



**BAPTIST**  
HEALTH CARE

Community Health Implementation Strategy  
2023-2025

**BAPTIST HOSPITAL  
GULF BREEZE HOSPITAL  
JAY HOSPITAL**

*Approved by Baptist Health Care Board of Directors – January 23, 2023*

# Overview:

The 2023-2025 Community Health Needs Assessment (CHNA) process was facilitated by Achieve Healthy Escara, our community’s collective impact organization whose Mission is to unite and align resources to improve the health and wellbeing of Escambia and Santa Rosa Counties so that everyone can live well and thrive.

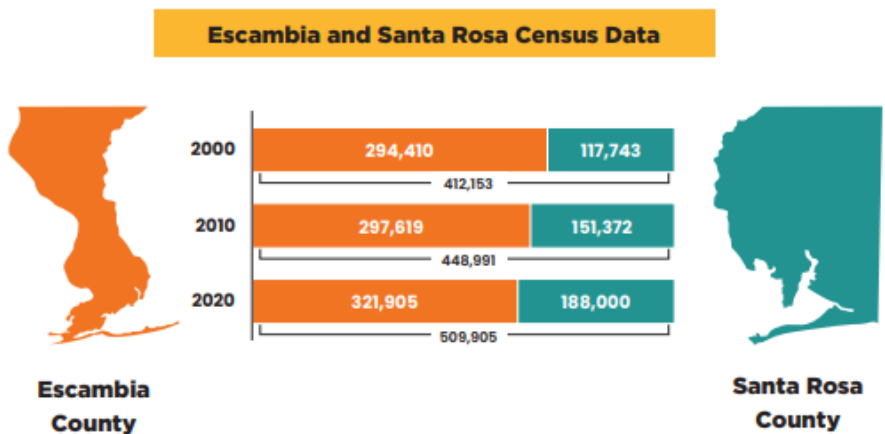
This broad-based collaborative has engaged hundreds of key stakeholders throughout the two-county area and is a collaboration that seeks to apply the following collective impact principles in the work:

- Provide a common agenda
- Establish shared measurements, fosters mutually reinforcing activities
- Encourage continued communication
- Build strong community support across multiple sectors including health, business, military, education, faith, non-profit, government, and civic partners.

Every three years, partnering organizations work collaboratively on a two-step process to understand and respond to health challenges within our community. The first phase involves identifying areas in need of health improvement and existing resources through a Community Health Needs Assessment (CHNA). The second phase outlines the community's actions to improve the overall health in those identified areas and is known as the Community Health Implementation Strategy (CHIS).

## Community Definition

A Metropolitan Statistical Area (MSA) is defined by the US Census Bureau as a geographical area that has a central urban core with economic ties to the surrounding area. The Pensacola MSA is also known as the Pensacola-Ferry Pass-Brent, FL MSA and includes the two most western counties in Florida—Escambia and Santa Rosa - with Pensacola designated as the urban core. The estimated population of the MSA was 509,905 according to the 2020 census.



While each county, and the cities or towns within, has its own unique characteristics, the two counties are intertwined. It is common for residents from one county to commute to and from the other county for jobs, entertainment, education, and health care. For this reason, the entire Pensacola MSA was

selected as the “community” covered by the CHNA. Although this assessment covers the Pensacola MSA, individual collaborating partners may serve subareas of the MSA.

# CHNA Methodology

To achieve a unified community health improvement framework that could support multiple partnering organizations, it was necessary to adopt a methodology that that would meld components from leading health industry experts into a cohesive process that participating organizations could embrace. The methodology for the 2022 CHNA process was based on processes recommended by:

1. MAPP (Mobilizing for Action through Planning and Partnerships) (Mobilizing for Action through Planning and Partnerships) recommended by the National Association of County and City Health Officials (NACCHO) and used by local health departments.
2. Engaging patients and communities in Community Health Assessments from the Association for Community Health Improvement (ACHI) and the American Hospital Association (AHA) followed by many nonprofit hospitals.
3. Community Health Improvement Navigator from the Centers for Disease Control and Prevention (CDC)

The processes included the following steps:

1. **Reflect and Strategize:** Review 2020-2022 CHNA, discuss impact of COVID-19, Select methodology, and Develop timeline
2. **Identify and Engage Stakeholders:** Form CHNA Committee and Recruit new members
3. **Define Community:** Describe the geographic community, identify population groups, and identify other organizations conducting health assessments
4. **Collect and Analyze Data:** Administer the CHNA Resident’s survey, administer the CHNA community leader survey, analyze survey data, assess community health outcome status, and assess local public health system
5. **Prioritize Community Health Systems:** Review leading causes of death and illness review social determinants of health, narrow to 5-6 priority health issues, present the data in the Forces of Change workshop, and assess Forces of Change results
6. **Document and Communicate Results:** Publicize results of data analysis, publicize priority health issues, solicit community feedback and issue CHNA Report.



