

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	
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	

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Expand employment opportunities for low-skilled workers	Number of GED completions Number of work certifications obtained	November 2019	Bold Goals Coalition of Central Alabama, REV Birmingham	The Financial Stability Workgroup met on April 20, 2014 to discuss progress and an upcoming funding opportunity. The Financial Stability Workgroup distributed a survey regarding programs and services, including location, population served and potential partnerships and collaborations. Information gathered from the survey will be expanded to establish a network database. The Financial Stability Workgroup is also developing a tracking system to guide and follow clients utilizing financial services.	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.
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	Alabama Arise and other partners continue educating leaders and the community on the benefits of "Ban the Box" programs through meetings and position statements. The Jefferson County Board of Health identified "Ban the Box" as a possible policy or resolution opportunity and requested more information about this initiative.	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 added to the Senate calendar for debate as of April 30, 2016.

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)	May 2015 - October 2015	November 2015 - April 2016
Identify a coalition to support an increase in the minimum wage	Coalition membership Coalition meeting minutes	November 2019	Alabama Coalition for Economic Equality	The efforts of the Alabama Coalition for Economic Equality and other advocacy initiatives resulted in the City of Birmingham enacting a \$10.10 minimum wage to be phased in over a two-year period impacting the wages of 40,000 workers.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Bold Goals Coalition Education Steering Committee hosted a meeting on September 29, 2015 with the Alabama Superintendent of Education, Tommy Bice, and 17 local school superintendents to assess local needs and encourage school systems to access the existing resources available through Bold Goals Education partners. Bold Goals Education staff met with elementary school counselors in the Jefferson County System on October 9, 2015 to communicate resources available through partners. The 3rd Grade Reading, Post-secondary Retention/Completion and Early Learning Action Networks meet on a continual basis.	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

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
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
USDA, Feeding America: Food Insecurity	18.3% of Jefferson County residents experience food insecurity		17.4% of the Jefferson County population is food insecure
Supplemental Nutrition Assistance Program (SNAP) Enrollment, US Census Bureau: Small Area Indicators of Poverty and Economics	15.8% of the Jefferson County population is enrolled in SNAP (Food Stamp Program)		16.6% of the Jefferson County population is 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)	May 2015 - October 2015	November 2015 - April 2016
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, Healthy Food Choices Priority Group, Bay Area Food Bank, Mid-South Transdisciplinary Collaborative Center for Health Disparities Research, AARP	Between October 2014 and September 2015, the Bay Area Food Bank conducted 105 outreach events, distributed 1,000 SNAP applications and reached 5,340 individuals resulting in 173 completed SNAP applications. AARP distributed mailers to 8,000 senior residents in the East Lake and Norwood communities regarding SNAP and the Double Bucks Programs at the Norwood Trolley Stop and East Lake Farmers' Markets.	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.
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, REV Birmingham, Mid-South Transdisciplinary Center for Health Disparities Research, AARP	The East Lake and Norwood Trolley Stop Farmers' Markets provided the Double Bucks incentive program during 2015. No additional funding was available for the expansion of Double Bucks to additional farmers' markets during 2015.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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.	REV Birmingham's Urban Food Project conducted the first store owner training in September 2015 to move the store toward fresh food sustainability. This pilot will guide future training and is informing the design of a training manual currently in development. PEER, Inc. provided market development and sustainability technical assistance to the Norwood Resource Center during the 2015 Market Season.	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.
Advocate for policy and process simplification to reduce barriers in the creation and expansion of food-related businesses	Adoption of revised policies and procedures related to the creation and expansion of food-related businesses	November 2019	REV Birmingham's Urban Food Project	REV Birmingham provides advocacy for food-related policies as needed.	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.

Strategy 2. Increase the distribution of locally grown foods by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Christian Service Mission established or maintained seven community gardens at six sites; these sites distributed 5,000 pounds of food to 1,500 individuals.	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.
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	The Christian Service Mission's <u>Garden Resource Toolkit</u> is in development with completion anticipated by the end of 2015.	The Christian Service Mission's Garden Resource Toolkit remains in development with completion anticipated by April 2017.
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	One additional garden was created in 2015 for a total of seven gardens as of October 2015.	The Christian Service Mission will maintain seven gardens for the 2016 season; no additional gardens are anticipated for 2016.
Increase the number of Alabama producers selling locally grown produce in the Birmingham Metro area	Number of farmers in the Farmer Network [Baseline: 20 farmers are in REV Birmingham's Farmer Network]	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	REV Birmingham's Urban Food Project, Racial and Ethnic Approaches to Community Health (REACH)	Completed. REV Birmingham's Urban Food Project increased the number of producers selling fresh produce to 43. Producers include small conventional farmers, organic cooperatives, hydroponic growers, new /beginning farmers, urban farms and community gardens.	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.

