



# My Approach to Public Health

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## Background

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## Who We Are

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## Our Mission

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To Protect

To Promote

Improve the Health of Residents and Visitors

## ICARE Values

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Innovation

Collaboration

Accountability

Responsiveness

Excellence

CU4

## DOH-Pinellas: 2016-2017

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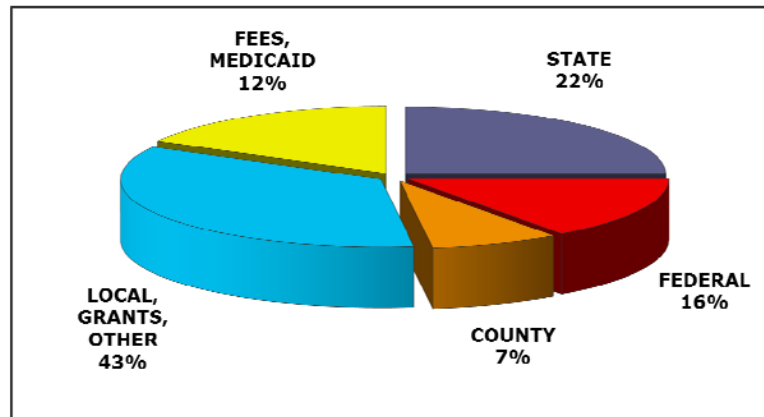
Employee – 649.15 FTEs

Budget - \$52,068,198

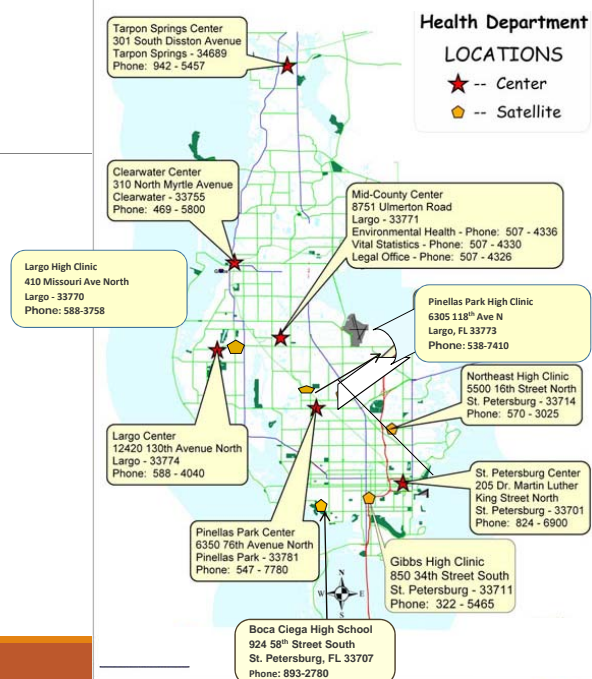
Services - > 1.4 million



## 2016 Sources of Funding



## Locations



## Services

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Maternal and Child Health (MCH)

WIC

Dental Health/ Dental Sealants

School Health

Refugee Health

Immunizations

Infectious Disease

- TB
- STI
- HIV

Birth and Death Certificates

Tobacco Prevention

Environmental Health

- Healthy beaches
- Swimming pool inspections
- Biomedical Waste

Primary Care/ Health Care for the Homeless

School-based Clinics

Family Planning

Health Promotions

Health equity

Public Health Preparedness

Breast and Cervical Cancer Screening

Refugee Health

Please visit:

[pinellas.floridahealth.gov](http://pinellas.floridahealth.gov)

