



BAPTIST
HEALTH CARE

**Community Health Needs
Assessment
Implementation Strategy
2020 - 2022**

**BAPTIST HOSPITAL
GULF BREEZE HOSPITAL
JAY HOSPITAL**

Overview: Community Health Needs Assessment

The 2019 Community Health Needs Assessment (CHNA) process was facilitated by the Live Well Partnership for a Healthy Community (Partnership), a nonprofit tax-exempt organization, whose mission is to sponsor community health status assessments for the communities of Escambia and Santa Rosa Counties in Northwest Florida and to support and promote collaborative initiatives that address priority health problems. The Partnership completed five previous assessments for the community in 1995, 2000, 2005, 2012 and 2016.

Collaborating partners in the completion of this report include representatives from The Florida Departments of Health in Escambia and Santa Rosa counties, Baptist Health Care (Baptist Hospital, Gulf Breeze Hospital and Jay Hospital), Sacred Heart Health Hospital, Community Health Northwest Florida (a federally qualified health center), and the University of West Florida.

Community Definition

The 2019 CHNA focused on the Pensacola Metropolitan Statistical Area (MSA) that is defined by the US Census Bureau to be comprised of Escambia and Santa Rosa counties with Pensacola designated as the urban core. While each county and the cities and towns within have their own unique characteristics, the two counties are intertwined. It is common for residents to flow from one county to the other for work, entertainment, education and health care. For this reason, the Pensacola MSA was selected as the “community” to be covered by the CHNA.

CHNA Methodology

To achieve a unified community health improvement framework, it was necessary to adopt a methodology that would meld components from leading health industry experts into a cohesive process that participating organizations could embrace. The below graphic illustrates the methodology adopted for the 2019 CHNA process.



Prioritized Needs

The Partnership completed this process with a holistic review of the data gathered in each of the assessments to identify overarching themes and health issues. The process began with an examination of numerous health data points from multiple sources. A scoring tool was used to turn the thousands of data points into meaningful information and allowed the Partnership to identify the 24 leading causes of death and illness/disability in the community. These causes were then further analyzed using a Criteria Weighting Methodology to determine the

10 health outcomes of greatest concern within the community. Seven of these outcomes were the same for Escambia and Santa Rosa counties but each county also had three outcomes of focus that were unique:

Top 10 Most Serious Health Concerns

Health Concerns in Escambia County	Health Concerns in Santa Rosa County
Heart Disease	Heart Disease
Diabetes	Diabetes
Heart Attack	Heart Attack
Infant Health	Infant Health
Lung Cancer	Lung Cancer
Mental Health	Mental Health
Stroke	Stroke
Child Health	Alcohol Abuse
Sexually-Transmitted Disease	Drug Abuse
Unintentional Injury	Prostate Cancer

The process also involved an extensive community survey of more than 2,200 residents with dedicated outreach efforts to obtain the perceptions of vulnerable populations. Additionally, community leaders were surveyed using a similar questionnaire to the community survey.

To narrow the list of priority issues of focus, the CHNA Steering Committee, which represents a cross-section of organizations focused on health in our community, then utilized a Relative Worth Methodology to identify the prioritized areas of focus as follows:



Overview: Implementation Plan

Baptist Health Care recognized that sustained community health improvement happens when organizations from all sectors of the community landscape take ownership of the community’s health and work together for improvement. While health providers can lead the charge, all sectors of the community must be engaged and committed to alignment of resources across sectors to better serve families. Following the completion of the 2019 CHNA, Baptist worked with other community partners who had together formed the Live Well Partnership for Healthy Communities to begin working toward an expanded, more comprehensive model for approaching health and wellness in the community. There are two parts in this enhanced collaborative approach:

1. Expansion of the former approach to a true cross-sector collective impact effort that engages others outside of the traditional health provider partners. Health partner meetings led to a convening of cross-

sector community leaders to determine if there was an interest among other sectors to engage in this work. With over 75 thought leaders from the community in attendance at a convening in April of 2019, the response was overwhelmingly positive for moving forward with this new approach to health and wellness in the community. Learning from the efforts of Achieve Escambia, a collective impact effort focused on educational outcomes, the group began the process to launch Achieve Healthy EscaRosa, with a purpose of working together to improve the health and well-being of Escambia and Santa Rosa counties so that all can thrive. The Mission of this new organization is to unite and align resources to achieve a healthy community where all can thrive. The Vision is a community where everyone lives well and thrives.

