



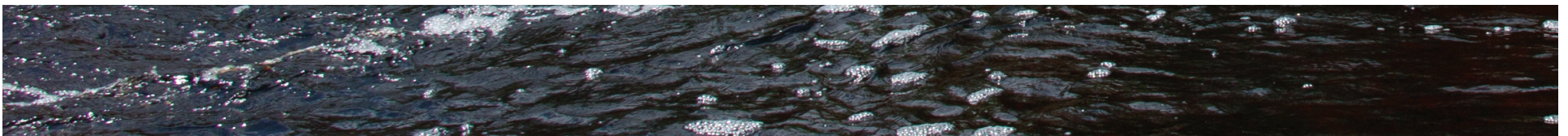
2020-2023



HAMILTON COUNTY

COMMUNITY HEALTH IMPROVEMENT PLAN

ACTION PLAN COMPENDIUM



Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Date of Revision	Revision Description	Section/Component	Revision Completed By

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Mental Health and Substance Abuse

Goal: Decrease alcohol use

Objectives:

- Decrease the percent of Hamilton County adults who engage in heavy or binge drinking from 15.9 percent to 15.1 percent (five (5) percent reduction) by December 31, 2023 (Baseline: 15.9 percent, Target: 15.1 percent, Data Source: BRFSS, FL CHARTS)
- Reduce the rate of alcohol-suspected motor vehicle traffic crashes for Hamilton County residents to by 10 percent by December 31, 2023 (Baseline: 101.7 per 100,000, Target: 91.5 per 100,000, Data Source: FL CHARTS)

Policy change included? XX ☐ Yes ☐ No If yes, what policy? Recognition of vendors who support compliance checks and prevention efforts

Source or Evidence-base of strategy and/or activities: 1) [U.S. Preventive Services Task Force, Unhealthy Alcohol Use in Adolescents and Adults: Screening and Behavioral Counseling Interventions](#)

Health equity or health disparity addressed (if applicable): Language and cultural barriers to alcohol and drug use prevention education

Lead/Champion: (person and agency): Emily Lumpkin, Hamilton County Alcohol and Other Drug Prevention Coalition (HCAODPC)

Objectives 1 and 2 Action or Activity <i>(what needs to be done?)</i>	By Whom? <i>(who will take the action?)</i>	By When? <i>(by what date will action be completed?)</i>	Progress Status <i>(what is the current status?)</i>
Host 3 Town Hall Meetings incorporating the “No One’s House” campaign to educate parents and community members on potential signs of alcohol, marijuana and prescription use.	HCAODPC Director, Staff, 12 sector involvement	September 30, 2020	
Enhance Facebook page to inform the public on alcohol, marijuana and prescription drug issues and upcoming events and post information once a week.	HCAODPC Director, Coordinator, Media Specialist	Ongoing September 30, 2020	
Distribute at least 1 press release on a youth alcohol, marijuana and prescription drugs throughout the grant year.	HCAODPC Director, Coordinator, Board, Media Specialist	September 30, 2020	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Objectives 1 and 2 Action or Activity <i>(what needs to be done?)</i>	By Whom? <i>(who will take the action?)</i>	By When? <i>(by what date will action be completed?)</i>	Progress Status <i>(what is the current status?)</i>
Create a fact sheet about alcohol, marijuana and prescription drug use geared towards youth for dissemination online and community events.	HCAODPC Director, Coordinator, Youth	October 31, 2020	
Conduct a Needs Assessment of Hamilton County's alcohol, marijuana and prescription drug use, behaviors, and attitudes.	HCAODPC Director, Coordinator, 12 sector members	November 1, 2020	
Maintain a Friday Night Done Right social media site – goal 100 youth followers.	Coordinator, Youth, Media Specialist	Ongoing September 30, 2020	
Increase youth participation in the coalition youth group through quarterly alcohol and drug free events utilizing the Friday Night Done Right- No Alcohol. No Dope. Social Norming Campaign with at least 40 youth at each event.	HCAODPC Director, Coordinator, Youth, Parents, Schools, Youth-Serving Orgs, Faith-Based Orgs, Law Enforcement	September 30, 2020	
Compliance Checks- Implement quarterly operations to see if retailers are selling alcohol to minors.	HCAODPC Director, Coordinator, Law Enforcement, Youth, Businesses	September 30, 2020	
Publicly recognize Vendors for doing the right thing and not selling teens alcohol during compliance checks and those who decreased alcohol promotion signage quarterly.	HCAODPC Director, Coordinator, Law Enforcement, Media, Businesses	September 30, 2020	
Provide the Know the Law booklet in Spanish at schools and in the community to at least 25 Spanish-speaking residents in order to teach the laws surrounding	Coordinator, Law Enforcement,	September 30, 2020	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Objectives 1 and 2 Action or Activity <i>(what needs to be done?)</i>	By Whom? <i>(who will take the action?)</i>	By When? <i>(by what date will action be completed?)</i>	Progress Status <i>(what is the current status?)</i>
alcohol, marijuana and prescription drug use.	Healthcare Professionals		
Support the Sheriff's Office in 2- prescription drug take back day events where community members can dispose of medications at Cheek and Scott Pharmacy	HCAODPC Director, Coordinator, Law Enforcement, Media	April 30, 2020	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Mental Health and Substance Abuse

