

The logo features the words "COMMUNITY MATTERS" in a bold, blue, sans-serif font, centered within a thin orange oval. Below the oval, the text "20/20" is written in a brown, serif font, with the numbers and slash slightly overlapping the bottom edge of the oval.

COMMUNITY MATTERS

20/20

ASSESSMENT, VISIONING AND PLANNING
FOR A HEALTHY JEFFERSON COUNTY

5/29/2015

November 2014 – April 2015
Community Health Improvement Plan
Status Summary Report

The Jefferson County Department of Health (JCDH) facilitated a comprehensive assessment and strategic planning process of community health and the public health system in Jefferson County, Alabama utilizing Mobilizing for Action through Planning and Partnerships (MAPP), resulting in the Community Health Assessment published in August 2014 and the Community Health Improvement Plan published in November 2014.



Strategic Issue 1: Reduce Health Disparities Associated with Race, Ethnicity and Economic Status

GOAL 1. DECREASE THE PERCENTAGE OF HOUSEHOLDS LIVING AT LESS THAN THE 200% FEDERAL POVERTY LEVEL (FPL) FROM 35.8% TO 30% BY NOVEMBER 2019.

<p>Strategy 1. Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019.</p>	<ul style="list-style-type: none"> • Bold Goals Financial Stability workgroup appointed a Steering Committee and Asset Building and Workforce Councils • REV Birmingham is planning REVIVE 2.0, a collaborative initiative aimed to demonstrate strategies for making distressed commercial districts look and feel vibrant • Alabama Coalition for Economic Equality is advocating for an increase in the minimum wage in Birmingham.
<p>Strategy 2. Invest in education to provide educational and skill development opportunities.</p>	<ul style="list-style-type: none"> • Bold Goals Coalition Education Workgroup appointed a Steering Committee and Pre-K, K-12 and Post-secondary Councils • Councils met to determine priority outcomes for Action Networks • Three Action Networks were launched: 3rd Grade Reading, Kindergarten Entry Assessment and Post-Secondary Retention/Persistence

GOAL 2. REDUCE THE PERCENTAGE OF JEFFERSON COUNTY RESIDENTS EXPERIENCING FOOD INSECURITY FROM 18.3% TO 17.4% BY NOVEMBER 2019.

<p>Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or food stamp program) from 15.8% to 16.6% by November 2019.</p>	<ul style="list-style-type: none"> • Bay Area Food Bank has participated in 37 outreach events and facilitated 60 completed applications • SNAP incentive Double Bucks Pilot project will continue in East Lake Farmer’s Market and Norwood’s Farmers Market with additional funding for Community Health Advisors, marketing and evaluation
<p>Strategy 2. Increase the distribution of locally grown foods by November 2019.</p>	<ul style="list-style-type: none"> • REV Birmingham provided 64 instances of business assistance, including workshops to assist business owners meet market demand for fresh, healthy foods



	<ul style="list-style-type: none"> • Christian Service Mission established the Birmingham Sharing Gardens to help groups establish community gardens. Also, Christian Service Mission developed a Garden handbook with information about networking groups, technical knowledge, etc. • The number of farmers in the Farmers Network increased to 34.
Strategy 3. Increase the number of food retailers in low income food desert areas in Birmingham purchasing fresh produce through the Urban Food Project's distribution system from 3 food retailers to 10 food retailers by December 2015.	<ul style="list-style-type: none"> • Urban Food Project's distribution system provided locally grown produce to 26 restaurants and 6 food retailers.
Strategy 4. Decrease the percentage of Jefferson County census tracts considering food deserts from the baseline of 28% to 26.6% by November 2019.	<ul style="list-style-type: none"> • The City of Birmingham is establishing mobile grocery stores.

GOAL 3. REDUCE THE CURRENT DISPARITY IN LIFE EXPECTANCY BETWEEN THE WHITE AND BLACK POPULATIONS BY 5% BY NOVEMBER 2019.

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and health care delivery by November 2019.	<ul style="list-style-type: none"> • The Place Matters Team conducted seven local presentations or targeted meetings to inform and educate local policymakers, city/county staff, etc. on the social determinants of health impacting residents of Jefferson County with an estimated reach of over 250 people • The Place Matters Team conducted two lectures for health care providers on the root causes of healthcare disparities or health disparities and corrective strategies to reduce these disparities. The estimated reach was over 160 provider.
Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019.	<ul style="list-style-type: none"> • Birmingham Healthy Start Plus made home visits to 96 perinatal clients (52 prenatal and 44 inter-conceptional) • Birth Well Partners worked with 96 pregnant women. Of the 27 births attended by BWP doulas, one infant was preterm and three were low birth weight. • The Mothers Milk Bank of Alabama (MMBAL) collected 15,417 ounces of milk and Brookwood Hospital purchased 4,530 ounces of milk. The MMBAL is in the process of setting up dispersion of milk to St. Vincent's and Princeton.



