

# THE 411



**HEALTH PLANNING**  
**COUNCIL**  
OF NORTHEAST FLORIDA  
OF NORTHEAST FLORIDA



March 2018

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### A MESSAGE FROM LEADERSHIP



It is hard to believe that it is already March of 2018. The Health Planning Council of Northeast Florida has been very busy assessing, evaluating, and attending to the community needs throughout our seven-county northeast Florida region. We are currently working on multiple projects including Community Health Assessments, Community Health Improvement Plans, Environmental Health Assessments, Needs Assessments, and Healthy Behavior initiatives. Please take a moment to read some of the highlights in this newsletter about the programs we administer year-round. We are proud to help make a positive difference in the health initiatives in our region.

I hope you enjoy the spotlights on some of the activities of the Health Planning Council of Northeast Florida, the St. Johns River Rural Health Network, and our Partners. In particular, Healthy Start, in the state of Florida, is in danger of losing significant funding for services for at risk mothers and infants.

Learn more about the services we provide by visiting our website at <http://hpcnef.org/products-and-services/>.

Susan Grich  
President & CEO  
Health Planning Council of Northeast Florida, Inc.  
A 501(c)(3) Non-Profit Organization



## PROJECTS AND PROGRAMS

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### MENTAL HEALTH FIRST AID

We are very saddened and devastated by the tragic event that took place in Parkland, Florida. It is our understanding through news coverage that in this case, the responsible party was treated for mental illness and was one who "fell through the cracks." Now more than ever, we need to take steps to increase mental health awareness in schools and our community by providing the necessary training, tools, and resources to help those who suffer from a mental health illness.

For more information or questions regarding Mental Health First Aid, please go to [info@MentalHealthFirstAid.org](mailto:info@MentalHealthFirstAid.org). To find a course or to contact an instructor in your area, please visit [www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org). If you would like to host an Adult Mental Health First Aid class, please email [jaxhospitalpartnership@gmail.com](mailto:jaxhospitalpartnership@gmail.com). Adult Mental Health First Aid is a **FREE**, 8-hour training course designed to give members of the public key skills to help someone who is developing or experiencing a mental health crisis.

### NORTHEAST FLORIDA CANCER CONTROL COLLABORATIVE

The Northeast Florida Cancer Control Collaborative (NEFCCC) aims to reduce the burden of cancer in Northeast Florida. Initiatives range from conducting educational events to the creation of an app! If you are interested in reducing the burden of cancer in Northeast Florida, please email [natasha\\_joshua@hpcnef.org](mailto:natasha_joshua@hpcnef.org). NEFCCC has undertaken a new annual initiative. In addition to work defined in the strategic plan developed by community stakeholders and members, NEFCCC will conduct an annual cancer-related health disparity training. This year NEFCCC will be collaborating with Cancer Support Services at St. Vincent's Hospital to educate on health disparities as well as cultural competency techniques. Anyone interested in assisting with this intervention can join the NEFCCC Disparities Committee by emailing [natasha\\_joshua@hpcnef.org](mailto:natasha_joshua@hpcnef.org).

The Health Planning Council is thrilled that the Department of Health in Volusia County was awarded a grant to establish the Volusia County Cancer Control Referral Network. DOH-Volusia and community stakeholders are working to build capacity among cancer referral partners to increase cancer screenings and build a cancer referral, data-sharing system. For more information, please contact [Valerie.feinberg@flhealth.gov](mailto:Valerie.feinberg@flhealth.gov).

### MARKETPLACE NAVIGATORS

Partnerships are a process. Successful partnerships mature over time and benefit all parties involved. The Health Planning Council Navigator Program and the United Way of Volusia-Flagler Volunteer Income Tax Assistance Program (VITA), have partnered (and matured) for the past 5 years. This unlikely partnership developed due to the Affordable Care Act provision to provide tax credits to help lower the insurance premium payments for millions of Americans. Navigators can assist consumers at the United Way VITA sites in a number of ways: 1) explain the tax credit and individual mandate; 2) assist consumers in the retrieval of their 1095A from their Marketplace Account; and 3) assist with Special Enrollments.

