

Community Health Improvement Plan

Lee County, Florida

2018 - 2022



Prepared by: Florida Department of Health in Lee County
December 2018



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Executive Summary

The Florida Department of Health in Lee County's (FDOH-Lee) Community Health Improvement Plan (CHIP) was developed through collaborative efforts involving residents, health care professionals, and organizations. A diverse group of participants with an interest in and impact on improving the health of Lee County's residents and visitors created this CHIP, which was then compiled by FDOH-Lee.

This plan is based on a shared vision of creating a healthier Lee County and brings together information from a wide range of sources regarding health in the community. The goal of this project is to create a strategic plan that prioritizes public health issues and sets measurable targets to move the health of Lee County forward.

It is important to recognize that no institution or organization alone can improve community health; this can only be achieved through strong partnerships. We thank the individuals, health care professionals, and organizations who participated in the development of this CHIP. The following Plan outlines a framework for achieving an improved, and a healthier community.



Areas of Opportunity

After review of the 2017 Community Health Needs Assessment (CHNA), Community Health Status Assessment, Forces of Change Assessment, and the Community Town Hall Meeting, the community reached consensus on two priority areas which are detailed below. The full plan also includes goals, strategies and objectives for each area.

Mental Health and Substance Abuse

The Centers for Disease Control and Prevention (CDC) defines mental health as a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community. Mental health issues such as feelings of hopelessness or isolation, and barriers to mental health treatment are leading risk factors for suicide. Healthy People 2020 (HP2020) has identified one of their mental health status objectives as reducing the national suicide rate to 10.2 suicides per 100,000 population. HP2020 refers to substance abuse as a set of related conditions associated with the consumption of mind- and behavior-altering substances that have negative behavioral and health outcomes. In May 2017, Florida Governor Rick Scott declared a statewide public health emergency for the opioid epidemic. Social attitudes and political responses to the consumption of alcohol and illicit drugs make substance abuse a complex public health issue. The Plan states the focus should be on:

- Reducing stigma related to mental health and substance abuse
- Increasing the number of individuals who have access to substance abuse education/training
- Increasing accessibility of mental health and substance abuse services/facilities available to the community
- Increasing suicide prevention education
- Partnering with other organizations to help achieve goals

Nutrition, Physical Activity and Weight

The CDC states that “poor nutrition contributes to many costly diseases, including obesity, heart disease, and some cancers.” Therefore, having a healthful diet is important. According to HP2020, Americans with a healthful diet consume a variety of nutrient dense foods from across all of the food groups and limit intake of saturated and trans fats, cholesterol, added sugars, sodium, and alcohol. Efforts to change diet and weight should address individual behaviors, as well as the policies and environments that support these behaviors in settings such as schools, worksites, health care organizations, and communities.

Regular physical activity is also an important way people can improve their health. Per the CDC’s Physical Activity Guidelines for Americans, moving more and sitting less have tremendous benefits for everyone, regardless of age, sex, race, ethnicity, or current fitness level. Individuals with a chronic disease or a disability benefit from regular physical activity, as do women who are pregnant. The Plan states the focus should be on:

- Identifying and engaging school district community partners to offer more physical activity outside of school hours
- Increasing messaging empowering/inspiring families to engage in physical activity, focusing on indoor activity
- Increasing exposure to nutrition education
- Increasing awareness of community gardens and farmer’s markets in Lee County
- Partnering with other organizations to help achieve goals



Introduction

What produces our health?

In 1948, the World Health Organization (WHO) defined health as, “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” However, as our world and lives evolve, the definition of health has been urged to move the emphasis towards the ability to adapt and self-manage in the face of social, physical, and emotional challenges.

According to HP2020, health starts in the conditions where individuals live, learn, work, play, and pray. These conditions are called *social determinants of health* and explain, in part, why some people are healthier than others. Clean water, safe neighborhoods and workplaces, good housing, quality schooling, social interactions and relationships, local economy, and the community resources we can access affect a wide range of health.

Since health is impacted by the conditions in which people live, work, and play, an effective plan to improve the health of Lee County requires action that goes beyond health care and involves diverse stakeholders within the community. These include churches, community coalitions, local governments, schools, employers, health care providers, environmental groups, and social service organizations.

What is public health?

The CDC Foundation defines *public health* as the science of protecting and improving the health of communities and families through education, healthy lifestyle promotion, research for disease and injury prevention, and detection and control of infectious disease. Overall, public health is concerned with protecting the health of entire populations, which can be as small as a local neighborhood or as big as an entire country. Clinical professionals, such as physicians and nurses, focus mainly on

treating individuals after they become injured or sick. *Public health professionals* try to prevent problems from happening or recurring through implementing educational programs, developing policies, administering services, regulating health systems, and conducting research. Public health professionals analyze the health effect from genetics, personal choice, and the environment to develop programs that protect the health of your family and community.



The CDC reports that from 1900 through 1999 the life expectancy of Americans increased about 30 years, with over twenty-five of those 30 years attributed to public health initiatives, and less than four years due to medical advances. These public health achievements include infectious disease control resulting from improved sanitation through clean air, clean water, and proper sewage disposal; vaccination; and reducing the infant mortality rate.

Public health is also concerned with limiting *health disparities*. HP2020 defines a health disparity as a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion. Functions of public health include the fight for health care equity, quality, and accessibility. The field of public health is eclectic and diverse while encompassing many areas that impact everyday life.

What is a Community Health Improvement Plan?

