

## Summary Report

# 2016 Community Health Needs Assessment

## Mease Countryside Hospital Service Area

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Prepared for:  
Mease Countryside Hospital

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# Table of Contents

<b>Introduction</b>	<b>4</b>
<b>About This Assessment</b>	<b>5</b>
<b>Methodology</b>	<b>5</b>
PRC Community Health Survey	5
Supplemental Convenience Sample Survey	7
Online Key Informant Survey	8
Public Health, Vital Statistics & Other Data	9
Benchmark Data	10
Determining Significance	10
Information Gaps	10
<b>IRS Form 990, Schedule H Compliance</b>	<b>12</b>
<b>Summary of Findings</b>	<b>13</b>
<b>Significant Health Needs of the Community</b>	<b>14</b>
<b>Summary Data</b>	<b>18</b>
Comparisons With Benchmark Data	18
Summary of Key Informant Concerns	34
<b>Data Charts &amp; Key Informant Input</b>	<b>35</b>
<b>General Health Status</b>	<b>36</b>
Overall Health Status	36
Mental Health	39
<b>Death, Disease &amp; Chronic Conditions</b>	<b>46</b>
Leading Causes of Death	46
Cardiovascular Disease	48
Cancer	55
Respiratory Disease	62
Injury & Violence	67
Diabetes	74
Alzheimer's Disease	78
Kidney Disease	81
Potentially Disabling Conditions	84
<b>Infectious Disease</b>	<b>88</b>
Influenza & Pneumonia Vaccination	90
HIV	92
Sexually Transmitted Diseases	96

<b>Births</b>	<b>99</b>
Prenatal Care	99
Birth Outcomes & Risks	100
Family Planning	103
<b>Modifiable Health Risks</b>	<b>105</b>
Actual Causes Of Death	105
Nutrition, Physical Activity & Weight	106
Substance Abuse	117
Tobacco Use	124
<b>Access to Health Services</b>	<b>128</b>
Lack of Health Insurance Coverage (Age 18 to 64)	128
Difficulties Accessing Healthcare	130
Health Literacy	134
Primary Care Services	135
Emergency Room Utilization	138
Oral Health	139
Vision Care	142
<b>Local Resources</b>	<b>143</b>
Perceptions of Local Healthcare Services	143
Key Informants' Perceptions of Resources Available to Address the Significant Health Needs	144
<b>Community Characteristics</b>	<b>148</b>
<b>Population Characteristics</b>	<b>149</b>
Land Area, Population Size & Density	149
Age	149
Race & Ethnicity	150
<b>Social Determinants of Health</b>	<b>151</b>
Poverty	151
Education	152
<b>High-Need Communities</b>	<b>153</b>
ZIP Codes Identified as High Need	153
Input From High-Need Communities (Convenience Sample Survey)	155
<b>Appendices</b>	<b>163</b>
<b>Appendix I: Evaluation of Past Work</b>	<b>164</b>
Mease Countryside Hospital	164
<b>Appendix II: Agencies/Organizations Giving Input to Health Need Prioritization</b>	<b>170</b>

# Introduction



**Professional Research Consultants, Inc.**

## About This Assessment

This Community Health Needs Assessment is a systematic, data-driven approach to determining the health status, behaviors and needs of community residents. A Community Health Needs Assessment provides information so that communities may identify issues of greatest concern and decide to commit resources to those areas, thereby making the greatest possible impact on community health status. For Mease Countryside Hospital, this information may be used to inform decisions and guide efforts to improve community health and wellness.

This assessment, part of a broader, system-wide effort undertaken by BayCare Health System, was conducted by Professional Research Consultants, Inc. (PRC). PRC is a nationally-recognized healthcare consulting firm with extensive experience conducting Community Health Needs Assessments such as this in hundreds of communities across the United States since 1994.

## Methodology

This assessment incorporates data from both quantitative and qualitative sources:

- Quantitative data input includes primary research (the PRC Community Health Survey, as well as supplemental convenience sample surveys) and secondary research (vital statistics and other existing health-related data); these quantitative components allow for comparison to benchmark data at the state and national levels.
- Qualitative data input includes primary research gathered through an Online Key Informant Survey of various community stakeholders.

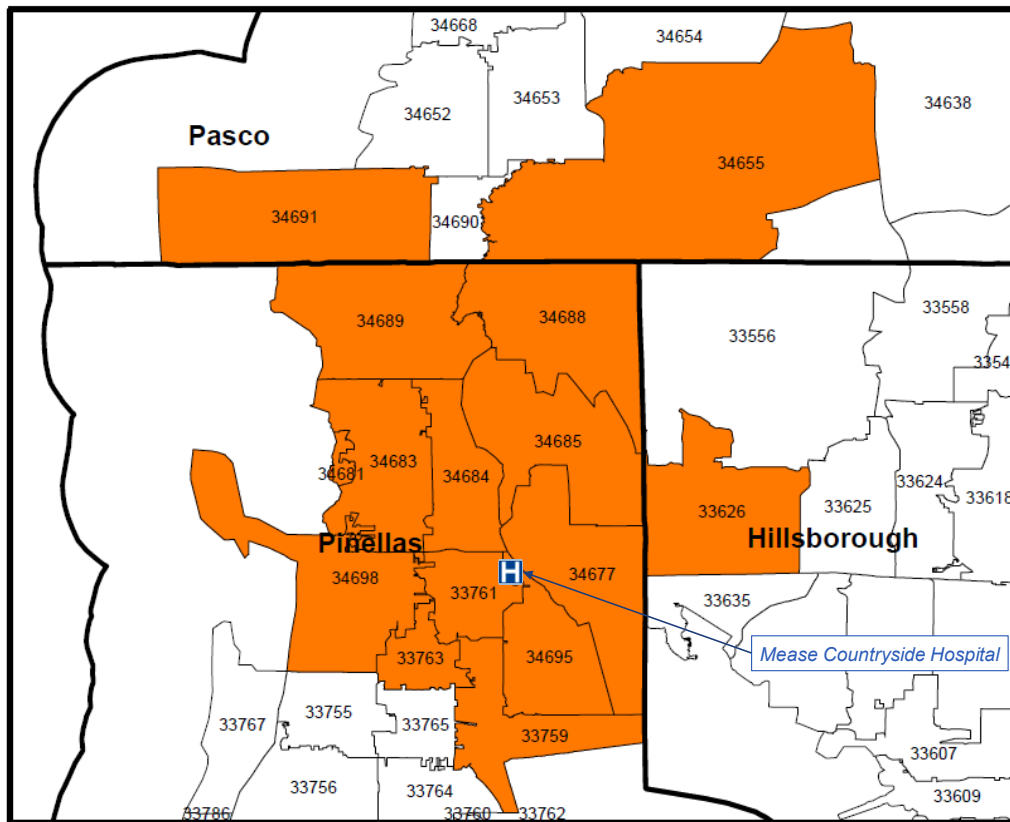
## PRC Community Health Survey

### Survey Instrument

The survey instrument used for this study is based largely on the Centers for Disease Control and Prevention (CDC) Behavioral Risk Factor Surveillance System (BRFSS), as well as various other public health surveys and customized questions addressing gaps in indicator data relative to health promotion and disease prevention objectives and other recognized health issues. The final survey instrument was developed by BayCare Health System and PRC.

### Community Defined for This Assessment

This report focuses on findings in the primary service area of Mease Countryside Hospital (referred to as the “MCH Service Area” or “MCH” in this report). This area, from which 75% of the hospital’s admissions are derived, includes the following residential ZIP Codes: 33626, 33759, 33761, 33763, 33766, 34655, 34660, 34677, 34681, 34682, 34683, 34684, 34685, 34688, 34691, 34695, 34689, 34697, and 34698.



### Sample Approach & Design

A precise and carefully executed methodology is critical in asserting the validity of the results gathered in the PRC Community Health Survey. Thus, to ensure the best representation of the population surveyed a mixed-mode methodology was implemented. This included surveys conducted via telephone (landline and cell phone), as well as through online questionnaires.

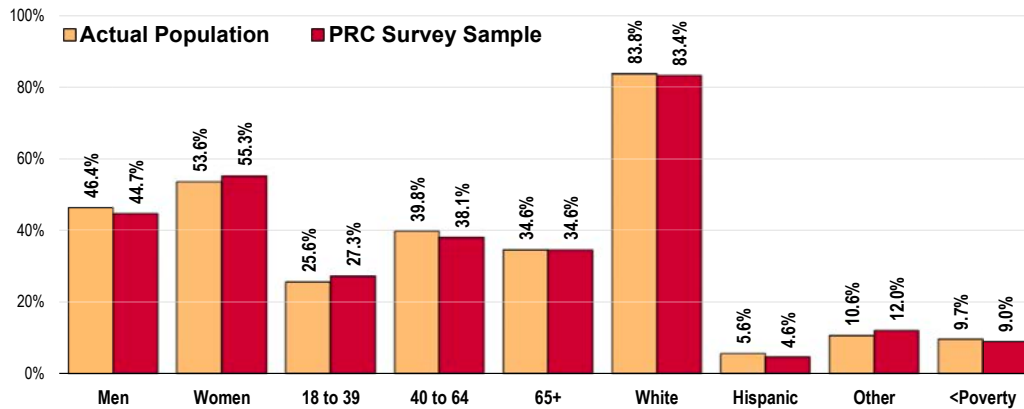
The population sample achieved in the MCH Service Area consisted of 318 individuals age 18 and older. For statistical purposes, the maximum rate of error associated with a sample size of this size is  $\pm 5.7\%$  at the 95 percent level of confidence. All administration of the surveys, data collection and data analysis was conducted by Professional Research Consultants, Inc. (PRC).

### Sample Characteristics

To accurately represent the population studied, PRC strives to minimize bias through application of a proven telephone methodology and random-selection techniques. And, while this random sampling of the population produces a highly representative sample, it is a common and preferred practice to “weight” the raw data to improve this representativeness even further. This is accomplished by adjusting the results of a random sample to match the geographic distribution and demographic characteristics of the population surveyed (poststratification), so as to eliminate any naturally occurring bias.

The following chart outlines the characteristics of the MCH Service Area sample for key demographic variables, compared to actual population characteristics revealed in census data. [Note that the sample consisted solely of area residents age 18 and older; data on children were given by proxy by the person most responsible for that child’s healthcare needs, and these children are not represented demographically in this chart.]

### Population & Survey Sample Characteristics (Mease Countryside Hospital Service Area, 2016)



Sources: Census 2010, Summary File 3 (SF 3). US Census Bureau.  
2016 PRC Community Health Survey, Professional Research Consultants, Inc.

Further note that the poverty descriptions and segmentation used in this report are based on administrative poverty thresholds determined by the US Department of Health & Human Services. These guidelines define poverty status by household income level and number of persons in the household (e.g., the 2016 guidelines place the poverty threshold for a family of four at \$24,300 annual household income or lower). In sample segmentation: “**low income**” refers to community members living in a household with defined poverty status or living just above the poverty level, earning up to twice the poverty threshold; “**mid/high income**” refers to those households living on incomes which are twice or more the federal poverty level.

The sample design and the quality control procedures used in the data collection ensure that the sample is representative. Thus, the findings may be generalized to the total population of community members in the defined area with a high degree of confidence.

### Supplemental Convenience Sample Survey

To increase participation among vulnerable populations, BayCare also administered handout surveys at various sites throughout the area. Some of these data are presented in this report (in the “High-Need Communities” section) and these reflect findings from these handout surveys administered among residents in service area and county ZIP Codes identified as high-need ZIP Codes. *Note that, as a “convenience sample,” this is a non-probability sample that is not necessarily representative of the targeted population and is limited in generalizability.*

## Online Key Informant Survey

To solicit input from key informants, those individuals who have a broad interest in the health of the community, an Online Key Informant Survey was also implemented as part of this process. A list of recommended participants was provided by Mease Countryside Hospital; this list included names and contact information for physicians, public health representatives, other health professionals, social service providers, and a variety of other community leaders. Potential participants were chosen because of their ability to identify primary concerns of the populations with whom they work, as well as of the community overall.

Key informants were contacted by email, introducing the purpose of the survey and providing a link to take the survey online; reminder emails were sent as needed to increase participation. In all, 37 community stakeholders in the MCH Service Area took part in the Online Key Informant Survey, as outlined below:

Online Key Informant Survey Participation		
Key Informant Type	Number Invited	Number Participating
Physician	17	10
Public Health Representative	8	2
Other Health Provider	7	3
Social Services Provider	19	10
Community Leader	31	12

Final participation included representatives of the organizations outlined below.

- 2-1-1 Tampa Bay Cares, Inc.
- AIDS Services Association of Pinellas, Inc.
- BayCare Health System
- BayCare Medical Group
- City of Safety Harbor
- Florida Department of Children and Families
- Florida Department of Health in Pinellas County
- Healthy Start Coalition
- Homeless Empowerment Program
- Juvenile Welfare Board of Pinellas County
- Morton Plant Mease Healthcare Foundation
- North Pinellas Children’s Medical Center
- Pinellas County Jail
- Pinellas County Schools
- Pinellas Suncoast Transit Authority
- Pinellas Technical College
- Suncoast Health Council, Inc.
- Sunstar Paramedics
- YMCA

Through this process, input was gathered from several individuals whose organizations work with low-income, minority populations, or other medically underserved populations.

### Minority/medically underserved populations represented:

*African-American, Asian, children, criminal offenders, disabled, elderly, English as a second language, Hispanic, individuals with HIV, homeless, insured with high deductibles, lack of transportation, LGBT, low income, Medicare/Medicaid, mentally ill, students with medical conditions, substance abusers, undocumented, unemployed, uninsured/underinsured, women*



In the online survey, key informants were asked to rate the degree to which various health issues are a problem in their own community. Follow-up questions asked them to describe why they identify problem areas as such. Results of their ratings, as well as their verbatim comments, are included throughout this report as they relate to the various other data presented.

*NOTE: These findings represent qualitative rather than quantitative data. The Online Key Informant Survey was designed to gather input from participants regarding their opinions and perceptions of the health of the residents in the area. Thus, these findings are not necessarily based on fact.*

## Public Health, Vital Statistics & Other Data

A variety of existing (secondary) data sources was consulted to complement the research quality of this Community Health Needs Assessment. Data for Mease Countryside Hospital represent findings for Pinellas County, as obtained from the following sources (specific citations are included with the graphs throughout this report):

- [Center for Applied Research and Environmental Systems \(CARES\)](#)
- [Centers for Disease Control & Prevention, Office of Infectious Disease, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention](#)
- [Centers for Disease Control & Prevention, Office of Public Health Science Services, Center for Surveillance, Epidemiology and Laboratory Services, Division of Health Informatics and Surveillance \(DHIS\)](#)
- [Centers for Disease Control & Prevention, Office of Public Health Science Services, National Center for Health Statistics](#)
- [Community Commons](#)
- [Florida Department of Public Health](#)
- [ESRI ArcGIS Map Gallery](#)
- [National Cancer Institute, State Cancer Profiles](#)
- [OpenStreetMap \(OSM\)](#)
- [Truven Health Analytics and Dignity Health](#)
- [US Census Bureau, American Community Survey](#)
- [US Census Bureau, County Business Patterns](#)
- [US Census Bureau, Decennial Census](#)
- [US Department of Agriculture, Economic Research Service](#)
- [US Department of Health & Human Services](#)
- [US Department of Health & Human Services, Health Resources and Services Administration \(HRSA\)](#)
- [US Department of Justice, Federal Bureau of Investigation](#)
- [US Department of Labor, Bureau of Labor Statistics](#)

## Benchmark Data

### State Risk Factor Data

Statewide risk factor data are provided where available as an additional benchmark against which to compare local survey findings; these data are reported in the most recent *BRFSS (Behavioral Risk Factor Surveillance System) Prevalence and Trend Data* published by the Centers for Disease Control and Prevention and the US Department of Health & Human Services. State-level vital statistics are also provided for comparison of secondary data indicators.

### Nationwide Risk Factor Data

Nationwide risk factor data, which are also provided in comparison charts, are taken from the *2015 PRC National Health Survey*; the methodological approach for the national study is identical to that employed in this assessment, and these data may be generalized to the US population with a high degree of confidence. National-level vital statistics are also provided for comparison of secondary data indicators.

### Healthy People 2020

Healthy People provides science-based, 10-year national objectives for improving the health of all Americans. The Healthy People initiative is grounded in the principle that setting national objectives and monitoring progress can motivate action. For three decades, Healthy People has established benchmarks and monitored progress over time in order to:

- Encourage collaborations across sectors.
- Guide individuals toward making informed health decisions.
- Measure the impact of prevention activities.



Healthy People 2020 is the product of an extensive stakeholder feedback process that is unparalleled in government and health. It integrates input from public health and prevention experts, a wide range of federal, state and local government officials, a consortium of more than 2,000 organizations, and perhaps most importantly, the public. More than 8,000 comments were considered in drafting a comprehensive set of Healthy People 2020 objectives.

## Determining Significance

Differences noted in this report represent those determined to be significant. For survey-derived indicators (which are subject to sampling error), statistical significance is determined based on confidence intervals (at the 95 percent confidence level) using question-specific samples and response rates. For secondary data indicators (which do not carry sampling error, but might be subject to reporting error), “significance,” for the purpose of this report, is determined by a 5% variation from the comparative measure.

## Information Gaps

While this assessment is quite comprehensive, it cannot measure all possible aspects of health in the community, nor can it adequately represent all possible populations of interest. It must be recognized that these information gaps might in some ways limit the ability to assess all of the community’s health needs.

For example, certain population groups — such as the homeless, institutionalized persons, or those who only speak a language other than English or Spanish — might not be represented in the survey data. Other

population groups — for example, pregnant women, lesbian/gay/bisexual/transgender residents, undocumented residents, and members of certain racial/ethnic or immigrant groups — might not be identifiable or might not be represented in numbers sufficient for independent analyses.

In terms of content, this assessment was designed to provide a comprehensive and broad picture of the health of the overall community. However, there are certainly medical conditions that are not specifically addressed.

## IRS Form 990, Schedule H Compliance

For non-profit hospitals, a Community Health Needs Assessment (CHNA) also serves to satisfy certain requirements of tax reporting, pursuant to provisions of the Patient Protection & Affordable Care Act of 2010. To understand which elements of this report relate to those requested as part of hospitals' reporting on IRS Form 990 Schedule H, the following table cross-references related sections.

IRS Form 990, Schedule H (2015)	See Report Page
<b>Part V Section B Line 3a</b> <i>A definition of the community served by the hospital facility</i>	5
<b>Part V Section B Line 3b</b> <i>Demographics of the community</i>	149
<b>Part V Section B Line 3c</b> <i>Existing health care facilities and resources within the community that are available to respond to the health needs of the community</i>	144
<b>Part V Section B Line 3d</b> <i>How data was obtained</i>	5
<b>Part V Section B Line 3e</b> <i>The significant health needs of the community</i>	14
<b>Part V Section B Line 3f</b> <i>Primary and chronic disease needs and other health issues of uninsured persons, low-income persons, and minority groups</i>	Addressed Throughout
<b>Part V Section B Line 3g</b> <i>The process for identifying and prioritizing community health needs and services to meet the community health needs</i>	15
<b>Part V Section B Line 3h</b> <i>The process for consulting with persons representing the community's interests</i>	8
<b>Part V Section B Line 3i</b> <i>Information gaps that limit the hospital facility's ability to assess the community's health needs</i>	10

# Summary of Findings



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## Significant Health Needs of the Community

The following “areas of opportunity” represent the significant health needs of the community, based on the information gathered through this Community Health Needs Assessment and the guidelines set forth in Healthy People 2020. From these data\*, opportunities for health improvement exist in the area with regard to the following health issues (see also the summary tables presented in the following section).

The Areas of Opportunity were determined after consideration of various criteria, including: standing in comparison with benchmark data (particularly national data); the preponderance of significant findings within topic areas; the magnitude of the issue in terms of the number of persons affected; and the potential health impact of a given issue. These also take into account those issues of greatest concern to the community stakeholders (key informants) giving input to this process.

Areas of Opportunity Identified Through This Assessment	
<b>Access to Healthcare Services</b>	<ul style="list-style-type: none"> <li>• Barriers to Access                             <ul style="list-style-type: none"> <li>○ Cost of Prescriptions</li> <li>○ Finding a Physician</li> </ul> </li> <li>• Specific Source of Care [Age 18-64]</li> </ul>
<b>Cancer</b>	<ul style="list-style-type: none"> <li>• Cancer is a leading cause of death.</li> <li>• Lung Cancer Incidence</li> <li>• Cervical Cancer Screening</li> </ul>
<b>Dementia, Including Alzheimer's Disease</b>	<ul style="list-style-type: none"> <li>• Dementias/Alzheimer's Disease ranked as a top concern in the Online Key Informant Survey.</li> </ul>
<b>Diabetes</b>	<ul style="list-style-type: none"> <li>• Diabetes Deaths</li> <li>• Diabetes Prevalence</li> <li>• Prevalence of Borderline/Pre-Diabetes</li> <li>• Diabetes ranked as a top concern in the Online Key Informant Survey.</li> </ul>
<b>Heart Disease &amp; Stroke</b>	<ul style="list-style-type: none"> <li>• Cardiovascular disease is a leading cause of death.</li> <li>• High Blood Pressure Prevalence</li> <li>• High Blood Cholesterol Prevalence</li> <li>• Overall Cardiovascular Risk</li> </ul>
<b>HIV/AIDS</b>	<ul style="list-style-type: none"> <li>• HIV/AIDS Deaths</li> <li>• HIV Prevalence</li> <li>• HIV Testing [Adults Age 18-44]</li> </ul>
<b>Infant Health &amp; Family Planning</b>	<ul style="list-style-type: none"> <li>• Prenatal Care</li> <li>• Infant Mortality</li> </ul>
<b>Injury &amp; Violence</b>	<ul style="list-style-type: none"> <li>• Unintentional Injury Deaths</li> <li>• Firearm-Related Deaths</li> <li>• Firearm Storage/Safety</li> <li>• Violent Crime Rate</li> </ul>

—continued on next page—

\* Data considered include the population-based PRC Community Health Survey, indicators from public health and other existing data sets, as well as input from community stakeholders through the Online Key Informant Survey.

<b>Areas of Opportunity (continued)</b>	
<b>Mental Health</b>	<ul style="list-style-type: none"> <li>• Depression</li> <li>• Stress</li> <li>• Suicide Deaths</li> <li>• Mental Health ranked as a top concern in the Online Key Informant Survey.</li> </ul>
<b>Nutrition, Physical Activity &amp; Weight</b>	<ul style="list-style-type: none"> <li>• Nutrition, Physical Activity &amp; Weight ranked as a top concern in the Online Key Informant Survey.</li> </ul>
<b>Oral Health</b>	<ul style="list-style-type: none"> <li>• Regular Dental Care</li> </ul>
<b>Potentially Disabling Conditions</b>	<ul style="list-style-type: none"> <li>• Activity Limitations</li> </ul>
<b>Sexually Transmitted Diseases</b>	<ul style="list-style-type: none"> <li>• Gonorrhea Incidence</li> </ul>
<b>Substance Abuse</b>	<ul style="list-style-type: none"> <li>• Cirrhosis/Liver Disease Deaths</li> <li>• Drug-Induced Deaths</li> <li>• Seeking Help for Alcohol/Drug Issues</li> <li>• Substance Abuse ranked as a top concern in the Online Key Informant Survey.</li> </ul>

### Prioritization of Health Needs, Representing Significant Health Needs

On August 22, 2016, Mease Countryside Hospital convened a meeting of 36 hospital representatives and community stakeholders (representing a cross section of community-based agencies and organizations) to evaluate, discuss and prioritize health needs for the hospital's service area, based on findings of this Community Health Needs Assessment (CHNA); see Appendix II for participating agency/organizations. Professional Research Consultants, Inc. (PRC) began the meeting with a presentation of key areas of opportunity that represent the significant health needs identified from the primary and secondary research (see Areas of Opportunity above).

Following the data review, PRC answered any questions and facilitated a group dialogue, allowing participants to further comment and address any of the health needs discussed. Participants were then given an overview of the prioritization exercise that followed.

In order to assign priority to the identified health needs (i.e., Areas of Opportunity), a wireless audience response system was used in which each participant was able to register his/her ratings using a small remote keypad. The participants were asked to evaluate each health issue along two criteria:

**Scope & Severity** — The first rating was to gauge the magnitude of the problem in consideration of the following:

- How many people are affected?
- How do we compare to state or national levels, or Healthy People 2020 targets?
- To what degree does each health issue lead to death or disability, impair quality of life, or impact other health issues?

Ratings were entered on a scale of 1 (not very prevalent at all, with only minimal health consequences) to 10 (extremely prevalent, with very serious health consequences).

**Ability to Impact** — A second rating was designed to measure the perceived likelihood of the hospital having a positive impact on each health issue. Specifically, participants were asked to consider:

- What is the likelihood of our organization having a positive impact on this health issue?
- This should reflect our ability to address this issue independently or in conjunction with potential community partners.

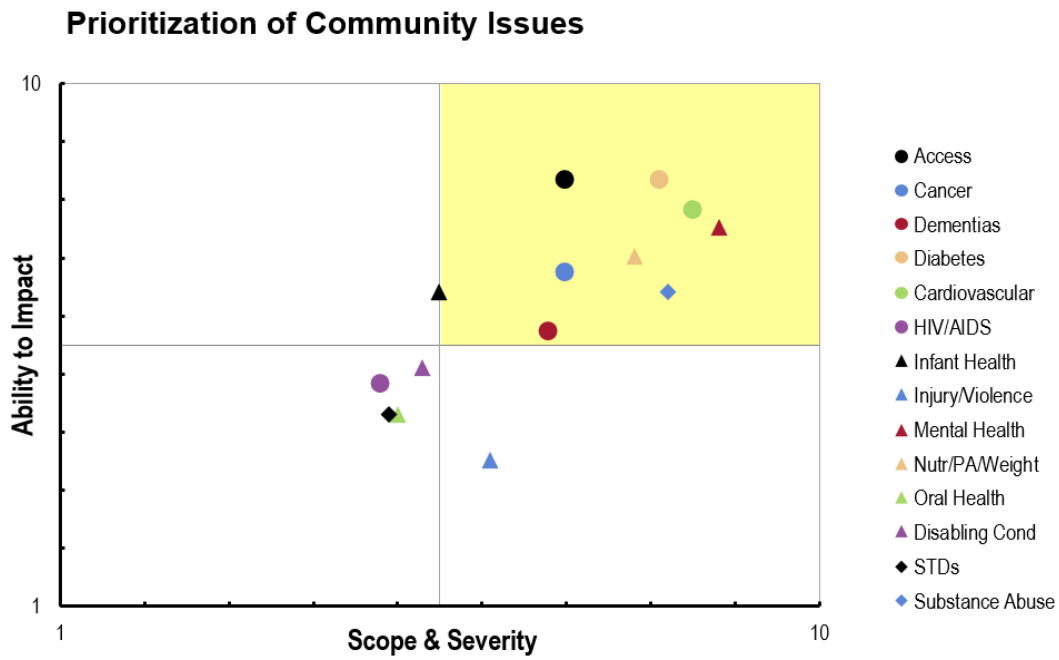
Ratings were entered on a scale of 1 (no ability to impact) to 10 (great ability to impact).

Individuals' ratings for each criterion were averaged for each tested health need, and then these composite criteria scores then were averaged to produce an overall score. This process yielded the following prioritized list of community health needs:

1. **Diabetes**
2. **Heart Disease & Stroke**
3. **Mental Health**
4. **Access to Healthcare Services**
5. **Nutrition, Physical Activity & Weight**
6. **Substance Abuse**
7. **Cancer**
8. **Dementias, Including Alzheimer's Disease**
9. **Infant Health & Family Planning**
10. **Potentially Disabling Conditions**
11. **HIV/AIDS**
12. **Injury & Violence**
13. **Oral Health**
14. **Sexually Transmitted Diseases**



Plotting these overall scores in a matrix illustrates the intersection of the Scope & Severity and the Ability to Impact scores. Below, those issues placing in the upper-right (shaded) quadrant represent health needs rated as most severe, with the greatest ability to impact.



While the hospital likely will not implement strategies for all of these health needs, the results of this prioritization exercise will be used to inform the development of Mease Countryside Hospital’s Implementation Plan to address the top health needs of the hospital’s service area in the coming years.

*Note: An evaluation of the work that Mease Countryside Hospital has already implemented based on findings of the prior assessment can be found in Appendix I.*

## Summary Data

### Comparisons With Benchmark Data

The following tables provide an overview of indicators in the MCH Service Area. These data are grouped to correspond with the Focus Areas presented in Healthy People 2020.

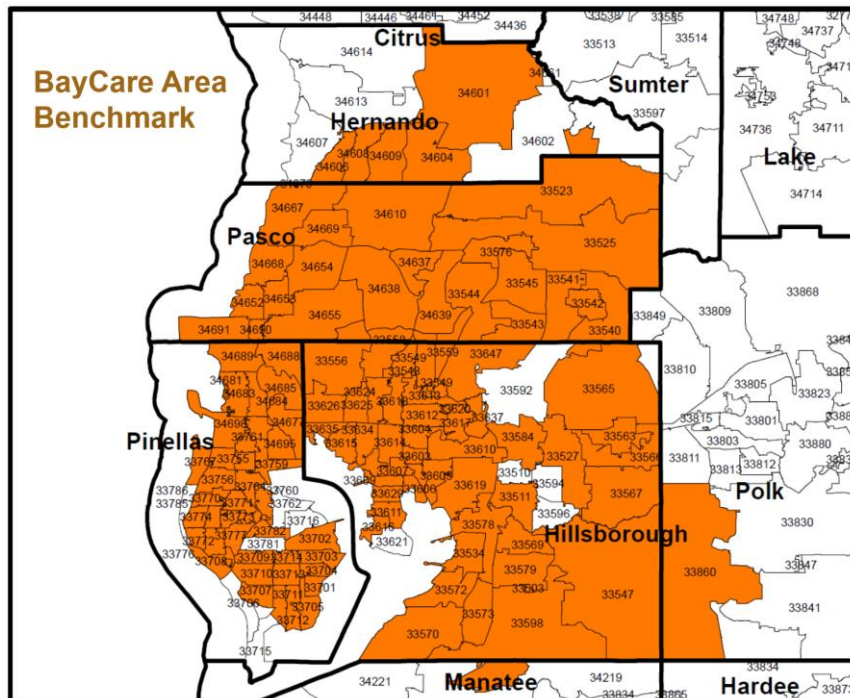
#### Reading the Data Summary Tables
























■ In the following charts, MCH Service Area results are shown in the larger, blue column. For survey-derived indicators, this column represents the ZIP Code–defined hospital service area; for data from secondary sources, this column represents findings for Pinellas County as a whole. *Tip: Indicator labels beginning with a “%” are taken from the population-based PRC Community Health Survey; the remaining indicators are taken from secondary data sources.*












■ The columns to the right of the service area column provide comparisons between local data and any available regional, state and national findings, and Healthy People 2020 targets. Symbols indicate whether the MCH Service Area compares favorably (☀️), unfavorably (☹️), or comparably (☁️) to these external data.



































Note the following:





















- Blank table cells signify that data are not available or are not reliable for that area and/or for that indicator.
- The “BayCare Area” is a regional benchmark representing CHNA service areas for BayCare member hospitals residing in Hillsborough, Pinellas and Pasco Counties. For survey-derived indicators, this is a composite of ZIP Codes served by these hospitals (see map); for secondary data indicators, it represents the combined whole of Hillsborough, Pasco, and Pinellas Counties.



























































Social Determinants	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Linguistically Isolated Population (Percent)	3.3	 4.0	 6.6	 4.7	
[County] Population in Poverty (Percent)	14.4	 15.7	 16.7	 15.6	
[County] Population Below 200% FPL (Percent)	33.9	 36.1	 38.1	 34.5	
[County] Children Below 200% FPL (Percent)	44.5	 45.9	 49.2	 44.2	
[County] No High School Diploma (Age 25+, Percent)	10.6	 12.0	 13.6	 13.7	
[County] Unemployment Rate (Age 16+, Percent)	4.9	 5.4	 5.4	 5.3	
% Worry/Stress Over Rent/Mortgage in Past Year	30.8	 34.8		 31.6	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					
		better	similar	worse	










Overall Health	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% "Fair/Poor" Physical Health	17.9	 20.3	 19.3	 18.3	
% Activity Limitations	26.9	 29.6	 22.4	 20.0	
% Caregiver to a Friend/Family Member	22.5	 25.4		 20.9	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					
		better	similar	worse	









Access to Health Services	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% [Age 18-64] Lack Health Insurance	9.2	 11.5	 22.8	 10.1	 0.0
% [Insured 18-64] Have Coverage Through ACA	6.4	 9.3		 10.8	
% Difficulty Accessing Healthcare in Past Year (Composite)	37.1	 45.6		 35.0	
% Inconvenient Hrs Prevented Dr Visit in Past Year	13.9	 16.9		 14.4	
% Cost Prevented Getting Prescription in Past Year	14.1	 19.5		 9.5	
% Cost Prevented Physician Visit in Past Year	10.5	 17.9		 11.5	
% Difficulty Getting Appointment in Past Year	18.0	 20.9		 15.4	
% Difficulty Finding Physician in Past Year	13.7	 16.8		 8.7	
% Transportation Hindered Dr Visit in Past Year	5.8	 10.8		 5.0	
% Language/Culture Prevented Care in Past Year	2.4	 5.8		 1.7	
% Low Health Literacy	25.9	 24.6		 23.3	
% Skipped Prescription Doses to Save Costs	14.2	 18.4		 10.2	
% Difficulty Getting Child's Healthcare in Past Year	2.4	 11.1		 3.9	
[County] Primary Care Doctors per 100,000	86.9	 77.3	 70.3	 74.5	
% [Age 18+] Have a Specific Source of Ongoing Care	72.9	 71.4		 74.0	 95.0















Access to Health Services (continued)	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% [Age 18-64] Have a Specific Source of Ongoing Care	64.6	 66.2		 73.1	 89.4
% [Age 65+] Have a Specific Source of Ongoing Care	86.4	 83.3		 76.8	 100.0
% Have Had Routine Checkup in Past Year	72.0	 70.2	 73.0	 70.5	
% Child Has Had Checkup in Past Year	86.9	 78.1		 89.3	
% Two or More ER Visits in Past Year	9.9	 9.9		 8.5	
% Rate Local Healthcare "Fair/Poor"	9.2	 16.7		 14.2	
% Have Completed Advance Directive Documents	48.4	 42.1		 33.7	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>		 better  similar  worse			







Arthritis, Osteoporosis & Chronic Back Conditions	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% [50+] Arthritis/Rheumatism	35.2	 38.2		 32.0	
% [50+] Osteoporosis	10.1	 11.7		 8.7	 5.3
% Sciatica/Chronic Back Pain	22.2	 27.0		 19.4	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>		 better  similar  worse			






Cancer	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Cancer (Age-Adjusted Death Rate per 100,000)	<b>160.6</b>	 163.4	 155.9	 163.6	 161.4
[County] Prostate Cancer Incidence per 100,000	<b>101.7</b>	 118.8	 118.9	 131.7	
[County] Female Breast Cancer Incidence per 100,000	<b>119.4</b>	 119.5	 115.2	 123.0	
[County] Lung Cancer Incidence per 100,000	<b>69.1</b>	 71.2	 64.6	 63.7	
[County] Colorectal Cancer Incidence per 100,000	<b>36.8</b>	 40.7	 39.2	 41.9	
[County] Cervical Cancer Incidence per 100,000	<b>8.1</b>	 9.3	 8.9	 7.7	
% Skin Cancer	<b>11.0</b>	 11.7	 8.9	 7.7	
% Cancer (Other Than Skin)	<b>7.0</b>	 9.7	 7.2	 7.7	
% [Women 50-74] Mammogram in Past 2 Years	<b>80.1</b>	 78.3	 78.5	 80.3	 81.1
% [Women 21-65] Pap Smear in Past 3 Years	<b>60.4</b>	 69.4	 79.5	 84.8	 93.0
% [Age 50+] Sigmoid/Colonoscopy Ever	<b>78.8</b>	 79.1	 69.9	 75.6	
% [Age 50+] Blood Stool Test in Past 2 Years	<b>41.3</b>	 40.4	 19.9	 31.8	
% [Age 50-75] Colorectal Cancer Screening	<b>80.2</b>	 79.1	 66.6	 74.5	 70.5
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					
		better	similar	worse	





















Chronic Kidney Disease	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Kidney Disease (Age-Adjusted Death Rate per 100,000)	8.6	 10.1	 10.8	 13.2	
% Kidney Disease	3.7	 6.0	 3.8	 3.6	
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>		 better	 similar	 worse	

Dementias, Including Alzheimer's Disease	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Alzheimer's Disease (Age-Adjusted Death Rate per 100,000)	17.1	 18.2	 17.0	 24.2	
% [Age 45+] Increasing Confusion/Memory Loss in Past Yr	16.4	 13.7		 12.8	
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>		 better	 similar	 worse	
























Diabetes	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Diabetes Mellitus (Age-Adjusted Death Rate per 100,000)	21.3	 21.6	 19.2	 21.1	 20.5
% Diabetes/High Blood Sugar	18.6	 16.3	 11.2	 14.5	
% Borderline/Pre-Diabetes	12.0	 11.4		 5.7	
% [Non-Diabetes] Blood Sugar Tested in Past 3 Years	58.6	 49.9		 55.1	
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>		 better	 similar	 worse	













Family Planning	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Teen Births per 1,000 (Age 15-19)	35.6	 38.9	 36.1	 36.6	
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>					better similar worse


















Hearing & Other Sensory or Communication Disorders	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% Deafness/Trouble Hearing	10.1	 11.2		 8.6	
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>					better similar worse

























Heart Disease & Stroke	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Diseases of the Heart (Age-Adjusted Death Rate per 100,000)	155.6	 158.9	 151.4	 169.1	 156.9
[County] Stroke (Age-Adjusted Death Rate per 100,000)	27.1	 31.1	 31.4	 36.5	 34.8
% Heart Disease (Heart Attack, Angina, Coronary Disease)	9.9	 8.9		 6.9	
% Heart Attack	5.6	 5.6	 5.3	 4.0	
% Angina/Coronary Heart Disease	7.5	 5.6	 5.4	 5.2	
% Stroke	3.2	 4.6	 3.4	 2.6	
% Congestive Heart Failure	2.6	 3.6			






























Heart Disease & Stroke (continued)	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% Blood Pressure Checked in Past 2 Years	96.3	 89.4		 93.6	 92.6
% Told Have High Blood Pressure (Ever)	47.8	 45.3	 34.6	 36.5	 26.9
% [HBP] Taking Action to Control High Blood Pressure	93.2	 92.7		 92.5	
% Cholesterol Checked in Past 5 Years	83.4	 83.7	 79.5	 87.4	 82.1
% Told Have High Cholesterol (Ever)	43.6	 40.6		 33.5	 13.5
% [HBC] Taking Action to Control High Blood Cholesterol	79.8	 82.0		 84.2	
% 1+ Cardiovascular Risk Factor	89.4	 87.8		 83.0	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>		 better  similar  worse			



























HIV	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] HIV/AIDS (Age-Adjusted Death Rate per 100,000)	4.2	 3.8	 4.4	 2.1	 3.3
[County] HIV Prevalence per 100,000	437.1	 454.0	 606.1	 353.2	
% [Age 18-44] HIV Test in the Past Year	9.5	 28.8		 21.3	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>		 better  similar  worse			









































Immunization & Infectious Diseases	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% [Age 65+] Flu Vaccine in Past Year	54.8	 50.9	 53.1	 58.9	 70.0
% [High-Risk 18-64] Flu Vaccine in Past Year	48.8	 42.8		 48.0	 70.0
% [Age 65+] Pneumonia Vaccine Ever	84.1	 73.5	 66.9	 76.3	 90.0
% [High-Risk 18-64] Pneumonia Vaccine Ever	40.2	 40.3		 38.7	 60.0
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>					
		better	similar	worse	






Injury & Violence Prevention	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Unintentional Injury (Age-Adjusted Death Rate per 100,000)	48.5	 46.9	 40.1	 39.7	 36.4
[County] Motor Vehicle Crashes (Age-Adjusted Death Rate per 100,000)	10.8	 12.0	 12.0	 10.6	 12.4
% [Age 45+] Fell in the Past Year	31.0	 29.7		 28.2	
[County] Firearm-Related Deaths (Age-Adjusted Death Rate per 100,000)	11.5	 11.0	 11.9	 10.4	 9.3
% Firearm in Home	28.2	 28.0		 33.8	
% [Homes With Children] Firearm in Home	26.1	 29.5		 31.0	
% [Homes With Firearms] Weapon(s) Unlocked & Loaded	39.8	 30.1		 20.4	
[County] Homicide (Age-Adjusted Death Rate per 100,000)	5.2	 5.1	 6.3	 5.2	 5.5













Injury & Violence Prevention (continued)	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Violent Crime per 100,000	604.6	 455.5	 514.6	 395.5	
% Victim of Violent Crime in Past 5 Years	2.2	 4.0		 2.3	
% Perceive Neighborhood as "Slightly/Not At All Safe"	8.6	 18.1		 15.3	
% Victim of Domestic Violence (Ever)	13.3	 16.7		 15.1	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					better      similar      worse


















Maternal, Infant & Child Health	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] No Prenatal Care in First Trimester (Percent)	30.2	 22.8	 27.7	 17.3	 22.1
[County] Low Birthweight Births (Percent)	8.6	 8.8	 8.7	 8.2	 7.8
[County] Infant Death Rate per 1,000 Live Births	8.4	 7.9	 7.0	 6.5	 6.0
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					better      similar      worse














Mental Health & Mental Disorders	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% "Fair/Poor" Mental Health	11.7	 14.3		 15.5	
% Diagnosed Depression	21.3	 20.0	 16.2	 17.9	
% Symptoms of Chronic Depression (2+ Years)	34.9	 29.6		 29.9	
[County] Suicide (Age-Adjusted Death Rate per 100,000)	18.0	 15.6	 14.0	 12.7	 10.2
% Have Ever Sought Help for Mental Health	29.9	 30.2		 27.4	
% [Those With Diagnosed Depression] Seeking Help	86.2	 84.1		 91.7	
% Taking Rx/Receiving Mental Health Trtmt	14.6	 15.6		 13.6	
% Unable to Get Mental Health Svcs in Past Yr	6.0	 6.0		 4.4	
% Typical Day Is "Extremely/Very" Stressful	19.7	 17.4		 11.7	
% Average <7 Hours of Sleep per Night	26.1	 38.0		 39.5	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>		 better  similar  worse			



























Nutrition, Physical Activity & Weight	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% Eat 5+ Servings of Fruit or Vegetables per Day	28.6	 26.8		 27.4	
% "Very/Somewhat" Difficult to Buy Fresh Produce	19.4	 28.5		 21.9	
[County] Population With Low Food Access (Percent)	19.7	 28.3	 26.9	 23.6	
% Food Insecure	26.1	 32.5		 25.9	
% 7+ Sugar-Sweetened Drinks in Past Week	21.9	 23.7		 30.2	
% Healthy Weight (BMI 18.5-24.9)	32.6	 30.5		 32.9	 33.9
% Overweight (BMI 25+)	66.3	 66.5	 62.2	 65.2	
% Obese (BMI 30+)	30.3	 34.3	 26.2	 33.4	 30.5
% Medical Advice on Weight in Past Year	25.4	 25.0		 20.4	
% [Overweights] Counseled About Weight in Past Year	34.7	 30.8		 27.1	
% [Obese Adults] Counseled About Weight in Past Year	55.8	 45.8		 40.8	
% [Overweights] Trying to Lose Weight Both Diet/Exercise	63.6	 62.9		 57.0	
% No Leisure-Time Physical Activity	27.1	 27.5	 23.7	 27.9	 32.6
% Meeting Physical Activity Guidelines	22.2	 21.7	 19.9	 23.6	 20.1
[County] Recreation/Fitness Facilities per 100,000	11.9	 11.3	 9.4	 9.7	











Nutrition, Physical Activity & Weight (continued)	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% Child [Age 2-17] Physically Active 1+ Hours per Day	48.7	 34.3		 47.9	
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>					
		better	similar	worse	

Oral Health	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% [Age 18+] Dental Visit in Past Year	60.8	 55.5	 61.9	 67.2	 49.0
% Child [Age 2-17] Dental Visit in Past Year	80.9	 73.3		 90.7	 49.0
% Have Dental Insurance	69.0	 63.8		 66.5	
<i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i>					
		better	similar	worse	













Respiratory Diseases	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] CLRD (Age-Adjusted Death Rate per 100,000)	40.0	 44.2	 38.8	 41.4	
[County] Pneumonia/Influenza (Age-Adjusted Death Rate per 100,000)	10.2	 9.9	 9.2	 15.1	
% COPD (Lung Disease)	8.6	 11.6	 7.6	 9.5	
% [Adult] Currently Has Asthma	7.1	 9.2	 8.0	 9.5	
% [Child 0-17] Currently Has Asthma	4.9	 10.4		 6.5	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					<p>better      similar      worse</p>









Sexually Transmitted Diseases	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Gonorrhea Incidence per 100,000	143.1	 125.2	 107.1	 110.7	
[County] Chlamydia Incidence per 100,000	422.6	 463.3	 429.8	 456.1	
% [Unmarried 18-64] 3+ Sexual Partners in Past Year	8.8	 9.4		 10.3	
% [Unmarried 18-64] Using Condoms	33.3	 34.4		 44.5	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					<p>better      similar      worse</p>

Substance Abuse	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
[County] Cirrhosis/Liver Disease (Age-Adjusted Death Rate per 100,000)	14.6	 12.8	 11.0	 10.2	 8.2
% Current Drinker	59.5	 58.4	 54.4	 59.7	
% Excessive Drinker	25.1	 24.4		 22.2	 25.4
% Life Negatively Affected by Substance Abuse	37.8	 37.9		 32.2	
% Drinking & Driving in Past Month	4.3	 6.2		 4.1	
[County] Drug-Induced Deaths (Age-Adjusted Death Rate per 100,000)	21.8	 18.0	 13.7	 14.6	 11.3
% Illicit Drug Use in Past Month	1.1	 6.2		 3.0	 7.1
% Ever Sought Help for Alcohol or Drug Problem	2.1	 5.0		 4.1	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>		 better  similar  worse			

Tobacco Use	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% Current Smoker	8.6	 16.1	 17.7	 14.0	 12.0
% Someone Smokes at Home	8.0	 15.0		 10.2	
% [Nonsmokers] Someone Smokes in the Home	3.4	 8.4		 3.9	
% [Household With Children] Someone Smokes in the Home	9.1	 16.8		 10.2	



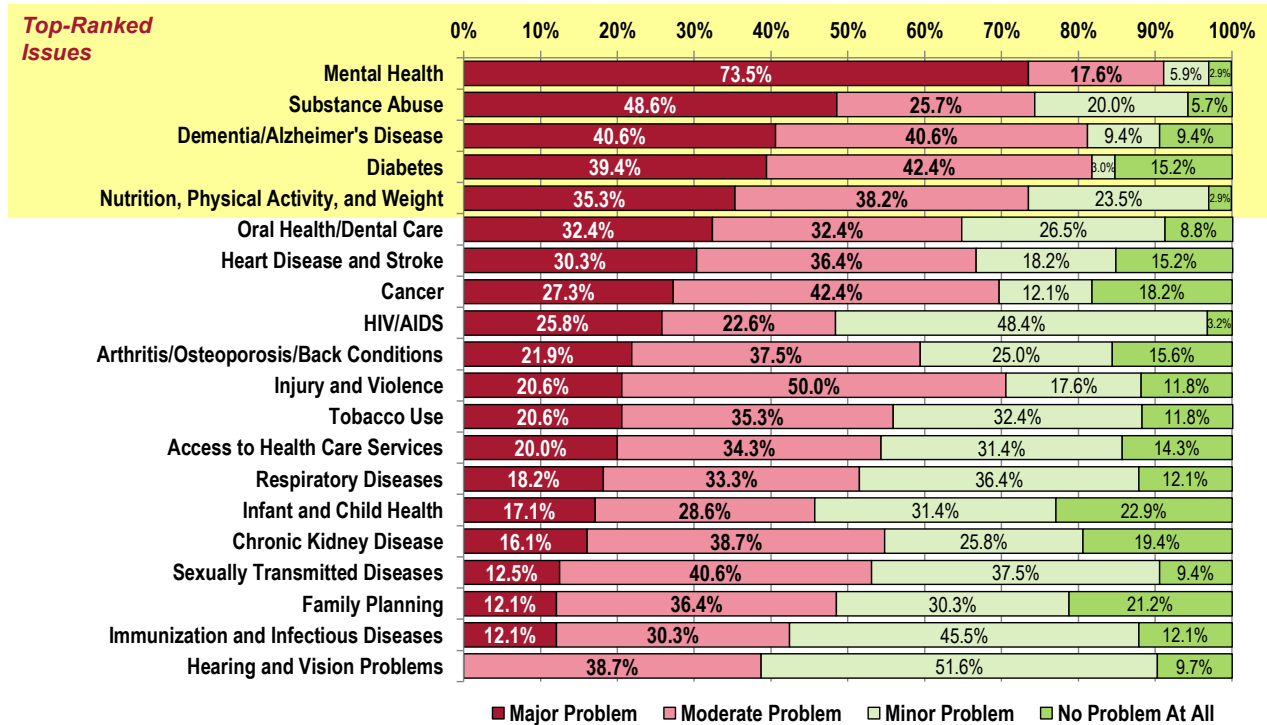
Tobacco Use (continued)	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% Smoke Cigars	3.9	 7.7	 3.6	 0.2	
% Use Smokeless Tobacco	1.8	 5.2	 2.8	 3.0	 0.3
% Currently Use Electronic Cigarettes	4.3	 6.0		 3.8	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					
		better	similar	worse	

Vision	MCH Service Area	MCH Service Area vs. Benchmarks			
		vs. BayCare Area	vs. FL	vs. US	vs. HP2020
% Blindness/Trouble Seeing	6.2	 9.3	 6.0	 7.3	
% Eye Exam in Past 2 Years	68.5	 65.1		 59.3	
<p><i>Note: The MCH Service Area data (blue column) represent county-level data for indicators derived from secondary data sources (marked as "[County]"), and ZIP Code-defined service area information for survey-derived indicators.</i></p>					
		better	similar	worse	

## Summary of Key Informant Concerns

In the Online Key Informant Survey, community stakeholders were asked to rate the degree to which each of 20 health issues is a problem in their own community, using a scale of “major problem,” “moderate problem,” “minor problem” or “no problem at all.” The following chart summarizes their responses; these findings are also outlined throughout this report, along with the qualitative input describing reasons for their concerns.

