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Community Health Needs Assessment

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Date Submitted: 2/14/2013 DRAFT, revised 4/1/2013

Revised November, 2013

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Executive Summary

Florida Hospital Fish Memorial is one of four Florida Hospital facilities in Volusia County, FL.

Florida Hospital Fish Memorial participated in a countywide Community Health Needs Assessment (CHNA) in cooperation with Florida Hospital DeLand (west Volusia), Florida Hospital Memorial Medical Center (east Volusia) and Florida Hospital Oceanside (east Volusia). Our goal was to identify community needs throughout the county to help prepare our facility in developing a Community Health Plan to address health needs in the Florida Hospital Fish Memorial Service area, and also develop specific outreach programs to make positive changes in the overall health of our community.

In efforts to understand which health issues could serve as a basis for the Community Health Plan, the Florida Hospital Fish Memorial team worked in conjunction with and received input from One Voice for Volusia, a non-profit corporation that develops and implements strategies for local health and human services agencies to improve the community as a whole. One Voice for Volusia assisted our efforts by conducting internal and external community assessments and analyzing the primary and secondary data that was received.

As a starting point, One Voice for Volusia conducted the Volusia County Profile (see attachment) and our Service Area Demographics (see Appendix) to give a comprehensive look at demographics and health statistics in our area. Both profiles combined identified 13 health issues with 41 health indicators to factor in. Florida Hospital Fish Memorial assessed the health issues that ranked in the 3rd or 4th quartile (worse) in Volusia County compared to other counties in Florida. The lower ranked health issues include:

- Chronic Disease: Asthma, Cancer
- Chronic Disease: Cardiovascular Disease
- Chronic Disease: Chronic Lower Respiratory Disease
- Chronic Disease: Diabetes
- Chronic Disease: Chronic Liver Disease and Cirrhosis
- Health Access
- Infant and Maternal Health Injury
- Promote Health and Wellness
- Risky Sexual Activity
- Tobacco and Youth Alcohol/Drug Use

In addition to the secondary data, One Voice for Volusia and Florida Hospital Fish Memorial conducted interviews and surveys with key stakeholders who represented the community at large as well as low-income, minority and underserved populations. Health priorities identified by the Stakeholder interviews were mostly consistent with the secondary data (See Part A: Preliminary Data, page 16) but also included affordable health care and access to care as well as dental and mental health care. Internal hospital data showed that seven of the most common diagnoses are heart and respiratory conditions, sepsis, gastrointestinal conditions, joint replacement, cellulitis, sprains and injuries. Through One Voice for Volusia's assessment process and the Florida Hospital Fish Memorial Community Health Needs Assessment Committee (community and hospital stakeholders), the top priorities were determined:

- Chronic Disease: Cardiovascular
- Chronic Disease: Diabetes
- Promote Health and Wellness
- Lower Tobacco Use (see Priority Selection Part D, page 19).
- Access to Health and Wellness Programs

The Florida Hospital Fish Memorial Community Health Needs Assessment Committee and Hospital Health Needs Assessment Committee met in August and December 2012 and plans to meet twice yearly to help guide implementation of our plan, ongoing evaluation and future research and planning.

Hospital Description

Florida Hospital Fish Memorial is a faith-based, not-for-profit healthcare organization with a mission of extending the healing ministry of Christ with skill and compassion. It is a 175-bed full-service hospital providing inpatient and outpatient services as well as 24-hour emergency and critical care. It is a member of Adventist Health System, the largest Protestant not-for-profit hospital system in the nation and works to provide exceptional, patient-focused care to the DeBary, Deltona, Orange City and Sanford communities. The hospital is fully accredited by the Joint Commission on Accreditation of Healthcare Organizations. The hospital has been recognized by FMQAI - The Medicare Quality Improvement Organization for Florida with the FMQAI Performance Achievement Award. This honor recognizes Florida Hospital Fish Memorial on its work to improve the quality of health care for Medicare beneficiaries during the last three years. The hospital has also been recognized for the ninth consecutive year among the 2013 Orlando Sentinel's Top 100 Companies for Working Families. For more information about Florida Hospital Fish Memorial, visit www.fhfishmemorial.org

Our Community

Being one of 22 hospitals in the state of Florida and one of five campuses which make up the Volusia/Flagler Region, for the purposes of the community health needs assessment, Florida Hospital Fish Memorial chose its geographical community based on its pre-defined Primary Service Area (PSA) and Targeted Service Area (TSA). The Primary Service Area is where 75% of our patients come from, and is comprised of zip codes 32713, 32725, 32738 and 32763. The Targeted Service Area is comprised of zip codes 32130, 32180, 32190, 32720 and 32724. The TSA includes shared zip codes with FH DeLand while the PSA does not. One Voice for Volusia included these zip codes in their countywide assessment.

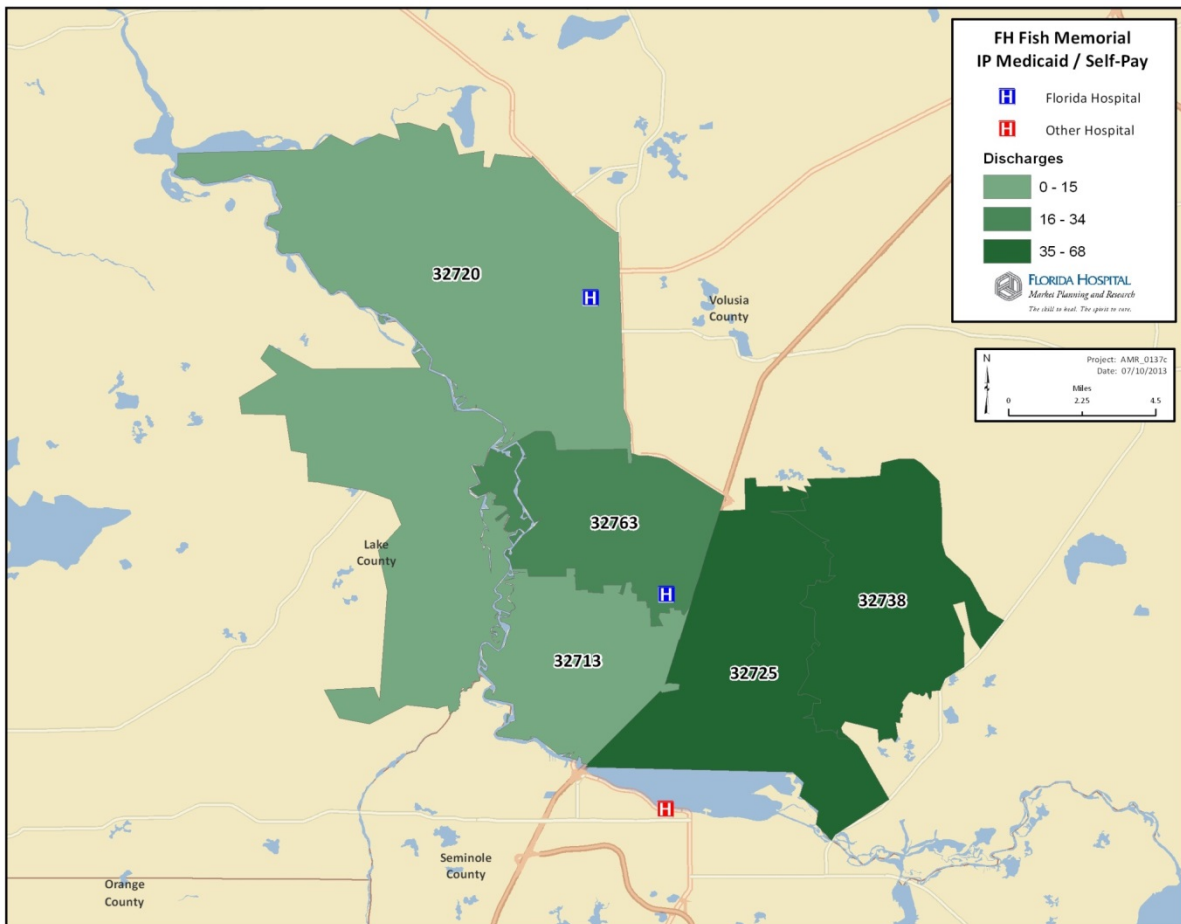
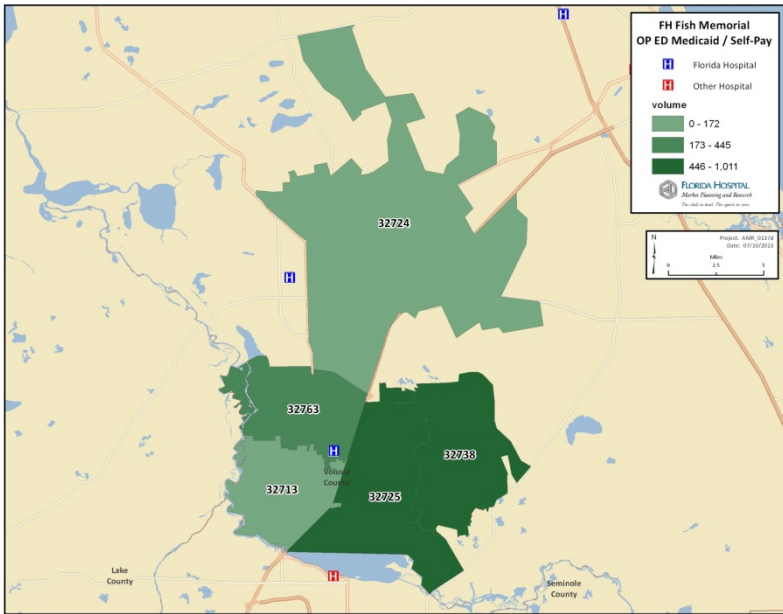
The PSA for Florida Hospital Fish Memorial is Orange City, Deltona and DeBary. The PSA has a total population of 127,425. The median age is 43, 22.3 % of the population is under age 18 and 19.4% of the population is 65 years or older. DeBary has the highest median age and Deltona has the lowest median age.

The PSA population is reflected in 71.6% of the population is white, 6.1% black, 19% Hispanic and 1.4% Asian. The Hispanic Latino population is the highest in Deltona at 29.8% as is the black population in Deltona at 10.2%. The DeBary population is 86% white and has the lowest percentage of Hispanic Latino residents in the PSA. Orange City has the lowest percentage of black population at 2.7%.

The median household income for the PSA is \$45,520 with 17.8% of the population being uninsured. 10.9 % of the PSA according to the 2010 census are living below the poverty level. Orange City residents have the lowest median household income at \$36,110 in a population of 18,693 residents. DeBary has the highest median income of \$53,024 with a total population of 18,057 residents. American Community Survey, 2010 5-Year Estimates reports 15.6% of the PSA population income in the past 12 months fell below the poverty level, compared to Volusia County and State of Florida at 13.8% below the poverty level. The American Community Survey, 2010 5-Year Estimates reports 8.6% of the PSA as unemployed compared to Volusia County at 7.9% with 0.4% margin of error.

