

COMMUNITY HEALTH IMPROVEMENT PLAN

JEFFERSON COUNTY, ALABAMA WORK PLAN NOVEMBER 2014 - NOVEMBER 2019



November 2014,
Revised April 2017

COMMUNITY
MATTERS

20/20

ASSESSMENT, VISIONING AND PLANNING
FOR A HEALTHY JEFFERSON COUNTY

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.

Data Source	Baseline Status	Long-Term Target	2016 Status	2017 Status
US Census Bureau: Small Area Indicators of Poverty and Economics	35.8% of the population live at less than 200% FPL	30% of the population live at less than 200% FPL	36.2% of the population live at less than 200% FPL (ACS 2015)	36.2% of the population live at less than 200% FPL (ACS 2015)

Strategy 1. Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Expand employment opportunities for low-skilled workers	Number of GED completions Number of work certifications obtained	November 2019	Bold Goals Coalition of Central Alabama Birmingham Urban League	The Bold Goals Financial Services (FSN) completed compiling baseline financial data to support an enhanced system of financial literacy services. The FSN continues to analyze baseline data and increase its partners and resources. Development of marketing materials to communicate the availability of financial literacy services is ongoing by the FSN. The United Way of Central Alabama is creating Geographic Information System (GIS) maps to identify neighborhoods needing quality financial services. The Birmingham Urban League's Workforce Department began recruiting clients needing General Education Degree (GED) preparation assistance in early February 2016. Since April 2016, five individuals have enrolled in the program, and one client obtained a GED. The Birmingham Urban League facilitated the employment of 28 low-skilled worker to date in 2016. In collaboration with Lawson State Community College, Jefferson County Family Court, Jefferson County Department of Human Resources and the Jefferson County branch of the Department of Labor, the Birmingham Urban League develops strategies to address workforce development.	The Bold Goals Financial Services Network is re-evaluating its metrics; however, General Education Degree (GED) completion and credits toward GED completion obtained may remain as tracked indicators. The Bold Goals Coalition is implementing an overarching goal focused on affordable housing obtained or maintained.
2. Promote collaborations with re-entry programs through a "Ban the Box" campaign	Number of ex-offenders employed Number of campaign ads	November 2019	Alabama Arise City of Birmingham	The City of Birmingham eliminated questions related to criminal history on job applications for the City of Birmingham. Birmingham's mayor has conducted several public meetings where the "Ban the Box" program has been presented.	The City of Birmingham eliminated questions related to criminal history on its job applications. In May, the Alabama Senate passed Bill SB 200 prohibiting state agencies from asking job applicants for criminal histories pending a conditional job offer. SB 200 stalled in the House of Representatives.
3. Identify a coalition to support an increase in the minimum wage	Coalition membership Coalition meeting minutes	November 2019	Alabama Coalition for Economic Equality	There are two lawsuits pending to strike down the State of Alabama law preventing municipalities from raising the minimum wage. The University of Alabama raised the minimum wage for its employees to \$11 per hour.	Two pending lawsuits seeking to strike down the State of Alabama law preventing municipalities within the state from raising the minimum wage remain unresolved.

Strategy 2. Invest in education to provide educational and skill development opportunities.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
<p>1. Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-kindergarten programs and increased access to quality summer learning opportunities</p>	<p>Action Network membership list(s) and minutes from Action Network Meetings Kindergarten Entry Assessment ACT Aspire reading and math scores Alabama Department of Education College & Career Ready Rates Graduation Rates College Completion Rates</p>	<p>April 2015 and ongoing</p>	<p>Bold Goals Coalition of Central Alabama</p>	<p>The Early Learning Action Network of Bold Goals Education reviewed the components of the Alabama State Department of Education Early Childhood Education's First Class Pre-K grant. Over the next few months, community-based, private childcare centers with assistance from the Early Learning Action Network will conduct quality assessments of childcare centers, implement improvements, as needed, and complete the grant application with technical assistance from Alabama Public Television, Childcare Resources or Success by Six technical assistance coordinators. On October 6, 2016, Bold Goals Coalition of Central Alabama's Free Application for Federal Student Aid (FAFSA) Action Network provided a FAFSA kickoff event attended by career coaches, school counselors and school district administrators to launch the FAFSA season. This event reviewed the previous years' successes, including a greater than 50% completion of FAFSA applications in Central Alabama, and communicated changes for the new FAFSA filing season. The FAFSA Action Network continues to partner with Alabama Possible's Cash for College Campaign to assist students with FAFSA.</p>	<p>The Bold Goals Coalition launched a new workforce network under the education banner to track the degrees and credentials obtained by the general population. A study will be commissioned to analyze workforce needs by industry and the job skills required to fill the specific jobs.</p>

Goal 2. Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
The Joint Center for Political and Economic Studies: Place Matters for the Health in Jefferson County : Food Deserts	41 of 147 (28%) Jefferson County census tracts are designated as food deserts 159,340 residents of Jefferson County, 24%, reside in food deserts		22.8% of Jefferson County residents reside in food deserts	No updated data available through the Joint Center for Political and Economic Studies.	No updated data is available through the Joint Center for Political and Economic Studies.
USDA, Feeding America: Food Insecurity	18.3% of Jefferson County residents experience food insecurity		17.4% of the Jefferson County population is food insecure	19.7% of Jefferson County is food insecure (per most recent update)	Food insecurity impacts 19.4% of Jefferson County residents per Feeding America based on 2015 data.
Supplemental Nutrition Assistance Program (SNAP) Enrollment	15.6% of the Jefferson County households are enrolled in SNAP (Food Stamp Program)		16.6% of the Jefferson County population is enrolled in SNAP (Food Stamp Program)	15.3% of the Jefferson County households are enrolled in SNAP (2015 food stamp program)	15.3% of the Jefferson County households are enrolled in SNAP (2015 data)

Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or Food Stamp Program) from 15.8% to 16.6% by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Provide SNAP enrollment education to low-income residents	Number of education programs Number of education program participants Number of completed SNAP applications	Ongoing through November 2019	Community Food Bank of Central Alabama, Bay Area Food Bank, Mid-South Transdisciplinary Collaborative Center for Health Disparities Research, AARP	REV Birmingham's Urban Food Project partnered with the Community Food Bank of Central Alabama to provide Supplemental Nutrition Assistance Program (SNAP) benefits in one corner store. AARP continues to fund a SNAP Coordinator to provide SNAP outreach and assist with enrollment. The AARP Foundation funded a direct mail campaign to potential SNAP enrollees advertising a 1-800 number for SNAP enrollment assistance.	The Supplemental Nutrition Assistance Program's (SNAP) Outreach Team conducted 53 educational outreach events, distributed 700 SNAP applications and reached 2,167 individuals resulting in 198 submitted SNAP applications. The AARP Foundation supports a SNAP Coordinator position and funded advertising for a 1-800 number providing SNAP enrollment information. In December 2016, the SNAP Outreach Team expanded its Benefits Enrollment Center to include Jefferson County. The Benefits Enrollment Center provides senior residents assistance in navigating the SNAP application.
2. Increase the number of Farmer's Markets offering an incentive for the purchase of fresh fruits and vegetables to SNAP recipients buying fresh fruits and vegetables using SNAP benefits at participating markets	Number of Farmer's Markets providing the defined incentive	By December 2015, three Farmer's Markets will provide the defined incentive with seven Farmer Markets providing the defined incentive by November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, Mid-South Transdisciplinary Center for Health Disparities Research, AARP	AARP provided financial and marketing support for the 2016 Double Bucks and Senior Farmer's Market Voucher Programs through the East Lake Farmer's Market. Community members received \$1,765 in Double Bucks for purchasing additional fresh produce through the Double Bucks Program at the East Lake Farmer's Market. The Jefferson County Department of Health offered \$500 mini-grants to markets for establishing a Double Bucks program. The Pepper Place Market initiated the Double Bucks Program using mini-grant funding in late October 2016. The Mid-South Transdisciplinary Collaborative Center for Health Disparities Research (Mid-South TCC) evaluation of the East Lake and Norwood Resource Center's 2015 Double Bucks Programs revealed positive impacts from the Double Bucks Program on market growth and purchase of produce, data which is being used to encourage additional farmer's markets to consider participating in the Double Bucks Program.	Three farmer's markets are offering the Double Bucks program during 2017: Pepper Place, East Lake Farmer's Market and the Bessemer Farmer's Market. The Public Health Advised Fund of the Community Foundation of Greater Birmingham established funding to support the reimbursement of farmers for food purchased through the Double Bucks Program at selected farmer's markets in Jefferson County.

Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or Food Stamp Program) from 15.8% to 16.6% by November 2019. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
3. Promote food-related small business creation and expansion through technical assistance	Number of instances of business assistance	November 2019	REV Birmingham's Urban Food Project, PEER, Inc.	The Community Foundation of Greater Birmingham and REV Birmingham provided technical assistance and funding for food retailer business development, including REV Birmingham's Biz 1.0 Workshop. The Pizitz Food Hall will include an incubation hall for food-related businesses and will provide a test market for future growth. A two-year training program has been developed by REV Birmingham to assist store owners in maintaining produce displays in a sustainable manner. The first off-site training was held in October 2016 with six additional sessions planned in the upcoming months.	REV Birmingham provided 235 business assistance encounters. REV Birmingham's BIZ 1.0 Workshops continue on a monthly basis, and CO-STARTERS, conducted in partnership with CREATE Birmingham, provide business development support. REV Birmingham offers restaurant related concepts with an opportunity to compete for a short-term lease in the REVeal Kitchen located at the Pizitz Food Hall. The Urban Food Project trained eight store owners in sustainability and autonomous produce stocking and maintenance.
4. Advocate for policy and process simplification to reduce barriers in the creation and expansion of food-related businesses	Adoption of revised policies and procedures related to the creation and expansion of food-related businesses	November 2019	REV Birmingham's Urban Food Project	REV Birmingham identified policies that present barriers in the development and sustaining of food markets. A robust review of national best practices, regulations and policy reviews is ongoing to create recommendations and partnerships to provide a more holistic approach to supporting entrepreneurs in food related business.	REV Birmingham provides advocacy for food-related policies as needed.

Strategy 2. Increase the distribution of locally grown foods by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Increase the production of locally grown foods by promoting the benefits of community gardens	Number of programs Number of participants Number of new gardens	November 2019	Christian Service Mission, AARP, Community Garden Coalition of Birmingham, Norwood Learning Garden	The Norwood Learning Gardens increased its production of fruits and vegetables by 1,000 pounds in 2016. with the cost of production reduced from 80 cents per pound to 50 cents per pound. Due to staffing capacity in 2016, the AARP was unable to support community garden initiatives in 2016, but expects to resume this activity in 2017. The Christian Service Mission (CSM) continues to support seven community gardens in seven communities. In 2016, CSM grew over 8,000 pounds of food and served over 600 families. CSM has added hydroponics and aquaponics green houses expected to produce food to support over 100 families.	The Christian Service Mission is increasing food production capacity at its existing seven gardens by adding garden beds. Through education, the Christian Service Mission supported aquaculture and aquaponics in ten organizations.
2. Create a Community Garden Resource Directory or Toolkit	Documentation of distribution of the Directory or Toolkit	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham	Christian Service Mission anticipates completion of the <u>Garden Resource Directory and Toolkit</u> by August 2017.	Christian Service Mission is testing its <u>Garden Resource Toolkit</u> and anticipates completion of the <u>Garden Resource Directory and Toolkit</u> by August 2017.

Strategy 2. Increase the distribution of locally grown foods by November 2019. Continued					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
3. Increase the number of community gardens to increase population reach	Number of community gardens	Increase the number of Christian Service Mission sponsored community gardens from six to ten by December 2015 and increase the number of gardens to 12 by December 2016	Christian Service Mission, Community Garden Coalition of Birmingham	The Christian Service Mission is planning to support eight gardens in 2017, nine gardens in 2018, and ten gardens in 2019.	The Christian Service Mission's (CSM) seven gardens and will increase capacity in 2017 by increasing garden beds by 20% rather than adding gardens. During 2017, CSM produced over 8,000 pounds of food and served more than 800 families.
4. Increase the number of Alabama producers selling locally grown produce in the Birmingham Metro area	Number of farmers in the Farmer Network [Baseline: 20 farmers are in REV Birmingham's Farmer Network]	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	REV Birmingham 's Urban Food Project, Racial and Ethnic Approaches to Community Health (REACH)	Completed. REV's Birmingham's Urban Food project purchases produce from over 40 producers.	Completed. REV Birmingham has 67 food-related businesses purchasing fresh produce through the Urban Food Project. Clients include eight corner stores, three large wholesale food distributors, three large grocers, 50 restaurants and other non-profit organizations.
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.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Engage and recruit food retailers in the Urban Food Project's distribution system	Number of engaged retailers	December 2015	REV Birmingham's Urban Food Project, Racial and Ethnic Approaches to Community Health (REACH)	Completed and ongoing. REV Birmingham's Urban Food Project served seven retailers during this reporting timeframe. Between May 1, 2016 and October 31, 2016, five store owners and ambassadors received training from REV Birmingham on stocking, merchandising, displaying and conducting promotions to sell fresh produce. From May to October, 2016, REV Birmingham's Purchasing Network purchased \$157,000 of Alabama grown produce, and Corner Stores purchased \$12,175 of fresh produce. Sixty-three engaged retailers are currently purchasing produce through REV Birmingham.	Complete and ongoing. REV Birmingham's Urban Food Project increased the number of producers selling fresh produce to 50. Producers include small conventional farmers, organic cooperatives, hydroponic growers, new/beginning farmers, urban farms and community gardens.
Strategy 4. Decrease the percentage of Jefferson County census tracts considered food deserts from the baseline of 28% to 26.6% by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Convert decommissioned transit commuter buses to mobile grocery stores as part of the IBM Initiative	Census tracts in the City of Birmingham defined as food deserts	March 2015 and ongoing	City of Birmingham, Birmingham Jefferson County Transit Authority, UAB's Sustainable Smart Cities, IBM, Healthy Birmingham Taskforce	There have been challenges in converting buses for use as mobile grocery stores. The current plan is to change the strategy to use the buses to transport individuals to markets providing healthy food options.	No progress has been made in utilizing decommissioned transit commuter buses to transport individuals to markets providing healthy food options.

Goal 3. Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Jefferson County Department of Health Vital Events Database: Life Expectancy	Mean life expectancy for the white and black populations [Baseline life expectancy for the white population is 76.9 years and 73.2 years for the black population]		Reduce the disparity in life expectancy between the black and white populations by 5% to no more than 3.5 years by 2019	Life expectancy for the white population is 76.5 years and 72.9 years for the black population (2015 data)	Data expected in 2018
Jefferson County Department of Health Vital Events Database: Infant Mortality Rates	Infant mortality rates for the white and black populations [Baseline infant mortality rate is 4.3 per 1,000 live births for the white population and 15.5 per 1,000 live births for the black population]		Reduce the variance in infant mortality rates between the black and white populations from 11.2 live births per 1,000 to 10.6 live births per 1,000	Data expected in 2017	Data expected in 2018
Behavioral Risk Factor Surveillance System: Hypertension Rates	Hypertension Rate(s) [Baseline self-reported hypertension rate is 37.9% of Jefferson County's adult population, lower than the actual prevalence]		39.8% of the Jefferson County's adult population report a diagnosis of hypertension	Data expected in 2017	Data expected in 2018
Jefferson County Department of Health Vital Events Database: Diabetes Mortality Rates	Diabetes mortality rate for the white and black populations [Baseline Diabetes mortality rate for the white population is 15.6 per 100,000 population and 40.5 per 100,000 population for the black population]		Reduce the rate of disparity in diabetes mortality rates between the black and white populations by 5% from baseline	Data expected in 2017	Data expected in 2018

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Increase understanding of the social determinants of health among policy makers, community leaders and economic developers through education and other tools	Number of programs Number of program participants	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Collaborative Team, UAB School of Public Health, the Jefferson County Health Action Partnership's Advancing Health Equity Priority Group	The Health Action Partnership presented its Health Equity Orientation to over 100 individuals between July and October 2016. A workshop to train eight Health Equity Orientation Facilitators occurred in August 2016. Ten external agencies have requested the Introduction to Health Equity Orientation provided by the Health Action Partnership. A Health Equity Index was created through the Health Action Partnership to assess the areas of Jefferson County with the greatest health disparities. The Health Equity Index has been requested by the City of Birmingham as a tool for decision making.	The Health Action Partnership of Jefferson County presented its Health Equity Orientation to 78 individuals. Seven Jefferson County Collaborative for Health Equity team members participated in Equity, Diversity, and Inclusion Train-the-Trainer sessions provided by Common Health Action. This training enhanced knowledge and skills in equity, diversity, and inclusion concepts for enabling local organizations to implement equitable policies, programs and practices.