### Key Informants: Relative Position of Health Topics as Problems in the Community



# Data Charts & Key Informant Input

*The following sections present data from multiple sources, including the random sample PRC Community Health Survey, public health and other existing data sets (secondary data), as well as qualitative input from the Online Key Informant Survey. Data indicators from these sources are intermingled and organized by health topic. To better understand the source data for specific indicators, please refer to the footnotes accompanying each chart.*



**Professional Research Consultants, Inc.**

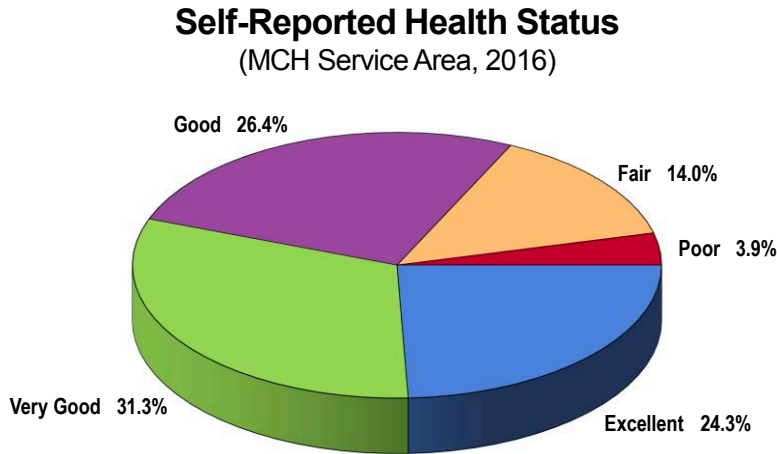
## General Health Status

### Overall Health Status

#### Self-Reported Health Status

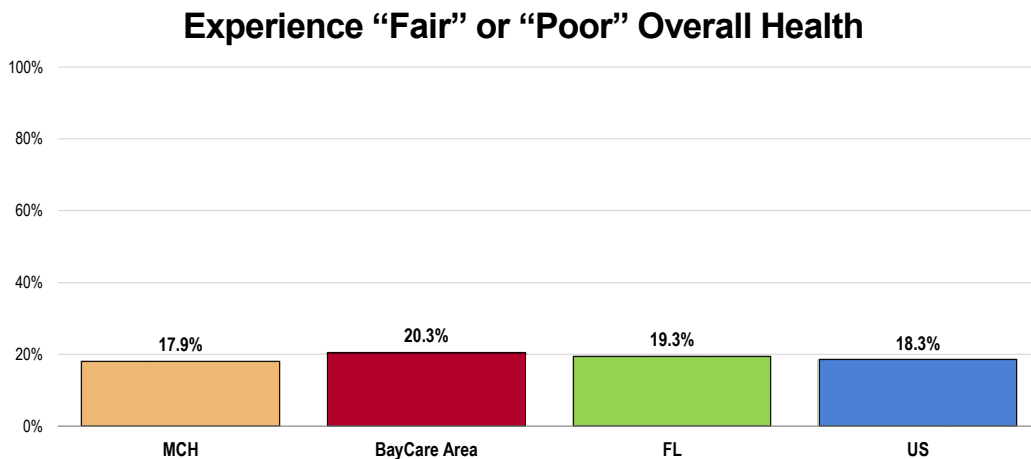
The initial inquiry of the PRC Community Health Survey asked respondents the following:

“Would you say that in general your health is: excellent, very good, good, fair or poor?”



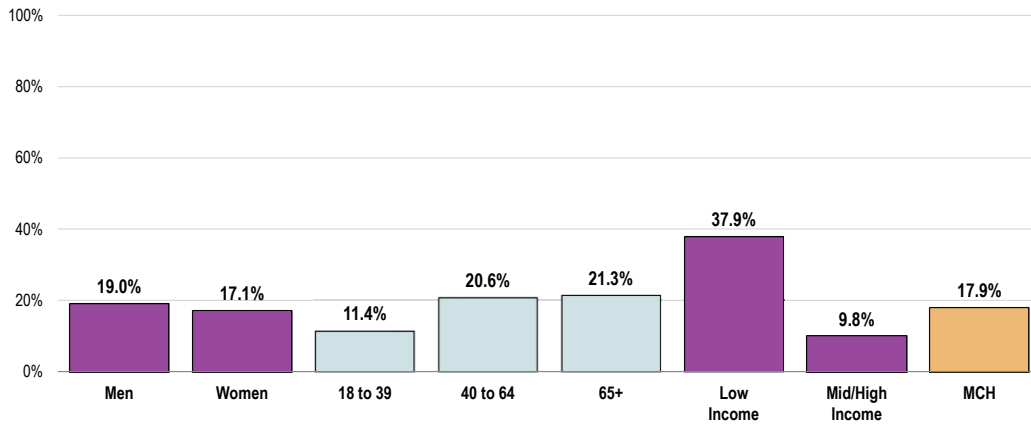
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 5]  
Notes: Asked of all respondents.

The following charts further detail “fair/poor” overall health responses in the MCH Service Area in comparison to benchmark data, as well as by basic demographic characteristics (namely by gender, age groupings, and income [based on poverty status]).



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 5]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

## Experience “Fair” or “Poor” Overall Health (Mease Countryside Hospital Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 5]

Notes: Asked of all respondents.

Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

## Activity Limitations

### About Disability & Health

An individual can get a disabling impairment or chronic condition at any point in life. Compared with people without disabilities, people with disabilities are more likely to:

- Experience difficulties or delays in getting the health care they need.
- Not have had an annual dental visit.
- Not have had a mammogram in past 2 years.
- Not have had a Pap test within the past 3 years.
- Not engage in fitness activities.
- Use tobacco.
- Be overweight or obese.
- Have high blood pressure.
- Experience symptoms of psychological distress.
- Receive less social-emotional support.
- Have lower employment rates.

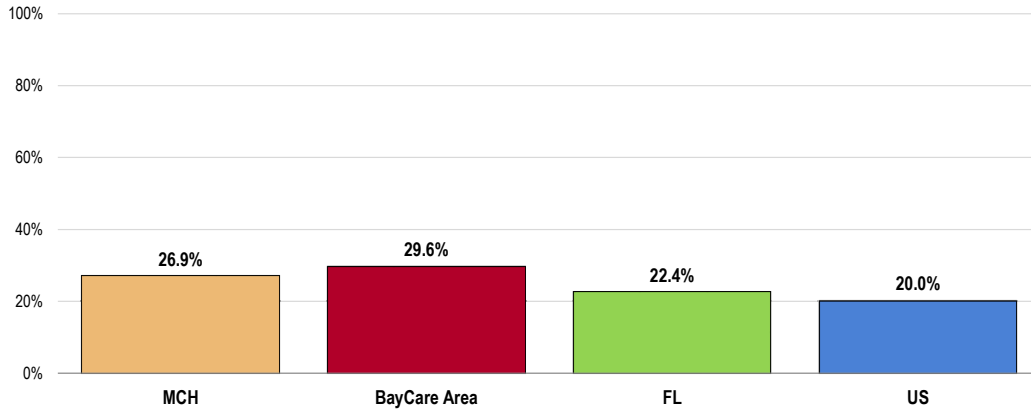
There are many social and physical factors that influence the health of people with disabilities. The following three areas for public health action have been identified, using the International Classification of Functioning, Disability, and Health (ICF) and the three World Health Organization (WHO) principles of action for addressing health determinants.

- **Improve the conditions of daily life** by: encouraging communities to be accessible so all can live in, move through, and interact with their environment; encouraging community living; and removing barriers in the environment using both physical universal design concepts and operational policy shifts.
- **Address the inequitable distribution of resources among people with disabilities and those without disabilities** by increasing: appropriate health care for people with disabilities; education and work opportunities; social participation; and access to needed technologies and assistive supports.
- **Expand the knowledge base and raise awareness about determinants of health for people with disabilities** by increasing: the inclusion of people with disabilities in public health data collection efforts across the lifespan; the inclusion of people with disabilities in health promotion activities; and the expansion of disability and health training opportunities for public health and health care professionals.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

“Are you limited in any way in any activities because of physical, mental or emotional problems?”

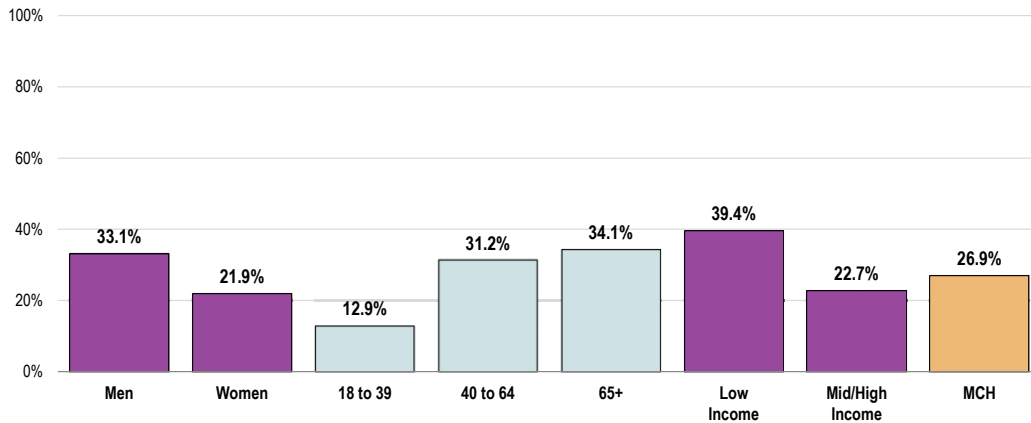
### Limited in Activities in Some Way Due to a Physical, Mental or Emotional Problem



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 128]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

### Limited in Activities in Some Way Due to a Physical, Mental or Emotional Problem (MCH Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 128]  
Asked of all respondents.

Notes: Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

## Mental Health

### About Mental Health & Mental Disorders

Mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with challenges. Mental health is essential to personal well-being, family and interpersonal relationships, and the ability to contribute to community or society. Mental disorders are health conditions that are characterized by alterations in thinking, mood, and/or behavior that are associated with distress and/or impaired functioning. Mental disorders contribute to a host of problems that may include disability, pain, or death. Mental illness is the term that refers collectively to all diagnosable mental disorders. Mental disorders are among the most common causes of disability. The resulting disease burden of mental illness is among the highest of all diseases.

Mental health and physical health are closely connected. Mental health plays a major role in people's ability to maintain good physical health. Mental illnesses, such as depression and anxiety, affect people's ability to participate in health-promoting behaviors. In turn, problems with physical health, such as chronic diseases, can have a serious impact on mental health and decrease a person's ability to participate in treatment and recovery.

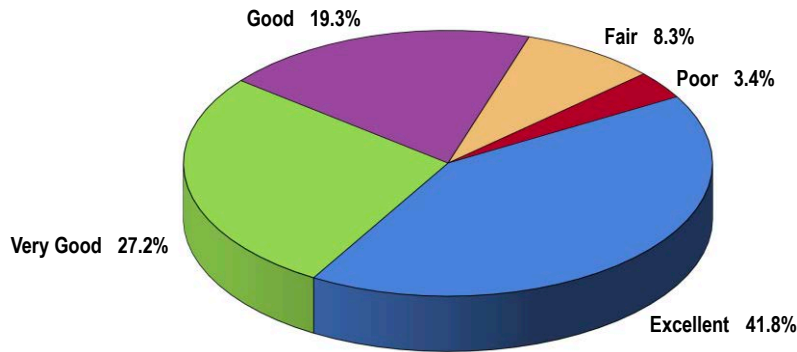
The existing model for understanding mental health and mental disorders emphasizes the interaction of social, environmental, and genetic factors throughout the lifespan. In behavioral health, researchers identify: **risk factors**, which predispose individuals to mental illness; and **protective factors**, which protect them from developing mental disorders. Researchers now know that the prevention of mental, emotional, and behavioral (MEB) disorders is inherently interdisciplinary and draws on a variety of different strategies. Over the past 20 years, research on the prevention of mental disorders has progressed. The major areas of progress include evidence that:

- MEB disorders are common and begin early in life.
  - The greatest opportunity for prevention is among young people.
  - There are multiyear effects of multiple preventive interventions on reducing substance abuse, conduct disorder, antisocial behavior, aggression, and child maltreatment.
  - The incidence of depression among pregnant women and adolescents can be reduced.
  - School-based violence prevention can reduce the base rate of aggressive problems in an average school by 25 to 33%.
  - There are potential indicated preventive interventions for schizophrenia.
  - Improving family functioning and positive parenting can have positive outcomes on mental health and can reduce poverty-related risk.
  - School-based preventive interventions aimed at improving social and emotional outcomes can also improve academic outcomes.
  - Interventions targeting families dealing with adversities, such as parental depression or divorce, can be effective in reducing risk for depression in children and increasing effective parenting.
  - Some preventive interventions have benefits that exceed costs, with the available evidence strongest for early childhood interventions.
  - Implementation is complex, it is important that interventions be relevant to the target audiences.
  - In addition to advancements in the prevention of mental disorders, there continues to be steady progress in treating mental disorders as new drugs and stronger evidence-based outcomes become available.
- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Self-Reported Mental Health Status

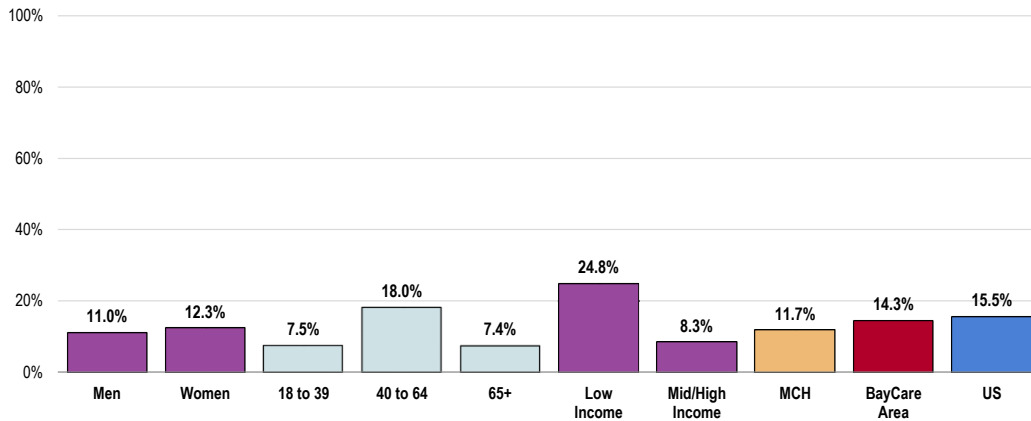
“Now thinking about your mental health, which includes stress, depression and problems with emotions, would you say that, in general, your mental health is: excellent, very good, good, fair or poor?”

**Self-Reported Mental Health Status**  
(MCH Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 116]  
Notes: Asked of all respondents.

**Experience “Fair” or “Poor” Mental Health**  
(MCH Service Area, 2016)



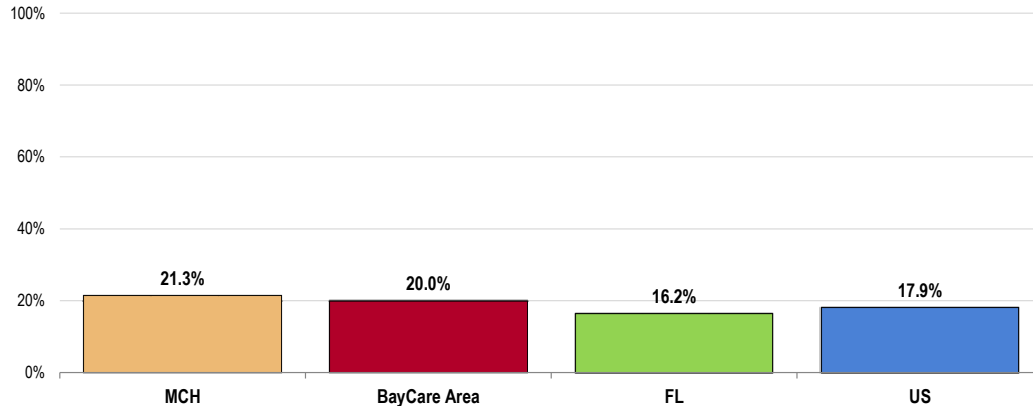
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 116]  
Notes: Asked of all respondents.  
Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.



## Depression

**Diagnosed Depression:** “Has a doctor or other healthcare provider ever told you that you have a depressive disorder, including depression, major depression, dysthymia, or minor depression?”

### Have Been Diagnosed With a Depressive Disorder

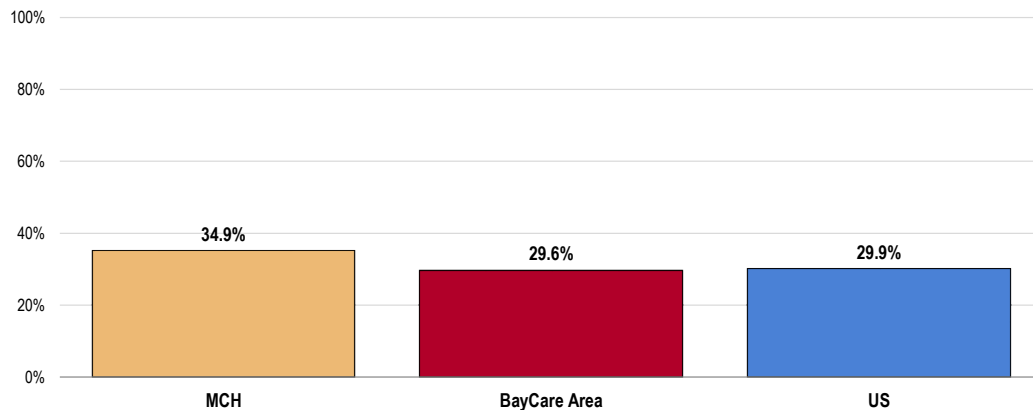


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 119]  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.  
 Depressive disorders include depression, major depression, dysthymia, or minor depression.

**Symptoms of Chronic Depression:** “Have you had two years or more in your life when you felt depressed or sad most days, even if you felt okay sometimes?”

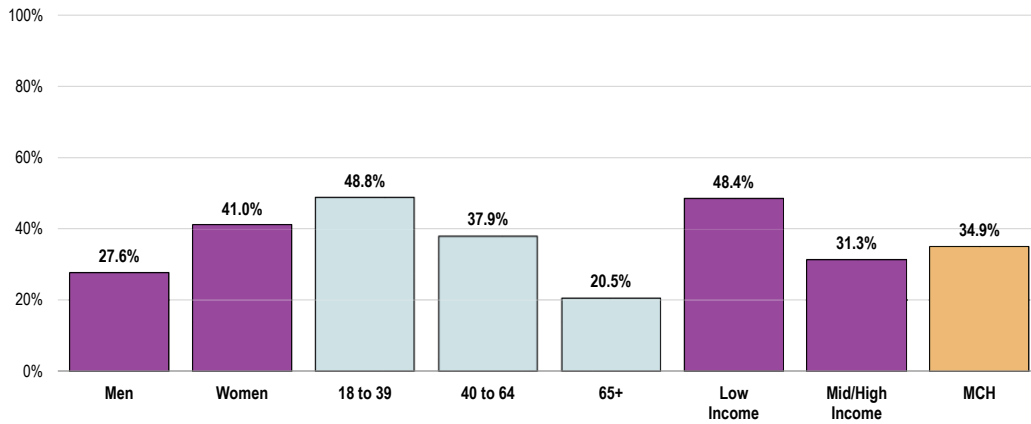
### Have Experienced Symptoms of Chronic Depression



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 117]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.  
 Chronic depression includes periods of two or more years during which the respondent felt depressed or sad on most days, even if (s)he felt okay sometimes.

## Have Experienced Symptoms of Chronic Depression (MCH Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 117]

Notes: Asked of all respondents.

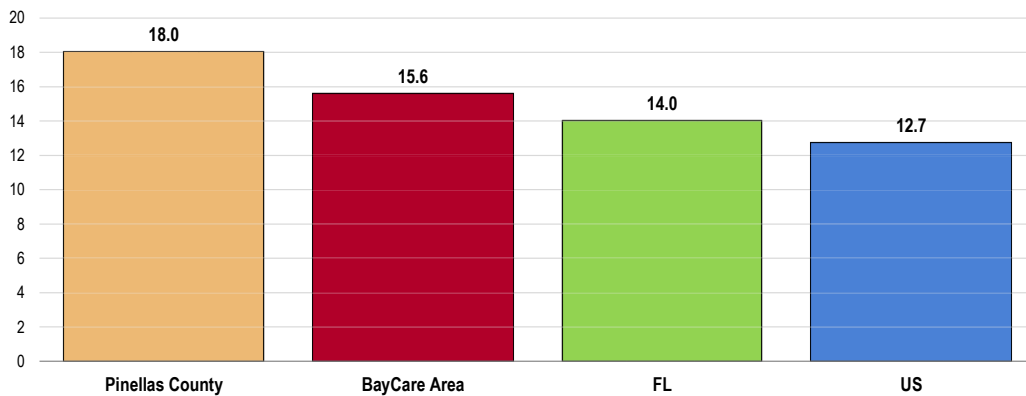
Chronic depression includes periods of two or more years during which the respondent felt depressed or sad on most days, even if (s)he felt okay sometimes.

Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

## Suicide

The following chart outlines the most current age-adjusted mortality rates attributed to suicide in our population. (Refer to "Leading Causes of Death" for an explanation of the use of age-adjusting for these rates.)

## Suicide: Age-Adjusted Mortality (2012-2014 Annual Average Deaths per 100,000 Population) Healthy People 2020 Target = 10.2 or Lower



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.

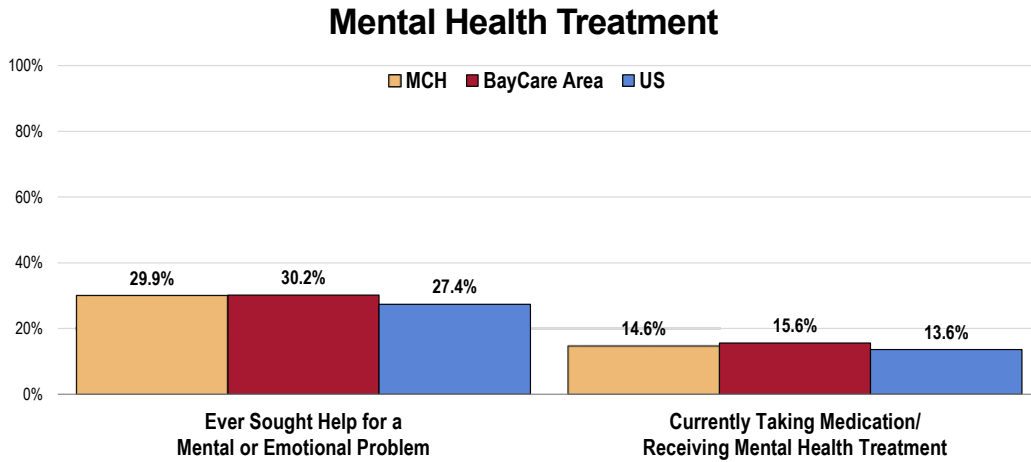
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective MHMD-1]

Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

### Mental Health Treatment

“Have you ever sought help from a professional for a mental or emotional problem?”

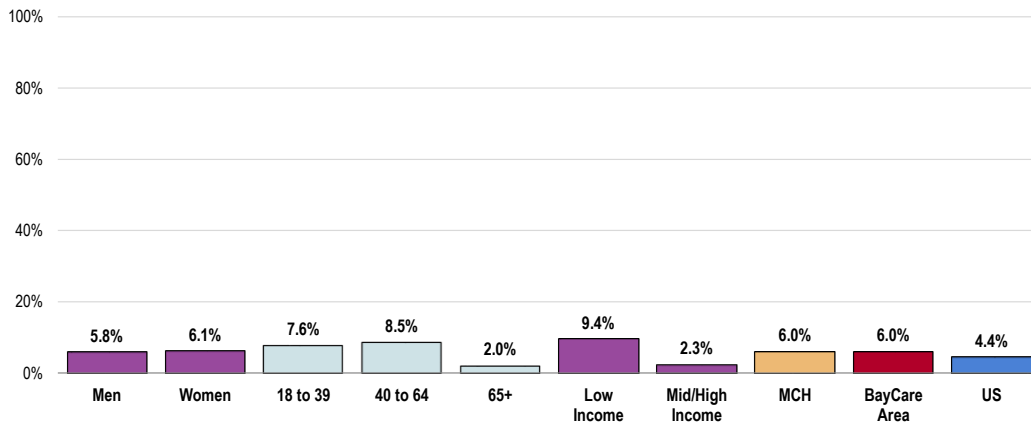
“Are you now taking medication or receiving treatment from a doctor or other health professional for any type of mental health condition or emotional problem?”



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 120-121]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Notes: Reflects the total sample of respondents.

“Was there a time in the past 12 months when you needed mental health services but were not able to get them?”

### Unable to Get Mental Health Services When Needed in the Past Year (MCH Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 122]  
 Notes: Asked of all respondents.

## Key Informant Input: Mental Health

The following chart outlines key informants' perceptions of the severity of *Mental Health* as a problem in the community:

### Perceptions of Mental Health as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

## Challenges

Among those rating this issue as a “major problem,” the following represent what key informants see as the main challenges for persons with mental illness:

### Access to Care/Services

- Access to care for more serious cases. Stigma for seeking counseling for milder cases. – Public Health Representative*
- Few beds for mental illness county-wide and need more doctors in that area, as well. – Community Leader*
- I think access to mental health is a huge issue in this community. Patients often have very few psychiatrists from which to choose. It is also difficult to get an appointment with the psychiatrist. – Physician*
- Outpatient voluntary help, hard to get into. – Physician*
- Can't get access to proper care for their issues and are acting out and hurting people. Many are homeless and don't have anywhere to turn. – Community Leader*
- Insufficient capacity. 20% of the population has mental health issues, but most of it goes untreated. Pinellas County does not have the ability to treat those who are currently diagnosed. Wait lists for those with limited income are long. – Social Services Provider*
- Lack of beds and outpatient services. – Other Health Provider*
- The shortfall in resources to address early intervention for mental illness related issues. The lack of long term institutional care for those most severe individuals. – Social Services Provider*
- Mental health and physical health go hand-and-hand. There is a lack of behavioral health specialists that see Medicaid and some insurance. Mental health contributes to drug abuse, homelessness, incarceration, among other issues. – Public Health Representative*
- No one takes insurance. Network not able to help people in crisis without going to Emergency Room. – Physician*
- Insurance and transportation. – Social Services Provider*
- Difficulty getting timely appointments with qualified psychiatrists or mental health providers, especially those that take patient's insurance, especially if Medicaid. Admittedly, Medicaid pays 33% the usual fees, grossly inadequate. – Physician*

### Continuity of Care

- Continuity of care, family interaction, Mental Health facilities lacking. – Social Services Provider*
- Access to continued care including medication management and counseling services. – Community Leader*
- Continuity of care. – Community Leader*

### Prevalence/Incidence

- So many people seem to have some degree of mental health illness, but it seems there is limited availability for people with minor problems. I have heard it is hard to find a licensed counselor with availability. – Social Services Provider*

*Mental health including but not limited to PTSD. – Community Leader*

**Contributing Factors**

*There are many issues with chronic mentally ill with bouts of homelessness, struggling with medication management. Day center services for them to stay active, and independent living resources. – Social Services Provider*

*Funding, awareness and medication adherence. – Social Services Provider*

**Affordable Care/Services**

*Lack of free or no cost options for uninsured or underinsured. – Other Health Provider*

**Denial/Stigma**

*Stigma, lack of insurance access to best practice providers. – Physician (Hillsborough, Pasco, & Pinellas Counties)*

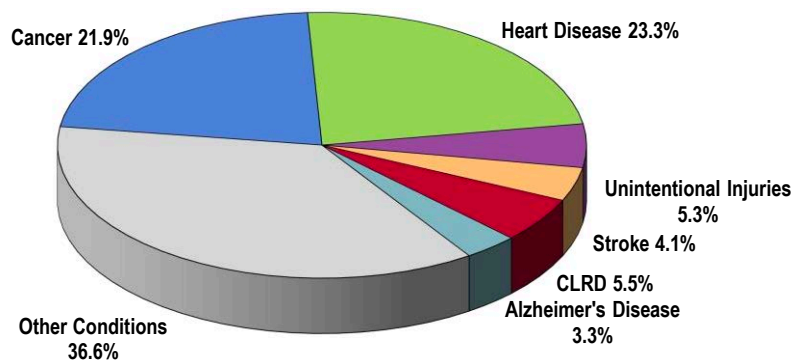
## Death, Disease & Chronic Conditions

### Leading Causes of Death

#### Distribution of Deaths by Cause

Cancers and cardiovascular disease (heart disease and stroke) are leading causes of death in the community.

**Leading Causes of Death**  
(Pinellas County, 2014)



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). CLRD is chronic lower respiratory disease.

#### Age-Adjusted Death Rates for Selected Causes

In order to compare mortality in the county with other localities (in this case, the state and the United States), it is necessary to look at *rates* of death — these are figures which represent the number of deaths in relation to the population size (such as deaths per 100,000 population, as is used here).

Furthermore, in order to compare localities without undue bias toward younger or older populations, the common convention is to adjust the data to some common baseline age distribution. Use of these “age-adjusted” rates provides the most valuable means of gauging mortality against benchmark data, as well as *Healthy People 2020* targets.

The following chart outlines annual average age-adjusted death rates per 100,000 population for selected causes of death in the county. (For infant mortality data, see *Birth Outcomes & Risks* in the Births section of this report.)

## Age-Adjusted Death Rates for Selected Causes (2012-2014 Deaths per 100,000 Population)

	Pinellas County	BayCare Area	Florida	US	HP2020
<b>Malignant Neoplasms (Cancers)</b>	160.6	163.4	155.9	163.6	161.4
<b>Diseases of the Heart</b>	155.6	158.9	151.4	169.1	156.9*
<b>Unintentional Injuries</b>	48.5	46.9	40.1	39.7	36.4
<b>Chronic Lower Respiratory Disease (CLRD)</b>	40.0	44.2	38.8	41.4	n/a
<b>Cerebrovascular Disease (Stroke)</b>	27.1	31.1	31.4	36.5	34.8
<b>Drug-Induced</b>	21.8	18.0	13.7	14.6	11.3
<b>Diabetes Mellitus</b>	21.3	21.6	19.2	21.1	20.5*
<b>Intentional Self-Harm (Suicide)</b>	18.0	15.6	14.0	12.7	10.2
<b>Alzheimer's Disease</b>	17.1	18.2	17	24.2	n/a
<b>Cirrhosis/Liver Disease</b>	14.6	12.8	11.0	10.2	8.2
<b>Firearm-Related</b>	11.5	11.0	11.9	10.4	9.3
<b>Motor Vehicle Deaths</b>	10.8	12.0	12.0	10.6	12.4
<b>Pneumonia/Influenza</b>	10.2	9.9	9.2	15.1	n/a
<b>Kidney Disease</b>	8.6	10.1	10.8	13.2	n/a
<b>Homicide/Legal Intervention</b>	5.2	5.1	6.3	5.2	5.5
<b>HIV/AIDS</b>	4.2	3.8	4.4	2.1	3.3

Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.

US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov>.

Note: Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population and coded using ICD-10 codes.

\*The Healthy People 2020 Heart Disease target is adjusted to account for all diseases of the heart; the Diabetes target is adjusted to reflect only diabetes mellitus-coded deaths.

## Cardiovascular Disease

### About Heart Disease & Stroke

Heart disease is the leading cause of death in the United States, with stroke following as the third leading cause. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation today, accounting for more than \$500 billion in healthcare expenditures and related expenses in 2010 alone. Fortunately, they are also among the most preventable.

The leading modifiable (controllable) risk factors for heart disease and stroke are:

- High blood pressure
- High cholesterol
- Cigarette smoking
- Diabetes
- Poor diet and physical inactivity
- Overweight and obesity

The risk of Americans developing and dying from cardiovascular disease would be substantially reduced if major improvements were made across the US population in diet and physical activity, control of high blood pressure and cholesterol, smoking cessation, and appropriate aspirin use.

The burden of cardiovascular disease is disproportionately distributed across the population. There are significant disparities in the following based on gender, age, race/ethnicity, geographic area, and socioeconomic status:

- Prevalence of risk factors
- Access to treatment
- Appropriate and timely treatment
- Treatment outcomes
- Mortality

Disease does not occur in isolation, and cardiovascular disease is no exception. Cardiovascular health is significantly influenced by the physical, social, and political environment, including: maternal and child health; access to educational opportunities; availability of healthy foods, physical education, and extracurricular activities in schools; opportunities for physical activity, including access to safe and walkable communities; access to healthy foods; quality of working conditions and worksite health; availability of community support and resources; and access to affordable, quality healthcare.

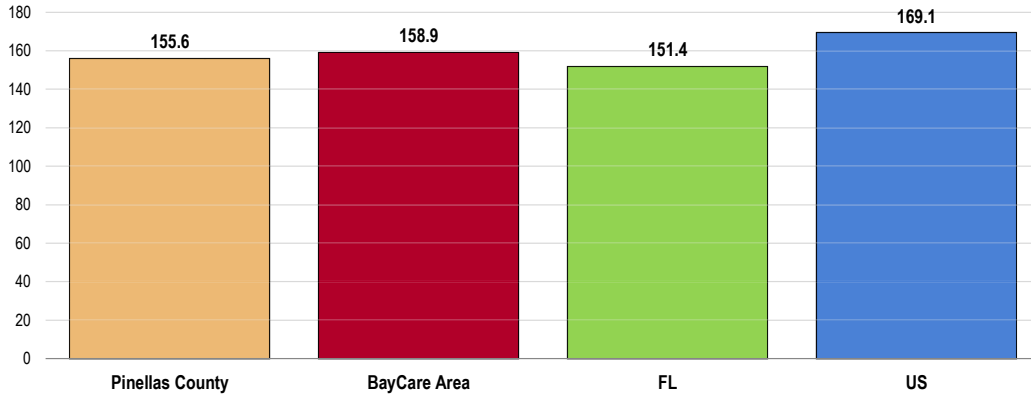
- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))



### Age-Adjusted Heart Disease & Stroke Deaths

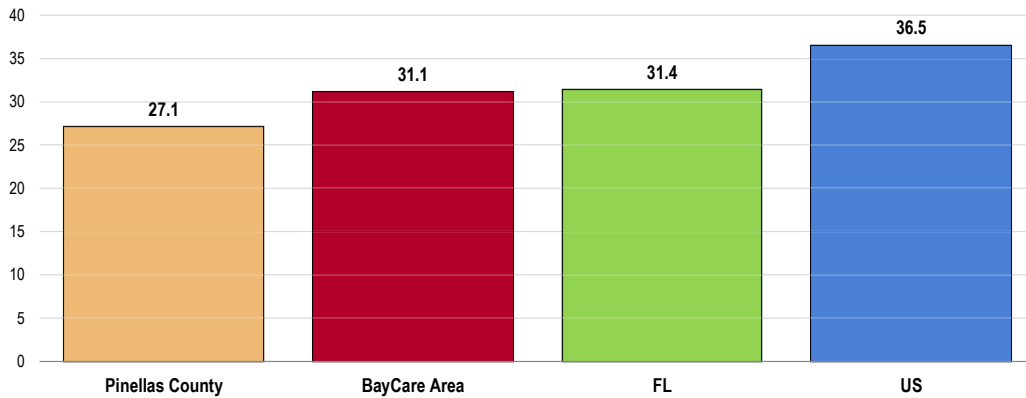
The greatest share of cardiovascular deaths is attributed to heart disease. The following charts outline age-adjusted mortality rates for heart disease and for stroke in our community.

**Heart Disease: Age-Adjusted Mortality**  
 (2012-2014 Annual Average Deaths per 100,000 Population)  
 Healthy People 2020 Target = 156.9 or Lower (Adjusted)



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective HDS-2]  
 Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population. The Healthy People 2020 Heart Disease target is adjusted to account for all diseases of the heart.

**Stroke: Age-Adjusted Mortality**  
 (2012-2014 Annual Average Deaths per 100,000 Population)  
 Healthy People 2020 Target = 34.8 or Lower



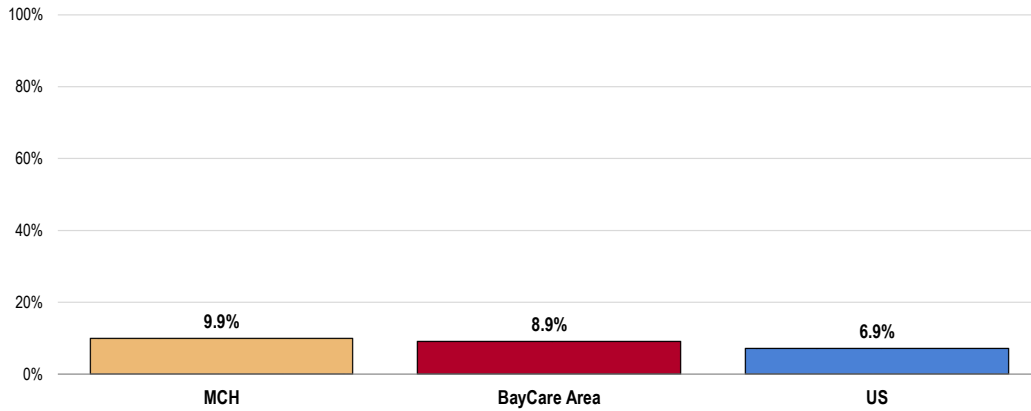
Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective HDS-3]  
 Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

### Prevalence of Heart Disease & Stroke

“Has a doctor, nurse or other health professional ever told you that you had: **A Heart Attack, Also Called a Myocardial Infarction; or Angina or Coronary Heart Disease?**” (Heart disease prevalence below is a calculated prevalence that includes those responding affirmatively to either.)

“Has a doctor, nurse or other health professional ever told you that you had a stroke?”

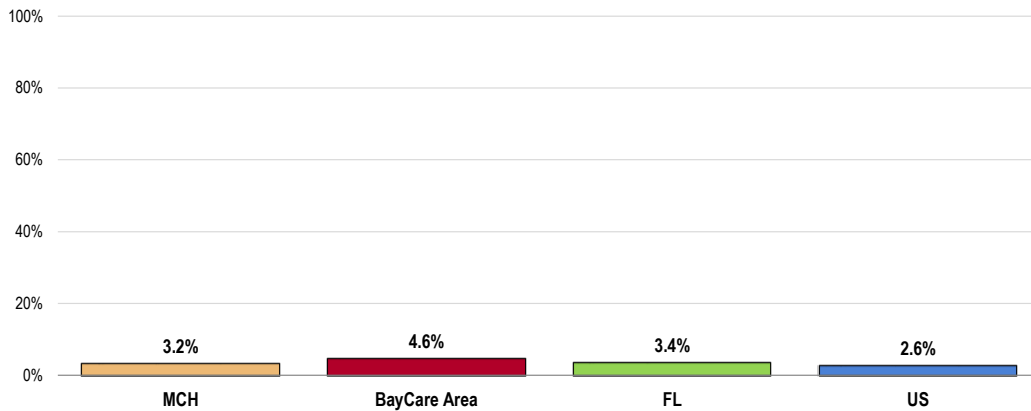
#### Prevalence of Heart Disease



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 146]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.  
Includes diagnoses of heart attack, angina or coronary heart disease.

#### Prevalence of Stroke



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 35]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.

Notes: Asked of all respondents.

## Cardiovascular Risk Factors

### About Cardiovascular Risk

Controlling risk factors for heart disease and stroke remains a challenge. High blood pressure and cholesterol are still major contributors to the national epidemic of cardiovascular disease. High blood pressure affects approximately 1 in 3 adults in the United States, and more than half of Americans with high blood pressure do not have it under control. High sodium intake is a known risk factor for high blood pressure and heart disease, yet about 90% of American adults exceed their recommendation for sodium intake.

