



2020-2022 COMMUNITY HEALTH PLAN IMPLEMENTATION STRATEGIES

1425 Malabar Road NE
Palm Bay, FL 32907
321.434.4327
HF.org

*Approved by:
Health First Community Benefit
Steering Committee
December 2, 2019*

*Health First Board of Trustees
December 5, 2019*

In 2019, Health First's Palm Bay Hospital conducted a Community Health Needs Assessment in collaboration with Health First's Holmes Regional Medical Center, Health First's Cape Canaveral Hospital and Health First's Viera Hospital. Palm Bay Hospital primarily serves the city of Palm Bay, the most populous city in the county. Palm Bay is a principal city of the Palm Bay-Melbourne-Titusville Metropolitan Statistical Area.

The Space Coast Health Foundation provided primary data for the report with interviews of 590 Brevard County residents. In addition, 1,004 responses were received to an online survey conducted by Health First. Data from the Florida Department of Health in Brevard's Community Health Improvement Plan and several online resources were taken into account as well.

Three meetings were held in April and May 2019 with Space Coast Health Foundation Board Members, Space Coast Health Foundation Health Advisory Council, Space Coast Health Foundation Task Force Members, Space Coast Health Foundation staff and community agency representatives. A total of 62 individuals helped prioritize the leading health issues using multiple criteria ratings (scope/severity and ability to impact) and recommendations were made.

Health First's Community Benefit Steering Committee, consisting of Health First leadership and the Chairman of the Health First Board of Trustees, reviewed primary and secondary data as well as the prioritization results. The Committee identified the healthcare disparities to be addressed by Palm Bay Hospital and assisted in developing this Community Health Plan. The Community Health Plan includes targeted interventions and SMART goals as well as dedicated resources to each issue and engagement of community partners to achieve successful outcomes. The proposed budget for each strategy is a combined effort encompassing all four facilities.

Priority Health Needs to be Addressed:

- 1. Nutrition, Physical Activity and Weight** -- A healthy diet helps individuals reduce the risks for many health conditions and chronic diseases. The data from Space Coast Health Foundation revealed that 29.2 percent of Brevard County residents eat five or more servings of fruits and/or vegetables per day and 23.9 percent found it "very" or "somewhat" difficult to buy affordable fresh produce. A total of 27.2 percent of Brevard County adults report no leisure-time physical activity. For low-income households, only 10.2 percent regularly met recommendations for physical activity. Among Brevard County's children, the CDC Physical Activity Guidelines of engaging in 60 minutes or more of physical activity each day were achieved by only 29.4 percent, compared to 50.5 percent nationally. These factors contribute to more than 68.8 percent of adults and 26.6 percent of children, ages 5 to 17, reported to be overweight or obese in Brevard County. Being overweight or obese increases the likelihood of having other health issues than those who are at a healthy weight.

To address these disparities, the plan is to increase the prevalence of those meeting healthy eating and active living recommended guidelines across service lines through collaboration with community partners including Brevard Public Schools, Boys & Girls Clubs of Central Florida and Junior League of South Brevard. Health First supports these organizations through financial resources, in-kind resources and administrative support. Community partners are chosen based on their demonstrated ability to help address the issues identified in the CHNA related to healthy eating and active living, with a preference toward programs serving children. Community partners are asked to establish SMART goals for the programs, and results are to be measured and reported to Health First.

- 2. Access to Healthcare** – More than 47 percent of adults in Brevard County experienced difficulties or delays in receiving needed healthcare due to prescription costs, getting a doctor’s appointment and cost of a doctor’s visit. The demographics of those with restricted access include 56.4 percent non-white or Hispanic, 57.8 percent low income and 60 percent between the ages of 18 and 39. In Palm Bay Hospital’s service area, 20.6 percent delayed or did not seek care due to cost and 17.8 percent of adults did not have a usual source of care.

To address this disparity, the plan is to continue our commitment to ensure that every patient has access to quality care regardless of ability to pay and to address the potential factors that prevent members of our community from accessing the care that they need. In addition, Health First will provide outreach services and programs that specifically address identified community needs through partners including Brevard Health Alliance as well as support of community organizations such as Who We Play For, Florida Department of Health-Brevard County and Central Florida’s Area Health Education Centers with financial and in-kind support.

