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2022



# Collier County Community Themes and Strengths Assessment

Prepared by:

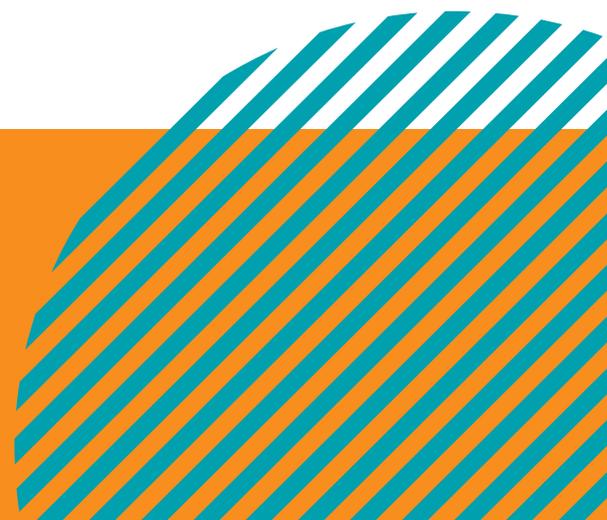


Florida Department of Health in Collier County

In Partnership With:



NCH Healthcare System



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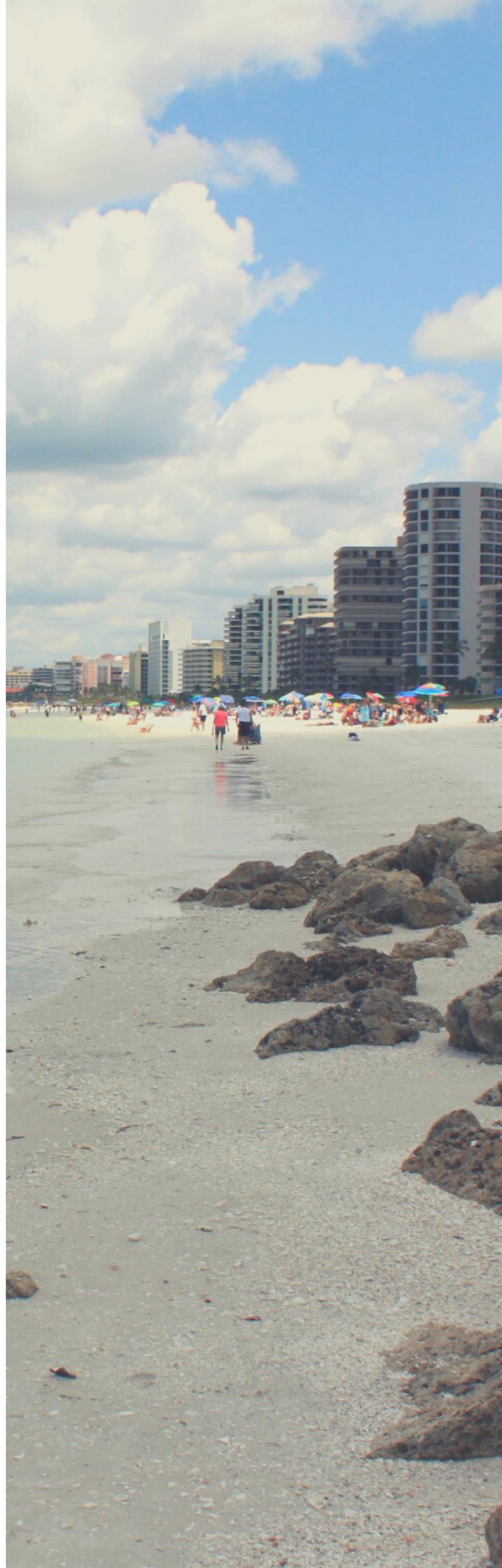
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# Introduction

## Assessment Description and MAPP Process

During the months of February 2021 through January 2022, the Florida Department of Health in Collier County (DOH-Collier), in partnership with NCH Healthcare System, obtained community input regarding health and quality of life issues for those residing in Collier County via completion of a community health survey and twelve focus group sessions. COVID-19 limited the amount of focus groups that could be held along with the number of participants that could attend. To combat that issue, virtual focus groups were held, and DOH-Collier community partners were utilized to share links to the Community Health Survey. With the collaboration of the local public health system, 1,261 surveys were collected from the community. By utilizing the same survey that was developed in 2012, 2016, and 2019, comparisons can be drawn to identify performance over time and to assess if improvement efforts had a measurable effect that would be demonstrated in the 2022 results.

The Community Themes and Strengths Assessment is one of the four Mobilizing for Action through Planning and Partnerships (MAPP) assessments (Figure 1), conducted as part of creating and implementing a Community Health Improvement Plan (CHIP). The MAPP model was developed by the National Association of City County Health Officials (NACCHO) for a planned approach to improve health and quality of life.



Residents in Collier County were asked to respond to geographic, demographic, and health related questions. They were also asked to respond to questions regarding the environment and the overall quality of life. The surveys were available in the three main languages spoken in Collier County: English, Spanish, and Creole. The surveys used a Likert scale ranging from 1 to 5, where a statement that scored a 5 meant the respondent strongly agreed with that statement. A score of 1 meant the respondent strongly disagreed with that statement. The final survey question asked respondents to rank ten health related factors in priority order to develop “Priority Health Rankings”. The Priority Health Rankings were used to assist in identifying topics of concern requiring additional discussion and community input.

# Survey Data

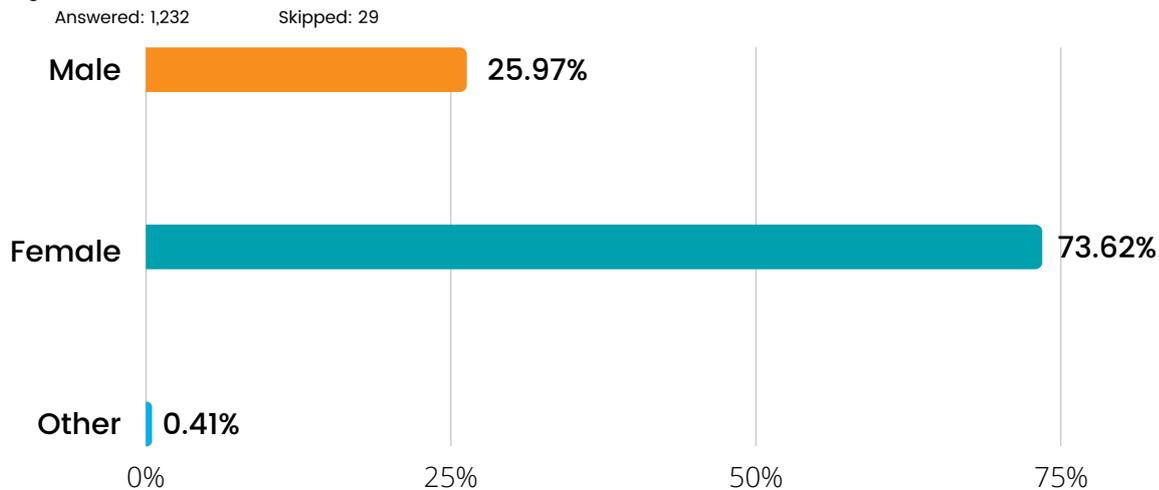
## Community Health Survey Participation and Demographics

In 2022, Community Health Survey participation increased by 235.61% from 2019. Participation from women continues to outnumber men, although the male participation rate did increase by approximately 35.42% in 2022. To reflect the composition of the county, deliberate efforts were made to solicit input from older adults including Community Health Survey Collection in communities catering to retired residents in East and North Naples, as well as hosting focus group discussions with Naples Senior Center clients, and veterans. Thus, participation for those over age 65 increased 129.52% in 2022.

