



**Community Health Needs Assessment (CHNA)
Implementation Plans** Pinellas County 2023–2025



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

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Letter from the Presidents

What you'll find in these pages is a manifestation of BayCare's mission to improve the health of all we serve.

For the second time in 2022, our hospitals in Pinellas County and across BayCare joined with the All4HealthFL Collaborative to engage with our communities to make sure, as we plan our Community Benefit investments for the next three years, we're directing them to where they'll make a difference.

The process is called conducting a community health needs assessment (CHNA). The collaborative, including BayCare, AdventHealth, Bayfront Health St. Petersburg, Tampa General Hospital, Moffitt Cancer Center, Johns Hopkins All Children's Hospital and the Florida Department of Health in Hillsborough, Pasco, Pinellas and Polk counties, worked together to collect and review the region's health data and to also listen to our residents to develop collective impact goals to increase the chance of improving health outcomes.

In 2022, that listening involved hearing from Pinellas County residents, community leaders and other key advocates. The listening helped further illuminate the health needs data, showing which needs were most pressing and where the greatest needs were so BayCare's Pinellas hospitals could develop coordinated strategies to address those needs. This book lays out those implementation plans, including advancements in clinical service, education and policy interventions.

These plans build on BayCare's longstanding commitment to Community Benefit work, which in 2021 totaled more than \$497 million and included \$91 million in charity care to ensure high-quality, timely and appropriate care for those who otherwise couldn't afford it. Every day, we're working hard to improve the health and well-being of our communities, and we know there's more work to do.

We encourage you to use this summary to gain a better understanding of our community's needs and the commitment of our hospitals—BayCare Alliant Hospital and Mease Dunedin Hospital in Dunedin, Mease Countryside Hospital in Safety Harbor, Morton Plant Hospital in Clearwater and St. Anthony's Hospital in St. Petersburg—to address those most pressing unmet health needs.

Thank you to all who contributed to our 2022 CHNA process. We look forward to sharing successes of the implementation plans and continuing community conversations throughout the 2023-2025 CHNA cycle.

Sincerely,



Jacqueline Arocho
*President, BayCare
Alliant Hospital*



Matt Novak
President, Morton Plant Hospital



Kelly Enriquez
*President, Mease Countryside
and Mease Dunedin Hospitals*



Scott Smith
President, St. Anthony's Hospital

Listening to Pinellas County

BayCare's Pinellas County hospitals—BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital—recognize that Pinellas County's implementation plans must start with a deep understanding of the issues affecting health and the community resources available to improve related health outcomes.

To provide as complete an overview as possible of the health behaviors and perceptions of Pinellas County residents, a 59-question community survey was developed. The primary purpose of utilizing a community survey was to ensure that the voices of Pinellas County residents were heard, engaging those most impacted by health issues where they live, work, play and raise families. The survey addressed health and lifestyle behaviors, quality of life and access to care.

