



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. Given this mission, in 2012, DOH-Broward engaged the community in the Mobilizing for Action through Planning and Partnerships (MAPP). MAPP is a strategic approach to community health improvement and assists communities improve health and quality of life through community-wide strategic planning. MAPP includes four separate assessments: Community Health Status Assessment, Community Themes and Strengths Assessment, Local Public Health System Assessment, and the Forces of Change Assessment.

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 Improvement Plan. The following agencies participated in this process:

| Agency Name | Coordinating Council of Broward (CCB) | Health Care Access Committee | Quality of Life Committee | Steering Committee (CCB) |
|---|---------------------------------------|------------------------------|---------------------------|--------------------------|
| 211 Broward | | X | X | X |
| AT&T | | | | X |
| Aging and Disability Resource Center of Broward County | X | | | X |
| Agency for Health Care Administration | | | X | |
| Audacious Inquiry | | X | | |
| Broward Behavioral Health Coalition | | X | | |
| Broward College | X | | | X |
| Broward County Government | X | X | X | X |
| Broward County Medical Association | | X | | |
| Broward County Public Schools | X | X | X | X |
| Broward County Sheriff's Office | X | X | X | |
| Broward Health | X | X | X | X |
| Broward Healthy Start Coalition | | X | | |
| Broward Regional Health Planning Council, Inc. | X | X | X | X |
| Children's Services Council of Broward | X | X | X | X |
| Community Action Center | | X | X | |
| Community Health Action Information Network | | | | X |
| Cooperative Feeding Program | | | | X |
| Coordinating Council of Broward | X | | | |
| CCB Million Meals Committee | | | | X |
| Family Central | | | | X |
| Florida Department of Children and Families | X | | X | X |
| Florida Department of Health in Broward County | X | | X | X |
| Florida Introduces Physical Activity and Nutrition to Youth | | X | | |
| Health Choice Network | | X | | |
| Henderson Behavioral Health | X | | | |
| Hispanic Unity of Florida | | | | X |
| Holy Cross Hospital | | X | | |
| Legal Aid Service of Broward County | | | | X |
| Light of the World Clinic | | X | | |
| Memorial Healthcare System | X | X | X | X |
| Minority Development and Empowerment, Inc. | | X | | |
| Nova Southeastern University | X | X | X | X |
| South Florida Regional Planning Council | X | X | X | X |
| United Way of Broward County | X | X | X | X |
| Urban Health Solutions | | X | X | |
| Urban League of Broward County | | X | X | |
| US Social Security Administration | | | | X |
| Volunteer Broward | | | | X |
| WorkForce One | X | | X | X |
| YMCA of Broward | | X | X | |

METHODOLOGY

The Local Public Health System Assessment was conducted in the fall of 2011 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 in answering these questions can help to identify strengths and weaknesses and determine opportunities for improvement. Based on the results of the assessment conducted for Broward County, it was determined that an in-depth population-based community health assessment should be conducted. Populations with barriers to care as well as linkages to care should be identified. In addition, the development of a community health improvement process was needed to assure the evaluation of the effectiveness and efficiency of the services provided occurs.

The Forces of Change Assessment consisted of key informant interviews conducted with senior executive and administrative staff from 17 distinct organizations. Major findings include the need for continued and expanded collaboration among partners and simplifying the navigational system and linkages to care. The majority of the respondents agreed something needed to happen to address the rising cost and inaccessibility of healthcare.

The Community Themes and Strengths Assessment utilized the 2011 Quality of Life Assessment developed by Professional Research Consultants, Inc. The 2011 Broward County Quality of Life Assessment represents the eighth such research effort conducted in Broward County since the baseline assessment in 1994. A random sample of 1,000 Broward County residents participated in the 2011 assessment of quality of life including a health assessment.

The Community Health Status Assessment was prepared in 2012. 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.

The following eight priority areas were identified (in no particular order) and approved by community stakeholders at several venues during May and June, 2013:

1. Barriers to Health Care Access to include Lack of Health Insurance
2. Cervical Cancer
3. HIV/AIDS
4. Sexually Transmitted Diseases (including Infectious and Congenital Syphilis)
5. Black Infant Mortality
6. Immunization for Kindergarten and 7th Grade Students
7. Obesity
8. Food Security/Hunger/Nutrition

The finalized eight 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 7th 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 Community Health Improvement Plan alignment with National and State Goals is located in Appendix 1.

FINDINGS AND ACTION PLAN

BARRIERS TO HEALTHCARE ACCESS

The **Local Public Health System Assessment** indicates the following:

- An in-depth population-based community health assessment should be conducted.
- Populations with barriers to care as well as linkages to care should be identified.
- A community health improvement process is needed to assure the evaluation of the effectiveness and efficiency of the services provided occurs.

The **Forces of Change Assessment** indicates the following:

- Access to health care may be limited by poverty, poor health literacy and lack of health insurance.
- 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.

