



HERNANDO COUNTY

COMMUNITY HEALTH IMPROVEMENT PLAN

PUBLISHED MARCH 2020



This page is intentionally blank



This page is intentionally left blank

Contents

Executive Summary of the Hernando County Community Health Improvement Plan 2020-2022	1
Hernando County Community Health Improvement Plan Strategic Priorities and Goals	1
Overview of Community Health Improvement Planning	5
Community Health Needs Assessment and Health Improvement Planning	5
The Role of Social Determinants of Health and Health Equity in Community Health Improvement Planning	7
Hernando County Community Health Improvement Plan (CHIP) Process	9
Methodology	9
MAPP Phase 1: Organizing for Success and Partnership Development	9
MAPP Phase 2: Visioning	9
MAPP Phase 3: Three MAPP Assessments	10
MAPP Phase 4: Identifying Strategic Issues	16
MAPP Phase 5: Formulate Goals and Strategies	18
MAPP Phase 6: Action Cycle	18
Hernando County Community Health Assessment and Health Improvement Timeline	18
Hernando County CHIP Goals, Strategies, Objectives and Related Resources	20
Hernando County CHIP Alignment with State and National Priorities	23
Appendix	26
Organizations and Agencies Represented on the Hernando County Community Health Improvement Planning Steering Committee	27
Hernando County Visioning Results	28
Hernando County CHIP Implementation Action Plan Template	29

Executive Summary of the Hernando County Community Health Improvement Plan 2020-2022

HERNANDO COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN STRATEGIC PRIORITIES AND GOALS

Strategic Priority: Child Health and Safety

- Goal: Enhance knowledge of, availability of and access to child health services and resources in Hernando County

Strategic Priority: Access to Care

- Goal: Improve access to all healthcare services in Hernando County

Strategic Priority: Healthy Behaviors

- Goal: Increase awareness of and participation by Hernando County residents in year-round healthy behavior opportunities

Strategic Priority: Substance Abuse and Mental Health

- Goal: Increase awareness of mental health and substance abuse treatment, prevention, and support services in Hernando County

In February 2019, the Florida Department of Health in Hernando County initiated a new community health assessment and health improvement planning cycle. Hernando County community partners once again employed the Mobilizing for Action through Planning and Partnerships (MAPP) framework to assure a comprehensive community health assessment would inform the development of the community health improvement plan. Guided by community partners in the Hernando County Community Health Assessment Steering Committee for Health, the MAPP process yielded a wealth of data (see companion documents, *2019 Hernando County Community Health Assessment* and *2019 Hernando County Community Health Assessment Technical Appendix*) that were used to identify strategic priorities for the coming three years of 2020-2022. The strategic priorities include:

- **Child Health and Safety:** Protecting and improving child health is an investment in the next generation. These investments can impact future personal and community health challenges, health outcomes, and healthcare system resource needs. Concerns for the health and well-being of Hernando County's infants, children, and adolescents were expressed by community partners and stakeholders throughout the assessment process. Assessment findings from the study of secondary and primary data point to indicators of challenges for Hernando County's children and youth. Poverty rates, specifically 200 percent and above the federal poverty level, for children aged 0 to 17 years in several geographic areas of Hernando County far exceeded state rates (Table 39, Technical Appendix). Infant mortality rates for 2016-2018 for all races, Whites, Blacks, and Hispanics per 1,000 live births exceeded state rates (Table 107, Technical Appendix). Relatedly, timely entry into prenatal care surfaced as an issue for Hernando County mothers with only about 63 percent of women of all races receiving care in the first trimester of pregnancy (Table 113, Technical Appendix). The percentage of Baker Act, or involuntary exam, initiations among Hernando County children under the age of 18 at 27.9 percent for 2016-2018 outpaced the state rate of 16.4 percent (Table 97, Technical Appendix). Child abuse and neglect emerged among the top ten ranked health problems in Hernando County and dropping out of school ranked among behaviors with the greatest negative impact on health (Tables 7 and 8, 2019 Hernando County Community Health Assessment). Community survey respondents reported that in the past 12 months 21.1 percent of children in their care did not receive needed dental care, 11.0 percent did not get primary care when needed, and another 24.1 percent did not get care for a mental health or substance use issue (Tables 14-16, 2019 Hernando County Community Health Assessment). Numerous trends that impact child health and safety were noted during the Forces of Change assessment discussion. These included homelessness among school-aged children, food insufficiency, increased need for children protective services, rising rates of substance-exposed newborns requiring protective care, more grandparents raising grandchildren, and the outmigration of Hernando County youth (p. 68-70, 2019 Hernando County Community Health Assessment)
- **Access to Care:** Although access to health care does not necessarily prevent illness, early intervention and long-term management resources can help to maintain quality of life and minimize premature death and disability. Assessment findings pointed to barriers to both preventive services as well as healthcare resource access for Hernando County residents. Access to

affordable healthcare including primary, specialty, dental and mental health care was rated as the most important factor for a healthy community by about 75 percent of community survey respondents (Table 6 and Figure 21, 2019 Hernando County Community Health Assessment). From 2015-2018 rates of hospital discharges for avoidable conditions remained higher for Hernando County residents when compared to Florida as a whole (Table 158, Technical Appendix). In Hernando County the numbers and rates of emergency department (ED) visits for mental health reasons have increased in recent years. For the calendar year 2015 through September 2018 reporting period, Hernando County rates of ED visits per 1,000 population for mental health reasons have exceeded state rates for all ages, those 0 to 17 years of age, and 18 year of age and older (Table 94, Technical Appendix). In 2018, more than 90 percent of ED visits by Hernando County residents for dental issues were categorized as preventable (Table 154, Technical Appendix). Medicaid was the payor source for 33.5 percent of ED visits while Medicare covered 24.6 percent of ED visits by Hernando County residents for 2016 through September 2018. Both rates were higher than state rates of 31.3 and 19.2 percent, respectively (Table 162, Technical Appendix). These factors and others that emerged during the assessment process pointed to growing issues and gaps in access to healthcare services.

- **Healthy Behaviors:** Cultivating healthy behaviors is among primary prevention efforts that aim to prevent illness and chronic conditions before they occur. Environmental and policy change as well as education, behavior modification and long-term investments in systems that promote healthy living are among Hernando County's identified strategies to promote healthy behaviors. The need for community-wide, concerted efforts focused on developing and sustaining healthy behaviors in the areas of nutrition, physical activity, and regular check-ups surfaced in secondary and primary data findings of the recent community health assessment process. Hernando County community members ranked access to nutritious foods as the third most important factor for a healthy community with healthy behaviors ranked as sixth (Table 6, 2019 Hernando County Community Health Assessment). Results from the same community survey showed that four of the top ten (10) ranked health problems for Hernando County residents were related to the lack of healthy behaviors including obesity, tobacco use, access and use of primary care, and access to nutritious foods (Table 7, 2019 Hernando County Community Health Assessment). Contributing factors of four (4) of the five (5) leading causes of death for Hernando County residents for 2013-2018 (i.e., Cancer, Heart Disease, Chronic Lower Respiratory Disease, and Stroke; Table 64, Technical Appendix) can be impacted by healthier behaviors and wiser health decisions.
- **Substance Abuse and Mental Health:** Mental and physical health are equally important factors for overall health and quality of life. Mental health includes emotional, psychological and social well-being and impacts how stress is handled, interpersonal relationships, and healthy decision-making. Concerns about mental health and substance abuse surfaced in all four of the MAPP assessments. Secondary data review found that Hernando County residents seek care for mental health problems in emergency departments (ED) at higher rates than for the state. For the calendar year 2015 through September 2018 reporting period, Hernando County rates of ED visits per 1,000

