

THE 411



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



May/June 2018

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A MESSAGE FROM LEADERSHIP



The official start of summer is around the corner, and with it comes a number of potential health concerns. Please make sunscreen a daily habit, and don't forget your bug repellent. Protected Floridians are happy Floridians!

We at the Health Planning Council of Northeast Florida are dedicated (and mandated in Florida Statute) to improving the health of our region. Now as a partner in the North Florida Health Councils Consortium (NFHCC), our region of potential services and programs has expanded from seven counties to 45 spanning the top half of our state. The Consortium is dedicated to the provision of planning, implementation and monitoring to continuously improve outcomes using evidenced-based data. Intelligent planning and execution is critical to successful outcomes. We are pleased that we can now make a bigger impact in a larger geographical area.

I hope you enjoy this newsletter. It provides a snapshot of some of the projects and initiatives that the Health Planning Council has going on at this time. Please feel free to contact us if you would like any more information. We are here to serve you and your communities in the region. For more information about priorities identified in the Florida State Health Assessment, please click here → [State Health Assessment](#)

As a result of the State Health Assessment, the State Health Improvement Plan is created. To see the Florida State Health Improvement Plan (SHIP) for 2017-2021, please click here → [SHIP](#)

For our role in our State's initiatives, please see our website for more information → [HPCNEF's Products and Services](#)

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



PROJECTS AND PROGRAMS

MENTAL HEALTH FIRST AID

May is [#MentalHealthAwareness](#) Month, and HPCNEF is happy to share the announcement of the launch of the [#BeKindBeTheDifference](#) campaign sponsored by the National Council for Behavioral Health and Lady Gaga's Born This Way Foundation. [Mental Health First Aid](#) is a transformative, evidence-based program that can teach you how to identify, understand, and respond to signs of mental health and substance use challenges, and crises. If you pledge and register for an upcoming Mental Health First Aid training, you will be entered into a contest to win a pair of tickets to the hit Broadway musical "Dear Evan Hansen." For more details on this contest, please visit Linda's Corner Office at <https://www.thenationalcouncil.org/lindas-corner-office/2018/05/let-mental-health-first-aid-make-you-a-winner-this-month/>. To pledge to be trained: <https://secure.bornthisway.foundation/page/5124/subscribe/1>

For more information or questions regarding Mental Health First Aid, please go to info@MentalHealthFirstAid.org. To find a course or to contact an instructor in your area, please visit www.MentalHealthFirstAid.org. If you would like to host an Adult Mental Health First Aid class, please email 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) is pleased to announce our new Coordinator, Flora Davis. Flora has been with the Health Planning Council for more than 12 years. During those years, she fulfilled the roles of Ryan White Program Director and HOPWA Director from 2006 – 2016. Since the start of 2016, she has served as the St. Johns River Rural Health Network Coordinator as well as an Affordable Care Act Navigator. Flora excitedly accepted the position as NEFCCC Coordinator seeing this as an exciting opportunity to continue to build networks dedicated to healthier communities. We wish Coordinator Natasha Joshua the best as she returns to school to enter a Master's program. The NEFCCC is incredibly supportive of Natasha seizing the opportunity for this next chapter in her life and wishes her luck on a successful journey. We hope Natasha will come back to the Health Planning Council in the future.

MARKETPLACE NAVIGATORS

The Health Planning Council of Northeast Florida's Navigator program received an invitation for the third year in a row to participate in the Health & Safety Fair at Stanton High School. This year the Navigators invited the HPCNEF's Safe Routes to School Coordinator, Karissa Moffett, to participate in the event. Safe Routes to School (SRTS) programs aim to make it safer for students to walk and bike to school. Encouraging more walking and biking is an easy way to get the regular physical activity children need for good health....and the program has a bike helmet giveaway for as many students as they can fit! Thanks to this tremendous free giveaway, the Navigator booth was the most popular table at the health fair!!! Navigators interacted with over 300 students while educating them on the Affordable Care Act (ACA) and their insurance options. The event was a successful one and collaborating between and within our programs provided a great opportunity to provide important information and messages to our youth.