Lack of Health Insurance

The **Community Health Status Assessment** indicates the following:

- In the 2010 BRFSS, 80.3% of the population of adults in Broward County reported that they had any type of health insurance which was lower than the state rate of 83%.

| LACK of Healthcare Insurance Coverage, 2011 | | | | | | | | |
|---|---------|---------------|------------|--------|------------|--------------|---------|------|
| Healthy People 2020 Goal: Increase the proportion of people with medical insurance | | | | | | | | |
| | | Peer Counties | | | | Peer Average | | |
| Healthy People 2020 | Broward | Duval | Miami-Dade | Orange | Palm Beach | | Florida | U.S. |
| 0.0% (100% coverage) | 19.7 | 11.9 | 21.0 | 15.2 | 10.3 | 14.6 | 17.0 | 14.9 |

Source: Behavioral Risk Factor Surveillance System (BRFSS), 2010

Priority #1 - Increase Access to Health Services

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.

| | | | Healthy People 2020 Goal | Broward Performance 2011 Level | Annual Target | Measure |
|---|-------------|--|--------------------------|--------------------------------|---|--|
| Objective 1.1 Increase the proportion of Broward County residents with health insurance by 5% annually | | | 100% | 80.3% | 5% | Percent of persons with health insurance (BRFSS) |
| Strategy | Target Date | Responsible Party (Lead and Partners) | Resources and Partners | 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 | Ongoing | KidCare; Children's Services Council; United Way | | | | |
| 2. Provide culturally competent and age appropriate materials about the application process | Ongoing | KidCare | | | | |
| 3. Continue to provide referrals to other sources of funding for ineligible Medicaid and/or KidCare clients | Ongoing | DOH-Broward; Career Source; 2-1-1 | | | | |
| 4. Continue to enroll eligible clients into the Medicaid system | Ongoing | DOH-Broward; | | | | |
| 5. Monitor effects of implementation of Healthcare Reform on insurance coverage levels to include HITS Program (Health Intervention with Targeted Services) | Ongoing | DOH-Broward; Memorial Health Care System | | | | |

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 and Partners | 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 | Health Care Access Committee (HCAC) | | | |
| Community Partners: 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 ongoing community assessments | 12/2015 | BRHPC | HCAC | | | |
| • Identify populations with barriers to care | 12/2015 | BRHPC | HCAC | | | |
| • Identify linkages to care | 12/2015 | BRHPC | HCAC | | | |
| 2. Develop strategies to remove barriers and strengthen linkages to care | 12/2015 | BRHPC | HCAC | | | |
| • develop culturally competent and age appropriate materials to increase health literacy and promote access to care | 12/2015 | DOH-Broward | HCAC | | | |
| 3. Implement strategies to remove barriers and strengthen linkages to care | 12/2015 | DOH-Broward | HCAC | | | |
| 4. Evaluate and refine strategies | Ongoing | DOH-Broward | HCAC | | | |
| 5. Develop a community health improvement process to evaluate the effectiveness and efficiency of the services provided | 06/30/2014 | DOH-Broward | Organizational Development | | | |
| • Implement the community health | 7/2014 | DOH- | Organizational | | | |

| | | | | | |
|---|---------|-----------------|-------------------------------|--|--|
| improvement process | | Broward | Development | | |
| <ul style="list-style-type: none"> Evaluate and refine the process | Ongoing | DOH- Broward | Organizational Development | | |

COMMUNICABLE DISEASES

HIV/AIDS

The **Community Themes and Strengths Assessment** presented these findings:

- A total of 1.1% of survey respondents indicates that they or a member of their household has HIV/AIDS

The **Community Health Status Assessment** indicates the following:

- Broward County has approximately 9% of the State’s population and 17% of persons living with HIV and/or AIDS.

| New HIV Infections and Rates per 100,000, 2011 | | | | | | | | |
|--|---------|---------------|------------|--------|------------|--------------|---------|--------|
| Healthy People 2020 Goal: Reduce the rate of HIV Transmission among Adolescents and Adults | | | | | | | | |
| | Broward | Peer Counties | | | | Peer Average | Florida | U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| Healthy People 2020 | 853 | 329 | 1,269 | 427 | 348 | 593 | 5,100 | 47,500 |
| 3.5 new infections | 48.6 | 38.0 | 50.3 | 36.8 | 26.2 | 37.8 | 26.9 | 18.8 |

County, Florida and US Comparisons: FL CHARTS

US Department of Health and Human Services. Healthy People 2020. December 2010 <http://www.healthypeople.gov>.

US Death Rates: http://www.cdc.gov/nchs/data_access/Vitalstatsonline.htm

SEXUALLY TRANSMITTED DISEASES (STDs)

The **Community Health Status Assessment** indicates the following:

- The rate of Gonorrhea, Chlamydia and infectious Syphilis since 2002 has increased by 44.9% in Broward County and in the state by 33.7% per 100,000 population

SYPHILIS

INFECTIOUS SYPHILIS

The **Community Health Status Assessment** indicates the following:

- Broward County is second highest rate in the State for Syphilis per 100,000 at 13.4.
- Broward County does not meet the Healthy People Goal of 1.3 new cases for Females (2.3) nor 6.7 new cases for Males (25.1)
- Broward County's Infectious Syphilis Rates per 100,000 are higher than the peer average, the state and the US.