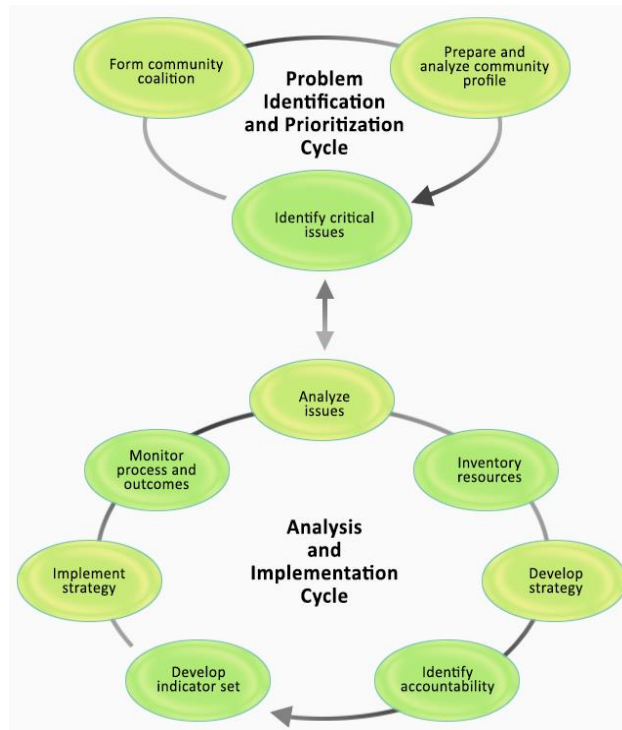
population for mental health reasons exceeded state rates for all ages, those 0 to 17 years of age, and those 18 years of age and older (Table 94, Technical Appendix). For the same period, rates of hospitalizations for mental health reasons for Hernando County residents also exceeded state rates (Table 93, Technical Appendix). More than a quarter (27.6 percent) of Hernando County adults reported that poor mental or physical health interfered with activities of daily living in 14 of the past 30 days; for comparison the state rate was 18.6 percent (Table 136, Technical Appendix). Community respondents to the health survey identified substance abuse (35.3 percent) and mental health problems (25.3 percent) as the top two most important health issues in Hernando County. Further, substance/drug abuse was ranked by 71.9 percent of community survey respondents as the leading behavior with the greatest negative on health. Primary data collected through recent community health surveys showed that almost half (48.7 percent) of respondents ranked substance abuse and mental health problems (44.0 percent) as the top two health issues in Hernando County. Further, survey respondents ranked mental and behavioral health services as healthcare services most difficult to obtain in the county, followed by substance abuse counseling services ranked as second most difficult to access. About 20 percent of community survey respondents indicated they had not received needed mental health or substance abuse care and services in the past 12 months. Reported barriers included cost, insurance issues, lack of providers and long waits for appointments (Table 12, 2019 Hernando County Community Health Assessment). Rapidly rising numbers of newborns affected by neonatal abstinence syndrome also elevated this issue to the forefront in prioritizing health issues and populations at risk for poorer health outcomes.

Overview of Community Health Improvement Planning

COMMUNITY HEALTH NEEDS ASSESSMENT AND HEALTH IMPROVEMENT PLANNING

In the Institute of Medicine’s (IOM) 1997 publication *Improving Health in the Community*, the community health improvement planning process was described as the required framework within which a community takes a comprehensive approach to improving health. That framework includes assessing the community’s health status and needs, determining health resources and gaps, identifying health priorities, and developing and implementing strategies for action. Notably, in this comprehensive approach there are two cycles; that is, an assessment or problem identification and prioritization cycle followed by an implementation cycle. By 2000 the National Association of County and City Health Officials (NACCHO) in conjunction with the Centers for Disease Control and Prevention’s (CDC) Public Health Practice Office had developed Mobilizing for Action through Planning and Partnerships (MAPP) as a strategic approach to community health improvement.

FIGURE 1: COMMUNITY HEALTH IMPROVEMENT PLANNING FRAMEWORK, IOM, 1997.



Source: J.S. Durch, L.A. Bailey, and M.A. Stoto, eds. (1997) *Improving Health in the Community*, Washington, DC: National Academy Press. Retrieved: November 29, 2019, <https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/chip/main>

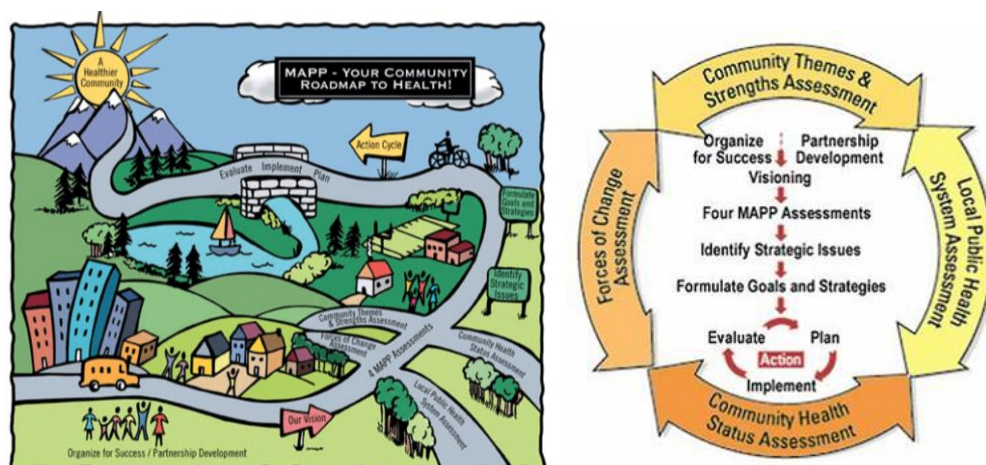
NACCHO and the CDC’s vision for implementing MAPP remains today as "Communities achieving improved health and quality of life by mobilizing partnerships and taking strategic action."

At the heart of the Hernando County MAPP process were the following core MAPP assessments:

- Community Health Status Assessment
- Community Themes and Strengths Assessment
- Local Public Health System Assessment
- Forces of Change Assessment

The findings from these three MAPP assessments informed the detection of common themes and issues in order to identify and prioritize the key community health needs. Prioritized strategic community health issues were documented and addressed in the MAPP action cycle phase to complete the comprehensive health improvement planning cycle.

FIGURE 2: MOBILIZING FOR PLANNING THROUGH PLANNING AND PARTNERSHIPS (MAPP).



Source: National Association of County and City Health Officials (N.D.). *Community Health Assessment and Improvement Planning*. Retrieved November 29, 2019, <https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment>

The Public Health Accreditation Board (PHAB), the voluntary accrediting body for public health agencies in the United States, deems community health, community health assessment and health improvement planning as foundational functions and core to the mission of public health. Community health assessment is defined in the PHAB Standards and Measures as a tool “to learn about the community: the health of the population, contributing factors to higher health risks or poorer health outcomes of identified populations, and community resources available to improve the health status.” The community health improvement plan is described as a “long-term, systematic effort to address public health problems on the basis of the results of community health assessment activities and the community health improvement process.” Further, the community health improvement process “involves an ongoing collaborative, community-wide effort to

identify, analyze and address health problems; assess applicable data; develop measurable health objectives and indicators; inventory community assets and resources; identify community perceptions; develop and implement coordinated strategies; identify accountable entities; and cultivate community ownership of the process.” Public Health Accreditation Board (December 2013). *PHAB Standards and Measures*. Retrieved November 29, 2019, <http://www.phaboard.org/wp-content/uploads/SM-Version-1.5-Board-adopted-FINAL-01-24-2014.docx.pdf>

THE ROLE OF SOCIAL DETERMINANTS OF HEALTH AND HEALTH EQUITY IN COMMUNITY HEALTH IMPROVEMENT PLANNING

FIGURE 3: SOCIAL DETERMINANTS OF HEALTH (SDOH).



