Community Health Improvement Plan
Annual Report, 2016

Florida Department of Health in Jackson County

Rick Scott
Governor

Celeste Philip, MD, MPH
Surgeon General and Secretary of Health

Sandon S. Speedling, MHS, CPM
Acting County Health Officer

October 2016
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Introduction

This is the annual review report for the 2013 – 2017 Jackson County Community Health Improvement Plan. The activities and collaborative efforts of the Florida Department of Health in Jackson 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. While the CHIP is a community driven and collectively owned health improvement plan, the Florida Department of Health in Jackson County is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

Stakeholders in attendance at the annual review meeting held October 6, 2016 were:

- Nichole Ussery, Jackson Hospital
- Eric Miller, Jackson Hospital
- Jerwanda Mims, Sexual Assault Program
- Cindy Bard, Gulf Coast Sexual Assault Program
- Larry Meese, Jackson Hospital
- Melisa Reddick, Chipola Healthy Start
- Sandon S. Speedling, Florida Department of Health in Jackson County
- James Lewis, Big Bend Area Health Education Center
- Kathryn Jordan, Jackson Hospital
- Mary Beth Gurganus, Florida Department of Health in Jackson County

The group review data and reflected on the successes of the processes and strategies and identified areas for improvement moving forward. Revisions based on the feasibility, effectiveness of the strategies and/or changing priorities, resources, or community assets, or data availability or objective measurability were taken into consideration during discussions regarding adopting, adaption, or abandonment of objectives with poor or unanticipated results.
Overview of the Community Health Improvement Plan (CHIP)

In March of 2013, the Department of Health in Jackson County convened the CHIP Planning Team. The Planning Team facilitated the CHIP process through using the National Association of City and County Health Official’s 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 Jackson County.

The Planning Team developed findings and presented these findings to the Steering Committee. The Steering Committee comprised a diverse leadership group representing numerous agencies and organizations in Jackson County. The Steering Committee set priorities through a facilitated consensus process by looking for cross-cutting strategic issues that emerged from the four assessments. The Steering Committee reached consensus on four strategic issue areas: Health Protection, Chronic Disease Prevention, Access to Care and Health Finance and Infrastructure. See Table below for Strategic Issue Areas with their goals, developed by a workgroup of subject matter experts.

<table>
<thead>
<tr>
<th>STRATEGIC ISSUE AREA</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teen Pregnancy Prevention</td>
<td>1. Jackson County will decrease teen pregnancy</td>
</tr>
<tr>
<td>Healthcare Access</td>
<td>1. Increase availability of healthcare services/access in Jackson County</td>
</tr>
<tr>
<td>Poverty and Education</td>
<td>1. Incorporate certified vocational training into the Jackson County High School curriculum</td>
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Summary of CHIP Annual Review Meeting

Progress on implementation of action plans and key activities from each strategic issue were reviewed along with an evaluation of relevant data from Florida Community Health Assessment Resource Tool Set (CHARTS). Each objective and support mechanism was evaluated for appropriateness and effectiveness for achieving the desired outcome and to expedite informed decision-making toward achievement pathways.

Strategic Issue Area #1: Teen Pregnancy Prevention

The Department of Health and Human Services Office of Adolescent Health ranks Florida 25th out of 51 (50 states + the District of Columbia) on 2011 final teen birth rates among females 15-19 years of age with 1 representing the highest rate and 51 representing the lowest rate. Jackson County continues to have one of the higher teen pregnancy rates in the Florida Emerald Coast County Health System, being 4th highest of the 10. Jackson County's teen pregnancy rate among 15-19 year-old females decreased in 2014 from a rate of 40.8 to 30.3 in 2015 (Florida CHARTS).

Goal: Jackson County will decrease teen pregnancy

Strategy 1: Replicate evidence-based Teen-Pregnancy Prevention models

Strategy 2: Identify and review innovative policies for prevention

Key Partners: Chipola Healthy Start, Florida Department of Health in Jackson County, Jackson Hospital, Gulf Coast Sexual Assault Program, Big Bend Area Health Education Center, Faith-Based Community

Why this is important to our community:

