



2021-2024



BRADFORD COUNTY

COMMUNITY HEALTH IMPROVEMENT PLAN

ACTION PLAN COMPENDIUM



This page is intentionally blank

Bradford County CHIP Action Plan 2021- 2024

Tier 1 Objectives for Implementation July 1, 2021

Strategic Priority: Access to Healthcare Services (AC)					
Goal AC1: Improve access to primary care services					
AC1 Strategies: Reduction of barriers to primary care access, health education, health literacy improvement					
Objective AC1.1: By December 31, 2023 Increase the percentage of Bradford County adults who had a medical check-up in the past year by 5 percent (Baseline: 80.0% (2016), Target: 84% (State rate 76.5, Data Source: BRFSS FLCHARTS)					
Objective AC1.2: By December 31, 2023, decrease the percentage of Bradford County adults who could not see a doctor in the past year due to cost by 5% (Baseline: 15.4% (2016), Target: 14.7% (State rate 16.6%, Data Source: BRFSS FLCHARTS)					
Objective AC1.3: By December 31, 2023 increase the percentage of Bradford County adults with good physical health for the past 30 days by 5% (Baseline: 84.3% (2016), Target: 88.5% (State rate 87.1%), Data Source: BRFSS, FLCHARTS)					
Objective AC1.4: By June 30, 2024 the regional, community resource and referral guide is updated at least semi-annually (Baseline: no plan for regular updating, Target: 5 updates by end of CHIP, Data Source: Bradford CHIP report, DOH Bradford)					
Background on Strategy: <ul style="list-style-type: none"> • Source or Evidence-base: : 1) Cochrane Database of Systemic Reviews, Decision Aids for People Facing Health Treatment or Screening Decisions, 2017, 2) Agency for Healthcare Research and Quality, Creating Patient-centered Team-based Primary Care, 2016, 3) Centers for Disease Control and Prevention, Health Literacy Evidence Reviews and Research Summaries, n.d. • Policy/Legislative Change Required (yes/no): No • Health equity or disparity to be addressed (if applicable): Disparities in life expectancy by race and gender, equity in access to primary care and internet-based resources 					
Action Plan:					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Required	Target Date	Status or Progress
Focus: Objective AC1.1, AC1.2 (access to regular medical check-ups, reduce barriers)					
Establish partnership with Suwannee River AHEC Navigator program to get residents insured via Marketplace	Ann Marie, Suwannee River AHEC	Number of Bradford County residents served by AHEC	Staff time Data collected by SRAHEC	Beginning 7/1/2021 and continuing	
Market Navigator program in local media (newspaper, radio station, flyers) to	Ann Marie, SRAHEC	Marketing campaign developed	Staff time	Beginning 7/1/2021	

Bradford County CHIP Action Plan 2021- 2024

promote availability of special enrollment period due to COVID-19 (<i>SEP is currently set to end 8/15/2021</i>)			Creation of marketing materials Shared information among partner organizations	and continuing	
Encourage long-range planning for enrolling in Marketplace health plans during regular open enrollment period (typically November 1 – December 15) and beyond	SRAHEC	Evidence of long-range planning to promote sustainability	Staff time Referrals from community partners Marketing	Beginning 7/1/2021	
Buy-in to promote returning to regular health screenings, as COVID-19 pandemic delayed care	Dan Mann, DOH Bradford	DOH marketing campaign	Staff time Contact with community partners Engagement with residents to promote return to screenings, could be implemented online	Beginning 7/1/2021	
Key Activity Focus: Objectives AC1.3 (improve overall health)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Promotion of community programs aimed at helping residents: achieve healthier weights (Healthiest Weight), prevent diabetes (Diabetes Prevention Program), and improve cardiovascular function (Heart Health+, offered as a courtesy program by DOH Union)	Tracy Toms (HW) Tracy Toms (DPP) Debbie Williams (HH+)	Promotional materials for community	Staff time, staff expertise	Beginning 9/1/2021	
Promote programs at health fairs throughout each calendar year	Tracy Toms (HW) Tracy Toms (DPP) Debbie Williams (HH+)	Number of health fairs attended	Staff time	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Activity Focus: Objective AC1.4 (community, regional resource guide)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Establish contact with WellFlorida to have interns update community resource guide	Pam Whittle, North Florida Regional Chamber of Commerce	Contact made	Information updates from organizations WellFlorida interns for research and update	9/1/2021	
Consolidate the separate existing county Resource Guides into one comprehensive, regional guide and update	Pam Whittle, North Florida Regional Chamber of Commerce	Compilation into one document to avoid duplication, both electronically and in print	Information updates from organizations WellFlorida interns for research and update	9/1/2021	
Update Resource Guide to ensure that services are up to date (includes health care and social services, basic needs) on a semi-annual basis	Pam Whittle, North Florida Regional Chamber of Commerce	Updated print version available at library, updated electronic version available on library's website, updated electronic version on NFR Chamber of Commerce website	Staff time Sustained partnership(s) with community organizations for regular updates Sustained partnership with WellFlorida to use their interns to update Guide	By September 1 and March 1, recurring annually	
Dissemination of Resource Guide link to all partners/agencies included, so they may use within their agencies for out-of-agency referrals	Pam Whittle, North Florida Regional Chamber of Commerce	Delivery of link via email	Staff time	By September 1 and March 1, recurring annually	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Access to Healthcare Services (AC)					
Goal AC2: Assure access to mental health care services					
AC2 Strategies: Reduction of barriers to mental health care access, health education					
Objective AC2.1: By June 30, 2023 Increase the number of provider organizations/agencies providing mental and behavioral health services using telehealth technologies by 5% (Baseline: TBD, Target +5%, Data Source Healthcare Advisory Committee)					
Objective AC2.2: By June 30, 2024 implement full continuum of behavioral health services including crisis care, residential treatment, and inpatient services to augment outpatient care available to students in need of services (Baseline: not implemented, Target: services implemented, Data Source: Bradford County School Mental Health Allocation Plan Report)					
Objective AC2.3: By December 31, 2022 Bradford County government will expand broadband internet services throughout the county (Baseline: No expansion, Target: Expanded service areas, Data Source: Board of County Commissioners meeting minutes)					
Background on Strategy: <ul style="list-style-type: none"> • Source or Evidence-base: : 1) U.S. Preventive Services Task Force, Final Recommendation Statement: Depression in Adults: Screening (2016), 2) National Institute of Mental Health, Teen Depression (n.d.) • Policy/Legislative Change Required (yes/no): Yes. School policy on mental health services provided in Bradford County schools • Health equity or disparity to be addressed (if applicable): Monitor reporting for potential for inequities in use of school-based services, disparities in mental health diagnoses among racial and ethnic groups, and differences in consequences for violations of school rules and policies by race and ethnicity 					
Action Plan:					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Focus: Objective AC2.1, AC2.3 (expanding access through telehealth and emerging technologies, expansion of broadband)					
Discuss need for broadband expansion to allow for telehealth services at county commissioner meeting with CHA findings	DOH New River	Meeting minutes	Staff time, county commissioner buy-in	6/30/2022	
Draft and deliver letters/emails of concern for broadband needs to Kat Cammack, the 3 rd District U.S. Rep who represents Bradford county in U.S. Congress (Rep	Healthcare Advisory Committee or North Florida Regional Chamber of	Letters/emails delivered	Staff time	6/30/2022	