Source: Healthy People 2020: Social Determinants of Health,” Office of Disease Prevention and Health Promotion, Centers for Disease Control and Prevention. Retrieved November 29, 2019, <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

According to the World Health Organization and depicted above by the Centers for Disease Control and Prevention (CDC), the social determinants of health (SDOH) include the “conditions in the environments in which people are born, live, learn, work, play and age that shape and affect a wide range of health, functioning, and quality of life outcomes and risks”. (About Social Determinants of Health,” World Health

Organization, accessed November 29, 2019 http://www.who.int/social_determinants/sdh_definition/en/). The SDOH include factors such as socioeconomic status, education, neighborhood and physical environment, employment and social networks as well as access to health care. Addressing social determinants of health is important for improving health and reducing health disparities. Research suggests that health behaviors such as smoking and diet and exercise, are the most important determinants of premature death. There is growing recognition that social and economic factors shape individuals' ability to engage in healthy behaviors. Evidence shows that stress negatively affects health across the lifespan and that environmental factors may have multi-generational impacts. Addressing social determinants of health is not only important for improving overall health, but also for reducing health disparities that are often rooted in social and economic disadvantages.

The five-tier health impact pyramid depicts the potential impacts of different types of public health interventions. Efforts that address the SDOH are at the base of the pyramid, indicating their higher potential for positive impact. Interventions at the pyramid base tend to be effective because of their broad societal reach. CHIP interventions are targeted at all levels to attain the best and most sustainable health benefits.

FIGURE 4: HEALTH IMPACT PYRAMID.



Source: Frieden, T.R. (2010). A framework for public health action: The health impact pyramid. *American Journal of Public Health*, 100(4):590-595. Retrieved November 29, 2019 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2836340/>

Hernando County Community Health Improvement Plan (CHIP) Process

METHODOLOGY

Development of the Hernando County CHIP is a continuation of the county's long history and strong commitment to better understanding and addressing health issues through the community health assessment and health improvement planning process using the MAPP framework. Community health assessment work began in February and concluded in August 2019. The three phases of MAPP that constituted the community health assessment process are briefly described below. Soon after finalizing the community health assessment, Hernando County partners launched into planning for the CHIP process and completed the final two MAPP phases that resulted in the CHIP and its ongoing implementation.

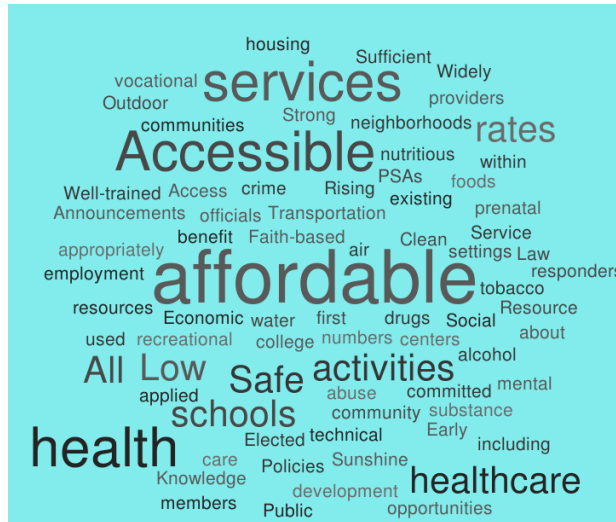
MAPP PHASE 1: ORGANIZING FOR SUCCESS AND PARTNERSHIP DEVELOPMENT

To assure a successful community health assessment and health improvement planning process, the Florida Department of Health in Hernando County engaged partners to plan a process that built upon existing relationships, used resources wisely, and demonstrated a commitment to making positive, collective impact on health and quality of life in Hernando County. A listing of the Hernando County Community Health Assessment Steering Committee members and their affiliations can be found in the *2019 Hernando Community Health Assessment* report (will be a hyperlink when posted on DOH website). Meeting evaluations were conducted and Steering Committee members were routinely encouraged to invite additional community partners to participate in the process towards the goal of having a diverse and representative group at the helm of the assessment.

MAPP PHASE 2: VISIONING

At their kick-off meeting on February 19, 2019, the Hernando County Community Health Assessment Steering Committee members completed a visioning exercise to define health and the characteristics of a healthy Hernando County. Among the categories of characteristics and traits were social determinants of health-related factors attributes such as economic development, strong schools, affordable housing, accessible healthcare services, safe neighborhoods, and transportation. The behavioral and environmental-related factors and attributes that define health and a healthy community included healthy behaviors, social and recreational networks, faith-based communities, well-informed community members, elected leaders committed to improving health, supportive policies and laws, sufficient healthcare providers and well-trained first responders. The Visioning discussion resulted in the formulation of the vision statement: *Hernando County—Where Your Health Matters*. More detailed Visioning results are included in the Appendix. The word cloud below depicts terms that were frequently used to define health in Hernando County.

FIGURE 5: VISIONING WORD CLOUD, HERNANDO COUNTY, 2019.



Source: Hernando County visioning exercise results, February 19, 2019, prepared using WordItOut by Enideo by WellFlorida Council, 2019

MAPP PHASE 3: THREE MAPP ASSESSMENTS

Each of the four assessments in the MAPP process gathered data to form a comprehensive picture of health status, health behaviors, and health resources and capacities in Hernando County. Key findings and highlights from each of the assessments are summarized below.

Local Public Health System Assessment:

The capacity of the Hernando County local public health system to provide the ten essential public health services was assessed using the Centers for Disease Control and Prevention’s (CDC) National Public Health Performance Standard Program instrument. Over the course of two meetings, Hernando County community partners and stakeholders discussed and scored various competencies. Partners also identified strengths to build upon and areas for improvement. Summary scores from the local public health system assessment are as follows:

- Two (2) or 20% of essential services were scored at the optimal activity including
 - Essential Service 2: Diagnose and Investigate Health Problems and Health Hazards
 - Essential Service 5: Develop Policies and Plans that Support Individual and Community Health Efforts
- Five (5) or 50% of essential services were scored at the significant activity level including
 - Essential Service 1: Monitor Health Status to Identify Community Health Problems
 - Essential Service 4: Mobilize Community Partnerships to Identify and Solve Health Problems
 - Essential Service 6: Enforce Laws and Regulations that Protect Health and Ensure Safety

- Essential Service 8: Assure a Competent Public and Personal Healthcare Workforce
- Essential Service 9: Evaluate Effective, Accessibility and Quality of Personal and Population Health Services
- Three (3) or 30% of essential services was scored at the moderate activity level including
 - Essential Service 3: Inform, Educate and Empower People about Health Issues
 - Essential Service 7: Link People to Needed Personal Health Services and Assure the Provision of Health Care when Otherwise Unavailable
 - Essential Service 10: Research for New Insights and Innovative Solutions to Health Problems

Forces of Change:

Hernando County community partners identified forces and related opportunities and threats, either current or in the future, that could affect or influence health and quality of life in the county, region, state and nation. Through a facilitated discussion they identified trends, factors and events along with the opportunities and threats associated with each. Discussions considered social, economic, political, technological, environmental, scientific, legal and ethical factors, trends and events. The most commonly mentioned forces of change identified are listed below.

