



BAPTIST HOSPITAL

**Community Health Needs Assessment
Implementation Strategy
2016 - 2019**

Overview: Community Health Needs Assessment

The Community Health Needs Assessment (CHNA) process was facilitated by the Partnership for a Healthy Community (Partnership), a nonprofit tax-exempt organization whose mission is to sponsor community health status assessments for the communities of Escambia and Santa Rosa Counties in Northwest Florida and to support and promote collaborative initiatives that address priority health problems. The Partnership completed four previous assessments for the community in 1995, 2000, 2005, and 2012.

Collaborating partners in the completion of this report include representatives from The Florida Departments of Health in Escambia and Santa Rosa Counties, Baptist Health Care (Baptist Hospital, Gulf Breeze Hospital, and Jay Hospital), Sacred Heart Health System, Escambia Community Clinics (a federally qualified health center), and the University of West Florida.

With the Florida Department of Health as a partner, the Mobilizing for Action through Planning & Partnerships (MAPP) process was utilized to conduct the CHNA. The MAPP process is a community-driven strategic planning process for improving community health and is comprised of four individual assessments.

Prioritized Needs

The Partnership completed this process with a holistic review of the data gathered in each of the assessments to identify overarching themes and health issues. The issues were discussed by the Partnership Board of Directors who represents a diverse group of community partners from each county. The discussion affirmed that the health issues selected in 2012 continue to be primary community health concern. As such, the Board adopted as the 2016 Community Health Priorities for the communities of Escambia and Santa Rosa Counties the following health priorities:

- Tobacco Use
- Healthiest Weight
- Access to Care

Overview: Implementation Plan

Baptist Hospital (BH), working through its parent company, Baptist Health Care (BHC), in collaboration with other hospitals in the system, recognized that sustained community health improvement happens when organizations from all sectors of the community landscape take ownership of the community's health and work together for improvement. While health providers can lead the charge, all sectors of the community must be in consensus and committed to community change. To that end, BHC provides leadership the Partnership, an organization representing diverse groups of community stakeholders.

Through the Partnership, BHC acts as a conduit to facilitate collective impact for collaborative change. This implementation strategy includes actions taken by the individual hospital and actions taken through the Partnership. This collaboration allows the individual hospital to impact each of the identified health priority needs.

Action Plan for Each Priority Area

An implementation plan follows for each priority area, including the resources, proposed actions, planned collaboration, and anticipated impact of the actions.

PRIORITIZED NEED: TOBACCO USE

DESCRIPTION

Tobacco use is the single most preventable cause of death and disease in the United States. In the data collected for the CHNA, the two-county community performed worse than the state in 15 smoking related indicators including: Adults who smoke, deaths by smoking-related cancers, and adolescents who smoked cigarettes in the last 30 days. Additionally, three of the 15 indicators had a worsening trend for both counties: Live Births where mother smoked during pregnancy, adults who never smoked, and heart disease deaths. For every person who dies from tobacco use, 20 more people suffer with at least one serious tobacco-related illness. In addition, tobacco use costs the U.S. \$193 billion annually in direct medical expenses and lost productivity.

GOALS

Baptist Hospital	- Reduce tobacco use in residents of Escambia & Santa Rosa County
Partnership for a Healthy Community	- Reduce use of E-Cigarettes and electronic nicotine-delivery systems

ACTIONS

Baptist Hospital	- Implement community based tobacco cessation program by hosting on-site tobacco cessation classes
Partnership for a Healthy Community	<ul style="list-style-type: none"> - Engage Escambia and Santa Rosa Students Working Against Tobacco (SWAT) in crafting messaging that will be effective with youth - Develop and distribute at least 1 television and 2 radio public service announcements (PSA) about e-cigarettes to WEAR, local radio stations and schools (for placement on school websites) - Engage School Health Advisory Committees (SHAC) in Escambia and Santa Rosa in distributing e-cigarette education materials - Create and distribute e-cigarette fact sheet and educational materials through retail pharmacies, community centers, hospital medical groups, and schools - Integrate e-cigarette education into tobacco related classes / presentations to middle school and high school students by revising presentation materials and handouts and recruiting nursing students or other interns to present information - Achieve 50% of 2016 tobacco-free worksites will revise policies to include e-cigarettes - Amend the disciplinary action policy in Escambia School District to allow schools to offer tobacco cessation as a disciplinary action for youth caught smoking or using e-cigarettes on school grounds

ANTICIPATED IMPACT

Baptist Hospital	<ul style="list-style-type: none"> - Increased access to tobacco cessation education and support for residents in Escambia and Santa Rosa County. - Increase # of former smokers - Decrease # of current smokers
Partnership for a Healthy Community	<ul style="list-style-type: none"> - Increase the number of businesses with tobacco policies that add language banning e-cigarette and other nicotine delivery devices - Hold the percent of 11 to 17-year-old students who use e-cigarettes / vapor to 2015 levels - Hold the percent of 11 to 17-year-old students that think using e-cigarettes is less harmful than smoking cigarettes to 2014 levels -

