



Community Health Improvement Plan
Annual Report, 2016-2017

Florida Department of Health in Clay County

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A Message from the Administrator

It is my honor that I present to you the 2016-2018 Clay County Community Health Improvement Plan (CHIP) Annual Report. While the CHIP is a community driven and collectively owned health improvement plan, the Florida Department of Health in Clay County (DOH-Clay) is charged with providing administrative support, tracking and collecting data, and preparing the annual report. The activities and collaborative efforts of the DOH-Clay and community partners will be reflected in this report. This document will serve as a progress review of the strategies that were developed and the activities that have been implemented. It was an extremely productive first year of the CHIP working closely with the members of the Clay Community Health Improvement Plan committees to make health improvements in the (3) identified priorities:

- (1) Mental health
- (2) Access to healthcare
- (3) Healthy lifestyles & behaviors

These ongoing priority areas are proving to be a challenging task but the health department and the dedicated partners and stakeholders are achieving remarkable success through collaboration and are working well together to fill the gaps needed to provide quality and timely health outcomes.

The CHIP has been a priority this past year and the three workgroups have made incredible progress in this important and life-changing strategies to improve population health and access to services for the underserved. This annual report represents all the excellent work accomplished from July 1, 2016 through June 30, 2017.

Thank you to all the community partners, non-profit organizations, community leaders and citizens that worked together this past year to make Clay healthy. We cannot achieve these successes alone and appreciate the support of all of our partners. I personally want to also thank our staff for their hard work at continuing to keep our community focused. It's been a great year and I am confident the next year will be even more successful.

Heather Huffman, MS, RDN, LD/N, IBCLC

Introduction

This is the annual review report for the 2016 – 2018 Clay County Community Health Improvement Plan (CHIP). The activities and collaborative efforts of the Florida Department of Health in Clay County and community partners will be reflected within the report. This document will serve as a progress review of the strategies that were developed and the activities that have been implemented in the last year. While the CHIP is a community driven and collectively owned health improvement plan, the Florida Department of Health in Clay County is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

The Annual CHIP review meeting, held on the 17th of May 2017, consisted of representatives from the Department of Health in Clay County and community partners, and was co-facilitated by the Health Planning Council of Northeast Florida and DOH-Clay. Topics covered included an overall review of the CHIP process, focusing on the three priority health issues: Mental Health, Healthy Lifestyle & Behavior, and Access to Healthcare. Further documentation from the meeting, including meeting minutes, can be located in the *Appendices* section.

Overview of the Community Health Improvement Plan (CHIP)

In February of 2015, the Florida Department of Health in Clay County partnered with the Health Planning Council of Northeast Florida (HPCNEF). The Health Planning Council of Northeast Florida facilitated the CHIP process through using the National Association of City and County Health Officials Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from across a diverse group of partners conducted the four assessments suggested by the MAPP process. Individually, the assessment yielded in-depth analyses of factors and forces that impact population health. Taken together, the assessment findings contribute to a comprehensive view of health and quality of life in Clay County.

The Health Planning Council of Northeast Florida and the Florida Department of Health in Clay County developed findings and presented these findings to the community members and a diverse leadership group representing multiple agencies and organizations in Clay County interested in forming the Community Health Improvement Plan Workgroup (CHIP workgroup). The CHIP workgroup set priorities through a facilitated consensus process by looking for cross-cutting strategic issues that emerged from the assessments. The CHIP workgroup reached consensus on three strategic issue areas: Healthy Lifestyles & Behavior, Access to Healthcare, and Mental Health.

Chronic diseases and conditions, such as heart disease, stroke, cancer, and obesity, are costly and common problems, which can be prevented by avoiding certain risky health behaviors such as a lack of exercise or physical activity, poor nutrition, and tobacco use.

Heart disease and cancer are the leading causes of death in Clay County. With this in mind, the Healthy Lifestyles & Behavior area focuses on healthy weight, physical activity, and reducing the number of residents in Clay who smoke. In order to increase the percentage of adults and children who are at a healthy weight, the workgroup agreed to implement healthy programming and create built environments and policies that encourage physical modes of transportation. The Healthy Behavior & Prevention workgroup came to the consensus that several objectives were needed to combat tobacco use in Clay County, including: drafting potential Point of Sale (POS) policies, increasing the number of adults who are former smokers, increasing the current smokers that have tried to quit in the past year.

According to the participants of focus groups in Clay County, specialty and dental care are the most difficult to access services. In order to improve access to specialty care, awareness must be drawn to referral services such as Mercy Support Services, and dental care must become more accessible to the low income population through free dental outreach. Those who are unable to drive or afford transportation may experience poor health outcomes; there is evidence that lack of transportation is a barrier to healthcare access, especially in those with low income or lack of insurance. In order to improve access to and awareness of healthcare services in Clay County, the Healthcare Access workgroup decided to focus on increasing usage of public transportation, improving communication and coordination of

services, increasing the number of residents that receive free or reduced dental care services, and developing a Mercy Support services communications plan.