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## My Approach

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Innovation

Collaboration

Impactful Changes

## Innovation

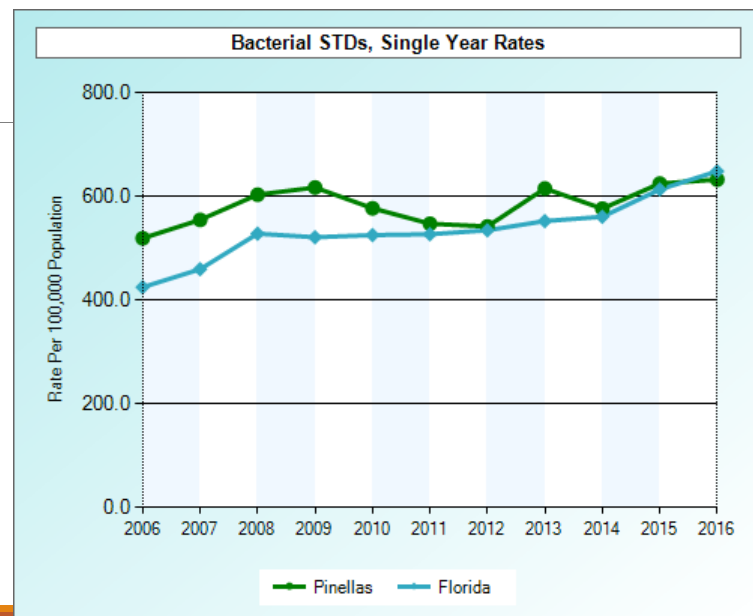
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## Sexually Transmitted Infections

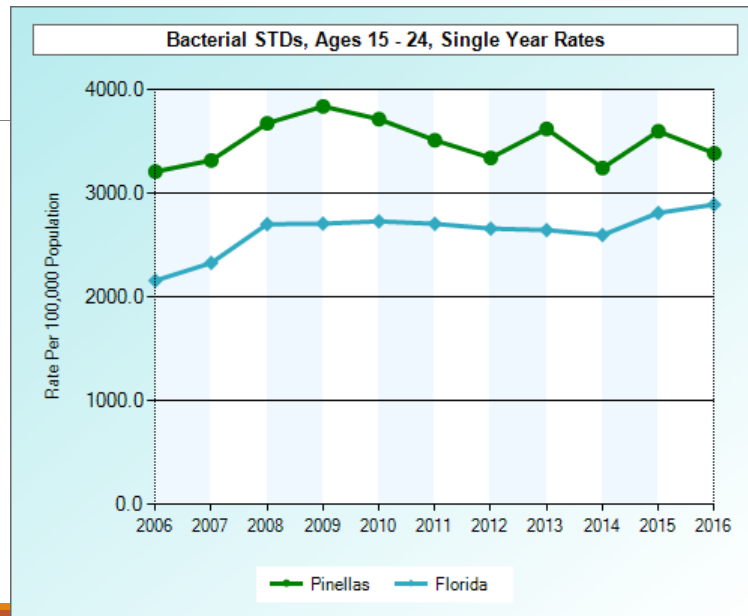
Annual new infections (incidence) = 20 million

Total Infections (prevalence) = 110 million

Total Medical Costs = \$16 billion







## Contributing Factors

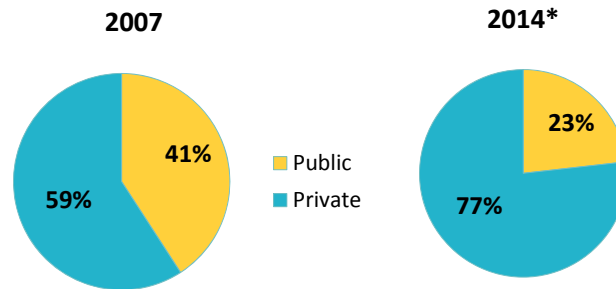
Not getting STI testing or treatment

Unprotected Sex

Multiple Partners

Increased Social Media to Meet New Partners?

## Reported STD's in Public/ Private Sector



## STI Interventions

STI Results Texting

Internet Partner Notification

## STI Result Texting

Upon agreement, staff obtains (DH3203) for testing and cell phone text results including cell number and provider

With a positive Lab, a text message is then generated by STD staff in the PRISM

Client given informational card regarding text message



### FLORIDA DEPARTMENT OF HEALTH

#### PLEASE NOTE:

If you give your phone to someone else,  
The Florida Department of Health in Pinellas assumes  
no liability for privacy of your information.

**Please DO NOT Reply by text to any text messages**

**CALLING HOURS: MONDAY-FRIDAY 8:00 AM-3:30 PM**

#### MESSAGE SAYS:

Pinellas CHD1-Please call (727) 824-6911  
Please call us for follow-up

## "GET YOUR RESULTS SOONER"

**SIGN UP IN YOUR LOCAL CLINIC TODAY**

## Internet Partner Notification

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To confidentially contact and bring to treatment known and suspected sex and needle-sharing partners of reportable STDs, including HIV, using Internet email addresses and mobile dating applications (apps).