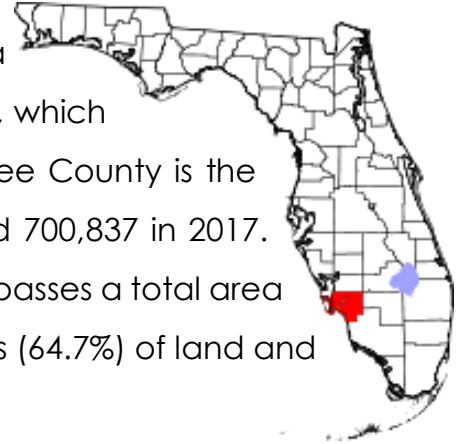
According to the CDC, a CHIP is a long-term, systematic effort that addresses public health problems based on the results of community health assessment activities and the community health improvement process. The plan identifies strategic issues and desired health and public health system outcomes to be achieved. A CHIP serves to address issues, roles, and common goals and objectives throughout the community. A CHIP can be used by health departments, as well as other government, education, and human service agencies, to coordinate efforts and target resources that promote health. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives.



Community Profile

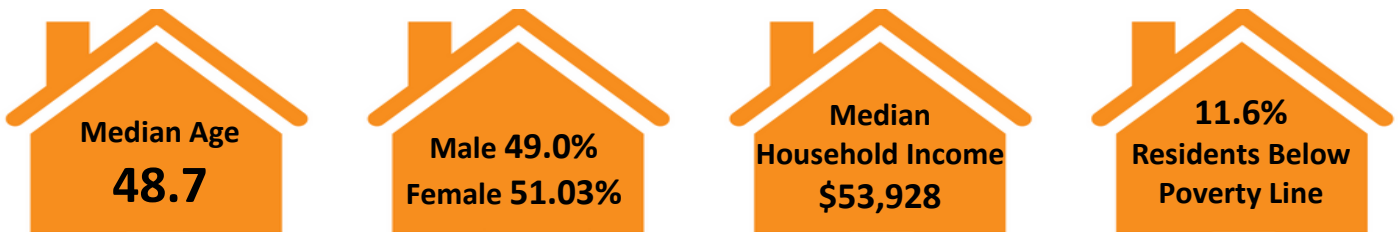
Lee County, Florida

Lee County is located on the southwest coast of Florida and is one of six counties that make up Southwest Florida, which borders the Gulf of Mexico. Per the US Census Bureau, Lee County is the eighth most populous county in Florida with an estimated 700,837 in 2017. The US Census Bureau also states that; Lee County encompasses a total area of 1,212.372 square miles consisting of 784.059 square miles (64.7%) of land and 428.313 square miles (35.3%) of water.



The county seat is Fort Myers and, according to U.S. Census Bureau's American Community Survey (ACS), the county's most populous municipality is Cape Coral with 183,356 year-round residents. The Gulf of Mexico defines the western and southern boundary of the county for approximately 44 miles. Charlotte County lies to the north of Lee County, Collier County to the southeast, and Hendry County to the east. There are six local municipalities in the county: Bonita Springs, Cape Coral, Estero, Fort Myers, Fort Myers Beach, and Sanibel.

Lee County Population in 2017



Census Data: American Community Survey (ACS) 2017 1-year

Community Resources

The resources below are identified as community resources available to residents in Lee County.

Civic Involvement	Corporate and business leaders, health coalitions, faith-based groups, government officials, hospital engagement, media outlets, parent-teacher associations, school wellness committees, other volunteer and retiree groups
Culture	Art shows, beaches, festivals, historical sites, live theaters, museums, retiree destination, travel destination, urban and rural areas, vital downtown development
Education	Adult Education, after-school programs, childcare centers, head start program, private/faith-based schools, public library system, public schools, public university, state college, vocational training schools
Employment	Chambers of commerce, corporations, health care system, hotel and food industry, job placement services, military, tourism industry, small businesses
Family and Social Services	Churches, crisis intervention facilities, faith-based organizations, housing authority, maternal-child health coalitions, mental health counselors, military family services, homeless shelters, safe houses, state & federal programs
Healthcare	Community school clinics, diabetes educators, disease support groups, federally qualified health centers, Florida Department of Health, hospitals, mental health facilities, walk-in clinics, VA healthcare centers
Nutrition	Community gardens, extension service, farmer's markets, food banks, grocery stores, local farmers, meals on wheels, restaurants, school breakfast & lunch, senior centers, WIC & nutrition program
Physical Activity	Beaches, community centers, county and city parks and recreation, cycling groups, public gyms, public sports fields, recreational sports, running groups, walking and biking paths, school wellness coordinators, worksite wellness programs

What is Health and a Healthy Community?

Lee County residents were asked to define optimal health and an ideal healthy community. This is what they concluded.

Health

*Defined by Community Members

- Being Active
- Eating Healthy
- Stable Mental Health
- Preventative Care
- Wellness

Healthy Community

*Defined by Community Members

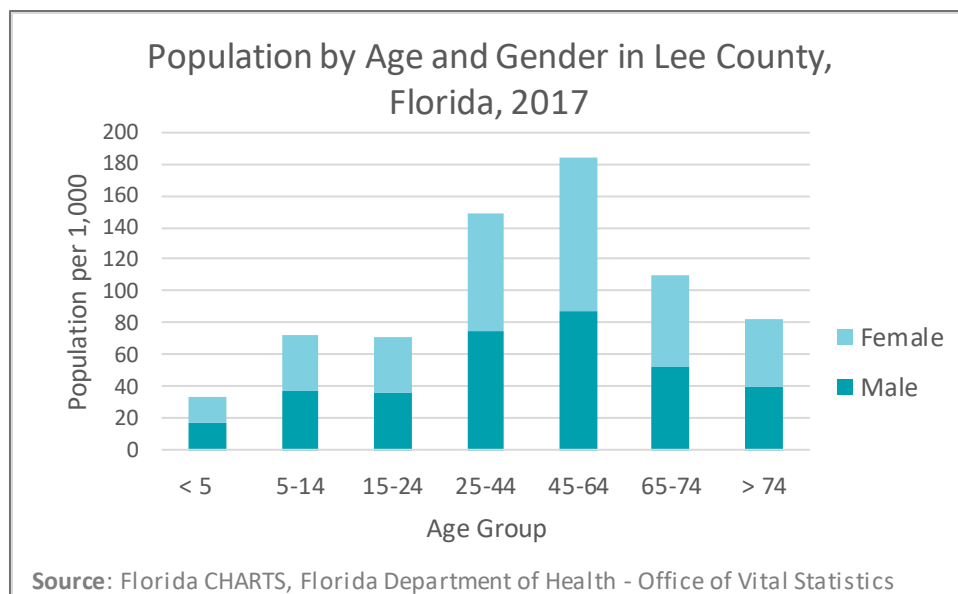
- Safety/Safe Environment
- Available Playgrounds
- Access to Healthy Foods
- Access to Alternative Medicine

Demographic Characteristics

The demographic, social, and economic characteristics of a community can strongly influence health and provide a context for health care needs, utilization, and identification of barriers to accessing care. Health outcomes and services utilization vary among age groups, races, ethnicities, gender, and income levels. This section provides an overview of the population demographic and socioeconomic indicators that affect population health through a variety of mechanisms.