Lastly, the CHIP workgroup chose Mental Health as the third priority health issue. There is emerging evidence that suggest positive mental health is associated with improved health outcomes. The mental health workgroup decided to work on the following objectives in order to improve mental health in Clay County: increase the participation of key community leaders and community advocates in behavioral health initiatives, create a mental health advocacy campaign, reduce the suicide rate and increase the number of providers who screen for behavioral health.

See Table below for Strategic Issue Areas with their goals, objectives and strategies developed by a workgroup of subject matter experts and local community partners.

STRATEGIC ISSUE AREA	GOAL
Healthcare Access	1. <i>Improve access to and awareness of transportation services throughout Clay County.</i>
	2. <i>Increase access to primary care services, specialty care services, and dental care.</i>
	3. <i>Improve access to comprehensive, quality healthcare through better coordination, communication, and awareness of social services.</i>
Healthy Behavior & Prevention	1. <i>Increase the percentage of adults and children who are at a healthy weight as defined by the National Institutes of Health (NIH).</i>
	2. <i>Create physical environments that promote good health and physical activity for Clay County.</i>
	3. <i>Reduce negative health outcomes related to tobacco use (including smokeless tobacco, ENDS (Electronic Nicotine Delivery Systems)) and secondhand smoke exposure.</i>
Mental Health	1. <i>Expand awareness of and access to behavioral health needs and services so that adults, infants, children and families are healthy participants living in their communities in Clay County.</i>
	2. <i>Educate, support, and equip providers and communities for incorporating mental health with overall health issues.</i>

Summary of CHIP Annual Review Meeting

The purpose of the CHIP Annual Review Meeting was to reconvene as a community to evaluate the progress of improvement plan, acknowledge the hard work and effort from all involved with the CHIP process, and to discuss next steps needed to ensure the continued progress of the CHIP.

The next section covers each of the Strategic Issue Areas in more detail. For each Strategic Issue Area, a brief description of the health issue is provided along with strategies, objectives, indicators, current levels, targets and status.

Status indicators are as follows:



= Little to no movement towards objective target



= Reached or surpassed objective target



= Some progress towards meeting the objective target



= Removed strategy from objective target

Strategic Issue Area #1: Healthcare Access

Limited or no access to transportation along with limited access to health care services, including behavioral and oral health care, may contribute to poor health outcomes and high healthcare costs. In order to improve access to and awareness of healthcare services in Clay County, the Healthcare Access workgroup decided to focus on increasing usage of public transportation, improving communication and coordination of services, increasing the number of residents that receive free or reduced dental care services, and developing a Mercy Support services communications plan.









Goal 1: Improve access to and awareness of transportation services throughout Clay County.

Objective 1: Increase usage of public transportation through frequency and connectivity by 10% by December 31, 2018.

Key Partners: Clay Transit, Mercy Support Services, Clay County Chamber of Commerce, The Way Medical Clinic, and the Florida Department of Health in Clay County.

Why this is important:



One of the main barriers to improving community-wide health outcomes is in the inability to access available resources. Causes of inaccessibility include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.

Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Partner with local employers and colleges to encourage students and employees to use public transportation (travel training).	1. # of people that complete the travel training. 2. # of new employers, clinics, and colleges that sell bus passes.	1. 0 2. 6	1. 5 2. 24		Changes in leadership and lack of adequate funding has made it difficult to move at a faster pace. 1. 0 2. 9
Increase the number of healthcare organizations that provide bus passes to their non-Medicaid clients.	# of organizations that give bus passes to clients	0	2		There is a total of 4 organizations that are providing bus passes to their non-Medicaid clients
Partner with different organizations and government entities on providing information about Clay Transit (e.g., kiosks, brochures, posters, flyers, etc.).	# of organizations that provide information about Clay Transit.	20	44		Q1-Q3 – 6 new partners.
Increase the availability of public transportation services offered in Clay County.	# of daily revenue hours for average weekday service.	17.64	18.5		Follow up in progress for update
Increase the average daily ridership on public transportation in Clay County.	# of average weekday riders at Clay County stops.	205	342		Follow up in progress for update
Increase point of sale locations for Clay Transit passes.	# of Points of sale sites	3	5		No change has been accomplished
Distribute “Welcome Wagon” packets containing information regarding community services and resources such as Clay Transit to new Clay residents.	Welcome Wagon Packet created and distributed	0	1		Work in progress. This will be incorporated in a transportation marketing plan. Launch date TBD.
Educate and inform local, regional, and state decision makers on Medicaid Managed Care Transportation issues.	# of decision makers reached	0	4		1

Goal 2: Increase access to primary care services, specialty care services, and dental care.



Objective 1: By December 31, 2018, increase access to health care through better communication and coordination of services through outreach programs targeted to Clay County residents.

Key Partners: Mercy Support Services, The Way Medical Clinic, St. Vincent's Clay, and the Florida Department of Health in Clay County.