The following charts are shown to display the Community Health Survey participation by gender (Figure 2), and age (Figure 3). Participation by race and zip code are displayed in (Figure 4), and (Figure 5).

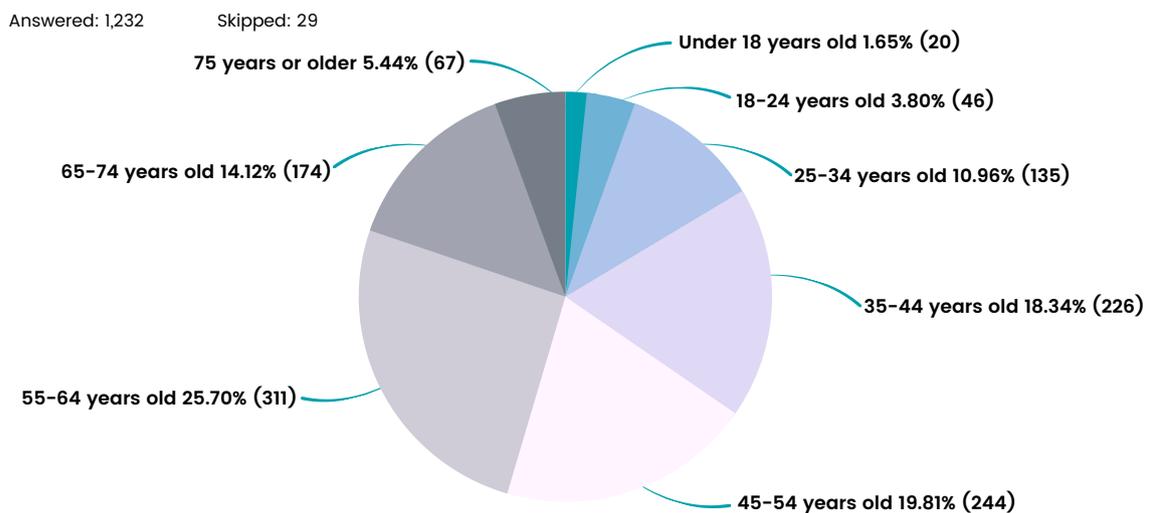
### Community Health Survey Participation by Gender:

Figure 2.



### Community Health Survey Participation by Age:

Figure 3.

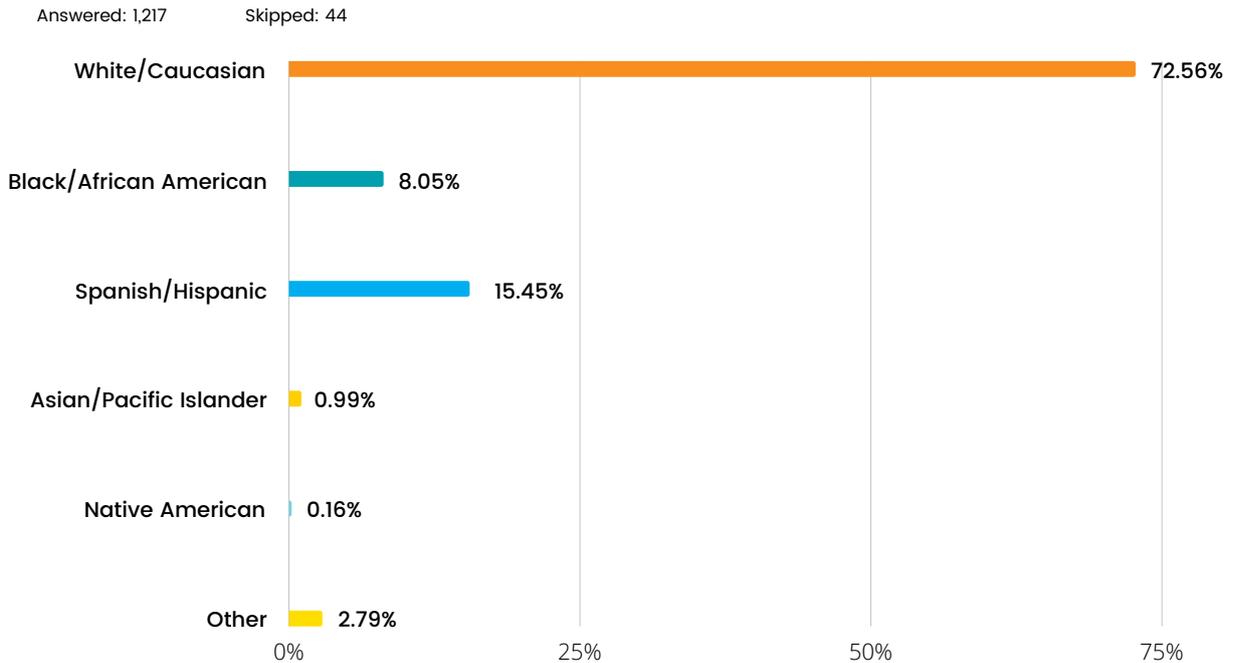


# Survey Data

## Community Health Survey Participation and Demographics

### Community Health Survey Participation by Race:

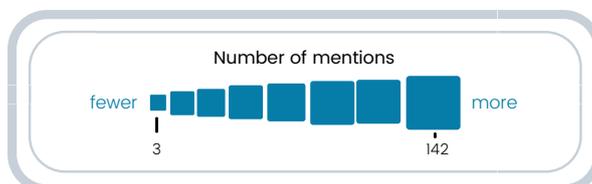
Figure 4.



### Community Health Survey Participation by Zip Code:

There were 24 zip codes covered in the Community Health Survey collection. The top 5 zip codes surveyed were: 34120–Golden Gate Estates (11.59%), 34112–East Naples (11.51%), 34119–North Naples East of I-75 (8.98%), 34116–Golden Gate City (7.69%), 34110–North Naples West of I-75 (6.69%).

Figure 5.



# Survey Data

## Community Health Survey Priority Rankings

Between February 2021 and January 2022, data was obtained via in-person and electronic surveys of community members in the county. Displayed below (Figure 6), are the identified priority areas for 2022. The 2019 results are included to compare the shift in priorities in the county over the past three years.

Figure 6.

Priority Health Rankings 2019–2022 Comparisons											
DOH–Collier and Community Partners	2022	Mental Health 1	Access to Care 2	Chronic Diseases 3	Alcohol & Drug Use 4	Health of Older Adults 5	Communicable Diseases 6	Obesity 7	Disabilities 8	Dental Health 9	Unintentional Injuries 10
	2019	Mental Health 1	Alcohol & Drug Use 2	Chronic Diseases 3	Access to Care 4	Obesity 5	Health of Older Adults 6	Communicable Diseases 7	Dental Health 8	Disabilities 9	Unintentional Injuries 10
The Community	2022	Mental Health 1	Chronic Diseases 2	Access to Care 3	Communicable Diseases 4	Health of Older Adults 5	Alcohol & Drug Use 6	Dental Health 7	Obesity 8	Disabilities 9	Unintentional Injuries 10
	2019	Chronic Diseases 1	Mental Health 2	Alcohol & Drug Use 3	Access to Care 4	Health of Older Adults 5	Obesity 6	Communicable Diseases 7	Dental Health 8	Disabilities 9	Unintentional Injuries 10
All	2022	Mental Health 1	Access to Care 2	Chronic Diseases 3	Health of Older Adults 4	Alcohol & Drug Use 5	Communicable Diseases 6	Obesity 7	Dental Health 8	Disabilities 9	Unintentional Injuries 10
	2019	Mental Health 1	Chronic Diseases 2	Access to Care 3	Alcohol & Drug Use 4	Health of Older Adults 5	Obesity 6	Communicable Diseases 7	Dental Health 8	Disabilities 9	Unintentional Injuries 10

