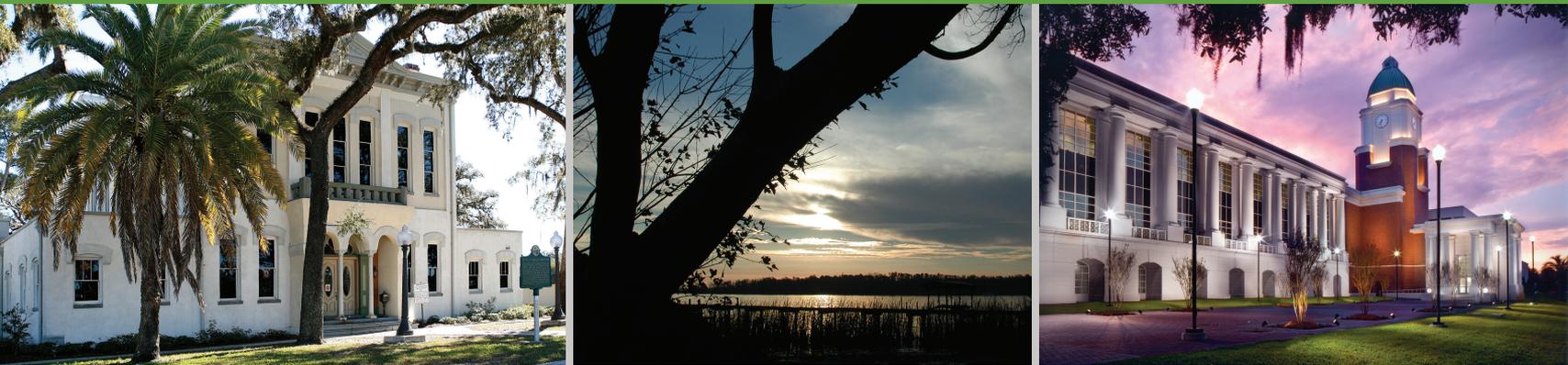


# CLAY COUNTY

## Community Health Assessment

### Mid-Cycle Update



Prepared for:  
**CLAY COUNTY HEALTH DEPARTMENT**  
**CLAY COUNTY HEALTH ASSESSMENT TASK FORCE**

Prepared by:  
**HEALTH PLANNING COUNCIL OF NORTHEAST FLORIDA**

2012

## **2010 Clay County Community Health Assessment Mid-Cycle Update Mid-Cycle Report 2012**

**Sponsors:** Clay County Health Department (Nancy J. Mills, Administrator)

**Produced by:** Health Planning Council of Northeast Florida

**Authored by:** Dr. Dawn Emerick and Nancy J. Mills

***Report and Executive Summary available at Northeast Florida Counts website - [www.neflcounts.org](http://www.neflcounts.org)***

**Acknowledgments:** Many individuals and organizations participated in and contributed valuable information to the community health assessment and planning process. This collaborative approach was essential in the development of a quality community health action plan.

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# LETTER TO THE COMMUNITY



In 2010, community leaders came together to assess the health status and priority health issues facing the county. These health priorities were overweight/obesity, diabetes, cardiovascular disease, stroke, and substance abuse. The community health needs assessment resulted in a community health plan that identified goals and associated activities to improve on the health of the community in these priorities over a 5-year period.

Over the last three years, multiple collaborative efforts by many organizations in the Clay County public health system have been aimed at addressing the activities delineated in the health plan's call to action. We offer this mid-cycle report as evidence of the strong commitment of community leaders and the organizations they represent in applying the lessons learned through the assessment in targeting their efforts. Please take the time to review this report. It is hoped that the findings of the health assessment and associated improvement plan will continue to serve as a guide the Clay County leaders in their program development and implementation. Individuals and organizations that would like to join in this collaborative effort are encouraged to contact the Clay County Health Department to see how they can become involved to reaching the goal of optimum health for all Clay County residents.

With best regards,

A handwritten signature in black ink that reads "Nancy J. Mills".

Nancy J. Mills, MPH, CPHA  
Administrator  
Clay County Florida





# 2010 HEALTH ASSESSMENT OVERVIEW

In the Fall of 2009, leaders from Orange Park Medical Center and the Clay County Health Department came together to launch a county-wide assessment of the overall health status and priority health issues facing Clay County residents.

More than 70 key healthcare and community stakeholders were invited to join the Clay County Health Assessment Task Force, and to participate in the assessment by representing the needs of their clients, constituents, and communities. Collectively, more than 40 community leaders contributed to the process by attending at least one Task Force meeting; with more than 1,550 residents contributing to the assessment through their participation in surveys and focus group discussions.

The Task Force used the “MAPP” community assessment model, as recommended by the Florida Department of Health as well as the National Association of City and County Health Officers (also known as “NACCHO”). MAPP is an acronym for “Mobilization for Action through Planning and Partnership;” and is a community-based participatory model that relies on the existing expertise of community representatives to identify, prioritize, and collectively address the county’s most prevalent health concerns. This type of county-wide health assessment was last completed in Clay during 2005; and it is recommended to re-occur every 3-5 years. An assessment of the local public health system performance was incorporated into the process using the NPHSP (National Public Health Performance Standards Program) tool.

The Clay County Health Assessment Task Force is comprised of representatives from local medical and behavioral health providers, social service agencies, civic organizations, minority and faith-based groups, and other key community stakeholders. Information collected during the needs assessment process was presented to the Task Force members at community meetings that were held in various locations in Clay County including the City of Green Cove Springs City Hall, The Fleming Island Library, Life Care Center of Orange Park, and Holly Cove Apartment Community during November 2009 – July 2010.

Components of Clay County’s health assessment included an analysis of available demographic data, health statistics, and access to health care indicators for county residents. Community input was obtained from six focus group discussions among known key population groups such as: the elderly, faith community, minority residents, parents, and business professionals. A county-wide survey that solicited the community’s opinions on health care services and quality of life issues was also distributed to gain additional feedback from Clay County residents.

During the final three community meetings, members of the Task Force made recommendations regarding the key health issues using a summary of the data and information obtained through the four integrated assessments outlined in the MAPP model. This assessment is therefore the product of a collective and collaborative effort from a variety of dedicated health and social service providers along with other invaluable community stakeholders from across all regions of Clay County. The findings from this community health assessment served as a guide to the entities that make up the public health system in Clay County for use in their program development efforts over the next five years.

# 2010 KEY HEALTH ISSUES

The Clay County Health Assessment Task Force identified strategic health issues which included Smoking, Alcohol and Substance Abuse and Misuse, Chronic Diseases – (specifically Obesity, Heart Disease and Diabetes); access to Dental Care; access to Mental Health Services; access to Services in Rural Portions of the County; and availability of bilingual (Spanish) Health Services. Task Force members then collapsed these key health issues into broader health priorities and subsequently developed goals and actions steps. These broad health priorities were overweight/obesity, diabetes, cardiovascular disease, stroke and substance abuse, including alcohol, tobacco, illegal and prescription drugs. The Task Force developed goals in support of the priorities, along with activities to impact the goals. The Task Force recommended that these goals be incorporated in the work of existing community groups and leaders and the progress of these goals be monitored by the Clay County Health Department.

The goals are listed below and are aligned with the 2012 Florida State Health Improvement Plan, Healthier People 2020, and the National Prevention Strategy (Figures 1A, 1B, and 1C).

**Goal 1:** Improve the overall Health Literacy, along with awareness and understanding of healthy lifestyle recommendations, among Clay County residents through targeted health promotion campaigns/initiatives.

**Goal 2:** Increase/Improve access to goods and services needed to support healthy lifestyles, especially among underserved populations, through improved interagency coordination and multi-sector partnerships.

**Goal 3:** Continue coordination with both the Clay Action Coalition and “Tobacco Free Clay” to improve the integration of appropriate substance use/misuse prevention messaging, screening, and assessment into routine medical care, especially for youth.

Figure 1 - Four Assessment Overview



**Strategic Issue 1: Overweight/obesity, diabetes, cardiovascular disease, stroke**

**Goal:** Improve the overall health literacy, along with awareness and understanding of healthy lifestyle recommendations, among Clay County residents through targeted health promotion campaigns/initiatives.

**Table 1A - Strategic Issues Cross Walk (Clay CHIP/SHIP/Healthy People 2020/National Prevention Strategy)**

Goals	Strategy			Lead Entity
	Healthy People 2020	State Health Improvement Plan	National Prevention Strategy	
Coordinate with parish health programs/ health ministries to disseminate targeted health messages, education, and needed support services through local congregations.	HP2020: HC/HIT – Use health communication strategies and health information technology to improve population health outcomes and health care quality, and to achieve health equity.	SHIP CD2: Increase access to resources that promote healthy behaviors  SHIP CD2.1: Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.	EMPOWERED PEOPLE – Support people in making healthy choices. <i>Recommendation:</i> 3. Provide people with tools and information to make healthy choices.	Mercy Network
Partner with local businesses to create and deploy effective health messaging at consumer and employee “points of contact” (ie: messaging on consumer goods, worksite wellness programs, and training other service providers – such as barbers/beauticians – as health ambassadors, etc.)	HP2020: ECBP – Increase the quality, availability, and effectiveness of educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.  HP2020: TU – Reduce illness, disability and death related to tobacco use and second-hand smoke exposure.		HEALTHY EATING PRIORITY – <i>Recommendation:</i> 4. Help people recognize and make healthy food and beverage choices.  ACTIVE LIVING PRIORITY – <i>Recommendation:</i> 4. Support workplace policies and programs that increase physical activity.  TOBACCO FREE LIVING PRIORITY – <i>Recommendation:</i> 3. Support comprehensive tobacco free and other evidence-based tobacco control policies.	Clay Chamber of Commerce
Work with school leaders to influence policy change that improves and integrates the provision of age-appropriate health education, prevention messaging, and physical activity for students within their core curriculum.	HP2020: PA – Improve health, fitness and quality of life through daily physical activity.  HP2020: NWS – Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights.		INJURY AND VIOLENCE FREE LIVING PRIORITY – <i>Recommendation:</i> 6. Provide individuals and families with the knowledge, skills and tools to make safe choices that prevent violence and injuries.	Clay County School District

**Strategic Issue 2: Overweight/obesity, diabetes, cardiovascular disease, stroke**

**Goal:** Increase/improve access to goods and services needed to support a healthy lifestyle, especially among underserved populations, through improved inter-agency coordination and multi-sector partnerships.

