

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

Vision: To be the Healthiest State in the Nation

October 24, 2016

2016/2017 REVISED COMMUNITY HEALTH IMPROVEMENT PLAN WORKPLAN

Period covered: July 1, 2016 – September 30, 2016

The Health Care Access Committee reviewed and approved the Community Health Improvement Plan at its September 26, 2016 meeting and will provide oversight for its implementation. The Community Health Improvement Plan was made available for public review and comment on the DOH-Broward website. The finalized priority areas were categorized into four priority areas with identified sub-challenges in each.

1. Access to Health Care
 - a. Lack of insurance and enrollment
2. Infectious Disease
 - a. HIV/AIDS
 - b. Congenital Syphilis
 - c. Infectious Syphilis
3. Maternal and Child Health
 - a. Cervical Cancer Screening
 - b. Vaccination Coverage Levels for Children in Kindergarten
 - c. Vaccination Coverage Levels for 2 year old children
4. Enhance Preventive Care Activities
 - a. Obesity
 - b. Fruit and Vegetable Consumption

The Health Care Access Committee further agreed to review implementation of the Community Health Improvement Plan (CHIP) progress on a quarterly basis. The process to update and maintain the CHIP for the July 1, 2016 – June 30, 2017 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>Why is this important to our community? Access to health care may be limited by poverty, poor health literacy and lack of health insurance. Broward Health, Memorial Healthcare System and the Broward Community and Family Health Centers (federally qualified health centers) are currently the largest primary health care providers in the county. There is sometimes a detachment between the major health partners and the most vulnerable communities. There is an increased need to simplify the navigational system of obtaining healthcare and provide linkages to services. Public health efforts to develop culturally competent and age appropriate materials for the minority, disabled and elder community is needed to increase health literacy and promote access to care. Barriers to accessing health services affect the health status of our residents.</p>						
			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 1.1 Increase the proportion of Broward County residents with health insurance by 5% annually			100%	78.7%	5%	Percent of persons with health insurance (BRFSS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Continue to provide assistance in completing the application for KidCare, Medicaid and other indigent care programs	7/1/16 – 6/30/17	KidCare; Children’s Services Council; United Way	<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>	In Progress	<p>The Children’s Service Council approved an increase of funding this year to hire an additional three (3) bi-lingual Customer Service Representative to work with the newly eligible immigrant children.</p> <p>In total for the first quarter, KidCare representatives have submitted 441 applications to Healthy Kids Corporation for processing. Of these applications 131 represented 355 newly eligible children.</p> <p>In an effort to retain healthcare coverage for enrolled children, KidCare staff resolved 318 technical issues that may have resulted in disenrollment</p>	
2. Provide culturally competent and age appropriate materials about the application process	7/1/16 – 6/30/17	KidCare		In Progress	<p>58,673 flyers were created and distributed to 103 Title XXI schools (that house the newly eligible children) to be taken home by each student to the parent. Each flyer contained the information in English, Spanish and Creole.</p> <p>In addition, 1700 multi-lingual local brochures have been created and distributed introducing the new</p>	

					immigration guidelines. 360 posters in English, Spanish and Creole have been distributed to Broward County Public Schools, Charter Schools and Educational Centers In addition 2,700 multilingual promotional flyers introducing the Lauderhill Mall “Back to School Immunizations” Event were distributed.
3. Continue to provide referrals to other sources of funding for ineligible Medicaid and/or KidCare clients	7/1/16 – 6/30/17	DOH-Broward; Career Source; 2-1-1	KidCare Outreach Staff have a binder of information for children’s services as well as adult services that is used in referring families in need. In addition, all families are educated on 2-1-1 Broward resource line.	In Progress	All children who do not qualify for coverage are given referrals to additional community resources. This quarter there were 52 participants in a KidCare educational “Rapid Response” session with Career Source that received information on KidCare enrollment, ACA special enrollment for adults, and 2-1-1 information as they are losing their jobs. Staff continues to refer to the Broward Community Health Centers, Memorial Healthcare System, and Broward Health facilities and 2-1-1
4. Continue to enroll eligible clients into the Medicaid system	7/1/16 – 6/30/17	DOH-Broward;	Florida KidCare Outreach enrolls children into Medicaid, Medikids, Healthy Kids, and Children’s Medical Services through the KidCare application.	In Progress	The Florida KidCare application immediately screens applicant children for Medicaid before screening for the Healthy Kids component. There for all applicants is a possible client for Medicaid services. This quarter KidCare Staff assisted 21 families to transition from Healthy Kids to Medicaid due to income adjustment.
5. Monitor effects of implementation of Healthcare Reform on insurance coverage levels to include HITS Program (Health Intervention with Targeted Services)	7/1/16 – 6/30/17	DOH-Broward; Memorial Health Care System		In Progress	New Legislation for immigrant children implemented July 1, 2016 has increased enrollment for legal immigrant children. Many families that will now be eligible are currently waiting for the proper documentation to arrive.