Bradford County CHIP Action Plan 2021- 2024

Cammack has voiced support for broadband expansion in the past)	Commerce (<i>DOH employees are not permitted</i>)				
Incorporate work of Bradford County Faith Community Center (BCFCC) for broadband services promotion, if appropriate	Above lead agency and BCFCC	Evidence of partnership for joint effort with BCFCC	Staff time	6/30/2022	
Key Activity Focus: Objective AC2.2 (school-based mental health services)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Promote return of in-school services (as children resume in-person learning)	Valeria Gordon, Meridian	Promotional materials for use at school open houses, in back-to-school welcome packets, etc.	Staff time, staff expertise Development of promotional material	Beginning 9/1/2021	
Examine school service data to determine if disparate use of services is occurring, as in-person school resumes	Valeria Gordon, Meridian	Number of children served, analysis of demographics of children served	Staff time, staff expertise Data collected and analyzed	Beginning 1/1/2022	
Promote availability of outpatient care for students	Valeria Gordon, Meridian	Promotional materials	Staff time, staff expertise Development of promotional material	Beginning 9/1/2021	
Training for teachers and staff to increase awareness of impact of COVID-19 on children's mental health	Valeria Gordon, Meridian	Training tools, number of trainings delivered	Staff time, staff expertise Literature review to examine the effects of the pandemic on children/adolescents Development of training materials May require approval of School District	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Development of screening survey tool to assess impact of COVID-19 on children's mental health to employ services where appropriate	Valeria Gordon, Meridian	Survey tool	Staff time, staff expertise Development of survey material May require approval of School District	Beginning 9/1/2021	
--	-----------------------------	-------------	--	--------------------	--