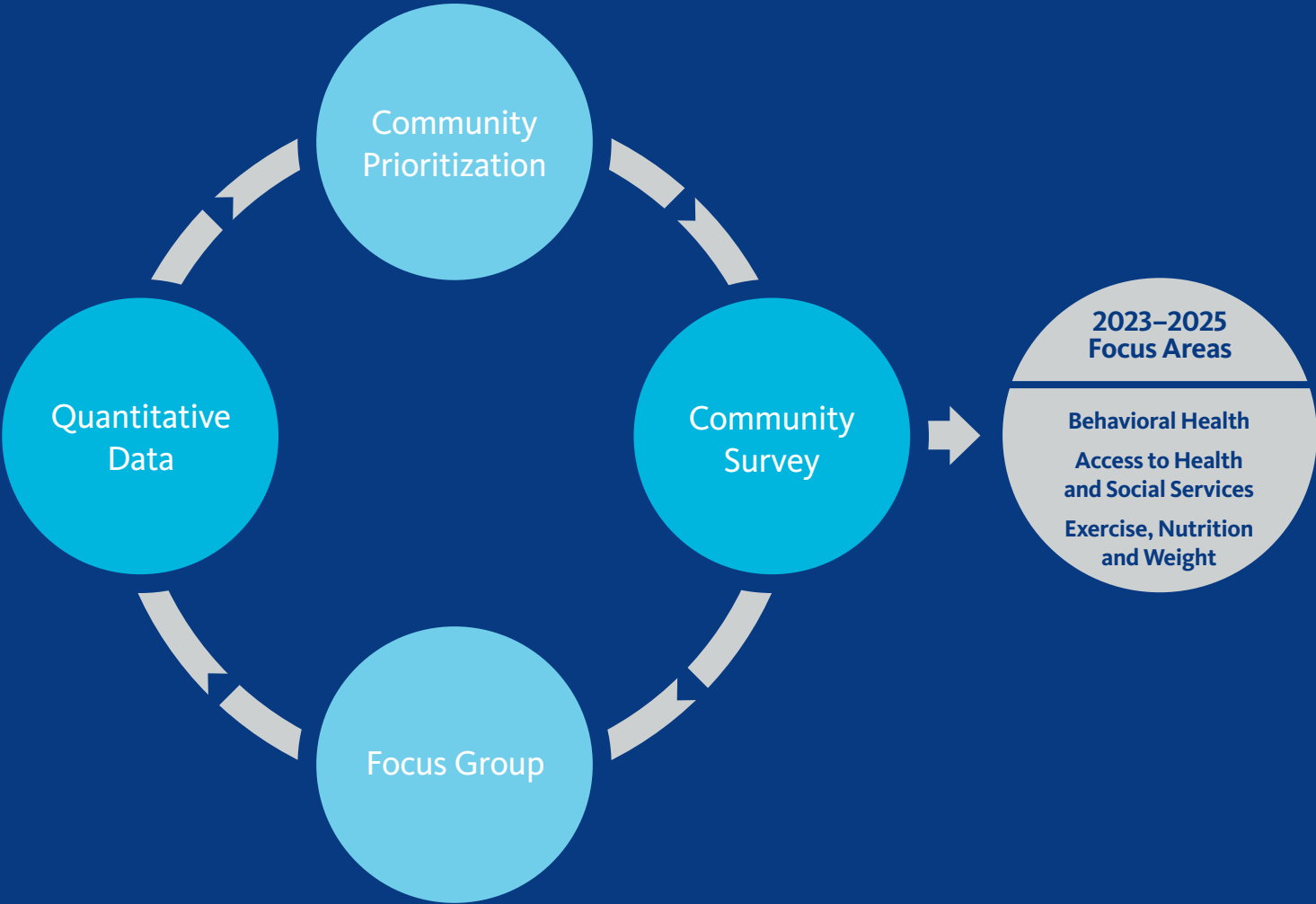
The community survey used validated and reliable questions obtained from state and national needs assessments, passed a rigorous literacy review and was available in English, Spanish and Creole. In addition, the All4HealthFL Collaborative engaged a health equity expert to validate the verbiage of survey questions and responses to ensure equity for all respondents.

Intentional and strategic outreach was integral in getting a robust and representative response rate. Due to the ongoing COVID-19 pandemic, surveys were primarily deployed electronically, using either a direct link or QR code for easy access. The collaborative was prepared for this and leveraged our partners across the county to ensure that the voices of our residents were heard. Even during the challenges posed by the pandemic, the survey was disseminated in libraries, churches, food pantries and community centers. This strategy allowed for engagement of low-income, minority and medically underserved populations. Through the collaborative's efforts, every zip code in Pinellas County was represented in the survey collection.



David Hill, a registered nurse from St. Anthony's Hospital, provides a blood pressure screening for a homeless resident in St. Petersburg in partnership with the St. Petersburg Police Department's Police Assisting the Homeless (PATH) program.

Identifying Priorities



Identifying Priorities

Six health issues were identified after a review of local community opinions from the 2022 CHNA survey, focus groups and related secondary health statistics data analysis:

- Access to health and social services
- Behavioral health (*mental health and substance misuse*)
- Cancer
- Exercise, nutrition and weight
- Heart disease and stroke
- Immunization and infectious disease

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

- What social determinants are impacting this health issue?
- From your perspective, what has caused this to improve/worsen/remain the same?
- What efforts have you experienced that are working and how?
- From your perspective, what community/systems-level aspects need to change to positively impact lives and improve data?