# Data Collection and Weighting Information

In each county, the data was further separated into five zones, based on the participants' home zip code. The zones were created to mirror each county's districts to better understand the needs of specific communities and provide area officials and stakeholders with more tailored information to inform their decision-making and policy work. To provide results which reflected the opinions and needs of Escambia and Santa Rosa residents, the completed surveys from each county were weighted by gender, race, and ethnicity according to 2019 population estimates from census.gov.

The primary data source for this CHNA was the Health Survey of Escambia and Santa Rosa County Residents conducted in the summer of 2021. There were three avenues to pursue data for this CHNA:

1. The Resident Survey was developed using the 2019 survey as a foundation. The survey items were reviewed by the CHNA committee and vetted for content. The majority of the 2019 survey items were retained. A few additional items on transportation, commute time, and delayed medical care were included to address the unique pandemic situation of 2020 and 2021. The result of the collaborative effort was a 32-item survey distributed in electronic and paper format. In total 3,051 community members participated in the survey resulting in 2,937 viable surveys. There were 1,503 respondents from Escambia County and 1,434 respondents from Santa Rosa County.
2. Forces of Change Assessment workshop was held on July 21, 2021. Community partner organizations convened to discuss the results of the Community Resident Survey, health data outcomes, and threats and opportunities for action. The workshop also provided an opportunity for AHER members to identify the priority areas of focus that have the greatest impact on improving through our work together. The goal of the Forces of Change workshop was to create a comprehensive, prioritized list that identified key Opportunities for Action.
3. Local Public Health System Survey the Local Public Health System Survey (LPHS) includes all entities that contribute to the delivery of public or personal health. Public health departments are typically at the center of this system, to assess our local public health system, the Florida Department of Health in each county uses the 10 Essential Public Health Services framework developed by the National Association of County and City Health Officials.

The data analysis for the CHNA Community Resident Survey was conducted by the University of West Florida Haas Center. The Haas Center provides workforce and survey research, economic impact modeling, and industrial innovation for the region and state. The data analysis from the Haas Center included weighting for underrepresented voices.

An effort was also made to include individuals from a broad cross-section of the population. The CHNA Community Resident Survey was sent to AHER members with a request that they contact community groups, churches, friends, family, coworkers, clients, and patients that live or work in Escambia or Santa Rosa counties. In total, 3,051 community members participated in the Community Resident Survey, resulting in 2,937 viable surveys in the summer of 2021. The approximately 3,000 surveys were an increase from previous CHNA cycles.

In 2016, there were 1,744 respondents and in 2019, 2,200 residents responded to the survey. There were 1,503 respondents from Escambia County and 1,434 respondents from Santa Rosa County.

## COVID-19 Impact Statement

In late 2019, the virus SARS-CoV-2 was identified overseas and eventually led to the deadly COVID-19 pandemic. The virus spread quickly and claimed millions of lives globally. By March of 2020, the nation and world employed pandemic measures of lockdowns to curb the virus spread. The impacts of COVID-19 were severe, widespread, and went beyond the loss of life. Quarantine and restricted movement led to isolation that had an impact on mental health of community residents. Eighteen months into the fight, the third surge of the virus reentered the situation in our community just as critical as at the beginning. COVID-19 affected the health of all communities, leaving no area unscathed.

The pandemic also limited community health improvement progress made between the 2019 CHNA and the 2022 CHNA. However, the members of Achieve Healthy EscaRosa were committed to continued collaboration and convened virtually to move the work forward. The COVID-19 pandemic severely exposed health inequities across the nation, state, and locally. The contributing factors to health inequity were also exposed, resulting in clearly identified areas for improvement that the community can address.

