

# Martin County, Florida Community Health Improvement Plan



**2016 – 2020**



**MARTIN COUNTY**  
**2016 COMMUNITY HEALTH IMPROVEMENT PLAN**



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### Overview

The Martin County Advisory Committee was established in March 2015; the objective of this diverse group of community stakeholders is to improve the quality of life and the health status of Martin County residents. The Advisory Committee was charged with the development of the Community Health Improvement Plan (CHIP) for Martin County. The committee was formed with the goal of seeking to better understand the current and emerging public health needs of Martin County and to outline a plan for community health improvement. The process of assessing, prioritizing and planning to address the needs in the community was facilitated by the Health Council of Southeast Florida. The product of this process is the Martin County CHIP, a model for strategic health improvement in the community.

The Advisory Committee met from August to December 2015 to create the CHIP for Martin County. The Advisory Committee worked in the months previous to extensively review the data contained in the Community Health Needs Assessment in preparation for the development of the CHIP. The results of the assessment not only produced data, but more importantly created a mechanism to envision and plan a healthier Martin County. The health priorities addressed in this plan emerged from the review of the data and the input and discussions of the committee. It is important to note that the qualitative data reflects the sentiments of other key stakeholders and community members.

### Top Health Priorities

- Education & Awareness of Existing Health and Human Services
- School Health
- Obesity

The Advisory Committee worked to identify the root causes of the top health priorities in an effort to ensure the CHIP addresses the priorities in an appropriate and effective manner. The Plan that follows, details the goals, objectives and action strategies that were developed to address the community's health priorities.

Martin County's CHIP is the product of much collaboration, brainstorming, review and discussion by many dedicated individuals. It is a thorough and executable plan that can be used in the community's health planning activities in the coming years. We hope that you will review this plan and consider how you can play a role in the achievement of a healthier Martin County.

## ACKNOWLEDGEMENTS

The 2015 Martin County Community Health Improvement Plan (CHIP) is the product of much input, discussion, collaboration and participation by a broad spectrum of stakeholders in the local public health system. These individuals, as advocates for their agencies, the populations they serve and the health of Martin County as a whole, came together around the commitment to improve and enhance services for the betterment of the entire Martin County community. Their participation brought tremendous value to the community health improvement planning process.

The Health Council of Southeast Florida wishes to extend our appreciation and thanks to all the organizations that participated and contributed to this comprehensive body of work. The commitment and collective efforts of these individuals, agencies and organizations will enable strides to be made towards improving access to healthcare on behalf of the residents of Martin County. Special recognition is due to the dedicated members of the Martin County Advisory Committee whose ongoing input and participation in this assessment and planning process resulted in a thorough and executable plan with a focus on creating a healthier Martin County.

### Martin County Advisory Committee Participating Organizations:

211 Palm Beach/Treasure Coast	Martin County Government
CareerSource Research Coast	Martin County School District
Children's Services Council of Martin County	Red Cross
City of Stuart Fire Rescue	SMART Consulting Team, LLC
Florida Community Health Centers	The Council on Aging of Martin County at the
Florida Department of Health in Martin County	Kane Center
Floridians Fighting Falls	Treasure Coast Hospice
Hispanics in Action of the Treasure Coast	United Way of Martin County
Indian River State College (Chastain Campus)	

We are grateful to the Florida Department of Health in Martin County for the assistance, guidance and funding support for this process.

## INTRODUCTION

In 2014, the Florida Department of Health in Martin County underwent a Community Health Needs Assessment (CHNA) using the Mobilizing for Action through Planning and Partnerships (MAPP) model, a community-driven process with the overarching goal to mobilize and engage the community, conduct planning driven by the community, and develop partnerships to strengthen Martin County's infrastructure and public health system.

Data was collected, analyzed and compiled for the assessment to enable and guide healthcare providers, managers, local health department officials, health and program planners, and community leaders to identify strategic health issues within Martin County that present areas of concern, gaps in care or services and opportunities for improvement. The information was used to develop and implement the Community Health Improvement Plan (CHIP), which focuses on improving health outcomes by identifying and utilizing community resources efficiently and forming collaborative partnerships for strategic action, while accounting for the community's needs.

The CHIP presented in this document identifies the goals, objectives, strategies, actions and performance measures for each of the selected priority areas:

- Education and Awareness of Existing Health and Human Services
- School Health
- Obesity

The CHIP implements evidence-based strategies that align with the community's strategic health issues identified in the CHNA. The purpose of the CHIP is not only to focus attention and resources on the three health priority areas selected, but to monitor and evaluate progress towards these priorities in a continuous improvement plan. It is a detailed, executable plan that is the product of collective brainstorming, discussion and review by dedicated community partners.

Community health improvement efforts are grounded in collaboration, partnership and cooperation to help achieve common priorities and goals through aligned strategies. Multi-sector community ownership is a fundamental part of both the community health needs assessment and the community health improvement plan, including assessing, planning, investing, implementing and evaluating.

Participation from a broad community spectrum is essential in identifying effective strategies to complex, community health problems and developing a comprehensive implementation plan in a community. Proactive and diverse community engagement improves results by garnering a shared commitment to improve health outcomes, developing a continuous stream of open communication and creating a shared measurement and evaluation process to assure efficient progress.

The following sectors were represented: healthcare, education, public health, mental health and substance abuse, law enforcement, parks and recreation, business and industry, volunteer and non-profit organizations, and organizations known for serving underserved and vulnerable populations. A complete listing of community partners can be found in Appendix A. Their continued involvement in the community is an invaluable component of the community health improvement plan.



**Demographic and Socioeconomic Profile**

- In 2013, there were 151,263 individuals living in Martin County, representing 0.77% of Florida's population.
- In 2013, over a quarter (28.5%) of Martin County residents were 65 years or older.
- In 2013, 13.0% of the residents in Martin County identified as Hispanic/Latino.
- In 2013, 13.1% of the population lived below the poverty level.
- In 2013, Martin County's Gini Index was 0.51, slightly higher than the state of Florida (0.48).
- In the 2013-2014 academic school year, Martin County had an 88.8% High School graduation rate, 12.7% higher than Florida as a whole.
- In 2013, Martin County's unemployment was 8.9%, lower than the state's rate of 9.7%.
- In 2015, 18.8% of Martin County's homeless population was children under the age of 18 years.