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019. Continued					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
2. Promote racial and ethnic diversity in the health care professional workforce by increasing the diversity of students entering the UAB School of Medicine	Number of minority medical school students enrolled and the percentage of enrolled medical school students from racial and ethnic minorities	Ongoing through November 2019	UAB School of Medicine; UAB School of Medicine's Internal Medicine Residency Program	Over twenty-two percent of the UAB School of Medicine's 2016-2017 class represented racial minorities, and 1.5 percent are of Hispanic or Latino decent.	Over twenty-two percent of the UAB School of Medicine's 2016-2017 class represented racial minorities, and 1.5 percent are of Hispanic or Latino decent.
3. Educate the public and health care providers on the root causes of health care disparities and corrective strategies to reduce these disparities	Number of programs Number of participants Pre and post-education behavioral surveys	November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Collaborative for Health Equity, Jefferson County Department of Health, BirthWell Partners	The Jefferson County Collaborative for Health Equity provided two sessions for over 100 medical residents on the social determinants of health, health disparities and building community partnerships. BirthWell Partners conducted two Perinatal Health Advocate Training sessions in 2016 to increase understanding of the social determinants of health among healthcare providers.	The Health Action Partnership of Jefferson County presented its Health Equity Orientation to 78 individuals. Seven Jefferson County Collaborative for Health Equity team members participated in Equity, Diversity, and Inclusion Train-the-Trainer sessions provided by Common Health Action. This training enhanced knowledge and skills in equity, diversity, and inclusion concepts for enabling local organizations to implement equitable policies, programs and practices.
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.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Provide education on regular prenatal care, breastfeeding, avoiding smoke exposure, social support services and home-visiting programs to improve prenatal and infant health with a focus on reducing the rate of infant mortality among black infants and the promotion of fatherhood activities	Jefferson County's Infant Mortality Rate Infant Mortality Rate for Birmingham Healthy Start Plus, Inc. participants Adequacy of Prenatal Care Index Number of educational contacts Number of perinatal program participants receiving home visitation services	Ongoing through November 2019	Birmingham Healthy Start Plus, Inc. BirthWell Partners	Between May 1, 2016 and October 23, 2016, Birmingham Healthy Start Plus, Inc. served 303 perinatal clients and provided supportive services to 46 additional males enrolled in the Fatherhood/Male Involvement program. A total of 1,182 perinatal clients and 118 male involvement participants were served between November 1, 2015 and October 23, 2016. BirthWell Partners initiated a group prenatal care class in September 2016 at Woodlawn High School.	BirthWell Partners provided seven prenatal education programs reaching 13 participants. Birmingham Healthy Start Plus, Inc. provided an array of supportive services, risk assessments and screenings through comprehensive home visitation to perinatal clients residing in Birmingham, Bessemer and Fairfield. Clients received information on a variety of pregnancy and infant mortality related topics such as breastfeeding, prenatal care and smoking cessation. Birmingham Healthy Start Plus, Inc. served 645 perinatal clients and provided supportive services to 83 males enrolled in the Fatherhood/Male Involvement Program. The Jefferson County Department of Health, the Mike and Gillian Goodrich Foundation, the Daniel Foundation of Alabama and the Community Foundation of Greater Birmingham have committed funding to initiate the Nurse Family Partnership program to improve birth outcomes.

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. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
2. Provide education concerning nutrition during pregnancy, signs of preterm labor, the labor process and breastfeeding initiation through childbirth education programs	Number of education programs Number of education program participants Breastfeeding Initiation Rate	Ongoing through November 2019	BirthWell Partners	From May 1, 2016 through October 31, 2016, BirthWell Partners' doulas provided phone and in-person support for 30 pregnant women and attended 17 births in Jefferson County. Services included prenatal and postpartum support and education, as well as breastfeeding information. Breastfeeding was initiated for all deliveries for which the data point was collected, with 60% of mothers continuing to breastfeed at discharge. BirthWell Partners provided four childbirth classes for the Jefferson County Committee for Economic Opportunity's (JCCEO) Early Head Start Program and five classes for high school students at Woodlawn. Additionally, BirthWell Partners conducted a Perinatal Health Advocate Training in October 2016 for 10 community health workers.	BirthWell Partners' doulas provided phone and in-person support for 31 pregnant women and attended 21 births in Jefferson County. Services included prenatal and postpartum support and education. Breastfeeding was initiated for all deliveries for which data were available, and all the mothers were breastfeeding at discharge. BirthWell Partners provided seven childbirth classes for parents in the Jefferson County Committee for Economic Opportunity's (JCCEO) Early Head Start Program and five classes for high school students at Woodlawn. Additionally, BirthWell Partners conducted a Perinatal Health Advocate Training in April 2017 for ten community health workers.
3. Secure funding to conduct marketing campaigns to inform families about pregnancy complication warning signs, infant death risks (sleep recommendations) and actions to reduce infant mortality	Number of Applications/Request for Proposals submitted and funded	Ongoing through November 2019	Birmingham Healthy Start Plus, Inc.	Birmingham Healthy Start Plus, Inc. (BHSPI) received a mini-grant for improving Safe Sleep awareness and practices that ended on August 5, 2016, but it intends to seek additional grant funding to continue this work. Between May and October 2016, BHSPI participated in nine community awareness events or health fairs increasing awareness of its services and providing health information to over 15,000 community residents.	Birmingham Healthy Start Plus, Inc. (BHSPI) continued to receive funding for the Healthy Start Initiative through the Health Resources and Services Administration and received a mini-grant for improving safe sleep awareness and practices. BHSPI applied for March of Dimes funding to implement a birth spacing project. BHSPI raised awareness of maternal and infant health issues and initiatives by participating in fifteen health fairs and community events reaching over 20,000 residents.
4. Increase breastfeeding initiation by mothers of infants in the Jefferson County WIC Program through WIC's Peer Breastfeeding Support Program	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Number of Peer Counseling Contacts	November 2015 - 25% Breastfeeding Initiation Rate November 2016 - 50% Breastfeeding Initiation Rate	Jefferson County WIC Program	The Jefferson County WIC Program provides peer counseling to support breastfeeding clients. Approximately 75% of mothers with infants in the Jefferson County WIC program initiate breastfeeding.	The Jefferson County WIC Program did not provide peer breastfeeding counseling to clients during this period. However, the Jefferson County Board of Health approved contracts for hiring two Breastfeeding Peer Counselors in April 2017.
5. Rebrand the existing Nurturing Mothers Program to support initiation and continuation of breastfeeding among high-risk prenatal and nursing mothers	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Breastfeeding Continuation Rate Number of program participants and sessions	January 2015 and ongoing through November 2019	Nurturing Mothers Community Support Group, Baby Cafe	Completed. The Nurturing Mother's Program continues to meet every first and third Thursday at the UAB Obstetrical Complication Clinic. Brookwood Baptist Health provides breastfeeding support groups throughout Jefferson County, including the Baby Cafe.	Completed. The Nurturing Mother's Program continues to meet every first and third Thursday at the UAB Obstetrical Complication Clinic. Brookwood Baptist Health provides breastfeeding support groups throughout Jefferson County, including the Baby Cafe.

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. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
6. Collect, pasteurize and dispense human donor milk from Alabama mothers to regional hospitals through the Mothers' Milk Bank of Alabama	Amount of human donor milk collected [Baseline: The baseline is being established for this recently initiated program] Amount of human donor milk dispensed to regional hospitals [Baseline: The Mothers' Milk Bank has not initiated distribution to regional hospitals]	Ongoing through November 2019	Community Food Bank of Central Alabama; Mother's Milk Bank of Alabama	Between May 1 and October 31, 2016, the Mother's Milk Bank of Alabama collected 40,415 ounces of breastmilk from 89 donors. Since April 2016, the number of milk donor depots in Alabama increased to a total of nine.	The Mother's Milk Bank of Alabama collected 37,504 ounces of breastmilk donated by 50 women. The number of milk depots in Alabama increased to twelve.

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.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Create learning opportunities and workshops to facilitate improvements in provider, public health and community coordination of care across settings	Number of health screenings Number of exercise classes/walking programs Number of community health and wellness groups	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, YMCA of Greater Birmingham, Jefferson County Department of Health, The Health Action Partnership of Jefferson County	From May to September 2016, HealthSmart has completed 354 health screenings and led 25 WALK: Feel Alive group sessions downtown with 226 participants. The Community Outreach Core of the Minority Health and Health Disparities Research Center supports a Building Healthy Communities Coalition in Kingston and four church-based wellness groups.	The Health Action Partnership's Optimizing Healthcare Access Priority Group received a mini grant from the United Way of Central Alabama to develop a hypertension intervention for the 35211 zip code. The Jefferson County Department of Health and Cahaba Medical Care are planning hypertension screenings in the 35211 zip code for late summer and fall.

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.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Increase behaviors to decrease the risk of progression from Pre-Diabetes to Diabetes	Number of health screenings Number of exercise classes/walking programs For the Pre-Diabetes Program led by the McWhorter School of Pharmacy: Changes in program participant's weight	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Samford University's McWhorter School of Pharmacy, YMCA of Greater Birmingham, Jefferson County Department of Health, Christ Health Center	The Jefferson County Collaborative's pre-diabetes cohort added 34 patients between May 1, 2016 and October 31, 2016, all of whom attended at least one intervention. This group has sustained an average weight loss of 2.47 pounds. Of the total number of patients who attended the Pre-Diabetes Clinic since September 2014, only twelve of 114 patients progressed to diabetes.	Fifty-one individuals were identified as eligible for the Pre-diabetes Clinic at the Jefferson County Department of Health; among these, 28 attended at least one clinic session. Less than ten percent of the pre-diabetes patients participating in the clinic progressed to diabetes.

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. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
2. Implement an effective case management strategy that involves planning, coordinating, and providing health care for people affected by Diabetes	Number of programs Number of participants Program evaluation results	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Department of Health, Alabama Quality Assurance Foundation (AQAF)	The Jefferson County Department of Health's Diabetes Program received accreditation by the American Association of Diabetes Educators and continues to provide disease state management education and medication management to patients. The most recent cohort of high risk diabetes patients experienced a 2.63% reduction in A1c. The Alabama Quality Assurance Foundation's diabetes education program and events is ongoing in Jefferson County and throughout Alabama.	The Alabama Quality Assurance Foundation's diabetes education program continues throughout the state and targets minorities and persons with lower socioeconomic status and diabetes. Four series of diabetes education classes have been conducted in Jefferson County. The Jefferson County Department of Health's American Association of Diabetes Educator's accredited Diabetes Clinic continued to enroll participants.

Completed. See April 2016 update for details.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Develop a data collection strategy to collect and analyze information regarding the health disparities experienced by non-African American minority populations	Data collection strategies developed Data sets created Analysis of data	November 2016	UAB School of Public Health	Completed	Completed. See April 2016 update for details.

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 and B. Decrease the percentage of obese Jefferson County children 21.2% to 20.1% by November 1, 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Behavioral Risk Factor Surveillance Survey: Adult Obesity Rate	34.8% of Jefferson County adults self-report being obese	33.9% of Jefferson County adults self-report being obese	33% of Jefferson County adults self-report being obese	Data are expected to be available in Summer 2017	Data are expected to be available in Summer 2017
Jefferson County Department of Health Oral Health Screening Data: Child Obesity Rate	21.2% of Jefferson County children are obese	21.75% of Jefferson County children are obese	20.1% of Jefferson County children are obese	Data are no longer being collected through this source.	Data are no longer being collected through this source.

Strategy 1. Increase the availability and access to nutrition education by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Support the implementation of evidence-based nutrition education curricula, such as the Coordinated Approach to Child Health (CATCH), in YMCA of Greater Birmingham afterschool programs and summer camp sites	Number of structured nutrition programs in YMCA of Greater Birmingham summer camps and afterschool programs [Baseline data: zero structured nutrition programs in summer camp program sites and four structured nutrition programs in afterschool programs]	December 2014: CATCH program expansion to all YMCA of Greater Birmingham afterschool program sites; Summer 2015: CATCH program implementation at all YMCA of Greater Birmingham summer camp	YMCA of Greater Birmingham	Completed. The CATCH curriculum continues to be implemented in childcare environments impacting 4,703 children.	Completed
	Annual parent evaluations of Day Camp and Afterschool programming	Beginning May 2015	YMCA of Greater Birmingham	Completed and ongoing. The parent survey for the YMCA of Greater Birmingham’s Afterschool Academies was distributed in May 2016. The Northeastern and Western branches distributed paper surveys to parents to gauge satisfaction with the YMCA Day Camps. Parents with children in the YMCA Day Camps were selected randomly to participate in a more comprehensive electronic survey.	Completed. The 2017 YMCA of Greater Birmingham’s Afterschool Academies and Day Camp evaluations by parents will be completed by August 2017.

Strategy 1. Increase the availability and access to nutrition education by November 2019. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
2. Expand the implementation of the Discover Coordinated Approach to Child Health program (CATCH) from one to four child care centers sponsored by the Levite Jewish Community Center	Number of structured nutrition programs in Levite Jewish Community Center sponsored child care centers	June 2016	Levite Jewish Community Center, Community Foundation of Greater Birmingham	Completed. The Community Foundation of Greater Birmingham's grant to the Jewish Foundation impacted seven preschools. In the second year of measurement, increased milk consumption, decreased screen time, increased fruit and vegetable intake and increased number of children engaged in physical activity outside of preschool was demonstrated.	Completed
3. Identify and align evidence-based nutrition education among community programs, including afterschool, senior and summer camp programs	Publication of a nutrition education curricula and program resource guides Number of nutrition education programs implemented	November 2019	AARP, REV Birmingham, Alabama Cooperative Extension Service	The AARP, in partnership with REV Birmingham's Urban Food Project, conducted a Train-the-Trainer session for the "Be Healthy, Eat Fresh" nutrition education curriculum. Twenty-two individuals became program trainers, including staff from the Alabama Cooperative Extension Service. The "Be Healthy, Eat Fresh" curriculum has been modified to produce the "Farm Fresh Cooking" program.	The YWCA Family Resource Center in Woodlawn offers a comprehensive nutrition education program, Farm Fresh Cooking, developed by REV Birmingham's Urban Food Project (UFP), AARP Alabama, Ama Shambulia and the Alabama Extension Cooperative System. Additionally, the YWCA Family Resource Center in Woodlawn adopted Farm Fresh Cooking Classes as part of its 2017 "Let's Cook" program. Farm Fresh Cooking is a ½ day, 2-day, 3-week, or 6-week program combining nutrition education, hands-on cooking demonstrations, shared meals and take-home food bags to develop healthy eating habits.
4. Increase the implementation of evidence-based nutrition education curricula in out-of-school, community-based afterschool and summer camp programs	Number of children receiving nutrition education curricula Number of sites implementing nutrition education curriculum	November 2019	YMCA of Greater Birmingham, Racial and Ethnic Approaches to Community Health (REACH), Levite Jewish Community Center	The YMCA of Greater Birmingham (YMCA) partnered with A.G. Gaston Boys and Girls Club to provide 16 Afterschool Academy sites serving 550 students. This program will not continue into the 2016-17 school year at the A.G. Gaston Boys and Girl Club. The YMCA's Afterschool Academy sites will continue operation through May 2017. The Coordinated Approach to Child Health (CATCH) curriculum is being incorporated into the Birmingham City School's physical education curriculum. Two Birmingham City Schools with Pre-Kindergarten programs will include the CATCH curriculum. The Community Foundation of Greater Birmingham's grant to the Jewish Foundation impacted seven preschools and 180 students, including the four Jefferson County Committee for Economic Opportunity (JCCEO) preschools in Jefferson County.	The YMCA of Greater Birmingham (YMCA) discontinued its Afterschool Academies at select Birmingham City School sites. Afterschool Academies continue at YMCA branch locations. The Levite Jewish Community Center continues to use Discover CATCH with children ages 18 months to 4 years at the Cohn Early Childhood Learning Center.

Strategy 2. Increase access to healthy food by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Offer technical assistance on healthy snack and summer feeding distribution systems for 501 c3 childcare and afterschool programs	Number of agencies receiving technical assistance on healthy snack distribution	June 2016	United Way of Central Alabama, Community Food Bank of Central Alabama, Community Foundation of Greater Birmingham, Alabama State Department of Education	The Community Food Bank of Central Alabama remains available to discuss potential partnership options with 501(c)3 organizations regarding the provision of healthy summer snacks and meals. Samford University completed an evaluation of the United Way of Central Alabama and Community Foundation of Greater Birmingham's funded summer feeding program. A summit is planned for Spring 2017 to explore the expansion of summer feeding programs.	The United Way of Central Alabama and Community Foundation of Greater Birmingham provided funding to launch or expand summer feeding programs at 12 locations. In addition to funding four grantees, the project also included an evaluation component led by the Samford University School of Public Health. A final evaluation report will be completed in fall 2017.
2. Explore funding opportunities to sustain and increase the scope of healthy snack and summer feeding distribution systems for 501 c3 childcare and afterschool programs	Number of new agencies working with the Community Food Bank of Central Alabama to purchase snacks meeting the Healthy Eating, Physical Activity (HEPA) standards and Food Service Program (FSP) guidelines	Ongoing through November 2019	Community Food Bank of Central Alabama, United Way of Central Alabama, Community Foundation of Greater Birmingham	The United Way of Central Alabama and the Community Foundation of Greater Birmingham selected grantees in Blount, Jefferson and Shelby Counties to implement the 2016 summer feeding program. Summer feeding grantees received funding for start up costs, equipment and a comprehensive evaluation. Results from the evaluations will be used to increase awareness among funders of the impacts and benefits of summer feeding programs.	The Community Food Bank of Central Alabama has explored opportunities for expanding the summer feeding program through a centralized reimbursement system that reduces the administrative burden for smaller organizations. Opportunities exist for utilizing the collective buying power of multiple agencies that can lead to more nutritious food options. The Community Food Bank applied for a Vision Council grant for a pilot project to launch this summer with select partners.
3. Promote the adoption of Healthy Meeting Guidelines	Number of entities adopting Healthy Meeting Guidelines	November 2015	YMCA of Greater Birmingham	The YMCA of Greater Birmingham (YMCA) continues to follow Healthy Meeting Guidelines at its sponsored meetings. Samford University dietetic interns created a list of caterers following the Healthy Meeting Guidelines for the YMCA. The YMCA of Greater Birmingham is willing to share its list of healthy caterers with agencies interested in healthier meeting food options.	The YMCA of Greater Birmingham and its corporate partners will initiate "Lunch and Learns" designed to reach 200 members in June 2017. A healthy lunch will be served and various health topics will be discussed, including the Healthy Meeting Guidelines.
4. Increase awareness and implementation of healthy vending machine programs, policies and other healthy food options	Number of sites adopting healthy vending machine policies Number of sites implementing healthy vending machine policies	Ongoing through November 2019	YMCA of Greater Birmingham, United Way of Central Alabama, Coca-Cola, Buffalo Rock Company, Alabama Department of Public Health	In 2016, 70% of the food and beverage options in the YMCA of Greater Birmingham (YMCA) vending machines were healthy options. In 2017, 90% of vending machine items are expected to be healthy choices. The YMCA is implementing the Alabama Department of Public Health's Healthy Choice labeling for its vending machine products. To date, the net sales from YMCA vending machine purchases have remained stable as the percentage of healthy options has increased.	The YMCA of Greater Birmingham revamped its vending machine contents resulting in 80% of available items being healthy options. In further support of healthy food options, the East Lake Farmer's Market will provide fresh fruits and vegetables for purchase at the Northeastern and Downtown YMCA branch locations twice each month.

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.