## Prioritized Needs

The County Health Rankings Framework, which depicts how health factors within a community determine the quality and length of life of residents, guided this CHNA process and helped to organize our findings. Through analysis of statistical data and the collection of primary data, the CHNA accomplished the following:

- Identification of the top 10 causes of disease, disability and death within Escambia and Santa Rosa counties
- Identification of the health outcomes and factors that disproportionately impact one race group over another
- Identification of the priority areas for focused, strategic action
- Ascertained that mental health, specialty care, elderly services and drug abuse treatment are difficult to obtain due primarily to poor geographic distribution of services and affordability
- Confirmed that are more likely to report poorer health overall and in their community
- Identification of local health resources related to health priority areas
- Confirmed that groups placed at increased risk have difficulty finding care due to health insurance issues i.e., no insurance, doctor not accepting insurance or simply cannot afford deductible
- Discovered that a lack of adequate transportation is a major barrier to health care throughout the two-county area

For the 2022 CHNA, priority areas were selected based on the previously identified areas of concern in the 2019 CHNA report, input from the AHER leadership, partner feedback, the Community Resident and Community Leader survey results, and metrics on related health outcomes which AHER has also included in its free, easy-to-use online data dashboard, the Achieve Dashboard ([www.achievedashboard.org](http://www.achievedashboard.org)). A Forces of Change workshop was held in July of 2021 to discuss the results of the resident and leader surveys and associated metrics, and to identify the priority areas of focus the AHER partnership would focus on. Moderated by AHER Chair Jen Grove from Baptist Health Care, additional representatives from

Baptist, Community Health Northwest Florida, Ascension Sacred Heart, HCA Florida West, Nemours, Florida Departments of Health from Escambia and Santa Rosa counties, Lakeview Center, United Way of West Florida, Escambia County Sherriff’s Office, Pensacola Chamber of Commerce, Gulf Coast Minority Chamber, University of West Florida, Pensacola State College, and many other partnering organizations participated in the discussion and prioritization of focus areas. Collaborative discussion resulted in the following priority health issues and behaviors for Escambia and Santa Rosa counties:



## Community Health Implementation Strategy

The Community Health Implementation Strategy (CHIS) is a three-year plan that sets goals for improvement in the health and wellbeing of residents. The CHIS is developed and revised through a collaborative process that includes a wide range of stakeholders including local government agencies, health care providers, employers, community groups, schools, nonprofit organizations, and advocacy groups. This collaborative planning process fosters shared ownership and responsibility for the plan’s implementation and promotes efficient and targeted collective action to improve the health of all county residents. The CHIS contains community priorities for action that are outlined throughout the plan. Each priority contains a goal(s) to provide a desired measurable outcome with a specific indicator. Considerations of social determinants of health, causes of higher health risks, poorer health outcomes, and health inequities are featured in the plan. The CHIS broadly, but sometimes specifically, plans for policy and system level changes for the alleviation of identified causes of health inequity.

Priority areas addressed in the CHIS seek to reduce causes of health inequities through goals, strategies, and objectives. The CHNA helps identify priority areas where health equity is being addressed. The CHIS spotlights the designation of individuals and organizations that have accepted responsibility for implementing strategies. The CHIS is intended to be a practical, descriptive document designed to be used by our community in the coming years to make decisions about resources and prioritization. The Community Health Implementation Strategy is a “living document” that may expand in scope to reflect changes in the community, as well as changes in systems and support that address the well-being of the community we serve. The collaborative efforts are complemented by individual partnering organization efforts.

# Action Plan for Each Priority Focus Area

An action plan for Baptist Health Care follows for each priority focus area and health need established by the 2022 CHNA, including proposed actions, planned collaboration, anticipated impact, and measurement to determine impact follows. Though many health systems and hospitals choose to not focus on some of the community’s prioritized needs, as an engaged provider in this community Baptist chooses to implement actions in support of all prioritized needs. The action plan includes the AHER (Achieve Healthy EscaRosa) goal for each focus area in addition to the Baptist Health Care determined goal. The Baptist goals reflect our commitment to our community to fulfill our Mission to “helping people throughout life’s journey.” Each action has a timeline associated with its anticipated completion within the 2023-2025 cycle.

Throughout the action plan's cycle Baptist Health Care will assign the appropriate person or department to monitor the determined goals and measure the actions outlined to report each quarter. This will allow Baptist Health Care to monitor the progress and impact for each of the determined goals and actions. The actions outlined in this plan apply to Baptist Hospital, Gulf Breeze Hospital and Jay Hospital unless otherwise noted and all move us forward to achieving our Vision which is to be the trusted partner for improving quality of life in the communities we serve.

Each focus area prioritized within the CHNA is included below. For each focus area, we include a description of the focus area, goal(s), and actions that are specific to the Baptist Health Care system as well as community goals and actions to be achieved through AHER collaboration.