- Factors
 - Persistent maternal and child health issues
 - Large and growing population of senior citizens and older senior citizens
 - Lower education attainment
 - Lower per capita and median incomes
 - Many service industry jobs, limited employment at living wage
 - Lack of mental health care providers
 - No residential treatment facilities for substance abuse care, no transitional housing
 - Growth in tourism
- Trends
 - Rising numbers of substance-exposed newborns
 - Rising rates of Sexually Transmitted Infections (STIs) related to substance use
 - Rising rates of poor birth outcomes and changes in fertility rates among Hispanic women
 - Increased electronic nicotine device use
 - More homelessness among school-age children
 - Outmigration of Hernando County youth
 - Rising cost of food, increasing food insecurity
 - More educated consumers of healthcare services
 - Increasing numbers of mid-level healthcare professionals in practice
 - More urgent care and walk-in clinics being opened
- Events
 - Success of Greater Hernando Weight Loss Challenge

- Launch of dental bus for services to school-age children
- State and local implementation of changing marijuana laws
- Opening of new distribution center near airport
- 2020 U.S. Census
- 2020 presidential election

Community Themes and Strengths:

Through the community themes and strengths assessment, the opinions, perspectives and concerns of Hernando County residents were collected via a community survey. In addition, input from healthcare and social service providers and other community stakeholders was sought through a second survey. The community themes and strengths assessment sought to better understand what is important to the community and barriers and obstacles to obtaining needed services. There were 359 completed community surveys included in the analysis. A separate analysis examined the 73 completed healthcare provider/partner surveys. Although a convenience sampling method was used to collect survey data and results are not generalizable to the general population, the survey data provide insights into prevailing opinions on health issues, barriers to needed services, and available resources. Results showed that about 60 percent of community survey respondents and healthcare providers/partners rated the overall health of Hernando County residents as somewhat healthy. More than half of healthcare providers/partners as well as almost half of community survey respondents felt that substance abuse was the most important health problem in Hernando County. This was followed closely by mental health problems and homelessness, as ranked by both community members and healthcare providers/partners. Relatedly, drug abuse was by far ranked as the behavior with the greatest negative impact on health in Hernando County in both surveys. Other highlights from the analysis are provided below. For detailed results, please refer to the *2019 Hernando County Community Health Assessment* (will be a hyperlink when available).

Top ranked health-related problems in Hernando County included: (percentages for the community survey and healthcare providers/partners survey, respectively are shown)

- Substance and drug abuse (48.7 and 53.4 percent)
- Mental health problems (44.0 and 58.9 percent)
- Homelessness (27.3 and 30.1 percent)
- Access to affordable assisted living facilities (18.7 and 8.2 percent)
- Obesity (14.5 and 21.9 percent)

Behaviors with the greatest negative impact in Hernando County included: (percentages for the community survey and healthcare providers/partners survey, respectively, are shown)

- Drug abuse (75.8 and 68.5 percent)
- Alcohol abuse (27.0 and 35.6 percent)
- Lack of personal responsibility (27.3 and 32.9 percent)
- Not using healthcare services appropriately (16.2 and 27.4 percent)

- Eating unhealthy foods/drinking sugar-sweetened beverages (26.7 and 20.5 percent)
- Distracted driving (20.6 and 15.1 percent)

Healthcare services that were rated as the most difficult to obtain included: (percentages for the community survey and healthcare providers/partners survey, respectively, are shown)

- Mental and behavioral health care (48.7 and 68.5 percent)
- Substance abuse counseling services (24.2 and 67.1 percent)
- Dental care (20.9 and 26.0 percent)
- Alternative medicine and therapies (36.2 and 21.9 percent)
- Specialty care (38.4 and 27.4 percent)

Barriers to accessing dental, primary and mental health care most commonly cited were:

- Cost (78.0 percent dental care, 42.2 percent primary care, 37.3 percent mental health care)
- Insurance-related issues (46.5 percent dental care, 37.8 percent primary care, 34.7 percent mental health care)
- Lack of providers (3.9 percent dental care, 16.7 primary care, 33.3 percent mental health care)

Community Health Status:

A comprehensive review of secondary data for Hernando County examined demographic and socioeconomic indicators, mortality and morbidity, healthcare access and utilization, and geographic and racial and ethnic disparities. The *2019 Hernando County Community Health Assessment* and *2019 Hernando County Community Health Assessment Technical Appendix* were developed as part of this assessment and serve as community resources for planning and decision making. The key findings that emerged from the overall community health status review are highlighted below.

Social Determinants of Health

As described earlier, the SDOH have been shown to have impacts on overall health. In addition, the SDOH can cause health disparities that are often rooted in social and economic disadvantages. Data show Hernando County has continuing challenges with SDOH-related issues as listed below (table references are from the *2019 Hernando County Community Health Assessment Technical Appendix* unless otherwise noted).

- Poverty [\$44,324 median household income, all races, Hernando County, \$50,883 Florida (Table 46, Technical Appendix); \$23,495 per capita income, all races Hernando County, \$28,774 Florida (Table 47, Technical Appendix); 44.0 percent Asset Limited, Income Constrained, Employed (ALICE) households Hernando County, 46.0 percent Florida, Table 44, Technical Appendix]
- Barriers to education and job training [9.0 dropout rate Hernando County, 4.0 Florida (Table 56, Technical Appendix); 27.4 percent college degree as the highest level of school completed Hernando County, 38.2 Florida (Table 57, Technical Appendix)]
- Lack of affordable housing [14.3 percent in poverty all ages Hernando County, 15.8 percent Florida (2016, Table 56, Technical Appendix)]

- Healthcare service access [146.4 total physicians/100,000 Hernando County, 310.6/100,000 Florida; 30.6 dentists/100,000 Hernando County, 55.8/100,000 Florida (Tables 150, 152, Technical Appendix)]

Health Status

Disease and death rates are the most direct measures of health and well-being in a community. In Hernando County, as in Florida and the rest of the United States, premature disease and death are primarily attributable to chronic health issues. That is, medical conditions that develop throughout the life course and typically require careful management for prolonged periods of time. While Hernando County is similar to Florida in many health indicators, some differences exist. In Hernando County for 2017, the age-adjusted death rates of the leading causes of death for all races that are higher than state rates include the five causes listed below (Table 66, *2019 Hernando County Community Health Assessment Technical Appendix*) as well as infant mortality for which Hernando County exceeded the state rate for 2018 (Table 107, *2019 Hernando County Community Health Assessment Technical Appendix*).

- Heart Disease (188.1/100,000 Hernando County, 148.5/100,000 Florida)
- Cancer (163.3/100,000 Hernando County, 146.2/100,000 Florida)
- Chronic Lower Respiratory Disease (64.9/100,000 Hernando County, 38.4/100,000 Florida)
- Diabetes (41.0/100,000 Hernando County, 20.4/100,000 Florida)
- Unintentional Injuries including alcohol-related motor vehicle crash deaths (69.3/100,000 Hernando County, 53.8/100,000 Florida)
- Infant Mortality (6.7/1,000 live births Hernando County, 6.1/1,000 live births Florida)

Health Behaviors and Conditions that Contribute to Poor Health Outcomes

Health behavior data pointed to serious challenges facing Hernando County residents. The issues listed below require multi-faceted approaches to improve existing health problems with simultaneous primary prevention strategies to help ensure healthy futures for all segments of the population. The chronic conditions and behaviors that were considered as priority health issues include the following (table references are from the *2019 Hernando County Community Health Assessment Technical Appendix* unless otherwise noted):