Resources = Funding/time/people/materials

Status = Complete or In-Progress

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

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

			Healthy People 2020 Goal	Broward Performance 2014 Level	Annual Target	Measure
Objective 2.1 Reduce New HIV Infections and Rates per 100,000 by 10% annually			3.5	38.6	10%	New HIV Infections and Rates per 100,000 (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished with Partner Involvement	
1. Increase the number of HIV tests conducted by 5% annually	By 3/31 annually	DOH-Broward HIV Prevention Program; Publicly funded HIV testing sites	Funding	Completed for most recent year	Publicly funded HIV testing in Broward increased by 12,501 tests (18% increase) from 2013 to 2015 (70,776 vs. 83,277).	
<ul style="list-style-type: none"> Collaborate with hospitals, Federally Qualified Health Centers (FQHC) and primary care providers to educate on the provision of HIV testing as part of routine medical care 	12/31/17	DOH-Broward HIV Prevention Program; Hospital ED’s, FQHC Directors and primary care providers		Ongoing	A bill passed by the Florida Legislature took effect July 1st which makes HIV testing part of routine care. The passing of this bill means new strategies will be developed to address the hospitals and EDs concerning this issue. Local DOH is awaiting the drafted FDOH “Dear Colleague Letter” referencing the July 1st, 2015 HIV “Opt-Out” Testing Law to be routed for approval. Statewide coordination and monthly tele- meetings on implementing third party reimbursement (TPR) for HIV testing continue on a regular basis. For FDOH-Broward, research efforts have resulted in the development of workable strategies for advancement, however, additional TA is being requested to overcome key challenges.	
<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 	12/31/17	DOH-Broward HIV Prevention Program; Broward Health Facilities;		Ongoing	This strategy will also be revisited due to the HIV testing bill passed and in effect as of July 1 st , 2015. The program is awaiting central office directive	

HIV testing		EMS Council			
<ul style="list-style-type: none"> • Provide technical assistance and physician tool kits to enhance provider skills in implementation of HIV testing as part of routine medical care 	12/31/17	DOH-Broward HIV Prevention Program; BCHPPC Perinatal HIV Workgroup		Ongoing	Discussions are being held as to what should be included into this toolkit in light of the passing of an HIV testing bill for opt-out HIV testing in medical settings no longer requiring patient consent. The program is awaiting directives from Tallahassee.
<ul style="list-style-type: none"> • Provide training on HIV testing technologies 	Quarterly	DOH-Broward Early Intervention Program		Ongoing	From July through September 2016, there were two (2) HIV/AIDS 500/501 training courses held at DOH-Broward (July and September) with a total of thirty-one (31) persons in attendance; and one (1) HIV/AIDS 501 Update was held (August) with a total of thirty-four (34) persons in attendance. In June, DOH- Broward hosted 3 Phlebotomy trainings with thirty-nine (39) attendees. DOH-Broward hosted four (4) rapid testing technology trainings: Syphilis Health Check rapid test (August) with twenty-six (26) attendees, Clearview Complete HIV 1/2 test (September) with nineteen (19) attendees, OraQuick Advance Rapid HIV -1/2 test (September) with eleven (11) attendees, and OraQuick HCV Rapid Antibody test (September) with eighteen (18) attendees.
2. Condom Distribution					
<ul style="list-style-type: none"> • Identify condom distribution partners in the public and private sectors 	Quarterly	DOH-Broward HIV Prevention Program; local businesses and organizations		Ongoing	A total of 114 new Condom Distribution partners were added from July-September 2016.
<ul style="list-style-type: none"> • Integrate condom distribution with activities such as community-level interventions to promote condom use and other risk reduction behaviors 	Annually	DOH-Broward HIV Prevention Program		Complete and ongoing	Condom availability and education continue to be integrated into all HIV prevention services. In addition, 262 condom distribution sites were serviced during this same time period.
3. Collaborative Partnerships					
<ul style="list-style-type: none"> • Build the capacity of community leaders to address disparities with HIV High Impact Prevention (HIP) strategies, through training and 	Quarterly	DOH-Broward HIV Prevention Program; Broward County HIV		Ongoing	Workgroups of the Broward HIV Prevention Planning Council continue to meet monthly to further implement HIP prevention plans and identify opportunities for technical assistance