RESOURCES

- At-cost/no-cost tobacco cessation medication
- Community Advertising

- Educational Materials
- Financial support and leadership of Partnership for a Healthy Community
- Meeting Space
- Staff Time

COMMUNITY PARTNERS

- Area employers
- Area Health Education Council (AHEC) / Aspire Program
- Cancer Society
- Escambia and Santa Rosa County School Districts
- Florida Departments of Health in Escambia and Santa Rosa Counties
- Health Environments are Tobacco-Free (HEAT)
- Lung Association
- Sacred Heart Health System
- Students Working Against Tobacco (S.W.A.T.)
- Tobacco-Free Santa Rosa Coalition
- University of West Florida

PRIORITIZED NEED: HEALTHIEST WEIGHT

DESCRIPTION

Obesity is common, serious and costly. According to the Florida Department of Health, the number one public health threat to Florida's future is unhealthy weight. In Escambia County, 60% of the total adult population is overweight or obese. Santa Rosa County fares about the same. Of the data collected in the CHNA, 44 indicators were related to nutrition and physical activity. Of which, Escambia and Santa Rosa Counties performed worse than the state in 14 indicators. Of those, six indicators showed a worsening trend. Some of these indicators included births to overweight mothers, sedentary adults and adults eating the recommended five servings of fruits and vegetables daily. The estimated annual medical cost for people who are obese was \$1,429 higher than those of normal weight.

GOALS

Baptist Hospital	- Increase access to nutrition and wellness education
Partnership for a Healthy Community	<ul style="list-style-type: none"> - Improve quality and capacity of food distribution systems - Implement a mobile farmer's market - Expand 5-2-1-0 Public Education

ACTIONS

Baptist Hospital	- Host free nutrition based cooking classes at the Northwest Florida YMCA
Partnership for a Healthy Community	<p><u>Food Distribution Systems</u></p> <ul style="list-style-type: none"> - Survey sites on current policies and practices - Conduct at least 2 focus groups with local pantries to validate findings and gather feedback - Draft nutritional standards - Develop toolkits for area food pantries with sample food lists and other implementation tools - Distribute toolkits and train on use of standards at an Eat Well Summit for area food pantries - Provide technical assistance to food pantries on implementation of food quality standards - Survey participating food pantries for compliance with food quality standards <p><u>Farmer's Market</u></p> <ul style="list-style-type: none"> - Identify food deserts and target communities in Escambia & Santa Rosa - Engage the residents of targeted community in program design and operations - Initiate service in at least 1 pilot neighborhood in each county - Offer discounted pricing or double-dollars (SNAP, WIC, etc.) for purchases from the mobile market - Incorporate nutrition education and cooking demonstrations on the mobile market - connect mobile market customers to socio-economic, health, and community services <p><u>5-2-1-0</u></p> <ul style="list-style-type: none"> - Use 2015 school year third and sixth grade BMI data to identify elementary schools with high BMI rates and child care centers in surrounding neighborhoods - Establish a clear, concise message regarding sugar-added beverages - Develop, distribute, and provide education on sugar-added beverage fact-sheets to 5 employers, both WIC programs, 5 targeted elementary schools and 5 targeted child care centers - Develop, distribute, and provide education on toolkits with sample policies and guidance on how to eliminate sugar-added beverages to both WIC programs, 5 targeted elementary schools, and 5 targeted child care centers - Provide technical assistance to small and medium-size businesses on developing a policy on sugar-added beverages - Identify 1 large employer and 1 small to medium employer to complete the CDC's Worksite Health Score Card and secure their commitment to eliminate sugar-added beverages - Implement curriculum & programs on increasing physical activity and incorporating movement into learning (e.g. brain breaks) at 5 targeted elementary schools and 5 targeted child care centers - initiate "Story Walk" or "Mommy & Me" at targeted schools & targeted child care centers

ANTICIPATED IMPACT

Baptist Hospital	<ul style="list-style-type: none"> - Increased access to nutrition education for area residents - Reduce # of residents who are overweight
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	<ul style="list-style-type: none"> - Reduce # of residents who are obese
Partnership for a Healthy Community	<p>Food Distribution Systems</p> <ul style="list-style-type: none"> - Increase number of pantries that have adopted quality standards - Increase quality of nutritionally dense foods distributed - Increase referrals to community resources - Reduce long-term repetitive use of food pantries <p>Farmer's Market</p> <ul style="list-style-type: none"> - Increase number of shoppers at each stop - Increase average transaction amount per stop - Increase number of SNAP, WIC, etc. customers - Increase average value of FAB Double Bucks used by customers <p>5-2-1-0</p> <ul style="list-style-type: none"> - Increase number of organizations restricting sugar added drinks (POLICY) - Decrease number of children drinking sugar – added drinks - Increase number of classroom teachers in target areas that have adopted a policy on physical activity breaks - Reverse the trend of increasing obesity by maintaining adult obesity rates at 2013 levels - Maintain youth consuming soda on a daily basis at 2013 levels - Reverse the trend of increasing obesity by maintaining average BMI rate of 3rd grade students in target facilities at 2017 levels - Reverse the trend of increasing obesity by maintaining average BMI rate of 6th grade students in target facilities at 2017 levels

