



Big Bend Health Council



Holmes County, Florida Community Health Improvement Plan 2016

**PREPARED BY
HEALTH PLANNING COUNCIL OF NORTHEAST FLORIDA
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Executive Summary

The Healthy Holmes Taskforce (HHTF) has worked together to better understand current and future health needs of the Holmes County community since 2005. The HHTF, with guidance from the Health Planning Council of Northeast Florida (HPCNEF), developed this Community Health Improvement Plan (CHIP) as part of ongoing efforts to improve health in Holmes County.

The Florida Department of Health in Holmes County (DOH-Holmes), in partnership with HPCNEF and Doctors Memorial Hospital, championed a community health assessment (CHA) to identify and prioritize health issues in Holmes County, using a nationally recognized approach called Mobilizing for Action through Planning and Partnerships (MAPP). The CHA uses quantitative (e.g., disease incidence rates and mortality rates) and qualitative data (e.g., community input) to assess the health status of the community and determine which health issues will be the focus on health planning efforts for the next three to five years.

The HHTF decided the CHIP would focus on the following priority health issues after reviewing and discussing the data collected via the CHA:

- Healthy Lifestyle/Prevention (including Obesity, Poor Nutrition/Unhealthy Eating, and Tobacco Use)
- Behavioral Health (including Substance Abuse, Mental Health, and Domestic Violence)
- Chronic Disease Prevention (including Diabetes, High Blood Pressure, and Heart Disease)

The purpose of the community health improvement planning process is to create goals, objectives, and strategies targeting the priority health issues identified in the CHA. To improve implementation and evaluation of the goals in this plan, the HHTF decided to utilize a balanced scorecard approach, which identifies goals, objectives, and strategies and sets measurable targets to move the community health improvement process forward.

The targets and measures outlined in the CHIP Action Plans at the end of this document were carefully selected through collaborative and inclusive workgroups for each health issue. Additionally, many of the targets align with the national Healthy People 2020 initiative and with goals and objectives from the Florida State Health Improvement Plan. These national and statewide initiatives provide evidence based benchmarks to track and monitor health, as well as best practices to guide health promotion and disease prevention efforts, which will ultimately help improve health outcomes in Holmes County.

During the next steps of the MAPP health planning cycle, the HHTF will continue to work together to address the three priority health issues outlined above. The HHTF will plan for action, implement strategies, and evaluate progress. As a living document, the ***2016 Holmes County Community Health Improvement Plan*** is flexible and can accommodate changes or updates as needed. The HHTF will re-assess and update annually to best address the needs of the local community.

Acknowledgements

With valuable input from Holmes County's community stakeholders and leaders, the 2016 Holmes County CHIP became a decisive community call to action. The Health Planning Council of Northeast Florida (HPCNEF) and the Florida Department of Health in Holmes (DOH-Holmes) would like to extend gratitude to the organizations and individuals that dedicated their valuable time to make sure that the CHIP goals, objectives, and strategies aligned best with the needs of the local community. HPCNEF and DOH-Holmes would also like to thank the organizations involved with implementing the CHIP action plan; through cooperation and leadership, Holmes County will make strides towards its desired health outcomes.

CHIP Contributors:

- Holmes County Sheriff's Department
- Gulf Coast Sexual Assault Program
- Early Learning Coalition of Northwest Florida
- Holmes County Library
- Florida Department of Health- Holmes
- Doctors Memorial Hospital
- Tri-County Community Council Headstart
- Chipola Healthy Start
- Northwest Florida Cancer Collaborative
- University of Florida's Institute of Food and Agricultural Sciences – Holmes County Extension
- Florida Department of Health Holmes Healthy Start
- Harrison-Hathaway Publishing I-10 Beyond the Exits
- PanCare
- Magellan Complete Care
- Florida Department of Juvenile Justice

Using the Community Health Improvement Plan

The creation of the community health improvement plan (CHIP) for Holmes County serves as a reminder for how the collaboration between government officials, community leaders, public health professionals, and community advocates, as well as many other Holmes County participants, can build public health infrastructure, aid and guide planning, and ultimately improve the health outcomes of Holmes County. There are several suggested ways to use this CHIP to improve the well-being and quality of life for the Holmes County community:

Community Resident

- Use this CHIP to compare individual health with that of Holmes County's community health data
- Be an advocate in the community to support healthy lifestyles and behaviors
- Volunteer! Share your resources, time, funding with your community
- Understand the top health priorities facing Holmes County



Health Care Professional

- Understand the top health priorities facing Holmes County
- Inform your patients/clients on available resources in the community listed in the CHIP
- Be a resource for the community whether it be expertise, funding, time, or support

Faith-based Organization

- Understand the top health priorities facing Holmes County
- Use this plan to improve the overall health (mind, body, and spirit) of members in your community
- Identify opportunities for your community or members to be able to support and encourage participation with

Government Official

- Understand the top health priorities facing Holmes County
- Participate in community efforts as laid out in the CHIP strategies
- Engage with other government officials to inform and promote your community's health

Educators

- Understand the top health priorities facing Holmes County
- Be a resource for the community whether it be expertise, funding, time, or support
- Engage the support of leaders, teachers, students, and parents

Public Health Professionals

- Understand the top health priorities facing Holmes County
- Recognize how the Holmes County community compares with peer counties, Florida, and the U.S. population as a whole
- Be a resource for the community whether it be expertise, funding, time, or support

Employers

- Understand the top health priorities facing Holmes County
- Inform and educate your team/staff on the importance of employee wellness and productivity

Review of Holmes County’s Community Health Assessment

The Florida Department of Health in Holmes County (DOH-Holmes) maintains strong, enduring relationships with multiple health and social services providers throughout the community. DOH-Holmes invited the ongoing HHTF to act as a platform and steering committee for the Holmes County Community Health Assessment (CHA) process, which began in November 2015.

Community health assessments intend to answer questions about community health status and needs, including: “How healthy are our community residents?” and “What does the health status of our community look like?” An underlying goal of the Holmes County community health assessment was to ensure a truly community-driven process by empowering community members, organizations, and stakeholders to help facilitate change through collaboration, coordination, and communication.

The MAPP Process

DOH-Holmes and HPCNEF completed the CHA using the Mobilizing for Action through Planning and Partnerships (MAPP) process, developed by the National Association of County and City Health Officials (NACCHO) and the Centers for Disease Control (CDC). The MAPP process is a community-driven, participatory process intended to bring together not only health care providers, but also mental health and social service agencies, public safety agencies, education and youth development organizations, recreation agencies, local governments, neighborhood associations, and civic groups to improve community health. By participating in the MAPP process, community stakeholders gain a higher understanding and awareness of their community and local health issues.

FIGURE 1. THE MAPP ROADMAP



MAPP Assessments

The MAPP process consists of four major assessments:

1. The **Forces of Change Assessment** identifies forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate.
2. The **Local Public Health Assessment** which focuses on all of the organizations and entities that contribute to the public's health. The LPHSA answers the questions, "What are the components, activities, competencies, and capacities of our local public health system?"
3. The **Community Themes and Strengths Assessment** provides an understanding of the health issues that residents feel are important, including quality of life.
4. The **Community Health Status Assessment** identifies priority community health and quality of life issues. Questions answered here include, "How healthy are our residents?" and "What does the health status of our community look like?"