| Infectious Syphilis Rate per 100,000, 2011 | | | | | | | | |
|--|---------|---------------|------------|--------|------------|--------------|---------|-----------|
| Healthy People 2020 Goal: Reduce sustained domestic transmission of primary and secondary syphilis | | | | | | | | |
| | Broward | Peer Counties | | | | Peer Average | Florida | 2011 U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| Healthy People 2020 | 13.4 | 4.7 | 13.1 | 11.5 | 4.9 | 8.6 | 6.6 | 4.6 |
| Females: 1.3 new cases | 2.3 | 2.2 | 1.5 | 1.5 | 1.0 | 1.6 | 1.4 | 1.0 |
| Males: 6.7 new cases | 25.1 | 7.4 | 25.4 | 21.7 | 9.0 | 15.9 | 12.2 | 8.2 |

CONGENITAL SYPHILIS

The **Community Health Status Assessment** indicates the following:

- In 2011 Broward County had 10 of the state's 32 cases of Congenital Syphilis cases.
- In 2011 Broward County's Congenital Syphilis case rate per 100,000 live births (47.4) is higher than the peer average (16.3), state (15.0) and US (8.5)

| Congenital Syphilis Rate per 100,000 Live Births, 2011 | | | | | | | | |
|--|---------|---------------|------------|--------|------------|--------------|---------|------|
| Healthy People 2020 Goal: Reduce Congenital Syphilis | | | | | | | | |
| | Broward | Peer Counties | | | | Peer Average | Florida | U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| 9.6 cases per 100,000 live births | 47.4 | 16.1 | 22.3 | 19.5 | 7.2 | 16.3 | 15.0 | 8.5 |

Data sources for both tables: County, Florida and US Comparisons: FL CHARTS

US Department of Health and Human Services. Healthy People 2020. December 2010 <http://www.healthypeople.gov>.

US Death Rates: http://www.cdc.gov/nchs/data_access/Vitalstatsonline.htm

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 2011 Level | Annual Target | Measure |
|--|-----------------------|--|--------------------------|--------------------------------|---|--|
| Objective 2.1 Reduce New HIV Infections and Rates per 100,000 by 10% by annually | | | 3.5 | 48.6 | 10% | New HIV Infections and Rates per 100,000 (FL CHARTS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | 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 12/31 of each year | DOH- Broward, Contracted Providers | Funding | | HIV testing baseline | |
| <ul style="list-style-type: none"> Collaborate with 6 hospitals to provide testing in emergency departments as part of routine medical care | 9/1/13 | DOH- Broward HIV Prevention Program | | | | |
| <ul style="list-style-type: none"> Collaborate with 12 primary care providers to provide testing as part of routine medical care | 6/30/14 | DOH- Broward HIV Prevention Program | | | | |
| <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 | 6/30/14 | DOH- Broward HIV Prevention Program; 4 Broward Health Facilities | | | | |
| <ul style="list-style-type: none"> Provide technical assistance and physician tool kits to enhance provider skills in | 6/30/14 and | DOH- Broward HIV Prevention | | | | |

| | | | | | |
|--|---------------------|--|--|--|--|
| implementation of HIV testing as part of routine medical care. | ongoing | Program; BCHPPC Perinatal HIV Workgroup | | | |
| 2. Increase the number of tests conducted in non-healthcare settings by 5% annually | By 12/31 annually | DOH-BC and contracted providers | | | |
| <ul style="list-style-type: none"> Fund 6 targeted HIV testing initiatives | 7/1/14 | DOH-Broward; Service Providers | | | |
| <ul style="list-style-type: none"> Provide technical assistance to enhance skills in implementing targeted testing and social networks testing | Ongoing | DOH-Broward | | | |
| <ul style="list-style-type: none"> Provide training on HIV testing technologies | Ongoing | DOH-Broward | | | |
| <ul style="list-style-type: none"> Encourage contracted agencies to provide expanded hours and days for testing | Ongoing | DIS and DOH-Broward | | | |
| 3. Reduce to zero the number of HIV transmission cases from HIV positive women to their children | Ongoing | DOH-Broward Provider Outreach Team; Birthing Hospitals | | | |
| <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-based standards for pregnant women on HIV care | 5/31/13 and ongoing | DOH-Broward; OB/GYNs | | | |
| <ul style="list-style-type: none"> Increase HIV testing awareness during the 3rd trimester among pregnant women | 5/31/13 and ongoing | DOH-Broward; Birthing Hospitals; Healthy Start Coalition; Jail | | | |