Orange City represents the highest percentage of the population that is uninsured at 26.5% in a community of 18,693 residents and the highest percentage of white residents at 84.6%. Deltona, with the youngest median age in zip code 32738, a community of 44,749 residents, the highest percentage of black residents within the PSA where the median household income is \$48,595, also has the lowest uninsured population at 12.3%.

The American Community Survey, 2010 5-Year Estimates reports within the PSA, 86 % have attained a high school diploma or higher and 18%% have a bachelor's degree or higher. For additional details on the PSA, see Priority Data for CHNAC FHFH.



We chose our community based on our primary service area, which is zip codes 32713, 22763, 32725 and 32738. Our targeted service area includes shared zip codes with FH Deland including 32720 and 32724, as shown in the maps above.

Stakeholder Input Process

Stakeholders were chosen from four groups throughout Volusia County to represent the broader needs of the community as well as underserved populations: community members who are currently active in other civic or community organizations, community members that regularly attend community-sponsored events hosted by Florida Hospital Fish Memorial and community members that subscribe to the *Community Connector* email newsletter (a free service published by One Voice for Volusia).

Of these stakeholders, respondents were randomly contacted by phone by One Voice for Volusia between October 1 – 15, 2012 and were given the option of conducting the interview by phone or completing the survey online. A link to take the survey was placed on the front page of Florida Hospital Fish Memorial's website (as well as all hospital websites in the Florida Hospital Volusia/Flagler region). One Voice surveyed a total of 14 residents who represented Florida Hospital Fish Memorial's PSA. Survey sample questions can be found in the Appendix.

The *Community Connector* distribution list is comprised of local businesses and non-profit organizations which seek to improve the lives of the underserved in our community. One Voice for Volusia's *Community Connector* reaches 2,200 people in the community who work in the social services/non-profit sector who represent underserved populations in the Volusia County area through agencies such as:

A Helping Hand, Inc.	http://www.ahelpinghandinc.org/
Avenues 12, Inc.	http://avenues12recoveryhouse.com/
Alzheimer's Association	http://www.alz.org/
Boys and Girls Clubs of Volusia/Flagler Counties	http://www.bgcvcf.org/
Center for Visually Impaired	http://www.cvicentralflorida.org/
Children's Advocacy Center	http://www.childrensadvocacy.org/
Children's Home Society	http://www.chsfl.org/page.aspx?pid=368
Council on Aging	http://www.coavolusia.org/
Department of Children and Families	http://www.myflfamilies.com/
disability Solutions for Independent Living, Inc.	http://www.dsil.org/
Domestic Abuse Council	http://www.domesticabusecouncil.com/
Early Learning Coalition of Flagler/Volusia	http://www.elcfv.org/
Easter Seals of Volusia/Flagler Counties	http://fl-vf.easterseals.com/site/PageServer?pagename=FLVF_homepage
Family Renew Community, Inc.	http://www.familyrenew.org/
Florida Lions Conklin Center for the Blind	http://www.conklincenter.org/
Guardian Ad Litem	http://www.guardianadlitem.org/
Halifax Urban Ministries	http://www.halifaxurbanministries.org/
Haven Recovery Center	http://www.havenrecoverycenter.org/contact_us0.aspx
Healthy Communities	http://www.halifaxhealth.org/locations/healthycommunities.aspx
Healthy Start Coalition of Flagler/Volusia	http://www.healthystartfv.org/
Housing Authority of the City of Daytona Beach	http://www.dbhafl.org/
PACE Center for Girls	http://www.pacecenter.org/
Stewart-Marchman-Act Behavioral Healthcare	http://www.smabehavioral.org/
The Arc Volusia, Inc.	http://www.arcvolusia.org/
UCP/WORC	http://www.ucpworc.org/
United Way of Volusia/Flagler	http://www.unitedway-vfc.org/
Volusia County Health Department	http://www.doh.state.fl.us/chd/volusia/index.html
Volusia County Schools	http://myvolusiaschools.org/Pages/default.aspx
Volusia County Sheriff's Office	http://www.volusiasheriff.org/
Volusia/Flagler Coalition for the Homeless	http://vfcch.org/

Appendix FHF 2.6 Primary Data Collection - Stakeholder Interview Log, lists the responses from the phone and online survey. Since One Voice for Volusia conducted surveys for all Volusia/Flagler Florida Hospital's simultaneously, field titled "What community or group does the Stakeholder represent?" is used to assign the individual survey responses to a Volusia/Flagler campus by the respondent's zip code. This field does not represent an affiliation or employment

A representation of the demographics from the completed surveys includes:

Zip	City	Tot Pop	Med Age	% Under% Under Age 18	% 65 Yrs or Older	White	Black	Hispanic Latino	Med House Income	Uninsured (% to tot population)
32713	Debary	18,057	47	19.4%	22.1%	86.0%	3.0%	7.8%	53,024	15.8%
32725	Deltona	45,926	41	22.5%	18.0%	57.6%	8.6%	29.8%	44,350	16.4%
32738	Deltona	44,749	36	26.4%	10.6%	58.3%	10.2%	28.3%	48,595	12.3%
32763	Orange City	18,693	46	20.7%	26.8%	84.6%	2.7%	10.2%	36,110	26.5%

Community Health Needs Assessment Committee (CHNAC) and Hospital Health Needs Assessment Committee (HHNAC)

The needs assessment process was guided by a Hospital Health Needs Assessment Committee (HHNAC) and a broad-based Community Health Needs Assessment Committee (CHNAC) that represents the needs of the broader community including low income, minority, and underserved populations. The HHNAC was made up of representatives from the hospital with a broad range of experience and perspective on our West Volusia Community. For the CHNAC, in addition to hospital employees, it is comprised of community leaders with a proven ability to develop system solutions based on population health data. The CHNAC met twice between August 2012 and January 2013 and included:

- Jill Piazza, PT, DPT, Director of Health and Performance, Florida Hospital Volusia/Flagler, CHNA Coordinator. Healthcare industry expertise, community wellness experience, connection with community segments. Leads Volusia/Flagler community and population health efforts.
- Celeste Philips, MD, Volusia County Health Department Assistant Director – Active in the local health care industry expertise, community agency and governmental regulation (from the office of Bonnie Sorenson, PhD). See additional information on page 14.
- Dr. Bonnie Sorenson, PhD, Volusia County Health Department Director – Extensive experience and expertise in the public health sector. See additional information on page 14.
- Kathy Wilkes, Northeast Florida Medical Services (Family Health Source) FQHC CEO, Community Service Agency. Directly works with the uninsured and underserved population.
- Sharon Warriner, Northeast Florida Medical Services (Family Health Source) FQHS, Community Service Agency. Directly works with the uninsured and underserved population.
- Pat Northey – Deltona District #5 Representative and Hospital Board member. Highly engaged Volusia County resident with strong community connection.
- Janet Dickson, Community volunteer – Ad consultant/major community volunteer, community connections
- Maritza Vasquez, Deltona Community Representative – Hispanic American Youth Group/Founder and Executive Director Community connections. Works directly with Hispanic population in Deltona.

- Ed Noseworthy Florida Hospital Fish Memorial President/CEO – Healthcare industry leadership individual.
- Mark LaRose, Florida Hospital DeLand President/CEO – Healthcare industry leadership individual.
- Diane Maimone Florida Hospital Fish Memorial Marketing Manager/CB Project Manager – Internal working knowledge of community benefit reporting, community agencies connection, health industry expertise.
- Rose Martin, Florida Hospital Fish Memorial Case Management - Understanding of health industry, regulatory guidelines, and case management for the underserved population.
- Art Bakewell, Florida Hospital Fish Memorial Mission Development - Faith-based and connections with community entities, particular needs of health segments
- Desiree Magnant, Regional Executive Director of Marketing & Planning, Florida Hospital Volusia/Flagler Region– Healthcare industry expertise, community benefits reporting, connection with community segments.
- Carrie Baird/Deborah Sabotka , One Voice for Volusia/Consultant Facilitators – Contracted health industry professionals assisting with the CHNA process, in-depth working knowledge of market demographics/health indicators, statistics, community agencies, etc.; unity Health Needs Assessment Committee Members

See *FHFM 1.2 CHNAC Roster for detailed list.*

The HHNAC also met twice between August and December 2012 and included:

- Ed Noseworthy, Florida Hospital Fish Memorial President/CEO. Healthcare industry leadership individual.
- Jennifer Shull, Florida Hospital Fish Memorial CNO. Health care industry leadership individual, history of clinical leadership for patients of all incomes and ethnic backgrounds.
- Sarah Fanton, Florida Hospital Fish Memorial Compliance/Professional Services
- Rose Martin, Florida Hospital Fish Memorial Case Management. Understanding of health industry, regulatory guidelines, and case management for the underserved population.
- Art Bakewell, Florida Hospital Fish Memorial Mission Development. Faith-based and connections with community entities, particular needs of various health segments, including the underserved.
- Joni Hunt, Florida Hospital Government Relations/Community Relations. Knowledge of community entities, governmental connections, key employers.
- Diane Maimone, Florida Hospital Fish Memorial Marketing Manager/CB Project Manager. Internal working knowledge of community benefits reporting, community agencies connection, health industry expertise.
- Jill Piazza, PT, DPT, Director of Health and Performance, Florida Hospital Volusia/Flagler, CHNA Coordinator. Healthcare industry expertise, community wellness experience, connection with community segments. Leads Volusia/Flagler community and population health efforts.
- Desiree Magnant, Regional Executive Director of Marketing and Planning, Florida Hospital Volusia/Flagler Region. Healthcare industry expertise, community benefits reporting, connection with community segments.

See *Hospital Health Needs Assessment Committee Roster for detailed list.*

MEETINGS OVERVIEW

The Adventist Health System Community Health Needs Assessment Presentation was shared at all HHNAC and CCNAC meetings. An introduction to this process was provided at the community input level (i.e. key interviews and surveys).

Internal Meeting - HHNAC (August 10, 2012)

Review of the Volusia County Profile and Service Area Profiles (see health and socioeconomic data reports)

The committee members reviewed 13 health issues that represent a “clustering” of 41 health indicators from the Volusia County Profile for which Volusia County ranked in the 3rd or 4th quartile (worse) compared to the other counties in Florida.