technical assistance		Prevention Planning Council; community ambassadors			and capacity building. The final Integrative Plan Goals, Objectives, Strategies, and Activities were presented to the BCHPPC and HIVPC planning body members in which the plan was approved by both bodies. The Broward County's local Integrated Plan was submitted to the State Health Office on Friday, September 16 th . Preparatory work is being done on developing community-focused educational resources promoting health literacy across a wide spectrum of public health topics. When fully developed, said educational content can be operationalized through the integrated plan's HIV Leadership Academy and via the proposed Learning for Health / 2020 initiative. Perinatal HIV Prevention Network meets every Third Thursday of the month to discuss perinatal transmission and missed opportunities. The DOH-Broward Perinatal Director is the Chair.
<ul style="list-style-type: none"> Coordinate with HIP contracted agencies to serve target areas and priority populations 	Quarterly	DOH-Broward HIV Prevention Program; Contracted Prevention Providers		Ongoing	Contract monitoring with contracted agencies continues to occur. The coordination of HIP activities is addressed at each monitoring visit and recommendations to improve HIP strategies are discussed. Per state office guidance HIP contacts will be extended to the program year 2016-2017.
<ul style="list-style-type: none"> Recruit local businesses to participate in the Business Responds to AIDS (BRTA) project 	Quarterly	DOH-Broward HIV Prevention Program; local businesses		Complete and Ongoing	From July through September 2016, 119 businesses were recruited and 51 businesses have been re-engaged into Business Responds to AIDS (BRTA).
1. Reduce the number of pediatric HIV cases to zero	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director			To date for 2016 we have zero HIV transmission of mother to child. There is ongoing extreme case management of the HIV positive pregnant women in order to keep it at zero. For 2016 we have 97 women that are pregnant and 69 deliveries, All 69 babies have at least one non detectable PCR.
<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 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; 8 birthing hospitals		Ongoing	For 2016 we have visited 111 OBGYNs and discussed perinatal HIV Transmission. From July – September we visited 35.

HIV care					
<ul style="list-style-type: none"> Increase HIV testing awareness during the 3rd trimester among pregnant women 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; OB/GYNs		Ongoing	Thirty five OBGYNs were visited and information was left regarding testing and linkage to care.
<ul style="list-style-type: none"> Conduct HIV clinical/prevention grand rounds at two birthing hospitals annually 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; birthing hospitals		Complete and Ongoing	Two grand rounds were provided at 2 of the birthing hospitals.
<ul style="list-style-type: none"> Conduct annual perinatal symposium in collaboration with the Perinatal HIV Provider Network 	Annually	DOH-Broward Perinatal HIV Director ; birthing hospitals; Healthy Start Coalition; Urban League		Complete	A Perinatal Symposium was conducted May 23 rd , 2016 and 63 medical providers attended. We have one scheduled for November 4 th , 2016 at Broward Health Coral Springs.
<ul style="list-style-type: none"> Distribute perinatal toolkits to OB/GYN providers 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director		In Progress	The Perinatal Toolkit has been completed and awaiting to start distribution in November 2016.
<ul style="list-style-type: none"> Expand capabilities of the HIV Perinatal Provider Network to include identification of strategies to further reduce future HIV perinatal transmissions. 	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; Birthing hospitals, Healthy Start Coalition		In Progress	<p>We have discussed many strategies at these meetings:</p> <ul style="list-style-type: none"> To expand Rapid HIV Testing at labor and delivery to test all the women regardless of previous test to ensure no missed opportunities. A report card for each hospital regarding the delivery of an HIV positive women in order to further reduce missed opportunities.
2. Increase number of people who receive their HIV positive test results from a DOH-Broward registered testing site to 95% who are linked to partner services	7/1/16 – 6/30/17	DOH-Broward STD Program Manager		Ongoing	We have our clinic located at Broward Wellness Center where each individual receives a rapid HIV test. If it's reactive, a confirmatory test is done and the clients are automatically interviewed by our DIS and determined if needed to be linked into care. Our DIS refers them to our linkage care program. For our DOH clinics (such refugee, family planning and TB), the labs will be in our system called PRISM and our DIS have 14 days to locate the clients and refer them to linkage.
<ul style="list-style-type: none"> Require that HIP contracted agencies refer 	7/1/16 –	DOH-Broward			