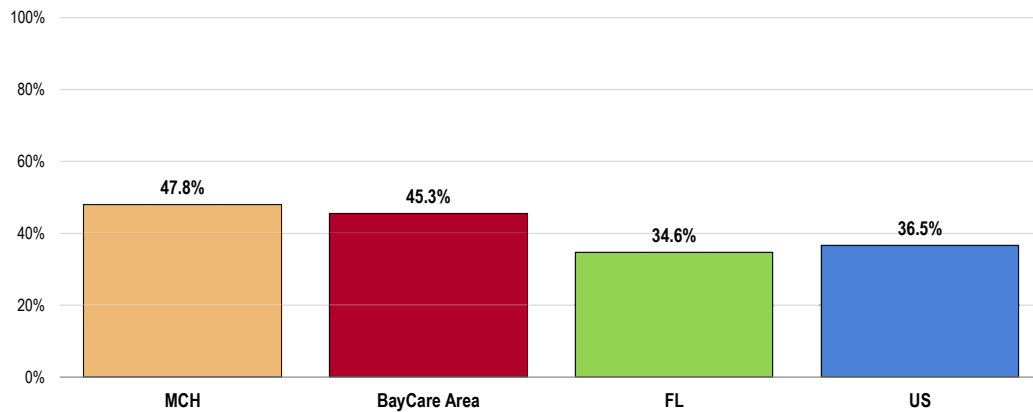
- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### High Blood Pressure & Cholesterol Prevalence

**“Have you ever been told by a doctor, nurse or other health care professional that you had high blood pressure?”**

**“Blood cholesterol is a fatty substance found in the blood. Have you ever been told by a doctor, nurse, or other health care professional that your blood cholesterol is high?”**

### Prevalence of High Blood Pressure Healthy People 2020 Target = 26.9% or Lower

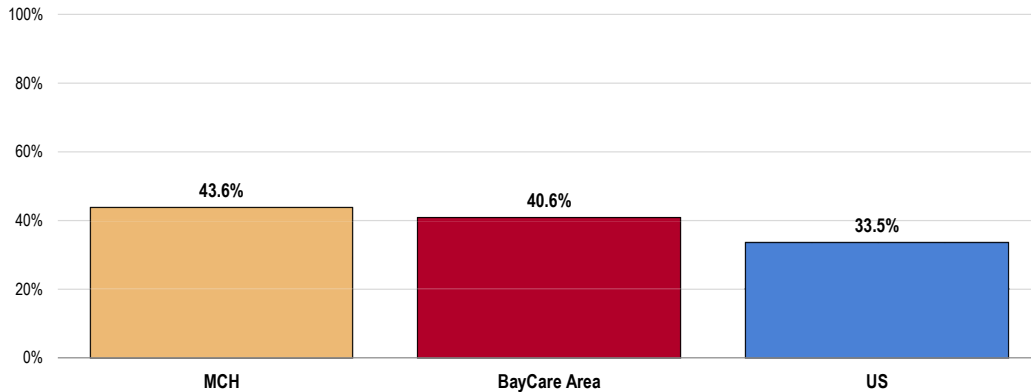


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 43, 147]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.

2015 PRC National Health Survey, Professional Research Consultants, Inc.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective HDS-5.1]  
Notes: Asked of all respondents.

## Prevalence of High Blood Cholesterol

Healthy People 2020 Target = 13.5% or Lower



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 46, 148]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective HDS-7]

Notes: Asked of all respondents.

### About Cardiovascular Risk

Individual level risk factors which put people at increased risk for cardiovascular diseases include:

- High Blood Pressure
- High Blood Cholesterol
- Tobacco Use
- Physical Inactivity
- Poor Nutrition
- Overweight/Obesity
- Diabetes
- National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

Three health-related behaviors contribute markedly to cardiovascular disease:

**Poor nutrition.** People who are overweight have a higher risk for cardiovascular disease. Almost 60% of adults are overweight or obese. To maintain a proper body weight, experts recommend a well-balanced diet which is low in fat and high in fiber, accompanied by regular exercise.

**Lack of physical activity.** People who are not physically active have twice the risk for heart disease of those who are active. More than half of adults do not achieve recommended levels of physical activity.

**Tobacco use.** Smokers have twice the risk for heart attack of nonsmokers. Nearly one-fifth of all deaths from cardiovascular disease, or about 190,000 deaths a year nationally, are smoking-related. Every day, more than 3,000 young people become daily smokers in the US

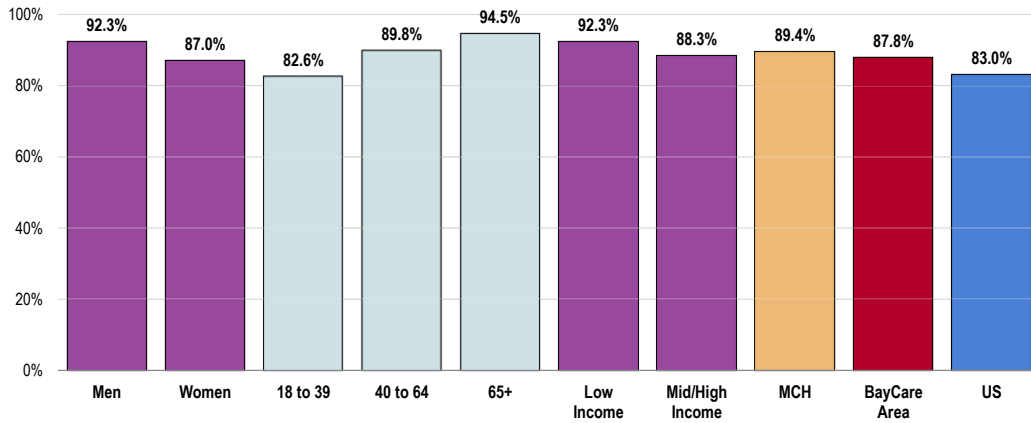
Modifying these behaviors is critical both for preventing and for controlling cardiovascular disease. Other steps that adults who have cardiovascular disease should take to reduce their risk of death and disability include adhering to treatment for high blood pressure and cholesterol, using aspirin as appropriate, and learning the symptoms of heart attack and stroke.

- National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

### Total Cardiovascular Risk

The following chart reflects the percentage of adults in the MCH Service Area who report one or more of the following: being overweight; smoking cigarettes; being physically inactive; or having high blood pressure or cholesterol. See also *Nutrition, Physical Activity & Weight* and *Tobacco Use* in the Modifiable Health Risk section of this report.

**Present One or More Cardiovascular Risks or Behaviors**  
(MCH Service Area, 2016)

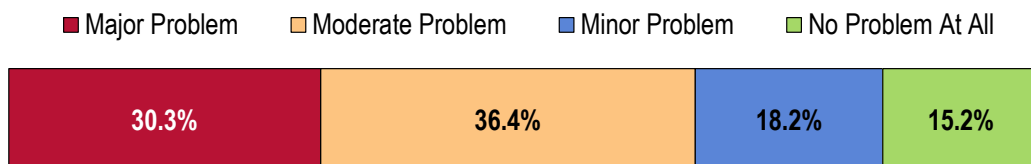


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 149]  
 Notes: Asked of all respondents.  
 Cardiovascular risk is defined as exhibiting one or more of the following: 1) no leisure-time physical activity; 2) regular/occasional cigarette smoking; 3) hypertension; 4) high blood cholesterol; and/or 5) being overweight/obese.  
 Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

### Key Informant Input: Heart Disease & Stroke

The following chart outlines key informants' perceptions of the severity of *Heart Disease & Stroke* as a problem in the community:

**Perceptions of Heart Disease and Stroke as a Problem in the Community**  
(Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
 Notes: Asked of all respondents.

## Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

### Prevalence/Incidence

*Probably the two most prevalent diseases in America. – Community Leader*

*Highly prevalent but limited prevention efforts. We have great resources to treat and minimal efforts at impactful prevention. – Physician (Hillsborough, Pasco, & Pinellas Counties)*

*With the increase in diabetes and the increase in obesity, as well as hyperlipidemia, has been there. I have seen a lot of patients with coronary artery disease and stroke. – Physician*

### Leading Cause of Death

*Heart disease in the number killer of Pinellas County residents. – Public Health Representative*

*Many people are having heart attacks and strokes and are dying. – Community Leader*

*Heart disease and stroke are leading causes of death in Pinellas County. – Social Services Provider*

## Cancer

### About Cancer

Continued advances in cancer research, detection, and treatment have resulted in a decline in both incidence and death rates for all cancers. Among people who develop cancer, more than half will be alive in five years. Yet, cancer remains a leading cause of death in the United States, second only to heart disease.

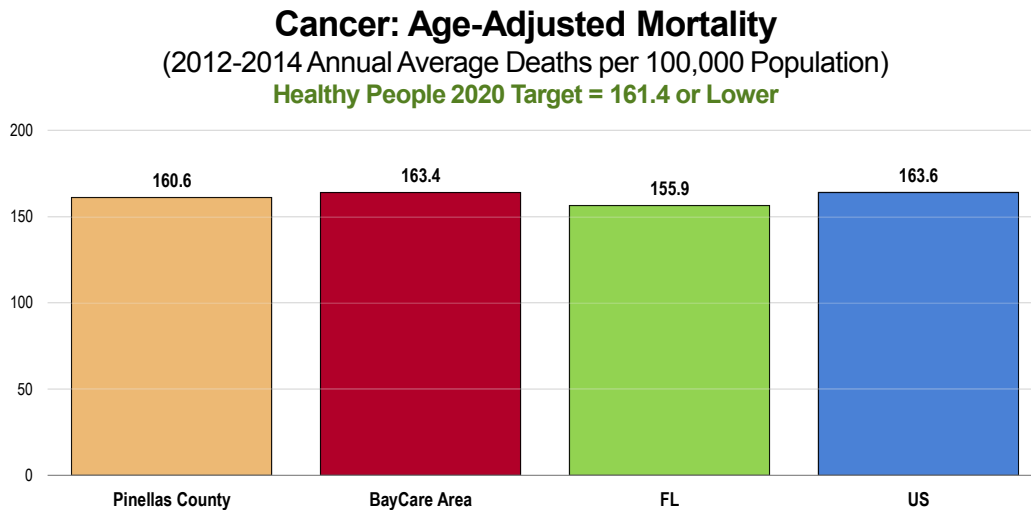
Many cancers are preventable by reducing risk factors such as: use of tobacco products; physical inactivity and poor nutrition; obesity; and ultraviolet light exposure. Other cancers can be prevented by getting vaccinated against human papillomavirus and hepatitis B virus. In the past decade, overweight and obesity have emerged as new risk factors for developing certain cancers, including colorectal, breast, uterine corpus (endometrial), and kidney cancers. The impact of the current weight trends on cancer incidence will not be fully known for several decades. Continued focus on preventing weight gain will lead to lower rates of cancer and many chronic diseases.

Screening is effective in identifying some types of cancers (see US Preventive Services Task Force [USPSTF] recommendations), including:

- Breast cancer (using mammography)
- Cervical cancer (using Pap tests)
- Colorectal cancer (using fecal occult blood testing, sigmoidoscopy, or colonoscopy)
- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Age-Adjusted Cancer Deaths

The following chart illustrates age-adjusted cancer mortality (all types) in the county.



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective C-1]  
Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

Lung cancer is by far the leading cause of cancer deaths in the area. Other leading sites include prostate cancer among men, breast cancer among women, and colorectal cancer (both genders).

**Age-Adjusted Cancer Death Rates by Site**  
(2012-2014 Annual Average Deaths per 100,000 Population)

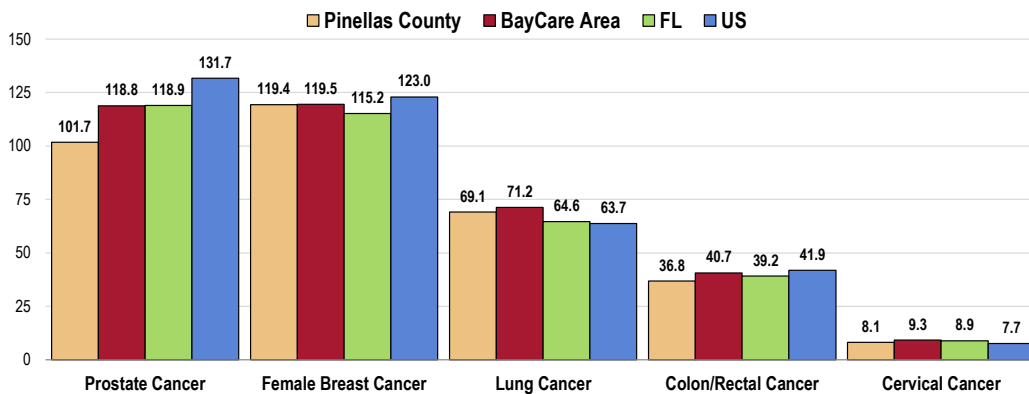
	Pinellas County	BayCare Area	Florida	US	HP2020
ALL CANCERS	160.6	163.4	155.9	163.6	161.4
Lung Cancer	49.3	48.6	42.7	43.4	45.5
Female Breast Cancer	20.1	20.4	19.9	20.9	20.7
Prostate Cancer	14.7	15.7	17.2	19.2	21.8
Colorectal Cancer	12.6	13.6	13.6	14.6	14.5

Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov>

**Cancer Incidence**

Incidence rates (or case rates) reflect the number of newly diagnosed cases in a given population in a given year, regardless of outcome. They are usually expressed as cases per 100,000 population per year. Here, these rates are also age-adjusted.

**Cancer Incidence Rates by Site**  
(Annual Average Age-Adjusted Incidence per 100,000 Population, 2008-2012)



Sources: State Cancer Profiles. Retrieved May 2016 from Community Commons at <http://www.chna.org>.  
Notes: This indicator reports the age adjusted incidence rate (cases per 100,000 population per year) of cancers, adjusted to 2000 US standard population age groups (under age 1, 1-4, 5-9, ..., 80-84, 85 and older). This indicator is relevant because cancer is a leading cause of death and it is important to identify cancers separately to better target interventions.



## Cancer Risk

### About Cancer Risk

Reducing the nation's cancer burden requires reducing the prevalence of behavioral and environmental factors that increase cancer risk.

- All cancers caused by cigarette smoking could be prevented. At least one-third of cancer deaths that occur in the United States are due to cigarette smoking.
- According to the American Cancer Society, about one-third of cancer deaths that occur in the United States each year are due to nutrition and physical activity factors, including obesity.
- National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

### Cancer Screenings

The American Cancer Society recommends that both men and women get a cancer-related checkup during a regular doctor's checkup. It should include examination for cancers of the thyroid, testicles, ovaries, lymph nodes, oral cavity, and skin, as well as health counseling about tobacco, sun exposure, diet and nutrition, risk factors, sexual practices, and environmental and occupational exposures.

Screening levels in the community were measured in the PRC Community Health Survey relative to: female breast cancer (mammography); cervical cancer (Pap smear testing); and colorectal cancer (sigmoidoscopy and fecal occult blood testing).

## Female Breast Cancer Screening

### About Screening for Breast Cancer

The US Preventive Services Task Force (USPSTF) recommends screening mammography, with or without clinical breast examination (CBE), every 1-2 years for women age 40 and older.

Rationale: The USPSTF found fair evidence that mammography screening every 12-33 months significantly reduces mortality from breast cancer. Evidence is strongest for women age 50-69, the age group generally included in screening trials. For women age 40-49, the evidence that screening mammography reduces mortality from breast cancer is weaker, and the absolute benefit of mammography is smaller, than it is for older women. Most, but not all, studies indicate a mortality benefit for women undergoing mammography at ages 40-49, but the delay in observed benefit in women younger than 50 makes it difficult to determine the incremental benefit of beginning screening at age 40 rather than at age 50.

The absolute benefit is smaller because the incidence of breast cancer is lower among women in their 40s than it is among older women. The USPSTF concluded that the evidence is also generalizable to women age 70 and older (who face a higher absolute risk for breast cancer) if their life expectancy is not compromised by comorbid disease. The absolute probability of benefits of regular mammography increase along a continuum with age, whereas the likelihood of harms from screening (false-positive results and unnecessary anxiety, biopsies, and cost) diminish from ages 40-70. The balance of benefits and potential harms, therefore, grows more favorable as women age. The precise age at which the potential benefits of mammography justify the possible harms is a subjective choice. The USPSTF did not find sufficient evidence to specify the optimal screening interval for women age 40-49.

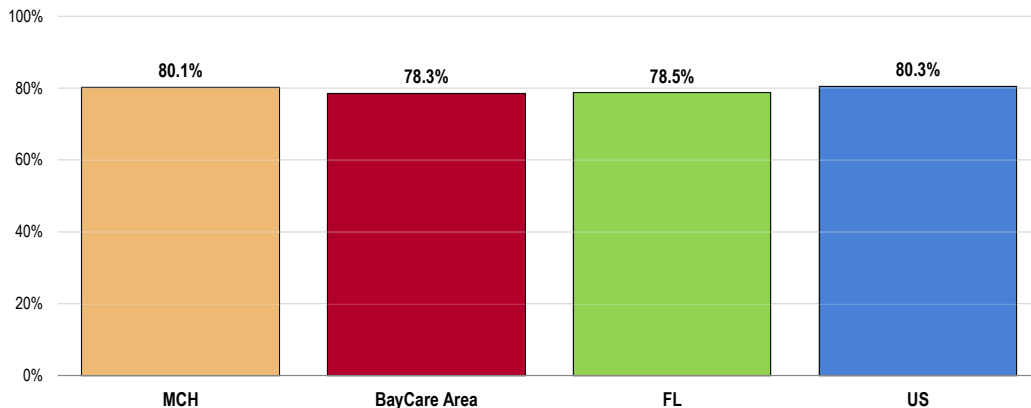
- US Preventive Services Task Force, Agency for Healthcare Research and Quality, US Department of Health & Human Services

Note that other organizations (e.g., American Cancer Society, American Academy of Family Physicians, American College of Physicians, National Cancer Institute) may have slightly different screening guidelines.

**Breast Cancer Screening:** “A mammogram is an x-ray of each breast to look for cancer. How long has it been since you had your last mammogram?” (Calculated below among women age 50 to 74 indicating screening within the past 2 years.)

### Have Had a Mammogram in the Past Two Years (Among Women Age 50-74)

Healthy People 2020 Target = 81.1% or Higher



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 151]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective C-17]

Notes: Reflects female respondents 50-74.

## Cervical Cancer Screenings

### About Screening for Cervical Cancer

The US Preventive Services Task Force (USPSTF) strongly recommends screening for cervical cancer in women who have been sexually active and have a cervix.

Rationale: The USPSTF found good evidence from multiple observational studies that screening with cervical cytology (Pap smears) reduces incidence of and mortality from cervical cancer. Direct evidence to determine the optimal starting and stopping age and interval for screening is limited. Indirect evidence suggests most of the benefit can be obtained by beginning screening within 3 years of onset of sexual activity or age 21 (whichever comes first) and screening at least every 3 years. The USPSTF concludes that the benefits of screening substantially outweigh potential harms.

The USPSTF recommends against routinely screening women older than age 65 for cervical cancer if they have had adequate recent screening with normal Pap smears and are not otherwise at high risk for cervical cancer.

Rationale: The USPSTF found limited evidence to determine the benefits of continued screening in women older than 65. The yield of screening is low in previously screened women older than 65 due to the declining incidence of high-grade cervical lesions after middle age. There is fair evidence that screening women older than 65 is associated with an increased risk for potential harms, including false-positive results and invasive procedures. The USPSTF concludes that the potential harms of screening are likely to exceed benefits among older women who have had normal results previously and who are not otherwise at high risk for cervical cancer.

Rationale: The USPSTF found fair evidence that the yield of cytologic screening is very low in women after hysterectomy and poor evidence that screening to detect vaginal cancer improves health outcomes. The USPSTF concludes that potential harms of continued screening after hysterectomy are likely to exceed benefits.

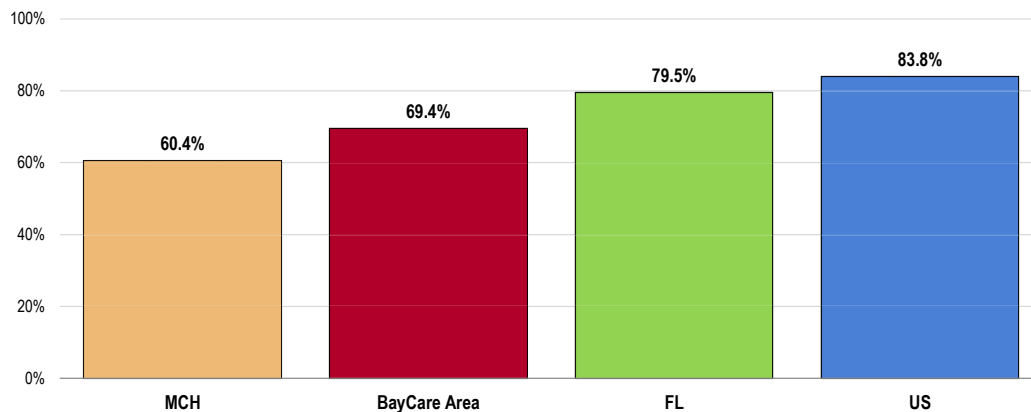
- US Preventive Services Task Force, Agency for Healthcare Research and Quality, US Department of Health & Human Services

Note that other organizations (e.g., American Cancer Society, American Academy of Family Physicians, American College of Physicians, National Cancer Institute) may have slightly different screening guidelines.

**Cervical Cancer Screening: “A Pap test is a test for cancer of the cervix. How long has it been since you had your last Pap test?”** (Calculated below among women age 21 to 65 indicating screening within the past 3 years.)

### Have Had a Pap Smear in the Past Three Years (Among Women Age 21-65)

Healthy People 2020 Target = 93.0% or Higher



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 152]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective C-15]

Notes: Reflects female respondents age 21 to 65.

## Colorectal Cancer Screenings

### About Screening for Colorectal Cancer

The USPSTF recommends screening for colorectal cancer using fecal occult blood testing, sigmoidoscopy, or colonoscopy in adults, beginning at age 50 years and continuing until age 75 years.

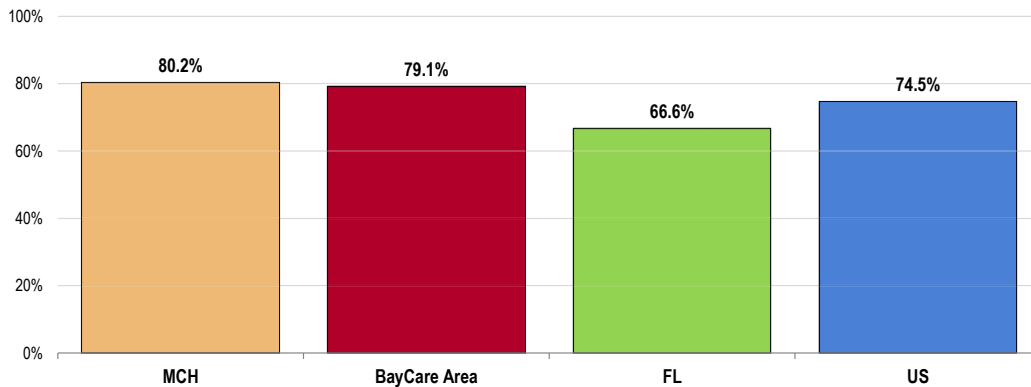
The evidence is convincing that screening for colorectal cancer with fecal occult blood testing, sigmoidoscopy, or colonoscopy detects early-stage cancer and adenomatous polyps. There is convincing evidence that screening with any of the three recommended tests (FOBT, sigmoidoscopy, colonoscopy) reduces colorectal cancer mortality in adults age 50 to 75 years. Follow-up of positive screening test results requires colonoscopy regardless of the screening test used.

- US Preventive Services Task Force, Agency for Healthcare Research and Quality, US Department of Health & Human Services

Note that other organizations (e.g., American Cancer Society, American Academy of Family Physicians, American College of Physicians, National Cancer Institute) may have slightly different screening guidelines.

**Colorectal Cancer Screening:** “Sigmoidoscopy and colonoscopy are exams in which a tube is inserted in the rectum to view the colon for signs of cancer or other health problems. How long has it been since your last sigmoidoscopy or colonoscopy?” and “A blood stool test is a test that may use a special kit at home to determine whether the stool contains blood. How long has it been since you had your last blood stool test?” (Calculated below among both genders age 50 to 75 indicating fecal occult blood testing within the past year and/or sigmoidoscopy/colonoscopy [lower endoscopy] within the past 10 years.)

### Have Had a Colorectal Cancer Screening (Among Adults Age 50-75) Healthy People 2020 Target = 70.5% or Higher



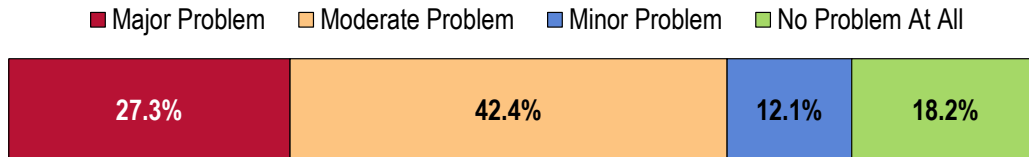
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 155]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective C-16]

Notes: Asked of all respondents age 50 through 75.  
In this case, the term “colorectal screening” refers to adults age 50-75 receiving a FOBT (fecal occult blood test) in the past year and/or a lower endoscopy (sigmoidoscopy/colonoscopy) in the past 10 years.

### Key Informant Input: Cancer

The following chart outlines key informants' perceptions of the severity of *Cancer* as a problem in the community:

#### Perceptions of Cancer as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

#### Prevalence/Incidence

- I have seen a lot of different patients with multiple types of cancers. These range anywhere from very treatable cancers to non-treatable. – Physician*
- The high number of people with cancer and the cost of treatment. – Community Leader*
- There appears to be an ever increasing number of cancer diagnosis in general. – Community Leader*
- Everybody you talk to either has or knows somebody with some form of cancer. – Social Services Provider*

#### Leading Cause of Death

- Cancer is the number two killer of Pinellas County residents. Need to address access to care regarding Oncology/Hematology. On the preventative end, will need access to appropriate cancer screening. – Public Health Representative*

#### Diagnosis/Treatment

- People are not heeding warning signs for earlier prevention/detection until later stages are noted. – Community Leader*

## Respiratory Disease

### About Asthma & COPD

Asthma and chronic obstructive pulmonary disease (COPD) are significant public health burdens. Specific methods of detection, intervention, and treatment exist that may reduce this burden and promote health.

Asthma is a chronic inflammatory disorder of the airways characterized by episodes of reversible breathing problems due to airway narrowing and obstruction. These episodes can range in severity from mild to life threatening. Symptoms of asthma include wheezing, coughing, chest tightness, and shortness of breath. Daily preventive treatment can prevent symptoms and attacks and enable individuals who have asthma to lead active lives.

COPD is a preventable and treatable disease characterized by airflow limitation that is not fully reversible. The airflow limitation is usually progressive and associated with an abnormal inflammatory response of the lung to noxious particles or gases (typically from exposure to cigarette smoke). Treatment can lessen symptoms and improve quality of life for those with COPD.

The burden of respiratory diseases affects individuals and their families, schools, workplaces, neighborhoods, cities, and states. Because of the cost to the healthcare system, the burden of respiratory diseases also falls on society; it is paid for with higher health insurance rates, lost productivity, and tax dollars. Annual healthcare expenditures for asthma alone are estimated at \$20.7 billion.

**Asthma.** The prevalence of asthma has increased since 1980. However, deaths from asthma have decreased since the mid-1990s. The causes of asthma are an active area of research and involve both genetic and environmental factors.

Risk factors for asthma currently being investigated include:

- Having a parent with asthma
- Sensitization to irritants and allergens
- Respiratory infections in childhood
- Overweight

Asthma affects people of every race, sex, and age. However, significant disparities in asthma morbidity and mortality exist, in particular for low-income and minority populations. Populations with higher rates of asthma include: children; women (among adults) and boys (among children); African Americans; Puerto Ricans; people living in the Northeast United States; people living below the Federal poverty level; and employees with certain exposures in the workplace.

While there is not a cure for asthma yet, there are diagnoses and treatment guidelines that are aimed at ensuring that all people with asthma live full and active lives.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

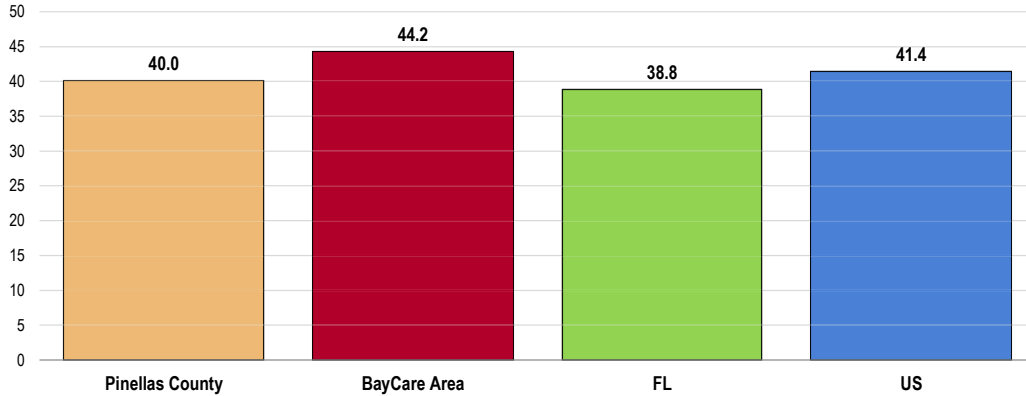
[NOTE: COPD was changed to chronic lower respiratory disease (CLRD) with the introduction of ICD-10 codes. CLRD is used in vital statistics reporting, but COPD is still widely used and commonly found in surveillance reports.]

### Age-Adjusted Respiratory Disease Deaths

Chronic lower respiratory diseases (CLRD) are diseases affecting the lungs; the most deadly of these is chronic obstructive pulmonary disease (COPD), which includes emphysema and chronic bronchitis.

Pneumonia and influenza mortality is also illustrated in the following charts.

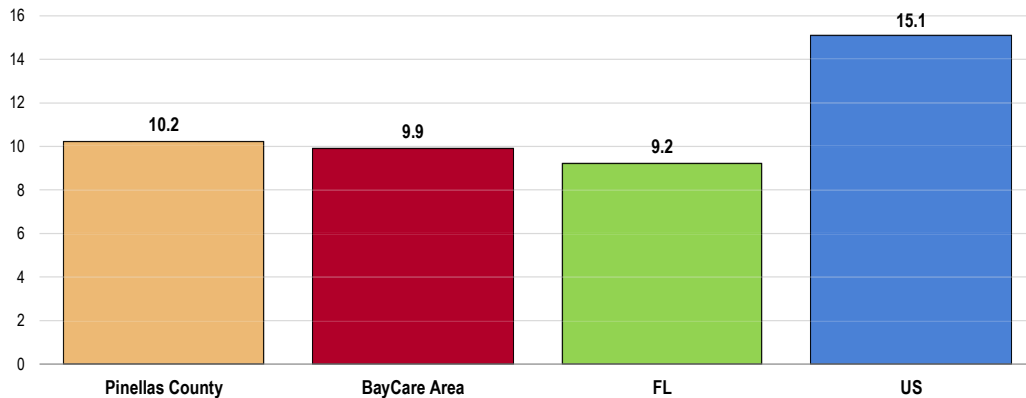
**CLRD: Age-Adjusted Mortality**  
(2012-2014 Annual Average Deaths per 100,000 Population)



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.

Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population. CLRD is chronic lower respiratory disease.

**Pneumonia/Influenza: Age-Adjusted Mortality**  
(2012-2014 Annual Average Deaths per 100,000 Population)



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.

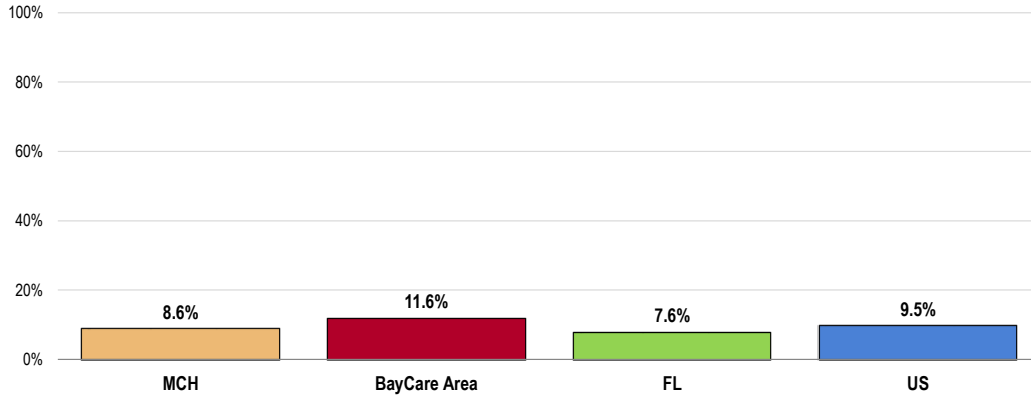
Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

## Prevalence of Respiratory Diseases

### COPD

“Would you please tell me if you have ever suffered from or been diagnosed with COPD or chronic obstructive pulmonary disease, including bronchitis or emphysema?”

### Prevalence of Chronic Obstructive Pulmonary Disease (COPD)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 24]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.

2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

Includes those having ever suffered from or been diagnosed with COPD or chronic obstructive pulmonary disease, including bronchitis or emphysema.

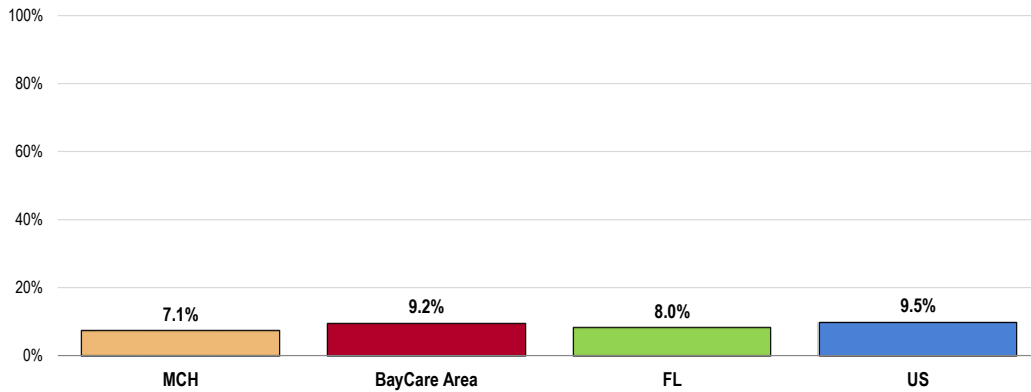


**Asthma**

**Adults:** *“Have you ever been told by a doctor, nurse, or other health professional that you had asthma?”* and *“Do you still have asthma?”* (Calculated below as a prevalence of all adults who have ever been diagnosed with asthma and who still have asthma [“current asthma”]).

**Children:** *“Has a doctor or other health professional ever told you that this child had asthma?”* and *“Does this child still have asthma?”* (Calculated below as a prevalence of all children who have ever been diagnosed with asthma and who still have asthma [“current asthma”]).

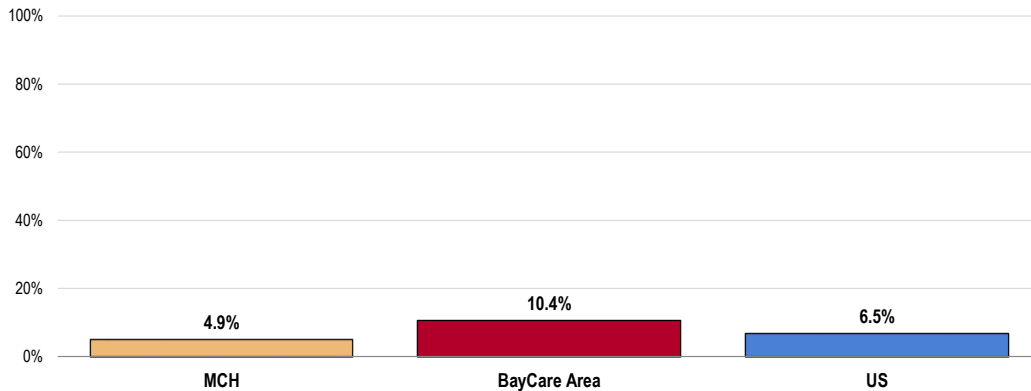
**Adult Asthma: Current Prevalence**



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 156]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.

Notes: Asked of all respondents.  
 Includes those who have ever been diagnosed with asthma, and who report that they still have asthma.

**Childhood Asthma: Current Prevalence**  
 (Among Parents of Children Age 0-17)



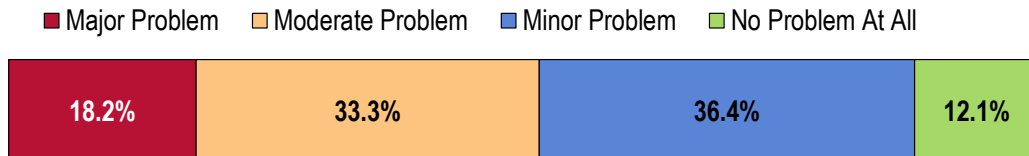
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 157]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents with children 0 to 17 in the household.  
 Includes children who have ever been diagnosed with asthma, and whom are reported to still have asthma.

### Key Informant Input: Respiratory Disease

The following chart outlines key informants' perceptions of the severity of *Respiratory Disease* as a problem in the community:

#### Perceptions of Respiratory Diseases as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

#### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

##### Aging Population

*Amongst the elderly community, this is prevalent due to smoking and work exposure. – Community Leader*  
*Aging population, high pollen count, and poor air quality on some days. Too many asthmatics do not correctly use medications- to save money, or lack of understanding. – Community Leader*

##### Leading Cause of Death

*Lower respiratory tract disease is number three cause of death in Pinellas and in Florida. Many lung diseases are attributable to tobacco usage. 20% of adults in Pinellas smokes tobacco. – Public Health Representative*

##### Prevalence/Incidence

*I have been hearing about higher incidences of asthma. – Public Health Representative*

## Injury & Violence

### About Injury & Violence

Injuries and violence are widespread in society. Both unintentional injuries and those caused by acts of violence are among the top 15 killers for Americans of all ages. Many people accept them as “accidents,” “acts of fate,” or as “part of life.” However, most events resulting in injury, disability, or death are predictable and preventable.

Injuries are the leading cause of death for Americans ages 1 to 44, and a leading cause of disability for all ages, regardless of sex, race/ethnicity, or socioeconomic status. More than 180,000 people die from injuries each year, and approximately 1 in 10 sustains a nonfatal injury serious enough to be treated in a hospital emergency department.

Beyond their immediate health consequences, injuries and violence have a significant impact on the well-being of Americans by contributing to:

- Premature death
- Disability
- Poor mental health
- High medical costs
- Lost productivity

The effects of injuries and violence extend beyond the injured person or victim of violence to family members, friends, coworkers, employers, and communities.

Numerous factors can affect the risk of unintentional injury and violence, including individual behaviors, physical environment, access to health services (ranging from pre-hospital and acute care to rehabilitation), and social environment (from parental monitoring and supervision of youth to peer group associations, neighborhoods, and communities).

Interventions addressing these social and physical factors have the potential to prevent unintentional injuries and violence. Efforts to prevent unintentional injury may focus on:

- Modifications of the environment
- Improvements in product safety
- Legislation and enforcement
- Education and behavior change
- Technology and engineering

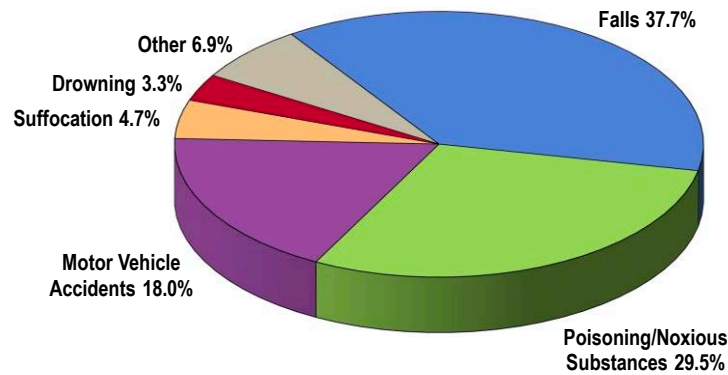
Efforts to prevent violence may focus on:

- Changing social norms about the acceptability of violence
- Improving problem-solving skills (for example, parenting, conflict resolution, coping)
- Changing policies to address the social and economic conditions that often give rise to violence
- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Leading Causes of Accidental Death

Leading causes of accidental death in the county include the following:

**Leading Causes of Accidental Death**  
(Pinellas County, 2012-2014)



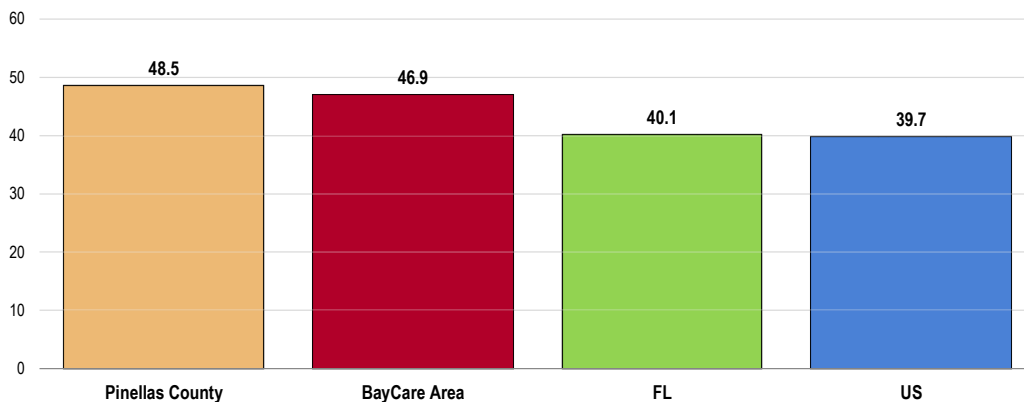
Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10).

### Unintentional Injury

#### Age-Adjusted Unintentional Injury Deaths

The following chart outlines age-adjusted mortality rates for unintentional injury in the area.

**Unintentional Injuries: Age-Adjusted Mortality**  
(2012-2014 Annual Average Deaths per 100,000 Population)  
**Healthy People 2020 Target = 36.4 or Lower**

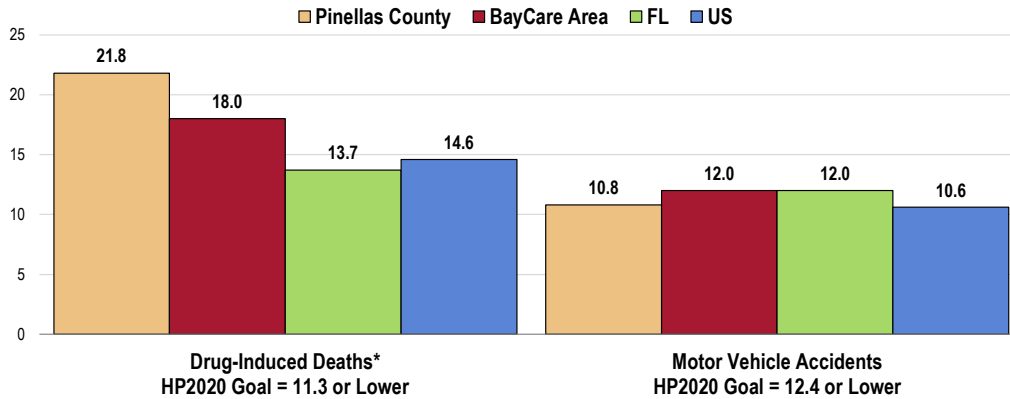


Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective IVP-11]  
Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

### Age-Adjusted Deaths for Selected Injury-Related Causes

The following chart shows age-adjusted mortality rates for drug-induced deaths and motor vehicle crash deaths.

**Select Injury Death Rates**  
(By Cause of Death; Annual Average Deaths per 100,000 Population)



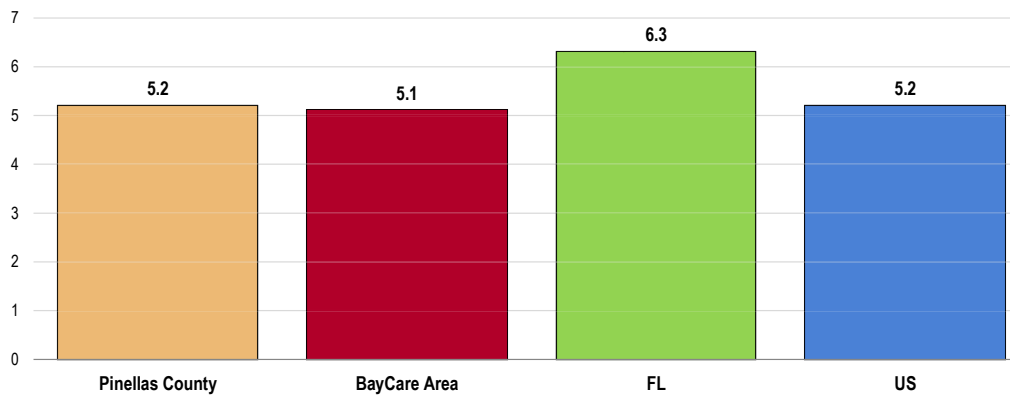
Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective IVP-13.1, IVP-23.2, SA-12]  
Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.  
\*Drug-induced deaths include both intentional and unintentional drug overdoses.

### Intentional Injury (Violence)

#### Homicide

Age-adjusted mortality attributed to homicide is shown below.

**Homicide: Age-Adjusted Mortality**  
(2012-2014 Annual Average Deaths per 100,000 Population)  
Healthy People 2020 Target = 5.5 or Lower

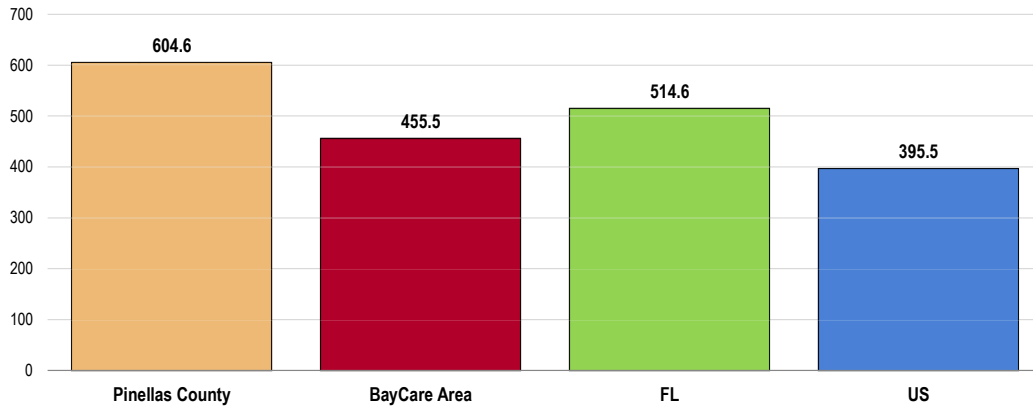


Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective IVP-29]  
Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

### Violent Crime

Violent crime is composed of four offenses (FBI Index offenses): murder and non-negligent manslaughter; forcible rape; robbery; and aggravated assault. Note that the quality of crime data can vary widely from location to location, depending on the consistency and completeness of reporting among various jurisdictions.

