



Broward County Community Health Improvement Plan

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INTRODUCTION

The Mission of the Florida Department of Health in Broward County (DOH-Broward) is “to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts”. In accordance with this mission, DOH-Broward engaged the Broward County community in the Mobilizing for Action through Planning and Partnerships (MAPP) process in 2012 and in 2016. MAPP is a strategic approach to community health improvement and assists communities to improve health and quality of life through community-wide strategic planning. MAPP includes four separate assessments: Community Health Status, Community Themes and Strengths, Local Public Health System, and the Forces of Change.

Broward County has a long history of collaboratively planning across multiple state, county, and local entities from the public and private sectors to ensure the highest quality of care that also reduce redundancies and duplication within the system of care. DOH-Broward utilized this existing community-based planning structure to assist in the development of the Community Health Assessment. The following agencies participated in this process:

Key Partners:

- Agency for Health Care Administration
- Aging and Disability Resource Center of Broward County
- Alliance for a Healthier Generation
- American Heart Association
- American Lung Association
- AT&T
- Audacious Inquiry
- BAND
- Baptist Health Systems
- BCHPPC Perinatal HIV Workgroup
- Berger Singerman
- Brazilian Faith Based
- Brickell Bay Realty Group
- Broward Behavioral Health Coalition
- Broward College
- Broward County Comprehensive School Health Advisory Committee
- Broward County Government
- Broward County Medical Association
- Broward County Municipalities
- Broward County Public Elementary Schools
- Broward County Public Schools
- Broward County Sheriff’s Office
- Broward Health
- Broward Health Coral Springs
- Broward Health Imperial Point
- Broward Health Medical Center
- Broward Healthy Start Coalition

Broward Regional Health Planning Council, Inc.
Broward Sheriff's Office
Broward Teachers Union
BWC
Career Source
CCB Million Meals Committee
Children's Diagnostic and Treatment Center
Children's Services Council of Broward County
City of Dania Beach
City of Lauderdale Lakes
Commit 2B Fit
Community Action Center
Community Advocates
Community Ambassadors
Community Health Action Information Network
Cooperative Feeding Program
Coordinating Council of Broward
Cordova Rodriguez & Assoc., Inc.,
EMS Council
ESciences Inc.
Family Central
Florida Atlantic University
Florida Department of Children and Families
Florida Department of Transportation
Florida International University
Florida Introduces Physical Activity and Nutrition to Youth
Galt Ocean Community
Gilda's Club South Florida
Greater Fort Lauderdale Realtors
Harvard Jolly, Inc.
Health Choice Network
Healthy Mothers, Healthy Babies
Healthy Start Coalition
Henderson Behavioral Health
Hispanic Unity of Florida
HIV Surveillance
Holy Cross Hospital
Hospital ED's
KidCare
Latino Salud
Lauderhill Mall
Legal Aid Service of Broward County
Leukemia and Lymphoma Society
Light of the World Clinic
Local businesses
Malka & Kravitz, P.A.

Maternal Child Health Systems Committee (MCHSC)
Medical Staffing Network
Memorial Healthcare System
Miccosukee Tribe of Florida
Miller Legg
Minority Development and Empowerment, Inc.
Miramar Fire-Rescue
Nova Southeastern University
Nurses
Nutrition and Fitness Task Force of Broward County
Phyl's Academy
Physicians
Planned Parenthood
PRIDE
Primary Care Providers
Project Caine
Publicly funded HIV testing sites
Regent Bank
Retired Public Health Subject Matter Experts
Revive Lives
Sanofi Pasteur
Save-A-Lot food stores
School Board of Broward County
Seminole Tribe of Florida
Smart Growth Partnership of Southeast Florida
South Florida Regional Planning Council
Special Olympics
Sunrise Fire / EMS
Sustainable Performance Solutions
Transforming Our Community's Health (TOUCH).
Treatment providers
United Way of Broward County
Urban Health Solutions
Urban League of Broward County
US Social Security Administration
US Veterans Administration
Volunteer Broward
Western Community Leader
Whole Foods Market
WIC
WorkForce One
YMCA of Broward

METHODOLOGY

The Local Public Health System Assessment (LPHSA) was conducted in the spring of 2016 using The National Public Health Performance Standards Program (NPHPSP). These 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 occurs while answering these questions may help identify strengths and opportunities for improvement. Forty-eight organizations completed the online performance rating survey. The Healthcare Access Committee members completed the priority rating questionnaire and Florida Department of Health leadership completed the agency contribution section. The three components were compiled to develop the 10 Essential Public Health Services summary. The summary includes an average overall score of 69.9, with Evaluate Services scoring 86.7 and Link to Health Services 81.3. Areas scoring the lowest average scores included Research/Innovation (50.0), Diagnose and Investigate (63.2) and Enforce Laws (63.8).

The Forces of Change Assessment consisted of five community focus groups, three provider focus groups and fifteen key informant interviews. Major findings were grouped into five priority areas: Preventive Care/Chronic Conditions and Management, Community Health Education and Diversity, Maternal Child Health/Prenatal Care, Access to Care and Quality of Care.

