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# Collier County, Florida

# Community Health Improvement Plan

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August 2020

Shared vision for a healthy community:

The healthiest county in the nation to  
live, learn, work, and play.





Collier County  
**COMMUNITY HEALTH IMPROVEMENT PLAN**  
**2020-2023**

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**Ron DeSantis**  
Governor

**Scott A. Rivkees, MD**  
State Surgeon General

**Stephanie Vick, MS, BSN, RN**  
Administrator



August 2020

# HEALTH PRIORITIES



Vision: To be the healthiest county in the nation to live, learn, work, and play.

## 1 Mental Health & Substance Abuse



### GOAL

Improve identification and treatment of mental health and substance use disorders.

## 2 Chronic Diseases



### GOAL

Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.

## 3 Access to Care



### GOAL

Increase access to blood pressure screening services for uninsured Collier County residents.

## 4 Health of Older Adults



### GOAL

Increase capacity for older adults to safely and comfortably age in place with appropriate resources in a livable community.



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# Collier County Vision for a Healthy Community

To be the healthiest county in the nation to live, learn, work, and play.





## Acknowledgements

The Florida Department of Health in Collier County (DOH-Collier) is grateful to the organizations and individuals who gave their time and expertise to make this community planning process a success. Partners were committed to the process and to implementing the initiatives that were selected to improve health outcomes in Collier County to make it the healthiest county in the nation to live, learn, work, and play.

The Executive Committee for Community Health Improvement Planning:

- ✓ Blue Zones Project of Southwest Florida
- ✓ Collier County EMS
- ✓ Collier County Medical Society
- ✓ Collier County Parks & Rec
- ✓ Collier County Public Schools
- ✓ Collier County Public Services
- ✓ Community Health Partners
- ✓ David Lawrence Center
- ✓ Florida Department of Health in Collier County
- ✓ Florida State University
- ✓ Health Planning Council Southwest Florida
- ✓ Healthcare Network Southwest Florida
- ✓ Naples Senior Center
- ✓ NAMI of Collier County
- ✓ Naples Chamber of Commerce
- ✓ NCH Healthcare System
- ✓ NCH Safe & Healthy Children's Coalition

Community Health Improvement Plan Priority Area Workgroup Members:

- ✓ Avow Hospice
- ✓ Blue Zones Project of Southwest Florida
- ✓ Collier Area Transit
- ✓ Collier County Emergency Medical Services
- ✓ Collier County Medical Society
- ✓ Collier County Public Schools
- ✓ Collier County Sheriff's Office
- ✓ David Lawrence Center
- ✓ Marco Island Fire-Rescue Department
- ✓ Golden Gate Senior Center
- ✓ Health Planning Council of SWFL
- ✓ Florida Department of Health in Collier County
- ✓ Healthcare Network of Southwest Florida
- ✓ Healthy Start Coalition SWFL
- ✓ Hodges University
- ✓ Hunger & Homeless Coalition
- ✓ Lasting Links, LLC
- ✓ Leadership Coalition on Aging
- ✓ NAMI of Collier County
- ✓ Naples Senior Center
- ✓ NCH Healthcare System
- ✓ NCH Safe & Healthy Children's Coalition
- ✓ Neighborhood Health Clinic
- ✓ PANIRA Healthcare Clinic



**Produced by:  
Florida Department of Health  
in Collier County**



# Executive Summary

The Collier County Community Health Improvement Plan (CHIP) is a collaborative effort by the members of the Healthy Collier Coalition. It is a plan to improve the health of the residents and visitors of Collier County by addressing five health priorities that were identified by over 225 participants in the Community Health Assessment (CHA). The CHIP strategies and objectives were set by the Healthy Collier Executive Committee, which established health priority workgroups to implement the strategies and achieve the objectives. While the CHIP is a community-driven and collectively owned health improvement plan, The Florida Department of Health in Collier County (DOH-Collier) is charged with providing administrative support, tracking and collecting data, and reporting results.

