

**Mission:**

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



Rick Scott  
Governor

Celeste Philip, MD, MPH  
State Surgeon General and Secretary

Vision: To be the Healthiest State in the Nation

January 22, 2018

## **2016/2017 REVISED COMMUNITY HEALTH IMPROVEMENT PLAN WORKPLAN**

Period covered: October 1, 2018 – December 31, 2017

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
  - d. Infant Mortality Disparity
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, 2017 – June 30, 2018 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**

**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 2013 Level	Annual Target	Measure
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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)
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Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement
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1. Continue to provide assistance in completing the application for KidCare, Medicaid and other indigent care programs	7/1/17 – 6/30/18	KidCare; Children’s Services Council; United Way	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.  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.	In Progress	In total for the quarter, KidCare representatives have submitted 317 applications to Healthy Kids Corporation for processing.  In an effort to retain healthcare coverage for enrolled children, KidCare staff resolved 589 technical issues that resulted in retention of healthcare coverage. In addition, KidCare Outreach Staff submitted 9 account renewal applications.
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2. Provide culturally competent and age appropriate materials about the application process	7/1/17 – 6/30/18	KidCare		In Progress	KidCare outreach staff conducted 10 presentations this quarter for employees dislocated from employment as identified through the Rapid Response Team of Career Source. Each of the 404 attendees received a bi-lingual packet of information on KidCare enrollment and eligibility.  KidCare Palm cards containing KidCare information
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					<p>in English and Spanish were distributed to 5 Broward County Pre- Schools. This information will be sent home to the parents of each student.</p> <p>KidCare information in English, Spanish, and Creole was distributed to 7778 attendees of 27 events attended this quarter.</p>
3. Continue to provide referrals to other sources of funding for ineligible Medicaid and/or KidCare clients	7/1/17 – 6/30/18	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	<p>All children who do not qualify for coverage are given referrals to additional community resources.</p> <p>This quarter 31 participants attended one of the KidCare educational “Rapid Response” sessions 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.</p> <p>Staff continues to refer to the Broward Community Health Centers, Memorial Healthcare System, and Broward Health facilities and 2-1-1</p>
4. Continue to enroll eligible clients into the Medicaid system	7/1/17 – 6/30/18	DOH- Broward;	Florida KidCare Outreach enrolls children into Medicaid, Medikids, Healthy Kids, and Children’s Medical Services through the KidCare application.	In Progress	<p>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.</p> <p>This quarter KidCare Staff assisted 23 families to transition from Healthy Kids to Medicaid due to income adjustment.</p>
5. Monitor effects of implementation of Healthcare Reform on insurance coverage levels to include HITS Program (Health Intervention with Targeted Services)	7/1/17 – 6/30/18	DOH- Broward; Memorial Health Care System		In Progress	<p>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. This quarter captured 99 children newly eligible under the new guidelines.</p>

Resources = Funding/time/people/materials

Status = Complete or In-Progress

Priority #2 – Reduce the Incidence of Communicable and Infectious Diseases						
<b>Why is this important to our community?</b> 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 13,401 tests (18.9% increase) from 2013 to 2016 (70,776 vs. 84,177).	
<ul style="list-style-type: none"> <li>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</li> </ul>	12/31/17	DOH-Broward HIV Prevention Program; Hospital ED's, FQHC Directors and primary care providers		Ongoing	For this quarter, public health detailing field activities to enhance provider knowledge on Routine Testing, PrEP/PEP, and Test and Treat continues with twenty-five (25) Physicians that were visited and participated in an educational FAQ session in conjunction with twenty-five (25) toolkits disseminated to clinical staff and providers.	
<ul style="list-style-type: none"> <li>Conduct face-to-face meetings with hospital emergency department medical practitioners, administrators and primary care providers on the importance of routine HIV testing</li> </ul>	12/31/17	DOH-Broward HIV Prevention Program; Broward Health Facilities; EMS Council		Ongoing	This strategy is conducted through public health detailing field activities. Twenty-five (25) Physicians has been visited for this quarter.	
<ul style="list-style-type: none"> <li>Provide technical assistance and physician tool kits to enhance provider skills in implementation of HIV testing as part of routine medical care</li> </ul>	12/31/17	DOH-Broward HIV Prevention Program; BCHPPC Perinatal HIV Workgroup		Ongoing	For this quarter, public health detailing field activities to enhance provider knowledge on Routine Testing, PrEP/PEP, and Test and Treat continues with twenty-five (25) Physicians that were visited and participated in an educational FAQ session in conjunction with twenty-five (25)	

					toolkits disseminated to clinical staff and providers. The toolkits continue to be enhanced to provide greater impact.
<ul style="list-style-type: none"> <li>• Provide training on HIV testing technologies</li> </ul>	Quarterly	DOH-Broward Early Intervention Program		Ongoing	Two (2) HIV/AIDS 500/501 trainings held at DOH-Broward: On October 11-12, 2017, there were ten (10) attendees; November 15-16, 2017 there were 15 (fifteen) attendees. The following Rapid HIV Testing Technology Testing Trainings occurred this quarter: On November 17, 2017: OraQuick HIV ½ Training- Three attendees SureCheck HIV ½ Training- Fifteen attendees
<b>2. Condom Distribution</b>					
<ul style="list-style-type: none"> <li>• Identify condom distribution partners in the public and private sectors</li> </ul>	Quarterly	DOH-Broward HIV Prevention Program; local businesses and organizations		Ongoing	A total of 17 new Condom Distribution partners through the Business Responds to AIDS (BRTA) program were added from October- December 2017. The total number of sites the Prevention Training Consultants' delivered condoms to during the 3rd QTR 2017 was 139. Of those total number of condom distribution sites serviced, 119 were BRTA partners and 20 were solely PTC Outreach.
<ul style="list-style-type: none"> <li>• Integrate condom distribution with activities such as community-level interventions to promote condom use and other risk reduction behaviors</li> </ul>	Annually	DOH-Broward HIV Prevention Program		Complete and ongoing	Condom availability and education continue to be integrated into all HIV prevention services. In addition, 139 condom distribution sites were serviced this past quarter through BRTA and PTC Outreach.
<b>3. Collaborative Partnerships</b>					
<ul style="list-style-type: none"> <li>• Build the capacity of community leaders to address disparities with HIV High Impact Prevention (HIP) strategies, through training and technical assistance</li> </ul>	Quarterly	DOH-Broward HIV Prevention Program; Broward County HIV Prevention Planning Council; community ambassadors		Ongoing	Workgroups of the Broward HIV Prevention Planning Council (BCHPPC) continue to meet monthly to further implement HIP prevention plans and identify opportunities for technical assistance and capacity building. A full BCHPPC council meeting was held on October 17 <sup>th</sup> , 2017. The meeting included two presentations on the Urban Coalition for HIV/AIDS Prevention Services (UCHAPS) and on Gilead prevention resources. The Integrated Workgroup held a meeting on December 12 <sup>th</sup> , 2017. The purpose of this meeting was to discuss leadership roles and