The Community Themes and Strengths Assessment utilized the 2015 Community Health Needs Assessment developed by Professional Research Consultants, Inc. The Community Health Needs Assessment is a continuation of nine similar studies conducted since 1994 and is a systematic, data driven approach to determining the health status, behaviors and needs of residents in Broward County, Florida. The Assessment serves as a tool toward reaching three basic goals: to improve resident's health status, increase their life span, and elevate their overall quality of life; to reduce health disparities; and, to increase access to preventive services. A random sample of 412 Broward County residents participated in the 2015 assessment of quality of life including a health assessment.

The Community Health Status Assessment was prepared in late 2015 and early 2016. The assessment presented data on Population and Socio-Economic Characteristics, Quality of Life, Health Care Resources, Health Status, Risk Youth Behavior Survey findings, Death Indicators, Communicable Diseases, Maternal and Child Health, Vaccine-Preventable Disease and Environmental Health.

ISSUE SYNTHESIS AND PRIORITIZATION

An analysis of the four MAPP assessments identified nine health related challenges in Broward County that were identified in two or more of the four assessments and were validated in the Community Health Status Assessment.

The challenges were then categorized into four broad categories each containing the ten identified health challenges.

The Community Health Assessment provided a peer comparison group selected based on the closeness of the match between select counties and socio-demographic indicators for Broward County. Broward County's peer group is composed of the following Florida counties: Hillsboro, Miami-Dade, Orange and Palm Beach. Data for each of the ten identified health challenges were then compared to the peer group average and the state average value. In addition, the Healthy People 2020 goal and indicator were included for each identified challenge. Healthy People 2020 tracks approximately 1,200 objectives organized into 42 topic areas, each of which represents an important public health subject area.

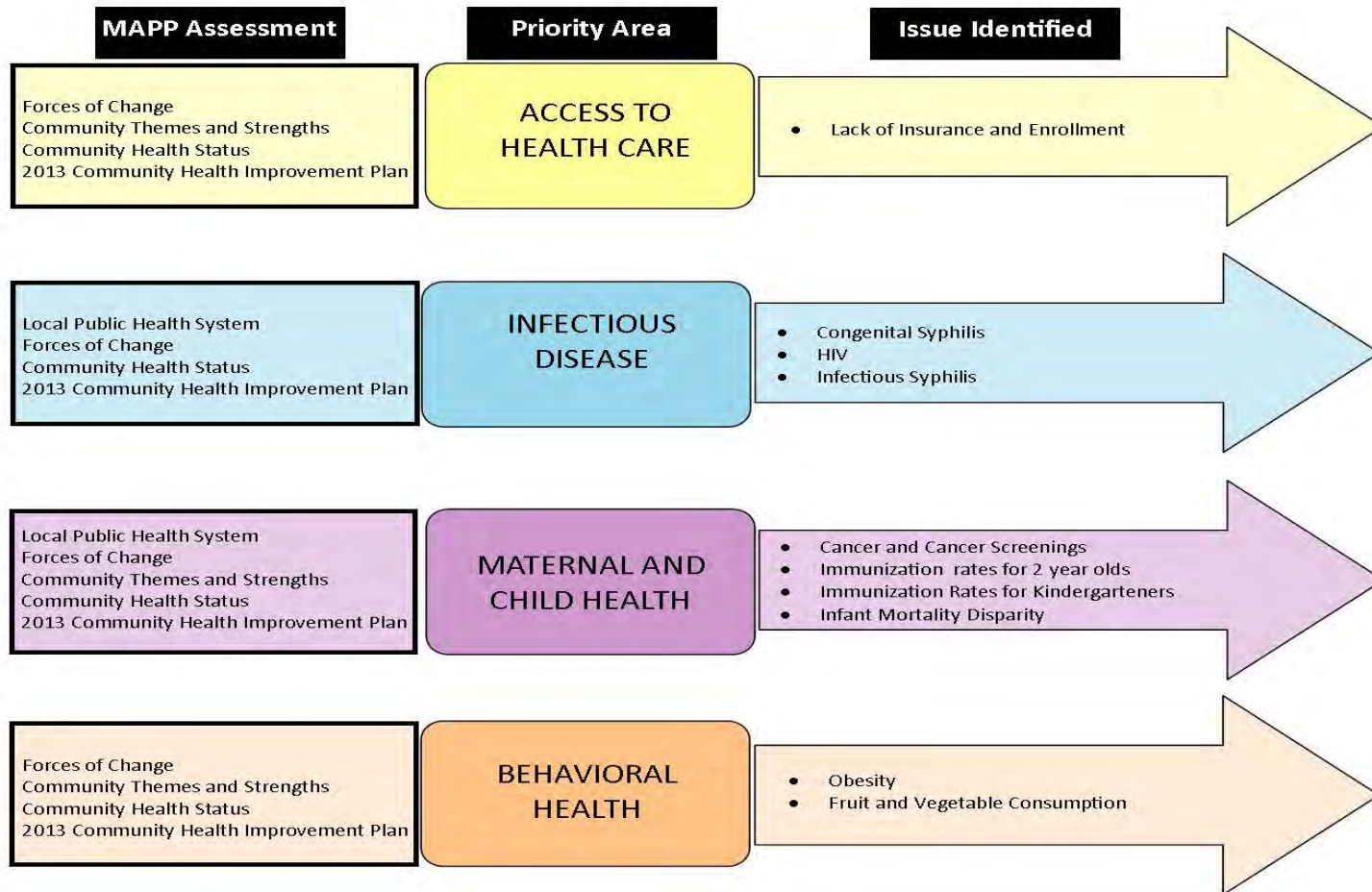
The Health Care Access Committee was established as a committee of the Coordinating Council of Broward. The purpose of the committee is to improve access to health care for the residents of Broward County, through the establishment of outcomes and indicators, which have been and will continue to be implemented and measured throughout the next several years (www.brhpc.org/benchmarks). The members of the committee represent various facilities, agencies and/or departments within the county. This past year the committee has updated both the Broward Benchmarks and the Health section of the Children's Strategic Plan. The committee continues to set goals for Broward County in many areas of health including but not limited to maternal and child health, mental health, health care access, primary care and dental care. The committee also spent time looking at enrollment in Medicaid and other programs to assure Broward County is working to enroll all those eligible.