Why this is important to our community: One of the main barriers to improving community-wide health outcomes is in the inability to access available resources. Causes of inaccessibility include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Increase awareness among residents of available free or reduced clinical services in Clay County (through workshops, community fairs, health fairs, and updated websites) in different locations throughout Clay County.	# of events and community fairs	0	12 (4 per year)		No outreach events to report but this strategy has been incorporated into The Way Medical Clinic's Strategic Plan.
Add a one-page resource list for available medical services in Clay County.	One-page resource list	0	1		Q3 – 3/2/17 Q3 – 3/2/17 In progress (St. Vincent's was unable to attend)

Objective 2: By December 31, 2018, increase the number of Clay County residents receiving free or reduced dental care services from 80 per month to 100 per month on average.




Key Partners: Mercy Support Services and the Florida Department of Health in Clay County.

Why this is important to our community:					
One of the main barriers to improving community-wide health outcomes is in the inability to access available resources. Causes of inaccessibility include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Share the list of dental providers who accept Medicaid in Clay County.	List of dental providers who accept Medicaid	0	1		Completed. List presented to workgroup. Mercy Support Services will employ the list as a resource to refer Clay County callers needing dental service.
Research local and regional best practices and lessons learned (e.g., the Apple Project in Jacksonville).	List of local and regional best practices	0	1		Work in progress. No updates at this time.
Research existing dental school programs or associations that provide dental services free of charge and develop a presentation for dental students/dentist associations that serve Clay County.	1. List of dental programs that provide free or low services 2. Completed presentation & meeting minutes	1. 0 2. 0	1. 1 2. 1	X	Removed. Workgroup voted to remove as there are no existing dental school programs or associations that provide dental services free of charge in Clay County.

Goal 3: Improve access to comprehensive, quality healthcare through better coordination, communication, and awareness of social services.

Objective 3: Increase awareness and communication by developing a Mercy Support Services communications plan for Clay County leadership by December 31, 2017.

Key Partners: Mercy Support Services.

Why this is important to our community: One of the main barriers to improving community-wide health outcomes is in the inability to access available resources. Causes of inaccessibility include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Identify executive leaders of nonprofit, social services, for-profit, and healthcare organizations to train on Mercy Support Services.	List of leadership	0	1		Work in progress. The list has been created. Mercy Support Services needs to connect with identified leaders.
Create training for Clay County Leadership about the importance of Mercy Support Services in order to eliminate the need for multiple agencies to have individual referral databases.	Developed training documents	0	1		Work in progress.
Conduct training for Clay County Leadership about the importance of Mercy Support Services in order to eliminate the need for multiple agencies to have individual referral databases. (Train the Trainer).	1. # of trainings conducted 2. Training posted on Mercy Support Services website 3. Increase of quarterly referrals 4. # of external organizations that host training within their organization (self-reported data)	1. 0 2. 0 3. 331 4. 0	1. 4 2. 1 3. 1% per quarter 4. 12 (6 per year)		Nothing to report

Strategic Issue Area #2: Healthy Behavior & Prevention

Healthy behavior and certain lifestyle choices contribute to the overall health of a community. Chronic diseases like obesity, heart disease, and certain types of cancer can be prevented by avoiding risky health behaviors such as smoking, poor nutrition, and physical inactivity. In order to improve healthy behavior among Clay County residents, the Healthy Behavior and Prevention workgroup decided to focus on decreasing the number of residents at an unhealthy weight, creating environments conducive to physical activity, and reducing the number of smokers in Clay County.




Goal 1: Increase the percentage of adults and children who are at a healthy weight as defined by the National Institute of Health

Objective 1: Increase the percentage of children at a healthy weight from 66.09% to 67.09% by December 31, 2018. Implement healthy programming in 3 schools by the 2016-2017 academic year.

Key Partners: School Health Advisory Committee (SHAC), Florida Department of Health in Clay County, UF Institute of Food and Agricultural Sciences (IFAS), and the Clay County Medical Society.

Why this is important to our community:

One of the main contributing factors to obesity, heart disease, and certain types of cancer are lifestyle and behavior choices. Increasing the percentage of residents in Clay County who are at a healthy weight can help reduce the prevalence of certain chronic diseases in the community as well as improve the quality of life.






Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Identify elementary schools for healthy behavior/prevention pilot programs that include parental components.	# of schools identified	0	0		A work in progress.
Identify list of best practice healthy lifestyle/prevention program to share with school leadership.	List of best practices	0	1		Completed A best practices list has been created.
Identified schools will conduct focus groups with a sample of students and/or key people in schools.	# of focus groups	0	3		Nothing to report.

Objective 2: Increase the percentage of adults who are at a healthy weight from 32.7% to 33.7% by December 31, 2018.

Key Partners: Florida Department of Health in Clay County, UF Institute of Food and Agricultural Sciences (IFAS), Orange Park Medical Center, and Clay Chamber of Commerce.

Why this is important to our community:



One of the contributing factors to obesity, heart disease, and certain types of cancer is an individual’s lifestyle and behavior. Over a third (34.9%) of Clay County residents are overweight and over half (51%) over inactive.

Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Implement a 5k program in Clay County annually (include a special program for first-timers).	1. # of general participants 2. # of first -time runners (never ran a race event)	1. 25 2. 0	1. 250 2. 50		Work in progress
Advocate, campaign, and educate Clay County employers on how to utilize the CDC Worksite Health ScoreCard tool.	# of employers that conduct health card assessment	0	3		August 2016 - 1 completed the CDC Worksite Health Scorecard assessment
Provide technical assistance for available worksite wellness tools.	# of technical assistance calls	0	3		Clay Behavioral received one-on-one technical assistance. DOH-Clay is working with Clay County government HR department to complete the assessment
Create a worksite wellness resource guide.	Resource Guide	0	1		Complete. The worksite wellness resource guide has been created
Create a community- wide health campaign/ brand incorporating social media to spread outreach.	Creation of campaign & subcommittee	0	1		Trying to bring Mission 1 Million to Clay County

Goal 2: Create physical environments that promote good health and physical activity for Clay County.



Objective 1: Complete a walkability assessment and physical assets analysis (parks, trails, open space, community centers, etc.) by December 31, 2018.

Key Partners: Florida Department of Health in Clay County, Tobacco-Free Partnership of Clay County, and UF Institute of Food and Agricultural Sciences (IFAS).

Why this is important to our community:					
One of the contributing factors to obesity, heart disease, and certain types of cancer is an individual's lifestyle and behavior. One of the main contributing factors to obesity, heart disease, and certain types of cancer are lifestyle and behavior choices. Increasing the percentage of residents in Clay County who are at a healthy weight can help reduce the prevalence of certain chronic diseases in the community as well as improve the quality of life.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Identify funding schedule and project for PACE-EH.	Completed PACE-EH application.	0	1		Search for funding is ongoing but very difficult to secure as it is very competitive. UF Institute of Food and Agricultural Sciences (IFAS) may help with providing an intern to do the work. More research is needed.
Encourage county to conduct inventory of physical assets (i.e. parks, trails, open spaces, community centers, etc.).	Completed asset inventory.	0	1		DOH-Clay is in active communication with county planners. They are developing the Clay County 2040 Comprehensive Plan where assets are being inventoried.

Objective 2: Advocate for an improved complete streets policy by December 31, 2018.




Key Partners: FDOH-Clay County, UF Institute of Food and Agricultural Sciences (IFAS), and Clay County Planning Department.

Why this is important to our community:					
Having a complete streets policy will help promote walkability in Clay County, which in turn encourages physical activity by providing a safe and accessible space for cyclist and pedestrians.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Research/ identify complete (or similar) street policy in Clay County).	Researched Policy Master Plans & Policy	0	1		Completed. There are no Complete Streets Policies in Clay County. The 2040 County Comprehensive plan will include health element.
Identify next steps incorporating best practices.	List of best practices & next step	0	1		DOH-Clay is in active communication with county planners to ensure a health element is incorporated throughout the 2040 Clay County 2040 Comprehensive Plan being developed.

Goal 3: Reduce negative health outcomes related to tobacco use (including smokeless tobacco, ENDS (Electronic Nicotine Delivery Systems)) and secondhand smoke exposure.






Objective 1: Draft potential Point of Sale (POS) policy based on best practices/peer states by March 15, 2017.

Key Partners: Tobacco-Free Partnership of Clay County and the QuitDoc Foundation.

Why this is important to our community:					
Smoking has been linked with heart disease, stroke, and certain types of cancer. The smoking rate among adults has been shown to decline in states using POS policies.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Complete a preliminary analysis of POS surveys.	Analysis of POS surveys	0	1		Completed Findings were discussed and distributed to CHIP members and key stakeholders.
Share findings with key stakeholders in Clay County.	# of key stakeholders reached	0	5		Completed. Findings were discussed and distributed to CHIP members and key stakeholders.
Research / Identify POS best practices/ peer states.	List of best practices	0	1		Completed. Best practice identified is Tobacco 21 Policy.

Objective 2: Increase number of adults who are former smokers from 27.7 to 28.1 percent by December 31, 2018. Increase the current smokers that have tried to quit in the past year from 59.7 to 61.1 percent by December 31, 2018.

Key Partners: Tobacco-Free Partnership of Clay County and the QuitDoc Foundation.

Why this is important to our community: Smoking has been linked with heart disease, stroke, and certain types of cancer.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Research/ Identify employer policies on tobacco use.	# of employers with tobacco policies	0	5		Completed
Partner with employers on providing smoking cessation services and nonsmoking policies.	Partnership list of employers	0	3		Nothing to report
Increase the number of partners that host AHEC.	# of partners that host AHEC	3	4		Nothing to report
Partner with local providers to increase referral of patients to smoking cessation services.	# of providers reached	0	50		3 providers reached
Explore the possibility of conducting a youth/parent cessation class in Clay County.	Research findings	0	1		Nothing to report

Strategic Issue Area #3: Mental Health


In order to improve the mental health of Clay County residents, the Mental Health workgroup decided to focus on expanding awareness of behavioral health needs and services as well as expanding access to said needs and services. The workgroup chose to focus their efforts on this in so that adults, infants, children and families can be healthy participants living their communities. The second main focus of the Mental Health workgroup was in providing education, support, and tools to communities and providers in order to incorporate mental health with overall health issues.