FIGURE 2. THE MAPP PROCESS



Detailed information on all of the MAPP assessments can be found in the *2016 Holmes County Community Health Assessment*, which is available on the Florida Department of Health in Holmes County's website at <http://holmes.floridahealth.gov/>. A brief summary of each assessment is provided below.

Forces of Change Assessment

The Forces of Change Assessment identifies forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate. The assessment answers two primary questions: "What is occurring or might occur that affects the health of our community or the local public health system?" and "What specific threats or opportunities are generated by these occurrences?" HHTF members identified the following as forces, trends, or factors in several categories that may have a significant impact on health in Holmes County.

The top ranked political forces include:

1. The upcoming presidential election
2. Move toward smaller government with the goal of cost savings/increased efficiency
3. Little trust in elected officials

The top ranked economic forces include:

1. Lack of jobs and increasing unemployment
2. Lack of diversity of industries
2. Stagnant or decreasing funding for public programs
2. High rates of poverty

The top ranked social forces include:

1. Increase in violence/crime
1. Increase in mental health issues

The top ranked technological forces include:

1. Increasing technology requirements (electronic health records)
2. New technologies driving the need for technology
3. Increased pervasiveness and reliance on evolving technology

The top ranked ethical/legal forces include:

1. Implementation of the Patient Protection and Affordable Care Act
2. Lack of Medicaid expansion in the state of Florida
3. Less public trust due to county corruption issues

Community Strengths & Themes Assessment

The Community Strengths and Themes Assessment generates direct feedback from community residents regarding observations of their own health, community health, and access to healthcare services. Themes and issues identified during this phase often offer insight into information discovered through other MAPP assessments.

Community surveys, community focus groups, and data analysis provided the information needed to complete the Community Strengths and Themes Assessment. The Health Planning Council of Northeast Florida (HPCNEF) conducted 2 focus groups, with the cooperation of the Florida Department of Health in Holmes County. The Healthy Holmes Task Force asked community members and stakeholders to participate in a survey on community health, healthcare services, and quality of life in Holmes County. A total of 345 community members and stakeholders in Holmes County took the community survey. Surveys and focus groups intended to ascertain opinions of community stakeholders with knowledge of the community or influence in the county. The findings provided qualitative information, revealing community sentiments regarding healthcare services in Holmes County.

Focus Groups

Focus group participants were asked to fill out a survey with questions about their demographics, insurance status, quality of life, health status, and more. A total of 29 participants in attendance at the focus groups filled out the demographic survey. The majority of participants were over age 40, female, white, and college graduates.

- Of the 29 participants, 23 (79%) were female and about 90% of participants were white.
- More than half (about 70%) of participants were 40 or older.
- Most participants (62%) had an educational level of a bachelor's degree or higher.

HPCNEF staff presented discussion questions about community and health needs in Holmes County during the focus groups for participants to answer aloud. The focus group discussion covered topics such as access to care, quality of care, safety networks, health needs and concerns, community closeness and pride, and the school system's role in health. Several themes and issues were discussed more frequently, extensively, and with more intensity than others throughout the duration of the focus groups. These themes, which came up in response to more than one question, include: economy/jobs, substance abuse, and the need for more and/or improved transportation. Focus group participants were asked to name the top health status concerns in Holmes County. According to focus group participants, some of the most significant health status concerns in Holmes are substance abuse, diabetes, and obesity.

Community Survey

A total of 345 community members and stakeholders in Holmes County took the community survey. Not all respondents answered every question on the survey. Three-quarters of the 326 participants who responded to the question on gender were female, and 91% (of 334 respondents) were white. Of the 333 people who responded to the question on age, more than half were in the age groups 26-39 (30%) and 40-54 (27.90%). Most respondents were located in Bonifay (64.1%) and resided in the zip code 32425 (67.8%).

Respondents were asked to identify the five most important health problems and the five most concerning behaviors in Holmes County. Note that many respondents chose more than five answers for each category. Among the top health problems were alcohol/drug addiction, cancer, obesity, diabetes, high blood pressure, and child abuse/neglect. Among the top concerning behaviors were drug abuse, alcohol abuse, being overweight/obese, dropping out of school, and teen sexual activity. Nearly half of survey respondents stated that being unable to pay for services/medication and lack of evening and weekend services were barriers in receiving healthcare. When asked what the five most important features of a healthy community were, the top choices were access to healthcare, good jobs/healthy economy, good education, access to places of worship, and a good place to raise kids.

Local Public Health Systems Assessment

The Local Public Health System Assessment (LPHSA) is a tool from the National Public Health Performance Standards Program used to answer the question: “What are the components, activities, competencies, and capacities of our local public health system?” Public health systems include “all public, private, and voluntary entities that contribute to the delivery of essential public health services within a jurisdiction.”¹ The *10 Essential Public Health Services* are key public health activities to be undertaken in all communities,² including:

1. **Monitor** health status to identify community health problems.
2. **Diagnose and investigate** health problems and health hazards in the community.
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 health care when otherwise unavailable.
8. **Assure** a competent public and personal health care 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.

Key health system stakeholders in Holmes County answered questions about the local public health system via an online survey platform in order to determine how the local public health system performs in each of the 10 Essential Public Health Services. Participants answered questions about each essential service and scored each service using recommended scoring levels provided in the assessment instrument. Strengths and gaps in the county’s healthcare safety net and public health

¹ U.S. Centers for Disease Control and Prevention. (2015). *National Public Health Performance Standards (NPHPS)*. Retrieved from CDC.gov: <http://www.cdc.gov/nphps/>

² U.S. Centers for Disease Control and Prevention. (2015). *National Public Health Performance Standards (NPHPS)*.

system were identified in this way and were subsequently considered during the remainder of the planning process.

Holmes County performs best in essential services *1: Monitor Health Status, 2: Diagnose and Investigate, and 4: Mobilizing Partnerships* and scores worst in *6: Enforce Laws, 9: Evaluate Services, and 10: Research/Innovations*.

