

2022 Bay County Community Health Improvement Plan



PREPARED BY THE PANHANDLE HEALTH ALLIANCE (PHA)
IN COLLABORATION WITH THE FLORIDA DEPARTMENT OF HEALTH IN
BAY COUNTY

DECEMBER 31, 2022- DECEMBER 31, 2027

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Health Begins in Our Communities.

Bay County Health Department has the proud distinction of serving Bay County residents to create the greatest possible opportunity for health for all of our residents. From Panama City Beach to Youngstown, we serve a wide range of neighborhoods and communities, all with unique opportunities and challenges to health. This dashboard provides key data and information about those challenges and opportunities.



How long do we live?

Ultimately, the job of public health is to **improve how long our residents live, and the quality of life our residents experience** throughout their lives. One key measure of the health of our community is life expectancy, which tells us how long a typical resident is expected to live when they are born. Communities that have more opportunities for health will generally have a longer life expectancy.

Life Expectancy at Birth

76.3

Years

Bay County, FL

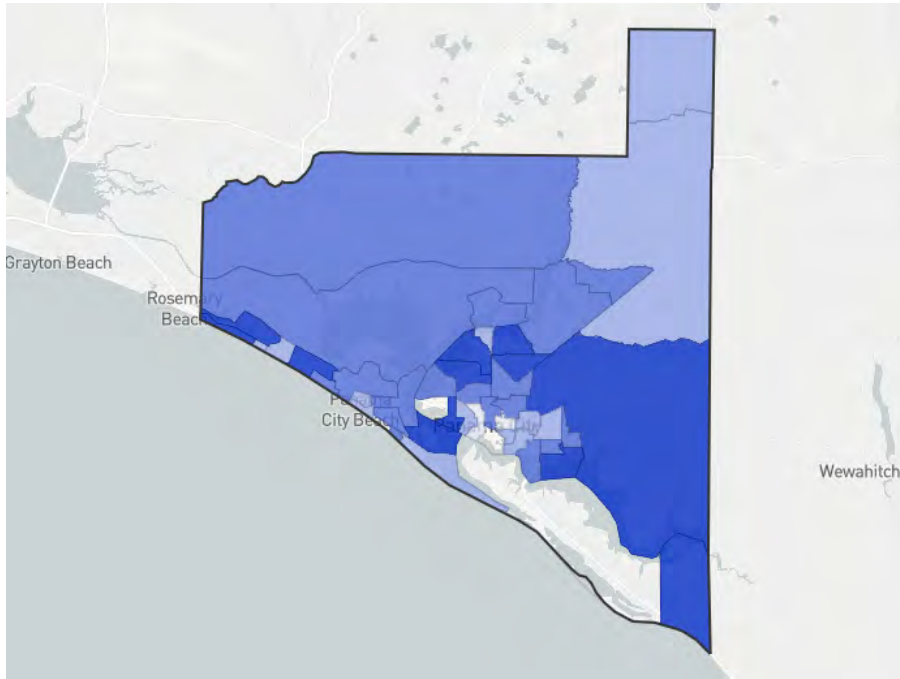
78.8

Years

Florida

Sources: CDC NCHS USALEEP 2010-2015

Life Expectancy at Birth

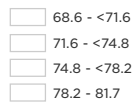


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Bay County, FL

Sources: CDC NCHS USALEEP 2010-2015

Life Expectancy at Birth



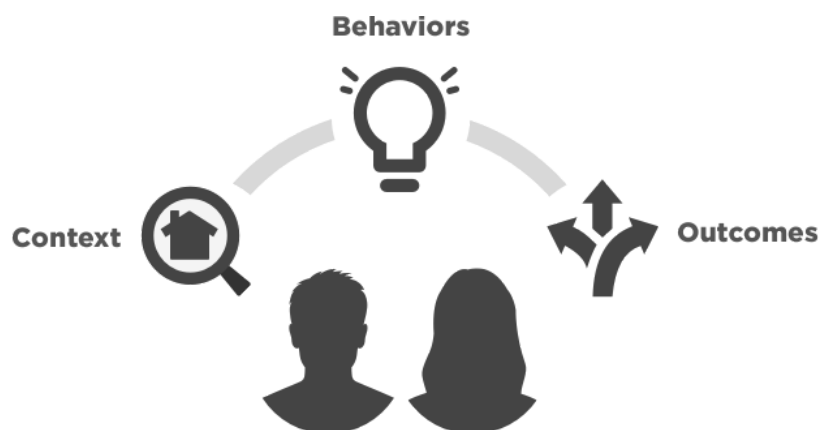
How healthy are we compared to other counties in our state?

Each year, the [Robert Wood Johnson Foundation](#) compiles data on a variety of health factors and outcomes to help communities compare their level of health to other peer counties in their state. These **County Health Rankings** use factors ranging from healthy behaviors such as regular exercise to outcomes such as rates of chronic disease. County Health Rankings help provide a standard for understanding how healthy we are overall.

+ 42
 Out of 67 Counties
Health Outcomes Rank
 Bay County, FL

Sources: RWJF County Health Rankings 2019

+ 34
 Out of 67 Counties
Health Factors Rank
 Bay County, FL



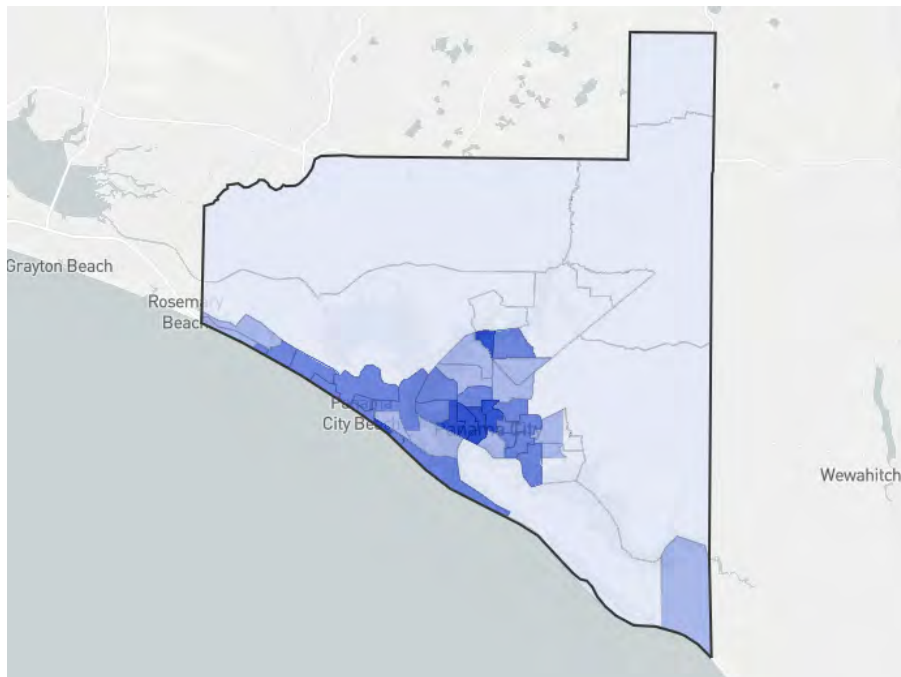
How can our community support the health of our residents?

The role of public health is no longer limited to preventing only acute illnesses linked to issues around sanitation and environmental health. Throughout this resource, you'll learn more about key factors in our **environment** that influence our everyday health **behaviors**. Together as a community, we can leverage these factors to move the needle on **health outcomes**.

Environment

Living in a walkable community decreases the risk of obesity and other diseases by encouraging physical activity. Learn more in the [Lifelong Health - Environmental Context](#) page.

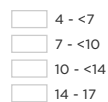
Walkability



© Mapbox © OpenStreetMap

Bay County, FL

Walkability Index



Sources: EPA 2019

Note: Walkability improves as scores approach 20.

Behaviors

Behaviors, such as exercise, are shaped by the environment that a person is experiencing, such as a walkable community. Physical activity helps residents control their weight among numerous other health benefits. Learn more on the [Lifelong Health - Behaviors](#) page.



Physical Inactivity

31%
of Adults

Bay County, FL

26%
of Adults
Florida

Sources: CDC Diabetes Interactive Atlas 2015

Outcome

Health outcomes, such as obesity, are influenced by the environment and behaviors. Obesity is associated with common causes of death, including diabetes, heart disease, stroke, and some types of cancer. Learn more on the [Lifelong Health - Outcomes](#) page.



Obesity

32%
of Adults

Bay County, FL

30%
of Adults
Florida

Executive Summary/Introduction

In 2022, the Florida Department of Health in Bay County (“DOH-Bay”) and the Bay County Health Alliance (BCHA) worked together, in collaboration with other community organizations and agencies, to conduct a community health assessment (“assessment”) for the approximately 172,000 residents of Bay County, Florida. A Community health needs assessment provides a snapshot in time of the community strengths, needs, and priorities. Guided by the National Association of City and County Health Officials’ (NACCHO) Mobilization for Action through Planning and Partnerships (MAPP) framework, this report is a result of a collaborative and participatory approach to community health planning and improvement. Improving the health of the community is critical to enhancing Bay County residents’ quality of life and supporting its future prosperity and well-being.



Through the process, five community health priorities were identified for the Bay County Community Health Improvement Plan:

- **Affordable Housing:** For low-income, vulnerable households there are challenges in creating a sense of home in a new tenancy which may have substantial effects on health and wellbeing. Thus, from the perspective of ‘ontological security’ the home is seen as providing a secure base from which people can develop confidence in self and social identity. Inadequate housing contributes to health issues such as chronic diseases and mental health.
- **Transportation:** Expanding public transportation options can improve health outcomes by promoting better air quality, increasing levels of physical activity, decreasing injuries from motor vehicle crashes, improving mental health and improves commuters’ ability to access care.
- **Mental Health:** Behavioral health is essential to a person’s overall health and wellbeing, interpersonal relationships, and ability to live a full and productive life. Mental illness can influence the onset, progression, and outcome of other illnesses and often correlates with health risk behaviors such as substance use, tobacco use, and physical inactivity.
- **Intentional self-harm to include Substance Use:** Harm reduction plays a significant role in preventing drug-related deaths and offering access to healthcare, social services, and treatment. These services decrease overdose fatalities, acute life-threatening infections related to unsterile drug injection, and chronic diseases such as HIV. Integration can help address health disparities, reduce health care costs for both patients and family members, and improve general health outcomes. (NCBI)
- **Access to Care:** Practices to improve access to care include addressing health illiteracy, identifying cost-effective resources, expanding insurance to cover health care costs, extending telehealth services, mobile clinics and at-home doctor visits; enhancing the patient-provider relationship, improving cultural responsiveness, addressing physician shortages and provider availability. In addition, addressing barriers such as high health care costs and transportation will have a significant impact on whether people have access to health care.

In addition to the five community health priorities identified, health equity was also identified (led by the Bay County Health Equity Taskforce) to address the social determinants of health, health equity and health disparities within Bay County.

This document is also a resource for the community to inform community decision-making, the prioritization of health problems, and the development, implementation, and evaluation of community health improvement plans. The result of the MAPP process is a well-crafted roadmap that will be reviewed and revised annually to address challenges and opportunities.

Health Alliance for a healthier Bay County

One agency alone cannot accomplish the enormous task of influencing entire populations; however, through collaboration, the Panhandle Health Alliance's vision of a healthy environment, healthy lifestyle and healthy community for all Bay County residents and visitors will be fulfilled. The health alliance was established in 2022 by the Bay County community partners to address the health priorities and barriers in the community.

The health alliance is comprised of six (6) priority area workgroups (PAW) and is guided by the goals and objectives established in Healthy People 2030 and the Florida State Health Improvement Plan (SHIP). Over 100 cross-sectional organizations participate with a common goal to help make Bay County a healthier, happier place to live. The six priority area workgroups are Affordable Housing, Transportation, Mental Health, Intentional self-harm to include Substance Use, Access to Care and Health Equity.

The workgroups meet quarterly to review local health data, discuss current health promotion activities, and identify critical needs. New data is collected and analyzed by the Florida Department of Health in Bay County as well as its community partners, to improve decision making and keep the health assessment as up to date as needed. The Florida Department of Health in Bay County liaison takes minutes, prepares agendas, communicates with committee members, sends notices, identifies data gaps and updates community resources as needed. These discussions frequently identify needs to collect additional data and perform additional analyses to research local public health issues.



Community Definition Unique Characteristics

Several characteristics of the community can give clues to the degree of its social cohesion, health and wellness. There are several unique characteristics that contribute to Bay County's specific population health issues. Given that Bay County is a tourist driven county, most, if not all, businesses cater to the hospitality industry which constitute abundant low paying jobs that are seasonal jobs and promote fast food. A vast majority of Bay County residents work two (2) or more jobs and still do not earn enough wages to support a healthy lifestyle. In Bay County alone, there are more fast-food options than healthy food options with the healthier food options considered unaffordable by the vast majority of

Bay County citizens. In addition, most of Bay County is not equipped with sidewalks which would promote exercise and only has two (2) affordable gyms. The lack of affordable housing also contributes to unhealthy eating habits because more dispensable income must be spent on shelter, leaving less for food.



Community Definition

Bay County has a total area of 1,033 square miles, of which 25% is water. There are seven municipalities in Bay County - Panama City is the county seat and largest city, on the coast. Unincorporated areas, however, comprise nearly half of the total population.

Bay County, Florida's estimated population is 179,168 with a growth rate of 2.3% since April of 2020, according to the most recent United States census data. The 2010 population was 168,852 and has seen a growth rate of 5.76% since this time. Bay County, Florida is the 30th largest county in Florida.

Approximately 24% of the total population is African American, Hispanic, Asian or other race/ethnicity. Bay County has approximately 50% females. Overall, the age distribution of Bay County is 15% under 18 years of age, 61% between 20 and 64 years, and 17% over 65. This distribution indicates a younger population than the State of Florida.

Median household income is the most widely used measure of income. Median is a good predictor of household income because it is less impacted by the income highs and lows and divides the income distribution into two equal parts, one half falling below and one-half above the median. Median income can define the ability of a household to have access to affordable housing, health care, higher education opportunities, and food. The average annual wage in Bay County is \$56,483, which is below the State's median. Over one-third of Bay County employment was in the Trade, Transportation and Utilities, Leisure, and Hospitality industry sectors, which had the lowest wages, nearly half that of the State's average wage.

In 2020, 13% of the population had incomes below 100% of the Federal Poverty Level. In Bay County 27% of children live in poverty. In addition to the fact that the population has lower income, approximately 14% are uninsured. Therefore, the general community needs reflected in the CHA also reflect the needs of low-income and uninsured residents.

Other notable social determinants of health included lower unemployment rates (with Bay County's unemployment rates for 2020 at 6.4% as compared to the State of Florida at 8.2%), higher juvenile referral rate, increased housing costs, lack of affordable housing, public transportation limitations and crime.

Bay County Community Health Improvement Plan

Mental Health

Behavioral health is essential to a person's overall health and wellbeing, interpersonal relationships, and ability to live a full and productive life. Mental illness can influence the onset, progression, and outcome of other illnesses and often correlates with health risk behaviors such as substance use, tobacco use, and physical inactivity.



Goal: Reduce the impact of pediatric mental, emotional, and behavioral health disorders

Objective: By December 31, 2026, reduce the number of baker acts in children 17 and under from 29% (2021) to 26%

Data Sources: Baker Act Reporting Center; FLCHARTS; Behavioral Health Profile/Suicides

Alignment: State Health Improvement Plan, National Prevention Strategy and Healthy People 2030

Recommended Policy Changes: Increase mental health funding in the State of Florida to help build out additional programs that meet the needs of Bay County residents. Florida's mental health funding ranks among the lowest in the Nation.

