

Community Health Improvement Plan (CHIP) Team

Purpose:

In partnership with the community, the Florida Department of Health in Lake County continued the community-driven strategic planning process of improving health at the August 2018 third quarterly CHIP team meeting.

Accomplishments

- The CHIP focus was on the 'Check' cycle of PDCA problem-solving model
- The CHIP team reviewed 2017 focus group suggested revisions to the 2017-2020 plan
- The CHIP team identified the strengths and weaknesses of 8 of 12 evidenced-based practice recommendations and proposed plan revisions for 2018
- Focus groups were given the option of continuing work on their action plan for the remainder of the 2018 calendar year

Participation

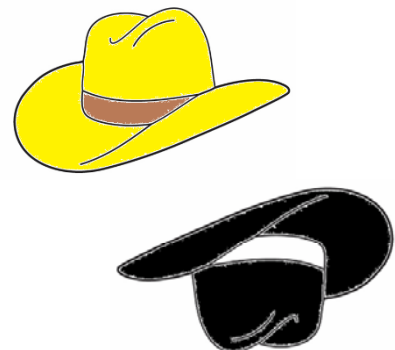
- Attendance
 - Total of 32 attendees
 - 23 community members
 - 6 FDOH staff
 - 3 volunteers
- Representation
 - 20 unduplicated Lake County organizations
 - 15% new individuals/organizations



Organization Type	#	Organization Type	#
Federal or State Agencies and Programs	8	Social Service Facilities and Service Providers	4
Schools, Colleges and Universities	1	Philanthropic and Health Financing Organizations	3
Mental Health Facilities and Service Providers	0	Media Outlets	0
Hospitals and Emergency Medical Service Providers	3	Healthcare Facilities and Service Providers	4
Elected Officials	1	County Government, Municipalities and Townships	1
Coalitions, Councils and Advocacy Groups	3	Citizens	4

Community Feedback

- Engaged dialogue from team members but ran out of time
- Evaluation, on a scale of 1-5
 - 4.4 overall score
 - Organization, 4.5
 - Facilitation, 4.6
 - Format, 4.2
 - Opportunity to provide input, 4.7
 - Opportunity to learn, 4.0



Health Communication Campaigns That Include Mass Media and Health Related Product Distribution

Focus Topic: OBESITY

Recommendation: **KEEP IN PLAN**

STRENGTHS	WEAKNESSES
<i>GENERAL</i>	
<ul style="list-style-type: none"> • Increases in awareness is expected • Expected outcome is behavior change • Agency resources could be pooled/Shared cost between agencies • Opportunity to coordinate campaign strategies/ Messages could be reinforced and consistent across the county • Specific generations can be targeted depending on media used • Use of volunteers is possible to help defray costs 	<ul style="list-style-type: none"> • There are not a lot of Lake County-specific media outlets • Activities may be expensive/cost prohibitive • There are ongoing and potential long-term costs of continuing a campaign • Lake County geography may not be conducive • Campaign should be conducted in multiple languages, increasing costs • Some populations may be hard to reach/Suburban vs. rural areas • May not affect self-motivation/ Knowing vs. doing • Campaigns may only actually reach 1-2% of overall county population • A specific activity “Call to Action” would be needed for campaign
<i>TOPIC-SPECIFIC</i>	
<ul style="list-style-type: none"> • Developing additional partnerships (use of schools and employers) could expand reach of campaign • Messaging may be effective at creating changes in health behaviors physical activity and nutrition 	<ul style="list-style-type: none"> • Multi-faceted problem/There is no one action needed for obesity • Obesity is a challenge for all population, but campaign reach may be low/Low rate of behavior change • Knowledge about obesity is already available/Perception that everyone already knows behavior changes needed

Health Communication Campaigns That Include Mass Media and Health Related Product Distribution

Focus Topic: SUBSTANCE ABUSE

Recommendation: **KEEP IN PLAN**

STRENGTHS	WEAKNESSES
<i>GENERAL</i>	
<ul style="list-style-type: none"> • Increases in awareness is expected • Expected outcome is behavior change • Agency resources could be pooled/Shared cost between agencies • Opportunity to coordinate campaign strategies/ Messages could be reinforced and consistent across the county • Specific generations can be targeted depending on media used • Use of volunteers is possible to help defray costs 	<ul style="list-style-type: none"> • There are not a lot of Lake County-specific media outlets • Activities may be expensive/cost prohibitive • There are ongoing and potential long-term costs of continuing a campaign • Lake County geography may not be conducive • Campaign should be conducted in multiple languages, increasing costs • Some populations may be hard to reach/ Suburban vs. rural areas • May not affect self-motivation/Knowing vs. doing • Campaigns may only actually reach 1-2% of overall county population • A specific activity “Call to Action” would be needed for campaign
<i>TOPIC-SPECIFIC</i>	
<ul style="list-style-type: none"> • Education campaign about available resources could target families and caregivers • Creates issue awareness • May change perception/de-stigmatize issue • Could focus on consequences of use/abuse 	<ul style="list-style-type: none"> • Multi-faceted problem/Would be hard to individualize message to specific audiences • May not reach target audience • Does not address treatment or underlying causes • May not include broad representation