Goal: Increase community resources for mental healthcare services

Objectives:

- By December 31, 2021 provide two (2) Mental Health First Aid training sessions to law enforcement and other first responders (Baseline: 0, Target: 2 trainings, Data Source: event sponsor, DOH-Hamilton Public Health Preparedness Program)
- By December 31, 2023 provide three (3) Mental Health First Aid trainings to residents of Hamilton County (Baseline: 0, Target: 3, Data Source: event sponsor, DOH-Hamilton Public Health Preparedness Program)

Policy change included? ☐ Yes ☐ No If yes, what policy? _____

Source or Evidence-base of strategy and/or activities: Objective 1 and 2: 1) National Council for Behavioral Health, [Mental Health First Aid](#)

Health equity or health disparity addressed (if applicable):

Lead/Champion: (person and agency): Objective 1 and 2: Jeremy Gifford, DOH-Hamilton Public Health Preparedness (PHP) Program

Objectives 1 and 2 (Mental Health First Aid) Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Organize mental health first aid training geared to law enforcement and first responders	Jeremy Gifford, DOH-Hamilton, PHP Planner	December 31, 2020	
Reach out to IFAS to partner for training	Jeremy Gifford, DOH-Hamilton, PHP Planner	December 31, 2020	
Schedule and recruit participants	Jeremy Gifford, DOH-Hamilton, PHP Planner	June 30, 2021	
Assess training, participation, need for training follow-up	Jeremy Gifford, DOH-Hamilton, PHP Planner	December 31, 2021	
Organize mental health first aid training geared to community members	Jeremy Gifford, DOH-Hamilton, PHP Planner	December 31, 2022	
Reach out to Hamilton County SPC to partner for trainings	Jeremy Gifford, DOH-Hamilton, PHP Planner	December 31, 202	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Objectives 1 and 2 (Mental Health First Aid) Action or Activity <i>(what needs to be done?)</i>	By Whom? <i>(who will take the action?)</i>	By When? <i>(by what date will action be completed?)</i>	Progress Status <i>(what is the current status?)</i>
Schedule and recruit participants	Jeremy Gifford, DOH-Hamilton, PHP Planner	June 30, 2023	
Assess training, participation, need for training follow-up	Jeremy Gifford, DOH-Hamilton, PHP Planner	December 31, 2023	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Healthy Behaviors

Goal: Reduce modifiable risk factors for chronic diseases and conditions

Objectives:

- Decrease the percent of middle school students who are obese by 10 percent by December 31, 2023 (Baseline: 27.0 percent, Target: 24.3 percent, Data Source: FYTS, Florida CHARTS)
- Decrease the percent of high school students who are obese from 26.7 percent to 24 percent by December 31, 2023 (Baseline: 26.7 percent, Target: 24 percent, Data Source: FYTS, Florida CHARTS)
- By June 30, 2021, increase access to school playground equipment (Baseline: 0 schools with afterhours access, Target: 2 schools with afterhours access, Data Source: Hamilton County School District).