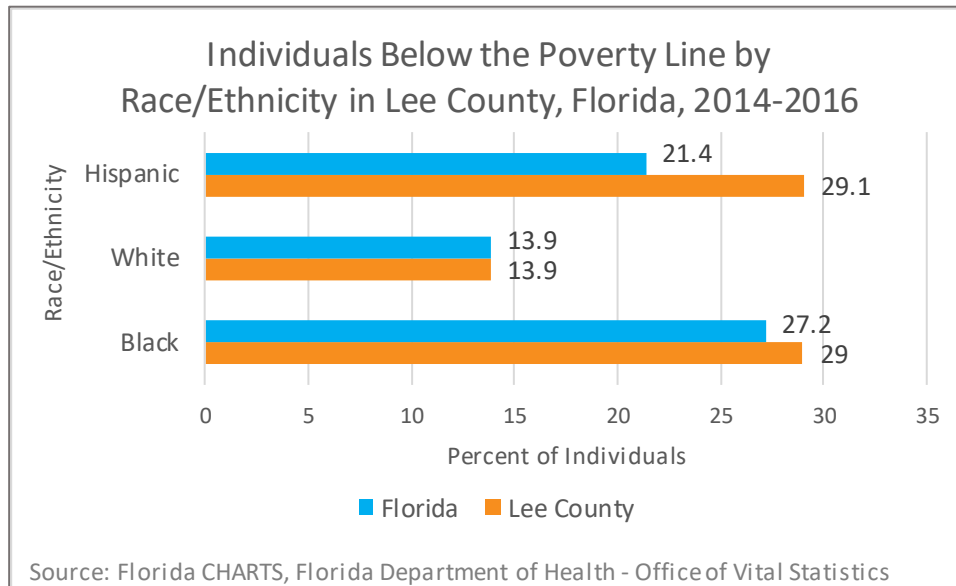
Total Population

According to the US Census Bureau, the estimated population of Lee County in 2017 was 700,837. This accounts for 3.4% of Florida's total population of 20,555,728. From April 2010 to July 2017 Lee County has had an estimated 19.5% population growth. Lee County's population is 67.5% White, 21.2% Hispanic or Latino, 9.1% Black or African American, 1.7% Asian, and 0.5% American Indian and Alaska Native. The US Census Bureau also states that between 2013 and 2017 58,217 Lee County residents were veterans. The table below shows Lee County's population by age groups and gender.



Poverty

Poverty can result in negative health consequences, such as increased risk of mortality, increased prevalence of medical conditions, disease incidence, depression, intimate partner violence, and poor health behaviors. From 2014-2016 15.9% of Lee County residents lived below the poverty level.



Education

Receiving an education is a basic component of an individual's socioeconomic status, as it shapes future occupational opportunities and earning potential. Education provides the knowledge and life-skills which allow those who are better educated to have improved access to information and opportunities, leading to improved health outcomes. According to the US Census Bureau, in 2017, 26% of Lee County residents 25 and older had a bachelor's degree or higher. This was lower than Florida's rate of 27.3%. Florida Department of Education states that in 2017 the graduation rate in Lee County for Whites was 82.9%, while the Hispanic graduation rate was 74.6%, and for Black residents, the graduation rate was 72.9%.

Leading Causes of Death

For each cause of death, the age-adjusted death rate (AADR) varies by race and ethnicity groups. In general, a high AADR leads to increased risk of death associated with the disease. In 2017, Lee County White residents had a higher AADR than other races and ethnicities for heart disease, unintentional injury, chronic lower respiratory disease, chronic liver disease and cirrhosis, and suicide. Similarly, during this same time period, Lee County Black residents had a higher AADR for cancer, diabetes, and hypertension than other races and ethnicities, while Hispanics had a higher AADR for stroke and Alzheimer's Disease compared to other races and ethnicities. The table below shows the top 10 leading causes of death in Lee County and comparison rates for White, Black, and Hispanic residents for both Lee County and the state of Florida.

Age-Adjusted Death Rate (AADR) Lee County and Florida, 2017						
Cause of Death	Lee County			Florida		
	White	Black	Hispanic	White	Black	Hispanic
Cancer	136.6	142.8	109.7	149.6	154.6	116.5
Heart Disease	120	109.9	112.2	146.3	167.6	125.4
Unintentional Injury	85.1	46.3	46.1	60.6	40.8	34.3
Chronic Lower Respiratory Disease	38.4	20.8	16.9	42.0	26.1	25.0
Stroke	33.2	37.7	46.5	37.2	57.9	37.9
Diabetes	15.9	49.4	28.2	18.3	40.8	19.8
Alzheimer's Disease	15.8	18.8	28.5	21.7	16.0	25.9
Hypertension	11.6	27.4	17.0	7.7	15.3	6.2
Chronic Liver Disease and Cirrhosis	13.8	0.0	6.8	12.7	5.9	7.7
Suicide	14.9	5.7	6.0	16.1	5.0	7.3