The health issues included:

1. Chronic Disease: Asthma
2. Cancer

3. Chronic Disease: Cardiovascular Disease
4. Chronic Disease: Chronic Lower Respiratory Disease
5. Chronic Disease: Diabetes
6. Chronic Disease: Chronic Liver Disease and Cirrhosis
7. Health Access
8. Infant and Maternal Health
9. Injury
10. Promote Health and Wellness
11. Risky Sexual Activity
12. Tobacco
13. Youth Alcohol/Drug Use

Group Discussion of Initial Priorities and/or Focus Areas led to the following as priorities for community input:

- Chronic Disease: Cardiovascular Disease
- Chronic Disease: Diabetes
- Promote Health and Wellness
- Tobacco

Community Meeting - CHNAC (September 21, 2012, 21 attendees)

The priorities identified by the HHNAC were presented for discussion, further prioritization and possible solutions and implementation strategies to be incorporated and/or considered in the Community Health Plan and included:

Health Issue	Key Indicators
Chronic Disease: Cardiovascular Disease	Heart failure age-adjusted death rate
	Screening, adults who have diagnosed high blood cholesterol
	Stroke age-adjusted hospitalization rate
	Stroke age-adjusted death rate
	Adults who have ever had a heart attack, angina, or coronary
Chronic Disease: Diabetes	Adults with diagnosed diabetes
	Screening, adults with diabetes who had two A1C tests in the past year
	Diabetes Age-Adjusted Hospitalization Rate
Promote Health and Wellness	Influenza and Pneumonia age-adjusted death rate
	Kindergarten children fully immunized
	Adults with good physical health
	Adults who are overweight
	Adults with good mental health

Tobacco	Adults who are current smokers
	Middle school students smoking cigarettes in the past 30 days

A summary of the discussion by health issues included:

Florida Hospital DeLand	<u>Diabetes:</u> The key approach recommended by attendees involves the coordination of the services provided to eliminate systemic gaps and access issues. The best way to share information – perhaps through a website – among provider staff to better refer patients to the right program could be explored. Connecting with efforts currently being implemented by the Volusia Flagler Family YMCA as well as past efforts (i.e. Stetson group) should be tapped into.
Both Florida Hospitals, West Campuses	<u>Cardiovascular Disease:</u> In addition to addressing/expanding screenings connected to the Change Your Life program, strategies addressing follow up care for cardiac patients should be identified. <u>Health and Wellness:</u> The group determined that the health issues could essentially all fall under the “umbrella” of Health and Wellness and the Change Your Life Program and its outreach efforts be expanded (i.e. website) to cross-market other health and wellness resources in the community. In addition, reaching youth at the earliest possible age (as young as Pre-K through 1 st grade) was stressed in terms of prevention and improving health and wellness. <u>Tobacco:</u> By working with partners, such as Family Health Source (i.e. federally qualified health center), Volusia County Health Department, and area employers, tobacco prevention could be incorporated into the workplace through tobacco cessation programs.
Florida Hospital Fish Memorial	<u>Cancer:</u> The Florida Hospital Fish Memorial campus has identified effort on lung cancer, breast cancer and GI cancers and will be identifying potential community partners when addressing prevention and screenings/early treatment.

Community Surveys (October 1-15, 2012, 14 total)

The following health priorities (not ranked) were identified as a result of the online surveys:

- Obesity (poor nutrition, lack of activity)
- Diabetes
- Lack of Preventive health information and services
- Affordable health insurance
- Access to affordable health insurance
- Aging issues (dementia, Alzheimer’s)
- Cancer
- Substance Abuse

Internal Meeting – HHNAC (November 7, 2012)

The internal hospital data, inventory of assets (community and hospitals) and stakeholder interviews/surveys were reviewed. The final priorities were more clearly defined leading attendees to reach consensus that Promoting Health and Wellness is the overarching priority issue with potentially the greatest impact on community health and is within the parameters of the hospitals’ mission and service capacity. By addressing the causal factors of obesity (nutrition and exercise/movement), high blood cholesterol, and tobacco use, reductions in cardiovascular disease, diabetes and cancer could be pursued. As implementation plans are refined, strategies in both disease prevention and disease management can be identified. In addition to the framework below, behavioral health (mental health/substance abuse) and prenatal/maternal health were identified as areas where collaboration with existing efforts could be beneficial. Moving forward, and as part of the implementation plan, an internal assessment tool for measuring program effectiveness will be developed.

Florida Hospital DeLand	Florida Hospital Fish Memorial
<p>Umbrella Priority: Promoting Health and Wellness (encompassing physical health, mental health and spiritual health)</p> <ul style="list-style-type: none"> • Causal Factors to be addressed: <ul style="list-style-type: none"> ○ Obesity <ul style="list-style-type: none"> ▪ Nutrition ▪ Exercise/movement ○ High blood cholesterol ○ Tobacco use 	<p>Umbrella Priority: Promoting Health and Wellness (encompassing physical health, mental health and spiritual health)</p> <ul style="list-style-type: none"> • Causal Factors to be addressed: <ul style="list-style-type: none"> ○ Obesity <ul style="list-style-type: none"> ▪ Nutrition ▪ Exercise/movement ○ High blood cholesterol ○ Tobacco use
<p>Collaboration priorities:</p> <ul style="list-style-type: none"> • Behavioral Health <ul style="list-style-type: none"> ○ Mental Health ○ Substance Abuse • Prenatal/Maternal Health 	<p>Collaboration priorities:</p> <ul style="list-style-type: none"> • Behavioral Health <ul style="list-style-type: none"> ○ Mental Health ○ Substance Abuse • Prenatal/Maternal Health

A planning outline will be developed to facilitate the community meeting in early December with the intent of identifying possible strategies for the Implementation Plan.

Community Meeting - CHNAC (December 5, 2012, 14 attendees)

A summary of work to date was presented. This meeting objective: to align priorities with potential strategies as well as to identify all relevant community and hospital assets (see FHF 3.1 Asset Inventory, page 13).

A summary of the discussion by health issues included:

Cardiovascular Disease: In addition to addressing/expanding screenings connected to the Change Your Life program, strategies addressing follow up care for cardiac patients should be identified.

Health and Wellness: The group determined that the health issues could essentially all fall under the “umbrella” of Health and Wellness and the Change Your Life Program and its outreach efforts be expanded (i.e. website) to cross-market other health and wellness resources in the community. In addition, reaching youth at the earliest possible age (as young as Pre-K through 1st grade) was stressed in terms of prevention and improving health and wellness.

Tobacco: By working with partners, such as Family Health Source (i.e. federally qualified health center), Volusia County Health Department, and area employers, tobacco prevention could be incorporated into the workplace through tobacco cessation programs.

Cancer: The Florida Hospital Fish Memorial campus has identified effort on lung cancer, breast cancer and GI cancers and will be identifying potential community partners when addressing prevention and screenings/early treatment.

Health Issues Not Selected:

While there are a number of health issues that were identified, the committees agreed on these top four priorities as health issues where Florida Hospital Fish Memorial could have the biggest impact on the health of the community with its Community Health Plan. For instance, Florida Hospital Fish Memorial chose not to concentrate its efforts on the issue of Mental Health Disorders, due to a lack of sufficient internal resources at this time to fully support a program. For the issue of “Chronic Disease: Asthma”, it was also determined that it was outside the scope of existing programs and potentially could be addressed as part of a health and wellness initiative. The committees discussed the community’s limited access to information and referral services for health and wellness services and programs due to a lack of a common community resource that lists the available health and wellness services in the area (such as discount prescription programs, healthy living and wellness programs and services, prevention services, etc.). This led to the idea of the 2-1-1 as one of the Community Health Plan projects that will address access to referral services.

Hospitals will still need to reach out to collaborative priority organizations in order to connect for strategy development related to the following priorities:

Umbrella Priority Strategies (Obesity, High Blood Cholesterol, Tobacco Use)

The following three strategies were identified as potential strategies for exploration under Umbrella Priority of Promoting Health and Wellness:

- Work with United Way of Volusia-Flagler Counties to develop a health component to the 2-1-1 system.
- Work with Volusia County Schools on the issues of youth tobacco use, childhood obesity, and youth lifestyles and youth nutrition.
 - Incentives for health nutrition and activity
 - School-based gardens – curriculum is available, Academy Advisory Committees
 - Look at early childhood (ages 0-5) in partnership with the Early Learning Coalition of Flagler and Volusia Counties
 - Connect to Let’s Move Volusia’s YOUth!
- Identify and collaborate with groups currently working on obesity issues.

Other Collaboration Priorities (Behavioral Health – Mental Health and Substance Abuse; Prenatal/Maternal Health)

The following strategy was identified as potential strategies for exploration under Other Collaboration Priorities:

- The integrated model of funding to allow for primary care co-location with behavioral health services – seek information from Chet Bell at Stewart Marchman Act Behavioral Healthcare

Ideas for research related to Other Collaborative Priorities are as follows:

Behavioral Health:

- Raise awareness among Florida Hospital case managers of Haven Recovery Center services
- Explore the step-down health care follow up process for Haven Recovery center clients to support success, especially within the first 30 days
- FQHC is seeking grant resources to support collocating mental health services and primary care.
 - Currently space is not available at any of the three sites: DeLand, Deltona or Pierson

Prenatal/Maternal Health:

- Research efforts on substance-exposed newborns.

Potential Partners for Identified Strategies

The following potential partners were also identified by CHNAC members:

- Volusia County Health Department has purchased data on outpatient services for potential GIS mapping
- AHEC for existing smoking cessation services
- Maintain open communication with Haven Recovery Center

The December 5th meeting concluded this part of the Community Health Needs Assessment process. The hospitals will now work internally to develop a Community Health Plan.

Public Health

Dr. Bonnie Sorenson, Volusia County Health Department director represented Public Health during the needs assessment process. With over 20 years in public health, Dr. Bonnie J. Sorensen brings years of experience and expertise to Volusia County. She started her public health career in 1990 at the Volusia County Health Department as an HIV/AIDS expert and then advanced to become the Director in 1996. In 2002, she was promoted to work for the Florida Department of Health in Tallahassee where she was responsible for all 67 county health departments. In 2007, she had the opportunity to help launch the new California Department of Public Health in Sacramento under Governor Schwarzenegger's leadership. She returned home in August of 2009 to resume the Directorship of the Volusia County Health Department. Along with her Volusia County duties, in September of 2012, Dr. Sorensen was selected as Incident Commander of the TB Cluster Investigation in Duval County. She was also named Interim Director of the Duval County Health Department.

Dr. Sorensen obtained her Bachelors in Science, Doctorate in Medicine and Board Certification in Endocrinology and Metabolism at the University of Illinois. She obtained her Board Certification in Internal Medicine at the University of Florida. After 10 years of private practice in Palm Beach County, Dr. Sorensen attended a year of law school at University of Florida before discovering public health. She also obtained a Master's in Business Administration from Nova Southeastern University in 2000.

Under Dr. Sorensen's leadership, the health department launched a number of community-based projects to tackle childhood obesity and nutrition in underserved areas.

She was awarded the Outstanding Woman in Public Health Award in 2004 by the USF College of Public Health.