Navigator Amanda Mernagh, HPCNEF's President and CEO Susan Grich, Navigator Debbie Campbell

SAFE ROUTES TO SCHOOL

[Stanton College Preparatory School](#) held a Health Fair on April 12, 2018. [Safe Routes to School Florida Network](#) and [Alert Today Florida](#) had a fun time fitting and distributing **free** helmets to students who ride bicycles.



Karissa Moffett along with others and HPCNEF's President and CEO Susan Grich

May is National Bicycle Month and May 9 was Bike to School Day. Kerman Middle School celebrated with a 2-mile bike ride to school. Twenty-five students bicycled with Safe Routes to School, Alert Today, Alive Tomorrow, Jacksonville Jaguars, Jacksonville Sheriff's Office, Safe Kids Coalition, American Heart Association-Complete Streets, and Zen Cog.



UPCOMING EVENTS

What: Environmental Health in Clay County – PACE EH Action Plan Reveal Meeting

When: May 21, 2018, 2:00 pm – 4:00 pm

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

Contact: Caitlin_Murphy@hpcnef.org

The Florida Department of Health in Clay County and the Health Planning Council of Northeast Florida partnered on a countywide environmental health assessment called PACE EH (Protocol for Assessing Community Excellence in Environmental Health). Using data and community input, the following top environmental health issues were identified in Clay County:

1. Transportation: increasing public transportation and transportation alternatives, decreasing traffic issues
2. Planning/Smart Development – infrastructure, walkability, green space, food deserts
3. Trash, Litter, & Evidence of Substance Use in Public Places

At this PACE EH meeting, we will review and approve action plans for the above issues, as well as discuss next steps for implementation. In order to successfully implement the plans and improve health, **we need participation from our partners! Public attendance is encouraged.**

What: Nassau County Environmental Health Assessment Meeting
When: Thursday, June 14, 2018 from 1:00pm – 4:00pm
Where: Florida Department of Health in Nassau County – Environmental Health
96135 Nassau Place
Yulee, FL 32097
Meeting room located in the James Page Governmental Complex – Meeting Commissioner's Chambers
Contact: Kim_Millrood@hpcnef.org

Florida Department of Health-Nassau and the Health Planning Council invite you to the second Nassau County Environmental Health Assessment meeting. At this meeting, we will review results of the primary and secondary data analysis in order to determine priority environmental health issues for the Evergreen Community. We will also discuss the next steps in the PACE EH process. **Public attendance is encouraged.**

What: Clay County Community Health Improvement Plan (CHIP) Annual Meeting
When: Tuesday, June 19, 2018 from 1:30pm – 3:30pm
Where: Town Hall Council Chamber, Town of Orange Park, 2042 Park Avenue, Orange Park, FL 32073
Contact: Kim_Millrood@hpcnef.org or Patricia.Cepeda1@flhealth.gov

Join the Florida Department of Health in Clay County as we celebrate progress on our Clay County Community Health Improvement Plan (CHIP)! All three CHIP workgroups will come together to celebrate and acknowledge the improvement we, as a community, have worked so hard to achieve in the following priority areas: 1) Mental health, 2) Access to healthcare, and 3) Healthy lifestyles & behaviors. This meeting will also set the pace for the upcoming year and define areas of focus to continue improving our community's health. **Public attendance is encouraged.**

HIGHLIGHTED RESOURCES

MENTAL HEALTH AMERICA OF NORTHEAST FLORIDA

<http://mhajax.org/>

Mental Health America of Northeast Florida provides programs and services for all ages, gender, race, or sexual orientation. They raise awareness, provide training on mental health and wellness, help people navigate the system, and impact mental health policies and legislation. Please visit their Programs and Services link to learn more on what they can offer: <http://mhajax.org/#Programsandservices> Brochures, such as Living with Mental Illness, are also available on the Programs and Services page:



HEALTH IN THE NEWS

'They're dangerous, don't touch them!' Used syringes found in Riverside Park.