Data source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Behavioral Risk Factor Surveillance Survey: Physical Activity	66.6% of Jefferson County adults report physical activity		70% of Jefferson County adults report physical activity	Data is expected to be available in Summer 2017	Data is expected to be available in Summer 2018

Strategy 1. Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike trails, etc.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Create universally designed environments for everyone to be physically active, including the implementation of the Red Rock Ridge and Valley Trail System	Number of Americans with Disabilities Act compliant miles of sidewalks, trails and bike lanes	Ongoing through November 2019	Freshwater Land Trust, Local Municipalities, Regional Planning Commission of Greater Birmingham, City of Birmingham	The assessment of City of Birmingham sidewalks for compliance with the Americans with Disabilities Act (ADA) has been initiated by Goodwyn, Mills and Cawood; this assessment is slated for completion in December 2018. All of Jefferson County's federally-funded multi-modal trails, including the two mile High Ore Line Trail which opened in April 2016, are ADA compliant.	The assessment of City of Birmingham sidewalks for compliance with the Americans with Disabilities Act is slated for completion in December 2018.
2. Provide residents with opportunities to increase physical activity using existing community resources	Number of activities to increase resident awareness and utilization of community resources for physical activity	Ongoing through November 2019	City of Birmingham, City of Birmingham Parks and Recreation Division, UAB Minority Health Research Center, YMCA of Greater Birmingham, Racial and Ethnic Approaches to Community Health (REACH)	The YMCA of Greater Birmingham (YMCA), in partnership with Birmingham Racial and Ethnic Approaches to Community Health (REACH), provides walking groups and exercise classes throughout Birmingham. The programs serve approximately 250 individuals. Exercise classes are offered at the Northeast, Downtown and Western YMCA branch locations and some local schools. There are about 800 walkers in Birmingham through UAB's HealthSmart.	The YMCA of Greater Birmingham, in partnership with Birmingham Racial and Ethnic Approaches to Community Health, provided walking groups and exercise classes throughout Birmingham. A new walking group, "Steps to Health," will start in June 2017 at Princeton Hospital.
3. Develop and implement a Trails Prescription Program to increase physical activity	Number of neighborhoods with identifiable walking routes Number of providers educated on the Trails Prescription Program	September 2017	Freshwater Land Trust, Jefferson County Department of Health, Racial and Ethnic Approaches to Community Health (REACH)	The dual language Parks Prescription website, www.reachforbetterhealth.com/parksrx , launched in July 2016. The Jefferson County Department of Health initiated distribution of Parks Prescriptions through its Pediatric Clinics on July 20, 2016 and Adult Health and Family Planning Clinics on August 10, 2016. Additionally, the Parks Rx Kiosk, for information access, launched at Central Health Center on September 6, 2016. The Parks Rx program's public and media launch occurred September 22, 2016.	From November 1, 2016 to April 30, 2017, 295 unique users visited the Parks Rx website or the Parks Rx kiosk at the Jefferson County Department of Health's Central Health Center. The Parks Rx program was promoted at the Community Health Day on April 1, 2017 attended by at least 1,080 people. Additionally, the UAB Breast Health Clinic implemented the Parks Rx program.

Strategy 1. Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike trails, etc. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
4. Increase awareness and utilization of new trails and sidewalks	Number of awareness campaigns Number of trail users	Ongoing through November 2019	Freshwater Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Safe Routes to School of Central Alabama, Racial and Ethnic Approaches to Community Health (REACH)	The High Ore Line Trail evaluation conducted by the UAB School of Public Health via a phone survey of 807 residents living near the trail has been completed. The Safe Routes to Schools (SRTS) Walking School Bus program is ongoing at Hemphill and Oxmoor Valley Elementary Schools. SRTS partnered with the Birmingham City Schools to provide educational curriculum for students. SRTS conducted 33 educational events between May 1, 2016 and October 7, 2016 reaching 3,800 students and 50 school administrators. Black People Run Bike and Swim (BPRBS) hosted weekly bicycle rides from May through October 2016 between Railroad Park and the High Ore Line Trail. The number of participants for the weekly bicycle rides varied from 12 to 25. BPRBS also hosted weekly runs, often using the Rotary Trail, during this reporting period with as many as 160 runners each run. BPRBS is preparing for the fifth annual "5K at the Junction" on November 12, 2016. The "Walk To" Smartphone Application has been beta tested and is expected to be released in January 2017.	The results from the High Ore Line Trail (HOLT) survey of 807 individuals revealed that 63.5% of respondents were aware of the trail or could recall the trail. Over 20% of survey respondents had used the HOLT at least once. The Safe Routes to Schools (SRTS) Walking School Bus program is ongoing at Hemphill and Oxmoor Valley Elementary Schools. SRTS partnered with the Birmingham City School System to provide educational curriculum for students. SRTS conducted 39 educational events between January 23, 2017 and May 19, 2017 reaching 2,804 students and 45 school administrators. Black People Run Bike Swim (BPRBS) hosted beginner and advanced bicycle rides beginning in April and three to nineteen mile runs throughout the year. BPRBS promoted awareness of the free I Am BHAM <i>Fitness Camp</i> during Hot 107.7's <i>107 Days to Better Health</i> .

Strategy 2. Provide community health education, with a focus on children, regarding the need for physical activity beginning November 2014.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Provide technical assistance and education around Physical Activity Break Policies and programming in schools	Number of school districts achieving the physical activity requirements mandated by the Alabama Department of Education	Ongoing through November 2019	Lakeshore Foundation, YMCA of Greater Birmingham, Alliance for a Healthier Generation, Alabama Department of Education, Alabama Department of Public Health	The Alabama Department of Education facilitates the Champions for Healthy Active Schools Initiative focused on nutrition education and promoting 60 minutes of daily physical activity in schools. The Alliance for a Healthier Generation supports this work and assists schools in the identification of areas of weakness and strategies to meet these goals. Approximately 900 children were involved in the YMCA of Greater Birmingham's Healthy Kids Day on April 29, 2016. The National Center on Health, Physical Activity and Disability at the Lakeshore Foundation facilitates a collaborative focusing on school and community-based inclusion in physical activity, physical education and athletics.	The Alabama Department of Education, Alliance for a Healthier Generation and several other partners continue to facilitate the Champions for Healthy Active Schools Initiative. School districts within Jefferson County participating in the Champions for Healthy Active Schools Initiative include Birmingham, Homewood, Hoover, Jefferson County and Leeds. Approximately 1,000 children were involved in the YMCA of Birmingham's Healthy Kids Day on April 29, 2017.

Strategy 3. Create a resource directory of places to participate in physical activity at no or low cost by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Create sources for identifying locations for no or low cost physical activity	Sources identified	November 2017	Racial and Ethnic Approaches to Community Health (REACH), City of Birmingham	Completed	Completed
2. Create and distribute Walk B'ham Cards to promote physical activity	Number of unique Walk B'ham Cards created	November 2014 through November 2019	Livable Communities Priority Group, Fresh Water Land Trust	Completed	Completed

Goal 3. Increase the percentage of Jefferson County residents protected by comprehensive indoor smoke-free policies from 39.1% to 50% by February 2019.

Data source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Jefferson County Department of Health	39.1% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	44.55% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	50% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	47.7% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	47.8 % of Jefferson County residents are protected with comprehensive indoor smoke-free policies

Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Conduct an assessment to identify priority communities for smoke-free education and engagement	Completed community assessments	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association	Completed	Completed
2. Develop a smoke-free campaign plan for each priority community	Campaign plan	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association, Safe and Healthy Homewood Coalition	The Irondale Smoke-free Coalition has been established. Three meetings have been held. Irondale outreach has been designed for target groups within the community. A "Coffee and Men" educational session provided information regarding second-hand smoke. Tobacco usage surveys were collected during the Whistle Stop Festival in Irondale in September 2016. Educational outreach events were conducted in October 2016 in conjunction with the Red Ribbon Week at Irondale Middle School.	The Irondale Smoke-free Coalition conducted three coalition meetings between November 1, 2016 and April 30, 2017. Educational outreach is underway with Irondale residents, schools, businesses and churches.
3. Educate the general public and community leaders about the dangers of secondhand smoke	Number of presentations on the dangers of secondhand smoke Number of letters of support Number of community leader interviews Earned/paid media efforts Smoke-free campaign Facebook likes	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association	The Tobacco Core Group continued to educate Irondale community members and leaders about the dangers of second-hand smoke and benefits of adopting a city-wide comprehensive smoke-free ordinance through presentations to twelve community partners. Educational efforts in Mountain Brook resulted in the adoption of the city's comprehensive smoke-free policy on September 26, 2016.	The Tobacco Core Group educated Irondale residents and leaders on the risks of second-hand smoke and benefits of adopting a city-wide comprehensive smoke-free ordinance through 35 community events reaching 7,067 Irondale residents. There are 64 "likes" on the Smoke-free Irondale Facebook page.
4. Support the adoption of Comprehensive Smoke-free Policies	Number of Comprehensive Smoke-free Policies meeting guidelines of Americans for Nonsmokers' Rights Percentage of Jefferson County residents covered by indoor smoke-free policies	Ongoing through November 2016	Coalition for a Tobacco Free Alabama, Community-based Coalitions	The City of Mountain Brook, population 20,359, passed a strong smoke-free air ordinance on September 26, 2016 extending public health protections to all workers and residents in workplaces and public places within the city. The ordinance prohibits electronic smoking devices in workplaces and public places within Mountain Brook and becomes effective on November 1, 2016.	No additional municipalities in Jefferson County passed a comprehensive smoke-free air ordinance during this reporting period. Currently, eight Jefferson Counties municipalities have passed smoke-free air ordinances.

Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents. Continued					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
5. Implement smoke-free policies	Creation of Implementation Plan Number of business mailed some-free policy requirements	Ongoing through November 2016	Jefferson County Department of Health, Alabama Department of Public Health	After the passage of the City of Homewood's smoke-free ordinance in November 2015, a smoke-free policy implementation work group developed an implementation plan. The Homewood Smoke-free Implementation Plan included working with city officials to develop and distribute implementation packages for businesses, foot canvassing the business district to distribute window clings, thanking the Homewood City Council and Mayor and evaluating the overall campaign strategy to guide future policy work.	The Jefferson County Department of Health provided Business Implementation Kits to 800 Mountain Brook retailers in December 2016 to educate these retailers on strategies for complying with the new Tobacco Free Ordinance.
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.				Completed	Completed
Strategy 3. Educate public or nonprofit, rent-restricted, multi-housing agencies in Jefferson County on the harmful effects of second-hand smoke and available smoking cessation resources.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Complete an assessment of the county's public and nonprofit, multi-unit housing developments for the presence of smoke-free or tobacco-free policies	Completed assessment	June 2016	Alabama Department of Public Health	Completed	Completed
2. Design and implement a communication strategy to provide education to public, multi-unit housing developments without smoke-free or tobacco-free policies on the benefits of implementing such policies	Number of public, multi-unit housing developments receiving education on smoke-free or tobacco-free policy benefits	Beginning April 2016 and ending March 2019	Alabama Department of Public Health, Jefferson County Department of Health	Jefferson County's Tobacco Coordinator met with housing authorities in Jefferson County: Birmingham, Jefferson County, Leeds, Fairfield and Bessemer. Mental health and substance abuse facilities received Quitline information and educational presentations on second-hand smoke. The Jefferson County Department of Health (JCDH) will educate housing authorities about implementation of the rule and provide second-hand smoke education. JCDH plans to offer smoking cessation services for public housing residents. As of October 2016, ten multi-unit, rent-restricted housing complexes in Jefferson County have become smoke-free.	The Jefferson County Department of Health began conducting focus groups within five housing authorities in Jefferson County during March 2017. These focus groups are designed to obtain resident input on potential interventions to support smoking cessation. A final report with the findings from the focus groups will be completed in June 2017.

Goal 4. Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 1, 2019.

Data source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Behavioral Risk Factor Surveillance Survey: Adult Smoking Status	20% of adult residents report smoking in 2012	19% of adult residents report smoking	18% of adult residents report smoking	Data is expected to be available in Summer 2017	Data is expected to be available in Summer 2018
Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Increase community and healthcare provider awareness of resources linking residents to tobacco use cessation support, including the Jefferson County Department of Health's Tobacco Use Cessation Program	Number of inquires regarding Jefferson County Department of Health's Tobacco Cessation Program Media campaign documentation: number of billboards, radio spots and ads, etc. Number of calls to the Alabama Tobacco Quitline from Jefferson County	July 2015 and ongoing	Jefferson County Department of Health, American Lung Association, Alabama Department of Public Health	Jefferson County Department of Health (JCDH) Adult and Family Planning providers completed Certified Tobacco Treatment Specialist Training. The American Lung Association hosted a Freedom from Smoking Facilitator training on July 25, 2016 for four individuals to deliver group-based tobacco cessation programs.	The Jefferson County Department of Health Tobacco Cessation Clinic scheduled 97 patients to receive tobacco use cessation support. The American Lung Association continued to promote the free tobacco quit line and plans to offer a Freedom from Smoking Facilitator Training on June 8, 2017. The Alabama Department of Public Health Area 4 Tobacco Coordinator conducted 38 presentations regarding tobacco use and cessation.
2. Implement the Jefferson County Department of Health Tobacco Use Cessation program for community members	Number of participants who enroll and complete the program Number of program participants that quit using tobacco	January 2016 through November 2019	Jefferson County Department of Health	The Jefferson County Department of Health Tobacco Cessation Clinic is available to parents of Jefferson County Department of Health pediatric patients.	Twenty-four patients attended at least one session of the Jefferson County Department of Health Tobacco Cessation Clinic. The Clinic's cessation rate during this review period was 21%.
3. Develop and distribute a resource directory of tobacco use cessation programs available in Jefferson County	Resource Directory publication date	January 2017	Jefferson County Department of Health	The Jefferson County Department of Health (JCDH) continues to publish a webpage with tobacco cessation resources including information about its Tobacco Cessation Program, second-hand Smoke protection, and links to additional tobacco cessation resources. The webpage can be found at www.jcdh.org/tobaccofree .	Completed
4. Increase calls from Jefferson County residents to the Alabama Tobacco Quitline by 10%	Alabama Department of Health Quitline call data	January 2015 through November 2019	Alabama Department of Public Health, Jefferson County Department of Health	A total of 627 calls were placed to the Alabama Tobacco Quitline between May 1, 2016 and October 31, 2016 by Jefferson County residents. The Alabama Quitline is implementing a referral system to be imbedded in the electronic medical records of Federally Qualified Health Care agencies in Alabama. The Alabama Quitline website is being updated and targeted marketing materials are being developed for individuals based on tobacco product of choice.	A total of 873 calls were made to the Alabama Tobacco Quitline by Jefferson County residents during this reporting period.

Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Educate community members and legislators on the benefits of a \$1.25 per pack increase on cigarette taxes with equalization for other tobacco products	Legislative priority document Distribution of factsheet Adult Tobacco Survey data	Ongoing through November 2019	American Lung Association	The Alabama State Legislature did not consider increasing the tobacco tax during the 2016 Legislative Session.	The Alabama State Legislature did not consider increasing the tobacco tax during the 2017 Legislative Session.

Strategy 3. Implement appropriate Point-of-Purchase strategies through mini-grants by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Complete community assessments using Counter Tools	Number of assessments	September 2016	Alabama Department of Public Health, Children's Hospital	The Alabama Department of Public Health used Counter Tools, a nonprofit based at UNC-Chapel Hill that produces sophisticated mapping technology to map tobacco retail locations health disparities. The Alabama map can be found at mapping.countertools.org/Alabama .	The Alabama Department of Public Health conducted store assessment training on April 13, 2017. Store assessments measure tobacco availability, advertising, display, pricing and point-of-purchase promotions.
2. Develop model policy language for at least two Point-of-Purchase strategies	Meeting minutes Meeting agendas Model policy	October 2017	Coalition for a Tobacco Free Alabama	The Coalition for a Tobacco Free Alabama is currently researching best practices on Point -of-Purchase strategies and identifying case precedent at a local and state levels.	The Coalition for a Tobacco Free Alabama continued to research point-of-purchase best practices and identify case precedent at the local and state levels.

Goal 5. Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019.

Data source	Baseline Status	Long-Term Target	2016 Status	2017 Status
Alabama Department of Education: School districts with adopted Comprehensive Wellness Policies	Number of school districts with adopted Comprehensive Wellness Policies [Baseline: 3 school districts have adopted Comprehensive Wellness Policies]	All existing Jefferson County school districts adopt Comprehensive Wellness Policies	All school districts must adopt comprehensive school wellness policies by June 2017.	All school districts must adopt comprehensive school wellness policies by June 2017.

Strategy 1. Support policies and programs that promote student wellness before, during and after the school day.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Support the implementation of wellness policy goals for nutrition promotion/education and physical activity based on the Healthy, Hunger-Free Kids Act of 2010	Number of school districts receiving technical assistance	November 2018	Alabama Department of Education, Alabama Department of Public Health, Alabama State Association for Health, Physical Education, Recreation and Dance, UAB, Alliance for a Healthier Generation, HEAL Alabama	The Alabama Department of Education and the Alliance for a Healthier Generation are working with schools to update wellness policies based on the final ruling effective in July. Monitoring and evaluation has been included in these wellness policy updates.	Five school districts in Jefferson County are participating in the Champions for Healthy Active Schools Initiative. The Hoover School District passed an updated wellness policy. Other area school districts are updating existing wellness policies.

Strategy 2. Advance the adoption and implementation of comprehensive Healthy Eating and Physical Activity (HEPA) Policies by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Provide technical assistance and education on Healthy Eating and Physical Activity (HEPA) Standards to other community-based afterschool sites	Number of afterschool care programs trained in Healthy Eating and Physical Activity (HEPA) Standards	November 2017	YMCA of Greater Birmingham	The partnership with A.G. Gaston Boys and Girls Club was completed during the 2015-2016 school year. The YMCA of Greater Birmingham is exploring options for implementing Healthy Eating and Physical Activity (HEPA) Standards in additional afterschool sites.	The YMCA of Greater Birmingham's Association Youth Development Director will determine the YMCA of Greater Birmingham's near-term plans for providing Healthy Eating, Physical Activity (HEPA) Standards technical assistance to other community-based afterschool and childcare sites by December 31, 2017.
2. Provide technical support to other community-based childcare centers adopting and implementing Healthy Eating and Physical Activity (HEPA) Standards	Number of community-based childcare programs that implement Healthy Eating and Physical Activity (HEPA) standards	November 2019	YMCA of Greater Birmingham	The YMCA of Greater Birmingham (YMCA) implemented Healthy Eating and Physical Activity (HEPA) Standards in childcare programs at the YMCA and plans to provide HEPA technical assistance for additional childcare centers in Fall 2017.	The YMCA of Greater Birmingham's Association Youth Development Director will determine the YMCA of Greater Birmingham's near-term plans for providing Healthy Eating, Physical Activity (HEPA) Standards technical assistance to other community-based afterschool and childcare sites by December 31, 2017.

