



# COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA) IMPLEMENTATION PLANS PINELLAS COUNTY 2020-2022





BayCare's mission  
is to improve the health  
of all we serve through  
community-owned services  
that set the standard  
for high-quality,  
compassionate care.



## TABLE OF CONTENTS

Letter from the Presidents	2
Listening to Pinellas County	3
Identifying Priorities	5
Developing Strategic Implementation Plans	7
Behavioral Health	9
Access to Health Services	13
Exercise, Nutrition and Weight	17
Hospital Information	20

## LETTER FROM THE PRESIDENTS

---

BayCare is committed to improving the health of all we serve in our communities. Caring for the people who need us most is a fundamental part of our mission.

In 2019, BayCare provided \$461 million in community benefit, including \$103 million in charity care, to assure high-quality, timely and appropriate care to those who otherwise couldn't afford it. Every day, we're working hard to improve the health and well-being of our communities, and we know there's more that needs to be done.

In 2019, BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital worked with neighboring hospitals and the Florida Department of Health-Pinellas to complete a community health needs assessment (CHNA) in Pinellas County. The CHNA provides information on the unmet and emerging health needs as identified through available local, state and national data—and most importantly, the assessment is intended to be inclusive of the thoughts and ideas of members of the communities we serve. We engaged residents, community leaders and other key advocates throughout each phase of the assessment.

Once we had a better understanding of which health needs were most pressing and where the greatest needs were, BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital developed coordinated implementation strategies to address those needs. With these strategies, we intend to put action behind the same goals and objectives, creating collective impact, improving health outcomes. The implementation plans include advancements in clinical service, education and policy interventions that span across service areas in Pinellas County.

We encourage you to use this summary to gain a better understanding of our community's needs and the commitment of BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital to address those most pressing unmet health needs. To those who contributed to our assessment process, thank you for your involvement, as it was essential to our process. We look forward to sharing successes of the implementation plans and continuing community conversations throughout the 2020–2022 CHNA cycle.

