

**Mission:**

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Rick Scott  
Governor

John H. Armstrong, MD, FACS  
State Surgeon General & Secretary

Vision: To be the Healthiest State in the Nation

October 27, 2014

## **2014/2015 REVISED COMMUNITY HEALTH IMPROVEMENT PLAN WORKPLAN**

Period covered: July 1, 2014 – September 30, 2014

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. The Florida Department of Health in Broward County (DOH-Broward) utilized this existing community-based planning structure to assist in the development of the Community Health Improvement Plan.

At the May 20, 2013 joint meeting of the Coordinating Council of Broward's Steering and Quality of Life Committees, identified health challenges were reviewed with priority areas identified. The priority areas were presented to the Coordinating Council of Broward Board of Director's on Thursday, June 6, 2013 for a final vetting and approval. The finalized priority areas were categorized into four priority areas with two challenges each.

1. Increase Access to Health Services
  - a. Barriers to Health Care Access to include Lack of Health Insurance
  - b. Public Health Planning
2. Reduce the Incidence of Communicable and Infectious Disease
  - a. HIV/AIDS
  - b. Sexually Transmitted Diseases (including Infectious and Congenital Syphilis)
3. Improve Maternal, Infant and Child Health
  - a. Black Infant Mortality
  - b. Immunization for Kindergarten and 7<sup>th</sup> Grade Students
4. Enhance Preventive Care Activities
  - a. Cervical Cancer Screening
  - b. Obesity/Food Security/Hunger/Nutrition

A panel of internal and external Subject Matter Experts developed draft objectives and action steps for each area. The action plan was reviewed and approved by the Health Care Access Committee on June 24, 2013. The Health Care Access Committee further agreed to review implementation of the Community Health Improvement Plan (CHIP) progress on a quarterly basis.

During the month of August, 2014, DOH-Broward staff met with the internal and external subject matters experts to review and update the action steps for each of the eight CHIP objectives. Target dates and indicator data were updated as available. The revised CHIP work plan was submitted to the Health Care Access Committee on August 25, 2014 where it was reviewed and approved.

The process to update and maintain the CHIP for the July 1, 2014 – June 30, 2015 period is as follows:

1. The responsible parties identified for each action step in the CHIP will update the CHIP action plan on a quarterly basis.
2. CHIP updates will be submitted to DOH-Broward staff and presented to the Health Care Access Committee utilizing the following schedule:
  - a. October (July 1 – September 30),
  - b. January (October 1 – December 31),
  - c. April (January 1 – March 31), and
  - d. July (April 1 – June 30).
3. Internal and external subject matter experts will review action steps and target dates and recommend revisions annually in August.
4. The revised action plan will be presented to the Health Care Access Committee annually in August.

Priority #1 - Increase Access to Health Services						
<p><b>Why is this important to our community?</b> 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%	77.8%	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	7/1/14 – 6/30/15	KidCare; Children’s Services Council; United Way	<p>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.</p> <p>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.</p>	Ongoing	During this quarter the Florida Department of Health, Florida KidCare Outreach Team submitted 310 online applications for processing.	
2. Provide culturally competent and age appropriate materials about the application process	7/1/14 – 6/30/15	KidCare	KidCare Outreach Staff continues to create culturally competent and age appropriate materials about the application process. Instruction is given to families in three (3) languages as staff is bi-lingual. Also, two staff members have recently been certified as an official		Informational material in three languages, (E, S, C) was distributed to 18,755 families this quarter.	