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.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Freshwater Land Trust: Miles of Multi-Use Trails	13.4 miles of multi-use trails		50 total miles of multi-use trails and on street bike lanes by 2017	41.01 miles of multi-use trails and bike lanes	37.2 miles multi-use paths, 40.12 miles of natural paths
Freshwater Land Trust: Miles of On Street Bike Lanes	7.4 miles of on street bike lanes		50 total miles of multi-use trails and on street bike lanes by 2017	22.88 miles of bike lanes and sharrows	10.1 miles of sharrows, 6.01 miles of bike lanes
City of Birmingham: Number of sidewalk and roadway complaints from the City of Birmingham's 311 Program	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits Department		5% reduction in sidewalk and roadway complaints from baseline	The 311 phone line received 250 calls regarding road maintenance between May 1, 2016 and August 10, 2016. Sixty-seven sidewalk-related complaints were received from May 1, 2016 to October 31, 2016. A public portal website will launch by December 2016 to promote customer service. Birmingham residents will be able to use the portal to create an account, enter and track service requests.	Between November 1, 2016 and April 30, 2017, the 311 Call Center received 17,264 calls. A 311 Program smartphone application remains in testing and is expected to launch in Summer 2017.
Jefferson County Roads and Transportation Department: Zoning and Weed/Litter Complaints	Jefferson County received 85 zoning complaints and 250 weed and litter complaints during the most recent year		5% reduction in zoning complaints to 81; 5% reduction in weed and litter complaints to 238	During 2016, the Jefferson County Roads and Transportation Department received 368 weed and litter complaints and 117 zoning complaints.	Data not expected until 2018
City of Birmingham: Birmingham STAR rating score	No data has been submitted for the STAR application	Submit data by February 2015 and obtain STAR rating score	To be determined after receiving baseline score	Birmingham has a 3 STAR rating	Birmingham has a 3 STAR rating
Department of Parks and Recreation: Number of Parks	In 2012, the City of Birmingham Parks System had 100 parks and recreation facilities.		To be determined by availability of funding	The City of Birmingham Parks System has 130 parks	The City of Birmingham Parks System has 130 parks

Strategy 1. Increase the community's awareness of the availability of parks, trails and other public recreational facilities.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Implement educational campaigns for newly developed parks and trails within Jefferson County	Number of campaigns implemented	November 2014 and ongoing	Fresh Water Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Racial and Ethnic Approaches to Community Health (REACH), Mid-South Transdisciplinary Collaborative Center for Health Disparities Research	Using funding from the Racial and Ethnic Approaches to Community Health (REACH) grant, the UAB Minority Health and Health Disparities Research Center, in collaboration with Freshwater Land Trust, Jefferson County Department of Health (JCDH), Birmingham Parks and Recreation and the YMCA of Greater Birmingham, launched the Parks Rx program on July 20, 2016 within the JCDH Adult Health, Family Planning and Pediatric Clinics. The Parks Rx prescriptions include recommendations for physical activity and provides a QR code, website and phone number for locating parks and trails within Jefferson County. On September 21, 2016, Parks Rx was introduced to the community via a media launch. Black People Run, Bike and Swim (BPRBS) partnered with the ARRP to provide bike safety education at local parks. BPRPS developed and beta tested a smartphone application to encourage physical activity to be launched in January 2017. Black People Run Bike and Swim (BPRBS) hosted weekly bicycle rides from March to October 2016 to and from Railroad Park and the High Ore Line Trail. BPRBS also hosted weekly runs with as many as 160 runners.	The Jefferson County Department of Health (JCDH) hosted a Community Health Day on April 1, 2017 reaching 1,080 individuals. The Freshwater Land Trust provided information about the Parks Rx program and parks and trails in Jefferson County. Parks Rx maintains a website and displays information regarding select parks in JCDH Health Centers. Parks Rx provided local park information at the Parks Assembly on April 19, 2017. The Ruffner Mountain Connector Trail, a part of the Red Rock Ridge and Valley Trail System and the City of Birmingham's Alternative Transportation Plan, is under construction. Upon completion of the trail, community education and signage about the trail will be initiated. Black People Run, Bike and Swim hosted weekly bicycle rides and runs at various parks in the Birmingham area and held one bike safety/tune up event. Black People Run, Bike and Swim is currently beta testing the smartphone app to promote physical activity with a larger beta test campaign expected mid-July.
2. Implement and expand the Walk B'ham program	Number of Walk B'ham routes [Baseline: zero implemented Walk B'ham routes]	November 2014 and ongoing	Freshwater Land Trust, Livable Communities Priority Group, Jefferson County Department of Health, Community Foundation of Greater Birmingham	Completed. The Walk B'ham website continues to feature walking cards for the East Lake and Downtown Birmingham walking trails, including downloadable maps. The Walk B'ham cards are distributed at various events throughout the community. No new Walk B'ham cards are planned for development.	Completed
3. Continue Red Rock Tuesday or other television-based communication regarding parks, trails and other public recreational facilities	Number of Red Rock Tuesdays sessions Total viewers	Ongoing through November 2019	WBRC, Freshwater Land Trust, Jefferson County Department of Health, Municipalities	The Parks Rx media launch on September 22, 2016 included an introduction of the program on the Public Health segment of Good Day Alabama and a media event at Avondale Park. Red Rock Tuesday segments have continued with the following communities featured during this reporting period: the High Ore Line Trail, McCallum Park, Homewood Forest Preserve, Norwood Boulevard and Railroad Park.	Red Rock Tuesday segments continued featuring: Ruffner Mountain Nature Preserve, UAB's Downtown Bike Plan, Ensley Greenway, Gardendale Urban Trail System and Vulcan Park.

Strategy 2. Increase Jefferson County resident awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Promote the use of Birmingham City's 311 phone line and new smart phone application for reporting maintenance concerns	Marketing campaign Number of calls to the Birmingham's 311 phone line Number of downloads of Birmingham's smart phone application	Ongoing through November 2019	Birmingham Public Works	Between November 1, 2015 and April 30, 2016, the 311 Call Center received 14,966 calls. A smartphone application for the 311 Program has been beta tested and is expected to be launched by December 31, 2016. The 311 Program will implement a bi-directional public portal by the end of 2016 to receive requests and concerns and to provide status updates on submitted requests.	The 311 Call Center received 17,264 calls reporting maintenance concerns. A 311 Program smartphone application remains in testing and is expected to launch in Summer 2017.
2. Promote calls to the Jefferson County Roads and Transportation Division office for appropriate routing	Marketing campaign Number of calls to the County Roads and Transportation Division Number of projects listed on the Jefferson County website	Ongoing through November 2019	Jefferson County Roads and Transportation Division	The Jefferson County Roads and Transportation Division responded to 782 calls from May 1, 2016 through October 31, 2016.	The Jefferson County Roads and Transportation Division responded to 896 calls related to road maintenance during this reporting period.
Strategy 3. Birmingham City to submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014 and enhance the sustainability of the City of Birmingham by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Convene an Advisory Group of key stakeholders to identify a plan of action for areas in need of improvement	Advisory Group membership list Meeting minutes Action Plan	November 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed	Completed
2. Submit data application to STAR for review	Data of application submission STAR application	December 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed	Completed
3. Receive score from STAR and Potential STAR status	STAR Score STAR Status	February 2015	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed	Completed
4. Establish a sustainability commission in support of the City of Birmingham's participation in the STAR program	Commission charter and proceedings	January 2017	City of Birmingham, SUSTAIN	The Sustainability Commission charter is awaiting approval from the City of Birmingham. Once the charter is approved, the Sustainability Commission will begin accepting applications for membership.	The Sustainability Commission charter awaits approval from the City of Birmingham. The City of Birmingham's Planning Division is identifying potential funding sources to secure consultant services for the development of the Sustainability Plan. A "Data Book" providing background information for the development of a Sustainability Plan is in progress.

Goal 2. Improve the availability of and access to reliable public transportation by November 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Number of Birmingham Jefferson County Transit Authority (BJCTA) rides	3.2 million rides	No goal established	Increase number of rides by 5% to 3,360,000	2,685,141 rides (November 2015-September 2016)	1,315,015 rides (November 2016 to April 2017)
Number of BikeShare stations	None Currently	20 BikeShare stations by Fall 2015	40 BikeShare stations by June 2016	39 BikeShare stations	39 BikeShare stations
Number of BikeShare bikes	None Currently	200 BikeShare bikes by Fall 2015	400 BikeShare bikes by June 2016	400 Zyp bikes	400 Zyp bikes

Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Implement educational campaigns to inform residents on where and how to purchase MAX tickets	Number of campaigns Number of bus tickets sold Ridership (3.2 million annually)	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority	MAX hosted a "Dump the Pump" day in June 2016 by providing free rides to encourage use of transit. MAX provided presentations entitled, "How to Ride Transit," at the Firehouse Shelter, Jessie's Place, Goodwill and Central Station during this reporting period. Birmingham Jefferson Transit Authority (BJCTA) ridership between May 2016 and September 2016 was 1,207,679 rides.	The Birmingham-Jefferson County Transit Authority (BJCTA) launched the Magic City Connector, a revamped version of the North/South DART route, in March 2017. The Magic City Connector route launch included radio and television advertising. Other educational campaigns included the Black History Month Tour, the Bessemer Circulator Pilot Route Tour, the Annual Bus Rodeo and media interviews. BJCTA provided tips on bus riding at five schools. Central Station hosted tutorials on BJCTA's services and public access. An Americans with Disabilities Act officer provided educational classes to various agencies about BJCTA's Paratransit Service and its eligibility requirements.

Strategy 2. Implement and increase utilization of Birmingham's BikeShare program by June 2016.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Secure Zyp Operator and BikeShare equipment vendors	Selected vendors and public announcement	December 2014	City of Birmingham, Regional Planning Commission, REV BikeShare, LLC	Completed	Completed
2. Secure operational funding for the Zyp BikeShare program	Sponsorship secured	December 2014	REV BikeShare, LLC	Completed	Completed
3. Final site selection and permitting	Right-of-Way agreements Map of locations Public input on site selection	March 2015	REV BikeShare, LLC, Zyp, City of Birmingham and Regional Planning Commission	Completed	Completed

Strategy 2. Implement and increase utilization of Birmingham's BikeShare program by June 2016. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
4. Conduct a public awareness and education campaign regarding Zyp BikeShare	Marketing campaign Number of outreach events Social Media and website presence Number of early Zyp BikeShare registrations	September 2015 and ongoing	REV BikeShare, LLC	In May 2016, Zyp BikeShare conducted the 1st Annual Bike Safety Week in Birmingham in conjunction with Bike to Work Day events planned by CommuteSmart. Zyp BikeShare dispersed safety information at Zyp stations, placed 100 yard signs containing safety tips, implemented a social media campaign called #ZypTips, and provided a bike safety course at Railroad Park. Safety courses were also conducted at a Zyp-sponsored event entitled, Smithfield Center Street Celebration, celebrating the opening of the Zyp BikeShare station in the Smithfield community. Zyp participated in other community events during summer 2016 including Barons baseball games, the Summer Film Series, the American Diabetes Association's Tour de Cure, Birmingham Restaurant Week, health fairs, community rides, and the SlossFest Music & Arts Festival to increase awareness of Zyp program. In October 2016, Zyp celebrated its first anniversary and had a presence during Magic City Classic events and at the UAB Homecoming parade. Social media presence remains strong, with over 3,000 likes on Facebook, 966 followers on Twitter, and 2,130 followers on Instagram. Zyp BikeShare also launched a YouTube channel in late September 2016 for promoting safety and educational videos. The Zyp email newsletter has 890 subscribers. Two radio campaigns to support Zyp's subsidy program have occurred. The Parks Rx website features a link to the Zyp BikeShare program.	Zyp BikeShare (Zyp) participated in fourteen community events to promote public awareness and provide education about its program. During March 2017, Zyp highlighted local and historical female cyclists through video interviews, spotlights and social media messaging for the "Heels on Wheels: Celebrating Birmingham's Female Cyclists" campaign. On April 11, 2017, Zyp hosted a community Easter egg hunt providing Zyp passes, promotional items and ride tickets. Information on Zyp was also provided at nine neighborhood association meetings, the Smithfield Library and Fox 6 Red Rock Tuesday segment. Currently, the Zyp email newsletter has 1,018 subscribers.
5. Launch the Zyp BikeShare program	Number of BikeShare stations Number of BikeShare bikes	December 2015	REV BikeShare, LLC, Zyp, City of Birmingham	Completed	Completed
6. Expand the Zyp BikeShare program	Number of additional Zyp BikeShare stations Number of additional Zyp BikeShare bikes	June 2016	REV BikeShare, LLC, Zyp, City of Birmingham	Completed. Zyp has 40 stations and 400 bikes. Thirty-nine stations are in use with one under construction. There are currently 330 bikes in circulation, with the number in circulation increasing daily.	Zyp currently has 39 stations installed. The Downtown Publix station is scheduled for installation during Summer 2017. There are 400 bikes in the fleet.
7. Maintain ongoing Zyp BikeShare program operations	Annual program reports and program data Number of program FTEs	October 2016 and ongoing	REV BikeShare, LLC	Zyp has eight full-time equivalent and one part-time equivalent positions. Two seasonal positions were added between summer and October 2016. Two members of AmeriCorps assist with Zyp BikeShare maintenance and operation. A third AmeriCorps position will be added in November 2016.	Zyp has five full-time equivalent and two part-time equivalent personnel. Three AmeriCorps members were added to the staff for one year to assist with Zyp BikeShare maintenance and operation.

Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) MAX bus on time performance and ClasTran accessibility beginning November 2014.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Replace aging MAX buses	Number of replaced buses [Baseline: 30 replaced buses in 2014] Fleet size	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority, ClasTran	No additional Birmingham Jefferson County Transit Authority (BJCTA) or ClasTran vehicles were replaced between May 2016 and October 2016.	The Birmingham-Jefferson County Transit Authority acquired nine buses; three serve the fixed route service, and six serve the Magic City Connector route. In January 2017, eleven paratransit vehicles were replaced. Three fixed route buses and nine paratransit replacement vehicles are on order.
2. Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance	Number of road calls Mileage until breakdown [Industry average is 3,500 miles to breakdown; BJCTA is currently experiencing breakdown at 15,000 miles]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	From May 2016 through September 2016, the Birmingham Jefferson County Transit Authority received 542 fixed route road calls and 93 paratransit road calls. No data was received related to miles to breakdown.	The Birmingham Jefferson County Transit Authority received 729 fixed route maintenance road calls and 84 paratransit road calls.
3. Reduce headway on bus routes	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority, Municipalities	Currently MAX operates 40 routes, including three DARTs, two neighborhood circulators, one commuter service and three express routes. MAX currently operates 117 buses, paratransit and trolleys.	MAX operates 39 routes with 80 active fixed route buses and 41 paratransit vehicles.
4. Develop a rapid transit system with East/West and North/South routes	Amount of funding awarded Date of route initiation Date of route completion	November 2019	Regional Planning Commission of Greater Birmingham, MAX	The East/West Bus Rapid Transit route contract is nearing completion and is scheduled for approval in Fall 2016 with construction anticipated in Fall 2017. Environmental documentation needed for construction of the route is under preparation. Design of the roadway corridor, transit stations, and intersection improvements is ongoing.	The Birmingham Jefferson County Transit Authority developed the Transit Development Plan to guide transit planning, development and operations. The Transit Development Plan will identify transit service needs, prioritize improvements and determine the resources required for implementing new or modified services. The East/West Bus Route received approval from the Federal Highway Administration for the environmental assessment study. Design continues on the East/West Bus Route.
5. Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	The average on-time performance for 2015 was 95%.	The average on-time performance for 2016 was 97% for fixed routes.

Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Reassess current bus routes in relation to population distribution and proposed new industry in the area	Ridership [Baseline is 3.2 million rides annually]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority, Birmingham Business Alliance (regarding new industry)	During Summer 2016, the Birmingham Jefferson County Transit Authority (BJCTA), in partnership with Strada Professional Services, completed a market analysis of the current transit system to determine routes used and rider characteristics, etc. Stakeholder and bus driver interviews provided data and common themes used to produce recommendations. Public meetings presenting the Transit Development Plan recommendations were held in October 2016. Two new transit centers will be constructed in Five Points West and Woodlawn.	Based on market analysis, the Birmingham Jefferson County Transit Authority will eliminate circuitous routes, providing faster, more efficient service by connecting routes and increasing the frequency of buses on the most utilized routes. The new routes will be discussed at five public involvement meetings beginning on April 20, 2017. The new Magic City Connector Route was unveiled in March 2017. The first phase of Transit Development Plan changes will be implemented in 2017.