## Internet Partner Notification

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Grindr

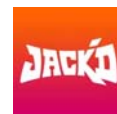
Adam4Adam

Tinder

Jack'd

Scruff

Plenty of Fish



# Collaboration

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## Opioid Epidemic

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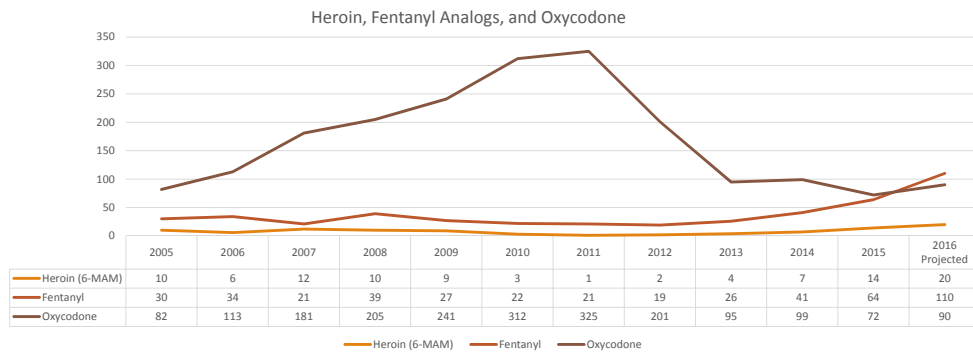
More than one person in Pinellas dies every other day from opioid abuse and misuse

208 opioid-related deaths in 2016

2,529 overdose transports by EMS/ Fire Administration

Increase in synthetic opioids

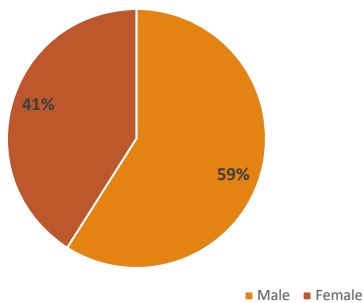
## Post Mortem Drug Identifications 2005-2016



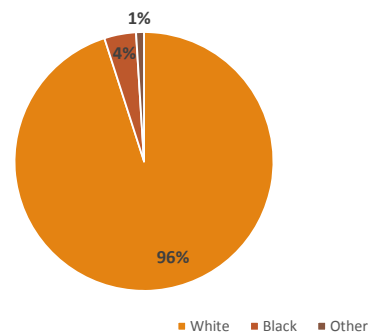
Fentanyl analogs identifications in post mortem case currently exceed both oxycodone and heroin

## Demographic Information

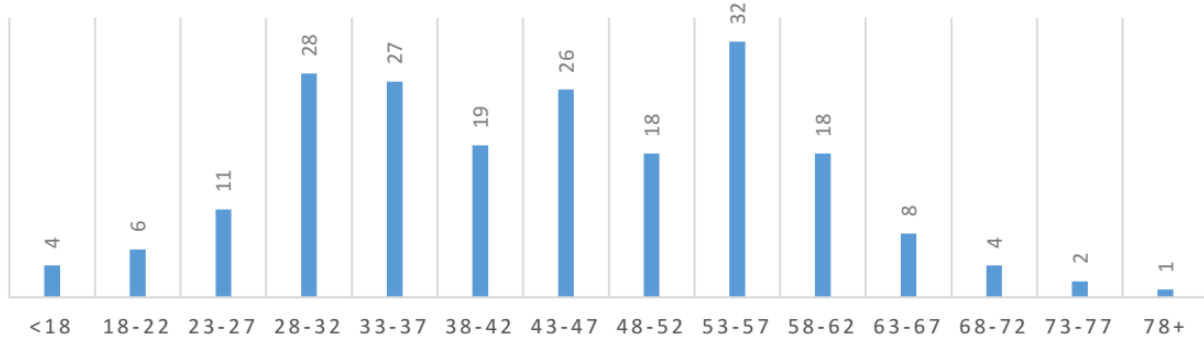
### Sex



### Race



## AGE DISTRIBUTION FOR OPIOID RELATED DEATHS, PINELLAS COUNTY 2016



OD Transports  
June 23, 2016 – June 22, 2017

Count by ZIP Code  
180  
90  
0

Opioid Deaths  
2016 (Jan-Dec)