## Process

In the early stages of the CHA, Healthy Collier Executive Committee members participated in an exercise to create a vision for a healthy community. This vision serves as the guiding sentiment for community-wide efforts to achieve optimal health for all people.

**Healthy Collier Vision**  
**Collier County is the healthiest county in the nation to live, learn, work, and play.**

DOH-Collier facilitated the CHIP process by using the National Association of City and County Health Officials Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from a diverse group of partner organizations along with other community members participated in the four assessments specified in the MAPP process. Individually, the assessments yielded in-depth analyses of factors and forces that impact population health. When analyzed together, the assessment findings provide a comprehensive view of health and quality of life in Collier County. These findings are reported in the CHA.



DOH-Collier presented the CHA findings to the Healthy Collier Executive Committee comprised of a diverse group of community leaders representing 17 organizations. The Executive Committee set priorities through a facilitated consensus process by verifying the strategic issues that emerged from the four assessments. The Committee agreed that the results accurately reflect the needs of Collier County. The 2020-2023 CHIP was then shaped using the five highest ranked health priority areas from the CHA results. DOH-Collier then hosted a CHIP Retreat to form collaborative workgroups and select strategies to address the health priorities.

The Executive Committee endorsed four\* health priority workgroups to carry out implementation efforts and provide regular updates of the progress being achieved.

\*Mental Health and Alcohol & Drug Use were combined into the Mental Health & Substance Abuse workgroup

## Collier County CHIP Health Priorities and Goals

Health Priority	Goal
<b>Mental Health and Substance Abuse</b>	Improve identification and treatment of mental health and substance use disorders.
<b>Chronic Diseases</b>	Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.
<b>Access to Care</b>	Increase access to blood pressure screening services for uninsured Collier County residents.
<b>Health of Older Adults</b>	Increase capacity for older adults (age 60+) to comfortably and safely age in place with appropriate resources in a livable community.

### Implementation

DOH-Collier facilitates a process to monitor progress, which is designed to ensure that workgroups stay on track and that information about the CHIP is available to members of the coalition and the public. The Executive Committee monitors progress of the CHIP at biannual meetings and through quarterly updates sent by email. Members of the health priority workgroups meet quarterly to report data and status updates for their objectives. DOH-Collier then compiles that information and reports it back to all the Healthy Collier Coalition Members. The quarterly updates are also posted on the DOH-Collier website.

The Executive Committee monitors and evaluates progress made by the workgroups. During their meetings, the Committee considers how workgroups might benefit from available community resources and how those resources might improve the chances of the workgroups achieving their objectives.

### Health Equity



When studying the data associated with the Collier County health priorities, a health equity lens was applied to highlight the social determinants of health that could be associated with root causes. The health equity lens is designated by the GPS navigation icon, suggesting that the local public health system (LPHS) can use this information to navigate through root causes to find solutions.

### Strategies and Objectives

The goals, strategies, and objectives for the 2020 - 2023 Collier County CHIP were developed by the Healthy Collier Executive Committee and the Healthy Collier workgroups to address health priorities that were identified in the Collier County CHA. The strategies will be implemented during this CHIP cycle by the Healthy Collier workgroups and progress will be tracked by DOH-Collier. The last section of the CHIP document presents the Collier County health priorities, Healthy Collier workgroup members, goals, strategies and objectives, population health indicators that will be monitored for each health priority, and key health disparities associated with each health priority.

## Introduction

The Collier County Community Health Improvement Plan (CHIP) is a collaborative effort by the members of the Healthy Collier Coalition. It is a plan to improve the health of the residents and visitors of Collier County by addressing five health priorities that were identified by over 225 participants in the Community Health Assessment (CHA). The CHIP strategies and objectives were set by the Healthy Collier Executive Committee, which established health priority workgroups to implement the strategies and achieve the objectives. While the CHIP is a community-driven and collectively owned health improvement plan, The Florida Department of Health in Collier County (DOH-Collier) is charged with providing administrative support, tracking and collecting data, and reporting results.

