

**Mission:**

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



Rick Scott  
Governor

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State Surgeon General & Secretary

Vision: To be the Healthiest State in the Nation

July 27, 2015

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

Period covered: April 1, 2015 – June 30, 2015

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	<p>During this quarter the Florida Department of Health, Florida KidCare Outreach Team submitted 190 online applications for processing.</p> <p>In addition, there were 374 technical issues resolved resulting in retention of healthcare services.</p> <p>The United Way efforts resulted in 28 applications submitted to the processing center for review during this quarter. One (1) Creole speaking representative will work going door to door to educate the community face to face in an effort to induce trust within the community and encourage enrollment. United Way grant has been continued commencing July 1, 2015.</p>	
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		<p>Informational material in three languages, (E, S, C) was distributed to 6,034 families this quarter.</p> <p>In an effort to reach families from the FRL list whose calls were listed as unanswered or disconnected, 3,713 postcard were mailed (June 22) to each of these families.</p>	

			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 80 participants attending two (2) 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 employment.
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. Therefore each applicant is a possible client for Medicaid services.
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	Since the implementation of the ACA, the KidCare outreach program has seen an approximate drop of 20% of online applications submitted for processing. However, technical issues resulting in retention have increased significantly. A full report will be submitted at the end of this fiscal cycle.

Resources = Funding/time/people/materials

Status = Complete or In-Progress

			Healthy People 2020 Goal	Broward Performance 2013 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.	In Progress	In December 2014, BRHPC began process of Community Health Needs Assessment for Memorial Healthcare System. Quantitative and qualitative data were presented during 6 advisory council meetings from December 2014 to March 2015.	
<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	In Progress	Updates are presented at monthly Health Care Access Committee meetings	
• 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	Completed	Focus Groups and Key Informant Interviews questions have been conducted. Data analysis was completed and the reports were presented to the Advisory Council.	
• Identify populations with barriers to care	12/2015	BRHPC	Primary and secondary data sources: Florida Charts, US Census, Focus Groups, Key Informant Interviews, etc.	Completed	Six data presentations have been conducted. During presentations, data trends are analyzed to identify populations with barriers to care.	
• Identify linkages to care	12/2015	BRHPC	Primary and secondary data sources: Florida	Completed	Six data presentations have been conducted. During presentations, data	

			Charts, US Census, Focus Groups, Key Informant Interviews, etc.		trends are analyzed to identify populations with barriers to care.
2. Develop strategies to remove barriers and strengthen linkages to care	12/2015	DOH-Broward			
<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 by 5% annually	By 3/31 annually	HIV Surveillance; Publicly funded HIV testing sites	Funding	Ongoing	Publicly funded HIV testing in Broward increased by 12,321 tests (17% increase) from 2013 to 2014 (70,776 vs. 83,097)	
<ul style="list-style-type: none"> <li>Collaborate with acute care hospitals to provide testing in emergency departments as part of routine medical care</li> </ul>	12/31/16	DOH-Broward HIV Prevention Program; Hospital ED’s		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>	12/31/16	DOH-Broward TB/Hepatitis Program; 12 Primary Care Providers		Ongoing	Activity completed: 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>	12/31/16	DOH-Broward HIV Prevention Program; Broward Health Facilities; EMS Council		Ongoing	5 meetings were held (4 Broward Health facilities and EMS Council).	
<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>	12/31/16	DOH-Broward HIV Prevention Program; BCHPPC Perinatal HIV Workgroup		Ongoing	As of July 1 <sup>st</sup> , 2015, there is no written consent required for HIV testing in medical settings. A plan is being created to address this change among medical providers.	
<ul style="list-style-type: none"> <li>Provide training on HIV testing technologies</li> </ul>	7/1/14 – 6/30/15	DOH-Broward		Ongoing	June 8-10th, 2015 Testing Technology Training (OraQuick: 8 participants, Clearview: 26 participants, and Determine: 22 participants) provided.	