<p>Strategy 3. Increase the percentage of Jefferson County residents reporting hypertension by 5% from 37.9% to 39.8% by November 2019 to better reflect actual disease prevalence.</p>	<ul style="list-style-type: none">• The YMCA implemented a new Blood Pressure Management Program serving 200 predominately low income African-American community residents.
<p>Strategy 4. Decrease the disparity in Diabetes mortality between the black and white populations by 5% from 24.9 to 23.7 per 100,000 population by November 2019.</p>	<ul style="list-style-type: none">• For the Pre-diabetes program led by the McWhorter School of Pharmacy, 318 patients at JCDH, 5 patients at Christ Health Center and three patients at 16th Street Baptist Church have been identified. Of these patients, 106 have had scheduled appointments with 50 completing the appointment. Almost 63% of patients who attended the appointment have lost weight.
<p>Strategy 5. Develop and implement strategies for reducing health disparities experienced by Hispanic and other minority populations by November 2016.</p>	<ul style="list-style-type: none">• UWCA host a Latino Interest Network which focuses on what each agencies/organization is doing and better ways to connect to the Latino community.



Strategic Issue 2: Promote Physical Well-being Through Healthy Lifestyles

GOAL 1. REDUCE THE PERCENTAGE OF JEFFERSON COUNTY RESIDENTS WHO ARE OBESE BASED ON THE CENTERS FOR DISEASE CONTROL AND PREVENTION'S BODY MASS INDEX DEFINITION OF 30.0 OR GREATER FOR ADULTS AND 95TH PERCENTILE OR GREATER FOR CHILDREN:

A. DECREASE THE PERCENTAGE OF OBESE JEFFERSON COUNTY ADULTS FROM 34.8 TO 33.0% BY NOVEMBER 1, 2019.

B. DECREASE THE PERCENTAGE OF OBESE JEFFERSON COUNTY CHILDREN 21.2% TO 20.1% BY NOVEMBER 1, 2019.

<p>Strategy 1. Increase the availability and access to nutrition education by November 2019.</p>	<ul style="list-style-type: none"> • CATCH has been integrated into all nine YMCA Afterschool Academy sites and will be implemented into all 12 YMCA Day Camp sites during summer 2015. • During the 2014-2015 school year, the Levite Jewish Community Center provided coaching and technical assistance for the CATCH program weekly at three Pre-K and Preschools, along with training by the CATCH Master Trainer.
<p>Strategy 2. Increase access to healthy food by November 2019.</p>	<ul style="list-style-type: none"> • The Community Food Bank was approached by the Summer Adventures in Learning (SAIL) Collaborative to provide healthy snacks for summer 2015.

GOAL 2. INCREASE LEISURE TIME PHYSICAL ACTIVITY WITHIN THE PAST MONTH AMONG JEFFERSON COUNTY ADULT RESIDENTS FROM 66.6% TO 70% BY NOVEMBER 1, 2019.

<p>Strategy 1. Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike trails, etc.</p>	<ul style="list-style-type: none"> • According to the Freshwater Land Trust (FWLT), the Ensley and Pratt City improvements were completed, resulting in 4 additional miles of new trails. • Black People Run Bike and Swim is implementing an awareness campaign around new trails within western neighborhoods using hashtag #29redrock on Facebook, Instagram and Twitter.
<p>Strategy 2. Provide community health education, with a focus on children, regarding the need for physical activity beginning November 2014.</p>	<ul style="list-style-type: none"> • The Alliance for a Healthier Generation is working on the Get Moving Alabama Schools Campaign which will feature what schools are doing to get children and staff moving. The launch date for the campaign is Fall 2015.



<p>Strategy 3. Create a resource directory of places to participate in physical activity at no or low cost by November 2019.</p>	<ul style="list-style-type: none"> • The Walk B'ham Cards were delivered to the FWLT on April 21, 2015. FWLT will be working with community partners to distribute the cards.
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GOAL 3. INCREASE THE PERCENTAGE OF JEFFERSON COUNTY RESIDENTS PROTECTED BY COMPREHENSIVE INDOOR SMOKE-FREE POLICIES FROM 39.1% TO 50% BY FEBRUARY 2019.