## CHIP Priorities

The 2020-2023 CHIP priorities were selected in 2019 by the Healthy Collier Executive Committee based on the results from the CHA. DOH-Collier facilitated the CHIP process by using the National Association of City and County Health Officials Mobilizing for Action through Planning and Partnership (MAPP) strategic planning model. Subject matter experts from a diverse group of partner organizations along with other community members participated in the four assessments specified in the MAPP process. Individually, the assessments yielded in-depth analyses of factors and forces that impact population health. When analyzed together, the assessment findings provide a comprehensive view of health and quality of life in Collier County. These findings are presented in the CHA.

DOH-Collier presented the CHA findings to the Healthy Collier Executive Committee comprised of a diverse group of community leaders representing 17 organizations. The Executive

Committee set priorities through a facilitated consensus process by verifying the strategic issues that emerged from the four assessments with significant weight given to the community health priority rankings in the community themes and strengths assessment. The Committee agreed that the results strongly corroborated the results of other recent community assessments and accurately reflect the needs of Collier County. The 2020-2023 CHIP was then shaped using the five highest ranked health priority areas from the CHA results. They include Mental Health, Chronic Diseases, Access to Care, Alcohol and Drug use\*, and Health of Older Adults. The following table presents a summary of Collier County's health priorities and goals.



\*Mental Health and Alcohol & Drug Use were combined into the Mental Health & Substance Abuse workgroup

**2020-2023 Collier County Health Priorities and Goals**

Health Priority	Goal
<b>Mental Health and Substance Abuse</b>	Improve identification and treatment of mental health and substance use disorders.
<b>Chronic Diseases</b>	Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.
<b>Access to Care</b>	Increase access to blood pressure screening services for uninsured Collier County residents.
<b>Health of Older Adults</b>	Increase capacity for older adults (age 60+) to comfortably and safely age in place with appropriate resources in a livable community.

**Policy Changes**

Policy and systemwide changes for the alleviation of health inequities are incorporated into the goals, strategies, and objectives detailed in the last section of this document. The targeted policy changes include primary care patient intake policies, workplace wellness policies, and a policy designating Collier County as an AARP Age Friendly Community.

**Health Equity**

Health equity means that everyone has the opportunity to attain their highest level of health. Inequities are created when barriers prevent individuals and communities from accessing these conditions and from reaching their full potential.

Inequities differ from health disparities, which are differences in health status between people related to social or demographic factors such as race, gender, income, or geographic region. Health disparities are the lens through which inequities can be recognized and root causes explored.



When studying the data associated with the Collier County health priorities, a health equity lens was applied to highlight the social determinants of health that could be associated with root causes. The health equity lens is designated by the GPS navigation icon, suggesting that the LPHS can use this information to navigate through root causes to find solutions.

**The CHIP Process**

The CHIP is guided by a process that is repeated on a three-year cycle. DOH-Collier facilitates the CHIP process using an accepted national MAPP model. The process has six components:

- Partnership Development
- Vision
- Assessment
- Prioritization
- Strategic Planning
- Action Cycle



## Partnership Development

At the beginning of each three-year cycle, the CHIP Executive Committee reviews its current membership to determine if the community is well-represented. Members reach out and communicate with community partners in their networks to encourage participation in the CHA and health improvement planning processes. Community partners targeted in this outreach include local policy makers, federal, state, and local government agencies, regional universities, mental health and healthcare providers, faith-based organizations, coalitions, the chamber of commerce, and non-profit organizations. In addition, current health priority workgroup members are encouraged to suggest representatives from additional community organizations that they believe should participate in the process to ensure that all perspectives are included.

## Visioning

In the early stages of the CHA, CHIP Executive Committee members participated in an exercise to create a vision for a healthy community. This vision serves as the guiding sentiment for community-wide efforts to achieve good health for all people.

**Healthy Collier Vision**  
**Collier County is the healthiest county in the nation to live, learn, work, and play.**

## Assessment

DOH-Collier engages a broad range of community partners to develop and update its CHA. This framework includes four individual assessments: health status, public health system, forces of change, and community themes and strengths, which collectively provide a comprehensive view of health and quality of life in Collier County. Community partner organizations participated in the formal assessment process by hosting focus groups, sharing data, participating in the LPHS Assessment, and/or responding to survey questionnaires. During the 2019 CHA process, over 30 organizations participated, including local county and city agencies, public-private partnerships, universities, community health centers, health planning agencies, and community organizations. In addition, input was received from 237 participants in 15 focus groups, and 188 public responses to a community health survey.