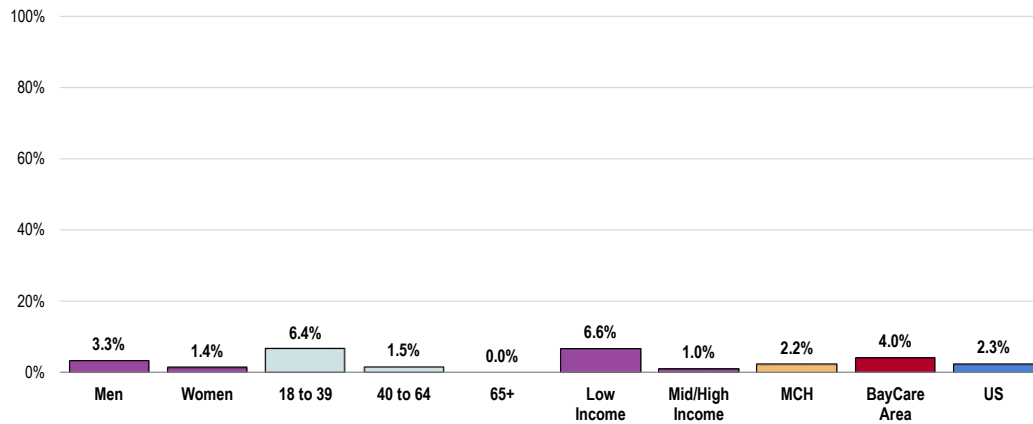
**Violent Crime**  
(Rate per 100,000 Population, 2010-2012)



Sources: Federal Bureau of Investigation, FBI Uniform Crime Reports. Retrieved May 2016 from Community Commons at <http://www.chna.org>.  
 Notes: This indicator reports the rate of violent crime offenses reported by the sheriff's office or county police department per 100,000 residents. Violent crime includes homicide, rape, robbery, and aggravated assault. This indicator is relevant because it assesses community safety. Participation by law enforcement agencies in the UCR program is voluntary. Sub-state data do not necessarily represent an exhaustive list of crimes due to gaps in reporting. Also, some institutions of higher education have their own police departments, which handle offenses occurring within campus grounds; these offenses are not included in the violent crime statistics, but can be obtained from the Uniform Crime Reports Universities and Colleges data tables.

### Violent Crime Experience: "Have you been the victim of a violent crime in your area in the past 5 years?"

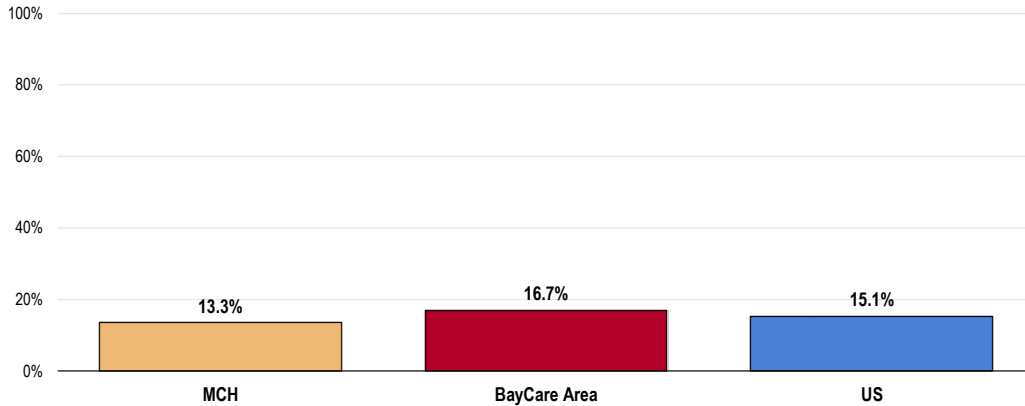
**Victim of a Violent Crime in the Past Five Years**  
(MCH Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 49]  
 Notes: Asked of all respondents.

**Intimate Partner Violence:** “The next questions are about different types of violence in relationships with an intimate partner. By an intimate partner, I mean any current or former spouse, boyfriend, or girlfriend. Someone you were dating, or romantically or sexually intimate with, would also be considered an intimate partner. Has an intimate partner ever hit, slapped, pushed, kicked, or hurt you in any way?”

### Have Ever Been Hit, Slapped, Pushed, Kicked, or Hurt in Any Way by an Intimate Partner

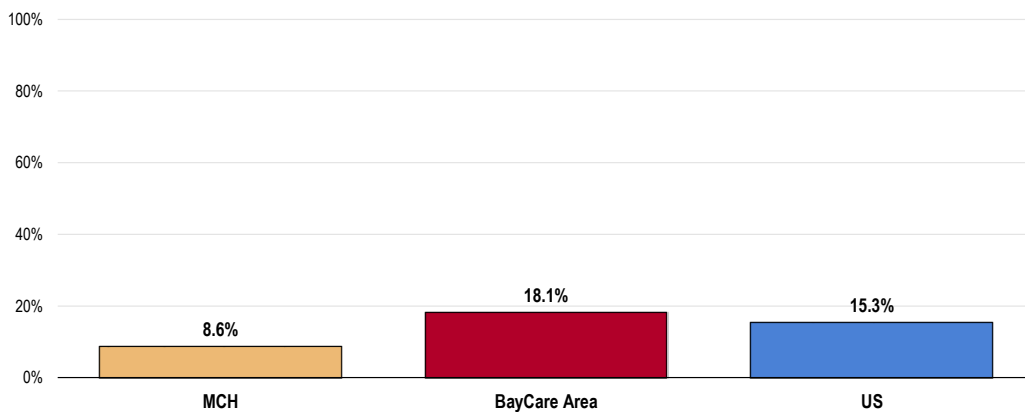


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 50]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Neighborhood Safety

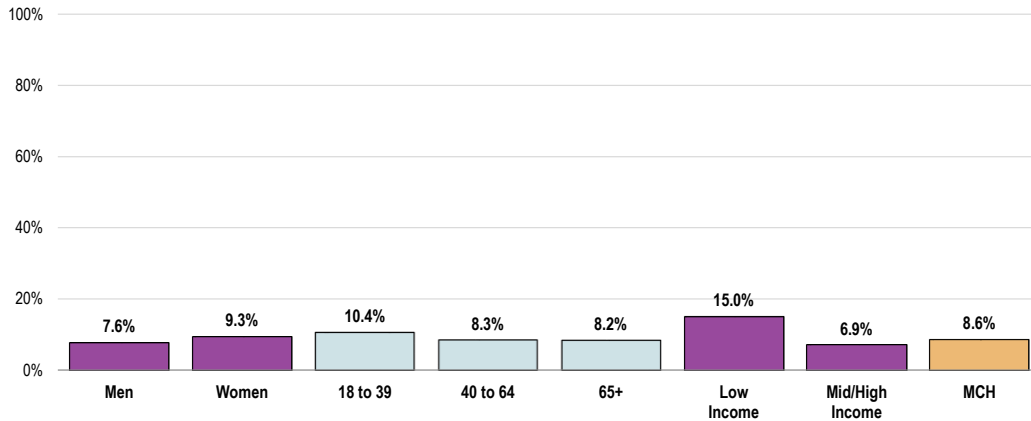
“How safe from crime do you consider your neighborhood to be? Would you say: extremely safe, quite safe, slightly safe, or not at all safe?”

### Perceive Own Neighborhood as “Slightly” or “Not At All” Safe



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 48]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Perceive Own Neighborhood as “Slightly” or “Not At All” Safe (MCH Service Area, 2016)

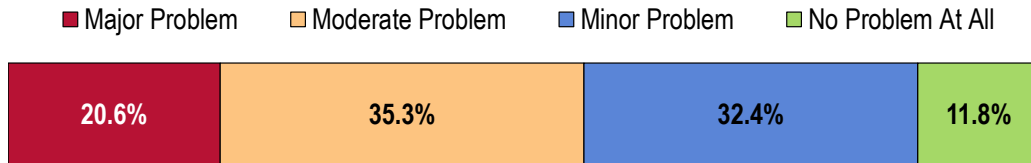


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 48]  
Notes: Asked of all respondents.

### Key Informant Input: Injury & Violence

The following chart outlines key informants’ perceptions of the severity of *Injury & Violence* as a problem in the community:

### Perceptions of Injury and Violence as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

#### Prevalence/Incidence

*Violent crime rates. In addition, we know that violence affects health in other ways and prevents people from being active outdoors and increases stress. – Public Health Representative*

*It’s all over the news on a daily basis. – Social Services Provider*

*One of the reasons US scores low on life expectancy tables compared to other industrialized nations. – Physician*

*Injury and violence remains a top cause of mortality and morbidity within the pediatric population. – Public Health Representative*

#### Anger Issues

*People have anger issues and don’t know how to handle them and are resorting to violence, homicides, and/or suicides. – Community Leader*



### **Bicycle and Pedestrian Safety**

*Pedestrian and bicycle safety. As the most densely populated county in Florida, we have very high rate of pedestrian, bicycle and vehicles crash. Too few school nurses. Rate is about 1:2500 students. Medically needy students are not supported. – Community Leader*

### **Gun Violence**

*Gun violence in St. Petersburg and other communities. – Community Leader*

### **Suicide**

*We have a very high suicide rate. – Physician (Hillsborough, Pasco, & Pinellas Counties)*

## Diabetes

### About Diabetes

Diabetes mellitus occurs when the body cannot produce or respond appropriately to insulin. Insulin is a hormone that the body needs to absorb and use glucose (sugar) as fuel for the body's cells. Without a properly functioning insulin signaling system, blood glucose levels become elevated and other metabolic abnormalities occur, leading to the development of serious, disabling complications. Many forms of diabetes exist; the three common types are Type 1, Type 2, and gestational diabetes. Effective therapy can prevent or delay diabetic complications.

Diabetes mellitus:

- Lowers life expectancy by up to 15 years.
- Increases the risk of heart disease by 2 to 4 times.
- Is the leading cause of kidney failure, lower limb amputations, and adult-onset blindness.

The rate of diabetes mellitus continues to increase both in the United States and throughout the world. Due to the steady rise in the number of persons with diabetes mellitus, and possibly earlier onset of type 2 diabetes mellitus, there is growing concern about the possibility that the increase in the number of persons with diabetes mellitus and the complexity of their care might overwhelm existing healthcare systems.

People from minority populations are more frequently affected by type 2 diabetes. Minority groups constitute 25% of all adult patients with diabetes in the US and represent the majority of children and adolescents with type 2 diabetes.

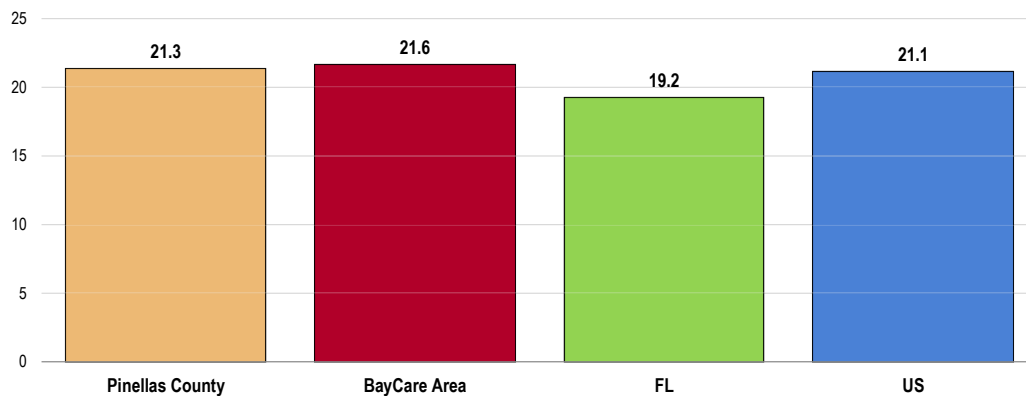
Lifestyle change has been proven effective in preventing or delaying the onset of type 2 diabetes in high-risk individuals.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Age-Adjusted Diabetes Deaths

Age-adjusted diabetes mortality for the area is shown in the following chart.

**Diabetes: Age-Adjusted Mortality**  
(2012-2014 Annual Average Deaths per 100,000 Population)  
**Healthy People 2020 Target = 20.5 or Lower (Adjusted)**



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.

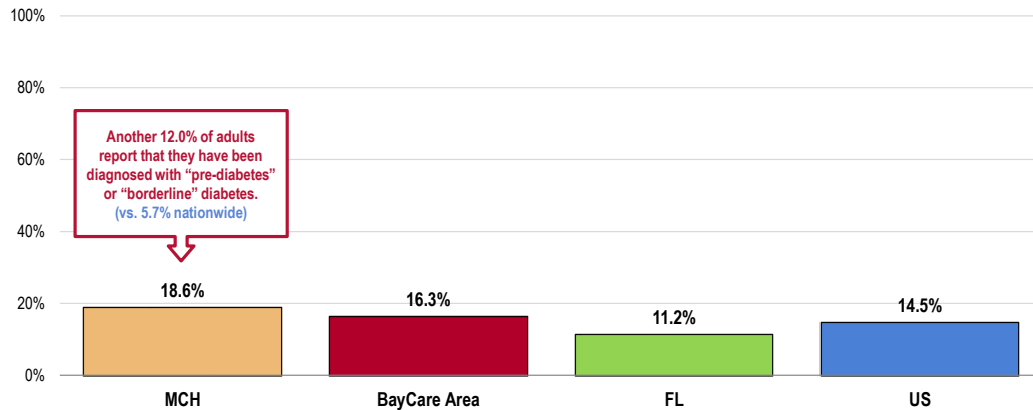
Notes: US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective D-3]  
Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.  
The Healthy People 2020 target for Diabetes is adjusted to account for only diabetes mellitus coded deaths.

### Prevalence of Diabetes

“Have you ever been told by a doctor that you have diabetes? (If female, add: not counting diabetes only occurring during pregnancy?)”

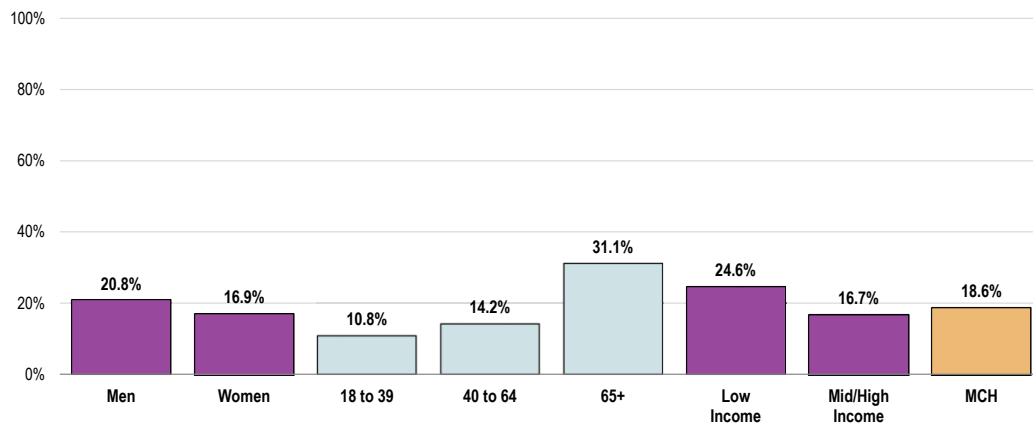
“Have you ever been told by a doctor or other health professional that you have pre-diabetes or borderline diabetes? (If female, add: other than during pregnancy?)”

### Prevalence of Diabetes



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 158]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
 Notes: Asked of all respondents.

### Prevalence of Diabetes (MCH Service Area, 2016)

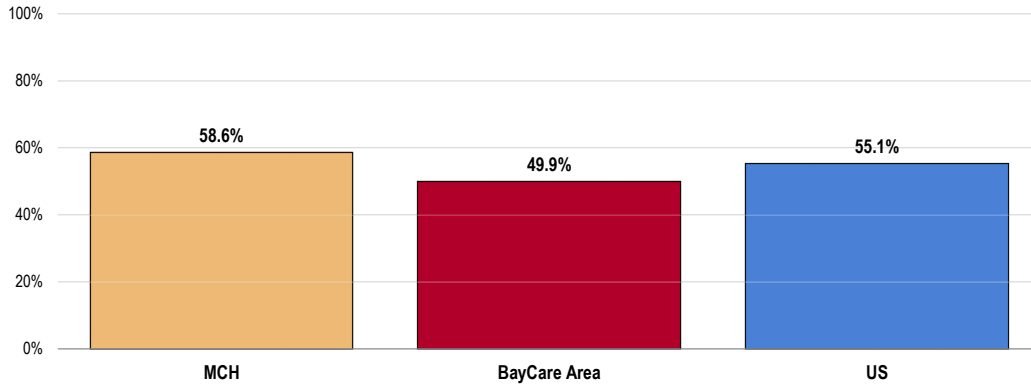


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 158]  
 Notes: Asked of all respondents.  
 Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.  
 Excludes gestational diabetes (occurring only during pregnancy).

**Diabetes Testing**

“Have you had a test for high blood sugar or diabetes within the past three years?”

**Have Had Blood Sugar Tested in the Past Three Years**  
(Among Nondiabetics)

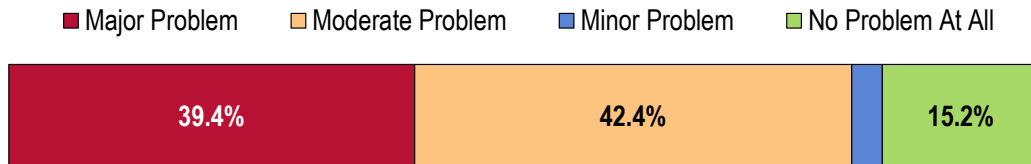


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 39]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Notes: Asked of respondents who have not been diagnosed with diabetes.

**Key Informant Input: Diabetes**

The following chart outlines key informants’ perceptions of the severity of *Diabetes* as a problem in the community:

**Perceptions of Diabetes as a Problem in the Community**  
(Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

## Challenges

Among those rating diabetes as a “major problem,” the biggest challenges for people with diabetes are seen as:

### Health Education

*Education about diabetes management, as well as preventative steps. – Public Health Representative*

*Relentless promotion of moderate intake of healthy fats, animal protein, and dairy as core components of the American diet, despite significant scientific research showing the health benefits of plant-based eating. – Social Services Provider*

*Not understanding the condition, management of condition, access to supplies. – Community Leader*

*I think the real issue is the opportunity we have as a community to prevent diabetes. – Social Services Provider*

### Contributing Factors

*Due to the amount of obesity in the United States, I been seeing a lot of patients with Type II diabetes. – Physician*

*Poor income, poor diets, lots of elderly folks, and obesity is increasing. – Social Services Provider*

*Late care for problems associated with Diabetes. Not properly caring for themselves. Growing obesity at an alarming rate, especially for young children. – Community Leader*

### Weight Loss

*Weight loss and prevention. Perhaps more programs to support accountability of patients in terms of diet, exercise. – Social Services Provider*

*Losing weight. Lack of understanding and in some cases info about which foods are healthy and how to prepare. – Social Services Provider*

## Alzheimer’s Disease

### About Dementia

Dementia is the loss of cognitive functioning—thinking, remembering, and reasoning—to such an extent that it interferes with a person’s daily life. Dementia is not a disease itself, but rather a set of symptoms. Memory loss is a common symptom of dementia, although memory loss by itself does not mean a person has dementia. Alzheimer’s disease is the most common cause of dementia, accounting for the majority of all diagnosed cases.

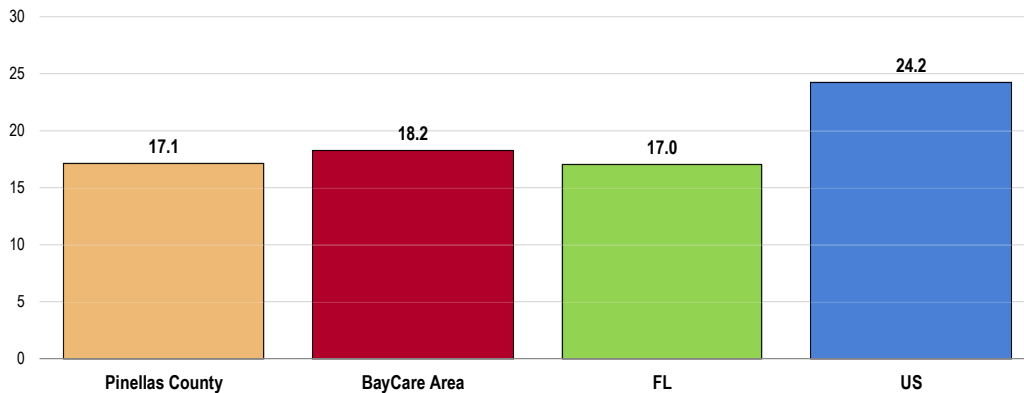
Alzheimer’s disease is the 6th leading cause of death among adults age 18 years and older. Estimates vary, but experts suggest that up to 5.1 million Americans age 65 years and older have Alzheimer’s disease. These numbers are predicted to more than double by 2050 unless more effective ways to treat and prevent Alzheimer’s disease are found.

- Healthy People 2020 (www.healthypeople.gov)

### Age-Adjusted Alzheimer’s Disease Deaths

Age-adjusted Alzheimer’s disease mortality is outlined below.

**Alzheimer's Disease: Age-Adjusted Mortality**  
(2012-2014 Annual Average Deaths per 100,000 Population)



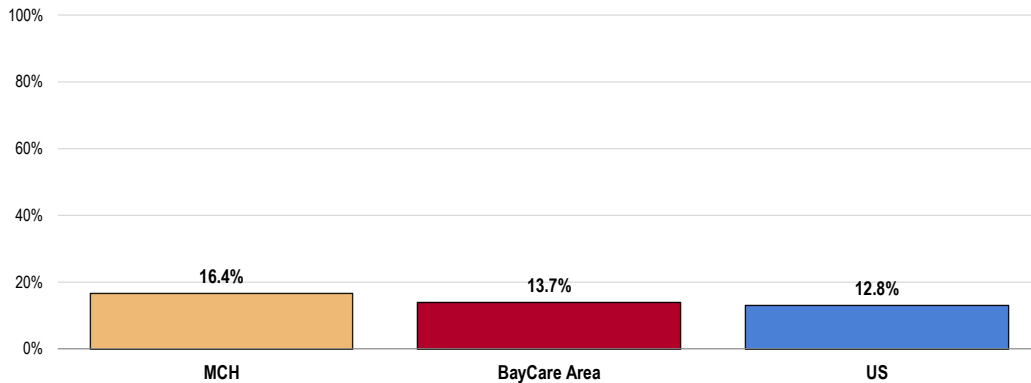
Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.

Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

### Confusion & Memory Loss

**Adults Age 45 and Older:** “During the past 12 months, have you experienced confusion or memory loss that is happening more often or getting worse?”

#### Experienced Increasing Confusion/Memory Loss in Past Year (Among Respondents Age 45 and Older)

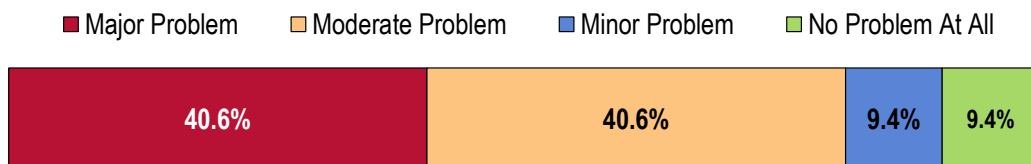


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 127]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Notes: Asked of those respondents age 45 and older.

### Key Informant Input: Dementias, Including Alzheimer’s Disease

The following chart outlines key informants’ perceptions of the severity of *Dementias, Including Alzheimer’s Disease* as a problem in the community:

#### Perceptions of Dementia/Alzheimer’s Disease as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

## Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

### Aging Population

*Due to the aging population, more residents will suffer. – Community Leader*

*The condition is common in the elderly population. Alzheimer's disease is complicated by other co-morbid conditions. – Public Health Representative*

*We have an aging population and limited access to best practices. – Physician (Hillsborough, Pasco, & Pinellas Counties)*

*This is Florida. People come here to retire, therefore we have many elderly folks. – Social Services Provider*

### Prevalence/Incidence

*Increasing memory loss of people. Aging population of the community. – Community Leader*

*Have a lot of patients in the practice with cognitive impairments and dementia. – Physician*

### Affordable Care/Services

*As people advance, there is limited affordable support in terms of in-home care or day programs versus assisted living/nursing facilities. There are also limited treatments to slow advancement. – Social Services Provider*

### Access to Care/Services

*Byrd center at USF is ideal. Would like that here. Our memory center is lacking in many ways. – Physician*



## Kidney Disease

### About Chronic Kidney Disease

Chronic kidney disease and end-stage renal disease are significant public health problems in the United States and a major source of suffering and poor quality of life for those afflicted. They are responsible for premature death and exact a high economic price from both the private and public sectors. Nearly 25% of the Medicare budget is used to treat people with chronic kidney disease and end-stage renal disease.

Genetic determinants have a large influence on the development and progression of chronic kidney disease. It is not possible to alter a person's biology and genetic determinants; however, environmental influences and individual behaviors also have a significant influence on the development and progression of chronic kidney disease. As a result, some populations are disproportionately affected. Successful behavior modification is expected to have a positive influence on the disease.

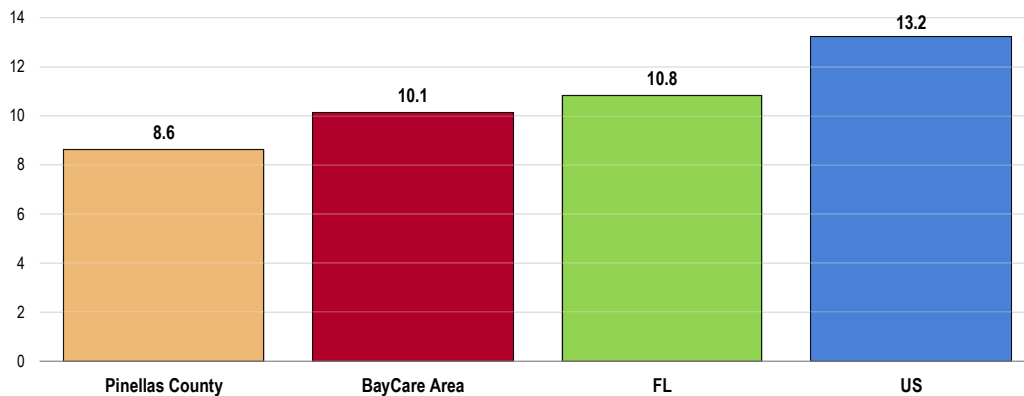
Diabetes is the most common cause of kidney failure. The results of the Diabetes Prevention Program (DPP) funded by the national Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) show that moderate exercise, a healthier diet, and weight reduction can prevent development of type 2 diabetes in persons at risk.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Age-Adjusted Kidney Disease Deaths

Age-adjusted kidney disease mortality is described in the following charts.

**Kidney Disease: Age-Adjusted Mortality**  
(2012-2014 Annual Average Deaths per 100,000 Population)

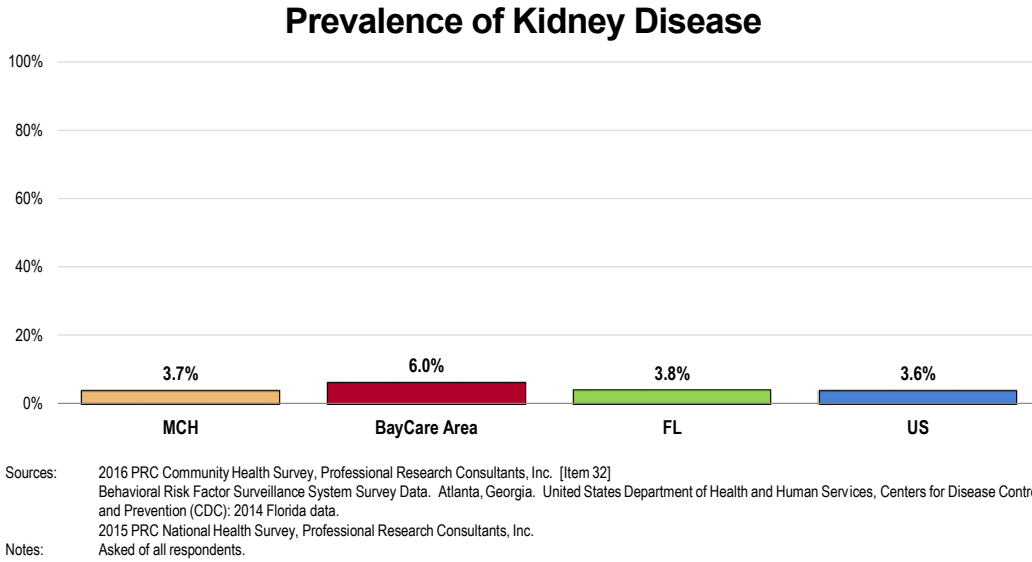


Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.

Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

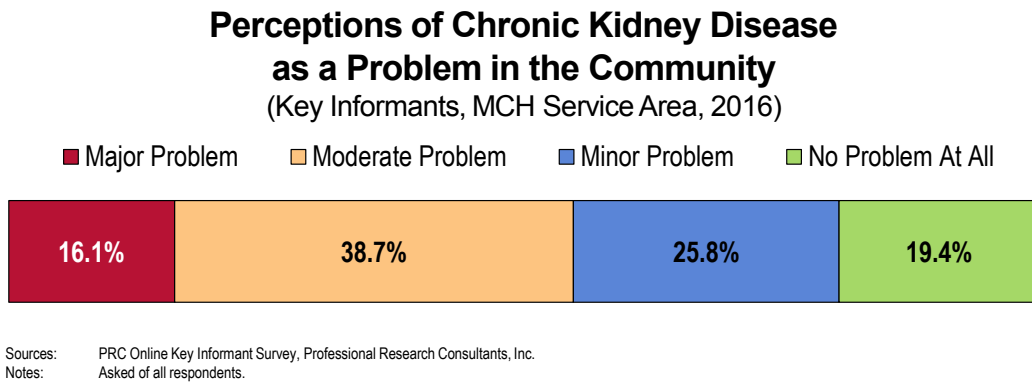
### Prevalence of Kidney Disease

“Would you please tell me if you have ever suffered from or been diagnosed with kidney disease?”



### Key Informant Input: Chronic Kidney Disease

The following chart outlines key informants’ perceptions of the severity of *Chronic Kidney Disease* as a problem in the community:



## Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

### Prevalence/Incidence

*Dialysis. – Other Health Provider (Hillsborough County)*

*I find that in the lab work I do, a lot of patients have kidney conditions. – Physician*

### Disease Management

*Many have high blood pressure problems and are not seeking medical care or not taking proper care of themselves with the treatment prescribed. Increasing numbers of children and young people are developing chronic kidney disease problems. – Community Leader*

### Health Education

*It's preventable in hypertension and diabetic patients who are not being educated. – Community Leader*

## Potentially Disabling Conditions

### About Arthritis, Osteoporosis & Chronic Back Conditions

There are more than 100 types of arthritis. Arthritis commonly occurs with other chronic conditions, such as diabetes, heart disease, and obesity. Interventions to treat the pain and reduce the functional limitations from arthritis are important, and may also enable people with these other chronic conditions to be more physically active. Arthritis affects 1 in 5 adults and continues to be the most common cause of disability. It costs more than \$128 billion per year. All of the human and economic costs are projected to increase over time as the population ages. There are interventions that can reduce arthritis pain and functional limitations, but they remain underused. These include: increased physical activity; self-management education; and weight loss among overweight/obese adults.

Osteoporosis is a disease marked by reduced bone strength leading to an increased risk of fractures (broken bones). In the United States, an estimated 5.3 million people age 50 years and older have osteoporosis. Most of these people are women, but about 0.8 million are men. Just over 34 million more people, including 12 million men, have low bone mass, which puts them at increased risk for developing osteoporosis. Half of all women and as many as 1 in 4 men age 50 years and older will have an osteoporosis-related fracture in their lifetime.

Chronic back pain is common, costly, and potentially disabling. About 80% of Americans experience low back pain in their lifetime. It is estimated that each year:

- 15%-20% of the population develop protracted back pain.
- 2-8% have chronic back pain (pain that lasts more than 3 months).
- 3-4% of the population is temporarily disabled due to back pain.
- 1% of the working-age population is disabled completely and permanently as a result of low back pain.

Americans spend at least \$50 billion each year on low back pain. Low back pain is the:

- 2<sup>nd</sup> leading cause of lost work time (after the common cold).
- 3<sup>rd</sup> most common reason to undergo a surgical procedure.
- 5<sup>th</sup> most frequent cause of hospitalization.

Arthritis, osteoporosis, and chronic back conditions all have major effects on quality of life, the ability to work, and basic activities of daily living.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### **Arthritis, Osteoporosis, & Chronic Back Conditions**

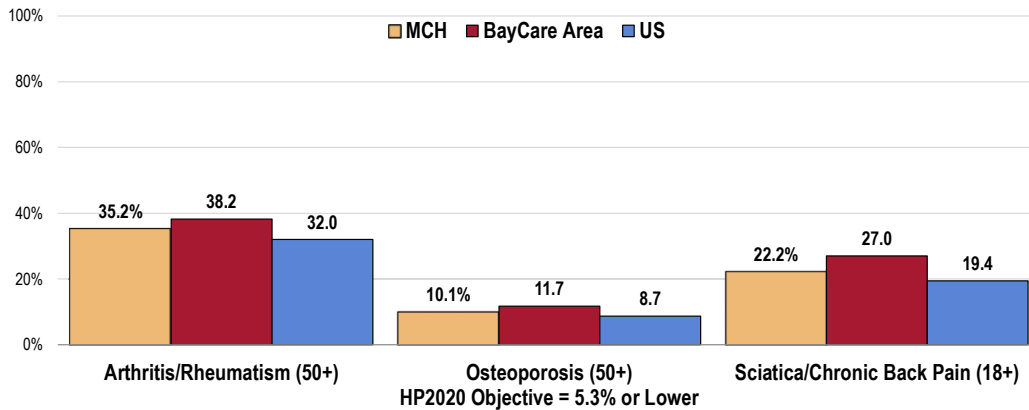
**“Would you please tell me if you have ever suffered from or been diagnosed with arthritis or rheumatism?”** (Reported below among only those age 50+.)

**“Would you please tell me if you have ever suffered from or been diagnosed with osteoporosis?”** (Reported below among only those age 50+.)

**“Would you please tell me if you have ever suffered from or been diagnosed with sciatica or chronic back pain?”** (Reported below among all adults age 18+.)

See also *Activity Limitations* in the General Health Status section of this report.

### Prevalence of Potentially Disabling Conditions

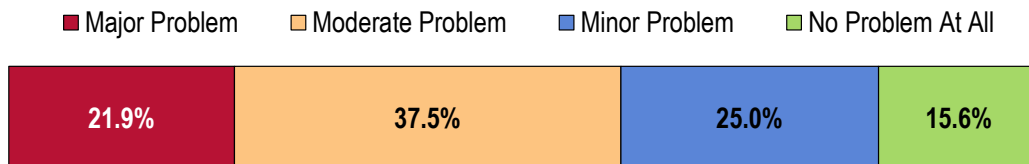


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 28, 161-162]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective AOCBC-10]  
 Notes: The sciatica indicator reflects the total sample of respondents; the arthritis and osteoporosis columns reflect adults age 50+.

### Key Informant Input: Arthritis, Osteoporosis & Chronic Back Conditions

The following chart outlines key informants’ perceptions of the severity of *Arthritis, Osteoporosis & Chronic Back Conditions* as a problem in the community:

### Perceptions of Arthritis/Osteoporosis/Back Conditions as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
 Notes: Asked of all respondents.

### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

#### Diagnosis/Treatment

*Because pain is subjective, I can have a herniated disk and not hurt at all, or I can have the same and barely move. Everybody I talk to has back pain if they are over 30. – Social Services Provider*  
*Lack of non-addictive pain approaches. – Physician (Hillsborough, Pasco, & Pinellas Counties)*

#### Prevalence/Incidence

*Low back pain is one of the most common chief complaints. – Public Health Representative*  
*Osteoarthritis is very common in our community. I see a lot of patients with pain chronic secondary to arthritis. Unfortunately, Tylenol does not seem to help these patients and anti-inflammatories are now frowned upon. – Physician*

#### Aging Population

*Aging populations that have bone problems facilitating mobility problems. – Community Leader*

## Vision & Hearing Impairment

### Vision Trouble

#### About Vision

Vision is an essential part of everyday life, influencing how Americans of all ages learn, communicate, work, play, and interact with the world. Yet millions of Americans live with visual impairment, and many more remain at risk for eye disease and preventable eye injury.

The eyes are an important, but often overlooked, part of overall health. Despite the preventable nature of some vision impairments, many people do not receive recommended screenings and exams. A visit to an eye care professional for a comprehensive dilated eye exam can help to detect common vision problems and eye diseases, including diabetic retinopathy, glaucoma, cataract, and age-related macular degeneration.

These common vision problems often have no early warning signs. If a problem is detected, an eye care professional can prescribe corrective eyewear, medicine, or surgery to minimize vision loss and help a person see his or her best.

Healthy vision can help to ensure a healthy and active lifestyle well into a person's later years. Educating and engaging families, communities, and the nation is critical to ensuring that people have the information, resources, and tools needed for good eye health.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Hearing Trouble

#### About Hearing & Other Sensory or Communication Disorders

An impaired ability to communicate with others or maintain good balance can lead many people to feel socially isolated, have unmet health needs, have limited success in school or on the job. Communication and other sensory processes contribute to our overall health and well-being. Protecting these processes is critical, particularly for people whose age, race, ethnicity, gender, occupation, genetic background, or health status places them at increased risk.

Many factors influence the numbers of Americans who are diagnosed and treated for hearing and other sensory or communication disorders, such as social determinants (social and economic standings, age of diagnosis, cost and stigma of wearing a hearing aid, and unhealthy lifestyle choices). In addition, biological causes of hearing loss and other sensory or communication disorders include: genetics; viral or bacterial infections; sensitivity to certain drugs or medications; injury; and aging.

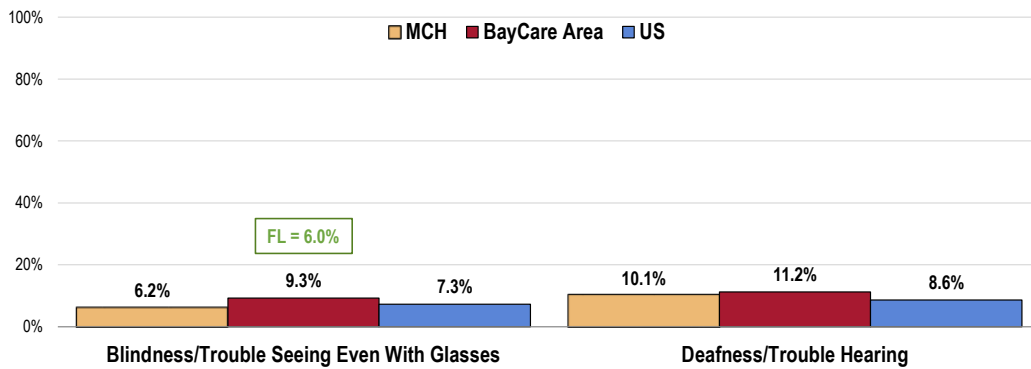
As the nation's population ages and survival rates for medically fragile infants and for people with severe injuries and acquired diseases improve, the prevalence of sensory and communication disorders is expected to rise.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

“Would you please tell me if you have ever suffered from or been diagnosed with blindness or trouble seeing, even when wearing glasses?”

“Would you please tell me if you have ever suffered from or been diagnosed with deafness or trouble hearing?”

### Prevalence of Blindness/Deafness



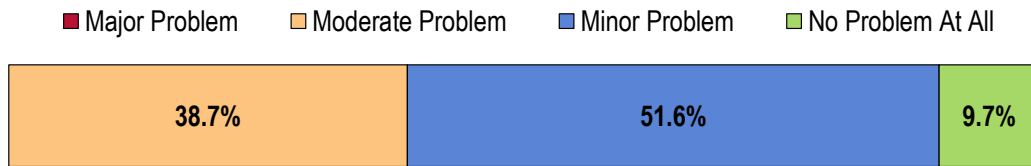
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 25-26]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.

Notes: Reflects the total sample of respondents.

### Key Informant Input: Vision & Hearing

The following chart outlines key informants’ perceptions of the severity of *Vision & Hearing* as a problem in the community:

### Perceptions of Hearing and Vision as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
 Notes: Asked of all respondents.

## Infectious Disease

### About Immunization & Infectious Diseases

The increase in life expectancy during the 20<sup>th</sup> century is largely due to improvements in child survival; this increase is associated with reductions in infectious disease mortality, due largely to immunization. However, infectious diseases remain a major cause of illness, disability, and death. Immunization recommendations in the United States currently target 17 vaccine-preventable diseases across the lifespan.

People in the US continue to get diseases that are vaccine-preventable. Viral hepatitis, influenza, and tuberculosis (TB) remain among the leading causes of illness and death across the nation and account for substantial spending on the related consequences of infection.

The infectious disease public health infrastructure, which carries out disease surveillance at the national, state, and local levels, is an essential tool in the fight against newly emerging and re-emerging infectious diseases. Other important defenses against infectious diseases include:

- Proper use of vaccines
- Antibiotics
- Screening and testing guidelines
- Scientific improvements in the diagnosis of infectious disease-related health concerns

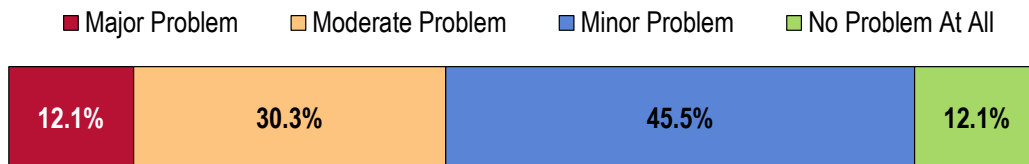
Vaccines are among the most cost-effective clinical preventive services and are a core component of any preventive services package. Childhood immunization programs provide a very high return on investment. For example, for each birth cohort vaccinated with the routine immunization schedule, society:

- Saves 33,000 lives.
  - Prevents 14 million cases of disease.
  - Reduces direct healthcare costs by \$9.9 billion.
  - Saves \$33.4 billion in indirect costs.
- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Key Informant Input: Immunization & Infectious Diseases

The following chart outlines key informants' perceptions of the severity of *Immunization & Infectious Diseases* as a problem in the community:

#### Perceptions of Immunization and Infectious Diseases as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.



## Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

### Cultural/Personal Beliefs

*There continues to be areas and schools with poor vaccination rates. – Public Health Representative*

*Children are not being properly immunized, and certain diseases are coming forth again. Some people do not follow-up with treatments for infectious diseases. – Community Leader*

*Child immunization rates are low and not well-enforced in schools. Flu shots and other vaccinations also underutilized by adult population; extreme misinformation about efficiency. – Public Health Representative*

## Influenza & Pneumonia Vaccination

### About Influenza & Pneumonia

Acute respiratory infections, including pneumonia and influenza, are the 8th leading cause of death in the nation, accounting for 56,000 deaths annually. Pneumonia mortality in children fell by 97% in the last century, but respiratory infectious diseases continue to be leading causes of pediatric hospitalization and outpatient visits in the US. On average, influenza leads to more than 200,000 hospitalizations and 36,000 deaths each year. The 2009 H1N1 influenza pandemic caused an estimated 270,000 hospitalizations and 12,270 deaths (1,270 of which were of people younger than age 18) between April 2009 and March 2010.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Flu Vaccinations

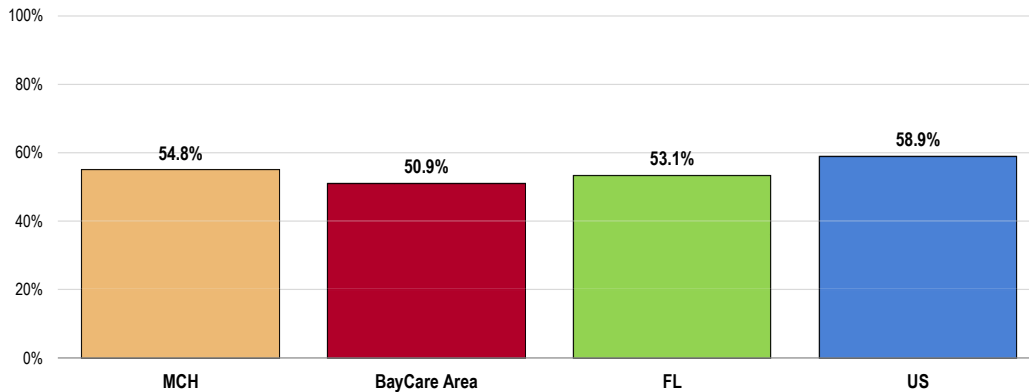
**“There are two ways to get the seasonal flu vaccine, one is a shot in the arm and the other is a spray, mist, or drop in the nose called FluMist®. During the past 12 months, have you had either a seasonal flu shot or a seasonal flu vaccine that was sprayed in your nose?”**

**“A pneumonia shot or pneumococcal vaccine is usually given only once or twice in a person's lifetime and is different from the seasonal flu shot. Have you ever had a pneumonia shot?”**

Chart columns below show these findings among those age 65+.