### 2022 Top Five Priority Rankings

1. Mental Health
2. Access to Care
3. Chronic Disease (heart disease, diabetes, cancer)
4. Health of Older Adults
5. Alcohol and Drug Use

### 2019 Top Five Priority Rankings

1. Mental Health
2. Chronic Disease (heart disease, diabetes, cancer)
3. Access to Care
4. Alcohol and Drug Use
5. Health of Older Adults

# Survey Data

## Community Health Survey Collection

Community Health Surveys were collected through focus groups, online survey links and in-person survey collection efforts. 12 focus groups and 16 survey links were sent out to community organizations for a total of 1,261 surveys collected. This could not be done successfully without the collaborative efforts of community partners and DOH-Collier Staff. Communities throughout Collier County were represented and included East Naples, North Naples, Everglades City, Golden Gate City, Golden Gate Estates, Immokalee, the City of Naples, Marco Island, and Ave Maria.

COVID-19 limited the amount of focus groups that could be held, therefore other methods needed to become the primary source for survey collection. During the mass COVID-19 vaccination events held at North Collier Regional Park, DOH-Collier staff handed out paper surveys or flyers with a QR code to the online survey, to individuals that received a COVID-19 vaccine (figure 7). DOH-Collier staff also handed out paper surveys to clients in several programs such as the Women, Infants, and Children (WIC), the STD Clinic, the Dental Clinic, and clients that visited the DOH-Collier Immokalee location for services (figure 8). Panira Health Clinic assisted in survey collection by instructing patients to fill out paper surveys upon signing-in for their appointments (figure 9).



Figure 7.



Figure 8.

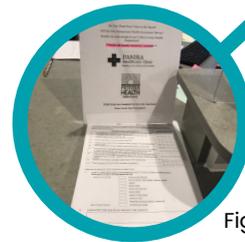
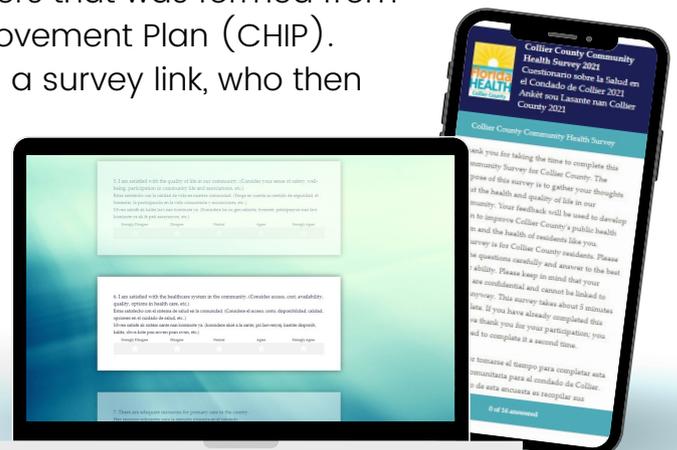


Figure 9.

Survey links were sent to community partners in the Healthy Collier Coalition, which is a large network of partners that was formed from the Collier County Community Health Improvement Plan (CHIP). Collier County Public Schools also received a survey link, who then distributed the link to their parents.

Press releases, social media posts, and the DOH-Collier website were also used as outlets to ensure the survey was accessible to the community.



# Focus Groups

## Focus Group Organizational Process

Community health focus group sessions were conducted in Collier County that included healthcare and public health professionals, community members, and Collier County community leaders. Between July and October 2021, 6 in-person and 5 virtual focus group sessions were held.

Focus group locations were chosen to ensure the broadest coverage of the entire county and included diverse demographic and socioeconomic characteristics. Individual participants were acquired through the media, community partnerships, word of mouth, and invitational flyers in the three primary languages spoken in Collier County.



Many focus groups were scheduled during existing community partner committee meetings. These partnerships included the Leadership Coalition on Aging (LCA), St. Mathew's House, David Lawrence Center (DLC), The School Health Advisory Committee (SHAC), The Greater Naples Chamber of Commerce, Everglades City Protocol for Assessing Community Excellence in Environmental Health Committee (PACE-EH), and the Blue Zones Project Worksites.

Local community organizations and partners also assisted with the focus group process by holding focus groups in their facilities open to the public and/or their clients. These organizations included Panira Health Clinic, Avow Hospice, National Alliance on Mental Illness (NAMI), Golden Gate Senior Center, and Naples Senior Center.



# Focus Groups

## Focus Group Methods

For each focus group, participants were given a brief description of the Community Themes and Strengths Assessment by DOH-Collier staff. Following the introduction, they were prompted to fill out the Community Health Survey, which included demographic information to track the populations surveyed. Focus group participants were also asked to prioritize ten different healthcare related areas (Figure 10). The ten public health categories were ranked by their order of importance for Collier County as perceived by the attendees. Subsequently, the totals for the ten categories were obtained by summing up the priority cumulative ranking for all participants. A rank of one means that the issue is most important and a rank of ten means the issue is of least importance to the participant. This method allows for comparisons of the results between focus groups. The 2022 survey results were compiled and compared to those obtained in 2019. Upon collection of the survey, a facilitator from DOH-Collier would discuss the top past priorities for 2019 and ask the focus group attendees if they thought the priorities from 2019 are still relevant or if they think the community priorities have changed over the last three years. This process would lead into a further discussion on what the shifts in priorities were, insight regarding health and quality of life priorities for the community, current public health issues Collier County is facing, and areas for improvement. The open discussion gave participants the opportunity to voice their opinions, concerns, and ideas. A recorder from DOH-Collier was also present to accurately log all comments made. Spanish and Creole translators were provided during the meetings if needed. Participants discussed many health topics and focused on identifying root causes to problems where possible.



Please rank the following in order of importance for Collier County.

11 A rank of 1 means that the issue is most important and a rank of 10 means the issue is of least importance.  
**Please place a number in the appropriate rank box.**

Rank the most important	<input type="text"/>	Communicable Diseases
	<input type="text"/>	Chronic Disease (heart disease, diabetes, cancer)
	<input type="text"/>	Obesity
	<input type="text"/>	Mental Health
	<input type="text"/>	Alcohol and Drug Use
	<input type="text"/>	Dental Health
	<input type="text"/>	Health of Older Adults
	<input type="text"/>	Access to Care
	<input type="text"/>	Disabilities (physical, sensory, intellectual)
Rank the least important	<input type="text"/>	Unintentional Injuries

Figure 10.

# Survey Results

## Survey Responses

The chart below (Figure 11), displays the 2022 public health leadership and community health survey results.