| | | | | | |
|--|-----------------------|--|--|--|--|
| <ul style="list-style-type: none"> • Conduct HIV clinical/prevention grand rounds at two birthing hospitals annually | 7/30/13 & Ongoing | DOH-Broward; Perinatal HIV Provider Network | | | |
| <ul style="list-style-type: none"> • Conduct annual perinatal symposium in collaboration with the Florida Caribbean AIDS Education Training Center | 12/31/13 and annually | DOH-Broward Prevention Program | | | |
| <ul style="list-style-type: none"> • Distribute perinatal toolkits for OB/GYN providers | 8/31/13 & ongoing | DOH-Broward Prevention Program; HIV Perinatal Provider Network | | | |
| <ul style="list-style-type: none"> • Promote Walgreen's voucher program and other resources for antiretroviral therapy | Ongoing | DOH-Broward and registered test sites/DIS | | | |
| <ul style="list-style-type: none"> • Expand capabilities of the HIV perinatal Provider Network to include identification of strategies to further reduce future perinatal transmissions. | 5/31/13 and ongoing | DOH-Broward | | | |
| 4. Increase number of people who receive their HIV positive test results from a Department of Health registered testing site to 80% who are linked to medical care within 90 days of receiving result | Ongoing | DIS | | | |
| <ul style="list-style-type: none"> • Explore analysis of newly diagnosed HIV cases, monitor linkage to care, assess local capacity to cross-match databases (eHARS, AIDS Drug Assistance Program, Medicare and Medicaid databases, and Ryan White Parts A, B, C and D, e.g. Careware and Provider Enterprise) | Ongoing | DOH-Broward | | | |

| | | | | | |
|---|------------------------|---|--|--|--|
| <ul style="list-style-type: none"> Explore the opportunity to conduct geo-mapping analysis of the Department of Health registered testing sites and include all relevant services on the Broward ≥ AIDS web site | Ongoing | DOH-Broward, Contracted Providers | | | |
| 5. Increase number of people who receive their HIV positive test results from a FDOHBC registered testing site to 95% who are linked to partner services | By 6/30/13 and Ongoing | DOH-Broward HIV Prevention Program; Hospital EDs | | | |
| <ul style="list-style-type: none"> Require that HIP contracted agencies refer all positive individuals upon diagnosis to FDOHBC partner services | 12/31/13 | DOH-Broward HIV Prevention Program | | | |
| <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 PROACT | 12/31/13 and ongoing | DOH-Broward HIV Prevention Program; EMS Council, 4 Broward Health Hospitals | | | |

| | | | Healthy People 2020 Goal | Broward Performance 2011 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: 25.1 Female: 2.3 | 10% 1% | New primary and secondary syphilis Infections Rates per 100,000 (FL CHARTS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | Status of Actions Taken | Implementation Achievements Accomplished With Partner Involvement | |
| 1. Continue and maintain strategies identified in the STD Action Plan | Ongoing | DOH-Broward | | | | |
| 2. Integrate STD and HIV prevention planning through the joint planning process of the HIV Prevention Planning Council and Ryan White Part A | 5/28/13 and ongoing | STD Program | | | | |
| 3. Expand the Physician Ambassadors Program for STD prevention to promote prenatal testing for STD's | 6/30/13 and ongoing | DOH-Broward | | | | |
| 4. Increase public awareness regarding HIV and STD's and mobilize community support for prevention efforts | 6/30/13 and ongoing | DOH-Broward; PRIDE; Latino Salud; BWC | | | | |

| | | | Healthy People 2020 Goal | Broward Performance 2011 Level | Annual Target | Measure |
|--|---------------------------|---|-----------------------------|--------------------------------------|--|---|
| Objective 2.3 Reduce the Congenital Syphilis cases to 0 annually | | | 9.6 per 100,000 births | 10 | 0 | Congenital Syphilis births (FL CHARTS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | Status of Actions Taken | Implementation Achievements Accomplished With Partner Involvement | |
| 1. Continue and maintain strategies identified in the STD Action Plan | Ongoing | DOH- Broward | | | | |
| 2. Continue direct outreach to OB-Gyn's, delivering family practice doctors, labor and delivery hospitals and birthing centers | 5/31/13 and ongoing | DOH- Broward Provider Outreach Team; 8 Birthing Hospitals; OB/GYNs | | | | |
| 3. Establish a Provider Hotline for technical assistance on congenital syphilis | 6/15/13 | DOH- Broward | | | | |
| 4. Expand the Physician Ambassadors Program for STD prevention to promote prenatal testing for STD's | 6/30/13 and ongoing | DOH- Broward | | | | |

MATERNAL AND CHILD HEALTH

INFANT MORTALITY

The **Community Health Status Assessment** indicates the following:

- Broward County Black infant mortality rate was more than two and a half times the White rate in 2011.

| Infant Deaths per 1,000 Live Births, 2011 | | | | | | | | |
|--|---------|---------------|------------|--------|------------|--------------|---------|-----------|
| Healthy People 2020 Goal: Reduce the Rate of Infant Deaths | | | | | | | | |
| Healthy People 2020 | Broward | Peer Counties | | | | Peer Average | Florida | 2011 U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| 6.0 | 5.2 | 8.3 | 12.9 | 6.9 | 4.5 | 8.2 | 6.0 | 6.1 |
| Black | 7.6 | 14.1 | 12.8 | 11.6 | 9.2 | 11.9 | 10.7 | 11.4 |
| White | 3.4 | 4.9 | 13.3 | 5.2 | 2.4 | 6.5 | 4.6 | 5.1 |

IMMUNIZATIONS

The **Community Health Status Assessment** indicates the following:

- In 2011 Broward County did not meet the state goal for immunization of 95% for Kindergarten and seventh grade students.