Where youth live, learn, work and play influences their sexual and reproductive health behaviors. Personal responsibility, coupled with recognizing the social determinants that make adolescents vulnerable to teen pregnancy may contribute to a reduction in teen birth disparities. Many teens live in stressful environments where there is unstable housing, low income, unsafe neighborhoods, and/or substandard education. These determinants impact how teens perceive their future or lack thereof and consequently also impact their sexual decision-making.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Indicator</th>
<th>Current Level</th>
<th>Target</th>
<th>Status</th>
<th>Explanation of Status*</th>
</tr>
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<tbody>
<tr>
<td>Reduce teen births (ages 15-19) by 20% by June 30, 2017.</td>
<td>Jackson County rate – Births to mothers ages 15-19 (Florida CHARTS)</td>
<td>37.1</td>
<td>30.3</td>
<td></td>
<td>Jackson District Schools defines abstinence-only curricula implementation as no course incorporation of sex education or</td>
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</table>
disease prevention by comprehensive health education. Lack of partnership and endorsement/adoption of an evidence-based curriculum to provide information at a minimum regarding contraception, in terms of failure rates, or disease prevention methods, with the school district by educational policy makers significantly hindered progress. Partners opened successful dialogue with two members of the faith-based community for implementation. Additional opportunities provided by Jackson Hospital toward additional recruitment sites in the faith-based community to the lead on the project (Chipola Healthy Start) are currently driving opportunities for progress.

* Status indicators are as follows:

- Little to no movement towards objective target
- Some progress towards meeting the objective target
- Reached or surpassed objective target

**Strategic Issue Area #2: Healthcare Access**

A joint emphasis on community and policies that affect communities’ environments presents opportunities for changing and amending the underlying forces at the heart of the determinants of health. Health status is largely determined by factors existing outside the health care system: employment (income), race and racism, behavior, genetics, and varying environmental factors.
Policy, place, and community all affect health status over time. Policy defines the rules by which opportunities are framed—what is allowed, encouraged, discouraged, and prohibited. Policy also forms the shape, size, and character of communities.

**Goal: Increase availability of healthcare services/access in Jackson County**

*Strategy 1: Identify and evaluate policies and practices that leverage healthcare to improve health through prevention*

*Key Partners: Florida Department of Health in Jackson County, Jackson Hospital, Chipola Healthy Start, Jackson County Obstetricians/Gynecologists, Jackson County Healthy Start*

**Why this is important to our community:**

Significant bodies of research indicate breastfeeding is critical to improved health outcomes of mothers and babies, and beneficial to the families and communities in which they live. Jackson Hospital is the sole birthing hospital in Jackson County. It is recognized that while the birthing hospital stay is typically short it is a critical period of experiences and practices for both mother and baby. According to CDC, mothers who breastfeed their babies are at a healthier weight on average than those who do not, have a lower risk of developing type 2 diabetes, breast and ovarian cancer, and postpartum depression. Babies who are breastfed have a lower risk for developing respiratory and gastrointestinal infections, asthma, obesity, type 2 diabetes and SIDS (sudden infant death syndrome).

Breastfeeding does not waste scarce resources or create pollution as there is less use of natural resources (glass, plastic, metal, paper) and also less waste for landfills. Breastfeeding reduces the cost of healthcare and the need for costly health services throughout the lifespan that must be paid for by insurers, government agencies, or families.

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<tr>
<th>Objective</th>
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<th>Current Level</th>
<th>Target</th>
<th>Status</th>
<th>Explanation of Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement one evidence-based and innovative policy to address improved patient outcomes, reduced healthcare costs and enhanced population health by December 30, 2017.</td>
<td>Number of Baby Friendly Hospitals in Jackson County</td>
<td>0</td>
<td>1</td>
<td></td>
<td>Jackson Hospital Labor &amp; Delivery has employed WHO/UNICEF Ten Steps to Successful Breastfeeding and has applied for the Dissemination Phase with Baby Friendly, USA. The Jackson County mothers who initiate breastfeeding indicator has increased 19.2% since 2013 (FL CHARTS) when the project was</td>
</tr>
</tbody>
</table>
implemented and a Community Breastfeeding Task Force formed.

* Status indicators are as follows:

- Little to no movement towards objective target
- Some progress towards meeting the objective target
- Reached or surpassed objective target

**Strategic Issue Area #3: Poverty and Education**

**Goal:** Incorporate certified vocational training into the Jackson County High School curriculum

**Strategy 1: Expand high-school completion programs**

**Why this is important to our agency:**

High-school completion is a proven indicator of long-term health. The Community Guide states in the U.S., people with a high school education can expect to live about 7 years longer than people without one. According to the Florida Vital Statistics Annual Report 2013 a Florida resident born in 2013 can expect to live 79.3 years. Since 1970, Florida life expectancy at birth has increased by 8.2 years from 71.1 years.