## Prioritization

The Healthy Collier Executive Committee plays a key role in selecting priority areas and objectives for the CHIP. Utilizing the results of the four assessments, with significant weight given to the community themes and strengths assessment, the Executive Committee set priorities through a facilitated consensus process by verifying the health priority areas that were ranked by respondents. The Committee agreed that the results strongly corroborated other recent community assessments and accurately reflected the needs of Collier County. The five highest ranked health priority areas from the CHA results were chosen as the priorities to focus on for the CHIP.

- Mental Health
- Chronic Diseases
- Access to Care
- Alcohol and Drug Use
- Health of Older Adults



## Strategic Planning

On Thursday, October 10, 2019, DOH-Collier hosted a CHIP Retreat at the Avow Ispiri Community Center, a Healthy Collier Coalition member facility. The purpose of the retreat was to bring the community together to form collaborative workgroups that can leverage existing programs to make them even more effective. Participants reviewed the CHA findings and the CHIP priorities, and then participated in exercises to select community programs (strategies) to address the health priorities.

During this strategic planning event, 24 participants representing 18 key organizations listed 130 existing community programs within the five health priority areas. Workgroups were then formed for each health priority area. A dot voting exercise was used to prioritize which of the programs were to be selected as CHIP strategies. Parameters used for prioritization included health equity (whether the program focused on a health disparity), collaboration (whether the program was conducive to collaboration with multiple organizations), and impact (the level of impact the program could have on the community in addressing the health priority).

## Action Cycle

Beginning with the workgroup members and strategies developed at the CHIP retreat, the Executive Committee endorsed four community health improvement workgroups to lead implementation efforts in the priority areas and provide regular updates of the progress being achieved. After the retreat, the preliminary goals, strategies, and objectives were sent to the full list of partner organizations inviting them to participate in these workgroups.

The workgroups hold quarterly meetings to review current public health data, track the status of implementation efforts, and identify obstacles and needs for additional information. The workgroups additionally conduct annual reviews of health indicators and information relevant to their health priority area. To hold workgroup members accountable, DOH-Collier provides a staff liaison to each workgroup who coordinates quarterly meetings, monitors action plans, and collects data to monitor progress. DOH-Collier compiles that information and reports it to the CHIP Executive Committee and all the Healthy Collier Coalition Members. The quarterly updates are also posted on the DOH-Collier website.

The Executive Committee meets twice a year to monitor and evaluate progress made by the workgroups. At the first meeting of each year, the Committee sets the direction for the year by collectively deciding whether to add, remove, or enhance any of the strategies or objectives. This determination is made after evaluating the status of each objective and its corresponding action plan, along with performance data and whether it is on track to meet its target. The second meeting each year serves as a mid-year check-in using a similar, but less rigorous evaluation process. During these meetings, the Committee considers how workgroups might benefit from available community resources and how those resources might improve the chances of the workgroups achieving their objectives.

## Health Equity Lens



In February and March of 2020, the DOH-Collier facilitators convened the health priority workgroups to finalize the goals, strategies, and objectives that each group will work on for the next three years. During these initial health priority workgroup meetings, the members also decided on which population health indicators to monitor and started building an action plan to implement the strategies. To formulate the action plans, the workgroups reviewed the health disparities that were reported in the CHA.

A summary of the key health disparities reported in the CHA for each health priority is presented in the following table. One of the actions on each workgroup action plan is to identify and report any health disparities associated with the population health indicators that the group chose to monitor during this CHIP cycle.