### Older Adults: Have Had a Flu Vaccination in the Past Year (Among Adults Age 65+)

Healthy People 2020 Target = 70.0% or Higher

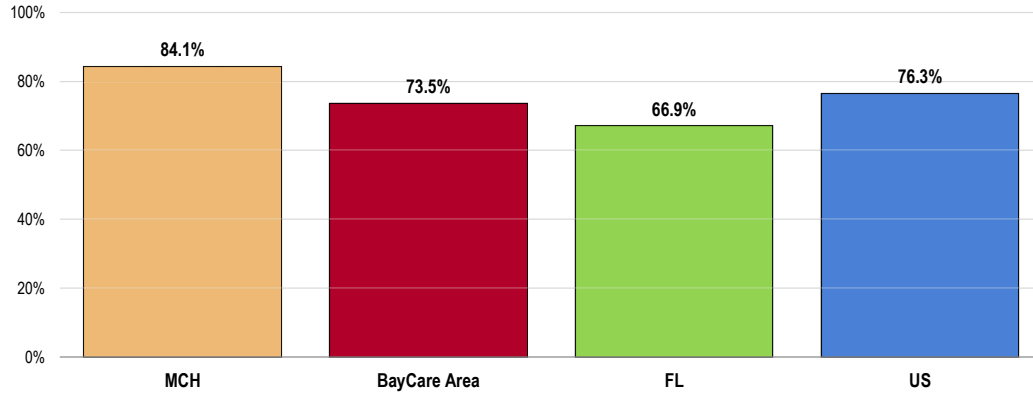


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 163-164]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective IID-12.12]

Notes: Reflects respondents 65 and older.  
 \*High-Risk\* includes adults age 18 to 64 who have been diagnosed with heart disease, diabetes or respiratory disease.  
 Includes FluMist as a form of vaccination.

## Older Adults: Have Ever Had a Pneumonia Vaccine (Among Adults Age 65+)

Healthy People 2020 Target = 90.0% or Higher



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 165-166]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objectives IID-13.1, IID-13.2]  
 Notes: Reflects respondents 65 and older.  
 "High-Risk" includes adults age 18 to 64 who have been diagnosed with heart disease, diabetes or respiratory disease.

## HIV

### About HIV

The HIV epidemic in the United States continues to be a major public health crisis. An estimated 1.1 million Americans are living with HIV, and 1 in 5 people with HIV do not know they have it. HIV continues to spread, leading to about 56,000 new HIV infections each year.

HIV is a preventable disease, and effective HIV prevention interventions have been proven to reduce HIV transmission. People who get tested for HIV and learn that they are infected can make significant behavior changes to improve their health and reduce the risk of transmitting HIV to their sex or drug-using partners. More than 50% of new HIV infections occur as a result of the 21% of people who have HIV but do not know it.

In the era of increasingly effective treatments for HIV, people with HIV are living longer, healthier, and more productive lives. Deaths from HIV infection have greatly declined in the United States since the 1990s. As the number of people living with HIV grows, it will be more important than ever to increase national HIV prevention and healthcare programs.

There are gender, race, and ethnicity disparities in new HIV infections:

- Nearly 75% of new HIV infections occur in men.
- More than half occur in gay and bisexual men, regardless of race or ethnicity.
- 45% of new HIV infections occur in African Americans, 35% in whites, and 17% in Hispanics.

Improving access to quality healthcare for populations disproportionately affected by HIV, such as persons of color and gay and bisexual men, is a fundamental public health strategy for HIV prevention. People getting care for HIV can receive:

- Antiretroviral therapy
- Screening and treatment for other diseases (such as sexually transmitted infections)
- HIV prevention interventions
- Mental health services
- Other health services

As the number of people living with HIV increases and more people become aware of their HIV status, prevention strategies that are targeted specifically for HIV-infected people are becoming more important. Prevention work with people living with HIV focuses on:

- Linking to and staying in treatment.
- Increasing the availability of ongoing HIV prevention interventions.
- Providing prevention services for their partners.

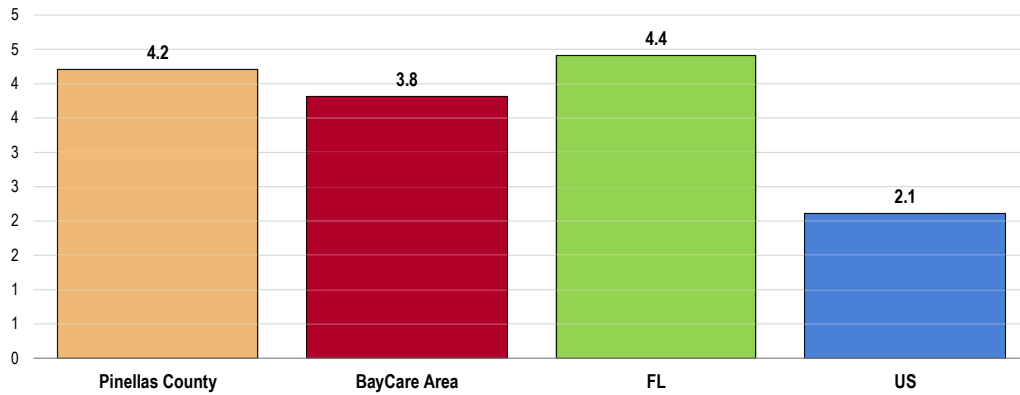
Public perception in the US about the seriousness of the HIV epidemic has declined in recent years. There is evidence that risky behaviors may be increasing among uninfected people, especially gay and bisexual men. Ongoing media and social campaigns for the general public and HIV prevention interventions for uninfected persons who engage in risky behaviors are critical.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### HIV/AIDS Deaths

The following chart outlines age-adjusted mortality rates for the area in comparison with state and national rates.

**HIV/AIDS: Age-Adjusted Mortality**  
 (2012-2014 Annual Average Deaths per 100,000 Population)  
 Healthy People 2020 Target = 3.3 or Lower

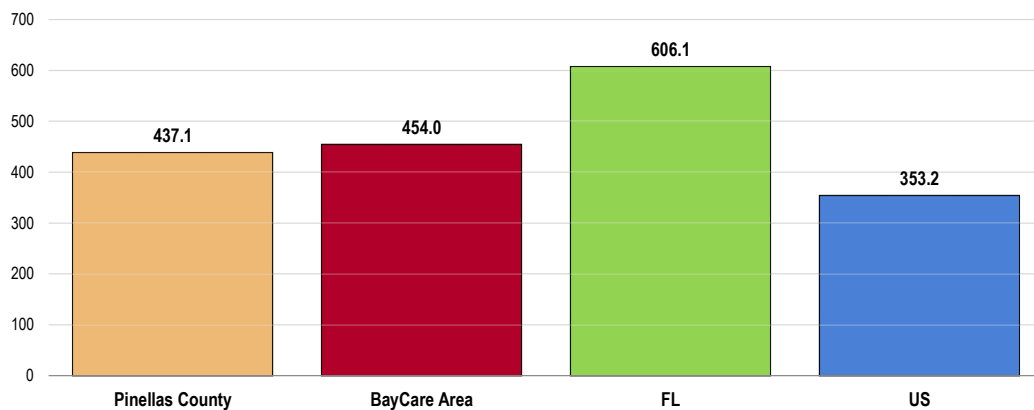


Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective HIV-12]  
 Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

### HIV Prevalence

The following chart outlines prevalence (current cases, regardless of when they were diagnosed) of HIV per 100,000 population in the area.

**HIV Prevalence**  
 (Prevalence Rate of HIV per 100,000 Population, 2013)

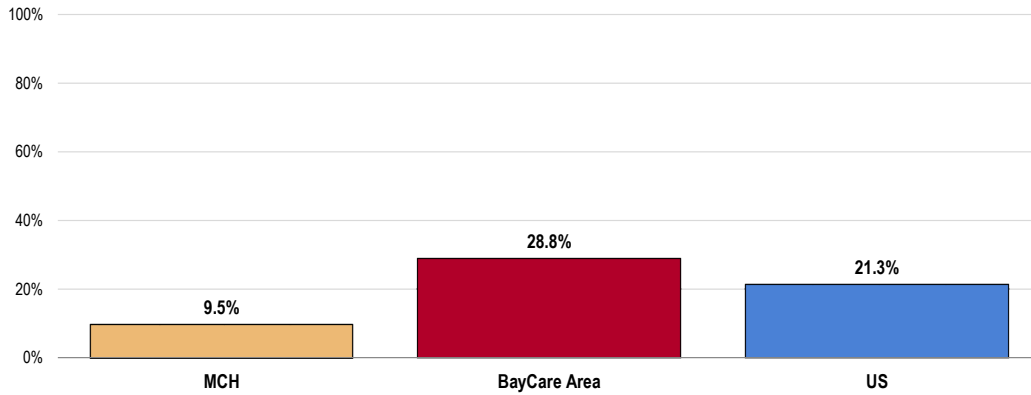


Sources: Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. Retrieved May 2016 from Community Commons at <http://www.chna.org>.  
 Notes: This indicator is relevant because HIV is a life-threatening communicable disease that disproportionately affects minority populations and may also indicate the prevalence of unsafe sex practices.

### HIV Testing

“Not counting tests you may have had when donating or giving blood, when was the last time you were tested for HIV?” (Reported below only among adults age 18 to 44.)

#### Tested for HIV in the Past Year (Among Adults Age 18-44)

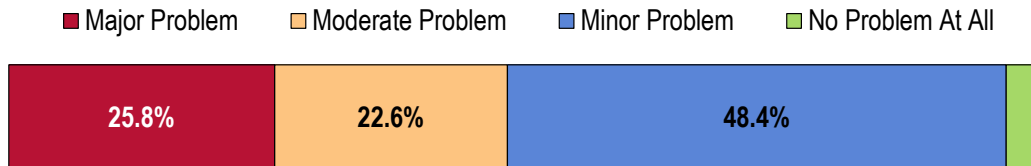


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 167]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Notes: Reflects respondents age 18 to 44.

### Key Informant Input: HIV/AIDS

The following chart outlines key informants’ perceptions of the severity of HIV/AIDS as a problem in the community:

#### Perceptions of HIV/AIDS as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

#### Prevalence/Incidence

*HIV/AIDS is increasing in Pinellas County. Greater outreach may be responsible for some of the higher positives. I'm concerned that young people engage in risky behavior because they fail to understand the true impact of AIDS once it's diagnosed. – Social Services Provider*

*We continue to see new HIV/AIDS cases. Florida is number one in new AIDS cases in the U.S. – Public Health Representative*

*The rates of infections in Florida and in the Tampa Bay area have increased. There is not enough public awareness about the problem and talk about all preventative measures. There is not much public discussion about treatment options for those affected. – Social Services Provider*

*Increasing numbers among young people and heterosexuals. – Community Leader*

*Rates increasing. – Public Health Representative*

#### **Health Education**

*According to stats, people contracting it did not grow up in the concern years when it was highly publicized. – Other Health Provider*

## Sexually Transmitted Diseases

### About Sexually Transmitted Diseases

STDs refer to more than 25 infectious organisms that are transmitted primarily through sexual activity. Despite their burdens, costs, and complications, and the fact that they are largely preventable, STDs remain a significant public health problem in the United States. This problem is largely unrecognized by the public, policymakers, and health care professionals. STDs cause many harmful, often irreversible, and costly clinical complications, such as: reproductive health problems; fetal and perinatal health problems; cancer; and facilitation of the sexual transmission of HIV infection.

Because many cases of STDs go undiagnosed—and some common viral infections, such as human papillomavirus (HPV) and genital herpes, are not reported to CDC at all—the reported cases of chlamydia, gonorrhea, and syphilis represent only a fraction of the true burden of STDs in the US. Untreated STDs can lead to serious long-term health consequences, especially for adolescent girls and young women. Several factors contribute to the spread of STDs.

**Biological Factors.** STDs are acquired during unprotected sex with an infected partner. Biological factors that affect the spread of STDs include:

- **Asymptomatic nature of STDs.** The majority of STDs either do not produce any symptoms or signs, or they produce symptoms so mild that they are unnoticed; consequently, many infected persons do not know that they need medical care.
- **Gender disparities.** Women suffer more frequent and more serious STD complications than men do. Among the most serious STD complications are pelvic inflammatory disease, ectopic pregnancy (pregnancy outside of the uterus), infertility, and chronic pelvic pain.
- **Age disparities.** Compared to older adults, sexually active adolescents ages 15 to 19 and young adults ages 20 to 24 are at higher risk for getting STDs.
- **Lag time between infection and complications.** Often, a long interval, sometimes years, occurs between acquiring an STD and recognizing a clinically significant health problem.

**Social, Economic and Behavioral Factors.** The spread of STDs is directly affected by social, economic, and behavioral factors. Such factors may cause serious obstacles to STD prevention due to their influence on social and sexual networks, access to and provision of care, willingness to seek care, and social norms regarding sex and sexuality. Among certain vulnerable populations, historical experience with segregation and discrimination exacerbates these factors. Social, economic, and behavioral factors that affect the spread of STDs include: racial and ethnic disparities; poverty and marginalization; access to healthcare; substance abuse; sexuality and secrecy (stigma and discomfort discussing sex); and sexual networks (persons “linked” by sequential or concurrent sexual partners).

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Chlamydia & Gonorrhea

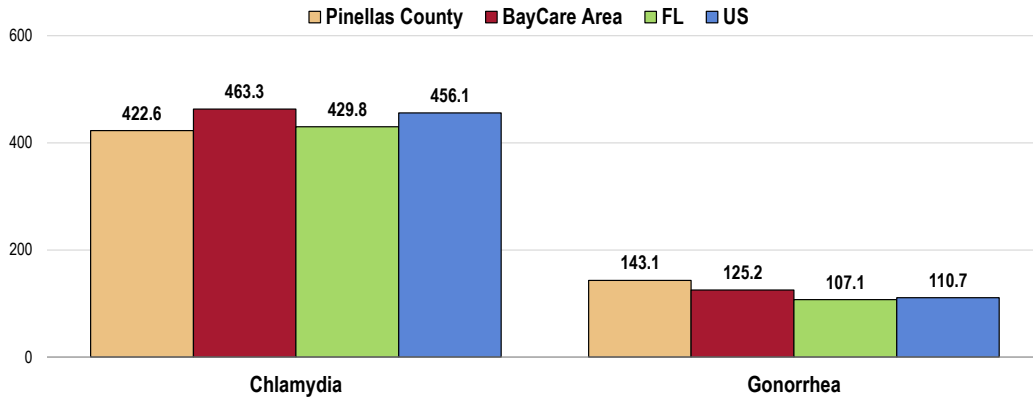
**Chlamydia.** Chlamydia is the most commonly reported STD in the United States; most people who have chlamydia don’t know it since the disease often has no symptoms.

**Gonorrhea.** Anyone who is sexually active can get gonorrhea. Gonorrhea can be cured with the right medication; left untreated, however, gonorrhea can cause serious health problems in both women and men.

The following charts outline local incidence for these STDs.



### Chlamydia & Gonorrhea Incidence (Incidence Rate per 100,000 Population, 2014)



Sources: Centers for Disease Control and Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention. Retrieved May 2016 from Community Commons at <http://www.chna.org>.  
 Notes: This indicator is relevant because it is a measure of poor health status and indicates the prevalence of unsafe sex practices.

### Safe Sexual Practices

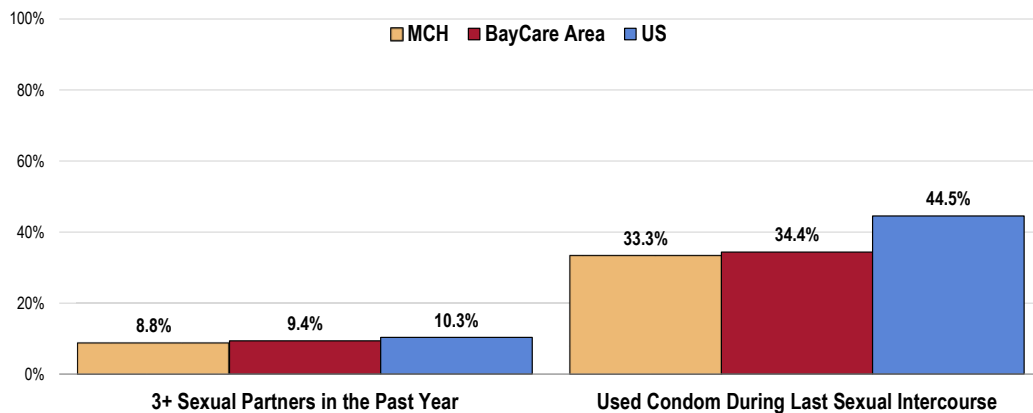
#### Sexual Partners

“During the past 12 months, with how many people have you had sexual intercourse?”

“Was a condom used the last time you had sexual intercourse?”

Each of these is reported below only among adults who are unmarried and between the ages of 18 and 64.

### Sexual Risk (Unmarried Adults Age 18-64)

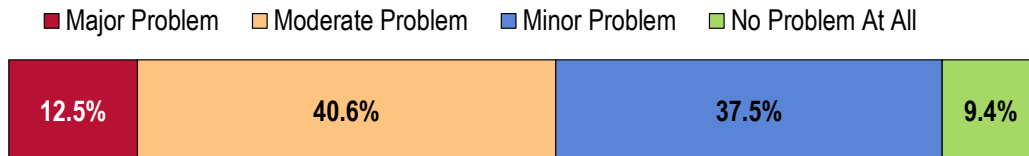


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 97-98]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Notes: Reflects unmarried respondents under the age of 65.

### Key Informant Input: Sexually Transmitted Diseases

The following chart outlines key informants' perceptions of the severity of *Sexually Transmitted Diseases* as a problem in the community:

#### Perceptions of Sexually Transmitted Diseases as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

#### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

##### Prevalence/Incidence

*Increasing rates of STDs in the community. – Public Health Representative*

*Continued, large increase in rates. Also, this is not talked about in the medical and public health community. All residents should know of the dangerously high rates, but they do not. – Public Health Representative*

##### Risky Behaviors

*People still taking big risks with unprotected sexual encounters. – Community Leader*

## Births

### About Infant & Child Health

Improving the well-being of mothers, infants, and children is an important public health goal for the US. Their well-being determines the health of the next generation and can help predict future public health challenges for families, communities, and the healthcare system. The risk of maternal and infant mortality and pregnancy-related complications can be reduced by increasing access to quality preconception (before pregnancy) and inter-conception (between pregnancies) care. Moreover, healthy birth outcomes and early identification and treatment of health conditions among infants can prevent death or disability and enable children to reach their full potential. Many factors can affect pregnancy and childbirth, including pre-conception health status, age, access to appropriate healthcare, and poverty.

Infant and child health are similarly influenced by socio-demographic factors, such as family income, but are also linked to the physical and mental health of parents and caregivers. There are racial and ethnic disparities in mortality and morbidity for mothers and children, particularly for African Americans. These differences are likely the result of many factors, including social determinants (such as racial and ethnic disparities in infant mortality; family income; educational attainment among household members; and health insurance coverage) and physical determinants (i.e., the health, nutrition, and behaviors of the mother during pregnancy and early childhood).

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

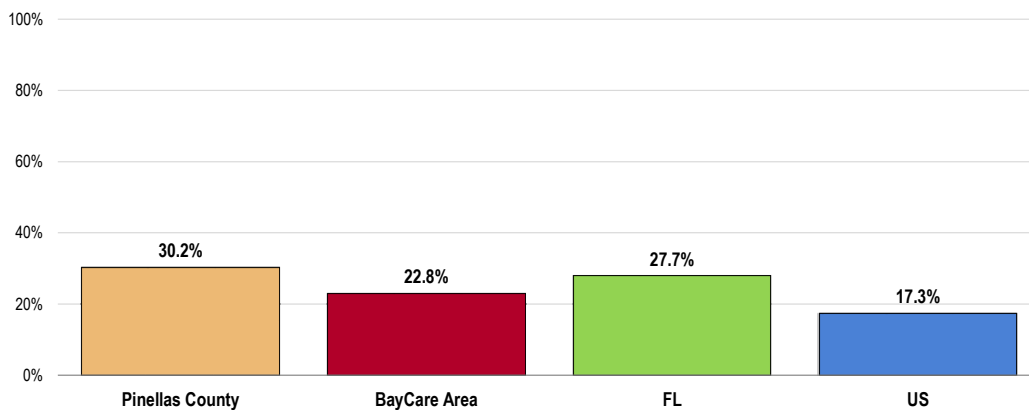
### Prenatal Care

Early and continuous prenatal care is the best assurance of infant health. Receipt of timely prenatal care (care initiated during the first trimester of pregnancy) is outlined in the following chart.

#### Lack of Prenatal Care in the First Trimester

(Percentage of Live Births, 2007-2010)

Healthy People 2020 Target = 22.1% or Lower



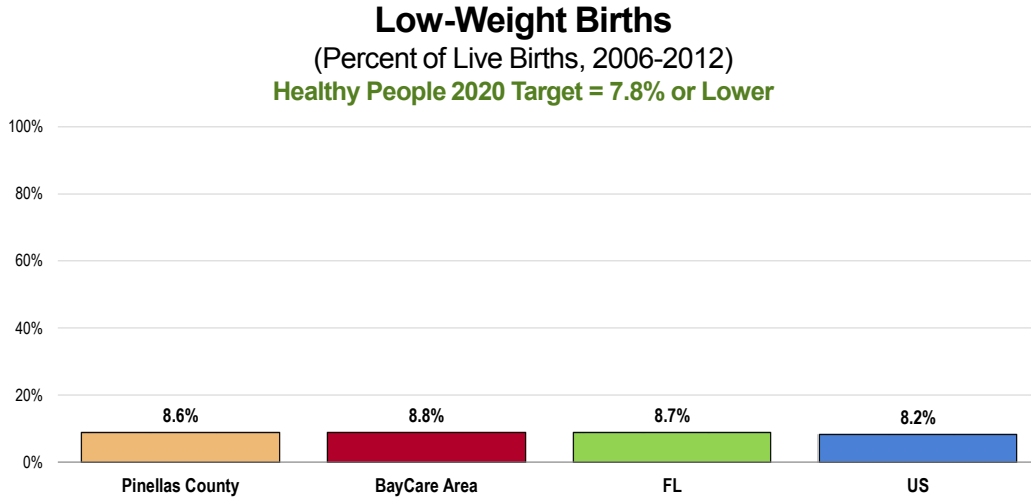
Sources: Centers for Disease Control and Prevention, National Vital Statistics System. Accessed using CDC WONDER. Retrieved May 2016 from Community Commons at <http://www.chna.org>.

Note: US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective MICH-10.1] This indicator reports the percentage of women who do not obtain prenatal care during their first trimester of pregnancy. This indicator is relevant because engaging in prenatal care decreases the likelihood of maternal and infant health risks. This indicator can also highlight a lack of access to preventive care, a lack of health, knowledge insufficient provider outreach, and/or social barriers preventing utilization of services.

## Birth Outcomes & Risks

### Low-Weight Births

Low birthweight babies, those who weigh less than 2,500 grams (5 pounds, 8 ounces) at birth, are much more prone to illness and neonatal death than are babies of normal birthweight. Largely a result of receiving poor or inadequate prenatal care, many low-weight births and the consequent health problems are preventable. Births of low-weight infants are described below.

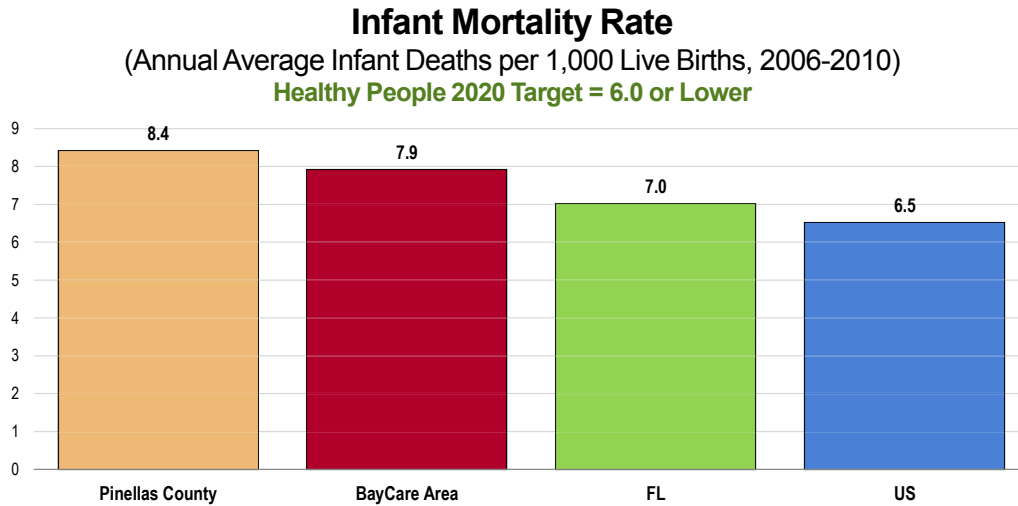


Sources: Centers for Disease Control and Prevention, National Vital Statistics System. Accessed using CDC WONDER. Retrieved May 2016 from Community Commons at <http://www.chna.org>.

Note: US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective MICH-8.1] This indicator reports the percentage of total births that are low birth weight (Under 2500g). This indicator is relevant because low birth weight infants are at high risk for health problems. This indicator can also highlight the existence of health disparities.

### Infant Mortality

Infant mortality rates reflect deaths of children less than one year old per 1,000 live births. These rates are outlined in the following chart.

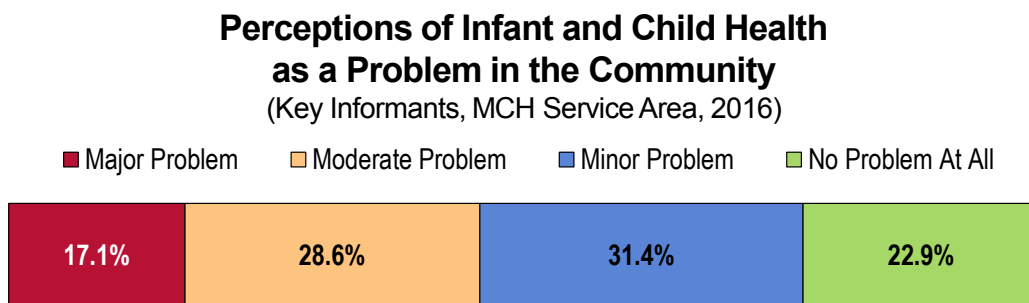


Sources: Centers for Disease Control and Prevention, National Vital Statistics System. Accessed using CDC WONDER. Retrieved May 2016 from Community Commons at <http://www.chna.org>.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective MICH-1.3]

Notes: Infant deaths include deaths of children under 1 year old.  
This indicator is relevant because high rates of infant mortality indicate the existence of broader issues pertaining to access to care and maternal and child health.

### Key Informant Input: Infant & Child Health

The following chart outlines key informants' perceptions of the severity of *Infant & Child Health* as a problem in the community:



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

## Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

### Access to Care/Services

*Not sufficient access to services. – Social Services Provider*

*Access to prenatal, postnatal and early childhood medical care are a determinant of almost every outcome later in life. – Public Health Representative*

### Diagnosis/Treatment

*Parents are not following through with the follow up of medical, immunizations, dental, nutritional care for the growing needs of these individuals. – Community Leader*

### Vulnerable Populations

*Although infant mortality rates are decreasing, there remains a racial health disparity. – Public Health Representative*

## Family Planning

### Births to Teen Mothers

#### About Teen Births

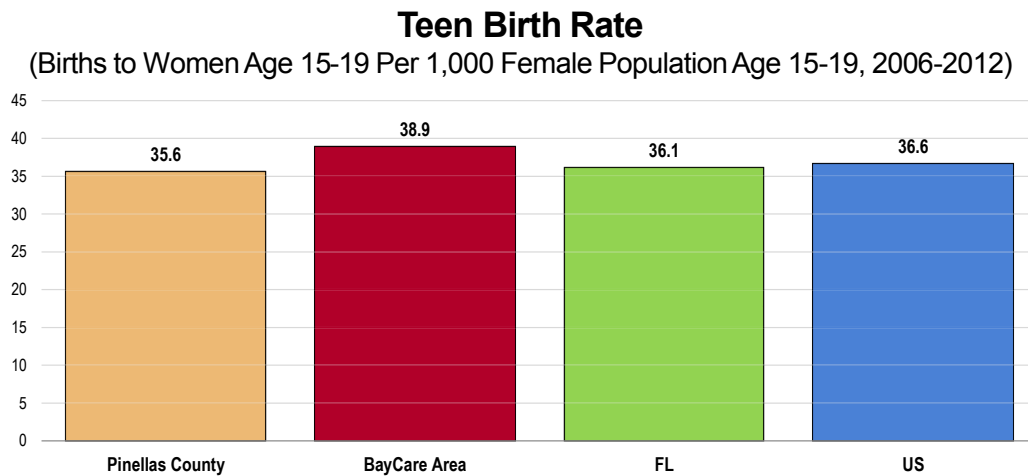
The negative outcomes associated with unintended pregnancies are compounded for adolescents. Teen mothers:

- Are less likely to graduate from high school or attain a GED by the time they reach age 30.
- Earn an average of approximately \$3,500 less per year, when compared with those who delay childbearing.
- Receive nearly twice as much Federal aid for nearly twice as long.

Similarly, early fatherhood is associated with lower educational attainment and lower income. Children of teen parents are more likely to have lower cognitive attainment and exhibit more behavior problems. Sons of teen mothers are more likely to be incarcerated, and daughters are more likely to become adolescent mothers.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

The following chart describes local teen births.



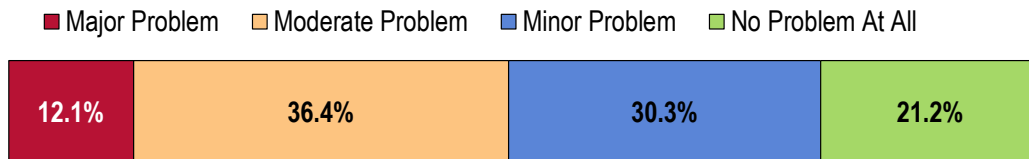
Sources: Centers for Disease Control and Prevention, National Vital Statistics System. Accessed using CDC WONDER. Retrieved May 2016 from Community Commons at <http://www.chna.org>.

Notes: This indicator reports the rate of total births to women under the age of 15 - 19 per 1,000 female population age 15 - 19. This indicator is relevant because in many cases, teen parents have unique social, economic, and health support services. Additionally, high rates of teen pregnancy may indicate the prevalence of unsafe sex practices.

### Key Informant Input: Family Planning

The following chart outlines key informants' perceptions of the severity of *Family Planning* as a problem in the community:

#### Perceptions of Family Planning as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

#### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

##### Access to Care/Services

*Besides the Health Department and small Planned Parenthood office, there are limited options for females of child-bearing age with limited transportation or other resources. – Community Leader*

*Access to family planning is a core public health issue. The issue in the community is the lack of knowledge as to the importance of family planning and places to receive appropriate family planning. – Public Health Representative*

##### Health Education

*Abstinence-only education in schools and teen pregnancy rates. – Public Health Representative*



## Modifiable Health Risks

### Actual Causes Of Death

#### About Contributors to Mortality

A 1999 study (an update to a landmark 1993 study), estimated that as many as 40% of premature deaths in the United States are attributed to behavioral factors. This study found that behavior patterns represent the single-most prominent domain of influence over health prospects in the United States. The daily choices we make with respect to diet, physical activity, and sex; the substance abuse and addictions to which we fall prey; our approach to safety; and our coping strategies in confronting stress are all important determinants of health.

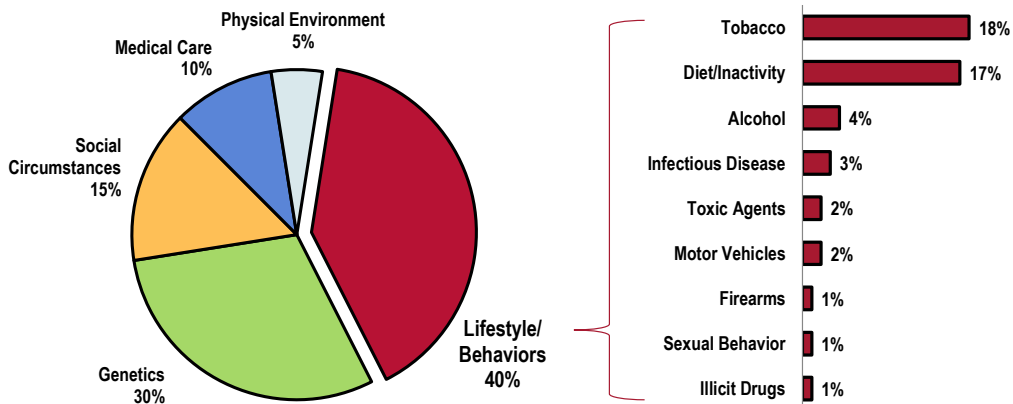
The most prominent contributors to mortality in the United States in 2000 were **tobacco** (an estimated 435,000 deaths), **diet and activity** patterns (400,000), **alcohol** (85,000), **microbial agents** (75,000), **toxic agents** (55,000), **motor vehicles** (43,000), **firearms** (29,000), **sexual behavior** (20,000), and **illicit use of drugs** (17,000). Socioeconomic status and access to medical care are also important contributors, but difficult to quantify independent of the other factors cited. Because the studies reviewed used different approaches to derive estimates, the stated numbers should be viewed as first approximations.

These analyses show that smoking remains the leading cause of mortality. However, poor diet and physical inactivity may soon overtake tobacco as the leading cause of death. These findings, along with escalating healthcare costs and aging population, argue persuasively that the need to establish a more preventive orientation in the US healthcare and public health systems has become more urgent.

- Ali H. Mokdad, PhD; James S. Marks, MD, MPH; Donna F. Stroup, PhD, MSc; Julie L. Gerberding, MD, MPH. "Actual Causes of Death in the United States." JAMA, 291(2004):1238-1245.

While causes of death are typically described as the diseases or injuries immediately precipitating the end of life, a few important studies have shown that the actual causes of premature death (reflecting underlying risk factors) are often preventable.

#### Factors Contributing to Premature Deaths in the United States



Sources: "The Case For More Active Policy Attention to Health Promotion"; (McGinnis, Williams-Russo, Knickman) Health Affairs. Vol. 32. No. 2. March/April 2002.  
 "Actual Causes of Death in the United States"; (Ali H. Mokdad, PhD; James S. Marks, MD, MPH; Donna F. Stroup, PhD, MSc; Julie L. Gerberding, MD, MPH.) JAMA. 291 (2000) 1238-1245.

## Nutrition, Physical Activity & Weight

### Nutrition

#### About Healthful Diet & Healthy Weight

Strong science exists supporting the health benefits of eating a healthful diet and maintaining a healthy body weight. Efforts to change diet and weight should address individual behaviors, as well as the policies and environments that support these behaviors in settings such as schools, worksites, healthcare organizations, and communities.

The goal of promoting healthful diets and healthy weight encompasses increasing household food security and eliminating hunger.

Americans with a healthful diet:

- Consume a variety of nutrient-dense foods within and across the food groups, especially whole grains, fruits, vegetables, low-fat or fat-free milk or milk products, and lean meats and other protein sources.
- Limit the intake of saturated and trans fats, cholesterol, added sugars, sodium (salt), and alcohol.
- Limit caloric intake to meet caloric needs.

Diet and body weight are related to health status. Good nutrition is important to the growth and development of children. A healthful diet also helps Americans reduce their risks for many health conditions, including: overweight and obesity; malnutrition; iron-deficiency anemia; heart disease; high blood pressure; dyslipidemia (poor lipid profiles); type 2 diabetes; osteoporosis; oral disease; constipation; diverticular disease; and some cancers.

Diet reflects the variety of foods and beverages consumed over time and in settings such as worksites, schools, restaurants, and the home. Interventions to support a healthier diet can help ensure that:

- Individuals have the knowledge and skills to make healthier choices.
- Healthier options are available and affordable.

**Social Determinants of Diet.** Demographic characteristics of those with a more healthful diet vary with the nutrient or food studied. However, most Americans need to improve some aspect of their diet.

Social factors thought to influence diet include:

- Knowledge and attitudes
- Skills
- Social support
- Societal and cultural norms
- Food and agricultural policies
- Food assistance programs
- Economic price systems

**Physical Determinants of Diet.** Access to and availability of healthier foods can help people follow healthful diets. For example, better access to retail venues that sell healthier options may have a positive impact on a person's diet; these venues may be less available in low-income or rural neighborhoods.

The places where people eat appear to influence their diet. For example, foods eaten away from home often have more calories and are of lower nutritional quality than foods prepared at home.

Marketing also influences people's—particularly children's—food choices.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

**Daily Recommendation of Fruits/Vegetables**

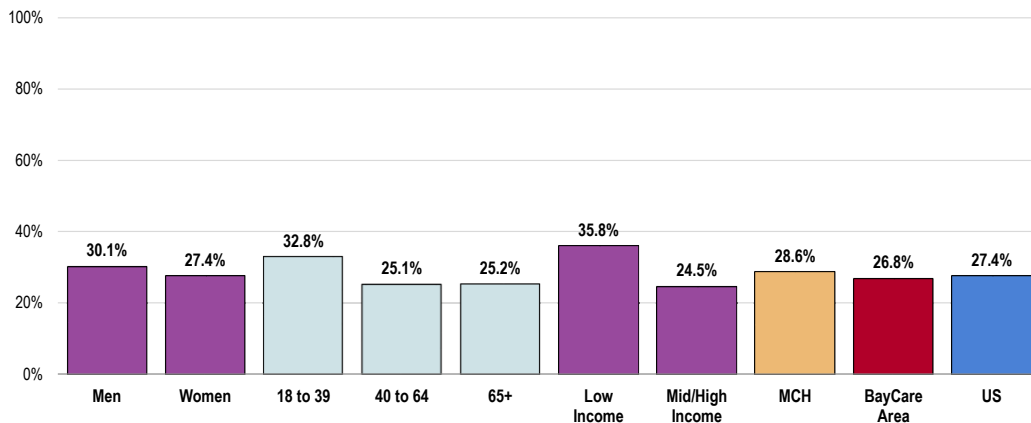
To measure fruit and vegetable consumption, survey respondents were asked multiple questions, specifically about the foods and drinks they consumed on the day prior to the interview.

**“Now I would like you to think about the foods you ate or drank yesterday. Include all the foods you ate, both at home and away from home. How many servings of fruit or fruit juices did you have yesterday?”**

**“How many servings of vegetables did you have yesterday?”**

The questions above are used to calculate daily fruit/vegetable consumption for adults at the respondent level. The proportion reporting having 5 or more servings per day is shown below.

**Consume Five or More Servings of Fruits/Vegetables Per Day**  
(MCH Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 168]

Notes: Asked of all respondents.

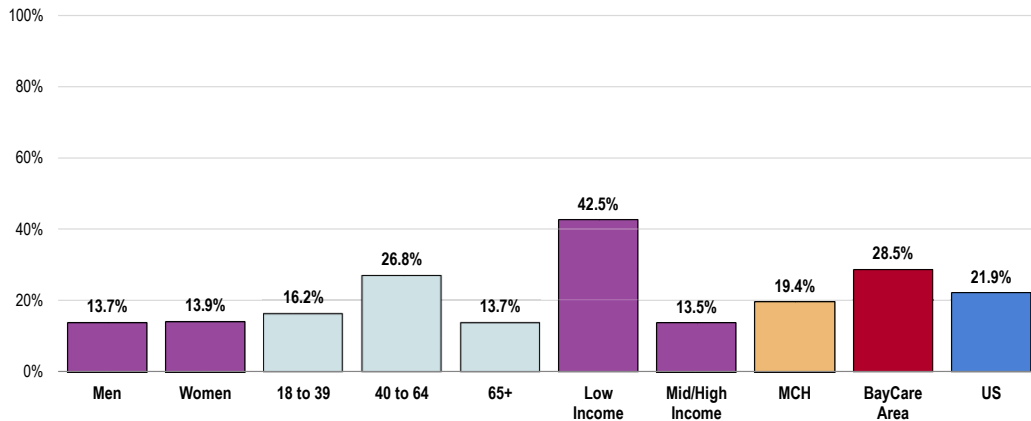
Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

For this issue, respondents were asked to recall their food intake on the previous day.

**Access to Fresh Produce**

“How difficult is it for you to buy fresh produce like fruits and vegetables at a price you can afford — would you say: very difficult, somewhat difficult, not too difficult, or not at all difficult?”

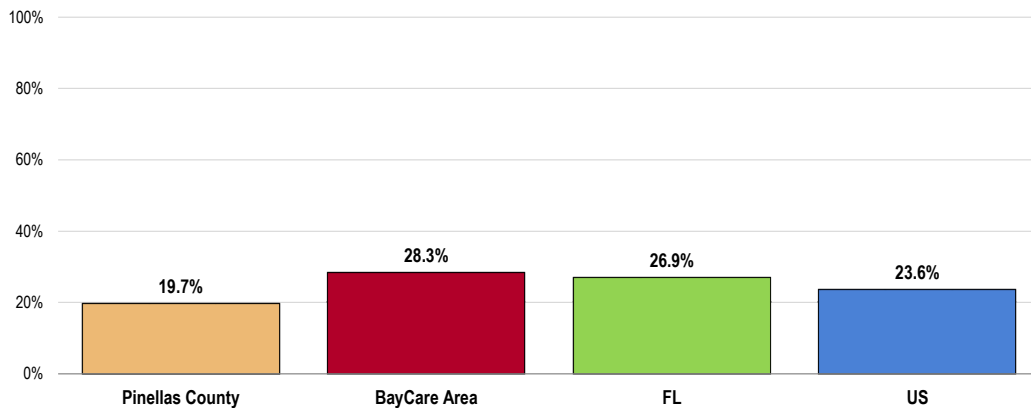
**Find It “Very” or “Somewhat”  
Difficult to Buy Affordable Fresh Produce  
(MCH Service Area, 2016)**



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 103]  
 Notes: Asked of all respondents.  
 Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

A food desert is defined as a low-income area where a significant number or share of residents is far from a supermarket, where "far" is more than 1 mile in urban areas and more than 10 miles in rural areas. The chart for this indicator below is based on US Department of Agriculture data.

**Population With Low Food Access  
(Percent of Population That Is Far From a Supermarket or Large Grocery Store, 2010)**



Sources: US Department of Agriculture, Economic Research Service, USDA - Food Access Research Atlas (FARA). Retrieved May 2016 from Community Commons at <http://www.chna.org>.  
 Notes: This indicator reports the percentage of the population living in census tracts designated as food deserts. A food desert is defined as low-income areas where a significant number or share of residents is far from a supermarket, where "far" is more than 1 mile in urban areas and more than 10 miles in rural areas. This indicator is relevant because it highlights populations and geographies facing food insecurity.

## Physical Activity

### About Physical Activity

Regular physical activity can improve the health and quality of life of Americans of all ages, regardless of the presence of a chronic disease or disability. Among adults and older adults, physical activity can lower the risk of: early death; coronary heart disease; stroke; high blood pressure; type 2 diabetes; breast and colon cancer; falls; and depression. Among children and adolescents, physical activity can: improve bone health; improve cardiorespiratory and muscular fitness; decrease levels of body fat; and reduce symptoms of depression. For people who are inactive, even small increases in physical activity are associated with health benefits.

Personal, social, economic, and environmental factors all play a role in physical activity levels among youth, adults, and older adults. Understanding the barriers to and facilitators of physical activity is important to ensure the effectiveness of interventions and other actions to improve levels of physical activity.

Factors **positively** associated with adult physical activity include: postsecondary education; higher income; enjoyment of exercise; expectation of benefits; belief in ability to exercise (self-efficacy); history of activity in adulthood; social support from peers, family, or spouse; access to and satisfaction with facilities; enjoyable scenery; and safe neighborhoods.

Factors **negatively** associated with adult physical activity include: advancing age; low income; lack of time; low motivation; rural residency; perception of great effort needed for exercise; overweight or obesity; perception of poor health; and being disabled. Older adults may have additional factors that keep them from being physically active, including lack of social support, lack of transportation to facilities, fear of injury, and cost of programs.

Among children ages 4 to 12, the following factors have a positive association with physical activity: gender (boys); belief in ability to be active (self-efficacy); and parental support.

Among adolescents ages 13 to 18, the following factors have a positive association with physical activity: parental education; gender (boys); personal goals; physical education/school sports; belief in ability to be active (self-efficacy); and support of friends and family.

Environmental influences positively associated with physical activity among children and adolescents include:

- Presence of sidewalks
- Having a destination/walking to a particular place
- Access to public transportation
- Low traffic density
- Access to neighborhood or school play area and/or recreational equipment

People with disabilities may be less likely to participate in physical activity due to physical, emotional, and psychological barriers. Barriers may include the inaccessibility of facilities and the lack of staff trained in working with people with disabilities.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

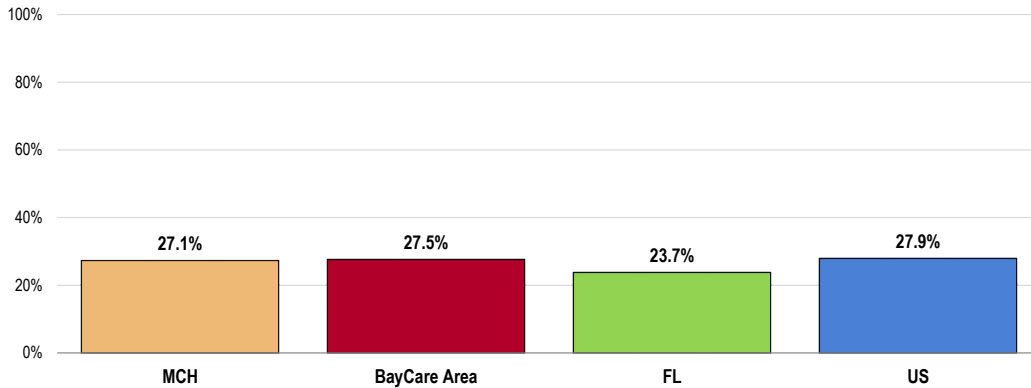
### Leisure-Time Physical Activity

Leisure-time physical activity includes any physical activities or exercises (such as running, calisthenics, golf, gardening, walking, etc.) which take place outside of one's line of work.