**Table 1B - Strategic Issues Cross Walk (Clay CHIP/SHIP/Healthy People 2020/National Prevention Strategy)**

Goals	Strategy			Lead Entity
	Healthy People 2020	State Health Improvement Plan	National Prevention Strategy	
Organize and co-host the first “Clay County Health Summit” with key community leaders to explore options to improve primary care access for lower income and uninsured residents.	HP2020: AHS – Improve access to comprehensive, quality health care services.  HP2020: HDS – Improve Cardiovascular health and quality of life through prevention, detection and treatment of risk factors for heart attack and stroke; early identification and treatment of heart attacks and strokes; and prevention of repeat cardiovascular events.	SHIP AC2: Improve access to primary care services for Floridians.  SHIP AC2.2 Address health care service barriers (e.g. payment, enrollment and access impediments) for service providers and care recipients.  SHIP CD1. Increase the proportion of adults and children who are at a healthy weight.	CLINICAL AND COMMUNITY PREVENTIVE SERVICES – Ensure that prevention-focused health care and community prevention efforts are available, integrated, and mutually reinforcing. <i>Recommendations:</i> 4. Support implementation of community-based preventive services and enhance linkages with clinical care. 5. Reduce barriers to accessing clinical and community preventive services, especially among populations at greatest risk.  HEALTHY EATING – <i>Recommendation:</i> 1. Increase access to healthy and affordable foods in communities. Key Indicator: Proportion of adults, children and adolescents who are obese.	Health Planning Council of Northeast Florida (With sponsorship from the Blue Foundation)
Strengthen existing collaborations with regional mobile health units to ensure access to needed primary and specialty care as well as appropriate screenings and education.	HP2020: C – Reduce the number of new cancer cases, as well as the illness, disability and death caused by cancer.  HP2020: IID Increase immunization rates and reduce preventable infectious diseases.	SHIP CD1.3 Increase the availability of healthful food.		St. Vincent’s Mobile Outreach and Clay County Health Department
Partner with existing organizations and resources that supply healthy foods (such as agricultural organizations to coordinate community gardens and supermarkets that sell fresh produce and meats) to improve access to healthy food for all residents, especially those in underserved areas/populations.	HP2020: NWS – Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of health body weights.			University of Florida Clay County Extension Services and Clay County Health Department

**Strategic Issue 3: Substance abuse/misuse (including alcohol, tobacco, illegal and prescription drugs)**

**Goal:** Continue coordination with both the Clay Action Coalition and “Tobacco Free Clay” to improve the integration of appropriate substance use/misuse intervention messaging, screening, and assessment into routine medical care, especially for youth.

**Table 1C - Strategic Issues Cross Walk (Clay CHIP/SHIP/Healthy People 2020/National Prevention Strategy)**

Goals	Strategy			Lead Entity
	Healthy People 2020	State Health Improvement Plan	National Prevention Strategy	
Increase and improve the provision of substance use prevention messages within primary care and other routine healthcare settings, especially for lower income and uninsured residents.	HP2020: TU - Reduce illness, disability and death related to tobacco use and second-hand smoke exposure.  HP2020: SA – Reduce Substance Abuse to protect the health, safety, and quality of life for all, especially children.	SHIP CD2: Increase access to resources that promote healthy behaviors.  SHIP CD2.1: Collaborate with partner agencies and organizations to implement initiatives that promote healthy behaviors.	EMPOWERED PEOPLE – Support people in making healthier. <i>Recommendations:</i> 1. Provide people with tools and information to make healthy choices.  TOBACCO FREE LIVING – <i>Recommendation:</i> 3. Expand the use of tobacco cessation services.	Clay County Medical Society
Integrate early risk assessment, screenings and education regarding substance use/misuse into the routine primary care of children and adolescents.			PREVENTING DRUG ABUSE AND EXCESSIVE ALCOHOL USE <i>Recommendation:</i> 3. Identify alcohol and other drug abuse disorders early and provide brief intervention, referral and treatment.	Clay County Medical Society



# 2012 COMMUNITY HEALTH IMPROVEMENT PLAN MID-CYCLE UPDATE

## 2012 Mid-Cycle Review Process

In the summer of 2012, the Task Force gathered to review the 2010 Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP). They also reviewed data to assess changes to Clay County’s community health status, and the local public health system performance assessment. The Community Health Improvement Plan activities were inventoried and discussed. The Goals were validated. Activities were found to be completed; in process; or pending. Secondary data used for the mid-cycle report is included in Appendix A, B, C, D, and E.

### Strategic Issue 1: Overweight/obesity, diabetes, cardiovascular disease, stroke

**Goal:** Improve the overall health literacy, along with awareness and understanding of healthy lifestyle recommendations, among Clay County residents through targeted health promotion campaigns/initiatives.

**Table 2 - CHIP Update - Strategic Issue 1**

Goals	Accomplishments		Partnering Entities
	Activity Description	Measure of Success	
Coordinate with parish health programs/ health ministries to disseminate targeted health messages, education, and needed support services through local congregations.	CHANGE Tool Project – Survey was implemented at a site representing each of 5 sectors (Community Institution, School; Workplace; Community-at-large, and health) – Survey results revealed that the faith-based community was identified as an area needing better nutrition and wellness messaging.	Design and implementation of intervention strategy based on survey results (Completed 2011).	Clay Chamber of Commerce; Clay County Health Department; Swimming Pen Creek Elementary School; Clay County Government; Fleming Island Family Medicine
	Intervention based on CHANGE Tool Project – Lending library for faith-based organizations serving minority groups was developed which contained products from CREATION Health. Curriculum areas are: Choice, Rest, Environment, Activity, Trust, Interpersonal, Outlook and Nutrition. Library consists of 5 instructor kits; 6 mini-instructor kits, and 30 introductory CDs that were distributed to target organizations.  CREATION HEALTH Multi-faceted Approach to Health Education – Healthy 100 Seminars spring 2012.	Measurements: Distribution of introductory CDs; Use of lending materials (Completed 2012).  Measurements: Attendance data; curriculum participant data. (Ongoing).	Mercy Network, Clay Behavioral, The Way Clinic, YMCA, St. Catherine’s Catholic Church, Orange Cove Seventh-Day Adventist Church, Florida Hospital, Clay County Health Department

<p>Partner with local businesses to create and deploy effective health messaging at consumer and employee “points of contact ” (i.e.: messaging on consumer goods, worksite wellness programs, and training other service providers – such as barbers/beauticians – as health ambassadors, etc.).</p>	<p>Intervention based on CHANGE Tool Project – Chamber of Commerce members received one-year subscription to H2U Health to You, a health and wellness organization that empowers employees to manage their health. Quarterly magazine contains articles about health care trends, treatment for chronic illness and care giving. Newsletter containing local-affiliated hospital activities and health information were also included. Confidential online Personal Health Assessment and personalized wellness report.</p>	<p>Measurement: Distribution of subscription and services. (In process).</p>	<p>Clay Chamber of Commerce; Clay County Health Department; Swimming Pen Creek Elementary School; Clay County Government; Fleming Island Family Medicine</p>
	<p>Tobacco Free Clay and Clay County Health Department worked with local businesses at point of sale sites, Quit Line awareness campaign was implemented by placing Quit Line penny tray cups in 20 gas stations/convenience stores located around youth recreation areas of schools.</p>	<p>Measurement: Placement of campaign materials at target business point of sale sites. (Completed 2012).</p>	<p>Tobacco Free Clay and Clay County Health Department</p>
<p>Work with school leaders to influence policy change that improves and integrates the provision of age-appropriate health education, prevention messaging, and physical activity for students within their core curriculum.</p>	<p>Clay CHD and Clay School Board partnered in the Robert Wood Johnson Multi-County Learning Collaborative Initiative on Fitness. An on-line data base collector of physical and nutrition activity which can be used for students and teachers to track progress in those areas was acquired and made available to Clay School district. The School District will import all students via their student roster so that the program will follow the student through their career in the Clay School.</p>	<p>Measurement: Number of participants enrolled (In process).</p>	<p>Clay County School Board and Clay County Health Department</p>
	<p>Tobacco Juvenile Citation and Education Process – Clay Behavioral and School District Student Services are revamping the tobacco juvenile citation and education program. As an alternative to the suspension program a tobacco offender will have a four week commitment to the Family Education program. This commitment includes attendance with a parent/guardian.</p>	<p>Project in process with planned implementation late 2012.</p>	<p>Clay Behavioral Health Center and Clay County School Board</p>

**Strategic Issue 2: Overweight/obesity, diabetes, cardiovascular disease, stroke**

**Goal:** Increase/improve access to goods and services needed to support a healthy lifestyle, especially among underserved populations, through improved inter-agency coordination and multi-sector partnerships.

**Table 3 - CHIP Update - Strategic Issue 2**

Goals	Accomplishments		Partnering Entities
	Activity Description	Measure of Success	
Organize and co-host the first “Clay County Health Summit” with key community leaders to explore options to improve primary care access for low income and uninsured residents.	Summits brought together a variety of community partners with various roles in the provision of a broad range of health services. Speakers presented from HRSA, FQHC, FL DOH, FACHC, FHA, NE FL Health Information Consortium, PCAN, and Neighborhood Health Clinic. Various healthcare system models were explored.	Summits held November 2010 and January 2011. Champions group continued systems discussions throughout 2011. Measurement: Resulting collaborations (as reflected below).	Health Planning Council of Northeast Florida and the Blue Foundation
	Clay County Health Department acquired a Medicaid Low Income Pool grant to re-open the Ed Stansel Clinic in Green Cove Springs. The clinic provides care to uninsured residents of Clay County, targeting individuals who use the hospital emergency room as a medical home. Orange Park Medical Center refers patients from their ER as well as inpatients to the Ed Stansel Clinic for follow-up care.	Clinic operations began in 2010. Measurement: ER diversion data; health outcome measures.	Clay County Health Department and Orange Park Medical Center
	Baker/Clay Dental Clinic opened at the site of the Clay Free Dental clinic in Green Cove Springs. This collaborative expanded upon the Baker/Clay Dental Bus initiative to bring dental care to children at a fixed site.	Fixed site Dental Clinic operations began in 2010. Measurement: Clinic use data.	Clay and Baker County Health Departments, Clay County Dental Society, Clay County Board of County Commissioners, and Clay County School Board
	The Way Free Medical Clinic added programs and services since the 2010 assessment that included expansion of vision services; nursing internship program (2009); an externship program for Fortis College and Stanford Brown Institute graduates (2010), Florida Breast and Cervical Cancer Early Detection Program (2010); partnership with Florida AHEC for a tobacco cessation program (2011); partnership with Clay CHD Healthy Start home visit model and Comenzando Bien classes for pregnant Latina women; an educational program for young mothers called My Baby and Me (2011); diabetes education program (2011); and a social work internship program (2012).	Measurement: Clinic use data.	The Way Free Clinic, Fortis College, Stanford Brown Institute, FL AHEC, Clay County Health Department