					responsibilities, determine workgroup leadership, finalize member commitment letters, and to discuss the joint meeting with the HIV Funders Collaborative in January 2018. The HIV Funders Collaborative held a meeting on December 13 <sup>th</sup> , 2017. The purpose of the meeting was for Goal leaders to report on the progress of activities and identify next steps to accomplishing the Integrated Action Plan over the five-year period.
<ul style="list-style-type: none"> <li>Coordinate with HIP contracted agencies to serve target areas and priority populations</li> </ul>	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.
<ul style="list-style-type: none"> <li>Recruit local businesses to participate in the Business Responds to AIDS (BRTA) project</li> </ul>	Quarterly	DOH-Broward HIV Prevention Program; local businesses		Complete and Ongoing	From October through December 2017, twenty-one (21) businesses were recruited and fifty-five (55) businesses have been re-engaged into Business Responds to AIDS (BRTA) to participate for an additional year.
4. Reduce the number of pediatric HIV cases to zero	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director			To date for 2017 we have TWO HIV transmission of mother to child from 115 women that were case managed for 2017. There is ongoing extreme case management of the HIV positive pregnant women to keep it as close to zero. For 2017 we have 115 women that are pregnant and 98 deliveries, Of the 98 infants 96 are negative and two positive. The two positive babies, one is from a mother that did everything right during her pregnancy and the other converted during pregnancy. Both infants were positive in vitro. We provided case management to 115 HIV positive pregnant women. In 2016 we case managed a total of 117 pregnant women.
<ul style="list-style-type: none"> <li>Educate OB/GYN's, labor and delivery hospitals and birthing center staff to comply with Florida Statutes and evidence-based standards for pregnant women on HIV care</li> </ul>	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; 8 birthing hospitals		Ongoing	For 2017 we have visited 125 OBGYNs and discussed perinatal HIV Transmission. We visited 57 Pediatricians and provided HIV education and provided 17 grand rounds to the birthing hospitals.

<ul style="list-style-type: none"> <li>• Increase HIV testing awareness during the 3rd trimester among pregnant women</li> </ul>	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; OB/GYNs		Ongoing	125 OBGYNs were visited and information was left regarding testing and linkage to care.
<ul style="list-style-type: none"> <li>• Conduct HIV clinical/prevention grand rounds at two birthing hospitals annually</li> </ul>	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; birthing hospitals		Complete and Ongoing	17 grand rounds were provided at 8 of the birthing hospitals.
<ul style="list-style-type: none"> <li>• Conduct annual perinatal symposium in collaboration with the Perinatal HIV Provider Network</li> </ul>	Annually	DOH-Broward Perinatal HIV Director ; birthing hospitals; Healthy Start Coalition; Urban League		Complete	A Perinatal Symposium was conducted May 23 <sup>rd</sup> , 2016 and 63 medical providers attended. On November 4 <sup>th</sup> 2017 we held the 10 <sup>th</sup> HIV Perinatal Symposium at Broward Health Coral Springs and 70 medical providers attended. March 31 <sup>st</sup> we provided the 11 <sup>th</sup> Perinatal Symposium at Broward Health and 80 medical providers attended. The evaluations stated that they were pleased with all the presenters and the topic discussed. We had a Women’s PrEP Summit on October 27, 2017 at DOH-Broward. We provided the 12 <sup>th</sup> Perinatal Symposium for November 2, 2017 at Holy Cross Women’s Pavilion.
<ul style="list-style-type: none"> <li>• Distribute perinatal toolkits to OB/GYN providers</li> </ul>	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director		Complete	The Perinatal Toolkit has been completed and we have distributed over 85 toolkits.  We have provided a RED BINDER to the 8 laboring hospitals with information on Perinatal HIV, referrals and testing.
<ul style="list-style-type: none"> <li>• Expand capabilities of the HIV Perinatal Provider Network to include identification of strategies to further reduce future HIV perinatal transmissions.</li> </ul>	7/1/16 – 6/30/17	DOH-Broward Perinatal HIV Director; Birthing hospitals, Healthy Start Coalition		In Progress	We have discussed many strategies at these meetings: <ul style="list-style-type: none"> <li>• To expand Rapid HIV Testing at labor and delivery to test all the women regardless of previous test to ensure no missed opportunities.</li> <li>• A report card for each hospital regarding the delivery of an HIV positive women to further reduce missed opportunities.</li> <li>• To date we have provided 12 meetings, once a month since January.</li> </ul>



<p>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</p>	<p>7/1/16 – 6/30/17</p>	<p>DOH-Broward STD Program Manager</p>		<p>Ongoing</p>	<p>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 as 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.</p>
<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>	<p>7/1/16 – 6/30/17</p>	<p>DOH-Broward Contract Administration</p>			
<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>	<p>7/1/16 – 6/30/17</p>	<p>DOH-Broward STD Program Manager</p>		<p>Ongoing</p>	<p>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.</p>
<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>	<p>Annually</p>	<p>DOH-Broward Communicable Disease Director &amp; HIV Prevention Director</p>		<p>Ongoing</p>	<p>A webmaster has position will be filled October 20<sup>th</sup>, 2017; this position will be assisting in the revitalization of the Broward ≥ AIDS website and updating relevant information on HIV prevention and Treatment.</p>

			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	2/1/18 – 1/31/19	DOH-Broward STD Program Manager		Ongoing	Education and presentation are being conducted. Our CBOs are providing more testing in their HQ and also using their mobile van to conduct testing at various locations all over Broward County.	
2. Continue direct outreach and visitation to OB-Gyn's, delivering family practice doctors, labor and delivery hospitals and birthing centers	2/1/18 – 1/31/19	DOH-Broward Perinatal HIV Director; OB/GYNs; Birthing Facilities		Ongoing	As of February, 2018, we have 1 case of congenital syphilis. We will continue to monitor all pregnant women until delivery time and ensure adequate treatment was administered upon delivery.	