			Department of Health translator.		
3. Continue to provide referrals to other sources of funding for ineligible Medicaid and/or KidCare clients	7/1/14 – 6/30/15	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.	Ongoing	All children who do not qualify for coverage are given referrals to additional community resources.  This quarter there were 68 participants in a KidCare educational “Rapid Response” session with Career Source that received information on KidCare enrollment, ACA special enrollment for adults, and 2-1-1 information as they are losing their jobs.
4. Continue to enroll eligible clients into the Medicaid system	7/1/14 – 6/30/15	DOH-Broward;	Florida KidCare Outreach enrolls children into Medicaid, Medikids, Healthy Kids, and Children’s Medical Services through the KidCare application.	Ongoing	The Florida KidCare application immediately screens applicant children for Medicaid before screening for the Healthy Kids component. There for all applicants is a possible client for Medicaid services. However, KidCare outreach staff has assisted 204 families with technical assistance resulting in continued enrollment in Medicaid. There were an additional 241 technical issues resolved resulting in continued enrolment into the Healthy Kids program.
5. Monitor effects of implementation of Healthcare Reform on insurance coverage levels to include HITS Program (Health Intervention with Targeted Services)	7/1/14 – 6/30/15	DOH-Broward; Memorial Health Care System	Since the close of the ACA enrollment period, KidCare outreach has seen a decline in families indicating they do not have healthcare coverage for their children.	Ongoing	As of January 2014, the Florida KidCare (CHIP) application is a component of the “no wrong door” process. The KidCare program plays an important part in enrollment under the newly implemented Health care reform.

Resources = Funding/time/people/materials

Status = Complete or In-Progress

			Healthy People 2020 Goal	Broward Performance 2011 Level	Annual Target	Measure
Objective 1.2 Increase access to health care by implementing three strategies to remove population based barriers and/or improve linkages to care by 12/2015			N/A	N/A	N/A	Three (3) strategies to remove population based barriers and/or improve linkages to care implemented
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Conduct an in-depth population-based community assessment	12/2015	BRHPC and Memorial Health Systems	Primary and secondary data sources: Florida Charts, US Census, Focus Groups, Key Informant Interviews, etc.			
<b>Community Partners:</b> Broward Regional Health Planning Council, Inc. (BRHPC); Memorial Healthcare System; Children’s Services Council; Children’s Diagnostic and Treatment Center; Broward Sheriff’s Office; Broward Health Medical Center; Broward Health Coral Springs; Retired Public Health Subject Matter Experts; Aging and Disability Resource Center; Community Advocates; Florida Department of Children and Families; Broward Health Medical Center; Sunrise Fire / EMS; Brazilian Faith Based; ADRC of Broward; Hispanic Community; Broward Health Imperial Point; DOH-Broward; Galt Ocean Community; Western Community Leader.						
• Participate in the coordination of community assessments	12/2015	BRHPC	Health Care Access Committee			
• Include assessment of specific needs of populations with limited access or barriers to coordinated environmental public health services	12/2015	BRHPC	Focus Groups and Key Informant Interviews			
• Identify populations with barriers to care	12/2015	BRHPC	Primary and secondary data sources: Florida Charts, US Census, Focus Groups, Key Informant Interviews, etc.			
• Identify linkages to care	12/2015	BRHPC	Primary and secondary data sources: Florida Charts, US Census, Focus Groups, Key Informant Interviews, etc.			
2. Develop strategies to remove barriers	12/2015	DOH-Broward				

and strengthen linkages to care					
<ul style="list-style-type: none"> <li>develop culturally competent and age appropriate materials to increase health literacy and promote access to care</li> </ul>	12/2015	DOH-Broward			
3. Implement strategies to remove barriers and strengthen linkages to care	12/2015	DOH-Broward			
4. Evaluate and refine strategies	7/1/14 – 6/30/15	DOH-Broward			
5. Develop a community health improvement process to evaluate the effectiveness and efficiency of the services provided	7/1/14 – 6/30/15	DOH-Broward		In Progress	Process defined and approved by HCAC June, 2014.
<ul style="list-style-type: none"> <li>Implement the community health improvement process</li> </ul>	7/1/14 – 6/30/15	DOH-Broward		In Progress	Quarterly updates provided to HCAC in accordance with published schedule.