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Access to Healthcare Services (AC)					
Goal AC3: Enhance access to dental care and oral health services					
AC3 Strategies: Reduction of barriers to dental and oral health care access, health education					
Objective AC3.1: By June 30, 2023 increase the number of services performed in the school-based dental sealant program in Bradford County (Baseline: X, Target: X, (State: 117,703 (2017-18), Data Source: Florida Department of Health, Public Health Dental Program)					
Objective AC3.2: Improve Human Papilloma Virus (HPV) vaccination rate among Bradford County seventh (7 th) grade students (Baseline: 35% with 0 HPV vaccines; 33% with 1 HPV vaccine; 31% with 2 HPV vaccines, Target: 30% with 0 HPV vaccines; 34% with 1 HPV vaccine; 36% with 2 HPV vaccines) (64.1% Florida male and female teens age 13-17 with one or more HPV dose, 2018, CDC; HP 2030 Goal: 80%) Data Source: DOH, School Health Coordinator)					
Background on Strategy: <ul style="list-style-type: none"> • Source or Evidence-base: <i>Source or Evidence-base:</i> 1) The Community Guide, Dental Caries: School-based Dental Sealant Delivery Programs, 2013, 2) Health Resources and Services Administration, Rural Health Information Hub, Rural Oral Health Program Models, n.d., 3) Health Resources and Services Administration, Rural Health Information Hub, Oral Health-Primary Care Integration Model, n.d. • Policy/Legislative Change Required (yes/no): Yes. 1) primary care practice policy/procedures to include administration of varnish in primary care setting, and 2) school policy change to expand services offered in conjunction with the Department of Health • Health equity or disparity to be addressed (if applicable): Role of income as barrier to dental services 					
Action Plan:					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Focus: Objective AC3.1 (school-based sealant and other dental services)					
Establish baseline of current number of services performed in the school-based sealant program	Shelby Parmenter, Dental Hygienist DOH-Bradford	Shelby Parmenter to report number of services currently performed	Staff time	9/1/2021	
Promote school-based sealant program in effort to increase engagement	Shelby Parmenter, Dental Hygienist DOH-Bradford	Promotional materials Number of students served by program	Staff time, staff expertise	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Promote oral health education program	Shelby Parmenter, Dental Hygienist DOH- Bradford	Educational materials	Staff time, staff expertise Development of promotional materials	Beginning 9/1/2021	
Implement dissemination of oral health materials on School District's app "FOCUS" for students and parents	Shelby Parmenter, Dental Hygienist DOH- Bradford	Evidence of partnership with Bradford County School District	Staff time, staff expertise May require approval from School District	Beginning 9/1/2021	
Key Activity Focus: Objective AC3.2 (HPV vaccination)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Increase HPV vaccination rates	DOH-Bradford School Health (Tricia or Sandy)	Increase in number of students who have all doses (complete series)	Staff time, staff expertise Promotional materials	6/30/2024	
Outreach and community education and promotion	DOH Bradford School Health	Educational materials for students and parents, focused on HPV vaccination as a form of cancer prevention	Staff time, staff expertise Educational materials	Beginning 9/1/2021	
Development of educational materials regarding HPV vaccination and its benefits for oral health to include in 5 th grade students' dental packets	Shelby Parmenter, Dental Hygienist DOH- Bradford	Materials developed	Staff time, staff expertise	9/1/2021	
Implement dissemination of HPV vaccine promotional materials on School District's app "FOCUS" for 5 th grade students and parents	Shelby Parmenter, Dental Hygienist DOH- Bradford	Evidence of partnership with Bradford County School District	Staff time, staff expertise May require approval from School District	Beginning 9/1/2021	
Update Acorn Clinic intake form to ask about HPV vaccination status, applicable to those over the age of 11	Joseph Benton, Acorn Clinic	Updated intake form	Staff time	9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Implement patient (and parent, where applicable) education to discuss use of HPV vaccine as a preventive for oropharyngeal (head, neck, tongue, tonsillar, throat) cancers	Joseph Benton, Acorn Clinic	Provider reporting in chart of counseling patient	Staff time, staff expertise Educational material	Beginning 9/1/2021	
Referral of patients to either DOH, FQHC, or physician that participates in Vaccines for Children (VFC) program for free HPV series vaccination	Acorn Clinic	Provider reporting in chart of counseling patient	Staff time, staff expertise	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Preventing and Managing Chronic Diseases and Conditions (CD)					
Goal CD1: Promote primary prevention of chronic diseases					
CD1 Strategies: Health education, access to primary and secondary preventive services, improve nutrition, reduce overweight and obesity, promote regular physical activity					
Objective CD1.1: By December 31, 2023 reduce the percentage of Bradford County adults who are sedentary by 5% (Baseline: 29.8% (2016), Target: 28.3% (State rate 29.8%), Data Source: BRFSS FLCHARTS)					
Objective CD1.2: By December 31, 2023 reduce the percentage of Bradford County adults who are obese by 5% (Baseline: 36.6% (2016), Target: 34.8% (State rate 27.4%), Data Source: BRFSS FLCHARTS)					
Objective CD1.3: By December 31, 2023 decrease the percentage of Bradford County students (grades K, 1, 3, and 5) who are obese by 5% (Baseline: needs to be established, Target: reduction by 2% (State rate of obese middle and high schoolers: 14.4%), Data Source: School Health BMI Records, DOH School Health Nurse)					
Background on Strategy: <ul style="list-style-type: none"> • Source or Evidence-base: <i>Source or Evidence-base:</i> 1) Cochrane Database of Systemic Reviews, Decision Aids for People Facing Health Treatment or Screening Decisions, 2017, 2) Agency for Healthcare Research and Quality, Creating Patient-centered Team-based Primary Care, 2016, 3) Centers for Disease Control and Prevention, Health Literacy Evidence Reviews and Research Summaries, n.d., 4) U.S. Preventive Services Task Force, Weight Loss to Prevent Obesity-related Morbidity and Mortality in Adults: Behavioral Interventions, 2018, 5) The Community Guide, Physical Activity: Interventions Including Activity Monitors for Adults with Overweight or Obesity, 2017 • Policy/Legislative Change Required (yes/no): No • Health equity or disparity to be addressed (if applicable): Disparities in mortality from Heart Disease and Diabetes among Whites, Blacks and Hispanics; equitable resources and access to primary prevention resources and services 					
Action Plan:					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Required	Target Date	Status or Progress
Focus: Objective CD1.1, CD 1.2 (reduce hospitalizations for heart disease and diabetes, avoidable hospitalizations)					
Establish baseline of current participants in Healthiest Weight Program	Tracy Toms, Healthiest Weight Program	Tracy Toms to report number of participants currently in program	Staff time	9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Promotion of the Healthiest Weight Program to recruit new participants	Healthiest Weight Program	Promotional materials for use at community events, community library, doctor's offices, etc.	Staff time Materials for development	9/1/2021	
Incorporate Healthiest Weight activities in plan to work in consortium	Healthiest Weight Program	Tracy Toms to provide her activities	Staff time	9/1/2021	
Establish baseline of current participants in Diabetes Prevention Program	Tracy Toms, DOH Bradford, Diabetes Prevention Program	Tracy Toms to report number of participants currently in program	Staff time	9/1/2021	
Promotion of the free DPP to recruit new participants	Tracy Toms, DOH Bradford, Diabetes Prevention Program	Promotional materials for use at community events, community library, Lake Butler hospital, doctor's offices, etc.	Staff time Materials for development	9/1/2021	
Incorporate DPP activities in plan to work in consortium	Tracy Toms, DOH Bradford, Diabetes Prevention Program	Tracy Toms to provide her activities	Staff time	9/1/2021	
Outreach and community education and promotion of SNAP program and healthier food choices for community at-large	Kelsey Reddish Lewis, SNAP-Ed program	Promotional materials for community	Staff time Staff expertise Development of materials	Beginning 9/1/2021	
Delivery of materials for use at community events, community library, Lake Butler hospital, doctor's offices, etc.	Kelsey Reddish Lewis, SNAP-Ed program	Meeting minutes	Staff time	Beginning 9/1/2021 and ongoing	
Key Activity Focus: Objective CD1.3 (youth overweight and obesity)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Establish baseline of obese students in K, 1, 3, and 5 grades	DOH School Health Nurse	Baseline established	Staff time	9/1/2021	
Outreach and community education and promotion of SNAP program and healthier food choices for children	Kelsey Reddish Lewis, SNAP-Ed program	Promotional materials	Staff time Staff expertise	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

