• 501 c 3
• Benefit plan invitation list
• COPH students (field placement opport.)
• Who helps
  – Health Councils
  – CHD
• Law

Two Perspectives:

1. Local health department
2. Non-Profit Hospital
Topics

• MAPP
• 501(r)(3)
• CHNA
• Community Alignment
• Field Placement
• It is “Polk”, not “poke”
February 2010

Polk Ranks Low in Health Study

County scores in bottom half of state in research by University of Wisconsin.

LAKELAND (AP) — Polk County is not the healthiest county in Florida. In fact, it's not even the healthiest, either.

A report released today ranking the health of residents in Florida's 67 counties shows Polk in the bottom half of the pack, ranking 49th overall on health factors such as healthy behavior and environment, and 43rd overall in outcomes, including the number of premature deaths and illnesses.

The rankings come from research by the...
Obesity in U.S. Cities

1. Boulder, Colo.: 12.1
2. Bridgeport-Stamford-Norwalk, Conn.: 14.5
3. Fort Collins-Loveland, Colo.: 14.6
4. Barnstable Town, Mass.: 15.9
5. Santa Barbara-Santa Maria-Goleta, Calif.: 16.4
7. Trenton-Ewing, N.J.: 16.8
8. Lakeland-Winter Haven, Fla.: 33.8
9. Charleston, W. Va.: 33.8
10. Beaumont-Port Arthur, Texas: 33.8
11. Rockford, Ill.: 35.5
12. Huntington-Ashland, W. Va., Ky., Ohio: 36.0
13. Binghamton, N.Y.: 37.6
14. McAllen-Edinburg-Mission, Texas: 38.8

Gallup-Healthways Well-Being Index 2011
7th Most Obese
No Alignment

Execution Gap

High Level Goals Not met

Private Companies
Public Agencies
Hospitals
Nonprofits
Social Service Organizations
Families
Individuals
Schools
Community Groups
Faith Communities
After School Organizations

Power of Community Alignment

Slide compliments of Results That Matter Team
Power of Community Alignment

Community Health Needs Assessment
Non-Profit Hospitals Partnering with Community Resources

Daniel O. Haight, MD, FACP
Vice President, Lakeland Regional Health System
Associate Professor, University of South Florida

Tax Code: 501(r)(3)
- Additional requirements for tax exemption
  - 501(c)(3)
  - Charitable Hospitals

- Community Health Needs Assessment (CHNA)
  - Action to meet needs
  - Every 3 years
  - Effective after 3/23/2012
  - Optional for tax year 2011
Does the Needs Assessment describe...

- Definition of the community
- Demographics
- Health care facilities / resources
- How data was obtained
- Health needs
- Underserved needs
- Process to identify and prioritize needs
- Process of collaborating
- Information gaps

How were needs addressed?

- How was assessment shared?
- Adopted a strategy?
- Executed strategy?
- Helped create a community benefit plan?
- Execute plan?
- Is plan a part of operational plans?
- Budget to address needs?
- Prioritize health needs
- Prioritize services to meet these needs
Did the hospital address all needs?

• If no, explain why

Community Health Benefit Plan

Local Public Health System Assessment

1999
Local Public Health System Assessment

2005

The 10 Essentials:

1. Monitor health
2. Diagnose & investigate
3. Educate & empower
4. Mobilize community
5. Develop policies
6. Enforce laws
7. Increase access
8. Assure competency
9. Evaluate quality
10. Research

Local Public Health System Assessment

2005
**Polk’s Health System**

**Polk’s Assessment Team**
- Florida Southern College
- Lakeland Regional Medical Center
- Polk Works
- Polk County School Board
- Lakeland Vision
- PEACE
- Polk County Government
- Polk County Health Department
- Central Florida Health Care
- Peace River & Tri-County
- University of South Florida
- Winter Haven Hospital
- Polk Vision
- Central Florida Physician Alliance
- Healthy Start Coalition
- Watson Clinic
- Citizens’ Oversight Committee
- Polk County Medical Association
- Heart of Florida Hospital

**MAPP is...**

**Mobilizing for Action through Planning & Partnerships**

Supported by the Centers for Disease Prevention and the National Association of County & City Health Officials
MAPP is Data Driven

1. Forces of Change
2. Community Themes & Strengths
3. Local Health System Assessment
4. Community Health Status
Forces of Change
(30 key leaders)

- Economic downturn
- Growing uninsured population
- Medicaid reform
- National healthcare reform
- Electronic Health Information

Community Themes (survey)

- Web bases / written surveys (2,702)
- Focus groups
- Key informant interviews (10)
Local Health System Assessment

• 80 participants representing 30 agencies
• Over 2 days
• Audience response system
Contents of Health Status Report

- Causes of death
- Chronic diseases
- Infectious diseases
- Pregnant women & children
- Oral health
- Mental health
- Socioeconomic factors
- Physical environment

Matches County Rankings

Page 1

Chart 1: Death Rates for Heart Disease

Deaths from heart disease are declining for the state and the county.

Healthy People 2020 Target is 100.8
Key Issues

- Access to Care
- Assessment & Quality Assurance (QA)
- Communications & Health Education
- Diseases & Risk Factors
- Jobs & Economy
- Linkages & Coordination of Services
- Resources
POLK VISION

- Quality of life
- Report of Findings
- CHIP (Community Health Improvement Plan)
- “Building a Healthier Polk”
Building a Healthier Polk

1. K-12 Schools
2. Higher education
3. Built environment
4. Clinical setting
5. Employers
6. Messaging

Community Health Benefit Plan

Conducting a CHNA

1. Input from:
   - Public Health experts
   - Representatives from broad community interests
2. Documented in an approved report
3. Report made widely available
   - Hospital web site
   - Available upon request
Community Health Benefit Plan

• Nine Impact Initiative
  1. Access
  2. Obesity & Diabetes
  3. Cancer Prevention
  4. Trauma
  5. Maternal Health
  6. Behavioral & Mental Health
  7. Coordinated Care
  8. Economic Depression
  9. Health Disparities

List of LRMC Advisory Members

- County Health Department
- Federally Qualified Health Center
- Healthy Start Coalition
- City Chamber of Commerce
- Lighthouse Ministries
- City Visioning
- County Visioning
- Indigent Free Clinic
- NAACP Health Committee
- Parker Street Ministries
- County Public Schools
- Mental & Behavioral Health
- Hospital Government / Community Affairs
- Services to the Elderly
- Salvation Army
- Talbot House for the Homeless
- United Way of Central Florida
- Tobacco Free Coalition
- Injury Prevention Coalition
- County Indigent Health Plan
- Workforce Development
- YMCA
- LRMC Foundation
- Diabetes Organization
The Strength of Polk Vision
Alignment of Individual Goals with Collective Ones

Community Health Benefit Plan
Nine Impact Initiative
1. Access
2. Obesity & Diabetes
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- Diabetes Organization
Where can you go with no insurance?

Examples of problems can include:

- Lack of Health Insurance
- Lack of Routine Care
- Health Literacy and Language Barriers
- Provider Prejudices and Stereotyping
- Patient Mistrust and Refusal of Services
- Medically Underserved Communities
- Lack of Minorities in Health Professions

Healthy Questions

- How healthy are we?
- What is the health status of Polk?
- Is everyone receiving the health care they need?
- What's going on in my community?