**“During the past month, other than your regular job, did you participate in any physical activities or exercises, such as running, calisthenics, golf, gardening, or walking for exercise?”**

## No Leisure-Time Physical Activity in the Past Month

Healthy People 2020 Target = 32.6% or Lower



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 106]  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective PA-1]

Notes: Asked of all respondents.

### Recommended Levels of Physical Activity

Adults should do 2 hours and 30 minutes a week of moderate-intensity (such as walking), or 1 hour and 15 minutes (75 minutes) a week of vigorous-intensity aerobic physical activity (such as jogging), or an equivalent combination of moderate- and vigorous-intensity aerobic physical activity. The guidelines also recommend that adults do muscle-strengthening activities, such as push-ups, sit-ups, or activities using resistance bands or weights. These activities should involve all major muscle groups and be done on two or more days per week.

The report finds that nationwide nearly 50 percent of adults are getting the recommended amounts of aerobic activity and about 30 percent are engaging in the recommended muscle-strengthening activity.

- 2013 Physical Activity Guidelines for Americans, US Department of Health and Human Services. [www.cdc.gov/physicalactivity](http://www.cdc.gov/physicalactivity)

### Meeting Physical Activity Recommendations

To measure physical activity frequency, duration and intensity, respondents were asked:

**“During the past month, what type of physical activity or exercise did you spend the most time doing?”**

**“And during the past month, how many times per week or per month did you take part in this activity?”**

**“And when you took part in this activity, for how many minutes or hours did you usually keep at it?”**

Respondents could answer the above series for up to two types of physical activity. The specific activities identified (e.g., jogging, basketball, treadmill, etc.) determined the intensity values assigned to that respondent when calculating total aerobic physical activity hours/minutes.

Respondents were also asked about strengthening exercises:

**“During the past month, how many times per week or per month did you do physical activities or exercises to strengthen your muscles? Do not count aerobic activities like walking, running, or bicycling. Please include activities using your own body weight, such as yoga, sit-ups or push-ups, and those using weight machines, free weights, or elastic bands.”**

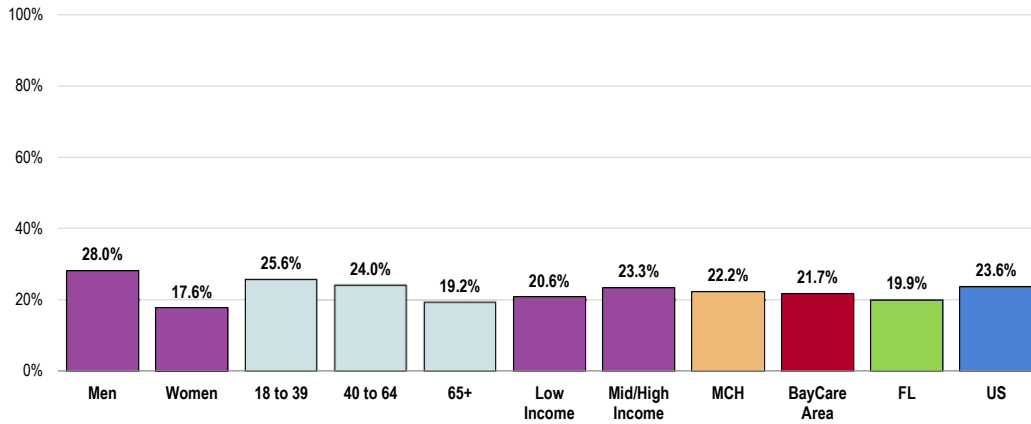
“Meeting physical activity recommendations” includes adequate levels of both aerobic and strengthening activity:

- Aerobic activity is at least 150 minutes per week of light to moderate activity or 75 minutes per week of vigorous physical activity or an equivalent combination of both; and
- Strengthening activity is at least 2 sessions per week of exercise designed to strengthen muscles.

### Meets Physical Activity Recommendations

(MCH Service Area, 2016)

Healthy People 2020 Target = 20.1% or Higher



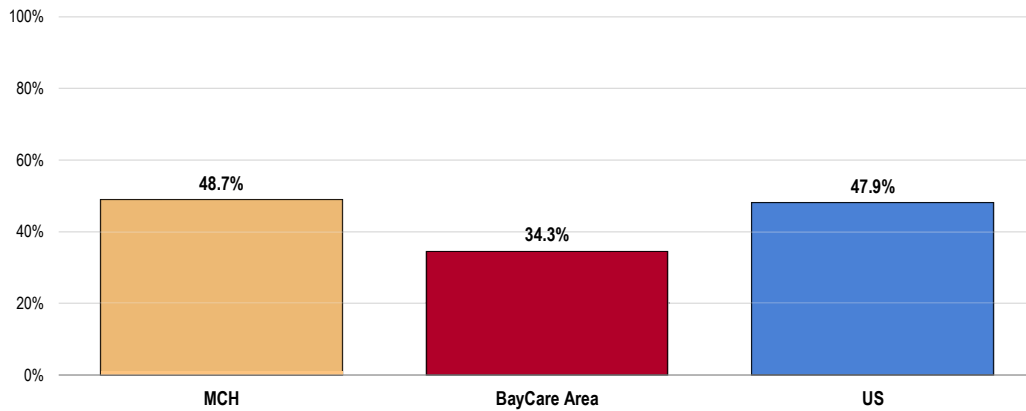
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 174]  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective PA-4]

Notes: Asked of all respondents.  
 Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level. Meeting both guidelines is defined as the number of persons age 18+ who report light or moderate aerobic activity for at least 150 minutes per week or who report vigorous physical activity 75 minutes per week or an equivalent combination of moderate and vigorous-intensity activity and report doing physical activities specifically designed to strengthen muscles at least twice per week.

**Children’s Physical Activity**

“During the past 7 days, on how many days was this child physically active for a total of at least 60 minutes per day?”

**Child Is Physically Active for One or More Hours per Day  
(Among Children Age 2-17)**



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 142]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Notes: Asked of all respondents with children age 2-17 at home.  
 Includes children reported to have one or more hours of physical activity on each of the seven days preceding the survey.



## Weight Status

### About Overweight & Obesity

Because weight is influenced by energy (calories) consumed and expended, interventions to improve weight can support changes in diet or physical activity. They can help change individuals' knowledge and skills, reduce exposure to foods low in nutritional value and high in calories, or increase opportunities for physical activity. Interventions can help prevent unhealthy weight gain or facilitate weight loss among obese people. They can be delivered in multiple settings, including healthcare settings, worksites, or schools.

The social and physical factors affecting diet and physical activity (see Physical Activity topic area) may also have an impact on weight. Obesity is a problem throughout the population. However, among adults, the prevalence is highest for middle-aged people and for non-Hispanic black and Mexican American women. Among children and adolescents, the prevalence of obesity is highest among older and Mexican American children and non-Hispanic black girls. The association of income with obesity varies by age, gender, and race/ethnicity.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

Body Mass Index (BMI), which describes relative weight for height, is significantly correlated with total body fat content. The BMI should be used to assess overweight and obesity and to monitor changes in body weight. In addition, measurements of body weight alone can be used to determine efficacy of weight loss therapy. BMI is calculated as weight (kg)/height squared (m<sup>2</sup>). To estimate BMI using pounds and inches, use: [weight (pounds)/height squared (inches<sup>2</sup>)] x 703.

In this report, overweight is defined as a BMI of 25.0 to 29.9 kg/m<sup>2</sup> and obesity as a BMI ≥30 kg/m<sup>2</sup>. The rationale behind these definitions is based on epidemiological data that show increases in mortality with BMIs above 25 kg/m<sup>2</sup>. The increase in mortality, however, tends to be modest until a BMI of 30 kg/m<sup>2</sup> is reached. For persons with a BMI ≥30 kg/m<sup>2</sup>, mortality rates from all causes, and especially from cardiovascular disease, are generally increased by 50 to 100 percent above that of persons with BMIs in the range of 20 to 25 kg/m<sup>2</sup>.

- Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults: The Evidence Report. National Institutes of Health. National Heart, Lung, and Blood Institute in Cooperation With The National Institute of Diabetes and Digestive and Kidney Diseases. September 1998.

Classification of Overweight and Obesity by BMI	BMI (kg/m <sup>2</sup> )
Underweight	<18.5
Healthy Weight	18.5 – 24.9
Overweight, not Obese	25.0 – 29.9
Obese	≥30.0

Source: Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults: The Evidence Report. National Institutes of Health. National Heart, Lung, and Blood Institute in Cooperation With The National Institute of Diabetes and Digestive and Kidney Diseases. September 1998.

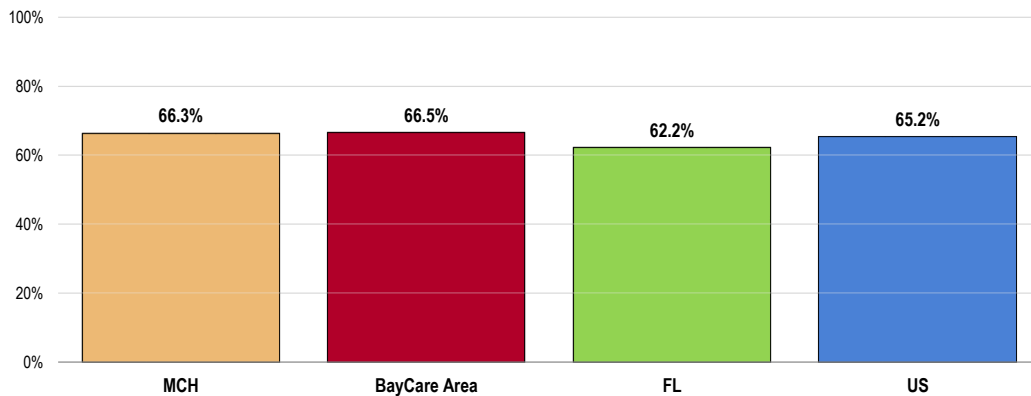
**Adult Weight Status**

**“About how much do you weigh without shoes?”**

**“About how tall are you without shoes?”**

Reported height and weight were used to calculate a Body Mass Index or BMI value (described above) for each respondent. This calculation allows us to examine the proportion of the population who is at a healthy weight, or who is overweight or obese (see table above).

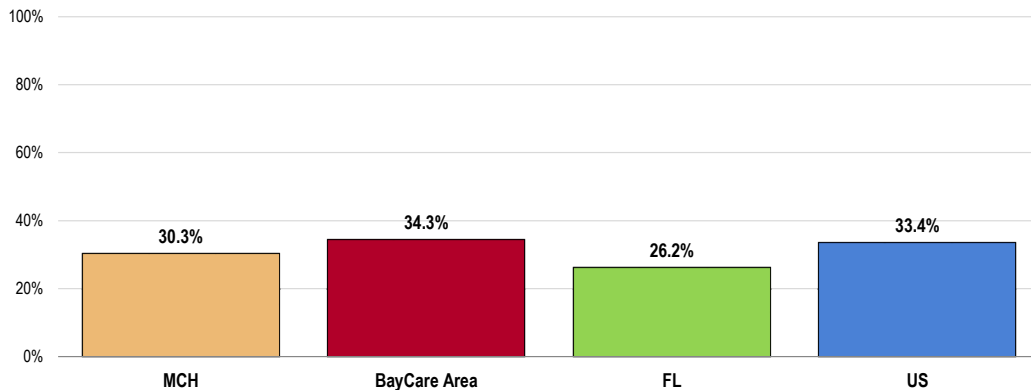
**Prevalence of Total Overweight (Overweight or Obese)**  
(Percent of Adults With a Body Mass Index of 25.0 or Higher)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 176-177]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.

Notes: Based on reported heights and weights, asked of all respondents.  
 The definition of overweight is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), greater than or equal to 25.0, regardless of gender. The definition for obesity is a BMI greater than or equal to 30.0.

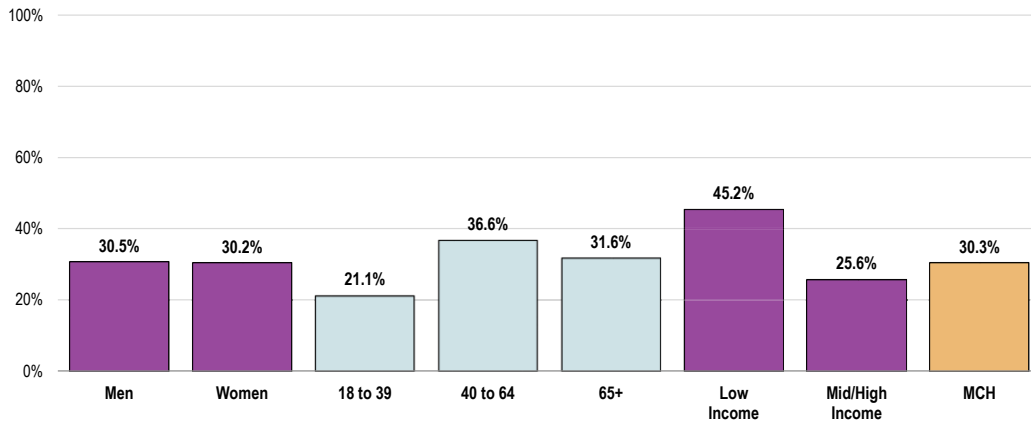
**Prevalence of Obesity**  
(Percent of Adults With a Body Mass Index of 30.0 or Higher)  
**Healthy People 2020 Target = 30.5% or Lower**



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 176]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective NWS-9]  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC); 2014 Florida data.

Notes: Based on reported heights and weights, asked of all respondents.  
 The definition of obesity is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), greater than or equal to 30.0, regardless of gender.

### Prevalence of Obesity (Percent of Adults With a BMI of 30.0 or Higher; MCH Service Area, 2016) Healthy People 2020 Target = 30.5% or Lower



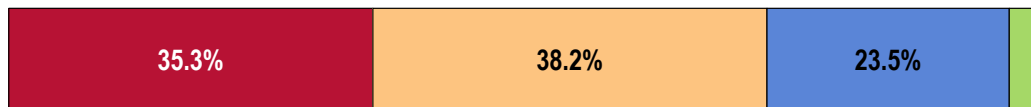
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 176]  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective NWS-9]  
Notes: Based on reported heights and weights, asked of all respondents.  
Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.  
The definition of obesity is having a body mass index (BMI), a ratio of weight to height (kilograms divided by meters squared), greater than or equal to 30.0, regardless of gender.

### Key Informant Input: Nutrition, Physical Activity & Weight

The following chart outlines key informants' perceptions of the severity of *Nutrition, Physical Activity & Weight* as a problem in the community:

### Perceptions of Nutrition, Physical Activity, and Weight as a Problem in the Community (Key Informants, MCH Service Area, 2016)

■ Major Problem ■ Moderate Problem ■ Minor Problem ■ No Problem At All



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

## Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

### Diet/Exercise

*People do not understand how difficult it is to lose a lot of weight and do not understand how obesity increases risk factors for diabetes, stroke, heart disease and premature death. – Social Services Provider*

*People don't get enough exercise, and healthy food is often more expensive than junk food. – Social Services Provider*

### Obesity

*Obesity is an epidemic. – Physician (Hillsborough, Pasco, & Pinellas Counties)*

*Unhealthy weight is a top public health threat. Unhealthy weight leads to heart disease. Two ways to address is proper nutrition and physical activity. – Public Health Representative*

### Built Environment

*Suburban county that does not have well-planned infrastructure among 24 municipalities to promote an active lifestyle, walking, and not enough incentive to promote healthier foods sold in youth sport and recreation centers. – Community Leader*

### Lifestyle

*Too many sedentary lifestyles. Children would rather stay indoors and play computer games than be active outside.*

*Overweight is a huge problem even among children. Not eating properly from the food guide, and our serving sizes are up to 6 times the norm. – Community Leader*

### Nutrition

*I'm very concerned that nutrition education is based on USDA recommendations made by industries that benefit from the recommendations like the cattle industry, the dairy industry. – Social Services Provider*

### Affordable Care/Services

*Services not paid for, so not around. – Physician*

## Substance Abuse

### About Substance Abuse

Substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse are cumulative, significantly contributing to costly social, physical, mental, and public health problems. These problems include:

- Teenage pregnancy
- Human immunodeficiency virus/acquired immunodeficiency syndrome (HIV/AIDS)
- Other sexually transmitted diseases (STDs)
- Domestic violence
- Child abuse
- Motor vehicle crashes
- Physical fights
- Crime
- Homicide
- Suicide

Substance abuse refers to a set of related conditions associated with the consumption of mind- and behavior-altering substances that have negative behavioral and health outcomes. Social attitudes and political and legal responses to the consumption of alcohol and illicit drugs make substance abuse one of the most complex public health issues. In addition to the considerable health implications, substance abuse has been a flash-point in the criminal justice system and a major focal point in discussions about social values: people argue over whether substance abuse is a disease with genetic and biological foundations or a matter of personal choice.

Advances in research have led to the development of evidence-based strategies to effectively address substance abuse. Improvements in brain-imaging technologies and the development of medications that assist in treatment have gradually shifted the research community's perspective on substance abuse. There is now a deeper understanding of substance abuse as a disorder that develops in adolescence and, for some individuals, will develop into a chronic illness that will require lifelong monitoring and care.

Improved evaluation of community-level prevention has enhanced researchers' understanding of environmental and social factors that contribute to the initiation and abuse of alcohol and illicit drugs, leading to a more sophisticated understanding of how to implement evidence-based strategies in specific social and cultural settings.

A stronger emphasis on evaluation has expanded evidence-based practices for drug and alcohol treatment. Improvements have focused on the development of better clinical interventions through research and increasing the skills and qualifications of treatment providers.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Related Age-Adjusted Mortality

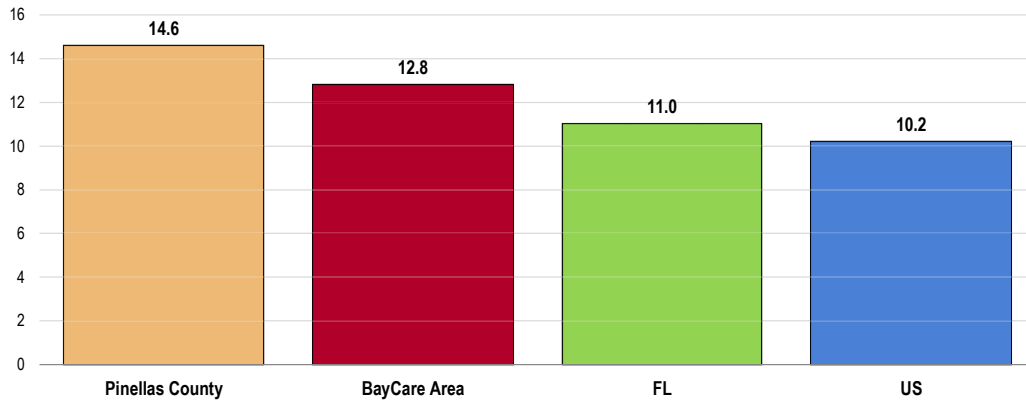
**Cirrhosis/Liver Disease.** Heavy alcohol use contributes to a significant share of liver disease, including cirrhosis. The chart below outlines age-adjusted mortality for cirrhosis/liver disease in the area.

**Drug-Induced Deaths.** Drug-induced deaths include all deaths for which drugs are the underlying cause, including those attributable to acute poisoning by drugs (drug overdoses) and deaths from medical conditions resulting from chronic drug use (e.g., drug-induced Cushing's syndrome). A "drug" includes illicit or street drugs (e.g., heroin and cocaine), as well as legal prescription and over-the-counter drugs; alcohol is not included. These deaths may also be either intentional (e.g., suicide) or unintentional (accidental). The chart below outlines local age-adjusted mortality for drug-induced deaths.

### Cirrhosis/Liver Disease: Age-Adjusted Mortality

(2012-2014 Annual Average Deaths per 100,000 Population)

Healthy People 2020 Target = 8.2 or Lower

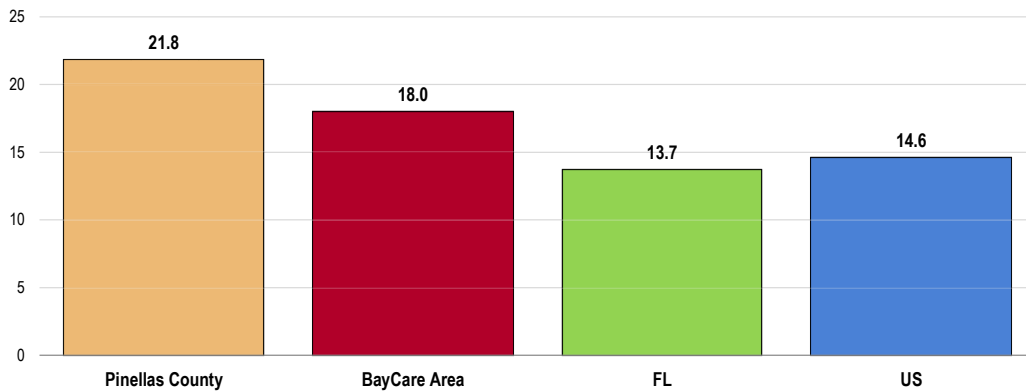


Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective SA-11]  
 Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

### Drug-Induced Deaths: Age-Adjusted Mortality

(2012-2014 Annual Average Deaths per 100,000 Population)

Healthy People 2020 Target = 11.3 or Lower



Sources: CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted May 2016.  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective SA-12]  
 Notes: Deaths are coded using the Tenth Revision of the International Statistical Classification of Diseases and Related Health Problems (ICD-10). Rates are per 100,000 population, age-adjusted to the 2000 US Standard Population.

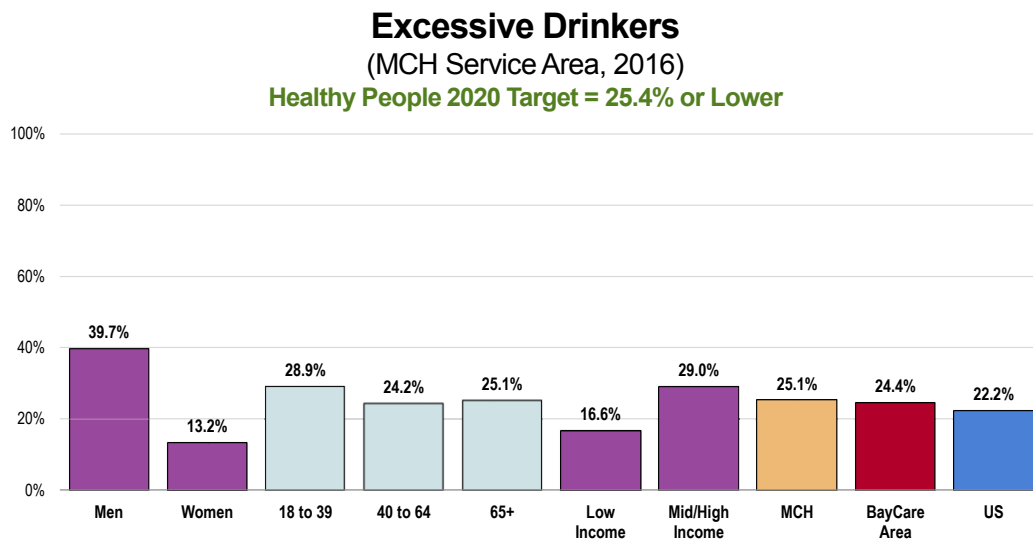
### Alcohol Use

**Excessive Drinkers.** Excessive drinking reflects the number of persons aged 18 years and over who drank more than two drinks per day on average (for men) or more than one drink per day on average (for women) or who drank 5 or more drinks during a single occasion (for men) or 4 or more drinks during a single occasion (for women) during the past 30 days.

**“During the past 30 days, on how many days did you have at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?”**

**“On the day(s) when you drank, about how many drinks did you have on the average?”**

**“Considering all types of alcoholic beverages, how many times during the past 30 days did you have 5 (if male)/4 (if female) or more drinks on an occasion?”**



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 189]

US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective SA-15]

Notes: Asked of all respondents.

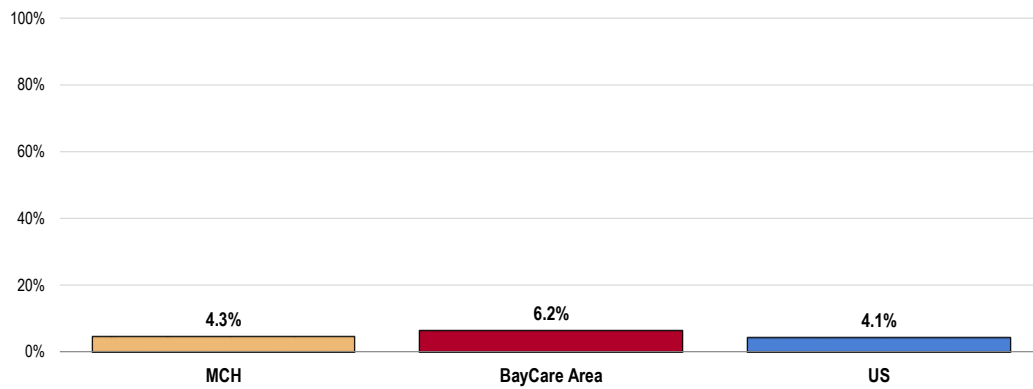
Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

Excessive drinking reflects the number of persons aged 18 years and over who drank more than two drinks per day on average (for men) or more than one drink per day on average (for women) OR who drank 5 or more drinks during a single occasion (for men) or 4 or more drinks during a single occasion (for women) during the past 30 days.

**Drinking & Driving.** As a self-reported measure – and because this indicator reflects potentially illegal behavior – it is reasonable to expect that it might be underreported, and that the actual incidence of drinking and driving in the community is likely higher.

**“During the past 30 days, how many times have you driven when you've had perhaps too much to drink?”**

### Have Driven in the Past Month After Perhaps Having Too Much to Drink



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 66]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

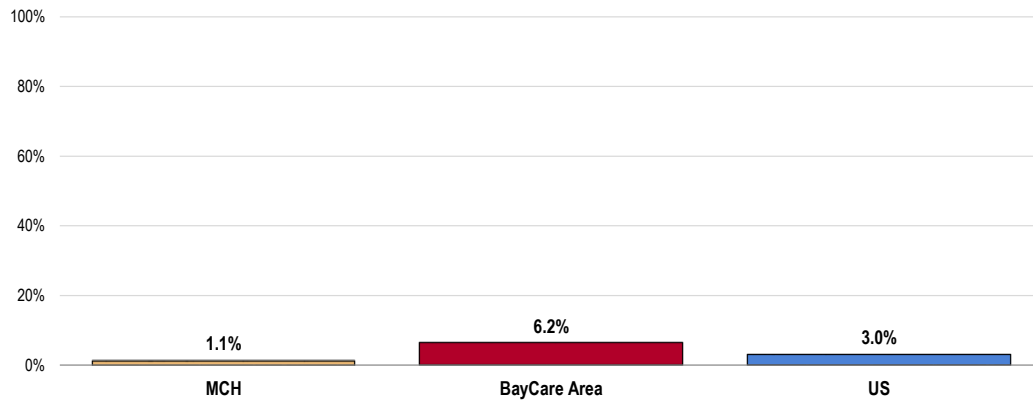
Notes: Asked of all respondents.



### Illicit Drug Use

“During the past 30 days, have you used an illegal drug or taken a prescription drug that was not prescribed to you?”

#### Illicit Drug Use in the Past Month Healthy People 2020 Target = 7.1% or Lower

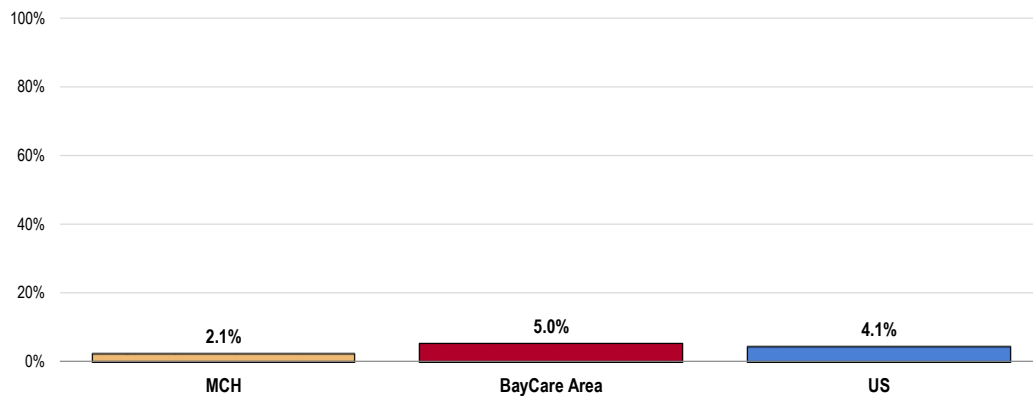


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 67]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective SA-13.3]  
Notes: Asked of all respondents.

### Alcohol & Drug Treatment

“Have you ever sought professional help for an alcohol or drug-related problem?”

#### Have Ever Sought Professional Help for an Alcohol/Drug-Related Problem

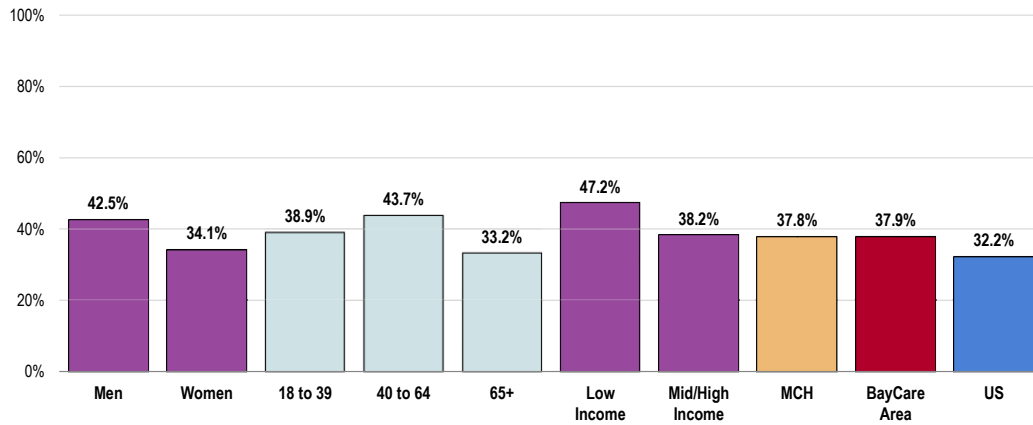


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 68]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Personal Impact of Substance Abuse

“To what degree has your life been negatively affected by your own or someone else’s substance abuse issues, including alcohol, prescription, and other drugs? Would you say: a great deal, somewhat, a little, or not at all?”

**Life Has Been Negatively Affected by Substance Abuse (by Self or Someone Else)**  
(MCH Service Area, 2016)

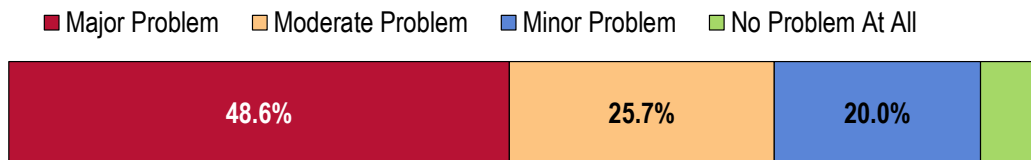


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 69]  
 Notes: Asked of all respondents.  
 Income categories reflect respondent’s household income as a ratio to the federal poverty level (FPL) for their household size. “Low Income” includes households with incomes below 199% of the federal poverty level, and “Mid/High Income” includes households with incomes at 200% or more of the federal poverty level.

### Key Informant Input: Substance Abuse

The following chart outlines key informants’ perceptions of the severity of *Substance Abuse* as a problem in the community:

**Perceptions of Substance Abuse as a Problem in the Community**  
(Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
 Notes: Asked of all respondents.

**Barriers to Treatment**

Among those rating this issue as a “major problem,” the greatest barriers to accessing substance abuse treatment are viewed as:

**Access to Care/Services**

- Lack of programs, lack of information about resources and financial barriers. – Physician*
- Access to substance abuse counseling. – Public Health Representative*
- Lack of resources and bed availability. – Social Services Provider*
- There are no locked facilities. Marchman in Pinellas County. Chronic abusers are picked up by law enforcement and jailed or end up in hospital Emergency Departments until sober and then released. They do not get treatment, so the cycle repeats. – Social Services Provider*

**Lack of Funding**

- Funding, awareness by self or others, and adherence support. – Social Services Provider*
- Not paid for services. – Physician*
- Lack of funding and lack of knowledge on how to screen, refer and treat. – Physician (Hillsborough, Pasco, & Pinellas Counties)*

**Affordable Care/Services**

- Low or no cost options for treatment. Lack of in-house treatment options. – Other Health Provider*
- Affordability. Often the programs that are free or for low-income individuals are considered difficult population. – Community Leader*

**Co-Occurrences**

- Many cases are co-occurring with mental illness. Stigma also prevents access to care. – Public Health Representative*
- Need for their addiction is greater than anything, and they are robbing, stealing, even killing to get what they need for that next high. – Community Leader*
- Spice (synthetic marijuana) and prescription abuse is the largest issues facing our clientele. This is affecting both families and individuals. Spice is affecting chronic individuals, and prescription abuse is affecting families and individuals. – Social Services Provider*

**Most Problematic Substances**

Key informants (who rated this as a “major problem”) clearly identified **alcohol** first as the most problematic substances abused in the community; however, **heroin/other opioids** earned the highest total mention when given three opportunities to identify problematic substances.

Problematic Substances as Identified by Key Informants				
	Most Problematic	Second-Most Problematic	Third-Most Problematic	Total Mentions
Alcohol	54.5%	16.7%	9.1%	<b>9</b>
Heroin or Other Opioids	18.2%	8.3%	72.7%	<b>11</b>
Prescription Medications	18.2%	25.0%	0.0%	<b>5</b>
Synthetic Drugs (e.g. Bath Salts, K2/Spice)	9.1%	25.0%	9.1%	<b>5</b>
Cocaine or Crack	0.0%	25.0%	0.0%	<b>3</b>
Marijuana	0.0%	0.0%	9.1%	<b>1</b>

## Tobacco Use

### About Tobacco Use

Tobacco use is the single most preventable cause of death and disease in the United States. Scientific knowledge about the health effects of tobacco use has increased greatly since the first Surgeon General's report on tobacco was released in 1964.

Tobacco use causes:

- Cancer
- Heart disease
- Lung diseases (including emphysema, bronchitis, and chronic airway obstruction)
- Premature birth, low birth weight, stillbirth, and infant death

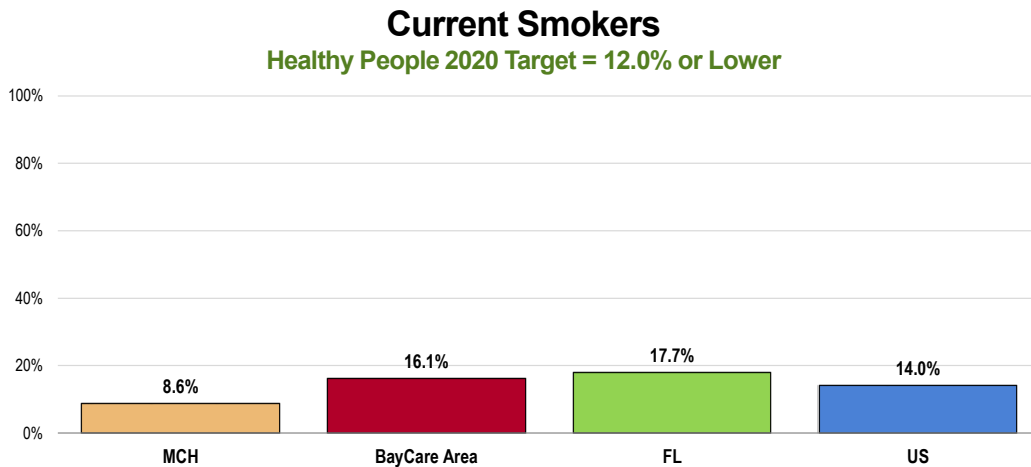
There is no risk-free level of exposure to secondhand smoke. Secondhand smoke causes heart disease and lung cancer in adults and a number of health problems in infants and children, including: severe asthma attacks; respiratory infections; ear infections; and sudden infant death syndrome (SIDS).

Smokeless tobacco causes a number of serious oral health problems, including cancer of the mouth and gums, periodontitis, and tooth loss. Cigar use causes cancer of the larynx, mouth, esophagus, and lung.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Cigarette Smoking

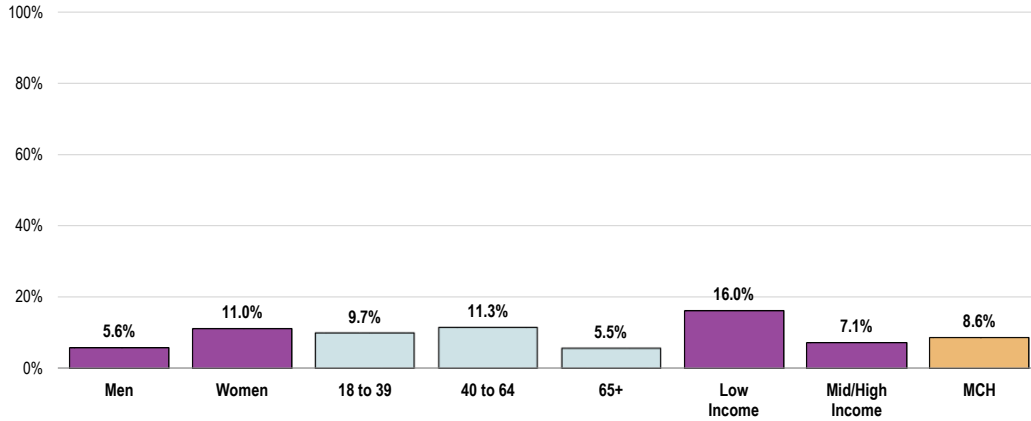
“Do you now smoke cigarettes every day, some days, or not at all?”



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 181]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective TU-1.1]

Notes: Asked of all respondents.  
Includes regular and occasional smokers (those who smoke cigarettes every day or on some days).

### Current Smokers (MCH Service Area, 2016) Healthy People 2020 Target = 12.0% or Lower



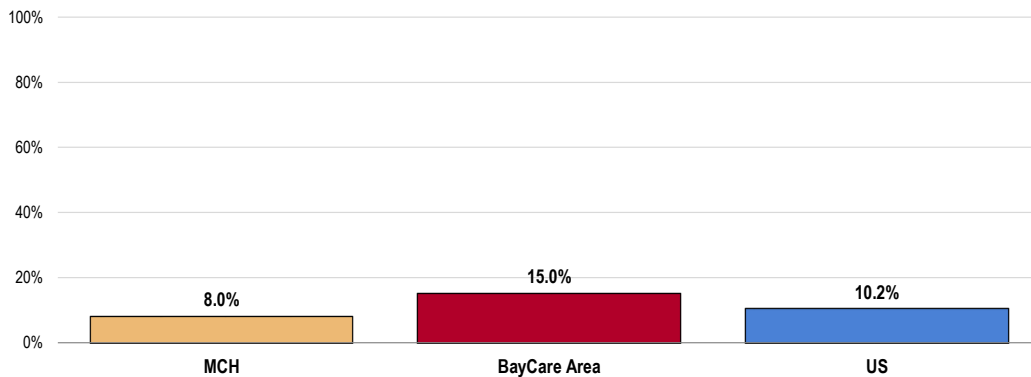
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 181]  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective TU-1.1]

Notes: Asked of all respondents.  
Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.  
Includes regular and occasion smokers (every day and some days).

### Secondhand Smoke

**"In the past 30 days, has anyone, including yourself, smoked cigarettes, cigars or pipes anywhere in your home on an average of four or more days per week?"**

#### Member of Household Smokes at Home



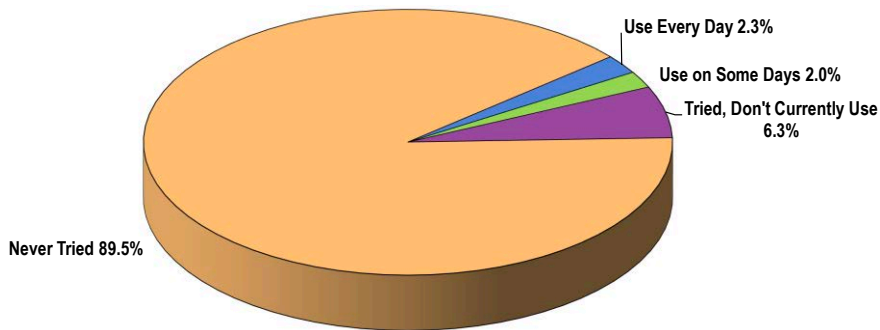
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 58, 184]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.  
"Smokes at home" refers to someone smoking cigarettes, cigars, or a pipe in the home an average of four or more times per week in the past month.

### E-Cigarette Use

“The next question is about electronic cigarettes, also known as e-cigarettes. These are battery-operated devices that simulate traditional cigarette smoking, but do not involve the burning of tobacco. The cartridge or liquid “e-juice” used in these devices produces vapor and comes in a variety of flavors. Have you ever used an electronic cigarette?”

**Electronic Cigarette Use**  
(MCH Service Area, 2016)



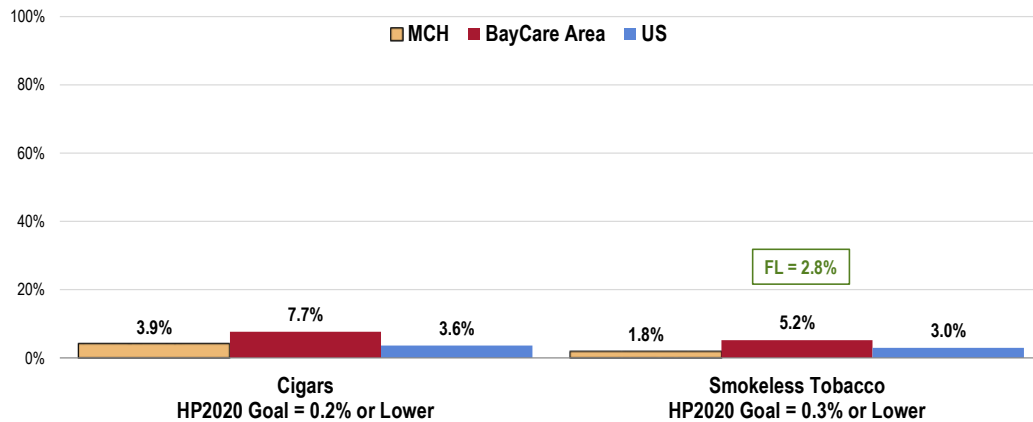
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 208]  
Notes: Asked of all respondents.

### Other Tobacco Use

“Do you now smoke cigars every day, some days, or not at all?”

“Do you currently use chewing tobacco, snuff, or snus every day, some days, or not at all?”

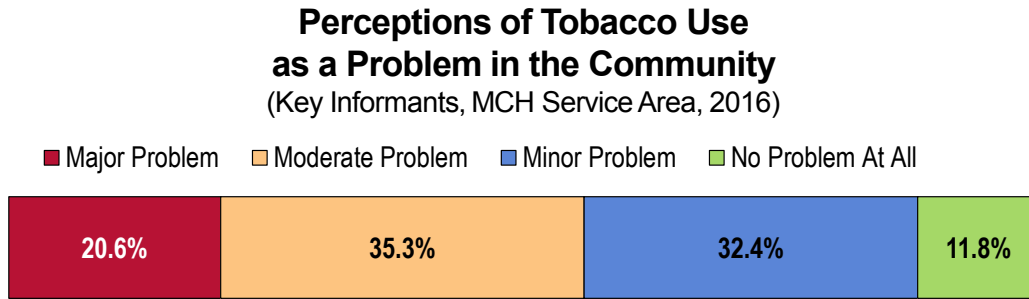
**Other Tobacco Use**



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 59-60]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objectives TU-1.2, TU-1.3]  
Notes: Reflects the total sample of respondents.  
Smokeless tobacco includes chewing tobacco or snuff.

### Key Informant Input: Tobacco Use

The following chart outlines key informants' perceptions of the severity of *Tobacco Use* as a problem in the community:



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

#### Prevalence/Incidence

*Usage. – Social Services Provider*

*Twenty percent of adults in Pinellas smokes tobacco. Tobacco is linked to chronic lung disease and lung cancer. – Public Health Representative*

*Extremely addictive behavior that continues to be promoted on television and in movies. Hard to fight when the behavior starts so young. – Community Leader*

*Tobacco usage in Pinellas County and in Florida in general is higher than other regions of the country. As a result, the county and state have higher rates of smoking associated cancers and death. – Social Services Provider*

#### Affordable Care/Services

*Not paid for services. – Physician*

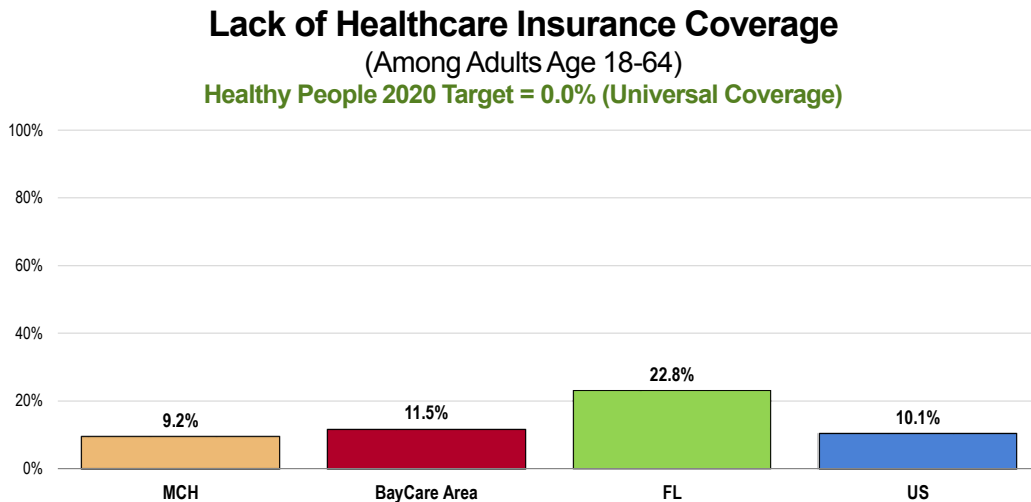
## Access to Health Services

### Lack of Health Insurance Coverage (Age 18 to 64)

Survey respondents were asked a series of questions to determine their healthcare insurance coverage, if any, from either private or government-sponsored sources. Here, lack of health insurance coverage reflects respondents age 18 to 64 (thus excluding the Medicare population) who have no type of insurance coverage for healthcare services – neither private insurance nor government-sponsored plans (e.g., Medicaid).