			Development of materials		
Outreach during school visits to promote healthier food choices	Kelsey Reddish Lewis, SNAP-Ed program	Report of visits to School Health Advisory Committee (SHAC)	SHAC minutes	Beginning during fall semester of 2021-22 school year	
Incorporate SNAP-Ed activities in plan to work in consortium	Kelsey Reddish Lewis, SNAP-Ed program	Kelsey Reddish Lewis to provide her activities	Staff time	9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Preventing and Managing Chronic Diseases and Conditions (CD)					
Goal CD2: Prevent and reduce tobacco and substance use and abuse among youth and adults					
CD2 Strategies: Health education, policy change, enforcement activities					
Objective CD2.1: By December 31, 2023 decrease the percentage of Bradford County middle and high school students who are current smokers (smoked in the past 30 days) by 5% (Baseline: 4.5%, Target: 4.3% (State rate: 1.8%), Data Source: Florida Youth Tobacco Survey, FLCHARTS)					
Objective CD2.2: By December 31, 2023 decrease the percentage of Bradford County youth (ages 11-17) who have ever tried cigarettes, cigars, smokeless, hookah, or electronic vaping by 5% (Baseline: 35.4% (2020), Target: 33.6% (State: 32.5%), Data Source: Florida Youth Tobacco Survey)					
Objective CD2.3: By December 31, 2023 decrease the percent of Bradford County adults who are current smokers by 5% (Baseline: 27.0% (2016), Target: 25.6% (State rate 15.5%), Data Source: BRFSS FLCHARTS)					
Objective CD2.4: By December 31, 2023 decrease the percentage of Bradford County high school students who report binge drinking by 5% (Baseline: 12.2% (2016), Target: 11.6% (State rate 10.9%), Data Source: Florida Youth Substance Abuse Survey, FLCHARTS)					
Background on Strategy: <ul style="list-style-type: none"> • Source or Evidence-base: : 1) Centers for Disease Control and Prevention, Best Practices for Comprehensive Tobacco Control Programs, 2014, 2) Cochrane Database of Systematic Reviews, Universal School-based Prevention Programs for Alcohol Misuse in Young People, 2012 • Policy/Legislative Change Required (yes/no): Yes, local enforcement policy • Health equity or disparity to be addressed (if applicable): Monitor reporting for potential for inequities in use of school-based services, disparities and differences in consequences for violations of school rules and policies by race and ethnicity 					
Action Plan:					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Required	Target Date	Status or Progress
Focus: Objective CD2.1, CD2.2 (youth tobacco prevention and cessation)					
Establish connection with new Tobacco Prevention Specialist from CivCom, Candace Osteen, when contract changes on July 1, 2021	Candace Osteen, CivCom	Connection made	Staff time	8/1/2021	
Determine if CivCom has strategic plan developed to combat teen tobacco use, if so, incorporate plan to work in consortium	Candace Osteen, CivCom	Strategic plan provided to CHIP workgroup	Staff time	9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Promote tobacco cessation in schools (via CivCom's initiatives)	Candace Osteen, CivCom	Educational materials	Staff time, staff expertise Development of materials	Beginning during fall semester of 2021-22 school year	
Implement dissemination of tobacco cessation materials on School District's phone app, "FOCUS"	Candace Osteen, CivCom	Evidence of partnership with Union County School District	Staff time, staff expertise May require approval from School District	Beginning during fall semester of 2021-22 school year	
Key Activity Focus: Objective CD2.3 (adult tobacco prevention and cessation)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Establish connection with new Tobacco Prevention Specialist from CivCom, Candace OSteen	Candace Osteen, CivCom	Connection made	Staff time	8/1/2021	
Determine if CivCom has strategic plan developed to combat adult tobacco use, if so, incorporate plan to work in consortium for prevention	Candace Osteen, CivCom	Strategic plan provided to CHIP workgroup	Staff time	9/1/2021	
Outreach and promotion of SRAHEC's free tobacco cessation services	Cathy Cook, SRAHEC	Promotional materials	Staff time, staff expertise Development of materials	Beginning 9/1/2021	
Development of referral program through doctor's offices to SRAHEC's tobacco cessation program	Cathy Cook, SRAHEC	Plan created and implemented	Staff time, staff expertise Development of materials	12/31/2021	
Outreach and community education and promotion of tobacco prevention and cessation resources to community at-large	Prevention: new CivCom employee Cessation: Cathy Cook, SRAHEC	Promotional materials for community	Staff time, staff expertise Development of materials	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Collaboration with business leaders, Chamber of Commerce staff and members, non-profit executives,	Cathy Cook, SRAHEC	Established connection with Chamber of Commerce	Staff time, staff expertise	12/31/2021	
Key Activity Focus: Objective C2.4 (youth alcohol use and misuse prevention)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Establish baseline for target number of alcohol literacy challenge (ALC)	Alisha Pennington, Hanley Foundation	Baseline established	Staff time	9/1/2021	
Promotion of ALC to schools	Alisha Pennington, Hanley Foundation	Materials delivered to schools	Staff time	12/31/2021 and ongoing	
Identify who will give ALC presentation	Alisha Pennington, Hanley Foundation	Presenters identified	Staff time	9/1/2021	
Incorporate ALC activities in plan to work in consortium	Alisha Pennington, Hanley Foundation	Alisha Pennington to provide her activities	Staff time	9/1/2021	
Reporting of number of ALC presentations given per school semester	Alisha Pennington, Hanley Foundation	Progress report provided to CHIP workgroup on semester basis	Staff time	Beginning during fall semester of 2021-22 school year	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Preventing and Managing Chronic Diseases and Conditions (CD)					
Goal CD3: Reduce incidence and prevalence of Sexually Transmitted Diseases (STDs)					
CD3 Strategies: Health education, access to primary and secondary prevention services					
Objective CD3.1: By June 30, 2024 reduce the rate of bacterial STDs among Bradford County youth ages 15-19 by 5% (Baseline: 3,127.9/100,000 population (2017-19), Target: 2,971.5/100,000 (State rate 2,718.8), Data Source: FLCHARTS)					
Objective CD3.2: By June 30, 2022 implement free HIV testing and outreach through WellFlorida Council's HIP program (Baseline: new program, 0 outreach events, Target: 3 events, annually, Data Source: WellFlorida Council HIP Program Quarterly					
Objective CD3.3: By December 31, 2022 provide written recommendations (as a result of collaborative review) for enhancement of Bradford County's sex education component of larger health education curriculum (Baseline: new action, Target: written recommendations developed and implemented, Data Source: Meeting minutes)					
Objective CD3.4: By June 30, 2022 research and make written recommendations for teen-focused clinical services at DOH/New River (Baseline: new action, no recommendations exist, Target: written recommendations, Data Source: DOH Bradford)					
Background on Strategy: <ul style="list-style-type: none"> • Source or Evidence-base: : 1) U.S. Preventive Services Task Force, Chlamydial and Gonococcal Infections: Screening, 2019, 2) U.S. Public Health Service, Preexposure Prophylaxis for the Prevention of HIV Infection in the U.S., 2017, 3) U.S. Preventive Services Task Force, Screening for Hepatitis B Virus Infection in Adolescents and Adults, 2020, 3) Centers for Disease Control and Prevention, Whole School, Whole Community, Whole Child, n.d., 4) U.S. Preventive Services Task Force, Cervical Cancer: Screening, 2018 • Policy/Legislative Change Required (yes/no): Yes, school health education curriculum enhancement and implementation • Health equity or disparity to be addressed (if applicable): Equitable access to services 					
Action Plan:					
Key Activity Focus: Objective CD3.1 (STD rates)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Dissemination of free condoms at HIV testing events	HIP team, WellFlorida Council	Condoms delivered	Staff time	12/31/2021 and ongoing	
Dissemination of free condoms throughout community (possibly library)	HIP team, WellFlorida Council	Condoms delivered	Staff time	12/31/2021 and	

Bradford County CHIP Action Plan 2021- 2024

				ongoing, as needed	
Activities same as Objective 3.3					
Key Activity Focus: Objective C3.2 (expanded community-based HIV testing services)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Establish target number of community events (currently 3 annually: March, July, November)	HIP team, WellFlorida Council	HIP team to report number of planned events	Staff time	9/1/2021	
Develop marketing materials to promote event two months prior to hosting	HIP team, WellFlorida Council	Materials developed and disseminated to CHIP partners for recruitment	Staff time	1/1/2022 and ongoing	
Host community event to conduct HIV testing	HIP team, WellFlorida Council	Event hosted	Staff time	3/1/2022 and ongoing	
Linkage to care in event person is identified as positive	HIP team, WellFlorida Council	Follow-up supports established	Staff time	As needed	
Key Activity Focus: Objective C3.3 (comprehensive health education including sex education in schools)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Assess capacity of CHIP workgroup to address school board regarding current sex education curriculum	Candace Osteen	Meeting minutes	Staff time	12/31/2021	
CHIP workgroup to determine who will lead policy change initiative	Candace Osteen	Meeting minutes	Staff time	12/31/2021	
Literature review to determine best practice for current, comprehensive sex education	Candace Osteen	Best practices recommendations developed	Staff time	12/31/2021	
Present best practices to School Board, including data regarding STDs among youth	Candace Osteen	Presentation delivered	Staff time, staff expertise	Spring semester	