**Health Status Profile**

- In 2013, the rate of live births in Martin County was 7.9%, lower than the state's rate of 11.1%.
- During 2009-2013, Martin County had a 23.6% rate of repeat births to mothers ages 18-19 years, 4.0% higher than in the state of Florida (19.6%) as a whole.
- In 2013, Martin County had an 85.0% rate of Women, Infant and Children (WIC) eligible served, higher than that the state (77.3%).
- In 2013, immunization levels in Kindergarten was 92.0%, just a bit lower than Florida's rate of 93.2%.
- In 2013, 37.9% of high school students reported having used alcohol within the past 30 days, as compared to Florida's rate of 33.9%.
- In 2013, Martin County's rate of new HIV cases was 12.8 per 100,000, lower than Florida's rate of 30.7 per 100,000.
- In 2013, Martin County's suicide rate was 21.5 per 100,000, higher than the state's rate of 15.0 per 100,000.
- In 2013, the rate of Martin County adults who were overweight or obese was 48.3%, lower than the state's rate as a whole (62.8%).
- Nearly 1 in 3 first graders and close to 2 in 5 sixth graders were reportedly overweight or obese during the 2014-2015 academic school year.
- In 2013, the rate of Births to Overweight Mothers at the Time Pregnancy Occurred was 24.4% in Martin County, higher than the state's rate of 24.1%.
- In 2013, the rate of Births to Obese Mothers at the Time Pregnancy Occurred was higher (21.5%) in Martin County, slightly higher than the state's rate of 21.0%.
- In 2013, there were 373 deaths due to heart disease in Martin County.

## **Health Resources Availability and Access**

- In 2014, there were 418 licensed medical physicians in Martin County.
- In 2013, 24.8% of adults ages 19-25 years old were uninsured in Martin County.
- In 2013, 14.9% of adults in Martin County were reportedly uninsured.
- Martin County has one federally medically underserved area, located in Indiantown, Florida.
- Martin County has a reported number of two Federally Qualified Health Centers (FQHCs).

## **Community Perspective**

The comments below was gathered during the Community Health Needs Assessment process, providing in-depth understanding of the issues residents felt were important including how quality of life is perceived in the community. Based on perceptions shared during community focus groups and key informant interviews highlighted the following key observations and themes emerged:

### **Positive Attributes:**

- Safe area to live
- Community is family-oriented
- Friendly community members
- Quality services provided at local organizations and agencies

### **Challenges/ Areas of Need:**

- Limited employment opportunities
- Lack of public transportation
- Lack of awareness (available services/programs)
- Shortage of medical providers in West Martin County
- Shortage of specialty providers
  - Lack of providers accepting certain insurance carriers, such as Medicaid
- Shortage of dental specialists (orthodontists)
- Lack of mental health services
- Quality of care in emergency services
- More focus on environmental health issues

### **Opportunities for Improvement:**

- Fall prevention programs
- Addressing the needs of specific sub-populations, including:
  - Hispanics
  - Undocumented residents
  - Indiantown residents
- Increase awareness of services/programs/resources
- Increase the number of collaborations/partnerships

## MOBILIZING FOR ACTION THROUGH PLANNING AND PARTNERSHIPS (MAPP) MODEL

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-wide strategic community planning tool because of its strength in bringing together diverse community stakeholders to collaboratively determine the most effective way to improve community health. The Department of Health in Martin County adopted MAPP as the primary tool to conduct the Community Health Needs Assessment and Community Health Improvement Plan processes. The MAPP method of community planning was developed by the National Association of County and City Health Officials (NACCHO) in cooperation with the Public Health Practice Program Office of the Centers for Disease Control and Prevention (CDC). MAPP is composed of four assessments, which offer critical insights into challenges and opportunities to improve the overall health of Martin County. Using the MAPP model, Martin County seeks to create an optimal community for health by identifying and using existing and potential resources wisely.

In January 2015, The Health Council of Southeast Florida worked with the Florida Department of Health in Martin County to identify community stakeholders to participate on the Martin County Community Health Assessment and Improvement Plan Advisory Committee. A matrix was used to help guide the selection process and to help ensure that there was representation from a broad array of local public health system stakeholders. Forming effective partnerships for strategic action will allow service providers to effectively address the unique circumstances and needs of Martin County residents. The Community Health Needs Assessment consist of various stages which drove this process, including the following: Community Strengths and Themes Assessment, Local Public Health System Assessment, Community Health Status Assessment, Forces of Change Assessment, Identification of Priority Strategic Health Issues and the Formulation of Goals and Strategies.



*Adapted from National Association of County and City Health Officials' for Community Health Improvement Process.*

## COMMUNITY STRENGTHS AND THEMES ASSESSMENT

The Community Strengths and Themes Assessment provides an understanding of the thoughts, opinions and concerns of community residents concerning the health issues residents feel are important by answering the questions:

- What is important to our community?
- How is quality of life perceived in our community?
- What assets do we have that can be used to improve community health?

During April – July 2015, the Community Themes and Strengths Assessment was conducted through a series of eight focus groups and eleven key informant interviews, capturing valuable insight on how quality of life is perceived in the community by Martin County residents. The focus groups and key informant interviews focused on questions about their perception, experiences and degree of satisfaction with Martin County's local public health system and access to healthcare services.

## LOCAL PUBLIC HEALTH SYSTEM PERFORMANCE ASSESSMENT

The Local Public Health System Performance Assessment is a broad assessment of the organizations and entities that contribute to the public's health. The local public health system includes the local health department, other governmental agencies, healthcare providers and hospitals, human service organizations, schools and universities, faith institutions, environmental agencies, and many others. The Local Public Health System Performance Assessment addresses the questions:

- What are the activities, competencies, and capacities of our local health system?
- How are Essential Services being provided to our community?

