



# About: Community Health Improvement Plan

The Florida Department of Health in Seminole County

## Background

Public health is "the science and art of preventing disease, prolonging life and promoting health through the organized efforts and informed choices of society, organizations, communities and individuals" -Charles-Edward Winslow, 1920. Our role in public health is to promote and protect the health and safety of all Floridians. This mission is accomplished by:

- Identifying health risks in the community
- Maintaining a safe and healthful environment
- Detecting, investigating, and preventing the spread of disease
- Promoting healthy lifestyles
- Providing primary care for individuals with limited access to care, and ensuring that health care practitioners meet the requirements for providing adequate care
- Informing the public on health issues

The challenges of preventing illness and improving health are ongoing and complex. No single organization can assess and address the most important health needs or create a culture of health for a community. Community involvement in developing community health assessments and improvement plans is a key element to the success of achieving a healthy community.

## Purpose

The Community Health Improvement Plan (CHIP) for Seminole County is a plan based on community assessments and prioritized needs. It is designed to facilitate involvement of community organizations including local government, social service agencies, health organizations, schools, businesses, academic institutions and the public in the creation of an environment that increases opportunities and eliminates barriers for citizens to live healthy lifestyles. Through the collaborative efforts of the community and partners involved, we can prevent disease, prolong life, and encourage healthy lifestyles and behaviors for all citizens of our community. Developing a Community Health Improvement Plan is a customary practice of public health and a national standard for public health departments.

## The Process

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven strategic planning process for improving community health. Facilitated by public health leaders, this process helps communities prioritize public health issues and identify resources to address them. MAPP is not an organization-focused assessment process; rather, it is an interactive process to improve the efficiency, effectiveness, and performance of the local public health systems and establish goals. Components of the MAPP process include:

Organize for Success	Visioning	Assessments	Identify Strategic Issues	Formulate Goals & Strategies	The Action Cycle
The first phase of MAPP involves two critical, interrelated activities: organizing the planning process and developing the planning partnership. Both activities build commitment, engage active partners, use participants' time well, and result in a plan that can be realistically implemented.	Visioning guides the community through a collaborative, creative process which leads to a shared community vision and common values	Four community MAPP assessments are conducted, which provide important information for improving community health. The four assessments are the <i>Community Themes and Strengths Assessment</i> , the <i>Local Public Health System Assessment (LPHSA)</i> , the <i>Community Health Status Assessment</i> , and the <i>Forces of Change Assessment</i> . These assessments reviewed as a whole give insight to the needs of the community.	Participants identify links among the four assessments to identify the most critical issues to be addressed in order for the community to achieve its vision.	Participants develop goal statements related to identify strategic issues and strategies for achieving stated goals.	Participants plan, implement and evaluate selected activities in a continuous, interactive manner to ensure success.

## Two Goals emerged from the assessment process:

1. Continually assess the health needs of the county population to identify and prioritize issues requiring intervention.
2. Encourage and support health service providers as they move from the existing fee-for-service "sick care" model to one of "preventive care."

Based on the CHIP and MAPP, and a *Community Health Needs Assessment* conducted by the Health Council of East Central Florida, Inc. which prioritized the health needs for Seminole County, a coalition of community partners, known as the *Healthy Seminole Collaboration*, adopted the Strategic Goal to "Prevent and Reduce Obesity," including associated chronic health conditions. This single goal consists of five objectives with specific activities outlined for each:

### Objective 1: Prevent and reduce obesity related to poor nutrition

- Partner with organizations to promote educational outreach on nutrition
- Support financial management education to increase the likelihood of purchasing healthy foods on a limited budget
- Work with primary care providers to include/increase healthy eating education in the healthcare setting
- Partner with food bank providers to expand consumer healthy eating education
- Support a health literacy campaign to address the importance of good nutrition
- Engage school staff, PTA staff, and school transportation staff to support healthy eating for children

### Objective 2: Prevent and reduce obesity through increasing access to healthy food

- Work with community organizations to expand community and school gardening
- Build partnerships with transportation providers to increase access to grocery stores, farmers' markets, and community gardens

### Objective 3: Prevent and reduce obesity by promoting the benefits of physical activity

- Partner with organizations to promote educational outreach that increases participation in physical activity
- Work with community organizations to develop sustainable physical activity challenges
- Encourage local businesses to promote workplace wellness initiatives that focus on increasing employee participation in physical activities
- Work with county schools to develop after-school recreational programs that support physical activity
- Continuously work on building collaboration among partners to address the physical activity needs within the community

### Objective 4: Prevent and reduce obesity by increasing access and awareness of physical activity resources

- Conduct a safety assessment to determine the barriers for participating in physical activities within the community
- Build partnerships with local government, planning departments, and law enforcement to improve community safety and increase access for physical activity
- Collaborate with partners to develop a centralized source for physical activity resources within the community

### Objective 5: Prevent and reduce obesity related to behavioral health and stress

- Support smoking cessation efforts in addressing reduction of stress and overweight status
- Support the promotion of physical activity to reduce stress and improve mental/behavioral health

## Participants

The current Community Health Improvement Plan is ready to begin implementation. The *Healthy Seminole Collaboration* will evaluate the plan, activities, and outcomes, and make revisions to the plan for greater effectiveness. The *Healthy Seminole Collaboration* will remain sensitive to changing health needs by re-conducting community health assessments and making relevant revisions to the CHIP as needed, while keeping the community informed.

We value your comments, suggestions and your participation in achieving a healthier Seminole County.



Dr. Swannie Jett, DrPH.  
Health Officer, the Florida Department of Health in Seminole County

Do you want to be involved?  
Give us your feedback by  
visiting our survey!

For more detail: [Click here to go to the full document](#)