**Table 2: Health Disparities Reported in the 2019 Collier County CHA**

Health Priority	Health Disparity Reported in the 2019 Collier County CHA
<b>Mental Health and Substance Abuse</b>	In 2017, 72% of suicide deaths were white males and 23% were white females.
	Persons who are white and non-Hispanic are more likely to report heavy or binge drinking.
	Persons with higher incomes are more likely to report heavy or binge drinking.
	89% of drug poisoning deaths in Collier County in 2017 were persons of white, non-Hispanic ethnicity, and the vast majority of them were male.
<b>Chronic Diseases</b>	Adult obesity rates are higher in Collier County for non-white, Hispanic, less than high school educated, and lower income residents.
<b>Access to Care</b>	The highest rates of uninsured persons in Collier County are living in a small proportion of the census tracts suggesting a need for affordable healthcare services in those areas.
	In Golden Gate and Immokalee, the percentages of people who had not seen a dentist in the past year were notably higher than the county-wide percentage.
<b>Health of Older Adults</b>	Females are more likely to be diagnosed with Alzheimer’s disease and other dementias than males. Approximately two out of every three Americans with Alzheimer’s disease are females at the present time.
	Focus group participants indicated that health inequities may be occurring in the older adult population for those who are living alone and struggling financially.



# Goals, Strategies, and Objectives

The goals, strategies, and objectives for the 2020 - 2023 CHIP were developed by the Healthy Collier Executive Committee and the Healthy Collier workgroups to address health priorities that were identified in the Collier County CHA. They will be implemented during this CHIP cycle by the Healthy Collier workgroups and monitored by DOH-Collier. The following pages present the Collier County health priorities, Healthy Collier workgroup members, goals, strategies and objectives, population health indicators that will be monitored for each health priority, and key health disparities associated with each health priority.

## Collier County Health Priority 1: Mental Health and Substance Abuse

<b>Healthy Collier Workgroup Members:</b>		
Collier County Emergency Medical Services, Collier County Public Schools, Collier County Sheriff's Office, David Lawrence Center, DOH-Collier, Healthcare Network of SWFL, Healthy Start Coalition, Marco Island Fire Department, NCH Healthcare System		
Goal	Strategy	Objective
Improve identification and treatment of mental health and substance use disorders.	1.1. Implement the collaboration/integration care model in primary care provider offices and urgent care facilities. <i>Lead: Healthcare Network of Southwest Florida</i>	Increase the number of primary care provider offices and urgent care facilities in Collier County that are using the collaboration/integration care model from 12 in 2019 to 25 by the end of 2022.
	1.2. Create a county-wide cadre of Mental Health First Aid instructors and a centralized, coordinated scheduling and registration system for class offerings. <i>Leads: Collier County Public Schools and David Lawrence Center</i>	Increase the number of individuals trained per year in youth and adult Mental Health First Aid from 1060 in 2019 to 3000 by the end of 2021. <i>(Matches SHIP objective BH1.2.1)</i>

Population health indicators we would like to impact by achieving this goal:

- Reduce the suicide death rate.
- Decrease the number of all non-fatal overdose emergency department visits.
- Reduce the rate of hospitalizations for mental disorders.
- Decrease the percent of students who, in the past year, did something to purposely hurt themselves without wanting to die.



- In 2017, 72% of suicide deaths were white males and 23% were white females.
- 89% of drug poisoning deaths in Collier County in 2017 were persons of white, non-Hispanic ethnicity, and the vast majority of them were male.



**Collier County Health Priority 2: Chronic Diseases**

<b>Healthy Collier Workgroup Members:</b>		
Blue Zones Project of Southwest Florida, DOH-Collier, Healthcare Network of Southwest Florida, Hodges University, Neighborhood Health Clinic, PANIRA Healthcare Clinic, Tobacco Free Collier Partnership		
<b>Goal</b>	<b>Strategy</b>	<b>Objective</b>
Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.	2.1. Blue Zones Worksites Program <i>Lead: Blue Zones Project of Southwest Florida</i>	Increase the number of Blue Zones approved worksites from 49 in 2019 to 65 by the end of 2022.
	2.2. Healthiest Weight Florida Worksites <i>Lead: DOH-Collier</i>	Increase the number of worksites in Collier County using the CDC Worksite Wellness Scorecard from one in 2019 to four by the end of 2022.
	2.3. Tobacco Free Worksites Program <i>Lead: Tobacco Free Collier Partnership</i>	Increase the number of tobacco free workplace policies in Collier County with cessation services new or added from one in fiscal year 2019 to three in fiscal year 2020.