Source: Florida CHARTS, Florida Department of Health-Office of Vital Statistics

Background

The Process

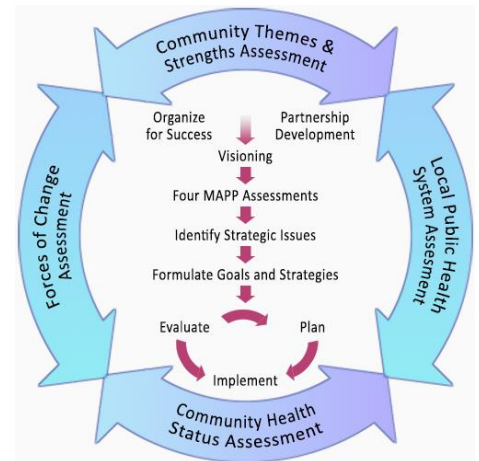
Lee County used the Mobilizing for Action through Planning and Partnerships (MAPP) process for planning and creating the 2018-2022 CHIP. The MAPP process of community planning was developed by the National Association of County and City Health Officials (NACCHO) in cooperation with the Public Health Practice Program Office of the CDC.



Through the MAPP process, Lee County seeks to achieve optimal health by identifying and using resources sensibly, considering social determinants of health, and forming effective partnerships for strategic action.

The MAPP process consists of six distinct phases for community health improvement. The six phases are:

1. Organizing for success and partnership development
2. Visioning
3. The four MAPP assessments
 - Community themes and strengths assessment
 - Local public health system assessment
 - Community health status assessment
 - Force of change assessment
4. Identifying strategic issues
5. Formulating goals and strategies
6. Action (program planning, implementation, evaluation)



These seven MAPP principles are vital to the successful implementation:

1. **Systems thinking**- to promote an appreciation for the dynamic interrelationship of all components of the local health systems required to develop a vision of healthy community.
2. **Dialogue**- to ensure respect for diverse voices and perspectives during the collaborative process.
3. **Shared vision**- to form the foundation for building a healthy future.
4. **Data**- to provide factual information during each step of the process.
5. **Partnership and collaboration**- to optimize performance through shared resources and responsibility.
6. **Strategic thinking**- to foster a proactive response to the issues and opportunities facing the system.
7. **Celebration of successes**- to ensure that contributions are recognized and to sustain excitement for the process.

How was the Community Health Improvement Plan developed?

The Florida Department of Health in Lee County facilitated community health improvement planning based upon the following five community assessments:

- 2017 Community Health Needs Assessment
- Community Health Status Assessment
- Forces of Change Assessment
- Community Town Hall Meeting
- Lee County CHIP Health Priority Survey

2017 Community Health Needs Assessment (CHNA)

The 2017 CHNA is a systematic, data-driven approach to determining health status, behaviors, and needs of Lee County residents. The CHNA assists communities in identifying issues of greatest concern and making informed decisions to commit resources to those areas, thereby making the greatest possible impact on community health status.

The CHNA identified these areas of opportunity for improvement:

- Nutrition, Physical Activity, & Weight
- Mental Health
- Substance Abuse
- Access to Healthcare Services
- Oral Health
- Heart Disease & Stroke
- Respiratory Disease
- Cancer
- Diabetes
- Potentially Disabling Conditions
- Tobacco Use
- Injury and Violence
- Family Planning
- HIV and STDs

Community Health Status Assessment

The 2018 Lee County Health Rankings is provided by the Robert Wood Johnson Foundation in collaboration with the University of Wisconsin Population Health Institute. The Rankings are based on a model of population health that highlights the many factors that can help make the community a healthier place to live.

A total of 59 indicators were measured in 2018. Lee County maintained trends or saw a decline in these areas:

- Adult obesity
- Alcohol-impaired driving deaths
- Children in Poverty
- Mammography screening
- Physical inactivity
- Sexually transmitted infections
- Unemployment



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. A brainstorming session was conducted and participants were asked to identify events that were occurring or might occur that could affect the health of our community. The following were identified.

Forces of Change

- Access to care
- Change of diversity in population
- Funding for health services
- Environmental issues
- Legalization of medical marijuana
- Opioid crisis

Community Town Hall Meeting

The Community Town Hall Meeting was held early July 2018, inviting all Lee County residents to attend. The attendees were given data from the 2017 CHNA in presentation form and in a data brief they could take with them. Following the presentation of the 14 areas of opportunity, as outlined in the 2017 CHNA, the attendees discussed the social determinants of health that could be affecting the county and which area had the largest gaps. Lastly, the attendees were asked to select two of the 14 areas that they felt were most vital to improve within the next five years.



Lee County CHIP Health Priority Survey

To reach a larger sample of Lee County residents, the Lee County CHIP Health Priority Survey was sent to the Community Town Hall Meeting attendees to share with others in the County, using snowball sampling. The survey contained the same questions asked at the Community Town Hall Meeting. A combined total of 462 responses were received from the Priority Survey and the Community Town Hall Meeting.

These two priority areas of opportunity were selected by the attendees of the Community Town Hall Meeting and from the Lee County CHIP Health Priority Survey:

- Mental Health and Substance Abuse
- Nutrition, Physical Activity, and Weight



Strategic Issue Priority Areas

The Lee County CHIP was developed through collaborative efforts of health care leaders, public health professionals, diverse community organizations, and other members of the community with the goal of improving the health of Lee County residents.

How were priorities identified?

The results of the five assessments were compiled and analyzed. After analysis, and with combined consideration of community feedback, the resident participants of the Town Hall meeting and the survey selected the priority areas that were most important to the community.

Information given during this process included:

- Health data from the 2017 CHNA showing:
 - Is the data trending up or down?
 - Is it significantly better or worse than the state or national average?
 - What are the differences in rates for specific populations, showing health inequality?
- Demographic data covering Lee County such as median household income, median age, unemployment rate, etc.

After priority areas were identified, goals, strategies, and measurable objectives were developed. To keep Lee County aligned with state and national objectives, the following were referred to: HP2020, the National Prevention Strategy (NPS), and Florida State Health Improvement Plan (SHIP) 2017-2021. Targets and measures outlined in this plan are aligned with the objectives that were applicable.