Community Health Status Assessment

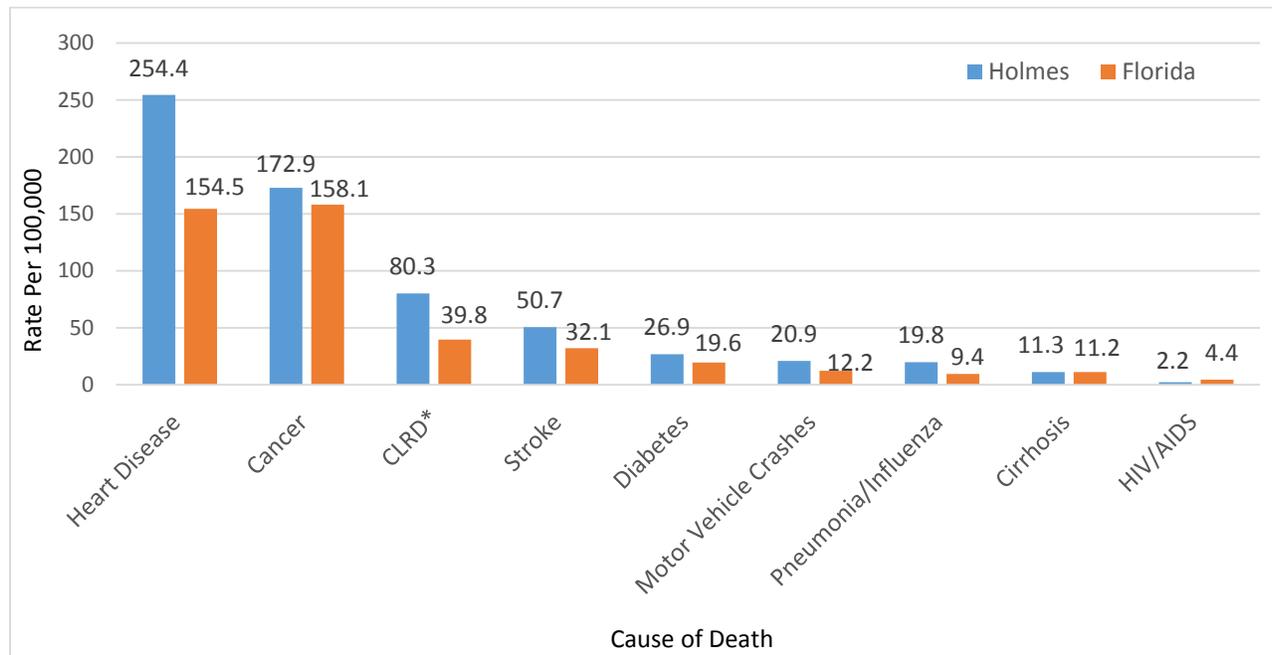
According to the Florida MAPP Field Guide, the Community Health Status Assessment is intended to answer the questions:

- “How healthy are our residents?”
- “What does the health status of our community look like?”
- “What are the strengths and risks in our community that contribute to health?”³

To answer these questions, HPCNEF staff collected, analyzed, and reviewed secondary data describing population health in Holmes County and compared that data to other known time periods and/or geographies.

Mortality rates are key indicators of the state of health of a community. Figure 3 shows the top nine causes of death in Holmes County and the state of Florida. Heart disease, cancer, and chronic lower respiratory disease (CLRD) are the leading killers in Holmes County. Holmes has significantly higher mortality rates for heart disease (254.4 versus 154.5 deaths per 100,000 population) and chronic lower respiratory disease (80.3 versus 39.8 deaths per 100,000 population) than the Florida average.

FIGURE 3. LEADING CAUSES OF DEATH, HOLMES COUNTY & FLORIDA, 2012-2014



*Chronic Lower Respiratory Disease

Source: Florida CHARTS

³ National Association of County and City Health Officials. (n.d.). *Mobilizing for Action through Planning and Partnerships, Achieving Healthier Communities through MAPP: A User's Handbook*. Washington, DC.

Identifying Priority Health Issues

Top Health Issues Identified by Community Surveys

The Healthy Holmes Task Force distributed a survey throughout Holmes County giving community members and stakeholders a chance to voice their opinions on the health status and health needs of Holmes County residents. Almost 350 community surveys were collected. The community survey respondents identified the following as the top health issues in Holmes County:

1. Substance Abuse
2. Cancers
3. Obesity
4. Diabetes
4. High blood pressure

Top Health Issues Identified by Focus Groups

Approximately 30 community members and stakeholders attended community focus groups held in Holmes County in December 2015. Through a discussion of community health and health needs, focus group participants identified the following as the top health issues in Holmes County:

1. Substance Abuse
2. Diabetes
2. Obesity
3. Poor Diet/Nutrition
3. Mental Health Issues

Health Priorities Identified by Healthy Holmes Task Force

To select health priorities, the HHTF reviewed key findings from the four MAPP assessments in a January 2016 meeting. The HHTF discussed quantitative data (e.g., disease mortality rates, health behaviors, factors in the physical environment, quality of life indicators) and the top health issues identified through focus groups and community surveys. Then, attendees provided feedback by answering the following question via an electronic polling system: “Of all the issues discussed today, which do you think is the most important?”

The meeting attendees voted for the following priority issues to be addressed and targeted for improvement in the CHIP:

1. Healthy Lifestyle/Prevention (including Obesity, Poor Nutrition/Unhealthy Eating, and Tobacco Use)
2. Behavioral Health (including Substance Abuse, Mental Health, and Domestic Violence)
3. Chronic Disease Prevention (including Diabetes, High Blood Pressure, and Heart Disease)

Description of Priority Health Issues

Healthy Lifestyle & Chronic Disease Prevention

Unhealthy lifestyles – including poor diet, lack of exercise, tobacco use, and excessive alcohol use – are a key contributor to the development of heart disease, cancer, stroke, and diabetes,⁴ all of which are leading causes of death in Holmes County. The Healthy Lifestyle priority health area focuses on Obesity, Poor Nutrition/ Unhealthy Eating, and Tobacco Use. Key data related to lifestyle in Holmes County is presented below.

Obesity & Physical Activity

According to the CDC, more than one-third (about 35%) of U.S. adults are obese.⁵ Obesity is associated with many health and chronic conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and certain types of cancer.

The Centers for Disease Control and Prevention began the Behavior Risk Factor Surveillance System Survey (BRFSS) in 1986. BRFSS uses a statewide telephone survey to make population-based estimates of the prevalence of various health conditions and related risky behaviors. The 2013 BRFSS provides counties with rich data on a variety of issues related to health status, health care access, lifestyle, chronic illnesses, and disease prevention practice. According to the 2013 BRFSS, almost 31% of Holmes County adults are obese, which is higher than the state average of 26.4%. Other key findings related to obesity and physical activity are presented below.

Physical Activity & Obesity	Holmes County	Florida
Adults who are obese	30.7%	26.4%
Adults who are overweight or obese	63.8%	62.8%
Adults who are overweight	33.2%	36.4%
Adults who have a healthy weight	33.1%	35.0%
Adults who are sedentary	35.2%	27.7%
Adults who are inactive or insufficiently active	62.0%	52.9%
Adults who meet aerobic recommendations	38.1%	50.2%
Adults who meet muscle strengthening recommendations	26.7%	29.6%

Nutrition & the Food Environment

According to 2013 BRFSS data, only 8% of adults in Holmes County consume five or more servings of fruits and vegetables per day. Additional nutrition BRFSS indicators are below:

Nutrition	Holmes	Florida
Adults who consumed 5 or more servings of fruits or vegetables per day	8.0%	18.3%
Adults who consumed 3 or more servings of vegetables per day	10.0%	17.0%
Adults who consumed 2 or more servings of fruit per day	17.5%	32.0%

⁴ U.S. Centers for Disease Control and Prevention. (2015, August 26). *Chronic Disease Overview*. Retrieved 2016, from CDC.gov: <http://www.cdc.gov/chronicdisease/overview/>

⁵ U.S. Centers for Disease Control & Prevention. (2015, June). *Adult Obesity Facts*. Retrieved from CDC.gov: <http://www.cdc.gov/obesity/data/adult.html>

Tobacco Use

Tobacco is the largest cause of preventable morbidity and mortality in the United States.⁶ Smoking harms nearly every organ of the body, causing many diseases and affecting overall health of smokers. Approximately 24% of adults in Holmes County are current smokers, greater than the state rate of 17% of adults. Key BRFSS findings related to tobacco use are presented in the table below.