The Health Council of Southeast Florida (HCSEF) led the community through the Local Public Health System Assessment (LPHSA), an instrument developed by the Centers for Disease Control (CDC). The tool was completed in a series of two meetings in January 2015. The first LPHSA meeting was held with Department of Health staff. HCSEF then worked with the Florida Department of Health in Martin County to compile a list of stakeholders in the local public health system to invite to participate in the completion of the second and final portion, which assesses the Ten Essential Public Health Services in Martin County. The Ten Essential Services describe the public health activities that should be undertaken in all communities. The 10 Essential Public Health Services (EPHS) include:

1. Monitor health status to identify community health problems
2. Diagnose and investigate health problems and health hazards
3. Inform, educate, and empower people about health Issues
4. Mobilize community partnerships to identify and solve health problems

5. Develop policies and plans that support individual and community health efforts
6. Enforce laws and regulations that protect health and ensure safety
7. Link people to needed personal health services and assure the provision of healthcare when otherwise unavailable
8. Assure a competent public and personal healthcare workforce
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services
10. Research for new insights and innovative solutions to health problems

## COMMUNITY HEALTH STATUS ASSESSMENT

The Community Health Status Assessment helps identify priority issues related to community health and quality of life by compiling and analyzing secondary local, state and peer community data. The collected data identifies health disparities concerning age, gender, racial and population subgroups. It answers the questions:

- How healthy are Martin County residents?
- What does the health status of our community look like?

The Advisory Committee met three times between March and April 2015. These meetings consisted of review and discussion related to the quantitative data contained in the Community Health Status Assessment. The Community Health Status Assessment includes information and statistics on the following areas: demographic characteristics; socioeconomic characteristics; social and mental health; maternal and child health; behavioral risk factors; death, illness and injury; infectious diseases; environmental health indicators; health resource availability; and quality of life. The Community Health Status Assessment was finalized on April 23, 2015.

## FORCES OF CHANGE ASSESSMENT

The Forces of Change Assessment focuses on the identification of forces such as trends, factors or events that affect the context in which the community and its public health system operate. Forces of Change focuses on identifying trends, factors or events, such as legislation, technology, and the social-economic trends that impact the community and local public health system. In May 2015, HCSEF engaged committee members to participate in the Forces of Change Assessment. The identified forces were then categorized into the following categories: Technological, Economic, Political, Social and Environmental.

During the Forces of Change Assessment, participants answered the following questions:

- What is occurring or might occur that affects the health of our community or the local public health system?
- What specific threats or opportunities are generated by these occurrences?

In July 2015, the Advisory Committee transitioned into developing the CHIP. A nominal group exercise was facilitated with the group to develop a list of issues and priorities. Each of the four conducted assessments were described in a written report and the findings of all the assessments were summarized in the Community Health Needs Assessment. The Advisory Committee met six times between March and July 2015. Each assessment was reviewed by a group of community stakeholders serving on the Martin County Advisory Committee. Upon the results of the assessments, committee members selected the top health issues affecting Martin County. Prior to transitioning into the prioritization phase of the process, a 'Trigger Report', which recapped highlights from the quantitative and qualitative data, was presented to the group. The entire list of the priorities identified through the brainstorming exercise was presented to the group.

The health issues that were identified during this process, along with the rationale for including them, are listed in Appendix A. These priorities were selected through a multi-voting process by a diverse group of community stakeholders who voted on the priorities they felt impacted the overall health of Martin County. The identified top strategic health issues impacting the quality of life for Martin County community members are detailed below:

- Education and Awareness of Existing Health & Human Services
- School Health
- Obesity

The Committee elected to move forward with the top three priorities, Obesity, School Health and Education and Awareness of Existing Health Services for the CHIP. HCSEF staff facilitated a Root Cause Analysis exercise with the group to identify the 'root causes' of the selected health priorities. The information derived from this exercise was used to develop the goals and objectives. Additionally, Committee members discussed current activities in the community related to the selected priorities. Using strategic planning methods, Committee members met and divided into priority-specific workgroups to formulate goals and objectives. In subsequent meetings, Martin County Advisory Committee members discussed the strategies, approaches and established performance measures that could be employed to achieve the goals.

The selection of the goals for the CHIP was developed in the context of the relative importance of the external and internal influence of the various factors, including tempered by the community perspective on needs. The goals selected for the Martin County CHIP are:

**Goal 1: Enhance coordination of care by using a collaborative community approach to promote and foster an environment of community awareness.**

- **Strategy 1.1:** *Promote consistent messaging on 211 Palm Beach/ Treasure Coast HelpLine serving as the community's gateway and 'One Door' to access health and human services through the 'Help Starts Here at 211' campaign.*
- **Strategy 1.2:** *Engage community agencies and stakeholders to serve as ambassadors and promote the 211 HelpLine in Martin County.*

**Goal 2.A: Create a community that invests in the health of children and adolescents.**

- **Strategies 2.A.1:** *Promote a community wide campaign to increase the awareness of school health to community members and stakeholders (e.g. legislators).*

**Goal 2.B: Promote and encourage awareness of health among the school community in Martin County.**

- **Strategy 2.B.1:** *Increase funding to the Florida Department of Health in Martin County to increase the number of school health nurses in Martin County Public Schools.*
- **Strategy 2.B.2:** *Increase the level of training/licensure of Martin County public school health assistants requiring a minimum of a certified nurse assistant licensure.*
- **Strategy 2.B.3:** *Create a Memorandum of Understanding (MOU) agreement with for-profit and non-profit agencies to provide support of school staff positions, including: Registered Nurse as a School District Health Liaison, Community Oral Health Development Specialist, and Licensed Social Worker.*

**Goal 3: Create a community context where Martin County residents can attain and maintain a healthy weight by increasing access to healthy foods and physical activity opportunities.**

- **Strategy 3.1:** *Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.*
- **Strategy 3.2:** *Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.*

HCSEF worked with the Florida Department of Health staff in Martin County to further refine the goals and objectives, with particular emphasis on crafting them as **S**pecific, **M**easurable with Measurement, **A**chievable, **R**elevant, **T**ime-Oriented (S.M.A.R.T) objectives. There was a concerted effort to honor and not duplicate existing efforts, so if there are current and ongoing activities in the community, strategies devised related to the linkage to those activities where appropriate.

The specific objectives, measures, strategies and action steps for each of the priorities are outlined in the Strategies and Action Steps section of this plan.



### PURPOSE

The Martin County Community Health Improvement Plan (CHIP) is a five-year, systematic plan to address health problems on the basis of the results of the Martin County Community Health Needs Assessment. The CHIP was designed and will be used by stakeholders in the local public health system, including health and other governmental education and human service agencies many of whom will be involved with implementation.