<p>Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke free policies protecting a minimum of 50% of county residents.</p>	<ul style="list-style-type: none"> • Jefferson County Department of Health (JCDH) will recommend and provide technical assistance for a smoke-free campaign plan for Homewood.
<p>Strategy 2. By November 2019, a minimum of one public or nonprofit rent-restricted multi-housing agency in Jefferson County will adopt smoke-free policies restricting smoking in individual units, including balconies, patios and common areas.</p>	<ul style="list-style-type: none"> • Birmingham Towers, a rent-restricted, multi-housing complex in Birmingham, AL, independently decided to go smokefree on July 15, 2015. Their Smokefree Policy will prohibit smoking indoors and outdoors on the property, including patios. Residents will be evicted following three violations. JCDH completed a presentation to the residents of Birmingham Towers on smoking cessation benefits and resources on March 13, 2015.

GOAL 4. DECREASE THE PERCENTAGE OF JEFFERSON COUNTY ADULT RESIDENTS REPORTING SMOKING FROM 20% TO 18% BY NOVEMBER 1, 2019.

<p>Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015.</p>	<ul style="list-style-type: none"> • As part of the JCDH's Tobacco Awareness Prevention and Cessation Quality Improvement Project, JCDH has developed a Tobacco Cessation training for providers and will launch a smoking Cessation Clinic for the community-at-large in 2016.
<p>Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2016.</p>	<ul style="list-style-type: none"> • Governor Bentley proposed an 82 cent per pack tax increase on cigarettes, bring the total tax to \$1.25 per pack

GOAL 5. ADVANCE THE ADOPTION OF AND ENCOURAGE COMPLIANCE WITH REGULATIONS AND POLICIES SUPPORTING PHYSICAL WELL-BEING BY NOVEMBER 2019.

<p>Strategy 1. Support policies and programs that promote student wellness before, during and after the school day.</p>	<ul style="list-style-type: none"> • The statewide Champions for Healthy Schools Pilot Project is being implemented in 13 school districts. The pilot includes establishing a Comprehensive Wellness Policy, assessing the schools by utilizing the CDC's School Health Index and implementing a plan to get children active before, during and after the school day.
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Strategy 2. Advance the adoption and implementation of comprehensive Healthy Eating and Physical Activity (HEPA) Policies by November 2019.

- *YMCA hosted CATCH training for YMCA summer camp staff and other out-of-school time programs within Birmingham (including Boys and Girls Clubs, YWCA and Park & Recreation sites) on May 8, 2015.*



Strategic Issue 3. Optimize the Built Environment, Transportation System and Safety

GOAL 1. IMPROVE AVAILABILITY, ACCESS TO AND MAINTENANCE OF TRAILS, SIDEWALKS, PARKS AND OTHER PUBLIC RECREATIONAL FACILITIES BY NOVEMBER 2019.

<p>Strategy 1. Increase the community's awareness of the availability of parks, trails and other public recreational facilities.</p>	<ul style="list-style-type: none"> • Black People Run Bike and Swim is implementing an awareness campaign around parks, trails and recreational facilities within western neighborhoods, and previously completed similar programs around the new Civil Rights Trail. • Freshwater Land Trust continues to host a monthly Red Rock Tuesday segment on Good Day Alabama.
<p>Strategy 2. Increase Jefferson County residents' awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities.</p>	<ul style="list-style-type: none"> • The Jefferson County Roads and Transportation Division added a mechanism on the Jefferson County website to receive complaints about roads. Currently, 2-5 reports per day about road maintenance are received.
<p>Strategy 3. Birmingham City to Submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014</p>	<ul style="list-style-type: none"> • An Advisory Group for the Sustainable Tools for Assessing and Rating Communities (STAR) program formed in June 2014 and includes organizations from the Livable Communities Priority Group. • Birmingham was awarded a "3" STAR community rating for sustainable leadership.

GOAL 2. IMPROVE THE AVAILABILITY OF AND ACCESS TO RELIABLE PUBLIC TRANSPORTATION BY NOVEMBER 2019.