Strategy 5. Convene a workgroup for a Regional Transit System Roundtable by January 2015.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Convene a workgroup for a Regional Transit System Roundtable	Regional Transit System Roundtable participants Minutes from Regional Transit System Roundtable meetings	January 2015	Regional Planning Commission, Birmingham Jefferson County Transit Authority, Birmingham Business Alliance	Completed	Completed

Goal 3. Adopt built environment policies and enforce ordinances adopted by November 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Conservation Alabama: Number of municipalities with adopted Complete Streets Policies	Number of municipalities with adopted Complete Streets policies [Baseline: 6 municipalities have adopted Complete Streets policies]	Add one municipality with an adopted Complete Streets policy by November 2016	Add 2-3 municipalities with adopted Complete Streets policies by November 2019	Seven municipalities have adopted Complete Streets policies	Eight municipalities have adopted Complete Streets policies
Regional Planning Commission of Greater Birmingham: Number of municipalities with comprehensive Sidewalk Plans	Number of municipalities with comprehensive Sidewalk Plans [Baseline: 3 municipalities have comprehensive Sidewalk Plans]		Adoption of comprehensive Sidewalk Plans by all Jefferson County municipalities	Four municipalities, including the City of Birmingham, have comprehensive Sidewalk Plans	Four municipalities, including the City of Birmingham, have comprehensive Sidewalk Plans
Freshwater Land Trust: Miles of completed bike Lanes	Number of miles of completed bike lanes [Baseline is 7.4 miles of completed bike lanes]		13.4 miles of completed bike lanes by November 2019	35.15 miles of completed bike lanes as of October 31, 2016	35.15 miles of completed bike lanes as of October 31, 2016

Strategy 1: Adopt Complete Streets policies and design by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Educate community residents regarding the benefits of Complete Streets Policies	Educational campaigns	Ongoing through November 2019	AARP; Built Environment, Transportation and Safety Priority Group	AARP hired an Outreach Coordinator who conducted three Age Friendly Community meetings incorporating Complete Streets policies in October 2016. Additional educational meetings are planned through the remainder of 2016.	The Optimize the Built Environment, Transportation System and Safety Priority Group added the adoption of Complete Streets ordinances to its 2017 Work Plan. AARP hosted a Direct Action Organizing Workshop on March 17, 2017 to support the design of a collaborative strategy for Complete Streets ordinance adoption. The strategy includes education about Complete Streets policies.
2. Educate community and municipality leaders regarding the benefits of the adoption of Complete Streets Policies	Number of municipalities with adopted Complete Streets Policies [Baseline: 6 municipalities with adopted Complete Streets Policies]	Ongoing through November 2019	AARP, Built Environment, Transportation and Safety Priority Group	AARP conducted meetings with community members and leaders regarding Complete Streets policy benefits during October 2016.	The Optimize the Built Environment, Transportation System and Safety Priority Group created a Complete Streets Strategy Chart that includes educating Birmingham mayoral candidates and leaders about Complete Streets. A Complete Streets Policy ordinance for the City of Birmingham will be drafted in Summer 2017.
3. Communicate Complete Street Policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	AARP	AARP has not been communicating Complete Streets policy adoptions at this time and will decide at a later date whether to initiate such communication.	The Optimize the Built Environment, Transportation System and Safety Priority Group formed a communication sub-committee to develop a communication and marketing plan to inform the public about Complete Streets.
4. Develop a Complete Streets Design Guide for use by municipalities	Publication date of Complete Streets Design Guide	December 2017	Regional Planning Commission of Greater Birmingham	Completed	Completed

Strategy 1: Adopt Complete Streets policies and design by November 2019. Continued					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
5. Provide technical assistance for municipalities adopting Complete Streets Policies	Number of technical assistance requests and responses	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	The Regional Planning Commission is creating a regional Bike/Pedestrian Plan. This plan includes trails, facilities and other opportunities for active transportation. The City of Hoover has secured funding to develop its Bike/Pedestrian Plan.	The Regional Active Transportation Plan conducted public outreach for Complete Streets policies including several television pieces and public meetings attended by over 200 people. Over 400 surveys were collected regarding the plan. The City of Hoover initiated a sidewalk inventory to inform a Bike/Pedestrian Plan expected to be completed in 2018.
Strategy 2. Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Identify funding for Birmingham's Mode Priority Street Plan for all streets including transit corridors	Identified funding sources	March 2017	City of Birmingham, Regional Planning Commission of Greater Birmingham	Completed	Completed
Strategy 3. Promote healthy infrastructure policies through November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Complete an evaluation of storm water impact on Village Creek	Creek samples Flow data	January 2016	City of Birmingham Storm Water Administrator	Completed. The Village Creek Watershed Master Plan was approved on August 11, 2016.	Completed
2. Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning, Engineering and Permits	Completed	Completed
3. Implement the revised Zoning Ordinance for the City of Birmingham with the adoption of Framework Plans	Number of new Framework Plans adopted Number of Framework Plans with Zoning Ordinance compliance	January 2019	City of Birmingham Planning, Engineering and Permits	The draft Southwest Birmingham and Northwest Birmingham Framework Plans, available on the Imagine Bham website, are scheduled for presentation to the Birmingham Planning Commission in November 2016. If approved, the finalized plans will be presented for adoption by the Birmingham City Council in 2017. Data collection for the Ensley and Pratt Framework Plans has been completed. Report cards documenting health conditions remains under development.	Birmingham City Planning continues work with the Regional Planning Commission of Greater Birmingham to create Framework Plans. The Birmingham Planning Commission adopted the Southwest (Southwest, Grasselli, and Brownville) Framework Plan on May 3, 2017, bringing the total number of approved Framework Plans to five. The Birmingham Planning Commission will continue consideration of the Northeast (Huffman, East Pinson Valley, Roebuck-South, East Lake and Cahaba) Framework Plan on June 21, 2017. Public hearings to rezone the North Birmingham and Titusville Framework Plan areas to reflect the adopted plans are scheduled for May 30, 2017 and June 13, 2017, respectively.

Strategy 3. Promote healthy infrastructure policies through November 2019. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
4. Assess change in physical activity in Midfield residents following the construction of the High Ore Trail	Pre and post-trail implementation survey results	September 2016	Jefferson County Department of Health	A phone survey of 807 residents in southwest Birmingham regarding physical activity and utilization of the High Ore Line Trail has been completed. Counters at the High Ore Line Trail are under consideration for assessing actual trail usage.	Completed. Results from a phone survey assessing physical activity and utilization of the High Ore Line Trail were presented to the Environmental Quality Committee, the Freshwater Land Trust, and select neighborhood associations in December 2016.
5. Consider health impacts in Zoning Ordinance implementation	Attendance at Zoning Committee meetings Zoning Committee meeting minutes	November 2017	Jefferson County Department of Health, Regional Planning Commission of Greater Birmingham, Municipality Zoning Boards	Staff from the Jefferson County Department of Health's Community Environmental Protection Division are receiving training on conducting Health Impact Assessments for use in zoning ordinance development.	Health Impact Assessment training is a tactic in the Jefferson County Department of Health's Strategic Plan 2017-2021. A team was formed to identify and complete Health Impact Assessments related to zoning beginning in April 2017.
6. Implement the Municipal Separate Storm Water Sewer Systems (MS4) storm water permits for all municipalities in Jefferson County	Number of MS4 permits	Ongoing through November 2019	Environmental Protection Agency, Alabama Department of Environmental Management, Jefferson County Department of Health, Municipalities	The Alabama Department of Environmental Management (ADEM) has not submitted final storm water permits, but has met with individual cities. ADEM provided the proposed permits for six municipalities for public notice (Trussville, Irondale, Vestavia, Homewood, Mountain Brook and Tarrant). The City of Birmingham is expecting to receive its MS4 permit during Fall 2017.	Graysville and Trussville received MS4 permits on October 1, 2016 and January 1, 2017, respectively. Birmingham is expected to receive its permit during Summer 2017.

Strategy 4. Improve technical capacity of municipalities in planning through November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Create a Comprehensive Plan for each municipality in Jefferson County	Number of municipalities with an Comprehensive Plan	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	Seventeen municipalities in Jefferson County have completed Comprehensive Plans. Center Point is in the initial stages of developing its comprehensive plan. The city of Homewood has begun a master plan for land use and development of the downtown/SoHo Square area.	Center Point adopted its comprehensive plan in April 2017. Homewood's City Council initiated the Soho Square Land Use Plan in early 2017; the Regional Planning Commission of Greater Birmingham is conducting a parking study for this plan.

Strategy 5. Adopt shared use agreements through November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Provide technical assistance for facilities interested in adopting Shared Use Agreements	Number of facilities with Shared Use Agreements	Ongoing through November 2019	Children's Policy Council	The Children's Policy Council has not received any requests for technical assistance for shared use agreements, but remains interested in supporting shared use agreements.	The Children's Policy Council received no requests for shared use agreement technical assistance, but remains interested in supporting shared use agreements.

Goal 4. Improve the safety of the physical environment by November 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Regional Planning Commission of Greater Birmingham: Number of tax delinquent parcels in the City of Birmingham	There are 16,826 tax delinquent parcels in the City of Birmingham; 7,071 of these properties have been tax delinquent since at least 2009		Decrease the number of tax delinquent properties by 5%	Data requested	Data requested
City of Birmingham: Number of open condemnation cases	Baseline data is under preparation by the City of Birmingham		Decrease the number of open condemnation cases by 5%	Data requested	Data requested
City of Birmingham: Number of property maintenance code violations	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits Division		Decrease the number of property maintenance code violations by 5%	Data requested	Data requested
Jefferson Tax Assessor: Number of tax delinquent properties	29,159 delinquent residential and commercial properties		27,6701 delinquent residential and commercial properties or less	Data requested	Data requested

Strategy 1: Reduce the number and percentage of vacant or run-down properties by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Conduct field surveys to identify dilapidated and deteriorated properties	Number of municipalities completing field surveys	Five communities in three Framework Plan Areas by February 2015, with the addition of six more communities from two Framework Plan Areas by December 2016	City of Birmingham, Regional Planning Commission, UAB School of Public Health	The City of Birmingham's Community Development Division completed field surveys for inclusion in the Ensley/Pratt City and East Birmingham framework plans. The Southwest Birmingham and Northeast Birmingham Framework Plans are scheduled for approval by the City of Birmingham's Planning Division in November 2016 and for approval by the Birmingham City Council in 2017.	Birmingham City Planning continues work with the Regional Planning Commission of Greater Birmingham to create Framework Plans. The Birmingham Planning Commission adopted the Southwest (Southwest, Grasselli, and Brownville) Framework Plan on May 3, 2017, bringing the total of approved Framework Plans to five. The Birmingham Planning Commission will continue consideration of the Northeast (Huffman, East Pinson Valley, Roebuck-South, East Lake and Cahaba) Framework Plan on June 21, 2017. Public hearings to rezone the North Birmingham and Titusville Framework Plan areas to reflect the adopted plans are scheduled for May 30, 2017 and June 13, 2017, respectively.
2. Implement the RISE initiative, including the Preserving the Wealth of Communities Campaign in the City of Birmingham	Number of properties cleared through the Land Bank Authority Number of properties with alleviated code violations Number of condemned properties demolished Number of wills established	Ongoing through November 2019	Birmingham Land Bank Authority, City of Birmingham, Habitat for Humanity	The RISE initiative created 110 wills between May 1, 2016 and October 31, 2016. Three hundred blighted properties were demolished during this reporting period.	During the reporting period, 119 properties were demolished.

Strategy 1: Reduce the number and percentage of vacant or run-down properties by November 2019. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
3. Enforce existing Property Maintenance Codes through Community Municipal Courts	Number of municipal court cases Number of pretrial diversion classes	Ongoing through November 2019	City of Birmingham, Municipal Courts, Birmingham Land Bank Authority	Between January 1, 2016 and October 31, 2016, 52 property maintenance code violations were tried in two Community Municipal Courts.	No update received.
4. Implement the Side Lot Program to encourage property maintenance of tax delinquent properties	Number of properties maintained through the Side Lot Program	November 2019	Birmingham Land Bank Authority	As of October 31, 2016, 544 properties were enrolled in Birmingham Land Bank Authority programs, including the 152 properties within the Side Lot program. The Side Lot program has resulted in maintenance savings for the City of Birmingham of \$152,000 annually. Currently, there are 119 properties in the Adopt-a-Lot program, resulting in annual savings of \$119,000 for the City of Birmingham. Within the General Request program, 157 properties are in the Quiet Title process.	Currently, there are 170 Active Side Lot Agreements and 148 Adopt-a-Lot Agreements. Additionally, 280 properties are in the Quiet Title process.
5. Create a Blight Index to document and address blight in Birmingham	Creation date of Blight Index	December 2016	City of Birmingham Planning, Permits and Engineering Division	The City of Birmingham's Planning, Engineering and Permits Division is developing a Blight Index for rating the blight of parcels/census blocks based upon property conditions, maintenance and socioeconomic conditions. The Blight Index will enable heat mapping and, based on results, inform next steps for blight mitigation.	The City of Birmingham's Planning, Engineering and Permits Department continued to develop the Blight Index to quantify neighborhood blight and change in blight over time.

Strategy 2. Increase the number of public access sidewalks by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Create and implement a Sidewalk Master Plan for the City of Birmingham	City of Birmingham's Master Sidewalk Plan and creation date	November 2019	City of Birmingham City Engineers, Alabama Department of Transportation	Approval for Birmingham's Sidewalk Master Plan, phase one of the City of Birmingham's sidewalk improvement process, was obtained on October 5, 2016. Phase One included sidewalk condition assessment and the identification of sidewalks in need of repair or that are not currently existing. The Americans with Disability Act (ADA) compliance assessment is scheduled for completion in December 2018.	Phase Two of the City of Birmingham's Sidewalk Master Plan remains in progress and will include recommendations for Americans with Disabilities Act (ADA) improvements. The sidewalk assessment is scheduled for completion by December 2018.
2. Build sidewalks around bus stops	Sidewalk Inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	Birmingham's Sidewalk Master Plan was approved on October 5, 2016.	Phase Two of the City of Birmingham's Sidewalk Master Plan remains in progress and will include recommendations for Americans with Disabilities Act (ADA) improvements. The sidewalk assessment is scheduled for completion by December 2018.
3. Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County	Number of municipalities with a Sidewalk Master Plan [Baseline: 3 municipalities, Homewood, Mountain Brook and Vestavia, have Sidewalk Master Plans]	November 2019	Regional Planning Commission of Greater Birmingham, Freshwater Land Trust	The Regional Planning Commission is creating a regional Bike/Pedestrian Plan. This plan includes Jefferson, Shelby, and parts of Blount and St. Clair Counties to develop trails, facilities and other opportunities for active transportation. Hoover has secured funding to develop its Bike/Pedestrian Plan, which will include a Sidewalk Master Plan.	The City of Hoover initiated a sidewalk study for its Sidewalk Master Plan. The regional Active Transportation Plan launched in March 2017. This plan will be used to develop Sidewalk Master Plans for municipalities throughout the region.

Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Increase park ranger, City Action Partnership (CAP) officer and Birmingham Police Department visibility in parks to enforce existing park rules concerning disruptive behavior	Patrol data	April 2015	City Action Partnership, City of Birmingham, Birmingham Parks and Recreation Board, Birmingham Police Department	City Action Partnership (CAP) continues to patrol five parks and the Rotary Trail within Birmingham City limits. The City of Birmingham approved funding for Fiscal Year 2017 to increase the number of park rangers.	City Action Partnership (CAP) patrols five Birmingham parks: Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. Kelly Ingram Park continues to be patrolled by CAP; however, it is expected that the National Park Service will soon be assisting with patrols. CAP patrols the Rotary Trail and the 9/11 Memorial Walk. Birmingham Police provide patrols for public parks; however, no park rangers have been hired to date.
2. Create an educational campaign related to community safety and the City of Birmingham's 311 reporting system	Number of educational materials or media provided Number of contacts made Number of meetings	Ongoing beginning in April 2015	Birmingham Mayor's Office, Black People Run Bike Swim	AARP attended the Safe Growth conference in October 2016 related to community safety campaigns and the built environment.	Black People Run, Bike and Swim hosted one Bike Safety/Tune up event and held training sessions and speed work for local walkers and runners.
3. Establish school zone signage in public spaces	Number of signs	November 2017	Safe Routes to School, City of Birmingham	Safe Routes to Schools, in collaboration with the City of Birmingham Traffic Engineering Division, continued updating the 27 Safe Walking Routes Geographic Information Systems' (GIS) maps provided to schools. The City of Birmingham Traffic Engineering Division is assessing funding opportunities for updating school signage to meet needs identified through the GIS mapping project. The Birmingham City School District has initiated a district-wide school travel plan, which will provide information on current student travel, identify key issues and provide measurement recommendations.	Safe Routes to School and Birmingham's Traffic Engineering Division identified and purchased 130 school zone/cross walk signs. The Birmingham City School District School Travel policy is under development. Avondale Elementary School is developing a school travel plan. Avondale Elementary School, Safe Routes to School and City of Birmingham officials have met to develop the plan and make recommendations for school travel policies. A meeting with school officials is scheduled in June 2017 to present findings from city officials for Avondale Elementary's school travel plan.
4. Continue and expand the City Action Partnership (CAP) patrols in parks from the Birmingham-Jefferson Civic Center to 5th Avenue South and Railroad Park	Number of parks patrolled Baseline: 4 parks are patrolled by CAP	Ongoing through November 2019	City Action Partnership	City Action Partnership (CAP) continues to patrol five parks and the Rotary Trail within Birmingham City limits.	City Action Partnership (CAP) patrols five Birmingham parks: Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. Kelly Ingram Park continues to be patrolled by CAP; however, it is expected that the National Park Service will soon be assisting with patrols. CAP patrols the Rotary Trail and the 9/11 Memorial Walk.
5. Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim	Between January 1, 2016 and October 31, 2016, Black People Run Bike Swim received and reported 18 complaints to the City of Birmingham.	During the reporting period, Black People Run, Bike and Swim received and reported zero complaints to the City of Birmingham.
6. Discourage unpermitted food vendors in public spaces by providing designated processes for permitting food vendors	Number of complaints received by the Jefferson County Department of Health regarding unpermitted food vendors	Ongoing through November 2019	Jefferson County Department of Health, Birmingham Police, City of Birmingham	The City of Birmingham Revenue Division and the Jefferson County Department of Health (JCDH) collaborated to properly permit food vendors, with a focus on food vendors for temporary events and food trucks. JCDH received nine complaints regarding unpermitted food vendors between May 1, 2016 and October 31, 2016.	The Jefferson County Department of Health received thirteen complaints regarding unpermitted food vendors. The City of Birmingham developed a food truck ordinance that designates permitted places for food truck operation supporting the identification of unpermitted food vendors.