Following the guided discussions, Healthy Communities Institute (HCI) led the participants in a prioritization exercise. Each of the six health issues was presented for ranking based on the scope and severity of the issue and the ability to impact. Each attendee was provided a link to an online voting system and allowed a single vote in each category for each health issue. For the prioritization exercises, the top three focus areas for the 2023–2025 CHNA implementation plans were the same. They are:

- Access to health and social services
- Behavioral health (*including mental health and substance misuse*)
- Exercise, nutrition and weight

The three remaining health needs—cancer, heart disease and stroke, and immunization and infectious disease—are significant, but they aren't directly addressed in the 2023–2025 implementation plan strategies. However, these health issues will continue to be impacted through existing BayCare hospital strategies for clinical excellence as well as other efforts in the community, including collaborative efforts with partners such as the Florida Department of Health in Pinellas County.

Improving Health Is More Than Just Accessing Health Care



Policies and Programs



Health Factors



Health Outcomes

Health Behaviors (30%)

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

Clinical Care (20%)

- Access to Care
- Quality of Care

Social and Economic Factors (40%)

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

Physical Environment (10%)

- Air and Water Quality
- Housing and Transit

Length of Life (50%)

Quality of Life (50%)

Developing a Strategic Implementation Plan

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

Because of our commitment to improving Pinellas County's health and well-being, the BayCare Alliant Hospital Board of Directors, Morton Plant Mease Board of Trustees and St. Anthony's Hospital Board of Trustees approved strategies to drive health improvement and approved the 2023–2025 implementation plans.

The 2023–2025 implementation plans for BayCare's Pinellas County hospitals were thoughtfully developed to leverage hospital and community resources, while also working collaboratively across multiple sectors to engage new community partners. To align with population and public health best practices and acknowledge that improving health is more than just accessing health care, the plans include a strong and directed focus on the social determinants that impact health.



It was an emotional scene on National Cancer Survivors Day at BayCare Ballpark in Clearwater. Hugs were tight, tears flowed and joy filled the air. Physicians and members of the Morton Plant Mease breast cancer teams lined up to celebrate the women they knew so well at the annual Pitch for Pink event.



Photo of Safety Harbor Pier by BayCare team member Amber Herl

Behavioral Health

Behavioral health includes mental health, substance misuse and addiction intervention, including prevention. Mental health is important at every stage of life, from childhood and adolescence through adulthood. It's defined as a state of well-being in which every individual realizes their own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to contribute to their community. Mental health problems and substance use disorders sometimes occur together. This is because:

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

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

Behavioral Health Goal

Work to elevate the community's understanding of behavioral health needs and support investment in appropriate and related services

Objective:

By December 31, 2025, use an equity lens to implement a multifaceted, cross-sector behavioral health campaign to reduce stigma while increasing access to resources.



One of BayCare's behavioral health liaisons talks with a patient at Mease Dunedin Hospital. Liaisons work to provide therapeutic services, behavioral health referrals and resource connections.



1 in 5 American adults
will experience a mental illness
in a given year

Behavioral Health in Pinellas County

20%

Residents who report a depression diagnosis³



20%

Adults who are current smokers
(higher than in Florida and the U.S.)³



18%

Adults who binge drink (higher than in the U.S.)¹



56.9

Drug poisoning deaths per 100,000 population
(higher than in Florida and the U.S.)²



16.5

Suicide deaths per 100,000 population
(higher than in Florida and the U.S.)⁴



¹Centers for Disease Control and Prevention, 2019. Population Level Analysis and Community Estimates.

²FL CHARTS, 2020. Substance Use Dashboard: Overdoses.

³FL CHARTS, 2019. Behavioral Risk Factor Surveillance Survey.

⁴FL CHARTS, 2020. Deaths from Suicide.

