



# Community Health Improvement Plan Annual Report, 2015

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*Florida Department of Health  
in Broward County*

July 2015

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## Introduction

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This is the annual review report for the 2013 – 2015 Broward County Community Health Improvement Plan. The activities and collaborative efforts of the Florida Department of Health in Broward County and community partners will be reflected within the report. This document will serve as a progress review of the strategies that were developed and the activities that have been implemented. While the CHIP is a community driven and collectively owned health improvement plan, the Florida Department of Health in Broward County is charged with providing administrative support, tracking and collecting data, and preparing the annual review report.

## Overview of the Community Health Improvement Plan (CHIP)

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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
<b>Aging and Disability Resource Center of Broward County</b>	X			X
Agency for Health Care Administration			X	
<b>Audacious Inquiry</b>		X		
Broward Behavioral Health Coalition		X		
<b>Broward College</b>	X			X
Broward County Government	X	X	X	X
<b>Broward County Medical Association</b>		X		
Broward County Public Schools	X	X	X	X
<b>Broward County Sheriff's Office</b>	X	X	X	
Broward Health	X	X	X	X
<b>Broward Healthy Start Coalition</b>		X		
Broward Regional Health Planning Council, Inc.	X	X	X	X
<b>Children's Services Council of Broward</b>	X	X	X	X
Community Action Center		X	X	
<b>Community Health Action Information Network</b>				X
Cooperative Feeding Program				X
<b>Coordinating Council of Broward</b>	X			
CCB Million Meals Committee				X
<b>Family Central</b>				X
Florida Department of Children and Families	X		X	X
<b>Florida Department of Health in Broward County</b>	X		X	X
Florida Introduces Physical Activity and Nutrition to Youth		X		
<b>Health Choice Network</b>		X		
Henderson Behavioral Health	X			
<b>Hispanic Unity of Florida</b>				X
Holy Cross Hospital		X		
<b>Legal Aid Service of Broward County</b>				X
Light of the World Clinic		X		
<b>Memorial Healthcare System</b>	X	X	X	X
Minority Development and Empowerment, Inc.		X		
<b>Nova Southeastern University</b>	X	X	X	X
South Florida Regional Planning Council	X	X	X	X
<b>United Way of Broward County</b>	X	X	X	X
Urban Health Solutions		X	X	
<b>Urban League of Broward County</b>		X	X	
US Social Security Administration				X
<b>Volunteer Broward</b>				X
WorkForce One	X		X	X
<b>YMCA of Broward</b>		X	X	

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 workplan 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. 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 July/August.
4. The revised action plan will be presented to the Health Care Access Committee annually in July/August.

## Summary of CHIP Annual Review Meeting

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Tables containing the four priority areas were two identified challenges for each were distributed for discussion. As this is the third and final year for the Community Health Improvement Plan (CHIP), priority areas and objectives were not changed. A new Community Health Assessment is being developed with a target completion date of May 31, 2016. The CHIP will be developed in June, 2016, based on the findings of the Community Health Assessment. The annual update process was utilized as an opportunity to review progress in achieving objectives and to provide an opportunity to revise strategies being utilized.

**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.

	Indicator	Healthy People 2020 Goal	Broward Performance 2010 Level	Broward Performance 2013 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 1.1 Increase the proportion of Broward County residents with health insurance by 5% annually	Percent of persons with health insurance (BRFSS)	100%	80.3%	78.7%	-2.0%	↑	5%	

**Key Partners:** KidCare; Children’s Services Council; United Way; DOH-Broward; Career Source; 2-1-1; Memorial Health Care System

Strategies:
1. Continue to provide assistance in completing the application for KidCare, Medicaid and other indigent care programs
2. Provide culturally competent and age appropriate materials about the application process
3. Continue to provide referrals to other sources of funding for ineligible Medicaid and/or KidCare clients
4. Continue to enroll eligible clients into the Medicaid system
5. Monitor effects of implementation of Healthcare Reform on insurance coverage levels to include HITS Program (Health Intervention with Targeted Services)

	Measure	Healthy People 2020 Goal	Broward Performance 2010 Level	Broward Performance 2013 Level	Percent Change	Positive Change Direction	Annual Target	Status
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	Three (3) strategies to remove population based barriers and/or improve linkages to care implemented	N/A	N/A	N/A	N/A	↑	N/A	