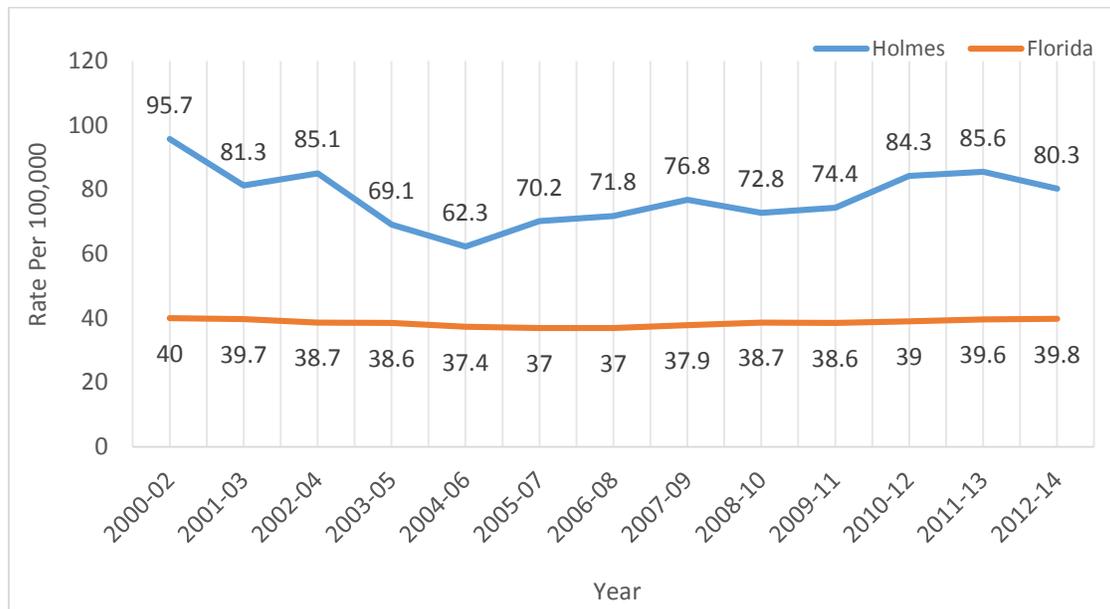
Tobacco Use	Holmes County	Florida
Adult current smokers who tried to quit smoking at least once in the past year	64.0%	61.1%
Adults who are current smokers	23.8%	16.8%
Adults who are former smokers (currently quit smoking)	27.0%	28.1%
Adults who have never smoked	49.2%	55.0%

Chronic Lower Respiratory Disease

In 2013, chronic lower respiratory disease (CLRD) was the third leading cause of death in the United States. Fifteen million Americans reported having chronic obstructive pulmonary disease (COPD), a group of diseases that cause breathing-related problems, including emphysema, chronic bronchitis, and some cases of asthma. Tobacco use is a key risk factor for development of COPD, but exposure to air pollutants in the home/workplace, secondhand smoke, genetic factors, and respiratory infections are also causes.⁷

Holmes County has significantly higher chronic lower respiratory disease mortality rates than the state of Florida, doubling the state rate in 2012-14 (Figure 4).

FIGURE 4. CHRONIC LOWER RESPIRATORY DISEASE MORTALITY RATE, ALL RACES/ETHNICITIES, 2000-2014



Source: Florida CHARTS

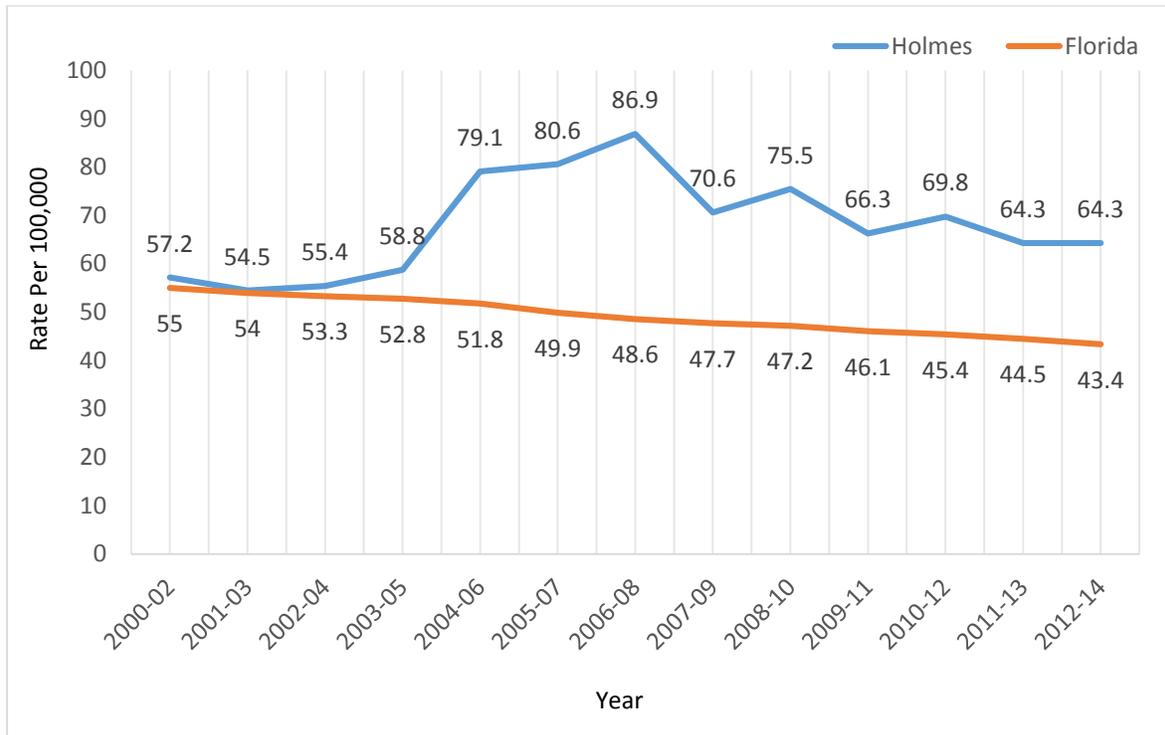
⁶ U.S. Centers for Disease Control and Prevention. (2015, July). Tobacco Use. Retrieved from The Community Guide. <http://www.thecommunityguide.org/tobacco/index.html>

⁷ U.S. Center for Disease Control and Prevention. (2015, March 12). Chronic Obstructive Pulmonary Disease (COPD). Retrieved from CDC.gov: <http://www.cdc.gov/copd/>

Lung Cancer

Lung cancer is the most common type of cancer among Holmes County residents, resulting in death rates more than double those of breast or prostate cancer. Holmes County has a higher lung cancer mortality rate than the state of Florida, though rates have declined slightly since 2010-2012 (Figure 5).

