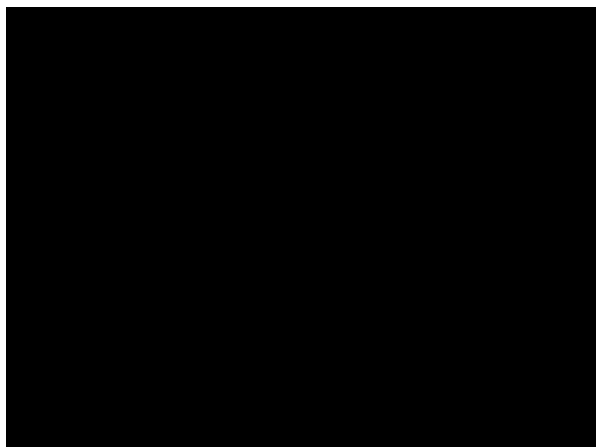


- 501 c 3
- Benefit plan invitation list
- CPH students (field placement opport.)
- Who helps
 - Health Councils
 - CHD
- Law



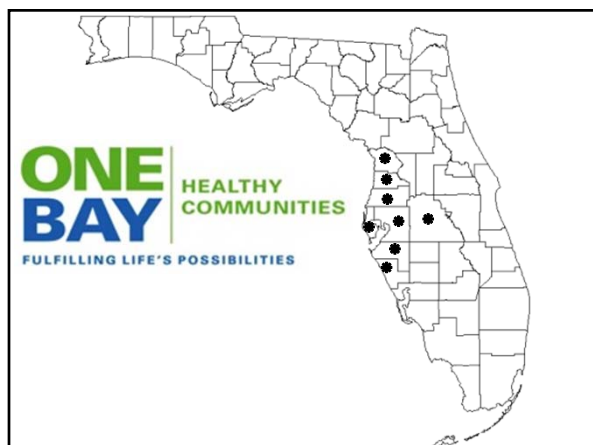
Two Perspectives:

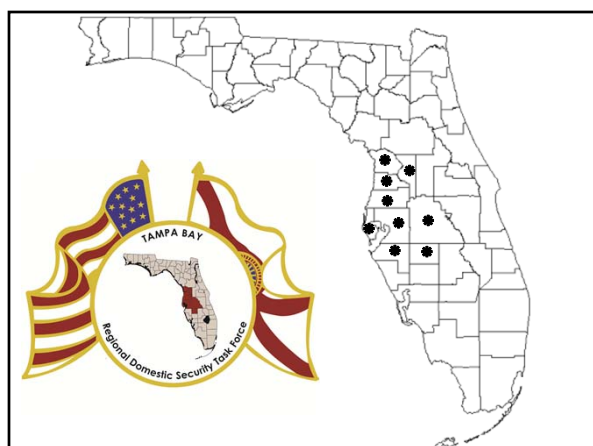
1. Local health department

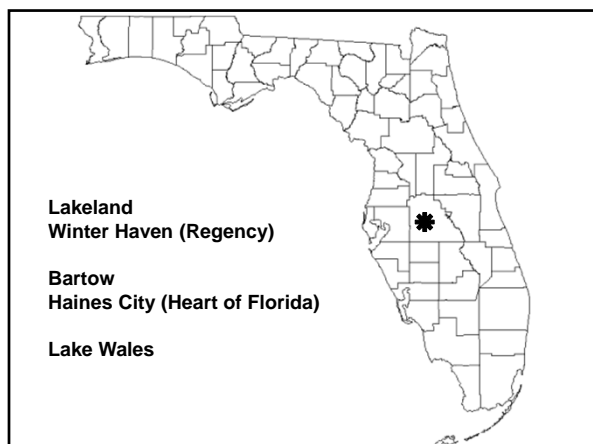
2. Non-Profit Hospital

Topics

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









The Ledger

Polk Ranks Lowest In Health

Friday, December 14, 2001

By ERIC PERA & BILLY TOWNSEND

The Ledger

1992-1996

LAKELAND -- Polk is the least healthy of Florida's nine most populous counties, according to a statewide study by the University of South Florida in Tampa.

The study, released Thursday, measures adult mortality, maternal and child health, screening and prevention, premature death tied to community violence, infectious disease and community resources. These main categories are broken down into 26 smaller indicators.

