

COMMUNITY HEALTH IMPROVEMENT PLAN

JEFFERSON COUNTY, ALABAMA WORK PLAN NOVEMBER 2014 - NOVEMBER 2019



November 2014,
Revised November 2016

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	2015 Status	2016 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	37.9% of the population live at less than 200% FPL	36.2% of the population live at less than 200% FPL

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Bold Goals Coalition has created a Financial Stability Network which is a collaborative network of financial service providers committed to sharing consistent measurements to move low-income households from crisis to financial stability. Currently, the Financial Stability Network (FSN) Team, comprised of Gateway, Greater Birmingham Habitat for Humanity, Birmingham Urban League, Jefferson County Committee for Economic Opportunity (JCCEO), Neighborhood Housing Services of Birmingham (NHSB) and United Way of Central Alabama's Financial Stability Program, is compiling common data into an on-line portal that documents credit scores, saving account balances, homeownership status, household income, budgeting and the use of alternative financial services such as payday lenders. The FSN Team is recruiting additional organizations that provide financial literacy services. The Central Six Workforce Development Council remains involved with the employment opportunities initiative, but the Bold Goals Coalition Financial Steering Committee has changed its focus to financial literacy.	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.
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	Not started	A "Ban the Box" resolution for the City of Birmingham was endorsed by Mayor Bell and supported by U.S. Attorney Joyce Vance, the U.S. Department of Labor Secretary, Chris Lu, and the Danson Project as a potential solution to increasing employment opportunities for ex-offenders. Movement is also occurring on the federal and state levels to implement "Ban the Box" legislation. On February 4, 2016, the City of Birmingham announced it will eliminate questions related to criminal history on job applications for the City of Birmingham. On April 8, 2016, a proposal to create "Ban the Box" legislation in Alabama was approved by the Senate Judiciary Committee; however, this proposal had not been added to the Senate calendar for debate as of April 30, 2016.	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.

Strategy 1. Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019. (Continued)						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
3. Identify a coalition to support an increase in the minimum wage	Coalition membership Coalition meeting minutes	November 2019	Alabama Coalition for Economic Equality	Ongoing	The State of Alabama passed legislation preventing Alabama cities from increasing the minimum wage without approval from the Legislature. This effectively ended the minimum wage increase previously approved for the City of Birmingham. Greater Birmingham Ministries and The Alabama National Association for the Advancement of Colored People (NAACP) filed a joint Federal lawsuit designed to overturn the Alabama Legislature's ruling.	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.
Strategy 2. Invest in education to provide educational and skill development opportunities.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	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	April 2015 and ongoing	Bold Goals Coalition of Central Alabama	Ongoing	The Early Learning, Post-secondary Retention/Completion and Third Grade Reading Action Networks of the Bold Goals Coalition continue to meet monthly. The Post-secondary Retention/Completion Action Network is working with area partners to increase Free Application for Federal Student Aid (FAFSA) completion. The Early Learning Action Network will be focusing on expanding access to First Class Pre-kindergarten classes following Governor Bentley's May 2016 announcement of additional funding for 150 new First Class Pre-kindergarten classes. The Early Learning Action Network expects to launch the Pre-kindergarten Community-based Expansion Project in June 2016 by providing technical assistance to existing community-based childcare centers. The expected outcome of this work is an additional 35 new First Class Pre-kindergarten awards within the Bold Goals Coalition region. Bold Goals Coalition Education created the GEAR UP Birmingham Resource Map for parents of Birmingham City School students. The map can be used to locate the nearest schools, health clinics, food pantries, homeless shelters and transitional housing facilities, as well as youth and after school programs.	The Early Learning Action Network of Bold Goals Education met on September 28, 2016 to review 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.

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	2015 Status		2016 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 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		19.7% of Jefferson County is food insecure (per most recent update)
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)	16% of the Jefferson County household are enrolled in SNAP (food stamp program)		15.3% of the Jefferson County households are enrolled in SNAP (food stamp program)
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Between October 2015 and April 2016, Feeding the Gulf Coast, formerly known as the Bay Area Food Bank, conducted 40 educational outreach events, distributed 500 SNAP applications and reached 2,523 individuals resulting in 72 completed SNAP applications. With the expiration of the Work Requirement Waiver for Able-bodied Adults Without Dependents (ABAWDs), thousands of Jefferson County residents lost SNAP benefits due to noncompliance with the SNAP work requirement.	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.
2. Increase the number of Farmers' 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 Farmers' Markets providing the defined incentive	By December 2015, three Farmers' Markets will provide the defined incentive with 7 Farmers' 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	Ongoing	The East Lake Farmer's Market and Bessemer Farmer's Market are currently offering Double Bucks for the 2016 season. Five hundred dollar (\$500) mini-grants are available for launching Double Bucks in additional local markets.	AARP provided financial and marketing support for the 2016 Double Bucks and Senior Farmers' Market Voucher Programs through the East Lake Farmers' Market. Community members received \$1,765 in Double Bucks for purchasing additional fresh produce through the Double Bucks Program at the East Lake Farmers' 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 farmers' markets to consider participating in the Double Bucks Program.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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.	Ongoing	On June 2, 2016, the Alabama Food Bank Association (AFBA) conducted a Double Bucks Expansion Workshop with 21 persons representing four Jefferson County Farmers' Markets. Marketing and record keeping resources from the Fair Food Network and data from previous Double Buck programs were provided. The Fair Food Network, as part of a grant to the AFBA, is providing copies of written resources, offering a link to an on-line record keeping tool and coordinating mailers to SNAP-eligible individuals through the Department of Human Resources and AARP. The Community Food Bank of Central Alabama will distribute Double Bucks fliers to local agencies for inclusion in food bags. Feeding the Gulf Coast provided ten businesses with 49 technical assistance encounters during this time period.	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 is in planning 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.
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	Ongoing	REV Birmingham partnered with the Jefferson County Department of Health to develop regulatory process enhancements. Feedback was collected from food-related clients in various stages of business development. From this feedback process, three themes were identified: modification of policies addressing barriers to entry of food-related startups, request for a compass-based tool to assist food-based startups, and need for consistent communication from business initiation to maturity.	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.
Strategy 2. Increase the distribution of locally grown foods by November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	During 2015, the Christian Service Mission grew over 7,000 pounds of food in its seven gardens. The total number of gardens for 2016 remains seven. AARP conducted two Container Gardening classes reaching 60 senior citizens during 2015.	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.
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	Ongoing	The Christian Service Mission's Garden Resource Toolkit remains in development with completion anticipated by April 2017.	Christian Service Ministry 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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Christian Service Mission will maintain seven gardens for the 2016 season; no additional gardens are anticipated for 2016.	The Christian Service Ministry is planning to support eight gardens in 2017, nine gardens in 2018, and ten gardens in 2019.
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	Completed. REV Birmingham is providing fresh fruit and vegetable access to 25,736 individuals living in Birmingham census tracts defined by the United States Department of Agriculture (USDA) Food Access Research Atlas as food deserts. Local producers are extending the growing season to provide produce year round. The Urban Food Project provides a substantial portion of the annual income for the 40 famers in its network.	Completed. REV's Birmingham's Urban Food project purchases produce from over 40 producers.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Completed and ongoing. There are 63 engaged retailers in REV Birmingham's Purchasing Network, including 49 restaurants, six corner stores in food deserts, two wholesale distributors, two churches, and two day care center. REV Birmingham supported over ten stores in sourcing and selling fresh, local produce and has store owner agreements in six under-served areas. REV Birmingham's distribution system now operates five times per week throughout the year, expanding fresh food access. A corner store ambassador and training program, teaching store owners and staff to effectively buy, merchandize, and maintain store displays to build capacity and allows the Urban Food Project team to serve more stores. REV Birmingham will partner with three stores to implement a store improvement plan to better merchandize, promote and diversify product offerings to better serve the community. Corner Stores in Birmingham's food deserts have purchased more than \$20,000 in produce to sell to residents. Birmingham restaurants purchased more than \$100,000 in local produce and dry goods.	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 their 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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Revised Plan is Ongoing	The City of Birmingham states that the cost of conversion and operation of the buses rendered the proposed plan unworkable. Birmingham is seeking a strategy for utilizing the existing transportation infrastructure to increase access to fresh, healthy foods; but, these plans are not fully developed at this time.	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.