Prioritized Focus: Access to Healthcare
<b>DESCRIPTION</b>
<p>The term access to healthcare means having "the timely use of personal health services to achieve the best health outcome." Access can be broken down into four categories: coverage, services, timeliness, and workforce. Coverage dictates where an individual can enter the healthcare system or which doctors, clinics and hospitals a person can utilize based on insurance coverage. Uninsured people are at a disadvantage in this category as many providers do not provide services to those without insurance. Services means to have a source of care to receive recommended screening and prevention services such as vaccines and mammograms. Timeliness is the ability to access health care at the time when the need is recognized. Workforce means having capable and qualified providers that are sufficient to meet the needs.</p> <p>According to Healthy People 2030 from the Office of Disease Prevention and Health Promotion, 1 in 10 Americans do not have health insurance. Without insurance people cannot access timely health care including access to medications. Preventive care and treatment of chronic conditions are not available to them. Proximity to health care is another factor in whether a person receives health care services. A lack of accessible health care can be debilitating for individuals or families in the community. Part of our region’s goal is providing health services that are inexpensive and accessible to those that may not have transportation or the means to seek out services on their own.</p>
<b>GOAL</b>
<b>Provide the community with healthcare services education and various avenues and opportunities to access appropriate, quality healthcare services.</b>

## ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> <li>- <b>Begin operations at our new Baptist Hospital campus to offer state-of-the-art facilities that allow our team to provide the most advanced, quality care in the region.</b> Anticipated Impact: The Baptist replacement hospital at Brent Lane is at full operations by December of 2023.</li> <li>- <b>Partner with Escambia County Area Transit to ensure reliable and prompt transportation for all in the community to access quality care at the new Baptist Hospital campus.</b> Anticipated Impact: Safe and reliable transportation is available for all in our community to access care easily from Baptist Main Campus specifically those from the hospital’s former location of E &amp; Moreno.</li> <li>- <b>Continue providing support for our local FQHC, Community Health Northwest Florida, to ensure access for uninsured and underinsured.</b> Anticipated Impact: Continued annual financial support to our local FQHC to continue to support access to resources for underserved populations in our community between January 2023 and December 2025.</li> <li>- <b>Expand offerings at Baptist Medical Park – Nine Mile to include a Hybrid Free Standing Emergency Department &amp; Urgent Care facility that replicates the Navarre model.</b> Anticipated Impact: The hybrid FSED/UC at Baptist Medical Park – Nine Mile is fully operational by February of 2024 with at least 50% of patients presenting at the being triaged to the urgent care rather than the ED thus saving the patients time and cost, and creating easier access to a healthcare solution that meets the needs.</li> <li>- <b>Continue provision of financial assistance for patients who meet requirements of policy.</b> Anticipated Impact: Uninsured and underinsured patients are supported to meet financial needs for health care services.</li> </ul>
<p>Achieve Healthy EscaRosa</p>	<p><b>Goal: Improve access to high quality healthcare services for all in our community across their lifespan through implementation of a geographical pilot project in both Escambia and Santa Rosa counties.</b></p> <ul style="list-style-type: none"> <li>- <b>Objective HA1.1-</b> By January 3, 2023, identify a grassroots community leader to engage in the healthcare access subcommittee to ensure inclusion of residents' voices during the planning process.</li> <li>- <b>Objective HA1.2-</b> By February 27, 2023, identify gaps in data, resources, and services for the north end of Escambia and Santa Rosa counties to help develop focus group questions.</li> <li>- <b>Objective HA1.3 -</b> By March 31, 2023, develop north-end services resource guide/ brochure for both Escambia and Santa Rosa Counties</li> <li>- <b>Objective HA2-</b> By April 30, 2023, have conducted at least two (one in each county) Town Halls for residents in the North end of the counties to provide comments/feedback regarding healthcare access.</li> <li>- <b>Objective HA3 -</b> By May 31, 2023, analyze data from the listening sessions and begin planning for implementation to address identified needs for target populations.</li> <li>- <b>Objective HA4 -</b> By June 30, 2023, begin implementation of the pilot project to address healthcare access based on results from data analysis and listening sessions.</li> </ul>



## RESOURCES

- Community advertising
- Educational materials
- Meeting and event space
- Clinical nutrition, endocrinology, corporate marketing, and community health programs staff time
- Grant funding for supplies for community wellness events
- Financial support and leadership of Achieve Healthy EscaRosa