Ranking first among counties with more than 400,000 people was Broward.

For the 27 counties with populations ranging between 50,000 to 395,999 people, Charlotte ranked the highest while Putnam brought up the rear.

Flagler is the healthiest county among the 10 with populations under 50,000, while Citrus, just west of Tallahassee, ranked the lowest.

Critics of the study, like Polk Health Director Daniel Haight, said it used data for 1991-96, and fails to provide benchmarks to give meaning to the numbers.

"If we could do the study today would we do better? I don't know," Haight said of Polk. "But I would hope that over the last five years we really have made a dent. This (study) tells us where we were."

Polk's poor ranking should be a wake-up call for its citizens and politicians, said Dr. James Stachnicki, lead author of the USF report published in the November issue of the journal *Managed Care Interface*.

"We don't want them to be alarmed, but we do want them to be concerned," he said. "Polk is a county that probably needs to make a greater investment in the health of its citizens."

Haight, an assistant professor for infectious diseases at USF, said Polk has made strides since 1996 in several public health areas, especially maternal and child health, resources and premature death -- categories where Polk scored worse than average or much worse than average in the USF study.

Polk received average scores for the remaining three categories -- adult mortality, screening and prevention and infectious disease.

Haight, Polk's health director since 1996, said prenatal care has improved through grants and Bond Clinic and Lakeland OB/GYN, which have paid for midwives for the poor and uninsured.

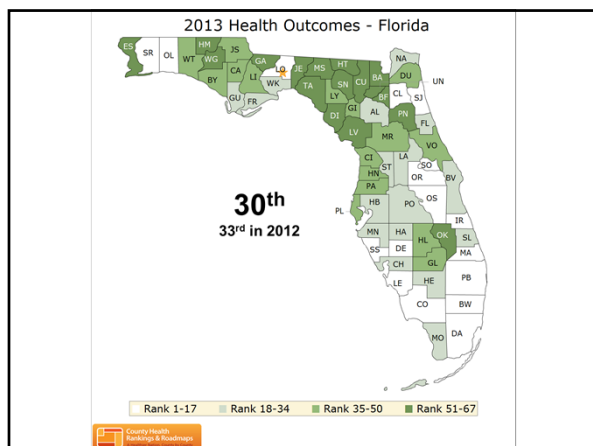
AIDS cases have dropped to 20.5 for every 100,000 people, from 33.7 in 1993 and 29.4 in 1996, Haight said. "This is one example where we did better."

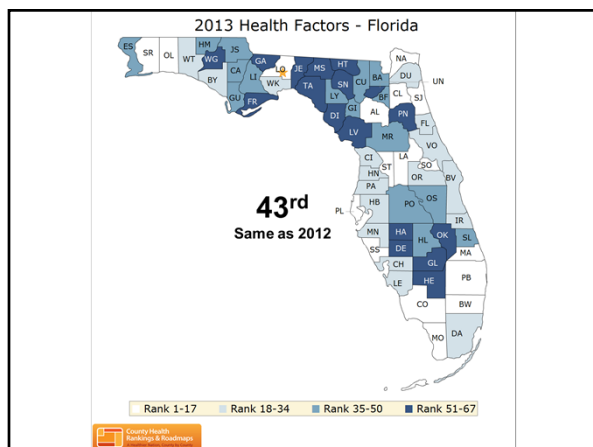
The county's tuberculosis rate fell to 5.9 per 100,000 people in 1999 from 16 per 100,000 in 1991, he said.

[illegible]