2. Convening community partners in focus groups for each prioritized areas of focus from the 2019 CHNA. The health departments have led the charge on the implementation of these sessions with the purpose of gaining additional insights from partners and developing strategic goals and objectives to truly “move the needle” toward improvement in these areas of focus.

In late 2019, in light of additional insights from the community, to be more aligned with the Florida Community Health Improvement Plan (CHIP), and to be more effective with community health improvement efforts, the partners determined it was imperative to align the prioritized areas of focus across counties. **Therefore, the updated, aligned prioritized focus areas are:**

- **Diabetes**
- **Mental health (substance abuse is now a component of this focus area)**
- **Child health (infant health is now a component of this focus area)**

Multiple focus group sessions for each of these focus areas were held in 2019 with hundreds of stakeholders attending the sessions. Feedback has been gathered to identify underlying causes, community concerns and promising practices that can be considered in Community Health Improvement Plans.

Key next steps in the Achieve Healthy EscaRosa creation include a community convening to be held in February of 2020, during which hundreds of community members will be introduced to the priority focus area and other health metrics through a data walk. Participants will be encouraged to engage in the effort. Following this convening, Baptist Health Care and partners will incorporate the input received from the community into the formal creation of Achieve Healthy EscaRosa that will then become the governing body for the implementation of community health improvement actions as well as future CHNAs in this community. Current goals for the collaborative include:

1. *Develop a successful collective impact model that creates a common agenda, establishes shared measurements, fosters mutually reinforcing activities, encourages continuous communication, and has a strong backbone convener.* Strategies to achieve this goal include broad, cross-sector engagement; establishment of strategic plan; and implementation of a governance structure including formalizing the role of the already-existing data team to identify the metrics of focus for each priority focus area to ultimately be a component of a broader online community data dashboard.
2. *The Community Health Improvement Planning (CHIP) process will be owned by the community.* Strategies to achieve this goal include the February 2020 community convening event; development of marketing tools and additional civic engagement opportunities; and formalization of a communications team to support this work.
3. *Identified Priority Focus Areas will be addressed by broad, cross-sector collective action networks (CANs).* Strategies to achieve this goal include leveraging the focus groups and their participants to transform from focus groups providing input to action teams taking on project to improve outcomes. Community champions and project managers will be identified and goals and strategic, actionable projects will be implemented in 2020/2021.

Baptist Health Care serves as a leader and convener of these efforts, and is actively engaged in multiple ways in this enhanced approach to health and wellness in the communities we serve. The way we are addressing health and wellness in this community is evolving, and we will continue to evolve our practices to support this enhanced approach. This implementation plan includes both the work we are doing with community partners to improve our approach and outcomes from a community perspective (described above) and the actions we are currently engaged in and planning in the hospitals within Baptist Health Care.

Action Plan for Each Priority Focus Area/Health Need

An action plan follows for each priority focus area/health need, including the resources, proposed actions, planned collaboration, and anticipated impact of the actions. All actions apply to Baptist Hospital, Gulf Breeze Hospital and Jay Hospital unless otherwise noted. As Achieve Healthy EscaRosa efforts move forward, this section of the actions for each of the Priority Focus Areas/Health Needs will be updated.