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	2015 Status	2016 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 76.8 years and 73.9 years for the black population	Data expected in 2017	
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	2015 Vital Events data not available as of October 31, 2016	Data expected in 2017	
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	36.4% of the Jefferson County's adult population report a diagnosis of hypertension	Data expected in 2017	
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	Diabetes mortality rate for the white population is 15.0 per 100,000 population and 28.0 per 100,000 population for the black population	Data expected in 2017	
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Health Action Partnership of Jefferson County's Advancing Health Equity Priority Group developed and implemented an educational orientation on advancing health equity. This program was presented to over 170 persons attending the Health Action Partnership's Annual Meeting in February 2016 and to the Health Action Partnership of Jefferson County's Leadership Team in April 2016. Training will be available to additional organizations and the Health Action Partnership of Jefferson County's Priority Groups beginning in July 2016.	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.
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	Ongoing	Updated data regarding the racial and ethnic characteristics of the incoming 2016-2017 UAB School of Medicine class will be available in August 2016.	Over twenty-two percent of the UAB School of Medicine 2016-2017 class represent racial minorities and 1.5 percent are of Hispanic or Latino decent.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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, Birth Well Partners	Ongoing	The Health Action Partnership of Jefferson County's Advancing Health Equity Priority Group has developed and implemented an educational orientation on advancing health equity. This program was presented to over 170 persons attending the Health Action Partnership's Annual Meeting in February 2016 and to the Health Action Partnership of Jefferson County's Leadership Team in April 2016. Training will be available to additional organizations and the Health Action Partnership of Jefferson County's Priority Groups beginning in July 2016.	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. Birth Well Partners conducted two Perinatal Health Advocate Training sessions in 2016 to increase understanding of the social determinants of health among healthcare providers.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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. Birth Well Partners	Ongoing	Birmingham Healthy Start Plus, Inc. (BHSP) continues to serve perinatal clients in the communities of Birmingham, Fairfield and Bessemer. BHSP provides an array of supportive services, risk assessments and screenings through comprehensive home visitation services. Clients receive information on a variety of pregnancy and infant mortality-related topics such as breastfeeding, prenatal care and smoking cessation. Prepared Childbirth and Parenting classes, as well as Doula services, are provided to program participants. Fatherhood/Male Involvement services are also provided. Between November 1, 2015 and April 30, 2016, BHSP served 879 perinatal clients and provided supportive services to 72 males enrolled in the Fatherhood/Male Involvement component.	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 involvements participants were served between November 1, 2015 and October 23, 2016. Birth Well Partners initiated a group prenatal care class in September 2016 at Woodlawn High School.
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	Birth Well Partners	Ongoing	From November 1, 2015 through April 30, 2016, Birth Well Partners enrolled 28 new pregnant women into its Doula program. There were 65 pregnant clients working with doulas during this period. Doulas provided phone and in person support for these women and attended 18 births in Jefferson County. Included in these services are prenatal support and education, breastfeeding information and support and postpartum support. During interactions, Doulas discussed prenatal care, provided information and support for childbirth and breastfeeding and addressed smoking, as needed. Of the 18 births attended by Birth Well Partners Doulas, 25% had C-sections, and all babies were put skin-to-skin with their mothers in the first hour after delivery. Eighty-five percent of mothers initiated breastfeeding and, 81% were still breastfeeding at hospital discharge. Twelve percent of infants were born preterm; fifty percent of mothers were African American. Birth Well Partners provided seven child birth classes for the Jefferson County Committee for Economic Opportunity's Early Head Start Program. Birth Well Partners conducted one Perinatal Health Advocate Training session in April for community health workers.	From May 1, 2016 through October. 31, 2016, Birth Well 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. Birth Well Partners provided four childbirth classes for the Jefferson County Committee for Economic Opportunity's (JCCEO) Early Head Start Program and one class for High School students at Woodlawn. Additionally, Birth Well Partners conducted a Perinatal Health Advocate Training in October 2016 for 10 community health workers.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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.	Ongoing	Birmingham Healthy Start Plus. Inc. (BHSP) has not secured additional funding for the marketing campaign; however, BHSP received a mini-grant for increasing Safe Sleep awareness. Other community awareness and participatory activities continue through BHSP.	Birmingham Healthy Start Plus, Inc. (BHSP) received a mini-grant for improving Safe Sleep awareness and practices that ended on August 5, 2016, but intends to seek additional grant funding to continue this work. Between May and October 2016, BHSP participated in nine community awareness events or health fairs increasing awareness of its services and providing health information to over 15,000 community residents.
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% Breast-feeding Initiation Rate November 2016 - 50% Breast-feeding Initiation Rate	Jefferson County WIC Program	Ongoing	Breastfeeding education remains a core component of the Jefferson County WIC Program and is supported by the WIC Breastfeeding Peer Counselor Program. Currently, two breastfeeding peer counselors serve the Jefferson County WIC Clinics. Planning is on-going for adding a third Breastfeeding Peer Counselor in Fall 2016. Between November 1, 2015 and April 30, 2016, the Breastfeeding Peer Counselor Program in Jefferson County completed 436 phone contacts to encourage breastfeeding by prenatal clients enrolled in the WIC program. Of the infants who enrolled in the Jefferson County WIC Program between November 1, 2015 and April 30, 2016, 62.12% initiated breastfeeding and 15.16% of infants continue to be breastfed.	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.
4. 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. The number of attendees varies, but the program has a specific outreach to African American women.	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 Café .
5. 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	Ongoing	Between January 1 and April 30, 2016, the Mother's Milk Bank of Alabama (MMBAL) collected 36,094 ounces of breastmilk. The number of registered human milk donors increased to 180. Since December 2015, the number of milk donor depots in Alabama increased from one to six.	Between May 1 and October, 31, 2016, the Mother's Milk Bank of Alabama (MMBAL) 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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	UAB's HealthSmart provides ongoing health screenings, onsite exercise and walking programs and nutrition education. Through fifteen educational events conducted between November 1, 2015 and April 30, 2016, information on hypertension and diabetes was provided. The Jefferson County Department of Health provided blood pressure screening at its four health clinic locations during the first week of April 2016 and made referrals for follow-up evaluation, as indicated.	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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Jefferson County Collaborative's pre-diabetes cohort added 51 additional patients since November 1, 2015. Of these patients, 28 attended at least one intervention; but this group has sustained an average weight gain of 0.67 lbs. Of the total number of patients who attended the Pre-Diabetes Clinic since September 2014, only eight of 81 patients progressed to diabetes.	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.
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)	Ongoing	The Alabama Quality Assurance Foundation's (AQAF) Everyone with Diabetes Counts (EDC) program has graduated 81 Jefferson County participants from its six-week, evidence-based Diabetes Empowerment Education Program (DSME) throughout the state of Alabama.	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.
Strategy 5. Develop and implement strategies for reducing health disparities experienced by Hispanic and other minority populations by November 2016.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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. The UAB School of Public Health conducted a comprehensive health and social services needs assessment survey for the Lesbian, Bisexual, Gay, Transgender and Queer (LGBTQ) population. Results from the needs assessment have been published in "Living LGBTQ in Central Alabama: Priorities for Action."	Completed

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	2015 Status	2016 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	32.1% of Jefferson County adults self-report obesity	
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	20% of Jefferson County children are obese (2014-2015 school year)	

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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 sites	YMCA of Greater Birmingham	Completed	Completed	Completed. The CATCH curriculum continues to be implemented in childcare environments impacting 4,703 children.
	Annual parent evaluations of Day Camp and Afterschool programming	Beginning May 2015	YMCA of Greater Birmingham	Completed for 2016 and ongoing	2016 parent evaluations of the YMCA of Greater Birmingham's Afterschool Academies and Day Camps will be completed by August 2016.	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.
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	Completed. Levite Jewish Community Center (LJCC) supported the continuation of Discover Coordinated Approach to Child Health in six external child care centers in addition to its own Cohn Early Childhood Learning Center for a total of seven childcare centers.	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.

Strategy 1. Increase the availability and access to nutrition education by November 2019. (Continued)						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The AARP is partnering with REV Birmingham's Urban Food Project and Christian Service Mission to modify the United States Department of Agriculture's (USDA) "Be Healthy, Eat Fresh" nutrition education curricula to incorporate components of the local Farm Fresh cooking curriculum. The Christian Service Mission is identifying church and community partners interested in utilizing the curriculum.	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.
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	Ongoing	The Levite Jewish Community Center (LJCC) held training on Discover Coordinated Approach to Child Health (CATCH) in May 2016 for the six external programs previously provided technical assistance on CATCH. The LJCC's Discover CATCH Coordinator leads weekly CATCH classes at the active partner sites which serve as ongoing training for child care center teachers and workers. LJCC continues to provide CATCH educational materials and kits to any interested community-based childcare center. The LJCC has provided and is still available for questions and guidance, as needed, to its 2014-2015 school year partners. In February 2016, the YMCA of Greater Birmingham and A.G. Gaston Boys and Girls Club launched Afterschool Academies within 16 Birmingham City School elementary and K-8 schools utilizing CATCH.	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 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.
Strategy 2. Increase access to healthy food by November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Levite Jewish Community Center (LJCC) nutrition training for childcare centers included information about cost effective ways to purchase healthy snacks. The Alabama Department of Education continues to provide technical assistance on healthy snack distribution to interested 501c3 childcare programs.	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 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 expansion of summer feeding programs.