Bradford County CHIP Action Plan 2021- 2024

				2021-22 school year	
Request School Board's consideration of voting to change current sex ed policies to be comprehensive, including safe sex practices, not only abstinence	Candace Osteen	Meeting minutes	Staff time, staff expertise Will require vote on School Board's behalf to change current policies	Spring semester 2021-22 school year	
Development of comprehensive sex ed materials to be disseminated in classrooms	Candace Osteen	Materials developed	Staff time	8/1/2022	
Present updated best practices to those who teach sex ed in classrooms	Candace Osteen	Delivery of materials, either via email or in person	Staff time	9/1/2022	
Implement new sex ed curriculum to be used in classrooms	Candace Osteen and sex ed teachers	Dissemination of comprehensive sex ed materials	Will require vote on School Board's behalf to change current policies	Beginning fall 2022-23 school year	
Long-range monitoring of youth STD data to determine impact of new policy	Candace Osteen	Ongoing annual monitoring of FLCharts youth STD data	Staff time, staff expertise	Beginning fall 2022-23 school year and ongoing	
Key Activity Focus: Objective C3.4 (expanded teen-focused clinical services)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Conduct literature review to determine best practices for services directed toward teens	DOH New River, Tricia Clark, DOH Nursing Director	Literature review conducted	Staff time	12/31/2021	
Draft written recommendations	DOH New River, Tricia Clark, DOH Nursing Director	Recommendations drafted	Staff time, staff expertise	3/1/2022	
Allow for review time of recommendations so CHIP workgroup partners can provide comments	DOH New River, Tricia Clark, DOH Nursing Director	Comments provided	Staff time	4/15/2022	

Bradford County CHIP Action Plan 2021- 2024

Comments from review period implemented into written recommendations	DOH New River, Tricia Clark, DOH Nursing Director	Revisions made	Staff time	5/1/2022	
Final written recommendations completed	DOH New River, Tricia Clark, DOH Nursing Director	Written recommendations completed	Staff time, staff expertise	6/30/2022	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Maternal and Child Health (MCH)					
Goal MCH1: Promote healthy birth outcomes					
MCH1 Strategies: Address prenatal care options and services, provide risk-appropriate prenatal, preconception and interception care, educate on safe sleep, healthy weight and nutrition, tobacco, alcohol and drug use					
Objective MCH1.1: By December 31, 2023 reduce the rate of births to Bradford County mothers who smoked during pregnancy by 5% (Baseline: 16.4% of births (2017-19), Target: 15.6% (State rate 4.4), Data Source: FLCHARTS)					
Objective MCH1.2: By December 31, 2023 increase the percentage of mothers who initiate breastfeeding by 5% (Baseline: 76.3% (2017-19), Target: 80.0% (State rate 86.1), Data Source: FLCHARTS)					
Background on Strategies: <ul style="list-style-type: none"> • Source or Evidence-base: 1) Centers for Disease Control and Prevention, Public Health Strategies to Prevent Preterm Birth, MMWR, 2016, 2) National Institute for Children's Health quality, New Toolkit for Addressing Infant Mortality, n.d., 3) U.S. Department of Health and Human Services, The U.S. Surgeon General's Call to Action to Improve Maternal Health, 2020 • Policy/Legislative Change Required: No • Health equity or disparity to be addressed: Disparities in infant mortality rates among Whites, Blacks and Hispanics; equity in access to services and resources for those with limited resources, low income, limited transportation • Link to Social Determinants of Health: Role of income, transportation, educational opportunities, housing, and environment related to quality of life across the lifespan 					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Focus: Objectives MCH1.1 (birth outcomes)					
Development of educational materials regarding impact of tobacco products during pregnancy	Julie Chrisp, Healthy Start, DOH Bradford	Materials developed	Staff time, staff expertise	Beginning July 1, 2021	
Dissemination of educational materials regarding impact of tobacco products during pregnancy	Julie Chrisp, Healthy Start, DOH Bradford	Documentation of material distribution	Staff time Distribution plan	Beginning July 1, 2021	
Use Florida Healthy Babies and Tobacco Free Florida resources to deliver smoking cessation services and support	Julie Chrisp/staff to refer to Tobacco Free Florida services	Numbers of: 1) referrals for smoking cessation services, 2) women who use services, 3) women	Staff time Continuing access to resources and expertise	Beginning July 1, 2021	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Maternal and Child Health (MCH)					
		who become tobacco-free during pregnancy			
Activity Focus: Objective MCH 1.2 (% mothers who initiate breastfeeding)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
<p>Increase support for breastfeeding in the workplace by:</p> <ul style="list-style-type: none"> reaching out to a minimum of three local employers with resources and technical assistance to help them comply with federal and state regulations on breastfeeding support in the workplace and ultimately achieve the "Florida Breastfeeding Friendly Employer Award" <p>reaching out to employers, including those that employ low-wage staff, to address workplace barriers and provide support for breastfeeding accommodation</p>	Julie Chrisp, Healthy Start, DOH Bradford	This plan will work in tandem with the Enhanced Breastfeeding Workplan that DOH is already working on. Julie Chrisp will provide programmatic updates where appropriate	Staff time, staff expertise Materials for employers to support breastfeeding in the workplace	By 6/30/2024	
<p>Increase access to professional support by:</p> <ul style="list-style-type: none"> creating comprehensive, local networks to provide home-based or clinic-based follow-up care to newborns in Bradford ensuring that WIC Participants have professional services for breastfeeding support in place once they are discharged from the hospital developing a program that employs community health workers to train as lactation counselors providing mothers with two prenatal and one postnatal visit or telephone call 	Julie Chrisp, Healthy Start, DOH Bradford	This plan will work in tandem with the Enhanced Breastfeeding Workplan that DOH is already working on. Julie Chrisp will provide programmatic updates where appropriate	Staff time, staff expertise Materials for Healthy Start staff to support clients with breastfeeding across care continuum at DOH (WIC services, community health workers, Healthy Start, etc.)	By 6/30/2024	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Maternal and Child Health (MCH)					
partnering and training Healthy Start staff to become Certified Lactation Counselors					
Increase access to breastfeeding education and information by: <ul style="list-style-type: none"> • working with childbirth educators to include evidence-based breastfeeding education in their curricula • partnering with local community groups that support breastfeeding mothers to provide educational seminars and classes 	Julie Chrisp, Healthy Start, DOH Bradford	This plan will work in tandem with the Enhanced Breastfeeding Workplan that DOH is already implementing. Julie Chrisp will provide programmatic updates where appropriate	Staff time, staff expertise Materials for childbirth educators and community at-large to promote breastfeeding initiatives	By 6/30/2024	