**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 2013 Level	Annual Target	Measure
Objective 2.1 Reduce New HIV Infections and Rates per 100,000 by 10% annually			3.5	58.5	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 in health care settings by 5% annually	By 3/31 annually	DOH-Broward, Contracted Providers	Funding	Ongoing		
<ul style="list-style-type: none"> <li>Collaborate with 6 hospitals to provide testing in emergency departments as part of routine medical care</li> </ul>	12/31/16	DOH-Broward HIV Prevention Program		Ongoing	Currently two out of six hospitals provide HIV testing in the Emergency Department.	
<ul style="list-style-type: none"> <li>Collaborate with 12 primary care providers to provide testing as part of routine medical care</li> </ul>	6/30/14	DOH-Broward HIV Prevention Program		Ongoing	12 primary care providers are part of our PTI pilot program. Most of the providers in addition to HIV testing also provide Hepatitis C testing.	
<ul style="list-style-type: none"> <li>Conduct face-to-face meetings with hospital emergency department medical practitioners, administrators and primary care providers on the importance of routine HIV testing</li> </ul>	6/30/14	DOH-Broward HIV Prevention Program; 4 Broward Health Facilities		Ongoing	No changes to report	
<ul style="list-style-type: none"> <li>Provide technical assistance and physician tool kits to enhance provider skills in implementation of HIV testing as part of routine medical care.</li> </ul>	12/31/14	DOH-Broward HIV Prevention Program; BCHPPC Perinatal HIV Workgroup		Ongoing	25 OBGYNs were revisited and information was given on HIV, testing guidelines and reporting.	
2. Increase the number of tests conducted in non-healthcare settings by 5% annually	By 3/31 annually	DOH-BC and contracted providers				
<ul style="list-style-type: none"> <li>Provide technical assistance to enhance skills in implementing targeted testing and social networks testing</li> </ul>	In Progress	DOH-Broward; Service Providers		Ongoing	Technical Assistance is provided at each provider monitoring visit.	
<ul style="list-style-type: none"> <li>Provide training on HIV testing technologies</li> </ul>	In Progress	DOH-Broward		Ongoing	We certified 46 HIV testing counselors in Rapid	

					Testing Technology (Clearview) during this period.
<ul style="list-style-type: none"> <li>Encourage contracted agencies to provide expanded hours and days for testing</li> </ul>	In Progress	DOH-Broward		Ongoing	Technical Assistance is provided at each provider monitoring visit.
3. Reduce the number of pediatric HIV cases to zero	In Progress	DIS and DOH-Broward		Ongoing	HIV DIS and the Perinatal Coordinator make sure that all the HIV + pregnant cases that are known to DOH are followed. 89 to date
<ul style="list-style-type: none"> <li>Educate OB/GYN's, labor and delivery hospitals and birthing center staff to comply with Florida Statutes and evidence-based standards for pregnant women on HIV care</li> </ul>	Ongoing	DOH-Broward Provider Outreach Team; Birthing Hospitals		Ongoing	All 8 laboring hospitals were visited June 2-3 and given copies of HIV perinatal updated protocols for LD, NICU and Newborn nursery.
<ul style="list-style-type: none"> <li>Increase HIV testing awareness during the 3rd trimester among pregnant women</li> </ul>	Ongoing	DOH-Broward; OB/GYNs		Ongoing	25 Revisited OBGYNs in the community
<ul style="list-style-type: none"> <li>Conduct HIV clinical/prevention grand rounds at two birthing hospitals annually</li> </ul>	Ongoing	DOH-Broward; Birthing Hospitals; Healthy Start Coalition; Jail			Sept 16, 2014 provided a grand round on HIV and Women and 16 medical providers attended. 2 more scheduled for October 2014.
<ul style="list-style-type: none"> <li>Conduct annual perinatal symposium in collaboration with the Perinatal HIV Provider Network</li> </ul>	Annually	DOH-Broward; Perinatal HIV Provider Network			November 21 <sup>st</sup> Perinatal Symposium is set at Holy Cross Hospital.
<ul style="list-style-type: none"> <li>Distribute perinatal toolkits to OB/GYN providers</li> </ul>	Ongoing	DOH-Broward Prevention Program		Ongoing	In Draft form to be sent to a printer.
<ul style="list-style-type: none"> <li>Expand capabilities of the HIV Perinatal Provider Network to include identification of strategies to further reduce future HIV perinatal transmissions.</li> </ul>	Ongoing	DOH-Broward Prevention Program; HIV Perinatal Provider Network		ongoing	We added the following agencies: <ul style="list-style-type: none"> <li>BARC Broward Addiction Recovery Center.</li> <li>Nurse Partnership for Health</li> <li>Perinatal DIS</li> </ul>
4. 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	Ongoing	DOH-Broward and registered test sites/DIS		Ongoing	No changes to report
<ul style="list-style-type: none"> <li>Require that HIP contracted agencies refer all positive individuals upon diagnosis to DOH-Broward partner services</li> </ul>	Ongoing	DOH-Broward		Ongoing	No changes to report
<ul style="list-style-type: none"> <li>Disease intervention staff will locate the partners, advise them of their exposure, offer onsite HIV testing services and refer them to HIV Linkage Coordinators</li> </ul>	Ongoing	DIS		Ongoing	No changes to report