This plan does not address every strength and weakness identified in the 2017 CHNA, or all the priorities of community partners, but it does reflect the shared vision of creating a healthier Lee County.

The Public Health Accreditation Board's (PHAB) Local Standard 5.2.2 requires alignment between community priorities described in the community health improvement plan and both state and national priorities. Local health departments must demonstrate alignment with both Tribal and state health improvement priorities, where appropriate. National and state priority alignment would include the NPS and HP2020.



Priority Area One: Mental Health and Substance Abuse

Why is this an issue?

Mental illnesses, such as depression and anxiety, affect people's ability to participate in health-promoting behaviors. This in turn can lead to physical health issues. According to the Florida Department of Health Bureau of Vital Statistics, in 2017 mental health was connected to the tenth leading cause of death in Lee County - suicide. From 2015-2017, the Lee County AADR for suicide was 15.4 per 100,000. This is higher than the state rate of 14.2. In 2017, more than one in four (21%) of Lee County adults had been diagnosed by a physician as having a depressive disorder (such as depression, major depression, dysthymia, or minor depression) This rate is higher than both state and national findings.

Substance abuse refers to a set of related conditions associated with the consumption of mind and behavior altering substances that have negative behavioral and health outcomes. Per the 2017 CHNA, nearly half (45.7%) of Lee County adults perceived substance abuse as a "major problem" in Lee County. The Florida Department of Health in Lee County Bureau of Vital Statistics states that in 2017 substance abuse was connected to the third (unintentional injury), seventh (Alzheimer's disease), and ninth (chronic liver disease and cirrhosis) leading causes of death of in Lee County. The Florida Department of Health Bureau of Vital Statistics also found that in 2017 the drug poisoning death rate in Lee County was 37.9 per 100,000 people. This is higher than Florida's 2017 rate of 24.6 per 100,000 and higher than Lee County's 2016 rate of 25.6 per 100,000.

The goals, strategies, and objectives for mental health and substance abuse improvement in Lee County are outlined on the following pages.

Mental Health and Substance Abuse

Goal 1.0 Decrease the drug poisoning death rates in Lee County

Strategy 1.1 Partner with other organizations to complete goals

Objective 1.1.1 By December 31, 2019, partner with three Lee County organizations, substance abuse focused, to offer sustainable ideas of reducing drug poisoning death rates in Lee County

Strategy 1.2 Reduce stigma related to mental health and substance abuse

Objective 1.2.1 By December 31, 2022, increase the number of adults enrolled in substance abuse programs by 10%, from 2,769 (2016) to 3,046

Objective 1.2.2 By December 31, 2022, hold two mental health trainings for the residents of Lee County

Strategy 1.3 Increase the number of individuals who have access to substance abuse education/training

Objective 1.3.1 By December 31, 2022, offer seven additional naloxone trainings in Lee County for residents

Objective 1.3.2 By December 31, 2022, inform the community of naloxone trainings available in Lee County for high-risk populations

Goal 2.0 Decrease the suicide death rate in Lee County

Strategy 2.1 Partner with other organizations to complete goals

Objective 2.1.1 By December 31, 2019, partner with three Lee County organizations that focus on mental health and/or substance abuse to help decrease the suicide death rate in Lee County

Strategy 2.2 Increase accessibility of mental health and substance abuse services/facilities available to the community

Objective 2.2.1 By July, 2019, create two pamphlets that list the mental health and substance abuse services available in Lee County

Objective 2.2.2 By December 31, 2019, disseminate 1,000 pamphlets listing the mental health and substance abuse services available in Lee County

Objective 2.2.3 By December 31, 2020, organize and hold five community outreach events in Lee County focusing on mental health and substance abuse

Strategy 2.3 Increase suicide prevention education

Objective 2.3.1 By December 31, 2022, create and hold five suicide prevention education events for the community

Objective 2.3.2 By December 31, 2022, create and hold five suicide prevention education events for high-risk populations

Goal 1.0 Decrease the drug poisoning death rates in Lee County

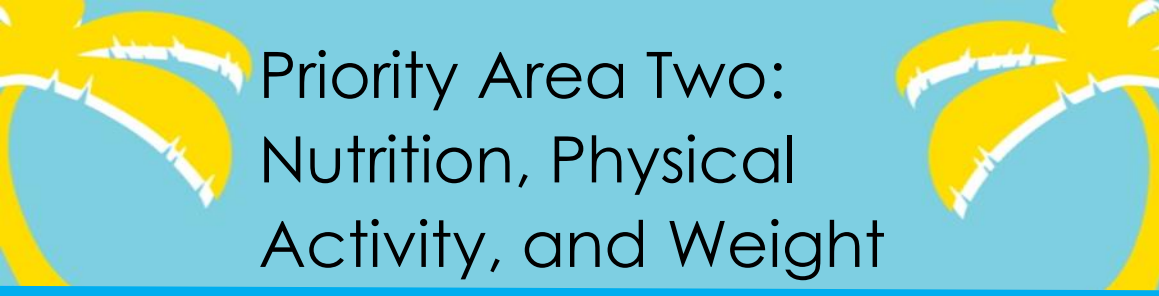
**Aligned with HP2020 Objective: SA-12, NPS Preventing Drug Abuse and Excessive Alcohol Use Recommendation 3, and SHIP 2017-2021 Goal BH3*