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.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Jefferson County Department of Health: Community Health Status Assessment	Current version published in August 2014	Update CHSA Assessment and republish in August 2016	Update CHSA Assessment and republish in August 2018	Updated health data is included in the 2015 Jefferson County Department of Health Annual Report. "Living LBGTO in Alabama: Priorities for Action" is available on-line at www.cfbham.org/.../uploads/2016/08/Living-LGBTQ-in-Central-Alabama.pdf	Updated health data are included in the 2016 Jefferson County Department of Health Annual Report.
Jefferson County Department of Health: Annual Disease Surveillance Summary	Published October 2014	Update and republish August 2016	Update and republish biennially through 2019	Report remains in development.	Report remains in development
Non-profit Hospitals in Jefferson County: Community Health Needs Assessment	Non-profit Hospitals in Jefferson County and most recent Community Health Needs Assessment publication date: St. Vincent's Birmingham - 2012 St. Vincent's East - 2012 Princeton Baptist Medical Center - 2013 UAB Hospital - 2013 Children's of Alabama - 2013	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2015 St. Vincent's East - 2015 Princeton Baptist Medical Center - 2016 UAB Hospital - 2016 Children's of Alabama - 2016	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2018 St. Vincent's East - 2018 Princeton Baptist Medical Center - 2019 UAB Hospital - 2019 Children's of Alabama - 2019	The 2016 Community Health Needs Assessments for all affected hospitals in Jefferson County are in process or completed.	The 2016 Community Health Needs Assessments for non-profit hospitals in Jefferson County are completed and available on the hospital's website.

Strategy 1. Increase the communication of results from health monitoring activities by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Update the Community Health Status Assessment every two years	Documentation of <u>Community Health Status Assessment</u> distribution to community stakeholders	Biennially, beginning August 2016	Jefferson County Department of Health, UAB School of Public Health	Updated community health status data is included in the 2015 Jefferson County Department of Health Annual Report. A comprehensive assessment of the LGBTQ community has been completed and is available on-line.	Updated health data are included in the 2016 Jefferson County Department of Health Annual Report.
2. Produce an Annual Disease Surveillance Summary for Jefferson County	Documentation of distribution to community stakeholders	Biennially beginning December 2015	Jefferson County Department of Health, UAB School of Public Health	The surveillance summary is in the process of being revamped and is in the process of being updated.	The surveillance summary is being revamped and the data updated.

Strategy 1. Increase the communication of results from health monitoring activities by November 2019.Continued					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
3. Communicate nonprofit hospitals' Community Health Needs Assessments and annual updates	Publication date on hospital's website	Ongoing through November 2019	Local non-profit hospitals	Children's of Alabama's Community Needs Assessment is near completion. Other hospitals within Jefferson County required to submit Community Needs Assessment are on schedule for completing the three year assessments.	Children's of Alabama, Brookwood Baptist Health System, St. Vincent's Birmingham, St. Vincent's East and UAB Hospital published Community Needs Assessments in late 2016. These are available on these hospitals websites.
4. Create a subcommittee to develop a summary report of non-profit hospital's Community Health Needs Assessments and key indicators for residents and stakeholders	Summary Report publication dates	Beginning in 2017	Jefferson County Department of Health, Gulf States Health Policy Center	This tactic is not slated for implementation until 2017.	This tactic has not been initiated.
Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Educate the Local Public Health System about the need for consideration of health monitoring assessments in the development of policies	Number of education sessions provided Number of Local Public Health System representatives reached	January 2018	Gulf States Health Policy Center's Birmingham Area Coalition, Jefferson County Department of Health	The Gulf States Health Policy Council completed policy scans regarding school wellness policies within the Birmingham City School System and active transportation within the region. Data from the environmental scans are being prepared for publication in Wellness Policy Briefs expected to be available in July 2017.	Data from policy scans will be published in wellness policy briefs expected to be available in July 2017. The wellness policy briefs will support school wellness council creation in Hemphill and Washington Elementary Schools.
2. Provide relevant health-related data to local leaders for consideration in proposed policy issues	Number of requests for health-related data to support policy initiatives Documentation of submission of data to Local Public Health System representatives Minutes from policy development meetings Number of policies where health impact was considered during deliberation	November 2014 and ongoing [Baseline to be established by October 2015 with annual reassessment]	Gulf States Health Policy Center's Birmingham Area Coalition, Health Action Partnership of Jefferson County, Jefferson County Department of Health	The Jefferson County Department of Health provided information to the Health Action Partnership of Jefferson County for the development of an updated Health Equity Index to support policy decisions in Jefferson County. The Birmingham Fire and Rescue Department provided emergency transportation data to the Health Action Partnership of Jefferson County for assisting in determining geographical locations for interventions related to hypertension. Data from various sources, including Alabama Arise, was used by the Health Action Partnership of Jefferson County to identify potential policy issues related to Medicaid funding sustainability.	The Jefferson County Department of Health (JCDH) provided data supporting policy resolutions for the Jefferson County Board of Health related to raising the minimum age for tobacco purchases, community notification of planned changes in the fluoridation status of public water sources and substance abuse. JCDH provided data to the City of Birmingham for use in developing its Sustainability Plan.
3. Provide the Alabama Department of Public Health with current and biennial updates of Jefferson County's Community Health Status Assessment for consideration in policy development	Documentation of data submission to the Alabama Department of Public Health	November 2014 and biennially thereafter	Jefferson County Department of Health	The Jefferson County Department of Health provided the most recent updated information to the Alabama Department of Public Health during June 2016.	The Jefferson County Department of Health (JCDH) provided the most recent updated health information to the Alabama Department of Public Health (ADPH) via the JCDH Annual Report. JCDH additionally provided Jefferson County health data to ADPH and other state agencies through the Alabama Healthcare Data Collaborative.
4. Identify and communicate available resources related to health monitoring for Local Public Health System members	Documentation of the communication of resources to the Local Public Health System Documents produced and distributed	January 2016 and ongoing	Jefferson County Department of Health, Alabama Health Literacy Coalition	The 18 month (April 2016) update to the <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014- November 2019 Work Plan</u> is available on the Jefferson County Department of Health website. Data supporting the Health Equity Index has been updated and made available to the Health Action Partnership.	The 24-month (November 2016) update to the <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014- November 2019 Work Plan</u> remains available on the Jefferson County Department of Health website. Data were presented at the Alabama Primary Health Care Association Annual Meeting in May 2017. Jefferson County health data were provided to the Health Care Access Priority Group of the Health Action Partnership of Jefferson County and My Brothers Keeper.

Goal 2. Increase access of Jefferson County Residents to primary health and dental care by November 2019.					
Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2016 Status
Alabama Board of Medical Examiners: Ratio of Primary Care Providers to Population (Family Practice, Internal Medicine, OBGYN, Pediatrics)	One primary care provider for every 474 residents of Jefferson County		Reduce the ratio of primary care providers to population by 5% to 1:450	Data requested	One primary care physician per 939 population (County Health Rankings, 2014 data reported in 2017) Current data requested from the Alabama Board of Medical Examiners
Alabama Board of Dental Examiners: Ratio of Dentists to Population	One dentist for every 1,148 residents of Jefferson County		Reduce the ratio of dentists to population by 5% to 1:1,091	One dentist per 1,048 population	One dentist per 1,048 population (2015 population base, June 2017 active dentist count)
Alabama Board of Nursing: Ratio of Nurse Practitioners to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and nurse practitioners	Nurse Practitioners to Population Ratio is 1:732 The Alabama Board of Medical Examiners will provide the number of Collaborative Practice Agreements for Nurse Practitioners by March 1, 2015 following the current relicensing cycle		Decrease the ratio of Nurse Practitioners to population by 5% to 1:695; increase the number of Nurse Practitioner Collaborative Practice Agreements by 10%	Data requested	Data requested
Alabama Board of Medical Examiners: Ratio of Physician Assistants to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and physician assistants	Physician Assistant to Population Ratio is 1:3,267 The Alabama Board of Medical Examiners will provided the number of Collaborative Practice Agreements for Physician Assessments by March 1, 2015 following the current relicensing cycle		Decrease the ratio of physician assistants to population by 5% to 1:3,104; Increase the number of Physician Assistant Collaborative Practice Agreements by 10%	Data requested	Data requested
Alabama Medicaid: Number of Medicaid providers in the following categories: physicians, dentists, nurse practitioners, physician assistants and mental health providers	Physicians - 1,258 Nurse Practitioners - 760 Physician Assistants - 104 Dentists - 199 Mental Health Providers - 57		Increase the number of Medicaid providers by category from baseline by 5%	Data requested	Data requested
Strategy 1. Close the coverage gap in Alabama's Medicaid Program by advocating for increased participation and access to care.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Support the efforts of the Statewide Alabama's BEST (A Better Economy Starts Today) Coalition relative to closing the Medicaid coverage gap	Alabama's BEST Coalition Minutes from Alabama's BEST Coalition	August 2015 and ongoing	Alabama's BEST Coalition, Alabama Hospital Association	The Alabama State Legislature approved the use of BP funds to support the current Medicaid system. The conversation has pivoted from closing the gap to ensuring Medicaid remains fully funded. Coordination of efforts and positioning to close the gap is ongoing through Alabama Arise.	Organized advocacy efforts for closing Alabama's coverage gap have effectively ended. Efforts are now focused on defending the Affordable Care Act (ACA) from repeal and preserving the federal match program.

Strategy 1. Close the coverage gap in Alabama's Medicaid Program by advocating for increased participation and access to care. Continued					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
2. Support other advocacy campaigns for closing the Medicaid coverage gap.	Advocacy campaign components	November 2015 and ongoing	Alabama Arise-Jefferson County Task Force; Engage Alabama	During the 2016 Alabama Special Legislative Session, Alabama Arise chaired the Healthy General Fund Partnership, a group of health care stakeholder organizations advocating for adequate Medicaid funding. The partnership expanded its social media campaign, introduced during the regular legislative session, with a legislative advocacy effort that produced more than 4,000 constituent messages to lawmakers about the crucial role of Medicaid in Alabama's healthcare system and local economies. These efforts resulted in Medicaid funding for Fiscal Years 2017 and 2018. The Healthy General Fund Partnership is currently pivoting to advocacy for Medicaid expansion through a campaign to launch after the November 8, 2016 general election.	Alabama Arise continues its social media campaign, #IamMedicaid, to communicate the needs of Alabama's families and health care providers related to Medicaid.
Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Establish or continue task forces for nurse practitioner and physician assistant constituencies	Provider-specific task force membership lists Minutes from provider task force meetings	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	Advocacy for expansion of scope of nurse practitioners has been occurring, but no legislation to increase the scope was submitted during the 2016 Alabama Legislative Session. A post-graduate nurse practitioner training experience developed at the Jefferson County Department of Health began October 1, 2016 at the Jefferson County Department of Health.	Plans for a legislative agenda to provide global signature authority for nurse practitioners and physician assistants is planned for fall 2017. The nurse practitioner post-graduate experience is transitioning from a single site program at the Jefferson County Department of Health to one supported by a consortium of agencies. Cahaba Medical Care will serve as the residency program's lead agency. The next cohort of nurse practitioner post-graduate trainees is expected to begin in October of 2017.
2. Create an advocacy campaign for nurse practitioner and physician assistant constituencies	Advocacy campaign components Documentation of the distribution of advocacy materials	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	The Nurse Practitioner Alliance of Alabama continues to engage a media specialist to increase the organization's membership base and to network with physician assistants and other health professionals. The Alabama Society of Physician Assistants relies on its national organization, the American Academy of Physician Assistants, to advocate for policies on the national and regional level. During the 2016 Alabama Legislative Session, legislation was established creating a scholarship/loan mechanism to encourage advanced nurse practitioners to practice in rural Alabama.	The Nurse Practitioner Alliance of Alabama hired staff to assist with advocacy, increase the organization's membership base and network with physician assistants and other health professionals.
3. Development of draft policies and position statements	Number of draft policies or position statements expanding roles of nurse practitioners and physician assistants Number of approved policies expanding the roles of nurse practitioners and physician assistants	December 2016	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants; Jefferson County Department of Health for policy counts	The Nurse Practitioner Alliance of Alabama continues to focus on monitoring the 2015 rule changes on quality of care. During the 2016 Alabama Legislative Session, legislation created a scholarship/loan mechanism to encourage advanced practice nurses to practice in rural Alabama.	The Nurse Practitioner Alliance of Alabama continues to monitor the 2015 rule changes related to quality of care. While the Alabama Legislature created a scholarship/loan mechanism for physician assistants serving rural Alabama in the 2016 Legislative Session, the program was not funded for 2017.

Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019. Continued					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
4. Draft and advocate for the passage of legislation enabling pharmacists to enter into collaborative practice agreements for patient care.	Alabama Pharmacist Collaborative Practice Legislation	November 2016	Alabama Pharmacy Association, Alabama, Alabama Society of Health System Pharmacists	Language to reduce physician resistance to legislation creating physician-pharmacist collaborative practice agreements continues by the Alabama Pharmacist Collaborative. This legislation is currently expected to be vetted during the 2017 Alabama Legislative Session.	The Alabama Board of Pharmacy and the Alabama Board of Medical Examiners determined that current regulations neither enable the creation of Collaborative Agreements between pharmacists and physicians nor does it prohibit such relationships. Both entities will allow these agreements to be developed or maintained.
Strategy 3. Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Develop a strategy for increasing the number of primary care and dental providers accepting Medicaid	Strategy components Implementation plan	November 2017	St. Vincent's Health System; Region B Regional Care Organization	St. Vincent's has been meeting regularly with Christ Health Center providers to create ease of flow for patients.	St. Vincent's meets regularly with Christ Health Center to ease patient flow between the two agencies. Outcomes achieved during this time period included: attainment of operational x-ray equipment for Christ Health Center, provision of x-ray over-reads by a St. Vincent Health System-affiliated radiology group, operational and financial activity optimization support, designation of Christ Health Center as a St. Vincent's Health System Access to Care site, and creation of a system enabling Christ Health Center to refer self-pay patients to St. Vincent's Health System for charity care.
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, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Support the initiation and continuation of Federally Qualified Health Centers in Jefferson County by providing data for Federally Qualified Health Center applications and reapplications	Data requests and data provided Number of Jefferson County Federally Qualified Health Centers (FQHC) with locations	Ongoing through November 2019	Jefferson County Department of Health, Alabama Primary Care Association	Neither the Alabama Primary Healthcare Association nor the Jefferson County Department of Health have received requests for data to support new or continued FQHC or FQHC Look-a-Like applications as of October 31, 2016.	No data requests to support new or continued FQHC or FQHC Look-a-Like applications were received by the Alabama Primary Health Care Association or the Jefferson County Department of Health.
2. Educate healthcare professionals about services offered by Federally Qualified Health Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health	Number of presentations to healthcare professionals	Beginning January 2016	Jefferson County Department of Health, Cooper Green Mercy Health System, Federally Qualified Health Centers	JCDH's website has been updated with additional revisions planned for implementation in January 2017. The Jefferson County Department of Health's Guide to Clinical Services is currently under revision.	The Jefferson County Department of Health's revised Guide to Health Services is available in both English and Spanish. Cooper Green Mercy Health Services continues to provide education regarding its services.

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, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
3. Educate Jefferson County residents regarding Jefferson County Department of Health's services and locations	Marketing materials, including Spanish language materials Jefferson County Department of Health patient volume statistics	Ongoing beginning December 2014	Jefferson County Department of Health, Hispanic Health Task Force	The Jefferson County Department of Health (JCDH) participated in nineteen community events during 2016 where its services were communicated as of October 31, 2016. JCDH employees provided information regarding JCDH's Diabetes Clinic through the Ricky Smiley and Tom Joiner radio shows in October 2016. In collaboration with La Jefa radio station, the Spanish-speaking community was informed about the Zika virus and Tot Shots. Sexually Transmitted Disease (STD) screenings and Human Immunodeficiency Virus (HIV) testing were provided for Jefferson County residents of Hispanic origin during June 2016 in coordination with the Hispanic Interest Coalition of Alabama. JCDH services were additionally communicated by the Hispanic Healthcare Task Force during four Cahaba Valley Health Care Sunday Clinics conducted between May and October 2016.	The Jefferson County Department of Health (JCDH) participated in 88 community events during this reporting period where its services were communicated. The Supplemental Nutrition Program for Women, Infants and Children (WIC) provided information on JCDH services at seven events. JCDH held a Community Health Day on April 1, 2017 where 1,080 individuals received information about JCDH and select local health care system services. The Hispanic Healthcare Task Force provided information regarding JCDH services at six Cahaba Valley Health Care Sunday Clinics and two church-based community events.
4. Educate Jefferson County residents regarding the services and locations of Federally Qualified Health Centers and Look-a-Likes and other entities providing health and dental care to the underinsured and uninsured	Number of presentations to the community and Local Public Health System regarding service providers for the underinsured and uninsured	November 2014 and ongoing	Federally Qualified Health Centers, Alabama Primary Healthcare Association; Hispanic Health Task Force	Cooper Green Mercy Health Service continues education regarding its services. Over the past year, Cooper Green Mercy Health Service had 50,000 visits to its website, and service enrollment increased by over 30%. Enroll Alabama, in collaboration with the Alabama Career Center, provided information about the Jefferson County Department of Health and Federally Qualified Health Center services for agencies with laid off employees.	Cooper Green Mercy Health Services continues to provide education regarding its services. This contributed to a 24.5% increase in service enrollment from the prior year.
	Volume of Jefferson County residents who are serviced by Jefferson County Federally Qualified Health Centers and Look-alikes or other providers	Annually beginning with 2014 data when available	Community Roundtable; Alabama Primary Healthcare Association; Project Access	From January 1, 2016 through October 31, 2016, 50,988 individuals received health care service through FQHCs housed in Jefferson County, Cooper Green Mercy Health Services or the Jefferson County Department of Health.	Between November 1, 2016 and April 30, 2017, 45,212 Jefferson County residents received health care through a Federally Qualified Health Clinic (FQHC), the Jefferson County Department of Health or Cooper Green Mercy Health Services. Cahaba Medical Care, an FQHC, opened two service sites in Jefferson County. A third Cahaba Medical Care site in Jefferson County is expected to be operational by September 2017. Aletheia House received FQHC Access Site designation on April 6, 2017. Alabama Regional Medical Services added a service site, and Christ Health Center is acquiring an additional clinic site. Project Access links indigent patients ineligible for specialty health care support through charity and governmental programs with specialty care services.