**Key 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.

Strategies:
1. Conduct an in-depth population-based community assessment
<ul style="list-style-type: none"> <li>• Participate in the coordination of community assessments</li> <li>• Include assessment of specific needs of populations with limited access or barriers to coordinated environmental public health services</li> <li>• Identify populations with barriers to care</li> <li>• Identify linkages to care</li> </ul>
2. Develop strategies to remove barriers and strengthen linkages to care
<ul style="list-style-type: none"> <li>• develop culturally competent and age appropriate materials to increase health literacy and promote access to care</li> </ul>
3. Implement strategies to remove barriers and strengthen linkages to care
4. Evaluate and refine strategies
5. Develop a community health improvement process to evaluate the effectiveness and efficiency of the services provided
<ul style="list-style-type: none"> <li>• Implement the community health improvement process</li> </ul>

**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.

	Measure	Healthy People 2020 Goal	Broward Performance 2013 Level	Broward Performance 2014 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 2.1 Reduce new HIV infections and rates per 100,000 by 10% by annually	New HIV Infections and Rates per 100,000 (FL CHARTS)	3.5	58.5	55.4	-5%	↓	10%	
<p><b>Key Partners:</b> HIV Surveillance; Publicly funded HIV testing sites; DOH-Broward HIV Prevention Program; Hospital ED’s; DOH-Broward TB/Hepatitis Program; 12 Primary Care Providers; Broward Health Facilities; EMS Council; BCHPPC Perinatal HIV Workgroup; Community locations; community ambassadors; local businesses; 8 birthing hospitals; 59 OB/GYNs; Healthy Start Coalition; Urban League; DOH-Broward STD Program Manager</p>								
<b>Strategies:</b>								
1. Increase the number of HIV tests conducted by 5% annually								
<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> <li>Collaborate with 12 primary care providers to provide testing as part of routine medical care</li> <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> <li>Provide technical assistance and physician tool kits to enhance provider skills in implementation of HIV testing as part of routine medical care.</li> <li>Provide training on HIV testing technologies</li> </ul>								
2. Condom Distribution								
<ul style="list-style-type: none"> <li>Identify condom distribution partners in the public and private sectors</li> <li>Integrate condom distribution with activities such as community-level interventions to promote condom use and other risk reduction behaviors</li> </ul>								
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>
<ul style="list-style-type: none"> <li>• Coordinate with HIP contracted agencies to serve areas</li> </ul>
<ul style="list-style-type: none"> <li>• Recruit local businesses to participate in the Business Responds to AIDS (BRTA) project</li> </ul>
4. Reduce the number of pediatric HIV cases to zero
<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>
<ul style="list-style-type: none"> <li>• Increase HIV testing awareness during the 3rd trimester among pregnant women</li> </ul>
<ul style="list-style-type: none"> <li>• Conduct HIV clinical/prevention grand rounds at two birthing hospitals annually</li> </ul>
<ul style="list-style-type: none"> <li>• Conduct annual perinatal symposium in collaboration with the Perinatal HIV Provider Network</li> </ul>
<ul style="list-style-type: none"> <li>• Distribute perinatal toolkits to OB/GYN providers</li> </ul>
<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>
5. Increase number of people who receive their HIV positive test results from a DOH-Broward registered testing site to 95% who are linked to partner services
<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>
<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>
<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>

	Measure	Healthy People 2020 Goal	Broward Performance 2013 Level	Broward Performance 2014 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 2.2 Reduce sustained domestic transmission of primary and secondary syphilis in males by 10% and in females by 1% annually.	New primary and secondary syphilis Infections Rates per 100,000 (FL CHARTS)		14.9	17.8	19.5%	↓	10%	
Males		6.7	28.2	35.3	25.2%		10%	
Females		1.3	2.4	1.3	-45.8%		1%	

**Key Partners:** DOH-Broward STD Program Manager; PRIDE; Latino Salud; BWC

Strategies
1. Conduct STD prevention and surveillance activities
2. Integrate STD and HIV prevention planning through the joint planning process of the HIV Prevention Planning Council and Ryan White Part A
3. Increase public awareness regarding HIV and STD's and mobilize community support for prevention efforts

	Measure	State of FL Goal	Broward Performance 2013 Level	Broward Performance 2014 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 2.3 Reduce congenital syphilis cases to 0 annually	Congenital Syphilis cases	0	9	11	22.2%	↓	0	