Goal 1: Expand awareness of and access to behavioral health needs and services so that adults, infants, children and families are healthy participants living in their communities in Clay County.

Objective 1: Increase participation of key community leaders and community advocates by 25 percent in behavioral health initiatives by April 15, 2017.

Key Partners: Clay Behavioral Health Center

Why this is important to our community:					
One of the main barriers to improving community-wide behavioral health outcomes is in the inability to access available resources, another is the lack of awareness of those behavioral health needs. Causes of inaccessibility and awareness include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Hold four behavioral health seminars (including suicide prevention and awareness) per year to educate citizens and leaders, with the first seminar held by December 31, 2016.	1. # of seminars 2. # of participants	1. 0 2. 0	1. 4 per year 2. 15, then increase by 10 per event in first year and 20% the year after		1. 5 2. 146 First year goal complete. Seminars will remain as ongoing as it has been a successful strategy.
Identify five large employers in Clay County (e.g. schools, county government, etc.) to educate about behavioral health and to have participate in behavioral health initiatives.	# of organizations identified	0	5		Completed 5 organizations have been identified
Hold behavioral health session of Health 2 U by May 30, 2017, pending OPMC's Health 2 U session availability.	Completion of Health 2 U session	0	1		Behavioral Health session scheduled for May 11, 2017 at 5:00 PM Moose Haven.

Mental Health Council will participate in 10 behavioral health education sessions by December 31, 2017.	# of events attended	0	10		3/8/2017 This strategy has been removed as it is duplicate from strategy 1 and Mental Health Council will not continue to meet. Group will seek other mental health groups in the area that holds meetings to join group and create a larger group with subgroups with same goals and expertise.
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Objective 2: Create a mental health advocacy campaign by December 31, 2018.






Key Partners: Clay Behavioral Health Center, Florida Department of Health in Clay County, Orange Park Medical Center, Episcopal Children’s Services, and Mercy Support Services.

Why this is important to our community:
One of the main barriers to improving community-wide behavioral health outcomes is in the inability to access available resources, another is the lack of awareness of those behavioral health needs. Causes of inaccessibility and awareness include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.

Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Create a mental health advocacy campaign action plan.	Campaign action plan	0	1		3/8/2017 This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead.
Find funding opportunities (grants/ philanthropy).	1. # of grants applied for 2. \$ received	1. 0 2. 0	1. 5 2. Based on action plan	X	1. 3 Graceful Aging grant, Young Adults with Psychosis grant, First Episode Psychosis grant 2. \$450,000 3/8/2017: This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead.
Contact local key stakeholders to brainstorm ideas.	List of key stakeholders	0	1		Clay School system was identified as key stakeholder. Clay Behavioral Health Center began counseling in 2 new schools. 3/8/2017 This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead.
New strategy added during 2nd quarter meeting. Encourage organizations to share related events through community distribution.	# of organizations contacted	0	10	X	This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead. However, the CHIP workgroup identified Eventbrite as the best option for creating a group calendar to house behavioral/mental health events. www.eventbrite.com . The group will coordinate with other mental health groups to create a community mental health calendar.

Objective 3: By December 31, 2018, reduce the suicide rate of Clay County residents from 15.1 deaths per 100,000 population (2011-2013 data) to 13.6 per 100,000, bringing the Clay County rate below the Florida rate of 13.8 deaths per 100,000.



Key Partners: Clay Behavioral Health Center, Quigley House, Northeast Florida Community Action Agency, I Still Matter, Orange Park Medical Center and the National Alliance of Mental Health Illness.

Why this is important to our community:					
One of the main barriers to improving community-wide behavioral health outcomes is in the inability to access available resources, another is the lack of awareness of those behavioral health needs. Causes of inaccessibility and awareness include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Distribute information on the National Suicide Hotline via cards and handouts at frequently visited local places in Clay County (e.g., fast food restaurants, schools, libraries, and doctors' offices).	# of cards distributed in community.	0	1,000		400 CHIP members ordered additional cards for distribution
Research and share information with youth regarding text hotline (specific to Clay County).	1. Creation/identification of suicide text hotline. 2. # of adolescents reached	1. 0 2. 0	1. 1 1. 1000		1. The National Hotline 741741 (Kids Crisis) was identified. 2. 160
Teach/coach/train teens to be suicide prevention advocates in their schools and communities.	# of teens engaged per municipality	0	5 per municipality		Nothing to report
Implement 3 new behavioral health prevention programs.	# of programs	0	3		Nothing to report
Identify a navigation toolkit for behavioral services for an after- crisis situation.	identification of toolkit	0	1		Work in progress. Funding secured by Orange Park Medical Center.