2. Condom Distribution					
<ul style="list-style-type: none"> <li>Identify condom distribution partners in the public and private sectors</li> </ul>	Quarterly	DOH-Broward HIV Prevention Program; Community locations		Ongoing	A total of 47 new Condom Distribution Partners were added from April – June 2015
<ul style="list-style-type: none"> <li>Integrate condom distribution with activities such as community-level interventions to promote condom use and other risk reduction behaviors</li> </ul>	Completed March 6 <sup>th</sup> , 2015	DOH-Broward HIV Prevention Program		Ongoing: Condom availability and education continue to be integrated into all HIV prevention services	Monthly condom distribution goals are 200,000. However, actual numbers are well above targets. In April, 210,114 condoms were distributed and in May 248,389 condoms were distributed.
3. Collaborative Partnerships					
<ul style="list-style-type: none"> <li>Build the capacity of community leaders to address disparities with HIV high Impact Prevention strategies, through training and technical assistance</li> </ul>	7/1/14 – 6/30/15	DOH-Broward HIV Prevention Program; community ambassadors		Ongoing	<p>In April, an SOS planning meeting was held with Community Ambassadors and other community leaders to address HIV disparities among women and address effective prevention strategies for this target population.</p> <p>In May, a 2-day training was held to address HIP prevention strategies among farmworkers.</p> <p>Workgroups of the Broward HIV Prevention Planning Council continue to meet monthly to further implementation of HIP prevention plans and identify opportunities for technical assistance and capacity building.</p>
<ul style="list-style-type: none"> <li>Coordinate with HIP contracted agencies to serve areas</li> </ul>	7/1/14 – 6/30/15	DOH-Broward HIV Prevention Program		Ongoing	Contract monitoring with contracted agencies continues to occur. The coordination of HIP activities is addressed at each monitoring visit.
<ul style="list-style-type: none"> <li>Recruit local businesses to participate in the Business Responds to AIDS (BRTA) project</li> </ul>	Recruit 120 local businesses by 12/31/15	DOH-Broward HIV Prevention Program; local businesses		Ongoing	From April through June 2015, 90 businesses were recruited into Business Responds to AIDS (BRTA). Totaling 180 businesses recruited in 2015.
4. Reduce the number of pediatric HIV cases to zero	7/1/14 – 6/30/15	DOH-Broward Perinatal HIV Director		Ongoing	HIV DIS and the Perinatal Coordinator make sure that all the HIV + pregnant cases that are known to DOH are followed–61 to date. 40 Pedi



					Exposed. 2 closed cases with non-detectable PCR's. We have 1 positive baby because mom refused OB/GYN and Pedi care.
<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>	7/1/14 – 6/30/15	DOH-Broward Perinatal HIV Director; 8 birthing hospitals		Ongoing	All 8 laboring hospitals were visited and are using our updated HIV perinatal protocols for L&D, NICU and Newborn nursery.
<ul style="list-style-type: none"> <li>Increase HIV testing awareness during the 3rd trimester among pregnant women</li> </ul>	7/1/14 – 6/30/15	DOH-Broward Perinatal HIV Director; 59 OB/GYNs		Ongoing	A total of 59 OBGYNs were re-visited in the community.
<ul style="list-style-type: none"> <li>Conduct HIV clinical/prevention grand rounds at two birthing hospitals annually</li> </ul>	7/1/14 – 6/30/15	DOH-Broward Perinatal HIV Director; birthing hospitals			We provided grand rounds on HIV and Women to 6 medical providers.
<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 Director ; birthing hospitals; Healthy Start Coalition; Urban League			Had our 6th and 7th Perinatal HIV symposiums. Symposium 6 was held on February 20, 2015 at Memorial Hospital West with 65 in attendance. Symposium 7 was held on May 8, 2015 at Northwest Medical Center, 33 attended. On May 22, 2015 we provided a presentation at the Black Infant Health Practice Initiative (BIHPI) Shower2Empower event for pregnant and parenting women, fathers, and support caregivers providing education to promote healthy start in their baby's life. Approximately 200 women and men were in attendance. This event was held at the Urban League of Broward County Community Empowerment Center.
<ul style="list-style-type: none"> <li>Distribute perinatal toolkits to OB/GYN providers</li> </ul>	7/1/14 – 6/30/15	DOH-Broward Perinatal HIV Director		Ongoing	Toolkit in draft form.
<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>	7/1/14 – 6/30/15	DOH-Broward Perinatal HIV Director; Birthing hospitals, Healthy Start Coalition		ongoing	Pilot project to add 2 beds at Memorial Regional for detox for pregnant women beginning in January, 2015; Healthy Start Care Coordinators code intake form those women that self-identify HIV+ and are referred to Perinatal Prevention Director for follow-up 5 women this quarter.
5. Increase number of people who receive their HIV positive test results from a DOH-	7/1/14 – 6/30/15	DOH-Broward STD Program Manager		Ongoing	100% of HIV+ clients linked to partner services.

Broward registered testing site to 95% who are linked to partner services					
<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>	7/1/14 – 6/30/15	DOH-Broward Contract Administration		Ongoing	100% of patient diagnosed with HIV were referred to DOH Partner Services.
<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>	7/1/14 – 6/30/15	DOH-Broward STD Program Manager		Ongoing	89% of new positives were located and linked to care through DOH-Broward linkage coordinators.
<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>	7/1/14 – 6/30/15	DOH-Broward Communicable Disease Director & HIV Prevention Director		Ongoing	Update is in progress.