Population health status indicators we would like to impact by achieving this goal:

- Decrease the adult obesity rate.
- Decrease the percentage of adults who are sedentary.
- Decrease the percentage of adults who are current smokers.



- Adult obesity rates are higher in Collier County for non-white, Hispanic, less than high school educated, and lower income residents.



**Collier County Health Priority 3: Access to Care**

<p><b>Healthy Collier Workgroup Members:</b>                  Collier Area Transit, Collier County Hunger and Homeless Coalition, Collier County Public Schools, Collier County Sheriff’s Office, DOH-Collier, Healthcare Network of SWFL, NCH Healthcare System, NCH Safe and Healthy Children’s Coalition of Collier County, Neighborhood Health Clinic, PANIRA Healthcare Clinic</p>		
Goal	Strategy	Objective
Increase access to blood pressure screening services for uninsured Collier County residents.	3.1. Offer free blood pressure screenings to uninsured residents.  <i>Lead: Neighborhood Health Clinic</i>	Increase the number of uninsured residents per year in Collier County who received a blood pressure screening from 12,404 in 2019 to 14,000 in 2022, an increase of about 5% per year.

Population health status indicators we would like to impact by achieving this goal:

- Increase the number of adults who had a medical checkup in the past year.
- Decrease the rate of hypertension ER visits in Collier County, where hypertension is listed as the principle diagnosis.



- The highest rates of uninsured persons in Collier County are living in a small proportion of the census tracts suggesting a need for affordable health care services in those areas.
- In Golden Gate and Immokalee, the percentages of people who had not seen a dentist in the past year were notably higher than the county-wide percentage.



**Collier County Health Priority 4: Health of Older Adults**

<b>Healthy Collier Workgroup Members:</b> Avow Hospice, Collier County Senior Programs and Social Services, Community Foundation of Collier County, DOH-Collier, Golden Gate Senior Center, Leadership Coalition on Aging, Naples Senior Center		
Goal	Strategy	Objective
Increase capacity for older adults* to comfortably and safely age in place with appropriate resources in a livable community. *Age 60+	4.1. Join AARP’s network of Age-Friendly Communities  <i>Lead: Leadership Coalition on Aging</i>	Complete 100% of the steps required to submit a successful application in December of 2020 to join the AARP network of Age-Friendly Communities.
	4.2. Implement a Dementia Care and Cure Taskforce in Collier County  <i>Lead: Naples Senior Center</i>	Complete 100% of the steps required to establish a Dementia Care and Cure Taskforce in Collier County by December 2020.

Population health status indicators we would like to impact by achieving this goal:

- Improve the Collier County AARP Livability Total Index Score (51).
- Improve the Collier County AARP Livability Index Health Category Score (58).
- Decrease Alzheimer’s disease deaths.
- Reduce the proportion of preventable hospitalizations in adults aged 65 years and older with diagnosed Alzheimer’s disease and other dementias (*Healthy People 2020 Objective*).



- Females are more likely to be diagnosed with Alzheimer’s disease and other dementias than males. Approximately two out of every three Americans with Alzheimer’s disease are females.
- Focus group participants indicated that health inequities may be occurring in the older adult population for those who are living alone and struggling financially.