Based on Injury Location,  
Not Death Location  
(191 of 204 points mapped)

Death Subtype

Combined Rx/Illit  
Illit  
Prescription

# Collaboration



DCF  
 DOH-Pinellas  
 Operation Par  
 Pinellas County Human Services  
 Pinellas BCC  
 Juvenile Welfare Board  
 States Attorney  
 USF – St. Pete  
 Poison Control  
 Medical Examiners  
 Gulf Coast Jewish Family Community Services  
 City of St. Petersburg

Bayfront Health  
 Baycare Health  
 Pinellas County Sheriff  
 Pinellas County EMS/ Safety  
 Alliance for Global Narcotics Training  
 Community Health Centers  
 Suncoast Center  
 Catholic Charities  
 Pinellas Homeless Leadership Board  
 PACE  
 Healthy Start Coalition  
 Pinellas County Medical Association

## Strategies to COMBAT THE OPIOID EPIDEMIC

Health care providers, law enforcement, schools, communities and families play a key role in eliminating opioid-related deaths, injuries and misuse in Pinellas County.

Raise awareness on the dangers of opioids by coordinating with schools, health care providers, pregnant women, etc.



Reduce opioid deaths by increasing the availability of life saving treatment to those who are dependent on opioids, their families and their friends.



Connect those in need to available, effective treatment and addiction therapy.



Decrease the supply of opioids by establishing a community wide approach and identifying areas at highest risk.



Improve information sharing efforts within our community to better examine trends of opioid misuse.





# Impactful Changes

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## Obesity

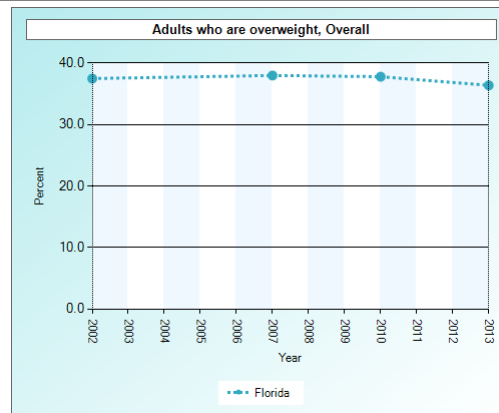
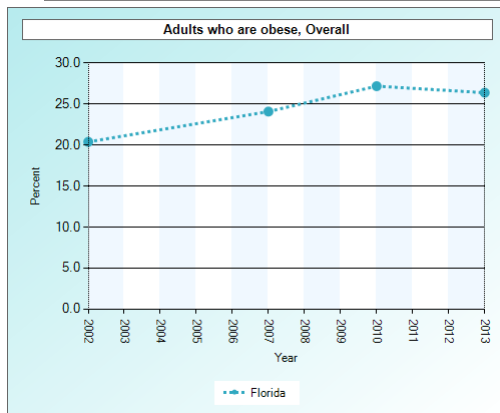
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More than 1 out of every 3 kids were overweight or obese

70% chance of becoming overweight or obese adults

27% of young Americans are too overweight to serve in the military

By 2030, 60% of all adults in the United States will be obese



## Partnerships to Improve Community Health

**120** Pinellas County Schools locations with Healthy School Team

**58** Early learning centers in Pinellas County have created new policies and made fitness/nutrition changes to improve the health of preschoolers