Healthy People 2020 Goal is 9.6 per 100,000 live births

**Data Source for 2014 Indicators:** Bureau of Communicable Disease Division of Disease Control & Health Protection HIV/AIDS Surveillance Section & Sexually Transmitted Disease Section

**Key Partners:** DOH-Broward Perinatal HIV Director; 50 OB/GYNs; 8 Birthing Facilities

Strategies:
1. Conduct STD prevention and surveillance activities
2. Continue direct outreach to OB-Gyn's, delivering family practice doctors, labor and delivery hospitals and birthing centers

**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.

	Measure	Healthy People 2020 Goal	Broward Performance 2013 Level	Broward Performance 2014 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 3.1 Reduce the rate of infant deaths in Blacks by 1% annually.	Infant Mortality Rates per 1,000 live births (FL CHARTS)	6.0 deaths per 1,000 live births	5.3	5	-5.7%	↓	1%	
Black			8.2	8.9	8.5%		1%	
White			2.6	2.2	-15.4%			

**Key Partners:** Broward Healthy Start Coalition (BHSC); physicians; nurses; treatment providers; Maternal Child Health Systems Committee (MCHSC)

Strategy
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
2. Implement the plan from the Black Infant Health Practice Initiative (BIHPI) aimed at reducing the disparity gap between Black and White infant mortality:
<ul style="list-style-type: none"> <li>• Focus on “Life Course” Issues, increase Interconceptional Care Services</li> <li>• Coordinate efforts with the Urban League of Broward County’s Health Seminar Series</li> <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> <li>• Promote prenatal care in the first trimester</li> <li>• Education on Safe Baby including safe sleep practices</li> <li>• Encourage and Promote breastfeeding through culturally sensitive education and support</li> <li>• Educate community on the importance of babies to stay in the mother’s womb for 39 weeks (MOD 39 week initiative)</li> <li>• Research “kid friendly” culturally sensitive elementary/ middle school programs that are evidenced based and increase health outcomes</li> </ul>

	Measure	Healthy People 2020 Goal	Broward Performance 2013 Level	Broward Performance 2014 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 3.2 Increase vaccination coverage levels for children in kindergarten by 1% annually.	Kindergarten immunization levels (FL CHARTS)	95%	93.6%	93.5%	-0.1%	↑	1%	

**Key Partners:** DOH- Broward ; School Board of Broward County (SBBC); Lauderhill Mall; Community Providers; SBBC

Strategy								
1. Provide back to school immunizations to school aged children entering kindergarten in partnership with community based providers and municipalities								
2. Hold a Health Fair in support of back to school community immunization campaign								
3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children's Services Council, etc.								
4. Provide follow-up immunization for children entering school without necessary immunizations not reached in campaign								

	Measure	Healthy People 2020 Goal	Broward Performance 2013 Level	Broward Performance 2014 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 3.3 Increase vaccination coverage levels for 7 <sup>th</sup> grade children by 1% annually.	7 <sup>th</sup> Grade immunization levels (FL CHARTS)	95%	96.6%	95.9%	-0.7%	↑	1%	

**Key Partners:** DOH- Broward ; School Board of Broward County (SBBC); Lauderhill Mall; Community Providers; SBBC

Strategy								
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								
2. Hold a Health Fair in support of back to school community immunization campaign								
3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children's Services Council, etc.								
4. Provide follow-up immunization for children entering school without necessary immunizations not reached in campaign								

**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.

	Measure	Healthy People 2020 Goal	Broward Performance 2010 Level	Broward Performance 2013 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 4.1 Increase the proportion of women who receive cervical cancer screening based on the most recent guidelines by 10% annually.	Cervical Cancer screening rates (BRFSS)	93%	61.10%	56.2%	-8.0%	↑	10%	

**Key Partners:** DOH-Broward; IAC

Strategy
1. Continue to market to women under age 50 providers that offer low cost/free pap tests
2. Provide education to encourage HPV prevention and/or immunization and other safer sex practices to all ages and genders
3. Continue to provide outreach and education to identified high incidence areas.