The Martin County CHIP is critical for developing and defining specific actions to target efforts that promote health and wellness in Martin County. In collaboration with community partners, this plan will coordinate and target resources to address the identified health priorities. The Plan defines specific goals, strategic objectives, measures and existing resources for the selected priorities.

### METHODS

The Plan focuses on the top three health priorities that were selected by the Advisory Committee. There were several other health indicators that emerged as well, and though they are not addressed herein, they are nonetheless important and, if possible, should be considered during future health planning activities in the community.

A few themes emerged that are woven through the planning for all selected priorities. The importance of identifying and reaching underserved populations in an effort to reduce disparities was stressed, as well as addressing health planning and health improvement activities in a culturally competent manner. There were suggestions to frame the issues from a positive perspective and to celebrate successes.

### **Approach**

The intervention strategies in the CHIP attempt to:

- Address the underlying causes of the identified health priorities
- Utilize data to identify priorities and to measure the impact of interventions
- Outline approaches that are relevant and realistic in the community given the available time and resources
- Devise an action plan that can have a wide-reaching community-wide impact
- Detail measurable objectives to evaluate progress
- Engage a broad range of community stakeholders
- Support ongoing efforts in the community
- Implement evidence-supported models for community health improvement

- Include interventions that encourage beneficial behavior modification
- Focus on improving health factors and health outcomes in the community

Descriptions of evidence-supported programs related to the selected priorities are provided. It is recommended that strategies detailed in this CHIP are modeled after these or other evidence-supported programs. An important element to any process is continued evaluation, which allows for monitoring of progression toward outcome goals and allows for adjustments to be made, if necessary. Evaluation throughout the course of this Plan will also help guide future planning activities in the community.

The overarching goal for this CHIP is a county-wide implementation, which will organize community partners into priority specific working groups to address the identified health issues. The partners included in the community-wide strategic planning process include representatives from the local hospital system, Federally Qualified Health Centers, local school district, law enforcement, child care, mental health and substance abuse, community service providers and the local department of health. The ability to evaluate the outcomes and measureable difference in a community usually takes a few years, for this reason community members and stakeholders are focused on specific local measures to assess progress for the priority health issues. Ongoing accomplishments of the goals related to priority health issue is key to the improvement of health outcomes of Martin County residents.

## STRATEGIC PRIORITIES AND ACTION PLANS

This section of the report presents the culmination of the perspective, input and effort of community members and stakeholders in this improvement planning process.

The sections below detail, for each of the three priorities that are addressed in this CHIP: goals, specific objectives, strategies, action steps, and evaluation methods.

The goal is a broad, general statement about a desired outcome. It represents the destination the community hopes to reach with regard to the priority.

The objectives are more specific and detail what the community hopes to achieve and by when. Whenever feasible, the objectives in this plan are S.M.A.R.T., meaning they are: specific, measurable, achievable, relevant and realistic and time-bound. <sup>1</sup>

The strategies detailed in the plan represent ways to achieve the objectives and the action steps provide more detail and specific steps to outline how the strategies should be approached. <sup>2</sup>

The information in this plan aims to lay a solid foundation and provide direction for the community health improvement planning efforts in the community. This CHIP is a 'living document' and can be adapted throughout the planning cycle to meet the emerging needs of the community.

The goals, objectives and strategies as outlined in this CHIP do not necessitate policy changes in order to accomplish and reach stated goals.

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<sup>1</sup> [www.cdc.gov/.../resourcekit/evaluate/smart\\_objectives.html](http://www.cdc.gov/.../resourcekit/evaluate/smart_objectives.html)

<sup>2</sup> Guide and Template for Comprehensive health Improvement Planning, Version 2.1, Planning & Workforce Development Section, Connecticut Department of Public Health, 2009

Being uninformed of the existing health and human services may negatively impact the community's ability to access care. Barriers to accessing care often lead to detrimental health and financial outcomes for patients and their families. The Martin County Advisory Committee recognizes the importance of educating and increasing the awareness of existing services in an effort to decrease the gaps in services and increase knowledge/awareness of those resources available to the "general public." Due to the significant and impactful consequences of the lack of education and awareness, concerning the existing health and human services, was considered a major factor in the consideration of this priority.

Increasing knowledge of resources already available to community residents will improve navigation of the health and human services in Martin County, while building on the infrastructure already in place to improve accessibility. The overall objective of this goal aims to raise awareness of Martin County community residents through increased communication of information and referrals to local health and human services and strengthened collaborations among local agencies.

**Table 1: Education & Awareness of Existing Health and Human Services**

<p><b>Goal 1: Use a collaborative community approach to promote and foster an environment of community awareness in Martin County.</b></p>		
<p><b>Strategy 1.1: Promote consistent messaging on 211 Palm Beach/ Treasure Coast HelpLine serving as the community’s gateway and ‘One Door’ to access health and human services through the ‘Help Starts Here at 211’ campaign.</b></p>		
<p><b>Objective 1.1: By 2020, 211 Palm Beach/Treasure Coast will receive a 10% increase in the number of calls, referrals, and database visits received by Martin County residents.</b></p>		
Activities	Key Action Steps	Measures
<p><b>Activity 1.1.1:</b> Disseminate ‘Help Starts Here at 211’ campaign materials, including: brochures and flyers.</p>	Tailor promotional strategies and marketing methods of the 211 HelpLine for specific age-groups.	<p>Number of calls to 211 Palm Beach/Treasure Coast Baseline: 3,941 number of calls made by Martin County residents (211 Palm Beach/Treasure Coast, Martin County Reports, 2014)</p>
	Promotional methods will include engaging multiple sectors serving Martin County residents.	
	Contact and ask local service providers to provide Martin County residents with information on 211 Palm Beach/Treasure Coast to increase the community awareness of 211 Palm Beach/Treasure Coast.	
<p><b>Activity 1.1.2:</b> Increase 211 Palm Beach/Treasure Coast’s participation in the number of local educational sessions.</p>	Research and explore opportunities to participate in and/or host local educational sessions.	<p>Number of referrals made by 211 Palm Beach/Treasure Coast Baseline: 5,024 number of referrals made to Martin County residents (211 Palm Beach/Treasure Coast, Martin County Reports, 2014)</p>
	Contact local agencies to collaborate in upcoming educational sessions/events.	
	211 Palm Beach/Treasure Coast will participate/host educational sessions.	
<p><b>Activity 1.1.3:</b> Increase the number of community outreach events attended by 211 Palm Beach/Treasure Coast.</p>	Research and explore opportunities to participate in and/or host local outreach events.	<p>Number of 211 Palm Beach/Treasure Coast website hits Baseline: 1,318 number of website hits received by 211 Palm Beach Treasure Coast (211 Palm Beach/Treasure Coast, Martin County Reports, 2014)</p>
	Contact local agencies to collaborate in upcoming outreach events, conferences, summits and symposiums.	
	211 Palm Beach/Treasure Coast will participate/host educational sessions.	

