

## Action Plan – GOAL: Improved Behavioral & Mental Health Network

(MCHD, DISC, MCMH, AHEC, Apalachee Center, CRMC, FSU, Hand in Hand)

<b>Objective:</b> Decrease <b>drug, alcohol, and smoking</b> through Mental Wellness Network delivering education, counseling, cessation, and medication services by December 31, 2023.				
<b>Strategy:</b> Strategic partnerships between the health department, the hospital, mental health providers, and Mental Health Councils to establish and deliver mental wellness services to Madison County residents.				
<b>Short-Term Objectives</b>	<b>Action Steps</b>	<b>Due Date</b>	<b>Agency Responsible</b>	<b>Status &amp; Baselines</b>
Establish a work group - Mental Wellness Advisory Council.	-Invite school system representatives, NFC representatives to subcommittee meeting, school system, mental health providers, law enforcement, and domestic violence.	6/1/2021	MCMH & MCHD	-Nonprofit organizations and providers are engaged with the hospital to develop a referral process and mental wellness services. -MCMH Community Asset Map launched, need to determine feasibility of updates and migrating to shared platform.
Research, develop and maintain mental health resources - print and online.	-Feasibility & interest of Internship model with NFC, St. Leo, and/or FSU hybrid model for in person and virtual.	12/31/2021	MCMH	- Analysis- Disc Survey, MCHD-CHNA -Discharge Planning process and tools improvement in process MCMH, AHEC. -MCHM made contact in Jacksonville to inquire feasibility.
Launch a collaborative Mental Health Education and Awareness campaign.	-Develop communication plan to distribute to the community in-person after COVID and virtually. -Create presentation and supporting materials.	4/30/2022	MCMH, MCHD, DISC, AHEC	- AHEC trained MCMH Motivational Interviewing, Kiosk, classes pre COVID.
Integrated screening and referral process and tools.	-Policy, screening, and referral tools available online and in facilities.	6/30/2022	MCMH, DISC, FSU, AHEC	-2019 Adult smoker 19% -Tobacco Related Cancer rate 70.5 -Youth Tobacco use vaping 15.7%
Establish a National Alliance of Mental Illness (NAMI) chapter.	-Confirm interest and launch chapter if applicable.	2/1/2023	MCMH/MCHD	-Chronic liver death rate 13.2-70% white & 64% male)
Integrated Care Team for delivering drug, alcohol, and smoking cessation services.	-Determine/develop assessment process and tools, referral process and policy.	12/31/2023	AHEC & MCMH	-Alcohol vehicle death rate 10.4 (64% male & 55% white) -Alcohol liver deaths 13-62% Hispanic & 77% males, rate 583.6 -Youth drugs prior 30 days-47% black & 35% white)

## Action Plan – GOAL: Improved Behavioral & Mental Health Network

(MCHD, DISC, MCMH, AHEC, Apalachee Center, CRMC, FSU, Hand in Hand)