| Children in Kindergarten Immunization Levels, 2011 | | | | | | | | |
|---|---------|---------------|------------|--------|------------|--------------|---------|-------|
| Healthy People 2020 Goal: Maintain Vaccination Coverage Levels for Children in Kindergarten | | | | | | | | |
| State Immunization Goal = 95% | | | | | | | | |
| Healthy People 2020 | Broward | Peer Counties | | | | Peer Average | Florida | U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| 95% | 92.9% | 93.9% | 88.9% | 92.1% | 93.2% | 92.0% | 92.6% | 94.8% |

Data sources for both tables: County, Florida and US Comparisons: FL CHARTS

US Department of Health and Human Services. Healthy People 2020. December 2010 <http://www.healthypeople.gov>.

US Death Rates: http://www.cdc.gov/nchs/data_access/Vitalstatsonline.htm

Priority #3 – Improve Maternal, Infant and Child Health

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.

| | | | Healthy People 2020 Goal | Broward Performance 2011 Level | Annual Target | Measure |
|---|-------------|---|---|---|--|--|
| Objective 3.1 Reduce the Rate of Infant Deaths in Blacks by 1% annually. | | | 6.0 | Black: 7.6 White: 3.4 | 1% | Infant Mortality Rates per 1,000 live births (FL CHARTS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | 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 | 6/2015 | Broward Healthy Start Coalition (BHSC); physicians; nurses; treatment providers | Funding from the FDOH | | Effort is designed at changing behaviors that are proven to put babies at risk for SIDS/SUIDS; Materials adopted from Hillsborough HS are considered to be an Evidenced Informed Best Practice; BHSC has begun training all HS Care Coordinators | |
| 2. Implement the plan from the Black Infant Health Practice Initiative (BIHPI) aimed at reducing the disparity gap between Black and White infant mortality: | 6/2014 | Maternal Child Health Systems Committee (MCHSC) | FDOH Funding; Children’s Services Council funding | Plan has been finalized into the BHSC Five year Service Delivery Plan | BIHPI has had success in implementing educational efforts in to the community. The group is comprised of concerned individuals across the entire maternal Child health continuum | |
| <ul style="list-style-type: none"> Focus on “Life Course” Issues, increase Interconceptional Care Services | | (MCHSC) | | | | |
| <ul style="list-style-type: none"> Coordinate efforts with the Urban League of Broward County’s Health Seminar Series | | (MCHSC) | | | | |

| | | | | | |
|---|--------|---|---|---|--|
| <ul style="list-style-type: none"> 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.) | | (MCHSC) | | | |
| <ul style="list-style-type: none"> Promote prenatal care in the first trimester | | (MCHSC) | | | |
| <ul style="list-style-type: none"> Education on Safe Baby including safe sleep practices | | (MCHSC) | | | |
| <ul style="list-style-type: none"> Encourage and Promote breastfeeding through culturally sensitive education and support | | (MCHSC) | | | |
| <ul style="list-style-type: none"> Educate community on the importance of babies to stay in the mother's womb for 39 weeks (MOD 39 week initiative | | (MCHSC) | | | |
| <ul style="list-style-type: none"> Research "kid friendly" culturally sensitive elementary/ middle school programs that are evidenced based and increase health outcomes | | (MCHSC) | | | |
| 3. Implement the recommended changes in the recent report (Ronik-Radlauer) to improve the Fetal Infant Mortality Review process | 6/2014 | Broward Healthy Start Coalition (BHSC); physicians; nurses; treatment providers | Funding from the FDOH; Funding from the Children's Services Council | Evaluation Plan has recently been distributed to the community. | The recommendations in the plan include moving the information from the case Review Team into actual changes in the system of care for MCH |

| | | | Healthy People 2020 Goal | Broward Performance 2011 Level | Annual Target | Measure |
|--|------------------|---|-------------------------------------|--------------------------------|---|--|
| Objective 3.2 Increase Vaccination Coverage Levels for Children in Kindergarten by 1% annually | | | 95% | 92.9% | 1% | Kindergarten immunization levels (FL CHARTS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | 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 | 10/2013 | DOH- Broward ; School Board of Broward County (SBBC); Lauderhill Mall | FDOHBC staff; School Board; vaccine | | | |
| 2. Hold a Health Fair in support of back to school community immunization campaign | 9/2013 | DOH- Broward staff; Community Providers; SBBC | FDOHBC staff; School Board; vaccine | | | |
| 3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children’s Services Council, etc. | 6/2013 – 8/2013 | DOH- Broward; IAC; SBBC | FDOHBC staff; School Board; vaccine | | | |
| 4. Provide follow-up immunization for children entering school without necessary immunizations not reached in campaign | 9/2013 – 10/2013 | DOH- Broward; SBBC | FDOHBC staff; School Board; vaccine | | | |