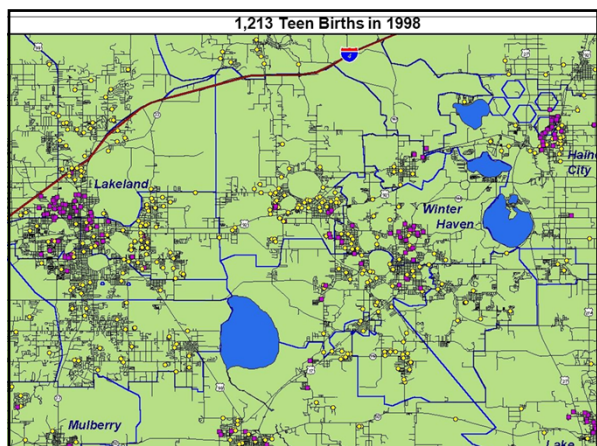


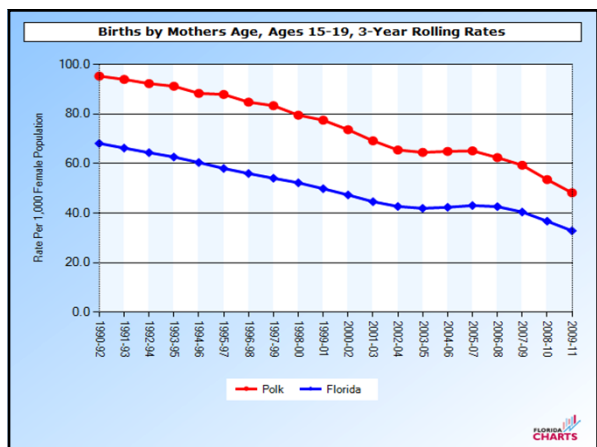
Obesity in U.S. Cities

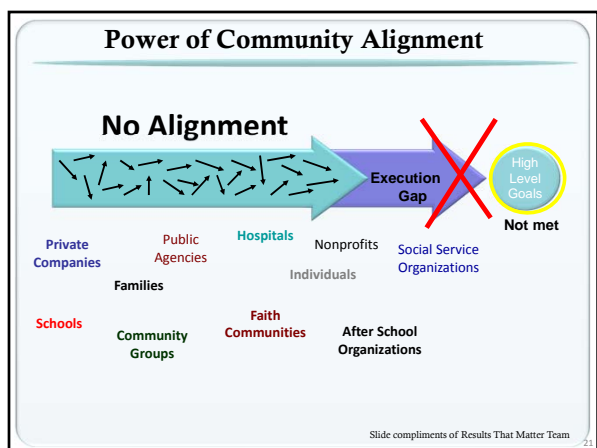
1.	Boulder, Colo.:	12.1
2.	Bridgeport-Stamford-Norwalk, Conn.:	14.5
3.	Fort Collins-Loveland, Colo.:	14.6
4.	Barnstable Town, Mass.:	15.9
5.	Santa Barbara-Santa Maria-Goleta, Calif.:	16.4
6.	Naples-Marco Island, Fla.:	16.5
7.	Trenton-Ewing, N.J.:	16.8
184.	Lakeland-Winter Haven, Fla.:	33.5
185.	Charleston, W. Va.:	33.8
186.	Beaumont-Port Arthur, Texas:	33.8
187.	Rockford, Ill.:	35.5
188.	Huntington-Ashland, W. Va., Ky., Ohio:	36.0
189.	Binghamton, N.Y.:	37.6
190.	McAllen-Edinburg-Mission, Texas:	38.8

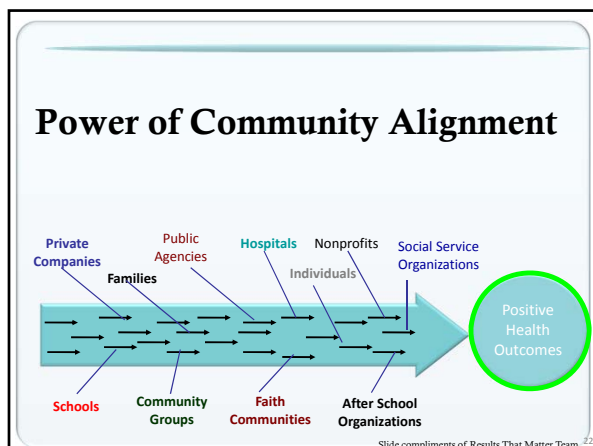
7th Most Obese

Source: Gallup-Healthways Well-Being Index, 2011










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)

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Too Small? Click [Here](#)