Figure 11. % of Respondents that Agree:

Community Health Survey Questions	2022 DOH-Collier and Community Partners n=573	2022 Community n=687	2019 DOH-Collier and Community Partners n=158	2019 Community n=325
I am satisfied with the quality of life in our community	90.70%	88.30%	96.18%	94.10%
I am satisfied with the healthcare system in the community	76.90%	75.70%	84%	84.50%
There are adequate resources for <u>primary</u> care in the county	76.71%	78.61%	85.40%	86.00%
There are adequate resources for <u>specialty</u> medical care	76%	77.11%	85.15%	82.1%
There are enough dental services available for children and adults	78.69%	73.40%	75.17%	65.71%
There are adequate resources to address drug and alcohol abuse in Collier County	62.74%	71.90%	34.01%	49.50%
This community is a good place to grow old	85.11%	81.80%	90.70%	85.30%
This community is a safe place to live	94.31%	92%	97.43%	85.10%
Residents have access to affordable, healthy foods in their neighborhoods	76.36%	76.80%	74.84%	80.70%
Collier roadways are safe for drivers, bicyclists, and pedestrians	57.24%	68%	60.20%	70.60%

The 2022 Community Health Survey showed significant shifts in responses from the community and local public health system in 2019. There were several areas that trended upward such as whether or not Collier County has enough dental services available for children and adults, or has adequate resources to address drug and alcohol abuse. Numerous areas saw a downward trend in results over the years. For example, the percentage of respondents that agreed with being satisfied with the healthcare system in the community, and having adequate resources for primary and specialty care decreased across both groups in 2022.

Sample sizes for both groups in 2022 were exceedingly larger than the groups surveyed in 2019, and should be taken into account when comparing survey results.

# Survey Results

## Survey Responses

There were numerous thoughts and impressions provided about the local public health system and contributing factors that affect the public's health in Collier County. Several unifying themes, both positive and negative, emerged from the focus group discussions and have been displayed below.

The three highest scoring survey responses for each group are displayed below in green (Figure 12):

Figure 12.

**% of Respondents that Agree:**

<b>Community Health Survey Questions</b>	<b>2022 DOH-Collier and Community Partners n=573</b>	<b>2022 Community n=687</b>	<b>2022 All Groups n=1,261</b>
I am satisfied with the quality of life in our community	90.70%	88.30%	89.30%
I am satisfied with the healthcare system in the community	76.90%	75.70%	76.20%
There are adequate resources for <u>primary</u> care in the county	76.71%	78.61%	77.70%
There are adequate resources for <u>specialty</u> medical care	76%	77.11%	76.53%
There are enough dental services available for children and adults	78.69%	73.40%	75.73%
There are adequate resources to address drug and alcohol abuse in Collier County	62.74%	71.90%	67.64%
This community is a good place to grow old	85.11%	81.80%	83.31%
This community is a safe place to live	94.31%	92%	93%
Residents have access to affordable, healthy foods in their neighborhoods	76.36%	76.80%	76.60%
Collier roadways are safe for drivers, bicyclists, and pedestrians	57.24%	68%	62.84%

Feedback from community focus group attendees and survey participants provided an exceptionally high level of satisfaction in a several distinct public health topics. Each group expressed that they were pleased with the overall quality of life in Collier County. They agreed that Collier County was a safe place to live and grow old. Residents conveyed that Collier County has an abundance of services to offer, and efforts to increase knowledge and awareness of those services should be continued.

# Survey Results

## Survey Responses

The three lowest scoring survey responses for each group are displayed below in red (Figure 13):

Figure 13.

### % of Respondents that Agree:

Community Health Survey Questions	2022 DOH-Collier and Community Partners n=573	2022 Community n=687	2022 All Groups n=1,261
I am satisfied with the quality of life in our community	90.70%	88.30%	89.30%
I am satisfied with the healthcare system in the community	76.90%	75.70%	76.20%
There are adequate resources for <u>primary</u> care in the county	76.71%	78.61%	77.70%
There are adequate resources for <u>specialty</u> medical care	76%	77.11%	76.53%
There are enough dental services available for children and adults	78.69%	73.40%	75.73%
There are adequate resources to address drug and alcohol abuse in Collier County	62.74%	71.90%	67.64%
This community is a good place to grow old	85.11%	81.80%	83.31%
This community is a safe place to live	94.31%	92%	93%
Residents have access to affordable, health foods in their neighborhoods	76.36%	76.80%	76.60%
Collier roadways are safe for drivers, bicyclists, and pedestrians	57.24%	68%	62.84%

Each group that participated in the Community Health Survey identified similar opportunities for improvement in Collier County such as needing more adequate resources for drug and alcohol abuse, safer roadways for drivers, bicyclists, and pedestrians, and the need for more specialty care and dental services for children as well as adults.

# Community Challenges

## Barriers and Solutions to Community Priorities

Specific challenging areas that arose during multiple focus group discussions, along with comments left by residents and public health professionals through the online survey are depicted in the following charts (Figures 14–18). Participants felt that the following issues are barriers or proposed solutions to each of the priority areas.

During the focus groups, participants were asked, what are a few major factors driving up the rates of poor mental health and substance abuse in Collier County?

Figure 14.

Mental Health and Substance Abuse		
The population is growing, services and haven't kept up	Many mental health providers do not accept insurance	Lack of providers accepting new patients
Stressing about contracting COVID-19	Isolation from loved ones due to COVID-19	Not enough mental health beds in the county
Need more options for mental health care and services	Cost of living in Collier County a stressor	Lack of funding and resources for those needing mental health services
The community (and even individuals with mental health conditions) neglecting the need for mental health and substance abuse treatments	Mental healthcare should be viewed the same as physical healthcare and accommodations should be made for people to treat their mental health issues	Mental health issues are still not viewed as a true illness. Need to create more awareness of the commonality of mental illness, how to recognize it, and how and where to treat it
Many insurance plans and/or employers do not fully support mental healthcare	Many residents lack information and education about mental providers available in Collier County	Allow and extend telehealth psychiatry (In home effort and comforts)
Loss of jobs/business closures	The public needs more education about prevention	Lack of trust in mental health providers
Lack of awareness and a prior mentality/stigma towards individuals with mental health conditions	Increase availability of psychiatry residency programs- possibly develop program, government funding	Tourist destination, big party and drinking culture takes a toll on individuals and causes drug and alcohol problems (Key's Disease)
Large number of people relapsed due to the COVID-19 crisis	Not enough mental health providers	Political climate has added stress and anxiety
Lack of preventative services	Drug trafficking	Family relations
Psychiatric reimbursement from insurance is low, so providers may not accept insurance	Medications are being pushed instead of considering holistic approaches	There are many cases of dementia in Collier County-lack of acknowledgement
Homelessness is on the rise, which adds to health, substance abuse, mental health issues	Increase in pediatric substance abuse	Physicians and other healthcare providers need help with the PTSD they acquired from the pandemic
Increased social media addiction		

# Community Challenges

## Barriers and Solutions to Community Priorities

Focus group participants were asked, what are current barriers to accessing care, and what would make seeking healthcare more accessible for all, including the uninsured, underinsured, isolated populations, and individuals hesitant to seek care?

Figure 15.