FIGURE 5. LUNG CANCER MORTALITY RATE, ALL RACES/ETHNICITIES, 2000-2014



Source: Florida CHARTS

Improving Healthy Lifestyle & Chronic Disease Prevention

In order to reduce obesity and chronic disease rates in children and adults and promote healthy lifestyles, the Healthy Lifestyle & Chronic Disease Prevention workgroup agreed to implement several community health programming initiatives. See the CHIP Action Plans at the end of this document for detailed goals, objectives, and strategies for addressing Healthy Lifestyle & Chronic Disease Prevention in Holmes County.

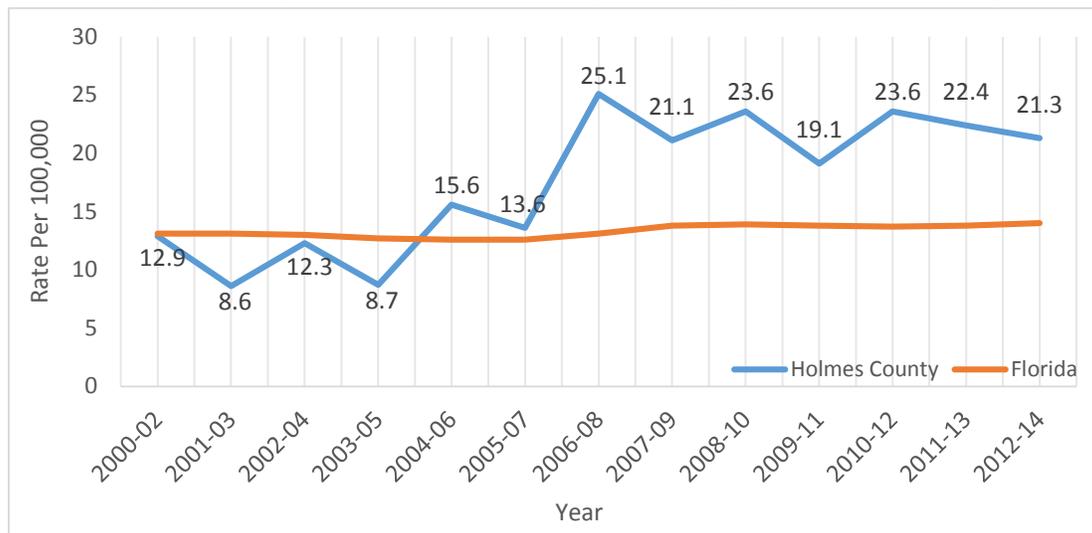
Behavioral Health (including Mental Health, Substance Abuse, & Domestic Violence)

According to the World Health Organization, “mental health is a state of well-being in which an individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and is able to make a contribution to his or her community.”⁸ Social, economic, psychological, and biological factors all play a role in determining mental health.⁹

Suicide

Suicide occurs when a person ends their own life and is the 10th leading cause of death among Americans.¹⁰ Deaths are not the only consequence of suicide. More people survive suicide attempts than die, and suicide survivors may have serious injuries, such as broken bones, brain damage, or organ failure.¹¹ From 2005-07 to 2006-08, there was a sharp increase in the suicide death rate in Holmes County. From 2006-08 to 2012-14, the suicide mortality rate for Holmes County stayed between 19-25 per 100,000 population, which is above the state average of 14 per 100,000 (Figure 6).

FIGURE 6. SUICIDE (ALL MEANS) AGE-ADJUSTED DEATH RATE, ALL RACES, 3-YEAR ROLLING RATES, 2000-2014



Source: Florida CHARTS

Baker Act Referrals/Examinations

In 1971, the Florida Legislature enacted the Florida Mental Health Act (also known as the “Baker Act”), a comprehensive revision of the state’s mental health laws. The Baker Act allows for voluntary and involuntary admissions for psychiatric care under specific circumstances. Involuntary initiations can be made by courts, law enforcement officials, physicians, or mental health professionals only when there is evidence that a person has a mental illness and is a threat to their own well-being or

⁸ World Health Organization. (2014, August). *Mental health: strengthening our response, Fact sheet N°220*. Retrieved 2016, from WHO.int: <http://www.who.int/mediacentre/factsheets/fs220/en/>

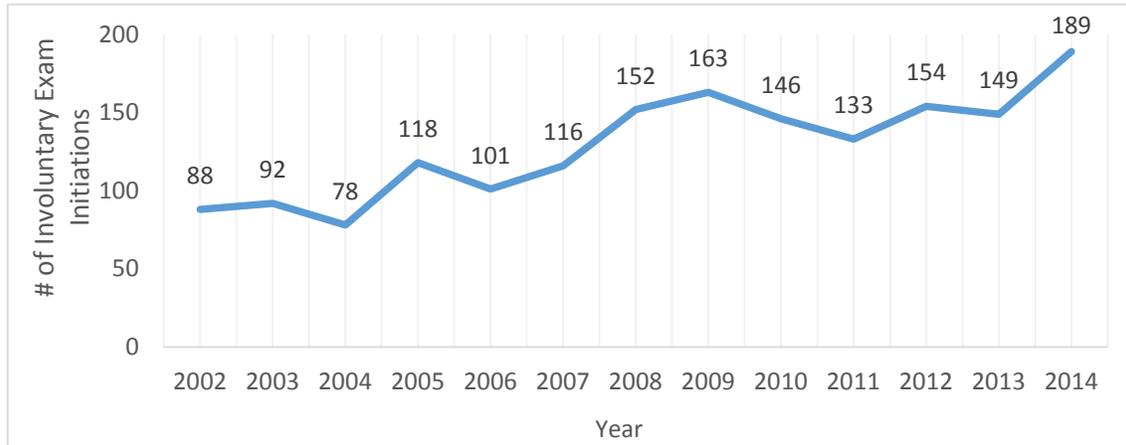
⁹ World Health Organization. (2014, August).

¹⁰ U.S. Centers for Disease Control and Prevention. (2015, May). *Deaths. Final Data for 2013.*. Retrieved from CDC.gov: <http://www.cdc.gov/leadingcausesofdeath>

¹¹ U.S. Centers for Disease Control and Prevention. (2014, September). *Preventing Suicide*. Retrieved from CDC.gov: <http://www.cdc.gov/Features/PreventingSuicide/>

the well-being of others.¹² Figure 7 illustrates the total number of reported involuntary exam initiations (i.e. Baker Act) for Holmes County residents from 2002-2014. There is a general upward trend in involuntary exam initiations for Holmes County. In 2014, there were 189 Baker Act exam initiations. Figure 7 shows no comparison to the state of Florida as data comparing state and county Baker Act rates is not readily available.