The Health Care Access Committee meets monthly and agreed to provide input and oversight to the Community Health Assessment and Community Health Improvement Plans in 2013.

The Health Care Access Committee reviewed and approved the Community Health Assessment at its August 22, 2016 meeting. The Community Health Assessment was made available for public review and comment on the DOH-Broward website. Once the comment period closed, subject matter experts were convened to develop the Community Health Improvement Plan strategies, target dates and responsible parties for each priority area.

The Health Care Access Committee reviewed and approved the Community Health Improvement Plan at its September 24, 2016 meeting and will provide oversight for its implementation. The Community Health Improvement Plan was made available for public review and comment on the DOH-Broward website.

Figure 1: ISSUE PRIORITIZATION



Priority #1 - Increase Access to Health Services						
<p>Why is this important to our community? Access to health care may be limited by poverty, poor health literacy and lack of health insurance. Broward Health, Memorial Healthcare System and the Broward Community and Family Health Centers (federally qualified health centers) are currently the largest primary health care providers in the county. There is sometimes a detachment between the major health partners and the most vulnerable communities. There is an increased need to simplify the navigational system of obtaining healthcare and provide linkages to services. Public health efforts to develop culturally competent and age appropriate materials for the minority, disabled and elder community is needed to increase health literacy and promote access to care. Barriers to accessing health services affect the health status of our residents.</p>						
			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 1.1 Increase the proportion of Broward County residents with health insurance by 5% annually			100%	78.7%	5%	Percent of persons with health insurance (BRFSS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Continue to provide assistance in completing the application for KidCare, Medicaid and other indigent care programs	7/1/16 – 6/30/17	KidCare; Children’s Services Council; United Way	Children’s Services Council funding contracts with DOH-Broward for five (5) Representatives to work with families in Broward County. Staff is located conveniently throughout Broward County to assist families enroll into KidCare and Medicaid through the Florida KidCare application. The KidCare Outreach Program received a grant from the United Way for a project conducting enrollment outreach within the 33311 zip code and surrounding area. This area houses the hardest to reach populations.			
2. Provide culturally competent and age appropriate materials about the application process	7/1/16 – 6/30/17	KidCare				

3. Continue to provide referrals to other sources of funding for ineligible Medicaid and/or KidCare clients	7/1/16 – 6/30/17	DOH- Broward; Career Source; 2-1-1	KidCare Outreach Staff have a binder of information for children’s services as well as adult services that is used in referring families in need. In addition, all families are educated on 2-1-1 Broward resource line.		
4. Continue to enroll eligible clients into the Medicaid system	7/1/16 – 6/30/17	DOH- Broward;	Florida KidCare Outreach enrolls children into Medicaid, Medikids, Healthy Kids, and Children’s Medical Services through the KidCare application.		
5. Monitor effects of implementation of Healthcare Reform on insurance coverage levels to include HITS Program (Health Intervention with Targeted Services)	7/1/16 – 6/30/17	DOH- Broward; Memorial Health Care System			

Resources = Funding/time/people/materials

Status = Complete or In-Progress

Priority #2 – Reduce the Incidence of Communicable and Infectious Diseases

Why is this important to our community? Reporting of communicable and sexually transmitted diseases (STDs) is important in the planning and evaluation of disease prevention and control programs, in the assurance of appropriate medical therapy, and in the detection of common-source outbreaks. Broward County consistently ranks in the top 2-3 for newly diagnosed HIV cases in the entire United States. The rates of STDs have increased since 2001 in both Broward County and the State. Broward County’s infectious syphilis and congenital syphilis rates are amongst the highest in the State.