all positive individuals upon diagnosis to DOH-Broward partner services	6/30/17	Contract Administration			
<ul style="list-style-type: none"> Disease intervention staff will locate the partners, advise them of their exposure, offer onsite HIV testing services and refer them to HIV Linkage Coordinators 	7/1/16 – 6/30/17	DOH-Broward STD Program Manager		Ongoing	After interviewing a new patient, the DIS will notify partners of their exposure. The partners will be given a referral letter to BWC for testing and the partners will be interviewed by one of our DIS on site at BWC to make sure they receive the education and the use of condoms. If the test comes back reactive, linkage is offered on site if needed.
<ul style="list-style-type: none"> Explore the opportunity to conduct geo-mapping analysis of the DOH-Broward registered testing sites and include all relevant services on the Broward ≥ AIDS web site 	Annually	DOH-Broward Communicable Disease Director & HIV Prevention Director		Ongoing	The Broward ≥ AIDS website continues to be updated with relevant information and prevention services. A staff position has been filled to assist in geo-mapping analysis and will be involved in identified activities that will be conducted throughout the 5-year local integrated plan.

			Healthy People 2020 Goal	Broward Performance 2015 Level	Annual Target	Measure
Objective 2.2 Reduce sustained domestic transmission of primary and secondary syphilis in males by 10% and in females by 1% annually.			Male: 6.7 Female: 1.3	Male: 29.8 Female: 2.0	10% 1%	New primary and secondary syphilis Infections Rates per 100,000 (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Conduct STD prevention and surveillance activities	7/1/16 – 6/30/17	DOH-Broward STD Program Manager		ongoing	DIS will continue to locate partners and encourage new patients to bring partners for preventive treatment and monitor them within 3 months.	
2. Integrate STD and HIV prevention planning through the joint planning process of the HIV Prevention Planning Council and Ryan White Part A	7/1/16 – 6/30/17	DOH-Broward STD Program Manager		ongoing	Meet with HIV prevention planning to conduct outreach event and testing.	
3. Increase public awareness regarding HIV and STD's and mobilize community support for prevention efforts	7/1/16 – 6/30/17	DOH-Broward STD Program Manager; PRIDE; Latino Salud; BWC		ongoing	CBOs now have access to provide not only rapid HIV but also Rapid Syphilis and Hepatitis. If one of their clients comes back positive they will refer them to BWC for treatment.	

		State of Florida Goal	Healthy People 2020 Goal	Broward Performance 2015 Level	Annual Target	Measure
Objective 2.3 Reduce the Congenital Syphilis Cases to 0 births annually		0 new cases	9.6 per 100,000 births	3	0	Congenital Syphilis births (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Conduct STD prevention and surveillance activities	7/1/16 – 6/30/17	DOH-Broward STD Program Manager		Ongoing		
2. Continue direct outreach to OB-Gyn's, delivering family practice doctors, labor and delivery hospitals and birthing centers	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; OB/GYNs; Birthing Facilities		Ongoing	To date for 2016 we have 4 Congenital syphilis cases.	

Priority #3 – Improve Maternal, Infant and Child Health						
<p>Why is this important to our community? While Broward County's White and black infant mortality rates are lower than the state, the Broward County black rate continues to be more than two and a half times the white rate and above the Healthy People 2020 goal. The Healthy People 2020 Goal as well as State of Florida Immunization Goal for Kindergartener's and two year olds is 95%. Broward County currently does not meet the 95% goal for these age groups. The annual cervical cancer screening rate in Broward County is two-thirds that of the goal set by Healthy People 2020.</p>						
			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 3.1 Increase the Proportion of Women Who Receive Cervical Cancer Screening Based on the Most Recent Guidelines by 10% annually.			93%	56.2%	10%	Cervical Cancer screening rates (BRFSS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Continue to market to women under age 50 providers that offer low cost/free pap tests	7/1/16 – 6/30/17	DOH-Broward		ongoing	8 educational events were held during this quarter. For women calling about our program, the staff gives them referrals to other services in the community that provide low cost pap tests.	
2. Provide education to encourage HPV prevention and/or immunization and other safer sex practices to all ages and genders	7/1/16 – 6/30/17	DOH-Broward; IAC	Immunization & STD Programs	ongoing	At our 8 educational events HPV prevention, immunization and safer sex practices are discussed.	
3. Continue to provide outreach and education to identified high incidence areas	7/1/16 – 6/30/17	DOH-Broward	BRFSS	ongoing	8 educational events were held during this quarter. And 4 outreach events for mammograms and pap tests.	