<ul style="list-style-type: none"> <li>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</li> </ul>	Ongoing	DOH-Broward		Ongoing	No changes to report
5. Increase the number of HIV tests conducted in health care settings by 5% annually	By 3/31 annually	DOH-Broward, Contracted Providers	Funding	Ongoing	
<ul style="list-style-type: none"> <li>Collaborate with 6 hospitals to provide testing in emergency departments as part of routine medical care</li> </ul>	12/31/16	DOH-Broward HIV Prevention Program; Hospital EDs		Ongoing	Currently two out of six hospitals provide HIV testing in the Emergency Department.
<ul style="list-style-type: none"> <li>Collaborate with 12 primary care providers to provide testing as part of routine medical care</li> </ul>	6/30/14	DOH-Broward HIV Prevention Program		Ongoing	12 primary care providers are part of our PTI pilot program. Most of the providers in addition to HIV testing also provide Hepatitis C testing.
<ul style="list-style-type: none"> <li>Conduct face-to-face meetings with hospital emergency department medical practitioners, administrators and primary care providers on the importance of routine HIV testing</li> </ul>	6/30/14	DOH-Broward HIV Prevention Program; EMS Council, 4 Broward Health Hospitals		Ongoing	No changes to report

			Healthy People 2020 Goal	Broward Performance 2013 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: 28.2 Female: 2.4	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. Continue and maintain strategies identified in the STD Action Plan	Ongoing	DOH-Broward		In Progress	The STD Division is in the process of hiring additional DIS Staff in order to maintain the staffing levels needed. The STD Division has scheduled ISTD (an instructional course for DIS) for December 2014 that will allow newly hired DIS basic training needed.	
2. Integrate STD and HIV prevention planning through the joint planning process of the HIV Prevention Planning Council and Ryan White Part A	Ongoing	STD Program		Ongoing	The STD Program Manager made a presentation during the month of October to Community Based Organizations @ the FLDOH which talked about Partner Services. The STD Division plan to discuss implementing a monthly testing event @ Holistic Recovery Center in Hollywood as well as planning to discuss the implementation of a weekly screening @ Fort Lauderdale Bath House which is a location that is being named on numerous cases here in Broward.	
3. Expand the Physician Ambassadors Program for STD prevention to promote prenatal testing for STD's	Ongoing	DOH-Broward			Contingent upon 2015 funding	
4. Increase public awareness regarding HIV and STD's and mobilize community support for prevention efforts	Ongoing	DOH-Broward; PRIDE; Latino Salud; BWC		Ongoing	The STD Division plans to discuss implementing additional testing in the community by placing one or more assigned STD DIS Staff on the Mobile Unit to offer Gonorrhea, Chlamydia, and Syphilis Testing. The Surveillance Staff as well as STD Staff continue to make Provider Visits to Physicians that may fail to adhere to the State Law. The STD Division continues to collaborate/test with PRIDE and Latino Salud on a weekly basis. The STD Division continues to participate in health fairs/screenings each month and the STD Division has two DIS assigned to BWC on a daily basis.	