Strategy	Objective	Measure	Current Level	Target Level	Lead
Strategy 1.1 Partner with other organizations to complete goals	Objective 1.1.1 By December 31, 2019, partner with three Lee County organizations, substance abuse focused, to offer sustainable ideas of reducing drug poisoning death rates in Lee County	Number of organizations partnering to help achieve the goals	0 Partners	3 Partners	SWF Regional Planning Council
Strategy 1.2 Reduce stigma related to mental health and substance abuse <i>*Aligned with HP2020 Objective: MHMD-9 & Objective: SA-8, NPS Preventing Drug Abuse and Excessive Alcohol Use Recommendation 3, and SHIP 2017-2021 Goal BH3 & BH4</i>	Objective 1.2.1 By December 31, 2022, increase the number of adults enrolled in substance abuse programs by 10%, from 2,769 (2016) to 3,046	Florida Department of Health, Division of Public Health Statistics & Performance Management	2,769 enrollees	3,046 enrollees	To be determined after completing Strategy 1.1
	Objective 1.2.2 By December 31, 2022, hold two mental health trainings for the residents of Lee County	Number of mental health trainings offered to the community in Lee County	0 Trainings	2 Training	Florida Department of Health in Lee County

Strategy 1.3 Increase the number of individuals who have access to substance abuse education/training <i>*Aligned with SHIP 2017-2021 Strategy BH3.1</i>	Objective 1.3.1 By December 31, 2022, offer seven additional naloxone trainings in Lee County for residents	Number of naloxone trainings held in Lee County	3 trainings	10 trainings	SWF Regional Planning Council
	Objective 1.3.2 By December 31, 2022, inform the community of naloxone trainings available in Lee County for high-risk populations	Number of flyers disseminated detailing naloxone trainings available in Lee County	0 Flyers Disseminated	1000 Flyers Disseminated	

Goal 2.0 Decrease the suicide death rate in Lee County <i>*Aligned with HP2020 Objective: MHMD-1, NPS Mental Health and Emotional Well-being Priority, and SHIP 2017-2021 Goal BH4</i>					
Strategy	Objective	Measure	Current level	Target Level	Lead
Strategy 2.1 Partner with other organizations to complete goal	Objective 2.1.1 By December 31, 2019, partner with three Lee County organizations that focus on mental health and/or substance abuse to help decrease the suicide death rate in Lee County	Number of organizations partnering to help achieve the goals	0 Partners	3 Partners	Florida Department of Health in Lee County
Strategy 2.2 Increase accessibility of mental health and substance abuse services/facilities available to the community <i>*Aligned with HP2020 Objective: MHMD-9, NPS Strategy Mental Health and Emotional Well-being recommendation 4,</i>	Objective 2.2.1 By July, 2019, create two pamphlets that list the mental health and substance abuse services available in Lee County	Number of pamphlets created that provide the available mental health and substance abuse services in Lee County	0 pamphlets created	1 pamphlet (mental health) 1 pamphlet (substance abuse)	To be determined after completing Strategy 2.1
	Objective 2.2.2 By December 31, 2019, disseminate 1,000 pamphlets listing the mental health and substance abuse services available in Lee County	Number of pamphlets disseminated in Lee County	0 pamphlets disseminated	1,000 pamphlets disseminated	CHIP Steering Committee
	Objective 2.2.3 By December 31, 2020, organize and hold five community outreach	Number of community outreach events held in Lee County by the	0 community outreach event	5 community outreach event	Coalition for Drug Free SWFL

<i>and SHIP 2017-2021 Goal BH3 & BH4</i>	events in Lee County focusing on mental health and substance abuse	coalition focusing on mental health and substance abuse			
Strategy 2.3 Increase suicide prevention education <i>*Aligned with HP2020 Objective: MHMD-1 and SHIP 2017-2021 Strategy BH4.2</i>	Objective 2.3.1 By December 31, 2022, create and hold five suicide prevention education events for the community	Number of suicide prevention education events held in Lee County	0 events held	5 events held	To be determined after completing Strategy 2.1
	Objective 2.3.2 By December 31, 2022, create and hold five suicide prevention education events for high-risk populations	Number of suicide prevention education events held in Lee County focusing on high-risk populations	0 events held	5 events held	To be determined after completing Strategy 2.1



Priority Area Two: Nutrition, Physical Activity, and Weight

Why is this an issue?

Data from the Florida Department of Health Bureau of Vital Statistics shows that in 2017 nutrition, physical activity, and weight were connected to the second (heart disease), fifth (stroke), and sixth (diabetes) leading causes of death in Lee County. A fundamental first step in increasing nutrition is removing barriers to access of nutritional foods. According to Feeding America, 12.9% of individuals living in Lee County in 2016 had *food insecurity*, and did not have access to enough food for an active, healthy life.

The CDC's Physical Activity Guidelines for Americans states that "increased amounts of moderate to vigorous physical activity are associated with improved cardiorespiratory and muscular fitness, including a healthier body weight and body composition." In Lee County, the percent of students who are physically inactive is increasing. The Florida Youth Tobacco Survey found in 2016, more than three-fifths (78.5%) of middle school students and 79.3% of high school students did not have sufficient vigorous physical activity in Lee County.

The first goal from the Florida State Health Improvement Plan (SHIP) for nutrition, physical activity, and weight is to improve the food environment and nutrition habits across the lifespan to increase healthy weight. The second goal is to improve access to and participation in physical activity opportunities across the lifespan to increase healthy weight. Lee County's goals for improving nutrition, physical activity, and weight are outlined on the following pages.