Sincerely,



**Jacqueline Arocho**  
*Chief Executive Officer,  
BayCare Alliant Hospital*



**Lou Galdieri**  
*President, Morton Plant Hospital,  
Market Leader, Morton Plant Mease*



**Matt Novak**  
*President, Mease Countryside  
and Mease Dunedin Hospitals*



**Scott Smith**  
*President, St. Anthony's Hospital*

# LISTENING TO PINELLAS COUNTY

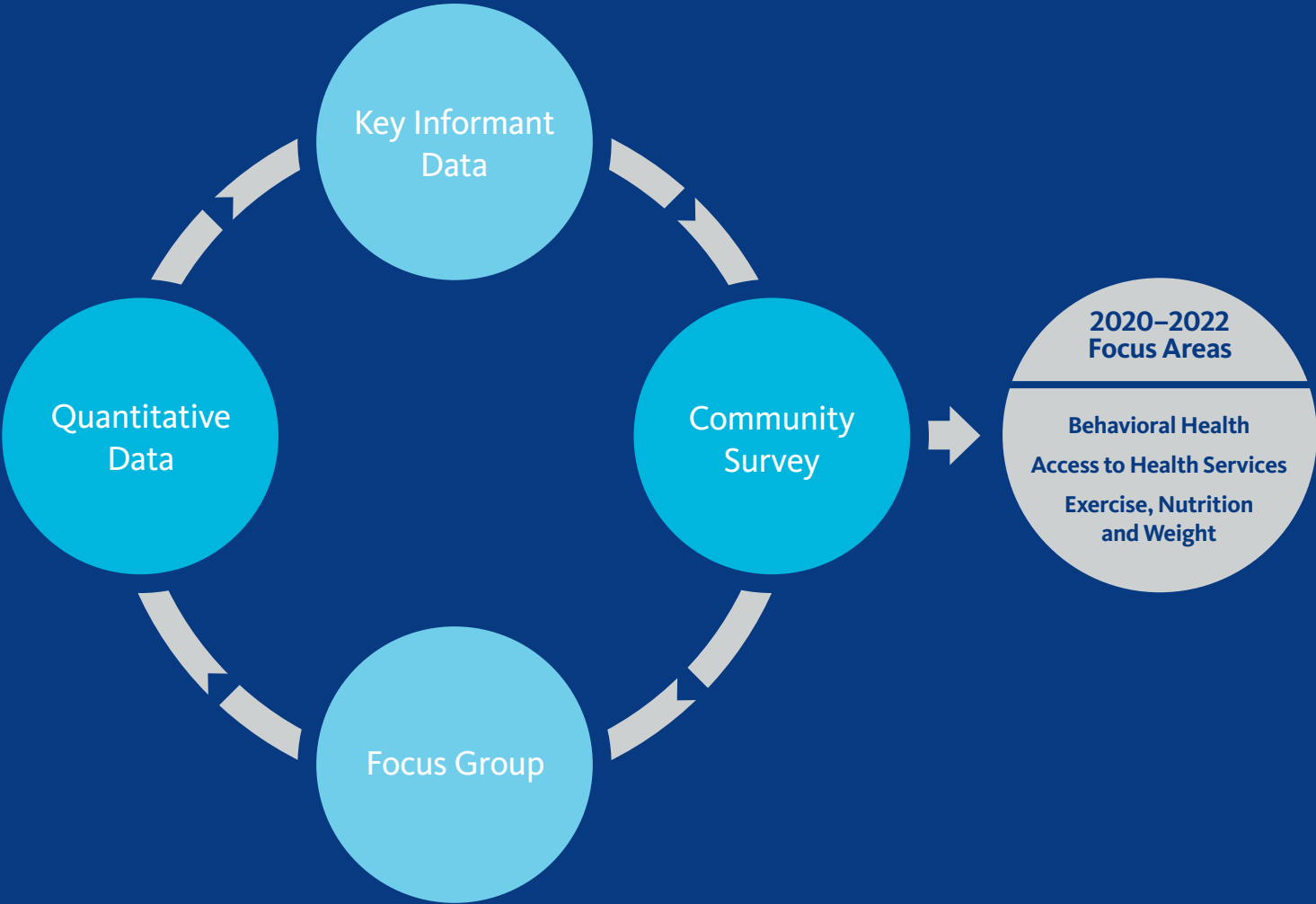
---

BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital recognize that Pinellas County's health improvement plans must start with a deep understanding of the issues affecting health and the community resources available to improve related health outcomes. To provide as complete an overview of the health behaviors and perceptions of Pinellas County residents as possible, a 73-question community survey was developed. The primary purpose of using a community survey was to ensure that the voices of Pinellas County residents were heard; engaging those most impacted by health issues where they live, work, play and raise families. The survey addressed health and lifestyle behaviors, quality of life and access to care.

The community survey used validated and reliable questions obtained from state and national needs assessments, passed a rigorous literacy review and was available in English and Spanish. Intentional and strategic outreach was integral in getting a robust and representative response rate. Surveys were deployed on-site at many locations across Pinellas County, including churches, libraries, clinics, food pantries and community centers. This strategy allowed for engagement of low income, minority and medically underserved populations. Because of the collaboration with the Florida Department of Health, Moffitt Cancer Center, Johns Hopkins All Children's Hospital and Advent Health, every zip code in Pinellas County was represented in the survey collection.



IDENTIFYING PRIORITIES



# IDENTIFYING PRIORITIES

---

Upon review of local community opinion from the 2019 CHNA survey, key informant interviews and related secondary health statistics data analysis, 11 health issues were identified:

- Access to health services
- Cancer
- Diabetes
- Exercise, nutrition and weight
- Heart disease and stroke
- Immunization and infectious disease
- Maternal, fetal and infant health
- Mental health and mental disorders
- Oral health
- Respiratory disease
- Substance abuse

In addition, focus groups comprised of advocates and community partners convened to gain greater insight into these 11 health issues. The focus groups were guided by facilitators using a participatory analysis technique. The technique engaged participants in guided discussion around specific topics using data placemats. The placemats displayed thematically grouped data, charts and graphs in an easy-to-understand format. Discussions were guided by three general questions:

- What surprises you about the data?
- What factors may explain some of the trends we're seeing?
- Does this lead to new questions?

Following the guided discussions, Healthy Communities Institute (HCI) led the participants in a prioritization exercise. Each of the 11 health issues was presented for ranking based on the scope and severity of the issue and the ability to impact. Each attendee was provided an electronic voting device that allowed for a single vote in

each category for each health issue. After combining mental health/mental disorders and substance abuse under the single focus area of behavioral health, the top three focus areas for the 2020-2022 CHNA implementation strategy were:

- Access to health services
- Behavioral health
- Exercise, nutrition and weight

Although the majority of the overarching goals, objectives and efforts will concentrate on the top three focus areas, BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital remain committed to supporting positive advancements in addressing diabetes, heart disease and stroke while addressing the focus area of exercise, nutrition and weight. There were five health focus areas remaining:

- Cancer
- Immunization and infectious disease
- Maternal, fetal and infant health
- Oral health
- Respiratory disease

These remaining health needs are significant, but they're not directly addressed in 2020–2022 health improvement plan strategies. However, they'll continue to be impacted through existing hospital strategies for clinical excellence and partnerships within the community, including the Florida Department of Health and community organizations who may be in a better position to address these health issues.