			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 2.3 Reduce the Congenital Syphilis Cases to 0 births annually			9.6 per 100,000 births	10	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. Continue and maintain strategies identified in the STD Action Plan	Ongoing	DOH-Broward		In-Progress	The STD Division is in the process of hiring additional DIS Staff in order to maintain the staffing levels needed. The STD Division has scheduled ISTD1 (an instructional course for DIS) for December 2014 that will allow newly hired DIS basic training needed.	
2. Continue direct outreach to OB-Gyn's, delivering family practice doctors, labor and delivery hospitals and birthing centers	Ongoing	DOH-Broward Provider Outreach Team; 8 Birthing Hospitals; OB/GYNs		Ongoing	All 8 laboring hospitals were visited June 2-3 and given copies of protocols.	
3. Establish a Provider Hotline for technical assistance on congenital syphilis	Ongoing	DOH-Broward		Complete	Hotline established.	
4. Expand the Physician Ambassadors Program for STD prevention to promote prenatal testing for STD's	Ongoing	DOH-Broward			Contingent upon 2015 funding	

Priority #3 – Improve Maternal, Infant and Child Health						
<b>Why is this important to our community?</b> 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.						
			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 3.1 Reduce the Rate of Infant Deaths in Blacks by 1% annually.			6.0	Overall: 5.3 Black: 8.3 White: 2.6	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. Provide 30 educational campaigns for healthcare professionals (Physicians, Nurses, Treatment Providers, etc.) to inform on safe sleep practices, choosing a safe care giver and shaken baby syndrome	7/1/14 – 6/30/15	Broward Healthy Start Coalition (BHSC); physicians; nurses; treatment providers	Funding from the DOH	In Progress	On target to provide 120 this year	
2. Implement the plan from the Black Infant Health Practice Initiative (BIHPI) aimed at reducing the disparity gap between Black and White infant mortality:	7/1/14 – 6/30/15	Maternal Child Health Systems Committee (MCHSC)	Funding from DOH and Children’s Services Council	In Progress	Major outreach event planned for October 2014	
<ul style="list-style-type: none"> <li>Focus on “Life Course” Issues, increase Interconceptional Care Services</li> </ul>		(MCHSC)		In Progress	In place	
<ul style="list-style-type: none"> <li>Coordinate efforts with the Urban League of Broward County’s Health Seminar Series</li> </ul>		(MCHSC)		In Progress	In place	
<ul style="list-style-type: none"> <li>Educate Black women and families about the risks of infant mortality and provide available resources in community (Empowerment Showers, Haitian TV, Island TV, Beacon, Daddy Boot Camps with 100 Black Men, etc.)</li> </ul>		(MCHSC)		In Progress	In place	
<ul style="list-style-type: none"> <li>Promote prenatal care in the first trimester</li> </ul>		(MCHSC)		Ongoing		
<ul style="list-style-type: none"> <li>Education on Safe Baby including safe sleep practices</li> </ul>		(MCHSC)		Ongoing		

<ul style="list-style-type: none"> <li>Encourage and Promote breastfeeding through culturally sensitive education and support</li> </ul>		(MCHSC)		Ongoing	
<ul style="list-style-type: none"> <li>Educate community on the importance of babies to stay in the mother's womb for 39 weeks (MOD 39 week initiative)</li> </ul>		(MCHSC)			New video and workbook to be implemented in partnership with the March of Dimes
<ul style="list-style-type: none"> <li>Research "kid friendly" culturally sensitive elementary/ middle school programs that are evidenced based and increase health outcomes</li> </ul>		(MCHSC)		No progress	