Behavioral Health

Impact Objectives

- Partner with the On Our Sleeves campaign to provide resources for open communication and active listening necessary for breaking child mental health stigmas and educating families and advocates
- Provide mental health first aid training to community members annually
- Implement strategies to educate on tobacco and vaping dangers in Pinellas County
- Explore community partnerships to expand behavioral health services and increase access to care for underserved residents of Pinellas County
- Promote behavioral health education and community resources through an awareness campaign
- Offer supportive, temporary housing through the Salvation Army for homeless residents recently discharged from the hospital for behavioral health conditions
- Continue support for the National Alliance on Mental Illness (NAMI) Pinellas to provide training and services to Pinellas County residents on mental health management and resources, with a focus on expanding peer-to-peer training and resources
- Provide support to the Homeless Empowerment Program (HEP) to expand access to mental health resources for its shelter residents

BayCare's Commitment to the Community

Behavioral health has trained providers who can help patients much like a physical health care provider would. BayCare is committed to addressing the behavioral health needs of Pinellas County residents through offering respite beds for homeless residents discharged from the hospital for behavioral health-related conditions, providing community care in partnership with Police Assisting the Homeless (PATH) and other programs, and conducting mental health first aid training for partners that may interact with individuals having a mental health crisis. For more than 50 years, BayCare has continued to expand its behavioral health footprint and is currently the largest provider of behavioral health services in West Central Florida, including the Tampa Bay region.



Access to Health and Social Services

Access to comprehensive, quality health care services is important for promoting and maintaining health, preventing and managing disease, reducing unnecessary disability and premature death, and achieving health equity.¹ Health and social services influence quality of life by addressing social needs related to education and training, social welfare, housing and reliable, high-quality health care.

Access to health care services can be disproportionately impacted by variables such as race, ethnicity, socioeconomic status, geography, age, sex, gender identity, sexual orientation and/or disability status. It requires gaining entry into the health care system (*usually through insurance coverage*), geographic availability of needed health care services, ability to receive services when needed, and finding a health care provider the patient can communicate with and trust. Access to health care impacts one's overall physical, social and mental health status, and quality of life.

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

Access to Health and Social Services Goal

Increase access to timely, affordable and appropriate health and social services for all Pinellas County residents

Objective:

By December 31, 2025, expand access to health and social services through identification, screening and referral of underserved community members to address social determinants of health and their impact on health outcomes.



Mease Countryside Hospital and the other BayCare hospitals work with partners such as the Community Dental Clinic to serve low-income, uninsured adults with their urgent dental needs.

Access to Health and Social Services in Pinellas County

29%

Low-income residents who don't have a personal doctor, compared to 24% of all residents³



Barriers for those who can't get medical care:

48%

Cost



9%

Parents who reported they couldn't get medical care their child needed in the past year¹



35%

Low-income residents experience difficulties getting needed health care, compared to 19% of all residents²

60%

Getting an appointment¹



48%

Survey respondents went to the ER for a reason other than an emergency or life-threatening situation¹



¹Community Health Needs Assessment Community Survey, 2022.

²United States Census Bureau, 2021. Health insurance coverage status by ratio of income to poverty level in the past 12 months by age.

³FL CHARTS, 2019. Adults who have a personal doctor.

Access to Health and Social Services

Impact Objectives

- Leverage partnership with FindHelpFlorida.com to improve connections and referrals to community resources in Pinellas County
- Expand access to affordable medications through support of the Medication Assistance program
- Increase access to health care, health insurance options and community resources through support of health care navigator services
- Create pathways to screening and educational opportunities through support of Faith Community Nursing and their congregational networks
- Improve access to health care through support of transportation resources and rideshare services
- Develop and support best practices for tracking social determinants of health to inform efforts to improve the community's health
- Support Ready for Life to conduct a health education model that increases access to and knowledge of health services among youth aging out of foster care
- Create pathways to increase access to health through partnerships with barbershops and beauty salons by providing health education, screenings and direct linkage to follow-up care
- Expand medical and dental services and resources through support of local free and low-cost clinics
- Improve maternal and infant health outcomes by supporting the Beds 4 Babies and Doula programs at Healthy Start Coalition of Pinellas
- Provide funding to the Homeless Empowerment Program (HEP) to expand access to care for homeless shelter residents
- Support the medical respite program for homeless shelter residents at Pinellas Hope with a full-time nurse on-site to address health needs through follow-up care and education
- Develop a health care navigator and Promotoras program to address access-to-care gaps within the Hispanic population
- Create opportunities to improve long-term quality of life outcomes through a health care-focused workforce development program for high school seniors in partnership with the Boys and Girls Club of the Suncoast