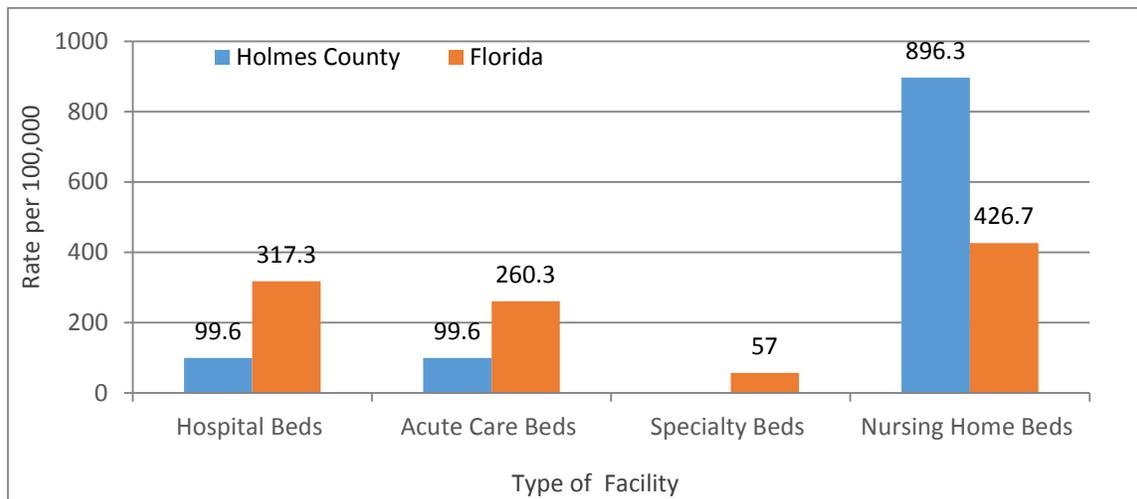
FIGURE 7. TOTAL INVOLUNTARY EXAM INITIATIONS FOR HOLMES COUNTY RESIDENTS, 2002-2014



Mental Health Services

Acute care hospitals play a key role in delivery of health care services, especially in communities where primary and specialist outpatient care shortages may exist. Holmes County has a lower rate of total hospital beds, acute care beds, and specialty beds per 100,000 population than Florida (Figure 8). In addition, Holmes County has zero reported adult psychiatric beds compared to the Florida average of 20 per 100,000 residents.

FIGURE 8. HEALTH CARE FACILITY BEDS IN HOLMES COUNTY AND FLORIDA, 2014



Source: Florida CHARTS

¹² Mental Health Program Office & Department of Mental Health Law & Policy. (2014). *2014 Baker Act User Reference Guide: The Florida Mental Health Act*. Tallahassee: Department of Children and Families, Mental Health Program; University of South Florida, Louis de la Parte Florida Mental.

Youth Substance Abuse

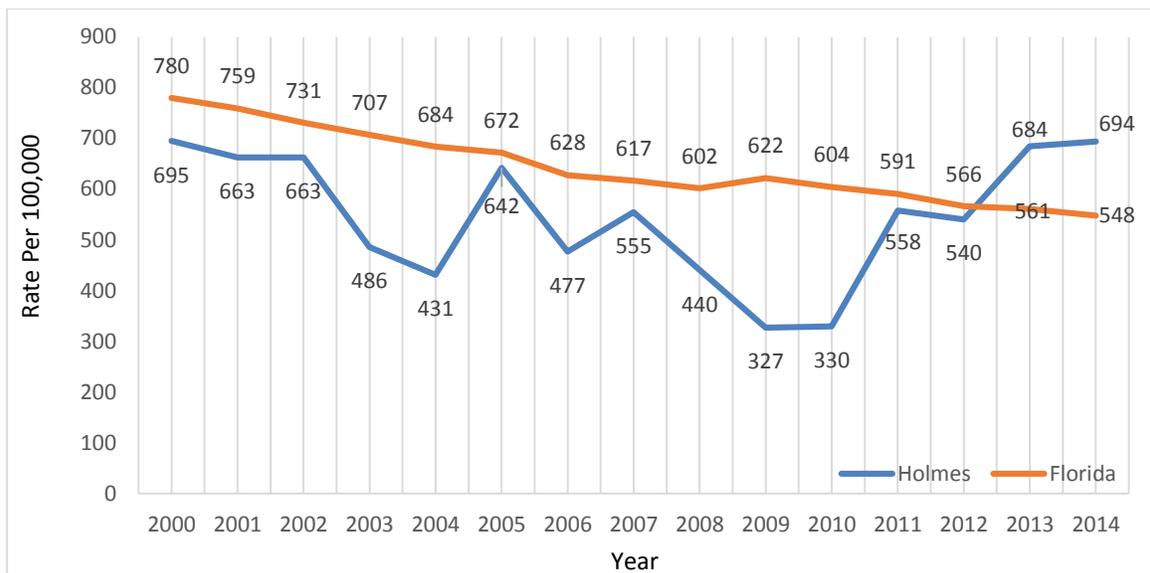
The Florida Youth Substance Abuse Survey (FYSAS) is an annual, statewide school-based survey effort that measures the prevalence of alcohol, tobacco and other drug use, and delinquent behaviors, as well as the risk and protective factors related to these behaviors. Key findings revealed:

- Alcohol is the most commonly used substance among Holmes County students, with prevalence rates of 38.0% for lifetime use and 18.4% for past 30 day use.
- 21.4% of high school students reported blacking out after drinking on one or more occasions.
- After alcohol, students reported cigarettes (29.5% for lifetime use and 9.4% for past 30 day) and marijuana (17.4% lifetime and 8.3% past 30 day) as the most commonly used substances.

Domestic Violence

Domestic violence offenses include simple or aggravated assault, stalking, threat/intimidation, forcible rape, forcible fondling, manslaughter, and murder. Domestic violence offenses have been increasing since 2011 in Holmes County, while the state rate has decreased. As of 2014, Holmes County had a domestic violence offense rate of 694 per 100,000 population compared to a rate of 548 per 100,000 population in Florida (Figure 9).

FIGURE 9. DOMESTIC VIOLENCE OFFENSE RATE, HOLMES COUNTY & FLORIDA, 2000-2014



Source: Florida CHARTS

Improving Behavioral Health

The Behavioral Health workgroup's goal was to improve behavioral health (to include mental health, substance abuse, and domestic violence) in Holmes County so that adults, children and families are healthy participants living in their communities. See CHIP Action Plans at the end of this document for detailed goals, objectives, and strategies for addressing behavioral health issues in Holmes County.

Overview of CHIP Process

Phases 1-4 of the Mobilizing for Action through Planning and Partnerships (MAPP) process involve visioning, collecting and analyzing data, and gathering community input in order to determine which health issues will become the strategic focus of health planning in the community for the next three to five years. A CHIP is formulated primarily in **Phases 5) Goals & Strategies** and **6) Action Cycle** of the MAPP process. In Phase 5, the community formulates broad goal statements addressing the previously identified health issues, as well as more specific strategies related to each goal. Phase 6 involves planning, implementation, and evaluation. During Phase 6, the community creates an action plan which provides details on how goals and strategies will be achieved.¹³

The HHTF held two workgroups in March 2016: one for Substance Abuse/Mental Health/Domestic Violence and another for Healthy Lifestyle and Chronic Disease Prevention. HHTF decided to combine Healthy Lifestyle and Chronic Disease Prevention into one workgroup as the two issues share many common themes.

Workgroups began with a summary of the findings of the community health assessment and a recap of the health issue(s) to be addressed in each workgroup. Next, the Health Planning Council of Northeast Florida facilitated a brief discussion of goals, objectives, and strategies; provided examples of each; and guided the group through the process of goal creation for each health issue.