			Healthy People 2020 Goal	Broward Performance 2014 Level	Annual Target	Measure
Objective 2.1 Reduce New HIV Infections and Rates per 100,000 by 10% annually			3.5	38.6	10%	New HIV Infections and Rates per 100,000 (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Increase the number of HIV tests conducted by 5% annually	By 3/31 annually	DOH-Broward HIV Prevention Program; Publicly funded HIV testing sites	Funding			
<ul style="list-style-type: none"> Collaborate with hospitals, Federally Qualified Health Centers (FQHC) and primary care providers to educate on the provision of HIV testing as part of routine medical care 	12/31/17	DOH-Broward HIV Prevention Program; Hospital ED’s, FQHC Directors and primary care providers				
<ul style="list-style-type: none"> Conduct face-to-face meetings with hospital emergency department medical practitioners, administrators and primary care providers on the importance of routine HIV testing 	12/31/17	DOH-Broward HIV Prevention Program; Broward Health Facilities; EMS Council				
<ul style="list-style-type: none"> Provide technical assistance and physician tool kits to enhance provider skills in implementation of HIV testing as part of routine medical care 	12/31/17	DOH-Broward HIV Prevention Program; BCHPPC Perinatal HIV Workgroup				
<ul style="list-style-type: none"> Provide training on HIV testing technologies 	Quarterly	DOH-Broward				

		Early Intervention Program			
2. Condom Distribution					
<ul style="list-style-type: none"> Identify condom distribution partners in the public and private sectors 	Quarterly	DOH-Broward HIV Prevention Program; local businesses and organizations			
<ul style="list-style-type: none"> Integrate condom distribution with activities such as community-level interventions to promote condom use and other risk reduction behaviors 	Annually	DOH-Broward HIV Prevention Program			
3. Collaborative Partnerships					
<ul style="list-style-type: none"> Build the capacity of community leaders to address disparities with HIV High Impact Prevention (HIP) strategies, through training and technical assistance 	Quarterly	DOH-Broward HIV Prevention Program; Broward County HIV Prevention Planning Council; community ambassadors			
<ul style="list-style-type: none"> Coordinate with HIP contracted agencies to serve target areas and priority populations 	Quarterly	DOH-Broward HIV Prevention Program; Contracted Prevention Providers			
<ul style="list-style-type: none"> Recruit local businesses to participate in the Business Responds to AIDS (BRTA) project 	Quarterly	DOH-Broward HIV Prevention Program; local businesses			
4. Reduce the number of pediatric HIV cases to zero	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director			
<ul style="list-style-type: none"> Educate OB/GYN's, labor and delivery hospitals and birthing center staff to comply with Florida Statutes and evidence- 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; 8			

based standards for pregnant women on HIV care		birthing hospitals			
<ul style="list-style-type: none"> • Increase HIV testing awareness during the 3rd trimester among pregnant women 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; OB/GYNs			
<ul style="list-style-type: none"> • Conduct HIV clinical/prevention grand rounds at two birthing hospitals annually 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; birthing hospitals			
<ul style="list-style-type: none"> • Conduct annual perinatal symposium in collaboration with the Perinatal HIV Provider Network 	Annually	DOH-Broward Perinatal HIV Director ; birthing hospitals; Healthy Start Coalition; Urban League			
<ul style="list-style-type: none"> • Distribute perinatal toolkits to OB/GYN providers 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director			
<ul style="list-style-type: none"> • Expand capabilities of the HIV Perinatal Provider Network to include identification of strategies to further reduce future HIV perinatal transmissions. 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; Birthing hospitals, Healthy Start Coalition			
5. Increase number of people who receive their HIV positive test results from a DOH-Broward registered testing site to 95% who are linked to partner services	7/1/16 – 6/30/17	DOH-Broward STD Program Manager			
<ul style="list-style-type: none"> • Require that HIP contracted agencies refer all positive individuals upon diagnosis to DOH-Broward partner services 	7/1/16 – 6/30/17	DOH-Broward Contract Administration			
<ul style="list-style-type: none"> • Disease intervention staff will locate the partners, advise them of their exposure, offer onsite HIV testing services and refer them to HIV Linkage Coordinators 	7/1/16 – 6/30/17	DOH-Broward STD Program Manager			

<ul style="list-style-type: none"> Explore the opportunity to conduct geo-mapping analysis of the DOH-Broward registered testing sites and include all relevant services on the Broward ≥ AIDS web site 	Annually	DOH-Broward Communicable Disease Director & HIV Prevention Director			
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			Healthy People 2020 Goal	Broward Performance 2015 Level	Annual Target	Measure
Objective 2.2 Reduce sustained domestic transmission of primary and secondary syphilis in males by 10% and in females by 1% annually.			Male: 6.7 Female: 1.3	Male: 29.8 Female: 2.0	10% 1%	New primary and secondary syphilis Infections Rates per 100,000 (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Conduct STD prevention and surveillance activities	7/1/16 – 6/30/17	DOH-Broward STD Program Manager				
2. Integrate STD and HIV prevention planning through the joint planning process of the HIV Prevention Planning Council and Ryan White Part A	7/1/16 – 6/30/17	DOH-Broward STD Program Manager				
3. Increase public awareness regarding HIV and STD's and mobilize community support for prevention efforts	7/1/16 – 6/30/17	DOH-Broward STD Program Manager; PRIDE; Latino Salud; BWC				