Access to Care		
Need lower cost of insurance	More providers that accept Medicaid	Low transparency on health costs
Better communication methods to improve healthcare provider-patient relationships	Outreach efforts in community spaces such as barbershops, Faith-based, workplaces	Having a centralized location where people can call where their language is spoken
More healthcare providers willing to take a sliding scale fee	Need more healthcare providers and health facilities	More dental and vision health screenings for low income
Education and awareness to the younger population to illicit behavior change	More information and awareness on programs and services available – people do not know what resources and services are out there	Collier County needs to improve the availability and access to its transportation system (route, scheduling, etc.)
Insurance premiums are high, even in low deductible plans	Lack of services for individuals with disabilities	More specialized treatment vs all-inclusive clinics
Getting underinsured patients' referrals to local clinics	Increase awareness of Paratransit service	Expand Medicaid
More funding from state to support providers and individuals	Reaching people earlier for prevention methods instead of urgent/crisis treatment	It is difficult to access specialized care at night and on the weekends
More accessibility and awareness to the Collier Cares app	Educating the public to feel empowered to take control of their health and wellness	Education and awareness to the younger population to illicit behavior change
Creating free clinics in Immokalee will provide better service, improve accessibility, and reduce load on more distant healthcare systems/hospitals	Dr. offices are not open during hours that are accessible for all, some do not have sick leave so they cannot leave during work hours, but that is when doctors' offices are open	Have more healthcare providers that speak the languages of the communities in need within their facilities, so that they know when they go into the offices someone will be able to speak their language, many do not go to the dr. if they feel that they won't be understood
Lack of access to healthy affordable foods in some communities	More cancer care for the younger population (under 65)	More access to all forms of birth control
Lack of mental health and services for high functioning autistic community, where they can thrive after high school	We need more hospitals and healthcare staff for the patients. Healthcare staff is over worked	Implement healthcare education programs to develop future healthcare workforce
Cycling safety education		

# Community Challenges

## Barriers and Solutions to Community Priorities

With over 30% of the population in Collier County over the age of 65, prioritizing the health of older adults is essential. Focus group participants were asked what they thought were the biggest issues facing the older adult population in Collier County?

Figure 16.

Health of Older Adults		
Isolation, no access to socialization/interaction leads to mental decline	Some older adults go months without physical touch from another person	Technology was a barrier to interactions during COVID-19 (ZOOM, Facetime)
Technology is a barrier to accessing care, making appointments, getting vaccines, navigating online patient portals. Many have to rely on adult children, grandchildren, other resources	Widows are lonely, there are not enough activities for widows specifically. Meeting up with old friends who are still married does not help	Food insecurity; fixed incomes; forced to choose between rent and food. Some lack transportation and unable to get to food pantries or access free food supply
Accessing transportation to healthcare providers is difficult	Lack of funds to pay for care, too expensive	When families and spouses pass away, social circle gets smaller
Create a loneliness hotline just like the suicide hotline	Lack of facilities that accept lower income residents	Healthcare providers that do not accept Medicaid
COVID-19 shutdown many activities	Loneliness, hard to meet others	Not enough dental providers
Affordable housing, especially to those with disabilities	Need more resources and care for veterans	Lack of support system
Affordability: cost of living in Collier County is too high	Quality of affordable long-term care facilities in Collier County needs improvement	Rent has increased but many are on a fixed income and cannot afford the increases
During season, there is a large influx in population, providers and hospitals are overwhelmed and crowded. Makes making appointments and scheduling surgeries very difficult		

# Community Challenges

## Barriers and Solutions to Community Priorities

To gain a deeper understanding of areas that need a health equity focus in the community, participants were asked what are a few health disparities they are currently seeing in Collier County? What are the causes?

Figure 17.

Health Equity		
Education levels affect nutrition, access to care, income level. Low education levels lead to low paying jobs, etc...	Built environment struggles in some areas of the county: lack of bike lanes, sidewalks, access to healthy foods	Language barriers between patients and staff at health facilities lead to healthcare disparities (ex. Kanjobal, Mam, Chu, and Quiche speaking population of migrant workers in Immokalee)
Growing homeless population, especially in camps in East Naples near Justin's Place	Strict working schedules and not enough providers create limited options, especially if you do not have sick leave	Assisted Living Facilities having trouble finding places to transfer people with medical needs
Uninsured and underinsured clients	Lack of healthcare providers	Lack of affordable housing
Many residents work two or three jobs to make ends meet	Resort town and wealthy population increases everyday costs for everyone else	Lack of coordination and care between community partners
Lack of transportation, not easily accessible for people with disabilities	Healthcare options are limited for the low-income population	Specific populations with increased rates of mental health conditions/addiction
Lack of access to care due to high costs, low income	People do not know what resources are available to them	Naples location: pay doesn't equal living cost
Location of primary care facilities become sparser as you go eastward in the county. Places like Everglades, Goodland, and Immokalee have fewer available options for healthcare creating a disparity for people living in those areas	Health professionals need more education on what the exact needs of the community are, and also how particular communities accept communication and treatment. Certain cultural groups will not just walk into Dr.'s offices seeking care, nor are they completely accepting of what they hear via the news or radio telling them what they need or should do	Have staff in healthcare positions trained on cultural competency, staff will then know what is acceptable or frowned upon in certain cultures, so that individuals are not insulted by staff
Medical literacy in the Hispanic and Haitian communities	Prioritize LGBTQ+ health	Need paid post-partum leave from work

# Community Challenges

## Barriers and Solutions to Community Priorities

During the focus groups, participants were asked how can the local public health system improve upon disseminating health education and prevention strategies to the public regarding emerging public health threats such as COVID-19.

Figure 18.

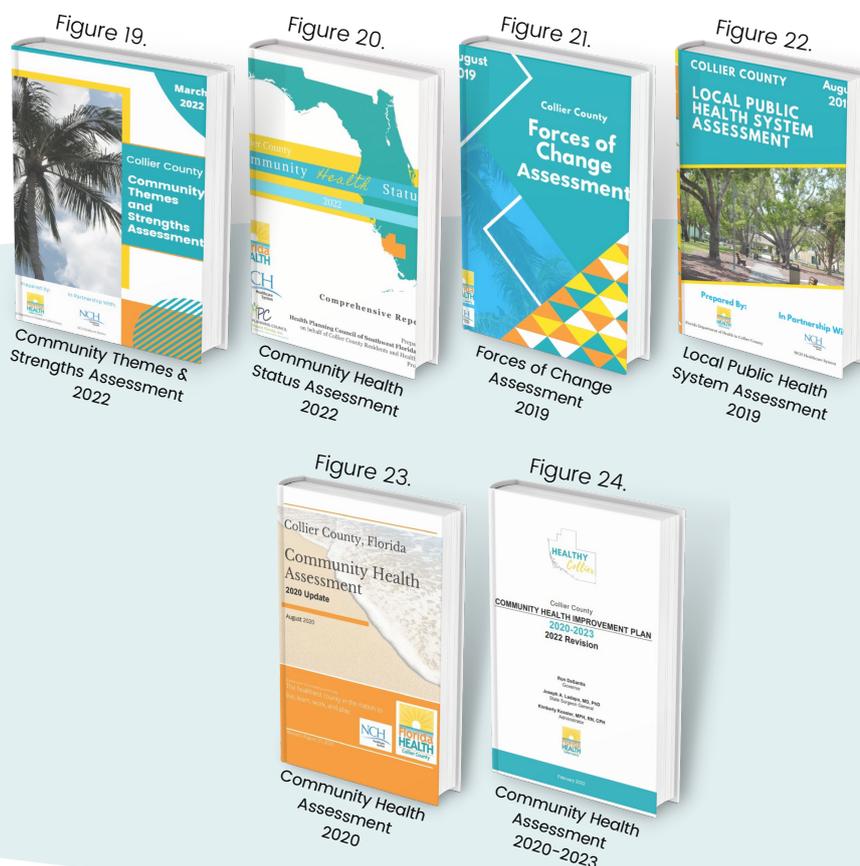
Emerging Public Health Threat Response		
PSAs in all commonly spoken languages in Collier County	Focus on clearing up confusing information and misinformation	Have one organization send out email blasts
Make YouTube channel and create health messaging and send links out to the public	Utilize farmers markets, food banks to get information out	De-politicize health
Health education in HOA meetings	Get health education materials into churches	PSAs for health information on news stations
Looking at disparities and inequities in minority communities, and causes	Clearer messaging around COVID-19 testing/vaccination site locations and hours	More media presence and advertising of programs and services
More partnerships within the community	More communication with existing partners	Promotion through Spanish media and newspapers
Positive messaging/exposure to uplift the community	Reaching people where they are- clerical/ faith-based	More outreach to older adult population
Repetition. Community resources must be visible and repeated so that people remember it when they need it	More accessible information about health education. Find ways to make health education more pervasive in our daily lives	More PSA announcements and articles through news outlets
Speaking with a united voice. Have the entire local public health system (health department, hospitals, healthcare groups, county, state, and federal levels) work together as a joint information system to standardize and disseminate information to the public. It would further get the right information out on social media	Better promotion of the database with all facilities and services available in the county for COVID-19 resources, testing, vaccinations	Develop a way that anyone who is registered to vote can opt in to get monthly information on health, government issues/updates, etc. through email