- Mental health problems [16.9 percent adults with depressive disorder Hernando County, 14.2 percent Florida; 27.6 percent adults whose poor physical or mental health kept them from doing usual activities of daily living Hernando County, 18.6 percent Florida (Table 136, Technical Appendix)]
- Tobacco use including e-cigarettes and smokeless tobacco products [18.0 percent adults who are current smokers Hernando County, 15.5 percent Florida; 16.1 percent adults former e-cigarette users Hernando County, 4.7 percent Florida (Table 136, Technical Appendix)]
- Dental and oral health issues [55.1 percent adults who had seen a dentist in the past year Hernando County, 63.0 percent Florida; 58.5 percent adults who had a permanent tooth removed because of decay or gum disease Hernando County, 47.3 percent Florida (Table 136, Technical Appendix)]

- Overweight and obesity [35.2 percent adults who are obese Hernando County, 27.4 Florida; 68.4 percent adults who are overweight or obese Hernando County, 63.2 percent Florida (Table 136, Technical Appendix)]
- Late entry into prenatal care [63.9 percent births that received care in first trimester; all races Hernando County, 69.2 percent Florida (Table 111, Technical Appendix)]

Geographic, Racial and Ethnic Disparities

Some disparities were found in the course of Hernando County's community health assessment process and these preventable differences were given serious consideration and importance in CHIP discussions. Areas of particular concern include:

- Geographic pockets of poverty were evident in the 2013-2017 ACS data. The highest rates for individuals of all ages living at 100-200 percent of poverty in the past 12 months were found in Nobleton (ZCTA 34661) at 32.8 percent and Brooksville (34602 and 34601) at 28.7 and 27.6 percent, respectively (Table 39, Technical Appendix). Rates for children 0 to 17 years of age living at 100-200 percent of poverty were highest in the same areas although the highest rate was found in Brooksville (34602) at 48.7 percent followed by Nobleton (34661) at 41.8 percent and Brooksville (34601) at 37.1 percent. The comparable county-wide rate for children living at 100-200 percent of poverty was 29.5 percent while the state rate was 25.4 percent (Table 39, Technical Appendix). For those aged 65 years and older, the 2013-2017 estimates showed that 29.7 percent had lived at 100-200 percent of poverty in the past 12 months in Brooksville (34602), 28.3 percent in the 34604 ZCTA, and 28.0 percent in the 34601 ZCTA. The county and state rates were 23.8 and 21.0 percent, respectively (Table 39, Technical Appendix).
- Data pointed to some racial and ethnic disparities in mortality rates among Hernando County residents. Diabetes ranked as the third leading cause of death among Blacks in Hernando County while for Whites and Hispanics it ranked sixth. Heart Disease was the leading cause of death among Hernando County Blacks while Cancer led the rankings for Whites and Hispanics. For Hernando County residents unintentional injury deaths ranked third among Hispanics, fourth among Whites, and tied at fifth for Blacks. Suicide was the ninth leading cause of death among Whites compared to 13th and 12th for Blacks and Hispanics, respectively, in Hernando County. For Hernando County males, suicide ranked as the eighth leading cause of death; for females that ranking was 12th (Table 64, Technical Appendix). Age-adjusted death rates for some causes of death for Hernando County residents point to disparate health outcomes. In 2018, the age-adjusted death rate per 100,000 population for Whites in Hernando County for Cancer was 165.4 compared to 140.2 for Blacks and 114.4 for Hispanics, also exceeding the state rate for Whites of 146.8 per 100,000 population (Tables 67, 68, 69, Technical Appendix). Similarly, the age-adjusted death rate for Hernando County Whites for Heart Disease at 190.9 in 2018 was higher than the state rate for Whites and county rates for Blacks at 140.2 and Hispanics at 140.1 per 100,000 population.
- Infant mortality rates for all races, Whites, Blacks, and Hispanics were higher than state rates in Hernando County from 2016-2018. There were 32 infant deaths for all races in Hernando County resulting in an infant mortality rate of 6.7 per 1,000 live births. The comparable state rate for all

rates was 6.1 per 1,000 live births (Table 107, Technical Appendix). The infant death rate for Hernando County Hispanics for that period at 11.4 per 1,000 live births was twice the state rate for Hispanic infant deaths (5.3 per 1,000 live births). The infant death rates for both Hernando County Whites at 6.1 and Blacks at 10.8 per 1,000 live births exceeded state rates of 4.3 and 11.2 per 1,000 live births, respectively. From 2016-2018 in Hernando County the percentage of total births that received care in the first trimester was lower than the state rate for all races, Whites, Blacks and Hispanics at 63.9, 65.7, 53.9, and 63.5 percent, respectively. Comparable state rates were 69.2, 71.7, 61.5, and 69.7 percent, respectively (Table 110, Technical Appendix).

Health Care Resources and Utilization

Although health insurance and access to health care do not necessarily prevent illness, early intervention and long-term management resources can help to maintain quality of life and minimize premature death and disability. Communities with rural pockets such as those found in Hernando County face many barriers in accessing healthcare services. Utilization and health professional shortage data illuminated the depth of access to care issues in Hernando County. The major issues related to healthcare resources, access and utilization fall into the groups listed below.

- Inappropriate use of Emergency Departments for routine primary, mental health, and dental care [rate of Emergency Department visits per 1,000 population for mental health reasons Hernando County residents, all ages at 91.5, 76.4 for Florida (Table 94, Technical Appendix); preventable Emergency Department visit rate per 1,000 for oral health reasons for Hernando County residents at 8.7, 9.2 for Florida (Table 153, Technical Appendix)]
- Lack of healthcare providers and services, specialty care physicians, and dentists [146.4 total physicians/100,000 Hernando County, 310.6/100,000 Florida; 30.6 dentists/100,000 Hernando County, 55.8/100,000 Florida (Tables 150, 152 Technical Appendix)]
- Rising costs of health care and prescription drugs [percent of hospital discharges by payor sources for Hernando County residents at 61.9 percent for Medicare, 13.8 percent Medicaid, 16.1 percent private insurance, 5.6 percent self or non-payment; for Florida 46.3 percent Medicare, 19.1 percent Medicaid, 22.5 percent private insurance, 8.1 percent self or nonpayment (Table 156, Technical Appendix); 17.6 percent Hernando County adults who could not see a doctor in the past year due to cost, 16.6 percent Florida (Table 136, Technical Appendix)]
- Lack of affordable health insurance with sufficient coverage [13.2 percent civilian population uninsured, Hernando County; 14.9 percent Florida (Table 52, Technical Appendix); percent uninsured by age groups, under 65 years of age Hernando County at 15.8 percent, Florida 16.0; ages 18-64 Hernando County at 18.9 percent, Florida 19.0 percent (Table 51, Technical Appendix)]

MAPP PHASE 4: IDENTIFYING STRATEGIC ISSUES

An essential component of bridging the community health assessment with the development of a community health improvement plan includes identifying strategic issues, formulating goals and strategies and implementation. These steps are also referred to as MAPP phases four through six. On August 10, 2019, the Hernando County Health Assessment Steering Committee identified strategic priorities. The process

included the review of the community health status data, community themes and strengths findings from the community survey, local public health system capacity data, and forces of change issues. The Steering Committee discussed the characteristics of strategic priorities to assure a common understanding of their scope, scale, and purpose. Prioritization criteria included issue importance, urgency, impact, feasibility and resource availability. Table 1 below lists the characteristics of each criterion. First in small workgroups, participants reviewed, discussed and identified common themes. All attendees then participated in a facilitated consensus discussion to identify the final strategic priorities. In October 2019, the Hernando County community partners transitioned from the assessment phase to the active community health improvement plan development phase of MAPP.