## COMMUNITY PARTNERS

- Achieve Healthy EscaRosa
- ECAT
- Community Health Northwest Florida

## PRIORITIZED FOCUS: MENTAL HEALTH

### DESCRIPTION

Mental Health and well-being are important to the community because the health of our community begins with the well-being of the individual. The World Health Organization (WHO) defines mental health as a “state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.” Personal mental health is important at every stage of our life and is influenced by several factors such as biological factors (genes & brain chemistry), life experiences including trauma or abuse, and family history of mental health problems. Currently the state of mental health in Florida is at a crisis level with 1,023 of every 100,000 in Escambia County and 649 per 100,000 in Santa Rosa County being Baker Acted and with 66 suicides in Escambia County and 48 suicides in Santa Rosa County in 2020 alone. The COVID-19 pandemic affected many more citizens through isolation, fear, loss of loved ones, loss of employment, and generalized anxiety. As a result, we saw an increased use of opioids or stimulants as reported by the American Psychological Association. When dealing with mental illness, there is a sense of isolation or disconnectedness to the whole of "the community." This affects how we interact with the community and our ability to contribute to the community. The sense of community and belonging provides support and can have a positive effect on mental health and emotional well-being. This reflects the fact that many factors outside the health care system affect the health of individuals including neighborhood and environment, and socioeconomic status and should be considered when trying to find a solution.

### GOAL:

**Provide modern inpatient behavioral health services through opening of the Baptist Health Care new, state-of-the-art inpatient Behavioral Health Unit.**

### ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> <li>- <b>Begin operations at our new Baptist Hospital behavioral health unit to offer state-of-the-art facilities that allow our team to provide the most advanced, quality care in the region.</b> Anticipated Impact: The Baptist behavioral health replacement hospital at Brent Lane is at full operations by December of 2023.</li> <li>- <b>Create an internal culture across Baptist Health Care that is trauma informed.</b> Anticipated Impact:</li> </ul>
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	<ul style="list-style-type: none"> <li>- 25% of leaders (management level and above) complete the Resilience Advance training through Organizational Development.</li> <li>- 25% Baptist team members will receive trauma informed care training between January 2023 and December 2025.</li> <li>- 25% of team members will received ACEs (Adverse Childhood Experiences) training between January of 2023 and December of 2025</li> <li>- <b>Collaborate with the Share Your Heart Program to provide social and spiritual support to our community using volunteer chaplains.</b> Anticipated Impact: <ul style="list-style-type: none"> <li>- Baptist Faith Health Network: 26 (one per zip code) volunteer chaplains trained between January of 2023 and December of 2025</li> <li>- 50 families per year served between January of 2023 and December of 2025</li> <li>- 50 closed loop (full continuum of care) referrals per year given by Baptist team members between January of 2023 and December of 2025.</li> </ul> </li> <li>- <b>Meet immediate behavioral health needs for children and adolescents in Escambia and Santa Rosa counties in crisis through serving as the central and sole Baker Act Receiving Facility in Circuit 1, and continue to collaborate in establishing an adult Baker Act Receiving Facility elsewhere in our community completing the vision of a fully functioning Baker Act receiving system in Circuit 1.</b> Anticipated Impact: Fully functioning Baker Act receiving system in Circuit 1 by December 2023.</li> <li>- <b>Internally foster a culture of team member community and connectedness within our organization.</b> Anticipated Impact: 90% of leaders conducted check-ins on a regular basis with team members and used the Battery Level Check system-wide between January of 2023 and December of 2025.</li> <li>- <b>Provide support services and spiritual care to patients, family members, team members and community through support services and Baptist Health Care’s RISE Program</b> Anticipated Impact: <ul style="list-style-type: none"> <li>- Baptist provides 100 support group sessions services (patient and family cancer, prostate cancer, stroke, and weight loss sessions provided monthly) for patients between January of 2023 and December of 2025.</li> <li>- Baptist Chaplains will provide at least 3,000 patient visits per year between January 2023 and December 2025.</li> </ul> </li> </ul>
<p>Achieve Healthy EscaRosa</p>	<p><b>Goal: Improve collaboration and coordination of community efforts addressing mental health access, treatment, and prevention.</b></p> <ul style="list-style-type: none"> <li>- <b>Objective MH 1:</b> By March 31, 2023, AHER mental health subcommittee will identify all entities that focus efforts around mental well-being for a process map to be included on the AHER website and the Achieve Dashboard.</li> <li>- <b>Objective MH 2:</b> By December 31, 2023, an interactive process map for mental health access, prevention, treatment will be available to the public via Achieve Dashboard and AHER website.</li> <li>- <b>Objective MH 2.1:</b> By December 31, 2024, establish a quarterly updating schedule for the map on the website to ensure the accuracy of the information provided.</li> </ul> <p>- <b>Take part in and contribute to the Northwest Florida Mental Health Task Force.</b> Anticipated Impact:</p> <ul style="list-style-type: none"> <li>- Complete the Northwest Florida Mental Health Task Force Study</li> </ul>