The Florida Department of Education details Jackson District graduation rates to be 72.1%, 70.2%, and 69.7% respectively for years 2012-13, 2013-14 and 2014-15 consecutively. High-school completion programs target at-risk students as individuals or as groups (e.g., pregnant teens and/or teens with children) or they may include all students in schools with low high school completion rates.

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<thead>
<tr>
<th>Objective</th>
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<th>Current Level</th>
<th>Target</th>
<th>Status</th>
<th>Explanation of Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish 2 new certification vocational training tracks in the Jackson County School District by June 30, 2017.</td>
<td>Jackson School District Curriculum</td>
<td>1 certified vocational program</td>
<td>2 new certified vocational programs</td>
<td></td>
<td>Two certified programs have been added to the Jackson School District Curriculum: 1) Technical Agricultural Operations (Sneads High School) and, 2) Microsoft Office Suite Certification</td>
</tr>
</tbody>
</table>
Carrier dual enrollment opportunities to Florida Panhandle Technical College and Chipola College are also available.

* Status indicators are as follows:

- Little to no movement towards objective target
- Some progress towards meeting the objective target
- Reached or surpassed objective target
Revisions

A review of the implementation and progress of the 2015 Community Health Improvement Plan and Action Plans were held by the Jackson County Community Health Improvement Partnership at the quarterly meeting October 5, 2016. The stakeholder group included health leaders, hospitals, government, community-based organizations, and involved citizenry to define and refine main, shared concerns and resources.

The process included discussion of significant information from the CHIP strategic issue areas, CHIP action plan reports; and, presentation and open two-way dialog of the CHIP objectives and key activities. The partnership used the information and discussion to delineate the success for the past year for each objective, to qualify strategy “fit”, reviewed data, and evaluated outcome achievement. During the meeting the attendees had opportunities to present their views of the CHIP strategic objectives as relates to the current circumstances and projected targets. Based on the discussions,

Stakeholders are working to complete an updated community health assessment and no revisions to the CHIP were made after careful review of the goals, objectives, strategies, measures until the MAPP process is completed. These areas include:

1. Healthy Moms and Babies
   a. Reduce teen births (ages 15-19)
2. Long, Healthy Life
   a. Increase availability of healthcare services/access
   b. Expand high-school completion programs
### Accomplishments

<table>
<thead>
<tr>
<th>Goal</th>
<th>Objective</th>
<th>Accomplishment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Jackson County will decrease teen pregnancy</td>
<td>1. Reduce teen births (ages 15-19) by 20% by June 30, 2017.</td>
<td>The complicated and arduous process of shared ownership and leveraging of scarce resources has finally operationalized among community stakeholders in rural Jackson County. Addressing the priority issue through collaboration to petition the services of non-traditional faith-based community partners for evidenced-based Teen Pregnancy Prevention curricula implementation has been accomplished to address the underlying social determinants (economic environment, physical environment, individual characteristics and behaviors) key to this public health issue.</td>
</tr>
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</table>

**How it’s important for our community:** Shared ownership is key to the success of the partnership. By aligning and coordinating efforts across various stakeholders and sectors, efforts and improvements in health equity are intensified. With partner representation from various sectors – government, health, academic, nonprofit, and private – the partnership is better positioned to tackle various health issues collaboratively to ensure residents longevity and quality of life throughout the life span.

| 2. Increase availability of healthcare services/access in Jackson County | 2. Implement one evidence-based and innovative policy to address improved patient outcomes, reduced healthcare costs and enhanced population health by December 30, 2017. | A growing body of scientific evidence points to breastfeeding as being crucial to improved health outcomes for both infants and their mothers, and favorable to the health of families and communities in which they live. Implementation of *WHO/UNICEF 10 Ten Steps to Successful Breastfeeding* is being achieved by Jackson Hospital Labor and Delivery and their leadership of a community breastfeeding task-force. Efforts to achieve excellence in providing evidence-based, maternity care to accomplish optimal infant feeding outcomes and mother/baby bonding are being realized with maximum stakeholder support. Breastfeeding initiation rates have increased from 45.3% in 2013 to 64.5% in 2015 with implementation of the program. |

**How it’s important for our community:** The World Health Organization and UNICEF’s *10 Steps to Successful Breastfeeding* were developed by a team of global experts and consist of evidence-based practices that have been shown to increase breastfeeding initiation and duration. According to CDC, mothers who breastfeed their infants are at a healthier weight on average those who do not, have a lower risk of developing type 2 diabetes, breast and ovarian cancer, and postpartum depression. Infants who are breastfed have a lower risk for developing respiratory and gastrointestinal infections, asthma, obesity, type 2 diabetes, and
sudden infant death syndrome (SIDS). Breastfeeding does not waste scarce resources or create pollution, reduces the cost of healthcare, reduces the community tax burden to ensure children are properly fed, and reduces workplace absenteeism due to days caring for sick children.

