access to comprehensive, quality care and services is a high priority. In order to reach a large-scale audience, outreach efforts must be wide-spread, varied and customized to the various subpopulations. Materials in multiple formats, settings and languages must be developed. In addition, the ethnic, socioeconomic, cultural, and social make-up of the community must be taken into consideration when addressing gaps and knocking down barriers.

Finding the right information at the right time is challenging and residents benefit when appropriate and accurate information is made easily available. Currently, some community services are underutilized and an opportunity exists for community based organizations to develop partnerships and promote awareness amongst themselves to guide the populations they serve. Improving access to information by developing a community resource inventory, will allow providers, employees, patients and clients from one location to be better informed about services available through another organization. Information-based community referral resources, like 211, need to be supported in their efforts to promote their resources and to reach a larger audience. When partnerships form, referrals increase, outreach efforts expand, and more residents are helped. A community that is well informed about the resources available will benefit greatly and become a healthier community overall.

¹² <https://www.healthypeople.gov/2020/topics-objectives/topic/Access-to-Health-Services>

TABLE 3: ACCESS TO CARE AND SERVICES

Goal 3: Improve access to comprehensive, quality care and services.			
Objective 3.1: Decrease the rate of preventable hospitalizations under 65 from all conditions from 1,124.4 to 1,108.4 per 100,000 by December 31, 2021			
Strategy 3.1.1: Promote a community-wide initiative to educate residents about the existing services and how to access/utilize them.			
Activities	Lead	Process Measures	Data Sources
Promote 211 in the community	211 Palm Beach/Treasure Coast	211 Calls 211 Website Utilization	211 Palm Beach/Treasure Coast
Develop and promote a community resource inventory	211 Palm Beach/Treasure Coast	211 Resource Directory	211 Palm Beach/Treasure Coast
Assess transportation routes to identify gaps and barriers	Palm Beach MPO	Transportation assessment	US 1 Multimodal Corridor Study

BEST PRACTICES AND EVIDENCE-SUPPORTED INITIATIVES

Health Communication Campaigns

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

Mass media (e.g., television, radio, billboards)

Small media (e.g., brochures, posters)

Social media (e.g., Facebook®, Twitter®, web logs)

Interpersonal communication (e.g., one-on-one or group education).

A review of 22 published scientific studies found that "a health communication campaign that uses messages to increase awareness of, demand for, and appropriate use of the product. The messages must be delivered through multiple channels, one of which must be mass media, to provide multiple opportunities for exposure."¹³

'No Wrong Door'

People in need of health services through city, county, or local agencies may also be in need of additional social and health services. Health and human services providers want to ensure that intake and referral for health services is streamlined across multiple agencies and departments. The idea being that no matter where people enter the system, they can easily gain access to health and human services they need. This is part of the intention behind the "No Wrong Door" policy that's included in the Patient Protection and Affordable Care Act (ACA).¹⁴

COMMUNITY RESOURCES AND INITIATIVES

211 Palm Beach/Treasure Coast

- 211 is a community helpline and crisis hotline that provides suicide prevention, crisis intervention, information, assessment, and referral to community services for people of all ages. Staff provide information on available social services, community services and resources that include food assistance, medical clinics, foreclosure prevention, parenting info on developmental concerns (Help Me Grow) & special needs, senior services that include free "Sunshine" daily calls, services for teens, and more.

Community Health NETWORK

- The intent of the Community Health NETWORK is to achieve an integrated, highly effective primary care system that will improve the health and well-being of the Palm Beach County population through providing a forum for exchange of ideas, collaborations, program development, and assessment. This partnership between organizations and community leaders began as a countywide safety-net medical provider network with the goal of maximizing and leveraging health care safety-net resources in order to increase access to health care.

¹³ www.thecommunityguide.org/healthcommunication/campaigns.html.

¹⁴ www.socialinterest.org/pdfs/ACAs_No_Wrong_Door_Policy_Horizontal_Integration.pdf

Special Needs Advisory Coalition (SNAC) of Palm Beach County

- Over 140 participants representing more than 60 private, public, and civic organizations, as well as parents, have come together to discuss their experiences, concerns, ideas and solutions related to special needs and disability.

Glades Initiative

- A local source selected to identify and coordinate the health and human service needs of the community, as well as develop and encourage collaborative relationships to collectively address the community's needs.

Federally Qualified Healthcare Centers

- For nearly 50 years, Florida's community health centers have been shaping the future of healthcare by providing community-focused, team-based, comprehensive primary care to those who need it most. Florida's Community Health Centers provide primary care, preventative care, and wrap-around services.

Palm Tran

- Palm Tran is the public transit bus system run by the Palm Beach County Government. Route guides and updates are available to view on the website

Oral Health Florida Coalition

- The Oral Health Florida coalition is comprised of a broad-based group of agencies, institutions, organizations, communities, stakeholders, policymakers, leaders, and other individuals whose mission is to promote and advocate for optimal oral health and well-being of all persons in Florida. This mission is accomplished through the implementation of the State Oral Health Improvement Plan.

Citizens for Improved Transit

- Nonprofit organization that seeks to improve the quality of life through advancements in transportation options. The mission is to encourage the development of communities that support pedestrian, bike, and quality public transportation systems.

Palm Beach Pediatric Society

- Non-profit organization of pediatricians, pediatric nurse practitioners, pediatric dentists and pediatric sub-specialists in Palm Beach, Martin, St. Lucie, Indian River and Okeechobee counties in South Florida. Our society's mission is to provide a forum for these professions to be able to come together in three meetings annually to share experiences, network and learn about the best medical practices in pediatric care with the primary interest being the health and advocacy of children.

Palm Beach Medical Society's Project Access

- Project Access is a coordinated system of volunteer physician care, hospital care, diagnostic services, and medication assistance for the low-income uninsured residents of Palm Beach County. The program also provides free preventive, personalized care and focuses on wellness through prevention and early detection

of Diabetes, Hypertension and Heart diseases. In addition, the program recently provides Mental Health screening and services for the uninsured residents of Palm Beach County.

Department of Children and Families' Community ACCESS Network

- Florida Department of Children and Families Automated Community Connection to Economic Self Sufficiency (ACCESS). The ACCESS Florida system allows customers to connect with their public assistance information 24/7, through the online application and MyACCESS Account. The Economic Self-Sufficiency Program helps to promote strong and economically self-sufficient communities by determining eligibility for food, cash and medical assistance for individuals and families on the road to economic recovery.

Palm Beach County Community Service Department

- The Department of Community Services is comprised of three divisions and several independent programs. It provides staff and administrative support for various health and human service boards and community initiatives. The Board of County Commissioners awards some local match and operating funds to support local non-profit agencies providing health and human services. The Department monitors the use of these funds and provides technical assistance to the agencies. Program areas assisted by the Department include: community action, farmworker, human and veteran services, Ryan White, and senior services.

USING THE PLAN

Health improvement does not occur solely at the governmental or agency level, but must be expanded and practiced in our homes, our workplaces, our schools and our faith-based organizations. Below are some suggestions of ways to contribute to a healthier Palm Beach County.

- Spread the word about the Palm Beach County Community Health Improvement Plan and its health priorities
- Support local programs and initiatives aimed to address the health priorities
- Be an advocate in the community for health behaviors and for health improvement
- Lead by example and practice healthy behaviors in your community
- Share your resources whether it be expertise and information, time, support, and funding to further the health improvement efforts

GET INVOLVED

The Community Health Assessment and Community Health Improvement Plan are community-driven processes. All residents are encouraged to participate in improving Palm Beach County's health.

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

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