| | | | Healthy People 2020 Goal | Broward Performance 2011 Level | Annual Target | Measure |
|--|------------------|------------------------|-------------------------------------|--------------------------------|---|---|
| Objective 3.3 Increase Vaccination Coverage Levels for 7 th Grade Children by 1% annually | | | 95% | 93.5% | 1% | 7 th Grade immunization levels (FL CHARTS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | Status of Actions Taken | Implementation Achievements Accomplished With Partner Involvement | |
| 1. Provide back to school immunizations to adolescent school aged children entering 7 th grade in partnership with community based providers and municipalities | 10/2013 | DOH-Broward; SBBC | FDOHBC staff; School Board; Vaccine | | | |
| 2. Hold a Health Fair in support of back to school community immunization campaign | 9/2013 | DOH-Broward; IAC; SBBC | FDOHBC staff; School Board; Vaccine | | | |
| 3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children's Services Council, etc. | 6/2013 – 8/2013 | DOH-Broward; IAC; SBBC | FDOHBC staff; School Board; Vaccine | | | |
| 4. Provide follow-up immunization for children entering school without necessary immunizations not reached in campaign | 9/2013 – 10/2013 | DOH-Broward; SBBC | FDOHBC staff; School Board; vaccine | | | |

PREVENTATIVE CARE

Cervical Cancer

Cervical Cancer Screenings

The **Community Themes and Strengths Assessment** presented these findings

- Among women 18+, 82.9% self-reported that they have had a Pap smear in the past three years (Fails to satisfy Healthy People 2020 target for women age 21-65 (93% or higher))

| Women aged 18+ Who Have Had a Pap Smear in the Past 3 Years, 2010 | | | | | | | | |
|--|---------|---------------|------------|--------|------------|--------------|---------|------|
| Healthy People 2020 Goal: Increase the Proportion of Women Who receive cervical cancer screening based on the most recent guidelines | | | | | | | | |
| Healthy People 2020 | Broward | Peer Counties | | | | Peer Average | Florida | U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| 93% | 61.1 | 61.5 | 56.9 | 57.4 | 61.4 | 59.3 | 57.1 | 80.7 |

Data sources for both tables: County, Florida and US Comparisons: FL CHARTS

US Department of Health and Human Services. Healthy People 2020. December 2010 <http://www.healthypeople.gov>.

US Death Rates: http://www.cdc.gov/nchs/data_access/Vitalstatsonline.htm

OBESITY AND OVERWEIGHT

The **Community Themes and Strengths Assessment** presented these findings:

- More than 6 in 10 Broward County adults (61.8%) are overweight.
- Further, 22.3% of Broward County adults are obese.

The **Community Health Status Assessment** indicates the following:

- According to the 2010 BRFSS, 37% of the population of Broward County reported being overweight and 28% reported being obese.
- The percentage of obese adults has increased nearly 8% from 20.4% in 2007 to 28% in 2010 (BRFSS)
- The percentage of obese Black adults in Broward County is higher than the peer average and Florida and does not meet the Healthy People 2020 goal. (2010 BRFSS)

| Percentage of Adults Who Are Obese, 2010 | | | | | | | | |
|--|---------|---------------|------------|--------|------------|--------------|---------|------|
| Healthy People 2020 Goal = Reduce the proportion of Adults Who Are Obese | | | | | | | | |
| Healthy People 2020 | Broward | Peer Counties | | | | Peer Average | Florida | U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| 30.5% | 28.6 | 23.6 | 28.1 | 27.8 | 20.0 | 24.9 | 27.2 | 27.5 |
| White | 24.4 | 25.6 | 28.2 | 27.9 | 21.6 | 25.8 | 25.9 | |
| Black | 53.1 | 36.9 | 37.2 | 41.8 | 43.5 | 39.9 | 42.0 | |
| Hispanic | 22.6 | 32.8 | 31.0 | 26.9 | 22.6 | 28.3 | 29.2 | |

Source: Behavioral Risk Factor Surveillance System (BRFSS), 2010

| Percentage of Adults Who Are Overweight, 2010 | | | | | | | | |
|---|---------|---------------|------------|--------|------------|--------------|---------|------|
| Healthy People 2020 Goal | | | | | | | | |
| Healthy People 2020 | Broward | Peer Counties | | | | Peer Average | Florida | U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| | 37.2 | 36.0 | 38.1 | 35.5 | 41.8 | 24.9 | 37.8 | 36.2 |
| White | 40.1 | 37.5 | 35.8 | 33.2 | 40.4 | 36.7 | 37.9 | |
| Black | 28.5 | 39.7 | 41.7 | 41.3 | 30.9 | 38.4 | 36.1 | |
| Hispanic | 32.0 | 24.2 | 41.1 | 40.0 | 32.0 | 34.3 | 37.3 | |

Source: Behavioral Risk Factor Surveillance System (BRFSS), 2010

NUTRITION

The **Community Themes and Strengths Assessment** presented these findings:

The **Community Health Status Assessment** indicates the following:

- Over 27% of adults reported eating five or more servings of fruit and vegetables per day in 2007, as compared to the state rate of 26.2%
- There is no significant difference between race percentages.