	Measure	Healthy People 2020 Goal	Broward Performance 2010 Level	Broward Performance 2013 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 4.2 Reduce the proportion of Black adults who are obese by 5% annually.	Percent of obese black adults (BRFSS)	30.5%	28.6	25.8	-9.8%	↓	5%	
Black			53.1	34.3	-35.4%		5%	
White			24.4	23.6	-3.3%		5%	
Hispanic			22.6	25	10.6%		5%	

DOH-Broward; FDOT; 31 municipalities; Broward County government; BNFTF; Smart Growth Partnership of SE Florida

Strategy
1. Develop and distribute ten Employee Wellness Newsletters to all DOH-Broward employees via email.
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.
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.
4. Submit a minimum of three (3) municipalities for recognition by the Healthy Weight Community Champion Recognition Program.
5. Develop a worksite wellness toolkit for employers and post the toolkit to the BNFTF website.
6. Five Broward County municipalities will conduct a Smart Growth audit of their current ordinances.
7. Post twelve monthly updates regarding the Healthiest Weight Florida to the BNFTF website.

	Measure	Healthy People 2020 Goal	Broward Performance 2007 Level	Broward Performance 2013 Level	Percent Change	Positive Change Direction	Annual Target	Status
Objective 4.3 Increase the percentage of adults 5% annually who consume a minimum of 5-7 total daily servings of fruits and vegetables.	Percent of adults who consume at least 5 servings of fruits and vegetables per day (BRFSS 2007)	Fruits ≥2 to 75% Vegetables ≥ 3 to 50%	27.6	20.7	-25.0%	↑	5%	

**Key Partners:** BNFTF; FLIPANY; Nova Southeastern University (Nova); BAND; WIC; Phyl's Academy; BNFTF; SBBC; Miramar Fire-Rescue; Nova; Lauderhill Mall; Save-A-Lot food stores; Whole Foods Market; Special Olympics; Broward Teachers Union; Broward County Public Elementary Schools

Strategies
1. Conduct one food day event at each of the six Broward County WIC clinics, including food demonstrations, nutritional education, and promotion of breastfeeding.
2. Provide four (4) presentations on healthy foods and beverages.
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.

\* Status indicators are as follows:

-  = Little to no movement toward objective target
-  = some progress towards meeting the objective target
-  = reached or surpassed objective target

## Revisions

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Revisions to the CHIP were made after careful review of the goals, objectives, strategies and measures of the 2012 – 2015 CHIP. Recommended changes were made based on the following parameters:

- Availability of data to monitor progress – performance measures that had county-level data available were preferred, etc.
- Availability of resources
- Community readiness
- Evident progress
- Alignment of goals

As this is the third and final year for the Community Health Improvement Plan (CHIP), priority areas and objectives were not changed. However, the strategies for Objective 4.2 and 4.3 were revised to be reflective of fiscal year 2015/2016 Healthiest Weight Florida State and local activities.

			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 4.2 Reduce the Proportion of Black Adults Who Are Obese by 5% annually.			30.5%	34.3%	5%	Percent of obese black adults (BRFSS)
Objective 4.3 Increase the percentage of adults 5% annually who consume a minimum of 5 total Daily Servings of Fruits and Vegetables.			Fruits ≥2 to 75% Vegetables ≥ 3 to 50%	5 servings per day overall 20.7	5%	Percent of adults who consume at least 5 servings of fruits and vegetables per day (BRFSS 2013)
<b>Strategy</b>						
<b>Physical Activity</b>						
<b>Girl Trek</b>						
<b>Key Partners:</b> TOUCH; DOH-Broward						
1. Increase the number of Recreation Areas with GirlTrek walking groups from 0 to 5.						
2. Identify potential locations and champions to participate and engage the public within the priority areas to foster support for GirlTrek walking teams.						
3. Launch neighborhood outreach activities that introduce GirlTrek to the Broward County target population and utilize a targeted marketing campaign in those areas. Ensure outreach includes the neighborhood recreational and park sites located in the target areas. Ensure outreach is done in a culturally appropriate manner which may include having materials translated into Haitian Creole or Spanish.						
4. Identify a minimum of 2 local City Team Captains in Year 1 to participate in training, train-the-trainer workshops and begin the recruitment of neighborhood GirlTrek Team Leaders and walkers.						
5. Begin the development of GirlTrek Team infrastructure to support African-American/Black women and girls' walking groups in recreational settings within communities where residents have low incomes and have low education attainment.						
6. Document progress of team development and membership through the use of mobile phones, tablets and websites. Identify barriers and work with stakeholders to overcome these. Share stories of success and provide opportunities to celebrate increased opportunities to engage in physical activity.						
7. Provide on-going training, technical assistance and encouragement to GirlTrek Team Leaders, Captains and walkers. This technical assistance may include ways to involve community organizations, parks and recreation personnel, local healthcare providers, planners and law enforcement to help eliminate design barriers, neighborhood crime and outreach supportive of walking groups.						
8. Involve GirlTrek participants in a minimum of one (1) community engagement opportunity which may include: community-based walking audits, presentation at the Metropolitan Planning Organization Technical Advisory Committee, so that they may share the importance of having increased opportunities for physical activity in their neighborhoods. Establish strong volunteer leaders (community champions) to derive greater impact and provide programming and civic engagement opportunities for individual walkers and GirlTrek teams, sharing the importance of having increased opportunities for physical activities in areas that have residents who are low income and low educational attainment.						
9. Conduct a context sensitive forum providing the resources needed for volunteers to feel empowered to improve their environments by actively						