<p>Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.</p>	<ul style="list-style-type: none"> • The Birmingham-Jefferson County Transit Authority (BJCTA) is continuously marketing its services to residents through attending community events and having a presence at fairs, shopping centers and community centers.
<p>Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016.</p>	<ul style="list-style-type: none"> • REV Birmingham will administer the Bike Share program by launching on April 27, 2015 REV Bike Share, an independent subsidiary with Lindsay West as the executive director. Funding for Bike Share has been identified for 5 years. • The local bike sharing network will include 400 bikes and 40 kiosks placed throughout central Birmingham. Among the bikes, 100 will be electric-pedal bikes to lessen barriers for unexperienced riders.



Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) bus on time performance beginning November 2014.	<ul style="list-style-type: none"> • The current fleet of BJCTA buses will remain until funding from municipalities increases or additional municipalities participate in BJCTA.
Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.	<ul style="list-style-type: none"> • The BJCTA is awaiting a funding announcement for the Route Optimization Study to look at the current route structure and to reassess the effectiveness of current routes.
Strategy 5. Convene a workgroup for a regional transit system roundtable by January 2015.	<ul style="list-style-type: none"> • Partners working with the Minority Health and Health Disparities Research Center are developing regional transportation workshops to be held fall/winter 2015.

GOAL 3. ADOPT BUILT ENVIRONMENT POLICIES AND ENFORCE ORDINANCES ADOPTED BY NOVEMBER 2019.

Strategy 1. Adopt Complete Streets policies and design by November 2019.	<ul style="list-style-type: none"> • There is no funding currently to work on Complete Streets, but some additional funding is expected for advocacy on Complete Streets in the next quarter.
Strategy 2. Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.	<ul style="list-style-type: none"> • Funding has been identified for the Birmingham Citywide Transportation Plan, which will include the Mode Priority Street Plan. The City of Birmingham is currently developing a Request for Proposals.
Strategy 3. Promote healthy infrastructure policies through November 2019.	<ul style="list-style-type: none"> • The City of Birmingham is working on the completion of a 9 point watershed plan. • Birmingham is revising its zoning ordinances which will have significant changes. The estimated completion date is late summer or early fall.
Strategy 4. Improve technical capacity of municipalities in planning through November 2019.	<ul style="list-style-type: none"> • Fultondale and Gardendale have completed Comprehensive Plans. Irondale is completing its Comprehensive Plan.
Strategy 5. Adopt shared use agreements through November 2019.	<ul style="list-style-type: none"> • No facilities have expressed interest in shared space agreements.



GOAL 4. IMPROVE THE SAFETY OF THE PHYSICAL ENVIRONMENT BY NOVEMBER 2019.

<p>Strategy 1. Reduce the number and percentage of vacant or run-down properties by November 2019.</p>	<ul style="list-style-type: none">• Through the RISE Initiative, 141 structures have been condemned, 280 units were inspected for code violations and 800 will have been executed.
<p>Strategy 2. Increase the number of public access sidewalks by November 2019.</p>	<ul style="list-style-type: none">• Irondale and Birmingham are completing Sidewalk Master Plans.• The Cities of Homewood, Mountain Brook and Vestavia have completed Sidewalk Master Plans.
<p>Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019.</p>	<ul style="list-style-type: none">• The Birmingham Parks and Recreation Board and the Birmingham Police Department have requested in the 2016 City of Birmingham budget for 20 park rangers to patrol key parks in the city center such as Kelly Ingram, Brother Bryan, Linn and Arthur Shores.• Safe Routes to School of Central Alabama and the City of Birmingham's Traffic Engineering Department have collected data for safe walking maps for all city of Birmingham elementary schools.



Strategic Issue 4. Optimize Healthcare Access, Availability and Utilization

GOAL 1. INCREASE THE COMMUNICATION AND UTILIZATION OF HEALTH STATUS MONITORING DATA BY PROVIDING KEY MONITORING OUTCOMES TO COMMUNITY STAKEHOLDERS BEGINNING NOVEMBER 2014.

Strategy 1. Increase the communication of results from health monitoring activities by November 2019.	<ul style="list-style-type: none"> • Efforts are on-going to communicate health monitoring efforts
Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016.	<ul style="list-style-type: none"> • Activities commence November 2016

GOAL 2. INCREASE ACCESS OF JEFFERSON COUNTY RESIDENTS TO PRIMARY HEALTH AND DENTAL CARE BY NOVEMBER 2019.