		State of Florida Goal	Healthy People 2020 Goal	Broward Performance 2015 Level	Annual Target	Measure
Objective 2.3 Reduce the Congenital Syphilis Cases to 0 births annually		0 new cases	9.6 per 100,000 births	3	0	Congenital Syphilis births (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Conduct STD prevention and surveillance activities	7/1/16 – 6/30/17	DOH-Broward STD Program Manager				
2. Continue direct outreach to OB-Gyn's, delivering family practice doctors, labor and delivery hospitals and birthing centers	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; OB/GYNs; Birthing Facilities				

Priority #3 – Improve Maternal, Infant and Child Health						
<p>Why is this important to our community? While Broward County’s White and Black infant mortality rates are lower than the state, the Broward County Black rate continues to be more than two and a half times the white rate and above the Healthy People 2020 goal. The Healthy People 2020 Goal as well as State of Florida Immunization Goal for Kindergartener’s and 7th graders is 95%. Broward County currently does not meet the 95% goal for these age groups. The annual cervical cancer screening rate in Broward County is two-thirds that of the goal set by Healthy People 2020.</p>						
			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 3.1 Increase the Proportion of Women Who Receive Cervical Cancer Screening Based on the Most Recent Guidelines by 10% annually.			93%	56.2%	10%	Cervical Cancer screening rates (BRFSS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Continue to market to women under age 50 providers that offer low cost/free pap tests	7/1/16 – 6/30/17	DOH-Broward				
2. Provide education to encourage HPV prevention and/or immunization and other safer sex practices to all ages and genders	7/1/16 – 6/30/17	DOH-Broward; IAC	Immunization & STD Programs			
3. Continue to provide outreach and education to identified high incidence areas	7/1/16 – 6/30/17	DOH-Broward	BRFSS			

			Healthy People 2020 Goal	Broward Performance 2015/16 Level	Annual Target	Measure
Objective 3.2 Increase Vaccination Coverage Levels for Children in Kindergarten by 1% annually			95%	94.2%	1%	Kindergarten immunization levels (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Provide back to school immunizations to school aged children entering kindergarten in partnership with community based providers and municipalities	10/2016	DOH- Broward ; School Board of Broward County (SBBC); Lauderhill Mall	DOH- Broward staff; SBBC; vaccine			
2. Hold a Health Fair in support of back to school community immunization campaign	8/2016	DOH- Broward staff; Community Providers; SBBC	DOH- Broward staff; SBBC; vaccine			
3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children’s Services Council, etc.	6/2016 – 8/2016	DOH- Broward; IAC; SBBC	DOH- Broward staff; SBBC; vaccine			
4. Provide immunization for children entering school without necessary immunizations not reached in campaign	1/2017 – 5/2017	DOH- Broward; SBBC	DOH- Broward staff; SBBC; vaccine			

			Healthy People 2020 Goal	Broward Performance 2015/16 Level	Annual Target	Measure
Objective 3.3 Increase Vaccination Coverage Levels for 2 year old children by 1% annually			95%	84.0%	1%	2 year old immunization levels (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Conduct Reminder Recall and AFIX Assessment trainings to Broward County Pediatric Practices on	7/1/16 – 6/30/17	DOH-Broward	DOH-Broward staff			
2. Conduct Shots-By-Two trainings to DOH-Broward and community organizations that serve infants	7/1/16 – 6/30/17	DOH-Broward; IAC; WIC; CBOs	DOH-Broward staff; Shots by Two materials			
3. Work with labor and delivery hospitals to ensure newborns are enrolled in Shots-By-Two Program	7/1/16 – 6/30/17	DOH-Broward; IAC	DOH-Broward staff; Shots by Two materials			
4. Provide technical assistance to providers and staff on Florida SHOTS and Shots-By-Two program	7/1/16 – 6/30/17	DOH-Broward	DOH-Broward staff			
5. Conduct medical assistant training three times per year	7/1/16 – 6/30/17	DOH-Broward	DOH-Broward staff			