Strategy 5. Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Facilitate an increase in the proportion of the population with medical insurance through the Affordable Care Act and Medicaid enrollment	Percentage of population with health insurance as documented through the American Community Survey and counts of newly insured numbers through specific avenues	November 2019	Cooper Green Mercy Health Services, Jefferson County Department of Health, Children's of Alabama, BAMA Covered, BAMA Medicaid, Engage Alabama, Enroll Alabama	From May 1, 2016 through October 31, 2016, 3,914 Jefferson County residents received targeted outreach activities from Enroll Alabama. Between July 15, 2016 and November 3, 2016, 126 Jefferson County residents made appointments with Enroll Alabama navigators and 42 completed enrollment in healthcare insurance.	Enroll Alabama facilitated 174 individuals in attaining health care insurance. Targeted outreach activities reached 842 persons. Enroll Alabama marketing through al.com had 693,994 views and Facebook had 261,482 views.

Goal 3. Increase the utilization of preventive health screening for select health conditions by 5% by November 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
Behavioral Risk Factor Surveillance Survey: Pap Smear Completion Rate	80.6% of age appropriate women receive a pap smear based on national recommendations	Increase the pap smear completion rate by 2.5 % to 82.6%	Increase the pap smear completion rate by 5.0% to 84.6%	2016 BRFSS Data expected in late summer 2017	2016 BRFSS Data expected in late summer 2018
Behavioral Risk Factor Surveillance Survey: Mammography Completion Rate	84% of age appropriate women received a mammogram based on national recommendations	Increase the mammography completion rate by 2.5 % to 86.1%	Increase the mammography completion rate by 5.0% to 88.2%	2016 BRFSS Data expected in late summer 2017	2016 BRFSS Data expected in late summer 2018
Behavioral Risk Factor Surveillance System: Colonoscopy/Sigmoidoscopy	72.5% of age appropriate adults received a colonoscopy or sigmoidoscopy based on national recommendations	Increase the colonoscopy/sigmoidoscopy completion rate by 2.5 % to 74.3%	Increase the colonoscopy/sigmoidoscopy completion rate by 5.0% to 76.1%	2016 BRFSS Data expected in late summer 2017	2016 BRFSS Data expected in late summer 2018
Alabama Department of Public Health: Percentage of Fitway Completions (colorectal screening) performed at the Jefferson County Department of Health	69.4% Fitway test completion rate among the 235 Fitway enrolled patients	Increase the number of patients enrolled in the Fitway screening program by 10% to 259 with an increased return rate of 15% to 79.8% by July	Increase the number of patients enrolled in the Fitway screening program to 20% from baseline to 282 with an increased return rate of 30% to 90.2% by July 2019	For Fiscal Year 2016, 119 Fitway tests were completed with a return rate if 91.8%.	Data expected in early 2018

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.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Identify the barriers to receipt of pap smears	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed	Completed
2. Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears	Documentation of campaigns Number of educational presentations	November 2016	Alabama Breast and Cervical Cancer Early Detection Program, Jefferson County Department of Health	The Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) discontinued its cervical cancer screening campaign through the Birmingham News and Parent Magazine. ABCCEDP provided cervical cancer screening information during the Susan G. Komen Race for the Cure held in Birmingham on October 15, 2016, and continues to provide educational materials upon request. The Jefferson County Department of Health is not engaged in a dedicated campaign to promote pap smears at this time, but educates its patients on cervical cancer prevention and screening. Cooper Green Mercy Health Services has implemented a Woman's Health Program to advance awareness of breast cancer and increase completion of pap smears as part of its primary care services.	On February 18, 2017, the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) distributed educational material at the Komen Circle of Promise event. The ABCCEDP maintains partnerships with The Susan G. Komen Foundation, American Cancer Society and the Deep South Cancer Network. The American Cancer Society (ACS) worked with Federally Qualified Health Centers to improve system policies and reduce structural barriers related to screening activities. ACS collaborated with Project Access and the Jefferson County Health Action Partnership to increase access to care and second level screening. ACS continued its Worksite Wellness Roundtables.

Strategy 2. Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 84.6% by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Identify the barriers to the receipt of mammography	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed	Completed
2. Provide education and conduct public awareness campaigns on breast cancer detection and mammography	Documentation of campaigns Number of educational presentations	November 2016	Jefferson County Department of Health	The Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) has discontinued its provision of the breast cancer screening campaign through the Birmingham News and Parent Magazine. ABCCEDP sponsored a table providing breast cancer screening information during the Susan G. Komen Race for the Cure held in Birmingham on October 15, 2016, and continues to provide educational materials upon request. The Jefferson County Department of Health is not engaged in a dedicated campaign to promote mammography at this time, but educates its patients on breast cancer screening. Cooper Green Mercy Health System created a Women's Health Program as part of its primary care services to improve awareness of breast cancer detection and to increase breast cancer screening and follow-up of positive screenings. Christ Health Center provides breast cancer education and provides women's health screenings through its monthly OB/Gyn Clinics. The American Cancer Society partnered with Alabama Regional Medical Services to provide patients with lapsed breast cancer screenings reminder cards.	On February 18, 2017, the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) distributed educational material at the Komen Circle of Promise event. The ABCCEDP maintains partnerships with The Susan G. Komen Foundation, American Cancer Society and the Deep South Cancer Network. The American Cancer Society (ACS) collaborated with Federally Qualified Health Centers to improve system policies and reduce structural barriers related to screening activities. ACS worked with Project Access and the Jefferson County Health Action Partnership to increase access to care and second level screening, sent reminders to patients due for pap smears and continued its Worksite Wellness Roundtables.
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.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Identify the barriers to colorectal screening	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed	Completed
2. Provide education and conduct public awareness campaigns regarding colorectal cancer screening, including colonoscopy, sigmoidoscopy and blood stool screening	Documentation of campaigns Number of educational presentations	November 2016	Alabama Department of Public Health, Cooper Green Mercy Health Services, Jefferson County Department of Health	Cooper Green Mercy Health Services referred 135 patients to the Alabama Colon and Rectal Institute for colonoscopies during 2016. The Jefferson County Department of Health provided Fitway® colorectal screening kits to 118 age-appropriate patients and referred patients to the Alabama Colon and Rectal Institute for follow-up of positive screenings. The American Cancer Society implemented several different colorectal screening reminders for patients of Alabama Regional Medical Services.	Cooper Green Mercy Health Services distributed 218 Fitway® colorectal screening kits. Of the kits distributed, 81.2% were returned. Forty-five patients were referred for colonoscopies. The Jefferson County Department of Health provided Fitway® colorectal screening kits to 114 patients with a return rate of 70.2%. The American Cancer Society (ACS) collaborated with Federally Qualified Health Centers (FQHCs) to improve system policies and reduce structural barriers related to screening activities. ACS worked with Project Access and the Jefferson County Health Action Partnership to increase access to care, provide second level screening and to assist patients with removing barriers to obtaining colonoscopies. ACS identified multiple Clinical Champions at various agencies and clinics to increase screening rates. ACS supported the Colorectal Cancer Control Program to support screening through FQHCs, and sent out reminders to patients due for screening. ACS continues to obtain pledges for its 80% screening by 2018 initiative, and continues its Worksite Wellness Roundtables.

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.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
County Health Rankings: Mental Health Provider to Population Ratio	One mental health provider per 1,024 population		One mental health provider per 922 population	One mental health provider per 680 population	One mental health provider per 740 population
County Health Rankings: Poor Mental Health Days per Month	The average number of poor mental health days per Jefferson County adult resident is 3.9 days during the past month		The average number of poor mental health days per Jefferson County resident is three or less during the past month	The average number of poor mental health days per Jefferson County resident is 4.5 per month * <i>Change in sampling methodology*</i>	The average number of poor mental health days per Jefferson County resident is 4.0 per month * <i>Change in sampling methodology*</i>
Jefferson County Department of Health: Vital Events Database: Suicide Rate	11.9 suicide deaths per 100,000 population		Reduce suicide rate of 10.7 per 100,000 or less	Data expected in summer 2017	Data expected in summer 2018

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.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Continue and expand the online Mental Health Resource Directory to include all available mental health resources within Jefferson County	Number of visits to the Mental Health Resource Directory website Number of mental health providers listed on the Mental Health Resource Directory	December 2014 and ongoing	United Way of Central Alabama 211 System, St. Vincent's Health System, Mental Health Roundtable	The Mental Health Resource Directory is no longer online. The United Way of Central Alabama (UWCA) 2-1-1 serves as the repository of mental health resources in Jefferson County, Alabama. A more comprehensive list of mental health resources is being identified. The 2-1-1 focuses on Medicaid and sliding-fee scale providers and may not reflect mental health resources available for individuals with private insurance. UWCA's 2-1-1 representatives collaborate with the Mental Health Roundtable to increase provider inclusion in the 2-1-1 database. The 2-1-1 database includes an online interface and will be adding text messaging and a Smartphone application in the near future.	The Alabama Mental Health website (www.alabamamentalhealth.org), an on-line mental health resource directory, was relaunched on May 4, 2017. The United Way of Central Alabama's (UWCA) 2-1-1 program maintains a repository of mental health resources in Jefferson County. UWCA updated its mental health resources through collaboration with the Mental Health Roundtable. A 2-1-1 text messaging service is available by texting "help" to 1-888-421-1266. The 2-1-1 Program provides an on-line chat service at www.211connectsalabama.org .
2. Promote children's mental health by conducting children's mental health awareness events	Number of children's mental health events [Baseline: Two Children's Mental Health Day events were conducted in 2014]	Annually beginning May 2015	Mental Health Goal Group, Children's Policy Council, United Way 2-1-1, Girls On The Run, Children's of Alabama	A pediatric mental health conference with 93 participants was held on May 20, 2016. A children's mental health art display was presented in May 2016. St. Vincent's Health System sponsored Mental Health First Aid Training for individuals serving children such as daycare providers and youth pastors in October 2016 (35 attendees). The Children's Policy Council received funding for an established the Jefferson County Youth Mental Health Council to educate and advocate for youth mental health activities. The Girls On The Run program provided Life Skills/Mental Health Wellness activities for over 268 girls in the 3rd through 8th grades.	By the Arts, an Avondale community group, conducted a Community Youth Art Festival on March 25, 2017. Over 140 people participated in the Fourth Annual Mental Health Awareness Conference: Taking the Masks Off: Help for the Caregiver on May 19, 2017. Girls on the Run provided Life Skills and mental health wellness activities for 333 girls. The Mental Health Youth Council (MHYC) participated in the "Out of Darkness Walk" on November 4, 2016 where Text, Talk, Act cards were distributed to 500 individuals. MHYC's Facebook page and group media features connect youth to mental health resources, events and support services. The MHYC met with Jefferson County School System representatives regarding Mental Health First Aid and Text, Talk, Act expansion for the 2017-2018 school year.

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. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
3. Promote mental health awareness by conducting Mental Health awareness events	Number of mental health events [Baseline: One Mental Health Day event was conducted in 2013]	Annually beginning October 2015	Mental Health Goal Group, UAB, Creating Community Solutions, National Alliance on Mental Illness, No More Martyrs	The Minority Mental Health Awareness Summit sponsored by the City of Birmingham and No More Martyrs was conducted July 14, 2016 with 220 participants. The Air National Guard Services sponsored an event focused on mental health in August 2016 attended by over 300 persons. The National Alliance on Mental Health (NAMI) Mental Health Awareness Walk on September 17, 2016 at Railroad Park reached over 200 participants.	The Fourth Annual Mental Health Awareness Conference: Taking the Masks Off: Help for the Caregiver was held on May 19, 2017 to promote mental health. The St. Vincent's Clergy Wellness Initiative offers a year-long wellness program promoting physical, emotional, mental and spiritual health among community religious leaders. No More Martyrs hosted five Sister Support Holiday Meetups at Saint John AME Church. Additional events supporting mental health awareness conducted by No More Martyrs included "Jack and Jill" panel discussion, "Blog Launch Party, Earth Garden Day and the "Women's Mental Health Forum: A Conversation on Mental Health Stigma, Pain and Persistence in the Black Community." Planning activities were completed for the 2017 Minority Mental Health Awareness Summit scheduled on July 13, 2017. The National Alliance on Mental Illness (NAMI) in Shelby County began a Family-to-Family program on March 13, 2017 for individuals and their families living with mental illness. UAB held an art display supporting mental health awareness on May 25, 2017. NAMI-Birmingham held two "In Our Own Voice" events and provided mental health information and resources at the Regional Conference on Mental Health Awareness.
4. Develop a media campaign related to mental health stigma	Social media campaign including the number of social media, print and other media used and campaign reach	November 2016	UAB No More Martyrs, Creating Community Solutions, Alabama Department of Mental Health, National Alliance on Mental Illness	The University of Alabama at Birmingham (UAB) continued its sponsorship of Text, Talk, Act with event on May 19, 2016 with 68 participants. The Text, Talk, Act website and initiative is funded through December 2016. AL.com published an extensive summer series of articles, "Front Lines on Mental Health," between June and mid-September 2016. No More Martyrs hosted a summit on mental health stigma in July 2016 and is conducting Mental Health First Aid training for local African-American pastors.	No More Martyrs held a "Blog Launch Party" to introduce its mental health blog. The Youth Mental Health Council created a Facebook page with group text features addressing mental health education and support services for youth.
5. Complete and publish an update of resources available for those providing mental health leadership in Jefferson County	Mental Health Leadership Resource Inventory with publication date	November 2019	United Way of Central Alabama, Alabama Department of Mental Health, Mental Health Provider Roundtable	The Mental Health Roundtable's weekly e-mail continues to provide information to mental health leaders regarding mental health resources and events.	The Mental Health Roundtable's weekly e-mail provided information to mental health leaders on mental health resources and events.

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.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Provide Mental Health First Aid training to lay leaders to improve the identification and referral of individuals with potential mental health illness	Number of individuals completing Mental Health First Aid training Number of Mental First Aid training sessions Number of Mental Health First Aid trainers [Baseline: Jefferson County has three Mental Health First Aid trainers]	Ongoing through November 2019 to result in a 25% increase in the number of Mental Health First Aid trainers, sessions and attendees	Jefferson Blount St. Clair Mental Health Authority, St. Vincent's Health System	Mental Health First Aid training is ongoing through a collaboration between St. Vincent's Health System and the National Council on Behavioral Health. A Youth Mental Health First Aid training was held on September 30, 2016. St. Vincent's Health System is sponsoring one of its staff members in receiving training to become a Mental Health First Aid Certified Trainer for the Birmingham area. The National Council for Behavioral Health continues to offer Mental Health First Aid Training for interested residents and agencies in Jefferson County.	No More Martyrs hosted five Mental Health First Aid training courses. St. Vincent's Certified Mental Health First Aid Instructor trained 24 additional individuals in Mental Health First Aid. Fifteen Jefferson County Committee for Economic Opportunity (JCCEO) Head Start mentors completed Mental Health First Aid training. The Mental Health Youth Council (MHYC) presented information on Mental Health First Aid and Text, Talk, Act in five Jefferson County school systems reaching over 600 youth. The MHYC met with Jefferson County School System representatives to discuss expanding access for students to Mental Health First Aid and Text, Talk, Act during the 2017-2018 school year. A Mental Health First Aid course was also held at Cooper Green Mercy Health Services.
2. Provide broad-based community education on available mental health resources	Number of educational outreach activities	Ongoing through November 2019	Firehouse Shelter, St. Vincent's Health System, Children's Policy Council	Since April 2016, the following community-based mental health programs have been provided: Survivor of Child Sexual Abuse Support Group for Adult Women, Depression and Suicide Treatment and Prevention, St. Vincent's Health System's Post-partum Depression Support Group, Forum for Creating Safety for LGBTQ Youth, Unhealthy Relationships Seminar, Anger Management for Mental Health and Substance Abuse Professionals Workshop, National Mental Illness Awareness Week Walk and a Self Image Conference. In addition, the Alabama Veteran's Program initiated an on-line guidance resource for mental health in July 2016, and a Town Hall meeting with a the Alabama Department of Mental Health's Commissioner was held on August 2, 2016.	The University of Montevallo hosted a "Suicide & Grief" workshop on March 23, 2017. A mental health summit: "A Matter of Time: A Strategic Discussion for Solving Alabama's Mental Health Crisis" was held on January 19, 2017 and sponsored by the National Alliance on Mental Illness, the Alabama Council for Behavioral Healthcare and the Alabama Disabilities Advocacy Program. No More Martyrs hosted five "Sister Support Holiday Meetups" at Saint John AME Church, and a panel discussion entitled, "This Far by Faith: A Conversation on Mental Health Stigma in the Black Community" on February 23, 2017.
3. Provide mental health training for the Birmingham Police Department	Number of training sessions provided and number of officers and employees trained	January 2015 through January 2017	Birmingham Police Department, Jefferson Blount St. Clair Mental Health Authority	One Roof provided training for 25 staff members of the North Precinct of the Birmingham City Police Department on August 15, 2016. The Birmingham Police Department remains interested in Mental Health First Aid training for its staff and is considering requesting support to provide this training.	No additional mental health first aid training has been provided for the Birmingham Police Department; however, One Roof sponsored mental health training for thirteen participants from its Continuum of Care members.

Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Improve services and treatment for non-seriously mentally ill individuals by reestablishing the Cooper Green Mercy Health Services' Behavioral Health Clinic	Date of Cooper Green Mercy Health Services' Behavioral Health Clinic re-establishment Number of patients receiving care through the Cooper Green Mercy Health Services' Behavioral Health Clinic on an annual basis	December 2015	Cooper Green Mercy Health Services	Completed. The Cooper Green Mercy Health Services' Behavioral Health Clinic remains open but has reached capacity. A psychiatric nurse practitioner is being recruited and is expected to be hired by November 2016.	Completed. The Cooper Green Mercy Health Services Behavioral Health experienced a 25.8% increase in the total number of patient in six months. A part-time psychiatrist provides care three days per week, and a full-time psychiatric nurse practitioner has been hired for the clinic. The clinic plans to hire a clinical social worker to support patient care.
2. Provide direct mental health support for Jefferson County Department of Health (JCDH) patients through integration of mental health services into primary care clinics.	Number of patients receiving mental health services through the Jefferson County Department of Health	November 2018	Jefferson County Department of Health	The Jefferson County Department of Health (JCDH) has provided funding for a pharmacist to staff a Psychiatric Pharmacotherapy Clinic for patients of the Jefferson County Department of Health beginning in early 2017. During 2017, JCDH will research models for integrating psychiatric care into its primary care model. JCDH has budgeted for a part-time, contracted psychiatrist and full-time psychiatric nurse beginning October 2018.	It is anticipated that the Jefferson County Department of Health (JCDH) Mental Health Pharmacotherapy Clinic will be operational by Fall 2017. A psychiatric pharmacist from Samford University's McWhorter School of Pharmacy will assist JCDH with medication management.
3. Increase the days and hours of access mental health services	Number of entities with mental health services provided after hours or on weekends	November 2016	Jefferson Blount St. Clair Mental Health Authority, Cooper Green Behavioral Health Clinic, UAB Psychiatric Clinic for LGBTQ individuals	Completed and ongoing. The Community Foundation of Greater Birmingham is supporting increased access to children's mental health services through its Request for Proposals process. In August 2016, the Jefferson Blount St. Clair Mental Health Authority's Early Psychosis Intervention Program was implemented for the management of severe mental illness. On August 10, 2016, the Jefferson County Board of Health, through a resolution entitled, "Improving Mental Health and Substance Abuse Access to Care," authorized the Jefferson County Health Officer to improve access to mental health support services by integrating such services within the Jefferson County Department of Health's primary care clinics.	Completed and ongoing. The Community Foundation of Greater Birmingham (CFGB) provided support for enhanced access to children's mental health services through its Request for Proposals process. In December 2016, CFGB awarded a grant to Impact Family Counseling to expand mental health services to at least 100 additional children by 2019. Eastside Mental Health Center received funding to establish a day treatment program within the Tarrant City School System for children with severe emotional disturbance. Oasis Counseling for Women and Children received funding to expand therapy services for children who have experienced trauma. The Psychiatric Intake Response Center at Children's of Alabama has launched to provide continuously accessible mental health referral services. South Highland Presbyterian Church's Mental Health Outreach Project expanded its programming from one day to two days per week. Project Access added psychiatric services.
4. Advocate for closing the Medicaid coverage gap in Alabama and educate the community on the benefits related to mental health	Documents and literature distribution	October 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama ARISE, Engage Alabama, Alabama's BEST Coalition, UAB Viva Health, Inc.	Efforts to close the Medicaid coverage gap transitioned to the provision of base funding for the program and the implementation of the Regional Care Organizations. Medicaid funding has been secured through Fiscal Year 2018. The Regional Care Organizations are planned for implementation in July 2017.	Organized efforts to close the Alabama Medicaid coverage gap have effectively ended. Efforts are now focused on defending the Affordable Care Act (ACA) from repeal and preserving the federal match funding program.

Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
5. Increase funding available for mental health in Jefferson County by 2%	Public Health funding for mental health in Jefferson County, including Housing and Urban Development (HUD) resources	November 2019	Alabama Department of Mental Health, Jefferson Blount St. Clair Mental Health Authority	The Alabama Department of Mental Health received level funding for Fiscal Year 2017. The Community Foundation of Greater Birmingham released a Request for Proposals in August 2016 for increasing access to mental health services. As much as \$100,000 in funding is available, and grant awardees will be announced in December 2016.	The Alabama Department of Mental Health received level funding for Fiscal Year 2017. The Community Foundation of Greater Birmingham awarded funding to three agencies providing mental health services in Jefferson County: Oasis Counseling Center, Impact Family Counseling Center and Eastside Mental Health Center.
6. Increase members serving on One Roof's Street Outreach Team from three to five	Number of members on the Street Outreach Team [Baseline: The Street Outreach Team has three members]	November 2019	One Roof, Aletheia House, Family Endeavors, Priority Veterans, Firehouse Shelter	Completed and ongoing. The Federal Department of Housing and Urban Development defunded one of the existing Street Outreach Teams, creating the loss of two Street Team members. The Veteran-focused Street Outreach Team continues with five members. Replacement funding is currently being sought for replacing one Street Outreach Team.	Completed and ongoing. One Roof received funding from a private donor to support two additional Street Outreach staff. One Roof was also awarded funding to support one complete Street Outreach Team with four full-time Street Outreach Workers as a part of its Coordinated Assessment Program.
7. Pilot an evidence-based, national model to improve the mental health treatment provided by primary care physicians for non-severe mental illness	Documentation of the national model piloted Process and outcome data collected from the pilot implementation	November 2017	Community Foundation of Greater Birmingham; St. Vincent's Health System	In April 2016, the Advancing Integrated Mental Health Solutions (AIMS) model funded by the Community Foundation of Greater Birmingham in cooperation with St. Vincent's Primary Care in Center Point, a primary care clinic with a high Medicaid population, was initiated. However, the Alabama Medicaid Program does not reimburse for mental health clients. Currently, the program is seeking insured patients to assist in offsetting the cost of serving uninsured and Medicaid patients. St. Vincent's Health System will explore funding options for this program.	Completed. A licensed independent clinical social worker's time is currently divided between two clinics. The social worker provides therapy at no charge to Medicaid patients at the East Family Medicine Center and Hoover Primary Care Clinic. St. Vincent's continues to explore partnerships to enable the billing of Medicaid patients at the East Family Medicine Clinic without the clinic becoming a Medicaid provider.

Goal 2. Decrease illicit drug use and substance abuse, including abuse of prescription medications by November 2019.

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2016 Status	2017 Status
County Health Rankings: Driving Deaths due to Alcohol Impairment	16% of driving deaths in Jefferson County are due to alcohol impairment		15.2% of driving deaths in Jefferson County are due to alcohol impairment	16% of driving deaths in Jefferson County are due to alcohol impairment	14% of driving deaths in Jefferson County are due to alcohol impairment
Behavioral Risk Factor Surveillance Survey: Percentage of Population Reporting Binge Drinking	12.2% of the Jefferson County adult population reporting binge drinking		11.6% or less of the Jefferson County adult population reports binge drinking	Data is not expected until summer 2017	Data is not expected until summer 2018
Jefferson County Coroner's Office: Drug Overdose Deaths	2013 Drug Overdose Deaths - 144 2013 Heroin Overdose Deaths - 68 2014 Heroin Drug Overdose Deaths through 10/16/14 - 94		Reduce drug overdose deaths by 10% to 130 deaths per year Reduce heroin overdose deaths by 25% based on 2014 deaths from heroin overdoses	2016 Drug Overdose Deaths- 304 2016 Heroin Overdose Deaths- 100	Data is not expected until early 2018

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.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Promote substance abuse prevention through substance abuse prevention activities	Number of Substance Abuse Month events [Baseline: Jefferson County conducted no Substance Abuse Month events during 2014]	Ongoing through November 2019	Alabama Department of Mental Health	The following activities promoting substance abuse prevention and recovery were conducted in September 2015: the Addiction Recovery Celebration and Walk for Recovery held September 10, 2016 and community-based discussions on drug addiction and recovery resources in Gardendale and Huffman on September 26 and 27, 2016. The Aletheia House continued its substance abuse prevention activities, and the Addiction Prevention Coalition held a breakfast at Shades Crest Baptist Church focused on prevention during this reporting period.	The film, "Chasing the Dragon: The Life of an Opiate Addict," was held on March 6, 2017. Samford University hosted a "Help Stop Heroin" public forum on February 27, 2017. The Addiction Prevention Coalition hosted six events at various locations within Jefferson County to promote substance abuse prevention. Television channel WVTM held a Facebook live discussion on the drug epidemic and family coping strategies. The Drug Enforcement Administration conducted the National Prescription Drug Take Back Day on April 29, 2017.
2. Provide education for substance abusers and their family members on the signs, symptoms and treatment options available in Jefferson County to include a social media campaign to supplement the existing education program	The social marketing campaign's methodologies and reach [Baseline: The Addiction Prevention Coalition has an educational campaign featuring short videos regarding the signs, symptoms and treatment options for substance abuse]	Ongoing through November 2019	Addiction Prevention Coalition, Pills to Needles, US District Attorney's Office, WBHM, Select local, independent pharmacies	The United Way of Central Alabama hosted a conference entitled, "Ethical and Legal Issues of Substance Abuse and Co-occurring Disorders," on July 12, 2016. The September 23, 2016 Pills to Needles Summit was attended by over 200 individuals. The www.KnowDope.org website continued to host the online and social media campaign for the Pills to Needles initiative. The Alabama Department of Mental Health formed a group to provide community-based agency education on stigma with funding to begin by early 2017.	The Jefferson County Family Drug Court held an event, "Creating Change, Rebuilding Families and Strengthening Communities through Recovery" on March 3, 2017. The "End Heroin Walk" was conducted on February 25, 2017 where the Jefferson County Department of Health provided Naloxone Kits and information on Naloxone use. The "Help Stop Heroin" public forum was held on February 27, 2017 at Samford University. The Addiction Prevention Coalition sponsored a "Parent's Night Out" on November 15, 2016 with 125 participants during which the warning signs and symptoms of drug addiction were discussed.

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. Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
3. Provide technical assistance on the implementation of evidence-based, substance abuse prevention interventions (ex. Life Skills)	Number of local and state-wide technical assistance offerings on implementation of evidence-based substance abuse prevention strategies [Baseline: Technical assistance is offered through quarterly statewide meetings provided by the Alabama Department of Mental Health]	Ongoing through November 2019	Alabama Department of Mental Health	The Alabama Department of Mental Health (ADMH) continued to provide Life Skills training, cultural competency training and other technical assistance. ADMH provided training on substance abuse prevention, assessment, documentation and case management. Substance abuse technical assistance was provided by the Children's Aid Society.	The Alabama Department of Mental Health continued to provide substance abuse prevention training for medical providers. Children's Aid Society offered parent education and in-home support including Life Skills through Project Independence and the Family Partners Program to prevent substance abuse.
4. Increase the number of Fellowship House Pre-treatment Education Classes provided at various community locations	Number of community locations for Pre-treatment Classes Number of Pre-treatment Classes Number of Pre-treatment Class participants	Ongoing through November 2019	Fellowship House	New intake clients of Fellowship House continue to receive pre-treatment services. Federal mandates are expected to increase pre-treatment services for all programs in Jefferson County.	The Fellowship House continued to provide pre-treatment classes three days a week with an average of 20-25 participants weekly.

Strategy 2. Decrease prescription drug availability for unintended use as a means to prevent illicit drug use initiation by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Provide continuously available drug drop boxes at Birmingham Police Department stations for community members to appropriately dispose of medications and other substances associated with substance abuse	Number of police stations with medication and substance drop boxes	Ongoing beginning November 2014	Addiction Prevention Coalition, Birmingham Police Department, US Attorney's Office	Completed. No new locations for drug drop boxes have been added since April 2016. The current drug drop boxes remain available.	Completed. No additional drug drop box locations have been added since April 2016. The current drug drop boxes remain available.

Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Convene groups to discuss ways to provide substance abuse treatment	Meeting minutes Percentage of Jefferson County Indigent Care funding dedicated to substance abuse treatment [Baseline: Zero percent of the Jefferson County Indigent Care funding is dedicated exclusively to substance abuse treatment]	November 2016	Jefferson County Department of Health	As an outgrowth of the Pills to Needles initiative, multiple departments of the UAB School of Medicine and UAB Health System, Cooper Green Mercy Health Services, the UAB School of Public Health, community substance abuse treatment providers, and the Jefferson County Department of Health proposed the creation of a single, county-wide access point for information, assessment and appropriate referral for individuals seeking substance abuse treatment. On August 10, 2016, the Jefferson County Board of Health approved a resolution entitled, Improving Mental Health and Substance Abuse Access to Care, which includes the provision of basic administrative support for a collaborative effort among substance abuse treatment providers to coordinate information and navigation services to Jefferson County residents needing substance abuse treatment. The provisionally named "Recovery Resource Center" will serve as the central point of information sharing for individuals seeking assistance in navigating the community's substance abuse treatment system.	The Crisis Center received approval to collaborate with the Jefferson County Department of Health, Cooper Green Mercy Health Services, UAB and other organizations to implement services at the Recovery Resource Center (RRC). The RRC will provide a centrally located center where individuals impacted by substance abuse can receive assessment, education, information and support throughout the treatment and recovery process. The Crisis Center will serve as the lead agency overseeing service provision at the RRC. Bradford Health Services hosted the Second Annual Alabama Adolescent and Young Adult Conference, "Emerging Issues in Substance Abuse," on May 3, 2017 for substance abuse providers.
2. Promote parity of access for substance abuse treatment to that of other medical conditions	Wait time for access to substance abuse treatment	Ongoing through November 2019	Alabama Department of Mental Health, Aletheia House	The Aletheia House referral process continues to operate successfully.	The Aletheia House referral process continues to operate successfully.
3. Advocate for the closure of the Medicaid coverage gap, and educate the community on the benefits related to substance abuse	Document and literature distribution	November 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama Arise, Engage Alabama, Alabama's BEST Coalition, UAB Viva Health, Inc.	Efforts to close the Medicaid coverage gap transitioned to the provision of base funding for the program and the implementation of the Regional Care Organizations. Medicaid funding has been secured through Fiscal Year 2018. The Regional Care Organizations are planned for implementation in July 2017.	Organized efforts to close the Alabama Medicaid coverage gap have effectively ended. Efforts are focused on defending the Affordable Care Act (ACA) against repeal and preserving the federal match funding program.

Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019.Continued

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
4. Increase the understanding of primary and specialty care providers addressing substance abuse regarding referrals to available resources through networking and education	Number of education and networking sessions Number of referrals made by primary care and specialty care providers to resources Distribution of a Substance Abuse Resource Directory	Ongoing through November 2019	Jefferson County Department of Health to convene meetings, Aletheia House, Fellowship House, Alcohol and Drug Abuse Treatment Centers, Pills to Needles initiative, Alabama Department of Public Health	In March 2016, Jefferson County's Health Officer addressed One Roof's membership regarding opioid deaths and prevention, including services provided through the Jefferson County Department of Health's Naloxone Clinic. Case and Street Outreach Workers attending the presentation having close contact with opioid users were provided Naloxone kits. Jefferson, Blount, Shelby Mental Health Authority provided a presentation on dual diagnosis and access to specialty care in Jefferson County and statewide. The University of Alabama at Birmingham provided Motivational Interviewing training for health care providers on August 17, 2016. One Roof provided in-service training for its case managers on substance abuse treatment referrals. Project Access, sponsored by the Jefferson County Medical Society, is developing a call center to coordinate access to services including substance abuse and psychiatric treatment.	ALR Sober, LLC and Bradford Health Services co-hosted an educational program for health care providers, "The Pathway to Recovery." Children's of Alabama sponsored an Adolescent Substance Abuse Prevention, Education and Support event on March 31, 2017.
5. Pilot a program for substance abusing pregnant women for screening and referral for substance abuse treatment (Example: Screening, Brief Interventions, and Referral to treatment for Substance Use Problems)	Identification of a pilot program for screening and referral of substance abusing pregnant women Number of participants in the pilot program Process and outcome measures associated with the pilot program	November 2015	Aletheia House, St. Vincent's Health System, Alabama Department of Public Health	Referral of substance abusing pregnant women and mothers of infants delivered at area hospitals to the Aletheia House continues.	Completed and ongoing. Referral of substance-abusing pregnant women and the mothers of infants delivered at area hospitals with Neonatal Abstinence Syndrome to the Aletheia House for substance abuse intervention continues.
6. Create or facilitate the capacity to offer information and navigation services to Jefferson County residents in need of substance abuse treatment	Number of residents receiving education and treatment referral services	October 2017	"Pills to Needles" Steering Committee, Jefferson County Department of Health	The Jefferson County Department of Health funded a full-time position for a master's degree-prepared social worker and an administrative assistant to support the implementation of a substance abuse education and treatment referral center.	The Recovery Resource Center (RRC), coordinated by the Crisis Center, will oversee the assessment, support, health education, and treatment coordination of eligible substance abuse treatment participants. Planning and contracting for the RRC continued during this reporting period.

Goal 3. Decrease the number of heroin-related drug overdose deaths by 5%.

Strategy 1: Enact legislation to enable Alabama-licensed physicians, dentists and pharmacists to dispense an opioid antagonist to individuals at risk of experiencing an opiate-related overdose or to a family member, friend of other individual, including law enforcement, in a position to assist an individual at risk of experiencing an opiate-related overdose.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Draft proposed language for legislation providing Naloxone access to first responders	Draft legislation	Prior to the 2015 Legislative Session	Pills to Needles initiative	Completed. The bill was signed into law by Governor Robert Bentley on June 4, 2015.	Completed. The bill was signed into law by Governor Robert Bentley on June 4, 2015.
2. Educate legislators on the need for the proposed legislation providing Naloxone access to first responders	Documentation of discussions of the proposed legislation with Alabama lawmakers	Prior to the end of the 2015 Legislative Session	Pills to Needles initiative	Completed. The bill was signed into law by Governor Robert Bentley on June 4, 2015.	Completed. Additionally, Alabama House Bill 455, the Infectious Disease Elimination Act, designed to authorize a pilot syringe service passed the Senate Health Committee, but was not voted on by the House of Representatives during the 2017 Alabama Legislative Session.

Strategy 2: Implement processes to educate individuals at risk of experiencing an opiate-related overdose and others, including law enforcement, in a position to assist an individual at risk of experiencing an opiate-related overdose on the appropriate use of opioid antagonists.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2016 - October 2016	November 2016 - April 2017
1. Implement a clinic to provide prescriptions for and training on the use of opioid antagonists based on assessed need	Clinic protocol Number of clinic appointments Number of prescriptions and/or medications provided	November 2015	Jefferson County Department of Health	Completed. From the initiation of the Jefferson County Department of Health's Naloxone Clinic on November 2, 2016 through mid-October 2016, 93 individuals have been provide Naloxone Kits and education on the use of these kits to prevent death from opioid overdose.	Completed and ongoing. More than 100 individuals received Naloxone Kits and education for using the medication to reduce the risk of death from an opioid overdose through the Jefferson County Department of Health's Naloxone Clinic and three community-focused events.