PRIORITIZED NEED: Diabetes	
DESCRIPTION	
<p>Diabetes is an increasing concern in our community. A much higher percentage of the adult population in our community has been told they have diabetes compared to the rest of our state. In 2016, 16.4% of Escambia County adults and 13.7% of Santa Rosa County adults were told they have diabetes versus 11.8% across the state of Florida. Between the years of 2015-2017, 404 residents died in our two-county area as a result of diabetes or diabetes-related complications and within these numbers there is a disparity – in Escambia County, black deaths from diabetes are twice as high as white deaths. In 2017 alone, there were 1700+ emergency room visits due to diabetes. The trends in these metrics are getting worse, not better.</p>	
GOAL	
<p>Increase awareness of patients and community members on signs, symptoms and treatment of diabetes and provide evidence-based screenings.</p>	
ACTIONS	
<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> - Provide inpatient and discharge education to diabetic patients. - Conduct outreach and provide education to community through The Art of Caring For Your 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. Key topics to include: <ul style="list-style-type: none"> o The science of diabetes o How to manage your blood sugar o Blood glucose: signs, symptoms and treatment; monitoring and lab work o Review of medications and insulin usage o Healthy meal planning and carbohydrate counting o The importance of increasing physical fitness o Staying motivated to live healthier and prevent complications o Coping skills and resources - Promote diabetes awareness through external communications channels including social media and Gulf Coast Healthy Living magazine. - Provide community diabetic testing (preventive and interventional) and education through community wellness events.
<p>Achieve Healthy EscaRosa</p>	<ul style="list-style-type: none"> - To be defined

ANTICIPATED IMPACT	
<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> - By September 30, 2022, our hospital clinical nutrition departments will have provided 600 education sessions to patients. - By September 30, 2022, endocrinology service line will have provided three Art of Caring for Your Diabetes series of classes, with at least 10 classes per series and at two to three different locations. - By September 30, 2022, staff will have provided at least 12 events that increase community awareness of pre-diabetes and diabetes. - By September 30, 2022, corporate marketing will have published at least 12 diabetes awareness messages. - By September 20, 2022, community health programs will provide community diabetes prevention and treatment education at a minimum of 12 community wellness events. - By September 20, 2022, community health programs will provide at least 1,000 unduplicated diabetes screenings at various community wellness events.
<p>Achieve Healthy EscaRosa</p>	<ul style="list-style-type: none"> - To be defined
RESOURCES	
<ul style="list-style-type: none"> - 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	
<ul style="list-style-type: none"> - Faith Health Network congregations - Escambia County - City of Pensacola 	

PRIORITIZED NEED: MENTAL HEALTH
<p>DESCRIPTION</p> <p>Mental health, with an additional specific focus on substance abuse, is an issue of increasing importance across our community. Our community has significantly higher rates of adults who had poor mental health 14 or more days per month, with Escambia County at 11.3% and Santa Rosa County at 15.3% versus a state of Florida rate of 9.7%. In 2016, 18.1% of the adults in Escambia County were told they have a depressive disorder while 20% of adults in Santa Rosa County were told the same. In 2017, there were 5,900 emergency room visits for mental disorders, excluding drug-or alcohol-related visits, and there were 6,630 hospitalizations for the same. Rooted in our Christian values, we believe spiritual values to be a critically important resource in healing both physical and mental health challenges.</p>
<p>GOAL:</p> <p>Provide counseling and spiritual support for specific target populations of patients, families, and community members who are vulnerable to challenges with coping. The hospitals will also support actions identified through Achieve Healthy EscaRosa when identified as appropriate. In addition, through Lakeview Center</p>

Behavioral Health Services, we will continue to lead the region in delivery of mental health and substance abuse services.

ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> - Provide three annual, six-week Grief Support Group sessions for community members who have experienced the death of a loved one. - Provide monthly support groups for oncology patients and family members. - Provide spiritual care to patients, family members, team members and community members, including a homeless population, through individual visits and through four Spiritual Values Group sessions every week as a part of our behavioral medicine patient curriculum.
<p>Achieve Healthy EscaRosa</p>	<ul style="list-style-type: none"> - To be defined

ANTICIPATED IMPACT

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<ul style="list-style-type: none"> - Deliver nine Grief Support Group series by September 30, 2022 to include 50+ Grief Support Group sessions with 75+ participants, led by a palliative care specialist. - Deliver 32+ Prostate Cancer Support Group sessions by September 30, 2022 with an estimated 300+ participants. - Deliver 32 Cancer Patient and Family Support Group sessions by September 30, 2022 with an estimated 250+ participants. - Provide 2,300+ individual spiritual care visits with patients, family members, team members and community members by September 30, 2022. - Deliver 550+ Spiritual Values Group sessions for men, women, older children, and younger children by September 30, 2022, with an estimated 12,000+ participants.
<p>Achieve Healthy EscaRosa</p>	<ul style="list-style-type: none"> - To be defined