participating in planning processes for physical activity that inform policy, system, and environmental changes.
10. Engage the media a minimum of two (2) times per year to share messages related to the benefits of increased opportunities for physical activity, the experiences, and successes of GirlTrek in the targeted low income and low educational attainment communities.
11. Monitor, on a monthly basis, the progress of the teams and report overall success, share outcomes, lessons learned and inform the County STAR rating progress reports. Use the monitoring and reporting to begin planning for sustainability beyond the funding period.
<b>Complete Streets Policies</b>
<b>Key Partners:</b> DOH-Broward; Broward County local governments; Smart Growth America; Smart Growth; MPO
1. Submit a listing of local complete streets policies, resolutions, or plans for Broward County to HFW.
2. Verify that the policies submitted are listed on Smart Growth America's Complete Street Atlas. Submit any unlisted policies to Smart Growth America.
3. Identify 1-2 agencies (MPO, city government, etc.) in Broward County that either have no policy at all, or have policies or implementation practices that need to be strengthened
4. Engage with the 1-2 identified agencies on complete streets policy development and/or implementation
5. Submit to HFW a listing of newly adopted or implemented policies
<b>Shared Use Agreements</b>
<b>Key Partners:</b> DOH-Broward; TOUCH
1. Submit to HFW a listing of all Shared Use agreements in Broward County
<b>Nutrition</b>
<b>Breastfeeding Promotion</b>
<b>Key Partners:</b> DOH-Broward; WIC, Urban League, Breastfeeding Coalition
1. Plan a press release or community event to promote breastfeeding during Breastfeeding Awareness Month (August 2015)
2. Submit to HFW an analysis of the current breastfeeding supports in Broward County to include: <ul style="list-style-type: none"> <li>- Description of current breastfeeding promotion efforts</li> <li>- Identification of 1-3 activities that can be conducted to improve breastfeeding practices/rates</li> </ul>
3. Implement activities identified in item 2 above
4. Complete at least 1 activity identified in item 2 above
<b>Corner Stores</b>
<b>Key Partners:</b> TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH (People's Access to Community Horticulture), urban market garden farmers, youth
1. Identify corner stores using GIS Mapping focusing on those that are located near schools, after-/out-of-school programs and multi-unit housing complexes. The approach of this intervention will be the same in both the corner stores near schools and those stores identified near multi-unit housing complexes