	<ul style="list-style-type: none"> <li>- Number of gaps in services found</li> <li>- Number of community solutions between January of 2023 and December of 2025</li> </ul>
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## RESOURCES

- Community advertising
- Educational materials
- Meeting space
- Palliative care staff time
- Pastoral services staff time
- Financial support and leadership of Achieve Healthy EscaRosa

## COMMUNITY PARTNERS

- Northwest Florida Mental Health Task Force
- Lakeview
- Escambia and Santa Rosa County Sheriff's Offices
- Pensacola and area Police Departments
- DCF (Department of Children and Families)
- Escambia and Santa Rosa County EMS (Emergency Medical Services)
- Northwest Florida Health Managing Entity
- Baptist Faith Health Network members
- Ernst & Young

## PRIORITIZED FOCUS: Food Insecurity

### DESCRIPTION

It is often portrayed that the food a person chooses to eat is completely self-governed, but that is not in fact the case. A person's food choices are largely defined by the environment they live in, and food environments are not created equal. Fresh food, which is typically healthier, is more likely to be at a higher price point than processed food. Additionally, people who are working multiple jobs or who are otherwise time constrained are more likely to grab the quick and easy foods that may be less nutritious than buying the ingredients that are needed to prepare a whole meal. According to Florida Department of Health data from 2019, 16.9% of people in Escambia County and 12.6% of people in Santa Rosa County experience food insecurity. The food environment index is a scale that weighs two factors: a neighborhood's average income and low access to grocery stores, and food insecurity rate in that same community. Looking at joint data for Escambia and Santa Rosa Counties, we find that there has been slight change since 2015. With 0 being the worst and 10 being the best, we sit at 7.3, showing that while most of our community has the resources to access healthy foods, it is not all. In 2019, 14.75% of our community was food insecure, meaning they did not have consistent access to the amount of food they need. Even more concerning, 20.45% of our children are food insecure.

### GOAL

**Through screening patients and accessing team members for food insecurities, BHC (Baptist Health Care) will partner with community organizations to offer programs and resources that increase access to healthy foods and raise awareness of the issue in the community.**

## ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> <li>- <b>Baptist hosts “What’s Cooking” classes and additional education for the community on nutrition and wellness.</b> Anticipated Impact: Hosted a minimum of 25 “What’s Cooking” with Baptist nutrition classes between January of 2023 and December of 2025</li> <li>- <b>Baptist awards Baptist Food Assistance Program and Helping Hands scholarship funds for Baptist team members to use when in need. Anticipated Impact:</b> <ul style="list-style-type: none"> <li>- 30 team members food insecurity needs to be met each year between January of 2023 and December of 2025.</li> <li>- 25 team members qualified for Helping Hands Scholarships per year between January 2023 and December 2025.</li> </ul> </li> <li>- <b>Baptist supports target patient populations through community Food Prescription Program for those experiencing food insecurities.</b> Anticipated Impact: 25 families enrolled in the food prescriptions per year from January 2023-December 2025</li> <li>- <b>Baptist’s Faith Health Network partners with Church 2 Church Food Pantry Program.</b> Anticipated Impact: <ul style="list-style-type: none"> <li>- 1,000 households served per year between January of 2023 and December of 2025.</li> <li>- 20 churches taking part in the Church 2 Church Program each year between January of 2023 and December of 2025.</li> <li>- Distribute 1 million pounds of food to those in need through Baptist Faith Health Network partnerships with the Church 2 Church program between January 2023 and December 2025.</li> </ul> </li> </ul>
<p>Achieve Healthy EscaRosa</p>	<p><b>Goal: Improve collaboration and coordination of food programs and organizations who are addressing food insecurity issues in Escambia and Santa Rosa Counties.</b></p> <ul style="list-style-type: none"> <li>- <b>Objective F1 1:</b> By December 31, 2023 engage # of additional organizations and task forces working on food insecurity and invite them to join AHER Health Improvement Food Insecurity Subcommittee to have a collaborative discussion of the overall work being done in our community.</li> </ul>

## RESOURCES

- Community advertising
- Educational materials
- Meeting and event space
- Clinical nutrition, endocrinology, corporate marketing, and community health programs staff time
- Grant funding for supplies for community wellness events
- Financial support and leadership of Achieve Healthy EscaRosa