Strategy 2. Increase access to healthy food by November 2019. (Continued)						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Community Food Bank has not received additional funding to expand the pilot healthy snack distribution system. New Rising Star Missionary Baptist Church (NRSMB) received funding from the United Way of Central Alabama and the Community Foundation of Greater Birmingham to source healthy snacks from the Community Food Bank to distribute healthy snacks to school children at five eastern area libraries. NRSMB sources snacks to the Central, East Lake, North Avondale, Woodlawn and Inglenook libraries twice a week. The United Way of Central Alabama and the Community Foundation of Greater Birmingham Food are funding several after school and summer feeding sites in Jefferson County in 2016. The YMCA does not have plans to identify funding sources for a healthy snack distribution system.	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 about the impacts and benefits of summer feeding programs.
3. Promote the adoption of Healthy Meeting Guidelines	Number of entities adopting Healthy Meeting Guidelines	November 2015	YMCA of Greater Birmingham	Ongoing	The YMCA of Greater Birmingham continues to implement the Healthy Meeting Guidelines for all programs, meetings and events it hosts. The YMCA will initiate promotion of Healthy Meeting Guidelines with other partners in the Fall 2017.	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 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.
4. Increase awareness and implementation of healthy vending machine programs and policies	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	Ongoing	The YMCA of Greater Birmingham is working with vending machine vendors to identify vending items which meet the Healthy Choice Standard. The goal of the Alabama Department of Public Health's Alabama Healthy Vending Machine Program (AHVMP) is to increase access to healthy foods and beverages and reduce or eliminate the availability of calorie-dense, nutrient-poor food in public service venues. The AHVMP established and identified snack options that meet the standards. Fourteen businesses or organizations throughout Alabama use the AHVMP standards and guidelines for vending machines.	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.

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	2015 Status	2016 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	69.6% of Jefferson County adults report physical activity	Data is expected to be available in Summer 2017	
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Goodwyn, Mills and Cawood continue the sidewalk assessment in the City of Birmingham for compliance with the Americans with Disabilities Act (ADA). All sidewalks in Birmingham are being mapped using Geographic Information System (GIS) software. Goodwyn, Mills and Cawood expect to complete the Birmingham's Sidewalk Inventory by Fall 2016.	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.
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)	Ongoing	UAB's Minority Health Research Center's WALK Feel Alive program continues to provide walking opportunities. UAB's HealthSmart hosts weekly walks with participants of the WALK Feel Alive program.	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 Northeast, Downtown and Western YMCA branches and some local schools. There are about 800 walkers in Birmingham through UAB's HealthSmart.
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)	Ongoing	The pilot test of the Parks Prescription program materials with the Jefferson County Department of Health patients conducted in April 2016 was successful. The Parks Prescription program website is expected to launch in June 2016 in English and Spanish. The Parks Prescription program will launch in July 2016 in JCDH Adult Health, Pediatric Health and Family Planning Clinics.	The dual language Parks Prescription website, www.reachforbetterhealth.com/parksrx , launched in July 2016. 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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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)	Ongoing	The High Ore Line Trail held its grand opening celebration on May 7, 2016 with over 300 community partners and residents. Several TV stations, radio stations and Al.com ran stories before or after the trail's grand opening. The Rotary Trail, another component of the Red Rock Ridge and Valley Trail System, opened April 6, 2016. Black People Run Bike and Swim (BPRBS) held a "Renew Your Resolutions" Summit on January 30, 2016 to provide information on walking and cycling clubs, upcoming rides and runs in 2016, and strategies on advocacy for policies to keep the roads safe for runners and cyclists. BPRBS received funding in late 2015 from the Mid-South Transdisciplinary Collaborative Center for Health Disparities Research to develop a "Walk To" Smartphone Application. The purpose of the application is to motivate individuals to meet recommended physical activity guidelines. BPRBS began hosting weekly community rides on Tuesdays in March and weekly Saturday runs. Safe Routes to School of Central Alabama conducted 62 events including walks, community convenings and Bicycle Rodeos between February 2, 2016 and April 30, 2016 reaching almost 4,000 individuals.	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 has 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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Alabama Department of Education and its partners are focusing on having elementary schools offer 60 minutes of physical activity a day. In order to accomplish the physical activity level goals, statewide trainings for classroom and physical education teachers were held. The physical activity trainings included strategies for including children of all ability levels and adapt physical activity and sports.	The Alabama Department of Education facilitates the Champions for Healthy Active Schools initiative which is 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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	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. The Walk B'ham website is active. The walking cards are being distributed at various events in the community and are available for community partners to distribute.	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	2015 Status		2016 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	44.6% 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
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	The Tobacco Core Group, which includes the American Heart Association, the Jefferson County Department of Health and the American Lung Association, conducted an assessment in December 2015 and January 2016 to identify the next priority community for smoke-free engagement. The group choose to focus on the cities of Mountain Brook and Irondale. The assessment contained a Power Map exercise that identified the All in Mountain Brook Coalition which includes the Chamber of Commerce, elected officials and residents focused on youth drug prevention. The Tobacco Core Group reviewed the Pride Youth Survey results that revealed Mountain Brook City High School students use tobacco products at a rate 30% above the national average. A previously existing coalition focused on drug or tobacco use prevention was not identified in Irondale, but the Tobacco Core Group engaged the Irondale City Council and is attending community events to identify local leaders to serve as the face of the Irondale smoke-free campaign.	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	Ongoing	Children's of Alabama received a Youth Tobacco Prevention mini-grant from the Alabama Department of Public Health to increase the number of municipalities with comprehensive smoke-free ordinances and to promote smoking cessation among youth. Children's of Alabama chose to focus on engagement efforts around a smoke-free ordinance in Mountain Brook. Children's of Alabama and the Tobacco Core Group will both support the smoke-free campaign led by the All in Mountain Brook Coalition. The All in Mountain Brook Coalition's smoke-free campaign engaged grass roots support from Mountain Brook City Schools and community members to influence grass top leaders to pass a comprehensive smoke-free ordinance. The Tobacco Core Group is in the process of developing a smoke-free campaign plan for Irondale based on the political climate and community norms. The Core Group established an online presence through the creation of a Smoke-free Irondale Facebook page.	The Irondale Smoke-free Coalition has been established. Three meetings have been held on topics including assessing the community. 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 late September 2016. Educational outreach events were conducted in October 2016 in conjunction with the Red Ribbon Week at Irondale Middle School.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The All in Mountain Brook Coalition conducted several presentations for parents at Mountain Brook High School students and met with key Mountain Brook leaders and physicians through the Children's of Alabama network. The Coalition engaged business leaders and community leaders. The Tobacco Core Group continues to meet with Irondale community members and leaders about the dangers of secondhand smoke and benefits of passing a city-wide comprehensive smoke-free ordinance. On November 9, 2015, the City of Homewood passed a comprehensive smoke-free city-wide ordinance. The Hoover Smoke-free Campaign remains on-hold until after the City Council and Mayor elections in August 2016.	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.
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	Ongoing	In November 2015, the City of Homewood, population 25 708, amended their existing ordinance to include protections in all places of employment, including restaurants, bars and hotels. It also addressed the growing concern of e-cigarettes by limiting their use and extended protections in outdoor venues by adding a 20 feet distance requirement from building doors and operable windows and prohibiting smoking in patios. Less than a month later, the city took a step further towards tobacco prevention by adopting a zoning ordinance that limits the location of vape shops 500 feet away from churches and educational facilities.	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.
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	Ongoing	Not Applicable	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.
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. The Jefferson County Department of Health (JCDH) completed a presentation on smoking cessation benefits and resources on March 13, 2015 at Birmingham Towers. Birmingham Towers, a rent-restricted, multi-unit housing complex that independently became smoke-free on July 15, 2015. Birmingham Towers' Smoke-free Policy prohibits indoor and outdoor smoking on the property, including patios. JCDH hosted a celebration in support of the July 14, 2015 smoke-free policy implementation by Birmingham Towers.	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)	Status	November 2015 - April 2016	May 2016 - October 2016
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. The Department of Housing and Urban Development released a Smoke-Free Public Housing proposed rule on November 12, 2015. Once the final rule is released, public housing agencies have 18 months to implement a policy prohibiting lit tobacco products in the public housing's living units, indoor common areas and agency administrative office buildings. Jefferson County has 36 multi-unit, public housing communities and two mental health/substance abuse facilities.	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	Ongoing	Jefferson County Department of Health (JCDH) staff met with the Birmingham Housing Authority CEO/Executive Director, a Fairfield Housing Authority Board Member and the Jefferson County Family Self-sufficiency Program Committee to provide education on tobacco-free campus policies and smoking cessation resources. Jefferson County's Tobacco Coordinator distributed Quitline and smoking cessation material at the Department of Resources (DHR) Resource Fair, health fairs conducted by JCDH during National Public Health Week in April 2016 and Child Care Resource Center's outreach events.	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 have 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 providing 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.