Significant Health Needs Not Addressed:

1. Diabetes – Health First Medical Group Diabetic Education Coordinator offers referral-based American Diabetes Association recognized program
2. Oral Health – Health First-sponsored adult dental clinic in partnership with Florida Department of Health-Brevard County
3. Substance Abuse – services provided by Circles of Care
4. Tobacco Use – Partnership with Tobacco Free Florida’s Area Health Education Centers
5. Respiratory Diseases – a risk factor associated with overweight/obesity
6. Cancer – Health First Cancer Institute provides treatment
7. Potentially Disabling Conditions – most conditions are associated with overweight/ obesity
8. Mental Health – services provided by Circles of Care

Board Approval: On December 5, 2019, the Health First Board of Trustees approved the Community Health Needs Assessment and the 2020-2022 Community Health Plan.

The Community Health Needs Assessment and Community Health Plan are posted to Health First’s website at hf.org/givesback. A paper copy of these reports are available at the hospital or you may request a copy at hfgivesback@hf.org. For more information, please submit your questions to hfgivesback@hf.org.

Health First's Palm Bay Hospital 2020-2022 Community Health Plan

CHNA Priority #1: Nutrition, Physical Activity & Weight								
SMART Goal -- Provide services and activities related to nutrition, physical activity and weight to create community awareness of healthy lifestyles, focusing on children and the underserved.			Outcome Measurements					
Goal Statement	Target Population	Strategy/Community Partners	Outcome Metric	Year 1 Goal	Year 2 Goal	Year 3 Goal	Annual Budget	Comments
Support programs to improve knowledge on healthy nutrition	Underserved Brevard County residents age 18 & under	Family BeFit program with Boys & Girls Clubs, Melbourne Parks & Rec summer camps & Melbourne PAL summer camp	Number of participants	350	350	350	\$3,000	Annual budget includes cash & in-kind donations
Support opportunities that promote physical activity	Brevard County residents	Brevard Public Schools, Brevard County Parks & Rec, Mayors' Fitness Challenge, Melbourne Parks & Rec, Space Coast Crew, Junior League of South Brevard via Fueling Kids, Running Zone's Countdown to Fitness	Number of participants	6,800	7,300	7,800	\$53,300	Annual budget includes cash & in-kind donations
Support programs to enhance wellness education	Underserved Brevard County residents age 18 & under	Boys & Girls Clubs SMART Moves, My Community Cares SPOT Program	Number of participants	350	350	350	\$21,000	Annual budget includes cash & in-kind donations
Support programs to increase access to healthy food	Underserved Brevard County residents age 18 & under	Junior League of South Brevard via Fueling Kids, UF/IFAS Farmers In Training, South Brevard Sharing Center Gopher Market, Sharing Center of Central Brevard Community Kitchen Thanksgiving meal, The Children's Hunger Project Fight Child Hunger 5K	Number of participants	1,500	1,500	1,500	\$34,500	Annual budget includes cash & in-kind donations
			TOTAL	9,000	9,500	10,000	\$111,800	

CHNA Priority #2: Access to Healthcare

SMART Goal -- Provide health services and/or education related to access to healthcare			Outcome Measurements					
Goal Statement	Target Population	Strategy/Community Partners	Outcome Metric	Year 1 Goal	Year 2 Goal	Year 3 Goal	Annual Budget	Comments
Provide diagnostic services to patients unable to pay	Underserved Brevard County residents	Brevard Health Alliance	Number of patients	8,500	8,500	8,500	\$1,000,000	Reported by Finance as uncompensated care at year-end
Support program to increase education on emergency first aid	Brevard County residents	Health First Stop the Bleed training	Number of participants	300	300	300	\$2,000	Annual budget includes in-kind donations
Support program to increase access to dental care	Underserved Brevard County adults	Florida Department of Health in Brevard County's Adult Dental Clinic	Number of patients treated	100	100	100	\$20,000	Annual budget includes cash donations
Support program to provide cardiac screenings	Brevard County student athletes	Who We Play For	Number of screenings	2,500	2,600	2,700	\$20,000	Annual budget includes cash & in-kind donations
Support programs to encourage tobacco cessation	Brevard County residents	AHEC Quit Smoking Now & Tools To Quit classes	Number of participants	100	100	100	\$9,000	Annual budget includes in-kind donations
Provide free support groups on health-related topics	Brevard County residents	Support groups facilitated by Health First	Number of participants	1,000	1,000	1,000	\$30,000	In-kind value of staffing for support groups
			TOTAL	12,500	12,600	12,700	\$1,081,000	