| Percentage of Adults Who Consume At Least Five Servings of Fruits and Vegetables A Day, Overall, 2007 | | | | | | | | |
|---|---------|---------------|------------|--------|------------|--------------|---------|------|
| Healthy People 2020 Goal = Increase Consumption of Fruit ≥ 2 to 75% and Vegetables ≥ 3 to 50% for the Population Aged 2 Years and Older | | | | | | | | |
| Healthy People 2020 | Broward | Peer Counties | | | | Peer Average | Florida | U.S. |
| | | Duval | Miami-Dade | Orange | Palm Beach | | | |
| | 27.6 | 23.9 | 23.1 | 30.5 | 26.0 | 24.9 | 26.2 | 24.4 |
| White | 27.2 | 23.6 | 21.0 | 28.1 | 26.3 | 24.8 | 25.8 | |
| Black | 26.0 | 23.8 | 24.1 | 42.3 | 27.3 | 29.4 | 28.6 | |
| Hispanic | 26.7 | 32.7 | 23.0 | 31.3 | 25.2 | 28.1 | 22.1 | |

Source: Behavioral Risk Factor Surveillance System (BRFSS), 2007

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. 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 2010 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% | 61.1% | 10% | Cervical Cancer screening rates (FL CHARTS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | 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 | Ongoing | DOH-Broward, FQHC, Komen; PHC | | | | |
| 2. Provide education to encourage HPV prevention and/or immunization and other safer sex practices to all ages and genders | Ongoing | DOH-Broward; IAC | Immunization & STD Programs | | | |
| 3. Encourage family planning option to include birth control and other planned parenthood services for indigent clients | Ongoing | DOH-Broward | | | | |
| 4. Continue to provide outreach and education to identified high incidence areas. | Ongoing | DOH-Broward, FQHC, Komen; PHC | FL Charts | | | |

| | | | Healthy People 2020 Goal | Broward Performance 2011 Level | Annual Target | Measure |
|---|----------------------|--|--|--------------------------------------|---|---------------------------------------|
| Objective 4.2 Reduce the Proportion of Black Adults Who Are Obese by 5% annually. | | | 30.5% | 53.1% | 5% | Percent of obese black adults (BRFSS) |
| Strategy | Target Date | Responsible Party | Resources and Partners | Status of Actions Taken | Implementation Achievements Accomplished With Partner Involvement | |
| 1. Continue and maintain strategies identified in the Community Transformation Implementation Plan | Ongoing | DOH-Broward | Community Transformation Implementation Plan | | | |
| 2. Provide nutrition education through social marketing campaign targeting obesity | Ongoing | DOH-Broward; FDOT | | | | |
| 3. Increase by 10% annually the percentage of individuals in Broward County who are sedentary (adults 26.0% and youth 20.2%) to get low to moderate exercise through the development of marketing campaigns and free exercise opportunities | 6/30/13 and annually | DOH-Broward | BRFSS; Youth Behavioral Risk Survey | | | |
| 4. Provide educational materials to primary care physicians to increase obesity awareness | Ongoing | DOH-Broward; 31 municipalities; Broward County government; | | | | |
| 5. Monitor effects of implementation of Healthcare Reform on funding of obesity related services. | Ongoing | BNFTF | | | | |

| | | | Healthy People 2020 Goal | Broward Performance 2011 Level | Annual Target | Measure |
|---|-------------|---|--|------------------------------------|---|---|
| Objective 4.3 Increase the percentage of adults 5% annually who consume a minimum of 5-7 total Daily Servings of Fruits and Vegetables. | | | Fruits ≥ 2 to 75% Vegetables ≥ 3 to 50% | 5 servings per day overall 27.6 | 5% | Percent of adults who consume at least 5 servings of fruits and vegetables per day (BRFSS 2007) |
| Strategy | Target Date | Responsible Party | Resources and Partners | Status of Actions Taken | Implementation Achievements Accomplished With Partner Involvement | |
| 1. Continue and maintain strategies identified in the Community Transformation Implementation Plan | Ongoing | BNFTF; FLIPANY; Nova Southeastern University (Nova); BAND; WIC; Phyl's Academy | Community Transformation Implementation Plan | | | |
| 2. Increase access to healthy and affordable foods in Broward County through public policy changes (e.g. lower prices for healthy foods for individuals on food stamp and WIC; clearly identified labeling systems for healthier food choices). | Ongoing | BNFTF; SBBC; Miramar Fire-Rescue; Nova; Lauderhill Mall; Save-A-Lot food stores; Whole Foods Market; Special Olympics; Broward Teachers Union | BRFSS | | | |
| 3. Decrease the percentage of youth in Broward County who did not eat vegetables (10.2%) or fruit (14.2%) during the 7 days before the survey) by 5% annually. | Ongoing | Broward County Public Elementary Schools | Youth Behavioral Risk Survey | | | |

| | | | | | |
|---|---------------------------|--|--|--|--|
| 4. Offer food demonstrations throughout the school system to teach children and their parents how to prepare more fruits and vegetables are healthy and appetizing. | 6/30/13 and ongoing | BNFTF; FLIPANY; Nova Southeastern University (Nova); BAND; WIC; Phyl's Academy | | | |
|---|---------------------------|--|--|--|--|