Data Sources

The following data sources were used in compiling the Community Needs Assessment for Florida Hospital Fish Memorial:

- Florida Hospital internal data (2010-2012)
- US Census (2010)
- The Market Planner Plus (2011)
- Behavioral Risk Factor Surveillance System Data Report (2010, 2007, 2002)
- Florida CHARTS (2011)
- Florida Youth Substance Abuse Survey (2010)
- National Survey on Drug Use and Health (2008)
- Stewart-Marchman-Act Behavioral Healthcare (2012)
- Surveys and interviews (2012)
- American Community Survey (2010)

Data Collection & Analysis

In compiling and analyzing the data for the needs assessment, phone interviews and online surveys were conducted with key stakeholder groups from the PSA including DeBary, Deltona, Orange City and Enterprise. In addition, group interviews were conducted to review collected data and gather feedback.

One Voice for Volusia assisted Florida Hospital Fish Memorial in compiling all data sources. In addition, One Voice for Volusia facilitated both the internal and external stakeholder meetings to provide impartial review of all sources and discussion of the data sources.

All discussions during the data review process facilitated by One Voice for Volusia were based on developing a community centered approach to improving health and wellness in the community. All decisions after reviewing data sources were based on consensus. The committees utilized a decision tree process in determining community health needs priorities.

Asset Inventory

One Voice for Volusia gathered information on community programs and we conducted our own internal asset inventory.

Area of Focus defined by Primary/Secondary Data	Current Community Programs	Current Hospital Programs	Potential Projects <i>(optional but helpful for guiding the HHNAC and CHNAC)</i>
Cancer	<ul style="list-style-type: none"> ✓ American Cancer Society ✓ Volusia County Health Department/WIC ✓ Breastfeeding Classes ✓ Healthy Start Coalition of Flagler/Volusia 	<ul style="list-style-type: none"> ✓ Leukemia, Lymphoma & Myeloma Support Group (FREE) ✓ Breast Cancer Support Group (FREE) ✓ Lung cancer Support Group (FREE) ✓ Cancer Support Group (FREE) ✓ Man to Man (Prostate) Support Group (FREE) ✓ Look Good feel Better Support Group (FREE) ✓ Educational Lectures (FREE) ✓ Monthly Lab screenings (LOW COST) ✓ Cancer Service Line (full range of outpatient and inpatient services for cancer patients) ✓ Team Pink (provides financial support for breast cancer patients) ✓ Cancer Resource Center (FREE RESOURCES AVAILABLE) 	<ul style="list-style-type: none"> ✓ Prioritizing lung, breast and GI cancers; identify community partners
Chronic Disease: Cardiovascular Disease	<ul style="list-style-type: none"> ✓ EVAC ✓ Various community screenings conducted in area hospitals (FREE) ✓ Pharmacies, etc. (LOW COST OPTIONS) ✓ Health Fairs (FREE) ✓ Paid Screenings (information in the mail) ✓ Volusia Flagler Family YMCA (SLIDING FEE SCALE AVAILABLE) ✓ Health/Fitness Clubs ✓ See Health and Wellness programs 	<ul style="list-style-type: none"> ✓ Change Your Life Program (FREE) ✓ EKG- heart Screenings (FREE) ✓ Monthly Lab Screenings (LOW COST) ✓ Cardiac Rehab ✓ Educational Lectures (FREE) ✓ Annual ABI Screenings (FREE) 	<ul style="list-style-type: none"> ✓ Identify strategies for addressing follow up care for cardiac patients

Area of Focus defined by Primary/Secondary Data	Current Community Programs	Current Hospital Programs	Potential Projects <i>(optional but helpful for guiding the HHNAC and CHNAC)</i>
Promote Health and Wellness	<ul style="list-style-type: none"> ✓ Let's Move Volusia's YOUth Coalition ✓ Early Learning Coalition of Flagler/Volusia ✓ West Volusia Community Partnership ✓ Health Fitness Clubs/Dance/Yoga ✓ Worksite Wellness Council of Volusia County ✓ Community Cafes (parents) ✓ Food Banks ✓ Volusia County Schools ✓ After School Youth Programs ✓ Council on Aging (reach to impact senior population) ✓ Suicide Prevention Efforts ✓ Meals on Wheels ✓ Area Associations (Diabetes Association) ✓ Community Support Groups ✓ Mental Health Association for East Central Florida ✓ thrive by five collaborative ✓ Volusia Flagler Family YMCA (has program for Hispanic community in addition to in general) ✓ Volusia County Health Department ✓ Infant Mental Health Chapter ✓ Healthy Start Coalition of Flagler/Volusia ✓ Behavioral Health Consortium ✓ Head Start ✓ The Chiles Academy ✓ Prevention on the Move (Stewart-Marchman-Act) ✓ Stetson University (past efforts) ✓ Northeast Florida Health Services (Family Health Source) 	<ul style="list-style-type: none"> ✓ Change Your Life Program (FREE) ✓ Support Groups (FREE) ✓ Educational Lectures (FREE) ✓ Faith and Health 5K Road Race and Fitness Walk (FEE BASED) ✓ Overeaters Anonymous Group (FREE) ✓ Diabetes Nutrition Education Classes (LOW COST) ✓ Diabetes Support Group (FREE) ✓ Sleep Apnea/CPAP Support Group (FREE) ✓ Blood Drives (FREE) ✓ Grief Support Group (FREE) ✓ Monthly Lab Screenings (LOW COST) ✓ Couch to 5K (FREE) 	<ul style="list-style-type: none"> ✓ All strategies could fall under this "umbrella" ✓ Work to reach youth at the earliest possible age (as young as Pre-K through 1st grade). ✓ Make sure anything developed is culturally appropriate ✓ CREATION Health programming

Area of Focus defined by Primary/Secondary Data	Current Community Programs	Current Hospital Programs	Potential Projects <i>(optional but helpful for guiding the HHNAC and CHNAC)</i>
Tobacco	<ul style="list-style-type: none"> ✓ Tobacco Prevention Program/Task Force/Volusia County Health Department (FREE) ✓ Students Working Against Tobacco ✓ Substance Abuse Task Force ✓ DARE (law enforcement and schools) ✓ One Voice for Volusia (anti-drug coalition) ✓ Smoking Cessation classes/area employers ✓ East Central Florida Keep Kids Drug Free Regional Prevention Center (Stewart-Marchman-Act) ✓ Quitline Classes (through universities) ✓ Haven Recovery Center ✓ American Lung Association ✓ Northeast Florida Health Services (Family Health Source) ✓ Worksite Wellness Council of Volusia 	<ul style="list-style-type: none"> ✓ Change your life Program (FREE) ✓ Smoking Cessation Class offered by hospital staff (fee-based) 	<ul style="list-style-type: none"> ✓ Partner with NE Florida AHEC to provide free tobacco cessation classes to community.

Data Summary and Priority Selection

Part A: Preliminary Data – high-level findings

List the top 8-10 health priorities determined by Primary (local) Data collected from local community /multi-hospital health assessments, interviews, surveys, etc.					
1	Obesity (poor nutrition, lack of activity)	6	Aging issues (dementia, Alzheimer’s)		
2	Diabetes	7	Cancer		
3	Lack of Preventive health information and services	8	Substance Abuse		
4	Affordable health insurance	9			
5	Access to affordable health insurance	10			
List the 8-10 health priorities determined by Secondary Data from AHS, Health Department and other publicly available sources.					
1	Chronic Disease: Asthma	7	Health Access		
2	Cancer	8	Infant and Maternal Health		
3	Chronic Disease: Cardiovascular Disease	9	Injury		
4	Chronic Disease: Lower Respiratory Disease	10	Promote Health and Wellness		
5	Chronic Disease: Diabetes	11	Risky Sexual Activity		
6	Chronic Disease: Chronic Liver Disease & Cirrhosis	12	Youth Alcohol/Drug/Tobacco Use		
List the 8-10 health priorities determined by internal Hospital Data					
1	Cardiovascular: Chest Pain	6	Orthopedic: Joint Replacement		
2	Cardiovascular: Heart Failure	7	Cellulitis		
3	Respiratory: Pneumonia, Upper Respiratory Infection	8	Sprain/Injury		
4	Gastrointestinal: Abdominal pain,	9			
5	Sepsis	10			

Part B: Aggregated Priorities

	Condition	Ethnic Group	Age Group	State (or National or County) Variation	Selection Rationale
1	Heart disease/stroke (cardiovascular disease)	Blacks are significantly affected Males more affected than females	Adults 18+	Age-adjusted death rate due to heart failure per 100,000 in Volusia County more than doubles the State rate.	<ul style="list-style-type: none"> ▪ Heart disease/stroke identified as leading health concern ▪ County is Higher than State ▪ Has a current program that is making strides and could be enhanced (Change Your Life) ▪ Disparity data ▪ The key approach recommended by attendees involves the coordination of the services provided to eliminate systemic
	High Blood cholesterol (cardiovascular disease)	More males and white population affected	Adults 18+	Percentage of adults with diagnosed high blood cholesterol is getting worse and higher than the State More Volusia adults have had a heart attack, angina or coronary high blood cholesterol than the State percentage.	

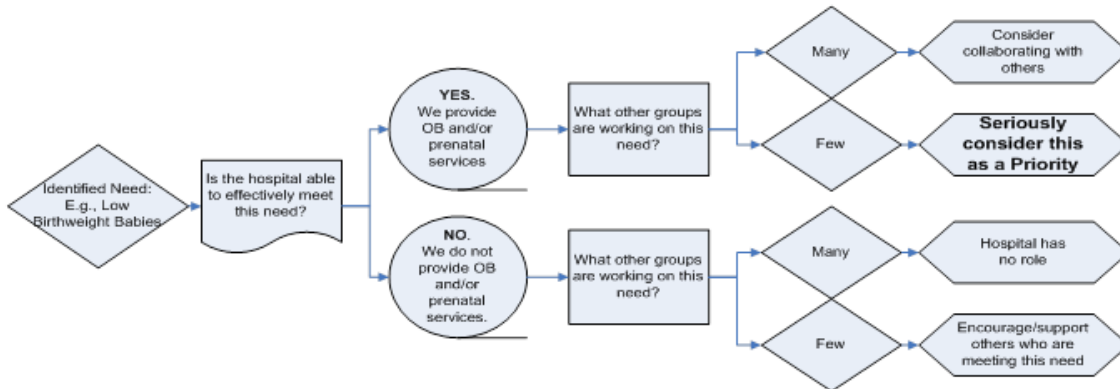
	Condition	Ethnic Group	Age Group	State (or National or County) Variation	Selection Rationale
					gaps and access issues. The best way to share information – perhaps through a website – among provider staff to better refer patients to the right program could be explored. Connecting with efforts currently being implemented by the Volusia Flagler Family YMCA as well as past efforts (i.e. Stetson group) should be tapped into.
2	Cancer	Significant racial/ethnic disparities	Adults	Percentage of women who received pap test in the last year was less than the State and dropped by almost 20% since 2002 Leading Cause of Death in County, State and Nation Volusia rate is worse than the State	<ul style="list-style-type: none"> • Leading cause of death in Volusia County • The Florida Hospital Fish Memorial campus has identified effort on lung cancer, breast cancer and GI cancers and will be identifying potential community partners when addressing prevention and screenings/early treatment.
3	Obesity (promote health and wellness)	All groups but heavy disparities in African Americans	Youth and Adults, all ages	Percentage of Volusia County adults who are overweight are higher than the State, increasing since 2007 Percentage of adults with good physical health in the 18-44 age groups dropped from 91% in 2007 to 81.5% in 2010.	<ul style="list-style-type: none"> ▪ Concentrate on youth, especially through efforts like the Let’s Move Volusia’s YOUth (but also to reach the parents) ▪ Reaching youth at the earliest possible age (as young as Pre-K through 1st grade) was stressed in terms of prevention and improving health and wellness. The group determined that the health issues could essentially all fall under the “umbrella” of Health and Wellness and the Change Your Life Program and its outreach efforts be