**“Do you have any government-assisted healthcare coverage, such as Medicare, Medicaid, or VA/military benefits?”**

**“Do you currently have: health insurance you get through your own or someone else's employer or union; health insurance you purchase yourself; or, you do not have health insurance and pay for health care entirely on your own?”**

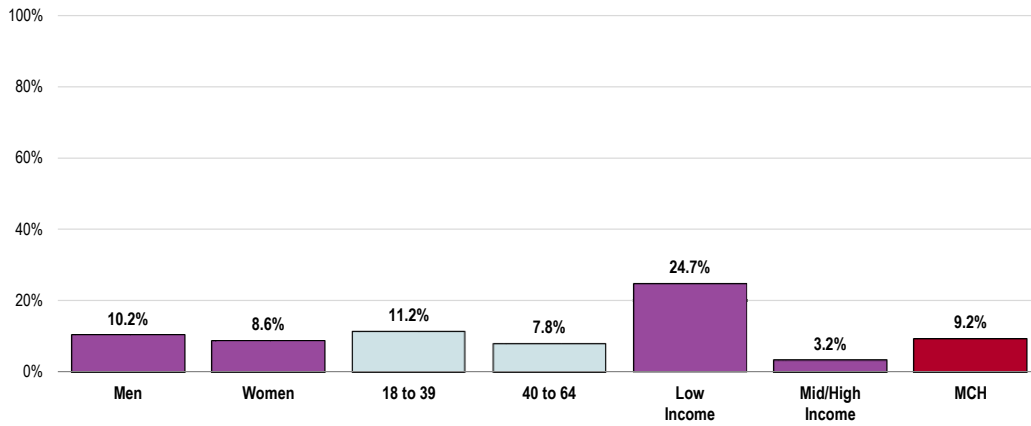


Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 190]  
Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
2015 PRC National Health Survey, Professional Research Consultants, Inc.  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective AHS-1]

Notes: Asked of all respondents under the age of 65.



**Lack of Healthcare Insurance Coverage**  
 (Among Adults Age 18-64; MCH Service Area, 2016)  
 Healthy People 2020 Target = 0.0% (Universal Coverage)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 190]  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective AHS-1]

Notes: Asked of all respondents under the age of 65.  
 Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

## Difficulties Accessing Healthcare

### About Access to Healthcare

Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. It impacts: overall physical, social, and mental health status; prevention of disease and disability; detection and treatment of health conditions; quality of life; preventable death; and life expectancy.

Access to health services means the timely use of personal health services to achieve the best health outcomes. It requires three distinct steps: 1) Gaining entry into the health care system; 2) Accessing a health care location where needed services are provided; and 3) Finding a health care provider with whom the patient can communicate and trust.

- Healthy People 2020 (www.healthypeople.gov)

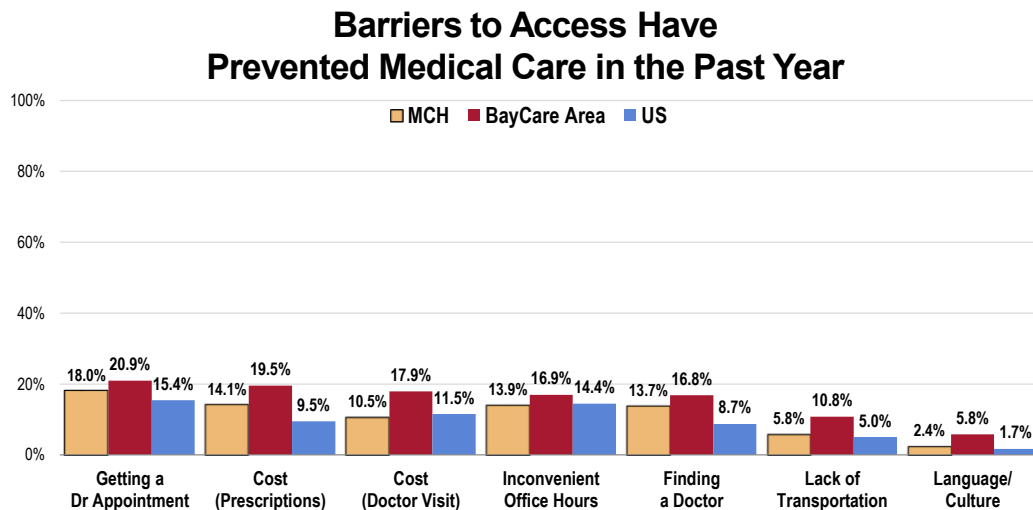
### Barriers to Healthcare Access

To better understand healthcare access barriers, survey participants were asked whether any of the following barriers to access prevented them from seeing a physician or obtaining a needed prescription in the past year.

“Was there a time in the past 12 months when...

- ... you needed medical care, but had **difficulty finding a doctor?**”
- ... you had difficulty getting an **appointment** to see a doctor?”
- ... you needed to see a doctor, but could not because of the **cost?**”
- ... a **lack of transportation** made it difficult or prevented you from seeing a doctor or making a medical appointment?”
- ... you were not able to see a doctor because the **office hours were not convenient?**”
- ... you needed a **prescription medicine**, but did not get it because you could not afford it?”
- ... you were not able to see a doctor due to **language or cultural differences?**”

Percentages reflect the total population, regardless of whether medical care was needed or sought.



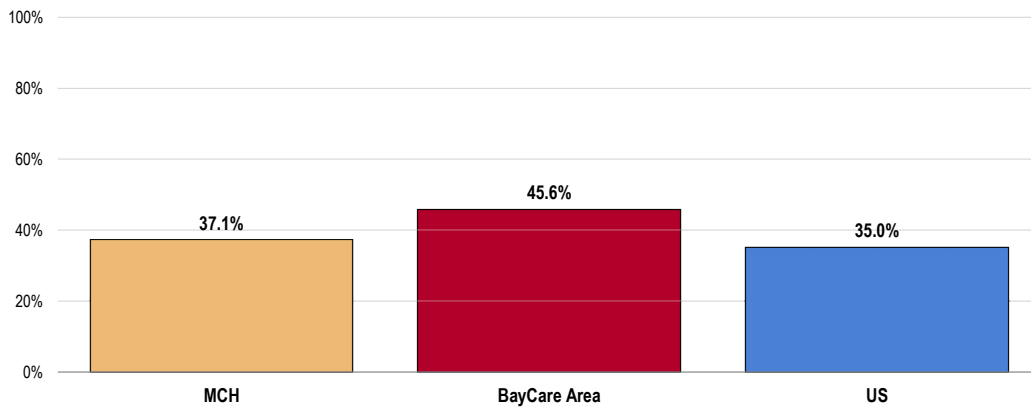
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 7-13]

2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

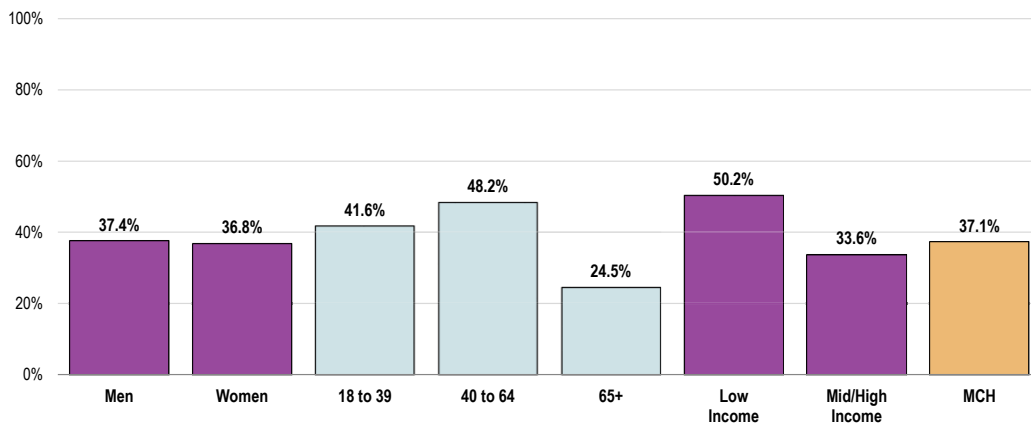
The following charts reflect the composite percentage of the total population experiencing problems accessing healthcare in the past year (indicating one or more of the aforementioned barriers or any other problem not specifically asked), again regardless of whether they needed or sought care.

### Experienced Difficulties or Delays of Some Kind in Receiving Needed Healthcare in the Past Year



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 194]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.  
 Notes: Asked of all respondents.  
 Represents the percentage of respondents experiencing one or more barriers to accessing healthcare in the past 12 months.

### Experienced Difficulties or Delays of Some Kind in Receiving Needed Healthcare in the Past Year (MCH Service Area, 2016)



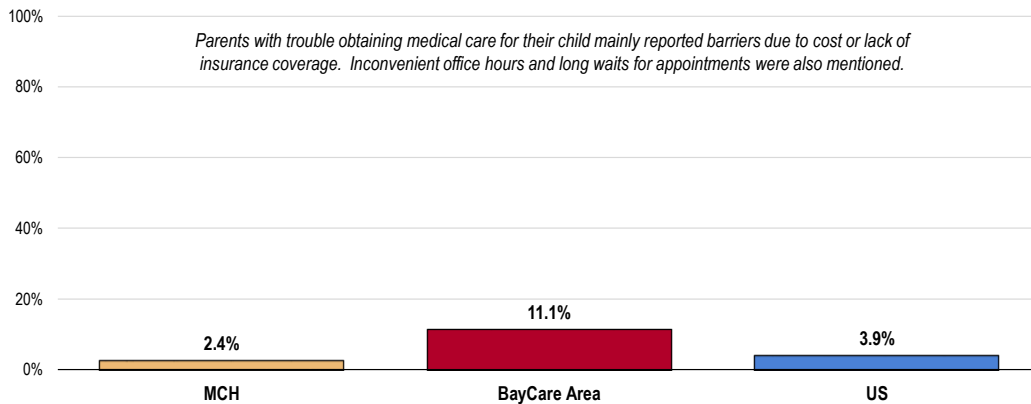
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 194]  
 Notes: Asked of all respondents.  
 Represents the percentage of respondents experiencing one or more barriers to accessing healthcare in the past 12 months.  
 Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

### Accessing Healthcare for Children

Surveyed parents were also asked if, within the past year, they experienced any trouble receiving medical care for a randomly-selected child in their household.

**“Was there a time in the past 12 months when you needed medical care for this child, but could not get it?”**

#### Had Trouble Obtaining Medical Care for Child in the Past Year (Among Parents of Children 0-17)



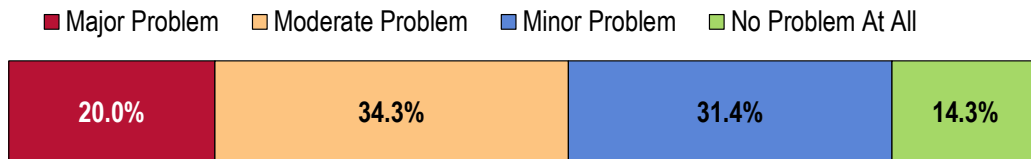
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 136-137]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents with children 0 to 17 in the household.

### Key Informant Input: Access to Healthcare Services

The following chart outlines key informants’ perceptions of the severity of *Access to Healthcare Services* as a problem in the community:

#### Perceptions of Access to Healthcare Services as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

#### Insurance Issues

- Insurance. – Social Services Provider
- Lack of insurance coverage. – Community Leader

#### Medicare/Medicaid

- Absence of Medicaid expansion, lack of awareness about sliding fee clinics. FQHC's funding to support copayments and deductibles for ACA insured residents with high, unaffordable, out-of-pocket costs. – Social Services Provider
- Lack of services for Medicaid patients. Longer times for appointments for insured patients. – Physician

#### Access to Providers

- Providers taking only certain types of population, homeless population, and knowledge about services from that population. – Public Health Representative

#### Affordable Care/Services

- Costs associated with this. Medications co-pays of hundreds of dollars each month. This is not realistic. – Community Leader

#### Transportation

- Transportation to get to health appointments. – Social Services Provider

### Type of Care Most Difficult to Access

Key informants (who rated this as a “major problem”) most often identified **mental health care** and **dental care** on first mention as the most difficult to access in the community; however, **substance abuse treatment** earned the highest total mention when given three opportunities to identify medical care difficult to access.

Medical Care Difficult to Access Locally as Identified by Key Informants				
	Most Difficult to Access	Second-Most Difficult to Access	Third-Most Difficult to Access	Total Mentions
Mental Health Care	33.3%	16.7%	16.7%	4
Dental Care	33.3%	0.0%	33.3%	4
Chronic Disease Care	16.7%	16.7%	0.0%	2
Specialty Care	16.7%	0.0%	16.7%	2
Substance Abuse Treatment	0.0%	50.0%	33.3%	5
Pain Management	0.0%	16.7%	0.0%	1

## Health Literacy

To measure respondents' ability to understand health-related information, respondents were asked the following questions:

**“How often is health information written in a way that is easy for you to understand? Would you say: always, nearly always, sometimes, seldom, or never?”**

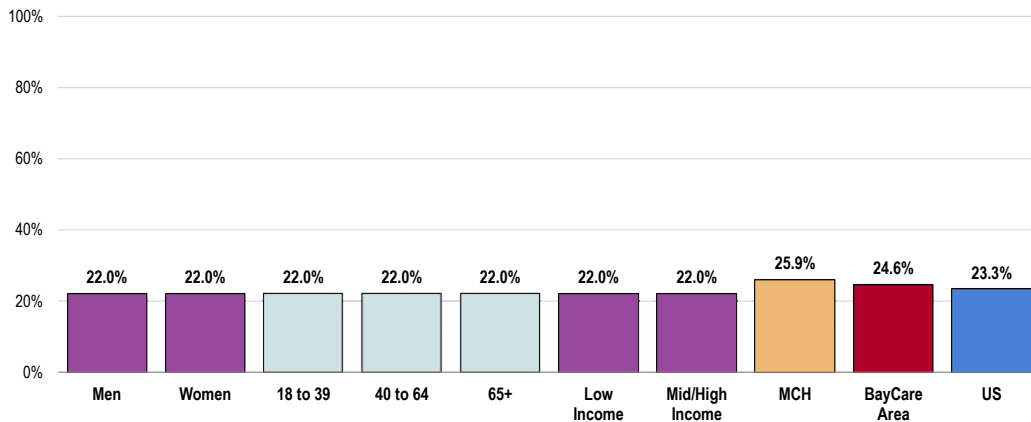
**“How often do you need to have someone help you read health information? Would you say: always, nearly always, sometimes, seldom, or never?”**

**“How often is health information spoken in a way that is easy for you to understand? Would you say: always, nearly always, sometimes, seldom, or never?”**

**“In general, how confident are you in your ability to fill out health forms yourself? Would you say: extremely confident, somewhat confident, or not at all confident?”**

*Low health literacy* is defined here as those respondents who “seldom/never” find written or spoken health information easy to understand, and/or who “always/nearly always” need help reading health information, and/or who are “not at all confident” in filling out health forms.

### Low Health Literacy (MCH Service Area, 2016)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 195]

Notes: Asked of all respondents.

Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

Respondents with low health literacy are those who "seldom/never" find written or spoken health information easy to understand, and/or who "always/nearly always" need help reading health information, and/or who are "not at all confident" in filling out health forms.

## Primary Care Services

### About Primary Care

Improving health care services depends in part on ensuring that people have a usual and ongoing source of care. People with a usual source of care have better health outcomes and fewer disparities and costs. Having a primary care provider (PCP) as the usual source of care is especially important. PCPs can develop meaningful and sustained relationships with patients and provide integrated services while practicing in the context of family and community. Having a usual PCP is associated with:

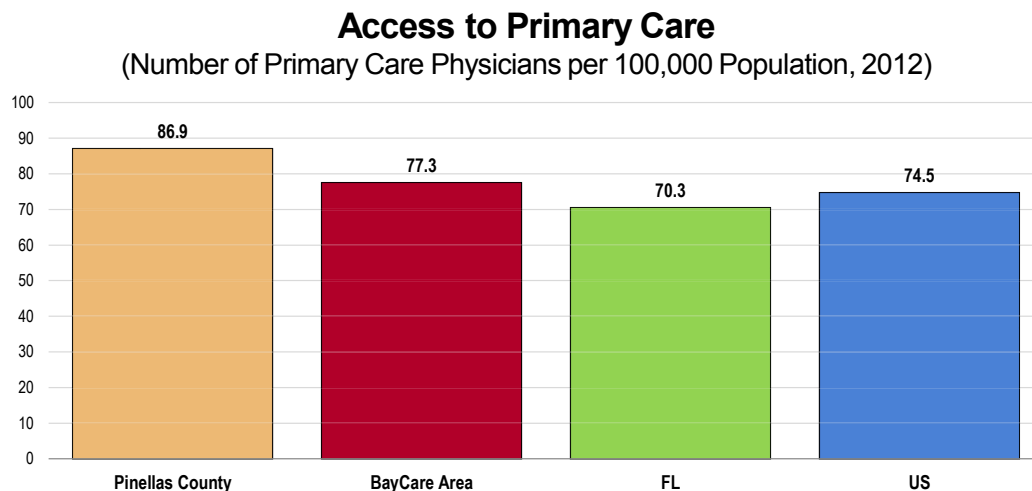
- Greater patient trust in the provider
- Good patient-provider communication
- Increased likelihood that patients will receive appropriate care

Improving health care services includes increasing access to and use of evidence-based preventive services. Clinical preventive services are services that: **prevent** illness by detecting early warning signs or symptoms before they develop into a disease (primary prevention); or **detect** a disease at an earlier, and often more treatable, stage (secondary prevention).

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Access to Primary Care

This indicator is relevant because a shortage of health professionals contributes to access and health status issues.



Sources: US Department of Health & Human Services, Health Resources and Services Administration, Area Health Resource File. Retrieved May 2016 from Community Commons at <http://www.chna.org>.

Notes: This indicator is relevant because a shortage of health professionals contributes to access and health status issues.

### Specific Source of Ongoing Care

Having a specific source of ongoing care includes having a doctor’s office, clinic, urgent care center, walk-in clinic, health center facility, hospital outpatient clinic, HMO or prepaid group, military/VA clinic, or some other kind of place to go if one is sick or needs advice about his or her health. This resource is crucial to the concept of “patient-centered medical homes” (PCMH).

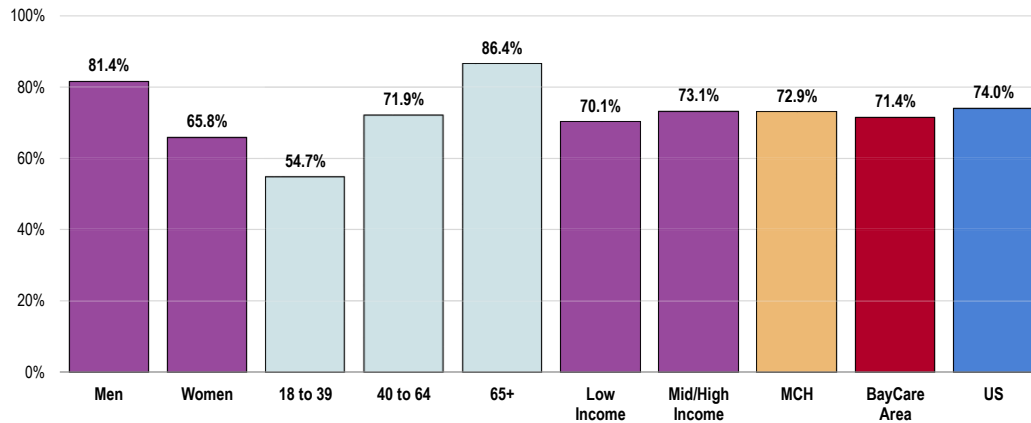
**“Is there a particular place that you usually go to if you are sick or need advice about your health?”**

**“What kind of place is it: a medical clinic, an urgent care center/walk-in clinic, a doctor's office, a hospital emergency room, military or other VA healthcare, or some other place?”**

The following chart illustrates the proportion of MCH Service Area population with a specific source of ongoing medical care. Note that a hospital emergency room is not considered a specific source of ongoing care in this instance.

### Have a Specific Source of Ongoing Medical Care (MCH Service Area, 2016)

Healthy People 2020 Target = 95.0% or Higher



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 191-193]  
 US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective AHS-5.1]

Notes: Asked of all respondents.  
 Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

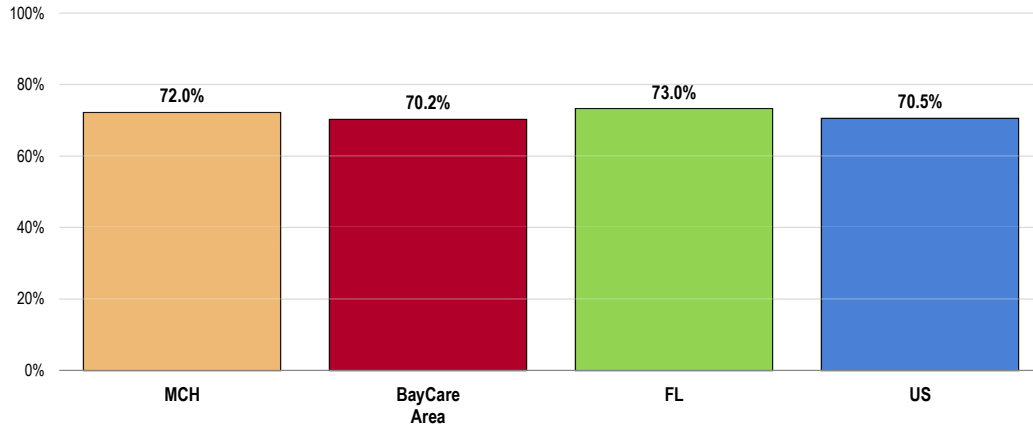


### Utilization of Primary Care Services

**Adults:** “A routine checkup is a general physical exam, not an exam for a specific injury, illness or condition. About how long has it been since you last visited a doctor for a routine checkup?”

**Children:** “About how long has it been since this child visited a doctor for a routine checkup or general physical exam, not counting visits for a specific injury, illness, or condition?”

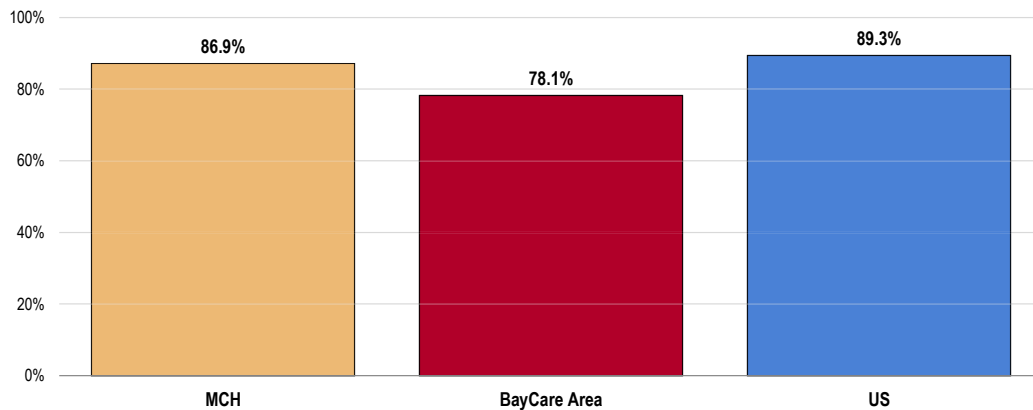
#### Have Visited a Physician for a Checkup in the Past Year



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 18]  
 Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia. United States Department of Health and Human Services, Centers for Disease Control and Prevention (CDC): 2014 Florida data.  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

#### Child Has Visited a Physician for a Routine Checkup in the Past Year (Among Parents of Children 0-17)



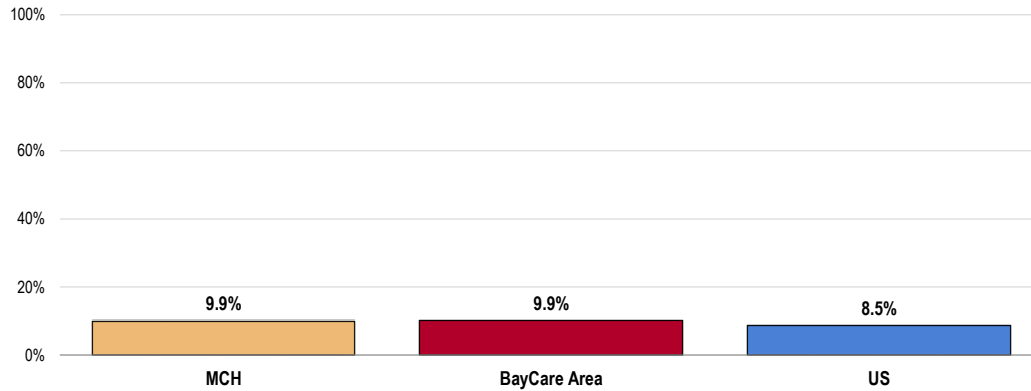
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 138]  
 2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents with children 0 to 17 in the household.

## Emergency Room Utilization

“In the past 12 months, how many times have you gone to a hospital emergency room about your own health? This includes ER visits that resulted in a hospital admission.” (Responses below reflect the percentage with two or more visits in the past year.)

### Have Used a Hospital Emergency Room More Than Once in the Past Year



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Items 22-23]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

## Oral Health

### About Oral Health

Oral health is essential to overall health. Good oral health improves a person's ability to speak, smile, smell, taste, touch, chew, swallow, and make facial expressions to show feelings and emotions. However, oral diseases, from cavities to oral cancer, cause pain and disability for many Americans. Good self-care, such as brushing with fluoride toothpaste, daily flossing, and professional treatment, is key to good oral health. Health behaviors that can lead to poor oral health include: **tobacco use; excessive alcohol use; and poor dietary choices.**

The significant improvement in the oral health of Americans over the past 50 years is a public health success story. Most of the gains are a result of effective prevention and treatment efforts. One major success is community water fluoridation, which now benefits about 7 out of 10 Americans who get water through public water systems. However, some Americans do not have access to preventive programs. People who have the least access to preventive services and dental treatment have greater rates of oral diseases. A person's ability to access oral healthcare is associated with factors such as education level, income, race, and ethnicity.

Barriers that can limit a person's use of preventive interventions and treatments include: limited access to and availability of dental services; lack of awareness of the need for care; cost; and fear of dental procedures.

There are also social determinants that affect oral health. In general, people with lower levels of education and income, and people from specific racial/ethnic groups, have higher rates of disease. People with disabilities and other health conditions, like diabetes, are more likely to have poor oral health.

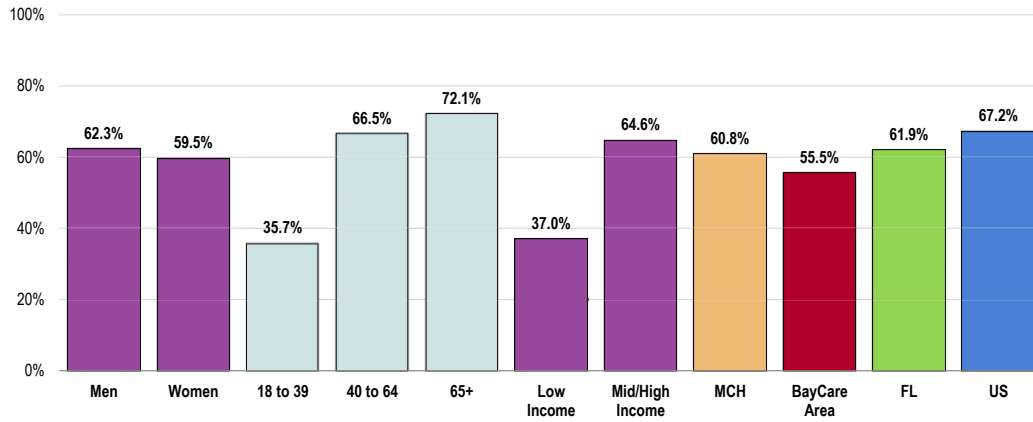
Potential strategies to address these issues include:

- Implementing and evaluating activities that have an impact on health behavior.
  - Promoting interventions to reduce tooth decay, such as dental sealants and fluoride use.
  - Evaluating and improving methods of monitoring oral diseases and conditions.
  - Increasing the capacity of State dental health programs to provide preventive oral health services.
  - Increasing the number of community health centers with an oral health component.
- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

## Dental Care

“About how long has it been since you last visited a dentist or a dental clinic for any reason?”

### Have Visited a Dentist or Dental Clinic Within the Past Year (MCH Service Area, 2016) Healthy People 2020 Target = 49.0% or Higher



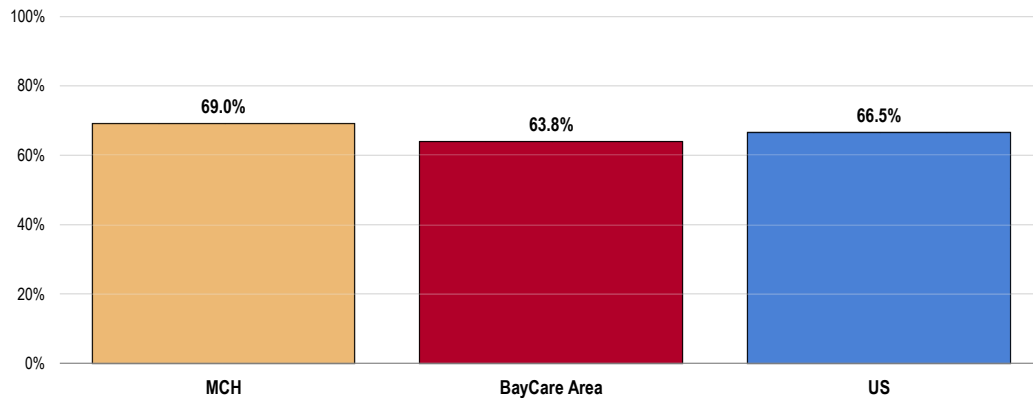
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 20]  
US Department of Health and Human Services. Healthy People 2020. December 2010. <http://www.healthypeople.gov> [Objective OH-7]

Notes: Asked of all respondents.  
Income categories reflect respondent's household income as a ratio to the federal poverty level (FPL) for their household size. "Low Income" includes households with incomes below 199% of the federal poverty level, and "Mid/High Income" includes households with incomes at 200% or more of the federal poverty level.

## Dental Insurance

“Do you currently have any health insurance coverage that pays for at least part of your dental care?”

### Have Insurance Coverage That Pays All or Part of Dental Care Costs



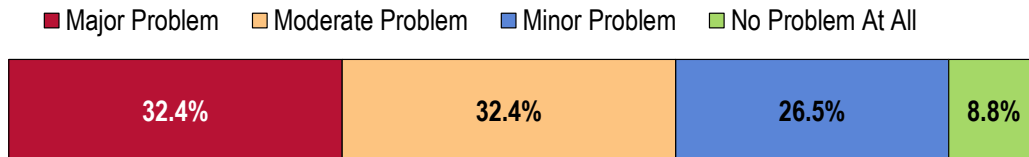
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 21]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

### Key Informant Input: Oral Health

The following chart outlines key informants' perceptions of the severity of *Oral Health* as a problem in the community:

#### Perceptions of Oral Health as a Problem in the Community (Key Informants, MCH Service Area, 2016)



Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
Notes: Asked of all respondents.

#### Top Concerns

Among those rating this issue as a “major problem,” reasons related to the following:

##### Medicaid

*Medicaid payment to dental providers is woefully low and rarely accepted, so access to care is difficult. Not every employer provides dental insurance, so people forgo the out-of-pocket expense for regular dental check-ups. – Social Services Provider*

*Insurance and providers not taking Medicaid. – Social Services Provider*

*Access for adults, Medicaid doesn't cover preventive dental care. Many insurers don't provide dental insurance as part of a basic package. Even for middle income adults, access can be difficult and expensive. – Public Health Representative*

##### Access to Care/Services

*Poor access to dental health. – Public Health Representative*

##### Affordable Care/Services

*Inability for patients without money or underinsured to get emergency dental care. – Physician*

*Very few options for charity dental care for adults. Most dentists do not accept Medicaid. – Community Leader*

##### Co-Occurrences

*Poor dental hygiene leads to many health problems. Dental care should be part of a holistic approach to health care. If there is no insurance or money for dental care, there are limited resources available especially for dentures, crowns, front teeth. – Social Services Provider*

##### Lack of Funding

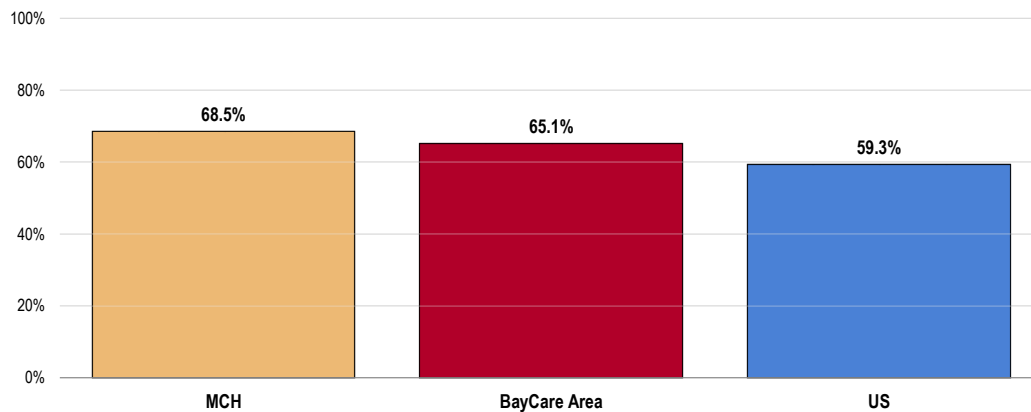
*Funding, as well as lack of willing providers even when funding is available. Ryan White funding is available to HIV/AIDS clients with dental issues, but there's a lack of providers. – Social Services Provider*

## Vision Care

**“When was the last time you had an eye exam in which the pupils were dilated? This would have made you temporarily sensitive to bright light.”** (Responses in the following chart represent those with an eye exam within the past 2 years.)

See also *Vision & Hearing* in the Death, Disease & Chronic Conditions section of this report.

### Had an Eye Exam in the Past Two Years During Which the Pupils Were Dilated



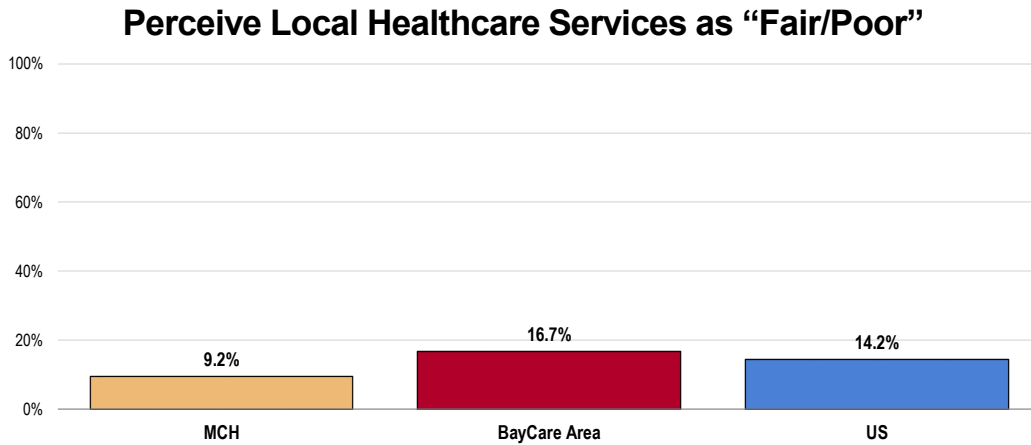
Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 19]  
2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

## Local Resources

### Perceptions of Local Healthcare Services

“How would you rate the overall health care services available to you? Would you say: excellent, very good, good, fair or poor?” (Combined “fair/poor” responses are outlined in the following chart.)



Sources: 2016 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 6]

2015 PRC National Health Survey, Professional Research Consultants, Inc.

Notes: Asked of all respondents.

## Key Informants' Perceptions of Resources Available to Address the Significant Health Needs

The following represents potential measures and resources (such as programs, organizations, and facilities in the community) noted by key informants as available to address the significant health needs identified in this report. This list reflects only input from participants in the Online Key Informant Survey and therefore is not to be considered to be exhaustive or necessarily an all-inclusive list of available resources. This section only outlines those resources mentioned in conducting the Online Key Informant Survey as part of preparing this Community Health Needs Assessment.

### Access to Healthcare Services

- Bayside Health Clinic*
- Behavioral Health Providers*
- Clearwater Free Clinic*
- Community Health Centers*
- Community Health Centers of Pinellas, Inc.*
- DOH Family Planning Clinic*
- Health Department*
- Hospitals*
- Insurance Company*
- MedNet Program*
- Pharmaceutical Companies*
- St. Petersburg Free Clinic*

### Arthritis, Osteoporosis & Chronic Back Conditions

- Arthritis Foundation*
- BayCare Wellness*
- Community Health Centers of Pinellas, Inc.*
- CreakyJoints.org*
- Doctor's Office*
- Homeopathic Medicine and Acupuncture*
- Hospitals*
- Pain Management Clinics*
- Pharmaceutical Companies*
- Physical Therapy*
- Pinellas County Health Department*
- St. Petersburg Free Clinic*

### Cancer

- American Cancer Society*
- BayCare*
- Cancer Centers of America*
- Cancer Support Groups*
- Community Health Centers of Pinellas, Inc.*
- Cornerstone*
- Doctor's Office*
- Florida Cancer Institute*

- Gulf Coast Oncology Hospitals*
- Mease Countryside*
- Moffit*
- Pharmaceutical Companies*
- St. Petersburg Free Clinic*

### Chronic Kidney Disease

- All Kidney Patients Support Group*
- American Association of Kidney Patients*
- American Cancer Society*
- Community Health Centers of Pinellas, Inc.*
- Dialysis Centers*
- Doctor's Office*
- National Kidney Foundation*
- St. Petersburg Free Clinic*

### Dementias, Including Alzheimer's Disease

- Alzheimer's Association*
- Alzheimer's Support Groups*
- Assisted Living Facilities*
- Byrd Center*
- Community Health Centers of Pinellas, Inc.*
- Doctor's Office*
- Home Instead*
- Hospitals*
- Memory Clinic*
- Mental Health Providers*
- Morton Plant Mease Hospital*
- Neighborly Care Network*
- Nursing Homes*
- St. Anthony's Hospital*
- St. Petersburg Free Clinic*

### Diabetes

- American Diabetes Association*
- BayCare*
- BayCare Diabetes Education*
- Bayfront*



Center for Disease Control  
 Community Health Centers of Pinellas, Inc.  
 Doctor's Office  
 Florida Department of Health  
 Health Department  
 Hospitals  
 Insurance Company  
 National Diabetes Association  
 National Institute of Diabetes  
 Pharmaceutical Companies  
 Pinellas County Diabetic Education  
 Pinellas County Health Department  
 PITCH  
 St. Anthony's Hospital  
 St. Petersburg Free Clinic  
 YMCA

**Family Planning**

Community Health Centers  
 Doctor's Office  
 Health Department  
 Planned Parenthood

**Heart Disease & Stroke**

American Heart Association  
 American Stroke Association  
 BayCare  
 BayCare Education Seminars  
 Center for Disease Control  
 Community Health Centers of Pinellas, Inc.  
 Doctor's Office  
 Florida Hospital  
 HCA  
 Hospitals  
 Mease Countryside  
 National Stroke Association  
 Pinellas County Health Department  
 Specialists  
 St. Petersburg Free Clinic  
 Tampa General Hospital  
 Tobacco Free Florida

**HIV/AIDS**

AIDS Service Association of Pinellas  
 ASAP  
 Bayside Health Clinic  
 Boley Center  
 CARES  
 Catholic Charities Christopher House  
 Clearwater Free Clinic  
 Community Health Centers of Pinellas, Inc.

Doctor's Office  
 Florida Department of Health  
 Gold Rule Clinics  
 Health Department  
 Metro Wellness  
 Pinellas County Health Department  
 Ryan White Program  
 St. Petersburg Free Clinic

**Immunization & Infectious Diseases**

Community Health Centers of Pinellas, Inc.  
 Doctor's Office  
 Health Department  
 Hospitals  
 Junior League of St. Petersburg  
 Pediatric Friendly Facilities  
 Pinellas County Health Department  
 PITCH  
 St. Petersburg Free Clinic

**Infant & Child Health**

All Children's  
 Community Health Centers  
 Community Health Centers of Pinellas, Inc.  
 Doctor's Office  
 Health Department  
 Health Fairs  
 Hispanic Outreach Center  
 Pediatric Friendly Facilities  
 Pinellas County Health Department  
 St. Petersburg Free Clinic  
 University of South Florida

**Injury & Violence**

Anger Management Classes  
 BayCare  
 Community Health Centers of Pinellas, Inc.  
 Department of Children and Families  
 Doctor's Office  
 Health Department  
 Injury Prevention Coalition  
 Juvenile Welfare Board  
 Law Enforcement  
 MADD  
 NAMI  
 PAL  
 Personal Enrichment Through Mental Health Services  
 Pinellas County Schools  
 School System

**Mental Health**

211  
 ASAP  
 BA-52's  
 BayCare  
 Boley Center  
 CMHC  
 Community Health Centers of Pinellas, Inc.  
 Courts  
 Directions for Living  
 Doctor's Office  
 Family Resource Centers  
 Federally Qualified Health Centers  
 Free Clinics  
 Government  
 HCA  
 Healthy Start  
 Homeless Empowerment Program  
 Hospitals  
 IRB  
 Jail  
 Mental Health Executive Order Steering Committee  
 Mental Health Providers  
 MentalHealth.gov  
 Metro  
 Morton Plant Mease Hospital  
 NAMI  
 National Institute of Mental Health  
 Operation PAR  
 Personal Enrichment Through Mental Health Services  
 Pinellas County Human Services  
 Pinellas County Schools  
 Ryan White Program  
 St. Petersburg Free Clinic  
 Suncoast Community Health Center  
 Suncoast Mental Health  
 Support Groups  
 Windmoor

**Nutrition, Physical Activity & Weight**

ChooseMyPlate.gov  
 Community Health Centers of Pinellas, Inc.  
 Doctor's Office  
 Farmer's Markets  
 Florida Department of Health  
 Food Deserts  
 Health Department  
 Healthy Communities Initiative  
 Healthy Foods Initiative

Insurance Company  
 Nutrition Services  
 Parks and Recreation Department  
 Pinellas County Extension  
 Pinellas County Health Department  
 Pinellas County Schools  
 PITCH  
 Programs Allowing Food Stamps at Produce Stands  
 The Edible Peach Patch Project  
 University of Florida  
 Weight Loss Center  
 WIC Program  
 YMCA

**Oral Health**

Community Health Centers  
 Community Health Centers of Pinellas, Inc.  
 Doctor's Office  
 Florida Department of Health  
 Free Clinics  
 Give a Kid a Smile Day  
 Health Department  
 Homeless Empowerment Program  
 Pinellas County Health Plan  
 Pinellas County Health, Johnnie Ruth Clark Center  
 School System  
 University of Florida

**Respiratory Diseases**

Doctor's Office  
 Health Department  
 Hostility Programs  
 Social Services  
 SWAT  
 Tobacco Free Florida

**Sexually Transmitted Diseases**

ASAP  
 Community Health Centers of Pinellas, Inc.  
 Doctor's Office  
 Health Department  
 Pediatric Friendly Facilities  
 Pinellas County Health Department  
 St. Petersburg Free Clinic

**Substance Abuse**

AAA  
 ASAP  
 BayCare  
 BayCare Behavioral Health  
 Behavioral Health Taskforce

*Community Health Centers of Pinellas, Inc.*

*DACCO*

*Directions for Living*

*Doctor's Office*

*Fairwinds Treatment Center*

*Footprints Beachside Recovery*

*Hospitals*

*Metro Wellness*

*Operation PAR*

*Personal Enrichment Through Mental Health Services*

*Pinellas Drug Court*

*St. Petersburg Free Clinic*

*Suncoast Community Health Center*

*The Recovery Village*

*Transformations by the Gulf*

*Turning Point*

*Twelve Oaks Recovery*

*Westcare*

*Windmoor*

#### **Tobacco Use**

*Doctor's Office*

*Employee Assistance Programs*

*Gulfcoast North Area Health Education*

*Healthy Start*

*SWAT*

*Tobacco Cessation Classes*

*Tobacco Free Florida*

# Community Characteristics

*As part of the broader system-wide assessment, a variety of existing population data for the region's counties was consulted. Because the MCH Service Area is predominantly within Pinellas County, the following data outline population characteristics for the county derived from census data. For comparison, the "BayCare Area" benchmark in these charts includes the entirety of Hillsborough, Pasco and Pinellas Counties.*

*This section also highlights areas within the community identified as "high-need," including the results in these areas derived from supplemental handout surveys.*



**Professional Research Consultants, Inc.**

## Population Characteristics

### Land Area, Population Size & Density

Data from the US Census Bureau reveal the following statistics for our community relative to size, population, and density.