Policy change included? ☐ Yes ☐ No If yes, what policy? _____

Source or Evidence-base of strategy and/or activities: 1) U.S. Preventive Services Task Force, [Syphilis Infection in Nonpregnant Adults and Adolescents: Screening](#), 2) Cochrane Review, [Structural and community level interventions for increasing condom use to prevent transmission of HIV and other sexually transmitted diseases](#), 3) U.S. Preventive Services Task Force, Human Immunodeficiency Virus (HIV) Infection: [Screening](#)

Health equity or health disparity addressed (if applicable): Higher age-adjusted death rates from Diabetes among Hamilton County Blacks

Lead/Champion: (person and agency): Hamilton County Healthcare Strategic Planning Committee

(Objectives 1-3) Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Provide educational materials on health at outreach events	Health Educator, DOH-Hamilton	December 31, 2023	
Implement Faithful Families program	UF/IFAS	December 31, 2021	
Implement food pantry and Cooking Matters program	UF/IFAS	December 31, 2022	
Gain playground equipment access	Hamilton County School District	December 31, 2021	
Include nutrition and oral health education in dental sealant program	DOH Miles for Smiles	June 30, 2021	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

(Objectives 1-3) Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Development and deliver Diabetes Prevention Classes in the community	DOH-Hamilton	December 31, 2023	
Implement Healthy Behaviors – Safe Dating, Dating and Domestic Violence Education program	Another Way, Inc.	December 31, 2021	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Healthy Behaviors

Goal: Reduce tobacco use

Objectives:

- By December 31, 2022 reduce the percent of middle and high school students who have used cigarettes, cigars, or smokeless tobacco in the past 30 days by 15 percent (Baseline: 13.0 percent, Target: 11.0 percent, Data Source: FYTS, FL CHARTS)
- By December 31, 2022 reduce the percent of middle and high school students who have used electronic vapor products in the past 30 days by 10 percent (Baseline: 10.4 percent, Target: 9.4 percent, Data Source: FYTS, FL CHARTS)
- By December 31, 2022 reduce the percent of middle and high school student who have used flavored smokeless tobacco in the past 30 days by 10 percent (Baseline: 6.1 percent, Target: 5.5 percent, Data Source: FYTS, FL CHARTS)
- By June 30, 2020 establish one (1) policy to counteract tobacco product marketing at the retail point of sale (Baseline: 0 policies, Target: 1 policy enacted, Data Source: Hamilton County Alcohol and Other Drug Prevention Coalition)
- By June 30, 200 establish one (1) policy on tobacco free worksites (Baseline: 0 policies, Target: 1 policy enacted, Data Source: Hamilton County Alcohol and Other Drug Prevention Coalition)

Policy change included? XX ☐ Yes ☐ No If yes, what policy? 1) Policy on tobacco product marketing at point of sale, 2) tobacco free worksites

Source or Evidence-base of strategy and/or activities: 1) The Community Guide, [Worksite: Assessment of Health Risks with Feedback to Change Employees' Health](#), 2) Cochrane Review, [Tobacco packaging design for reducing tobacco use](#)

Health equity or health disparity addressed (if applicable): _____

Lead/Champion: (person and agency): Emily Lumpkin, Hamilton County Alcohol and Other Drug Prevention Coalition (HCAODPC)

Action or Activity <i>(what needs to be done?)</i>	By Whom? <i>(who will take the action?)</i>	By When? <i>(by what date will action be completed?)</i>	Progress Status <i>(what is the current status?)</i>
Mass media marketing	HCAODPC	June 30, 2020	
Policy advocacy with local decision makers	HCAODPC	June 30, 2020	
Quarterly SWAT meeting	HCAODPC	Quarterly, on going	
Key informant interviews on tobacco policy	HCAODPC	June 30, 2020	
Gather data via observation on scope of tobacco use and policies at outdoor recreational events	HCAODPC	June 30, 2020	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Healthy Behaviors

Goal: Reduce STD rates

Objective:

- Reduce rate of bacterial STDs (chlamydia, gonorrhea, syphilis) by 15 percent by December 31, 2023 (Baseline: 870.4 per 100,000, Target: 739.8 per 100,000, Data Source: FL CHARTS)
- Reduce rate of chlamydia cases by 15 percent by December 31, 2023 (Baseline: 666.4 per 100,000 (98 cases), Target: 566.4 per 100,000 (83 cases), Data Source: FL CHARTS)
- Reduce rate of gonorrhea cases by 15 percent by December 31, 2023 (Baseline: 176.8 per 100,000 (26 cases), Target: 150.3 per 100,000 (22 cases), Data Source: FL CHARTS)