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	2015 Status	2016 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	15.8% of adult residents report smoking in 2014	Data is expected to be available in Summer 2017	
Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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 inquiries 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	Ongoing	The Jefferson County Department of Health (JCDH) staff training on tobacco cessation was completed during this time period. JCDH Tobacco Cessation Clinic marketing materials, including stand-up banners, were developed and are in use. Jefferson County's Tobacco Coordinator distributed Quitline and smoking cessation material for the Department of Resources (DHR) Resource Fair, health fairs conducted by JCDH during National Public Health Week in April 2016 and Child Care Resource Center's outreach events.	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.
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	Ongoing	The revised Jefferson County Department of Health (JCDH) Tobacco Cessation Clinic is operational and available to parents of Jefferson County Department of Health pediatric patients.	The Jefferson County Department of Health (JCDH) Tobacco Cessation Clinic is available to parents of Jefferson County Department of Health pediatric patients.
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	Ongoing	The Jefferson County Department of Health published a webpage for tobacco cessation on January 16, 2016 with information about the JCDH Tobacco Cessation Program, Secondhand Smoke protection tips and links to other tobacco cessation resources. The webpage can be found at www.jcdh.org/tobaccofree .	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 .
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	Ongoing	A total of 469 calls were placed to the Alabama Tobacco Quitline from January 1, 2016 through April 30, 2016 from Jefferson County residents.	A total of 627 calls were placed to the Alabama Tobacco Quitline between May 1, 2016 and October 31, 2016 from 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.

Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Completed	The Alabama State Legislature did not consider increasing the tobacco tax during the 2016 legislative season.	The Alabama State Legislature did not consider increasing the tobacco tax during the 2016 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)	Status	November 2015 - April 2016	May 2016 - October 2016
1. Complete community assessments using Counter Tools	Number of assessments	September 2016	Alabama Department of Public Health, Children's Hospital	New	Not applicable	Completed. The Alabama Department of Public Health completed an assessment.
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	New	Not applicable	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.

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	2015 Status		2016 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	The Leeds, Homewood and Hoover City School Districts adopted Wellness Policies		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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Wellness Committee led by the Alabama State Department of Education (ALSDE) is promoting the completion of the Centers for Disease Control's School Health Index. The statewide goal is for all schools to complete the School Health Index using similar protocols as outlined on the ALSDE website. Once the School Health Index is completed, ALSDE will develop statewide data reports for school health planning.	The Alabama Department of Education and the Alliance for a Healthier Generation are working with schools to update their wellness policies focused on the final ruling that went into effect in July. Monitoring and evaluation has been included in these wellness policy updates.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The YMCA of Greater Birmingham and A.G. Gaston Boys and Girls Club launched Afterschool Academies in February 2016 at 16 Birmingham City School's elementary and K-8 schools. The YMCA is onsite at eight schools, while A.G. Gaston Boys and Girls Club is onsite at the remaining eight schools. Healthy Eating Physical Activity (HEPA) Standards and Coordinated Approach to Child Health (CATCH) curriculum training for YMCA staff was completed in January 2016. Afterschool Academies dedicate 30 minute increments of daily activity in each of the following subjects: reading, writing, homework support, math, science, health and wellness and character development.	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.
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	Not started	Technical support for community-based childcare centers for implementing Healthy Eating and Physical Activity Standards is anticipated in fall 2017.	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.

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	2015 Status	2016 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	16.4 miles of multi-use trails	41.01 miles of multi-use trails and bike lanes
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	12.4 miles of on-street bike lanes	22.88 miles of bike lanes and sharrows
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		5% reduction in sidewalk and roadway complaints from baseline	The 311 Call Center received 345 calls pertaining to road maintenance and 107 calls pertaining to sidewalk maintenance between November 2015 and April 2016.	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.
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 2015, the Jefferson County Roads and Transportation Department received 390 weed and litter complaints and 73 zoning complaints	The 2016 data will not be released until 2017
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 received 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

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The grand opening for the High Ore Line Trail on May 7, 2016 and was attended by over 300 people and received TV and radio media coverage. The Parks Prescription Program (Parks Rx) is scheduled for implementation within the Jefferson County Department of Health's Adult, Pediatric and Family Planning Clinics in July 2016; this program includes exercise recommendations and web-based information about parks and trails. The Rotary Trail opened in April 2016, with media presence to highlight the trail's grand opening. Black People Run, Bike and Swim (BPRBS), with funding from the Mid-South Transdisciplinary Collaborative Center for Health Disparities Research, is developing a "Walk to" Smartphone application. The "Walk to App" combines GPS tracking, social media, location-based check in social networking and a discount coupon/reward program. The "Walk to" Smartphone application is scheduled to launch in Summer 2016. BPRBS initiated weekly community bike rides on, March 22, 2016 which have been used to encourage use of trails.	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 through the JCDH Adult Health, Family Planning and Pediatric Clinics. The Parks Rx prescriptions include recommendations for physical activity and provide a QR code, website and phone support 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.

Strategy 1. Increase the community's awareness of the availability of parks, trails and other public recreational facilities. (Continued)						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Completed. The Walk B'ham website continues to feature the walking cards for the East Lake and Downtown Birmingham walking trails, with maps available for download. The Walk B'ham cards are being distributed at various events throughout the community.	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.
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	Ongoing	Red Rock Tuesday segments on Good Day Alabama promoting the use of trails in Jefferson County have continued. The following communities have been featured: Rotary Trail on April 5, 2016, Grant's Mill Canoe Launch at Irondale Riverwalk on March 1, 2016, the Bicentennial Park in Pinson on February 2, 2016, Chief Hewitt Park and Five Mile Creek Greenway Partners in January 2016 and Cahaba Road Trail Connector in December 2015. In addition, television and radio coverage of the grand openings of the Rotary Trail has increased awareness of this asset.	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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The 311 Call Center received 345 calls pertaining to road maintenance and 107 calls related to sidewalk maintenance between November 2015 and April 2016. Although the City of Birmingham has an official smartphone application that launched in November 2014, the City's 311 Center will have a maintenance mobile application scheduled to launch by December 2016. The 311 Center's application will allow residents upload a picture for maintenance action. The application will use GPS data to help the City pinpoint exactly where the maintenance issue is located.	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.
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	Ongoing	The Jefferson County Roads and Transportation Division responded to 384 calls related to road maintenance from November 1, 2015 through April 30, 2016.	The Jefferson County Roads and Transportation Division responded to 782 calls from May 1, 2016 through October 31, 2016.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	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	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	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	In Planning	The Sustainability Commission charter is waiting for approval from the City of Birmingham. Once the charter is approved, the Sustainability Commission will begin accepting applications for membership.	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.

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	2015 Status		2016 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	3,149,944 rides		2,685,141 (November 2015-September 2016)
Number of Bike Share stations	None Currently	20 Bike Share stations by Fall 2015	40 Bike Share stations by June 2016	30 bike stations		40 Bike Share stations
Number of Bike Share bikes	None Currently	200 Bike Share bikes by Fall 2015	400 Bike Share bikes by June 2016	300 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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	MAX is testing technology for purchasing tickets online and enabling riders to use cell phones for payment. Between November 2015 and April 2016, the Birmingham Jefferson County Transit Authority (BJCTA) hosted a Safety Awards Banquet, a Stuff the Bus event, a "Now Hiring" campaign bus wrap, and a Black History campaign where ticketing information was provided. On April 12, 2016, BJCTA held the Annual Bus Rodeo competition, where drivers demonstrate maneuvering through a difficult course. Between November 2015 and April 2016, MAX On Site held educational fairs at ten local schools and on two college campuses. Three community outreach events were conducted between November 2015 and April 2016. BJCTA ridership from November 2015 through April 2016 was 1,477,462 rides.	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.
Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
1. Secure Zyp Operator and Bike Share equipment vendors	Selected vendors and public announcement	December 2014	City of Birmingham, Regional Planning Commission, REV Bike Share, LLC	Completed	Completed	Completed
2. Secure operational funding for the Zyp Bike Share program	Sponsorship secured	December 2014	REV Bike Share, LLC	Completed	Completed. Funding for Zyp Bike Share has been secured for the next 5 years. New corporate and small business partnerships are currently being added to provide sustainable funding for Zyp following the 5 year start up period.	Completed
3. Final site selection and permitting	Right-of-Way agreements Map of locations Public input on site selection	March 2015	REV Bike Share, LLC, Zyp, City of Birmingham and Regional Planning Commission	Completed	Completed	Completed

Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016. (Continued)						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
4. Conduct a public awareness and education campaign regarding Zyp Bike Share	Marketing campaign Number of outreach events Social Media and website presence Number of early Zyp Bike Share registrations	September 2015 and ongoing	REV Bike Share, LLC	Ongoing	Zyp Bike Share public awareness and education campaigns were conducted at the Magic City Classic, Pepper Place, Cycle Fest, Dr. Martin Luther King, Jr. Day events, Birmingham Veterans Day parade, and other events across Birmingham. A Bike Safety Campaign was conducted in March 2016 in partnership with WBRC-Fox 6. Zyp Bike Share conducted awareness activities and education to encourage biking to work. In March 2016, monthly free bike safety classes were initiated at various parks throughout Birmingham. Zyp's "Access for All" program, launched in 2016, has made the Zyp BikeShare program more affordable for low-income residents. The Zyp BikeShare application allows individuals to enroll as members. In 2016, Zyp BikeShare rolled out a corporate membership program enabling corporate businesses to become members and allowing employees to use Zyp for work purposes. The corporate membership program provides employee discounts on Zyp individual memberships. In 2016, Zyp established a partnership with My Chip rewards and Viva Health. A Zyp Bike Share monthly newsletter has launched with 879 current subscribers. The Zyp Bike Share Facebook page has 2,851 followers. Instagram and Twitter accounts remain active, with 1,831 Instagram followers and 813 Twitter followers. In 2016, Zyp began partnering with small businesses by providing employee discounts and small business promotion, with the business providing a discount for customers who are members of Zyp BikeShare. Through the Community Foundation and Public Health Advisory Committee, Zyp will receive \$25,000 to purchase bike helmets and provide memberships for low income residents.	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.
5. Launch the Zyp Bike Share program	Number of Bike Share stations Number of Bike Share bikes	December 2015	REV Bikes Share, LLC, Zyp, City of Birmingham	Completed	Completed	Completed
6. Expand the Zyp Bike Share program	Number of additional Zyp Bike Share stations Number of additional Zyp Bike Share bikes	June 2016	REV Bikes Share, LLC, Zyp, City of Birmingham	Ongoing	Completed. Zyp Bike Share has expanded to include ten more docking stations and 100 additional bikes for a total of 40 stations and 400 bikes. Several requests for GPS bike usage data from the City of Birmingham and other partners have been received for planning bike lanes and other safety initiatives.	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.
7. Maintain ongoing Zyp Bike Share program operations	Annual program reports and program data Number of program FTEs	October 2016 and ongoing	REV Bikes Share, LLC	Ongoing	Currently, eight full-time equivalent and one part time equivalent positions are solely dedicated to Zyp. Two seasonal positions have been added for summer 2016, and three members of AmeriCorps will be hired to assist with Zyp Bike Share maintenance and operation.	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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Between November 2015 and April 2016, BJCTA purchased six buses, and ClasTran purchased seven minivans.	No additional Birmingham Jefferson County Transit Authority (BJCTA) or ClasTran vehicles were replaced between May 2016 and October 2016.
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	Ongoing	From November 2015 through April 2016, the BJCTA received 504 fixed route road calls and 84 paratransit road calls. No data was received related to miles to breakdown.	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.
3. Reduce headway on bus routes	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority, Municipalities	Ongoing	MAX is currently developing an application allowing riders to follow bus progress and arrival time. MAX is currently cataloging its bus stops. MAX continues to operate 38 bus routes with 114 buses, paratransit and trolleys.	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.
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	Ongoing	The City of Birmingham has been awarded \$20 million for the completion of the East/West Rapid Transit Route, following the Highway 11 corridor. The City of Birmingham has committed to a 50% match for the Federal funds. Currently, Birmingham is conducting environmental studies, determining right-of-way needs and obtaining property for the construction of the transit route. With the completion of these efforts, the funding will be released for construction on the route which is scheduled to be completed by 2020.	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.
5. Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	Ongoing	No update received as of June 27, 2016.	The average on time performance for 2015 was 95%.

Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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)	Ongoing	Birmingham Jefferson County Transit Authority (BJCTA) is currently creating a Transit Development Plan to assess the transit system as a whole. The United Way of Central Alabama, in conjunction with the Regional Planning Commission of Greater Birmingham and the Birmingham Jefferson County Transit Authority, will conduct stakeholder meetings for reassessing bus routes to improve accessibility to healthcare, education, social services and community development. These stakeholder meetings, to be held in late summer/early fall 2016, will evaluate transportation challenges within the Birmingham region as a basis for the Transit Development Plan.	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.
Strategy 5. Convene a workgroup for a Regional Transit System Roundtable by January 2015.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Completed

Goal 3. Adopt built environment policies and enforce ordinances adopted by November 2019.						
Data source	Baseline Status	Short-Term Target	Long-Term Target	2015 Status		2016 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	7 municipalities have adopted Complete Streets policies		7 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	Three municipalities 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	12.4 miles of completed bike lanes by November 2019		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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	AARP has not been working in this area during this timeframe, but is planning to hire a position for Livable Communities and Community Design outreach in July 2016, which would include Complete Streets education for community members and leaders.	AARP hired an Outreach Coordinator who has conducted three Age Friendly Community meetings that incorporated Complete Streets policies in October 2016. Additional educational meetings are planned through 2016.
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, Transpiration and Safety Priority Group	Ongoing	AARP has not been working in this area during this time, but is planning to hire a position for Livable Communities and Community Design outreach in July 2016, which will include Complete Streets education for community members and leaders.	AARP conducted meetings with community members and leaders regarding Complete Streets policy benefits during October 2016.
3. Communicate Complete Street Policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	AARP	Not Started	AARP has not been working in this area during this time, but is planning to hire a position for Livable Communities and Community Design outreach in July 2016, which would include Complete Streets education for community members and leaders.	AARP has not been communicating Complete Streets policy adoptions at this time and will decide at a later date whether to initiate such communication.
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. The Irondale Comprehensive Plan, approved April 5, 2016, includes Complete Street guidance for the city of Irondale. The Birmingham Active Transportation Plan includes Complete Street components.	Completed
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	Ongoing	With technical assistance from the Regional Planning Commission, Jefferson County is currently developing an Active Transportation Plan for all unincorporated areas within Jefferson County, and Hoover is developing a Bike/Pedestrian Plan.	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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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. Funding has been secured for the Mode Priority Street Plan. The scope of work has been approved by Alabama Department of Transportation (ALDOT), and a consultant has been selected for the project. Birmingham is awaiting approval from City Council before proceeding.	Completed
Strategy 3. Promote healthy infrastructure policies through November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
2. Complete an evaluation of storm water impact on Village Creek	Creek samples Flow data	January 2016	City of Birmingham Storm Water Administrator	Completed	Monthly meetings were held through March 2016 with the Environmental Protection Agency, Jefferson County Department of Health (JCDH) and the City of Birmingham on comprehensive storm water impact evaluation. The master plan remains in draft form. As of March 2016, the Village Creek storm water impact evaluation has been suspended until further notice.	Completed. The Village Creek Watershed Master Plan was approved on August 11, 2016.
3. Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning, Engineering and Permits	Completed	Completed	Completed
4. 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	Ongoing	The Southwest Birmingham and Northeast Birmingham Framework Plans are currently in development. The revised Zoning Ordinances are incorporated within the Framework Plans. A draft of the Northeast Birmingham Framework Plan is scheduled to be released in May 2016, and a draft of the Southwest Birmingham Framework Plan is scheduled to be released in June 2016. The Ensley/Pratt Framework Plan and the East Birmingham Framework Plan are anticipated to begin this summer 2016.	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.
5. 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	Ongoing	The High Ore Line Trail opened May 7, 2016. A phone survey to assess physical activity among Midfield residents will be conducted by UAB beginning in July 2016 with completion anticipated by September 2016.	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.