	Condition	Ethnic Group	Age Group	State (or National or County) Variation	Selection Rationale
					expanded (i.e. website) to cross-market other health and wellness resources in the community.
4	Tobacco Use	Hispanic, Non-Hispanic White (tobacco)	All ages, starting at middle school age (tobacco)	Higher percentage of adult smokers in Volusia County than the State (23% versus 17%)	<ul style="list-style-type: none"> ▪ By working with partners, such as Family Health Source (i.e. federally qualified health center), Volusia County Health Department, and area employers, tobacco prevention could be incorporated into the workplace through tobacco cessation programs. ▪ Tobacco prevention/cessation through outreach efforts ▪ Integrate behavioral health with physical health
5.	Access to Care	All groups, but disparities with minorities	All ages	Access to care is a main issue that reaches throughout Volusia County, FL and the US	<ul style="list-style-type: none"> ▪ We can work to provide better access to care by continuing to partner with the health department. Health Dept. caseworkers present in the ED (MEDS program) to assist care coordination of uninsured patients in the ED. ▪ Continue to work closely with the Good Samaritan Clinic in DeLand by providing annual financial sponsorship for their operations and care provided to underserved populations.

After reviewing all of the health data, conducting our assets inventories for both the hospital and the community and reviewing all areas, the Hospital Health Needs Assessment Committee and the Community Health Needs Assessment Committee are confident that the areas to include in our Community Health Plan will have a great impact on several areas identified as priorities through primary, secondary and hospital data. For example, our Health & Wellness education and programing, especially through the Change Your Life Program and the CREATION Health Series, has potential to directly impact each of the four areas positively while still addressing access to health care, a priority considered initially.

Part C: Finalizing the CHNA Priorities

The Community Health Needs Assessment Committee used this Decision Tree to review each Aggregated Priority.



Part D: Defining Our Final Priorities

Priority 1: CANCER

There are significant racial/ethnic disparities among adults with cancer. The percentage of women who received a Pap test in the last year was less than the State and dropped by almost 20% since 2002. Cancer is the leading cause of death in County, State and Nation. The Volusia County rate is worse than the State and is the leading cause of death in Volusia County. For these reasons, Florida Hospital Fish Memorial campus has focused its effort on breast cancer, skin, GI cancers and lung. We will be identifying potential community partners when addressing prevention and screenings/early treatment.

Priority 2: CARDIOVASCULAR DISEASE

After review of the data, both the Community and Hospital Health Needs Assessment Committees selected cardiovascular disease as a priority for the Florida Hospital Fish Memorial Community Health Plan. The age-adjusted death rate due to heart failure per 100,000 in Volusia County more than doubles the rate in the state of Florida. Heart disease/stroke was identified as leading health concerns and the county rate of incidence is higher than state levels. In addition, chest pain is one of the top 10 presenting symptoms in the Emergency Department at Florida Hospital Fish Memorial. Cardiovascular disease was also chosen as a priority due to the existing programs and resources in place which are making strides toward improving cardiovascular health which could be enhanced (Change Your Life) to fulfill this need within the community through educational efforts and access screenings. Discussion also included what a “Care Team Approach” could look like. The key approach recommended by the committees involves the coordination of the services provided to eliminate systemic gaps and access issues. The best way to share information – perhaps through a website – among provider staff to better refer patients to the right program could be explored. Connecting with efforts currently being implemented by the Volusia Flagler Family YMCA as well as past efforts (i.e. Stetson group) should be tapped into. Please see asset inventory chart under Cardiovascular Disease to see listing of programs and services available for free or reduced cost to the underserved.

Priority 3: PROMOTE HEALTH AND WELLNESS

Based on several health issues that were revealed by research, the committees selected Promotion of Health and Wellness as a priority. Preventing disease before it starts is critical to helping people live longer. Many of the strongest indicators of a healthy community fall outside of the health care setting. In Volusia County, the below indicators fall in the third or fourth quartile in the State:

- Influenza and pneumonia age-adjusted death rate
- Kindergarten children fully immunized
- Adults with good physical health
- Adults who are overweight
- Adults with good mental health

The group determined that the health issues could essentially all fall under the “umbrella” of Health and Wellness and the Change Your Life Program and its outreach efforts be expanded (i.e. website) to cross-market other health and wellness resources in the community. Please see asset inventory chart under Promoting Health & Wellness to see listing of programs and services available for free or reduced cost to the underserved.

Priority 4: TOBACCO

Tobacco use affects all ages, starting at middle school age. A review of our research shows there is a higher percentage of adult smokers in Volusia County than the state of Florida (23% versus 17%) and Respiratory issues (Bronchitis) are one of the top 10 presenting systems to the Emergency Department at Florida Hospital Fish Memorial. By working with partners, such as Family Health Source (i.e. federally qualified health center), Volusia County Health Department, and area employers, tobacco prevention could be incorporated into the workplace through tobacco cessation programs. We can

better promote our tobacco prevention/cessation through outreach efforts and integrate behavioral health with physical health. Please see asset inventory chart under Tobacco to see listing of programs and services available for free or reduced cost to the underserved.

Priority 5: Access to Care

Where access to medical care is a concern, we feel there are already services in place to meet these needs. The Good Samaritan Health Clinic is based in DeLand and exists to provide primary medical and dental care to the underserved population, and Florida Hospital Fish Memorial provides an annual sponsorship to support their operations. In addition, Florida Hospital Fish Memorial is in partnership with the Volusia County Health Department to provide care management and coordination for underserved/uninsured patients in the Emergency Department. Florida Hospital Fish Memorial will continue to work with both of these efforts to improve access to care and care coordination for the underserved. "Access to Healthcare will be co-addressed when tackling the main priorities by using Change Your Life Program, CREATION Health Series and collaborating with other community partners. A community partner initially considered was United Way of Volusia/Flagler and expanding the existing 2-1-1 First Call for Help System. During our CHNA discussions, members found it difficult to access information of programs already available in our community for health and wellness because there was not one central resource to utilize. There is potential to include a more robust database of health and wellness services for information and referrals that pertains to access.

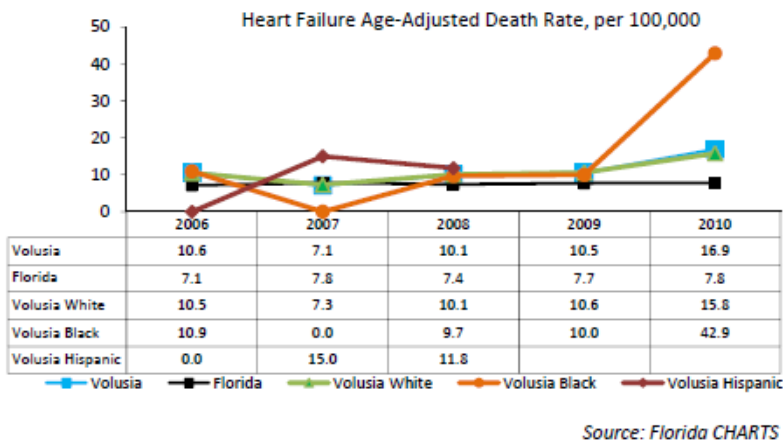
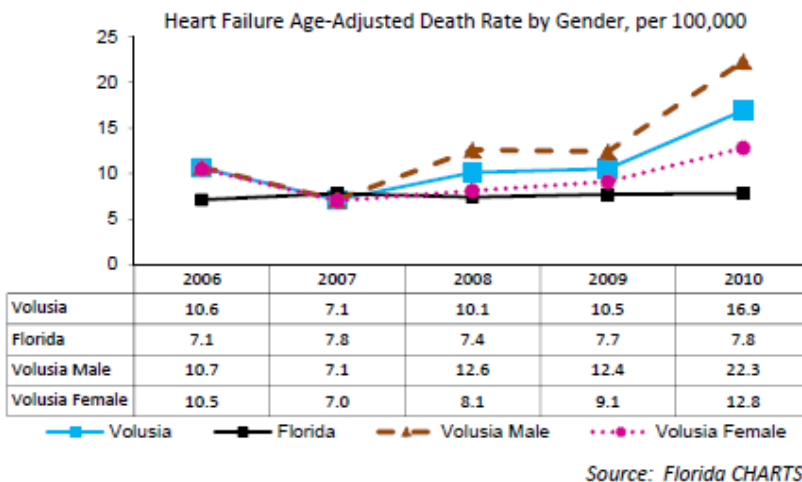
Supporting Data:

Cardiovascular diseases, including heart disease and stroke, account for more than one-third (34.3%) of all U.S. deaths. Nationally, coronary heart disease makes up the majority of heart disease deaths. For 2010, the CDC has estimated that the cost of cardiovascular diseases, including health care expenditures and lost productivity from deaths and disability have exceeded more than \$503 billion dollars.

Heart failure is when the heart can't keep up with its workload. Signs of heart failure:

- Shortness of breath (also called dyspnea)
- Persistent coughing or wheezing
- Buildup of excess fluid in body tissues (edema)
- Tiredness, fatigue
- Lack of appetite, nausea
- Confusion, impaired thinking
- Increased heart rate

Blacks are significantly affected (42.9). Volusia males are affected more than females.