**2021-2024 Bradford County Community Health Improvement Plan
Action Plan:
Tier Two for Review July 1, 2022**

Bradford County CHIP Action Plan 2021- 2024

Tier Two for Review July 1, 2022

Strategic Priority: Access to Healthcare Services (AC)					
Goal AC1: Improve access to primary care services					
AC1 Strategies: Reduction of barriers to primary care access, health education, health literacy improvement					
Objective AC1.1(2): By December 31, 2023 decrease the percentage of Bradford County adults who had poor physical health on 14 or more of the past 30 days by 5% (Baseline: 15.7% (2016), Target: 15% (State rate 12.9%), Data Source: BRFSS FLCHARTS)					
Objective AC1.2(2): By December 31, 2023 decrease the percentage of Bradford County adults who said their overall health was “fair” or “poor” by 5% (Baseline: 23.1% (2016), Target: 22% (State rate 19.5%), Data Source: BRFSS FLCHARTS)					
Objective AC1.3(2): By June 30, 2022 present Community Health Assessment findings to Board of County Commissioners (Baseline: no presentation, Target: presentation made, Data Source: Board meeting minutes)					
Objective AC1.4(2): By June 30, 2022 Present Community Health Assessment findings to the community at large (Baseline: no presentation, Target: presentation made, Data Source: DOH Bradford documentation)					
Objective AC1.5(2): By June 30, 2022 create written protocol for community health fairs recommending the availability of licensed health professionals on site (Baseline: no protocol, Target: protocol created through collaborative process, Data Source: Healthcare Advisory Committee minutes)					
Background on Strategy: <ul style="list-style-type: none"> Source or Evidence-base: : 1) Cochrane Database of Systemic Reviews, Decision Aids for People Facing Health Treatment or Screening Decisions, 2017, 2) Agency for Healthcare Research and Quality, Creating Patient-centered Team-based Primary Care, 2016, 3) Centers for Disease Control and Prevention, Health Literacy Evidence Reviews and Research Summaries, n.d. Policy/Legislative Change Required (yes/no): No Health equity or disparity to be addressed (if applicable): Disparities in life expectancy by race and gender, equity in access to primary care and internet-based resources 					
Action Plan:					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Focus: Objectives AC1.1(2), AC1.2(2) (improve overall health)					
Promotion of community programs aimed at helping residents: achieve healthier weights (Healthiest Weight), prevent	Tracy Toms (HW) Tracy Toms (DPP)	Promotional materials for community	Staff time, staff expertise	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

diabetes (Diabetes Prevention Program), and improve cardiovascular function (Heart Health+, offered as a courtesy program by DOH Union)	Debbie Williams (HH+)				
Promote programs at health fairs throughout each calendar year	Tracy Toms (HW) Tracy Toms (DPP) Debbie Williams (HH+)	Number of health fairs attended	Staff time	Beginning 9/1/2021	
Activity Focus: Objective AC1.3(2), AC1.4(2) (share community health assessment)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Establish contact with Bradford County Commissioners to request meeting time for presentation of CHA findings	DOH New River	Contact made	Staff time	12/31/2021	
PowerPoint created to address highlights of CHA findings	DOH New River	PPT developed	Staff time, staff expertise PPT	12/31/2021	
Present findings to Commissioners and community at-large at county commission meeting	DOH New River	Presentation delivered	Staff time, staff expertise	6/30/2022	
Draft report of presentation and provide to CHIP workgroup	DOH New River	Report delivered	Staff time, staff expertise	7/30/2022	
Activity Focus: Objective AC1.5(2) (standards for services at community health fairs)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Determine who licensed health professionals are in the community and create list with their contact information	Healthcare Advisory Committee	List created	Staff time	9/1/2021	
Reach out to licensed health professionals to gauge their interest in participating	Healthcare Advisory Committee	Emails delivered/calls made to professionals	Staff time	10/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Access to Healthcare Services (AC)					
Goal AC2: Assure access to mental health care services					
AC2 Strategies: Reduction of barriers to mental health care access, health education					
Objective AC2.1(2): By June 30, 2024 reduce the rate of hospitalizations attributable to mental disorders for Bradford County residents of all ages by 5% (Baseline: 846.2/100,000 (2017-2019), Target: 803.9/100,000 (State rate 1023.0), Data Source: AHCA, FLCHARTS)					
Objective AC2.2(2): Implement training on interagency referrals for front-line clinic staff (Baseline: number of persons trained (0, new program), Target: program implementation, Data source: Training records)					
Background on Strategy: <ul style="list-style-type: none"> Source or Evidence-base: : 1) U.S. Preventive Services Task Force, Final Recommendation Statement: Depression in Adults: Screening (2016), 2) National Institute of Mental Health, Teen Depression (n.d.) Policy/Legislative Change Required (yes/no): Yes. School policy on mental health services provided in Bradford County schools Health equity or disparity to be addressed (if applicable): Monitor reporting for potential for inequities in use of school-based services, disparities in mental health diagnoses among racial and ethnic groups, and differences in consequences for violations of school rules and policies by race and ethnicity 					
Action Plan:					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Required	Target Date	Status or Progress
Focus: Objective AC2.1(2) (hospitalizations for mental health disorders, primary prevention)					
Outreach, community education, and promotion of Meridian's sliding fee-scale services, making mental health care more affordable for persons who are low income	Valeria Gordon, Meridian	Promotional materials for community	Staff time, staff expertise Development of materials	Beginning 9/1/2021	
Promote Meridian's services at health fair (AC1.6) and within the community resource guide (AC1.7)	Meridian	Health fairs attended	Staff time, development of promotional materials	Beginning 9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

