2020-2022 COMMUNITY HEALTH PLAN IMPLEMENTATION STRATEGIES

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Palm Bay, FL 32907
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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.

<table>
<thead>
<tr>
<th>Goal Statement</th>
<th>Target Population</th>
<th>Strategy/Community Partners</th>
<th>Outcome Metric</th>
<th>Year 1 Goal</th>
<th>Year 2 Goal</th>
<th>Year 3 Goal</th>
<th>Annual Budget</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support programs to improve knowledge on healthy nutrition</td>
<td>Underserved Brevard County residents age 18 &amp; under</td>
<td>Family BeFit program with Boys &amp; Girls Clubs, Melbourne Parks &amp; Rec summer camps &amp; Melbourne PAL summer camp</td>
<td>Number of participants</td>
<td>350</td>
<td>350</td>
<td>350</td>
<td>$3,000</td>
<td>Annual budget includes cash &amp; in-kind donations</td>
</tr>
<tr>
<td>Support opportunities that promote physical activity</td>
<td>Brevard County residents</td>
<td>Brevard Public Schools, Brevard County Parks &amp; Rec, Mayors’ Fitness Challenge, Melbourne Parks &amp; Rec, Space Coast Crew, Junior League of South Brevard via Fueling Kids, Running Zone’s Countdown to Fitness</td>
<td>Number of participants</td>
<td>6,800</td>
<td>7,300</td>
<td>7,800</td>
<td>$53,300</td>
<td>Annual budget includes cash &amp; in-kind donations</td>
</tr>
<tr>
<td>Support programs to enhance wellness education</td>
<td>Underserved Brevard County residents age 18 &amp; under</td>
<td>Boys &amp; Girls Clubs SMART Moves, My Community Cares SPOT Program</td>
<td>Number of participants</td>
<td>350</td>
<td>350</td>
<td>350</td>
<td>$21,000</td>
<td>Annual budget includes cash &amp; in-kind donations</td>
</tr>
<tr>
<td>Support programs to increase access to healthy food</td>
<td>Underserved Brevard County residents age 18 &amp; under</td>
<td>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</td>
<td>Number of participants</td>
<td>1,500</td>
<td>1,500</td>
<td>1,500</td>
<td>$34,500</td>
<td>Annual budget includes cash &amp; in-kind donations</td>
</tr>
</tbody>
</table>

**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

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

**TOTAL**: 12,500 12,600 12,700 $1,081,000