**Strategy 1.2: Engage community agencies and stakeholders to serve as ambassadors and promote the 211 HelpLine in Martin County.**

**Objective 1.2: By 2020, increase the number of partners serving Martin County residents of 211 Palm Beach/Treasure Coast by at least 10.**

<p><b>Activity 1.2.1:</b> Increase the number of partners of 211 Palm Beach/Treasure Coast.</p>	<p>Engage local community stakeholders to assist in promoting the benefits of partnering with 211 Palm Beach/Treasure to increase the number of partner's in 211 Palm Beach/Treasure Coast's database.</p>	<p>Number of 211 Palm Beach/Treasure Coast's partners serving Martin County residents Baseline: 105 partners serving Martin County residents (211 Palm Beach/Treasure Coast, November 2015)</p>
	<p>Engage small for-profit businesses in the initiative to increase the community's awareness of 211 Palm Beach/Treasure Coast by providing their patients/clients with information on 211 Palm Beach/Treasure Coast.</p>	
	<p>Contact local health and human service providers on opportunities to partner with 211 Palm Beach/Treasure Coast.</p>	
	<p>Increase the number of Memorandum of Understanding (MOU) agreements between local health and human services providers and 211 Palm Beach/Treasure Coast.</p>	

## Health Communication Campaigns

Health communication campaigns apply integrated strategies to deliver messages designed, directly or indirectly, to influence health behaviors of target audiences. Messages are communicated through various channels that can be categorized as:

- Mass media (e.g., television, radio, billboards)
- Small media (e.g., brochures, posters)
- Social media (e.g., Facebook®, Twitter®, web logs)
- Interpersonal communication (e.g., one-on-one or group education).

A review of 22 published scientific studies found that "a health communication campaign that uses messages to increase awareness of, demand for, and appropriate use of the product. The messages must be delivered through multiple channels, one of which must be mass media, to provide multiple opportunities for exposure."<sup>3</sup>

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<sup>3</sup> [www.thecommunityguide.org/healthcommunication/campaigns.html](http://www.thecommunityguide.org/healthcommunication/campaigns.html).

### **211 Palm Beach/Treasure Coast**

- HelpLine with crisis intervention, suicide prevention, information, assessment and referral to community services

### **ARC of Martin County**

- Provides a learning environment for children and adolescents with developmental disabilities in an after-school, out-of-school summer camp and respite setting.

### **Alzheimer's Association**

- Alzheimer's Support Groups (Martin County)

### **Children's Services Council of Martin County**

- Invests in multiple programs that improve health outcome, specifically among children and families in Martin County

### **El Sol Jupiter's Neighborhood Resource Center (Jupiter)**

- Health fairs, workshops, healthier together initiative, promotores de salud, etc.

### **Epilepsy Foundation of Florida (Jensen Beach)**

- Information, Referral and Support

### **Faith-based Organizations**

- Provide food, clothing, health education, referrals for Martin County residents in need

### **FAU Center for Autism and Related Disabilities (Jupiter)**

- Training, support, counseling

### **Florida Community Health Centers, Inc.**

- Primary and preventative care services

### **Florida Department of Health in Martin County**

- Clinical, nutritional and wellness services

### **Florida Rural Legal Services**

- Migrant legal services

### **House of Hope**

- Provides food, clothing, furniture, financial assistance, information & referral, and life-changing case management services to Martin County residents in need

### **Helping People Succeed**

- Autism Resource Center (Stuart)
- Successful Families program: Healthy Families Martin- Okeechobee
- Successful Future program

### **Indian River State College**

- Education resources for community residents

### **Jupiter Medical Center**



- Hospital providing health education

**Kane Center Council on Aging of Martin County**

- Provides therapeutic, social and health services to impaired seniors who are 60 or older.

**Martin County Board of County Commissioner's Health & Human Services**

- Information & referral services
- Homeless prevention services
- Hospitalization assistance
- Substance abuse services

**Martin Health System Hospital South**

- Hospital providing health education

**Martin Health System Medical Center**

- Hospital providing health education

**New Horizons**

- Mental health services

**The Robert & Carol Weissman Cancer Center (Stuart)**

- Comprehensive cancer care

**Treasure Coast Hospice**

- Palliative care, hospice care, counseling

**Visiting Nurse Association of Florida, Inc. (Stuart)**

- Assistance in home-based care

**YMCA of the Treasure Coast**

- Strong Families Program

The second priority identified by the Committee is multi-faceted. The Martin County Advisory Committee envisions a safe environment for the emotional and social well-being of the children in Martin County. The Committee recognizes that the local school district is constantly strengthening its capacity as a healthy setting for living, learning and working. The local school district provides emergency care for illness or injury at school to ensure that all students get the appropriate medical attention and referrals to healthcare providers.

The percentage of middle school students with a BMI at or above the 95th percentile for their weight and gender increased from 8.3% to 11.5% from 2008 to 2012 in Martin County. Additionally, the percentage of high school students with a BMI at or above the 95th percentile for their weight and gender in Martin County increased from 7.9% to 12.9% from 2008 to 2012. The alarming rates of overweight/obesity among youth and the overall health of Martin County students was deemed an important issue to be addressed in Martin County's CHIP. According to the Center for Disease Control and Prevention (CDC), childhood obesity can have a harmful effect on the body in a variety of ways, children have a greater risk of: high blood pressure, high cholesterol, impaired glucose tolerance, type 2 diabetes, sleep apnea, asthma, joint problems and musculoskeletal discomfort.<sup>4</sup> Overweight and obese children also face psychological stress such as depression, low self-esteem, behavioral problems and issues in school.