			Healthy People 2020 Goal	Broward Performance 2015/16 Level	Annual Target	Measure
Objective 3.2 Increase Vaccination Coverage Levels for Children in Kindergarten by 1% annually			95%	94.2%	1%	Kindergarten immunization levels (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Provide back to school immunizations to school aged children entering kindergarten in partnership with community based providers and municipalities	10/2016	DOH- Broward ; School Board of Broward County (SBBC); Lauderhill Mall	DOH- Broward staff; SBBC; vaccine	Complete	A Back to School Immunization campaign was held from 8/8/16-8/23/16 to provide required vaccines to the school aged children in the county.	
2. Hold a Health Fair in support of back to school community immunization campaign	8/2016	DOH- Broward staff; Community Providers; SBBC	DOH- Broward staff; SBBC; vaccine	Complete	The Health Fair was held in conjunction with the Back to School immunization campaign. It was on 8/13/16.	
3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children’s Services Council, etc.	6/2016 – 8/2016	DOH- Broward; IAC; SBBC	DOH- Broward staff; SBBC; vaccine	Complete	Palm cards went out to the parents before the end of the school year advertising the campaign. Information regarding the campaign was placed on CSC website. Palm cards were provided to various entities such as park districts and libraries advertising the campaign.	
4. Provide immunization for children entering school without necessary immunizations not reached in campaign	1/2017 – 5/2017	DOH- Broward; SBBC	DOH- Broward staff; SBBC; vaccine	complete	Middle schools that did not reach the compliance rate of 95% of the children immunized were offered a date to come to their school to provide the immunizations.	

			Healthy People 2020 Goal	Broward Performance 2015/16 Level	Annual Target	Measure
Objective 3.3 Increase Vaccination Coverage Levels for 2 year old children by 1% annually			95%	84.0%	1%	2 year old immunization levels (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Conduct Reminder Recall and AFIX Assessment trainings to Broward County Pediatric Practices	7/1/16 – 6/30/17	DOH-Broward	DOH-Broward staff	ongoing	Five pediatrician offices are visited each week.	
2. Conduct Shots-By-Two trainings to DOH-Broward and community organizations that serve infants	7/1/16 – 6/30/17	DOH-Broward; IAC; WIC; CBOs	DOH-Broward staff; Shots by Two materials	28% completed	Training is conducted every month on Shots-By-Two.	
3. Work with labor and delivery hospitals to ensure newborns are enrolled in Shots-By-Two Program	7/1/16 – 6/30/17	DOH-Broward; IAC	DOH-Broward staff; Shots by Two materials	ongoing	Each of the 8 delivering hospitals is visited the last two weeks of each month to pick up the Shots-By-Two forms and to deliver new forms.	
4. Provide technical assistance to providers and staff on Florida SHOTS and Shots-By-Two program	7/1/16 – 6/30/17	DOH-Broward	DOH-Broward staff	ongoing	On each visit to a pediatrician's office the staff are trained on how to log in to Florida Shots and how to do the reminder recalls for Shots-By-Two program.	
5. Conduct medical assistant training three times per year	7/1/16 – 6/30/17	DOH-Broward	DOH-Broward staff	ongoing	November 16 is the first Medical Assistant Training for the fiscal year.	