| 3. Incorporate certified vocational training into the Jackson County High School curriculum | Establish 2 new certification vocation training tracks in the Jackson County School District by June 30, 2017. | Jackson District Schools has increased the number of program industry certification programs (technology, health care, culinary arts, and engineering) offered within the school system. Carrier Dual Enrollment opportunities have also become available through Chipola College and Florida Panhandle Technical College. |

**How it’s important for our community:** Florida Department of Economic Opportunity Local Area Unemployment Statistics report Jackson County Employment to be at 5.3% for the month of September 2016 compared to the Seasonally Adjusted rate of 4.7% for Florida for the same month. Jackson District graduation rates have remained stable at 72.1%, 70.2%, and 69.7% for years 2012-13, 2013-14 and 2014-15 respectively. These rates are significant compared to the national rate of 82% in 2013-14 released by the U.S. Department of Education’s National Center for Education Statistics. High-school completion programs with strengthened job training and alternative career paths at the high school level to better prepare students for in-demand jobs or specific career industries increase the likelihood that students will graduate. Occupational skill development for individuals to support themselves and become marketable to future employers is the desired outcome.
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 December. 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 Jackson County.
<table>
<thead>
<tr>
<th>Topic</th>
<th>Lead</th>
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</table>
| Welcome/Call to Order  
  - Introductions  
  - Brief review of agenda  
  - Prompt attendees to sign-in | Sandon Speedling |
| Review Previous Minutes | Sandon Speedling |
| Status Update of Previous Actions  
  - Item 1: Send superintendent candidate questions to Melissa Reddick  
  - Item 2: Compile edit, submit superintendent candidate questions to Forum Organizers  
  - Item 3: Contact Kevin Yoder, identify materials that they want to offer at RCC and Evangel  
  - Item 4: Email health message bag mockups to partnership members | Mary Beth Gurganus |
| Introduce Topic  
  1. Teen Pregnancy Prevention – Melissa Reddick  
  2. Healthcare Access  
     - a. Jackson Hospital Baby Friendly Hospital Initiative – Melanie Sellers or Suzanne Chestnut  
     - b. Healthy Districts/Healthy Schools Initiative – MB Gurganus  
     - c. DOH-Jackson Diabetes Self-Management Education Program – MB Gurganus  
  3. Poverty and Education – Phyllis Daniels | Partnership Members |
| Discuss Supporting Information | Partnership Members |
| Open Floor for Community Input | Partnership Members |
| Consider Possible Directions  
  - Strategy/Policy Need 1  
  - Strategy/Policy Need 2  
  - Strategy/Policy Need 3 | Partnership Members |
| Actions | Mary Beth Gurganus |
| Announcements | Sandon Speedling |
### Community Meeting Minutes

**Jackson County**

**Community Health Improvement Planning Partnership Meeting**

DOH-Jackson Multi-Purpose Room, #103

October 6, 2016, 9:00 – 10:30 a.m. CST

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Topic</th>
<th>Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sondra S. Speedlin</td>
<td>Welcome/Call to Order</td>
<td>Sondra Speedlin called the meeting to order and welcomed everyone. All the attendees introduced themselves and identified the organization they represented. The agenda was briefly reviewed and everyone was reminded to sign-in.</td>
</tr>
<tr>
<td>Sondra S. Speedlin</td>
<td>Review Previous Minutes</td>
<td>Sondra Speedlin asked if everyone received a copy of the previous meeting minutes and if there were any corrections or additions to note. None were identified and the group agreed to accept the minutes as written.</td>
</tr>
<tr>
<td>Mary Beth Gurganus</td>
<td>Status Update of Previous Actions</td>
<td>Items 1 and 2: Melissa Reddick reported that with the assistance of AHI, Private Superintendent Candidate questions were compiled, edited, and submitted to the Forum Organizers. The questions included both teen pregnancy and STI rate information for our county and were specific as to what effective methods the candidates would propose to institute other than abstinence-only and their willingness to partner with community-based and governmental organizations to ensure youth are protected. Melissa stated she is unsure as to the outcome.</td>
</tr>
<tr>
<td></td>
<td>Item 3: Contact Kevin Yoder; identify materials that they want to offer at RCC and Evansig</td>
<td>Item 3: Melissa Reddick reported RCC has been contacted and they are willing to implement youth initiatives. Currently the curricula copies are out-of-date and she is arranging for current materials for their review and selection.</td>
</tr>
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<td></td>
<td>Item 4: Email health message bag mockups to partnership members</td>
<td>Item 4: Mary Beth reported the health message bag mockups were emailed a couple days following our last quarterly meeting. The group did feel that we need to enlist help from schools and local businesses/pharmacies for utilizing these bags throughout the county. But, no one stepped up to do the leg work on this.</td>
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</table>