The school setting also provides students education and counseling in a variety of health and wellness topics, serving as one of the main sources of health education and the opportunity to promote healthy living among the children of Martin County. The Advisory Committee realizes that raising public awareness of the importance of school health through consistent messaging of physical activity, healthy food choices and the dangers of drug abuse to Martin County children and adults is the key to improving the health of children and adolescents of Martin County.

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<sup>4</sup> [www.cdc.gov/obesity/childhood/causes.html](http://www.cdc.gov/obesity/childhood/causes.html)

**Table 2: School Health**

<b>Goal 2.A: Create a community that invests in the health of Martin County children and adolescents.</b>		
<b>Strategies 2.A.1: Promote a community wide campaign to increase the awareness of school health to community members and stakeholders (e.g. legislators).</b>		
<b>Objective 2.A.1: By 2020, create and implement a marketing plan to increase the importance of school health to community members and stakeholders in Martin County.</b>		
<b>Activities</b>	<b>Key Action Steps</b>	<b>Measures</b>
<b>Activity 2.A.1.1:</b> Create a marketing awareness campaign targeting Martin County residents and community stakeholders on the importance of school health.	Research statistics on specific school health-related indicators in Martin County.	Number of presentations to five key community stakeholders
	Hire a marketing firm to create innovative approaches to promote the importance of school health and educate community residents and community stakeholders on the benefits of school health.	Baseline: Martin County’s nurse-student ratio is 1:2441 (FloridaCharts, 2013)
	Promote and disseminate information on the school health awareness campaign to Martin County residents and community stakeholders.	
<b>Goal 2.B: Create a school community where Martin County students live healthy.</b>		
<b>Strategy 2.B.1: Increase funding to the Florida Department of Health in Martin County to increase the number of school health nurses in Martin County Public Schools.</b>		
<b>Objective 2.B.1: By 2020, decrease the school nurse to student ratio from 1:2441 to 1:1800 in Martin County Public Schools.</b>		
<b>Activities</b>	<b>Key Action Steps</b>	<b>Measures</b>
<b>Activity 2.B.1.1:</b> Increase funding to the Florida Department of Health in Martin County to increase the number of school health nurses in Martin County Public Schools.	Research multiple funding opportunities to financially support the salary of school health nurses.	Martin County’s Nurse-student ratio is 1:2441.0 (2013)
	Identify and appoint liaison(s)/individual(s) to apply for funding/grant opportunities to support school health nurses.	Number of community stakeholders applying for funding to support school health in Martin County
	Submit funding/grant applications to financially support school health nurses.	

**Strategy 2.B.2: Increase the level of training/licensure of Martin County public school health assistants requiring a minimum of a certified nurse aid licensure.**

**Objective 2.B.2: Increase the educational requirements for Martin County school health assistants to at least a certified nurse aid licensure by 2020.**

<p><b>Activity 2.B.2.1:</b> Implement the requirement of school health assistants to complete a state approved certified nurse aid curriculum program as outlined in FS464.203.</p>	<p>Research the requirements of the certified nurse aid licensure.</p>	<p>Number of school health assistants with at least a certified nurse aid (CNA) license</p> <p>There are currently forty-four (44) Health Assistants in Martin County Schools (2015-2016 academic school year)</p> <p>Number of students that participate as school assistant interns</p>
	<p>Research state approved certified nurse aid curriculum programs as outlined in Florida Statute 464.203.</p>	
	<p>Contact administration in the Florida Department of Health in Martin County and Martin County Public Schools to meet and discuss modifications to the educational requirements of school health assistants to at least a certified nurse aid licensure.</p>	
	<p>Identify possible dates to implement the changed educational requirements of school health assistants.</p>	
	<p>Modify the school health assistant job description to include the following two requirements: completion of training by a certified nurse aid state approved curriculum program as outlined in Florida Statute 464.203 and a certified nurse assistant licensure.</p>	
<p><b>Activity 2.B.2.2:</b> Create a pool of medically trained substitute school health aides for Martin County Public Schools.</p>	<p>Research various educational opportunities for substitute school health assistants.</p>	
	<p>Identify specific educational requirements for substitute school health assistants in peer counties.</p>	
	<p>Contact the Martin County Public School District's administration to meet and discuss modifying the educational requirements of Martin County substitute school health assistants.</p>	
	<p>Inform and provide Martin County Public School District staff the detailed updates to the position and educational requirements of Martin County substitute school health assistants.</p>	
<p><b>Activity 2.B.2.3:</b> Engage current Indian River State College Bachelors of Science in Nursing (BSN) students in community school health initiatives by promoting a school health clinical rotation option.</p>	<p>Explore incentive opportunities, such as tuition forgiveness/discounted tuition opportunities to offer Indian River State College's nursing students to increase the number of registered nursing BSN students serving as school health assistant interns in Martin County Public Schools.</p>	
	<p>Offer Indian River State College's school nursing students an incentive, such as tuition forgiveness/discounted tuition to increase the number of registered nursing BSN students serving as school assistant interns in Martin County Public Schools.</p>	

**Strategy 2.B.3: Create a Memorandum of Understanding (MOU) agreement with for-profit and non-profit agencies to provide support of school staff positions, including: Registered Nurse as a School District Health Liaison, Community Oral Health Development Specialist, and Licensed Social Worker.**

**Objective 2.B.3: By 2016, create a strategic plan to increase funding for critical positions needed for an adequate school health program in Martin County Public Schools.**