Strategy 3. Promote healthy infrastructure policies through November 2019. (Continued)						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
6. 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	Ongoing	Jefferson County Department of Health (JCDH) has provided health impact information during Framework Plan discussions. The Southwest Birmingham Framework Plan is currently being developed, with ongoing input gained from stakeholder and community meetings. The draft is scheduled to be released in June 2016. The Northeast Birmingham Framework Plan is also currently being developed with stakeholder and community input and is scheduled to be released in May 2016.	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.
7. 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	Ongoing	The Alabama Department of Environmental Management (ADEM) is creating a permit draft to release to all Phase 1 municipalities in Jefferson County for comment by July 2016.	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.
Strategy 4. Improve technical capacity of municipalities in planning through November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Available as requested	Seventeen municipalities in Jefferson County have completed comprehensive plans. Irondale adopted the "Irondale on the Move" Comprehensive Plan on April 5, 2016; this is the city's first comprehensive plan.	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.
Strategy 5. Adopt shared use agreements through November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Available as requested	The Children's Policy Council has not received any requests for technical assistance in adopting shared use agreements, but remains interested in supporting shared use agreements.	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.

Goal 4. Improve the safety of the physical environment by November 2019.						
Data source	Baseline Status	Short-Term Target	Long-Term Target	2015 Status		2016 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
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
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
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
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Field studies are included in Birmingham's Framework Plan process. The Northeast Birmingham Framework Plan is in development, and a draft is scheduled for release in May 2016. The Southwest Birmingham Framework Plan is scheduled for release in June 2016. The Ensley/Pratt and East Birmingham Framework Plans are scheduled to begin in summer 2016.	The City of Birmingham 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.
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	Ongoing	To date, the RISE initiative has created 2,200 wills to help prevent future blight and tax delinquent properties throughout Birmingham. Between November 2015 and April 2016, 350 properties were demolished. The Birmingham Land Bank Authority and Habitat for Humanity received \$25 million to remove blighted structures across Alabama. To date, no blighted structures have been demolished, but the funding has been extended through 2017.	The RISE initiative created 110 wills between May 1, 2016 and October 31, 2016. Three hundred blighted properties were demolished during this reporting period.
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	Ongoing	The first Community Court for the enforcement of Property Maintenance Codes was held in May 2016. This Community Court tried 25 cases for property maintenance code violations.	Between January 1, 2016 and October 31, 2016, 52 property maintenance code violations were tried in two Community Municipal Courts.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	To date, 200 tax delinquent properties in Birmingham have been enrolled in the Side Lot Program. Each property has a resident interested in attaining the property title once the property title has been cleared, a process that has been initiated.	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.
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	New	Not applicable	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.
Strategy 2. Increase the number of public access sidewalks by November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	A draft of the Birmingham City Sidewalk Master Plan has been developed and been through several rounds of updates and revisions. The draft will be presented to the Regional Planning Commission for adoption before November 2016. The Sidewalk Inventory for the Master Plan was a drive by, windshield survey of sidewalk conditions. Americans with Disabilities Act (ADA) compliance for Birmingham sidewalks is a separate project which involves a walking survey of all sidewalks and GIS mapping of compliance issues. The sidewalk inventory for ADA compliance is currently in progress and will be conducted through Fall 2016.	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 not currently existing. The Americans with Disability Act (ADA) compliance assessment is scheduled for completion in December 2018.
2. Build sidewalks around bus stops	Sidewalk Inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	Ongoing	The Sidewalk Inventory has been completed, and the Birmingham City Sidewalk Master Plan is scheduled to be adopted by the Birmingham Planning Commission before November 2016.	Birmingham's Sidewalk Master Plan was approved on October 5, 2016.
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	Ongoing	Jefferson County is currently developing an Active Transportation Plan for the entire county. This plan will include a Sidewalk Master Plan for all unincorporated Jefferson County areas. Hoover is in the process of developing a Bike/Pedestrian Plan which will include a Sidewalk Master Plan.	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 plan for trails, facilities and other opportunities for active transportation. Hoover has secured funding to develop it's Bike/Pedestrian Plan, which will include a Sidewalk Master Plan.

Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	City Action Partnership (CAP) continues to patrol five parks within Birmingham City limits and has expanded patrols to include the Rotary Trail. A request for eight additional park rangers to increase patrolling and visibility in Birmingham parks has been submitted to the Birmingham Police Department for the proposed FY 2017 budget.	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.
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	Ongoing	Black People Run, Bike and Swim held a "Renew Your Resolution Summit" on January 30, 2016 to provide information on walking and cycling clubs, upcoming rides and runs and how to advocate for better policies to keep the roads safe for runners and cyclists.	AARP attended the Safe Growth conference in October 2016 related to community safety campaigns and the built environment.
3. Establish school zone signage in public spaces	Number of signs	November 2017	Safe Routes to School, City of Birmingham	Ongoing	Safe Routes to School (SRTS) collaborated with Birmingham's Traffic Engineering to revise map creation for schools using Geographical Information Systems (GIS). SRTS has worked with Birmingham schools and the City of Birmingham on signage placement and adequacy. To date, 27 GIS maps with school zone signage have been created for elementary schools. The GIS software provides real time data to traffic engineers to enable maintenance and placement of signs and crosswalks.	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.
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	Ongoing	The City Action Partnership (CAP) has expanded patrols to include the Rotary Trail. CAP does not patrol the Parkside area at this time.	City Action Partnership (CAP) continues to patrol five parks and the Rotary Trail within Birmingham City limits.
5. Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim	Ongoing	No additional data received as of June 27, 2016.	Between January 1, 2016 and October 31, 2016, Black People Run Bike Swim received and reported 18 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	Ongoing	The Jefferson County Department of Health received and managed 17 complaints regarding unpermitted food vendors from December 1, 2015 through April 30, 2016.	The City of Birmingham Revenue Division and the Jefferson County Department of Health (JCDH) have 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.

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	2015 Status	2016 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 2014 Jefferson County Department of Health Annual Report. "Living LBGTQ in Alabama: Priorities for Action" is available on-line at www.cfbham.org/.../uploads/2016/08/Living-LBGTQ-in-Central-Alabama.pdf	Updated health data is included in the 2015 Jefferson County Department of Health Annual Report. "Living LBGTQ in Alabama: Priorities for Action" is available on-line at www.cfbham.org/.../uploads/2016/08/Living-LBGTQ-in-Central-Alabama.pdf
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 2015 Community Health Needs Assessments for all affected hospitals in Jefferson County are in process or completed.	The 2016 Community Health Needs Assessments for all affected hospitals in Jefferson County are in process or completed.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The target date for the updated <u>Community Health Status Assessment</u> is August 2016; however, the supporting files are continuously updated.	Updated community health status data is included in the 2015 Jefferson County Department of Health Annual Report. A comprehensive assessment of the LBGTQ community has been completed and is available on-line.
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	Ongoing	The Annual Disease Surveillance Summary is being revamped to increase relevancy for end-users and is expected to be published by August 31, 2016.	The surveillance summary is in the process of being revamped and is in the process of being updated.
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	Ongoing	Community Health Needs Assessments are available on-line for St. Vincent's Birmingham, St. Vincent's East, UAB Hospitals and Children's of Alabama. Children's of Alabama is developing plans to collect community feedback for its Community Health Needs Assessment beginning in May 2016.	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.
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	Not Started	This tactic is not slated for implementation until 2017.	This tactic is not slated for implementation until 2017.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Gulf States Health Policy Center completed a policy scan related to school wellness and regional active transportation policies. Data is expected to be available for stakeholder presentation by August 2016. School Wellness Policy Briefs are in early development for Birmingham City Schools and for Regional Active Transportation with anticipated publication by July 2017.	The Gulf States Health Policy Council completed environmental policy scans regarding school wellness policies within the Birmingham City School System and active transportation within the region. Data from the environmental scans is being prepared for publication in Wellness Policy Briefs expected to be available in July 2017.
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	Ongoing	The Jefferson County Department of Health (JCDH) supplied life expectancy and infant mortality at the census tract level to the Health Action Partnership for inclusion in a Health Equity Index. The Health Equity Index was prepared to potentially support policy decisions within Jefferson County. The American Cancer Society provided zip code-specific cancer screening rates among Medicare recipients to the Birmingham City Council to gain the support of Birmingham's Mayor and its City Council in increasing colon cancer screening rates by 2018.	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.
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	Ongoing	The Jefferson County Department of Health is finalizing the biennial update of the <u>Community Health Assessment for Jefferson County</u> and expects to provide this update to the Alabama Department of Public Health in August 2016.	The Jefferson County Department of Health provided the most recent updated information to the Alabama Department of Public Health during June 2016.
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	Ongoing	The 2015 annual 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. The development of the Health Equity Index has been communicated to the Health Action Partnership through Priority Group and Leadership Team meetings during this timeframe.	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.