Following the creation of broad, overarching goals, the larger workgroup split into smaller teams and developed objectives for each goal as well as strategies for each objective. In addition to generating strategies that could be used to achieve each goal, the workgroup brainstormed and described potential resources, lead persons/organizations, measures for tracking progress of a strategy, current performance levels, and targets for each strategy, detailed in the CHIP Action Plans included at the end of this document.

The goal of the CHIP is to not only outline health issues, future action steps, and strategies to improve the health of Holmes County, but also to align with already existing state, national objectives and other local programs, projects and organizations. The HHTF made efforts to align Holmes County with state and national objectives by referring to the Florida State Health Improvement Plan and the Healthy People 2020 initiative. This alignment is illustrated in the CHIP Action Plans, using the symbols below:

- This symbol represents alignment with the National Healthy People 2020 initiative.
- ▲ This symbol represents alignment with the Florida State Health Improvement Plan.

¹³ National Association of County and City Health Officials. (n.d.). *Mobilizing for Action through Planning and Partnerships*. Retrieved March 2016, from NACCHO.org: <http://www.naccho.org/programs/public-health-infrastructure/mapp>

CHIP Action Plans

Health Issue Priority: Healthy Lifestyle & Chronic Disease Prevention

Goal: Reduce obesity and chronic disease rates in children and adults to enhance quality of life by promoting healthy lifestyle choices.

<p>Objective:</p> <ul style="list-style-type: none"> - By April 30, 2021, increase the percent of adults who engage in aerobic physical activity of at least moderate intensity for at least 150 minutes per week, or 75 minutes per week of vigorous activity, or an equivalent combination from 38.1% to 41.1% . - By April 30, 2021, decrease the percent of adults who are obese from 30.7% to 27.7%. (■) 	<p>Data Source:</p> <ul style="list-style-type: none"> - Behavioral Risk Factor Surveillance System (BRFSS) - Behavioral Risk Factor Surveillance System (BRFSS)
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Strategies	Resources	Lead Person/Organization	Measure	Current Performance Level	Target
Implement one 5k race in Holmes County.	<ul style="list-style-type: none"> • Holmes County Ministerial Association • Faith Based Organizations • Holmes County School District • Holmes County Advertiser 	Florida Department of Health in Holmes County	5k implemented	0	1
Research other health programs that include physical activity as a component.	<ul style="list-style-type: none"> • Weight Watchers- Chipley • Bonifay Athletic Club 	Florida Department of Health in Holmes County	List of health programs researched	0	1
Support implementation of Healthy Start walking program (Baby, Let's Move).	<ul style="list-style-type: none"> • Florida Department of Health in Holmes County • Local Medical Providers • Holmes County Library • Holmes County Advertiser 	Healthy Start	# of walking classes	0	5

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Goal: Reduce obesity and chronic disease rates in children and adults to enhance quality of life by promoting healthy lifestyle choices.

Objective:

- By April 30, 2021, increase the percent of adults in Holmes County who consume three or more servings of vegetables per day from 10% to 12%.
- By April 30, 2021, decrease the proportion of adults who are obese from 30.7% to 27.7%. (▲)

Data Source:

- Behavioral Risk Factor Surveillance System (BRFSS)
- Behavioral Risk Factor Surveillance System (BRFSS)

Strategies	Resources	Lead Person/Organization	Measure	Current Performance Level	Target
Partner with public libraries to implement Take off Pounds Sensibly (TOPS) programs in Holmes County.	<ul style="list-style-type: none"> • Healthy Holmes Taskforce • Local Providers • Florida Department of Health in Holmes County • Holmes County School District 	Holmes County Library	Number of TOPS series	0	5 total (1 annually)
Research other nutrition class options to provide in Holmes County.	<ul style="list-style-type: none"> • Weight Watchers-Chipley • Other Peer County Best Practices • NACCHO • Bonifay Athletic Club 	Florida Department of Health in Holmes County	List of nutrition programs researched	0	1
Provide educational nutrition display at annual local 5k race.	<ul style="list-style-type: none"> • Florida Department of Health in Holmes County 	Florida Department of Health in Holmes County	Nutritional display	0	5 total (1 annually)

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Goal: Reduce obesity and chronic disease rates in children and adults to enhance quality of life by promoting healthy lifestyle choices. (■)(▲)

Objective:

- By April 30, 2021, decrease the percent of students without sufficient vigorous physical activity from 29.9% to 27.9% in middle school and from 36.7% to 34.7% in high school. (■)
- By April 30, 2021, decrease the percent of students reporting BMI at or above 95th percentile from 14.5% to 11.5% in middle school and from 14.4% to 11.4% in high school. (■)

Data Source:

- Florida CHARTS, School-Aged Child and Adolescent Profile
- Florida CHARTS, School-Aged Child and Adolescent Profile

Strategies	Resources	Lead Person/Organization	Measure	Current Performance Level	Target
Research other counties' implementation of 5-2-1-0 or similar local healthy lifestyle promotion campaigns.	<ul style="list-style-type: none"> • NACCHO • National 5-2-1-0 website • County health department websites 	Healthy Holmes Taskforce Members	Examples of 5-2-1-0 programs in peer counties	0	5
Partner with lead agencies in Holmes County to create an implementation plan for the 5-2-1-0 or similar local healthy lifestyle promotion campaign.	<ul style="list-style-type: none"> • Holmes County Public Library • Tri-County Community Council Head Start • Local Early Learning Centers • Holmes County School Board • School Health Advisory Council (SHAC) • Holmes County 4-H • Healthy Start • Holmes County Advertiser 	Florida Department of Health in Holmes County	Creation of Implementation Plan	0	1

<p>Implement a 5-2-1-0 or similar local healthy lifestyle promotion campaign in Holmes County.</p>	<ul style="list-style-type: none"> • Holmes County Public Library • Tri-County Community Council Head Start • Local Early Learning Centers • Holmes County School Board • School Health Advisory Council (SHAC) • Holmes County 4-H • Healthy Start • Holmes County Advertiser 	<p>Florida Department of Health in Holmes County</p>	<p># of organizations that implement 5-2-1-0</p>	<p>0</p>	<p>5 (or 1 annually)</p>
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Goal: Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure. (▲)

Objective:

– By 2021, reduce the current smoking rate among adults from 23.8% to 20.8% and reduce use of smokeless tobacco products. (▲)(■)

Data Source:

– Behavioral Risk Factor Surveillance System (BRFSS)

Strategies	Resources	Lead Person/ Organization	Measure	Current Performance Level	Target
Increase the number of people trained to conduct cessation classes.	<ul style="list-style-type: none"> AHEC – for getting people trained 	Florida Department of Health in Holmes County, AHEC	# of people trained	1 person trained	At least 3 more people (1 at hospital, 1 at DOH)
Make cessation classes available on a routine basis with options available in both the day (around lunch hour) and evening.	<ul style="list-style-type: none"> AHEC – for getting people trained 	Florida Department of Health in Holmes County, AHEC	# of classes held	2x per month	3x per week
Assess the number of healthcare providers who are screening for tobacco use and determine what resources providers use to help people quit.	<ul style="list-style-type: none"> AHEC Florida Department of Health in Holmes County Tobacco Program 	Florida Department of Health in Holmes County Tobacco Program	Completed survey of local providers	0	1
Increase the number of providers who are screening for tobacco use.	<ul style="list-style-type: none"> AHEC Florida Department of Health in Holmes County Tobacco Program 	Florida Department of Health in Holmes County Tobacco Program	# of providers who use a tobacco screening tool	To be determined based on findings from completed survey of local providers	To be determined based on findings from completed survey of local providers

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Goal: Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure. (▲)

Objective:

- By December 31, 2021, reduce the percent of youth (ages 10-17) that have used cigarettes in their lifetime from 29.5% to 27.5%. (▲)(■)
- By December 31, 2021, reduce the percent of youth (ages 11-17) that have used smokeless tobacco on one or more of the past 30 days from 12.9% to 9.9%.