Priority #3 – Improve Maternal, Infant and Child Health							
<p><b>Why is this important to our community?</b> While Broward County's White and black infant mortality rates are lower than the state, the Broward County black rate continues to be more than two and a half times the white rate and above the Healthy People 2020 goal. The Healthy People 2020 Goal as well as State of Florida Immunization Goal for Kindergartener's and 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	7/1/17 – 6/30/18	DOH-Broward		ongoing	13 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. For the second quarter of 17/18 there were 5 screening events with 97 clients.		
2. Provide education to encourage HPV prevention and/or immunization and other safer sex practices to all ages and genders	7/1/17 – 6/30/18	DOH-Broward; IAC	Immunization & STD Programs	ongoing	At our 13 educational events HPV prevention, immunization and safer sex practices are discussed. For the second quarter of 17/18 there were 5 screening events with 97clients.		
3. Continue to provide outreach and education to identified high incidence areas	7/1/17 – 6/30/18	DOH-Broward	BRFSS	ongoing	13 educational events were held during this quarter. And 7 outreach events for mammograms and pap tests. For the first quarter of 17/18 there were 5 screening events with 97 clients.		

			Healthy People 2020 Goal	Broward Performance 2016 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	7/1/17 – 6/30/18	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. The 2017 summer POD has been scheduled for August 7 – August 22, 2017.	
2. Hold a Health Fair in support of back to school community immunization campaign	7/1/17 – 6/30/18	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. The 2017 Health Fair will be held Saturday August, 12, 2017	
3. Market community immunization campaign through outreach activities to Public and charter schools, municipal summer camps, Children’s Services Council, etc.	7/1/17 – 6/30/18	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. New Palm cards are being developed for the new campaign.	
4. Provide immunization for children entering school without necessary immunizations not reached in campaign	7/1/17 – 6/30/18	DOH- Broward; SBBC	DOH- Broward staff; SBBC; vaccine	complete	During quarter two we did not have any schools request this service.	

			Healthy People 2020 Goal	Broward Performance 2016 Level	Annual Target	Measure
Objective 3.3 Increase Vaccination Coverage Levels for 2 year old children by 1% annually			95%	80.4%	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 Shots-By-Two trainings to DOH-Broward and community organizations that serve infants	7/1/17 – 6/30/18	DOH-Broward; IAC; WIC; CBOs	DOH-Broward staff; Shots by Two materials	Congoing	Training is conducted every month on Shots-By Two.	
2. Work with labor and delivery hospitals to ensure newborns are enrolled in Shots-By-Two Program	7/1/17 – 6/30/18	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.	
3. Provide technical assistance to providers and staff on Florida SHOTS and Shots-By-Two program	7/1/17 – 6/30/18	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.	
4. Conduct medical assistant training twice per year	7/1/17 – 6/30/18	DOH-Broward	DOH-Broward staff	ongoing	Medical Assistant Trainings were held in November, and June. Next one will be held January, 2018.	

			Healthy People 2020 Goal	Broward Performance 2016 Level	Annual Target	Measure
Objective 3.4 Reduce the Rate of Infant Deaths in blacks by 1% annually.			6.0	Overall: 5.2 black: 7.7 White: 3.2	1%	Infant Mortality Rates per 1,000 live births (FL CHARTS)
Strategy	Target Date	Responsible Party (lead and partners)	Resources	Status of Actions Taken	Implementation Achievements Accomplished With Partner Involvement	
1. Ensure that black infant death disparity is interwoven throughout all <b>Maternal Child Health System</b> through its <b>Active Subcommittees</b> powered by the Broward Healthy Start Coalition. ( <b>Fetal Infant Mortality Review Community Action Group (FIMR CAG), black Infant Health Practice Initiative, Breastfeeding Coalition, Infant Health/Safe Sleep, Infant Health/Substance Exposed, Maternal Health, Perinatal HIV</b> ) along with the March of Dimes	Objective has been integrated since 2013  Ongoing	Broward Healthy Start Coalition (BHSC)  Ronik-Radlauer	DOH- Broward funding via Broward Healthy Start Coalition	Ongoing	FIMR CAG/MCH System meets monthly. Community Action Teams as identified in Strategies meet monthly to review their Action Plans.  Ongoing-the FIMR CAG/MCH System continues to meet monthly to review progress. Update April 19, 2017: PPOR updated by DOH and presented to FIMR CAG. While overall mortality rate is down, disparity continues. Report provided some specific data on the Haitian population for the first time. FIMR delving into this report as it looks at case sampling for CRT in the coming year. Update July 8, 2017: Updated PPOR is now being incorporated into sampling of cases for FIMR CRT. <b>Update October 16, 2017:</b> Continued. All committees continue to address challenges through Turn the Curve Reports and Action Plans. <b>Update February 1, 2018:</b> Continued as above.	
2. <b>FIMR CAG</b>  a) Develop comprehensive toolkit incorporating items from all subcommittees b) Create comprehensive marketing and social media strategy c) Create videos for waiting areas for	April 2017  July 2017  Aug 2017	Broward Healthy Start Coalition (BHSC)	DOH- Broward Funding via Broward Healthy Start Coalition Seeking grant	In process	Overall, fetal and infant mortality rates have decreased.  2a-c. Seeking funding for development of toolkit, marketing/social media strategy, and creation of videos. The BHSC submitted a proposal to the March of Dimes for funding for the development of a	