# Appendices

## Appendix A: Healthy Collier CHIP Alignment with State and National Priorities

Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
1.1. Increase the number of primary care provider offices and urgent care facilities in Collier County that are using the collaboration/integration care model.	SHIP strategies BH2, BH3, and BH4 <ul style="list-style-type: none"> <li>• Reduce neonatal abstinence syndrome.</li> <li>• Reduce opioid overdose deaths.</li> <li>• Reduce suicide deaths.</li> </ul>	Healthy People 2020 objectives MHMD-5 and MHMD-11 <ul style="list-style-type: none"> <li>• Increase the proportion of primary care facilities that provide mental health treatment onsite or by paid referral.</li> <li>• Increase depression screening by primary care providers.</li> </ul>
1.2. Increase the number of individuals trained per year in youth and adult Mental Health First Aid.	SHIP objective BH1.2.1 <ul style="list-style-type: none"> <li>• Increase the number of people trained in Mental Health First Aid.</li> </ul>	Healthy People 2020 objectives ECBP-2, ECBP-7, and ECBP-10.3 <ul style="list-style-type: none"> <li>• Increase the proportion of elementary, middle, and high schools that provide comprehensive school health education to prevent health problems.</li> <li>• Increase the proportion of college and university students who receive information from their institution on each of the priority health risk behavior areas.</li> <li>• Increase the number of community-based organizations providing population-based primary prevention services for mental illness.</li> </ul>
2.1. Increase the number of Blue Zones approved worksites.	SHIP strategy HW1.2 <ul style="list-style-type: none"> <li>• Provide support and technical assistance to hospitals, workplaces, and early care and education programs to implement breastfeeding policies and programs.</li> </ul>	Healthy People 2020 strategy ECBP-8 <ul style="list-style-type: none"> <li>• Increase the proportion of worksites that offer an employee health promotion program.</li> </ul>
2.2. Increase the number of worksites in Collier County using the CDC Worksite Wellness Scorecard.	SHIP strategy HW1.2 <ul style="list-style-type: none"> <li>• Provide support and technical assistance to hospitals, workplaces, and early care and education programs to implement breastfeeding policies and programs.</li> </ul>	Healthy People 2020 strategy ECBP-8 <ul style="list-style-type: none"> <li>• Increase the proportion of worksites that offer an employee health promotion program.</li> </ul>



Healthy Collier CHIP Objective	Florida State Health Improvement Plan	National Priorities
2.3. Increase the number of tobacco free workplace policies in Collier County with cessation services new or added.	SHIP objective CD1.1.1 <ul style="list-style-type: none"> <li>• Increase referrals to Tobacco Free Florida quit services.</li> </ul>	Healthy People 2020 objective: TU-4 <ul style="list-style-type: none"> <li>• Increase smoking cessation attempts by adult smokers.</li> </ul>
3.1. Increase the number of uninsured residents per year in Collier County who received a blood pressure screening.	SHIP objective CD1.3.4 <ul style="list-style-type: none"> <li>• Increase the percentage of adults with hypertension, who have their blood pressure adequately controlled.</li> </ul>	Healthy People objective HDS-4 and HDS-5 <ul style="list-style-type: none"> <li>• Increase the proportion of adults who have had their blood pressure measured within the preceding 2 years and can state whether their blood pressure was normal or high.</li> <li>• Reduce the proportion of persons in the population with hypertension.</li> </ul>
4.1. Complete 100% of the steps required to submit a successful application in December of 2020 to join the AARP network of Age-Friendly Communities.	SHIP objective HE3.4.4 <ul style="list-style-type: none"> <li>• Florida Department of Elder Affairs Long-Range Program Plan: Goal 2.</li> </ul>	Healthy People 2020 Older Adults <ul style="list-style-type: none"> <li>• Goal: Improve the health, function, and quality of life of older adults.</li> </ul>
4.2. Complete 100% of the steps required to establish a Dementia Care and Cure Taskforce in Collier County by December 2020.	SHIP Strategy AD1.2 <ul style="list-style-type: none"> <li>• Create public awareness of modifiable risk factors that reduce the likelihood of developing Alzheimer’s disease and related dementias (ADRD).</li> </ul>	Healthy People 2020 Dementias Including Alzheimer’s Disease <ul style="list-style-type: none"> <li>• Goal: Reduce the morbidity and maintain or enhance the quality of life for persons with dementia, including Alzheimer’s disease.</li> </ul>

**Appendix B: CHIP Progress Monitor**

The CHIP progress monitor document will be updated and published quarterly to keep the Healthy Collier Executive Committee, health priority workgroups, and the public informed about the progress being made toward accomplishing the CHIP objectives. The image below is an example of the progress monitor document.