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	2015 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	
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	
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 provided 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	
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	
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	
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Momentum toward closing the Medicaid coverage gap has stalled. Alabama State funding for Medicaid has a deficit of \$85 million that remains unfunded by the Alabama Legislature for the 2016-2017 fiscal year.	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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Alabama Arise is conducting a social media campaign, #Iammedicaid , on Twitter and Facebook to communicate the needs of Alabama's families and health care providers related to Medicaid.	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 #(No Suggestions) 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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Completed	The Nurse Practitioner Alliance of Alabama and Physician Assistants Association continue to advocate for expansion of the scope and utilization of nurse practitioners and 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 residency developed at the Jefferson County Department of Health began October 1, 2016 with at the Jefferson County Department of Health.
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	Ongoing	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 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.
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	Ongoing	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 was established creating a scholarship/loan mechanism to encourage advanced practice nurses to practice in rural Alabama.	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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Due to physician resistance to the proposed 2015 legislation regarding collaborative practice agreements between physicians and pharmacists, no attempt to re-introduce a bill to create physician- pharmacist collaborative practice agreements was made during the 2016 Alabama Legislative Session. The Alabama Pharmacy Association and Alabama Board of Medical Examiners continue to collaborate on language for legislation acceptable to both parties. At this time, no timeline has been established for reintroduction of proposed legislation.	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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	St. Vincent's Health Services and Christ Health Center have recently signed a Master Services Agreement that will serve as the vehicle for future health care provider development and recruitment. Christ Health Center and St. Vincent's Health Services representatives will begin meeting by early fall to develop specific action plans.	St. Vincent's has been meeting regularly with Christ Health Center providers to create ease of flow for patients.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	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 April 30, 2016.	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.
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	In Planning	The Jefferson County Department of Health provided information for health care professionals regarding the services it provides through professional residencies and academic internships, as well as through print and electronic media. The <u>JCDH Guide to Clinical Services</u> is provided to Jefferson County residents through health events and presentations.	JCDH's website has been updated with additional revisions planned for implementation in January 2017. The Jefferson County Department of Health's <u>Guide to Clinical Services</u> is currently under revision.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The JCDH Guide to Clinical Services was distributed to 280 community members as part of the April 2016 Community Assessment for Public Health Emergency Response (CASPER). The Hispanic Health Task Force provided information on services provided by the Jefferson County Department of Health (JCDH) during 29 public events including Tot Shot Clinics and health fairs. The monthly Public Health segments on WBRC Fox 6's Good Day Alabama program have informed residents of JCDH's services. JCDH conducted 41 community events between November 1, 2015 and April 30, 2016 where information regarding the organization's services were provided. Additionally, JCDH conducted six unique multi-media campaigns that included information on the JCDH services.	The Jefferson County Department of Health (JCDH) participated in nineteen community events 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.
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	Ongoing	Enroll Alabama participated in 16 community events and collaborated with Federally Qualified Health Centers (FQHCs) or other health care agencies on six events related to services and locations of FQHCs and other entities providing medical and dental care to the underinsured and uninsured.	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.
	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	Ongoing	In 2015, 67,710 individuals received health care services through FQHCs housed in Jefferson County, Cooper Green Mercy Health Services or the Jefferson County Department of Health. Alabama Regional Medical Services (formerly Birmingham Health Care) added prenatal and postnatal care services in January 2016. Christ Health Center began providing mental health counseling in January 2016.	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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Medical insurance enrollment data for Jefferson County is currently unavailable; Enroll Alabama has changed its reporting process to sort data by county in the future. Enroll Alabama has provided outreach to 5,649 individuals regarding health care insurance.	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.

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	2015 Status	2016 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%	81.1% of age appropriate women received a pap smear	2016 BRFSS Data expected in late summer 2017	
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%	77% of age appropriate women received a mammography	2016 BRFSS Data expected in late summer 2017	
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%	70.8% of age appropriate adults received a colonoscopy or sigmoidoscopy	2016 BRFSS Data expected in late summer 2017	
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 2016	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	In 2015,56 Jefferson County Department of Health patients were enrolled in the Fitway program and had a test completion rate of 98.2%.	For Fiscal Year 2016, 119 Fitway tests were completed with a return rate if 91.8%.	
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	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	Ongoing	The Jefferson County Department of Health (JCDH) continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) and to provide patients appropriate cervical cancer screening. ABCCEDP provided information on cervical cancer screening through the Birmingham News and Parent Magazine during the month of April. In partnership with the Deep South Network for Cancer Control, ABCCEDP flyers were distributed and assistance was provided for appointment-making. The American Cancer Society promoted cervical cancer screening with health care providers through a wellness visit webinar in collaboration with the Alabama Quality Assurance Foundation and is collaborating with Alabama Regional Medical Services and Christ Health Center to connect patients to the ABCCED program. At this time, JCDH is not engaged in a dedicated cervical cancer detection campaign.	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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	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	Ongoing	The Jefferson County Department of Health (JCDH) continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) and to refer patients for appropriate breast cancer screening. ABCCEDP provided information on breast cancer screening in the Birmingham News and Parent Magazine during the month of April. In partnership with the Deep South Network for Cancer Control, ABCCEDP flyers were distributed and assistance was provided for appointment-making. The American Cancer Society promoted breast cancer screening with health care providers through a wellness visit webinar presented in collaboration with the Alabama Quality Assurance Foundation and is collaborating with Alabama Regional Medical Services and Christ Health Center to connect patients to the ABCCED program. At this time, JCDH currently is not engaged in a dedicated breast cancer detection campaign.	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.
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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	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	Ongoing	A grant to increase colorectal cancer screening and diagnostic follow-up was awarded to Cooper Green Mercy Health Services and the Jefferson County Department of Health in 2015. This grant provides funding for Fitway® kits and colonoscopies (screening and diagnostic) through the Alabama Colon and Rectal Institute. The American Cancer Society has secured "80 by 18" pledges (80% colon cancer screening rate by 2018) from multiple entities in Jefferson County (University of Alabama at Birmingham, City of Birmingham, Christ Health Center and Alabama Regional Medical Services), and is securing individual employee and patient pledges within these entities, as well as from employees and patients from Brookwood Baptist Health System and St. Vincent's Health System. The American Cancer Society conducted health care provider "Lunch and Learn" sessions at local FQHCs regarding colorectal cancer screening. The Birmingham Wellness Forum members provided cancer screening information to 60 worksites in March 2016.	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 refers patients to the Alabama Colon and Rectal Institute for follow-up of positive screenings. The American Cancer Society has implemented several different colorectal screening reminders for patients of Alabama Regional Medical Services.

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	2015 Status	2016 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 721 population	One mental health provider per 680 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 3.9 per month	The average number of poor mental health days per Jefferson County resident is 4.5 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	9.3 suicide deaths per 100,000 population	Data expected in summer 2017

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)	Status	November 2015 - April 2016	May 2016 - October 2016
1. Continue and expand the online <u>Mental Health Resource Directory</u> to include all available mental health resources within Jefferson County	Number of visits to the <u>Mental Health Resource Directory</u> website Number of mental health providers listed on the <u>Mental Health Resource Directory</u>	December 2014 and ongoing	United Way of Central Alabama 211 System, St. Vincent's Health System, Mental Health Roundtable	Ongoing	The <u>Mental Health Resource Directory</u> continues as an online tool, but is not currently being updated. St. Vincent's hospital has re-stated its interest in developing a content-enhanced, resource directory, if the existing Directory is not going to be supported.	The <u>Mental Health Resource Directory</u> 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 includes an online interface and will be adding text messaging and a Smartphone application in the near future.
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	Ongoing	A Children's Mental Health Conference was hosted in April 2016 by Children's of Alabama with over 125 participants. On April 8, 2016, the Children's Policy Council of Jefferson County hosted the Children's Access to Mental Health Forum with 68 participants.	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 600 girls in the 3rd through 8th grades.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	On November 13, 2015, St. Vincent's Hospital hosted an event entitled, "Assessing Suicide Risk," at the Bruno Conference Center. A child safety event was conducted at the Birmingham Zoo on December 6, 2015 where the Mental Health Roundtable hosted a display on mental health.	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.
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	Ongoing	The UAB, Text, Talk, Act service is ongoing. No additional social media campaign is currently underway. The Early Intervention Program of the Division of Developmental Disabilities of the Alabama Department of Public Health is implementing an initiative on early access to mental health services including education for parents and educators regarding mental health stigma and the benefits of early intervention for mental health issues.	The University of Alabama at Birmingham (UAB) continued its sponsorship of the Text, Talk, Act initiative 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, focused on mental health from June through mid-September 2016. No More Martyrs hosted a Summit based on mental health stigma in July 2016 and is conducting Mental Health First Aid training for local African-American pastors.
5. Complete and publish an update of current 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	Ongoing	The Mental Health Roundtable's inventory of mental health providers and support services continues to be updated regularly. The Mental Health Roundtable e-mail distribution list-serve infrastructure was created in November 2015 and has been actively utilized for communication among mental health leaders. Mental health and related resources and events are published and disseminated every Monday through the list-serve.	The Mental Health Roundtable's weekly e-mail continues to provide information to mental health leaders regarding 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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	St. Vincent's Health System provided two Mental Health First Aid training sessions to community members at no cost to 84 participants during March and April 2016. On March 14, 2016, The Center for Congregational Resources offered a Mental Health First Aid training for the clergy entitled, "Pastoral Ministry to Hurting People."	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.