<b>Objective:</b> Decrease <b>suicide</b> and improve <b>mental wellness</b> through an Integrated Care Network that aligns social and mental health services between the health department, the hospital, local providers, nonprofit, faithbased and government entities by December 31, 2023.				
<b>Strategy:</b> Strategically align local and regional services to combat suicide and establish prevention strategies that meet the needs of Madison County residents.				
Short-Term Objectives	Action Steps	Due Date	Responsible	Status & Baselines
Decrease <b>suicide</b> by improving and integrating social, spiritual, and environmental assets.	<ul style="list-style-type: none"> <li>-Assess the local parks and organizations to identify places to put Healing Gardens that promote social, spiritual, and mental wellbeing.</li> <li>-Convene with Parks and Recreation to determine feasibility and available resources.</li> <li>-Convene volunteer group.</li> <li>-Collaborative grant and Chamber open house when built.</li> </ul>	12/31/2021          12/31/2022	MCMH Chamber TDC NFC St. Leo	<ul style="list-style-type: none"> <li>-Initial community assets have been identified</li> <li>- Researching grant opportunity to collaborate with NFC for new program with internships.</li> <li>- Nonprofits/businesses expressed an interest in hosting and distributing Vaccine Information.</li> <li>-Online Portal launched to allow sign up and information sharing.</li> </ul>
Improve <b>mental wellness</b> through partnerships, awareness, counseling, workforce development and medication management.	<ul style="list-style-type: none"> <li>-Develop presentation and communication plan for community in-person after COVID and virtually-print and digital artifacts.</li> <li>-Shorten Mental Health First Aid as a public service announcement format and deliver digitally and through community presentations.</li> <li>-Explore feasibility of NFC expansion to mental wellness program.</li> </ul>	12/31/2021	MCHD DISC MCMH AHEC NFC	<ul style="list-style-type: none"> <li>- MCMH, DISC, AHEC, and Hand in Hand have been researching and developing systems.</li> <li>-MCMH collaborating with local provider - new mental wellness services, exploring partnership.</li> </ul>
Improve <b>mental wellness</b> through COVID education, screening & vaccinations.	<ul style="list-style-type: none"> <li>-Identify community partners who are interested in hosting a Vaccination Station.</li> <li>-Develop cause related campaign materials.</li> <li>-Vaccinate 70% of the population.</li> </ul>	9/1/2021	MCHD MCMH	<ul style="list-style-type: none"> <li>-Suicide death rates 16.7 (70% male &amp; 91% white)</li> <li>-Death rates drugs total 20 (75% white)</li> <li>-Youth delinquent behavior 10.5% suspension, carrying handgun 7.7%</li> </ul>
Develop assessment protocols and referral processes for Health Department & Hospital Emergency Room and Inpatient Services.	<ul style="list-style-type: none"> <li>-Establish timeline and management plan.</li> <li>-Develop process, protocols, and policies.</li> <li>-Develop MOU and/or affiliation agreements.</li> <li>-Collaborative grant to cover start up.</li> <li>-Add codes to Charge Master for new Line of Business.</li> <li>-Decrease cases by zip 32331-293, 32340-1,148, 32059-193.</li> </ul>	12/31/2023	MCHD AHEC DISC FSU	<ul style="list-style-type: none"> <li>-At times no good at all Youth 25.2% middle, 38% high</li> <li>-Domestic violence rate 583.6</li> <li>-Youth life not worth it 25.2% middle, 26.4% high</li> <li>-Hospitalization rate mental 499.4(53% black)</li> <li>-Depressive disorders 18-44=13.0, 45-64=15.7, 65+=16.7</li> <li>-Decrease COVID impact, Deaths-37, Cases-1,791, Hospitalization: 82</li> </ul>

## Action Plan – GOAL: Decrease Chronic Diseases

 (MCHD, MCMH, AHEC, Barnes Healthcare)

<b>Objective:</b> Integrated chronic disease prevention and treatment services by December 31, 2023.				
<b>Strategy:</b> Establish and maintain a Diabetes Prevention Program (DPP) and a Diabetes Self-Management Education Program (DSME) and healthy living services.				
<b>Short-Term Objectives</b>	<b>Action Steps</b>	<b>Date</b>	<b>Responsible</b>	<b>Status &amp; Baselines</b>
Improve <b>nutrition</b> and decrease <b>obesity</b> through partnerships, awareness, education, screening, and healthcare access.	-Communication & Public relations plan for Fitness Classes, Nutrition classes, and Diabetes. -Engage with IFAS i.e. nutrition classes, online portal, and canning kitchen and identify capabilities and opportunities. -Review SNAP Education MCHD develop communication & public relations campaign. -Business After Hours Chef Demonstrations and Tasting.	6/30/2021  12/31/2021  04/19/2022	MCHD MCMH BHC AHEC Chamber Sheppard’s Hand	-Fitness Classes online AHEC. -Nutrition classes online AHEC. -IFAS nutrition classes also online portal. -SNAP Education MCHD. -Healthy Woman online & social media MCMH. - MCHD Heart Health Program. -MCMH Healthy Woman.
Improve <b>heart health</b> through partnerships, awareness, education, screening, healthy living habits, and healthcare access.	-Review MCHD Heart Health Program capacity, referral, resources, and marketing. -Cause related marketing campaign and heart health fair. -Feasibility and timeline and management plan for Lake Francis Walk-a-Thon.	08/30/2021 02/01/2022 07/31/2022 11/12/2022	MCHD BHC AHEC MCMH	-AHEC Healthy Living. - AHEC (DSME certified). -Madison Medical Diabetes (DSME). -BHC (DPP and DSME certified).
Decrease the prevalence of <b>Diabetes</b> and <b>Diabetes deaths</b> through partnerships, awareness, education, screening, healthy living habits, and healthcare access.	-Timeline and management plan for Diabetes management and prevention classes (DPP & DSME). -Marketing and communication plan and materials. -Online portal registration and tracking. -Calendar of Events in person and online. -Diabetes awareness Celebrity Cook Off.	4/31/2021 6/30/2021  9/30/2022	MCHD BHC AHEC MM MCMH	-Obese Risk-34% -Physically Inactive Risk -31% -Access to exercise opportunities Risk -50% -Limited access to healthy foods-10% -2018: 34% cause death heart -2018: 29.6 death rate Heart attack
Community health education and awareness presentations to civic groups, faith-based groups, and local government.	-Feasibility of Local Chef demonstrations virtually and or in person. -Develop timeline and management plan and communications and marketing. -Submit collaborative grant. -Thank Your Lucky Stars.	12/31/2021  6/30/2021 11/13/2023	MCMH BHC Local Eateries Sheppard’s Hand	-Hypertension death rate 20.4 -CHF hospitalization rate 1,377.30 (62% white) -Diabetic Risk-17% -Hospitalization rates white (24%) & black (42%) -2018 Diabetes cause of death-4% -Percentage diabetes deaths, White (54%) and male (65%)