	<p>Family Medical and Dental Centers currently operating in Keystone Heights in Clay County obtained Expansion Grant to open a clinic in Green Cove Springs at a site on Hwy. 17. Phase 1 of the project is scheduled to open October 2012, with two providers, four exam rooms, lab, waiting and office space. Services will include traditional primary and preventative services, chronic disease management and patient education. The site will be expanded to include more exam rooms with the site fully operational spring of 2013.</p>	<p>Measurement: Clinic use data.</p>	<p>Family Medical and Dental Centers</p>
	<p>Baker/Clay Dental Program collaborated on an IMPACT (Improving Access to Health Care) grant application to open a second fixed site in Clay Hill area of Clay County. If successful dental services to children and a limited targeted populations of adults will be delivered from that site.</p>	<p>Pending grant award.</p>	<p>Clay and Baker County Health Departments and the Clay County Board of County Commissioners</p>
	<p>PACE-EH Project – Green Cove Springs: This project was an environmental health needs assessment using the PACE-EH (Protocol for Assessing Community Excellence in Environmental Health) tool. The purpose was to explore the broad physical and social environments that impact health and safety. Three top issues identified were vacant properties; built environment focusing on transportation infrastructure and safety; and surface water quality. As part of the action steps, partners participated in the Green Cove Springs Visioning Event. Also, under the topic of built environment, a forum on the built environment health impacts was held with speakers from DOT, FL DOH, NEFPO, and City of Green Cove Springs planning department. Both events activities were conducted late summer 2012.</p>	<p>Assessment completed summer 2012. (Report and Action Plan Pending) Measurement: Development and implementation of action steps.</p>	<p>Clay County Health Department, City of Green Cove Springs, and Health Planning Council of NE FL</p>

	<p>Hot Spotting Research Project - The Health Planning intends to lead a research project to determine where patients who utilized the most health care in a given community live, and/or what characteristics do they shared. St. Vincent's Healthcare and the Health Planning Council will collect data from public and private health insurance claims to locate "hot spots" of patients who are using the most expensive services and mapping where they live—down to the city block. Death certificate data will also be used to analyze the life expectancy of the residents and the insertion of sophisticated geo-spatial environmental data to analyze the correlation between healthcare utilization, health disparities, mortality rates/life expectancy and the environmental conditions in which people live.</p>	<p>Measurements: A produced written report for local, state and national distribution.</p> <p>The development (and obtaining) of grants to address the findings of the hot spotting study (pending).</p>	<p>Health Planning Council of Northeast Florida St. Vincent's Healthcare Orange Park Medical Center Duval County Health Department ELM (a planning, architecture landscape, architecture, and environmental graphics firm)</p>
<p>Strengthen existing collaborations with regional mobile health units to ensure access to needed primary and specialty care as well as appropriate screenings and education.</p>	<p>St. Vincent 's Mobile Health Outreach Ministry - Free blood pressure; cholesterol and glucose screenings, flu shots, immunizations and school physicals are examples of preventive services provided through St. Vincent's Mobile Health Outreach Ministry. Medical needs range from detecting and treating chronic illnesses like asthma, hypertension, diabetes and cardiovascular conditions, to common ailments like respiratory infections, nutritional problems and hearing, and vision issues.</p>	<p>Measurement: # Van scheduled days in Clay County (26 days) – (Ongoing).</p>	<p>St. Vincent's Mobile Health Outreach Ministry, Mercy Network, Salvation Army, St. Catherine's Catholic Church, Orange Cove Seventh Day Adventist Church, The Way Free Clinic, Clay County Health Department</p>
	<p>Health Service Provision and Education Events – A Community Outreach Event is held twice a year and a variety of partners come together to serve the working poor and homeless in Clay County. Health Fairs, Immunization Events, and School Physical Events held periodically through out the year to fill gaps and provide information and referral services.</p>	<p>Measurement: # of events held; # persons served. (Spring and Fall Community Outreach event; 4 health fairs; 5 immunization and school physical events) – (Ongoing).</p>	

<p>Partner with existing organizations and resources that supply healthy foods (such as agricultural organizations to coordinate community gardens and supermarkets that sell fresh produce and meats) to improve access to healthy food for all residents, especially those in underserved areas/populations.</p>	<p>Rural Lite program partnership with UF and Extension Office – Rural Lite program is a research project started in January 2011 to evaluate the most effective way to manage nutrition and weight control for rural, underserved adult populations. Outcome data is currently being collected but the project has been a success.</p> <p>EFLIP Project – EFLIP is a weight management program for children 8 – 12 began in Clay County in February 2012 with classes being held at the extension office for parents and children. Outcome information is pending.</p> <p>Head Start Nutrition Series – The Extension is working with Head Start centers (children/parents and caregivers) on a nutrition series focusing on healthy eating.</p>	<p>Measurements: Rural Lite – Outcome data EFLIP – Outcome data Head Start – Participation date (All activities in process)</p>	<p>University of Florida Clay County Extension Services; Head Start</p>
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**Strategic Issue 3: Substance abuse/misuse (including alcohol, tobacco, illegal and prescription drugs)**

**Goal:** Continue coordination with both the Clay Action Coalition and “Tobacco Free Clay” to improve the integration of appropriate substance use/misuse intervention messaging, screening, and assessment into routine medical care, especially for youth.

**Table 4 - CHIP Update - Strategic Issue 3**

Goals	Accomplishments		Partnering Entities
	Activity Description	Measure of Success	
<p>Increase and improve the provision of substance use prevention messages within primary care and other routine healthcare settings for lower income and uninsured residents.</p>	<p>Clay Action Coalition completed a booklet targeted to adolescents and teens called <b>Know the Law</b>. The consequence of risky behaviors, including substance use and abuse, is included in this educational outreach document. Activity design pending.</p>	<p>Design completed July 2012. Distribution planned at targeted sites in 2012/2011. Distribution sites include health-care settings as well as school and justice related programs.</p>	<p>Clay Action Coalition, Juvenile Justice Coalition, Mercy Network, Clay County Health Department</p>
<p>Integrate early risk assessment, screening, and education regarding substance use/misuse into the routine primary care of children and adolescents.</p>		<p>To be determined by activity design process. (Pending).</p>	<p>Clay County Medical Society</p>

*elderly*

**business professionals**

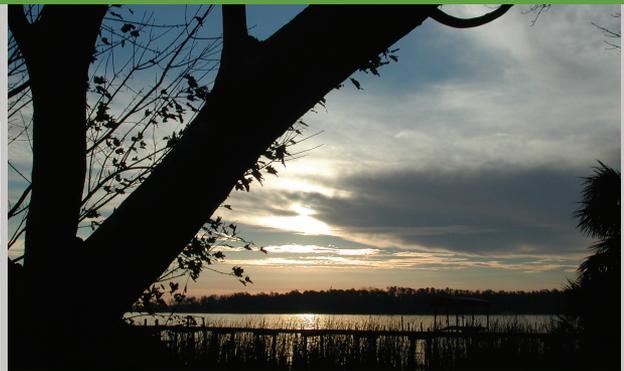
**This mid-cycle report is evidence of the strong commitment of community leaders and the organizations they represent in applying the lessons learned through the assessment in targeting their efforts.**

*parents*

**minority residents**

*faith community*

***Become involved to reach the goal of optimum health for all Clay County residents.***



# APPENDICES

## APPENDIX A

### Review of Health Priority Trend Data

The County Health Rankings prepared by the University of Wisconsin with support from the Robert Wood Johnson Foundation ranks Clay County 6th in Florida in overall health status for 2012. Strengths in the community are education, employment, income, family/social support and community safety. Areas for improvement include air quality, the built environment, access to healthy food, diet/exercise and tobacco/alcohol use. A brief analysis of health data selected from that presented at the mid-cycle Task Force meeting revealed a slight downward trends in overall heart disease, chronic obstructive pulmonary disease, and stroke over the last several years. However, diabetes is trending higher, a trend not mirrored by the rest of Florida aggregate data. Of note is the disparate health status of minority populations for some indicators.

### COUNTY HEALTH RANKINGS

Table 5 - Clay County Health Factors Rankings 2012

HEALTH BEHAVIORS	CLINICAL CARE	SOCIO-ECONOMIC	PHYSICAL ENVIRONMENT
Tobacco Diet and Exercise Alcohol Use High-Risk Sex	Access to Care Quality of Care	Education Employment Income Family/Social Support Community Safety	Air Quality Built Environment Access to Healthy Food Liquor Stores
Clay rank: 38th	Clay rank: 23rd	Clay rank: 7th	Clay rank: 36th

**Overall Rank: 6**

2011 Robert Wood Johnson Foundation  
<http://www.countyhealthrankings.org/#app/florida/2012/clay/county/1/overall>

### LEADING CAUSES OF DEATH

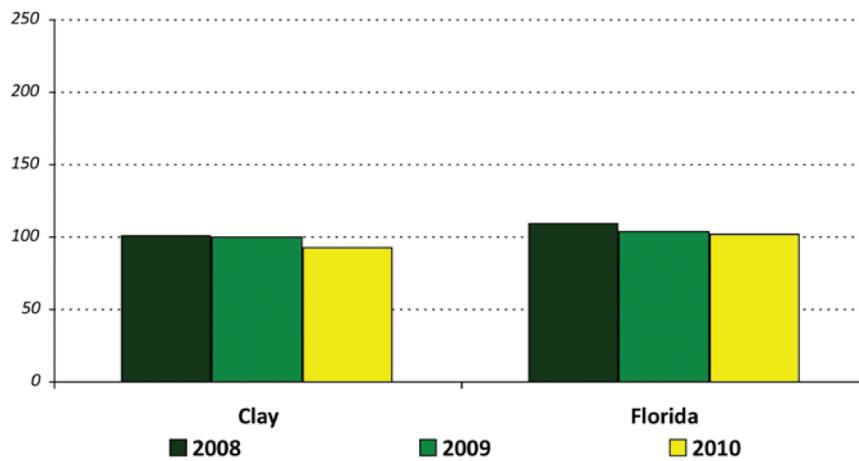
Table 6 - Leading Causes of Death

CLAY COUNTY RANK	DISEASE/CONDITION	FLORIDA RANK	U. S. RANK
1	Cancer (total of all types)	2	2
2	Heart Disease	1	1
3	Respiratory Disease	3	3
4	Accidental Injury	4	5
5	Stroke	5	4