# Community Challenges

## Conclusion

As more in-depth evaluation continues, potential solutions will be identified and incorporated into strategic planning efforts going forward. The Community Themes and Strengths Assessment (Figure 19), the Community Health Status Assessment (Figure 20), the Forces of Change Assessment (Figure 21), and the Local Public Health System Assessment (Figure 22), are the building blocks of Collier County's Community Health Assessment (CHA) (Figure 23), which is the primary driver of the Community Health Improvement Plan (CHIP) (Figure 24). The four MAPP Assessments, CHA, and CHIP are available on the DOH-Collier website under the Public Health Information section.

The focus group and survey process continues to be a valuable process for establishing and reinforcing communication and various linkages within the community. With a heightened focus on becoming a more age-friendly community, continuing to excel in our other strengths, while also focusing on our areas for improvement, Collier County will continue the pursuit of its shared vision to be the healthiest county in the nation to live, learn, work, and play. If viewing this report as a PDF, click on the images below to access the links to each Collier County MAPP Assessment, CHA, and CHIP.



# Assessment Promotion

## Community Survey Flyer

Figure 25., is a flyer that was distributed around the county to local partners, and the community during COVID-19 vaccine events to prompt individuals to take the community health survey. On the flyer, was a working QR code, and link to the online survey. The flyer was also posted on the DOH-Collier website, and placed around DOH-Collier's Naples and Immokalee locations.

Figure 25.



# Assessment Promotion

## Community Focus Group Flyers

Figures 26–29., are flyers that were used to promote upcoming public focus groups that were being held around the county.

Figure 26.

**Share Your Thoughts about the Health of Our Community**

**Monday, August 16th**  
**10:00 a.m. – 10:45 a.m. (English Session)**

**Golden Gate Senior Center**  
**4898 Coronado Pkwy, | Naples, FL 34116**

**\* OPEN TO THE PUBLIC**

**We care what you think!**  
We would like to invite you to participate in a focus group to discuss what is important to you and your loved ones in regards to the health of our community.

For more information, contact:  
**Cris Labra 239.252.6852**  
**Cris.Labra@flhealth.gov**



Figure 27.

**Share Your Thoughts about the Health of Our Community**

**Tuesday, August 3rd**  
**10:00 a.m. – 11:00 a.m.**

**Headquarters Library**  
**2385 Orange Blossom Drive, | Naples, FL 34109**

**\* OPEN TO THE PUBLIC**

**We care what you think!**  
We would like to invite you to participate in a focus group to discuss what is important to you and your loved ones in regards to the health of our community.

For more information, contact:  
**Ashiranie Beauchamps 239.252.8231**  
**Ashiranie.Beauchamps@flhealth.gov**



**Comparte tus opiniones sobre la salud de nuestra comunidad**

**Lunes 16 de Agosto**  
**11:00 a.m. – 11:45 a.m (Sesión en Español)**

**Golden Gate Senior Center**  
**4898 Coronado Pkwy, | Naples, FL 34116**

**\* ABIERTO AL PÚBLICO \***

**Nos importa lo que piensas!**  
Nos gustaría invitarlo a participar en un grupo de enfoque para analizar lo que es importante para usted y sus seres queridos con respecto a la salud de nuestra comunidad.

Para mas informacion contacte:  
**Cris Labra 239.252.6852**  
**Cris.Labra@flhealth.gov**



Figure 28.

**Share Your Thoughts about the Health of Our Community**

**Tuesday, August 17th**  
**10:00 a.m. – 11:00 a.m.**  
**11:00 a.m. – 12:00 p.m.**

**Golden Gate Library**  
**2432 Lucerne Road, | Naples, FL 34116**

**\* OPEN TO THE PUBLIC**

**We care what you think!**  
We would like to invite you to participate in a focus group to discuss what is important to you and your loved ones in regards to the health of our community.

For more information, contact:  
**Ashiranie Beauchamps 239.252.8231**  
**Ashiranie.Beauchamps@flhealth.gov**



Figure 29.

# Assessment Promotion

## Press Releases

Displayed in Figure 30., is the press release shared with local media outlets to promote the community health survey to the public.

Figure 30.

August 17, 2021

**DOH-COLLIER IS COLLECTING COMMUNITY FEEDBACK**  
*Community Health Survey Responses Requested*

**Contact:**  
Breanna Johnson  
CollierPIO@flhealth.gov  
239-252-8228

**Naples, Fla. –** The Florida Department of Health in Collier County (DOH-Collier) is requesting the assistance of community residents in determining the county's most important health concerns. As part of the ongoing Community Health Assessment (CHA), DOH-Collier is surveying residents throughout Collier County to assess the health needs of our community. To complete the survey go to the following link <https://www.surveymonkey.com/r/healthycollier>.

The Collier County CHA will identify priority issues related to the health and wellbeing of our community. The goal of the CHA is to develop strategies to address the community's health needs and identified issues. Feedback from the surveys will be included in the assessment.



Collier County  
**COMMUNITY HEALTH SURVEY**  
We want to hear from you!  
How is the quality of life in your neighborhood?  
SCAN ME  
PLEASE COMPLETE THE SURVEY:  
<https://www.surveymonkey.com/r/healthycollier>