BayCare's Commitment to the Community

BayCare's commitment to addressing barriers to health care and social services for Pinellas County residents includes supporting free clinics, partnering with FindHelpFlorida.com, an online resource to connect individuals to services and resources, and offering transportation assistance for disadvantaged individuals to receive follow-up care, among other efforts. While several of the current activities will continue from the 2020–2022 implementation plans, BayCare is eager to incorporate additional opportunities to deepen the impact of our access to services work in Pinellas County.



Exercise, Nutrition and Weight

Physical activity and proper nutrition are key drivers in achieving and maintaining a healthy weight. The combination of these drivers decreases the likelihood of stroke, high blood pressure, heart disease, type 2 diabetes, depression and some cancers, and is a contributing factor in the prevention of many other health problems.

Obesity affects one in five children and one in three adults and costs the U.S. \$173 billion annually. Efforts to improve weight must include a focus not only on individual behaviors, but on policy and environmental changes, from tackling root causes of food insecurity to school-based interventions to safe places to be active outdoors. Primary and secondary data sources elevated physical activity, nutrition and weight as a high health priority for Pinellas County.

Exercise, Nutrition and Weight Goal

Pursue policy, systems and environmental change to maintain or increase the number of residents with healthy behaviors and weight, while ensuring access to nutritious and reliable food sources

Objective:

By December 31, 2025, improve overall health through interventions that are inclusive of health and nutrition education, screenings, exercise initiatives and place-based food access.



Just moments before the start of the 2022 St. Anthony's Triathlon's Meek & Mighty, BayCare Kids Wellness and Safety team members help students from Woodlawn Elementary School in St. Petersburg warm up. The BayCare team had worked for months to help the children obtain the athletic equipment and fitness for the event, which includes swimming, cycling and running.

Exercise, Nutrition and Weight in Pinellas County

16%



Children who live in households at or below the poverty level²

81%

High school students who don't have sufficient vigorous physical activity⁴



30%

Adults who are obese (higher than in Florida)⁵

13%



Residents who report being food insecure (higher than the rate for Florida)³

46%



Those who have diabetes who are food insecure¹

73%

Residents who don't eat enough fruits and vegetables every day¹

¹Community Health Needs Assessment Community Survey, 2022.

²FL CHARTS, 2020. Individuals below poverty level (ages 0-17).

³FL CHARTS, 2019. Food insecurity rate.

⁴FL CHARTS, 2020. Florida High School Youth Risk Behaviors.

⁵Centers for Disease Control and Prevention, 2019. Population Level Analysis and Community Estimates.

Exercise, Nutrition and Weight

Impact Objectives

- Maintain the Healing Bag program as standard of care by screening every hospital patient for food insecurity using the two-question, validated USDA Food Insecurity screener and providing nonperishable food upon discharge
- Through partnership with Feeding Tampa Bay, continue providing access to food for students and their families at 12 schools across Pinellas County and determine areas for additional services such as health screenings and education
- Expand access to healthy food for food insecure people with chronic conditions by exploring and implementing a food clinic that offers wrap-around services
- Continue the BayCare Kids Wellness and Safety team's work with existing children's obesity prevention programs, nutritional workshops and large-scale community events
- Deepen the Community Health team's multidisciplinary partnerships across the service area to include prevention-based screening and/or classes
- Improve health outcomes for community members with prediabetes or type 2 diabetes by partnering with local free clinics to increase diabetes education and support for Pinellas County residents through an on-site Healthy Living Coach
- Explore community partnerships to encourage exercise and nutrition among Pinellas County residents
- Promote youth physical activity through triathlon training with elementary school students to participate in St. Anthony's annual Meek & Mighty Triathlon
- Provide funding to support a position for health care partnerships at Feeding Tampa Bay
- Partner with the YMCA using BayCare Kids Power curriculum to provide after-school youth nutrition and physical activity programming
- Support the YMCA's evidence-based programs, Diabetes Prevention Program (DPP) and Enhance®Fitness program, that provide education, support and prevention for individuals at risk of diabetes or at an increased risk of experiencing a fall