Key Activity Focus: Objective AC2.2(2) (implement training on interagency referrals)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Identify members of interagency network	DOH New River	Members identified	Staff time, staff expertise Knowledge of community resources	10/1/2021	
Develop training quick facts sheet	DOH New River	Training developed	Staff time, staff expertise Materials developed	12/31/2021	
Promote and disseminate training facts sheet to providers in Bradford County	DOH New River	Materials delivered	Staff time, provider buy-in	12/31/2021	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Preventing and Managing Chronic Diseases and Conditions (CD)					
Goal CD1: Promote primary prevention of chronic diseases					
CD1 Strategies: Health education, access to primary and secondary preventive services, improve nutrition, reduce overweight and obesity, promote regular physical activity					
Objective CD1.1(2): By June 30, 2024 reduce the age-adjusted rate of hospitalizations for Coronary Heart Disease for Bradford County residents by 5% (Baseline: 366.1/100,000 (2017-19), Target: 347.8/100,000 (State rate 278.1), Data Source: FLCHARTS					
Objective CD1.2(2): By June 30, 2024 reduce the age-adjusted rate of hospitalizations for Diabetes for Bradford County residents by 5% (Baseline: 3,351.1/100,000 (2017-19), Target: 3,183.5/100,000 (State rate 2,320.9), Data Source: FLCHARTS					
Other Objectives Options: Related measures: 1) percent of participants who complete the 4-month program; 2) program expansion (adding content, resources, outreach), 3) program outcomes such as number/percent who lower blood pressure, have healthier BMI, achieve physical activity goals					
Background on Strategy: <ul style="list-style-type: none"> Source or Evidence-base: <i>Source or Evidence-base:</i> 1) Cochrane Database of Systemic Reviews, Decision Aids for People Facing Health Treatment or Screening Decisions, 2017, 2) Agency for Healthcare Research and Quality, Creating Patient-centered Team-based Primary Care, 2016, 3) Centers for Disease Control and Prevention, Health Literacy Evidence Reviews and Research Summaries, n.d., 4) U.S. Preventive Services Task Force, Weight Loss to Prevent Obesity-related Morbidity and Mortality in Adults: Behavioral Interventions, 2018, 5) The Community Guide, Physical Activity: Interventions Including Activity Monitors for Adults with Overweight or Obesity, 2017 Policy/Legislative Change Required (yes/no): No Health equity or disparity to be addressed (if applicable): Disparities in mortality from Heart Disease and Diabetes among Whites, Blacks and Hispanics; equitable resources and access to primary prevention resources and services 					
Action Plan:					
Key Activity Focus: Objective CD1.1(2), CD1.2(2) (reduce hospitalizations for heart disease and diabetes, avoidable hospitalizations)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Required	Target Date	Status or Progress
Establish baseline of current participants in Healthiest Weight Program	Tracy Toms, Healthiest Weight Program	Tracy Toms to report number of participants currently in program	Staff time	9/1/2021	
Promotion of the Healthiest Weight Program to recruit new participants	Healthiest Weight Program	Promotional materials for use at community events,	Staff time	9/1/2021	

Bradford County CHIP Action Plan 2021- 2024

		community library, doctor's offices, etc.	Materials for development		
Incorporate Healthiest Weight activities in plan to work in consortium	Healthiest Weight Program	Tracy Toms to provide her activities	Staff time	9/1/2021	
Establish baseline of current participants in Diabetes Prevention Program	Tracy Toms, DOH Bradford, Diabetes Prevention Program	Tracy Toms to report number of participants currently in program	Staff time	9/1/2021	
Promotion of the free DPP to recruit new participants	Tracy Toms, DOH Bradford, Diabetes Prevention Program	Promotional materials for use at community events, community library, Lake Butler hospital, doctor's offices, etc.	Staff time Materials for development	9/1/2021	
Incorporate DPP activities in plan to work in consortium	Tracy Toms, DOH Bradford, Diabetes Prevention Program	Tracy Toms to provide her activities	Staff time	9/1/2021	Status or Progress
Outreach and community education and promotion of SNAP program and healthier food choices for community at-large	Kelsey Reddish Lewis, SNAP-Ed program	Promotional materials for community	Staff time Staff expertise Development of materials	Beginning 9/1/2021	
Delivery of materials for use at community events, community library, Lake Butler hospital, doctor's offices, etc.	Kelsey Reddish Lewis, SNAP-Ed program	Meeting minutes	Staff time	Beginning 9/1/2021 and ongoing	

Strategic Priority: Preventing and Managing Chronic Diseases and Conditions (CD)					
Goal CD2: Prevent and reduce tobacco and substance use and abuse among youth and adults					
CD2 Strategies: Health education, policy change, enforcement activities					
Objective CD2.1(2): By December 31, 2023 decrease the percentage of Bradford County middle and high school students who have smoked 100 or more cigarettes in their lifetime by 5% (Baseline: 2.6% (2020), Target: 2.4% (State rate 0.9%), Date Source: FYTS FLCHARTS)					
Objective CD2.2(2): By December 31, 2023 decrease the percentage of Bradford County high school students who are current smokers (smoked in the past 30 days) by 5% (Baseline: 5.8%, Target: 5.5% (State rate 2.3%), Data Source: Florida Youth Tobacco Survey, FLCHARTS)					
Background on Strategy: <ul style="list-style-type: none"> • Source or Evidence-base: : 1) Centers for Disease Control and Prevention, Best Practices for Comprehensive Tobacco Control Programs, 2014, 2) Cochrane Database of Systematic Reviews, Universal School-based Prevention Programs for Alcohol Misuse in Young People, 2012 • Policy/Legislative Change Required (yes/no): Yes, local enforcement policy • Health equity or disparity to be addressed (if applicable): Monitor reporting for potential for inequities in use of school-based services, disparities and differences in consequences for violations of school rules and policies by race and ethnicity 					
Action Plan:					
Key Activity Focus: Objective CD2.1(2), CD2.2(2) (youth tobacco prevention and cessation)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Required	Target Date	Status or Progress
Establish connection with new Tobacco Prevention Specialist from CivCom, Candace Osteen, when contract changes on July 1, 2021	Candace Osteen, CivCom	Connection made	Staff time	8/1/2021	
Determine if CivCom has strategic plan developed to combat teen tobacco use, if so, incorporate plan to work in consortium	Candace Osteen, CivCom	Strategic plan provided to CHIP workgroup	Staff time	9/1/2021	
Promote tobacco cessation in schools (via CivCom's initiatives)	Candace Osteen, CivCom	Educational materials	Staff time, staff expertise Development of materials	Beginning during fall semester of 2021-22 school year	

Bradford County CHIP Action Plan 2021- 2024

Implement dissemination of tobacco cessation materials on School District's phone app, "FOCUS"	Candace Osteen, CivCom	Evidence of partnership with Union County School District	Staff time, staff expertise May require approval from School District	Beginning during fall semester of 2021-22 school year	
--	---------------------------	---	--	---	--