**15** Recreation centers used Fun Bites initiative

**25** Park and trail locations with Bottle-refilling water stations

**18** Bike Fix-It Stations added to parks and trails

**15** Fitness Zones



**Fun Bites** *Healthy, Fun Choices*  
[www.findthefunnow.com](http://www.findthefunnow.com)





**SPLASH'S SNACK BAR**

*Healthy, Fun Choices*

<b>COMBO MEALS</b>		<b>SNACKS</b>	
 Chicken Nuggets, Baked Chips & Drink	<b>\$5.00</b>	Smart Pop Popcorn	\$1.00
 All Beef Hot Dog, Baked Chips & Drink	<b>\$4.00</b>	Baked Chips	\$1.00
 Pizza Slice, Baked Chips & Drink	<b>\$4.50</b>	Frozen Chiller	\$1.00
 Smoothie, Baked Chips & Drink	<b>\$6.00</b>	Dippin' Dots Yodots	\$3.50
		Nachos & Cheese	\$2.50
		Pretzel	\$2.00
<b>PIZZA</b>		<b>DRINKS</b>	
Whole 14" Cheese Pizza	\$10.00	Gatorade - G2	\$2.25
Whole 14" Pepperoni Pizza	\$12.00	Bottled Water	\$1.50
		Fruit Juice 100%	\$1.00
		Bottled Drinks	\$2.00
		Slushie	\$2.00
		Coffee	\$2.00
<b>INDIVIDUAL PRICING</b>		<b>OTHER</b>	
Chicken Nuggets 5 or 8	\$3/3.50	Big Squirt Water Joy	\$7.00
All Beef Hot Dog & Bun	\$2.00	(various colors)	
Cheese Pizza Slice	\$2.50	Swim Diapers (vinyl reusable)	\$3.00
Pepperoni Pizza Slice	\$2.75		
Pizza Stick	\$1.50		
Smoothie	\$4.00		

- Product
- Price
- Placement
- Promotion



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**Archie Park** (1600 72nd St. N., St. Petersburg)  
Fitness Zone & Bottle-Filling Water Fountain