<p><b>Activity 2.B.3.1:</b> The Martin County Public School District will hire a Registered Nurse (RN) to serve as the Martin County School Health District liaison to promote school health initiatives.</p>	<p>Contact and meet with Martin County Public Schools to discuss the opportunity to hire a Martin County School Health District liaison.</p>	<p>Development of a strategic plan</p> <p>Implementation of strategic plan</p> <p>Number of hired licensed Registered Nurse (RN) serving as Martin County School Health District liaison</p>
	<p>Discuss the details of the support needed for the Martin County School Health District liaison and promote the need for a Registered Nurse to serve as Martin County School Health District liaison to the Martin County Public School District.</p>	
<p><b>Activity 2.B.3.2:</b> The Florida Department of Health in Martin County will hire a Community Development Specialist to promote oral health initiatives by providing linkage to care and the development of the oral health system of care in Martin County.</p>	<p>Contact and meet with the Florida Department of Health in Martin County to discuss the opportunity to hire a Community Oral Health Development Specialist.</p>	<p>Number of hired Community Development Specialist</p> <p>Number of hired licensed Social Health Workers</p>
	<p>Discuss the details of the support needed for the Community Oral Health Development Specialist position and promote the need for a Community Oral Health Development Specialist focusing on oral health initiatives.</p>	
<p><b>Activity 2.B.3.3:</b> The Martin County Public School District will hire a Licensed Social Worker for selected high-risk Martin County Public Schools.</p>	<p>Contact and meet with Martin County Public Schools to discuss the opportunity to hire a Licensed Social Worker in selected high-risk Martin County Public Schools.</p>	
	<p>Discuss the details of the support needed for a Licensed Social Worker in high-risk Martin County Public Schools and promote the need for Licensed Social Workers in high-risk in Martin County Public Schools.</p>	

### Healthy Schools Campaign

The Healthy Schools Campaign (HSC) is an independent not-for-profit organization that helps facilitate collaboration between parents, teachers, administrators and policy makers. Their overarching goal is to help prepare this diverse group of stakeholders to lead change at the school, district, state and national levels. HSC is the leading voice for people who care about children, education, and our environment. The Healthy Schools Campaign advocates for policies and practices that allow all students, teachers and staff to learn and work in a healthy school environment. <sup>5</sup>

HSC programs include the following: Change for Good; Fit to Learn; Health in Mind; School Nurse Leadership; Parents United; Space to Grow; Cooking Up Change; Green Clean Schools; Indoor Air Quality in Schools and Through Your Lens.

### Let's Go!

“Let’s Go!” is a nationally recognized childhood obesity prevention program based in Maine, which focuses on creating healthy places to help children and families eat healthy and be active. “Let’s Go!” works in six different settings to reach families where they live, study, work and play to reinforce the importance of healthy living. The 5-2-1-0 message (5 or more fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity and 0 sugary drinks, more water and low fat milk a day) is used across the settings to remind families of these recommendations for healthy eating and active living”.<sup>6</sup>

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<sup>5</sup> <http://healthyschoolscampaign.org/about/>

<sup>6</sup> [www.lets-go.org](http://www.lets-go.org)

**Children’s Services Council of Martin County**

- Identified childhood obesity as a part of the *2014-2019 Strategic Plan*, Healthy Children priority area

**Fitness and wellness centers**

- Martin health and fitness, Rosalind's Fitness Studios, SilverSneakers and Martin Health System

**Florida Department of Health in Martin County**

- Clinical, nutritional and wellness services

**Food Addicts Anonymous** (Ft. Pierce or Jupiter)

- Weekly support groups

**Martin County Department of Parks and Recreation**

- After school programs (Residents Empowering All Children’s Hope)
- Fitness programs

**Martin County Healthy Start Coalition**

- Prenatal Nutrition Program provides nutritional education and support to pregnant women who have a body mass index of 25 or more at their first prenatal appointment.

**Overeaters Anonymous** (Palm Beach Gardens, Jupiter, Stuart)

- Weekly support groups

**United Way of Martin County**

- Seminars through “Health Umbrella”
- 5-2-1-0! Let’s Go! Evidence-based program
- Identified obesity as a part of the *2013-2018 Strategic Plan*, Health priority area

**WIC and Nutrition Services** (Stuart and Indiantown)

- Supplemental foods, healthcare referrals and nutrition education

During the past two decades our nation has experienced a considerable increase in the percentage of overweight and obese children and adults. In Martin County the rate of overweight or obese adults (BMI>25) is approximately 48.3%.<sup>7</sup> During the 2014-2015 academic school year, nearly 1 in 3 Martin County first graders were overweight or obese, while over 33% (33.4%) of third graders were overweight or obese in Martin County. During this time period, 37.3% of Martin County sixth grade students were overweight or obese.<sup>8</sup> These alarming rates are of significant concern in the Martin County community, particularly due to the projections that the trend of overweight and obesity will continue to increase.

Being overweight and obese is often associated with poor health outcomes and rapidly increases the risk of mortality. Research has shown that being overweight or obese can increase one's risk for the following conditions: coronary heart disease, type 2 diabetes, cancers (endometrial, breast and colon), hypertension (high blood pressure), dyslipidemia (for example, high total cholesterol or high levels of triglycerides), stroke, liver and gallbladder disease, sleep apnea and respiratory problems, osteoarthritis (a degeneration of cartilage and its underlying bone within a joint) and gynecological problems (abnormal menses, infertility). There are also economic consequences associated with being overweight and obese. In addition to the costs related to the prevention, diagnosis and treatment of many of the associated conditions and co-morbidities, there are indirect costs from decreased productivity and missed work, as well as costs associated with loss of future income due to premature death.<sup>9</sup>

There are several factors that play a role in being overweight and obese, making it a complex issue to address. Health behaviors, including diet and exercise, the environment, genes, certain health conditions and medications are all believed to play a part in causing overweight and obesity.<sup>10</sup>

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<sup>7</sup> Florida County-level Behavioral Risk Factors Surveillance Telephone Survey, 2013

<sup>8</sup> Martin County Health Department, School Health Report, 2015

<sup>9</sup> NIH, NHLBI Obesity Education Initiative. Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults. Available online: [http://www.nhlbi.nih.gov/guidelines/obesity/ob\\_gdlns.pdf](http://www.nhlbi.nih.gov/guidelines/obesity/ob_gdlns.pdf)