			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. Conduct STD prevention and surveillance activities	7/1/14 – 6/30/15	DOH-Broward STD Program Manager		Ongoing	The STD Division conducted interviews for new DIS Staff in order to maintain the staffing levels needed. STD hosted the new pilot program (Passport to Partner Services in December 2014) Broward County had eight Staff Members to attend and complete the course	
2. Integrate STD and HIV prevention planning through the joint planning process of the HIV Prevention Planning Council and Ryan White Part A	7/1/14 – 6/30/15	DOH-Broward STD Program Manager		Ongoing	The STD Program Manager made a presentation in December @ the FLDOH which talked about successes and collaborations. The STD Division participated in the Beach Blitz held recently in Broward. The STD Division also conducts presentations at each of the 500/501 HIV Training and update held at the Main Campus. (May need to revise)	
3. Increase public awareness regarding HIV and STD's and mobilize community support for prevention efforts	7/1/14 – 6/30/15	DOH-Broward STD Program Manager; 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 Broward Wellness Center (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. Conduct STD prevention and surveillance activities	7/1/14 – 6/30/15	DOH-Broward STD Program Manager		In-Progress	The STD Division is in the process of hiring additional DIS Staff in order to maintain the staffing levels needed. STD plans to continue postings for DIS as well as interviews	
2. Continue direct outreach to OB-Gyn's, delivering family practice doctors, labor and delivery hospitals and birthing centers	7/1/14 – 6/30/15	DOH-Broward Perinatal HIV Director; 50 OB/GYNs; 8 Birthing Facilities		Ongoing	All 8 laboring hospitals were visited and are using our updated HIV perinatal protocols for L&D, NICU and Newborn nursery. 59 OBGYNs were re-visited and discussed HIV testing and case reporting.	

Priority #3 – Improve Maternal, Infant and Child Health						
<p><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.</p>						
			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 completed in April 2015	
<ul style="list-style-type: none"> <li>Focus on “Life Course” Issues, increase Interconceptional Care Services</li> </ul>		(MCHSC)		In Progress	No update	
<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	No update	
<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	No update	
<ul style="list-style-type: none"> <li>Promote prenatal care in the first trimester</li> </ul>		(MCHSC)		Ongoing	No update	
<ul style="list-style-type: none"> <li>Education on Safe Baby including safe sleep practices</li> </ul>		(MCHSC)		Ongoing	No update	

<ul style="list-style-type: none"> <li>Encourage and Promote breastfeeding through culturally sensitive education and support</li> </ul>		(MCHSC)		Ongoing	No update
<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)		Materials completed	New video and workbook is completed; YouTube Video is online; Training to be completed by 6/2015
<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	No update

			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	In-Progress	DOH Broward staff is meeting on a weekly basis in order to continue to plan for the 2015 Back to School Immunization Campaign. DOH Broward will provide back to school immunizations from August 10 <sup>th</sup> to August 25 <sup>th</sup> at the Lauderhill Mall.	
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	In-Progress	Throughout the year, DOH Broward attends different health fairs held by community partners and provides immunizations. DOH Broward will hold a Health Fair during the 2015 Back to School Immunization Campaign on Saturday, August 22, 2015 at the Lauderhill Mall.	
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	In-Progress	DOH Broward has been promoting the 2015 Back to School Immunization campaign since June 2015. Palm cards have been distributed throughout Broward County. DOH Broward continues to receive requests for more Palm Cards. Palm Cards are in English, Spanish, and Creole.	
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	In-Progress	This year DOH Broward provides 7 <sup>th</sup> grade vaccinations at 8 Middle Schools in Broward County in the months of April and May 2015. Throughout the year, DOH Broward attends different health fairs held by community partners and provides immunizations. DOH Broward will provide back to school immunizations from August 10 <sup>th</sup> to August 25 <sup>th</sup> 2015 at the Lauderhill Mall.	
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	In-Progress	DOH Broward will hold a Health Fair on Saturday, August 22, 2015, at the Lauderhill Mall.	
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	In-Progress	DOH Broward has been promoting the 2015 Back to School Immunization campaign since June 2015.  Palm cards have been distributed throughout Broward County. DOH Broward continues to receive requests for more Palm Cards. Palm Cards are in English, Spanish, and Creole.	
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		In Progress	April through June 2015 168 women under the age of 50 contacted the FBCCEDP. 37 were referred to providers for a low cost or free pap test.	
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	Presented on HPV and cervical cancer to approx. 100 men and women on May 9, 2015.	
3. Continue to provide outreach and education to identified high incidence areas.	7/1/14 – 6/30/15	DOH-Broward	BRFSS	In Progress	750 persons were reached in these areas and 25 were enrolled in the FBCCEDP for a free 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		Complete	Monthly newsletters have been developed and distributed via email to all DOH-Broward employees and to external partners.	
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		Complete	Conducted first road clean up on December 23, 2014. A total of 8 bags of trash weighing 120 pounds were collected by 15 DOH-Broward volunteers. The second road clean-up was conducted February 27, 2015. A total of 12 volunteers collected 5 bags of trash weighing 50 pounds. The third road clean-up was conducted on April 17, 2015. A total of 18 volunteers collected 8 bags of trash weighing 60 pounds.	
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		Complete	All marketing materials that are appropriate have the Healthiest Weight Florida logo included on them. Participated in the “Maintain, Don’t Gain Holiday Challenge 2014” and “Fall Into Healthy Habits” by displaying informational tabling events in the DOH-Broward main lobby and transmitting emails to all DOH-Broward staff and community partners encouraging participation in the campaign.	
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;		Complete	Informational materials were packaged and distributed to Municipal Mayors and City Managers in October, 2014 and November, 2014. Seven Municipalities (Coconut Creek, Deerfield Beach, Fort Lauderdale, Oakland Park, Pembroke Pines, Plantation, and Weston) and Broward County were selected to be recognized January, 2015. Presentations were made to the City Commission for each	