###

**About the Florida Department of Health**

The Department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

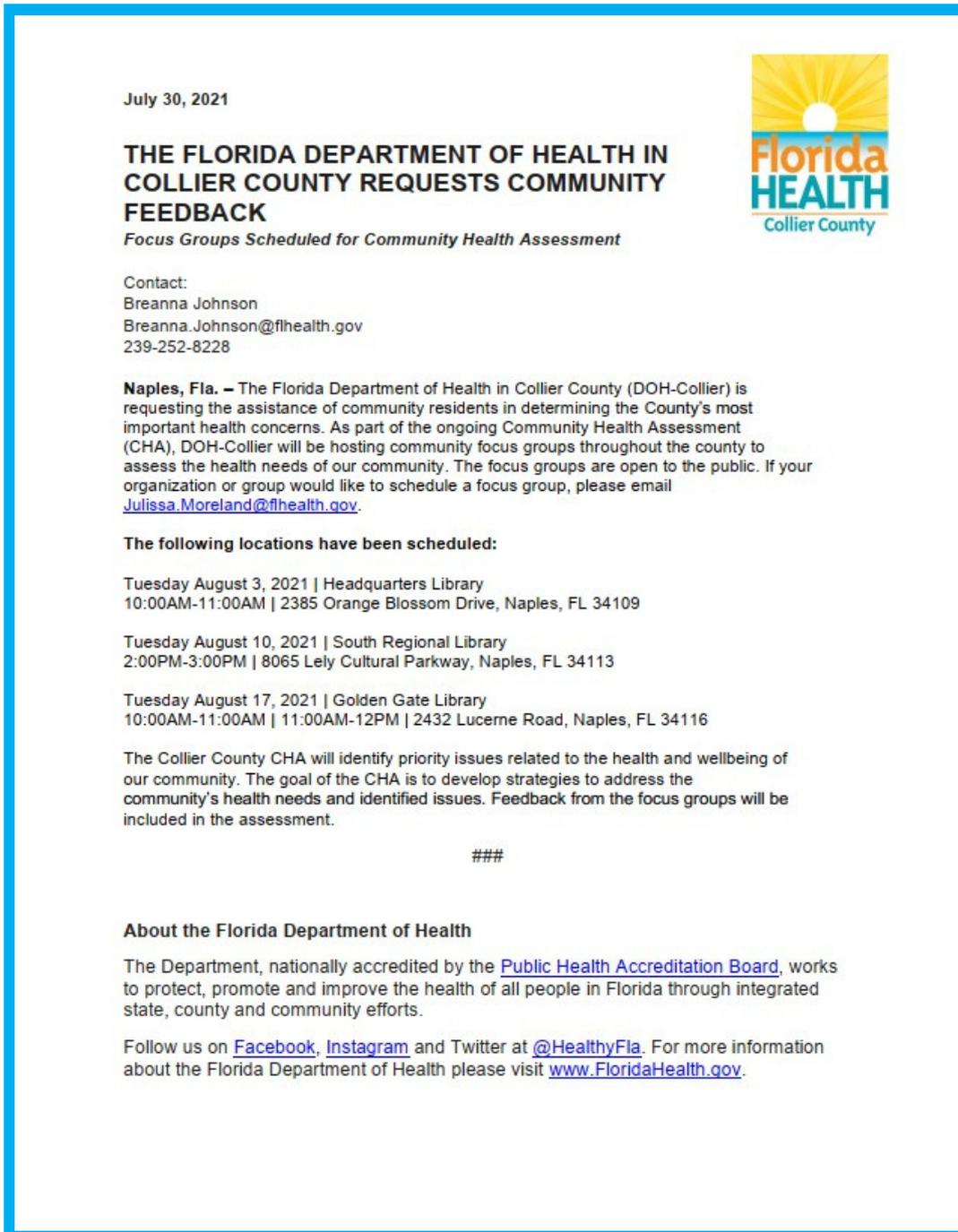
Follow us on [Facebook](#), [Instagram](#) and Twitter at [@HealthyFla](#). For more information about the Florida Department of Health please visit [www.FloridaHealth.gov](http://www.FloridaHealth.gov).

# Assessment Promotion

## Press Releases

Displayed in Figure 31., is the press release shared with local media outlets to promote the Community Health Focus Groups being held to the public.

Figure 31.



July 30, 2021

**THE FLORIDA DEPARTMENT OF HEALTH IN COLLIER COUNTY REQUESTS COMMUNITY FEEDBACK**

*Focus Groups Scheduled for Community Health Assessment*



Contact:  
Breanna Johnson  
Breanna.Johnson@flhealth.gov  
239-252-8228

**Naples, Fla. –** The Florida Department of Health in Collier County (DOH-Collier) is requesting the assistance of community residents in determining the County's most important health concerns. As part of the ongoing Community Health Assessment (CHA), DOH-Collier will be hosting community focus groups throughout the county to assess the health needs of our community. The focus groups are open to the public. If your organization or group would like to schedule a focus group, please email [Julissa.Moreland@flhealth.gov](mailto:Julissa.Moreland@flhealth.gov).

**The following locations have been scheduled:**

Tuesday August 3, 2021 | Headquarters Library  
10:00AM-11:00AM | 2385 Orange Blossom Drive, Naples, FL 34109

Tuesday August 10, 2021 | South Regional Library  
2:00PM-3:00PM | 8065 Lely Cultural Parkway, Naples, FL 34113

Tuesday August 17, 2021 | Golden Gate Library  
10:00AM-11:00AM | 11:00AM-12PM | 2432 Lucerne Road, Naples, FL 34116

The Collier County CHA will identify priority issues related to the health and wellbeing of our community. The goal of the CHA is to develop strategies to address the community's health needs and identified issues. Feedback from the focus groups will be included in the assessment.

###

**About the Florida Department of Health**

The Department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

Follow us on [Facebook](#), [Instagram](#) and Twitter at [@HealthyFla](#). For more information about the Florida Department of Health please visit [www.FloridaHealth.gov](http://www.FloridaHealth.gov).

# Community Health Survey

Figures 32-34., are the community health surveys used during in-person focus groups to gather the community and local partner's insight on what the residents of Collier County feel is important.

## Community Health Survey-English

Figure 32.

**Collier County Community Health Survey 2022**

Home Zip code \_\_\_\_\_ Gender \_\_\_\_\_ Age \_\_\_\_\_ Race \_\_\_\_\_

The following questions ask you to rate how true you perceive the statement to be. A score of 5 means that you think the statement is mostly true and evident within our community as opposed to a score of 1 which indicates that you see very little evidence of truth in this statement, please rate the following:

	Additional Focus Group Questions	Likert Scale Responses (1 to 5, with 5 being most positive)
1	I am satisfied with the quality of life in our community. (Consider your sense of safety, well-being, participation in community life and associations, etc.)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
2	I am satisfied with the healthcare system in the community. (Consider access, cost, availability, quality, options in health care, etc.)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
3	There are adequate resources for primary care in the county.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
4	There are adequate resources for specialty medical care.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
5	There are enough dental services available for children and adults. (Consider affordability as well as access.)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
6	There are adequate resources to address drug and alcohol abuse in Collier County.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
7	This community is a good place to grow old. (Consider elder-friendly housing, transportation to medical services, long term care needs, churches, shopping; elder day care, social support for the elderly living alone, meals on wheels, interesting activities, etc.)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
8	This community is a safe place to live. (Consider timely police, fire and rescue services in throughout the County, residents' perceptions of safety in the home, the workplace, schools, playgrounds, parks, and malls. Neighbors know and trust one another, and look out for one another)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
9	Residents have access to affordable, healthy foods in their neighborhoods.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
10	Collier roadways are safe for drivers, bicyclists, and pedestrians.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1

Please rank the following in order of importance for Collier County.

11    A rank of 1 means that the issue is most important and a rank of 10 means the issue is of least importance. Please place a number in the appropriate rank box.

Rank the most important	<input style="width: 30px; height: 20px;" type="text"/>	Communicable Diseases
	<input style="width: 30px; height: 20px;" type="text"/>	Chronic Disease (heart disease, diabetes, cancer)
	<input style="width: 30px; height: 20px;" type="text"/>	Obesity
	<input style="width: 30px; height: 20px;" type="text"/>	Mental Health
	<input style="width: 30px; height: 20px;" type="text"/>	Alcohol and Drug Use
	<input style="width: 30px; height: 20px;" type="text"/>	Dental Health
	<input style="width: 30px; height: 20px;" type="text"/>	Health of Older Adults
	<input style="width: 30px; height: 20px;" type="text"/>	Access to Care
	<input style="width: 30px; height: 20px;" type="text"/>	Disabilities (physical, sensory, intellectual)
Rank the least important	<input style="width: 30px; height: 20px;" type="text"/>	Unintentional Injuries

12    Is there another health issue that you would rank in high importance?

# Community Health Survey

## Community Health Survey–Spanish

Figure 33.