			Healthy People 2020 Goal	Broward Performance 2015 Level	Annual Target	Measure
Objective 3.4 Reduce the Rate of Infant Deaths in Blacks by 1% annually.			6.0	Overall: 5.4 Black: 9.1 White: 3.0	1%	Infant Mortality Rates per 1,000 live births (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Ensure that the Black Infant Death Disparity Issue is interwoven throughout all Maternal Child Health System through its Active Subcommittees powered by the Broward Healthy Start Coalition. (Fetal Infant Mortality Review Community Action Group, Black Infant Health Practice Initiative, Breastfeeding Coalition, Infant Health/Safe Sleep, Infant Health/Substance Exposed, Maternal Health, Perinatal HIV) along with the March of Dimes	Objective has been integrated since 2013 Ongoing	Broward Healthy Start Coalition (BHSC) Ronik-Radlauer	DOH- Broward funding via Broward Healthy Start Coalition	Ongoing	FIMR CAG/MCH System meet monthly. Community Action Teams as identified in Strategies meet monthly to review their Action Plans.	
2. FIMR CAG a) Develop comprehensive toolkit incorporating items from all subcommittees b) Create comprehensive marketing and social media strategy c) Create videos for waiting areas for Pediatricians, OB/GYNS, Early Childhood Court, Child Support d) Provide 10 educational sessions for healthcare professionals, community-based providers and/or medical providers to inform them on safe sleep practices, Perinatal HIV, Babies are Worth the Wait, car safety, Disparities in Infant Mortality and shaken baby syndrome	April 2017 July 2017 Aug 2017 7/1/16 – 6/30/17	Broward Healthy Start Coalition (BHSC)	DOH- Broward Funding via Broward Healthy Start Coalition Seeking grant funding	In process	Overall, fetal and infant mortality rates have decreased. 2a-c. Seeking funding for development of toolkit, marketing/social media strategy, and creation of videos. 2d. In process. Three (3) symposia were held in 2015 regarding Perinatal HIV, substance use and other challenges for healthcare professionals. Numerous activities in the community took place regarding Safe Sleep practices, including the Model Behavior program, DOSE (Direct On Scene Education) for first responders, and car seat safety.	

<p>3. Black Infant Health Practice Initiative Educate Black women and families about the risk of fetal and infant mortality and provide resources. a) Showers2Empower b) Caribbean Radio, BECON TV c) Distribute info on Palm Cards to local barber shops, nail salons, hair salons d) Conduct "Shop Talks"</p>	<p>7/1/16 – 6/30/17</p>	<p>Broward Healthy Start Coalition (BHSC) Urban League of Broward County Healthy Mothers, Healthy Babies Community Partners</p>	<p>Donations BHSC</p>	<p>Ongoing</p>	<p>Disparity rates for fetal mortality have decreased, however disparity rates for infant mortality have increased. This is currently being further evaluated. 3a. Showers2Empower: held each May for African American community and each October for Creole speaking community. Numerous topics presented (safe sleep, car seat safety, drowning prevention, HIV/STIs, etc.). Giveaways provided. Over 200 women and partners attended May 2016, over 40 women and partners attended October 2015. 3b. In process 3c. In process 3d. In process: "Shop Talks" are opportunities to engage people where they congregate-hair salons, nail salons, etc. to educate the community.</p>
<p>4. Breastfeeding Coalition Encourage and promote breastfeeding through culturally sensitive education and support a) WIC will continue to act as the lead agency assisting leaders and others who influence individuals or groups to take action and promote policies in support of breastfeeding b) Increase the number of businesses that support breastfeeding using the "Business Case for Breastfeeding" program c) Increase the number of "Breastfeeding Childcare Facilities" d) Distribute toolkit for OB/GYNs and pediatricians e) Continue educational opportunities regarding the importance of initiation and duration of breastfeeding</p>	<p>7/1/16 – 6/30/17</p>	<p>DOH-Broward WIC</p>	<p>DOH-Broward Grants BHSC</p>	<p>Ongoing</p>	<p>Breastfeeding initiation rates have increased as have duration rates. 4a. Ongoing 4b. In process. Currently, 8 Gold awards and 1 Silver. 4c. In process. Currently 16 facilities 4d. In process 4e. Ongoing presentations at Showers2Empower, hospitals, pediatrician and OB/GYN offices as well as community-based organizations</p>