					municipality recognized in February, 2015.
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	Toolkit materials have been identified. Grant funding is being sought to revitalize the website. The toolkit will be posted to the website.
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			Funding has not been available to accomplish this goal. Still working on the acquisition of funding.
7. Post twelve monthly updates regarding the Healthiest Weight Florida to the BNFTF website.	7/1/14 – 6/30/15	DOH- Broward; BNFTF		In Progress	Posted updates to the website until August 11, 2014, when the position of Staff Assistant in Health Promotion was deleted. Grant funding is being sought to revitalize the website and make it more user-friendly and easier to post updates.

			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		Complete	Planning with community partners, Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY), Nova School of Nursing, Broward Association of Nutrition and Dietetics (BAND) worked together to have healthy food demonstrations at all 6 WIC locations in Broward County and at Phyl's Academy 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		Complete		
	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. DOH-Broward staff recorded a PODcast with Miramar Fire-Rescue about healthiest weight. The PODcast included information about healthy diet, exercise and weight issues and will be posted on the Miramar Fire-Rescue PODcast sites in December, 2014. DOH-Broward was selected to receive funding from NACCHO for Reducing Disparities in Breastfeeding through Peer and Professional Support beginning 1/15/15. DOH-Broward staff distributed healthy weight information and one-on-one encouragement at a health fair sponsored by the Broward Teachers Union and attended by about 100 teachers/family members in January. Nova Southeastern University is working with the Special Olympics Healthy Communities program. Participants have been attending garden meetings every Friday					

	<p>since November. An indoor tower garden is being grown as part of the program. A seed lesson and alfalfa sprout salad tasting was held with the Special Olympics Health Community program participants. Nova Southeastern University staff provided education about seeds, tasted the salad, and were provided the recipe to make the salad at home. Nova Southeastern University staff provided education about seeds, and held a kale salad tasting at the Dan Marino Foundation campus on Friday, March 6, 2015. Students have reported that they are making the salad at home with their parents. In addition, KidCare hosted a Health Fair at the Lauderhill Mall on March 28, 2015 which included a nutrition presentation for participants. DOH-Broward has formed a partnership with Save-A-Lot stores and is expanding to as many as 17 additional supermarkets that are part of the National Association of Supermarkets Florida Chapter. These stores are mostly Hispanic-owned in underserved neighborhoods. DOH-education and outreach activities are being conducted in front of and inside these stores. Activities include hosting information tables, testing vans, screenings, wellness presentations, and program enrollment events. In addition, FLIPANY is conducting smart-shopping tours in the stores to teach people how to read labels to find nutritious foods, avoid unhealthy foods, and save money. DOH-Broward and Save-A-Lot Food stores hosted a free health fair and family fun event on Saturday, May 16, 2015, at the Save-A-Lot store in Fort Lauderdale. Healthy Eating and Exercise information, health screenings, games, and mammograms were provided. Whole Foods Market conducted a lunch-and-learn to approximately 50 DOH-Broward employees during lunch on June 17, 2015. Staff brought healthy lunches and were presented with information regarding healthy foods and tasted a freshly made fruit and kale smoothie.</p>				
<p>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.</p>	<p>9/1/14 – 5/31/15</p>	<p>Broward County Public Elementary Schools</p>		<p>Complete</p>	<p>Monthly "Fresh Fruit and Vegetable Tastings" began September, 2014 and will continue through May, 2015. On January 29, 2015, there will be a school "food tasting" at Pompano Beach HS in both the morning and afternoon. Youth will be bussed in to taste a variety of healthy foods.</p>