### Cuestionario sobre la Salud en el Condado de Collier 2022

Código postal del hogar \_\_\_\_\_ Sexo \_\_\_\_\_ Edad \_\_\_\_\_ Raza/Etnicidad \_\_\_\_\_

Las siguientes preguntas se le pide que evalúe, cómo usted percibe las declaraciones. Una puntuación de 5 significa que cree que la declaración es verdadera y evidente dentro de nuestra comunidad en comparación con una puntuación de 1 indica que es de muy poca evidencia de la verdad, por favor, califique los siguientes:

	Additional Focus Group Questions	Escala Likert Respuestas (1 to 5, with 5 being most positive)
1	<i>Estas satisfecho con la calidad de vida en nuestra comunidad. (Tenga en cuenta su sentido de seguridad, el bienestar, la participación en la vida comunitaria y asociaciones, etc.)</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
2	<i>Estas satisfecho con el sistema de salud en la comunidad. (Considere el acceso, costo, disponibilidad, calidad, opciones en el cuidado de salud, etc.)</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
3	<i>Hay recursos suficientes para la atención primaria en el condado.</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
4	<i>Hay recursos suficientes para el cuidado médico de la especialidad.</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
5	<i>Se dispone de suficientes servicios dentales para niños y adultos. (Considere si es asequible, y si tiene acceso).</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
6	<i>Hay recursos adecuados para abordar el abuso de drogas y alcohol en el condado de Collier.</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
7	<i>Esta comunidad es un buen lugar para envejecer. (Considere viviendas para personas mayores, transporte a servicios médicos, necesidades de cuidado a largo plazo, iglesias, compras; cuidado de ancianos, apoyo social para personas mayores que viven solas, comidas sobre ruedas, actividades interesantes, etc.)</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
8	<i>Esta comunidad es un lugar seguro para vivir. (Tenga en cuenta las percepciones de los residentes de la seguridad en el hogar, lugar de trabajo, escuelas, parques infantiles, parques y centros comerciales. Vecinos se conocen y confían el uno al otro y cuidan uno al otro, a tiempo los servicios de policía, bomberos y rescate en todo el condado)</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
9	<i>Los residentes tienen acceso a alimentos sanos, asequibles en sus barrios</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
10	<i>Carreteras de Collier son seguros para los conductores, ciclistas y peatones.</i>	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1

Por favor, clasificar las siguientes en orden de importancia para el Condado de Collier.

11 Un rango de 1 significa que el tema es más importante y un rango de 10 significa que el tema es de importancia menor  
Favor de escribir el número en la caja de rango.

Rango de mas importancia	<input style="width: 100%;" type="text"/>	Enfermedades Comunicable (STD, VIH, HEP B)
	<input style="width: 100%;" type="text"/>	Enfermedades crónicas (enfermedades cardíacas, diabetes, cáncer)
	<input style="width: 100%;" type="text"/>	Obesidad
	<input style="width: 100%;" type="text"/>	Salud Mental
	<input style="width: 100%;" type="text"/>	Uso de Alcohol y drogas
	<input style="width: 100%;" type="text"/>	Salud Dental
	<input style="width: 100%;" type="text"/>	Salud para las personas mayores Ancianos
	<input style="width: 100%;" type="text"/>	Acceso al Cuidado
	<input style="width: 100%;" type="text"/>	Discapacidad (física, sensorial, intelectual)
Rango de meno importancia	<input style="width: 100%;" type="text"/>	Lesiones o heridas no intencionales

12 ¿Existe algún otro problema de salud que considere de gran importancia?

# Community Health Survey

## Community Health Survey-Creole

Figure 34.



### Ankèt sou Lasante nan Collier County 2022

Kòd Postal \_\_\_\_\_ Sèks \_\_\_\_\_ Laj \_\_\_\_\_ Ras/Etnisite: \_\_\_\_\_

Keksyon sa yo ke nou pral poze-w la mande-w nan ki nivo fraz sa yo vrè. Si ou mete 5, sa vle di a klè ke oupanse ke fraz sa yo vre epi ou ka wè bagay sa yo a klè nan kominote-w la; tandiske si ou mete 1 sa endike ke pa gen anpil prèv ke bagay sa so vrè nan kominote ya. Tanpri bay yon pwon pou chak bagay sa yo:

	Lèt Keksyon Adisyonèl pou Fokis Gwoup la	Repons selon Likert Scale (1 a 5, ak 5 ki vle di trè pozitif)
1	Mwen satisfè ak kalite lavi nan kominote ya. (Konsidere ke ou gen sekirite, byennèt, patisipasyon nan lavi kominote ya ak fè pati asosyasyon, etc.)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
2	Mwen satisfè ak sistèm sante nan kominote ya. (konsidere aksè a la sante, pri laswenyaj, kantite disponib, kalite, chwa kote pou mwen pran swen, etc.)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
3	Genyen resous sante ki apwopriye ak bezwen sante nan komin nan (county).	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
4	Genyen resous apwopriye pou swen medikal espesyal.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
5	Genyen ase sèvis pou dan ki disponib poutimoun ak granmoun yo. (Konsidere pri sévi dantè epi aksè ak sévis yo)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
6	Gen resous adekwa pou adrese abi dwòg ak alkòl nan Collier County.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
7	Kominote sa a se yon bon kote pou granmoun. (Konsidere lojman amikal pou moun ki aje, transpò pou sévis medikal, bezwen swen alontèm, legliz, makèt; swen pou granmoun aje, sipò sosyal pou granmoun aje k ap viv pou kont li, manje sou wou, aktivite enteresan, elatriye.)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
8	Kominote ya se yon kote an sekirite pou moun viv. (Konsidere kijan moun nan zòn nan santi yo lè yo lakay yo, nan travay, lekòl, nan espas rekreyasyon yo, nan pak, nan magazen yo. Vwazen yo fè konfyans youn ak lòt, epi youn veye pou lòt)	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
9	Moun ki ap viv nan Collier genyen aksè ak manje ki bon mache ak ansante nan vwazinaj kote ke yo rete.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1
10	Wout nan Collier County an sekirite pou moun kap monte bisiklèt epi ki ap mache a pye.	<input type="checkbox"/> 5 <input type="checkbox"/> 4 <input type="checkbox"/> 3 <input type="checkbox"/> 2 <input type="checkbox"/> 1

Tanpri souple mete bagay sa yon an lòd selon enpòtans yo pou Collier County.

11 Si ou mete 1 sa vle di ke se pwoblèm ki pi enpòtan, epi si ou mete 10 sa vle di ke se pwoblèm ki mwens enpòtan.  
**Tanpri souple mete chak nimewo nan bwat ke ou pansè ki apwopriye.**

<i>Ranje yo swivan sak pi Enpòtan</i>	1 <input style="width: 40px;" type="text"/>	A. Maladi ki ka Retransmèt
	2 <input style="width: 40px;" type="text"/>	B. Maladi Kwonik (maladi Kè, dyabèt/sik, Kansè)
	3 <input style="width: 40px;" type="text"/>	C. Obèz (twò gwo)
	4 <input style="width: 40px;" type="text"/>	D. Maladi Mantal
	5 <input style="width: 40px;" type="text"/>	E. Izaj Dwòg ak Alkòl
	6 <input style="width: 40px;" type="text"/>	F. Swen Dantè
	7 <input style="width: 40px;" type="text"/>	G. Swen Ti Granmoun
	8 <input style="width: 40px;" type="text"/>	H. Aksè a Laswenyaj
<i>Ranje yo swivan sak mwens Enpòtan</i>	9 <input style="width: 40px;" type="text"/>	I. Andikape (fizik, mental/sans yo, entèlektyèl)
	10 <input style="width: 40px;" type="text"/>	J. Aksidan ki pa Entansyonèl

12 Èske gen yon lòt pwoblèm sante ke ou ta klase nan gwo enpòtans?