<sup>10</sup> <http://www.cdc.gov/obesity/adult/causes/index.html>



**Table 3: Obesity**

<p><b>Goal 3: Create a community context where Martin County residents can attain and maintain a healthy weight by increasing access to healthy foods and physical activity opportunities.</b></p>		
<p><b>Strategy 3.1: Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.</b></p>		
<p><b>Objective 3.1: By 2020, decrease the percentage of youth who are overweight or obese in Martin County by 2.0%.</b></p>		
Activities	Key Action Steps	Measures
<p><b>Activity 3.1.1:</b> Extend the Let's Go! 5-2-1-0! National Campaign to all early child care centers and elementary schools in Martin County</p>	Identify individual to champion the campaign in the community.	<p>Baseline: Percentage of first grade students who are overweight or obese in Martin County (29.2%, 2014-15 academic school year)</p> <p>Baseline: Percentage of third grade students who are overweight or obese in Martin County (33.4%, 2014-15 academic school year)</p> <p>Baseline: Percentage of sixth grade students who are overweight or obese in Martin County (37.3%, 2014-15 academic school year)</p>
	Contact local early childcare centers and Martin County Public Schools to glean insight on current Let's Go! 5-2-1-0! campaign activities.	
	Contact and meet with local childcare centers and schools in Martin County to promote the Let's Go! 5-2-1-0! campaign.	
	Contact aftercare programs in Martin County to extend the implementation of the Let's Go! 5-2-1-0! campaign.	
	Extend the Let's Go! 5-2-1-0! campaign to aftercare programs in Martin County.	
<p><b>Strategy 3.2: Promote consistent information/materials to Martin County children and parents on healthy lifestyle choices through education and outreach using culturally appropriate methods.</b></p>		
<p><b>Objective 3.2: By 2020, decrease the percentage of adults who are overweight or obese in Martin County by 2.0%.</b></p>		
<p><b>Activity 3.2.1:</b> Develop a promotion segment/piece to educate all Martin County residents on components of the 5-2-1-0 campaign</p>	Identify individual/agency to champion the campaign in the community.	Baseline: Percentage of overweight adults in Martin County (34.0%, BRFSS 2013)
	Identify target subpopulations for campaign marketing.	Baseline: Percentage of obese adults in Martin County (14.4%, BRFSS 2013)
	Research promotional segments for obesity prevention campaigns/programs.	Baseline: Percentage of adults in Martin County who report being sedentary (23.8%, BRFSS 2013)

### Let's Go!

“Let’s Go!” is a nationally recognized obesity prevention program based in Maine, which focuses on creating healthy places to help children and families eat healthy and be active. “Let’s Go!” works in six different settings to reach families where they live, study, work and play to reinforce the importance of healthy living. The 5-2-1-0 message (5 or more fruits and vegetables, 2 hours or less of recreational screen time, 1 hour or more of physical activity and 0 sugary drinks, more water and low fat milk a day) is used across the settings to remind families of these recommendations for healthy eating and active living”.<sup>11</sup>

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<sup>11</sup> [www.letsgo.org](http://www.letsgo.org)

**Advocates for Rights of the Challenged (ARC) of Martin County**

- Provides a learning environment for children and adolescents with developmental disabilities in an after-school, out-of-school summer camp and respite setting.

**Boys and Girls Clubs of Martin County**

- High Yield Learning Program (after-school care)

**Christian Community Care Center**

- Provides low cost dental services

**Children’s Services Council of Martin County**

- Identified childhood obesity as a part of the *2014-2019 Strategic Plan*, Healthy Children priority area
- Several after-school programs with health initiatives

**Early Learning Coalition of Indian River, Martin and Okeechobee Counties, Inc.**

- Source for childcare resource and referral needs in Martin County and subsidized child care for eligible families of children from birth to age 12.

**Florida Department of Health in Martin County**

- Clinical, nutritional and wellness services

**Indian River State College**

- Dental Clinic; dental assistant program

**Martin County Department of Parks and Recreation**

- After school programs (Residents Empowering All Children’s Hope)

**School District of Martin County**

- Nutrition/Health Education, School Health Aides, Physical Activity

**United Way of Martin County**

- Identified obesity as a part of the *2013-2018 Strategic Plan*, Health priority area
- Invests in local programs that ensure affordable, quality after-school care

**YMCA of the Treasure Coast**

- Strong Families Program

Martin County has much to be proud of in terms of the health of the community; however there are always opportunities for improvement. The implementation of the CHIP will help strengthen the public health infrastructure, aid and guide planning, foster collaboration and capacity-building and ultimately promote the well-being and quality of life for Martin County residents. Health improvement does not occur only at the governmental or agency level, but must be practiced in our homes, our schools, our workplaces and our faith based organizations. The Martin County CHIP created by community stakeholders broadens and builds upon successful local initiatives. Below are some suggestions and strategies of ways that you can play a part in achieving a healthier community.

- Get the word out about the health priorities in the community and the CHIP
- Support programs, policies, initiatives and campaigns aimed to address the health priorities in the community
- Be an advocate in the community for healthy behaviors and for health improvement
- Lead by example and practice healthy behaviors in your homes, workplaces and social circles
- Share your resources whether it be time, support, funding, or expertise to strengthen the health improvement efforts

## Appendix A

## MARTIN COUNTY ADVISORY COMMITTEE

Name	Organization
Leigh Bergstrom	Treasure Coast Hospice
Audrey Burzynski	Floridians Fighting Falls
Jane Cebelak	Indian River State College
Anita Cocoves	Martin County Government
Molly Ferguson	Florida Community Health Centers
Donna Goodwin	Florida Department of Health in Martin County
Sarah Gosney	Children's Services Council of Martin County
Harry Hernandez	CareerSource Research Coast
Nicole King	SMART Consulting Team, LLC
Robert King	Florida Department of Health in Martin County
Frank Lasaga	City of Stuart Fire Rescue
Michael Lindgren	Martin County School District
Annette Lopez	The Council on Aging of Martin County at the Kane Center
Nelson Merchan-Cely	Hispanics in Action of the Treasure Coast
Karlette J. Peck	Florida Department of Health in Martin County
Todd Reinhold	Florida Department of Health in Martin County
Jim Vojcsik	United Way of Martin County
Lisa Vreeland	Red Cross
Bob Washam	Citizen
Carolann Wegener	Florida Department of Health in Martin County
Page Woodward	211 Palm Beach/Treasure Coast

## GET INVOLVED

Community health improvement is improvement of the community and it is done largely by the community. To that, all stakeholders and residents are invited to participate in improving Martin County's health.

For more information or to get involved in the County's health improvement activities, please contact:

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