2. Facilitate individual or group meetings with corner store owners reaching a minimum of five (5) store owners in Year 1, in priority population communities, to explain best practices related to improving the accessibility and affordability of healthy foods in areas experiencing low access to fresh and healthy food options. Demonstrate the evidence-based traffic light (Go-Slow-Whoa) approach that could be used in a business friendly matter to identify some of the healthier food and beverage options offered at their stores.
3. Begin the development of a corner storeowners'/managers' survey and a corner store customer survey in priority population communities to measure attitudes, food purchasing behaviors, and food preferences to inform and create a demand for healthy corner stores
4. Share best practice recommendations with a minimum of five (5) corner store owners in Year 1 on product placement strategies as well as identification of foods using Go, Slow, Whoa tool
5. Begin the development of "Good Neighbor" Corner Store criteria informed by evidence-based best practices and with stakeholders including consumers, residents, corner store owners, managers or franchisees. Criteria to include information on the benefits of the identification of and point-of-sale prompts for healthier food and beverage options. Criteria will also detail the ways to achieve "Good Neighbor" Corner Store recognition and the benefits to the store to do so. These may include financial and non-financial incentives from community members, schools and the chambers of commerce, and increased sales and opportunities for recognition throughout the County
6. Link a minimum of five (5) stores in Year 1 with small business development resources (i.e. loan assistance), Women, Infants, and Children Program, Supplemental Nutrition Assistance Program, farmers markets, urban farms, and other local, state, and national funding sources to increase accessibility and affordability of healthy foods in communities
7. Conduct a minimum of one (1) presentation in Year 1 to stakeholders which may include residents, store owners, community redevelopment agencies and municipalities, to increase their awareness of nonfinancial and financial incentives that are considered best practices to support healthy corner store efforts. Educational presentations may include staff from planning organizations and transportation departments to explore improving public transportation to stores with healthier options.
<b>Schools</b>
<b>Coordinated School Health</b>
<b>Key Partners:</b> DOH-Broward; Broward County Schools Superintendent; Broward County Elementary Schools; BSHAC
1. Contact Broward County School District Superintendent about the opportunity to apply for the Healthy District Award (submission window opens in the spring of 2016)
2. Work with a local elementary school to host an Every Kid Healthy Week event
3. Attend at least 75% of Broward County School Health Advisory Committee (BSHAC) meetings
4. Provide a presentation to the BSHAC on Coordinated School Health best practices
<b>Nutrition and Physical Activity standards in Early Care and Education (ECE) Settings</b>
<b>Key Partners:</b> DOH-Broward; ELC; HWF State Office; Stakeholders
1. Attend the Florida Healthy Eating and Physical Activity (HEPA) Action Summit, Orlando, Florida

2. Contact all Broward County early learning centers (ELC) to educate them about healthy eating and physical activity best practices for children aged 0-5 years old.
3. Provide at least 1 community presentation to educate stakeholders about healthy eating and physical activity best practices for children aged 0-5 years old.
<b>Worksites</b>
<b>CDC Worksite Health Scorecard</b>
<b>Key Partners:</b> DOH-Broward; CDC website
1. DOH-Broward completes the CDC Worksite Health ScoreCard self-assessment
2. Participate in at least one local worksite wellness coalition/council meeting (if applicable)
<b>Marketing/Community Outreach</b>
State Surgeon General (SSG) Healthy Weight Community Champion Program
<b>Key Partners:</b> DOH-Broward; Broward County local governments; NFT
1. Inform all local governments in Broward County (city, town, county) about the opportunity to apply for the State Surgeon General Healthy Weight Community Champion Recognition
<b>Florida Health Cleans Up!</b>
<b>Key Partners:</b> DOH-Broward; FDOT
1. Carry out at least 2 clean-up events

## Accomplishments

Goal	Objective	Accomplishment
<b>Priority #3 – Improve Maternal, Infant and Child Health</b>	Objective 3.3 Increase vaccination coverage levels for 7 <sup>th</sup> grade children by 1% annually.	Increased community immunization outreach activities, continuation of the annual back to school community immunization points of dispensing, and collaboration with community partners have assisted Broward County to exceed the 95% target goal for the past two years.
<b>How it's important for our community:</b> Maintaining high rates of immunization for vaccine preventable diseases benefits the overall health of the community. Partnerships with schools, communities and providers assisted Broward County to exceed the target goal of 95% of 7 <sup>th</sup> graders for the past two years.		
Priority #4 –Enhance Preventive Care Activities	Objective 4.2 Reduce the proportion of Black adults who are obese by 5% annually.	Implementing Healthiest Weight Florida activities have assisted in reducing obesity rates in Broward County by 9.8%. Black obesity rates were reduced by 35.4%, which is more than the 5% annual target goal. White obesity rates also decreased by 3.3% during the same period.
<b>How it's important for our community?</b> Undiagnosed and untreated health conditions can have serious health consequences. Prevention, diagnosis 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.		

## Conclusion

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The CHIP serves as a roadmap for a continuous health improvement process for the local public health system by providing a framework for the chosen strategic issue areas. It is not intended to be an exhaustive and static document. We will evaluate progress on an ongoing basis through quarterly CHIP implementation reports and quarterly discussion by community partners. We will conduct annual reviews and revisions based on input from partners and create CHIP annual reports each year by August. The CHIP will continue to change and evolve over time as new information and insight emerge at the local, state and national levels.

By working together, we can have a significant impact on the community's health, improving where we live, work and play and realize the vision of a healthier Broward County.