Indicators: Children 19 & under; 25% of children under 18 had a more than one repeated involuntary mental health exam; 232 children under 18 had a mood or depressive disorder; 390 children under 18 were hospitalized from mental health disorders; 1,615 youth ages 9-17 are seriously emotionally disturbed; 34% ages 11-17 felt sad or hopeless for 2 or more weeks in a row

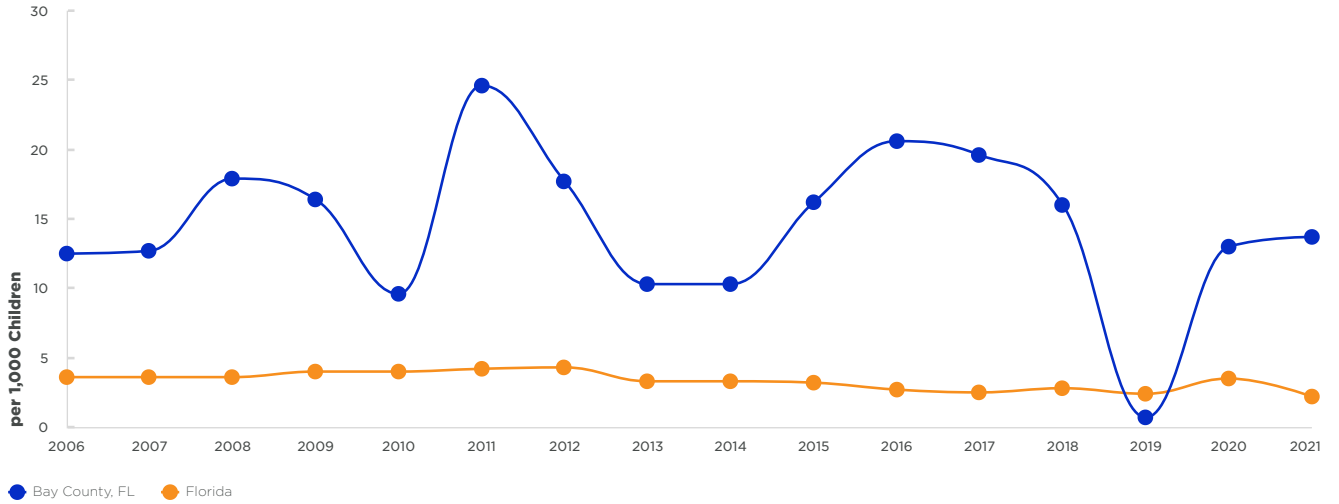
Vulnerable Populations: Children 17 and under; homeless youth, children of domestic violence; children suffering from depression or mental health disorders

Evidence-Based: Support the use of Mental Health Universal School-based cognitive behavioral therapy programs

Additional Priority strategies and activities: Refer to Appendix 1: CHIP Dashboard

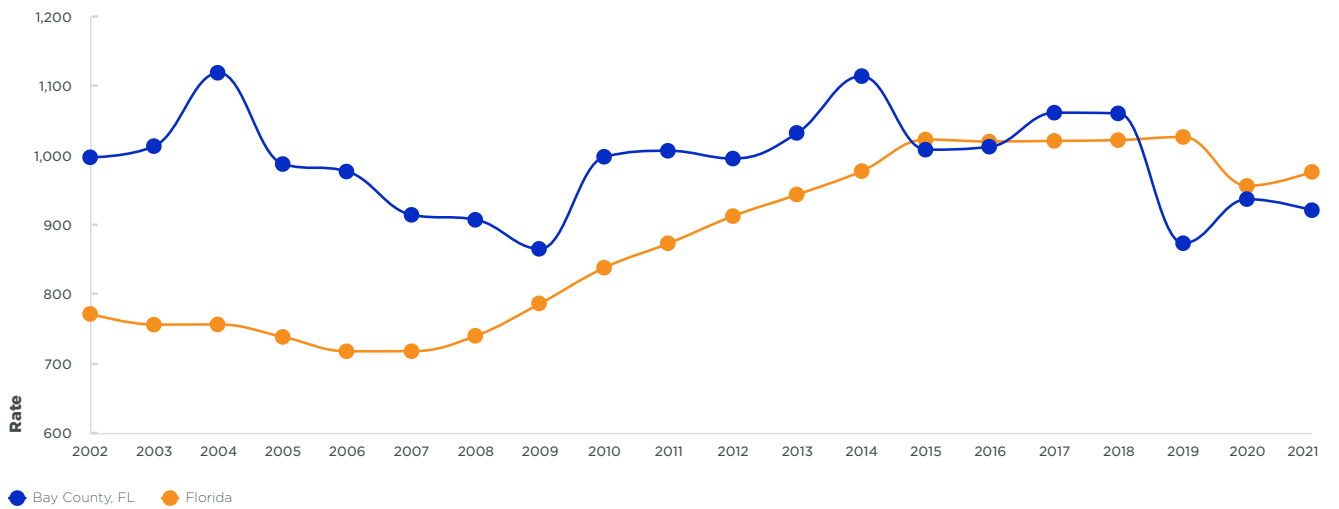
Mental Health Treatment

Children Receiving Mental Health Treatment (Age 1-5) Rate



Source: Florida Department of Health

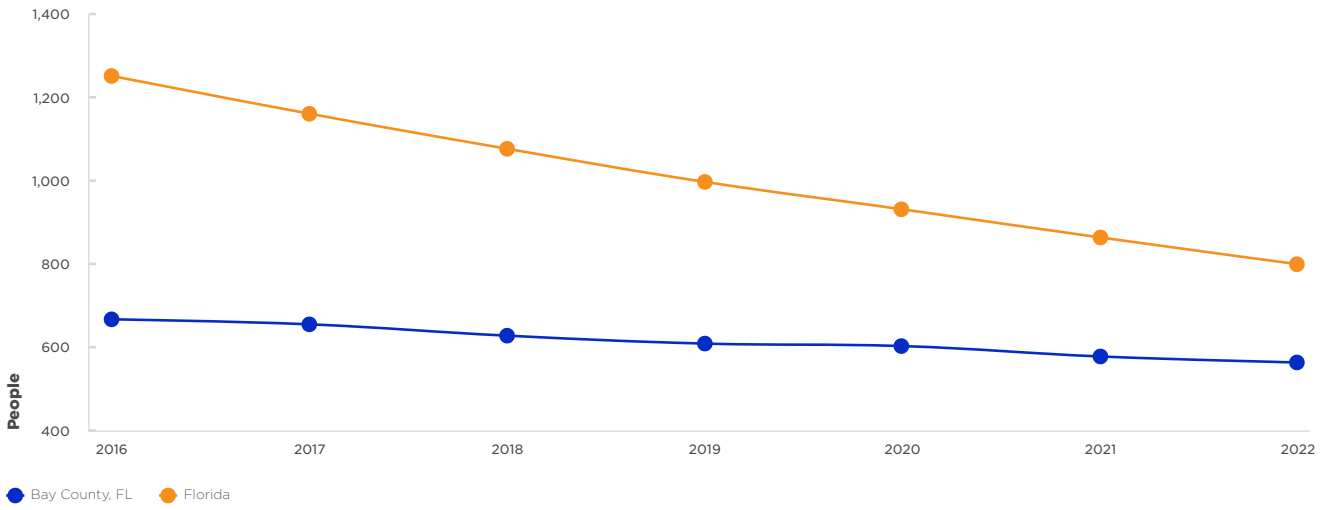
Hospitalization Rate Mental Disorders



Source: Florida Department of Health

Note: Age adjusted rate per 100,000 Hospitalizations

People per One Mental Health Provider



Sources: NPPES NPI

Child Care

Number of Child Care Centers



© Mapbox © OpenStreetMap



Sources: CBP 2020

Transportation

Expanding public transportation options can improve health outcomes by promoting better air quality, increasing levels of physical activity, decreasing injuries from motor vehicle crashes, improving mental health and improves commuters' ability to access care.



Goal: Enhance opportunities to foster economic vitality and resilience for all people

Objective #1: By December 31, 2026, Increase funding and grant opportunities by utilizing the health alliance to facilitated free ridership vouchers from 9,662 vouchers (annually)(2022) to 12,000 (annually)

Objective #2: By December 31, 2024, implement more frequent service on corridors that have high existing ridership and high population and/or employment densities from every hour to every half hour on weekdays (2020)

Data Sources: US Census Bureau; FLCHARTS; Bay County Transit Survey Data; Bureau of Economic and Business Research

Alignment: State Health Improvement Plan, Healthy People 2030, National Public Transportation Agency Safety Plans/FTA

Indicators: 1% of Bay County residents use public transportation; <25% residents use public transportation monthly; 30% of residents haven't any public transportation service near origin (where they reside/work)

Vulnerable Populations: Vulnerable Populations: Hispanic; residents living in rural areas; low-income households; zero-auto households; persons with disabilities; elderly; youth

Evidence-Based: U.S. Department of Transportation evidence-based policies, strategies and interventions Transportation and Health Tool

Additional Priority strategies and activities: Refer to Appendix 1: CHIP Dashboard

Low Transportation Cost Index



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Sources: US HUD & DOT LAI V3.0 2016

Note: Index values are inverted and percentile ranked nationally, ranging from 0 to 100. The higher the index, the lower the cost of transportation in a given geography.

Distance to Nearest Transit Stop



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Sources: EPA Smart Location Database 2019

Bay County Community Health Improvement Plan

Substance Use

Intentional self-harm to include Substance Use: Harm reduction plays a significant role in preventing drug-related deaths and offering access to healthcare, social services, and treatment. These services decrease overdose fatalities, acute life-threatening infections related to unsterile drug injection, and chronic diseases such as HIV. Integration can help address health disparities, reduce health care costs for both patients and family members, and improve general health outcomes. (NCBI)



Goal: Reduce substance use disorders and overdose deaths

Objective: By December 31, 2026, reduce deaths caused by opioid overdoses from 29.4 (per 100,000) to 20. (2020)

Data Sources: FLCHARTS; YRBSS; BRFSS; FDLE Medical Examiner Report; FLCHARTS/Substance Use Dashboard

Alignment: State Health Improvement Plan, National Prevention Strategy and Healthy People 2030

Indicators: 48% Fentanyl deaths in Florida; 163 deaths from intentional self-harm; opioid involved deaths increase 41%; 34% ever used marijuana by age 13 in Florida; 14% of students misuse opioids in Florida; youth opioid use directly linked to sexual risk behaviors; 3% increase in heroin use predominantly in Hispanic, male 10-12th graders; 4.7 youth ages 11-17 deaths by suicide; 2.3 suicide by drug poisoning predominantly Male, white, non-Hispanic; 48,000 prescriptions dispensed in Bay County; 2,374 adult drug arrests and 64 youth arrests; 18% deaths by opioids in Bay County; 56 adults ages 18-50 deaths by suicide

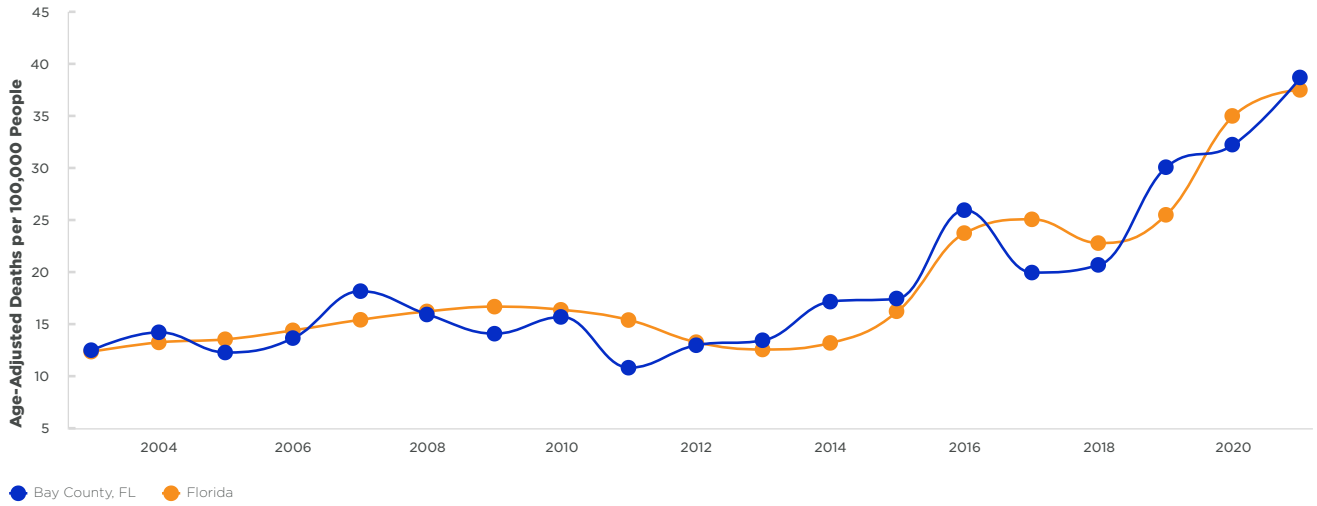
Vulnerable Populations: 18-15 years of age; youth ages 11-17 (both male and female); those with behavioral health and mental health disorders

Evidence-Based: Support the National Institutes of Health and Agency for Healthcare Research and Quality evidence-based practices.

Additional Priority strategies and activities: Refer to Appendix 1: CHIP Dashboard

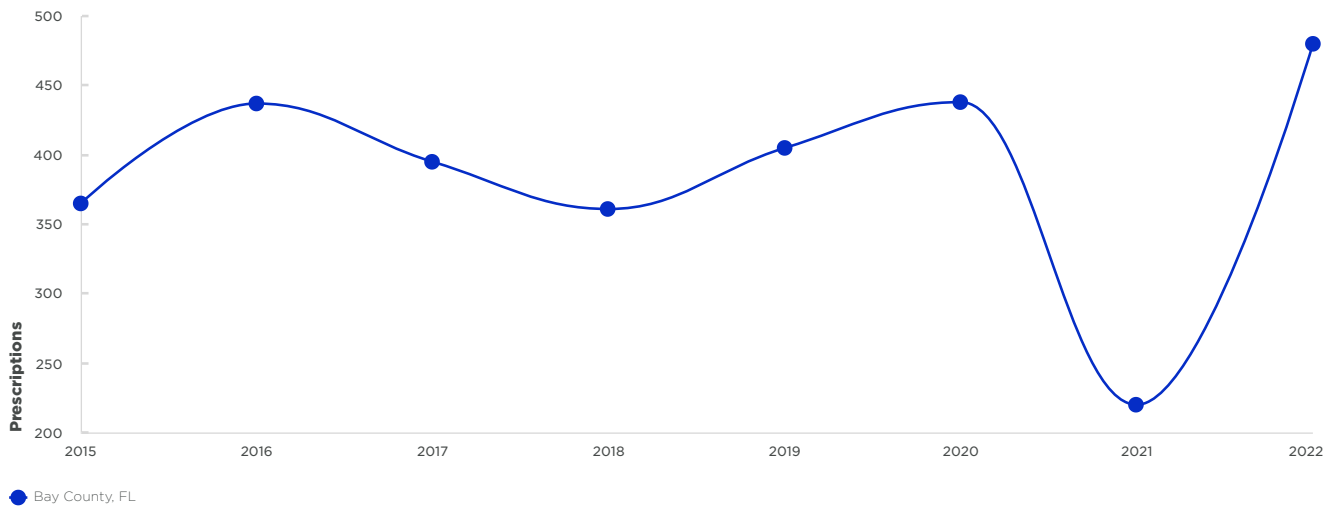
Drug Overdoses

Drug Overdose Death Rate



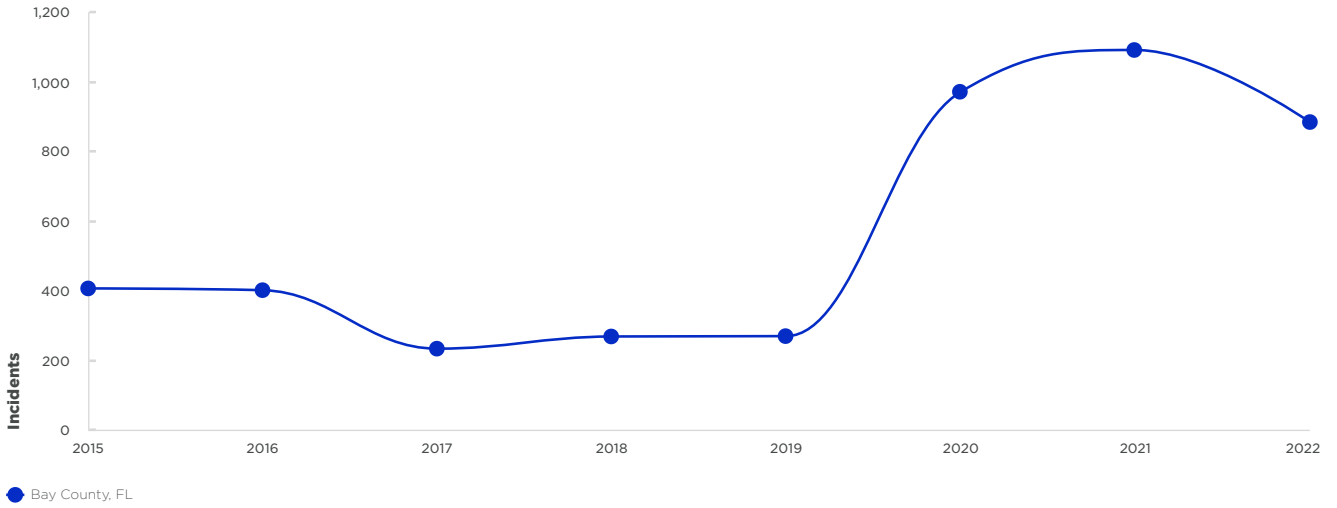
Sources: CDC

Naloxone Administered



Source: Florida Department of Health

EMS Responses to Overdoses (Including Opioids)



Source: Florida Agency for Health Care Administration

Substance Use Program Enrollees



Enrolled in Substance Use Program

1,074

Adults (18+)

Bay County, FL

63,850

Adults (18+)

Florida

Source: Florida Department of Health 2021



Enrolled in Substance Use Program

96

Children (0-17)

Bay County, FL

19,960

Children (0-17)

Florida

Source: Florida Department of Health 2021

Affordable Housing

For low-income, vulnerable households there are challenges in creating a sense of home in a new tenancy which may have substantial effects on health and wellbeing. Thus, from the perspective of 'ontological security' the home is seen as providing a secure base from which people can develop confidence in self and social identity. Inadequate housing contributes to health issues such as chronic diseases and mental health.



Goal: Enhance opportunities to foster economic vitality and resilience for all people

Objective: By December 31, 2027, Reduce the proportion of families in Bay County that spend more than 30% of income on housing from 91% (2021) to 90%,

Data Sources: US Census Bureau; 2020 ACS/US Census; Simberg/Florida Housing Data; Huduser.gov

Alignment: State Health Improvement Plan, National Prevention Strategy and Healthy People 2030

Recommended Policy Changes: Adopt affordable housing policies that boost the supply of affordable housing through a series of tax breaks such as the Live Local Act.

Indicators: Fair Market Rent @ \$1300 for 2-bedroom (2022); 35% of renters are over the 50% gross rent threshold; median mortgage per month at \$1400; median gross income per person @ \$1945; \$897 is the mortgage allowance (median income/avg person per household (2.42)

Vulnerable Populations: severely low-income families; low-income families; homeless; elderly; families within the 32401-zip code; disabled

Evidence-Based: Priorities adopted through the Healthy People 2030 Housing First Programs evidence-based practice national results data

Additional Priority strategies and activities: Refer to Appendix 1: CHIP Dashboard

Housing Costs



Median Home Value

\$209,900

USD

Bay County, FL

\$248,700

USD

Florida

↑ 18.5%

*% Diff. shows the *percentage increase or decrease* as compared to the original geography.

Sources: US Census Bureau ACS 5-year 2017-2021



Excessive Housing Costs

11.4%

Renters

Bay County, FL

14.9%

Renters

Florida



Excessive Housing Costs

10.8%

Owners

Bay County, FL

14%

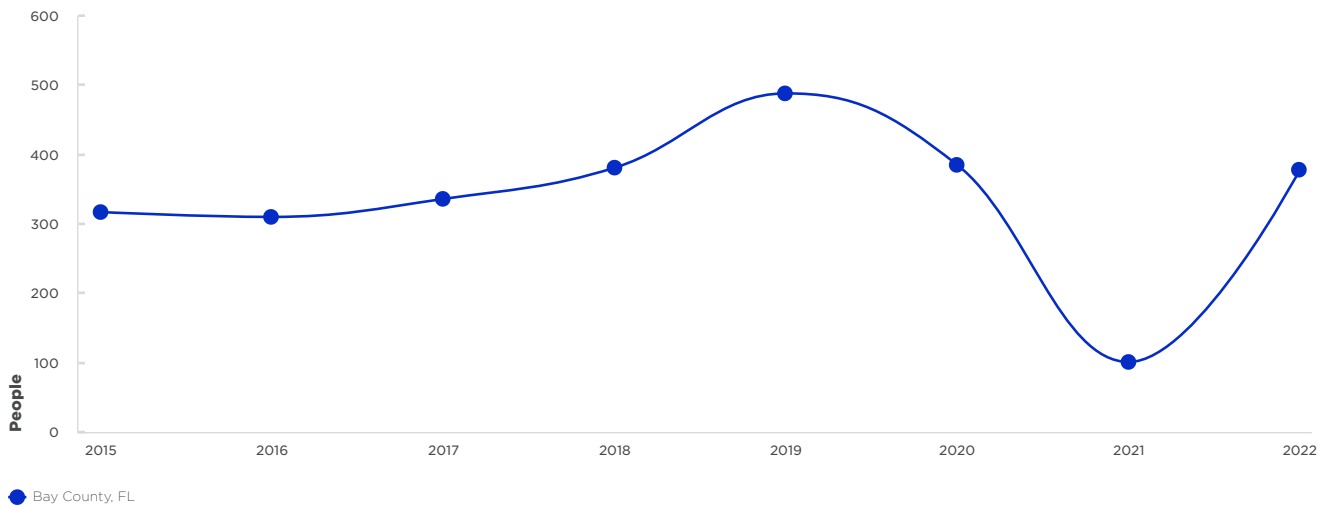
Owners

Florida

Sources: US Census Bureau ACS 5-year 2017-2021

Note: Excessive housing costs = 30% or more of household monthly income to housing costs

People Experiencing Homelessness



Sources: HUD AHAR

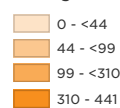
HUD Assisted Housing Units

HUD Assisted Housing

Bay County, FL

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Housing Units

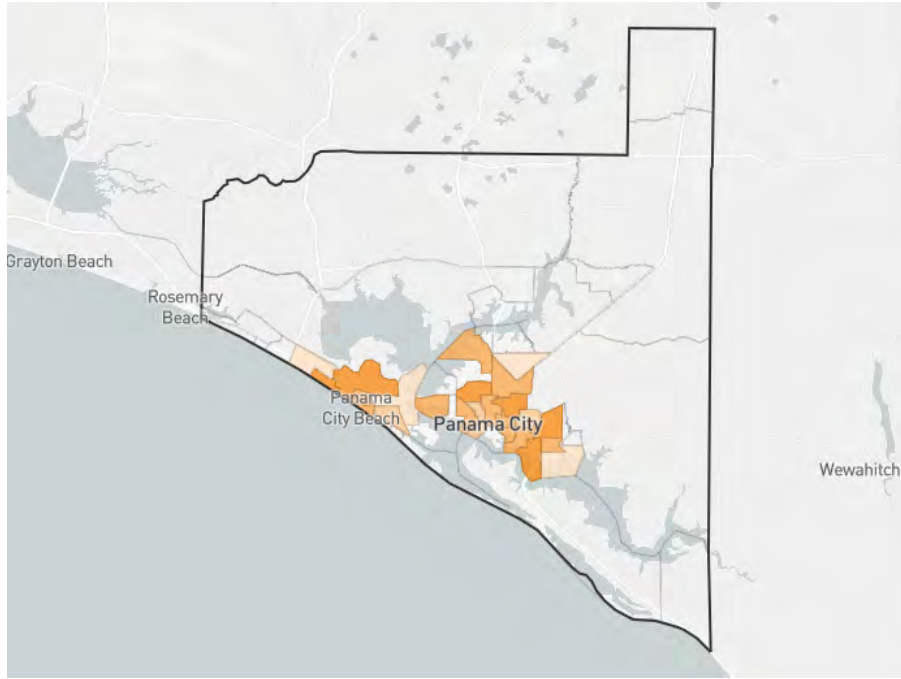


Sources: HUD Picture Subsidized HH 2021



Months on Waiting List for HUD Assisted Housing

Months on Waiting List for HUD Assisted Housing Units

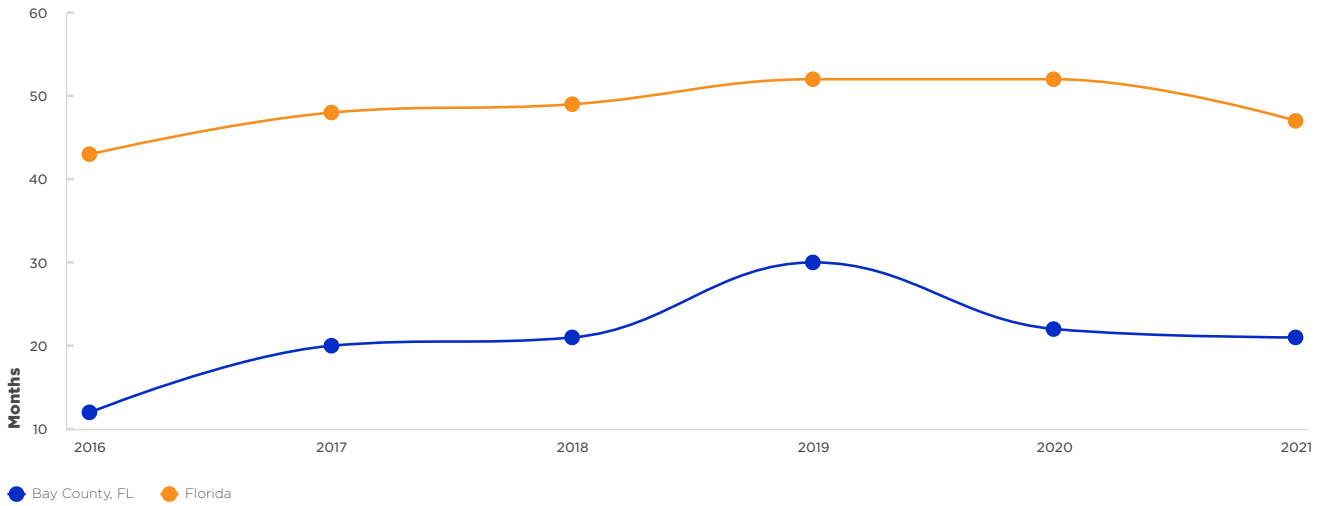


© Mapbox © OpenStreetMap



Sources: HUD Picture Subsidized HH 2021

Average Months on Waiting List for HUD Assisted Housing Units



Sources: HUD Picture Subsidized HH

Bay County Community Health Improvement Plan

Access to Healthcare

Practices to improve access to care include addressing health illiteracy, identifying cost-effective resources, expanding insurance to cover health care costs, extending telehealth services, mobile clinics and at-home doctor visits; enhancing the patient-provider relationship, improving cultural responsiveness, addressing physician shortages and provider availability. In addition, addressing barriers such as high health care costs and transportation will have a significant impact on whether people have access to health care.



Goal: Improve access to high quality healthcare services for all across the lifespan

Objective: By December 31, 2026, Decrease the percent of adults ages 18+ and older who are unable to access healthcare providers due to cost from 16% (2021) to 13%

Data Sources: FLCHARTS

Alignment: State Prevention Plan, National Prevention Strategy, Healthy People 2030, State Health Improvement Plan, Agency Strategic Plan

Indicators: Adults 18+ and older; 61% of adults have a personal doctor; 72% adults had a medical checkup in the last year; 13% of adults are below poverty level

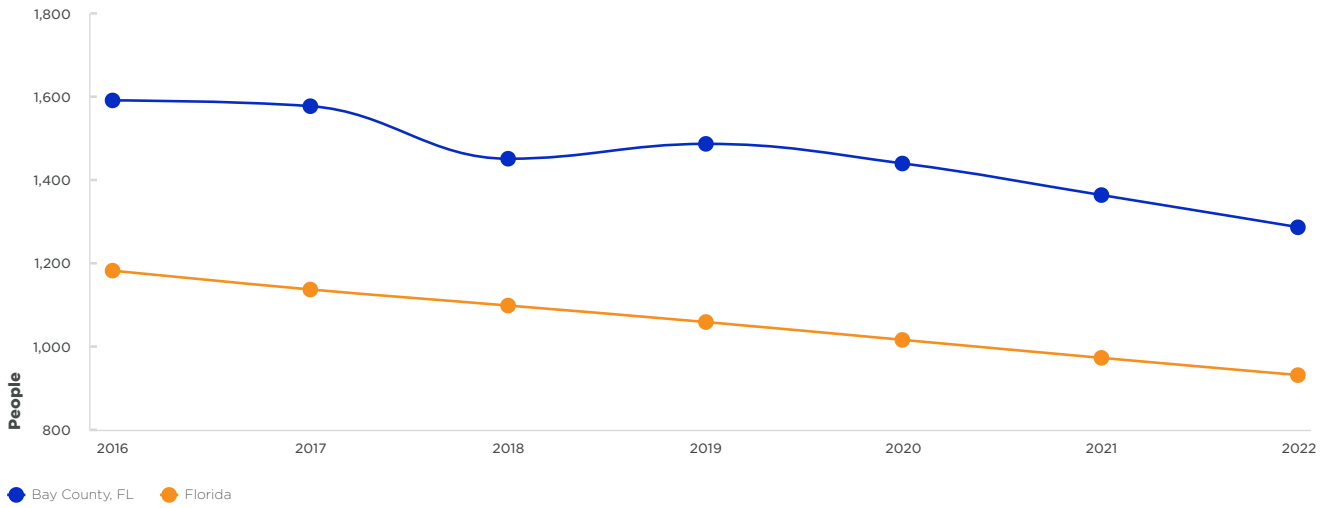
Vulnerable Populations: 18+ older population; all races, all ethnicities; low-income families; elderly; homeless

Evidence-Based: Support use of evidence-based Health Care Access and Quality programs to promote health behaviors. (Office of Disease Prevention and Health Promotion)

Additional Priority strategies and activities: Refer to Appendix 1: CHIP Dashboard

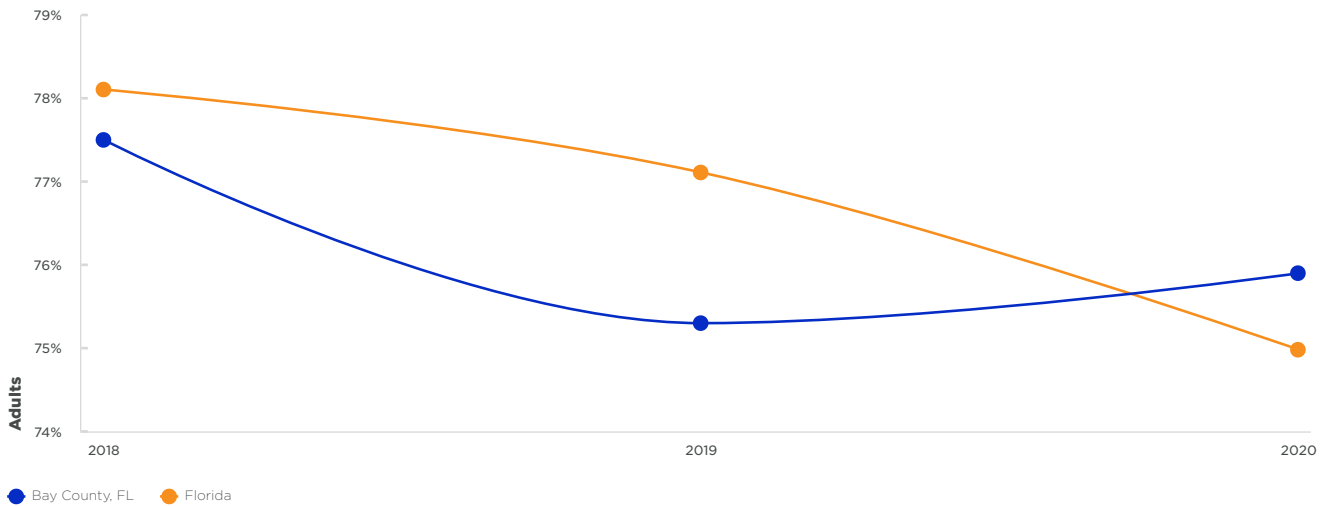
Primary Care

People Per One Primary Care Physician



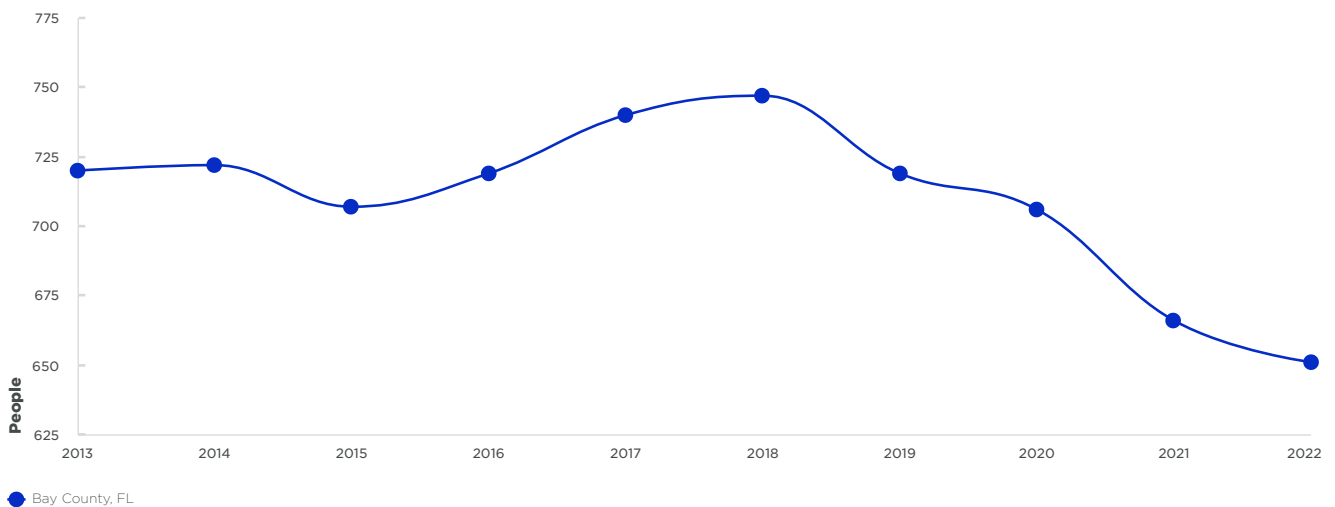
Sources: NPPES NPI

Doctor Checkup in Past Year Among Adults



Sources: CDC BRFSS 500 Cities; CDC BRFSS PLACES

Developmentally Disabled Clients

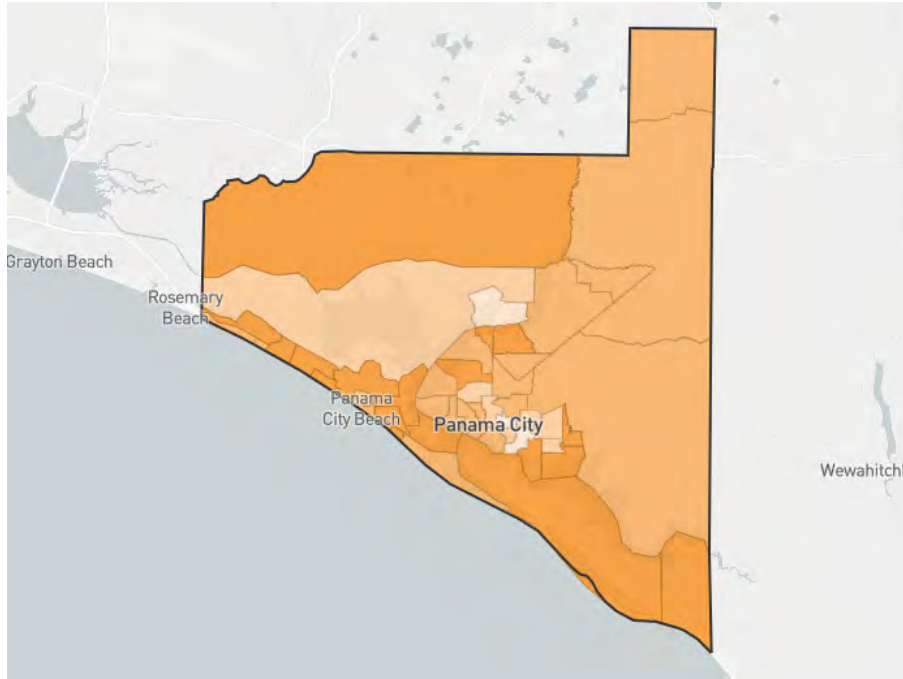


Source: Florida Department of Health

Note: Developmental disabilities are severe, long-term problems. Developmental disability means a disorder or syndrome that is attributable to intellectual disability, cerebral palsy, autism, spina bifida, Down syndrome, Phelan-McDermid syndrome, or Prader-Willi syndrome; that manifests before the age of 18; and that constitutes a substantial handicap that can reasonably be expected to continue indefinitely.

Households with a Computer Device

Households with a Computer Device



© Mapbox © OpenStreetMap

Bay County, FL

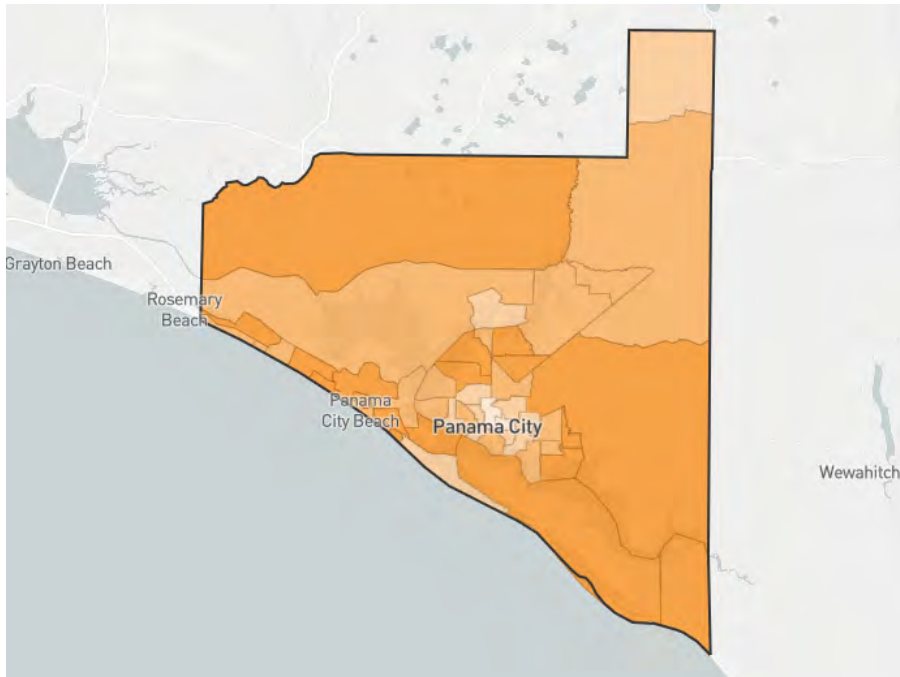
Households

- 79.3% - <87.9%
- 87.9% - <92.6%
- 92.6% - <96.6%
- 96.6% - 100%

Sources: US Census Bureau ACS 5-year 2017-2021

Internet Subscription

Households with Internet Subscription



© Mapbox © OpenStreetMap

Bay County, FL

Households

- 67.5% - <75.9%
- 75.9% - <84.9%
- 84.9% - <92.4%
- 92.4% - 100%

Sources: US Census Bureau ACS 5-year 2017-2021

Bay County Community Health Improvement Plan

Diabetes Treatment



Goal: Improve access to healthier food options, education and health literacy

Objective #1: By December 31, 2025, Increase the number of adults with diabetes who ever had diabetes self-management education from 51% to 65%.

Objective #2: By December 31, 2025, reduce the number of adults who have ever been told they have diabetes from 11.6% to 10%.

Data Sources: Florida Behavioral Risk Factor Surveillance System telephone survey conducted by the Centers for Disease Control and Prevention (CDC) and Florida Department of Health Division of Community Health Promotion

Alignment: Florida Department of Health in Bay County Strategic Plan, State Prevention Plan, National Prevention Strategy, Healthy People 2030, and Bay Strategic Plan

Recommended Policy Changes: Diabetes Self-Management education offered to Pre-diabetes and diabetes patients in Bay County as a standard of continuum care.

Indicators: non-Hispanic blacks were twice as likely as non-Hispanic whites to die from diabetes; African American adults are 60 percent more likely than non-Hispanic white adults to be diagnosed with diabetes; non-Hispanic blacks were 3.2 times more likely to be diagnosed with end stage renal disease as compared to non-Hispanic whites; non-Hispanic blacks were 2.3 times more likely to be hospitalized for lower limb amputations as compared to non-Hispanic whites; 8.7% of adults who have ever been told they had pre-diabetes; age-adjusted rate per 100,000 of Hospitalizations From or With Diabetes as Any Listed Diagnosis in Bay County was 2350.9 compared to Florida at 2160.3; Diabetic women have a 27

percent greater chance of developing cancer than healthy women; Diabetic men are 19 percent more likely to develop cancer than healthy men; Diabetic men have a 12 percent higher risk of [liver cancer](#)² than diabetic women; 13.2% of adults Who Consumed Five or More Servings of Fruits or Vegetables per Day

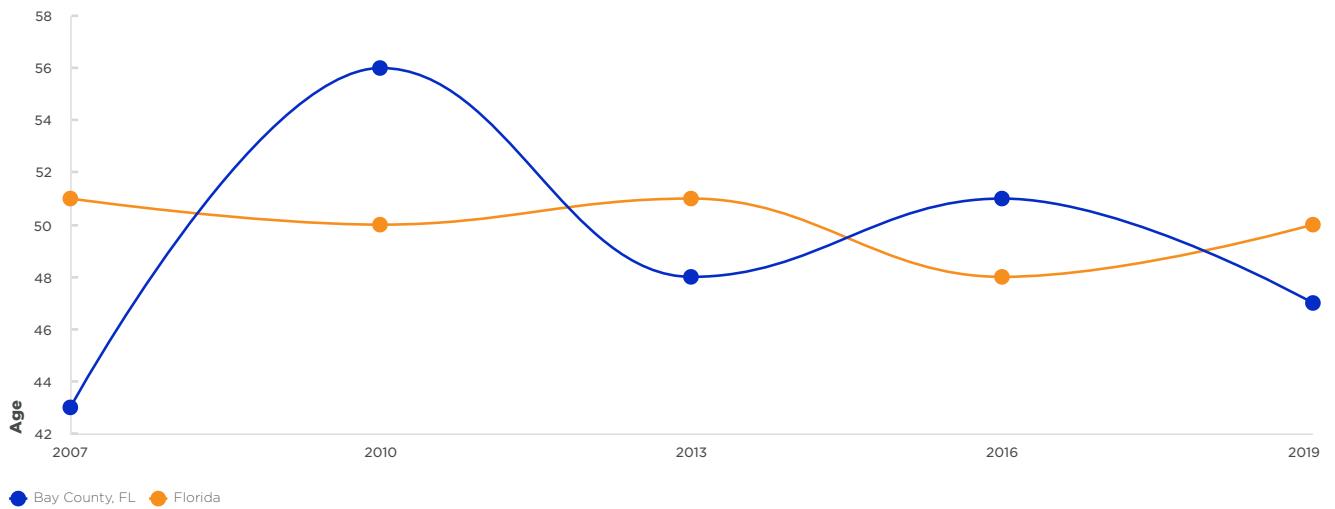
Vulnerable Populations: persons with diabetes/prediabetes, underserved populations including Medicare enrollees and persons with disabilities

Evidence-Based: The diabetes health education program is designed using the National Diabetes Prevention Program (NDPP) evidenced-based practices.

Additional Priority strategies and activities: Refer to Appendix 2: Health Equity Plan Objectives

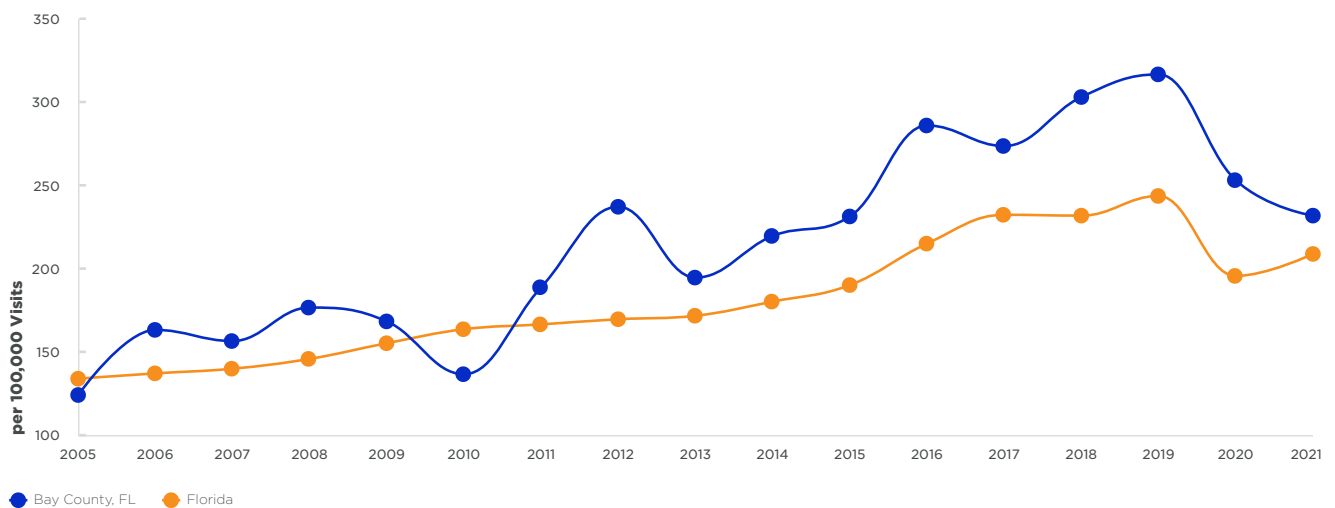
Diagnosis

Average Age Diagnosed with Diabetes



Source: Florida Department of Health

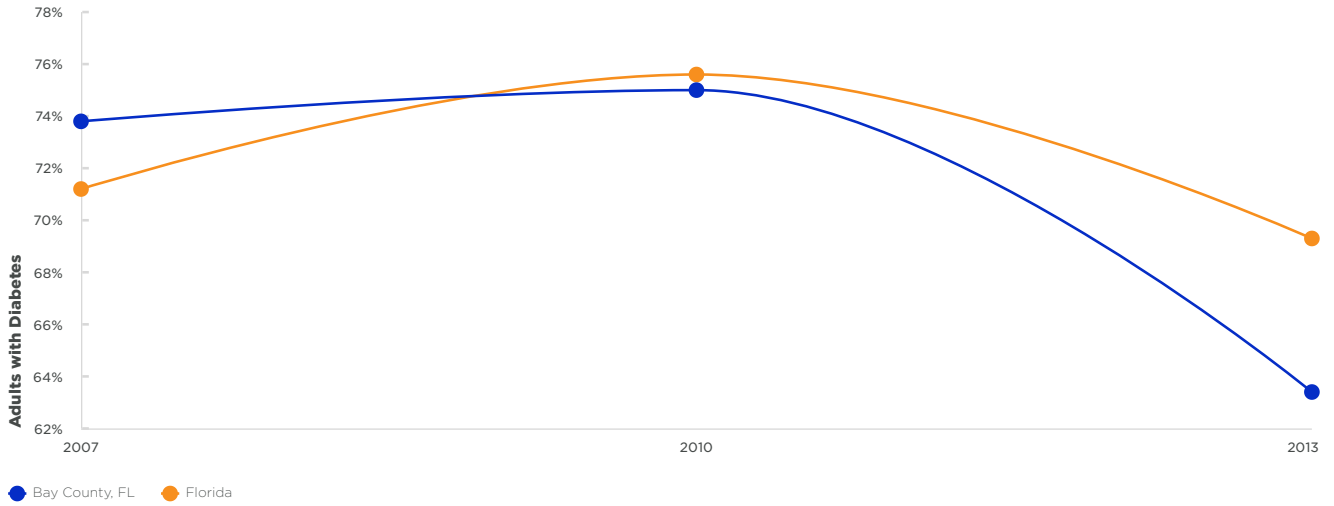
Diabetes Emergency Room Visit Rate



Source: Florida Department of Health

Note: Age-Adjusted Rate per 100,000 Visits

Adults With Diabetes Who Had Two A1C Tests in the Past Year



Source: Florida Department of Health

Access to Outdoor Activity



Lives Within 1/2 Mile of a Park

42.2%

People

Bay County, FL

43%

People

Florida

↑ 1.9%

*% Diff. shows the *percentage increase or decrease* as compared to the original geography.

Source: Florida Department of Health 2022

Methodology & Summary of Findings

Framework: Mobilizing for Action through Planning & Partnerships

With the Florida Department of Health as a partner, the Mobilizing for Action through Planning & Partnerships (MAPP) process was utilized to conduct the assessment. The MAPP process is a community-driven strategic planning process for improving community health.



The MAPP process is comprised of four individual assessments:

Forces of Change Assessment (FOCA)

During the FOC exercise, participants engage in a brainstorming activity to identify forces—such as trends, factors, or events—that are or will be influencing the health and quality of life of the community and the local public health system.

Community Themes & Strengths Assessment (CTSA)

The CTSA Assessment answers questions such as: "What is important to our community?" and "How is quality of life perceived in our community?" This assessment results in a strong understanding of community issues and concerns, perceptions about quality of life, and a map of community assets.

Local Public Health System Assessment (LPHSA)

The LPHSA involves a broad range of organizations and entities that contribute to public health in the community and answers the questions: "What are the components, activities, competencies, and capacities of our local public health system?" and "How are the Essential Services being provided to our community?"

Community Health Status Assessment (CHA)

The CHNA is a process assessing the current health status of a community through the selection and collection of relevant data elements (indicators) and the analysis of trends and comparisons to benchmarks.

SUMMARY OF FINDINGS

Top 5 Themes

1. Access to Care

2. Housing

3. Intentional Self-Harm/Substance Use

4. Transportation

5. Mental Health

A brainstorming session amongst diverse stakeholders was held in September 2022 to identify the forces of change that affect the community and public health system operation. A facilitated consensus building process was used to generate answers to the following question: “What is occurring or might occur that affects the health of our community or local public health system?” Participants brainstormed trends, factors, and events, organizing them into common themes and then providing an overarching ‘force’ for each of the category columns. The following are examples of trends, forces and events:

- **Trends** - Patterns over time, such as migration in and out of the community or growing disillusionment with government
- **Factors** - Discrete elements, such as a community’s large ethnic population, an urban setting, or proximity to a major waterway
- **Events** - One-time occurrences, such as a hospital closure, a natural disaster, or the passage of new legislation

Threats Posed	
Access to Care	Low self-care competency: Inability to navigate individual healthcare - health management, communicate, understanding rights and responsibilities, ability to understand health insurance plans and eligibility for assistance programs. Health care provider-patient interaction, clinical encounters, diagnosis and treatment of illness, and medication misinformation; health appointment transportation; Ability to understand and utilize health services; health literacy; Poverty; access to health providers; Decrease of healthcare funding: State not accepting Federal funds; not expanding Medicaid; Increased mental health issues and lack of funding; suicide; morbidity & mortality; stigma; lack of access to quality mental health services; limited funding for mental health
Housing	Lack of affordable housing; Inflation/price increases; Hurricane Michael recovery; not enough government housing; no homeless shelters; leasing education of Hud/Section 8 opportunities
Intentional Self-Harm/Substance Use	Increase in child abuse and the need for foster parenting; Poor lifestyle choices; Increase in substance abuse; anti-vaccination; unprotected sex; not enough mental health providers; human trafficking; opioid crisis; Silos; lack of youth programs
Transportation	Lack of funding; limited trolley stops; takes too long; lack of community education; lack of public transportation vouchers
Mental Health	Limited facilities for patients with mental health conditions but high levels of people with mental illness, those who are homeless and with substance abuse issues; Increase in suicide rate; crime and violence; human trafficking; lack of community education on mental health topics; too many baker acts

Community Themes & Strengths Assessment (CTSA)

Description: Bay Community Health Assessment utilizes methods to solicit public input and results in a strong understanding of community issues and concerns, perceptions about quality of life and a map of community assets. The Health Alliance conducted a Community Health Survey with a total of 888 respondents from Bay County.

Themes and Community Concerns:

- Access to health services; lack of affordable health care; Stigmas; Mental Health and Substance Abuse; Housing; Transportation; Silos; health literacy; unemployment; competitive pay.

Forces of Change Assessment (FOCA)

Description: The FOCA analyzes the external forces, positive or negative, that impact the promotion and protection of the public's health. Diverse stakeholders, representing the Florida Department of Health in Bay County, Health Alliance, nonprofit organizations and others, convened to generate answers to the following question: "What is occurring or might occur that affects the health of our community or local public health system?" Participants brainstormed trends, factors, and events, organizing them into common themes and then providing an overarching 'force' for each of the category columns.

Top Themes

1. Access to Care
2. Intentional Self-Harm/Substance Use
3. Mental Health
4. Housing/Affordable Housing
5. Transportation
6. Alzheimer's
7. COVID-19
8. Diseases of the heart
9. Cancer
10. Food Insecurities/Walkability
11. Parkinson's Disease

Local Public Health System Assessment (LPHSA)

Partners from each county's local public health system convened and discussed the Model Standard Activities which serve as quality indicators that are aligned with the 10 essential public health service areas.

None of Model Standard Activities functioned within the *Optimal Activity** category.

**Optimal Activity* - Greater than 75% of the activity described within the question is met.

The 10 Essential Public Health Services

1. **Monitor** health status to identify community health problems.
2. **Diagnose and investigate** health problems and health hazards in the community.
3. **Inform, educate and empower** people about health issues.
4. **Mobilize** community partnerships to identify and solve health problems.
5. **Develop policies and plans** that support individual and community health efforts.
6. **Enforce** laws and regulations that protect health and ensure safety.
7. **Link** people to needed personal health care services and assure the provision of health care when otherwise available.
8. **Assure** a competent public health and personal health care workforce.
9. **Evaluate** the effectiveness, accessibility, and quality of personal and population-based health services.
10. **Research** for new insights and innovative solutions to health problems.

Community Health Assessment (CHA)

The CHA is a process assessing the current health status of a community through the selection and collection of relevant data elements (indicators) and the analysis of trends and comparisons to benchmarks. The Health Alliance collected county-level data for over 85 health status indicators and over 20 demographic indicators. As a benchmark, individual performance of Bay County was compared to that of Florida state as a whole. To identify overall themes, results were analyzed using the *County Health Rankings* Model for population health that emphasized the impact of health factors, such as behavior, clinical care, socioeconomic and physical environment, on the health outcomes of mortality, *length of life*, morbidity and *quality of life*.

Results

In one hundred six indicators (County Health Rankings), Bay County performed worse than the state in 34 of them. Twenty (20) indicators showed a worsening trend such as alcohol impaired driving deaths, teen births, mental health provider to patient ratio, preventable hospital stays, premature age-adjusted mortality, child mortality, frequent mental distress, HIV prevalence, drug overdose deaths, motor vehicle deaths, other primary care provider ratio, children eligible for free or reduced price lunch, suicides, fire arm fatalities, flu vaccines, some college rates, % of children in poverty, % of children in single parent households and injury death rate. Bay County ranked 38 in 2022 as compared to 42 in 2021. The major themes revealed included the below health priorities

2022 Community Health Priorities

Bay County Health Alliance completed this process with a holistic review of the data gathered in each of the assessments to identify overarching themes and health issues. The 2022 Community Health Priorities for the Bay County community will be:

- Access to Care
- Intentional Self-Harm to include Substance Use
- Mental Health
- Housing
- Transportation

In addition to these, the following has been identified as health concerns:

- Preventable Disease
- Diseases of the Heart
- Cancer
- Alzheimer's
- Cerebrovascular Diseases
- Parks & Recreation
- Chronic Disease including Diabetes

While this concern is not a priority for the County, it is important to understand how this issue can affect the community and provide opportunity for organizations and community groups within the county to address the health concern.

These priority areas will be addressed through policies and programs developed through the Bay County Community Health Improvement Plan (CHIP) 2022-2027.

Participants in the Assessment Process

The assessment process was led by the Bay County Health Alliance and DOH-Bay, with active participation by community organizations and private and public agencies which collectively comprise the Bay County Community Health Alliance. The assessment process included community meetings/workshops and a community survey distributed electronically. More than 150 people representing more than 60 different community agencies and organizations and the general public participated in various meetings throughout the process. In addition, 888 Bay County residents completed the community survey. Particular focus was placed on obtaining input from vulnerable population groups.

Participating organizations included:

- Gulf Coast State College/Carol Miller
- A New Day Transitional Resource Center/Deborah Edmondson
- Bay Cares/MaryAnn Roberts
- Life Management Center/Eileen Booth/Tricia Pearce/Julie Moulder/Jeff Stone/Ned Ailes
- Avicenna Free Clinic/Vivian Mohamed/Morgan Fusco
- HCA-Gulf Coast Regional Medical Center/Susan Hanson/Jennifer Roberts/Tammy Dunaway/Michael Sparks
- Big Bend Community Based Care/Ann Wing/Lisa Aufdencamp
- Doorways of Northwest Florida- NAACP/Shelley Berry
- Ascension Bay Medical/Dr. Frank Merritt/Linsey Hall/Christina Krueger
- Early Education & Care, Inc./Toshiya Conner/Carol Lee/Tatiana Romer/Maria Lago/Patricia Pryor
- Head Start-EEC/Janice Flowers
- The Evers House/Catherine McClellan/Jennifer Hartley
- Treatment Center of Panama City/Kim Gandy/Jamie Blalock/Darrell Torbett
- Florida Therapy/Sandra Lee
- Healthy Start/MaryAnn Roberts
- Bay District Schools/Kara Mulkusy/Pamm Chapman/Denise Kelley/Lyndsey Jackson/Andra Phillips/Ken Chisolm
- Florida State Hospital/Shemika Dudley
- Career Source Gulf Coast/Lee Ellzey
- Bay County Housing Authority/Ashley Stuke/Tammy Harris
- Community Health Task Force/Steve Sumner
- United Way/Hollee Hanson/Bryan Taylor
- Sacred Heart Health System/Bethany Miller
- St. Andrews Bay Center/Ron Sharpe
- PanCare of Northwest Florida/Kyle Merritt/ Justin Perse/Edward Clifton/Lee Stafford/Ashley Kelley/Mike Hill/Lindsey Cross
- Anchorage Children's Home/Joel Booth
- Bay County Board of County Commissioners/Bob Majka
- Gulf Coast State College/Sherrie Lock/Peyton Goodin
- Florida Therapy Services/Drew Hill/Sandra Lee
- LEAD Coalition of Bay County/Janice Lucas/Dr. Carrie Baker/Therrita Walderon
- Tyndall AFB/Angelique Vann-Patterson
- Chemical Addiction Recovery Effort, Inc./Kayleigh Cossen/Delbert Horton
- Habitat for Humanity/Vickie Johnson

- City of Lynn Haven/Ben Janke
- Children's Medical Services/Denita Cook
- Florida Department of Children & Families-District 14/Wendy Fletcher-Altman/Jeanne Olson/Missy Sword Lee/Sheretta Lyn
- Ascension My Gulf Care/Melissa Beadle
- Northwest Florida Health Network/Ann Wing/John Sablan/Lyn Masslieno
- Bay County Citizen/Toni Shamplain/Marian Hutcherson/Ella Williams/Rebecca Jackson
- Florida State University-PC/Dr. Tory Peek/Denise Montford
- Florida Department of Health Regional Emergency Response Advisor/Shayne Stewart
- Disability Resource Center/Carol Davis/Kristi Warren
- Oxford House/Chris Hockman
- Gulf Coast Sexual Assault Program/Ashley Kent/Crystal Cook
- First Transit/Harrison Neilly/Trey Kolmetz
- Department of Juvenile Justice/Calinda Brown
- Bay County Sheriff's Office/Deneika Roulhec/Rick Everitt/Mario Lupica
- Bay County Emergency Management/Frankie Lumm
- Victory Temple Church/Cassandra Faustin
- Bay County Library/Michael Harris
- LGBTQ+ Center of Bay County/Emily Gray
- Rebuild Bay County/Donna Pilson
- Bay County Tax Collector's Office/Chuck Perdue/Rebekah Taylor
- Bay County Transit/Lamar Hobbs
- Public Defender 14th Judicial Circuit of Florida/Mark Sims
- Veteran's Center/Matthew Standish
- Bay County Jail/Rick Anglin/Tommy Ford
- Bay County Teen Juvenile Court/Samantha Jones
- Florida Department of Corrections/Dayton Lister
- Emerald Coast Behavioral Hospital/Tim Bedford
- Gulf Coast Addiction Medicine/Jennifer Burkett
- Jenks Avenue Church of Christ/Daniel Cherry
- St. Andrew's Community Clinic/Beverly Bond
- The Benjamin Center/Christopher McClarron/Dr. Vaurance Benjamin
- BASIC of Northwest Florida/Nicole Johnson
- Panama City Rescue Mission/Stephen Fett
- Panama City Housing Authority/Robin Steinzor
- Florida Department of Health in Bay County
- Kay Mulligan-Judah/WIC
- Sandy McCroan/WIC
- Brandy Mankin/Quality Improvement
- Victor Walsh/ Business Manager
- AnnJeannette Haro/Health Equity
- Sandon S. Speedling/Health Officer

- Bonnie Steelman/Tobacco
- Krista Cogburn-Peebles/Tobacco
- Tammy Stewart/Freedom 180
- Shelton Ceasar/Freedom 180
- Sean Smith/Freedom 180
- Ralph Miller/Environmental Health
- Joe Scully/Environmental Health
- Patricia Pearce/Community Health
- Adam Johnson/Emergency Planner
- Dixie Williams/Diabetes Program
- Christine Bartels/Clinic

Bay County Community Health Assessment Steering Committee participants:

- Bay County School District/Andra Phillips
- PanCare of Northwest Florida/Kyle Merritt
- Florida Department of Health Bay County/Brandy Mankin
- FSU-PC/Dr. Tory Peek
- Florida Department of Health Bay County/AJ Haro
- Ascension Bay Medical/Dr. Frank Merritt
- Panama City Resident/Toni Shamplain
- Florida Department of Health Bay County/Victor Walsh
- Early Education and Care Head Start Program/Janice Flowers
- MyGulfCare/Ascension Bay Medical/Melissa Beadle
- Florida Department of Health Bay County/ Sandon S. Speedling
- The Evers House/Catherine McClellan
- Doorways/NAACP/ Shelley Frazier
- Department of Children & Families/Missy Sword Lee

Florida State University Public Health Program faculty/student participants:

Flyer/Poster design and distribution

Michael Evans

Bailey Hedden

Cody Flitcraft

Flyer/Poster Design

Bilal Mohmad

Flyer/Poster design, distribution & “boots on the ground”

Duc Tin Vu

Timothy Peagler

Hazel Padilla

Team Lead:

Dr. Tory Peek, DrPH, MPH, CPH/Teaching Faculty

Local Public Health System Assessment

Partners from Bay County’s local public health system convened in June of 2019 to initiate the LPHSA.

Each Essential Health Service was discussed using the Model Standard. The 30 Model Standards serve as quality indicators that are aligned with the 10 essential public health service areas.

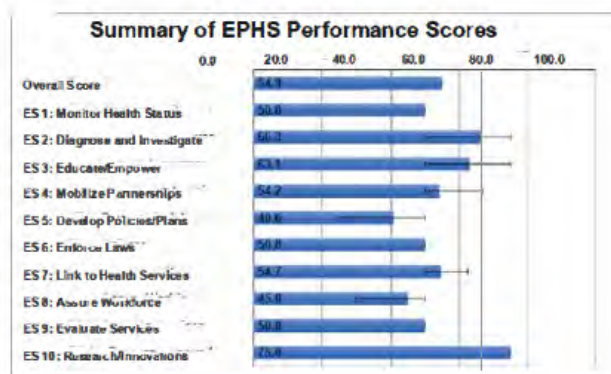
Participants scored responses to assessment questions using individual voting cards corresponding to the scale below. Each participant’s vote was counted and recorded. Each Model Standard was discussed as a group before voting was tallied.

Participants were encouraged to vote on the areas of service they were familiar with. Participants were also encouraged to voice concerns about areas of service that would impact their organization. The complete report provides a breakdown of those comments, concerns, and opinions categorized by each Essential Service.

The following charts provide a composite summary of the performance measures for all 10 Essential Services.

The 10 Essential Public Health Services

- **Monitor** health status to identify community health problems.
- **Diagnose and investigate** health problems and health hazards in the community.
- **Inform, educate and empower** people about health issues.
- **Mobilize** community partnerships to identify and solve health problems.
- **Develop policies and plans** that support individual and community health efforts.
- **Enforce** laws and regulations that protect health and ensure safety.
- **Link** people to needed personal health care services and assure the provision of health care when otherwise available.
- **Assure** a competent public health and personal health care workforce.
- **Evaluate** the effectiveness, accessibility, and quality of personal and population-based health services.
- **Research** for new insights and innovative solutions to health problems.



Optimal Activity (76-100%)	Greater than 75% of the activity described within the question is met.
Significant Activity (51-75%)	Greater than 50%, but no more than 75% of the activity described within the question is met.
Moderate Activity (26-50%)	Greater than 25%, but no more than 50% of the activity described within the question is met.
Minimal Activity (1-25%)	Greater than zero, but no more than 25% of the activity described within the question is met.
No Activity (0%)	0% or absolutely no activity.

Community Themes & Strengths

Indicator Selection

A review of health status assessments from the following organizations: Healthy People 2030, Florida CHARTS' County Health Profile, Robert Wood Johnson's County Health Rankings, and previous assessments revealed a cross section of many common indicators. From this cross section, state and county data for over 85 health status indicators and over 20 demographic indicators were collected.

Secondary Data Sources

Data sources included: Florida CHARTS, Florida Department of Health, Agency for Health Care Administration, Robert Wood Johnson's County Health Rankings and Roadmaps, Florida Department of Children and Families, US Department of Health & Human Services, Feeding America, USDA Economic Research Service, Florida Department of Law Enforcement, US Census Bureau, Federal Bureau of Labor and Statistics, and US Department of Housing and Urban Development, Youth Risk Behavioral Surveillance System (YRBSS), Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Economic and Business Research, National Center for Health Statistics, Agency for Healthcare Research and Quality, World Health Organization, Centers for Disease Control and Prevention, Centers for Medicare and Medicaid Services, National Health Interview Survey, National Health and Nutrition Examination Survey, National Ambulatory Medical Care Survey, National Survey of Family Growth, National Vital Statistics System, National Notifiable Diseases Surveillance System, Morbidity and Mortality Weekly Report, and National Center for Emerging Zoonotic Diseases.