Stetson University School of Business Administration hosted a celebratory event on February 28 to commemorate the Volunteer Income Tax Assistance (VITA) program, which secured \$1.5 million in tax refunds for local families over the past eight years. Co-sponsored by the United Way of Volusia-Flagler counties, Stetson's M.E. Rinker, Sr. Institute of Tax and Accountancy, and Stetson's Center for Community Engagement, the VITA program's volunteers helped file more than 1,500 tax returns, at no charge, for low-income families in the community. The Health Planning Council Navigators were very excited to be a part of this wonderful accomplishment and were thanked for our five-year participation! Navigator Flora Davis is a proud Stetson alum!



L: Flora Davis R: Lynn Hoganson

## UPCOMING EVENTS

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**What:** Medical Mission at Home

**When:** April 14, 2018, 9:00 am – 3:00 pm

**Where:** Prime Osborn Convention Center, 1000 Water St, Jacksonville, FL 32204

**Contact:** 904.308.4041 – [www.medicalmissionathome.org](http://www.medicalmissionathome.org)

The Medical Mission at Home is designed to provide free medical care and social services to hundreds of our neighbors in need. The St. Vincent's Medical Mission at Home is part of a national series of events within Ascension. **All services are free and no insurance is needed.** For more information on the services provided, please visit: <https://www.jaxhealth.com/about-us/mission/medical-mission-at-home/>

**What:** Environmental Health in Clay County - PACE EH Action Planning Meetings

**When:** March 21, 2018, 9:00 am - 12:00 pm

March 28, 2018, 1:00 pm - 4:00 pm

April 4, 2018, 1:00 pm - 4:00 pm (*tentative – we will use this meeting if additional time is needed to complete the action plans*)

**Where:** Florida Department of Health in Clay County, 1305 Idlewild Avenue, Green Cove Springs, FL 32043

**Contact:** [caitlin\\_murphy@hpcnef.org](mailto:caitlin_murphy@hpcnef.org)

The Florida Department of Health in Clay County and the Health Planning Council collaborated on a countywide environmental health assessment called PACE EH (Protocol for Assessing Community Excellence in Environmental Health). PACE EH engages the community to evaluate local environmental health conditions, identify risks, and set local priorities for action.

At these meetings, we will create action plans to address the top three environmental health issues, which were identified using data and community input: 1) Transportation, 2) Planning/Smart Development, and 3) Trash/Litter/Evidence of Substance Use in Public Places. Public attendance is encouraged to provide input.

**What:** Public Health and Planning in Duval County Meeting

**When:** March 14, 2018, 10:00 am - 11:30 am

**Where:** Ed Ball Building, 214 North Hogan Street, 8<sup>th</sup> Floor, Jacksonville, FL

**Contact:** For more information about the Major Issues Committee, visit their [website](#).

The City of Jacksonville is reviewing and recommending changes to the 2030 Comprehensive Plan, a document that guides growth and development. The Major Issues Committee, tasked with evaluating major issues in Jacksonville, will meet to discuss the incorporation of public health into city planning and the comprehensive plan. HPCNEF will present information about planning and public health to the Committee at this meeting. Major Issues Committee meetings are open to the public.

## HIGHLIGHTED RESOURCES

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### HEALTHY START – FLORIDA ASSOCIATION OF HEALTHY START COALITIONS, INC.



### PROTECT FUNDING FOR CRITICAL SERVICES FOR AT-RISK MOTHERS AND BABIES

Healthy Start provides critical services to thousands of high-risk women and infants in **all 67 Florida counties**. It serves as a cost-effective solution to help ensure at-risk babies have the best chance at a healthy start in life.

Currently, Healthy Start is facing a \$19 million cut in the Senate's budget as funding from AHCA and DOH. This represents nearly a third of Healthy Start's overall budget. Additionally, proviso language included in the Senate budget would potentially eliminate services in many areas of the state.