			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 3.2 Increase Vaccination Coverage Levels for Children in Kindergarten by 1% annually			95%	93.6%	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	10/2015	DOH-Broward ; School Board of Broward County (SBBC); Lauderhill Mall	DOH-Broward staff; SBBC; vaccine	Completed	Back to school immunizations were provided by DOH Broward and Community Partners. DOH Broward held a back to school POD for three weeks in August.	
2. Hold a Health Fair in support of back to school community immunization campaign	8/2015	DOH-Broward staff; Community Providers; SBBC	DOH-Broward staff; SBBC; vaccine	Completed	DOH and Community Partners held multiple Back to School Health Fairs. DOH Broward held their Back to School Health Fair on August 16, 2014.	
3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children's Services Council, etc.	6/2015 – 8/2015	DOH-Broward; IAC; SBBC	DOH-Broward staff; SBBC; vaccine	Completed	DOH Broward palm cards were distributed throughout Broward County.	
4. Provide follow-up immunization for children entering school without necessary immunizations not reached in campaign	9/2015 – 10/2015	DOH-Broward; SBBC	DOH-Broward staff; SBBC; vaccine	On-Going	DOH Broward provides childhood immunizations on an on-going basis in the clinics.	

			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 3.3 Increase Vaccination Coverage Levels for 7 <sup>th</sup> Grade Children by 1% annually			95%	96.6%	1%	7 <sup>th</sup> Grade 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 adolescent school aged children entering 7 <sup>th</sup> grade in partnership with community based providers and municipalities	10/2015	DOH-Broward; SBBC	DOH-Broward staff; SBBC; Vaccine	Completed	Back to school immunizations were provided by DOH Broward and Community Partners. DOH Broward held a back to school POD for three weeks in August.	
2. Hold a Health Fair in support of back to school community immunization campaign	8/2015	DOH-Broward; IAC; SBBC	DOH-Broward staff; SBBC; Vaccine	Completed	DOH and Community Partners held multiple Back to School Health Fairs. DOH Broward held their Back to School Health Fair on August 16, 2014	
3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children's Services Council, etc.	6/2015 – 8/2015	DOH-Broward; IAC; SBBC	DOH-Broward staff; SBBC; Vaccine	Completed	DOH Broward palm cards were distributed throughout Broward County.	
4. Provide follow-up immunization for children entering school without necessary immunizations not reached in campaign	9/2015 – 10/2015	DOH-Broward; SBBC	DOH-Broward staff; SBBC; vaccine	On-Going	DOH Broward provides childhood immunizations on an on-going basis in the clinics.	

<b>Priority #4 –Enhance Preventive Care Activities</b>						
<b>Why is this important to our community?</b> 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. The annual cervical cancer screening rate in Broward County is two-thirds that of the goal set by Healthy People 2020. 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 4.1 Increase the Proportion of Women Who Receive Cervical Cancer Screening Based on the Most Recent Guidelines by 10% annually.			93%	76.6%	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	7/1/14 – 6/30/15	DOH-Broward, FQHC, Komen; PHC		In Progress	80 referrals were made to the Federally Qualified Health Centers to women who needed low cost /free Pap tests.	
2. Provide education to encourage HPV prevention and/or immunization and other safer sex practices to all ages and genders	7/1/14 – 6/30/15	DOH-Broward; IAC	Immunization & STD Programs	In Progress	The last presentation made on HPV and cervical cancer was 6/21/14. None for the current reporting period.	
3. Continue to provide outreach and education to identified high incidence areas.	7/1/14 – 6/30/15	DOH-Broward	BRFSS	In Progress	324 individuals were reached in this target area of which 10 received a mammogram.	