<p>Pediatricians, OB/GYNS, Early Childhood Court, Child Support</p> <p>d) Provide 10 educational sessions for healthcare professionals, community-based providers and/or medical providers to inform them on safe sleep practices, Perinatal HIV, Healthy Babies are Worth the Wait, car safety, Disparities in Infant Mortality and shaken baby syndrome</p>	<p>7/1/16 – 6/30/17</p>		<p>funding</p>	<p>toolkit. While funding was received, it did not include funding for the toolkit. BHSC will continue to seek funding for these strategies. Update April 19, 2017: Funding was subsequently received from MOD for development of the toolkit. This is now in process.</p> <p>Update July 8, 2017: Toolkit development is currently in process.</p> <p><b>Update October 16, 2017:</b> Toolkit will be distributed in November 2017.</p> <p><b>Update February 1, 2018:</b> Toolkit is in final stages of development to ensure most current information was available.</p> <p>2d. In process. Three (3) symposia were held in 2015 regarding Perinatal HIV, substance use and other challenges for healthcare professionals. Numerous activities in the community took place regarding Safe Sleep practices, including the Model Behavior program, DOSE (Direct On Scene Education) for first responders, and car seat safety.</p> <p>Two (2) perinatal HIV symposia were held in 2015. Perinatal HIV has provided 8 grand rounds since January 2017, one symposium, and three Perinatal HIV Network meetings.</p> <p>Update April 19, 2017: The 2017 Shower2Empower is scheduled for Friday, May 26 at the Urban League. This year’s Shower will include information targeting the high rates of prematurity and infant mortality in the African American and Haitian communities and how to improve maternal health to have positive birth outcomes. BHSC applied for and was accepted to present at the Behavioral Health Conference in May 2017 on Maternal Stress, Depression, and Substance Use.</p> <p>Update July 20, 2017: The Safe Sleep Coordinator conducted 31 training sessions,</p>
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				<p>including at WIC offices, to case managers, at nonprofit organizations, the Seminole Tribe and childcare centers. Safe Sleep Coordinator has conducted multiple training sessions between April and June 2017. One perinatal HIV symposia was held in March 2017 focusing on emerging drug trends among pregnant women and another will be held in November 2017 focusing on human trafficking. 5 Grand rounds and 6 Perinatal HIV Providers Network meetings have been held in 2017; 35 Perinatal HIV toolkits have been distributed; 125 OBGYNs and 11 Pediatricians have been visited; 6 Perinatal HIV Classes at CDTC have been held. The Shower2Empower was held May 26, 2017. Over 200 women and partners attended the event. Results of Knowledge and Satisfaction Survey were analyzed and demonstrated overall knowledge gain and satisfaction with event. Results will be used to plan for future events.</p> <p><b>Update October 16, 2017:</b> Safe Sleep Coordinator trained 119 community members, 44 parents, and 157 hospital-based RNs during the quarter July-September 2017. 126 cribs were distributed. Evaluations from Shower2Empower demonstrated knowledge gained from participants. Also recognized the need to provide participants with techniques to reduce stress. Haitian Shower2Empower scheduled for October 27, 2017. Perinatal HIV is scheduled to present a symposium on human trafficking in November 2017.</p> <p><b>Update February 1, 2018:</b> Shower2Empower held in October, 2017. Attended by over 50 Haitian pregnant women and partners. Perinatal HIV Symposium on Human Trafficking held in November 2017.</p> <p><b>Update February 1, 2018:</b> Ordinance passed by Broward County Commission requiring early childhood centers to provide training regarding safe sleep practices. This continues to be an</p>
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					area of concern in Broward County.
<p>3. <b>Black Infant Health Practice Initiative</b>  Educate black women and families about the risk of fetal and infant mortality and provide resources.</p> <p>a) Showers2Empower  b) Caribbean Radio, BECON TV  c) Distribute info on Palm Cards to local barber shops, nail salons, hair salons  d) Conduct "Shop Talks"</p>	7/1/16 – 6/30/17	Broward Healthy Start Coalition (BHSC) Urban League of Broward County Healthy Mothers, Healthy Babies Community Partners	Donations BHSC	Ongoing	Disparity rates for <b>infant</b> mortality have decreased, however disparity rates for <b>fetal</b> mortality have increased. This is currently being further evaluated. 3a. Showers2Empower: held each May for African American community and each October for Creole speaking community. Numerous topics presented (safe sleep, car seat safety, drowning prevention, HIV/STIs, etc.). Giveaways provided. Over 200 women and partners attended May 2016, over 40 women and partners attended October 2015. Two (2) Showers2Empower were held in 2016 (one in May for primarily African American women and their partners, and one in October for the Haitian community-in Creole. Over 200 women and their partners attended these Showers). See above (2.d) Update July 8, 2017: See above (2.d) <b>Update October 16, 2017:</b> See above (2.d) <b>Update February 1, 2018:</b> See above (2.d) 3b. In process-this continues to be developed by BIHPI. Update April 19, 2017: Continues. Update July 8, 2017: Continues. <b>Update October 16, 2017: Continues.</b> <b>Update February 1, 2018:</b> Continues. 3c. In process-this continues to be developed by BIHPI Update April 19, 2017: Palm Cards have been created and are in the process of review with strategies for distribution being discussed by a newly formed subcommittee. Update July 8, 2017: Continues. <b>Update October 16, 2017: Continues.</b> <b>Update February 1, 2018: Continues</b> 3d. In process: "Shop Talks" are opportunities to engage people where they congregate-hair salons, nail salons, etc. to educate the community. Being developed by BIHPI. Update April 19, 2017: Continues. Update July 8, 2017:

					Continues. <b>Update October 16, 2017: Continues.</b> <b>Update February 1, 2018: Continues.</b> Community Ambassador project with Zeta Sorority being implemented through Healthy Babies are Worth the Wait initiative.
<p>4. <b>Breastfeeding Coalition</b> Encourage and promote breastfeeding through culturally sensitive education and support</p> <p>a) WIC will continue to act as the lead agency assisting leaders and others who influence individuals or groups to take action and promote policies in support of breastfeeding</p> <p>b) Increase the number of businesses that support breastfeeding using the “Business Case for Breastfeeding” program</p> <p>c) Increase the number of “Breastfeeding Childcare Facilities”</p> <p>d) Distribute toolkit for OB/GYNs and pediatricians</p> <p>e) Continue educational opportunities regarding the importance of initiation and duration of breastfeeding</p>	7/1/16 – 6/30/17	DOH-Broward WIC	DOH-Broward Grants BHSC	Ongoing	<p><b>Between 2014 and 2016 for Broward County WIC clients, breastfeeding initiation rates have increased as have duration rates, while exclusive breastfeeding rates have remained stable.</b></p> <p>4a. Ongoing</p> <p>4b. In process. Currently, 8 Gold awards and 1 Silver. Continues-currently, 8 Gold awards and 1 Silver. <b>Update October 16, 2017: Currently, 9 Gold and 2 Silver</b> <b>Update February 1, 2018: Currently, 11 Gold and 2 Silver</b></p> <p>4c. In process. Currently 16 facilities Continues-currently 16 facilities <b>Update October 16, 2017: Currently, 17 facilities</b> <b>Update February 1, 2018: 32 facilities</b></p> <p>4d. In process The distribution of toolkits to OB/GYNs and pediatricians has begun. The number of toolkits distributed will be collected. <b>Update October 16, 2017: continues</b> <b>Update February 1, 2018: continues</b></p> <p>4e. Ongoing presentations at Showers2Empower, hospitals, pediatrician and OB/GYN offices as well as community-based organizations Continues-presentation was made to Childcare Licensing Update July 20, 2017: World Breastfeeding Event with Big Latch On scheduled for August 2017 <b>Update October 16, 2017: World Breastfeeding Event held. Over 150 participants engaged in</b></p>