Nutrition, Physical Activity, and Weight

Goal 3.0 Increase moderate to vigorous physical activity for school aged children

Strategy 3.1 Partner with other organizations to complete goals

Objective 3.1.1 By December 31, 2019, partner with three Lee County organizations that focus on physical activity programs to help achieve goals

Strategy 3.2 Identify and engage school district community partners to offer more physical activity outside of school hours

Objective 3.2.1 By December 31, 2020, five programs/partnerships in Lee County will have implemented one new afterschool program that offers moderate to vigorous physical activity for school aged children

Objective 3.2.2 By December 31, 2022, 10 programs/partnerships in Lee County will have implemented one new afterschool program that offers moderate to vigorous physical activity for school aged children

Strategy 3.3 Increase messaging empowering/inspiring families to engage in physical activity, focusing on indoor activity

Objective 3.3.1 By December 31, 2019, identify 30 family-appropriate indoor physical activities in the community that are available, including online opportunities

Objective 3.3.2 By December 31, 2020, disseminate information on indoor physical activities to 20 different community locations

Goal 4.0 Increase consumption of nutritious foods

Strategy 4.1 Partner with other organizations to complete goals

Objective 4.1.1 By December 31, 2019, partner with three Lee County organizations that focus on nutrition education to help achieve goals

Strategy 4.2 Increase exposure to nutritional education

Objective 4.2.1 By December 31, 2022, increase the percentage of Lee County adults who consume five or more servings of fruits or vegetables per day from 17.9% (2013) to 25%

Objective 4.2.2 By December 31, 2020, 10 nutritional education events have been held for the community

Objective 4.2.3 By December 31, 2022, 20 nutritional education events have been held for the community

Strategy 4.3 Increase awareness of community gardens and farmer's markets in Lee County

Objective 4.3.1 By December 31, 2019, create an asset map, mapping out local gardens and markets

Objective 4.3.2 By December 31, 2020, have the asset map of community gardens and farmer's markets accessible online

Goal 3.0 Increase moderate to vigorous physical activity for school aged children **Aligned with HP2020 Objective PA-3, NPS Active Living Priority, and SHIP 2017-2021 Goal HW2*

Strategy	Objective	Measure	Current Level	Target Level	Lead
<p>Strategy 3.1 Partner with other organizations to complete goals</p>	<p>Objective 3.1.1 By December 31, 2019, partner with three Lee County organizations that focus on physical activity programs to help achieve goals</p>	<p>Number of organizations working to help achieve goals</p>	<p>0 Organizations</p>	<p>3 Organizations</p>	<p>Florida Department of Health in Lee County</p>
<p>Strategy 3.2 Identify and engage school district community partners to offer more physical activity outside of school hours</p> <p><i>*Aligned with HP2020 Objective PA-3, NPS Active Living Recommendation 2,</i></p>	<p>Objective 3.2.1 By December 31, 2020, five programs/ partnerships in Lee County will have implemented one new afterschool program that offers moderate to vigorous physical activity for school aged children</p>	<p>Number of programs and partnerships that offer moderate to vigorous physical activity targeting school aged children</p>	<p>0 Programs/Part nerships</p>	<p>5 Programs/Part nerships</p>	<p>Streets Alive</p>

<p><i>and SHIP 2017-2021 Goal HW2</i></p>	<p>Objective 3.2.2 By December 31, 2022, 10 programs/ partnerships in Lee County will have implemented one new afterschool program that offers moderate to vigorous physical activity for school aged children</p>			<p>10 Programs/Partnerships</p>	
<p>Strategy 3.3 Increase messaging, empowering/ inspiring families to engage in physical activity, focusing on indoor activity</p> <p><i>*Aligned with NPS Active Living Recommendation 5, and SHIP 2017-2021 Goal HW2</i></p>	<p>Objective 3.3.1 By December 31, 2019, identify 30 family-appropriate indoor physical activities in the community that are available, including online opportunities</p>	<p>Number of family-appropriate indoor activities available to community that have been identified</p>	<p>0 Indoor Activities Identified</p>	<p>30 Indoor Activities Identified</p>	<p>To be determined after completing Strategy 3.1</p>
	<p>Objective 3.3.2 By December 31, 2020, disseminate information on indoor physical activities to 20 different community locations</p>	<p>Number of community locations that have been given indoor physical activity information</p>	<p>0 Locations</p>	<p>20 Locations</p>	<p>CHIP Steering Committee</p>

Goal 4.0 Increase consumption of nutritious foods **Aligned with HP2020 Objective NWS-4, NPS Healthy Eating Recommendation 1, and SHIP 2017-2021 Goal HW1*

Strategy	Objective	Measure	Current Level	Target Level	Lead
Strategy 4.1 Partner with other organizations to complete goals	Objective 4.1.1 By December 31, 2019, partner with three Lee County organizations that focus on nutrition education to help achieve goals	Number of organizations partnering to help achieve the goals	0 partners	3 Partners	Florida Department of Health in Lee County
Strategy 4.2 Increase exposure to nutrition education <i>*Aligned with NPS Healthy Eating Recommendation 4, and SHIP 2017-2021 Goal HW1</i>	Objective 4.2.1 By December 31, 2022, increase the percentage of Lee County adults who consume five or more servings of fruits or vegetables per day from 17.9% (2013) to 25%	Florida Department of Health, Division of Public Health Statistics & Performance Management	17.9%	25%	UF/IFAS Extension Family Nutrition Program
	Objective 4.2.2 By December 31, 2020, 10 nutritional education events have been held for the community	Number of nutritional education events held in Lee County by lead agency	0 Events	10 Events	UF/IFAS Extension Family Nutrition Program
	Objective 4.2.3 By December 31, 2022, 20 nutritional education events have been held for the community			20 Events	

Strategy 4.3 Increase awareness of community gardens and farmer's markets in Lee County <i>*Aligned with NPS Healthy Eating Recommendation 1 and SHIP 2017-2021 Goal HW1</i>	Objective 4.3.1 By December 31, 2019, create an asset map, mapping out the local gardens and markets	Number of asset maps created outlining community gardens and farmer's markets in Lee County	0 Asset Maps	1 Asset Map	UF/IFAS Extension Family Nutrition Program
	Objective 4.3.2 By December 31, 2020, have the map accessible online	Number of online location the map is available	0 Locations	5 Locations	



How to Use this Community Health Improvement Plan

All of us can play an important role in community health improvement in Lee County, whether in our homes, schools, workplaces, or places of worship. Below are some simple ways to use this plan to improve the health of our community:

Employers

- Understand priority health issues within the community and use this plan and recommended resources to help make your business a healthy place to work.
- Educate your team about the link between employee health and productivity.