<p>5. Infant Health/Safe Sleep Educate Black Community about Safe Baby practices including Safe Sleep</p> <ul style="list-style-type: none"> a) Provide educational sessions for healthcare professionals and MCH community partners b) Incorporate a mandatory safe sleep policy for all child care providers c) Utilize strong social marketing messages through PSAs, bus ads, radio interviews, etc. d) Distribute free safe sleep posters and materials to all MCH organizations and programs that work with pregnant and parenting families 	<p>7/1/16 – 6/30/17</p>	<p>Healthy Mothers Healthy Babies Community Partners</p>	<p>CSC for Safe Sleep Coordinator CSC and others for Cribs4Kids</p>	<p>Ongoing</p>	<p>Deaths related to unsafe sleep practices have declined over the past three years.</p> <ul style="list-style-type: none"> 5a. Ongoing presentations at Showers2Empower, first responders, pediatrician and OB/GYN offices as well as community-based organizations 5b. Working on legislation to include for childcare providers to be trained, have a policy, and implement the policy regarding safe sleep practices 5c. In process of approval for PSAs, bus ads, and radio promotions 5d. In process and ongoing
<p>6. Infant Health/Substance Exposed Newborns</p> <ul style="list-style-type: none"> a) Create a data development system and shared measurement tool to track the specific needs and outcomes associated with perinatal substance abuse b) Collaborate with Early Childhood Court to help family law attorneys and judges make better decisions regarding babies in the child welfare system c) Promote Infant Mental Health through education, ongoing community trainings and advocacy d) Educate attorneys, pediatricians, judges, and family physicians regarding the importance of recognizing trauma in the early years to make appropriate treatment recommendations 	<p>7/1/16 – 6/30/17</p>	<p>Broward Healthy Start Coalition (BHSC) Broward Behavioral Health Coalition (BBHC)</p>	<p>Funding for Infant Mental Health training activities needed</p>	<p>Ongoing</p>	<p>The rate of substance-exposed newborns has decreased. A specialized detoxification protocol for substance-using pregnant women was developed by Memorial Healthcare System and a program (MATT-Maternal Addictions Treatment Team) was created and implemented. This collaborative program, funded by Broward Behavioral Health Coalition is in process at Memorial and Susan B. Anthony Recovery Center (for residential services). It is in the process of being replicated between Broward Health and BARC (Broward Addiction Recovery Center-for residential services).</p> <ul style="list-style-type: none"> 6a. System mapping tool being developed to identify the assets and resources available in the community as well as the data needed to track outcomes. Data being provided through child welfare staffing 6b. Early Childhood Court recently established and part of the collaborative effort 6c. Training scheduled for October 2016 6d. In process

<p>7. Perinatal HIV</p> <p>a) Provide continuous training and education to all OB/GYNs, Labor and Delivery Hospitals and pediatricians annually</p> <p>b) Provide a minimum of two (2) perinatal HIV symposia for all healthcare providers and at least four (4) Grand Rounds at a Labor and Delivery Hospital per year</p> <p>c) Provide specific HIV Prenatal classes for pregnant HIV positive women at Children’s Diagnostic and Treatment Center utilizing a curriculum adopted from the University of Miami HIV OB/GYN clinic</p> <p>d) Educate all healthcare providers on preconception counseling, PrEP and reproductive health for HIV positive women and serodiscordant couples</p>	<p>7/1/16 – 6/30/17</p>	<p>DOH-Broward Broward Healthy Start Coalition (BHSC) CDTC Community Partners</p>	<p>Funding for toolkits provided by BHSC</p> <p>Sponsorships for symposia provided by AETC, Walgreens</p>	<p>Ongoing</p>	<p>Over the past three years, Broward has had one HIV positive baby.</p> <p>7a. Ongoing visits by Perinatal HIV coordinator and staff</p> <p>7b. Three (3) HIV symposia provided in 2015 and four (4) Grand Rounds</p> <p>7c. HIV Prenatal Classes began in 2016 at CDTC</p> <p>7d. Ongoing in collaboration with Broward County HIV Prevention Planning Council</p>
<p>8. Maternal Health</p> <p>a) Focus on high rate of Caesarean Sections</p> <p>b) Educate the community by using palm cards, videos, social media campaign</p> <p>c) Educate health care providers by developing an educational handout to be used in toolkit</p>	<p>7/1/16 – 6/30/17</p>	<p>Broward Healthy Start Coalition (BHSC)</p>	<p>Seeking funding for development of palm cards, toolkit, videos, and social media campaign</p>	<p>Ongoing</p>	<p>Broward County experiences a high rate of elective C-sections. This will be the focus of this committee in 2016-2017.</p> <p>8a. In process. Conduct deeper analysis of C-section rates in Broward County</p> <p>8b. In process</p> <p>8c. In process</p>
<p>9. Teen Parent Alliance</p> <p>a) Bring educational classes to pregnant or parenting teens while they are at school (drowning prevention, safe sleep, stress management, intimate partner violence)</p> <p>b) Continue outreach/education for teen pregnancy and STI prevention through annual Walk Aware and Flipping the</p>	<p>7/1/16 – 6/30/17</p>	<p>DOH-Broward School Board of Broward County CSC Community Partners</p>	<p>Donations and sponsorships for Walk Aware and Flipping the Script events</p>	<p>Ongoing</p>	<p>The teen birth rate and repeat teen birth rate has decreased in Broward County.</p> <p>9a. In process</p> <p>9b. Flipping the Script event held in 2016. Well attended</p> <p>9c. In process</p>

<p>Script events</p> <p>c) Educate the Teen Parent Alliance committee through presentations at each meeting</p>					
<p>10. March of Dimes “Healthy Babies are Worth the Wait” HBWW Educate the community on “Life Course” issues to impact the high prematurity rate in Broward County</p>	<p>10/1/16 - 9/30/17</p>	<p>March of Dimes, Broward Healthy Start Coalition</p>	<p>March of Dimes Funding</p>	<p>In process</p>	<p>HBWW Advisory Board launched in August 2016, Board meeting monthly, has identified prematurity hot zones to target educational outreach. Currently doing a deeper data analysis of the “hot zones” MOD will publicize a grant process to fund efforts outlined by the Advisory Board.</p>