					activities as well as the Big Latch On. Video developed of the day's activities. <b>Update February 1, 2018:</b> Events continue. Planning is underway for World Breastfeeding Event for 2018.
<p>5. <b>Infant Health/Safe Sleep</b> Educate black Community about Safe Baby practices including Safe Sleep</p> <ul style="list-style-type: none"> <li>a) Provide educational sessions for healthcare professionals and MCH community partners</li> <li>b) Incorporate a mandatory safe sleep policy for all child care providers</li> <li>c) Utilize strong social marketing messages through PSAs, bus ads, radio interviews, etc.</li> <li>d) Distribute free safe sleep posters and materials to all MCH organizations and programs that work with pregnant and parenting families</li> </ul>	7/1/16 – 6/30/17	Healthy Mothers Healthy Babies Community Partners	CSC for Safe Sleep Coordinator CSC and others for Cribs4Kids	Ongoing	<p>Deaths related to unsafe sleep practices have declined over the past three years, <b>however the trendline is increasing for Broward and decreasing for the state of Florida.</b></p> <p>5a. Ongoing presentations at Showers2Empower, first responders, pediatrician and OB/GYN offices as well as community-based organizations 31 presentations have been made to nonprofit organizations, early childcare centers, case managers, WIC offices and the Seminole Tribe. Update April 19, 2017: more presentations as well as the hire of a DOSE educator to expand capacity to educate. Update July 20, 2017: DOSE educator has been hired, working with 8 Broward delivery hospitals to implement and maintain a safe sleep protocol. Eight (8) trainings have been conducted between April and June 2017 not including weekly trainings conducted by the DOSE Educator.</p> <p><b>Update October 16, 2017: Safe Sleep Coordinator trained 119 community members, 44 parents, and 157 hospital-based RNs during the quarter July-September 2017. 126 cribs were distributed.</b></p> <p>5b. Working on legislation to include for childcare providers to be trained, have a policy, and implement the policy regarding safe sleep practices Legislation was introduced to the Broward County Commission in January 2016. Update April 19, 2017: The legislation is pending due to logistics related to updated training curriculum from the American Association of Pediatrics. Update July 20, 2017: Platform for training</p>

					<p>curriculum is being revised and upon completion will be re-introduced to Broward County Commission for a vote.</p> <p><b>Update October 16, 2017: continues</b></p> <p><b>Update February 1, 2018:</b> Legislation passed by Broward County Commission to require early childhood centers to provide approved training regarding safe sleep practices for licensure 5c. In process of approval for PSAs, bus ads, and radio promotions Continued Update April 19, 2017: Continued.</p> <p><b>Update October 16, 2017: continues</b></p> <p><b>Update February 1, 2018: continues</b></p> <p>5d. In process and ongoing Continued Update April 19, 2017: Posters and other materials have been ordered from National Institute on Health and will be distributed to all MCH programs and organizations and programs as they arrive.</p>
<p>6. <b>Infant Health/Substance Exposed Newborns</b></p> <p>a) Create a data development system and shared measurement tool to track the specific needs and outcomes associated with perinatal substance abuse</p> <p>b) Collaborate with Early Childhood Court to help family law attorneys and judges make better decisions regarding babies in the child welfare system</p> <p>c) Promote Infant Mental Health through education, ongoing community trainings and advocacy</p> <p>d) Educate attorneys, pediatricians, judges, and family physicians regarding the importance of recognizing trauma in the early years to make appropriate treatment recommendations</p>	7/1/16 – 6/30/17	<p>Broward Healthy Start Coalition (BHSC)</p> <p>Broward Behavioral Health Coalition (BBHC)</p>	Funding for Infant Mental Health training activities needed	Ongoing	<p>The rate of substance-exposed newborns has decreased. A specialized detoxification protocol for substance-using pregnant women was developed by Memorial Healthcare System and a program (MATT-Maternal Addictions Treatment Team) was created and implemented. This collaborative program, funded by Broward Behavioral Health Coalition is in process at Memorial and Susan B. Anthony Recovery Center (for residential services). It is in the process of being replicated between Broward Health and BARC (Broward Addiction Recovery Center-for residential services). Update July 20, 2017: MAT staffing continues in partnership with Broward Healthy Start Coalition, BSO Child Protective Investigative Services, ChildNet, and the Family Engagement Program at Henderson Behavioral Health. Aggregated data is provided to the Infant Health Committee to determine trends and challenges.</p> <p>6a. System mapping tool being developed to</p>

					<p>identify the assets and resources available in the community as well as the data needed to track outcomes. Data being provided through child welfare staffing Completed and ongoing.  <b>Update October 16, 2017: System mapping tool completed. Engagement of stakeholders expanded.</b>  <b>Update February 1, 2018: Group has grown significantly due to System Mapping exercise. Continue to work on engaging families and parents in the provision of Infant Mental Health practices.</b></p> <p>6b. Early Childhood Court recently established and part of the collaborative effort Completed and ongoing Update April 19, 2017: Training was provided to the Infant Health Committee by General Master Boven of Early Childhood Court in March 2017. Meetings continue with a focus on expanding capacity for Infant Mental Health in Broward County.  <b>Update October 16, 2017: continued and ongoing</b>  <b>Update February 1, 2018: continued</b></p> <p>6c. Training scheduled for October 2016 Cancelled due to lack of enrollment Update July 20, 2017: continues. Plan to increase capacity for infant mental health services being developed. Training provided at the Behavioral Health Conference in May 2017 regarding Substance Exposed Newborns and Pregnant Substance Using Mothers with Broward Healthy Start Coalition as lead presenters in collaboration with community partners.</p> <p>6d. In process Plan being developed by Infant Health Committee. Update April 19, 2017: Continues.  Update July 20, 2017: continues  <b>Update October 16, 2017: continues. Learning Community established for stakeholders providing Child Parent Psychotherapy as part</b></p>
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					<p><b>of their practice.</b>  <b>Update February 1, 2018: continues. Training provided at Children’s Services Council; state seeking to roll out credentialing for infant mental health across the state.</b></p>
<p>7. <b>Perinatal HIV</b></p> <p>a) Provide continuous training and education to all OB/GYNs, Labor and Delivery Hospitals and pediatricians annually</p> <p>b) Provide a minimum of two (2) perinatal HIV symposia for all healthcare providers and at least four (4) Grand Rounds at a Labor and Delivery Hospital per year</p> <p>c) Provide specific HIV Prenatal classes for pregnant HIV positive women at Children’s Diagnostic and Treatment Center utilizing a curriculum adopted from the University of Miami HIV OB/GYN clinic</p> <p>d) Educate all healthcare providers on preconception counseling, PrEP and reproductive health for HIV positive women and serodiscordant couples</p>	<p>7/1/16 – 6/30/17</p>	<p>DOH-Broward  Broward Healthy Start Coalition (BHSC)  CDTC  Community Partners</p>	<p>Funding for toolkits provided by BHSC</p> <p>Sponsorships for symposia provided by AETC, Walgreens</p>	<p>Ongoing</p>	<p>Over the past three years, Broward has had one HIV positive baby.</p> <p>7a. Ongoing visits by Perinatal HIV coordinator and staff Continued and ongoing  Update July 20, 2017: continues</p> <p>7b. Three (3) HIV symposia provided in 2015 and four (4) Grand Rounds Two (2) symposia provided in 2016 and twenty-one (21) Grand Rounds provided in 2016. Update April 19, 2017: Perinatal HIV has provided 8 grand rounds since January 2017, one symposium, and three Perinatal HIV Network meetings. BHSC applied for and was accepted to present at the Behavioral Health Conference in May 2017 on Maternal Stress, Depression, and Substance Use.  Update July 20, 2017: 5 Grand rounds</p> <p>6 Perinatal HIV Providers Network meeting</p> <p>35 toolkits distributed</p> <p>125 OBGYNs visited</p> <p>11 Pediatricians</p> <p><b>Update October 16, 2017:</b></p> <p>7c. HIV Prenatal Classes began in 2016 at CDTC  Ongoing</p> <p>Update July 20, 2017: 6 Perinatal HIV Classes at CDTC</p> <p><b>Update October 16, 2017:</b></p>