TABLE 1: CRITERIA FOR RANKING STRATEGIC PRIORITY ISSUES, HERNANDO COUNTY, 2019.

Importance and Urgency	Impact	Feasibility	Resource Availability
<ul style="list-style-type: none"> • Issue severity • Burden to large or priority populations • Of great community concern • Focus on equity 	<ul style="list-style-type: none"> • Potential effectiveness • Cross cutting or targeted reach • Ability to demonstrate progress 	<ul style="list-style-type: none"> • Community capacity • Political will • Acceptability to the community 	<ul style="list-style-type: none"> • Financial costs • Staffing • Stakeholder support • Time

Source: Adapted from National Association of County and City Health Officials (N.D.). *Community Health Assessment and Improvement Planning*. Retrieved November 29, 2019, <https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp/phase-4-identify-strategic-issues>

Strategic Priority Issue Areas Identified

- Child Health and Safety including
 - Safety and injury prevention
 - Abuse and neglect
 - Early childhood health and wellness
- Access to Care including
 - Enhancing access and removing barriers to primary care, mental health services, and dental care
 - Health literacy on appropriate use of health care services and resources
 - Linking people to needed health and social services
 - Addressing costs, affordability, benefit programs and wise use of health insurance
- Healthy Behaviors including
 - Primary prevention and wellness

- Healthy eating and access to sufficient, nutritious, affordable foods
- Physical activity and the environments and policies that encourage activity
- Building on success of Greater Hernando Weight Loss Challenge
- Substance Abuse and Mental Health including
 - Access to primary mental health care
 - Addressing resources for substance abuse treatment and recovery
 - Transitional housing

MAPP PHASE 5: FORMULATE GOALS AND STRATEGIES

The purpose of this phase is for community partners to develop goals, identify strategies and write measurable objectives for each of the strategic priority areas. At its October 23rd meeting, the Hernando County Community Health Assessment Steering Committee embarked on this work. After reviewing the data and key findings from the three MAPP assessments, the group reconfirmed and refined the strategic priority issue statements, and set a timeline for developing the final CHIP, and organized into action planning workgroups. Using the work accomplished at the in-person meeting, the groups remained in contact electronically to dissect the proposed goal statements, enhance and add strategies and craft objectives. Evidence-based and promising practices were researched, considered and included as appropriate. To ensure the ability to monitor and report on progress, all objectives include a timeframe, baseline and target performance measure, data source, and identification of a lead entity.

MAPP PHASE 6: ACTION CYCLE

The action cycle includes implementation and evaluation as well as opportunities to incorporate continuous quality improvement strategies. The Hernando County CHIP action cycle is not only guided by the goals, strategies and objectives set through the MAPP process but the action plans developed for CHIP objectives. Progress, challenges, and accomplishments of the Hernando County CHIP will be monitored and tracked by semi-annual reporting to the Hernando County Community Health Improvement Plan Partnership (CHIPP) and an annual CHIP review. If appropriate, revisions to the CHIP and/or action plans will be made and documented.

HERNANDO COUNTY COMMUNITY HEALTH ASSESSMENT AND HEALTH IMPROVEMENT TIMELINE

January 2019	Organizational meetings, partner identification, timeline development
February 19, 2019	Community health assessment kick-off meeting, visioning
January – April	2019 Secondary data collection and analysis
March 18 – May 26, 2019	Primary data collection via community and healthcare provider surveys
April 16, 2019	Local public health system assessment, part 1
May 16, 2019	Local public health system assessment, part 2
June 13, 2019	Overview of secondary data and forces of change assessment

July 2019	CHIP organizational meetings, timeline development
August 20, 2019	Presentation of community health assessment findings and prioritization
October 23, 2019	CHIP goal and strategy writing workshop
December 18, 2019	CHIP action planning workshop
January, February 2020	CHIP action planning
February 17, 2020	Presentation of Hernando County Community Health Improvement Plan to Community Health Improvement Plan Partners (CHIPP)
March 3, 2020	CHIPP voting members approve and accept 2020-2022 Hernando County Community Health Improvement Plan
March 2020	2020-2022 Hernando County Community Health Improvement Plan published

Hernando County CHIP Goals, Strategies, Objectives and Related Resources

The Hernando County 2020-2022 CHIP focuses on four strategic priority areas. For each priority issue one goal has been set and will be addressed by a variety of strategies. Objectives provide the basis for performance and outcome tracking, measuring and reporting. Each goal area has its own action plan with activities, baseline and target data, accountability measures, and progress reporting mechanisms as well as background on related evidence-based strategies and programs, listing of proposed policy changes, and notations of health disparity and equity concerns. Please see the Appendix for the action plan template and the separate companion action plan compendium that will be updated regularly to reflect progress towards achieving objectives and goals.

Strategic Priority: Child Health and Safety
Goal: Enhance knowledge of, availability of and access to child health services and resources in Hernando County
Strategy 1: Partner with organizations to improve child health, wellness and safety through educational outreach
Objective 1: By December 31, 2020, distribute electronic messages with links to evidence-based health resources and information for parental engagement in child wellness to Head Start parents/caregivers. (Baseline: 0 electronic messages distributed, Target: 2 per month for at least 5 months; Data Source: Hernando Head Start)
Objective 2: Beginning January 1, 2021 promote quarterly the Substance-Exposed Newborn (SEN) Resource Guide on two electronic platforms (Baseline: 0 quarterly promotions, Target: 4 promotions per year, Data Source: SEN Task Force)
Objective 3: Beginning April 1, 2020 promote the traveling “Safe Sleep” display two times annually on a minimum of two electronic platforms (Baseline: 0 display promotions, Target: 2 promotions per year, Data Source: Healthy Start of Hernando County)
Strategy 2: Partner with provider organizations to address adverse childhood experiences including injury, abuse and neglect
Objective 1: Forty (40) Hernando County families will complete the Kiwanis Empowerment Project/Obria Medical Clinic curriculum by June 30, 2022 (Baseline: 0 families, Target: 40 families, Data Source: Obria Medical Clinic)
Objective 2: Beginning January 1, 2020 in cooperation with community partners, CHIPP will annually host a minimum of two (2) parent education activities/classes on a priority topic (Baseline: 0 activities/classes, Target: 2 per year, Data Source: CHIPP and Pace Center for Girls)
Resources: Hernando County School District, Head Start, Early Learning Coalition, Substance-Exposed Newborn Task Force, Healthy Start of Hernando County, Florida Department of Health in Hernando County, Pasco-Hernando State College, St. Leo University, Community Health Improvement Plan Partnership (CHIPP), Kiwanis, Obria Medical Clinic, Parent Academy, Pace Center for Girls, Bayfront Medical Center, SEN Resource Guide, numerous agency websites, Facebook and social media sites, family empowerment curriculum