Source: Florida CHARTS, 2012

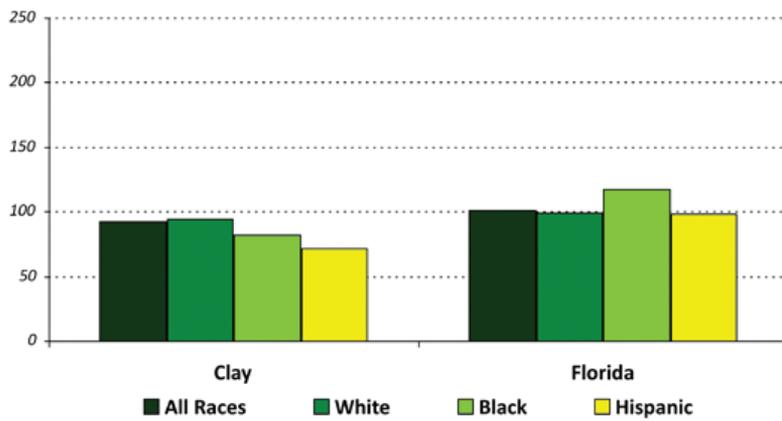
## HEART DISEASE

Figure 2 - Heart Disease Mortality, 2008-2010



Source: Florida Department of Health, Bureau of Vital Statistics

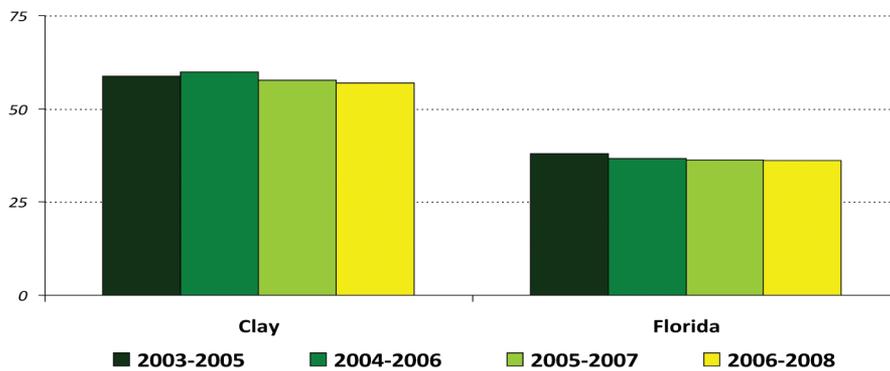
Figure 3 - Heart Disease Mortality, by Race, 2010



Source: Florida Department of Health, Bureau of Vital Statistics

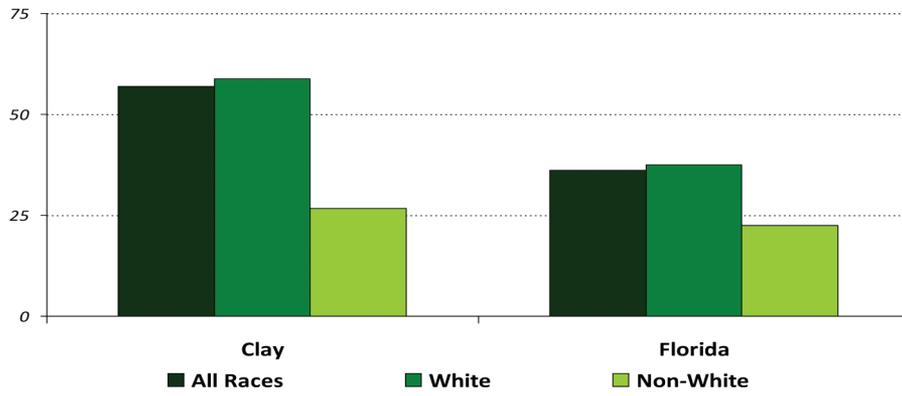
## CHRONIC OBSTRUCTIVE PULMONARY DISEASE

Figure 4 - Chronic Obstructive Pulmonary Disease Mortality, All Races, 2003-2008



Source: Florida Department of Health, Bureau of Vital Statistics

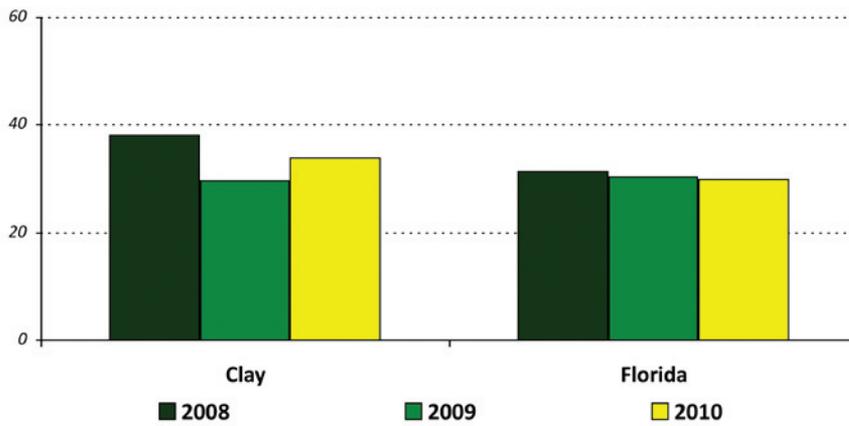
Figure 5 - Chronic Obstructive Pulmonary Disease Mortality, by Race, 2006-2008



Source: Florida Department of Health, Bureau of Vital Statistics

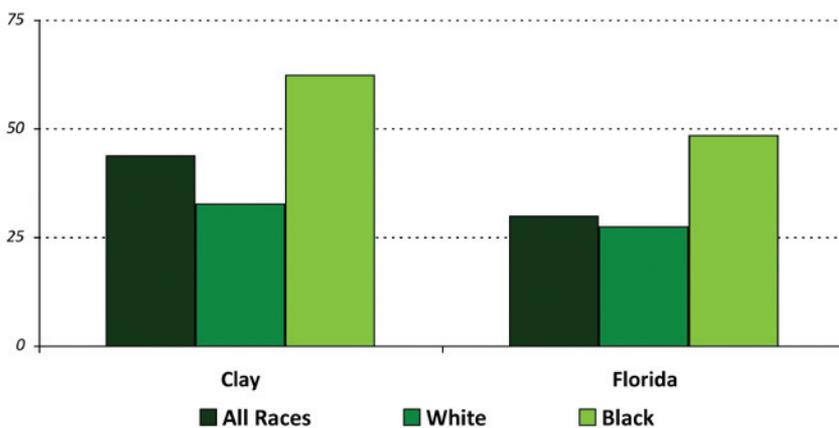
## STROKE

Figure 6 - Stroke Mortality, All Races, 2008-2010



Source: Florida Department of Health, Bureau of Vital Statistics

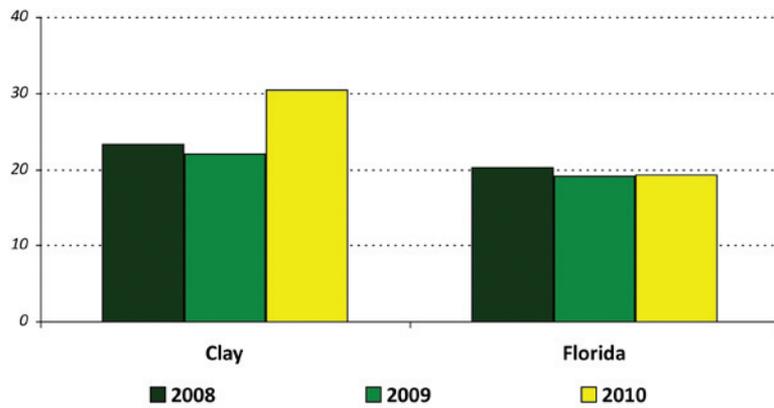
Figure 7 - Stroke Mortality, by Race, 2010



Source: Florida Department of Health, Bureau of Vital Statistics

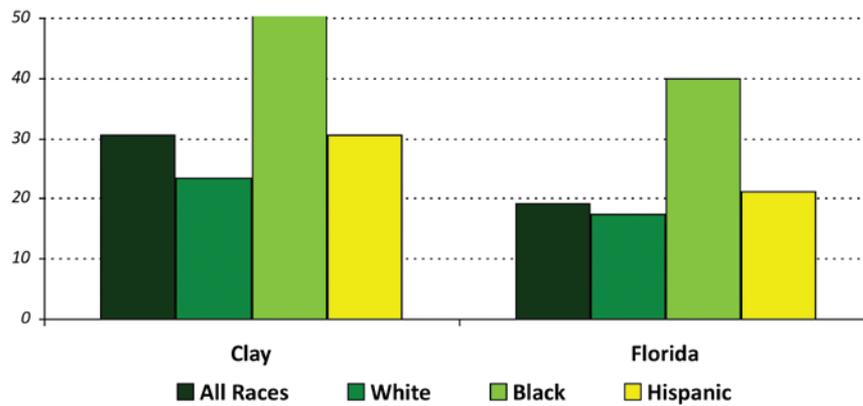
## DIABETES

Figure 8 - Diabetes Mortality, All Races, 2008-2010



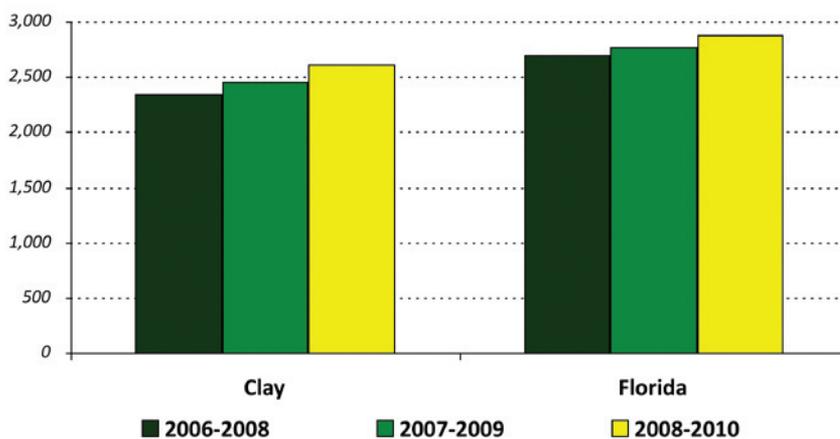
Source: Florida Department of Health, Bureau of Vital Statistics