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Maternal and Child Health (MCH)					
Goal MCH1: Promote healthy birth outcomes					
Strategies: MCH1 Strategies: Address prenatal care options and services, provide risk-appropriate prenatal, preconception and interception care, educate on safe sleep, healthy weight and nutrition, tobacco, alcohol and drug use					
Objective MCH1.1(2): By June 30, 2024 reduce the percent of repeat births to Bradford County mothers ages 15-19 by 5% (Baseline: 17.6% (2017-19), Target: 16.7% (State rate 14.8), Data Source: FLCHARTS) (repeat births)					
Objective MCH1.2(2): By June 30, 2024 decrease the percentage of low birthweight births to Bradford County mothers by 5% (Baseline: 12.2% (2017-19), Target: 11.6% (State 8.8%), Data Source: FLCHARTS					
Objective MCH1.3(2): By June 30, 2024 decrease the Bradford County White infant death rate by 5% (Baseline: 10.6/1,000 live births (2017-19), Target: 10.0/1,000 (State rate 4.4), Data Source: FLCHARTS)					
Background on Strategies: <ul style="list-style-type: none"> • Source or Evidence-base: 1) Centers for Disease Control and Prevention, Public Health Strategies to Prevent Preterm Birth, MMWR, 2016, 2) National Institute for Children’s Health quality, New Toolkit for Addressing Infant Mortality, n.d., 3) U.S. Department of Health and Human Services, The U.S. Surgeon General’s Call to Action to Improve Maternal Health, 2020, 4) Centers for Disease Control and Prevention, Preventing Repeat Teen Births, 2013 • Policy/Legislative Change Required: No • Health equity or disparity to be addressed: Disparities in infant mortality rates among Whites, Blacks and Hispanics; equity in access to services and resources for those with limited resources, low income, limited transportation • Link to Social Determinants of Health: Role of income, transportation, educational opportunities, housing, and environment related to quality of life across the lifespan 					
Key Activity	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Focus: Objectives MCH1.1(2) (repeat births to teen mothers)					
Connect teen mothers with support services, such as Healthy Start, that can help prevent repeat pregnancies	Julie Chrisp, DOH Bradford	Referral made	Staff time	Beginning July 1, 2022	
Develop and disseminate educational materials for first-time teen mothers that	DOH Bradford	Materials developed and disseminated	Staff time, staff expertise	By January 1, 2023	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Maternal and Child Health (MCH)					
help gain information on effective types of birth control					
Activity Focus: Objective MCH 1.2(2) (birth outcomes)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Coordination of healthcare providers, agencies, and community partners to provide preparatory education and educational materials regarding pregnancy to female patients prior to gestation during wellness visits	Julie Chrisp, DOH Bradford	Documentation of: 1) material distribution, 2) educational meetings with care providers	Staff time Distribution plan Funding support for time and materials	Beginning January 1, 2022	
Dissemination of educational materials regarding pregnancy and prenatal preparation during health and wellness outreach events	Julie Chrisp, DOH Bradford	Documentation of material distribution	Staff time Distribution plan Funding support for time and materials	Beginning January 1, 2022	
Key Activity Focus: Objectives MCH1.3(2) (infant mortality)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress
Provide social support for expectant mothers	DOH Bradford Internal Departments: WIC, Healthy Families, Florida Healthy Babies	Evidence of: 1) outreach, 2) resource dissemination	Staff time, expertise Funding for resources Care and service coordination networks/partnerships	Beginning July 1, 2021	
Promote lactation and lactation maintenance	Julie Chrisp, Healthy Start, DOH Bradford	Documentation of: 1) education, resource dissemination, 2) use of standard procedures to promote/support lactation	Staff time, expertise	Beginning July 1, 2021	

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Maternal and Child Health (MCH)					
Identify, develop and disseminate culturally sensitive provider/patient resources (e.g., safe sleep practices)	Julie Chrisp, DOH Bradford	Evidence of: 1) resource material availability, 2) dissemination to providers	Staff time, expertise Funding for materials Communication network with providers	Beginning July 1, 2022	

Strategic Priority: Maternal and Child Health (MCH)					
Goal MCH2: Ensure childhood health, wellness, and safety					
MCH2 Strategies: Remove and/or reduce barriers to services and professional support; health education with emphasis on preconception, pre- and post-natal; expand and enhance community partnerships					
Objective MCH2.1(2): By June 30, 2024 reduce by 5% the rate of Emergency Department visits for Bradford County children ages 5-19 (Baseline: 69,573.8/100,000 population (2017-19), Target: 66,095.1 (State rate 37,321.4), Data Source: FLCHARTS)					
Objective MCH2.2(2): By June 30, 2024 reduce the rate of non-fatal injury hospitalizations for Bradford County children ages 10-19 by 5% (Baseline: 423.4/100,000 (2017-2019), Target: 402.2/100,000 (State: 160.1), Data Source: FLCHARTS)					
Background on Strategies: <ul style="list-style-type: none"> • Source or Evidence-base: 1) Centers for Disease Control and Prevention, National Action Plan for Child Injury Prevention, 2013, 2) Cochrane Database of Systematic Reviews, Universal School-based Prevention Programs for Alcohol Misuse in Young People, 2012, 3) Cochrane Database of Systemic Reviews, Postnatal Parental Education for Optimizing Infant General Health and Parent-Infant Relationships, 2013 • Policy/Legislative Change Required: No • Health equity or disparity to be addressed: Contributing factors and root causes associated with disparities in Black and White infant mortality • Link to Social Determinants quality of life of Health: Role of social environment as it contributes to exposure to tobacco, alcohol and other substances; importance of safe housing on quality of life 					
Key Activity Focus: Objectives MCH2.1(2), MCH2.2(2) (child health and safety)	Lead Person & Organization	Performance Measurement (Product, Deliverable, Result)	Resources Needed	Target Date	Status or Progress

Bradford County CHIP Action Plan 2021- 2024

Strategic Priority: Maternal and Child Health (MCH)					
Assemble and disseminate comprehensive child safety information, including individualized information reviews	DOH Bradford	Documentation of: 1) material compilation, 2) dissemination	Funding support for resources and dissemination	Beginning January 1, 2022	
Increase interactions and/or use of services and resources within DOH that focus on maternal/child health	DOH Bradford	Evidence of: 1) increased service use, 2) reduction of barriers to services, 3) resource dissemination	Staff time Communication networks	Beginning July 1, 2021	
Provide safety items, as needed, for appropriate populations via collaboration with other child safety program initiatives (such as: bike helmets, child safety seats, safety caps for medicine bottles)	DOH Bradford	Documentation of: 1) inventory of safety items distributed.	Staff time, funding support for resources and dissemination	Beginning January 1, 2022	