- 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



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

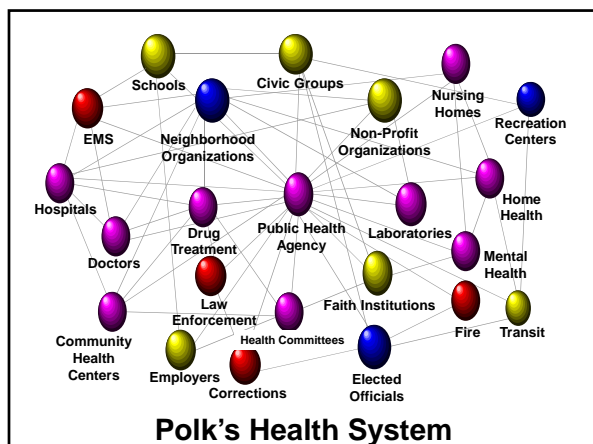
2005

The 10 Essentials:

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

Local **Public** Health System Assessment

2005



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....

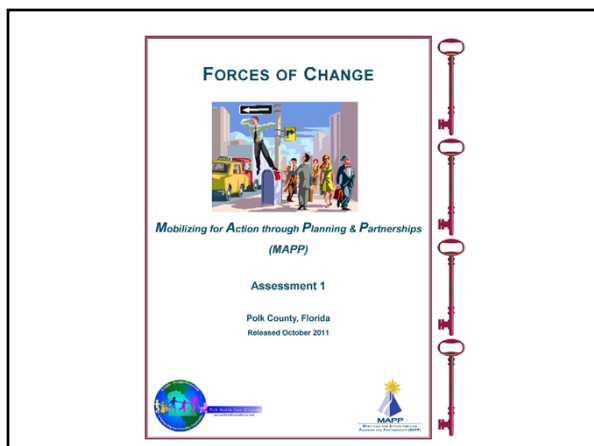
**Mobilizing for
Action through
Planning &
Partnerships**

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



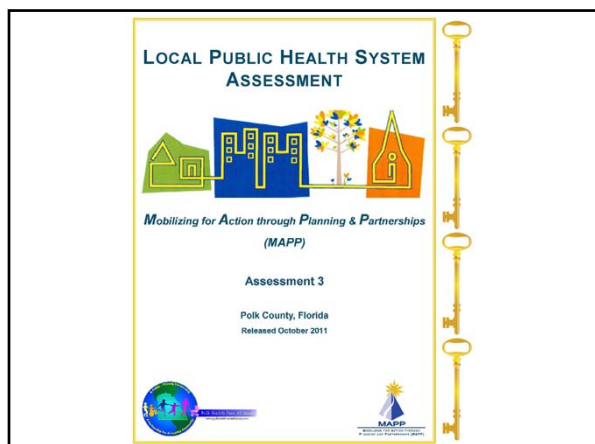
Forces of Change

(30 key leaders)

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

Community Themes (survey)

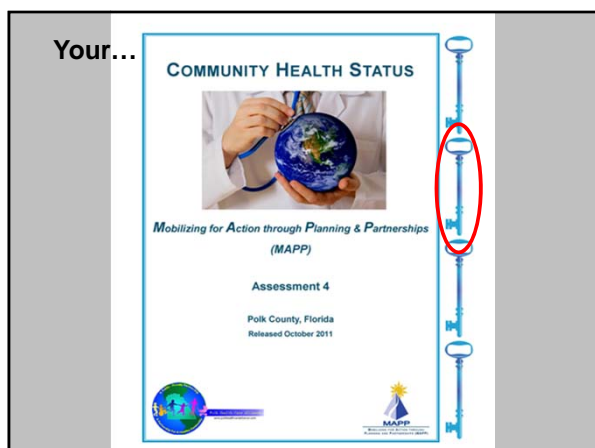
- Web bases / written surveys (2,702)
- Focus groups
- Key informant interviews (10)



Local Health System Assessment

- 80 participants representing 30 agencies
- Over 2 days
- Audience response system

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



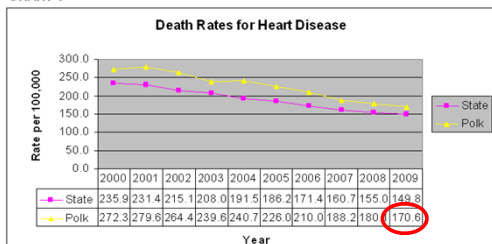
Contents of Health Status Report

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

Matches County Rankings

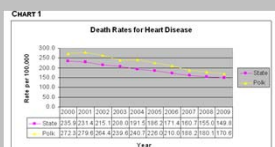
Page 1

CHART 1



The data is age adjusted. The trend is getting better and is statistically significant (95% confidence).
Data Source: Florida Department of Health CHARTS

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



The data is age adjusted. The trend is getting better and is statistically significant (95% confidence).
Data Source: Florida Department of Health CHARTS

Need to do better to reach national goal.