**Partnership Team Members**

- Mary Beth Gurganus
- Open Door for Community Input
- Lobby of CHIP Office

**Mary Beth Gurganus**

1. Teen Pregnancy Prevention
2. Healthcare Access
3. Poverty and Education

Larry Minnieva stated that RCC and Evansig represented a small amount of the population. Jackson Hospital hosts a quarterly Chaplains Meeting, approximately 20 chaplains attend representing various denominations throughout the county. He offered Melissa Reddick the opportunity to provide a 15-minute presentation at the upcoming meeting specific to this initiative. Mary Beth reminded the group that the FFP is available through the county with the following: 2. Healthcare Access
   - Baby Friendly Hospital Initiative: Jackson Hospital/Labor & Delivery has implemented WHO/UNICEF 99.2% of successful breastfeeding. They will be seeking Baby Friendly, USA re-certification in 2017. BFR initiation rates have risen from 45.3% to 64.5% since implementation of the program. Melissa Reddick stated Chaplains Healthy Start has provided diaper bags of breastfeeding support items to replace the formula giveaways.
   - AHD Diabetes Self-Management Education
Mary Beth Gurganus stated DOH-Jackson’s Coalition received HCP referrals but often the person living with diabetes does not take advantage of the opportunity. A review of FL CHARTS data demonstrates Jackson adults with diabetes who ever had diabetes self-management education is at 60%, which is above the state rate of 45.5%.
Jackson County
Community Health Improvement Planning Partnership Meeting
DOH. Jackson Multi-Purpose Room, #103
October 6, 2016, 9:00 – 10:30 a.m. CST

COMMUNITY MEETING MINUTES

For the year 2013, Eric Miller replied that some individuals do not want help.
C: High School Completion Programs
Phyllis Daniels was not present to provide an update to the action plan implementation. Mary Beth Gurganus stated the action plan key activities are on target for completion.

Consider Possible Directions
• EB TPP Strategy/Policy Need

Strategy 1: Facilitate adoption of EB TPP by faith-based community

Actions
Nicole Ussery will contact Robin Pumphrey for first 2017 Chaplain Meeting date. Nicole Ussery will convene meeting date to Mary Beth Gurganus who will email date to Melissa Redick. Melissa Redick will develop and make TPP presentation at first 2017 Chaplain’s Meeting.

Announcements
Cindy Bird announced Sexual Assault Response Team (SART) Training will be held October 26th at Northwest Florida Community Hospital in Chipley.
Kathryn Jordan announced Jackson Hospital will be hosting the following:
• October 18th: John Namro & Steven Stokes Open House
• October 25th: A Healthy Table goes Italian, Ag Complex on 400 Ave
• Nov 1st: Breast Cancer Symposium, River town Community Church
James Lewis announced Stroke Education class will be held October 27th at 4 p.m. at DOH-Jackson.
Larry Meese announced Jackson Hospital was one of 6 hospitals receiving Quality Award recognition under Nichole Ussery’s leadership.
Monica Hogaar-White from FCI stated she is joining us in partnership and in

**COMMUNITY MEETING MINUTES**

<table>
<thead>
<tr>
<th>Action Step (use action verb)</th>
<th>Person Responsible</th>
<th>Deliverable Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Identify date of Jackson Hospital's next quarterly Chaplain's Meeting</td>
<td>Nicole Ussery</td>
<td>12/02/2016</td>
</tr>
<tr>
<td>2. Share date of Jackson Hospital's next quarterly Chaplain's Meeting with Mary Beth Gurganus</td>
<td>Nicole Ussery</td>
<td>12/16/2016</td>
</tr>
<tr>
<td>3. Share date of Jackson Hospital's next quarterly Chaplain's Meeting with Melissa Reddick</td>
<td>Mary Beth Gurganus</td>
<td>12/19/2016</td>
</tr>
<tr>
<td>4. Provide Teen Pregnancy Prevention Initiative Presentation at Jackson Hospital's quarterly Chaplain's Meeting</td>
<td>Melissa Reddick</td>
<td>01/31/2017</td>
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