								
<b>Collier County Health Priority 1: Mental Health and Substance Abuse</b>								
Goal	Objective	2019	Target	Q1	Q2	Q3	2020	Notes
1. Improve identification and treatment of mental health and substance use disorders.	1.1. Increase the number of primary care provider offices and urgent care facilities in Collier County that are using the collaboration /integration care model from 12 in 2019 to 25 by the end of 2022. <i>Lead: Healthcare Network of Southwest Florida</i>	12	15	15	15			Baseline is the number of HCNSWFL sites using the model.
	1.2. Increase the number of individuals trained per year in youth and adult Mental Health First Aid from 1060 in 2019 to 3000 by the end of 2021. <i>Lead: Collier County Public Schools and David Lawrence Center</i>	1060	2000	265	265			CCPS summer break and COVID-19 are affecting progress in 2020.
<b>Collier County Health Priority 2: Chronic Diseases</b>								
Goal	Objective	2019	Target	Q1	Q2	Q3	2020	Notes
2. Deliver culturally relevant health education to Collier County residents in populations with disparities in health outcomes.	2.1. Increase the number of Blue Zones approved worksites from 49 in 2019 to 65 by the end of 2022. <i>Lead: Blue Zones Project of Southwest Florida</i>	49	65	51	49			
	2.2. Increase the number of worksites in Collier County using the CDC Worksite Wellness Scorecard from one in 2019 to four by the end of 2022. <i>Lead: DOH-Collier</i>	1	4	1	1			
<i>Updated: July 22, 2020</i>								

## Appendix C: Action Plan Forms

Standardized forms are used by the DOH-Collier facilitators to monitor data and action plans for each CHIP objective. The image below is an example of an action plan form.



### CHIP Objective Action Plan and Data Summary Collier County Health Priority 3: Access to Care

Date of last update: 7/22/2020

**3.1. Increase the number of uninsured residents per year in Collier County who received a blood pressure screening from 12,404 in 2019 to 14,000 in 2022, an increase of about 5% per year.**

#### Action Plan

Action	Person Responsible	Planned Completion Date	Actual Completion Date	Notes
Design flyer/brochure	Gail Dolan	8/1/2020		Decided on "Pocket Pal" format
Create content for brochure	Gail Dolan	8/1/2020		
Translate content to Spanish and Creole	Gail Dolan	8/1/2020		
Print brochure	Gail Dolan	12/31/2020		Gail will check with American Heart Association about printing
Distribute brochure to partner agencies	CCMS, CAT, CCSO, Hunger and Homeless Coalition			Distribution plans will be discussed after "Pocket Pal" is print ready
Publish brochure content on web page	Madison Smith			As Collier Cares site develops, will figure out a way to promote this initiative using Collier Cares app or website

**Appendix D: Community Health Improvement Planning Cycle**

The table below depicts the community health improvement planning cycle facilitated by DOH-Collier to create the Healthy Collier CHIP.

<b>Healthy Collier Community Health Improvement Planning Process</b>	
<b>Three-Year Cycle</b>	
Executive Committee reviews membership	
Vision – Review vision for a healthy community	
CHA	Community Health Status Assessment
	Community Themes and Strengths Assessment
	Local Public Health System Assessment (every 6 years)
	Forces of Change Assessment
Prioritization -- Identify Strategic Issues	
Strategic Planning -- Formulate Goals and Strategies	
Action Cycle	
Implement Strategies	
Review and Monitor Progress	
Evaluate Results & Adjust	



**Mission:**

To protect, promote, and improve the health of all people in Florida through integrated state, county and community efforts

**Vision:**

To be the healthiest state in the nation

**Values:**

**ICARE** – Innovation, Collaboration, Accountability, Responsiveness, Excellence

**Culture Declaration:**

I am valued and I CARE

**Core Competencies**

- Protect public health
- Assess and monitor public health
- Enhance access to healthcare
- Promote population health

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