**Bay Vista Park** (7000 4th St. S., St. Petersburg)  
Bottle-Filling Water Fountain

**Bayview Park** (1330 Country Club Way S., St. Petersburg)  
Bottle-Filling Water Fountain

**Campanelli Park** (101 14th St. S., St. Petersburg)  
Bottle-Filling Water Fountain

**Chen Bayou Park** (2901 Ave. S. & Miriam St. S., Gulfport)  
Bottle-Filling Water Fountain

**Clearwater Memorial Causeway** (Downtown Clearwater)  
Bike Fix-It Station

**Countrywide Recreation Center** (2848 Subal Springs Dr., Clearwater)  
Bottle-Filling Water Fountain

**Countrywide Sports Complex** (3800 McMullen South Rd., Clearwater)  
Bottle-Filling Water Fountain

**Courtyard Campbell Causeway Trail** (Clearwater)  
Bike Fix-It Station (2)

**Dunbar Park** (3009 Whitney Rd., Largo)  
Fitness Zone & Bottle-Filling Water Fountain

**Del Oro Park** (421 N. McMullen South Rd., Clearwater)  
Bike Fix-It Station

**Ed Wright Park** (1326 S. MLK Jr. Ave., Clearwater)  
Fitness Zone

**Environmental Education Center** (423 Lafayette Blvd., Oldsmar)  
Bottle-Filling Water Fountain

**Fossil Park** (6525 Dr. MLK Jr. St., St. Petersburg)  
Bottle-Filling Water Fountain

**George C. McGough Park** (11901 148th St. N., Largo)  
Bike Fix-It Station

**Gladden Park** (1901 30th Ave. N., St. Petersburg)  
Fitness Zone & Bottle-Filling Water Fountain

**Glen Oaks Park** (1345 Court St., Clearwater)  
Bike Fix-It Station

**Highland Recreation Complex** (1000 Highland Ave., Largo)  
Fitness Zone

**James H. Ewert Park** (1400 18th St. N., Kenneth City)  
Fitness Zone

**Lake Vista Park** (1401 43rd Ave. S., St. Petersburg)  
Fitness Zone & Bottle-Filling Water Fountain

**Large Central Park** (101 Central Park Dr., Largo)  
Fitness Zone & Bike Fix-It Station

**Leeman Park** (1890 55th Ave N, St. Petersburg)  
Fitness Zone

**Lurie Park** (2500 62nd Ave. N., Pinellas Park)  
Fitness Zone & Bottle-Filling Water Fountain

**Northeast Park** (1630 E Bay Dr., Clearwater)  
Fitness Zone

**Pinellas Trail** (Countywide)  
Bike Fix-It Station (6)

**Raven Wildlife Trail** (Clearwater)  
Bike Fix-It Station (2)

**Ridgeway Park** (12000 Umanator Rd., Largo)  
Fitness Zone

**Riviera Bay Park** (8131 Macoma Dr. NE., St. Petersburg)  
Bottle-Filling Water Fountain

**Southwest Recreation Complex** (13120 Vance Rd., Largo)  
Fitness Zone & Bottle-Filling Water Fountain

**Tandem Park** (1300 Ave. & 14th St. S., Gulfport)  
Fitness Zone

**Walter Fuller Park** (1911 26th Ave. N., St. Petersburg)  
Bottle-Filling Water Fountain

**Weaver Park** (1258 Bayshore Blvd., Dunedin)  
Fitness Zone





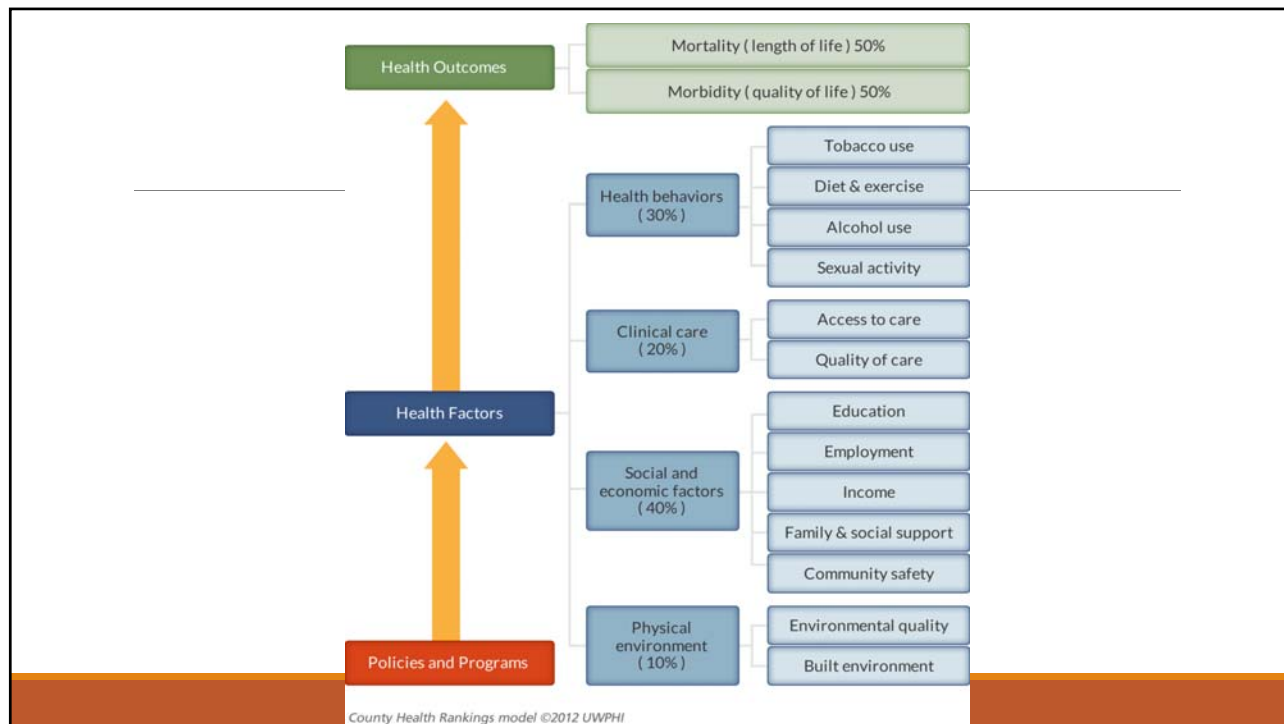
Bottle-Filling Water Fountain



Fitness Zone



Bike Fix-It Station



## Health in All Policies

Strategy to ensure that leaders are informed about the health consequences of various policy options

Acknowledges that social determinants of health have a profound effect on how healthy we will be over the course of our lives

Decisions about issues like food access, housing, transportation, education have a direct impact on health

# Questions?

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