Goal 2: Educate, support, and equip providers and communities for incorporating mental health with overall health issues.

Objective 1: By December 31, 2018, provide 25% of primary care providers in Clay County with Behavioral Health resources to refer patients.

Key Partners: Clay Behavioral Health Center, Florida Department of Health in Clay County, and the Clay County Medical Society.

Why this is important to our community:					
One of the main barriers to improving community-wide behavioral health outcomes is in the inability to access available resources, another is the lack of awareness of those behavioral health needs. Causes of inaccessibility and awareness include, but are not limited to, poverty and low health literacy. These social determinants disproportionately affect low income groups.					
Strategy	Indicator	Current Level	Target	Status	Explanation of Status
Create a baseline list of primary care providers that serve Clay County.	List of primary care providers.	0	1		Complete A baseline list of primary care providers that serve Clay County has been created and disseminated.
Create a consolidated list of behavioral health resources by May 2017.	List of resources.	0	1		Complete A consolidated list of behavioral health resources has been created and disseminated.
Perform educational outreach to health providers promoting behavioral health resources.	# of providers contacted	0	90%	X	3/8/2017 - This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead.
Conduct a post-survey to determine the number of providers who refer for behavioral health after the educational outreach.	# of providers that implemented the BH assessment	0	50%	X	3/8/2017 - This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead.

Revisions

Revisions to the CHIP were made after careful review of the goals, objectives, strategies and measures of the 2016–2018 CHIP during quarterly and the annual CHIP meetings. The quarterly meetings were structured in a way to report progress and review, revise, or abandon goals, objectives, strategies during each meeting. Recommended changes were made based on the following parameters:

- Availability of resources
- Evident progress
- Availability of leads

Strategic Issue Area #1: Healthcare Access

Goal: Increase access to primary care services, specialty care services, and dental care.

Strategy 1: Research existing dental school programs or associations that provide dental services free of charge and develop a presentation for dental students/dentist associations that serve Clay County.

Revised Strategic Objective	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
Remove strategy from objective	Research existing dental school programs or associations that provide dental services free of charge and develop a presentation for dental students / dentist associations that serve Clay County.	<ol style="list-style-type: none"> 1. List of dental programs that provide free or low cost services 2. Completed presentation & meeting minutes. 	<p>1. 0</p> <p>2. 0</p>	<p>1. 1</p> <p>2. 1</p>	Workgroup voted to remove as there are no existing dental school programs or associations that provide dental services free of charge in Clay County.

Strategic Issue Area #2: Mental Health

Goal: Expand awareness of and access to behavioral health needs and services so that adults, infants, children and families are healthy participants living in their communities in Clay County.

Strategy 1: Create a mental health advocacy campaign by December 31, 2018.

Revised Strategic Objective	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
Remove strategy from objective	Find funding opportunities (grants/philanthropy).	1. # of grants applied for 2. \$ received	1. 0 2. 0	1. 5 2. Based on action plan.	This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead.

Strategic Issue Area #2: Mental Health

Goal: Educate, support, and equip providers and communities for incorporating mental health with overall health issues.

Strategy 1: By December 31, 2018, provide 25% of primary care providers in Clay County with Behavioral Health resources to refer patients.

Revised Strategic Objective	Current Strategic Objective	Indicator (Data Source)	Current Level	Target	Explanation for Revision
Remove strategy from objective	Perform educational outreach to health providers promoting behavioral health resources.	# of providers contacted.	0	90%	This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead
Remove strategy from objective	Conduct a post- survey to determine the number of providers who refer for behavioral health after the educational outreach.	# of providers that implemented the BH assessment	0	50%	This strategy has been tabled as Mental Health Council will not continue to meet. CHIP will identify a new lead.

Accomplishments

Goal	Objective	Accomplishment
<p>1. Improve access to and awareness of transportation services throughout Clay County.</p>	<p>1.2 Increase the number of healthcare organizations that provide bus passes to their non-Medicaid clients.</p>	<p>There is a total of 4 organizations providing bus passes to their non-Medicaid clients.</p>
<p>How it's important for our community: Bus passes provide individuals with limited means of transportation a way to access healthcare.</p>		
<p>2. Increase access to primary care services, specialty care services, and dental care.</p>	<p>2.1 Share the list of dental providers who accept Medicaid in Clay County.</p>	<p>Mercy Support Services will employ the list as a resource to refer Clay County callers needing dental services.</p>
<p>How it's important for our community: Access to dental care proved to be a main concern among partners, stakeholders, and community members. Clay County now has a list of dental providers accepting Medicaid to offer residents in search of dental care.</p>		
<p>3. Increase the percentage of adults and children who are at a healthy weight as defined by the National Institutes of Health (NIH).</p>	<p>1.2 Identify list of best practice healthy lifestyle/prevention programs to share with school leadership.</p>	<p>A best practices list has been created.</p>
<p>How it's important for our community: Researching and implementing best practices for healthy lifestyle/prevention programs will aid in the overall goal of increasing the number of adults who are at a healthy weight.</p>		
<p>4. Reduce negative health outcomes related to tobacco use (including smokeless tobacco, ENDS (Electronic Nicotine Delivery Systems)) and secondhand smoke exposure.</p>	<p><i>Draft potential Point of Sale (POS) policy based on best practices/peer states by March 15, 2017.</i></p>	<p>Preliminary analysis of POS surveys was completed, along with identification of best practice: Tobacco 21 Policy. Each strategy under this Objective was completed.</p>
<p>How it's important for our community: States with POS policies in place have reported a decline in the number of adult smokers.</p>		