Appendix 1 Alignment with National and State Goals

| Broward County CHIP | Florida State Health Improvement Plan | Healthy People 2020 | National Prevention Strategy: Priorities | HHS Action Plan to Reduce Racial and Ethnic Health Disparities |
|--|---|--|---|---|
| Priority #1 - Increase Access to Health Services | | | | |
| Objective 1.1 Increase the proportion of Broward County residents with health insurance by 5% annually | AC 2.2 Address health care service barriers (e.g., payment, enrollment and access impediments) for service providers and care recipients | AHS-1 Increase the proportion of persons with medical insurance | Clinical and Community Prevention | Strategy 1-A: reduce disparities in health insurance coverage and access to care |
| Objective 1.2 Conduct planning activities to identify and address health care access issues and evaluate the efficiency and effectiveness of services provided | AC 1.1 Collaborately assess and report Florida’s health care access resources and needs including patterns of health care system use and barriers to care | | Clinical and Community Prevention | Strategy I-B: reduce disparities in access to primary care services and care coordination. Strategy I-C: reduce disparities in the quality of health care Strategy III-A: reduce disparities in population health by increasing the availability and effectiveness of community-based programs and policies |
| Priority #2 – Reduce the Incidence of Communicable and Infectious Diseases | | | | |
| Objective 2.1 Reduce New HIV Infections and Rates per 100,000 by 10% by annually | HP 1.3.1 Prevent exposure, infection, illness and death related to HIV and AIDS(HP1.3.1) | HIV-2 Reduce new (incident) HIV infections among adolescents and adults | Clinical and Community Prevention Reproductive and Sexual Health | Strategy III-A: Reduce disparities in population health by increasing the availability and effectiveness of community-based programs and policies. |
| Objective 2.2 Reduce sustained domestic transmission of primary and secondary syphilis in males by 10% and in females by 1% annually. | HP 1.2 Prevent exposure to, and infection from illness and disease-related complications from STDs, TB and other infectious diseases | SD 7.1 (female) and SD 7.2 (male) Reduce sustained domestic transmission of primary and secondary syphilis among males and females | Clinical and Community Prevention Reproductive and Sexual Health | |
| Objective 2.3 Reduce the Congenital Syphilis Rate by 25% annually | HP 1.2 Prevent exposure to, and infection from illness and disease-related complications from STDs, TB and other infectious diseases | STD 8 Reduce congenital syphilis | Clinical and Community Prevention Reproductive and Sexual Health | Strategy III-A: Reduce disparities in population health by increasing the availability and effectiveness of community-based programs and policies. |

| Priority #3 – Improve Maternal, Infant and Child Health | | | | |
|---|---|--|---|--|
| Objective 3.1 Reduce the Rate of Infant Deaths in Blacks by 1% annually. | | MICH-1.3 Reduce the rate of all infant deaths (within 1 year) | Clinical and Community Prevention | Strategy III-A: Reduce disparities in population health by increasing the availability and effectiveness of community-based programs and policies. Strategy III-A-5: Increase education programs, social support, and home-visiting programs to improve prenatal, early childhood, and maternal health |
| Objective 3.2 Increase Vaccination Coverage Levels for Children in Kindergarten by 1% annually | HP 1.1 Prevent disease, disability and death through immunization | IID-10 Maintain vaccination coverage levels for children in Kindergarten | Clinical and Community Prevention | Strategy III-A-5: increase education programs, social support, and home-visiting programs to improve prenatal, early childhood, and maternal health |
| Objective 3.3 Increase Vaccination Coverage Levels for 7 th Grade Children by 1% annually | HP 1.1 Prevent disease, disability and death through immunization | IID-11 Increase routine vaccination coverage for adolescents | Clinical and Community Prevention | Strategy III-A-5: increase education programs, social support, and home-visiting programs to improve prenatal, early childhood, and maternal health |
| Priority #4 –Enhance Preventive Care Activities | | | | |
| Objective 4.1 Increase the Proportion of Women Who Receive Cervical Cancer Screening Based on the Most Recent Guidelines by 10% annually. | CD 3.2 Promote early detection and screening for chronic diseases such as asthma, cancer, heart disease and diabetes. | C-15 Increase the proportion of women who receive cervical cancer screening based on the most recent guidelines | Clinical and Community Prevention Reproductive and Sexual Health | |
| Objective 4.2 Reduce the Proportion of Black Adults Who Are Obese by 5% annually. | CD 1 Increase the percentage of adults and children who are at a healthy weight (CD1.1) | NWS-9 Reduce the proportion of adults who are obese | Active Living Healthy Eating | Strategy III-A: Reduce disparities in population health by increasing the availability and effectiveness of community-based programs and policies. Strategy III-A-3: Develop, implement, and evaluate culturally and linguistically appropriate evidence-based initiatives to prevent and reduce obesity in racial and ethnic minorities |
| Objective 4.3 Increase the percentage of adults 5% annually who consume a minimum of 5-7 total Daily Servings of Fruits and Vegetables. | CD 1.3 Increase the availability of healthy food | NWS-14 (vegetables) and NWS-15 (fruits) Increase the variety and contribution of vegetables and fruits to the diets of the population aged 2 years and older | Healthy Eating | |