Policy change included? ☐ Yes ☐ No If yes, what policy? _____

Source or Evidence-base of strategy and/or activities: 1) U.S. Preventive Services Task Force, [Syphilis Infection in Nonpregnant Adults and Adolescents: Screening](#), 2) Cochrane Review, [Structural and community level interventions for increasing condom use to prevent transmission of HIV and other sexually transmitted diseases](#), 3) U.S. Preventive Services Task Force, Human Immunodeficiency Virus (HIV) Infection: [Screening](#)

Health equity or health disparity addressed (if applicable): _____

Lead/Champion: (person and agency): Name, DOH-Hamilton

Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Condom drop programs	Jim Ison, DOH-Hamilton	December 31, 2020	
Patient education	Jim Ison, DOH-Hamilton	December 31, 2020	
HIV testing at outreach events	Jim Ison, DOH-Hamilton	September 30, 2022	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Healthcare Resource Use

Goal: Increase appropriate use of healthcare services

Objective:

- By December 31, 2023 reduce the rate of Emergency Room use for avoidable causes by Hamilton County residents by 10 percent (Baseline: 262.0 per 1,000, Target: 235.8 per 1,000, Data Source: FL CHARTS)
- By December 31, 2020 launch informational campaign about appropriate healthcare resource use (Baseline: 0 campaigns, Target: campaign launched, Data Source: sponsor, Hamilton County Healthcare Strategic Planning Committee)
- By December 31, 2021 host three (3) outreach events that feature the distribution of education materials on appropriate use (Baseline: 0 events focused on appropriate use, Target: 3 events held, Data Source: host organizations and Hamilton County Healthcare Strategic Planning Committee)

Policy change included? ☐ Yes ☐ No If yes, what policy? _____

Source or Evidence-base of strategy and/or activities: 1) U.S. Preventive Services Task Force, [Guide to Clinical Preventive Services](#), 2) The Community Guide, [Cardiovascular Disease Interventions: Engaging Community Health Workers](#)

Health equity or health disparity addressed (if applicable): Culturally competency in health, remove economic barriers to healthcare services

Lead/Champion: (person and agency): Hamilton County Healthcare Strategic Planning Committee (HCHSPC)

Objective 1 (ER Use): Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Update Hamilton County Resource Guide	HCHSPC	March 31, 2020	
Implement educational program on healthcare cost alternatives	HCHSPC	December 31, 2020	
Conduct educational campaigns for prevention of leading avoidable conditions and reasons for emergency room use for routine care	HCHSPC	December 31, 2020	
Meet with hospital/ER administrators and professionals	HCHSPC	December 31, 2020	
Create and distribute PSAs on appropriate use of healthcare resources	HCHSPC	December 31, 2022	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Objective 2 (Informational Campaign): Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Identify topic of the month (e.g., one year's worth of topics)	HCHSPC	June 30, 2020	
Create educational messages and related materials	HCHSPC	June 30, 2020 and and monthly thereafter	
Post on social media sites, distribute to community partner agencies	HCHSPC	June 30, 2020 and monthly thereafter	
Create and implement PSAs for local radio stations	HCHSPC	June 30, 2020	

Objective 3 (Outreach): Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Identify community and workplace/employer events where educational materials can be distributed	HCHSPC	June 30, 2020	
Schedule targeted healthcare use outreach events	HCHSPC	September 30, 2020	
Host and/or participate in outreach event of partner organization	HCHSPC	December 31, 2020	
Document event attendance, assess reach of material distribution	HCHSPC	February 28, 2021	
Schedule next outreach events	HCHSPC	June 30, 2021	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Healthcare Resource Use

Goal: Address barriers to receiving healthcare

Objective:

- By December 31, 2023 reduce the percent of Hamilton County adults who report they could not see a doctor because of cost by 10 percent (Baseline: 23.4 percent, Target: 21.0 percent, Data Source: BRFSS, FL CHARTS)
- By December 31, 2023 increase the percent of Hamilton County adults who have a personal doctor by 15 percent (Baseline: 71.3 percent, Target: 82 percent, Data Source: BRFSS FL CHARTS)
- By June 30, 2021 a Hamilton County healthcare resource guide in Spanish will be created and distributed (Baseline: 0 guides in Spanish; Target: 1 guide in Spanish distributed, Data Source: Hamilton County Healthcare Strategic Planning Committee)
- By September 30, 2022 five (5) employers in Hamilton County will include healthcare resource information in employee benefits/orientation programs (Baseline: 0 employers include healthcare resource information, Target: 5 employers, Data Source: Hamilton County Healthcare Strategic Planning Committee)