High incidence priority zip codes: 33004, 33020, 33021, 33023, 33025, 33061, 33062, 33063, 33069, 33311, 33312, 33314, 33317, 33319, 33325, 33326, 33441



			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)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Develop and distribute ten Employee Wellness Newsletters to all DOH-Broward employees via email.	7/1/14 – 6/30/15	DOH-Broward		In Progress	80 referrals were made to the Federally Qualified Health Centers to women who needed low cost /free Pap tests.	
2. Conduct three road clean-ups of the adopted section of State Road 84, as part of the Florida Department of Transportation (FDOT) "Adopt-A-Roadway" program.	7/1/14 – 6/30/15	DOH-Broward; FDOT		In Progress	The last presentation made on HPV and cervical cancer was 6/21/14. None for the current reporting period.	
3. At least 90% of new or reprint brochures, flyers, and other marketing materials and publications related to Healthiest Weight Florida will include the Healthiest Weight Florida logo and/or the official Healthiest Weight Florida hashtag #HealthiestWeightFL.	7/1/14 – 6/30/15	DOH-Broward		In Progress	324 individuals were reached in this target area of which 10 received a mammogram.	
4. Submit a minimum of three (3) municipalities for recognition by the Healthy Weight Community Champion Recognition Program.	7/1/14 – 6/30/15	DOH-Broward; 31 municipalities; Broward County government;		In Progress	80 referrals were made to the Federally Qualified Health Centers to women who needed low cost /free Pap tests.	
5. Develop a worksite wellness toolkit for employers and post the toolkit to the BNFTF website.	7/1/14 – 6/30/15	BNFTF	website	In Progress	The last presentation made on HPV and cervical cancer was 6/21/14. None for the current reporting period.	
6. Five Broward County municipalities will conduct a Smart Growth audit of their current ordinances.	7/1/14 – 6/30/15	DOH-Broward; Smart Growth Partnership of SE Florida		In Progress	324 individuals were reached in this target area of which 10 received a mammogram.	
7. Post twelve monthly updates regarding the Healthiest Weight Florida to the BNFTF	7/1/14 – 6/30/15	DOH-Broward;		In Progress	80 referrals were made to the Federally Qualified Health Centers to women who	

website.		BNFTF			needed low cost /free Pap tests.
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			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
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	
1. Conduct one food day event at each of the six Broward County WIC clinics, including food demonstrations, nutritional education, and promotion of breastfeeding.	10/24/14	BNFTF; FLIPANY; Nova Southeastern University (Nova); BAND; WIC; Phyl's Academy		In Progress	Planning with community partners, Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY), Nova Southeastern University School of Nursing, Broward Association of Nutrition and Dietetics (BAND) will work together to have healthy food demonstrations at all 6 WIC locations in Broward County on Friday, October 24, 2014.	
2. Provide four (4) presentations on healthy foods and beverages.	7/1/14 – 6/30/15	BNFTF; SBBC; Miramar Fire-Rescue; Nova; Lauderhill Mall; Save-A-Lot food stores; Whole Foods Market; Special Olympics; Broward Teachers Union		In Progress	DOH-Broward staff set-up and operated an educational station for elementary school students at the Kid Power Health Fair in Hollywood, Wednesday, October 15, and Thursday, October 16, 2014. Each day more than 200 local school age children attended a stage show on healthy eating and exercise, and then visited the health fair. DOH-Broward's educational station consisted of a healthy question wheel and prizes were awarded to students who answered questions about healthy eating, exercise, disease prevention and good health behaviors.	
3. Provide "A Fresh Fruit and Vegetable Tasting" once a month from September, 2014 through May, 2015 to all Broward County Public Elementary Schools, which includes nutrition education about the fruit or vegetable.	9/1/14 – 5/31/15	Broward County Public Elementary Schools		In Progress	Monthly "Fresh Fruit and Vegetable Tastings" began September, 2014 and will continue through May, 2015.	