**Total Population**  
(Estimated Population, 2010-2014)

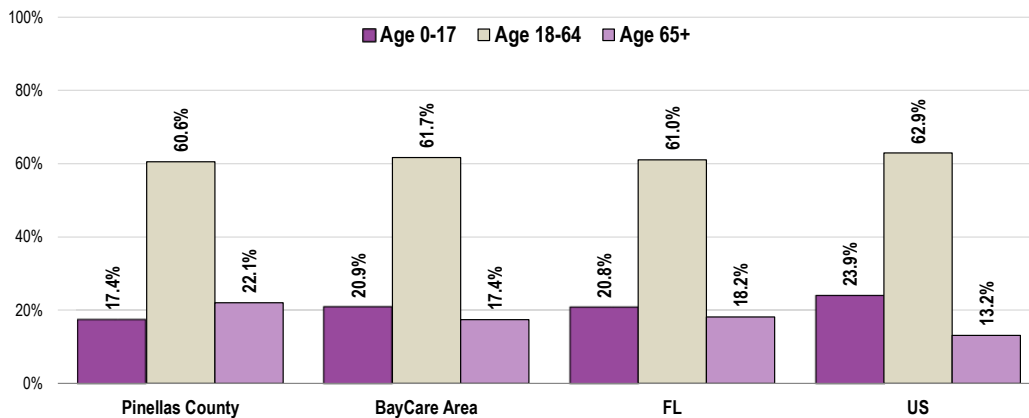
	Total Population	Total Land Area (Square Miles)	Population Density (Per Square Mile)
Pinellas County	925,030	273.79	3,378.61
BayCare Area	2,677,443	2,041.76	1,311.34
Florida	19,361,792	53,630.83	361.02
United States	314,107,083	3,531,932.26	88.93

Sources: US Census Bureau American Community Survey 5-year estimates.  
Retrieved May 2016 from Community Commons at <http://www.chna.org>.

### Age

It is important to understand the age distribution of the population as different age groups have unique health needs which should be considered separately from others along the age spectrum.

**Total Population by Age Groups, Percent**  
(2010-2014)

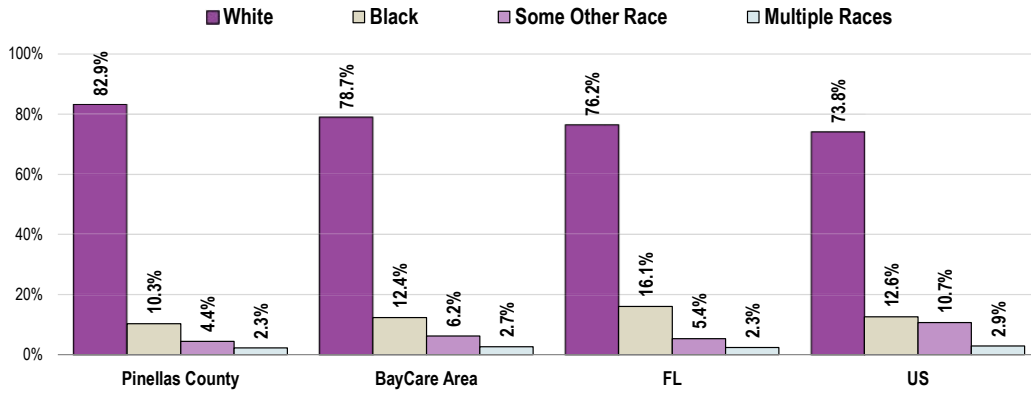


Sources: US Census Bureau American Community Survey 5-year estimates.  
Retrieved May 2016 from Community Commons at <http://www.chna.org>.

## Race & Ethnicity

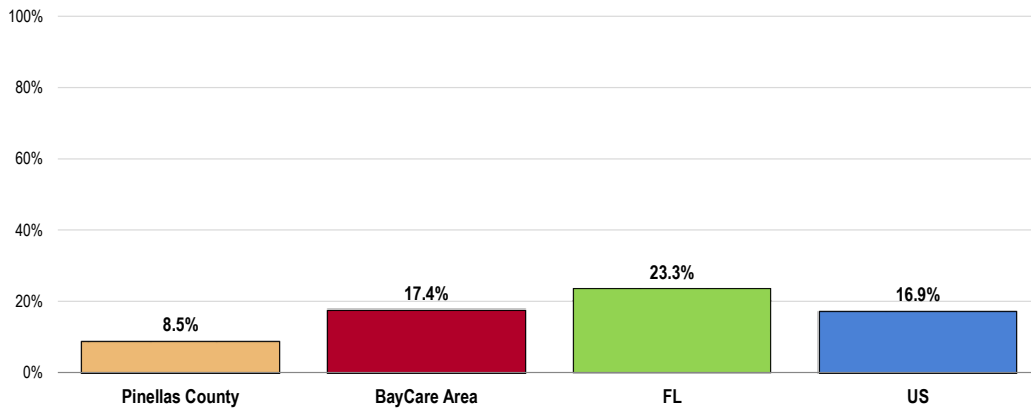
The following charts illustrate the racial and ethnic makeup of our community. Note that ethnicity (Hispanic or Latino) can be of any race.

**Total Population by Race Alone, Percent**  
(2010-2014)



Sources: US Census Bureau American Community Survey 5-year estimates.  
Retrieved May 2016 from Community Commons at <http://www.chna.org>.

**Hispanic Population**  
(2010-2014)



Sources: US Census Bureau American Community Survey 5-year estimates.  
Retrieved May 2016 from Community Commons at <http://www.chna.org>.  
Notes: Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Hispanic, Latino, or Spanish may be of any race.

## Social Determinants of Health

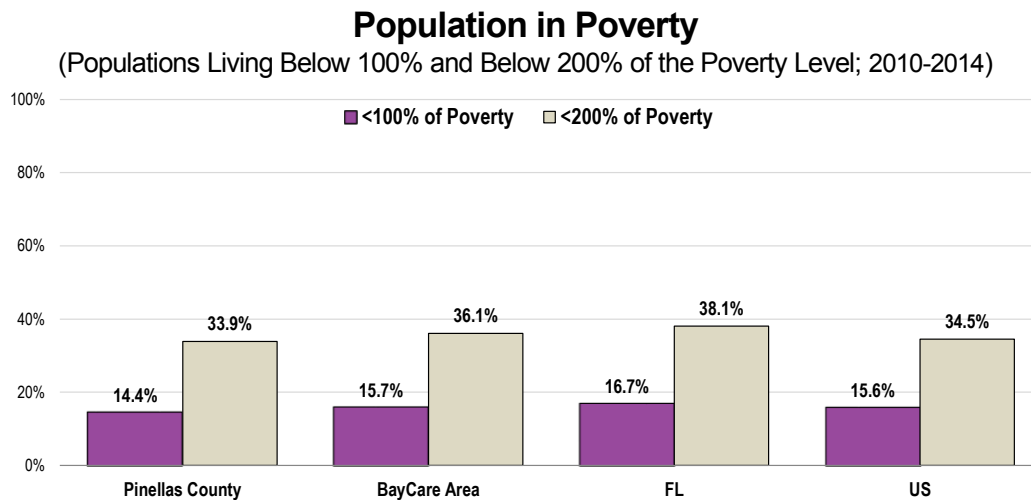
### About Social Determinants

Health starts in our homes, schools, workplaces, neighborhoods, and communities. We know that taking care of ourselves by eating well and staying active, not smoking, getting the recommended immunizations and screening tests, and seeing a doctor when we are sick all influence our health. Our health is also determined in part by access to social and economic opportunities; the resources and supports available in our homes, neighborhoods, and communities; the quality of our schooling; the safety of our workplaces; the cleanliness of our water, food, and air; and the nature of our social interactions and relationships. The conditions in which we live explain in part why some Americans are healthier than others and why Americans more generally are not as healthy as they could be.

- Healthy People 2020 ([www.healthypeople.gov](http://www.healthypeople.gov))

### Poverty

The following chart outlines the proportion of our population below the federal poverty threshold, as well as below 200% of the federal poverty level, in comparison to state and national proportions.

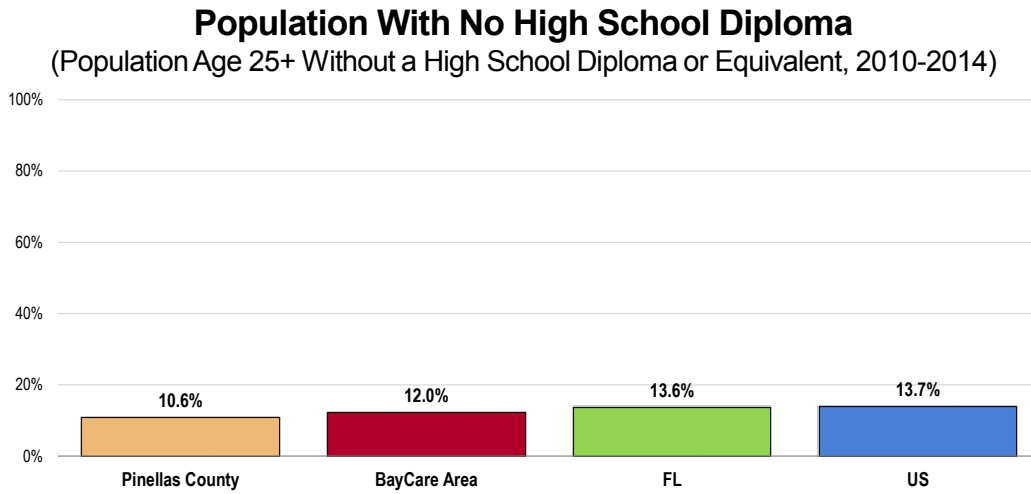


Sources: US Census Bureau American Community Survey 5-year estimates.  
Retrieved May 2016 from Community Commons at <http://www.chna.org>.

Notes: Poverty is considered a key driver of health status. This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

## Education

Education levels are reflected in the proportion of our population without a high school diploma.



Sources: US Census Bureau American Community Survey 5-year estimates.  
Retrieved May 2016 from Community Commons at <http://www.chna.org>.

Notes: This indicator is relevant because educational attainment is linked to positive health outcomes.

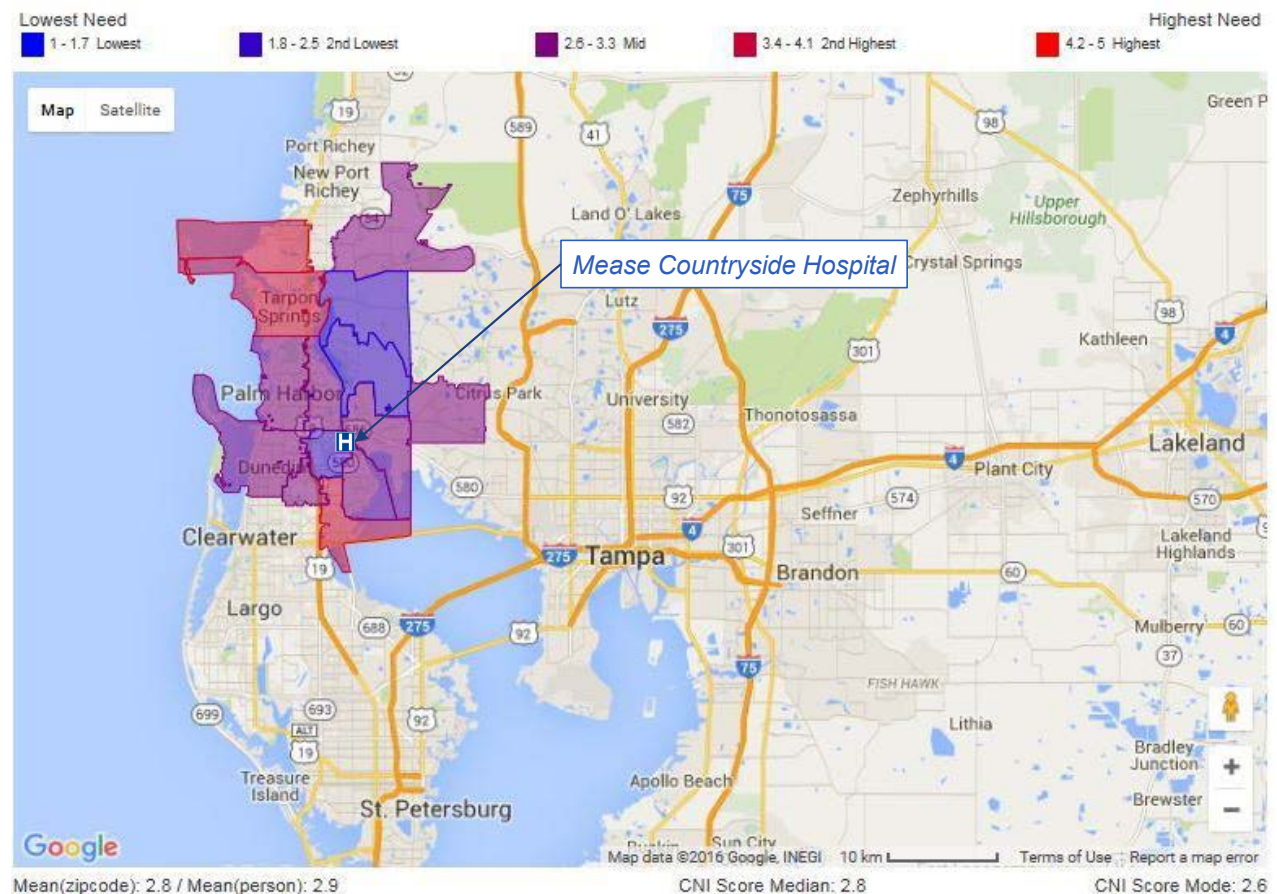


## High-Need Communities

### ZIP Codes Identified as High Need
















High-need areas in the MCH Service Area were identified using the Community Health Needs Index (CNI). The CNI score was developed by Dignity Health (formerly known as Catholic Healthcare West [CHW]) and Truven Health Analytics. This index aggregates five socioeconomic indicators that contribute to health disparity: income, culture, education, insurance, and housing. Each ZIP Code is assigned a score of 1 (low need) to 5 (high need) for each of the five indicators which are averaged to yield the CNI score for that area. The scores are then compared to the index, which is based on national need, and separated into groups ranging from highest need to lowest need.

Research indicates a strong correlation between high CNI scores and hospital admission rates. Residents who live in areas with the highest need were twice as likely to experience preventable hospitalization for manageable conditions (i.e. ear infections, pneumonia...).



ZIP Code–specific CNI scores are outlined in the following table (note that none of the MCH Service Area ZIP Codes fall in the “lowest” or “highest” need categories).

**Community Need Index (CNI) Scores for MCH Service Area ZIP Codes**

	<b>Zip Code</b>	<b>CNI Score</b>	<b>Population</b>	<b>City</b>	<b>County</b>	<b>State</b>
	34691	4.0	21221	Holiday	Pasco	Florida
	33759	3.8	18420	Clearwater	Pinellas	Florida
	34689	3.4	27009	Tarpon Springs	Pinellas	Florida
	34677	3.2	21886	Oldsmar	Pinellas	Florida
	33763	3.0	18730	Clearwater	Pinellas	Florida
	34698	3.0	37666	Dunedin	Pinellas	Florida
	33626	2.8	30983	Tampa	Hillsborough	Florida
	34684	2.8	26290	Palm Harbor	Pinellas	Florida
	34655	2.6	40626	New Port Richey	Pasco	Florida
	34683	2.6	32029	Palm Harbor	Pinellas	Florida
	34695	2.6	17776	Safety Harbor	Pinellas	Florida
	33761	2.4	18058	Clearwater	Pinellas	Florida
	34685	2.2	18911	Palm Harbor	Pinellas	Florida
	34688	2.0	8246	Tarpon Springs	Pinellas	Florida
	34681	1.8	1371	Crystal Beach	Pinellas	Florida

The following ZIP Codes do not have a CNI Score assigned (e.g., PO Boxes): 33766, 34660, 34682, 34697.

 4.2 - 5 Highest Need     3.4 - 4.1 2nd Highest     2.6 - 3.3 Mid     1.8 - 2.5 2nd Lowest     1 - 1.7 Lowest

## Input From High-Need Communities (Convenience Sample Survey)

To increase participation among vulnerable populations, BayCare administered handout surveys at various sites throughout Pinellas County. The data presented in this section reflect findings from these surveys administered among residents who live in ZIP Codes identified as high-need ZIP Codes (those with a CNI score of 3.4 or higher, as described above) within the MCH Service Area (representing 21 respondents) and within Pinellas County (representing 227 respondents).

The following charts represent findings from these handout surveys among residents of high-need areas; it is important to note that, as a “convenience sample,” this is a non-probability sample that is not necessarily representative of the targeted population and is limited with regard to generalizability. *[In contrast, survey data presented in previous sections of this report are from the scientific, random-sample population survey that is representative and generalizable.]*

### Perceptions of Health

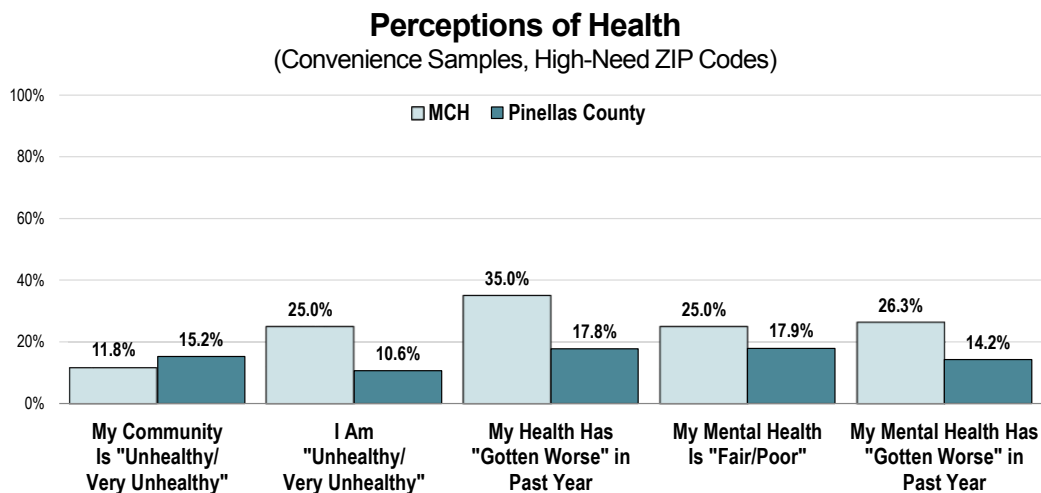
**Overall how would you rate the health of the community where you live?** very unhealthy; unhealthy; somewhat unhealthy; healthy; very healthy

**How would you rate your own personal health?** very unhealthy; unhealthy; somewhat unhealthy; healthy; very healthy

**In the last year, would you say your overall health has:** gotten better; stayed about the same; gotten worse?

**In general, how would you rate your overall mental and emotional health?** excellent; very good; good; fair; poor

**In the last year, would you say your emotional and mental health has:** gotten better; stayed about the same; gotten worse?

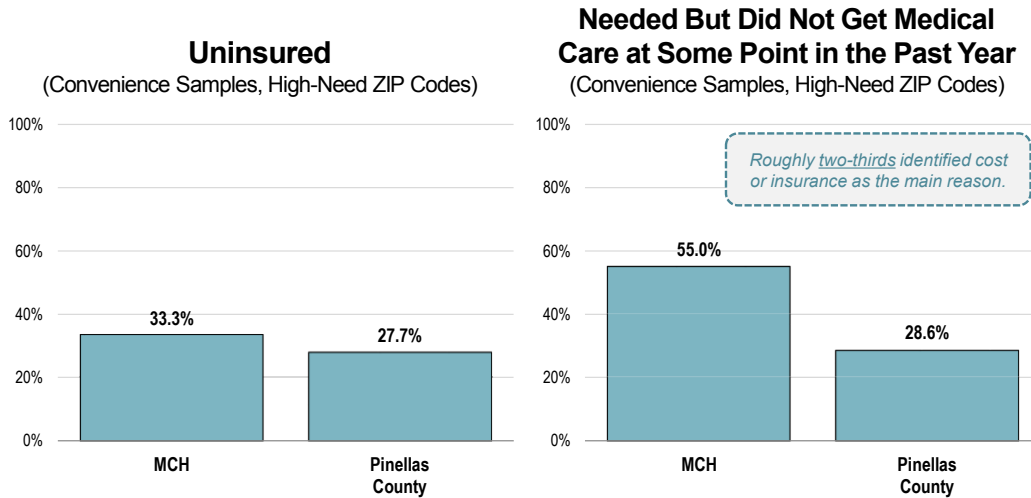


Sources: 2016 Convenience Sample Survey, BayCare  
 Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

### Access to Healthcare

**How do you pay for most of your health care?** Please choose only one: I pay cash/don't have insurance; Medicare (or Medicare HMO); Medicaid (or Medicaid HMO); commercial health insurance (private insurance, HMO, PPO); Veteran's Administration; TRICARE; Indian Health Services; some other way

**Was there a time in the PAST 12 MONTHS when you needed medical care but did not get the care you needed?** yes; no

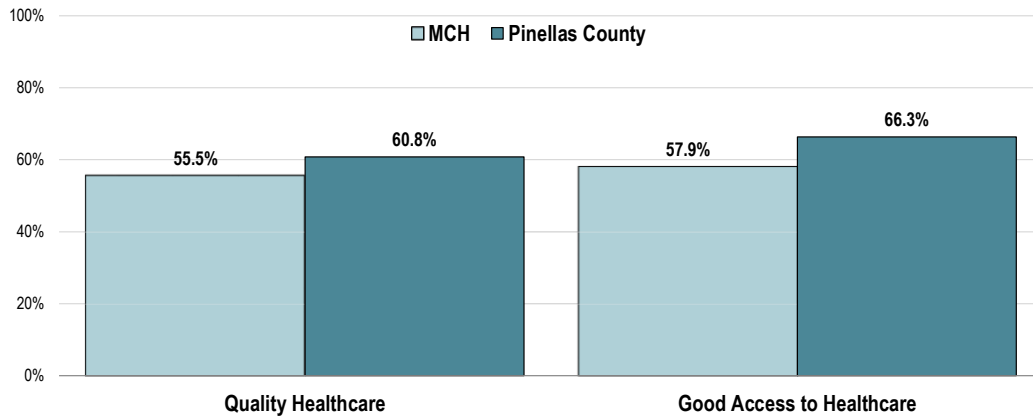


Sources: 2016 Convenience Sample Survey, BayCare  
 Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

Below are some statements about your local community. You may agree with some and disagree with others. Please tell us how much you agree or disagree with each statement: strongly agree; somewhat agree; neither agree nor disagree; somewhat disagree; strongly disagree

- The quality of health care in my neighborhood is good.
- I have no problem getting the health care services I need.

**“Strongly” or “Somewhat” Agree  
That My Community/Neighborhood Has:**  
(Convenience Samples, High-Need ZIP Codes)



Sources: 2016 Convenience Sample Survey, BayCare  
Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

**“Most Important” Health Issues**

In the handout surveys, respondents were presented with a list of 21 health issues and were asked to identify which they feel is the most important, second-most important and third-most important in their own community. The following chart illustrates the health issues receiving the top responses as #1, #2 and #3 choices in each area.

**“Most Important”  
Health Problems in My Community**  
(Convenience Samples, High-Need ZIP Codes)

	MCH	Pinellas County
Cancer	#1	
Being Overweight	#2	#2
Mental Health	#3 (tie)	#1
Child Abuse	#3 (tie)	
Heart Disease	#3 (tie)	#3

Sources: 2016 Convenience Sample Survey, BayCare  
Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

## Risky Behaviors

### “Most Important” Risky Behaviors that Impact Community Health

In the handout surveys, respondents were presented with a list of 11 behaviors and were asked to identify which they feel is the most important, second-most important and third-most important in having an impact on overall community health. The following chart illustrates the behaviors receiving the top responses as #1, #2 and #3 choices in each area.

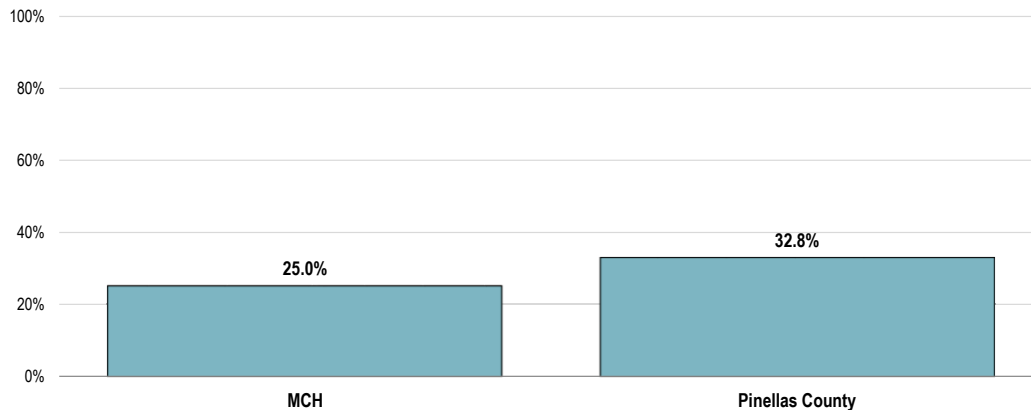
**“Most Important” Risky Behaviors That Impact Health in My Community**  
(Convenience Samples, High-Need ZIP Codes)

	MCH	Pinellas County
Drug Abuse	#1	#1
Dropping Out of School	#2	#2
Alcohol Abuse	#3	
Poor Nutrition		#3

Sources: 2016 Convenience Sample Survey, BayCare  
Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

**How often do you smoke?** I do not smoke cigarettes; I smoke less than one pack per day; I smoke about one pack per day; I smoke more than one pack per day

**Currently Smoke Cigarettes**  
(Convenience Samples, High-Need ZIP Codes)



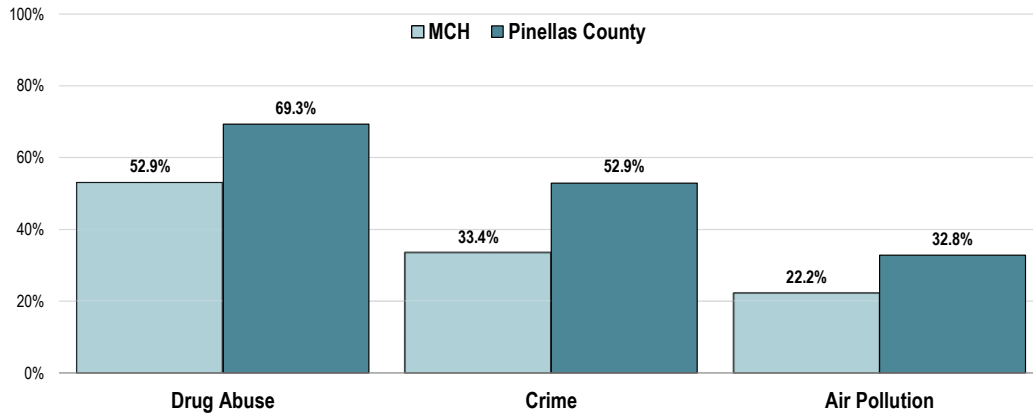
Sources: 2016 Convenience Sample Survey, BayCare  
Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

### Community Problems

Below are some statements about your local community. You may agree with some and disagree with others. Please tell us how much you agree or disagree with each statement: strongly agree; somewhat agree; neither agree nor disagree; somewhat disagree; strongly disagree

- Drug abuse is a problem in my community.
- Crime in my area is a serious problem.
- Air pollution is a problem in my community.

**“Strongly” or “Somewhat” Agree  
That the Following Are Problems Where I Live**  
(Convenience Samples, High-Need ZIP Codes)



Sources: 2016 Convenience Sample Survey, BayCare  
Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

### “Most Important” Issue to Address to Improve Quality of Life

In the handout surveys, respondents were presented with a list of 19 factors and were asked to identify which they feel is the most important, second-most important and third-most important to address in their own community to improve quality of life. The following chart illustrates the factors receiving the top responses as #1, #2 and #3 choices in each area.

#### “Most Important” Factors to Improve Quality of Life in My Community

(Convenience Samples, High-Need ZIP Codes)

	MCH	Pinellas County
Crime/Safety	#1	#1
Access to Healthcare	#2	
Good Schools	#3 (tie)	
Jobs/Economy	#3 (tie)	
Affordable Housing		#2
Strong Family Life		#3

Sources: 2016 Convenience Sample Survey, BayCare  
 Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

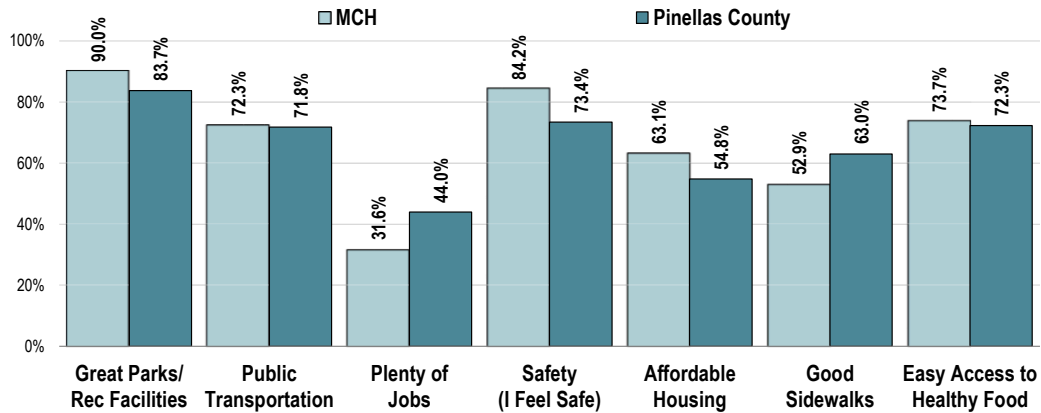


### Community Attributes

Below are some statements about your local community. You may agree with some and disagree with others. Please tell us how much you agree or disagree with each statement: strongly agree; somewhat agree; neither agree nor disagree; somewhat disagree; strongly disagree

- We have great parks and recreational facilities.
- Public transportation is readily available to me if I need it.
- There are plenty of jobs available for those who want them.
- I feel safe in my own neighborhood.
- There are affordable places to live in my neighborhood.
- There are good sidewalks for walking safely.
- I am able to get healthy food easily.

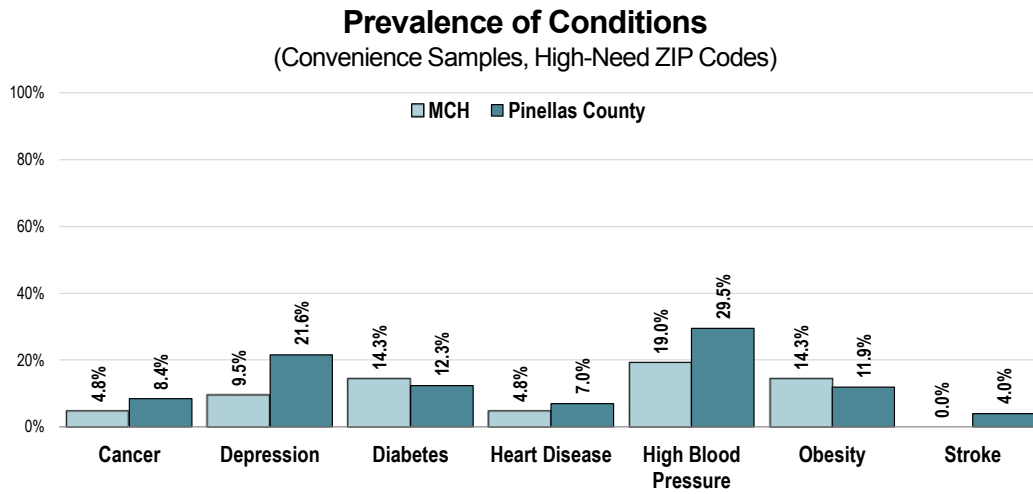
**“Strongly” or “Somewhat” Agree  
That My Community/Neighborhood Has:**  
(Convenience Samples, High-Need ZIP Codes)



Sources: 2016 Convenience Sample Survey, BayCare  
Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

### Prevalence of Chronic Conditions

Have you ever been told by a doctor or other medical provider that you had any of the following health issues? cancer; depression; diabetes; heart disease; high blood pressure/hypertension; obesity; stroke



Sources: 2016 Convenience Sample Survey, BayCare  
 Notes: Data are derived from handout surveys administered at various locations in high-need ZIP Codes.

# Appendices



**Professional Research Consultants, Inc.**

## Appendix I: Evaluation of Past Work

### Mease Countryside Hospital

#### Evaluation of Cycle 1 (2014-2016) Community Health Needs Assessment

Prepared in May 2016

Based on its most recent community health needs assessment (CHNA), Mease Countryside Hospital (MCH) is committed to addressing the following significant community needs:

- 1) Improving access to affordable health care
- 2) Decreasing the prevalence of clinical health issues
- 3) Improving healthy behavior and environments

#### KEY HIGHLIGHTS / ACCOMPLISHMENTS:

Progress was made to address each of the key health needs as prioritized within the 2013 Community Health Needs Assessment. Efforts were specifically dedicated to the following action step categories during Cycle-1 (2014-2016) with highlighted activities as noted below:

#### **Improve access to and coordination of mental health services.**

- BayCare has added and is actively recruiting psychiatrists in an effort to expand access and service in Pinellas County.
- Mental health services are now co-located with primary care in Pinellas County.
- Through support from the Morton Plant Mease Foundation, The Patient Navigator and Behavioral Health Voucher Program launched in Pinellas County at the Homeless Empowerment Project (HEP), a Pinellas County-based homeless shelter. This program provides homeless adults who present with acute mental illness or substance abuse impairment or with a co-occurring mental illness and substance abuse issue increased access to early evaluation, triage, stabilization, and community-based follow up services. Outcomes from this program have included increased access to mental health and substance abuse care, reduction of admissions to emergency departments, inpatient psychiatric units and hospitals and longer periods of housing stability for HEP residents.
- Funding for a pilot project to bring mobile behavioral health services to Pinellas County homeless shelters has been approved. This program was scheduled to launch in May 2016.
- The Pathways program was created to provide provides education and navigation services during crisis. This program was made possible via the Morton Plant Mease Foundation.

#### **Continue advocacy outreach efforts to expand access.**

- Navigators are in place across BayCare to facilitate enrollment in marketplace plans. Outreach activities continue (by navigators) to encourage enrollment in health insurance plans across various community locations. Team members are also available to interview uninsured patients in the hospitals and assist insured patients needing assistance for copays/deductibles (by phone or by appointment). The number of people served continues to increase.
- Morton Plant Mease (MPM) partnered with the Pinellas County government and other organizations to

support the establishment of clinics for the under-served. A partnership has been established with Community Health Centers of Pinellas (CHCP), a federally qualified health center (FQHC) and a CHCP has become operational in Dunedin.

**Continue to implement the Medical Home Model through BayCare Medical Group (BMG) and the hospital division.**

- Implementation of the Medical Home Model through BayCare Medical Group (BMG) continues in an effort to enhance access to care and overall care coordination.

**Enhance cancer prevention and treatment initiatives.**

- Community outreach efforts continue across the health system to encourage the community to understand risk factors and to promote early detection of various types of cancer.
- BayCare sites have signed the "80% by 2018" pledge with the American Cancer Society to promote appropriate colorectal cancer screening in 80% of age-appropriate community members by 2018.
- The Mease Countryside Hospital campus remains tobacco-free (and maintains the incentives offered to team members for not smoking). Various smoking cessation programs are offered throughout BayCare.
- Mease Countryside Hospital is represented on the HPV vaccination stakeholder task force addressing the low HVP vaccination rates in Pinellas County; the goal of this task force is to reduce HPV associated cancers.
- Collaborative efforts continue across BayCare to provide mammography services to the under-served.

**Improve care coordination and outcomes for heart failure (CHF) patients.**

- Efforts to provide consistent care to treat heart failure across BayCare are ongoing.
- Efforts are underway to provide consistent patient education materials as well as to develop clinical scorecards and evidence-based measure order sets across locations.
- Various initiatives are underway to decrease readmissions across BayCare including daily inpatient rounds; post-discharge phone calls; utilization of faith community nurses; increased referrals to palliative care; establishment of heart failure support groups and nurse practitioner-led transitions of care programs. Sites continue to monitor, analyze and report CHF readmission & length of stay (LOS) metrics.
- Mease Countryside is exploring the creation of a heart failure (CHF) clinic.

**Enhance stroke prevention and recognition initiatives.**

- Hospitals are making significant progress to increase the percentage of patients appropriately receiving thrombolytic therapy (for eligible patients).
- A workgroup was established between Pinellas hospitals, EMS and a software company to create a bidirectional way to share information in an effort to improve patient outcomes.
- The first meeting of the newly formed "BayCare Stroke Collaborative" took place on 8/15/2015 with defined goals to identify best practices; standardize education and increase BayCare's community

presence.

- In August 2015, a system-wide neuro-focused Facebook campaign took place which included the online stroke risk assessment; warning signs of a stroke; and the importance of a primary stroke center.
- A consumer-focused marketing tactics to promote stroke awareness across the system launched in May 2016.

#### **Enhance services to improve birth outcomes.**

- Mease Countryside Hospital continues to partner with Healthy Start, March of Dimes and the Florida Perinatal Quality Collaborative to implement best practices and to improve birth outcomes. Mease Countryside Hospital actively participates in The Florida Perinatal Quality Collaborative initiatives to decrease morbidity and mortality in maternity and newborn patients.
- Mease Countryside Hospital has low volume of patients who have not received adequate prenatal care, however the facility does have patients who have received Maternal Fetal Medicine (MFM) services at non-BayCare facilities and choose to deliver at Mease Countryside Hospital. As a result, the need for a more robust MPM program at Mease Countryside Hospital is being addressed. An assessment process is now in place with recommendations/implementation slated for 2017.
- Mease Countryside has enhanced education efforts with its' clinical staff in an effort to reduce the number of early elective deliveries (EED) scheduled.
- BayCare hospitals continue to partner with the Attorney General's office and statewide agencies to address the needs of infants born with neonatal abstinence syndrome by improving education and outreach. During Cycle-1, a grant was awarded to place case managers in all 3 BayCare NICUs to work with addicted moms who give birth to addicted children. Permanent funding has been secured.

#### **Evaluate and align services offered to patients with diabetes to improve health outcomes for diabetic patients.**

- Collaborative relationships with the YMCA are in place to refer patients diagnosed with pre-diabetes and to possibly help the YMCA with pre-diabetes nutrition classes.
- The outpatient diabetes management collaborative continues to work together to standardize outpatient education and services across BayCare.
- In building on a BayCare-wide initiative in 2014 to implement a diabetic ketoacidosis protocol, a 'Hyperglycemia Power Plan' is integrated within the Electronic Health Record. This will provide for a single standard of care for patients with hyperglycemia across BayCare.

#### **Improve care coordination and support initiatives to reduce readmissions.**

- All hospitals continue to strive to reduce readmissions (specific efforts are underway to decrease readmissions from heart failure, diabetes, COPD and other pulmonary diseases).
- The "Transitions of Care" pharmacy service launched at Mease Countryside Hospital. This program utilizes pharmacists to place calls to patients following hospital discharge to assist with medication safety; to increase patient medication/disease state understanding and to encourage follow-up and

continuity of care post-discharge. The Mease Countryside Hospital program is successfully contributing to a reduction in readmissions for those patients who participated.

- Medication assistance was provided to 353 patients from January 2014 - March 2016 through the BayCare Indigent Drug Reimbursement Program across Morton Plant Mease hospitals. The value of pharmaceuticals provided for free to patients/hospital bills credited for this time period was \$996,685.87. Additional medication assistance was provided through the Morton Plant Mease Foundation.

**Facilitate access to transportation services for those in need.**

- Mease Countryside Hospital continues to facilitate and/or directly provide transportation to patients who are not able to afford it post-discharge.

**Increase access to (and coordination of) educational services and preventive/wellness care.**

- BayCare continues to offer a variety of outreach educational events and screenings to increase awareness about important health issues and to improve the health of the community.
- Faith Community Nurses continue to contribute far-reaching positive impact on the communities served by Mease Countryside Hospital. The Faith Community Nursing program continues to expand across Mease Countryside Hospital.

**Continue to offer education and assistance with end of life care and directives through chaplains, mission team, Faith Community Nurses, Palliative care and Hospice.**

- The Morton Plant Mease Palliative Care Program transitioned from a contracted service with Suncoast Hospice to a hospital employed physician model. The program continues to increase capacity with the addition of a new physician and a mid-level practitioner.

**ITEMS NOT ADDRESSED**

Mease Countryside Hospital continues to drive and support activities to address the 3 key priority health needs as identified in the 2013 Community Health Needs Assessment. As referenced in the 2013 CHNA, dental care was identified as a priority health needs that were not addressed with specific actions within the Cycle-1 CHNA Implementation Plan for Mease Countryside Hospital. While hospital leaders are interested in this issue, and are interested in further evaluating the barriers that uninsured residents experience when seeking oral health services, Mease Countryside Hospital does not currently have the expertise, resources, and/or provider base to provide this service. Because the primary needs within the community have dictated that financial and human resources of Mease Countryside Hospital are utilized for diagnostic and therapeutic medical and surgical care, hospital leaders have determined that oral health services could be better met by existing providers (i.e. Clearwater Free Clinic, Community Health Centers (CHC)), allowing available resources to remain focused on the existing and planned health services. However, the need as identified has increased awareness and may be further evaluated as resources are made available.

Substance abuse and detoxification (alcohol, prescription medicine, and illegal drugs (i.e., heroin) were also identified as a priority health need that was not addressed with specific actions within the Cycle-1 CHNA

Implementation Plan for Mease Countryside Hospital. While hospital leaders are interested in these issues and intend to re-evaluate the need, there are organizations already offering substance abuse services in the community. Other than medical stabilization of patients presenting to the emergency department with substance abuse and detoxification issues, Mease Countryside Hospital does not currently offer substance abuse and detoxification services on-site. Mease Countryside Hospital is interested in continuing to evaluate the need for substance abuse services in the community and will continue to consider the most sustainable methods that it may offer to address the need for substance abuse services.

*\*Excerpt extracted directly from Tripp Umbach's 2013 CHNA as prepared for Mease Countryside Hospital*

## LESSONS LEARNED

Based on the lessons learned from the Cycle-1 period, Mease Countryside Hospital is committed to integrating the following improvements to the Cycle-2 (2017-2019) efforts:

- **Narrow the focus:** Focus actions and work activity on a select number of key priorities. Mobilize the energy of the organization to target efforts to address these important health issues and provide regular communication on progress to key stakeholders.
- **Enhance outcome measures:** Ensure that the majority (if not all) key objectives have measureable and quantifiable indicators to evaluate the effectiveness of the related actions.
- **Enhance collaborative partnerships:** Extend continuous efforts to reach out to community organizations (and within BayCare Health System) to identify opportunities to collaborate to improve the health of the community.

## COLLABORATIVE EFFORTS

As highlighted above, Mease Countryside Hospital is committed to engaging with community partners to improve the health of the community. During the next cycle, Mease Countryside Hospital will continue to enhance these relationships to address community health needs.

In an effort to provide oversight and direction of the 2014-2016 CHNA and implementation plan, Morton Plant Mease Health Care created a Community Health Needs (CHN) Board Committee. This committee, comprised of community stake holders, hospital board members and hospital leadership was instrumental in developing community partnerships as well as ensuring accountability for the implementation strategy. During a recent committee evaluation one member noted, "I hope we continue to explore ways to expand the reach of services and support within those challenged neighborhoods through collaboration and expanded support. This Committee plays an important role." The CHN Committee also helped to identify opportunities for enhanced collaboration within the community. Another CHN Committee member observed that "community resources are in silos and a need exists to develop an infrastructure to ensure that resources are pulled into a single entity driving toward the same goals."

Collaborative efforts continue with the Pinellas County Community Health Action Team (CHAT). This is a community-led team that works in coordination with the Pinellas County Health Department's Community Health Improvement Partnership/Plan (CHIP) to improve the health of the County. The CHAT identifies health issues facing the community, and then promotes collaboration among community stakeholders to take action to



address these issues. Discussions with this team and BayCare were launched in an effort to enhance/collaborate on behavioral health initiatives between our organizations. Given the variations in our assessment cycles, the county has expressed an interest in working toward aligning our CHN assessment periods in an effort to consolidate activity and maximize results.

In addition to collaborating with other external community providers and organizations, Mease Countryside Hospital continues to collaborate with other BayCare hospitals to combine efforts and to adopt best practices to improve the health of the community. In January 2016, BayCare Health System established a Community Benefit Council (on which Morton Plant Mease leadership actively participates) to develop, monitor, and validate BayCare's Community Benefit activity to ensure that all BayCare entities are meeting the health care needs of the community.

### **COMMUNITY FEEDBACK**

Mease Countryside Hospital made the CHNA document publicly available in 2013 through the hospital and BayCare websites. Mease Countryside Hospital did not receive any feedback related to the CHNA or 990 documents.

## Appendix II: Agencies/Organizations Giving Input to Health Need Prioritization

The following agencies/organizations reviewed the assessment findings and participated in the hospital's prioritization exercise:

- 211
- American Heart Association
- BayCare Health System
- BayCare Medical Group
- Mease Countryside Hospital
- Pinellas County Health Department
- Safety Harbor City Manager
- Tampa Bay Diabetics Collaboration
- YMCA