BayCare's Commitment to the Community

BayCare has a unique and abiding commitment to addressing food insecurity across Pinellas County. The Feeding Minds school-based pantry program, in partnership with Feeding Tampa Bay, has 12 sites across the county that provide food free of cost to students and their families who are experiencing food insecurity. BayCare also has incorporated Healing Bags into our system of care, screening all patients for food insecurity and offering a two- to three-day supply of nonperishable foods and a connection to long-term food sources upon discharge. And questions about food insecurity are being incorporated into our system's routine patient screening questionnaires so we can help connect patients with resources through FindHelpFlorida.com. BayCare is proud to say that we're the only large health care system in the region to offer such services to our patients that directly impact food insecurity. While these current activities will continue from the 2020–2022 implementation plans, BayCare is eager to incorporate additional opportunities to deepen the impact of our food insecurity and related work in Pinellas County.

Hospital Information

BayCare Alliant Hospital *Dunedin, Florida*

BayCare Alliant Hospital is licensed as a 48-bed, long-term acute care specialty hospital. The hospital provides extended acute care services to patients who require a longer period for medical treatment and recovery. As a “hospital within a hospital,” it offers easy 24-hour accessibility to emergency room physicians, diagnostic testing, radiology, laboratory and surgical services. For more information: BayCare.org/BAH

Morton Plant Hospital *Clearwater, Florida*

Since 1916, Morton Plant Hospital has been committed to improving the health of all we serve through community-owned health care services that set the standard for high-quality, compassionate care. The 599-bed hospital is proud to offer nationally recognized care delivered in more than 50 specialty areas. Part of BayCare, Morton Plant Hospital offers innovative, accessible and quality services to provide our community with a lifetime of compassionate, convenient care. For more information: BayCare.org/MPH

Mease Countryside Hospital *Safety Harbor, Florida*


Mease Countryside Hospital is a 387-bed facility committed to improving the health of everyone it serves. The hospital has been nationally recognized and features Centers of Excellence including women's and children's services, heart, cancer, neurosciences and orthopedics. The new Bilheimer Tower increased private patient rooms, added a 30-bed Observation Unit and created the Entel Education Center. For more information: BayCare.org/MCH

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

St. Anthony's Hospital is a 448-bed hospital founded in 1931 as a ministry of the Franciscan Sisters of Allegany. St. Anthony's Hospital has a rich history dedicated to improving the health of the community by providing high-quality, innovative and compassionate care, and recently opened a new patient tower with 90 private rooms. For more information: BayCare.org/SAH

Mease Dunedin Hospital *Dunedin, Florida*

Established in 1937, Mease Dunedin Hospital is a 120-bed facility committed to improving the health of everyone it serves. In recent years, the hospital added a new critical care unit, a new surgical center with four operating suites, an endoscopy suite, preoperative holding unit and a post-anesthesia care unit that provides functionality, accessibility and peace of mind for patients, visitors and team members. For more information: BayCare.org/MDH

The background of the slide is an aerial photograph of a coastal town, likely in Florida, showing a mix of residential buildings, roads, and greenery. A large, semi-transparent blue shape covers the left and top-left portions of the image. In the center of this blue area is a white-bordered box containing text. The right side of the image shows a clear view of the town and a body of water under a bright sky with scattered clouds.

The 2023-2025 implementation plans for BayCare Alliant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital, Morton Plant Hospital and St. Anthony's Hospital were thoughtfully developed to leverage hospital and current community resources, while working collaboratively across multiple sectors to engage new community partners. To align with population and public health best practices and acknowledge that improving health is more than just accessing health care, the plans include a strong and directed focus on the social determinants that impact health.