## COMMUNITY PARTNERS

- Escambia County School District
- Santa Rosa County School District
- Feeding the Gulf Coast
- Mana Food Pantry
- Food Raising Friends
- Church 2 Church Food Pantry
- American Heart Association

## PRIORITIZED FOCUS: Overweight and Obesity

### DESCRIPTION

According to the Department of Health, about 2 in 5 adults and 1 in 5 children and adolescents in the United States have obesity, and many others are overweight. Obesity is linked to many serious health problems, including type 2 diabetes, heart disease, stroke, and some types of cancer. Some racial/ethnic groups are more likely to have obesity, which increases their risk of chronic diseases. Culturally appropriate programs and education to help people eat nutritious foods within their calorie needs can reduce overweight and obesity. Public health interventions that make it easier for people to be more physically active can also help them maintain a healthy weight.

### GOAL

**Increase community awareness about healthy living and eating habits and provide local assistance and service referrals.**

### ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> <li>- <b>Conduct outreach and provide education to community through the Beyond Diabetes Education Series at multiple Baptist Health Care locations including Baptist Medical Park – Nine Mile, Baptist Towers, Andrews Institute and at locations throughout the community.</b> Anticipated Impact:             <ul style="list-style-type: none"> <li>• 180 participants (5 per class) in the diabetes education events between January 2023 and December 2025</li> <li>• 36 diabetes classes offered between January 2023 and December 2025</li> </ul> </li> <li>- <b>Host weight loss surgery support group for residents in our service area.</b> Anticipated Impact:             <ul style="list-style-type: none"> <li>• Baptist offers 36 weight-loss surgery support groups between January 2023 and December 2025, providing support to at least 72 individuals per year.</li> </ul> </li> </ul>
<p>Achieve Healthy EscaRosa</p>	<p><b>Improve the health of Escambia and Santa Rosa residents through collaboration with the Department of Health on the implementation of a healthy lifestyle messaging campaign</b></p> <ul style="list-style-type: none"> <li>- <b>Objective-</b> By December 31, 2025, improve the awareness of the physical activity guidelines for preventing chronic disease among target populations of Escambia and Santa Rosa counties through a provider specific messaging campaign.</li> <li>- <b>Objective-</b> By December 31, 2025, improve the awareness of healthy lifestyle resources and guidelines among target populations of Escambia and Santa Rosa counties through a social media and digital messaging campaign.</li> </ul>

### RESOURCES

- Community advertising
- Educational materials
- Meeting and event space
- Clinical nutrition, endocrinology, corporate marketing, and community health programs staff time
- Grant funding for supplies for community wellness events
- Financial support and leadership of Achieve Healthy EscaRosa

## COMMUNITY PARTNERS

- Escambia County Department of Health
- Santa Rosa County Department of Health
- AHER
- Andrews Institute

## PRIORITIZED FOCUS: Substance Abuse

### DESCRIPTION

Florida averages about 3,000 drug-related deaths per year. It is estimated that 8% of Floridians are using illicit drugs at any given time which averages out to approximately 1.5 million people. In our community, 38 people out of every 100,000 die unintentionally by drug or alcohol poisoning each year. The pandemic only worsened these effects as many experienced isolation, job loss, eviction, and other stressors. According to data from the CDC (Centers for Disease Control) more than 93,000 people (about the seating capacity of the Los Angeles Memorial Coliseum) died in 2020 because of drug overdose in the United States - the highest overdose rates this country has ever experienced. Of those, 7,579 were Floridians making Florida number two in the nation for overdoses following California. That was an increase of 37% from 2019. We have seen increases in our community as well with Escambia county having the highest rate per capita of overdose deaths in Florida.

### GOAL

**Complete database of comprehensive substance recovery and support groups in Escambia and Santa Rosa Counties and set up a referral system for patients who enter our ED or Urgent Care with substance-related overdose or injury.**

### ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<p><b>Baptist works with community partners to create and support an updated database of programs and support groups for addiction recovery or intervention in Escambia or Santa Rosa Counties to supply a trusted continuum of care. Anticipated Impact:</b></p> <ul style="list-style-type: none"> <li>• Completion of database and referral process by December of 2024.</li> </ul>
<p>Achieve Healthy EscaRosa</p>	<p><b>Goal: Decrease Opioid overdose deaths by increasing awareness around substance use and prevention resources and efforts.</b></p> <ul style="list-style-type: none"> <li>- <b>Objective SU 1:</b> By June 30, 2023, create a social media toolkit for faith based and community organizations to share evidence-based substance use awareness and prevention information with the larger public.</li> <li>- <b>Objective SU 2:</b> By December 31, 2025, Increase the number of faith-based organizations from <i>(add baseline)</i> to <i>(add target value)</i> that are sharing substance use awareness and prevention messaging with their congregations.</li> <li>- <b>Objective SU 2.1:</b> By December 31, 2025 Increase the # of community stakeholders (businesses and organizations) from <i>(add baseline)</i> to <i>(add target value)</i> engaged in AHER to improve substance use awareness and prevention efforts.</li> <li>- <b>Objective 3:</b> By December 31, 2025, increase community awareness of substance abuse prevention efforts in Escambia and Santa Rosa counties through increasing the # of</li> </ul>

	engagements on posts for the AHER social media and website.
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## RESOURCES