Figure 9 - Diabetes Mortality, by Race, 2010



Source: Florida Department of Health, Bureau of Vital Statistics

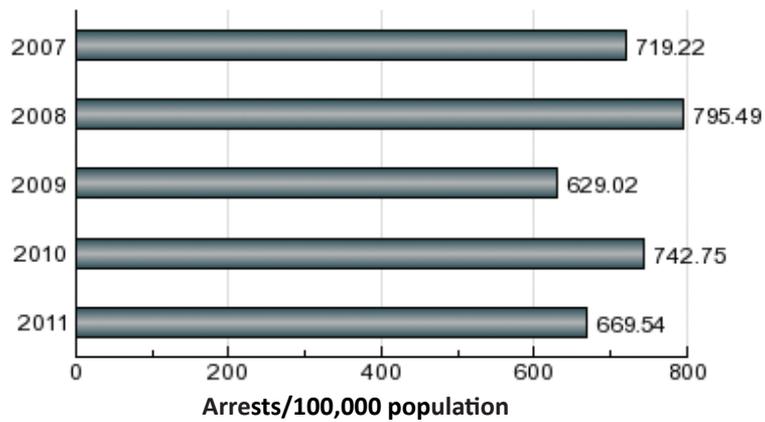
Figure 10 - Rate of Resident Hospitalizations with a Primary Diagnosis of Diabetes, All Races, 2006-2010



Source: Florida Agency for Health Care Administration (AHCA)

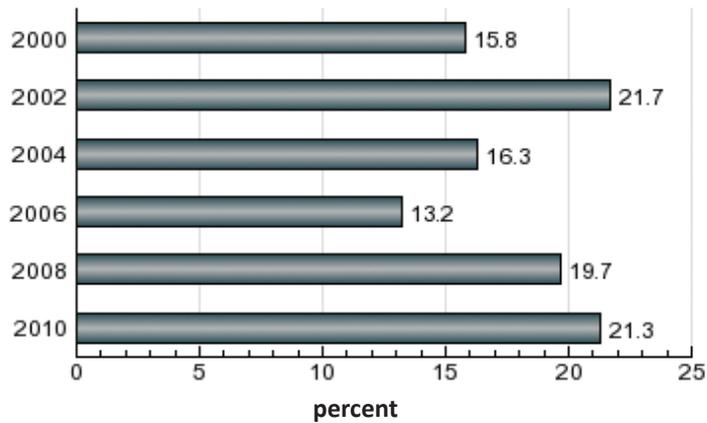
## SOCIAL and MENTAL HEALTH

Figure 11 - Arrests for Drug Abuse, Clay County, 2007-2011



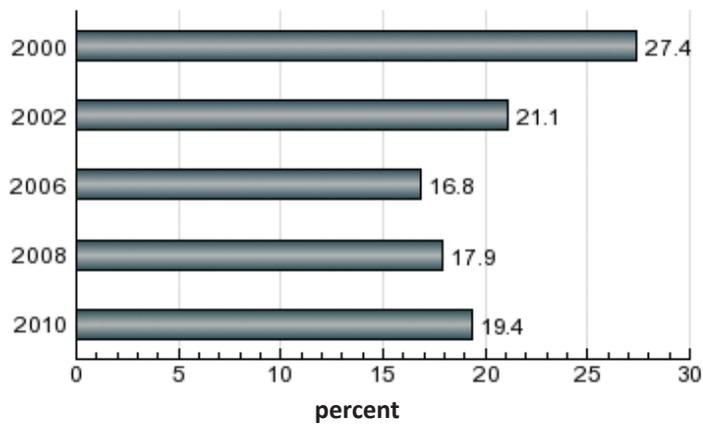
Source: Florida Department of Law Enforcement

Figure 12 - Teens Who Use Marijuana, Clay County, 2000-2010



Source: Florida Youth Substance Abuse Survey

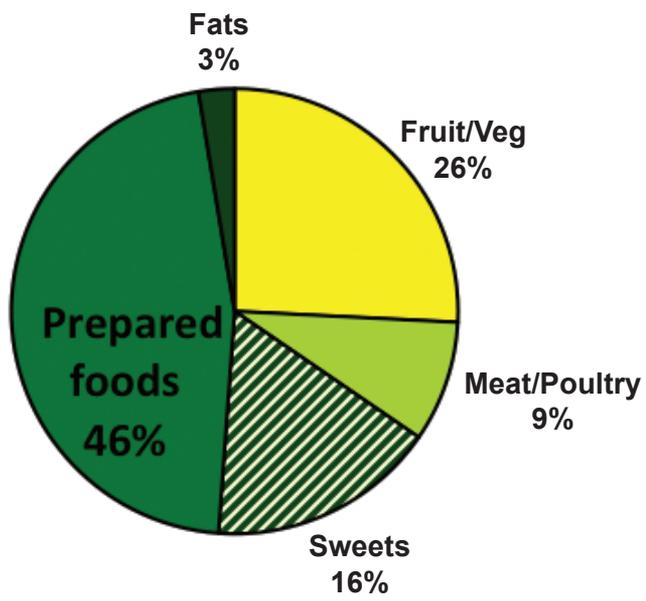
Figure 13 - Teens Who Smoke, Clay County, 2000-2010



Source: Florida Youth Tobacco Survey

## FOOD ENVIRONMENT

Figure 14 - Average Per-Capita Food Consumption, Northeast Florida Region, 2009



Source: U. S. Department of Agriculture

## APPENDIX B

### Clay County Profile Trends

As it has elsewhere in the nation, the impact of the down economy is reflected in the data sets below, with an increase over the past decade in the percentage of persons in poverty and the number of students eligible to receive free/reduced meals. However, it appears from the data that economic recovery is occurring with a reduction in the number of persons receiving public assistance from a peak in 2009 compared to 2011. Unemployment data also shows a slight recovery. On a positive note, high school graduation rates for Clay County have increased by 14.3 percentage points in the last five years.

### POVERTY

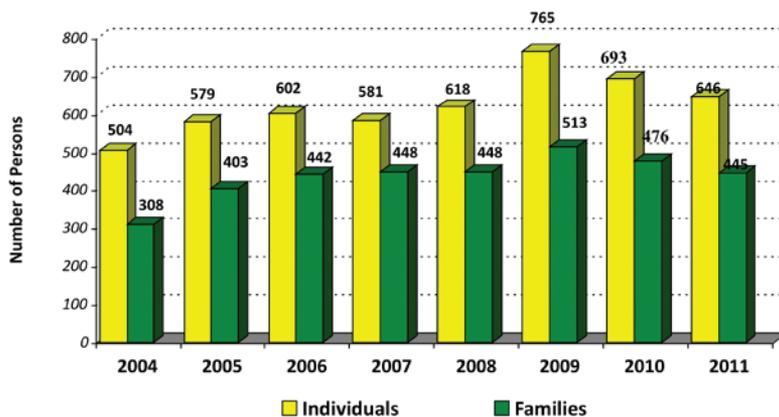
Table 7 - Estimates of Persons and Youth in Poverty, 2000 and 2010

Population	Clay County		Florida	
	2000	2010	2000	2010
Individuals living in poverty	6.8%	8.5%	12.5%	13.8%
Youth <18 years living in poverty	8.9%	11.6%	17.2%	19.5%

Source: U. S. Census Bureau, American Community Survey, 2008-2010

### PUBLIC ASSISTANCE

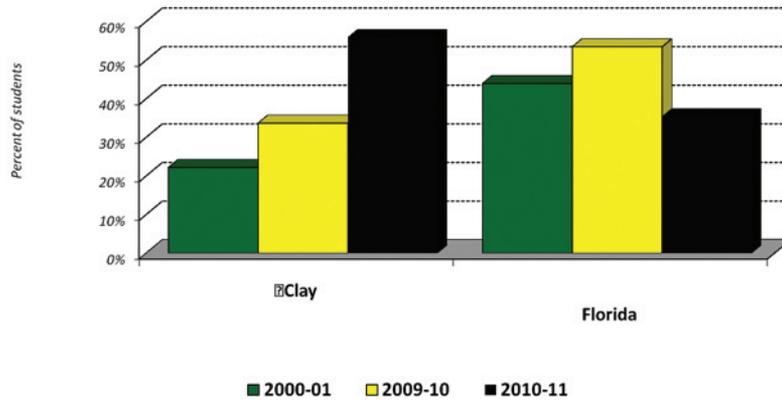
Figure 15 - Individuals and Families Receiving Public Assistance, 2004-2011



Source: FLDCA ACCESS Caseload Report 2012

## EDUCATION

Figure 16 - Students Eligible to Receive Free and/or Reduced Price Meals



Source: FLDOE, Student Demographic Information Report 2012

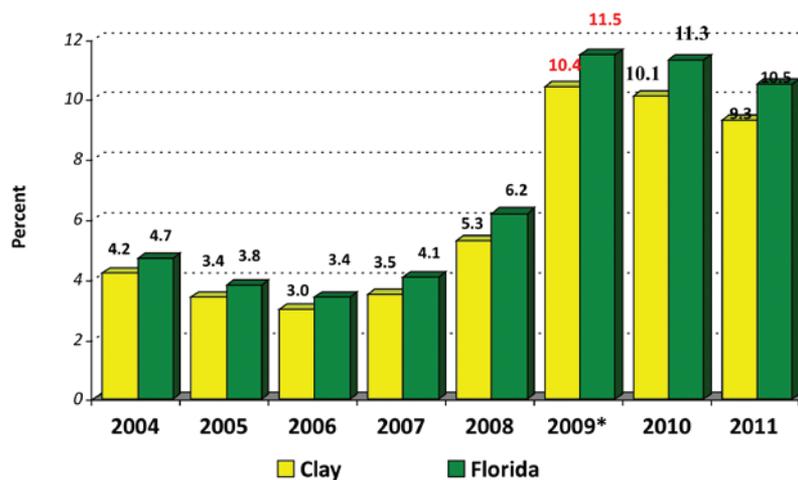
Table 8 - High School Graduation and Drop-Out Rates, 2006-2007 and 2010-2011

Area	2006-2007 School Year		2010-2011 School Year	
	Graduation	Drop-Out	Graduation	Drop-Out
Clay County	75.3%	2.3%	89.6%	1.0%
Florida	72.4%	3.3%	81.2%	1.9%

Source: Florida Department of Education, Education Information & Accountability Services Data Report, 2011

## LABOR FORCE, EMPLOYMENT and INDUSTRY

Figure 17 - Unemployment, Clay County and Florida, 2004-2011



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics, 2006-2011

## APPENDIX C

### Community Concerns - 2010 Compared to 2005 (As measured from survey and focus group respondents)

In 2010, Residents in Clay County continued to report Obesity as their top health concern as they did in 2005. In addition, they reported a marked increase in concerns about Diabetes, High Blood Pressure and Dental Problems in 2010 over 2005. Residents also reported a marked increase in difficulty to obtain Dental, Vision, Preventive and Specialty Care health services in 2010 over 2005. Finally, Residents reported the barriers to care in 2010 compared to 2005 to be ability to pay, lack of knowledge of available services, not having a regular healthcare provider, transportation, aversion to accepting government assistance and privacy concerns. Comparison data from the 2005 and 2010 surveys is summarized in the following charts.