Priority #4 –Enhance Preventive Care Activities						
Why is this important to our community? Undiagnosed and untreated health conditions can have serious health consequences. Prevention, diagnosis and treatment can have exponential benefits including health, quality of life and cost savings. Reductions in obesity rates and increased access to better nutrition including fresh fruits and vegetables can greatly improve quality of life and decrease premature death.						
			Healthy People 2020 Goal	Broward Performance 2013 Level	Annual Target	Measure
Objective 4.2 Reduce the Proportion of Black Adults Who Are Obese by 5% annually.			30.5%	34.3%	5%	Percent of obese black adults (BRFSS)
Objective 4.3 Increase the percentage of adults 5% annually who consume a minimum of 5 total Daily Servings of Fruits and Vegetables.			Fruits ≥2 to 75% Vegetables ≥ 3 to 50%	5 servings per day overall 20.7	5%	Percent of adults who consume at least 5 servings of fruits and vegetables per day (BRFSS 2013)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
Birth Facilities						
Breastfeeding Promotion						
1. Develop a press release or host a community event to promote breastfeeding during Breastfeeding Awareness Month (August 2016)	7/1/16 – 8/1/16	DOH-Broward; WIC, Urban League, Breastfeeding Coalition		Complete	DOH Broward WIC celebrated National Breastfeeding month by participating in the following activities: Friday August 5th at 10:00am-11:30 am Big Latch-on events will take place at the following WIC sites: 601 North Regional Health Center West Atlantic Blvd., 4105 Pembroke Road South Regional and 10077 NW 29th Street Coral Spring. Saturday August 13th between 9:00am and 2:00pm WIC World Breastfeeding Day Event at the Lauderhill Mall. Also Urban League and DOH Broward WIC will host the Big Latch-on event on Saturday August 6th from 10:00 am – 12:00 noon at the Urban League.	
2. Carry out two locally defined strategies to support breastfeeding among populations with low initiation rates	6/30/17	DOH-Broward; WIC; Breastfeeding Coalition		In Progress	Strategies selected are: “The Business Case for Breastfeeding” and “Breastfeeding Friendly Day Care”.	
Early Care and Education (ECE)						
Best Practice Implementation						
1. Contact the Broward County ELC to provide	2/28/17	DOH-Broward; ELC;				

information by email or regular mail to educate child care centers on your selected best practices model/recognition.		HWF State Office			
2. Carry out 1 locally defined strategy to support adoption of best practices related to physical activity and nutrition in child care centers serving at-risk populations.	6/30/17	DOH-Broward; Stakeholders and ELC			
Schools					
Coordinated School Health					
1. Participate in two Broward County School Health Advisory Committee (BSHAC) meetings during the school year to present best practices and identify schools that may be ready to participate in the Healthier US Schools Challenge: Smarter Lunchroom	7/1/16 – 6/30/17	DOH-Broward; BSHAC		In Progress	Presented 2016/17 Healthiest Weight and Community Health Improvement Plan at the 9/14/16 BSHAC meeting.
2. Work with a local elementary school to host an Every Kid Healthy Week event	4/30/17	DOH-Broward; Broward County Elementary Schools		In Progress	Presented information at the 9/14/16 BSHAC meeting and at the 9/28/16 Nutrition and Fitness Task Force meeting.
Communities (Build Environment & Health Food Retail)					
State Surgeon General (SSG) Healthy Weight Community Champion Program					
1. Inform all local governments in Broward County (city, town, county) about the opportunity to apply for the State Surgeon General Healthy Weight Community Champion Recognition	8/30/16	DOH-Broward; Broward County local governments; NFTF		Complete	Mailed information to 31 Broward County City Managers and Mayors and Broward County Government on 8/30/16; sent follow-up email with hyperlinks to application and informational materials on 9/6/16.
Corner Stores					
1. Identify corner stores using GIS Mapping focusing on those that are located near schools, after-/out-of-school programs and multi-unit housing complexes. The approach of this intervention will be the same in both the corner stores near schools and those stores identified near multi-unit housing complexes	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH (People's Access to Community Horticulture), urban market garden farmers, youth		In Progress	The GIS Mapping has been completed.
2. Facilitate individual or group meetings with	7/1/16 –	TOUCH; DOH-		In Progress	

<p>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.</p>	6/30/17	Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth			
<p>3. Continue the administration of the corner storeowners'/managers' survey and a corner store customer survey in priority population communities to measure attitudes, food purchasing behaviors, and food preferences to inform and create a demand for healthy corner stores</p>	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth		In Progress	
<p>4. Continue to share best practice recommendations with corner store owners on product placement strategies as well as identification of foods using Go, Slow, Whoa tool</p>	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth		In Progress	
<p>5. Continue implementation of “Good Neighbor” Corner Store criteria informed by evidence-based best practices and with stakeholders including consumers, residents, corner store owners, managers or franchisees. Criteria to include information on the benefits of the identification of and point-of-sale prompts for healthier food and beverage options. Criteria will also detail the ways to achieve “Good Neighbor” Corner Store recognition and the benefits to the store to do so. These may include financial and non-financial incentives from community members, schools and the chambers of</p>	7/1/16 – 6/30/17	TOUCH; DOH-Broward; Nutrition and Fitness Task Force; YMCA, PATCH, urban market garden farmers, youth		In Progress	A Train-the-Trainer model is being developed to help ensure sustainability.

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