Priority #4 –Enhance Preventive Care Activities						
Why is this important to our community? Undiagnosed and untreated health conditions can have serious health consequences. Prevention, diagnosis and treatment can have exponential benefits including health, quality of life and cost savings. Reductions in obesity rates and increased access to better nutrition including fresh fruits and vegetables can greatly improve quality of life and decrease premature death.						
			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 4.2 Reduce the Proportion of Black Adults Who Are Obese by 5% annually.			30.5%	34.3%	5%	Percent of obese black adults (BRFSS)
Objective 4.3 Increase the percentage of adults 5% annually who consume a minimum of 5 total Daily Servings of Fruits and Vegetables.			Fruits ≥2 to 75% Vegetables ≥ 3 to 50%	5 servings per day overall 20.7	5%	Percent of adults who consume at least 5 servings of fruits and vegetables per day (BRFSS 2013)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
Birth Facilities						
Breastfeeding Promotion						
1. Develop a press release or host a community event to promote breastfeeding during Breastfeeding Awareness Month (August 2016)	7/1/16 – 8/1/16	DOH-Broward; WIC, Urban League, Breastfeeding Coalition				
2. Carry out two locally defined strategies to support breastfeeding among populations with low initiation rates	6/30/17	DOH-Broward; WIC; Breastfeeding Coalition				
Early Care and Education (ECE)						
Best Practice Implementation						
1. Contact the Broward County ELC to provide information by email or regular mail to educate child care centers on your selected best practices model/recognition.	2/28/17	DOH-Broward; ELC; HWF State Office				
2. Carry out 1 locally defined strategy to support adoption of best practices related to physical activity and nutrition in child	6/30/17	DOH-Broward; Stakeholders and ELC				

care centers serving at-risk populations.					
Schools					
Coordinated School Health					
1. Participate in two Broward County School Health Advisory Committee (BSHAC) meetings during the school year to present best practices and identify schools that may be ready to participate in the Healthier US Schools Challenge: Smarter Lunchroom	7/1/16 – 6/30/17	DOH-Broward; BSHAC			
2. Work with a local elementary school to host an Every Kid Healthy Week event	4/30/17	DOH-Broward; Broward County Elementary Schools			
Communities (Build Environment & Health Food Retail)					
State Surgeon General (SSG) Healthy Weight Community Champion Program					
1. Inform all local governments in Broward County (city, town, county) about the opportunity to apply for the State Surgeon General Healthy Weight Community Champion Recognition	8/30/16	DOH-Broward; Broward County local governments; NFTF			
Corner Stores					
1. Identify corner stores using GIS Mapping focusing on those that are located near schools, after-/out-of-school programs and multi-unit housing complexes. The approach of this intervention will be the same in both the corner stores near schools and those stores identified near multi-unit housing complexes	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH (People's Access to Community Horticulture), urban market garden farmers, youth			
2. Facilitate individual or group meetings with corner store owners reaching a minimum of five (5) store owners in Year 1, in priority population communities, to explain best	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA,			

<p>practices related to improving the accessibility and affordability of healthy foods in areas experiencing low access to fresh and healthy food options. Demonstrate the evidence-based traffic light (Go-Slow-Whoa) approach that could be used in a business friendly matter to identify some of the healthier food and beverage options offered at their stores.</p>		<p>PATCH, urban market garden farmers, youth</p>			
<p>3. Continue the administration of the corner storeowners'/managers' survey and a corner store customer survey in priority population communities to measure attitudes, food purchasing behaviors, and food preferences to inform and create a demand for healthy corner stores</p>	<p>7/1/16 – 6/30/17</p>	<p>TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth</p>			
<p>4. Continue to share best practice recommendations with corner store owners on product placement strategies as well as identification of foods using Go, Slow, Whoa tool</p>	<p>7/1/16 – 6/30/17</p>	<p>TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth</p>			
<p>5. Continue implementation of “Good Neighbor” Corner Store criteria informed by evidence-based best practices and with stakeholders including consumers, residents, corner store owners, managers or franchisees. Criteria to include information on the benefits of the identification of and point-of-sale prompts for healthier food and beverage options. Criteria will also detail the ways to achieve “Good Neighbor” Corner Store recognition and the benefits to the store to do so. These may include financial and non-financial incentives from community members, schools and the chambers of</p>	<p>7/1/16 – 6/30/17</p>	<p>TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth</p>			

commerce, and increased sales and opportunities for recognition throughout the County					
6. Continue to link corner stores 1 with small business development resources (i.e. loan assistance), Women, Infants, and Children Program, Supplemental Nutrition Assistance Program, farmers markets, urban farms, and other local, state, and national funding sources to increase accessibility and affordability of healthy foods in communities	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth			
7. Conduct a minimum of one (1) presentation in Year 1 to stakeholders which may include residents, store owners, community redevelopment agencies and municipalities, to increase their awareness of nonfinancial and financial incentives that are considered best practices to support healthy corner store efforts. Educational presentations may include staff from planning organizations and transportation departments to explore improving public transportation to stores with healthier options	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth			