



2014-16 Community Health Plan

Florida Hospital DeLand conducted a Community Health Needs Assessment (CHNA) in 2013. With oversight by a community-inclusive Community Health Needs Assessment Committee, the Assessment looked at the health-related needs of our broad community as well as those of low-income, minority and underserved populationsⁱ. The Assessment includes both primary and secondary data.

The Community Needs Assessment Committee, hospital leadership and the hospital board reviewed the needs identified in the Assessment. Using the Priority Selection processes described in the Assessment, the Committee identified the following issues as those most important to the communities served by our hospital. The hospital Board approved the priorities and the full Assessment.

1. Promoting Health & Wellness, Chronic Disease: Cardiovascular Disease
2. Promoting Health & Wellness, Chronic Disease: Diabetes
3. Alcohol, Drug and Tobacco Use and Abuse
4. Health and Wellness Access

With a particular focus on these priorities, the Committee helped Florida Hospital DeLand develop this Community Health Plan (CHP) or “implementation strategyⁱⁱ.” The Plan lists targeted interventions and measurable outcome statements for each effort. Many of the interventions engage multiple community partners. The Plan was posted by May 15, 2014 at the same web location noted below.

Florida Hospital DeLand’s fiscal year is January – December. For 2014, the Community Health Plan will be deployed beginning May 15 and evaluated at the end of the calendar year. In 2015 and beyond, the Plan will be implemented and evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be posted annually and attached to our IRS Form 990.

If you have questions regarding this Community Health Plan or Community Health Needs Assessment, please contact Christina Fitzsimons, Community Benefit Manager, at christina.fitzsimons@fhdeland.org.

ⁱ The full Community Health Needs Assessment can be found at <http://fh.floridahospital.com/deland/our-location/community-benefit> under the Community Benefit heading.

ⁱⁱ It is important to note that the Community Health Plan does not include all Community Benefit efforts. Those activities are included on Schedule H of our Form 990.

Florida Hospital DeLand

2014-16 Community Health Plan

OUTCOME GOALS

OUTCOME MEASUREMENTS

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
Promoting Health & Wellness, Addressing Chronic Disease (Cardiovascular Disease & Diabetes)	Educate at least 20 low-income adults in the target area about principles of a healthy lifestyle [CREATION HEALTH]	Adults in Deland, 18+, residing in an under-privileged zip code of hospital's PSA (this is a new audience)	Hold a minimum of one Creation Health program annually at a location within the target zip code.	Number of programs held	0	1 program		1 program		1 program		\$3,750		This is a new audience that will be targeted, in an underserved area of this hospital's PSA.
			A minimum of 20 adults will complete the program in year 1, and will increase each year (completion - attendance at 6 of 8 sessions)	Number of adult completers	0	20 adult completers (May - Dec)		35 adult completers		40 adult completers				
			FH staff and/or community volunteers will donate 24 hours of time.	Number of donated hours	0	24 hours		24 hours		24 hours		\$1,800		
			A minimum of 20 program completers will receive free Cholesterol and HbA1C screenings in year 1 and will increase each year	Number of adults who receive screenings	0	20 screenings (May - Dec)		35 screenings		40 screenings		\$3,000		

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
			70% of program completers will demonstrate an increase in knowledge of Creation Health Principles on post-test scores.	Percent of program completers who have an improved post-test score.	0	70% with increased score		70% with increased score		70% with increased score				
	Provide free wellness and prevention membership program to the community [CHANGE YOUR LIFE]	Core Service area	Change Your Life with Florida Hospital program	# members in core service area	3,100	3,250		3,400		3,550				
	Provide health, wellness, and disease prevention education to community through free seminars [COMMUNITY HEALTH & WELLNESS SEMINARS]	Core Service area	2014 Programs (Lectures, seminars, screenings) Go Red for Women Feb., HeartCaring Cooking Demo, Joint Replacment Education, Summer Water Safety, Skin Cancer Screening, Farmers Market, Laughter Yoga, Breast Cancer Survivor Presentation and Fashion Show	# of programs offered, # of participants per program	20 Attendees per lecture or screenings 2013	25 Attendees per lecture or screening		30 attendees per lecture or screening		30 attendees per lecture or screening		In-kind staff time and materials/ supplies		

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
	Provide free community Diabetes Education classes [DIABETES EDUCATION]	Underserved/ uninsured Adults in Deland, 18+	Monthly Community Diabetes Education free class	# of programs per year, # of participants	12 classes, 22 participants	7 classes (May-Dec), 16 participants		12 classes, 24 participants		12 classes, 24 participants				
Adult Alcohol, Drug and Tobacco Use and Abuse	Increase access to smoking cessation classes for the underserved [SMOKING CESSATION]	Adults, 18+, residing in an under-privileged zip code of hospital's PSA	A minimum of 30 adults will complete a Tools to Quit smoking cessation class	Number of adults completers	0	20 completers (May - Dec)		35 completers		40 completers		\$3,000		
	Provide smoking cessation classes to the community at no charge [SMOKING CESSATION]	Core Service area	Hospital will host smoking cessation classes onsite for the general community	# of programs, # of participants	2 programs, 19 participants	2 programs, 20 total participants (May - Dec)		4 programs, 30 total participants		4 programs, 35 total participants		Hospital will provide space at no charge and assist with marketing		
Youth Alcohol, Drug and Tobacco Use and Abuse	Implement program by January 2015 [YOUTH SUBSTANCE ABUSE PREVENTION]	At-risk youth in hospital's PSA	Work with at least one community partner to develop a plan to target youth substance abuse prevention by 12/31/2014	Number of programs provided	0	0		1 program		1 program		TBD: Supplies and program materials		
				Number of youth who receive the program	0	0		TBD		TBD				

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
Promoting Health and Wellness and Health Access	Increase knowledge of and access to health and wellness resources/services [2-1-1 EXPANSION]	Volusia and Flagler County residents	Increase the number of health and wellness resources included in the 2-1-1 database	Number of health and wellness database records	0	100		10% increase over Year 1 actual		10% increase over Year 2 actual		\$8,300		
			Increase the number 2-1-1 staff referrals to health and wellness resources	Number of staff referrals	0	75		25% increase over Year 1 actual		25% increase over Year 2 actual				
			Increase the number of web referrals made to health/wellness resources	Number of web referrals made	0	75		25% increase over Year 1 actual		25% increase over Year 2 actual				
	Increase access to health diagnostics and treatment services [GOOD SAMARITAN CLINIC]	Uninsured adult residents of DeLand	Percent of allocated funds utilized to provide diagnostic and treatment services to individuals referred from the Good Samaritan Clinic	% of FY allocation utilized	\$30,000	90% of funds utilized		90% of funds utilized		90% of funds utilized		\$90,000		

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
	Provide access to free support groups for the community [SUPPORT GROUPS]	Core Service area	Hospital will provide space for community support group meetings (Breast feeding support group, Mommy to Mommy support group, CPAP Support group, Celiac Support group, Diabetes Support group, Cancer support group, Men's Cancer support group, Breast Cancer Support Group, Look Good/Feel better support group)	# of support groups	9	9		9		9		Hospital will provide space at no charge		