Data Source:

- Florida Youth Substance Abuse Survey (FYSAS)
- 2014 Florida Youth Tobacco Survey

Strategies	Resources	Lead Person/Organization	Measure	Current Performance Level	Target
Host a health fair in schools/day cares.	<ul style="list-style-type: none"> • AHEC • School nurses and faculty 	Florida Department of Health in Holmes County Tobacco Program	# of health fairs	0	1 fair annually
Involve youth in planning and implementing tobacco observance activities (e.g., Through with Chew, Great American Smoke Out, Kick Butts Day).	<ul style="list-style-type: none"> • Tobacco Prevention Staff/Students Working Against Tobacco (SWAT) • School nurses and faculty 	Florida Department of Health in Holmes County Tobacco Program	# of youth involved with planning and implementing observance activities	0 youth	5-10 youth
Implement at least 2 tobacco observance activities at each school in Holmes County each year.	<ul style="list-style-type: none"> • Tobacco Prevention Staff/Students Working Against Tobacco (SWAT) • School nurses and faculty • School resource officer 	Florida Department of Health in Holmes County Tobacco Program	# of tobacco observance activities # of schools	2 activities at 2 schools	70 observance activities total (2 activities at 7 schools annually)

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Health Issue Priority: Behavioral Health (including Mental Health, Substance Abuse, & Domestic Violence)

Goal: Improve behavioral health (to include mental health, substance abuse, and domestic violence) in Holmes County so that adults, children, and families are healthy participants living in their communities. (■)

Objective:

- By December 31, 2021, reduce the suicide death rate in Holmes County from 21.3 per 100,000 population to 20.3 per 100,000 population. (■)
- By December 31, 2021, reduce the percent of Holmes County adults reporting poor mental health on 14 or more of the past 30 days from 13.2% to 12.7%.

Data Source:

- Florida CHARTS
- Behavioral Risk Factor Surveillance System (BRFSS)

Strategies	Resources	Lead Person/Organization	Measure	Current Performance Level	Target
Create a behavioral health resource list which includes services, support groups, etc. that are available in Holmes County.	<ul style="list-style-type: none"> • Local Service Providers • National Alliance on Mental Illness (NAMI) • Life Management Center • Florida Therapy • Doctors Memorial Hospital • Pancare • Chautauqua Offices of Psychotherapy and Evaluation (COPE) • Chemical Addiction Recovery Effort (CARE) • DCF- Family Intervention Program • Families First • Anchorage Outreach 	Healthy Holmes Task Force (HHTF) Sub-Committee	Creation of the behavioral health resource list	0	1

Partner with organizations to provide stress management classes.	<ul style="list-style-type: none"> Local Service Providers National Alliance on Mental Illness (NAMI) Life Management Center Florida Therapy Doctors Memorial Hospital Families First Anchorage Outreach 	Healthy Holmes Task Force (HHTF) Sub-Committee	# of stress management classes offered # of attendees at stress management classes	0 0	5 (1 annually) 50 total (10 annually)
Research capacity of faith based organizations to provide behavioral health support.	<ul style="list-style-type: none"> Ministerial Association Faith-based organizations Pregnancy Center 	Healthy Holmes Task Force Sub-Committee	List of researched faith-based organizations	0	1
Support the implementation of the Mental Health First Aid 101 program as conducted by System of Care, Circuit 14.	<ul style="list-style-type: none"> System of Care, Circuit 14 Holmes County School System Department of Children and Families Department of Juvenile Justice 	Healthy Holmes Task Force Sub-Committee & System of Care, Circuit 14	# of people trained in Mental Health First Aid	0	10

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▲ represents alignment with the Florida State Health Improvement Plan

Goal: Improve behavioral health (to include mental health, substance abuse, and domestic violence) in Holmes County so that adults, children, and families are healthy participants living in their communities. (■)

Objective:

– By April 30, 2021, decrease the domestic violence offense rate from 694 offenses per 100,000 population to 619 per 100,000 population. (■)

Data Source:

– Florida CHARTS

Strategies	Resources	Lead Person/Organization	Measure	Current Performance Level	Target
Partner with Green Dot program to provide education, bystander prevention.	<ul style="list-style-type: none"> • DJJ could provide education in schools • Green Dot • Florida Department of Health in Holmes County • School nurses 	Milton Brown (Green Dot) Healthy Holmes Task Force Sub-Committee	# of schools	0	5 total (1 school annually)
Partner with Healthy Start to educate women on domestic violence.	<ul style="list-style-type: none"> • Holmes County organizations • Gulf Coast Sexual Assault • Healthy Start • Florida Department of Health in Holmes County 	Healthy Start Florida Department of Health in Holmes County	# of events where education is provided	0	5 events
Partner with the Holmes County Sheriff's Office to provide community education.	<ul style="list-style-type: none"> • Salvation Army • Gulf Coast Sexual Assault • Holmes County Sheriff's Office • Florida Department of Health in Holmes County 	Healthy Holmes Task Force Sub-Committee	# of presentations	0	10 total (2x annually)
Promote abuse hotline at events throughout Holmes County.	<ul style="list-style-type: none"> • Salvation Army • Gulf Coast Sexual Assault • Panhandle Area Educational Consortium (PAEC) 	Healthy Holmes Task Force Sub-Committee	# of events	0	25 total (5 events annually)

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Goal: Improve behavioral health (to include mental health, substance abuse, and domestic violence) in Holmes County so that adults, children, and families are healthy participants living in their communities. (■)

Objective:

– By April 30, 2021, increase the proportion of adolescents who perceive a great risk of harm from trying marijuana from 37.9% to 39.9%. (■)

Data Source:

– Florida Youth Substance Abuse Survey (FYSAS)

Strategies	Resources	Lead Person/Organization	Measure	Current Performance Level	Target
Partner with school district to utilize resource officers as substance abuse educators in high schools.	<ul style="list-style-type: none"> Holmes County Sheriff's Office Holmes County Schools CARE 	Healthy Holmes Task Force Sub-Committee	# of educational presentations	0	5
Partner with CARE to educate students on the dangers of drugs and alcohol in middle schools.	<ul style="list-style-type: none"> CARE Laurel Oaks Holmes County Schools 	Healthy Holmes Task Force Sub-Committee	# of educational presentations	0	5
Bring an educational speaker to each school in Holmes County.	<ul style="list-style-type: none"> Florida Department of Health in Holmes County Tobacco Program School Health Program Holmes County Schools Doctors Memorial Hospital/ New Vision 	Florida Department of Health in Holmes County Tobacco Program	# of schools	0	5

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