## Action Plan – GOAL: Chronic Diseases

<b>Objective:</b> Breast, prostate and colon cancer screenings, and awareness at least annually by December 31, 2022.				
<b>Strategy:</b> Provide cause related campaigns to provide cancer screening and treatment to residents				
<b>Short-Term Objectives</b>	<b>Action Steps</b>	<b>Date</b>	<b>Responsible</b>	<b>Status &amp; Baselines</b>
Enhance tobacco cessation referral process.	<ul style="list-style-type: none"> <li>-Big Bend AHEC to discuss and revise procedure.</li> <li>-Update Discharge Planning Process and Tools.</li> <li>-Increase marketing &amp; Public Relations.</li> <li>-Establish kiosk and guest speaking opportunities.</li> </ul>	9/30/2021	MCHD MCMH AHEC	-MCMH & MCHD Breast Cancer Awareness event 2 <sup>nd</sup> Annual in 2020, replicate. -MCMH has a full-service laboratory and offers mammography and endoscopy services.
Improve health outcomes by ensuring awareness of services and key health and wellness practices through community health education and awareness presentations to civic groups, faith-based groups, and local government.	<ul style="list-style-type: none"> <li>-Identify topics and develop a sample presentation that can be used in the different forums (PowerPoint, flyers, hand- outs, etc.).</li> <li>-Ascertain which community partners want to co-present.</li> <li>-Schedule presentations with organizations.</li> <li>-Increase marketing &amp; Public Relations.</li> <li>-Colon Cancer Awareness event.</li> <li>-Increase health rankings through population health management strategies.</li> </ul>	6/30/2021  03/16/2022	MCHD MCMH AHEC	
Integrate Strategic Partnerships for cancer screening, awareness, education, and healthcare access.	<ul style="list-style-type: none"> <li>-Enhance Breast Cancer Awareness Event to add Women’s Health issues.</li> <li>-Replicate BCA to launch other cancer awareness events, screenings, and services.</li> <li>-Expand FSU College of Medicine partnership.</li> <li>-Increase marketing &amp; Public Relations.</li> </ul>	10/01/2021	MCHD MCMH Local Providers Local nonprofit TMH FSU	-Census 1102, 1104 most critical 1101, 1103.02 next -2019 Death rate cancer 159-male 61%, white 70% -Tobacco related death rates 70.5, white 87.6 -Colorectal cancer deaths 19, 63% white, 58% female -Melanoma deaths 12, 83% white, 58% male -Skin cancer 12.2 %, 65+ 23.9%, white 17.9%