Community Residents

- Understand priority health issues within the community and use this plan to improve health in your community.
- Use information from this plan to start a conversation with community leaders about health issues important to you.
- Get involved! Volunteer your time or expertise for an event or activity, or financially help support initiatives related to health topics discussed in this plan.

Health Care Professionals

- Understand priority health issues within the community and use this plan to remove barriers and create solutions for identified health priorities.
- Share information from this plan with your colleagues, staff, and patients.
- Offer your time and expertise to local improvement efforts (committee member, contact resource, etc.).
- Offer your patients relevant counseling, education, and other preventative services in alignment with identified health needs of the Lee County community.

Educators

- Understand priority health issues within the community and use this plan and recommend resources to integrate topics of health and health factors (i.e. access to healthful foods, physical activity, risk-behaviors, use of health care system, etc.) into lesson plans across all subject areas such as math, science, social studies, and history.
- Create a healthier school environment by aligning this plan with school wellness plans/policies. Engage the support of leadership, teachers, parents, and students.

Government Officials

- Understand priority health issues within the community.
- Identify the barriers to good health in your communities and mobilize community leaders to take action by investing in programs and policy changes that help members of our community lead healthier lives.

State and Local Public Health Professionals

- Understand priority health issues within the community and use this plan to improve the health of this community.
- Understand how the Lee County community, as a whole and populations within the county, compares with peer counties, Florida, and the U.S. population.

Faith-based Organizations

- Understand priority health issues within the community and talk with members about the importance of overall wellness (mind, body, and spirit) and local community health improvement initiatives that support wellness.
- Identify opportunities that your organization or individual members may be able to support and encourage participation (i.e. food pantry initiatives, community gardens, youth groups geared around health priorities, etc.).

Get Involved

The Community Health Needs Assessment (CHNA) and the Community Health Improvement Plan (CHIP) are both community-driven projects. All Lee County residents are encouraged to participate.



Glossary of Terms

Age-Adjusted Rate: a statistical technique utilized to better allow populations to be compared when the age profiles and distributions within the populations are different.

Chronic Disease: a condition that lasts 12 months or longer and meets one or both of the following tests: (a) the condition places limitations on self-care, independent living and social interactions; (b) the condition results in the need for ongoing intervention with medical products, services and special equipment.

Family Household: consists of a householder and one or more other people related to the householder by birth, marriage, or adoption.

Food Desert: areas that lack access to affordable fruits, vegetables, whole grains, low-fat milk, and other foods that make up the full range of a healthy diet.

Food Insecurity: not having access to enough food for an active, healthy life

Goal: a broad measurable statement of a desired long-term outcome

Health Disparities: preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.

Healthy People 2020: Healthy People provides science-based, 10-year national objectives for improving the health of all Americans.

Household: all people who occupy a housing unit; the occupants may or may not be related

Household income: the totaled amount of income of all workers within a household

Median income: depicts the middle point of income distribution within a given area; the amount that would divide the income distribution within an area into two equal parts: one-half of the cases falling below the median income and one-half above the median. This measure is not as affected by a few extreme values as an average, such as per capita income.

National Prevention Strategy: aims to guide our nation in the most effective and achievable means for improving health and well-being. The Strategy prioritizes prevention by integrating recommendations and actions across multiple settings to improve health and save lives.

Neonatal Abstinence Syndrome: a group of problems that occur in a newborn who was exposed to addictive opiate drugs while in the mother's womb.

Objective: a measurable step taken to achieve a strategy

Public Health Professionals: focus on preventing disease and injury by promoting healthy lifestyles. They implement educational programs, develop policies, administer services, conduct research, and regulate health systems to achieve these goals.

Social Determinants of Health: conditions in the places where people live, learn, work, and play that affect a wide range of health risks and outcomes.

Strategy: the approach taken to achieve a goal



Acronyms

AADR: Age-Adjusted Death Rate

ACS: American Community Survey

CDC: Centers for Disease Control and Prevention

CHNA: Community Health Needs Assessment

CHIP: Community Health Improvement Plan

FDOH Lee: Florida Department of Health in Lee County

HP2020: Healthy People 2020

MAPP: Mobilizing for Action through Planning and Partnerships

NACCHO: National Association of County & City Health Officers

NPS: National Prevention Strategy

PHAB: Public Health Accreditation Board

SHIP: State Health Improvement Plan

WHO: World Health Organization



Selected Data Sources

2017-2021 SHIP: <https://floridahealth.sharepoint.com/sites/PALMBEACH/quality-improvement/Strategic%20Planning/FDOH%20Health%20Improvement%20Plan/SHIP-exec-summary.pdf.pdf>

2017 CHNA: http://lee.floridahealth.gov/programs-and-services/community-health-planning-and-statistics/chip-cha/_documents/2017cha.pdf

Census Reporter: <https://censusreporter.org/profiles/05000US12071-lee-county-fl/>

CDC: <https://www.cdc.gov>

CDC Foundation: <https://www.cdcfoundation.org/what-public-health>

CDC's Physical Activity Guidelines for Americans:

https://health.gov/paguidelines/second-edition/pdf/Physical_Activity_Guidelines_2nd_edition.pdf#page=55

Feeding America: <https://www.feedingamerica.org/>

Florida Government (Health Emergency): <https://flgov.com/2017/05/03/78233/>

Florida Community Health Assessment Resource Tool Set (CHARTS):

<http://www.flhealthcharts.com/charts/default.aspx>

Florida Mobilizing for Action through Planning and Partnerships (MAPP) Field Guide:

<http://www.floridahealth.gov/%5C%5C/provider-and-partner-resources/community-partnerships/floridamapp/florida-mapp-field-guide/index.html>

Healthy People 2020: <https://www.healthypeople.gov/2020/topics-objectives>

Lee County Florida: <http://www.leegov.com/>

NACCHO MAPP: <https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp>

U.S. Census Bureau:

<https://www.census.gov/quickfacts/fact/table/leecountyflorida/PST045217>

World Health Organization: <https://www.who.int/about/mission/en/>



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