Strategic Priority: Access to Care
Goal: Improve access to all healthcare services in Hernando County
Strategy: : Increase community awareness of available resources, promote solutions for identified gaps in services, and inform and link individuals to appropriate healthcare services
Objective 1: Increase the number of services in the United Way 211 database by ten (10) percent from 2,036 to 2,240 by June 30, 2022 (Data Source: United Way of Hernando County)
Objective 2: By June 30, 2022 create the CHIPP Speaker’s Bureau/Community InfoShare (Baseline: Does not exist, Target: Established speaker’s bureau, Data Source: CHIPP)
Objective 3: By December 31, 2020 establish a CHIPP workgroup to research and assess strategies to inform, link and enhance access to healthcare services in Hernando County (Baseline: No workgroup, Target: Workgroup established, Data Source: CHIPP)
Resources: United Way of Hernando County, CHIPP, Florida Department of Health in Hernando County, Premier Community Healthcare, United Way 211 database and electronic resource guide, community partner expertise on health issues and resources in Hernando County and the region
Strategic Priority: Healthy Behaviors
Goal: Increase awareness of and participation by Hernando County residents in year-round healthy behavior opportunities
Strategy: Collaboration among CHIPP and key community stakeholders to address obesity prevention, physical activity, healthy eating and primary prevention of chronic disease
Objective 1: Beginning January 1, 2020, CHIPP will promote two (2) healthy behavior events per year for Hernando County residents (Baseline: 0 events promoted, Target: 2 events per year promoted, Data Source: CHIPP)
Objective 2: CHIPP will collaborate with community partners and stakeholders to hold healthy eating events and/or classes for Hernando County residents at least once annually through December 31, 2022 (a minimum of three events; Baseline: 0 events held, Target: minimum of 1 event per year for a total minimum of 3 events, Data Source: CHIPP)
Objective 3: By December 31, 2022, increase the percent of Hernando County adults who had a medical check-up in the past year by two (2.0) percent (Baseline 79.8 percent (2016), Target 81.4 percent, Data Source: BRFSS, Florida CHARTS)
Objective 4: By December 31, 2022, 60% of Great Hernando Weight Loss Challenge (GHWLC) participants will lose at least ten (10) pounds in the annual ten-week challenge (Baseline 0 percent, Target 60%, Data Source: GHWLC, CHIPP)
Resources: CHIPP, Florida Department of Health in Hernando County, Hernando County School District, Hernando County Sheriff’s Office, Hernando County Parks and Recreation, Pasco-Hernando State College, Hernando County Growers Association, YMCA of the Suncoast, Bayfront Health, Oak Hill Hospital, Great Hernando Weight Loss Challenge planning committee, local ordinances on farmer’s markets, YMCA food policy, media contacts, agency Facebook and social media sites

Strategic Priority: Mental Health and Substance Abuse
Goal: Increase awareness of mental health and substance abuse prevention, treatment, and support resources in Hernando County.
Strategy 1: Implement social norming education campaigns, healthcare provider education, and certified peer specialist training program
Objective 1: By December 31, 2022 enroll 30 local primary healthcare providers in the You're Not Alone mental health promotion and substance use prevention campaign (Baseline: 0 providers enrolled, Target: 30, Data Source: Hernando Community Coalition)
Objective 2: By June 30, 2021 the You're Not Alone campaign will be implemented in a total of four (4) Hernando County schools (Baseline: 2 schools, Target: 4 schools, Data Source: Hernando Community Coalition)
Objective 3: By December 31, 2022, 300 Hernando County residents/visitors will complete a local Mental Health First Aid training (Baseline: 0 residents complete training, Target: 300 residents complete training, Data Source: BayCare Behavioral Health, NAMI Hernando)
Objective 4: By December 31, 2022 there will be ten (10) certified peer specialists serving Hernando County residents (Baseline: 0 peer specialists, Target: 10 peer specialists, Data Source: Hernando Community Coalition)
Objective 5: By December 31, 2022 in conjunction with CHIPP, a minimum of eight (8) mental health and substance abuse prevention activities/events for Hernando County residents will be held (Baseline: 0 events, Target: 8 events, Data Source: CHIPP)
Strategy 2: Increase sponsorship and distribution of Hernando Cares Behavioral Health Resource Guide
Objective 1: By December 31, 2022 increase the number of sponsors of the Hernando Cares Behavioral Health Resource Guide from four (4) to seven (7) (Baseline: 4 sponsors, Target: 7 sponsors, Data Source: Hernando Community Coalition)
Objective 2: By December 31, 2020 the number of copies of the Hernando Cares Behavioral Health Resource Guide distributed will increase by 15 percent (Baseline: 12,000 copies, Target: 13,800 copies, Data Source: Hernando Community Coalition)
Resources: Hernando County School District, Hernando County Medical Association members, Premier Healthcare, private providers of healthcare services, Bayfront Health, Oak Hill Hospital, Florida Department of Health in Hernando County, CHIPP, Hernando Community Coalition, partner agency Facebook and social media sites, Hernando Cares app, mental health first aid curriculum and trainers

Hernando County CHIP Alignment with State and National Priorities

The strategic priorities, goals, strategies and objectives in the Hernando County CHIP align with several state and national initiatives. These include the Florida Department of Health’s State Health Improvement Plan for 2017-2021, Healthy People 2020, the U.S. Department of Health and Human Services (HHS) Surgeon General’s Office National Prevention Strategy 2017, and HHS Office of Minority Health National Stakeholder Strategy for Achieving Health Equity. These shared priorities present opportunities for collaboration and collective impact in improving health outcomes and quality of life for Hernando County residents.

<p>Hernando County CHIP Objectives</p>	<ul style="list-style-type: none"> • HP 2020 = Healthy People 2020 (bold = exact match of objectives) • Florida SHIP = Florida State Health Improvement Plan, 2017 – 2021 • NPS = National Prevention Strategy • NSS Health Equity: National Stakeholder Strategy for Achieving Healthy Equity
<p>Strategic Priority: Child Health and Safety</p>	
<p>Strategy 1 Objective 1: By December 31, 2020, distribute electronic messages with links to evidence-based health resources and information for parental engagement in child wellness to Head Start parents/caregivers.</p>	<p>Florida SHIP: MCH1 NSS Health Equity: Goal 3 Health System and Life Experience, Strategy 9: Children, Strategy 11: Health Communications</p>
<p>Objective 2: Beginning January 1, 2021 promote quarterly the Substance-Exposed Newborn (SEN) Resource Guide on two electronic platforms.</p>	<p>HP 2020: MICH-1 Florida SHIP: BH2</p>
<p>Objective 3: Beginning April 1, 2020 promote the traveling “Safe Sleep” display two times annually on a minimum of two electronic platforms.</p>	<p>HP 2020: MICH-20 Florida SHIP: MCH1, MCH1.1</p>
<p>Strategy 2 Objective 1: Forty (40) Hernando County families will complete the Kiwanis Empowerment Project/Obria Medical Clinic curriculum by June 30, 2022.</p>	<p>HP 2020: ECBP-10, ECBP-8, HRQOL/WB-1 NPS: Empowered People; Injury and Violence-Free Living NSS Health Equity: Goal 3 Health System and Life Experience, Strategy 9: Children, Strategy 11: Health Communications</p>
<p>Objective 2: Beginning January 1, 2020 in cooperation with community partners, CHIPP will annually host a minimum of two (2) parent education activities/classes on a priority topic.</p>	<p>HP 2020: ECBP-10, ECBP-8, HRQOL/WB-1 NPS: Empowered People; Injury and Violence-Free Living</p>