					7d. Ongoing in collaboration with Broward County HIV Prevention Planning Council Ongoing <b>Update February 1, 2018: continues</b>
8. <b>Maternal Health</b> a) Focus on reducing the high rate of Caesarean Sections b) Educate the community by using palm cards, videos, social media campaign c) Educate health care providers by developing an educational handout to be used in toolkit	7/1/16 – 6/30/17	Broward Healthy Start Coalition (BHSC)	Seeking funding for development of palm cards, toolkit, videos, and social media campaign	Ongoing	Broward County experiences a high rate of elective C-sections. This will be the focus of this committee in 2016-2017.  8a. In process. Conduct deeper analysis of C-section rates in Broward County A White Paper will be written regarding the analysis of C-section rates in Broward County Update April 19, 2017: Continued. The Maternal Health Committee will be developing a plan once the White Paper is complete <b>Update October 16, 2017: continued.</b> <b>Update February 1, 2018: continues. Maternal Health Committee has expanded due to System Mapping exercise. Conducting a deeper analysis into C-section rates, including hospitals, zip codes, OB/GYNs, etc.</b> 8b. In process Funding is being sought to create these products Update April 19, 2017: Continued <b>Update October 16, 2017: continued</b> <b>Update February 1, 2018: continued</b> 8c. In process This is in process and will be developed by the Maternal Health Committee Update April 19, 2017: Continued <b>Update October 16, 2017: continued</b> <b>Update February 1, 2018: continued. Toolkit to be distributed through Healthy Babies are Worth the Wait initiative.</b>
9. <b>Teen Parent Alliance</b> a) Bring educational classes to pregnant or parenting teens while they are at school (drowning prevention, safe sleep, stress management, intimate partner violence) b) Continue outreach/education for teen pregnancy and STI prevention through	7/1/16 – 6/30/17	DOH-Broward School Board of Broward County CSC Community Partners	Donations and sponsorships for Walk Aware and Flipping the Script events	Ongoing	The teen birth rate and repeat teen birth rate has decreased in Broward County. 9a. In process Continuous and ongoing <b>Update February 1, 2018: continues</b> 9b. Flipping the Script event held in 2016. Well attended Completed. Walk Aware will be held in May 2017 Update April 19, 2017: Walk Aware will be held May 17, 2017 at Delevoe Park. The



<p>annual Walk Aware and Flipping the Script events</p> <p>c) Educate the Teen Parent Alliance committee through presentations at each meeting</p>					<p>Teen Parent Alliance has recently completed a training curriculum “Finding Balance” for pregnant/parenting teens. Provided direct education to 100 pregnant/parenting teens in: Reading to Your Child, Drowning Prevention, Parenting Tips, and Safe Sleep practices</p> <p>Update July 20, 2017: Walk Aware held May 17, 2017</p> <p><b>Update October 16, 2017: continued</b></p> <p><b>Update February 1, 2018: continued; Walk Aware to be held May 2018</b></p> <p>9c. In process Continuous and ongoing</p>
<p>10. <b>March of Dimes “Healthy Babies are Worth the Wait” (HBWW)</b></p> <p>Educate the community on “Life Course” issues to impact the high prematurity rate in Broward County</p>	<p>10/1/16 - 9/30/17</p>	<p>March of Dimes, Broward Healthy Start Coalition</p>	<p>March of Dimes Funding</p>	<p>In process</p>	<p>HBWW Advisory Board launched in August 2016, Board meeting monthly, has identified prematurity hot zones to target educational outreach.</p> <p>Currently doing a deeper data analysis of the “hot zones” MOD working with UF to conduct this analysis</p> <p>Update April 19, 2017: UF unable to conduct this analysis due to lack of dataset. MOD will publicize a grant process to fund efforts outlined by the Advisory Board. Grant process completed. Funding received by BHSC and Broward Health to address the rates of preterm births in “hot zone” areas in Broward County.</p> <p>Update April 19, 2017: Plan has been implemented to achieve the goals outlined in funding proposal. The first Lunch and Learn regarding promotion of LARCs and 17P with an OB practice serving a hot zone was held in March 2017. Qualitative interviews being conducted at Broward Health with moms post delivery.</p> <p>Update July 20, 2017: Advisory Board continues to meet. Plan being implemented, will include focus groups, a Town Hall, analysis of surveys, and symposia. National HBWW conference to be held in Broward County in October 2017.</p> <p><b>Update October 16, 2017:</b> Lunch and Learns continue at OB practices regarding LARC and 17P. Surveys continue to be collected at</p>

					<p>Broward Health Broward General and will be analyzed in early 2018. Focus groups were held at KID and Henderson Behavioral Health with pregnant women. Results are being compiled. Prematurity Symposium, "A Call to Action" was held October 11 with national speakers discussing preterm births and health disparities. This was followed by the National March of Dimes HBWW meeting which showcased Broward County's initiatives to reduce prematurity and racial disparities. A toolkit will be disseminated in November 2017. A Town Hall will be held on National Prematurity Awareness Day in November 2017 in Lauderdale Lakes. The Zetas have begun a Community Ambassador Outreach program.</p> <p><b>Update February 1, 2018:</b> Activities continue. Additional funding received by Broward Healthy Start Coalition to facilitate dialogue in the community, conduct surveys with OB/GYNs, and continue data collection and analysis, as well as support Community Ambassador Initiative. National conference held in Fort Lauderdale in October 2017; Broward County recognized as a best practice initiative.</p>
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Priority #4 –Enhance Preventive Care Activities						
<b>Why is this important to our community?</b> Undiagnosed and untreated health conditions can have serious health consequences. Prevention, diagnosis and treatment can have exponential benefits including health, quality of life and cost savings. 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	
<b>Birth Facilities</b>						
<b>Breastfeeding Promotion</b>						
1. Develop a press release or host a community event to promote breastfeeding during Breastfeeding Awareness Month (August 2016)	8/31/17	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	6/30/18	DOH-Broward; WIC; Breastfeeding Coalition		In Progress	Strategies selected are: “The Business Case for Breastfeeding” and “Breastfeeding Friendly Day Care”.	
<b>Early Care and Education (ECE)</b>						
<b>Best Practice Implementation</b>						

1. Contact the Broward County ELC to provide information by email or regular mail to educate child care centers on your selected best practices model/recognition.	2/28/18	DOH-Broward; ELC; HWF State Office		In Progress	
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.	6/30/18	DOH-Broward; Stakeholders and ELC		In Progress	
<b>Schools</b>					
<b>Coordinated School Health</b>					
1. Participate in two Broward County School Health Advisory Committee (BCSHAC) 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	6/30/18	DOH-Broward; BSHAC		Complete and ongoing	Participate in monthly BCSHAC meetings.
2. Work with a local elementary school to host an Every Kid Healthy Week event	5/31/18	DOH-Broward; Broward County Elementary Schools		In Progress	
<b>Worksites</b>					
<b>Employee Wellness</b>					
1. Review your 2016 and 2017 CDC Worksite Health ScoreCard results and develop an improvement plan for your CHD (template provided).	10/31/17			Complete	Scorecard reviewed and improvement plan developed.
2. Complete the CDC Worksite Health ScoreCard.	4/30/18				
3. Carry out at least one activity to promote the use of the CDC Worksite Health Scorecard and employee wellness best practices.	6/30/18				
<b>Communities (Build Environment &amp; Health Food Retail)</b>					
<b>Corner Stores</b>					
1. Identify corner stores using GIS Mapping focusing on those that are located near	7/1/17 – 6/30/18	FHEED, Broward Regional Health		Complete	The GIS Mapping has been completed.

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		Planning Council (BRHPC); DOH-Broward; Nutrition and Fitness Task Force (NFTF); YMCA, PATCH (People's Access to Community Horticulture), urban market garden farmers, youth; Children's Services Council (CSC)			
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.	7/1/17–6/30/18	FHEED, BRHPC; DOH-Broward; NFTF; YMCA, PATCH, urban market garden farmers, youth		Complete	Meetings with a total of 8 storeowners have been conducted and the BRHPC "Good Neighbor Store Welcome Kit" has been presented to them. The Welcome Kit includes a survey, information about the importance of providing ways to identify healthier choices using the evidence-based traffic light (Go-Slow-Whoa) approach, ways in which the store can participate and how they can qualify for DOH-Broward and YMCA recognition as a "Health Corner Store."
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.	7/1/17 – 6/30/18	FHEED, BRHPC; DOH-Broward; NFTF; YMCA, PATCH, urban market garden farmers, youth		In Progress	The storeowners'/managers' surveys have been developed and initial surveying will begin in January 2018.
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.	7/1/17 – 6/30/18	FHEED, BRHPC; DOH-Broward; NFTF; YMCA, PATCH, urban market garden farmers, youth		In Progress	The YMCA of South Florida with funding from the Children's Services Council continues to share with store owners the best practices and recommended strategies for placement, new products, and engagement of customers using the Go-Slow-Whoa approach.

<p>5. Continue implementation of “Good Neighbor” Corner Store criteria informed by evidence-based best practices and with stakeholders including youth 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.</p>	<p>7/1/17 – 6/30/18</p>	<p>FHEED, BRHPC; DOH-Broward; NFTF; YMCA, PATCH, urban market garden farmers, youth</p>		<p>In Progress</p>	<p>The YMCA of South Florida, BRHPC and FHEED have created and distributed information to corner owners in areas around specific Title 1 schools to inform them of “Good Neighbor” Corner Store criteria and the Florida Department of Health in Broward has provided recognition to those stores meeting the criteria.</p>
<p>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.</p>	<p>7/1/17 – 6/30/18</p>	<p>FHEED, BRHPC; DOH-Broward; NFTF; YMCA, PATCH, urban market garden farmers, youth</p>		<p>In Progress</p>	<p>Materials have been developed and will continue to be shared with stores throughout the year.</p>
<p>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.</p>	<p>7/1/17 – 6/30/18</p>	<p>FHEED, BRHPC; DOH-Broward; NFTF; YMCA, PATCH, urban market garden farmers, youth</p>		<p>In Progress</p>	<p>FHEED and BRHPC have made presentations about the important role corner stores play and incentives for owner to assist in improving our food desert communities’ healthy food options.</p>

**Broward County Community Health Improvement Plan (Florida Healthy Babies) Quarterly Progress Reporting Tool**

Strategic Issue Area: Maternal and Child Health												
Goal: Reduce Infant Mortality												
Strategy: Promote Breastfeeding initiation and duration among all women												
Objective: By December 31, 2018, increase the percentage of WIC mothers who increase breastfeeding duration rates from 42.6% to 45.0%												
Indicators	Baseline	Direction of Change	Unit of Measurement	Current Measurement				Total	Year 2 Target	Year 5 Target	Data Source	Measure Notes
				Q3 16-17	Q4 16-17	Q1 17-18	Q2 17-18					
Increase the percentage of WIC mothers who initiate breastfeeding.	87.9	Increase	% of	87.9	87.9	88.4	88.4	88.15	88.2	88.5	FL Health CHARTS	Only for pregnancies that end with a live birth.
Increase the percentage of WIC infants and children < 24 months of age who ever breastfed.	88.7	Increase	% of	89.1	89.2	89.4	TBD		89	89.2	WIC Quarterly Reports	Only counting infants whose mothers were on WIC prenatally
Increase percentage of WIC infants who breastfed at least 26 weeks (6 months).	42.6	Increase	% of	42.0	41.6	40.6	TBD		42.9	43	WIC Quarterly Reports	Percentage based on infants at least 26 weeks old who had ever breastfed
Increase the percentage of non-Hispanic black WIC infants and children < 24 months of age who ever breastfed.	85.1	Increase	% of	86.6	86.5	86.6	TBD		87	89	WIC Quarterly Reports	Only counting infants whose mothers were on WIC prenatally

Activity 1.1.1					
Description	Person Responsible	Anticipated Completion Date	Status	Activity Progress Notes	
Increase cross-sector collaboration and awareness of community breastfeeding resources and supports	Esther Singleton	December 31, 2018	On Schedule		
Actions					
Description	Action Status	Deliverables/Outputs of Action	Key Partners/Contractors/Consultant	Actual Start Date	Finish/End Date
1.1.1.1 Distribute breastfeeding resource guide to hospitals, pediatricians, child care centers, community partners, and new moms.	Complete	Update resource guide and distribute 12,000 resource guides.	Broward Breastfeeding Coalition	January 1, 2017	December 31, 2017
1.1.1.2 Increase the number of businesses that support breastfeeding using the "Business Case for Breastfeeding".	On Schedule	Establish 120 new businesses that support the Business Case for Breastfeeding.	Broward Breastfeeding Coalition	July 1, 2017	June 30, 2018

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<b>1.1.1.3 Increase the number of Breastfeeding Friendly Child care facilities.</b>	<b>On Schedule</b>	Designate 100 new Child Care facilities who are breastfeeding friendly.	Child Care Licensing and Enforcement, Broward County Early Learning Coalition	July 1, 2017	December 31, 2018
<b>1.1.1.4 Increase the number of steps completed in the six hospitals participating in the Baby Steps to Baby Friendly Hospital initiative.</b>	<b>Complete</b>	Each hospital will complete an additional step in the Baby Friendly hospital initiative.	Six Labor and Delivery Hospitals	January 1, 2017	September 17, 2017

<b>Q1</b>	<b>Activity Progress and Comments</b>				
<b>CONTRIBUTING PARTNERS</b>	Breastfeeding Coalition of Broward County, Broward Health Medical Center, Memorial Regional Hospital Systems, Healthy Mothers Healthy Babies, Northwest Medical Center, Healthy Start Holy Cross,				
<b>PARTNER CONTRIBUTIONS</b>	Community Partners researched breastfeeding community resources.				
<b>FACILITATING FACTORS OF SUCCESS</b>	The Breastfeeding Coalition of Broward County brought breastfeeding community partners to the table to facilitate completion of action steps.				
<b>BARRIERS/ISSUES ENCOUNTERED</b>	None				
<b>PLANS TO OVERCOME BARRIERS/ISSUES</b>	None				
<b>UNANTICIPATED OUTCOMES (optional)</b>	None				
<b>OVERALL ACTIVITY DELIVERABLES</b>	Updated Broward County Breastfeeding Resource Guide				
<b>Q2</b>	<b>Activity Progress and Comments</b>				
<b>CONTRIBUTING PARTNERS</b>	Breastfeeding Coalition of Broward County, Broward Health Medical Center, Memorial Regional Hospital Systems, Healthy Mothers Healthy Babies, Northwest Medical Center, Healthy Start Holy Cross. State Breastfeeding Coalition.				
<b>PARTNER CONTRIBUTIONS</b>	Community Partners researched breastfeeding community resources. Benchmark toolkits.				
<b>FACILITATING FACTORS OF SUCCESS</b>	The Breastfeeding Coalition of Broward County brought breastfeeding community partners to the table to facilitate completion of action steps. Availability of Toolkit examples.				
<b>BARRIERS/ISSUES ENCOUNTERED</b>	None				
<b>PLANS TO OVERCOME BARRIERS/ISSUES</b>	None				
<b>UNANTICIPATED OUTCOMES (optional)</b>	None				
<b>OVERALL ACTIVITY DELIVERABLES</b>	Finalizing updated Broward County Breastfeeding Resource Guide; Developing toolkits for Child Care Centers; Developing toolkits for Businesses.				
<b>Q3</b>	<b>Activity Progress and Comments</b>				
<b>CONTRIBUTING PARTNERS</b>	Breastfeeding Coalition of Broward County, Broward Health Medical Center, Memorial Regional Hospital Systems, Healthy Mothers Healthy Babies, Northwest Medical Center, Healthy Start Holy Cross. State Breastfeeding Coalition.				
<b>PARTNER CONTRIBUTIONS</b>	None				
<b>FACILITATING FACTORS OF SUCCESS</b>	WIC staff are visiting businesses, childcare centers, and physician offices throughout Broward County to provide Breastfeeding resource guides and toolkits for Businesses and Daycares.				
<b>BARRIERS/ISSUES ENCOUNTERED</b>	Needed more personnel to cover target areas				
<b>PLANS TO OVERCOME BARRIERS/ISSUES</b>	Increased personnel by 2				
<b>UNANTICIPATED OUTCOMES (optional)</b>	None				
<b>OVERALL ACTIVITY DELIVERABLES</b>	Distributing Breastfeeding Resource Guides, 3,150 distributed. Business case for Breastfeeding Toolkits and Child Care Center Toolkits are being distributed. 3 child care centers and 1 businesses have applied for breastfeeding friendly and in support of Business case for Breastfeeding status. 23 contacts were made to major organizations in the community, that include multiple businesses under their umbrella, and are currently in process of applying.				
<b>Q4</b>	<b>Activity Progress and Comments</b>				
<b>CONTRIBUTING PARTNERS</b>	Breastfeeding Coalition of Broward County, Broward Health Medical Center, Memorial Regional Hospital Systems, Healthy Mothers Healthy Babies, Northwest Medical Center, Healthy Start Holy Cross. State Breastfeeding Coalition.				
<b>PARTNER CONTRIBUTIONS</b>	None				
<b>FACILITATING FACTORS OF SUCCESS</b>	WIC staff are visiting businesses, childcare centers, and physician offices throughout Broward County to provide Breastfeeding resource guides and toolkits for Businesses and Daycares.				



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<b>BARRIERS/ISSUES ENCOUNTERED</b>	Time to get organizations to commit. Holiday schedule and decision makers out of the office, slowing turnaround time. Non-response to telephone and/or email solicitation by organizations face-to-face visits are necessary adding to time component needed. Normal duties/obligations by staff, lack of personnel specifically responsible for project. Normal duties and deadlines arise.
<b>PLANS TO OVERCOME BARRIERS/ISSUES</b>	Local Breastfeeding Coalition members were asked to assist with recruiting businesses. The possibility of using volunteers and/or students to assist with project are being examined.
<b>UNANTICIPATED OUTCOMES (optional)</b>	Lack of availability of top decision makers. Several meetings and multiple visits required to work through hierarchy and get organizations on board. Some organizations have headquarter outside of Florida further delaying commitment.
<b>OVERALL ACTIVITY DELIVERABLES</b>	distributed 12,130 Breastfeeding Resource Guides, so far. 15 childcare centers and 17 businesses have applied for breastfeeding friendly and in support of Business case for Breastfeeding status. 51 contacts to childcare centers and 78 contacts to businesses have been made. Holy Cross Hospital is first Hospital in Broward County to be Breastfeeding Friendly certified.