Used syringes at parks put people, often children, at risk for being stuck and contracting a blood-borne disease such as hepatitis, HIV or remnants of heroin. <https://www.firstcoastnews.com/article/news/local/theyre-dangerous-dont-touch-them-used-syringes-found-in-riverside-park/77-544958933>

How to Protect Yourself from Mosquitoes and Ticks

Just when you thought it was warm enough to venture outdoors again, health officials are warning that the number of Americans infected by mosquito, tick and fleabites has more than tripled in recent years. <https://nyti.ms/2KtVx5a>

THE NET WORKS



The St. Johns River Rural Health Network, Inc. (SJRRHN) is an active community-based, non-profit organization established in 1994. SJRRHN 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 SJRRHN, 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/>

The St. Johns River Rural Health Network's (RHN) Coordinator Flora Davis, along with Health Planner Kim Millrood, are busy working on the RHN Work Plan for the 2018-2019 contract year. Much progress has been made during the last year and new goals and strategies are in the works to build upon those accomplishments.

RURAL HEALTH NETWORK NEWS

[New USDA State Fact Sheets on Rural Economy](https://data.ers.usda.gov/reports.aspx?StateFIPS=12&StateName=Florida&ID=17854). The Economic Research Service at the U.S. Department of Agriculture (USDA) recently updated its state-by-state report on population, income, poverty, food security, and education. The interactive map gives state-level data on these and other economic indicators, along with metro/non-metro breakouts within states. Links to county-level data are provided where available. <https://data.ers.usda.gov/reports.aspx?StateFIPS=12&StateName=Florida&ID=17854>

[Health Equity Report for 2017](#). This report from HRSA's Office of Health Equity addresses disparities in three priority areas: mental health, opioid use and childhood obesity. It reports on trends in health equity and health disparities in the U.S., providing statistics and information on multiple program areas, including: maternal and child health, primary care, access, quality, HIV/AIDS, mental and behavioral health, chronic disease, health promotion, health workforce, rural versus urban, and geographic disparities.

[Telehealth Closes Patient Care Access Gaps in Rural Mississippi](#)

At the University of Mississippi Medical Center, health care professionals use telehealth to address patient care access issues in rural America.

[Programs Targeting Social Determinants of Health Improve Wellness](#)

A series of studies from Kaiser Permanente showed that a series of initiatives addressing the social determinants of health improved patient wellness over ten years.

[FDA Unveils Plan for 'Software as a Medical Device' Review](#)

The Food and Drug Administration is proposing to pre-certify vendors of certain medical device software, including various mobile apps, allowing the companies to skip the agency's much more rigorous pre-market approval process for hardware-based medical devices. The proposed voluntary program is for review of "software-as-a-medical-device" products, or SaMD - software that is "intended to treat, diagnose, cure, mitigate or prevent disease or other conditions." Today, such software faces the same regulatory review as medical device hardware...

<https://www.healthcareinfosecurity.com/fda-unveils-plan-for-software-as-medical-device-review-a-10925>

[Healthcare Industry Scores Low on Data Security Knowledge](#)

The healthcare industry is one of the worst when it comes to data security knowledge, according to a survey of Wombat Security customers. Customers in the healthcare industry answered 23 percent of IT security best practice questions wrong on average, second only to the hospitality industry, which posted a 24 percent incorrect answer score. Wombat, a security awareness-training provider, collected the data from its CyberStrength knowledge assessments and interactive training modules...

<https://healthitsecurity.com/news/healthcare-industry-scores-low-on-data-security-knowledge>

Ransomware, stolen data or malware: How do online crooks really make their money?

The cybercriminal economy has hit global revenues of \$1.5 trillion a year, according to a study that shows the vast scale of cybercrime and how profits are acquired, laundered, spent and reinvested. A nine-month long investigation into cybercriminal activity warns that actions by criminals on the dark web and beyond should be classed as an economy in its own right in order to account for the vast web of activity and actors involved...

<https://www.zdnet.com/article/ransomware-stolen-data-or-malware-how-online-crooks-really-make-their-money/>

FEATURED RESOURCE

[You Can Reach All Your Members with Engaging Interactive Programs](#)

Scalable, smart, tech-enabled platforms can help an organization reach its members at a fraction of the cost of current methods. By providing these offerings, you may reap advantages in member retention, lower costs, and better health outcomes for your members.

[Download Here](#)

RURAL HEALTH UPCOMING EVENTS

The RHN team is in the process of vetting a virtual meeting platform to allow for increased participation and capacity building for the RHN. Virtual meetings will provide the opportunity for all of those in the RHN region to support RHN efforts without the burden of travel. More information on this coming soon.

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