Volusia Congestive Heart Failure Hospitalizations				
	2006	2007	2008	2009
Number of hospitalizations	2,125	1,813	1,232	1,098
Age-adjusted Rate per 100,000	267.9	224.4	149.4	132.6

Source: Florida CHARTS

Volusia Coronary Artery Disease Hospitalizations				
	2006	2007	2008	2009
Number of hospitalizations	4,111	3,780	3,129	2,768
Age-adjusted Rate per 100,000	562.3	510.3	417.4	369.1

Source: Florida CHARTS

Percentage of Adults with Diagnosed Hypertension			
	2002	2007	2010
Volusia	28.6	30.1	34.6
Florida	27.7	28.2	34.3
Volusia White	28.0	31.3	36.9
Volusia Black	Not available	Not available	27.8
Volusia Hispanic	Not available	17.8	17.3
Volusia Male	29.0	30.0	37.2
Volusia Female	28.2	30.1	32.3

Source: Behavioral Risk Factor Surveillance System Data Report

2010 Health Status and Quality of Life for Volusia Adults (Percentages)			
	Good to excellent overall health	"very satisfied" or "satisfied" with their lives	Always or usually receive social/emotional support needed
Volusia Total	78.3	89.3	77.8
Florida Total	82.9	93.1	79.5
Volusia Non-Hispanic White	79.6	90.8	81.3
Volusia Non-Hispanic Black	72.7	79.9	65.0
Volusia Hispanic	79.4	90.0	64.7
Volusia Male	77.1	87.1	71.2
Volusia Female	79.4	91.4	83.8

Source: Behavioral Risk Factor Surveillance System (BRFSS)

2010 Health Status and Quality of Life for Volusia Adults (Number of Days in the Past 30 Days)			
	Poor mental or physical health interfered with activities of daily living	Unhealthy physical days	Unhealthy mental days
Volusia Total	5.8	5.4	4.5
Florida Total	5.2	4.1	3.8
Volusia Non-Hispanic White	6.0	5.3	4.3
Volusia Non-Hispanic Black	5.8	6.0	6.5
Volusia Hispanic	4.4	3.7	3.5
Volusia Male	5.6	5.2	4.5
Volusia Female	5.9	5.6	4.5

Source: Behavioral Risk Factor Surveillance System (BRFSS)

Promoting Health and Wellness:

Influenza and Pneumonia:

The flu is a contagious infection of the nose, throat, and lungs caused by the influenza virus. Pneumonia is an infection of the lungs.

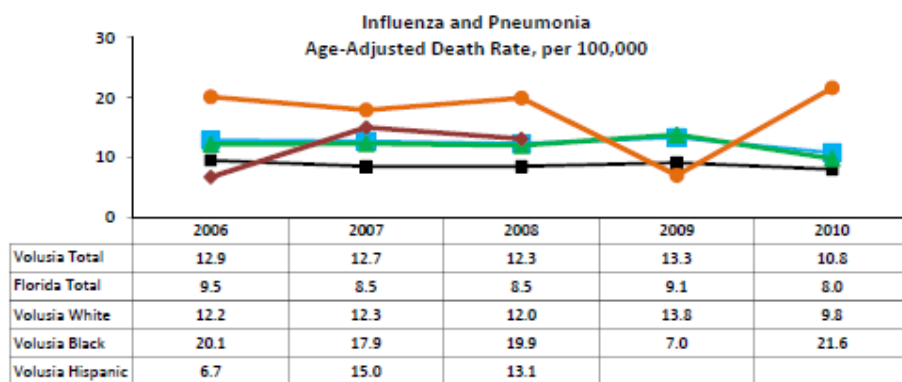
Influenza (*the flu*)

- can cause mild to severe illness
- at times can lead to death
- *some* older and younger people and people with certain health conditions, are at high risk for serious flu complications
- best way to prevent: get vaccinated

Pneumonia

- usually caused by bacteria or viruses
- causes more deaths than any other infectious disease
- often prevented with vaccines
- usually treated with antibiotics or antiviral drugs

Together influenza and pneumonia constitute the sixth leading cause of death in the United States. The two diseases are reported together, as pneumonia is frequently a complication of



— Volusia Total — Florida Total — Volusia White — Volusia Black — Volusia Hispanic

influenza. Influenza is a contagious disease caused by a virus. Pneumonia is an infection of the lungs. The number of influenza deaths can fluctuate considerably from one year to the next and can become more virulent as the viruses constantly mutate year after year. Influenza and pneumonia mortality information is used by local governments and organizations to identify areas in need and designate available resources.

Kindergarten Children Fully Immunized

Immunizations protect children from contracting and spreading communicable disease such as measles, mumps, and whooping cough. These diseases can result in extended school absences, hospitalizations, and death. Childhood illnesses also have a significant financial impact on parents including costly medical bills and loss of work time.

Immunization is one of public health’s leading health indicators and a primary defense against some of the most deadly and debilitating diseases known. It is particularly important to vaccinate small children to prevent them from contracting serious diseases that can be prevented by immunizations.

Healthy People 2010 Goal: Through mandatory immunization requirements for school-age children, Florida is able to improve immunization coverage and is available to assist in reducing the threat of vaccine-preventable diseases to our children’s lives. The Florida Department of Health’s Bureau of Immunization conducts an annual immunization survey of Kindergarteners attending public and private schools in Florida.

In Volusia County the percentage of Kindergarten children fully immunized is steady and higher than the State. However, when calculated by a three-year rolling average (note: above is a single year percentage), considering how well the counties fare respectively, Volusia County falls in the fourth quartile.

Adults who are Overweight

The percentage of overweight and obese adults is an indicator of the overall health and lifestyle of a community. Losing weight and maintaining a healthy weight helps prevent and control these diseases.

Being overweight or obese carries significant economic costs due to increased healthcare spending and lost earnings. The percentage of Volusia County adults who are overweight is higher than the State, increasing since 2007. Non-Hispanic whites are heavier than other race and ethnicities and the percentage of overweight males is greater than females.

Percentage of Adults Who Are Overweight by Race, Ethnicity and Gender			
	2002	2007	2010
Volusia Total	36.8	37.6	38.9
Florida Total	35.1	38.0	37.8
Volusia Non-Hispanic White	35.2	38.9	40.0
Volusia Non-Hispanic Black	Not available	Not available	36.2
Volusia Hispanic	Not available	20.7	29.0
Volusia Male	48.9	47.7	41.9
Volusia Female	25.3	28.2	36.0

Source: Behavioral Risk Factor Surveillance System (BRFSS)

Obesity Increases Risk of:

- Heart disease
- Type 2 diabetes
- Cancer
- Hypertension
- Stroke
- Liver
- Gallbladder disease
- Respiratory problems
- Osteoarthritis

Percentage of Adults with Good Physical Health by Race, Ethnicity and Gender		
	2007	2010
Volusia Total	86.9	81.8
Florida Total	88.8	87.4
Volusia Non-Hispanic White	86.4	82.4
Volusia Non-Hispanic Black	Not available	79.1
Volusia Hispanic	92.6	85.9
Volusia Male	87.9	82.8
Volusia Female	85.9	80.8

Source: Behavioral Risk Factor Surveillance System (BRFSS)

All groups are in jeopardy including Youth and Adults, but heavy disparities exist in the African American population. The percentage of Volusia County adults who are overweight are higher than the State, increasing since 2007. In Volusia County, the percentage of adults with good physical health in the 18-44 age groups dropped from 91% in 2007 to 81.5% in 2010. Committee members unanimously agreed that concentrating on youth, especially through efforts like the Let's Move Volusia's YOUth (but also reaching out to the parents of school-age children) and connecting with the Early Learning Coalition of Flagler/Volusia Counties will make a difference at the earliest possible age. A secondary audience included the health literacy among seniors as a possible strategy.

Adults with Good Physical Health

According to the Center for Disease Control and Prevention, physical activity:

- helps control weight, increases chances of living longer
- reduces risk of cardiovascular disease
- reduces risk of type 2 diabetes and metabolic syndrome
- reduces risk of some cancers
- strengthens bones and muscles
- improves mental health and mood
- improves ability to do daily activities and prevent falls

	2007	2010
Volusia Total	86.9	81.8
Florida Total	88.8	87.4
Volusia 18-44	91.0	81.5
Volusia 45-64	81.5	82.1
Volusia 65 & over	87.1	81.3

Source: Behavioral Risk Factor Surveillance System (BRFSS)

In Volusia County, the percentage of adults with good physical health by age and by race, ethnicity and gender is not as high as the State reports. The percentage of adults with good physical health in the 18-44 age groups dropped significantly from 2007 to 2010 (from 91% to 81.5%).

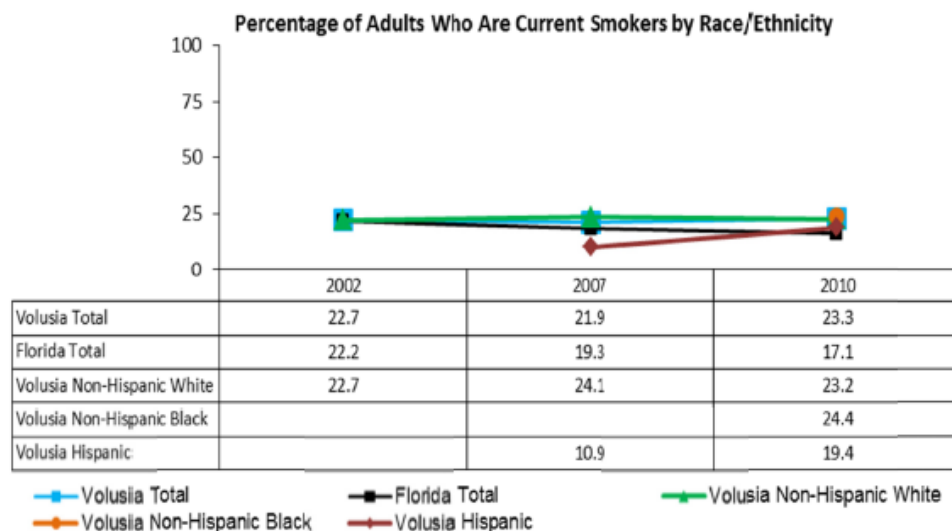
Tobacco Use:

17% of Florida adults are current smokers. This is defined as those who have smoked 100+ cigarettes in their lifetime and who are still smokers. Volusia County adults surpass this percentage by 23%. Non-Hispanic Blacks (24%) and ages 18-44 (29.6%) have the highest rates.

	2002	2007	2010
Volusia	44.8	50.9	61.3
Florida	55.3	53.2	30.1
Volusia White	44.1	53.7	56.9
Volusia Black	Not available	Not available	Not available
Volusia Hispanic	Not available	Not available	Not available
Volusia Male	42.9	51.2	61.7
Volusia Female	46.6	50.6	60.9

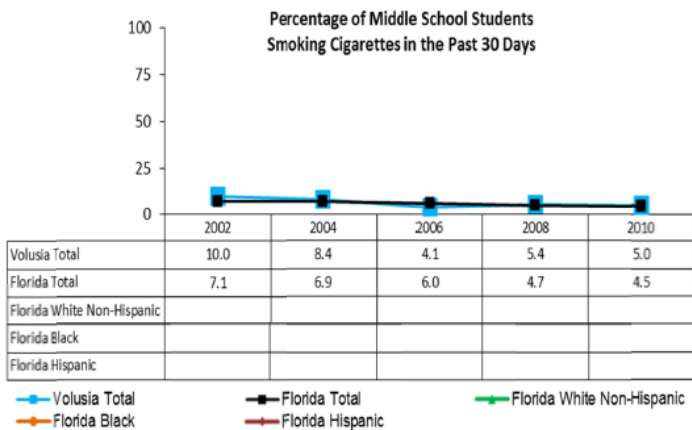
Source: Behavioral Risk Factor Surveillance System Data Report

Tobacco use is the single most preventable cause of death and disease in the United States. Each year, approximately 443,000 Americans die from tobacco-related illness. For every person who dies from tobacco use, 20 more people



suffer with at least 1 serious tobacco related illness. Tobacco use costs the US \$193 billion annually in direct medical expenses and lost productivity.