<p>5. Expand awareness of and access to behavioral health needs and services so that adults, infants, children and families are health participants in their communities in Clay County.</p>	<p><i>Increase participation of key community leaders and community advocates by 25 percent in behavioral health initiatives by April 15, 2017.</i></p>	<p>Identified five large employers in Clay County (e.g. schools, county government, etc.) willing to educate about behavioral health and to have participate in behavioral health initiatives.</p>
<p>How it's important for our community: Community involvement and partnership is key creating a mentally healthy living environment in Clay County. By identifying leaders and advocates willing to participate in behavioral health initiatives and outreach, we are able to start working towards our overall goal of expand awareness of behavioral health needs.</p>		
<p>6. Educate, support, and equip providers and communities for incorporating mental health with overall health issues.</p>	<p><i>By December 31, 2018, provide 25% of primary care providers in Clay County with Behavioral Health resources to refer patients.</i></p>	<p>A baseline list of primary care providers that serve Clay County has been created and disseminated.</p> <p>A consolidated list of behavioral health resources has been created and disseminated.</p>
<p>How it's important for our community: Community involvement and partnership is key creating a mentally healthy living environment in Clay County. By identifying leaders and advocates willing to participate in behavioral health initiatives and outreach, we are able to start working towards our overall goal of expand awareness of behavioral health needs.</p>		

Conclusion

The CHIP serves as a roadmap for a continuous health improvement process for the local public health system by providing a framework for the chosen strategic issue areas. It is not intended to be an exhaustive and static document. We will evaluate progress on an ongoing basis through quarterly CHIP implementation reports and quarterly discussion by community partners. We will conduct annual reviews and revisions based on input from partners and create CHIP annual reports each year by Month, Year. The CHIP will continue to change and evolve over time as new information and insight emerge at the local, state and national levels.

By working together, we can have a significant impact on the community's health, improving where we live, work and play and realize the vision of a healthier Clay County.

Appendices

- I. Annual CHIP Review Community Meeting Agenda
- II. Annual CHIP Review Community Meeting Minutes
- III. Annual CHIP Review Community Meeting Sign-in Sheet
- IV. List of Clay County CHIP Participants

Appendix I. Annual CHIP Review Community Meeting Agenda

<p>CLAY COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN MEETING ANNUAL REVIEW</p>	<p>Date: May 17, 2017 Time: 2:00 - 4:30 am Place: Council on Aging Ball Room 604 Walnut Street Green Cove Springs, FL 32043</p>
<p>Facilitator: Emily Suter, Health Planning Council</p>	
<p>Agenda Items:</p>	<p>Presenter(s)</p>
<ul style="list-style-type: none"> ○ Introductions and Open Remarks 	<p>Heather Huffman, DOH-Clay Administrator</p>
<ul style="list-style-type: none"> ○ CHIP Overview 	<p>Emily Suter/Caitlin Murphy, HPCNEF</p>
<ul style="list-style-type: none"> ○ Review of CHIP Mental Health 	<p>Foundation Carmen Joyce, I Still Matter</p>
<ul style="list-style-type: none"> ○ Review of CHIP Healthy Lifestyles & 	<p>Jose Morales, DOH-Clay</p>
<ul style="list-style-type: none"> ○ Review of CHIP Access to Healthcare 	<p>Patrick Hayle, Mercy Support Services</p>
<ul style="list-style-type: none"> ○ Next Steps 	<p>Emily Suter</p>
<ul style="list-style-type: none"> ○ Closing remarks 	<p>Heather Huffman</p>