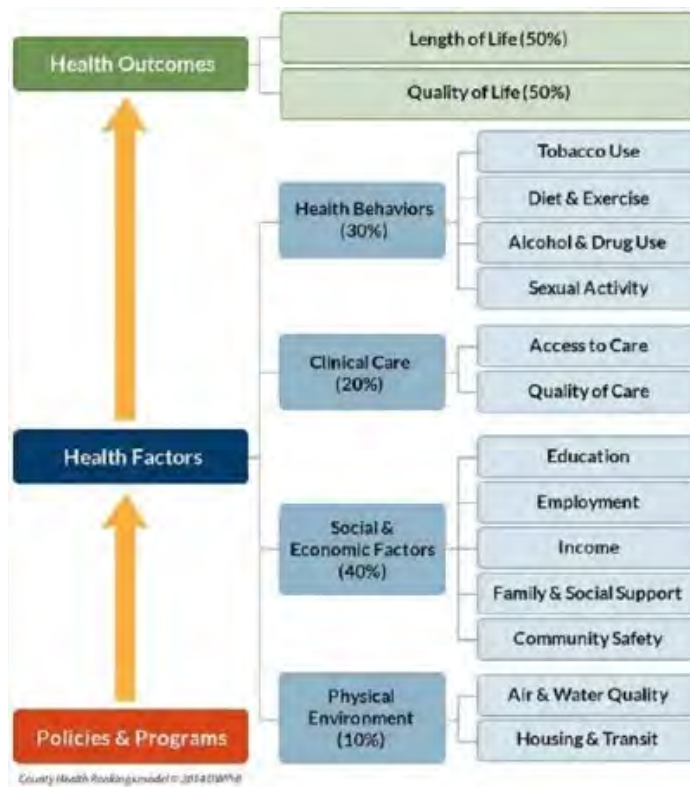
Primary Data Sources

Primary data collection was collected through community partner collaborative efforts of sharing information during community forums. Primary data sources included but are not limited to: Bay Community Health Assessment Survey, Simberg/Florida Housing data, Bay County Medical Examiner's report, Bay County Transit Survey data, and the Bay County Baker Act Reporting Center.

Framework for Analysis

To identify the issues that hold the greatest priority for the community, the indicator results were evaluated within the framework of the **County Health Rankings Model** created by the *University of Wisconsin Population Health* and the *Robert Wood Johnson Foundation*. The framework emphasizes factors, that when improved, can help improve the overall health of a community. This model is comprised of three major components:

- Health Outcomes - This component evaluates the health of a community as measured by two types of outcomes: how long people live (Mortality/Length of Life) and how healthy people are when they are alive (Morbidity/Quality of Life).
- Health Factors - Factors that influence the health of a community including the activities and behavior of individuals (**Health Behaviors**), availability of and quality of health care services (**Clinical Care**), the socio-economic environment that people live and work in (**Social and Economic Factors**) and the attributes and physical conditions in which we live (**Physical Environment**). Although an individual's biology and genetic plays a role in determining health, the community cannot influence or modify these conditions and therefore these factors are not included in the model. These factors are built from the concept of *Social Determinants of Health*.
- Programs and Policies - Policies and programs local, state and federal level have the potential to impact the health of a population as a whole (i.e. smoke free policies or laws mandating childhood immunization). As illustrated, *Policies & Programs* influence *Health Factors* which in turn causes the *Health Outcomes* of a community. *Health Outcomes* are improved when *Policies & Programs* are in place to improve *Health Factors*.



Benchmarking

For comparison, each indicator was measured against the performance of the state of Florida as a whole. According to United Health Foundation's, *America's Health Rankings 2022*, the state of Florida ranked just in the bottom third (33rd) of all states across the core measures of Behaviors, Community & Environment, Policy, Clinical Care, and Outcomes. Florida's rank for each dimension is shown in the accompanying table. Lower scores indicate a healthier population; thus the health status of Florida residents ranks near the bottom of the nation. Our local community aspires to be healthier than the state average.

Bay County Health Rankings produces a similar report ranking the counties in each state. In a state that does poorly across the nation, Bay County performs poorly with a rank of 38 out of the 67 counties in Health Outcomes and 29 in Health Factors. The concern for Bay County, however, is that the ranking for Health Factors has dropped from 44 (2020) to 42 (2021) and now 38. The continuation of this trend will lead to poorer performance in overall Health Outcomes.

Bay County Community Health Assessment Survey

In June of 2022, the Bay County Community Health Assessment (CHA) Steering Committee conducted a county-wide CHA survey media campaign. This campaign was used to promote Bay County residents to complete the Community Health Assessment survey. Social media platforms were utilized for advertisements such as, radio, TV and cable commercials, billboards, banners, flyers and handouts. In addition, FSU-PC Public Health program students were the “boots on the ground” in vulnerable populated areas and events to promote the survey. The survey was offered in both English and Spanish electronically.

Demographics:

Of the 888 respondents who completed the Community Health Assessment survey, 100% of respondents chose to take the survey in English versus the additional Spanish version available. The largest age group of respondents were ages 55-74 (42%) and ages 35-54 (17%). The respondents overwhelmingly identified as female (70%) compared to male (27%) and other (3%). Furthermore, the majority identified as White Non-Hispanic (79%), followed by White Hispanic (11%), Asian (5%) and African American (5%).

Social Characteristics:

The respondents to the 2022 Bay County CHA survey largely speak English as their primary language (98%). There were 26% of respondents who responded that they have a 4-year college degree or graduate/professional degree, 28% with some college or 2-year degree and 10% having a high school diploma. Of these respondents, 82% were not discouraged by a teacher or adviser to seek higher education, whereas 12% were discouraged; 78% were not denied a scholarship. From a health equity perspective, 93% of respondents do not feel discriminated against in their neighborhoods and 84% of respondents did not feel they were unfairly targeted by police.

Economic Characteristics:

Economically, the largest percentage of respondents have a household annual income of \$100,001 or more (24%) followed by those earning \$50,000- \$75,000 (20%), \$75,001- \$100,000 (17%), \$35,001- \$50,000 (13%) and less than \$35, 000 (26%). Most respondents responded they were not denied housing (buying or renting) at 83%, while 98% of participating residents are not experiencing homelessness and, 51% know someone who is experiencing homelessness.

Additionally, most respondents responded they are currently employed full-time (42%), retired (31%), employed part-time (10%) and/or self-employed or disabled (6%). These employment numbers are not mutually exclusive, meaning that a person could respond that they are both employed full-time and part-time or that they are in school but also work part-time.

Health Characteristics:

The majority of respondents believe the most important feature of a healthy community are low crime/safe neighborhoods (43%), while other respondents believe affordable housing & access to health services (33%) are the most important features. A total of 58% of respondents feel that the most important health issues in Bay County are mental health, 51% obesity/excess weight and 45% substance use. Additionally, the most concerning unhealthy lifestyle behaviors are drug use (73%) and lack of affordable housing (39%); while 44% are neither healthy or unhealthy and 38% are unhealthy overall.

There were 40% of respondents that reported they suffered from high blood pressure, 37% high cholesterol and 31% reported mental health such as ADHD, anxiety and depression. Primary sources of healthcare coverage were from employer or union insurance (43%) or self-pay plans (12%). The healthcare services that are easiest to access were prescription/pharmacy services (62%), emergency medical care (53%), dental care to include dentures (43%) and laboratory services, vision care and primary medical care (41%). Respondents reported that mental health services (38%), specialty medical care (37%) and alternative therapies such as acupuncture/herbal (31%) are the most difficult services to access within Bay County with an average 50% of those respondents not knowing where to go for mental healthcare and substance use services. An additional 43% reporting they are insured but the doctor is out of network.

However, 45% of Bay County residents agree that they can maintain a healthy lifestyle change (eating right, exercising, not smoking). Reasons that would prevent residents from eating healthier foods are that they are already eating healthy (39%) or the foods are too expensive (39%). Whereas 39% of participating residents reported that they are already active and 28% don't have time and/or have physical limitations.

For additional survey information, see navigation titled Community Health Assessment Survey.



Mobilizing for Action through Planning & Partnerships (MAPP) Phases 1-6 timeline

Phase 1 Organize for Success/Partnership Development:

On April 8, 2019, Bay County community partners met to consider expectations, goals and visions for conducting the MAPP process and partner development. Needs were determined and the planning process was designed. Partners led discussions around the following subjects: our basic needs are exasperated by hurricane Michael to include: 1) education and resources need to be available to our community 2) Need employer involvement 3) the healthcare system is whole health and spiritual health 4) education is key to health and this needs to be included in our vision/values statement 5) safety in our community is also an important value.

Phase 2 Visioning:

During the May 8, 2019, meeting, Bay County community partners met to conduct phase 2 of the MAPP process. The mission, vision and values were developed by addressing such questions as “What does a healthy Bay mean to you?”, “What are the important characteristics of a healthy community for all who live, work and play there?”, and “How do you envision the local public health system in the next 5-10 years?”. Key behavior and climate needs were also discussed during this session.

Phase 3 The Four MAPP Assessments:

The vision statement and core principles were reviewed during the June 28, 2019, meeting and the Forces of Change assessment was conducted. On February 21, 2020, the Bay County community partners performed the Local Public Health System Assessment. Once this assessment was complete, the Community Health Assessment process was placed on hold due to the Coronavirus (COVID-19) pandemic.

On November 4, 2021, a Bay County Community Health Assessment steering committee was formed. Topics of discussion were geared towards conducting the community health assessment survey, forming a health alliance, health equity and what the next steps are in the MAPP process. Planning for healthy, equitable communities and review of the community partner distribution list were completed during the December 10, 2021, steering committee meeting. The steering committee met again on March 2, 2022, to organize participation and roles within the four MAPP assessments and how these would be conducted moving forward. On June 21, 2022, the community themes & strengths assessment was conducted by community partners, and strengths, weaknesses, opportunities and threats were identified within Bay County. At the end of June 2022, the community survey was distributed electronically to all Bay County residents.

A 3-day Community Health Summit was organized to complete phases 3-6 of the MAPP. The first summit took place on August 17, 2022, where community partners reviewed the results of phases 1 and 2, conducted environmental scans of Bay County, completed the health equity questionnaire, reviewed health indicators and voted on the top 5 health initiatives using the multi-voting matrix. A data analysis was conducted with the CHA survey data and reviewed comparatively against state and county indicators.

Phases 4 & 5, Identify Strategic Issues & Formulate goals and strategies:

On September 14, 2022, community partners re-convened to formulate goals and strategies for each of the defined priorities. Priority Area Work groups (PAW) were formed; work group breakout sessions commenced. During the breakout sessions, work groups were tasked with determining goals, SMART objectives, alignments with state initiatives, and identifying the vulnerable populations associated with the objective. Brainstorming sessions were conducted utilizing the 5 WHYS systematic approach to determine root causes.

Phase 6: Action Cycle

The action cycle involved three activities: planning, implementation, and evaluation. In this phase, the community partners used the goals and strategies identified in the previous phase to develop the Community Health Improvement Plan dashboard. On September 21, 2022, impact measures, benefits, changes, baselines, targets, anticipated target dates and data sources were determined. Section four completed this phase where work groups established accountability for achieving the objectives, and reviewed action plans for opportunities to coordinate.

Performance Tracking & Reporting

The Community Health Improvement Plan (CHIP) is a five-year plan to improve community health and quality of life in Bay County. It is a long-term systematic effort to address the public health concerns of the community. The CHIP aligns with national and state public health practices using Healthy People 2030 and the State Health Improvement Plan as a model. The plan identifies high-impact strategic issues and desired health and public health system outcomes to be achieved by the coordinated activities of the partners who provide input. Bay County's CHIP addresses five key health priorities: Access to Care, Mental Health, Substance Use/Intentional Self-Harm, Transportation and Housing. All CHIP goals, objectives, strategies, and performance indicators are accessible in the below Appendix.

Within the past five years, the Bay County Community has worked to implement the CHIP and address key public health concerns. The current plan has five strategic priorities, five community health goals, 37 strategic indicators, 6 objectives and a health equity project (refer to the health equity plan objectives). To view the full CHIP Dashboard, refer to the Appendix.

The CHIP serves as a framework for continuous health improvement in the local public health system by choosing strategic issue areas. It is not intended to be an exhaustive and static document. Evaluations on progress is ongoing through quarterly reports and discussion with community partners. The CHIP will continue to change and evolve as new information and insight emerge at the local, state, and national levels. Bay County is at a critical juncture in public health as significant health challenges arise and persist such as the opioid crisis, limited access to care, health and socioeconomic disparities, mental health, as well as the prevalence of obesity, chronic disease, nicotine use and many others. The local public health system must continue to join forces with community-based organizations to make a concerted effort to strengthen capacity, advance health equity and make significant strides to improve, promote and protect health.

Monitoring Progress and Reviews

Reviews of the CHIP take place during the Priority Area Work group (PAW) meetings.

The lead entity for each PAW will provide quarterly updates on objectives that are on track, not on track, not completed, or require a decision. Annually, the leads will report the progress and status for all objectives at the Panhandle Health Alliance annual community meeting.

Progress reports including the status of all objectives, the progress of all objectives and a description of how targets were monitored will be developed and completed each year. Additionally, the CHIP Dashboard will be updated with annual progress reports.

Resources

Learn more about how our community is addressing this health priority.



BAY COUNTY ANIMAL SERVICES



1-800-GOT-JUNK?

1-800-GOT-JUNK? makes the ordinary business of junk removal exceptional. We create space and peace of mind when junk gets in the way. Whether it's an unwanted sofa, a pile of household junk in the garage, or a warehouse full of unused office furnishings, 1-800-GOT-JUNK? removes it for you. In keeping with our environmental goals to divert items from the landfill, wherever possible, we will donate items to charity and recycle.

[Read More](#)

Animal Control

[Read More](#)

Lifeline Support

Lifeline is a federal program dedicated to making phone and internet service more affordable for low-income households.

[Read More](#)

Unite Us

Bay County, Florida Nonprofits Resource

[Read More](#)



Journey Pure

JourneyPure Emerald Coast offers a wide variety of addiction and mental health treatment programs to guide you or your loved one on the path to long-term recovery and well-being. We are committed to our patients' success and strive to reduce the threat of relapse. Our clinical staff provides integrated and comprehensive care to patients experiencing co-occurring disorders. This is done by focusing on the three pillars of health: sleep, nutrition, and exercise. At JourneyPure Emerald Coast, we treat our patients the way we would want to be treated.

[Read More](#)



Interim HealthCare

For over 50 years, Interim HealthCare has provided loved ones with compassionate and professional home care. With over 300 locations throughout the United States, our nurses, therapists, aides, companions and other healthcare professionals provide a wide range of services:

[Read More](#)



Starkey Hearing Foundation - Hear Now

HEAR NOW, a domestic program of the Starkey Hearing Foundation, provides hearing aids to people with no other resources to acquire hearing aids. HEAR NOW is a program of last resort; all other options must be used before service is awarded. Professional/consumer fact sheets and brochures are available.

[Read More](#)



Sunrise Community Inc

Sunrise is one of the largest, private 501(c)(3) not-for-profit organizations in the country dedicated to serving people with intellectual and developmental disabilities. Much of the organization's early growth can be attributed to assisting state agencies with deinstitutionalization efforts, and in more recent years, Sunrise has welcomed smaller companies in need of assistance or support into the Sunrise Group. As a result, over the last 50 years Sunrise has increased the number of persons served from 50 people in just South Florida to over 2,000 across several states with over 3,000 exceptional employees.

[Read More](#)



Helping Airmen & Guardians since 1942

Tyndall AFB Airforce Aid

Incorporated in 1942, Air Force Aid Society (AFAS) is an official charity for the U.S. Air Force and U.S. Space Force. AFAS purpose is to help Airmen and Guardians when they need us the most.

[Read More](#)

Resources

Learn more about how our community is addressing this health priority.



Abuse Hotline

The Florida Abuse Hotline accepts reports 24 hours a day and 7 days a week of known or suspected child abuse, neglect or abandonment and reports of known or suspected abuse, neglect, or exploitation of a vulnerable adult.

[Read More](#)



Agency for Health Care Administration

Welcome to the website for the Florida Agency for Health Care Administration. Our mission is "Better Health Care for All Floridians." As champions of that mission, we are responsible for the administration of the Florida Medicaid program, licensure and regulation of Florida's health facilities and for providing information to Floridians about the quality of care they receive.

[Read More](#)

Arc on the Gulf



BAY COUNTY
Florida

FOURTEENTH
JUDICIAL
CIRCUIT



Florida Department of Corrections

"Inspiring Success by Transforming One Life at a Time"



BAY COUNTY
SHERIFF'S OFFICE
Sheriff Tommy Ford

bayway

Bay County's Public Transit System

Arc on the Gulf

Transportation is often the vital link between not only quality of life, but also, jobs, access to medical care, and other life sustaining needs for some of the most vulnerable citizens.