This proposal will:

- Eliminate services to 6,600 high-risk pregnant women and infants statewide, leaving them in jeopardy.
- Dismantle 25 years of local community interventions and services that have made a significant impact in lowering Florida's infant mortality and supporting healthy pregnancies and babies.
- Threaten a proven system of local care and community intervention that provides education and support for vulnerable families, including infant care and safe sleep, pregnancy care, screening and referrals for perinatal depression, smoking cessation, substance abuse, child development and much more.

## THE IMPACT OF HEALTHY START

- Florida has seen a 35% decrease in infant mortality rate since 1991 due in part to the resources and services provided by Healthy Start.
- Last year, Healthy Start provided support for nearly 80,000 at-risk pregnant women and more than 56,000 at-risk infants in our home visiting /face to face program and helped connect them with community resources.

## A COST-EFFECTIVE, HIGH IMPACT SYSTEM OF CARE

Healthy Start has established a new Coordinated Intake and Referral program that will reduce duplication and further ensure its services are providing the highest return on investment and strongest impact in helping Florida's most at-risk women and infants.

This includes:

- Coordination of services between all evidence based home visiting programs and health plans.
- Regular case management calls to coordinate care for highest-risk clients.
- Greater communication with health plans by providing them with access to review the services their enrollees receive from Healthy Start.

For more information, contact: Jim Bracher, Executive Director, [JBracher@fahsc.org](mailto:JBracher@fahsc.org), (850) 999-6200 ext. 206.

## HEALTH IN THE NEWS

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### House Poised to Pass Opioid Measure

The House on Thursday could approve a plan that would impose prescription limits to help address growing opioid use and abuse in Florida. <http://health.wusf.usf.edu/post/house-poised-pass-opioid-measure#stream/0>

### Clay County introducing program to give at-risk students additional support.

Addressing emotional and behavioral health issues in schools, Clay County is rolling out a new program to help keep kids on track. <https://www.news4jax.com/news/clay-county-introducing-program-to-give-at-risk-students-additional-support>

## THE NET WORKS



The St. Johns River Rural Health Network, Inc. (SJRRHN) is an active community-based, non-profit organization established in 1994. SJRRN serves seven counties in Florida's northeast region. The Health Planning Council is our organizational parent, providing staff support and supplementary services including: health planning and research; community organization; health promotion and awareness; and non-profit and coalition support.

The mission of the SJRRN, as one of nine independent rural health networks, (per State Statute 381.0406), is to ensure that quality health care is available and efficiently delivered to all persons in rural areas within our region.

- We provide technical assistance to organizations to remove barriers to health care, and organize outreach and education to inform the public about rural health issues.
- We conduct studies, surveys, training, planning, and development activities for the analysis of regional health care issues and the deployment of related programs and initiatives.

Please visit our site at: <http://stjohnsriverrhn.org/>

## RURAL HEALTH NETWORK NEWS

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### USDA Launches Webpage Highlighting Resources to Help Rural Communities Address the Opioid Crisis

Assistant to the Secretary for Rural Development Anne Hazlett today unveiled a new [webpage](https://www.usda.gov/media/press-releases/2018/02/22/usda-launches-webpage-highlighting-resources-help-rural-communities) featuring resources to help rural communities respond to the opioid crisis. <https://www.usda.gov/media/press-releases/2018/02/22/usda-launches-webpage-highlighting-resources-help-rural-communities>

## RURAL HEALTH UPCOMING EVENTS

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**What:** Telemedicine: Rules Reimbursement, and Technology

**When:** April 12, 2018, 2:00 pm – 4:00 pm

**Where:** Florida Dept. of Health St. Johns County – Muscovy Conference Room  
200 San Sebastian View, St. Augustine, FL 32084

**Presented By:** Dr. Ayesha Khan – AMK Technologies

**RSVP:** [flora\\_davis@hpcnef.org](mailto:flora_davis@hpcnef.org)

Telemedicine is viewed as a cost-effective alternative to the more traditional face-to-face method of providing medical care that states can choose to cover under Medicaid. This is open to the public and the cost is free.

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