Policy change included? ☐ Yes ☐ No If yes, what policy? _____

Source or Evidence-base of strategy and/or activities: 1) The Cochrane Review, [Framing Health Information Messages](#)

Health equity or health disparity addressed (if applicable): Culturally competency in health, remove economic barriers to healthcare services

Lead/Champion: (person and agency): Hamilton County Healthcare Strategic Planning Committee (HCHSPC)

Objectives 1-4: Reduce Barriers Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Translate updated Resource Guide into Spanish	HCHSPC	June 30, 2020	
Develop distribution plan	HCHSPC	June 30, 2020	
Post on social media sites, distribute to community partner agencies	HCHSPC	June 30, 2020	
Create and implement PSAs for local radio stations	HCHSPC	December 31, 2020	
Create healthcare information packet for employers	HCHSPC	December 31, 2021	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Maternal and Infant Health

Goal: Promote preconception health and early entry into prenatal care

Objective:

- By December 31, 2023, reduce percent of low birthweight births for Hamilton County residents by five (5) percent (Baseline: 10.3 percent, Target: 9.8 percent, Data Source: FL CHARTS)
- By December 31, 2023, increase the percent of births to Hamilton County residents with first trimester care by 10 percent (Baseline: 67 percent, Target: 73.7 percent, Data Source: FL CHARTS)
- By December 31, 2023, decrease the percent of births to Hamilton County residents with late or no prenatal care by 10 percent (Baseline: 11.3 percent, Target: 12.4 percent, Data Source: FL CHARTS)
- By December 31, 2023, decrease the percent of births to Hamilton County mothers who report smoking during pregnancy by 15 percent (Baseline: 12.6 percent, Target: 10.7 percent (FL CHARTS)

Policy change included? ☐Yes ☐No If yes, what policy? _____

Source or Evidence-base of strategy and/or activities: 1) The Community Guide, [Tobacco Use and Secondhand Smoke Exposure: Reducing Out-of-pocket Cost for Evidence-based Cessation Treatments](#), 2) MMWR, [Recommendations to Improve Preconception Health and Health Care](#)

Health equity or health disparity addressed (if applicable): _____

Lead/Champion: (person and agency): Susie Tyson, DOH-Hamilton

Objectives 1-4: Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Healthy Start staff become certified in Lamaze (80% of staff is target)	Susie Tyson, DOH-Hamilton	June 30, 2020	
Deliver Safe Sleep education to Healthy Start clients (75% of clients receive education)	Susie Tyson, DOH-Hamilton	June 30, 2022	
Education and guide women into first trimester prenatal care	Susie Tyson, DOH-Hamilton	December 31, 2020	
Implement plan to increase breastfeeding initiation	Susie Tyson, DOH-Hamilton	December 31, 2020	

Hamilton County Community Health Improvement Planning (CHIP) Action Plan

Strategic Priority: Maternal and Infant Health

Goal: Provide Hamilton County infants and children an early, healthy start

Objective:

- Increase the percent of Hamilton County mothers who initiate breastfeeding by 10 percent by December 31, 2032 (Baseline: 58.4 percent, Target: 64.2 percent, Data Source: FL CHARTS)
- By December 31, 2020, three (3) Hamilton County childcare centers will be certified as breastfeeding friendly establishments (Baseline: 0, Target: 3, Data Source: Florida Breastfeeding Coalition)

Policy change included? XX ☐ Yes ☐ No If yes, what policy? Breastfeeding policy at childcare centers

Source or Evidence-base of strategy and/or activities: 1) U.S. Preventive Services Task Force, [Breastfeeding: Primary Care Interventions](#)

Health equity or health disparity addressed (if applicable): _____

Lead/Champion: (person and agency): Erin Peterson, Healthy Start Coalition of North Central Florida and Early Learning Coalition of Florida Gateway

(Objectives 1 and 2) Action or Activity (what needs to be done?)	By Whom? (who will take the action?)	By When? (by what date will action be completed?)	Progress Status (what is the current status?)
Engage childcare centers in becoming breastfeeding friendly establishments	Healthy Start Coalition and Early Learning Coalition	June 30, 2020	
Assist childcare centers in completing the steps and application for certification	Healthy Start Coalition and Early Learning Coalition	December 31, 2020	