[Read More](#)

Bay County Code Enforcement

The Code Enforcement Division enforces Bay County Codes and Land Development Regulations for the unincorporated areas of Bay County.

[Read More](#)

Bay County Fourteenth Judicial Circuit

Our Vision:

Justice in Florida will be Accessible, Fair, Effective, Responsive, and Accountable.

Our Mission:

Protect rights and liberties, uphold and interpret the law, and provide for peaceful resolution of disputes.

[Read More](#)

Bay County Probation

Probation officers enhance public safety by monitoring offender's compliance with conditions of supervision.

Probation officers assist offenders with resources and services necessary to transition from prison or jail to the community.

Probation officers increase the offender's likelihood of succeeding by referring offenders to various community resources to assist them in obtaining employment, substance abuse counseling, mental health counseling, as well as other positive, self-improvement programs to assist the offender.

[Read More](#)

Bay County Sheriff's Office

We will be relentless against criminals, compassionate to victims, responsive to citizens and will work with our community to keep Bay County safe.

[Read More](#)

Bayway Public Transit System

Bay County, Florida Public Transportation

[Read More](#)



Emerald Coast Behavioral Hospital

Emerald Coast Behavioral Hospital provides acute psychiatric services in a secure and nurturing environment to children (ages 4 to 12), adolescents (ages 13 to 17) and adults (ages 18 and older). Treatment includes medication management, individual, group and family therapy, classes in coping skills and a wide variety of therapeutic activities, such as expressive therapy, art and music therapy, recreational therapy and yoga therapy.

[Read More](#)



Florida Therapy Service, Inc

-MISSION STATEMENT-

To promote individual wellness and family stability through community based mental health services.

-OUR VISION-

Florida Therapy Services, Inc., a leader within the mental health community, is setting the standard through our continued commitment to provide accessible and affordable quality mental health care services to Florida's families.

[Read More](#)



Life Management Center

In operation since 1954, Life Management Center provides comprehensive behavioral health and family counseling services in Bay, Calhoun, Gulf, Holmes, Jackson, and Washington counties in the Florida Panhandle. We offer objective, professional help with personal problems ranging from family life adjustment difficulties to stress reactions, substance abuse and mental illness.

[Read More](#)



Panama City Rescue Mission / Bethel Village

At Panama City Rescue Mission, we provide temporary emergency shelter to individuals and families at our Gateway Women's and Children's Campus. Three meals a day are provided for all clients. The Gateway Men's Shelter is currently closed for renovations.

[Read More](#)

Resources

Learn more about how our community is addressing this health priority.



Northwest Florida

211 Northwest Florida

Call 2-1-1 for free human service information and assistance. We are available 24/7 to listen and provide emotional support, crisis counseling, suicide prevention, and information & referrals. You don't have to be in crisis to call, there is no eligibility criteria.

[Read More](#)



BCSO Jail Division

The Bay County Sheriff's Office Jail is the largest division of the Bay County Sheriff's Office and is commanded by Major Rick Anglin. Major Anglin is a graduate of Florida State University and has had an extensive career in Florida Corrections. Major Anglin has made it a priority to work closely with both sides of Judicial Operations as well as implementing and supporting programs designed to decrease recidivism.

[Read More](#)



Beach Care Services

Beach Care Services is a 501c3 non-profit organization that provides emergency assistance with rent payments, utilities, transportation, prescriptions, food, clothing, employment information, and a variety of other needs to benefit people living and working in the Panama City Beach area.

[Read More](#)



Catholic Charities of Northwest Florida

Our programs focus on empowerment and seek to enact long-term, positive change in the lives of those we serve. Our services are tailored for the unique circumstances of each person and our impact is significant and measurable. We serve our neighbors professionally, compassionately, in multiple languages, with great importance placed on building-up their personal dignity and encourage them to create a better life for themselves & their families.

[Read More](#)



Cleaning for a Reason

Cleaning for a Reason is a 501(c)(3) nonprofit organization that offers free home cleaning to cancer patients in the United States and Canada. Our goal is to remove the burden of cleaning and allow those recovering from surgery, in active treatment, or in hospice to focus on their health and spending valuable time with loved ones.

[Read More](#)



Community Development

Community Development achieves its mission of providing safe, decent affordable housing for its citizens by maintaining partnerships with local, state and federal agencies, affordable housing developers, non-profit organizations and others who share the common goal of producing affordable housing. Through these partnerships families in need, including special needs populations such as the elderly and other low- to moderate-income families, are able to obtain housing they can afford.

[Read More](#)



Department of Children and Families

The Department of Children and Families Office of Economic Self-Sufficiency helps promote strong and economically self-sufficient communities by determining eligibility for food, cash and medical assistance for individuals and families in Florida.

[Read More](#)



Domestic Violence Program

The Salvation Army Domestic Violence Program is a certified domestic violence center that offers a variety of free, voluntary and confidential services to survivors of domestic violence abuse in Bay, Calhoun, Gulf, Holmes, Jackson and Washington Counties such as; Emergency Safe Shelter, Safety Planning, Individual and support, Group Counseling, Empowerment Based Advocacy, and Victims Compensation & Relocation Filing

[Read More](#)



Family Service Agency

Family Service Agency

We are committed to giving individuals and families a 'hand up' in their time of need. We strive to provide needed services in every area of a person's life - directly or through referrals. We are dedicated to treating each person we serve with dignity and respect regardless of their gender, race, creed or sexual preference. We are proud to provide all goods and services free of charge to those in need.

[Read More](#)



Gatewood Apartments

Royal American's mission is to develop, construct and manage multifamily communities that improve the quality of life for residents, earn strong financial returns for owners and have a positive impact on the broader community.

[Read More](#)



Goodwill Industries

Goodwill exists to help people see possibilities, seize opportunities and prosper. Together we build community by inspiring, encouraging, and supporting each other and those we serve. We demonstrate trust, authenticity, and respect for all perspectives and backgrounds. Here, everyone and everything matters. We value truth, honesty, authenticity, and our relationships with each other. We promise to pay attention and shine a light where things are not as they should be. We call for action to create positive change. We trust one another's intentions, honor our word, do our part, and always seek to understand. Our passion for this work is undeniable. Together we honor this shared purpose.



Gulf County Sheriff's Office

The Gulf County Sheriff's Office is dedicated to serving our community with integrity and compassion while delivering proactive, professional law enforcement services to meet the diverse needs of our community.

[Read More](#)



Habitat for Humanity of Bay County, Florida

Habitat for Humanity of Bay County Florida, Inc. is an ecumenical Christian organization that welcomes volunteers from all faiths who are committed to helping Habitat in its mission of eliminating poverty housing. With the help of hundreds of volunteers Habitat builds decent and affordable houses for people in need. Homes are sold with no profit made. Homeowners contribute "sweat equity" and their no-interest mortgage payments are recycled into the 'Fund for Humanity' to build additional homes.

[Read More](#)



Humane Society of Bay County

We believe that through humane education and responsible pet ownership, we will one day end the needless destruction of companion animals in our community, and we envision a world where every companion animal has a safe and loving home.

[Read More](#)



Agency for Persons with Disabilities

APD works with local organizations and private providers to support people who have developmental disabilities and their families in living, learning, and working in their communities. APD identifies the service needs of people with developmental disabilities, and those individuals may receive social, medical, behavioral, residential, and/or therapeutic services.

[Read More](#)



Ascension Sacred Heart Bay

Ascension Sacred Heart Bay is an acute care hospital in Bay County, Florida. The hospital has 202 private rooms and a broad range of services, including emergency services, heart surgery and interventional cardiology procedures, general surgery, and the area's only Trauma Center.

[Read More](#)



Brain & Spinal Cord Injury Program

The Brain and Spinal Cord Injury Program's purpose is to provide all eligible residents who sustain a traumatic brain or spinal cord injury the opportunity to obtain the necessary services that will enable them to return to an appropriate level of functioning in their community.

[Read More](#)



Bridge at Bay St Joe

Bridge at Bay St Joe located in Port Saint Joe, FL, in Gulf County, offers a variety of therapies and care services to help you regain your independence.

Skilled nurses, therapists and licensed care professionals are available to guide you through your personalized therapy. Whether you're recovering after a hospital visit or in need of on-going medical support, Bridge at Bay St Joe will help you achieve your personal goals.

[Read More](#)



Cares

Department of Elder Affairs preadmission screening program for nursing facility or alternative placement

Mission Statement:

To promote the well-being, safety, and independence of Florida's seniors, their families, and caregivers

Vision:

For all Floridians to live well and age well

[Read More](#)



Charter Senior Living of PCB

Charter Senior Living is a family-owned senior living organization with a successful record of providing high-quality lifestyles to seniors and their families. Whether it's Independent Living, Assisted Living or Memory Care that is needed, at Charter Senior Living communities, residents can be assured they will enjoy a true sense of purpose by leading happier, healthier and more fulfilling lives.

[Read More](#)



Council on Aging

Serving senior adults by helping them remain active and independent in Bay County, Florida.

[Read More](#)



Department of Health in Bay County

The purpose of public health intervention is to prevent and manage diseases, injuries and other health conditions through surveillance of cases and the promotion of healthy behaviors. Its aim is to prevent the occurrence or reoccurrence of health problems by implementing educational programs, developing policies, administering services, and conducting research.

[Read More](#)



Immunizations at Bay Health

The mission of DOH-Bay's Immunization Program is to protect the health and safety of all citizens and visitors in our community by preventing vaccine-preventable diseases. We provide vaccines for both children and adults.

[Read More](#)



Wellness Programs

These programs help create new norms and opportunities in schools, worksites, and the general community so that healthy eating, active living, and smoke-free lifestyles are the easy and natural choices.

[Read More](#)



Disability Resource Center

The Disability Resource Center (DRC) is an organization that works to promote Independent Living for and by individuals with disabilities; to enable them to take control of their lives; to make decisions about themselves and their future; to ensure the necessary support services are available to enable them to be active participants in their communities; and to prevent unnecessary institutionalization.

[Read More](#)



Division of Blind Services

Mission Statement: To ensure blind and visually-impaired Floridians have the tools, support and opportunity to achieve success

Vision Statement: In partnership with others, create a barrier free environment in the lives of Floridians with visual disabilities.

[Read More](#)



Elder Helpline

The Elder Helpline, a service of Elder Options, is your starting point for seeking information and other kinds of assistance for seniors and their caregivers. The Elder Helpline is part of Florida's Aging & Disability Resource Center network that provides callers with information, referrals, choices, and assistance in accessing the many services available to older adults, persons with disabilities, their caregivers, and family members.

[Read More](#)



Epilepsy Foundation Florida

The Epilepsy Foundation Florida and Florida Epilepsy Services provides programs and services that support people and families impacted by epilepsy. With the strength of a national organization and network of epilepsy experts, EFF and FES provide national scope and local impact.

[Read More](#)



Gulf Coast State College Dental Clinic

The Dental Clinic at Gulf Coast State College has the latest technology required to provide best treatment using the best tools in the industry. With almost 10,000 square feet of both educational and professional space, the Dental Clinic provides trained students and licensed instructors who deliver quality patient care.

[Read More](#)



Gulf County Senior Citizens Association, Inc

Our Mission:

To enhance the quality of life for older adults, persons with disabilities, and caregivers through advocacy, education, and support.

[Read More](#)



HCA Florida Gulf Coast Hospital

We're part of the largest network of doctors, nurses and care sites in the state. Our experienced care teams are focused on listening to you — caring for you like family. We work to understand your needs to provide a personalized care experience. From welcoming your newest family members to routine and specialty care needs throughout your life, you can count on us to show up for you when it matters.

[Read More](#)



Home Healthcare

We strive to provide specialized care to meet the needs of each patient, the way we would our own family. In collaborations with community healthcare providers including the overseeing physician, a comprehensive plan of treatment is developed and care is delivered by our experienced and passionate team.

[Read More](#)

Resources

Learn more about how our community is addressing this health priority.

American Cancer Society



American Cancer Society

[Read More](#)



Covenant Care

When your loved one is recovering from an injury, dealing with an illness or disability, they need relaxing recovery and ongoing care from the comfort of their own home. The Covenant Home Health Care team of Panama City offers a caring, supportive presence and skilled services tailored to help you thrive at home.

[Read More](#)



VITAS Healthcare

This VITAS hospice office serves as a "home base" for our care teams, which includes physicians, nurses, home health aides, chaplains and social workers. At VITAS, we provide hospice care wherever our patients call home and on an inpatient basis as needed, when symptoms cannot be managed at home.

[Read More](#)



Davita Dialysis

We are on a quest to Build the Greatest Health Care Community the World Has Ever Seen. Learn how DaVita—which is Italian for "giving life"—is working to provide quality service to patients, partners and teammates.

[Read More](#)



Emerald Coast Hospice

Time with friends and family is the most important time we have. People often believe that hospice is simply end-of-life care, but it is so much more. We are here to help people with life-limiting illnesses, and their loved ones, make the most of every moment. With offices in Pensacola, Milton, Crestview, Fort Walton Beach, Miramar Beach, Panama City, Chipley, and Marianna, we are able to serve the needs of people in communities throughout northwest Florida.

[Read More](#)

Resources

Learn more about how our community is addressing this health priority.



CARE

Chemical Addictions Recovery Effort (CARE), Inc. is a non-profit agency dedicated to providing prevention, intervention, treatment and recovery services to assist individuals and their families change unhealthy behaviors, reduce the stigma, and improve their lives. CARE includes family members because we realize chemical addiction can be as devastating to those close to the substance abuser as it is to the one who has the disease.

[Read More](#)



Recovery Bay

Recovery Bay Center

We are a specialized treatment facility that provides high-end amenities and accommodations for men seeking recovery from addiction. Located in the worlds most beautiful beaches, our center offers a comfortable and private environment for Survivors, featuring private and semi-private rooms, gourmet meals, health and wellness treatments and recreational activities.

[Read More](#)

Appendix 1: CHIP Dashboards
CHIP Priority #1: Mental Health
Workgroup Action Plan
Bay County
Workgroup Leads: Deneika Roulhac
Date Updated: 2/22/23

Priority: Mental Well-being and substance use prevention

Goal: Reduce the impact of pediatric mental, emotional and behavioral health disorders

Objective 1.1: By December 31, 2026, reduce the number of baker acts in children 17 and under from 29% (2021) to 26%

Vulnerable Populations: Children 17 and under; homeless youth, children of domestic violence; children suffering from depression or mental health disorders

Description of Indicators	Baseline	Direction of Change	Unit of Measurement	Current Measurement (2020)				Target	Anticipated Completion Date	Current Status	Report Cycle	Data Source
				Q1	Q2	Q3	Q4					
Children 19 & under; 25% of children under 18 had a more than one repeated involuntary mental health exam; 232 children under 18 had a mood or depressive disorder; 390 children under 18 were hospitalized from mental health disorders; 1,615 youth ages 9-17 are seriously emotionally disturbed; 34% ages 11-17 felt sad or hopeless for 2 or more weeks in a row	29%	Decrease	%					26%	31-Dec-26	On Track	Annual	Baker Act Reporting Center; FLCHARTS; Behavioral Health Profile/Suicides

Action Plan

Activity Description	Community Resources	Anticipated Completion Date	Person Responsible	Activity Progress Notes
Conduct quarterly educational workshops with those community partners that have interface with the vulnerable population, such as the Department of Juvenile Justice, Bay District Schools, Law Enforcement, Bay County Sheriff's Office etc.	Educational institutions/MH training specialists	12/31/2026	Deneika Roulhac (Bay County Sheriff's Office), John Sablan (NWF Health Network), Nicole Johnson (Basic NWFL), Ella Williams (resident), Calinda Brown (Department of Juvenile Justice), Denita Cook (Florida Dept of Health Children's Medical Services), MaryAnn Janowski (Early Education and Care)	
Educate the community using a "meet them where they're at" strategy utilizing resources such as the baker act roadmap. This strategy would include, but not limited to, small church gatherings, local community events, sports practices, parks, and school events	Community partnerships	12/31/2026	Same as above	
Create a baker act roadmap that will help guide the public and community partners as to who to call first and what resources are available. The intention is to avoid calling the police, which in turn provokes baker acting. Marketing the roadmap through social media is key.	Local Media/printed media/ECBH grant funding	6/30/2023	Same as above	
Provide support to meet the objectives of the Florida Maternal Mental Health Collaborative by encouraging provider enrollment in the Florida Behavioral Health Impact program clinical behavioral health training. Training would be provided to providers, lactation consultants, peer navigators and community health workers	Local providers/training specialists	6/30/2023	Same as above	

Legend: Current Status
On Track- Objective progress is exceeding expectation or is performing as expected at this point in time
Not on Track- Objective progress is below expectations at this point in time
Decision Required- At risk of not completing/meeting goal or goal unachievable. Management is required on mitigation/next steps
Completed- completed & target date has passed
Not Completed- not completed & target date has passed