Health Communication Campaigns That Include Mass Media and Health Related Product Distribution

Focus Topic: ACCESS TO FOOD & NUTRITION

Recommendation: **ELIMINATE FROM PLAN**

STRENGTHS	WEAKNESSES
<i>GENERAL</i>	
<ul style="list-style-type: none"> • Increases in awareness is expected • Expected outcome is behavior change • Agency resources could be pooled/Shared cost between agencies • Opportunity to coordinate campaign strategies/ Messages could be reinforced and consistent across the county • Specific generations can be targeted depending on media used • Use of volunteers is possible to help defray costs 	<ul style="list-style-type: none"> • There are not a lot of Lake County-specific media outlets • Activities may be expensive/cost prohibitive • There are ongoing and potential long-term costs of continuing a campaign • Lake County geography may not be conducive • Campaign should be conducted in multiple languages, increasing costs • Some populations may be hard to reach/Suburban vs. rural areas • May not affect self-motivation/Knowing vs. doing • Campaigns may only actually reach 1-2% of overall county population • A specific activity “Call to Action” would be needed for campaign
<i>TOPIC-SPECIFIC</i>	
<ul style="list-style-type: none"> • Could increase awareness of food resources • Could focus on nutrition • May help describe or highlight issue in community 	<ul style="list-style-type: none"> • Does not address cost as a barrier to good nutrition • May work in opposition to product advertising campaigns • Would not directly impact access

Health Communication Campaigns That Include Mass Media and Health Related Product Distribution

Focus Topic: Diabetes

Recommendation: **KEEP IN PLAN**

STRENGTHS	WEAKNESSES
<i>GENERAL</i>	
<ul style="list-style-type: none"> • Increases in awareness is expected • Expected outcome is behavior change • Agency resources could be pooled/Shared cost between agencies • Opportunity to coordinate campaign strategies/ Messages could be reinforced and consistent across the county • Specific generations can be targeted depending on media used • Use of volunteers is possible to help defray costs 	<ul style="list-style-type: none"> • There are not a lot of Lake County-specific media outlets • Activities may be expensive/cost prohibitive • There are ongoing and potential long-term costs of continuing a campaign • Lake County geography may not be conducive • Campaign should be conducted in multiple languages, increasing costs • Some populations may be hard to reach/Suburban vs. rural areas • May not affect self-motivation/Knowing vs. doing • Campaigns may only actually reach 1-2% of overall county population • A specific activity “Call to Action” would be needed for campaign
<i>TOPIC-SPECIFIC</i>	
<ul style="list-style-type: none"> • Could target preventative action • “Know Your Status”-type campaign seems attainable • Promotion of risk evaluation could be a message reinforced by medical provider community 	<ul style="list-style-type: none"> • Multi-faceted problem/Increased screening for diabetes may not work if access or systems for care are not also present

Technology-Supported Multicomponent Coaching or Counseling Interventions to Reduce Weight

Focus Topic: OBESITY

Recommendation: **ELIMINATE FROM PLAN**

STRENGTHS	WEAKNESSES
<i>GENERAL</i>	
<ul style="list-style-type: none"> • Coaching or counseling could be tailored to the individual • Convenience of getting coaching or counseling service without travel • Creates and expands access points for service • Long-term cost savings possible 	<ul style="list-style-type: none"> • Requires specific technological knowledge, skills, and abilities • Clients or providers may not have the resources for intervention • Clients or providers may not have the time for extended coaching or counseling • Not all target audiences use or have access to technologies • May be cost prohibitive and/or may not be a reimbursable expense from third-party payors • Unsure of whether clients prefer this type of coaching or counseling • Perception that technology is too interpersonal • Technology used would need to be researched/evaluated- selected, standardized, and secured, adding additional costs • May be a duplication of existing efforts if not linked with medical provider community

Changes in Access and Availability to Favor Healthy Foods and Beverages

Focus Topic: OBESITY

Recommendation: **KEEP IN PLAN**

STRENGTHS	WEAKNESSES
<i>GENERAL</i>	
<ul style="list-style-type: none">Supported by many other community efforts, existing resources, and activities	<ul style="list-style-type: none">Changes in access and availability to healthy foods will not eliminate access and availability/Does not address personal motivation to change behaviorPerception that there is not enough education on how to eat or prepare healthy food even if access and availability improves