## Action Plan – GOAL: Improved Social Determinants of Health

<b>Objective:</b> Reduce <b>Poverty</b> and increase <b>Healthcare Access</b> by increasing the percentage of people with healthcare benefits. By December 31, 2023.				
<b>Strategy:</b> Expand access to healthcare through Integrated Care Teams, aligned Provider Networks, and Collaborative Strategic Partnerships.				
Short-Term Objectives	Action Steps	Date	Responsible	Status
Reduce <b>Poverty</b> and increase <b>Healthcare Access</b> by increasing the percentage of people with healthcare benefits.	<ul style="list-style-type: none"> <li>-Navigator campaign with AHEC.</li> <li>-Managed plan counselors with MCHD and Business office.</li> <li>-Enhance scripting and training for Financial Counselor MCMH.</li> <li>-Explore enhanced/replicated partnerships with HUMANA and other Commercial Policies.</li> </ul>	<p>4/30/2021</p> <p>11/2021 annually</p>	<p>MCHD</p> <p>MCMH</p> <p>AHEC</p> <p>Humana</p>	-Exploring partnerships with Orthopedics.
Increase <b>Healthcare Access</b> by establishing a comprehensive Provider Network as indicated by additional primary care and specialty providers serving in Madison County.	<ul style="list-style-type: none"> <li>-FSU College Medicine expanding internships and affiliation agreements.</li> <li>-Establish collaborative grant with FSU Humanities internship and mental wellness screening and research.</li> <li>-TMH prenatal care with MCHD.</li> <li>-Expand health care service with addition specialties through partnerships and affiliation agreements.</li> <li>-Increase branding and awareness of screening prevention, and treatment services to 60-mile radius.</li> </ul>	12/31/2023	<p>MCHD</p> <p>MCMH</p> <p>FSU</p> <p>TMH</p>	<p>-Uninsured Adults 17% &amp; children 6%.</p> <p>Medicaid eligible U18 is 52%.</p> <p>-Family Practice: 4, Physician Assistant: 1, Nurse Practitioners: 22</p> <p>-Internal: 1, Pediatrician: 1, Cardiologist: 2</p> <p>-Dentist: 4, -Chiropractors: 3, -Other: 0</p> <p>-Mental Health: 4, -Psychologist: 1, -Clinical Social Workers: 2</p> <p>-Food insecurity-23%</p>
Reduce <b>food</b> insecurities by improving access to healthy eating and delivering nutrition education.	<ul style="list-style-type: none"> <li>-IFAS partnership expansion.</li> <li>-Enhance Farm Share program and explore potential Farm Coop.</li> <li>-United Methodist Food Pantry and Chamber Partnership.</li> <li>-Land Project Community Garden with DISC.</li> <li>-Farmers Market potential with Chamber, TDC, and Downtown Development.</li> <li>-Submit Department of Agriculture grant.</li> </ul>	<p>12/31/2021</p> <p>12/31/2023</p>	<p>MCHD</p> <p>Healthy Start Coalition</p>	-Limited access to healthy foods-10%



## Action Plan – GOAL: Improved Social Determinants of Health

**Objective:** Establish shared understanding across all sectors in Madison County concerning information and issues surrounding Health Equity (HE), Cultural Competency/Sensitivity, and how Social Determinants of Health influence the health of Florida’s residents and communities by December 31, 2021.

**Strategy:** Guest speaking at community events, action teams, and advisory councils.

Short-Term Objectives	Action Steps	Date	Responsible	Status
Develop and implement Social Determinants of Health Advisory Council.	-Reorganize the Maternal and Child Health action team to establish the SDOH timeline and management plan.	06/31/2021	Healthy Start MCHD MCDC	-Council with active members - change focus and scope of work. -Actively pursuing R&D for SDOH.
Incorporate health equity into community presentations.	-Prior to educating the community on chronic diseases and mental health, incorporate health equity into the presentations.	12/31/2021	MCHD MCMH	-Individual poverty: 28.2% -Children in families in poverty: 37% -Unemployment: 3.9%

(The Following Strategies align to the efforts of the Vision 2030 Efforts- Madison County Memorial Hospital does offer education and training opportunities for employees and Medical Staff as well as internships for on-the-job training, however, does not have the personnel or financial resources to assist in this goal.)

Reduce <b>Poverty</b> and increase <b>employment</b> opportunities by attracting businesses.	-Individual poverty: 28.2% -Children in families in poverty: 37% -Unemployment: 3.9%	1102, 1103.02, 1103.01	Career Source, Madison County, MCDC, MCCC	<b>Vision 2030</b>
Reduce <b>poverty</b> and increase <b>employment</b> capacity by improving soft skills and workforce capabilities through <b>education and training</b> .	-SSI 1101: 13%, 1103.01: 12.4%, 1103.02: 10% -SNAP 1103.02: 36.2% & 1102: 21.4% -Early Steps <3 served: 66.6% -Elementary not promoted: 12.9% -Graduation Rate 82.5% -High School diploma: 38.1% -Likely to pursue college 13.8%, Bachelors + 13.8%	1102, 1103.02, 1103.01	School District, NFC, St. Leo	<b>Vision 2030</b> -State Representative, Local and National systems on Poverty
Reduce <b>poverty</b> by improving housing infrastructure.	-Lack plumbing: 1.4% -Lack kitchen 1103.02: 2% -Not heated/inadequate: 1103.02 @ 1%, 1101 & 1102 @ 3.6%	1103.02, 1101, 1102	Madison County, City of Madison	<b>Vision 2030</b> -HUD & Urban Development