In 2010, 5% of middle school students smoked one or more cigarettes during the past 30 days. While our trend is getting better, Volusia County is higher than the State percentage. Disparity data not available.



Source: 2010 Florida Youth Substance Abuse Survey

Priorities Considered:

“Cancer” was not selected as a priority because Florida Hospital Fish Memorial addresses this issue through our Cancer service line. Programs are currently in place for patients with Cancer to access hospital services in a multitude of ways. We have social workers and a cancer navigator who work directly with uninsured patients with cancer to connect with resources and supportive information to improve their access to care. Florida Hospital Fish Memorial also offers a variety of free community education programs and support groups, as well as funding for underserved breast cancer patients who are in need.

“Behavioral Health” was not selected as a priority, but tobacco use and substance abuse issues will be addressed through educational programs targeting underserved youth in the community.

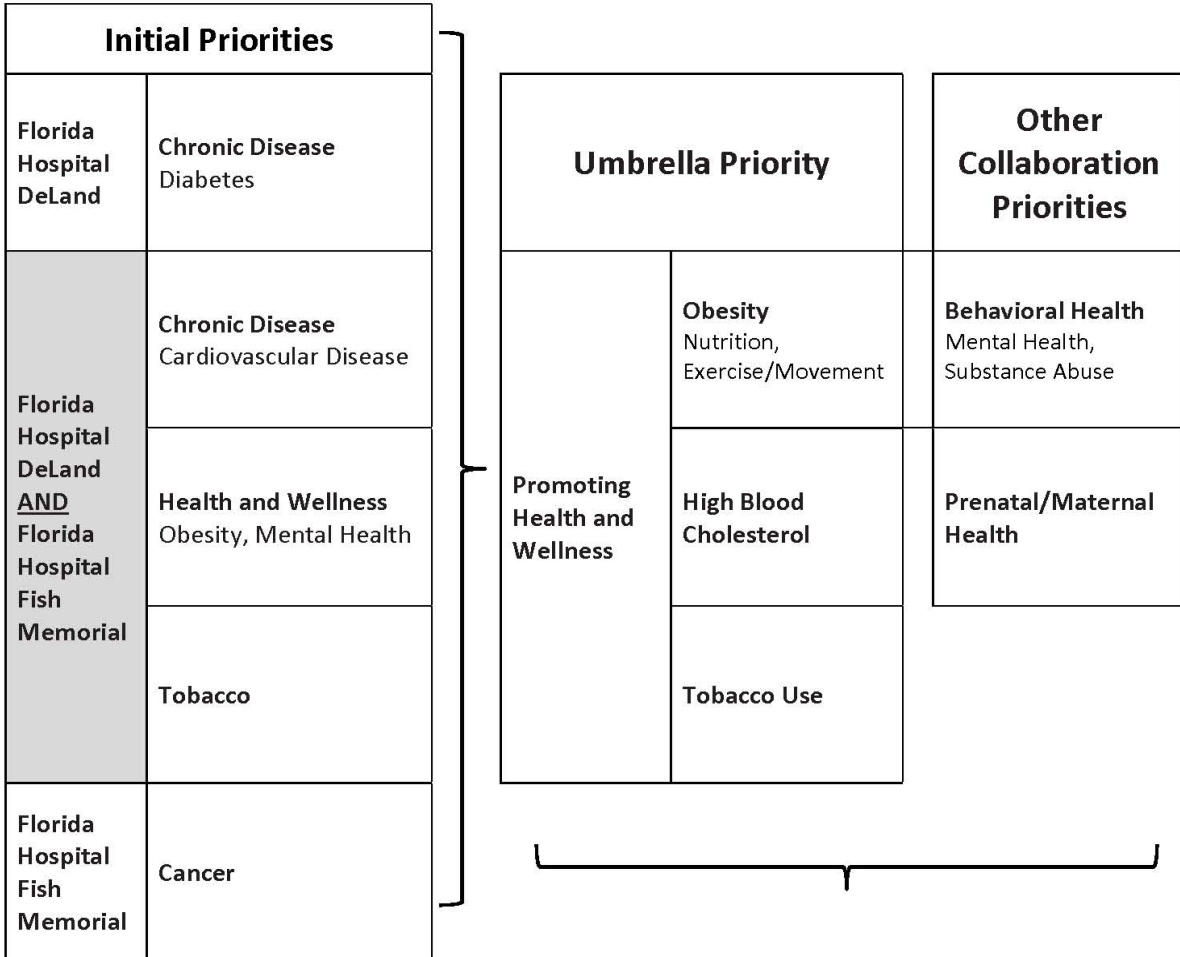
Next Steps

On December 5, 2012 our external meeting concluded this part of the Community Health Needs Assessment process. The hospitals will now work internally to develop a Community Health Plan.

Over the next several months, Florida Hospital Fish Memorial will expand the reach and scope of our current community outreach efforts through our existing hospital services and programs to address the four health improvement priorities that were targeted through this process. Change Your Life, CREATION Health and HeartCaring programs will be the vehicles used when possible to increase good health and wellness in our community and collaboration with local not for profits that are already working to meet the health needs of our community. We will also offer our current screenings and health events to new avenues that may better reach the identified underserved population within this report. To address Access to Health Care Services, we plan to better utilize existing health resources through an improved communication and referral process, and pursue the expansion of the existing external 2-1-1 communication system for health care and social services in the communities we serve.

The next steps in developing the action plan for FHFMM include reconvening the internal Hospital Health Needs Assessment Committee and selecting additional stakeholders to engage in active discussion as to how to evolve current projects and programs into a comprehensive approach to meet the community needs prioritized in the needs assessment. See Priority Selection Report 3.3

Florida Hospital DeLand, Florida Hospital Fish Memorial Community Benefits Plan Outline



Identify Potential Strategies/Partners
Review Community and Hospital Assets

Disease Prevention
(Education and Resources)

Disease Management

APPENDIX

Attachments

Executive Summary	<i>FHFM County Market Data, FINAL VERSION Priority Data for CHNAC Florida Hospital Fish Memorial & DeLand</i>
Question 4:	<i>Priority Data for CHNAC Fish Memorial and DeLand</i>
Question 5:	<i>FHFM & FHD 2.6 Primary Data Collection - Stakeholder Interview Log</i>
Question 6:	<i>FHFM 1.2 CHNAC & HHNAC</i>
Question 10:	<i>FHFM 3.1 Asset Inventory</i>
Question 11:	<i>FHFM & FHD County Market Data, FINAL VERSION</i>
Question 12:	<i>FHFM 3.3 Priority Selection</i>

HOSPITAL HEALTH NEEDS ASSESSMENT COMMITTEE (HHNAC)
ROSTER

*Florida Hospital Fish Memorial
Orange City, FL
2012
Diane Maimone, Community Benefit Manager*

Name		Position	Expertise
1	Ed Noseworthy	CEO/President	Health care industry leadership individual
2	Jennifer Shull	CNO	Health care industry leadership individual, History of clinical leadership
4	Sarah Fanton	Compliance/Professional Services	Understanding of health industry, regulatory guidelines
5	Rose Martin	Case Management	Involvement with community entities
6	Art Bakewell	Mission Development	Faith-based and connections with community entities, particular needs of health segments
7	Joni Hunt	Government Relations/Community Relations	Knowledge of community entities, governmental connections, key employers
8	Diane Maimone/ Marketing Manager	Community Benefit Manager	Internal working knowledge of community benefits reporting, community agencies connection, health industry expertise.
9	Jill Piazza Desiree Magnant	Director Health & Performance Florida Hospital Volusia/Flagler Regional Executive Director of Marketing & Planning	Health care industry expertise, community benefit reporting, connection with community segments

COMMUNITY HEALTH NEEDS ASSESSMENT COMMITTEE

(CHNAC) ROSTER 2012

*Florida Hospital Fish Memorial, Orange City, FL
Community Benefit Manager Diane Maimone*

Name		Entity/Agency Represented	Title	Expertise
1	Ed Noseworthy	Florida Hospital Fish Memorial	President/CEO	Health industry executive
2	Diane Maimone	Florida Hospital Fish Memorial	CB Project Manager	Internal working knowledge of community benefits reporting, community agencies connection, health industry expertise.
3	Rose Martin	Florida Hospital Fish Memorial	Case Management	Involvement with community entities
4	Art Bakewell	Florida Hospital Fish Memorial	Mission Development	Faith-based and connections with community entities, particular needs of health segments
5	Desiree Magnant & Jill Piazza	Florida Hospital Volusia/Flagler Region, Regional Executive Director of Marketing & Planning Director Health & Performance Florida Hospital Volusia/Flagler	CHNA Coordinator	Health care industry expertise, community benefit reporting, connection with community segments
6	Celeste Philips, MD	Volusia County Health Department	Assistant Director	Health care industry expertise, community agency and governmental regulation
7	Kathy Wilkes & Sharon Warriner	Northeast Florida Medical Services (Family Health Source) FQHC	CEO	Community Service Agency
8	Pat Northey	Hospital Board –	Board Member, Deltona District #5 Representative	Community connection
9	Janet Dickson	Community Representative	Ad Consultant/major community volunteer	Community connections
10	Maritza Vasquez	Community Representative	Hispanic American Youth Group/Founder and Executive Director	Community connections
11	Deborah Sabotka &	One Voice for	Facilitators	Contracted health industry professionals

	Lynn Kennedy	Volusia/Consultant		assisting with the CHNA process, in-depth working knowledge of market demographics/health indicators, statistics, community agencies, etc.
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Primary Data Collection
Stakeholder Interview Log (Q5)

Hospital Name: Florida Hospital Fish Memorial
Community Benefit Manager: Diane Maimone
Year: 2012

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
10/14/12	Individual	Survey	FHFM, DeBary 32713	Lack of preventive health information and services, Diabetes, Heart disease/Stroke, High blood pressure, Obesity, Access to affordable health care, Alcohol/drug use, Poor eating habits/nutrition	Good; Provide more wellness classes and promote them better
10/9/12	Individual	Telephone Survey	FHFM, DeBary 32713	Weight/Obesity, Diabetes, Lack of physical activity, Smoking, Obesity, Poor eating habits/nutrition, Lack of education on healthcare	Excellent; You are doing a pretty good job
10/8/12	Individual	Telephone Survey	FHFM, DeBary 32713	Eating wrong foods/diabetes/obesity, Poor nutrition, Alcohol/drug use, Obesity, Lack of safe places for physical activity	Excellent; Nothing at this time
10/15/12	Individual	Survey	FHFM, Deltona 32738	Unemployment rate, Funding for school system, crime rate, homeless population, affordable housing options, Cancer, Breast Cancer, Heart disease/stroke, Contagious diseases (flu), Wearing seatbelts, Poverty,	Good; Be seen more readily in the community as a whole, not just to select groups and/or individuals