Strategy 1. Advocate for Alabama's enrollment in the Medicaid expansion program.	<ul style="list-style-type: none"> • Alabama's BEST (A Better Economy Starts Today) Coalition which is focused on Medicaid Expansion by expanding eligibility. The coalition is focusing on encouraging Governor Bentley to expand Medicaid through an executive action.
Strategy 2. Promote policies to expand the utilization of mid-level providers such as nurse practitioners, physician assistants, nurse mid-wives and dental hygienists within Alabama by November 2019.	<ul style="list-style-type: none"> • The missions of the Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association and Physician Assistants Association include advocating for expanding the scope and utilization of mid-level providers.
Strategy 3. Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019.	<ul style="list-style-type: none"> • St. Vincent's has been actively educating both legislative officials and the Governor's staff. According to Governor's staff, the Governor is awaiting a Supreme Court decision on subsidies to determine next steps.
Strategy 4. Increase the provision of primary and dental health care services to underinsured and uninsured residents through the safety net system of Federally Qualified Health Care Centers (FQHC), Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019.	<ul style="list-style-type: none"> • The Birmingham Sisters Coalition, which includes Christ Health Center, Birmingham Health Care, Princeton Baptist Hospital, St. Vincent's Hospital and Enroll Alabama, have completed over 200 events since November 2014 to increase awareness of services and locations of Federally Qualified Health Centers and how to sign up for health insurance through the Affordable Care Act.



<p>Strategy 5. Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019.</p>	<ul style="list-style-type: none"> • Enroll Alabama hosted or attended 44 events educating Jefferson County residents on how to enroll in medical insurance. Enroll Alabama facilitated health care insurance enrollment for 23,710 Jefferson County residents.
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GOAL 3. INCREASE THE UTILIZATION OF PREVENTIVE HEALTH SCREENING FOR SELECT HEALTH CONDITIONS BY 5% BY NOVEMBER 2019.

<p>Strategy 1. Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019.</p>	<ul style="list-style-type: none"> • Education and direct care provided through the Alabama Breast and Cervical Cancer Early Detection Program administered by the Alabama Department of Public Health.
<p>Strategy 2. Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 88.2% by November 2019.</p>	<ul style="list-style-type: none"> • Education and direct care provided through the Alabama Breast and Cervical Cancer Early Detection Program administered by the Alabama Department of Public Health.
<p>Strategy 3. Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019.</p>	<ul style="list-style-type: none"> • Colorectal screening provided through the Fitway® Program administered by the Alabama Department of Public Health. A renewal grant for Fitway® was submitted on April 1, 2015.



Strategic Issue 5. Improve Mental Health

GOAL 1. INCREASE THE AVAILABILITY OF AND ACCESS TO MENTAL HEALTH SERVICES FOR CHILDREN AND ADULTS BY AT LEAST 10% FROM CURRENT RATES BY NOVEMBER 2019.

<p>Strategy 1. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019.</p>	<ul style="list-style-type: none"> • The Improve Mental Health Priority Group (formerly the Mental Health Goal Group) is planning an October 2015 Children's mental health event. • The Improve Mental Health Priority Group is developing a map of children's mental health resources in Jefferson County.
<p>Strategy 2. Increase the capacity of community health workers and lay leaders, such as parish or church nurses, educators and PTA representatives, etc., to recognize and address mental health concerns through the provision of training programs such as Mental Health First Aid by November 2019.</p>	<ul style="list-style-type: none"> • The JBS Mental Health Authority conducted an eight hour Mental Health First Aid training on March 12, 2015 for 20 Birmingham Police Officers.
<p>Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.</p>	<ul style="list-style-type: none"> • A psychiatrist and nurse practitioner were recently hired to reestablish the Cooper Green Psychiatric Clinic. • One Roof is working with four organizations to add seven Veteran- focused Street Outreach Team members.

GOAL 2. DECREASE ILLICIT DRUG USE AND SUBSTANCE ABUSE, INCLUDING ABUSE OF PRESCRIPTION MEDICATIONS BY NOVEMBER 2019.

<p>Strategy 1. Increase community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019.</p>	<ul style="list-style-type: none"> • The Addiction Prevention Coalition has conducted three Wake Up Breakfast meetings with 600 attendees. • The new psychiatrist at Cooper Green's Psychiatric Clinic is interested in piloting a program for recovering substance abusers.
<p>Strategy 2. Decrease prescription drug availability for unintended use as a means to prevent illicit drug use initiation by November 2019.</p>	<ul style="list-style-type: none"> • Drug drop boxes were installed at all Birmingham Police precincts.
<p>Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019.</p>	<ul style="list-style-type: none"> • Alethia house has a new partnership with several methadone providers. • The Heroin Taskforce has a Medical Community Engagement Subgroup . • A pilot program for substance abusing pregnant is in development for referral to substance abuse treatment.