# IMPROVING HEALTH IS MORE THAN JUST ACCESSING HEALTH CARE



## Policies and Programs



## Health Factors



## Health Outcomes

### Health Behaviors (30%)

- Tobacco Use
- Diet and Exercise
- Alcohol and Drug Use
- Sexual Activity

### Clinical Care (20%)

- Access to Care
- Quality of Care

### Social and Economic Factors (50%)

- Education
- Employment
- Income
- Family and Social Support
- Community Safety

### Physical Environment (10%)

- Air and Water Quality
- Housing and Transit

### Length of Life (50%)

### Quality of Life (50%)



# DEVELOPING STRATEGIC IMPLEMENTATION PLANS

---

Through this comprehensive CHNA process, BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital have a better understanding of the community's health and opportunities for improvement. In addition, we recognize that the CHNA isn't perfect, nor does it reflect each person's unique experience with health. In many cases, the assessment validated some of what we already knew about the community and in other cases we learned about significant shortfalls in the community's health. There are many needs in Pinellas County, some of which are reflected in disparities of race, ethnicity, income, geography and education.

Because of our commitment to improving Pinellas County health and well-being, the BayCare Alliant Hospital Board of Directors, Morton Plant Mease Board of Trustees and St. Anthony's Hospital Board of Trustees support strategies to drive health improvement and approved the respective 2020–2022 health improvement plans. These plans will guide our health improvement efforts, while also leveraging hospital resources to strengthen community collaborations already established within the county, and will provide the guardrails for programmatic impact over the three-year cycle.

The 2020–2022 health improvement strategies for BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital were thoughtfully developed to leverage hospital and current community resources, while also working collaboratively across multiple sectors to engage new community partners. To align with population and public health best practices and acknowledge that improving health is more than just accessing health care, the plans include a strong and directed focus on the social determinants that impact health.





# BEHAVIORAL HEALTH

---

Behavioral health includes mental health, substance use and addiction intervention and prevention. Mental health is defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.<sup>1</sup> Mental health problems and substance use disorders sometimes occur together. This is because:

- Certain illegal drugs can cause people with an addiction to experience one or more symptoms of a mental health problem
- Mental health problems can sometimes lead to alcohol or drug use, as some people with a mental health problem may misuse these substances as a form of self-medication
- Mental and substance use disorders share some underlying causes, including changes in brain composition, genetic vulnerabilities, and early exposure to stress or trauma<sup>2</sup>

In Pinellas County, mental health and substance use have consistently been identified in both the primary and secondary data as a top health priority. Suicide and unintentional injury rates remain higher than the state rate. Domestic violence rates are also higher than the state rate but are improving.<sup>4</sup> Disparities of race, age, income and ethnicity exist in those seeking, but unable to get mental health treatment in these communities.<sup>3</sup>

## Behavioral Health Goal

Increase access to appropriate behavioral health services across the BayCare footprint

### Objective

By December 31, 2022, deploy education, awareness, prevention and access to care strategies to reduce the incidence of suicide.



More than one in four adults living with serious mental health problems also has a substance use problem.<sup>2</sup>

---

## BEHAVIORAL HEALTH IN PINELLAS COUNTY

# 28.2%

Residents report a depression diagnosis<sup>3</sup>



# 24.3

Drug poisoning deaths per 100,000 population (*higher in Pinellas County than in Florida and the U.S.*<sup>6</sup>)



# 29.5%

Teens use alcohol



# 22.1%

Teens use marijuana



(*both percentages are higher than in Florida*)<sup>4</sup>



## Depression

Rates in the Medicare population in Pinellas are higher than in Florida and the U.S., and are increasing over time<sup>5</sup>

# 16.9

Suicide deaths per 100,000 population (*higher in Pinellas County than in Florida and the U.S.*<sup>4</sup>)