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
				Unemployment	
10/1/12	Individual	Survey	FHFM, Deltona 32738	Distance to higher paying jobs, overcrowded schools, access to affordable healthcare/dental, drug addiction, lack of outdoor family activities, Respiratory diseases, Lack of physical activity, Substance abuse-alcohol, Substance abuse – drugs, Access to affordable health care, Alcohol/drug use, Poverty	Good; Provide free preventive care (i.e. mammograms)
10/1/12	Individual	Telephone Survey	FHFM, Deltona 32725	Affordable health insurance, Cancer, Diabetes, Heart disease/stroke, Obesity, Access to affordable health care, Obesity, High number of uninsured people	Excellent; Programs directed toward children, free programs for overweigh children with poor eating habits
10/10/12	Individual	Survey	FHFM, Deltona 32738	There is little health care in SE Deltona. If we can get a Walmart, why can't we get a hospital? Cancer, Diabetes, Poor nutrition, Obesity, Access to affordable health care, Poor eating habits/nutrition, Unemployment	Poor; Make health care accessible to SW Volusia
10/1/12	Individual	Telephone Survey	FHFM, Enterprise 32725	Getting old. Lack of making oneself aware of and following through with healthcare, Lack of physical activity, Obesity, Smoking, Teen pregnancy, Inadequate transportation, Poor eating habits/nutrition, Medical	Excellent

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
				illiteracy, not making use of information online and otherwise available	
10/1/12	Individual	Telephone Survey	FHFM, Enterprise 32763	Access to affordable healthcare, Cancer, Heart disease/stroke, Obesity, Access to affordable health care, Poor eating habits/nutrition, Unemployment	Excellent; you do a good job
10/10/12	Individual	Survey	FHFM, Orange City 32763	Obesity, Diabetes, Skin Cancer, Substance abuse – alcohol, Obesity, Poor eating habits/nutrition, Unemployment	Fair; The hospital in Orange City concerns me. To have better staff (more skilled and pleasant).
10/2/12	Individual	Survey	FHFM, Orange City 32763	Lack of activity, high crime rate, few good jobs, Respiratory diseases – adult, Diabetes, High blood pressure, Inadequate transportation, Lack of safe places for physical activity, Unemployment	Excellent; Offer more public education in good health.
10/1/12	Individual	Telephone Survey	FHFM, Orange City, 32763	Lack of healthcare for people who don't have affordable health insurance, Respiratory diseases – adults, Asthma – children, Diabetes, Obesity, High number of uninsured people, Poverty	Fair; Support health fairs on the weekends, think outside of the box of 8 to 5
10/9/12	Individual	Survey	FHFM, St. Cloud 34771	The aging population poses very special concerns with dementia, driving issues, Cancer, Smoking,	Good; Educational programming

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
				Alzheimer's and dementia, Alcohol/drug use, Obesity, High number of uninsured people	
10/9/12	Individual	Survey	FHFM, Winter Springs 32708	Obesity, Diabetes, Substance abuse – alcohol, Access to affordable health care, Poor eating habits/nutrition, High number of uninsured	Good; Help uninsured people with options

Primary Data Collection
Stakeholder Interview Log (Q5)

Florida Hospital Fish Memorial
Diane Maimone, Community Benefit Manager
2012

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
10/14/12	Individual	Survey	FHFM, DeBary 32713	Lack of preventive health information and services, Diabetes, Heart disease/Stroke, High blood pressure, Obesity, Access to affordable health care, Alcohol/drug use, Poor eating habits/nutrition	Good; Provide more wellness classes and promote them better
10/9/12	Individual	Telephone Survey	FHFM, DeBary 32713	Weight/Obesity, Diabetes, Lack of physical activity, Smoking, Obesity, Poor eating habits/nutrition, Lack of education on healthcare	Excellent; You are doing a pretty good job
10/8/12	Individual	Telephone Survey	FHFM, DeBary 32713	Eating wrong foods/diabetes/obesity, Poor nutrition, Alcohol/drug use, Obesity, Lack of safe places for physical activity	Excellent; Nothing at this time
10/15/12	Individual	Survey	FHFM, Deltona 32738	Unemployment rate, Funding for school system, crime rate, homeless population, affordable housing options, Cancer, Breast Cancer, Heart disease/stroke, Contagious diseases (flu), Wearing seatbelts, Poverty,	Good; Be seen more readily in the community as a whole, not just to select groups and/or individuals

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
				Unemployment	
10/1/12	Individual	Survey	FHFM, Deltona 32738	Distance to higher paying jobs, overcrowded schools, access to affordable healthcare/dental, drug addiction, lack of outdoor family activities, Respiratory diseases, Lack of physical activity, Substance abuse-alcohol, Substance abuse – drugs, Access to affordable health care, Alcohol/drug use, Poverty	Good; Provide free preventive care (i.e. mammograms)
10/1/12	Individual	Telephone Survey	FHFM, Deltona 32725	Affordable health insurance, Cancer, Diabetes, Heart disease/stroke, Obesity, Access to affordable health care, Obesity, High number of uninsured people	Excellent; Programs directed toward children, free programs for overweight children with poor eating habits
10/10/12	Individual	Survey	FHFM, Deltona 32738	There is little health care in SE Deltona. If we can get a Walmart, why can't we get a hospital? Cancer, Diabetes, Poor nutrition, Obesity, Access to affordable health care, Poor eating habits/nutrition, Unemployment	Poor; Make health care accessible to SW Volusia
10/1/12	Individual	Telephone Survey	FHFM, Enterprise 32725	Getting old. Lack of making oneself aware of and following through with healthcare, Lack of	Excellent

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
				physical activity, Obesity, Smoking, Teen pregnancy, Inadequate transportation, Poor eating habits/nutrition, Medical illiteracy, not making use of information online and otherwise available	
10/1/12	Individual	Telephone Survey	FHFM, Enterprise 32763	Access to affordable healthcare, Cancer, Heart disease/stroke, Obesity, Access to affordable health care, Poor eating habits/nutrition, Unemployment	Excellent; you do a good job
10/10/12	Individual	Survey	FHFM, Orange City 32763	Obesity, Diabetes, Skin Cancer, Substance abuse – alcohol, Obesity, Poor eating habits/nutrition, Unemployment	Fair; The hospital in Orange City concerns me. To have better staff (more skilled and pleasant).
10/2/12	Individual	Survey	FHFM, Orange City 32763	Lack of activity, high crime rate, few good jobs, Respiratory diseases – adult, Diabetes, High blood pressure, Inadequate transportation, Lack of safe places for physical activity, Unemployment	Excellent; Offer more public education in good health.
10/1/12	Individual	Telephone Survey	FHFM, Orange City, 32763	Lack of healthcare for people who don't have affordable health insurance, Respiratory diseases – adults, Asthma – children, Diabetes, Obesity, High number of	Fair; Support health fairs on the weekends, think outside of the box of 8 to 5

Date	Group or Individual Interview (pick one)	Location	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments (How well does your local Florida Hospital promote good health and what could they do better?)
				uninsured people, Poverty	
10/9/12	Individual	Survey	FHFM, St. Cloud 34771	The aging population poses very special concerns with dementia, driving issues, Cancer, Smoking, Alzheimer's and dementia, Alcohol/drug use, Obesity, High number of uninsured people	Good; Educational programming
10/9/12	Individual	Survey	FHFM, Winter Springs 32708	Obesity, Diabetes, Substance abuse – alcohol, Access to affordable health care, Poor eating habits/nutrition, High number of uninsured people	Good; Help uninsured people with options



Primary Data Collection

Sample Questions for Stakeholder Interviews, Focus Groups or Surveys

1. How could you rate our community's overall health status? Choose one: *excellent, good, fair, poor or very poor.*
2. How would you rate your own health status? Choose one: *excellent, good, fair, poor or very poor.*
3. How would you rate our community's overall quality of life? Choose one: *excellent, good, fair, poor or very poor.*
4. Choose THREE (3) items below that you feel are the most important features of a healthy community:

Churches or other places of worship
Adequate accommodations for disabilities
Access to healthcare
Good jobs, healthy economy
Parks and recreation
Good schools
Access to public transportation
Low crime/safe neighborhoods

Affordable housing options
Preventative health care (annual check-ups)
Arts and cultural events
Quality child care
Clean environment
Healthy behaviors and lifestyles
Absence of discrimination
Other:

5. How would you rate your own quality of life? Choose one: *excellent, good, fair, poor or very poor.*
6. What do you see as the **greatest health problems** in our community?
7. Which **four diseases/conditions** do you believe are the most common in our community:

Cancer – general
Breast cancer
Respiratory diseases – adults
Asthma – children
Diabetes
Heart disease/Stroke
High blood pressure
Poor Nutrition
Lack of physical activity
Poor birth outcomes/Infant Death
Contagious diseases (flu, pneumonia)

Obesity
Smoking
Substance abuse – alcohol
Substance abuse – drugs
Mental Health disorders
Dental problems
Immunizations – children
Immunizations – adults
HIV/Sexually Transmitted Diseases
Teen Pregnancy
Other (describe)

8. Which **three behavioral risk factors/unhealthy behaviors** are the most common in our community?

- | | |
|----------------------------------|---|
| Access to affordable health care | Lack of safe places for physical activity |
| Access to physicians | High number of uninsured people |
| Inadequate transportation | Poverty |
| Lack of grocery stores | Unemployment |
| Access to fresh, healthy food | Illiteracy |
| Wearing seatbelts | Other (describe) |
| Alcohol/Drug Use | |
| Obesity | |
| Poor eating habits/nutrition | |
| Unsafe sex | |

9. Who in our community does a good job of promoting health?

10. Who in our community does not promote good health?

11. How well does this hospital promote good health? *Choose one: excellent, good, fair, poor or very poor.*

12. What could the hospital do better to promote good health?

13. What health care services are difficult to get in your community? (*check all that apply*):

- | | |
|--|--|
| Alternative therapy (herbals, acupuncture) | Physical therapy, rehab therapy |
| Ambulance services | Prescriptions/medications/medical supplies |
| Chiropractic care | Preventive care (ex. annual check-ups) |
| Dental/oral care | Primary care (family doctor or walk-in clinic) |
| Emergency room care | Specialty M. D. care (ex. heart doctor) |
| Family planning/birth control | Substance abuse services (drug and alcohol) |
| Inpatient hospital | Vision care |
| Lab work | X-rays/mammograms |
| Mental health/counseling | Other |
| OB/pregnancy care | |

14. If you were in charge of improving health in our community, what would you do first?

15. Who else should we talk to?