- Community advertising
- Educational materials
- Meeting and event space
- Clinical nutrition, endocrinology, corporate marketing, and community health programs staff time
- Grant funding for supplies for community wellness events
- Financial support and leadership of Achieve Healthy EscaRosa

## COMMUNITY PARTNERS

- Twelve Oaks
- CDAC
- Health Department
- Faith Health Network
- Lakeview
- Mental Health Task Force
- Homeless Reduction Task Force

## PRIORITIZED FOCUS: Child Abuse

### DESCRIPTION

Many consider the health of a community’s youngest members to be the most important indicator of a society’s well-being. If children are not being served, then there are significant needs not being met. In Escambia and Santa Rosa Counties, data from the Department of Children and Family Services reports 5 out of every 100 children are removed from their homes due to abuse. There are a few reasons why family structures are important to a community. Most important is the impact childhood has on health throughout life. Adverse Childhood Experiences, otherwise known as ACEs, are potentially traumatic events to occur in childhood. These include experiencing and seeing violence and familial instability such as parental separation and have been linked to problems in adulthood ranging from mental illness, substance use, and educational opportunities.

### GOAL

**Establish an internal system-wide response to suspected or verified child abuse to support a community-wide “no tolerance” environment for child physical, sexual, emotional, or verbal abuse.**

### ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> <li>- <b>Baptist team members in frontline departments (specifically ED, Labor and Delivery, Behavioral Medicine, and Primary Care) complete the Know Child Abuse Training by December 2025.</b> Anticipated Impact: 10% of frontline workers at Baptist are equipped to respond to suspected or verified cases of child abuse through the Know Child Abuse between January of 2023 and December of 2025.</li> <li>- <b>Identified team members will actively take part in the Child Safety Matters program to support the overall goal of increasing participation rate in our community by 10%.</b></li> </ul>
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	<p>Anticipated Impact: 10 % of our ED, Labor and Delivery, Behavioral Medicine, and Primary Care team members will take part in the Child Safety Matters program between January 2023 and July 2025.</p> <ul style="list-style-type: none"> <li>- <b>Baptist will provide anti-trafficking training to clinical staff and personnel to meet state requirements and in addition will offer the training system wide on domestic abuse, child and adult sex trafficking and sexual exploitation.</b></li> </ul> <p>Anticipated Impact:</p> <ul style="list-style-type: none"> <li>- Baptist will provide 2 community led anti-trafficking trainings per year for team members system wide to take part between January 2023 and December 2025.</li> <li>- Baptist Education Department will provide certified anti-trafficking training for 100% of Baptist RNs (Registered Nurses) to meet state board requirements between January 2023-December 2025.</li> </ul>
<p>Achieve Health EscaRosa</p>	<p><b>Goal: Increase participation in child abuse prevention programs by communities in Escambia and Santa Rosa counties. (Know Child Abuse &amp; Child Safety Matters)</b></p> <ul style="list-style-type: none"> <li>- <b>Objective CA 1-</b> By Dec 31, 2023 participation in the <u>Know Child Abuse</u> program will increase by 10% in Escambia and Santa Rosa counties.</li> <li>- <b>Objective CA 2-</b> By Dec 31, 2023 participation in the <u>Child Safety Matters</u> program will increase by 10% in Escambia and Santa Rosa counties.</li> </ul>

## RESOURCES

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## COMMUNITY PARTNERS

- Circuit One Trafficking Task Force
- Gulf Coast Kid's House
- Santa Rosa Kid's House
- Children's Home Society
- Department of Children and Family Services

## Evaluation

Baptist Health Care will implement a comprehensive measurement and evaluation process to track progress against the actions outlined in this Implementation Strategy. Results will be reported to senior leadership and governance through the Mission & Community Impact Committee of the Board of Directors. Impacts will be communicated internally and broadly in the community through the creation of our annual Baptist Health Care Community Impact Report.