<sup>1</sup>CDC, 2018

<sup>2</sup>U.S. Department of Health & Human Services, 2019

<sup>3</sup>2019 CHNA Community Survey

<sup>4</sup>Florida Charts, 2018

<sup>5</sup>Centers for Medicare & Medicaid Services, 2017

<sup>6</sup>RWJF County Health Rankings, 2019

# BEHAVIORAL HEALTH

---

## 2022 Impact Objectives

- Provide *Mental Health First Aid* trainings to at least 100 community members annually
- Launch the Gun Shop Project by engaging gun shop owners and nontraditional organizations, to include community gatherings and *Mental Health First Aid* trainings
- Develop a strategy to reduce substance use by expanding education on medication-assisted treatment
- Explore opportunities to expand transitional housing for addiction services
- Provide support and community coordination of efforts with the West Central Florida Mental Wellness Coalition
- Support behavioral health liaisons to connect community members to behavioral health resources
- Explore opportunities to integrate behavioral health services into primary care settings
- Implement strategies to reduce tobacco and vaping in Pinellas County
- Explore community partnerships to expand behavioral health services and increase access to addiction/rehabilitation services available to residents of Pinellas County (*St. Anthony's Hospital service area*)
- Expand behavioral health services through support of the Healing Touch Program (*BayCare Alliant Hospital service area*)
- Expand community education on behavioral health resources (*BayCare Alliant Hospital service area*)



# ACCESS TO HEALTH SERVICES

---

Access to comprehensive, quality health care services is important for promoting and maintaining health, preventing and managing disease, reducing unnecessary disability and premature death, and achieving health equity for all Americans.<sup>1</sup>

Access to health services means the timely use of personal health services to achieve the best health outcomes. It requires gaining entry into the health care system (usually through insurance coverage), geographic availability of needed health care services, ability to receive services when needed, and finding a health care provider with whom the patient can communicate and trust. Access to health care impacts one's overall physical, social and mental health status and quality of life.<sup>1</sup>

In Pinellas County, both primary and secondary data indicate access as a high health priority for the community. Pinellas County is a provider shortage area for primary care, dental and mental health providers, meaning there are too few providers compared to the number of residents.<sup>2</sup>

## Access to Health Services Goal

Increase access to timely, affordable and appropriate health care services for all Pinellas County residents, with a focus on those disproportionately impacted.

### Objective

By December 31, 2022, there will be an increase in percentage of residents who have access to health care services and resources as measured by an increase in the number of individual encounters through patient navigator enrollment and/or other resource links.



## ACCESS TO HEALTH SERVICES IN PINELLAS COUNTY

# 28.7%

Low-income residents don't have insurance, compared to 10.8% of all residents<sup>4</sup>



Barriers for those who can't get medical care:

# 63.8%

Cost



# 7.1%

Parents report they had trouble getting medical care for their child<sup>4</sup>

A white icon of a medical cross inside a square box with a horizontal line through it, representing health care.

# 34.8%

Low-income residents experience difficulties getting needed health care, compared to 19.2% of all residents<sup>4</sup>

# 9.7%

Getting an appointment<sup>4</sup>



# 27.3%

Individuals identified as having low health literacy<sup>4</sup>



# 60%

Survey respondents went to the ER for a reason other than an emergency or life-threatening situation<sup>4</sup>



<sup>1</sup>Healthy People 2020, 2019

<sup>2</sup>HRSA, 2019

<sup>3</sup>RWJF County Health Rankings, 2019

<sup>4</sup>2019 CHNA Community Survey



# ACCESS TO HEALTH SERVICES

---

## 2022 Impact Objectives

- Integrate Aunt Bertha technology into Cerner to improve connections to community resources
- Expand access to affordable medications through support of the *Medication Assistance Program*
- Expand access to health care, health insurance options and community resources through support of navigator services
- Expand access to screening and educational opportunities through support of Faith Community Nursing
- Expand access to health care through support of increased transportation resources
- Implement a health education model to increase access to health care for residents of Pinellas County through barbershops and beauty salons
- Implement a health education model to increase access to and knowledge of health services among youth aging out of foster care (*Morton Plant and Mease hospitals' service area*)
- Expand services and resources through support of local free and low-cost clinics (*Morton Plant and Mease hospitals' service area*)
- Expand access to health care, health insurance options and community resources for pregnant mothers through support of obstetrics navigator services (*Morton Plant and Mease hospitals' service area*)
- Expand community education on post-acute care (*BayCare Alliant Hospital service area*).



# EXERCISE, NUTRITION AND WEIGHT

---

Exercise and proper nutrition are key drivers in achieving and maintaining a healthy weight. The combination of these drivers decrease the likelihood of stroke, high blood pressure, heart disease, type 2 diabetes, depression and some cancers, and are a contributing factor in the prevention of many other health problems.<sup>1</sup>

Obesity affects one in five children and one in three adults and costs the U.S. \$147 billion annually.<sup>2</sup> Efforts to improve weight must include a focus not only on individual behaviors, but on policy and environmental changes, from tackling root causes of food insecurity to school-based interventions to safe places to be active outdoors. Primary and secondary data sources elevated exercise, nutrition and weight to be a high health priority for Pinellas County. Among adults, 64 percent of Pinellas residents are overweight or obese.<sup>3</sup>

## Exercise, Nutrition and Weight Goals

Pursue policy, systems and environmental change to maintain or increase the number of Pinellas County residents who have a healthy weight, with a focus on those disproportionately impacted.

### Objective 1

By the end of December 31, 2022, there will be an increase in the number of individuals served by emergency food and/or medically tailored meal programs.

### Objective 2

By the end of December 31, 2022, there will be an increase in the number of individuals screened and educated around chronic disease.



## EXERCISE, NUTRITION AND WEIGHT IN PINELLAS COUNTY

# 16.4%



Children live in households at or below the poverty level<sup>3</sup>

# 79.7%



Middle school students in Pinellas don't get sufficient vigorous exercise



# 18.2%

Residents disagree with the statement "I can access healthy food easily"<sup>4</sup>

# 26.7%



Residents report being food insecure (*ran out of food or worried they'd run out of food in the last 12 months*)<sup>4</sup>

# 33.9%



Those who have diabetes who are food insecure<sup>4</sup>

<sup>1</sup>Healthy People 2020, 2018

<sup>2</sup>CDC, 2018

<sup>3</sup>Florida Charts, 2018

<sup>4</sup>2019 CHNA Community Survey

# EXERCISE, NUTRITION AND WEIGHT

---

## 2022 Impact Objectives

- Implement, as standard of care the two-question USDA Food Insecurity screener
- Explore partnerships to increase chronic illness self-management by improving food security among Pinellas County residents
- Expand the Children's Wellness and Safety Team's existing children's obesity prevention programs, nutritional workshops and large-scale community events
- The Community Health Team will deepen multidisciplinary partnerships across the service area to include prevention-based screenings and/or classes
- Improve health outcomes for community members with prediabetes or type 2 diabetes by partnering with local free clinics to increase diabetes education and support for Pinellas County residents
- Explore community partnerships to encourage exercise and nutrition among Pinellas County residents (*St. Anthony's Hospital service area*)

## HOSPITAL INFORMATION

---

### **BayCare Alliant Hospital** *Dunedin, Florida*

BayCare Alliant Hospital is a 48-bed, long-term acute care hospital, providing services to patients who require a longer period of time for medical treatment and recovery. The hospital offers easy 24-hour accessibility to emergency care, diagnostic testing, radiology, laboratory and surgical services.

### **Mease Countryside Hospital** *Safety Harbor, Florida*

Mease Countryside Hospital is a 311-bed facility that offers care for patients of all ages. The hospital provides highly technical and specialized care, including women's services, children's services, heart, cancer, neurosciences and orthopedics.

### **Mease Dunedin Hospital** *Dunedin, Florida*


Mease Dunedin Hospital is a 120-bed facility, committed to improving the health of everyone it serves. The hospital includes orthopedic, bariatrics/weight management, emergency care and a number of other specialty services.

### **Morton Plant Hospital** *Clearwater, Florida*

Morton Plant Hospital is a 613-bed facility, serving north Pinellas County, that provides highly technical and specialized care to more than 50,000 patients annually and works in more than 50 specialty areas, including heart and vascular, orthopedics and maternity.

### **St. Anthony's Hospital** *St. Petersburg, Florida*

St. Anthony's Hospital is a 393-bed facility with a long tradition of providing a wide range of exceptional health care services to our community. The hospital offers emergency care and also has several outpatient centers offering a number of specialty services in south Pinellas County.

The background of the slide is an aerial photograph of a coastal town, likely in Florida, showing a mix of residential buildings, green spaces, and a large body of water. A large, dark blue, semi-transparent overlay covers the left and top-left portions of the image. A white rectangular box with a thin blue border is positioned in the center-left of the slide, containing the main text.

The 2020–2022 health improvement plans for BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony’s Hospital were thoughtfully developed to leverage hospital and current community resources, while also working collaboratively across multiple sectors to engage new community partners. To align with population and public health best practices and acknowledge that improving health is more than just accessing health care, the plans include a strong and directed focus on the social determinants that impact health.