 Healthy People 2020 Target is 100.8

Page 4: Multiple Types of Cancer

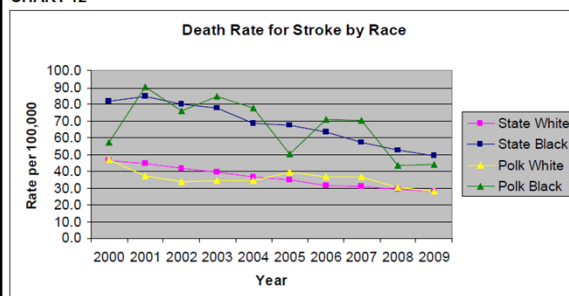
TABLE 1 Most Common Causes of Death from Cancer, Polk County, 2007-2009

Indicator	Year(s)	Rate Type	County Quintile 1=most favorable 4=least favorable	County Rate	State Rate	County Trend	Healthy People 2020 Goals
All Cancers							
Death rate	2007-09	Per 100,000	3	170.5	160.7	See Chart 4	160.6
Lung Cancer							
Death rate	2007-09	Per 100,000	3	57.4	46.9	Better	45.5
Breast Cancer							
Death rate	2007-09	Per 100,000	2	18.6	20.4	No Trend	20.6
Prostate Cancer							
Death rate, male	2007-09	Per 100,000	3	18.2	18.2	Better	21.2
Colorectal Cancer							
Death rate	2007-09	Per 100,000	2	15.1	14.7	Better	14.5

Data source: Florida Department of Health CHARTS. The data is age adjusted. Trends based on three years of data.

Page 10 (Disparities)

CHART 12



Data source: Florida Department of Health CHARTS. The data is age adjusted.

REPORT OF FINDINGS 2011



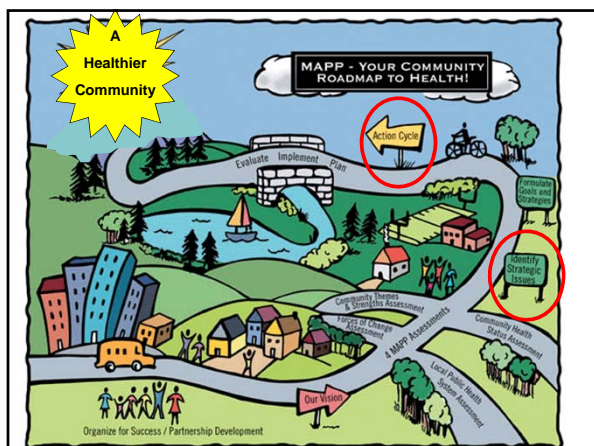
Mobilizing for Action through Planning & Partnerships
(MAPP)

Polk County, Florida
Released December 2011



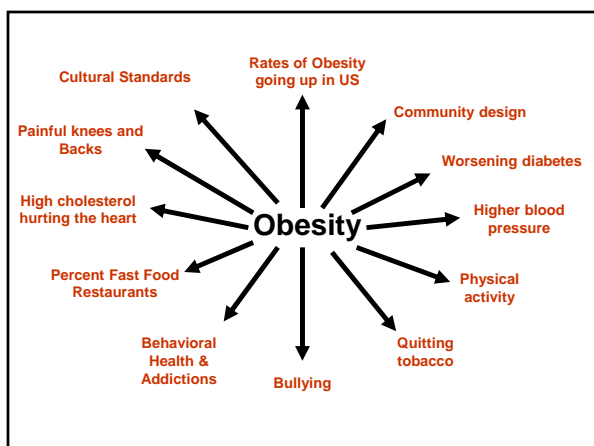
Key Issues

- 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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