RESOURCES

- Community Advertising
- Educational Materials
- Financial support and leadership of Partnership for a Healthy Community
- Meeting Space
- Staff Time

COMMUNITY PARTNERS

- Baptist Medical Group Physicians
- Children's Home Society
- Community Leaders
- Department of Children's & Families
- Escambia and Santa Rosa County School Districts
- Escambia County Extension; University of Florida IFAS Extension
- Faith-based & Non-Profit Food Pantries
- Feeding the Gulf Coast Food Pantry
- Florida Departments of Health in Escambia and Santa Rosa Counties
- Florida Organic Growers
- Manna Food Pantry
- Northwest Florida YMCA
- Sacred Heart Health System
- University of West Florida

PRIORITIZED NEED: ACCESS TO HEALTH CARE

DESCRIPTION

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. Of the data collected in the CHNA, 86 indicators were related to this priority. Both counties performed worse than the state in 28 indicators including: Vaccine Preventable diseases, residents admitted through the emergency department (ED) for preventable conditions when managed in an ambulatory (outpatient) setting, and visits to the ED for non-emergencies. Among the indicators with a worsening trend are dental care access by low income persons, and outpatient ED visits for diabetes and hypoglycemia.

GOALS

Baptist Hospital	- Increase access to health education
Partnership for a Healthy Community	- Increase diabetes education
	- Improve access to primary care

ACTIONS

Baptist Hospital	<ul style="list-style-type: none"> - Provide opportunities for community health education - Develop passive education tool to improve understanding of access to care
Partnership for a Healthy Community	<p><u>Diabetes Education</u></p> <ul style="list-style-type: none"> - Develop standardized, health-literate materials on diabetes prevention and risk factors and distribute materials to 100% of Escambia and Santa Rosa diabetes education community partners - Develop standardized, health-literate, evidence-based patient education materials for use by healthcare providers - 50% of healthcare providers (i.e. hospitals, hospital-owned medical groups, Health Departments and safety-net clinics) adopt standardized evidence-based patient education materials - Identify by zip code or census tract areas with highest volume of diabetes-related E.D. visits and hospital admissions - Partner with hospitals, hospital-owned medical groups, Health Departments, safety-net clinics and churches to conduct behavioral risk factor screenings and diabetes prevention education in at least 2 low-income, high-risk neighborhoods in each county (<i>target = 200 screened and 100 education participants in each county</i>) - Establish referral mechanisms among area healthcare providers to Diabetes Prevention Programs and to Diabetes Self-Management Programs <p><u>Primary Care Access</u></p> <ul style="list-style-type: none"> - Evaluate E.D. data to identify patterns of use by patients with chronic disease or ambulatory sensitive conditions - Analyze primary care supply/demand, geographic distribution, and hours of operation - Conduct focus group and/or individual interviews with populations that frequently use E.D.'s and safety-net clinic patients to discover underlying issues and potential solutions - Based on E.D. data, physician demand analysis and interviews develop a plan for increasing primary care access for the uninsured, under-insured and vulnerable populations

ANTICIPATED IMPACT

Baptist Hospital	- Decrease number of ED visits for non-acute health issues
Partnership for a Healthy Community	<p><u>Diabetes Education</u></p> <ul style="list-style-type: none"> - Increase the use of standardized diabetes prevention materials by community partners - Decrease the use of varied diabetes education materials by hospitals, hospital-owned medical groups, Health Departments and safety-net clinics - Increase the number of participants from targeted low-income, high-risk populations that complete Diabetes Prevention Programs - Increase expected weight loss of 5-7% among participants in Diabetes Prevention (DP) programs - Reduce ED Visits – Diabetes - Decrease the percent of adults who have ever been diagnosed with diabetes

	<ul style="list-style-type: none"> - Decrease the percent of non-Hispanic Black adults who have ever been diagnosed with diabetes <p><u>Primary Care Access</u></p> <ul style="list-style-type: none"> - Reduce the number of E.D. Visits for ambulatory sensitive conditions - Increase the number of Primary Care Physicians per 100,000 population
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RESOURCES

- Community Advertising
- Educational Materials
- Financial support and leadership of Partnership for a Healthy Community
- Staff Time

COMMUNITY PARTNERS

- Area Churches
- Area Primary Care Physicians
- Area Safety Net Clinics
- Diabetes Associations
- Escambia Community Clinic
- Florida Departments of Health in Escambia and Santa Rosa Counties
- Sacred Heart Health System
- Northwest Florida YMCA