Appendix II. Annual CHIP Review Community Meeting Minutes

Clay County Community Health Improvement Plan (CHIP) Annual Review Meeting	Date: May 17, 2017
	Time: 2:00 – 4:30 PM
	Location: Council on Aging 604 Walnut Street Green Cove Springs, FL 32043
Facilitators: Jose Morales (DOH-Clay) and Emily Suter HPC)	Minutes: Jose Morales (DOH-Clay)
Attendees: Heather Huffman, (DOH-Clay Administrator), Heather McDonald (Clay Behavioral), Jose Morales (DOH-Clay), Elizabeth Franco (Clay Behavioral), Emily Suter (Health Planning Council), Irene Toto (Clay Behavioral), Mario Decunto (Episcopal Children’s Services), Vicki Whitfield (CPT/CADR), Carmen Joyce (I Still Matter), Stephanie Geoghagan (Clay Action Coalition), Travis Hartzog (Fuel Outdoor Advertisement), Ed Mallard (The Way Medical Clinic), Annie Sheldon (UF/IFAS Extension Office), Christi Lee (Azalea Health), Al Rizer (Council on Aging/Clay Transit), Nancy Sweatland (Clay Behavioral), Kyle Williamson (Community Hospice & Palliative Care), Jesse Hollett (Clay Today Newspaper), Janis Fleet (City of Green Cove Springs), Patrick Hayle (Mercy Support Services), Cherise Hardy (Azalea Health), Bryan Campbell (Clay County Medical Society), and Andrea Hepburn (Orange Park Medical Center).	
Open Remarks by Heather Huffman:	
Meeting began with Heather Huffman’s open remarks thanking everyone for attending and commending all CHIP members for a job well done this year.	
CHIP Overview by Emily Suter:	
Emily gave a quick overview about how the CHIP came to life, it’s purpose, and an overview of the action plan. Emily also reminded everyone in attendance of the three priority health issues identified by the community which are 1. Healthcare Access 2, Healthy Behavior and Prevention, and 3. Mental Health.	
Annual Report:	
See attached CHIP power point presentation for details. A special Thank You to Irene Toto, Carmen Joyce, and Patrick Hayle for presenting on behalf of their workgroups.	
Next Steps:	
Jose Morales announced the CHIP Annual Report will be published by July 2017.	
Workgroups will continue to meet at least quarterly to report updates and review/revise scorecard as needed.	
Homework:	
The attendees left the meeting with a task of spreading the word about the CHIP and to encourage others to attend workgroup meetings and become active members of the CHIP.	

Appendix III. Annual CHIP Review Community Meeting Sign-in Sheet

Florida Department of Health in Clay County
 Community Health Improvement Plan
 Annual Review Meeting

604 Walnut Street Green Cove Springs, FL 32043 May 17, 2017, 2:00 – 4:30 p.m.

Name	Organization or Community Representative
Jose Morales	DOH-Clay
Emily Suter	Health Planning Council of Northeast Florida
Vicki Whitfield	CPT / CADR
Carmen Joyce	I Still Matter
Stephanie G.	Clay Action Coalition
Heather Huffman	DOH-Clay
Travis Hartzog	Fuel – Outdoor Advertisement
Heather McDonald	Clay Behavioral Health
Ed Mallard	The Way Clinic
Annie Sheldon	UF / IFAS Extension
Christi Lee	Azalea Health
Al Rizer	Council on Aging
Nancy Sweatland	Clay Behavioral Health
Kyle Williamson	Community Hospice
Jesse H.	Clay Today
Elizabeth Franco	Clay Behavioral Health
Irene Toto	Clay Behavioral Health / KFF
Mario Delunto	ECS / Head Start
Janis Fleet	City of Green Cove Springs
Patrick Hayle	Mercy Support Services
Cherise Hardy	Azalea Health
Bryan Campbell	Clay County Medical Society
Andrea Hepburn	Orange Park Medical Center

Appendix IV. List of Clay County CHIP Participants



Clay County Community Health Improvement Participants

American Cancer Society	Fuel - Outdoor Advertising
American Foundation for Suicide Prevention	Green Cove Springs Police Department
Area Health Education Center (AHEC)	HBI
Azalea Health	Head Start/Early Head Start Episcopal Children's Services
Baker-Clay Dental Clinic	Health Planning Council of Northeast Florida
Baptist Clay	I Still Matter
Big Brothers Big Sisters of NE FL	Kids First of Florida
Board of Clay County Commissioners	Mercy Support Services
Child Protection Team (UF)	Molina Healthcare
City of Green Cove Springs	My Donors
Clay Action Coalition	National Alliance with the Mentally Ill (NAMI)
Clay Behavioral Health Center	Northeast Florida Community Action
Clay County Chamber of Commerce	Orange Park Medical Center
Clay County District School Lunch	Orange Park Police Department
Clay County Fire Rescue	Penney Farms
Clay County Library	PFS Investment
Clay County Library Board of Trustees	Quigley House
Clay County Literacy Council	SAO
Clay County Medical Society	Shaping Clay
Clay County School District	St. John's River State College
Clay County Students Working Against Tobacco (SWAT)	St. Vincent's Hospital
Clay Transit	The ILRC
Clinton Health Matters	The Paul E. & Klare N. Reinhold Foundation, Inc.
Community Hospice	The Way Medical Clinic
Consulate Health Care	Tobacco Free Partnership of Clay County
Council on Aging	Town of Penney Farms
Department of Children and Families	Treatment and Recovery
Elder Source	UF/IFAS Clay County Extension Office
Fleming Island United Methodist Church	United Health Care
Florida Department of Health in Clay County	Vietnam Veterans of America
Florida Division of Alcoholic Beverages and Tobacco (ABT)	