**CHIP Priority #2: Transportation
Workgroup Action Plan
Bay County
Workgroup Leads: Dr. Tory Peek
Date Updated: 2/24/23**

Priority: Social and Economic conditions impacting health

Goal: Enhance opportunities to foster economic vitality and resilience for all people

Objective 2.1: By December 31, 2026, Increase funding and grant opportunities by utilizing the health alliance to facilitate free ridership vouchers from 9,662 vouchers (annually)(2022) to 12,000 (annually)

Vulnerable Populations: Hispanic; residents living in rural areas; low-income households; zero-auto households; persons with disabilities; elderly; youth

Description of Indicators	Baseline	Direction of Change	Unit of Measurement	Current Measurement (2020)				Target	Anticipated Completion Date	Current Status	Report Cycle	Data Source
				Q1	Q2	Q3	Q4					
1% of Bay county residents use public transportation; <25% residents use public transportation monthly; 30% of residents havent any public transportation service near origin (where they reside/work);	TD	Increase	%					TBD	31-Dec-26	On Track	Annual	US Census Bureau; FLCHARTS; Bay County Transit Survey Data; Bureau of Economic and Business Research

Action Plan

Activity Description	Community Resources	Anticipated Completion Date	Person Responsible	Activity Progress Notes
Work with Medicaid office to enhance on-time pickup efficiency	Bay County Transportation Vouchers	2/28/2023	Dr. Tory Peek (FSU-PC), Brandy Mankin (FDOH-Bay); Lamar Hobbs (Bay County Transportation); Therrita Walderon (LEAD Coalition of Bay County); Rick Everitt (Bay County Sheriff's Office); Rebekah Taylor and Chuck Perdue (Bay County Tax Collector's Office); Trey Kolmetz and Harrison Neilly (First Transit)	
Policy Change: Increase current bay county tourism tax from 5% to 6%. Intention is to provide that additional 1% to Bay County public transportation: creating opportunities for more buses, more stops, more bus drivers	Additional Tax Collection/Tax Collector's Office	12/31/2026	Same as above	
Increase ridership by applying for grants for transportation vouchers. This will inturn help fund the Bay Town Trolley	Community partnerships/Transportation vouchers/Health Equity Grant	12/31/2026	Same as above	

Activity Progress and Comments

Objective: By December 31, 2024, Implement more frequent service on corridors that have high existing ridership or high population and/or employment densities from every hour to every half hour on weekdays (2020)

Description of Indicators	Baseline	Direction of Change	Unit of Measurement	Q1	Q2	Q3	Q4	Target	Anticipated Completion Date	Current Status	Report Cycle	Data Source
1% of Bay county residents use public transportation; <25% residents use public transportation monthly; 30% of residents havent any public transportation service near origin (where they reside/work);	1 hour	Decrease	Number					1/2 hour	31-Dec-24	On Track	Annual	US Census Bureau; FLCHARTS; Bay County Transit Survey Data; Bureau of Economic and Business Research

Action Plan

Activity Description	Community Resources	Anticipated Completion Date	Person Responsible	Activity Progress Notes
Conduct a cost vs revenue analysis; perform density analysis for route selection		12/31/2024	Dr. Tory Peek (FSU-PC), Brandy Mankin (FDOH-Bay); Lamar Hobbs (Bay County Transportation); Therrita Walderon (LEAD Coalition of Bay County); Rick Everitt (Bay County Sheriff's Office); Rebekah Taylor (Bay County Tax Collector's Office)	

Legend: Current Status
On Track- Objective progress is exceeding expectation or is performing as expected at this point in time
Not on Track- Objective progress is below expectations at this point in time
Decision Required- At risk of not completing/meeting goal or goal unachievable. Management is required on mitigation/next steps
Completed- completed & target date has passed
Not Completed- not completed & target date has passed

CHIP Priority #3: Intentional Self-harm/Substance Use

Workgroup Action Plan

Bay County

Workgroup Leads: TBD

Date Updated: 11/29/22

Priority: Mental Well-being and substance use prevention

Goal: Reduce substance use disorders and overdose deaths

Objective 3.1: By December 31, 2026, Reduce deaths caused by opioid overdoses from 29.4 (per 100,000) to 20. (2020)

Vulnerable Populations: 18-15 years of age; youth ages 11-17 (both male and female); those with behavioral health and mental health disorders

Description of Indicators	Baseline	Direction of Change	Unit of Measurement	Current Measurement (2020)				Target	Anticipated Completion Date	Current Status	Report Cycle	Data Source
				Q1	Q2	Q3	Q4					
48% Fentanyl deaths in Florida; 163 deaths from intentional self-harm; opioid involved deaths increase 41%; 34% ever used marijuana by age 13 in Florida; 14% of students misuse opioids in Florida; youth opioid use directly linked to sexual risk behaviors; 3% increase in heroine use predominantly in Hispanic, male 10-12th graders; 4.7 youth ages 11-17 deaths by suicide; 2.3 suicide by drug poisoning predominatly Male, white, non-hispanic; 48,000 prescriptions dispensed in Bay County; 2,374 adult drug arrests and 64 youth arrests; 18% deaths by opioids in Bay County; 56 adults ages 18-50 deaths by suicide	29.4 (per 100,000)	Decrease	Number					20 (per 100,000)	31-Dec-26	On Track	Annual	FLCHARTS; YRBSS; BRFSS; FDLE Medical Examiner Report; FLCHARTS/Substance Use Dashboard

Action Plan

Activity Description	Community Resources	Anticipated Completion Date	Person Responsible	Activity Progress Notes
Streamline and combine Bay County resources to squash silos. Combining resources will help create a broader reach. Coordinate education programs.	Community partnerships/Opioid Grant/Local Media	12/31/2026	Justin Perse (Pancare); Kyle Merritt (Pancare); Christine Bartels (FDOH-Bay); Tricia Pearce (FDOH-Bay); Delbert Horton (CARE); Sheretta Lynn (Dept. of Children and Families); Lyndsey Jackson (Bay District Schools); Mario Lupica (Bay County Sheriff's Office); Standish (Vet Center); TBD:DJJ REP for The Facts.Your Future	
Conduct public educational forums by utilizing special speakers at community events and linking with the The Facts. Your Future campaign.	Community partnerships/Opioid Grant/Local Media	12/31/2026	Same as above	
Create free youth programs by working with community partners	Grant Opportunities	12/31/2026	Same as above	
Research youth rehabs (not behavioral health rehabs) and create partnerships to look into oportunites for a Bay County youth rehab	Grant Opportunities	12/31/2026	Same as above	
Provide support to meet the objectives of the Bay County Opioid grant (OD2A): 1) Facilitate countywide survey 2) Increase community partner collaboration 3) Build awareness	Opioid Grant	12/31/2026	Same as above	

Legend: Current Status
On Track- Objective progress is exceeding expectation or is performing as expected at this point in time
Not on Track- Objective progress is below expectations at this point in time
Decision Required- At risk of not completing/meeting goal or goal unachievable. Management is required on mitigation/next steps
Completed- completed & target date has passed
Not Completed- not completed & target date has passed

**CHIP Priority #4: Housing
Workgroup Action Plan
Bay County
Workgroup Leads: Janice Lucas
Date Updated: 3/623**

Priority: Social and Economic conditions impacting health

Goal: Enhance opportunities to foster economic vitality and resilience for all people

Objective 4.1: By December 31, 2027, Reduce the proportion of families in Bay County that spend more than 30% of income on housing from 91% (2021) to 90%.

Vulnerable Populations: severely low-income families; low-income families; homeless; elderly; families within the 32401 zip code; disabled

Description of Indicators	Baseline	Direction of Change	Unit of Measurement	Current Measurement (2020)				Target	Anticipated Completion Date	Current Status	Report Cycle	Data Source
				Q1	Q2	Q3	Q4					
Fair Market Rent @ \$1300 for 2-bedroom (2022); 35% of renters are over the 50% gross rent threshold; median mortgage per month at \$1400; median gross income per person @ \$1945; \$897 is the mortgage allowance (median income/avg person per household (2.42))	35.10%	Decrease	%					34%	31-Dec-26	On Track	Annual	FLCHARTS; US Census Bureau; 2020 ACS/US Census; Simberg/Florida Housing Data; Huduser.gov

Action Plan

Activity Description	Community Resources	Anticipated Completion Date	Person Responsible	Activity Progress Notes
Create an affordable housing collaboration with housing entities such as Springfield housing, Bay County housing, Panama City housing, Doorways of NWFL, Council on Aging, Disability Resource Centers and retail management companies	Housing partnerships/Builders & investors	12/31/2026	Carol Davis (Disability Resource Center); Shelley Frazier (Doorways/NAACP); Brandy Mankin (DOH-Bay); Janice Lucas & Therrita Waldren (LEAD Coalition); Cassandra Faustin (Victory Temple Church); Melanie Taylor (UF/IFAS Extension Office); Robin Steinzor (Panama City Housing Authority); Errica Turner (Disability Resource Center)	
Educate short-term rentals, long-term rentals and land owners on HUD/Section 8 opportunities. Collaborate with code enforcement to look at property relapse; connect with rebuild bay for resources to educate towards turning flagged homes to be placed on Section 8 list. Solicit for county policy changes to incorporate affordable housing	Educational forums	12/31/2026	Same as above	
Combine housing efforts in Bay County/Squash Silos		12/31/2026	Same as above	
Review successful educational homeowner and rental programs in other areas quarterly	Data Collection/Best Practices	12/31/2026	Same as above	

Legend: Current Status
On Track- Objective progress is exceeding expectation or is performing as expected at this point in time
Not on Track- Objective progress is below expectations at this point in time
Decision Required- At risk of not completing/meeting goal or goal unachievable. Management is required on mitigation/next steps
Completed- completed & target date has passed

**CHIP Priority #5: Access to Care
Workgroup Action Plan
Bay County
Workgroup Leads: MaryAnn Roberts
Date Updated: 11/21/2022**

Priority: Social and Economic conditions impacting health

Goal: Improve access to high quality healthcare services for all across the lifespan

Objective 5.1: By December 31, 2026, Decrease the percent of adults ages 18+ and older who are unable to access healthcare providers due to cost from 16% (2021) to 13%

Vulnerable Populations: 18+ older population; all races, all ethnicities; low-income families; elderly; homeless

Description of Indicators	Baseline	Direction of Change	Unit of Measurement	Current Measurement (2020)				Target	Anticipated Completion Date	Current Status	Report Cycle	Data Source
				Q1	Q2	Q3	Q4					
Adults 18+ and older; 61% of adults have a person al doctor; 72% adults had a medical checkup in the last year; 13% of adults are below poverty level	16%	Decrease	%					13%	31-Dec-26	On Track	Quarterly	FLCHARTS

Action Plan

Activity Description	Community Resources	Anticipated Completion Date	Person Responsible	Activity Progress Notes
Create an awareness campaign by utilizing billboards and Panhandle Health Alliance social media.	Local Media/Grant opportunities/Educational Forums	12/31/2026	Access to Care PAW: MaryAnn Robers (BayCares/Pancare); Maria Lago and Tatiana Romero (Early Education & Care); Vivian Mohamed (Avicenna); Lindsey Cross (Pancare); Kristi Warren (Disability Resource Center); ; Christina Krueger (Ascension Sacred Heart); Crystal Cook (Gulf Coast Sexual Assault Program); Beverly Bond (St. Andrew Medical Clinic)	
Create a calendar of events under the health alliance website where all community events and meetings in reference to health are placed. This would serve as a communication piece for involvement and to help squash silos.	PHA/Internet Site/Webmaster	12/31/2023	Panhandle Health Alliance	
Update the resource guide quarterly at the Panhandle Health Alliance meeting	Community partnerships	1/31/2024	Access to Care PAW & Panhandle Health Alliance	
Provide access to healthcare at community events such as health fairs utilizing the DOH-Bay, PanCare and Avicenna mobile clinics for free annual check ups.	Community Events calendar	2/28/2027	Access to Care PAW	
Research the Florida Mobile Integrated Healthcare Community Paramedicine Certification Program: 1) research for feasibility 2) solicit to Bay County colleges (FSU-PC, GCSC, Haney) 3) Colleges to impliment by providing certification program to students 4) Coordinate with local EMS to impliment EMS program	FSU/EMS	5/31/2023	Access to Care PAW	

Legend: Current Status	<p>On Track- Objective progress is exceeding expectation or is performing as expected at this point in time</p> <p>Not on Track- Objective progress is below expectations at this point in time</p> <p>Decision Required- At risk of not completing/meeting goal or goal unachievable. Management is required on mitigation/next steps</p> <p>Completed- completed & target date has passed</p> <p>Not Completed- not completed & target date has passed</p>	54
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HEALTH EQUITY PLAN OBJECTIVES

Neighborhood & Built Environments

- **Health Disparity Goal:** By December 31, 2025, reduce the number of adults who have ever been told they have diabetes from 11.6% to 10%. [data source: Florida Behavioral Risk Factor Surveillance System telephone survey conducted by the Centers for Disease Control and Prevention (CDC) and Florida Department of Health Division of Community Health Promotion]
- **Access to healthier food options funding sources: Health Disparities Grant and Bay CHD General Revenue**
- **Access to healthier food options: Table**

Objective	Action Plan(s)	Lead Entity and Unit	Lead Point Person	Data Source	Baseline Value	Target Value	Plan Alignment
Long-Term SDOH Goal: Improve community partnerships by combining resources							
Objective 3:1: By December 31, 2025, increase the number of farmers markets that accept SNAP (Florida EBT) from 0 to 5	-Contact Bill Davenport	Bay CHD	Dixie Williams/ Melanie Taylor	U.S. Department of Agriculture (USDA) Food and Nutrition Services Florida EBT Farmers Market report; Smarter Florida Farmers Markets that accept SNAP EBT online report.	0 (July 2022)	5	Bay CHIP 1.1.3; SHIP Priority Area 2; ASP 1.1.2C
Medium-Term SDOH Goal: Increase access to healthier foods							
Objective 2:1: By December 31, 2024, increase the number of farmer's market locations in food desert areas from 3 to 5.	-contact Bill Davenport	Bay CHD/ Bay CHD/Par ks & Recs/Gy ms	Dixie Williams/ Bay CHD WIC/Liz Hunt	Florida Department of Agriculture Consumer Services/Comm unity Farmers Market report by county, 2022	4 (July 2022)	5	Bay CHIP 1.1.3; SHIP Priority Area 2; ASP 1.1.2C
Short-Term SDOH Goal: Improve food options							
Objective:1:2: By December 31, 2023, increase the number of service days provided by farmer's markets from 3 days to 4 days at existing venues.	-Bay CHD to increase current FM	Bay CHD/ Bay CHD/	Bay CHD WIC/AJ Haro/	Florida Department of Agriculture Consumer Services/Comm unity Farmers Market report by county, 2022	3 (July 2022)	4	Bay CHIP 1.1.3; SHIP Priority Area 2; ASP 1.1.2C

Healthcare Access & Quality

- **Health Disparity Goal:** By December 31, 2025, Increase the number of adults with diabetes who ever had diabetes self-management education from 51% to 65%.
- **Education and Health Literacy**
- **Education and Health Literacy funding sources: Health Equity Grant and community partner funding**

Objective	Action Plan(s)	Lead Entity	Lead Point Person	Data Source	Baseline Value	Target Value	Plan Alignment
Long-Term SDOH Goal: Improve community partnerships by combining resources							
Objective: By December 31, 2025, Increase diabetes referrals by 20% through face to face meetings with providers, advertising campaigns and outreach events to consumers	-Media campaign; partner with parker schools/Healthy eating pilot program; Gym opportunities; Travel vouchers	Bay CHD/Anytime Fitness	Dixie Williams/Liz Hunt	FBRFSS	146	175	Bay CHIP 1.1.3; SHIP Priority Area 2; ASP 1.1.2C
Medium-Term SDOH Goal: Increase access to healthier foods							
<u>Objective 1.1:</u> By December 31, 2024, partner with UFAS to conduct adult cooking classes on healthier cooking from 0 to 1 per quarter	-Supermarket gift cards - tent setup at anytime fitness	Bay CHD/UFAS	Dixie Williams/Melanie Taylor	FDG Consumer Services/ Team Nutrition report by county, 2022	0 (July 2022)	1	Bay CHIP 1.1.3; SHIP Priority Area 2; ASP 1.1.2C
Short-Term SDOH Goal: Improve cultural competency							
Objective 1.2: By December 31, 2023, partner with the Bay County Public Library to provide accurate health resources to more public locations from 2 to 5	-convert health publications into Spanish	Bay County Public Library	Michael Harris	Bay County Public Library Free Library on Wheels reporting	2 (July 2022)	5	Bay CHIP 1.1.3; SHIP Priority Area 2; ASP 1.1.2C