Figure 18 - Top Health Concerns, 2010 and 2005

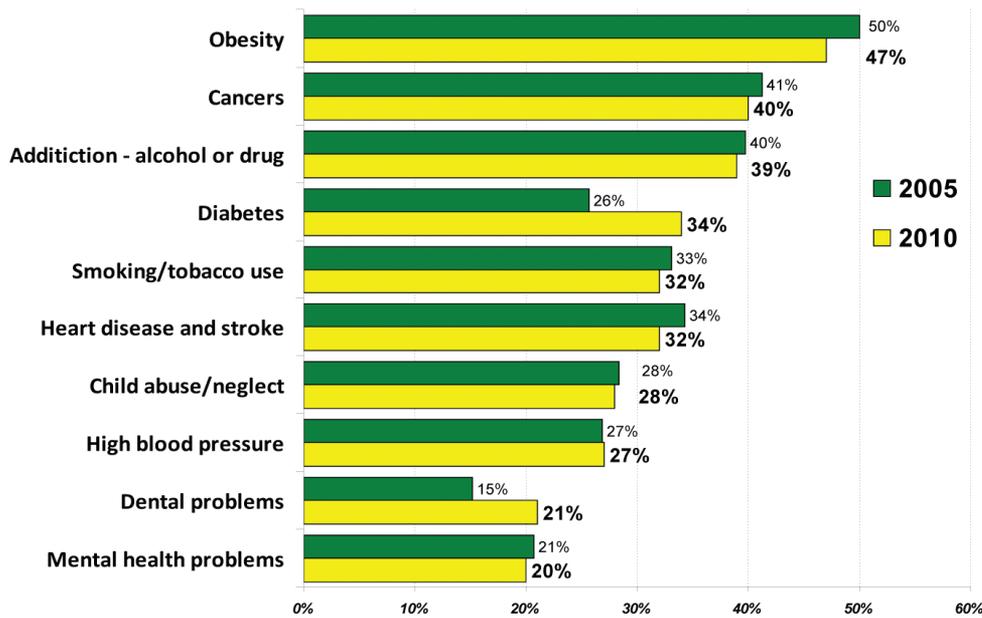
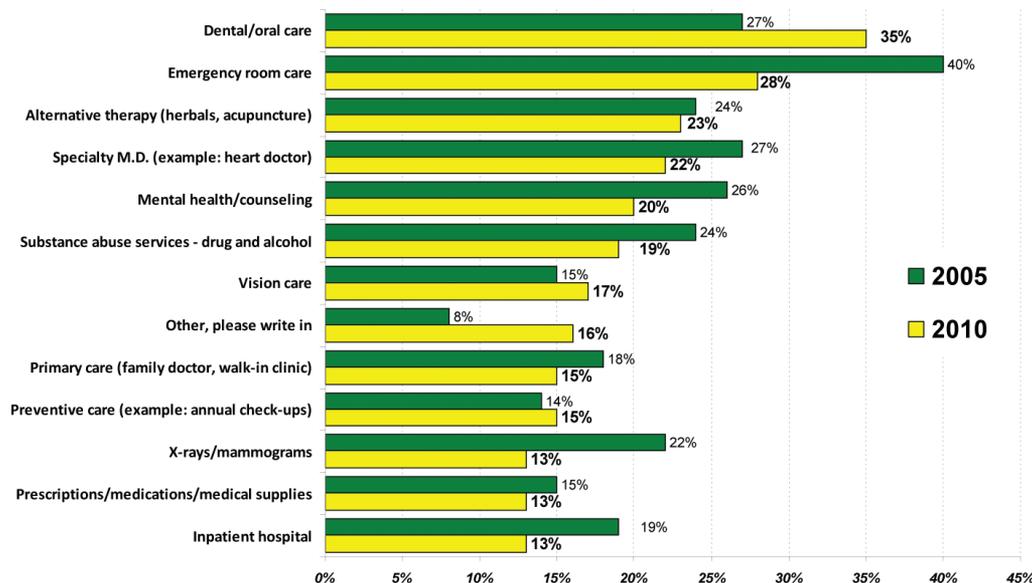
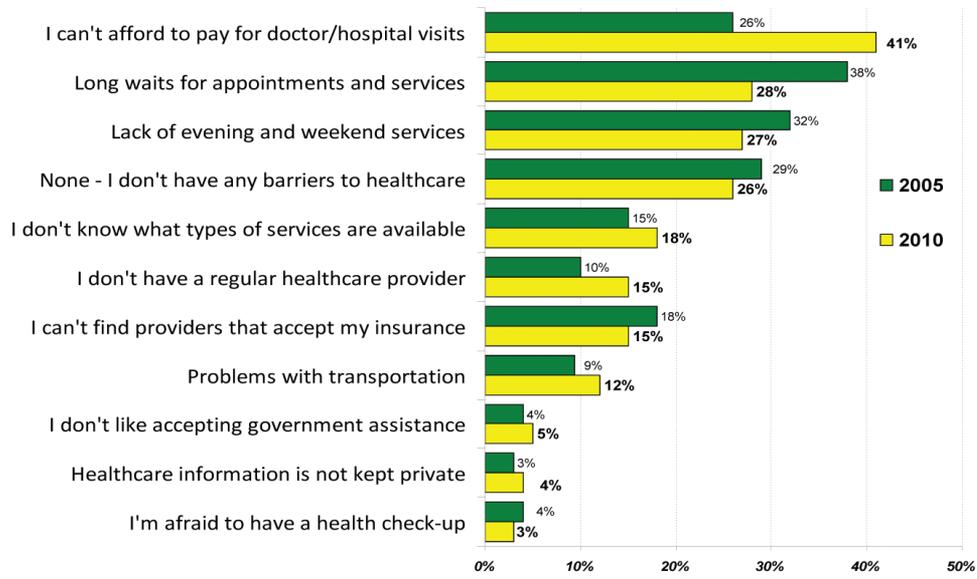


Figure 19 - Top Services Difficult to Obtain, 2010 and 2005



**Figure 20 - Service Barriers, 2010 and 2005**

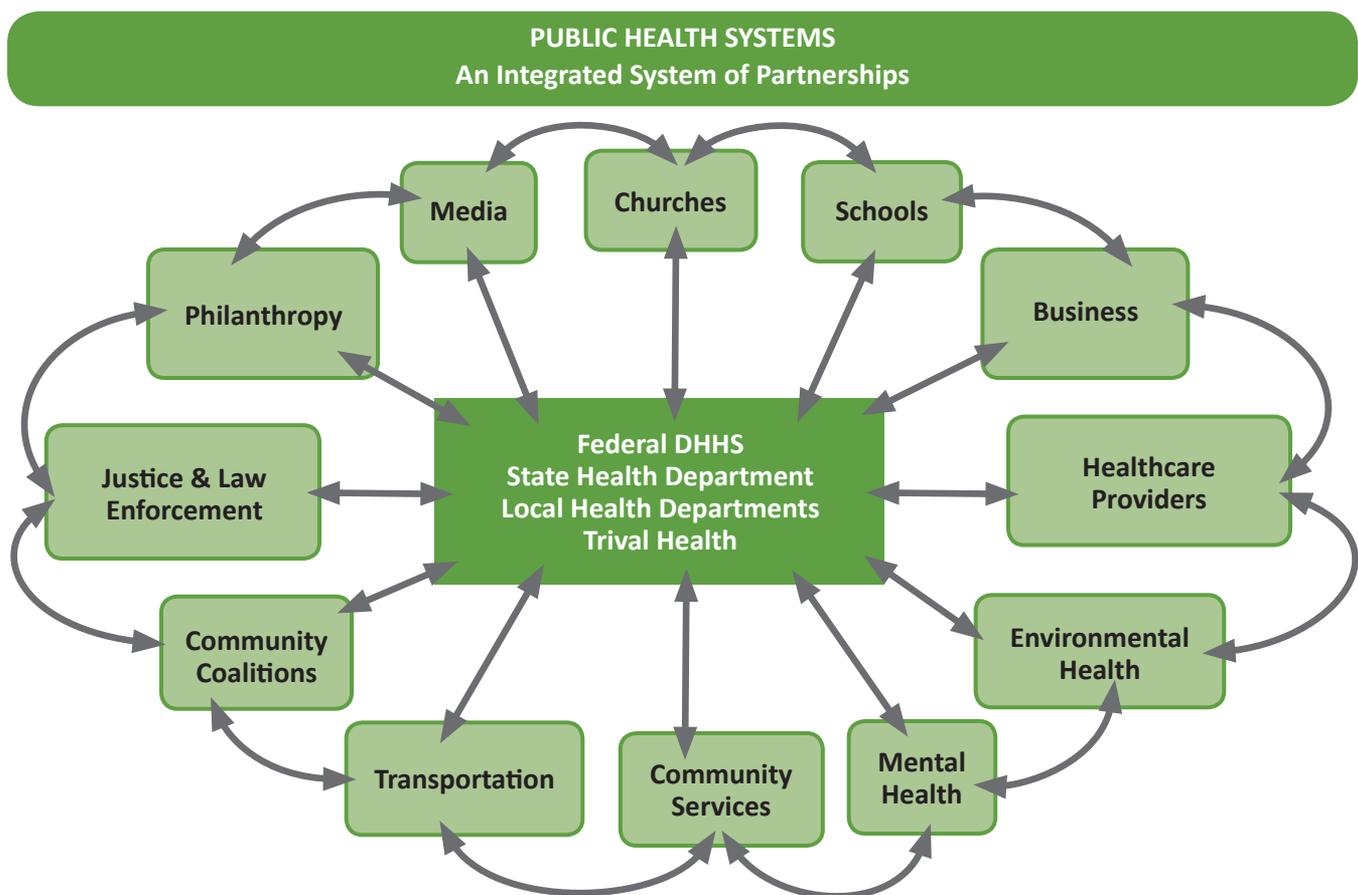


## APPENDIX D

### Local Public Health System Performance Assessment

The National Public Health Performance Standards Program (NPHPSP) assessments are intended to help users answer questions such as “What are the activities and capacities of our public health system?” and “How well are we providing the Essential Public Health Services in our jurisdiction?” The dialogue that occurred in answering these questions helped identify strengths and weaknesses and determine opportunities for improvement. The NPHPSP is a partnership effort to improve the practice of public health and the performance of public health systems. This assessment considered the activities of all public health system partners, thus addressing the activities of all public, private and voluntary entities that contribute to public health within the community. (Figure 14) A summary of the 2010 Clay County Local Public Health System Assessment performance in the 10 Essential Public Health Services using the NPHPSP tool is shown in Table 16.