<p>Hernando County CHIP Objectives</p>	<ul style="list-style-type: none"> • HP 2020 = Healthy People 2020 (bold = exact match of objectives) • Florida SHIP = Florida State Health Improvement Plan, 2017 – 2021 • NPS = National Prevention Strategy • NSS Health Equity: National Stakeholder Strategy for Achieving Healthy Equity
<p>Strategic Priority: Access to Care</p>	
<p>Objective 1: Increase the number of services in the United Way 211 database by ten (10) percent from 2,036 to 2,240 by June 30, 2022.</p>	<p>HP 2020: AHS-5, AHS-6 Florida SHIP: HE2, HE3 NSS Health Equity: Goal 3 Health System and Life Experience, Strategy 8: Access to Care</p>
<p>Objective 2: By June 30, 2022 create the CHIPP Speaker’s Bureau/Community InfoShare.</p>	<p>Florida SHIP: HE2, HE3 NSS Health Equity: Goal 3 Health System and Life Experience, Strategy 8: Access to Care</p>
<p>Objective 3: By December 31, 2020 establish a CHIPP workgroup to research and assess strategies to inform, link and enhance access to healthcare services in Hernando County.</p>	<p>HP 2020: AHS-1, AHS-5, AHS-6 NPS: Clinical and Community Preventive Services NSS Health Equity: Goal 3 Health System and Life Experience, Strategy 8: Access to Care</p>
<p>Strategic Priority: Healthy Behaviors</p>	
<p>Objective 1: Beginning January 1, 2020, CHIPP will promote two (2) healthy behavior events per year for Hernando County residents.</p>	<p>HP 2020: ECBP-10, ECBP-8, HRQOL/WB-1 Florida SHIP: HW1, HW2 NPS: Active Living; Empowered People; Injury and Violence-Free Living</p>
<p>Objective 2: CHIPP will collaborate with community partners and stakeholders to hold healthy eating events and/or classes for Hernando County residents at least once annually through December 31, 2022</p>	<p>HP 2020: ECBP-10, ECBP-8, NWS-14, NWS-15, NWS-16, NWS-17, NWS-18, NWS-19, NWS-20 NPS: Active Living; Empowered People</p>
<p>Objective 3: By December 31, 2022, increase the percent of Hernando County adults who had a medical check-up in the past year by two (2.0) percent.</p>	<p>HP 2020: AHS-3, AHS-5, AHS-5.3, AHS-6 NPS: Clinical and Community Preventive Services NSS Health Equity: Goal 3 Health System and Life Experience, Strategy 8: Access to Care</p>
<p>Objective 4: By December 31, 2022, 60% of Great Hernando Weight Loss Challenge (GHWLC) participants will lose at least ten (10) pounds in the annual ten-week challenge.</p>	<p>HP 2020: NWS-8, NWS-9 Florida SHIP: HW1.1 NPS: Active Living; Empowered People</p>
<p>Strategic Priority: Mental Health and Substance Abuse</p>	
<p>Objective 1: By December 31, 2022 enroll 30 local primary healthcare providers in the You’re Not Alone mental health promotion and substance use prevention campaign.</p>	<p>HP 2020: MHMD-11, MHMD-11.1, MHMC-11.2 Florida SHIP: BH1 NPS: Mental and Emotional Well-being, Preventing Drug Abuse and Excessive Alcohol Use</p>

<p align="center">Hernando County CHIP Objectives</p>	<ul style="list-style-type: none"> • HP 2020 = Healthy People 2020 (bold = exact match of objectives) • Florida SHIP = Florida State Health Improvement Plan, 2017 – 2021 • NPS = National Prevention Strategy • NSS Health Equity: National Stakeholder Strategy for Achieving Healthy Equity
<p>Objective 2: By June 30, 2021 the You're Not Alone campaign will be implemented in a total of four (4) Hernando County schools.</p>	<p>HP 2020: ECBP-2, ECBP-3 Florida SHIP: BH1 NPS: Mental and Emotional Well-being</p>
<p>Objective 3: By December 31, 2022, 300 Hernando County residents/visitors will complete a local Mental Health First Aid training.</p>	<p>Florida SHIP: BH1, BH3, BH4 NPS: Mental and Emotional Well-being</p>
<p>Objective 4: By December 31, 2022 there will be ten (10) certified peer specialists serving Hernando County residents.</p>	<p>HP 2020: MHMD-11, MHMD-11.1, MHMC-11.2 Florida SHIP: BH1 NPS: Mental and Emotional Well-being, Preventing Drug Abuse and Excessive Alcohol Use</p>
<p>Objective 5: By December 31, 2022 in conjunction with CHIPP, a minimum of eight (8) mental health and substance abuse prevention activities/events for Hernando County residents will be held.</p>	<p>HP 2020: ECBP-10.3 Florida SHIP: BH1, BH3, BH4 NPS: Mental and Emotional Well-being, Preventing Drug Abuse and Excessive Alcohol Use NSS Health Equity: Goal 8 Health System and Life Experience, Strategy 11: Health Communications</p>
<p>Strategy 2 Objective 1: By December 31, 2022 increase the number of sponsors of the Hernando Cares Behavioral Health Resource Guide from four (4) to seven (7).</p>	<p>HP 2020: MHMD-9 NPS: Mental and Emotional Well-being, Preventing Drug Abuse and Excessive Alcohol Use NSS Health Equity: Goal 8 Health System and Life Experience, Strategy 11: Health Communications</p>
<p>Objective 2: By December 31, 2020 the number of copies of the Hernando Cares Behavioral Health Resource Guide distributed will increase by 15 percent.</p>	<p>HP 2020: ECBP-10.3 Florida SHIP: BH1, BH3, BH4 NPS: Mental and Emotional Well-being, Preventing Drug Abuse and Excessive Alcohol Use NSS Health Equity: Goal 8 Health System and Life Experience, Strategy 11: Health Communications</p>

Appendix

This Appendix includes the following sections:

- Organizations and Agencies Represented on the Hernando County Community Health Improvement Planning Steering Committee
- Hernando County Visioning Results
- Hernando County CHIP Implementation Action Plan Template

ORGANIZATIONS AND AGENCIES REPRESENTED ON THE HERNANDO COUNTY COMMUNITY HEALTH IMPROVEMENT PLANNING STEERING COMMITTEE

Baycare Behavioral Health
Bayfront Health, Spring Hill and Brooksville
Crescent Clinic
Dawn Center of Hernando County
Department of Health in Hernando County
Gulfcoast North Area Health Education Center (AHEC)
Healthy Start
Hernando Community Coalition
Hernando County Community Alliance
Hernando County Government
Hernando County Health and Human Services
Hernando County School District
Hernando County Sheriff's Office
Mid Florida Community Services- Head Start
Mid Florida Homeless Coalition
Nation Alliance on Mental Illness (NAMI) Hernando
Pace Center for Girls
Parent Academy
Pasco Hernando State College
People Helping People
Premier Community Health Care
Spectrum Reach
Spherion Staffing
St. Leo University
United Way of Hernando County
WellFlorida Council
YMCA of the Suncoast

HERNANDO COUNTY VISIONING RESULTS

Characteristics of a Healthy Hernando County

Visioning Exercise – February 19, 2019

Social Determinants of Health-related Factors and Attributes	Behavior and Environment-related Factors and Attributes
Economic development	Low rates of substance abuse (drugs, alcohol, tobacco)
Rising employment rates	Early prenatal care
Strong schools	Social and recreational opportunities
Access to education (technical schools, college, vocational education)	Outdoor activities in safe settings
Affordable housing	Faith-based communities and activities
Accessible, affordable, nutritious foods	Knowledge within and by community members about existing services and resources
Accessible, affordable healthcare services	Elected officials committed to “Health in All Policies”
Accessible, affordable mental health services	“Sunshine Law” applied appropriately to benefit all
Safe neighborhoods with low crime	Widely used health education including Public Service Announcements (PSAs)
Transportation	Well-trained first responders
Clean air and water	Sufficient numbers of healthcare providers
Resource centers	



HERNANDO COUNTY CHIP IMPLEMENTATION ACTION PLAN TEMPLATE

Hernando County Community Health Improvement Plan (CHIP) Action Plan

Strategic Priority:					
Goal:					
Strategy:					
Objective:					
Data Source:					
Background on Strategy:					
<i>Source or Evidence-base:</i>					
<i>Policy Change</i> (yes/no):					
<i>Health equity or disparity to be addressed</i> (if applicable):					
Action Plan:					
Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress