



The community assessment that follows was an opportunity for ONE BAY: Healthy Communities to supplement the health indicator data and learn about the many valuable programs and organizations working to affect community health in the Tampa Bay region. As we move through this visioning process, it will become very important to gain the feedback and participation of these organizations towards a common vision and goal setting for the region.

As a starting point, a comprehensive, though not conclusive, list of public, private, and non-profit organizations from the eight-county region was compiled based on their involvement with any one aspect of creating a healthy community. While not every single organization that has an impact could be identified, a broad effort was made to find programs targeting specific conditions for populations at risk for disparities, low-income residents and larger employee populations.

Direct health care providers (physicians, clinics, nursing homes, hospices) were excluded because their contribution to community health generally occurs at the individual level. Hospitals were included not for their direct patient care activities, but for their admirable community outreach programs.

In an effort to reach our community of employers, an online survey of employers was conducted through the Maddux Business Wire and Tampa Bay Partnership from August 19 - September 10, 2010. The survey focused on employee benefits at nearly

Over
100
organizations
in Tampa Bay
region focused
on improving
community health

150 organizations, of all sizes, responded. Employers, as the primary funders of health insurance benefits for working age adults, serve an important role for employee access to health care, disease prevention and health and wellness programs.

Our independent research and outreach regarding community health programming identified a list of nearly 140

organizations. Three-fourths of these 140 organizations were contacted for additional information and most were interviewed. This process provided substantial insight into the numerous community health activities being conducted in the region. Throughout this report, you will find examples of unique programs and organizations spotlighted. While there was not sufficient time to interview every entity, we continue to encourage organizations to submit additional information about their efforts to this process.

In total, the community assessment process got information from nearly 280 organizations in the Tampa Bay region (including the 150 employer responses). The organizations have been grouped into the following sectors:

- Governmental agencies
- Hospitals
- Not-for-profit organizations
- Alliances/partnerships
- Employers

Governmental Agencies

Federal Programs

The U.S. Department of Health and Human Services (HHS), the Centers for Disease Control and Prevention (CDC), the Health Resources Services Administration (HRSA), the Substance Abuse and Mental Health Services Administration (SAMSHA), the U.S. Department of Agriculture (USDA), and the U.S. Department of Transportation (USDOT) are the primary Federal funding agencies for health improvement programs and typically provide the funds to state or local agencies for administration of programs such as Women, Infants and Children (WIC, pg. 31), Healthy Start/Head Start (pg. 19), and National Breast & Cervical Cancer Early Detection Program (pg. 23).

For many programs, like Safe Routes to School (pg. 30), federal funding must be supplemented by state, local and often private funds in order to meet the community needs. Other programs are fully-funded federal grants, such as the nearly \$5 million grant awarded to the Pinellas County Health Department to implement policy changes in all sectors of the community to combat obesity. The grant is from the Prevention and Public Health Fund, a component of the Affordable Care Act/Health and Human Services Communities Putting Prevention to Work Program. The CDC administers this prevention and wellness initiative.

State of Florida

Florida Department of Health

The largest state agency focused on improving public health is the Florida Department of Health. The Florida Department of Health funds and oversees the 67 county health departments in the state and is charged to “promote, protect and improve” the health of the “public” or residents. Despite their moniker of county health departments, they are not within the county government structure but are divisions of the state health department.

The physical and behavioral services provided or coordinated by county health departments varies slightly, depending on the demographics and

8
state county health departments

4
regional health councils

2
children's services councils

needs of the county, yet all provide the following services or direct residents to another resource for care or education:

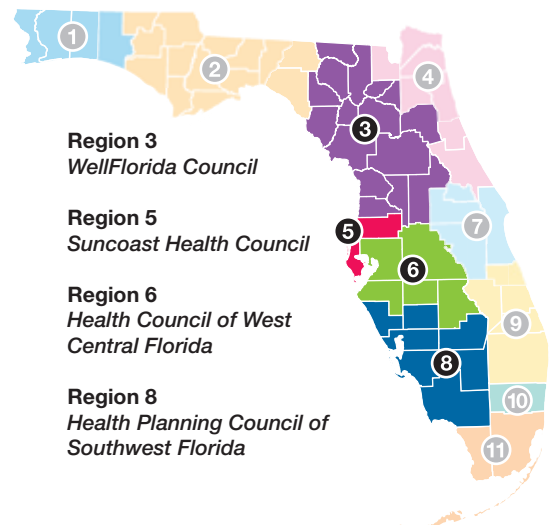
- Immunizations/vaccinations
- Smoking cessation
- Weight loss/nutrition education
- Diabetes management
- Illicit and prescription medication and alcohol addiction
- Suicide prevention
- Sexually transmitted disease testing and treatment

- Pregnancy prevention
- Pre-natal care aimed at reducing low birth weight and infant mortality

Health departments also oversee vital statistics, environmental health and preparedness, and programs addressing the health needs of the community.

Regional Health Councils

The Florida legislature has established a network of agencies called Health Councils with 11 districts throughout the state. The Health Councils are mandated by state law to conduct regional health planning and implementation. The Councils collect and analyze health care data, describe community health status, identify health care needs and resources, and work with community partners to design strategies to improve access to affordable and quality of health care services at the local level. The Tampa Bay region has four Health Councils that encompass counties beyond our region.



Spotlight: Suncoast Health Council: MedNet Prescription Assistance

The Suncoast Health Council in Pinellas County started the MedNet Prescription Assistance Program in 1999 in response to a finding that access to prescription medications was identified as the top health issue in the county. The program expands access to prescription medicines for low-income uninsured and underinsured adults with chronic health conditions. The program expanded to 19 sites in five counties and in 2009 obtained \$5.2 million in free prescription medications, returning \$9.93 for every dollar spent to provide the services. Funding is provided by private foundations and public entities.

www.healthcouncils.org

Children's Services Councils

Eleven counties within Florida have children's services councils which focus on serving the needs of all children within the county. Eight of these counties have passed referendums authorizing an ad valorem tax for the sole purpose of funding programs and services for children. In the Tampa Bay region, Pinellas and Hillsborough counties each have a children's services council.

Juvenile Welfare Board of Pinellas County

The Juvenile Welfare Board (JWB) funds programs in three priority areas: Ending Child Maltreatment, School Readiness and Ensuring School Success. The fourth area for funding is a conglomeration of programs that do not directly fall within these priorities but have been deemed necessary, such as residential programs, behavioral health counseling and coordinated child care.

Children's Board of Hillsborough County

The Children's Board of Hillsborough County funds numerous programs throughout Hillsborough County with an emphasis on: Promoting Healthy Births, Improving School Readiness, Advancing School Achievement and Helping Families Succeed.

County Government

Funding for community health programs at the county level is dependent on prioritization of needs and budget dollars available. Most of the region's counties have an established health and human or social services agency that is completely separate from the county health department. The county health or social service agency is typically charged with addressing medical and social service needs of the county and often assists residents in need with access to health care.

County governments also have departments whose functions are complementary to the foundations

67 Hospitals in Tampa Bay region

for a healthy community. For example, county sheriff's departments and local police departments work to keep our region safe. Public works, transportation, economic development, education, and parks and recreation departments are all collaborating to improve the quality and "livability" of our communities.

Hospitals

The Tampa Bay region is home to 67 hospitals including acute care, long-term care, rehabilitation, cancer, psychiatric, addiction and children's hospitals. Of the 50 acute care hospitals, 23 are tax-exempt not-for-profit and 27 are for-profit. All of the region's hospitals offer community health programming for local residents but the not-for-profit hospitals tend to provide greater financial contribution to the community.

In exchange for tax-exempt status, not-for-profit hospitals are obligated to provide benefit to the community. These hospitals fulfill this obligation by providing charity care, financial assistance to low-income patients, subsidized health care, research, health professions education and sponsoring community education and health-related activities.⁵⁹ According to an IRS study of hospitals completed in February 2009, uncompensated care was the largest category of community benefit expenditures at 56% followed by medical education and training (23%), research (15%) and community programs (6%).⁶⁰

Charitable activities of hospitals in the Tampa Bay region, particularly those with tax-exempt status, mirror those of the IRS study with the largest community benefit provided in the form of charity care. Our regional hospitals provide programs to local residents, generally at no cost including disease management programs, heart risk assessments, cholesterol, glucose, breast and cervical screenings, health fairs, and educational workshops on numerous health topics. In addition to these programs provided directly by the hospitals, many hospitals also financially support community activities such as walks, runs and triathlons.

Not-for-Profit Organizations

A not-for-profit organization (NPO) is mission-driven, exempt from federal corporate income taxes and classified

Spotlight: BayCare Health System: Faith Community Nursing

The Faith Community Nursing Program, available through BayCare Health System, trains nurses who establish health ministries within their home faith-based congregation. Over 200 nurse volunteers work in underserved communities and homeless shelters. Their mission is health promotion and disease prevention. Nurses arrange for health screenings or presentations by community health centers. In 2009, there were 14,000 hours served with 36,000 direct and indirect contacts.

www.stanthonys.com

according to the U.S. Internal Revenue Code. NPOs include professional associations, charities, foundations, religious organizations, social clubs, fraternal organizations, private schools, and colleges and museums and cultural organizations.

The Tampa Bay region is home to hundreds of NPOs, a small portion of which is focused on health-related issues. Many of the NPOs with a health mission or emphasis are affiliates of national organizations such as:

- American Heart Association
- American Cancer Society
- American Lung Association
- American Diabetes Association
- Susan G. Komen for the Cure
- Alzheimer's Association
- American Association of Retired Persons

Funding Organizations

Other national NPOs are primarily funding organizations. These organizations raise money from the community and re-distribute it in the form of grants to fund programs designed by the local NPOs. The programs must be aligned with the strategic objectives of the funding organization in order to receive grant funding.

In 2009, the United Way began a process to identify the most promising evidence-based community strategies to improve health, education and financial stability. The United Way has a strong presence in Tampa Bay with an affiliate in each of our eight counties.

Our region also has several community foundations that raise money from the community for the community. Residents participate in priority-setting processes and award grants based on these priorities. Our region's community foundations include:

- Community Foundation of Tampa Bay
- Pinellas County Community Foundation
- Sarasota/Manatee Community Foundation
- Gulf Coast Community Foundation

Allegany Franciscan Ministries is a Catholic organization with three regions in Florida, including Tampa Bay. Local grants include Healthy Start, the Tampa Bay Healthcare Collaborative, Kidz Bite Back, James B. Sanderlin Family Center, the Sulphur Springs Resource Center and Faith Community Nursing.

Corporate Philanthropy

Many publicly owned companies have formed separate foundations that give back to their communities. Large corporations such as Blue Cross/Blue Shield, Publix, AT&T, Bank of America and UnitedHealthcare all have foundations that have supported regional programs.

Our region supports other private foundations that are not focused on health but are currently funding programs for children, the homeless and the disabled in addition to funding for the arts and humanities. Combined, all of these efforts serve to improve the quality of life for our Tampa Bay region.

Alliances

Recognizing the overlapping needs of certain populations, health alliances or collaborations have formed in each of the eight counties. All of the county coalitions include the health department but diverge from there. The focus of the alliances varies slightly but all are working together to improve the health of the residents. Alliances identified include:

- Polk County Health Alliance
- Health and Human Services Coordinating Council of Pinellas County
- Hernando County Health Care Advisory Board
- Citrus Partnerships in Health
- Shared Services Alliance of Citrus County
- Community Alliance of Sarasota County
- Manatee County Substance Abuse Coalition
- Health Equity Coalition of Hillsborough County
- HillsboroughHATS (Health and Transition Services)
- Manatee Healthcare Alliance

Spotlight: Non-profit Programs

Gulf Coast Community Foundation of Venice: CareerEdge (www.gulfcoastcf.org) is a collaborative program aimed at transitioning low-wage earners into higher-paying positions in an effort to provide trained employees for the Manatee-Sarasota businesses focusing on the health care industry first.

Healthy Together: Prime Time Sister Circles (www.healthy-together.org), developed by the Gaston & Porter Health Improvement Center, is designed for 40-70-year-old African American women. According to their research, African American women are dying prematurely at a rate higher than any other population in America. Using esteem-building support groups, the program motivates participants to make changes in their lifestyle and create lifelong wellness plans. Healthy Together enrolled 60 women with more than 50% of the participants reducing their blood pressure, BMI and abdominal circumference.

Sarasota County's Community Health Improvement Partnership (CHIP) (www.chip4health.org): Housed within the Department of Health, CHIP hosted a Community Health Interactive, which convened and engaged a diverse group of citizens in changing the status quo, prioritizing health challenges and generating solutions and action steps.

Employers

An online survey was conducted through the Maddux Business Wire and Tampa Bay Partnership from August 19 - September 10, 2010, in which nearly 150 organizations responded. The purpose of the survey was to assess an employer's cost in providing health care, their view on their role in affecting employee health, and their direct involvement with employee health and wellness initiatives and in the community. The survey is not representative of the entire labor force in the region, but supports that Tampa Bay employers, as a whole, are in line with national benefits trends.

Of the survey respondents, over 60% of companies have less than 100 employees. According to the 2008 County Business Patterns, 98% of Tampa Bay establishments had fewer than 100 employees. As a result, it should be noted that a higher percentage of large employers responded to the employer survey than is represented in the business community.

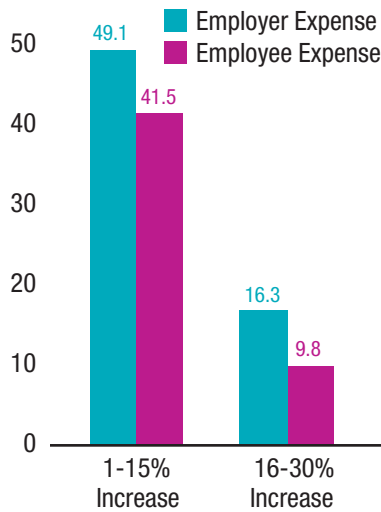
The Cost of Medical Care

The cost of medical care continues to rise and both employers and employees are paying more. As has been the case nationally, medical expenses for Tampa Bay employers have increased at a rate outpacing inflation. Survey results demonstrate that between 2008 and 2009 health care expenses for half of the region's employers increased between 1-15%. For 16% of the employers, costs increased 16-30%.

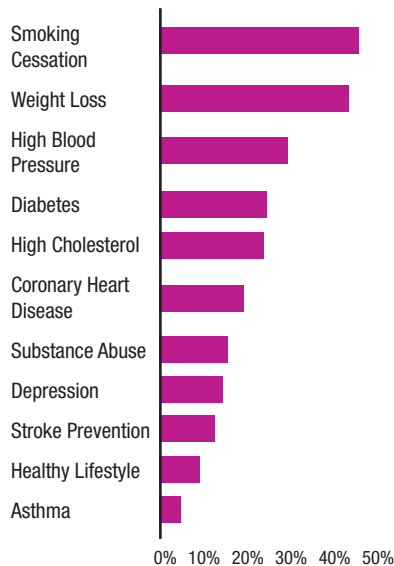
For employees, personal medical expenditures have increased either because they have moved into a high deductible consumer-directed health plan or their share of the premium contribution expected by the employer has increased. According to our employer survey, between 2008-2009, 42% of employees saw their medical expenses increase between 1-15%. Another 10% of employees saw increases of 16-30%.

Nearly **75%** of employers surveyed believe they have a responsibility to play an active role in their employee's health

2008-09 Increase in Medical Expenses



Behaviors/Diseases Targeted by Employer Programs



The Employer's Role in Employee Health

An overwhelming majority of our local employers are committed to their employees' health. Nearly 75% of survey respondents believe that they have a responsibility to take an active role in improving the health status of their employees. For the employers that benefit from economies of scale because of their large employee base, their offerings include one or more of the following:

- Health education seminars
- Free or discounted health club memberships/on-site fitness center
- Weight loss programs
- Healthy meal options in building/on campus
- Preventive counseling/support groups
- Wellness clinic
- Workplace violence awareness programs

Of the 100 organizations that answered the question asking what behaviors or diseases they were hoping to impact with their employee health programs, 48% were addressing smoking and 46% were addressing weight loss. High blood pressure, diabetes, high cholesterol, coronary heart disease, substance abuse, depression and stroke prevention were also risk factors that employers are monitoring and hope to impact. The larger employers also tend to cover cancer screenings for their employees at no charge.

Over 55% of employers responding to the survey indicated that they offer an Employee Assistance Program (EAP). EAPs provide counseling and other resources for employees and family members with behavioral health concerns such as substance abuse and depression.

For smaller employers who do not have the resources to track specific behaviors or risk factors or offer EAPs, they have begun emphasizing prevention and general health and

wellness in an effort to get employees more engaged in an active lifestyle.

Regardless of whether a healthy lifestyle program was offered or not, 41% of employers indicated that in the last two years, their company has spent either more staff time, more budget dollars, or both, in an effort to improve employee health.

In terms of outcomes for these wellness programs, there is not much objective evidence of their success. For the few largest employers who are self-insured and have trend data, they have documented that prevention activities such as wellness visits and health screenings have increased. Benefits managers report that if the CEO and senior management embrace the wellness and healthy living initiatives, and it is part of the corporate culture, then employees seem more engaged with their personal wellness. These companies are leveraging their healthy culture into an effective employee recruitment tool.

Community Support

Tampa Bay employers are actively engaged in supporting health activities for our entire community. Seventy-four percent of respondents financially sponsor walks, marathons, triathlons, children's athletics and health fairs while 44% financially sponsor infrastructure improvements such as walking trails, bike paths, parks, playground equipment and athletic complexes/community recreation centers. Of those who financially sponsor community health improvement activities or infrastructure improvements, 75% of that sponsorship was \$10,000 or less.

Leadership in the Community

The survey asked respondents whom they perceive to be taking a leadership role in improving community health. Hospitals and hospital systems received the most responses, followed by national non-profit organizations with local presence like the American Cancer Society, American Heart Association and the United Way.



75%
of employers
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\$10,000
on community
health
sponsorships

Spotlight: USF Health

USF Health's mission is to enhance life by improving health through research, education and healthcare to improve the full spectrum of health, from the environment, to the community, to the individual. Together, through talent and innovation, USF Health is developing real-world solutions to reach our shared value – making life better.



PaperFree Florida is helping doctors across the state convert to electronic medical records as a national model for bringing health care into the digital age.

USF Health's Center for Advanced Medical Learning and Simulation, a \$30 million project in downtown Tampa, will use leading USF faculty surgeons to train surgeons from around the world on how to perform robotic, computer-assisted, and image-guided surgeries. In the simulation center's Virtual Hospital, doctors, nurses and other healthcare providers will train side-by-side, perfecting the teamwork and communication skills vital to top-quality medicine.

www.health.usf.edu

Spotlight: Hernando County Worksite Wellness Toolkit

Hernando County has very few large employers and many small employers. To assist the county employers who cannot afford to offer wellness programs, the Hernando County Health Department, supported by a grant from The United Way of Hernando County, developed a free Worksite Wellness Toolkit that is designed to be a quick and flexible resource for promoting positive lifestyle choices among employees. The toolkit includes health facts, tips posters, newsletter and paycheck inserts on topics such as physical activity, nutrition, smoking cessation, stress management and habit formation.