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. (Continued)						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Ongoing	An event to raise awareness about eating disorders was conducted at Castlewood at the Highlands in collaboration with Blue Cross Blue Shield of Alabama. A Disaster Mental Health training co-sponsored by the National Alliance on Mental Illness Shelby and St. Vincent's Health System was held on April 13, 2016 in Jefferson County. A mental health awareness seminar was provided at Samford University on March 14, 2016. A post-partum depression support group at St. Vincent's East began meeting monthly in February 2016.	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 Relationship 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.
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	Ongoing	No further training sessions have been scheduled for the Birmingham Police Department.	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.
Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.						
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Completed. Cooper Green Mercy Health Services' Behavioral Health Clinic continues to operate and has provided care for an additional 975 patients since November 2015.	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.
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	Ongoing	Not Applicable	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.

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)	Status	November 2015 - April 2016	May 2016 - October 2016
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	Completed and ongoing. In January 2016, Christ Health Center added mental health counseling to its clinical services. The Equal Access Birmingham Clinic for the underserved, (sponsored by the Office of Undergraduate Medical Education of the UAB School of Medicine) began holding a monthly, three hour Mental Health Clinic on a Saturday at the Church of the Reconciler. In January 2016, the UAB Center for the Study of Community Health awarded a grant for addressing student mental health needs in the Midfield Elementary School. Center Point Primary Care Center began providing integrated mental health services during Spring 2016.	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 related to mental health. In August 2016, the Nova Jefferson Blount Shelby Mental Health Authority Clinic'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.
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.	Ongoing	Momentum toward closing the Medicaid coverage gap has stalled. Alabama State funding for Medicaid has a deficit of \$85 million that remains unfunded by the Alabama Legislature for the 2016-2017 Fiscal Year.	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.
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	Ongoing	The Alabama Department of Mental Health received stable funding for the Fiscal Year 2016 from the Alabama General Fund. No additional funding has been received for the Cooper Green Mercy Health Services' Behavioral Health Clinic.	The Alabama Department of Mental Health received level funding for Fiscal Year 2017. The Community Foundation of Greater Birmingham released a Request for Proposal in August 2016 for increasing access to mental health services. Up to \$100,000 in funding is available and grant awardees will be announced in December 2016.
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	Completed. One Roof and its partners continue the Veteran-focused Street Outreach with seven team members.	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.
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	Ongoing	The six-month training period on the Advancing Integrated Mental Health Solutions (AIMS) model was completed at the Center Point Primary Care Center in April 2016. Mental Health services have been integrated into the Center Point Primary Care Center's operations. Fifteen patients have been enrolled in program, which has the capacity to serve 60 patients.	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 off-setting the cost to serve uninsured and Medicaid patients. St. Vincent's Health System will explore funding options for this program.

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	2015 Status		2016 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		16% 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	12.5% of the Jefferson County population report binge drinking		Data is not expected until summer 2017
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	2015 Drug Overdose Deaths- 221 2015 Heroin Overdose Deaths- 97		Data is not expected until early 2017
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)	Status	Nov 2015 - April 2016	May 2016 - October 2016
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	Ongoing	A Drug Take Back events sponsored by the Jefferson County Commission and other partners, including the Jefferson County Department of Health, were conducted in March and April 2016. The Jefferson County Sherriff's Office also sponsored a Drug Take Back event during this time period.	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.
2. Provide education for substance abusers and their family members about 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 Initiative, US Attorney's Office, WBHM, Select local, independent pharmacies	Ongoing	On January 15, 2016, a webinar entitled, "Combating Substance Use Disorders," was broadcast for local partners. The UAB Addiction Recovery Program sponsored the 2016 Use Recovery Series Film, "Anonymous People," on January 28, 2016. The Addiction Prevention Coalition hosted a "Wake Up" breakfast on January 13, 2016 regarding heroin addiction and overdose in Jefferson County. UAB Treatment Alternative to Street Crime (TASC) offered a Medication-Assisted Treatment Workshop on March 21, 2016, and UAB provided a seminar entitled, "The Scope of Pain: Safe and Competent Opioid Prescription," for medical care providers.	The United Way of Central Alabama hosted a Ethical and Legal Issues of Substance Abuse and Co-occurring Disorders Conference on July 12, 2016. The September 23, 2016 Pills to Needles Summit was attended by over 200 individuals. The www.KnowDope.org website continues 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.

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)	Status	Nov 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Alabama Department of Mental Health provides technical assistance on substance abuse curriculum through contracted prevention consultants.	The Alabama Department of Mental Health (ADMH) continues to provide Life Skills training, cultural competency training and other technical assistance. ADMH has continued to provide training on substance abuse prevention, assessment, documentation and case management. Substance abuse technical assistance has been provided by the Exchange program and the Children's Aid Society.
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	Ongoing	The Fellowship House continues to provide Pre-treatment Education Classes three times per week.	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.

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)	Status	Nov 2015 - April 2016	
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 and ongoing	Completed. Drug drop boxes are available at all Birmingham Police Department Precincts and at select CVS Pharmacies in Vestavia Hills, Irondale, Gardendale and Mountain Brook. The Vestavia Hills Police Department provides a drug drop box, and drug drop boxes are currently being installed in Birmingham Fire Stations.	Completed. No new locations for drug drop boxes 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)	Status	Nov 2015 - April 2016	May 2016 - October 2016
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	Ongoing	The Jefferson County Department of Health (JCDH), in conjunction with the Addiction Prevention Coalition, initiated a series of discussions to increase awareness about the Naloxone Clinic implemented by JCDH in November 2015.	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 the "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.
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	Ongoing	Aletheia House restructured its processes to eliminate the waiting list for substance abusing pregnant women and to expand the program to men with Medicaid. Aletheia House has transitioned to a care model where patients are housed in leased apartments and provided transportation to services.	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.	Ongoing	Momentum toward closing the Medicaid coverage gap has stalled. Alabama State funding for Medicaid has a deficit of \$85 million which has not been funded by the Alabama Legislature for the 2016-2017 Fiscal Year.	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.

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)	Status	Nov 2015 - April 2016	May 2016 - October 2016
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	Ongoing	Provider education continues through the Medical Community Engagement Sub-group. The Jefferson County Department of Health, in conjunction with the Addiction Prevention Coalition, continues to encourage providers to prescribe Suboxone for opioid users and to promote the use of Naloxone.	In March 2016, Jefferson County's Health Officer addressed One Roof's membership about opioid deaths and prevention, including services provided through the Jefferson County Department of Health's Naloxone Clinic. Case Workers and Street Outreach Workers attending the presentation and 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 state-wide. The University of Alabama at Birmingham provided Motivational Interviewing training for health care providers on August 17, 2016. One Roof provided in-service training sessions 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.
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	Ongoing	The referral of patients for substance abuse treatment from UAB Hospital, St. Vincent's and St. Vincent's East Hospitals and Brookwood Baptist Medical Center is ongoing. Since November 1, 2015, 164 patients have been referred for substance abuse treatment through the program.	Referral of substance abusing pregnant women and mothers of infants delivered at area hospitals to the Aletheia House 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	Ongoing	Not Applicable	The Jefferson County Department of Health (JCDH) 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.

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)	Status	Nov 2015 - April 2016	May 2016 - October 2016
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	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	Documentation of discussions of the proposed legislation with Alabama lawmakers.	Prior to the end of the 2015 Legislative Session	Pills to Needles Initiative	Completed	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.

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)	Status	Nov 2015 - April 2016	May 2016 - October 2016
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	Completed. The Jefferson County Department of Health's weekly Naloxone Clinic was implemented on November 2, 2015. Between November 2, 2015 and April 30, 2016, the Naloxone Clinic distributed 156 Naloxone Kits and provided Naloxone Kit education to opioid users, family members and friends, and to 57 medical or law enforcement personnel. Beginning in April 2016, Walgreens pharmacies have sold Naloxone kits without a prescription increasing the reach of this initiative throughout Alabama.	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.