Figure 21 - Public Health Systems



**Table 9 - Essential Public Health Services (EPHS) System Performance**

<b>ESSENTIAL PUBLIC HEALTH SERVICES (EPHS) SYSTEM PERFORMANCE</b>		
<b>Essential Public Health Service</b>		<b>Score and Rating</b>
1	Monitor Health Status to Identify Community Health Problems	98 – Optimal Activity
2	Diagnose and Investigate Health Problems and Health Hazards	97 – Optimal Activity
3	Inform, Educate and Empower People about Health Issues	68 – Significant Activity
4	Mobilize Community Partnerships to Identify and Solve Health Problems	55 – Significant Activity
5	Develop Policies and Plans that Support Individual and Community Health Efforts	63 – Significant Activity
6	Enforce Laws and Regulations that Protect Health and Ensure Safety	50 – Moderate Activity
7	Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable	53 – Significant Activity
8	Assure a competent Public and Personal Health Care Workforce	46 – Moderate Activity
9	Evaluate Effectiveness, Accessibility, and Quality of Personal and Population-Based Health Services	27 – Moderate Activity
10	Research for New Insights and Innovative Solutions to Health Problems	40 – Moderate Activity

## APPENDIX E

### Insurance and Healthcare Resource Trends

The Health Resource Inventory, Clay County 2005 Health Needs Assessment, Appendix B was reviewed in 2010. Updated information on Insurance Coverage, Primary Care Practitioners, and Healthcare Facilities for the Mid-Cycle review are summarized below:

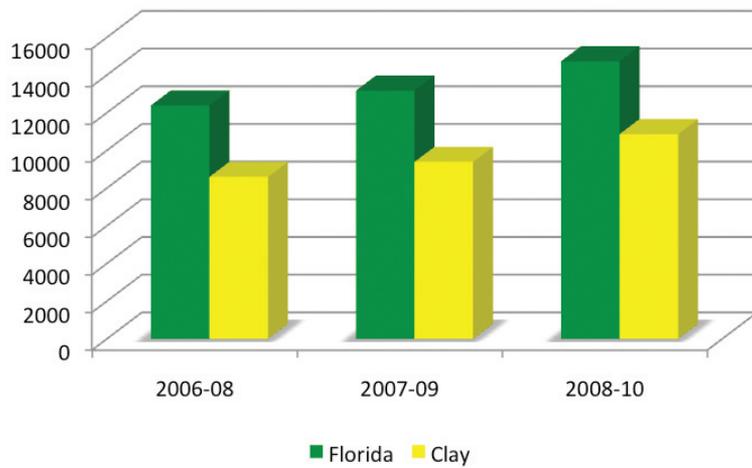
### HEALTH INSURANCE COVERAGE

**Table 10 - Health Insurance Coverage, Clay County and Florida, 2011**

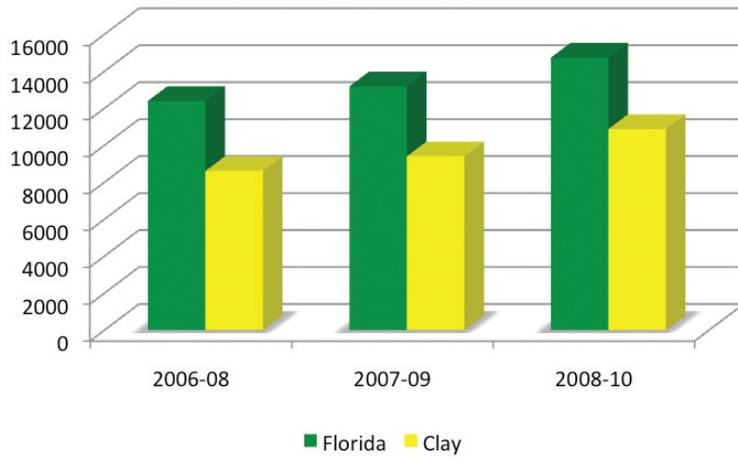
PROGRAM	CLAY	CLAY (%)	FLORIDA	FLORIDA (%)
Medicare	27,678	14.8%	3,390,801	17.9%
Medicare HMO	1,221	0.7%	809,534	4.3%
Medicaid	22,294	12.0%	3,009,466	15.9%
Medicaid HMO	11,375	6.1%	1,137,764	6.0%
Commercial HMO	14,482	7.8%	1,334,988	7.1%

Source: Agency for Healthcare Administration (AHCA)  
 Source: Center for Medicaid & Medicare Services (CMS)  
 Source: Florida Office of Insurance Regulation (FOIR)  
 Source: ESRI Population Estimates, 2011

**Figure 22 - Median Monthly Medicaid Enrollment, Clay County and Florida, 2006-2010**

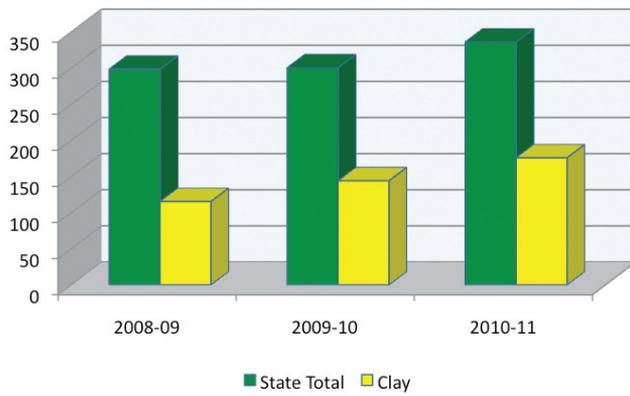


**Figure 23 - KidCare Enrollment (MediKids+Medicaid), Clay County and Florida, 2006-2010**

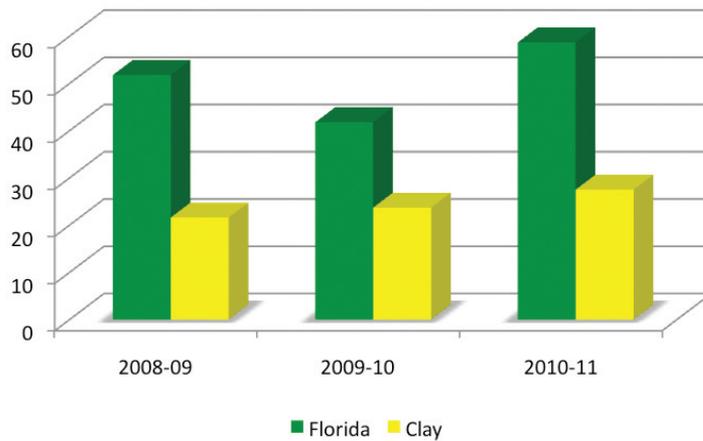


**PRIMARY CARE**

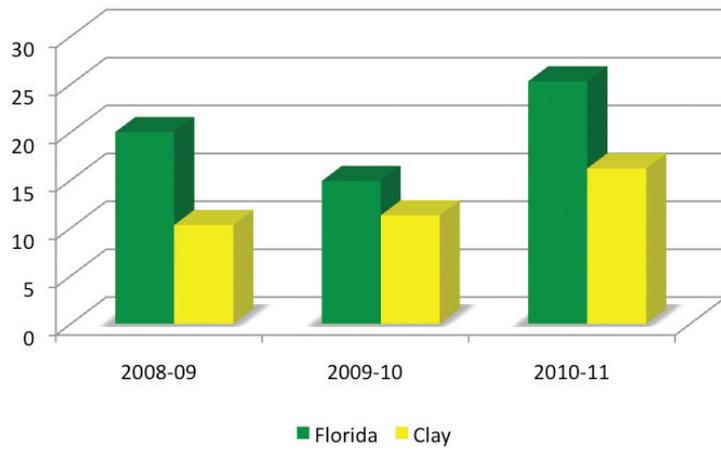
**Figure 24 - Licensed Family Practice Physicians, Clay County and Florida, 2009-2011**



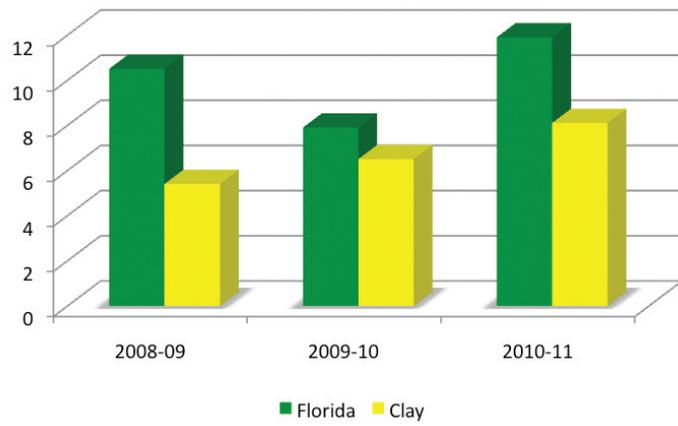
**Figure 25 - Licensed Internist Physicians, Clay County and Florida, 2008-2010**