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

- University of West Florida

PRIORITIZED NEED: CHILD HEALTH

DESCRIPTION

Health of children, ages 0 – 18, in Escambia and Santa Rosa counties is an area of critical concern for our community. Infant health, with a focus on the first year of life, is a sub-area of critical concern for our community. Between the years of 2015-2017, Escambia County saw an infant death per 1,000 births rate of 7.9 and Santa Rosa County averaged 4.5, compared to the Florida rate of 6.1. Once again, we see a demographic health disparity, with the black and Hispanic infant death rate greater than white. During these same years, there were 1,700 low birthweight births (defined as under 5 lbs., 8 oz.) and 2,143 preterm births (defined as before 37 weeks.)

In addition to infant health, as a key partner in youth sports injury prevention, recognition and recovery, it is important to note that according to the U.S. Centers for Disease Control (CDC), participation in youth sports is on the rise in the U.S., driving startling statistics about injuries among young athletes, half of which the CDC notes are preventable. High school athletes account for an estimated two million injuries, 500,000 doctor visits, and 30,000 hospitalizations each year. Since 2000, there has been a fivefold increase in the number of serious shoulder and elbow injuries among youth baseball and softball players.

GOAL

Provide information and education to expecting and new mothers to help lay a solid foundation for parenting skills to aid in infant health. Provide the gold standard of sports medicine care to all area student-athletes to ensure safe participation in athletics.

ACTIONS

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<p><u>Infant/ Mother Information and Education</u></p> <ul style="list-style-type: none"> - Provide information on the web, in doctor’s appointments and at the bedside on the critical role a parent can play in a newborn’s health. - Through a partnership with Studer Community Institute, provide Brain Bags (early literacy gift bags) to women who give birth at Baptist. The Brain Bags include resources and information that help parents understand, support and track early brain development milestones in the first year of life. <p><u>Student-Athlete Injury Prevention and Services</u></p> <ul style="list-style-type: none"> - Provide full-time certified athletic trainers to all public high schools in Escambia and Santa Rosa county school districts, Pensacola Christian College, Pensacola Christian Academy and the University of West Florida. - Provide free preparticipation examinations, concussion baseline tests, on-site injury assessments and injury assessments at the Saturday Morning Student-Athlete Injury Clinic.
<p>Achieve Healthy EscaRosa</p>	<ul style="list-style-type: none"> - To be defined

ANTICIPATED IMPACT

<p>Baptist Hospital, Gulf Breeze Hospital, Jay Hospital</p>	<p><u>Infant/ Mother Information and Education</u></p> <ul style="list-style-type: none"> - 2300+ Brain Bags and associated education delivered to new parents by September 30, 2022. <p><u>Student-Athlete Injury Prevention and Services</u></p> <ul style="list-style-type: none"> - 1,500+ annual free preparticipation examinations for youth athletes - 1,250+ annual concussion baseline tests for youth athletes
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	<ul style="list-style-type: none"> - 115+ annual injury assessments at the Saturday Morning Student-Athlete Injury Clinic during the fall - 4,000+ total number of youth athletes provided with sports medicine coverage - 7,000+ annual on-site injury assessments for youth athletes - <i>NOTE: While only Escambia and Santa Rosa county numbers are included, these same services are provided in Okaloosa and Walton county school districts.</i>
Achieve Healthy EscaRosa	<ul style="list-style-type: none"> - To be defined

RESOURCES

- Brain Bags and associated resources
- Women’s Center staff time
- Certified athletic trainers and other staff time
- Ongoing continuing education for trainers
- Equipment and materials (AEDs, cold water immersion tubs, etc.)
- Educational materials
- Financial support of complete program and staff
- Meeting and event space

COMMUNITY PARTNERS

- Studer Community Institute
- Escambia County School District
- Santa Rosa County School District
- FASMed (Florida Alliance for Sports Medicine)
- ATAF (Athletic Trainers’ Association of Florida)