**Figure 26 - Licensed Pediatricians, Clay County and Florida, 2008-2010**



**Figure 27 - Licensed Obstetric/Gynecology Physicians, Clay County and Florida, 2008-2010**



**HEALTH CARE FACILITIES**

**Figure 28 - Total Hospital Beds (All Facilities), Clay County and Florida, 2008-2010**

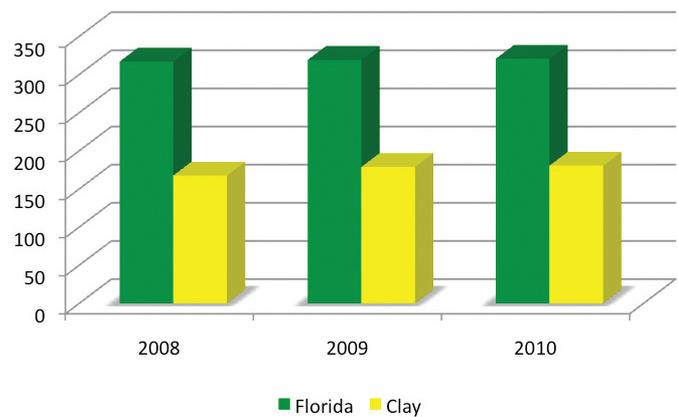


Figure 29 - Acute Care Hospital Beds (All Facilities), Clay County and Florida, 2008-2010

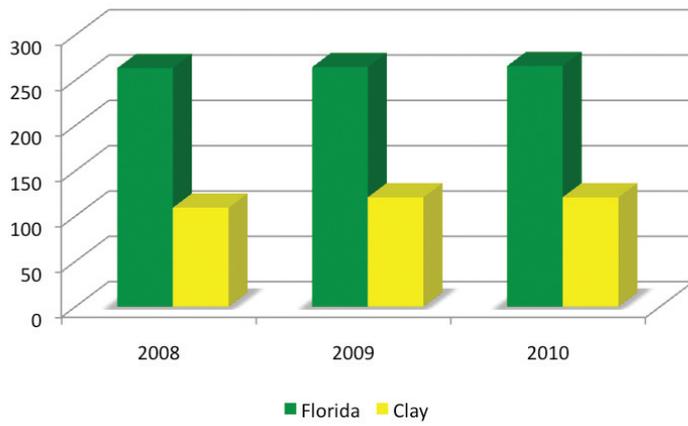
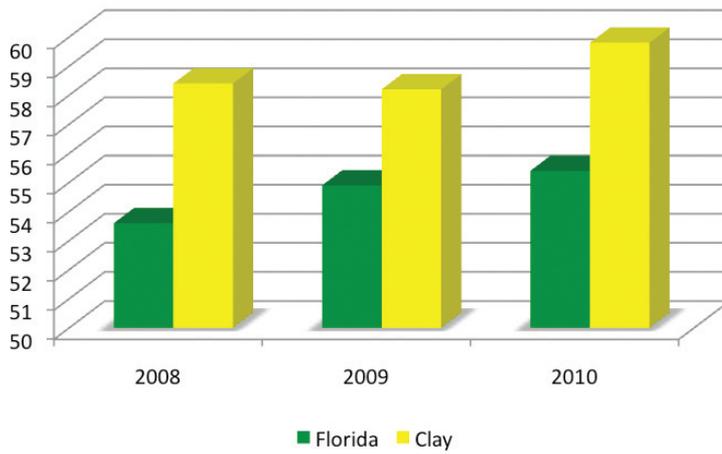


Figure 30 - Specialty Hospital Beds (All Facilities), Clay County and Florida, 2008-2010



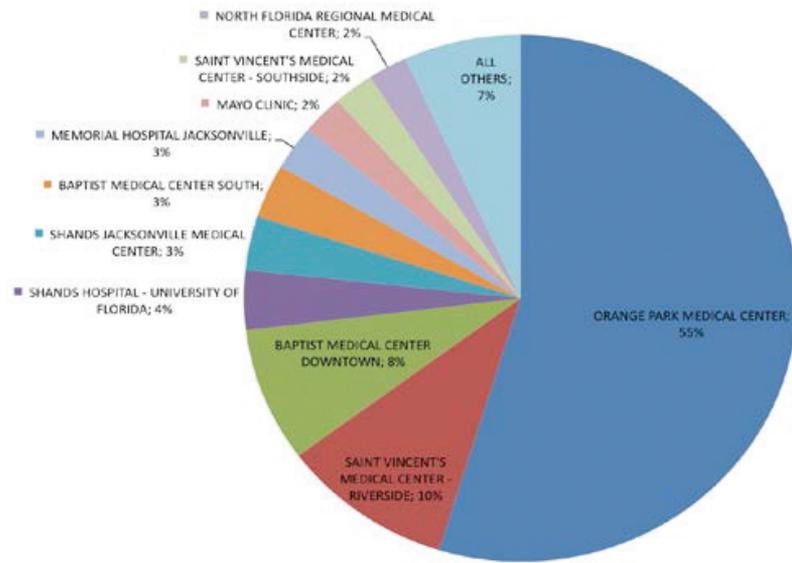
**Table 11 - Acute Care Hospital Inventory of Services, 2012**

Acute Care Hospital Inventory of Services											
County/Name of Hospital	Total Beds	Acute Care	Peds	OB	NCU Level II	NCU Level III	Psych Adult	Psych Child	HBSNU*	Open Heart	Transplant Programs
<b>BAKER</b>											
Ed Fraser Memorial Hospital	25	25									
<b>CLAY</b>											
Orange Park Medical Center	255	224		✓	✓		✓			✓	
<b>DUVAL</b>											
Baptist Medical Center Downtown	619	521	✓	✓	✓	✓	✓	✓		✓	
Baptist Medical Center South	225	211		✓	✓						
Mayo Clinic	214	214								✓	✓
Memorial Hospital Jacksonville	418	381		✓	✓		✓			✓	
Shands Jacksonville Medical Center	695	548	✓	✓	✓	✓	✓		✓	✓	
St. Vincents Medical Center Southside	311	265		✓	✓				✓		
St. Vincents Medical Center Riverside	528	518		✓	✓					✓	

Note: \*HBSNU = Hospital Based Skilled Nursing Unit

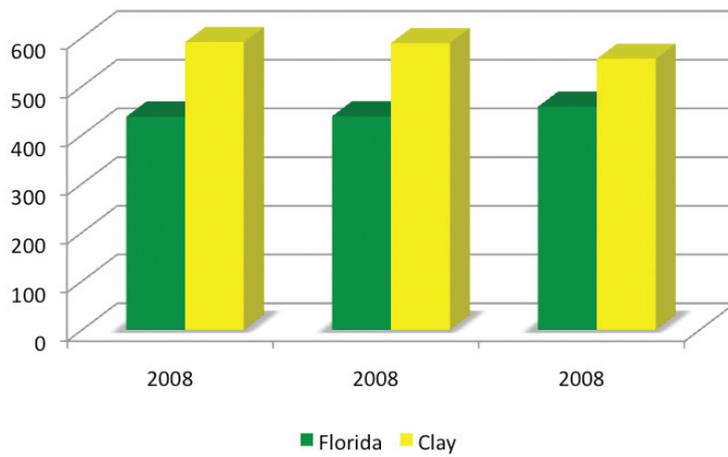
Source: AHCA & HPCNEF Patient Statistic Report

Figure 31 - Hospital Admissions of Clay County Residents, October 2010-September 2011



## LONG TERM CARE

Figure 32 - Total Nursing Home Beds, Clay County and Florida, 2000-2011



Source: Florida Agency for Health Care Administration (AHCA), Certificate of Need Office

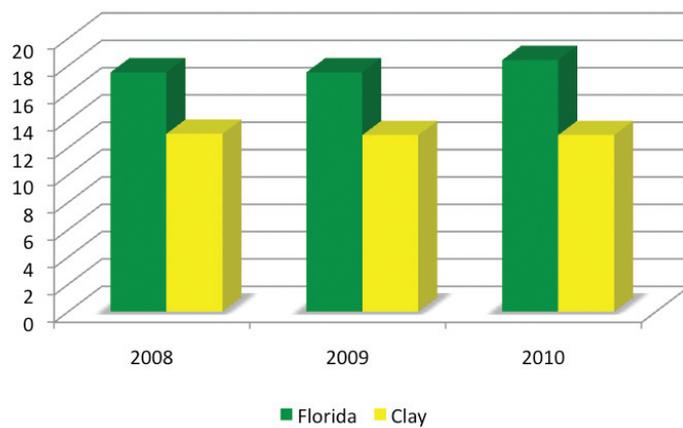
**Table 12 - Free Standing Community Nursing Homes, 2011**

Calendar Year 2011		Licensed Beds 2011	Total Community Patient Days 2011	Total Community Patient Days 2005	Total Occupancy 2011	Medicaid Percent 2011	Medicare Percent 2011
County	Facility Name	Total	Total	Total	Rate	Percent	Percent
FREESTANDING NURSING HOMES							
Clay County	Consulate Health Care of Orange Park	120	41,659	40,044	95.1%	64.2%	18.3%
	Doctors Lake of Orange Park	120	39,835	37,719	90.9%	75.9%	7.2%
	Governor's Creek Health and Rehabilitation	120	40,607	42,345	92.7%	80.9%	9.8%
	Heartland Health Care Center - Orange Park	120	39,225	36,780	89.6%	50.6%	18.6%
	Life Care Center at Wells Crossing	120	38,333	40,088	87.5%	41.3%	41.3%
	Life Care Center of Orange Park	180	61,557	63,122	93.7%	50.4%	34.8%
	Pavilion for Health Care, The	40	12,834	13,081	87.9%	0.0%	0.0%
	Signature Healthcare of Orange Park	105	36,423	34,102	95.0%	69.3%	15.7%
	Terrace at Fleming Island, The	108	38,988	25,645	98.9%	54.2%	15.4%
<b>Clay County Total</b>		1,033	349,461	332,926	92.7%	58.1%	20.2%
<b>Florida</b>		79,671	25,368,177	25,691,843	87.4%	61.8%	N/A

Source: Health Planning Council of Northeast Florida Nursing Home Census Reports

## MENTAL HEALTH and SUBSTANCE ABUSE

**Figure 33 - Adult Psychiatric Beds, Clay County and Florida, 2008-2010**





[WWW.HPCNEF.ORG](http://WWW.HPCNEF.ORG)