Strategy 3. Increase the number of food retailers in low-income food desert areas in Birmingham purchasing fresh produce through the Urban Food Project's distribution system from 3 food retailers to 10 food retailers by December 2015.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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)	REV Birmingham increased the number of food-related businesses purchasing fresh produce through the Urban Food Project to 52. Clients include seven corner stores, two large wholesale food distributors, one caterer, one church and forty restaurants.	Completed. There are currently 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. The Urban Food Project is reaching vulnerable populations by assisting child care centers in sourcing locally grown fresh produce that better meets nutritional guidelines and Jefferson County Department of Health regulations. REV Birmingham has supported over ten stores in sourcing and selling fresh, local produce and currently has store owner agreements in six under-served areas. REV Birmingham expanded its distribution system to operate five times per week throughout the year, expanding fresh food access to corner stores and restaurants. REV Birmingham will be implementing a corner store ambassador and training program, teaching store owners and staff to effectively buy, merchandize, and maintain store displays to build capacity and allow 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.

Strategy 4. Decrease the percentage of Jefferson County census tracts considered food deserts from the baseline of 28% to 26.6% by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Mobile Grocery Stores, part of the IBM Initiative, have not been launched as of October 2015, in part due to the inability to identify an operator.	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.

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
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
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
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
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

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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 PlaceMatters Team, UAB School of Public Health, the Jefferson County Health Action Partnership's Advancing Health Equity Priority Group	Jefferson County Collaborative for Health Equity, formerly PlaceMatters, provided a presentation to the Citizen's Advisory Board reaching 65 individuals. The Jefferson County Collaborative for Health Equity continues to distribute materials including infographics regarding food deserts and infant mortality to the community. The Jefferson County Health Action Partnership's Advancing Health Equity Priority Group developed a health equity framework including a shared vision, definitions and guiding principles for communication to community leaders, community members and policy makers.	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.

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Of the 186 UAB School of Medicine incoming students for the 2015-2016 academic year, 10.2% are medical school underrepresented minorities (American Indian, African American or Latino).	Updated data regarding the racial and ethnic characteristics of the incoming 2016-2017 UAB School of Medicine class will be available in August 2016.
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 PlaceMatters, Jefferson County Department of Health	The UAB School of Medicine provided a boot camp on health disparities for incoming medical students. The Jefferson County Health Action Partnership's Advancing Health Equity Priority Group is currently developing a one-hour, online health equity orientation for presentation to Health Action Partnership Priority Groups and Leadership Team members. The focus of the Health Action Partnership's Annual Meeting, to be held in January 2016, will be health equity.	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.
Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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.	Birmingham Healthy Start Plus, Inc. program serves 612 clients in Birmingham, Fairfield and Bessemer. This program provides information on a variety of pregnancy and infant mortality related issues such as breastfeeding, prenatal care, and smoking cessation, etc.	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.

Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Provide education concerning nutrition during pregnancy, signs of preterm labor, the labor process and breastfeeding initiation through childbirth education programs	Number of education programs Number of education program participants Breastfeeding Initiation Rate	Ongoing through November 2019	Birthwell Partners	From November, 1 2014 through October 20, 2014, Birthwell Partners provided services to 130 mothers through phone contact, personal visits and in-hospital labor support. Included in these services are prenatal care and breastfeeding information. Of the 53 births attended by Birthwell Partners, 69% of delivering mothers were breastfeeding at hospital discharge. Birthwell Partners provided three child birth classes for the Jefferson County Committee for Economic Opportunity and Aletheia House and conducted two Perinatal Health Advocate Training sessions.	From November 1, 2015 through April 30, 2016, Birthwell 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 Birthwell 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. Birthwell Partners provided seven child birth classes for the Jefferson County Committee for Economic Opportunity's Early Head Start Program. Birthwell Partners conducted one Perinatal Health Advocate Training session in April for community health workers.
Secure funding to conduct marketing campaigns to inform families about pregnancy complication warning signs, infant death risks (sleep recommendations) and actions to reduce infant mortality	Number of Applications/Request for Proposals submitted and funded	Ongoing through November 2019	Birmingham Healthy Start Plus. Inc.	Birmingham Healthy Start Plus. Inc. has not secured additional funding for the marketing campaign to date; however, community awareness and participatory activities continue.	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.
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	The Jefferson County WIC Program continues to educate participants on the benefits of breastfeeding. During the past year, 59.51% of infants enrolled in the Jefferson County WIC program initiated breastfeeding. At latest report, 14.72% of infants in the Jefferson County WIC program continue to breastfeed. The Peer Breastfeeding Counselor provided services through June 2015. Additionally, the Jefferson County WIC Program provided breast pumps to Baby Cafe, Princeton Baptist Health System's breastfeeding support group, to encourage breastfeeding. The Breastfeeding Peer Counselor for the Jefferson County WIC Program completed 1,029 phone-based contacts regarding breastfeeding.	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.

Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Nurturing Mother's Program continues to meet every 1st and 3rd 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. The number of attendees varies, but the program has a specific outreach to African American women.
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	The Mother's Milk Bank of Alabama opened its human milk pasteurization lab in September 2015 and continues to collect human breastmilk. Training on pasteurization was completed in September 2015 and distribution of pasteurized milk is expected to begin in late 2015. During the year, the Mother's Milk Bank of Alabama collected 12,000 ounces of breastmilk and registered 48 milk donors from across the state of Alabama.	Between January 1 and April 30, 2016, the Mother's Milk Bank of Alabama (MMBAL) collected 127,000 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.
Strategy 3. Increase the percentage of Jefferson County residents reporting hypertension by 5% from 37.9% to 39.8% by November 2019 to better reflect actual disease prevalence.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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, Racial and Ethnic Approaches to Community Health (REACH)	UAB's HealthSmart provides ongoing health screenings, onsite exercise and walking programs and nutrition education. The HealthSmart program provided blood pressure screening for 350 unique individuals. The Jefferson County Department of Health provided blood pressure screening at its four health clinic locations during the first week of April 2015 and made referrals for follow-up evaluation, as indicated.	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.

Strategy 4. Decrease the disparity in Diabetes mortality between the black and white populations by 5% from 24.9 to 23.7 per 100,000 population by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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, 16th Street Baptist Church, Christ Health Center	The Jefferson County Department of Health and Christ Health Center continue to identify individuals with Pre-Diabetes and offer group classes aimed at achieving weight reduction through nutritional changes and exercise to reduce the risk of progression from Pre-Diabetes to Diabetes. UAB's HealthSmart continues to provide on-site exercise programs and nutritional counseling, as well as community-based walking programs for community residents in part to reduce the progression of disease from Pre-Diabetes to Diabetes. The Birmingham Parks and Recreation Department sponsored programs to encourage walking in city facilities.	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.
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)	UAB's HealthSmart provides diabetes screenings and onsite exercise and walking programs and nutrition education. The Jefferson County Department of Health continues to provide High Risk Diabetes Clinics at three health centers on a weekly basis for its patients; this clinic provides patients with self-management strategies. The Alabama Quality Assurance Foundation offers a Diabetes self-management program, Everybody with Diabetes Counts, within Jefferson County and throughout Alabama.	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 Collaborative's Diabetes Program achieved between a 2.6% and 2.8 % reduction in A1c.
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)	May 2015 - October 2015	November 2015 - April 2016
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	The UAB School of Public Health developed a comprehensive needs assessment survey for the Lesbian, Bisexual, Gay, Transgender and Queer (LBGTQ) population. This survey has been distributed throughout the community, and data collection continues.	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 (LBGTQ) population. Results from the needs assessment have been published in "Living LBGTQ in Central Alabama: Priorities for Action."
Convene a group of community leaders to discuss a health navigator strategy	Meeting Minutes	November 2015	United Way of Central Alabama, Jefferson County Department of Health	The United Way of Central Alabama continues to convene the Latino Interest Network bi-monthly, but the group is not pursuing a health navigator strategy at this time.	The United Way of Central Alabama continues to convene the Latino Interest Network bi-monthly, but the group is not pursuing a health navigator strategy at this time. The group serves as a platform for sharing information and ideas.

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

Goal 1. Reduce the percentage of Jefferson County residents who are obese based on the Centers for Disease Control and Prevention's Body Mass Index definition of 30.0 or greater for adults and 95th percentile or greater for children:

A. Decrease the percentage of obese Jefferson County adults from 34.8 to 33.0% by November 1, 2019

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target
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
Jefferson County Department of Health Oral Health Screening Data: Child Obesity Rate	21.2% of Jefferson County children are obese		20.1% of Jefferson County children are obese

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	CATCH has been implemented in all YMCA of Greater Birmingham afterschool programs (9) and day camps (11). The YMCA hosted CATCH training on May 8, 2015 for its summer camp staff.	Completed
	Annual parent evaluations of Day Camp and Afterschool programming	Beginning May 2015	YMCA of Greater Birmingham	2015 parent evaluations of the YMCA of Greater Birmingham's Afterschool Academies and Day Camps have been completed.	2016 parent evaluations of the YMCA of Greater Birmingham's Afterschool Academies and Day Camps will be completed in August 2016.
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. Discover CATCH was implemented in three community-based preschools during the 2014-2015 school year and three additional preschool sites and one Jefferson County Committee for Economic Opportunity preschool site during the 2015-2016 school year. The (Levite Jewish Community Center) LJCC's CATCH Train-the-Trainer staff are potentially available to provide CATCH curriculum training in additional community sites.	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.

Strategy 1. Increase the availability and access to nutrition education by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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, YMCA of Greater Birmingham, REV Birmingham, Alabama Cooperative Extension Service	REV Birmingham and AARP completed a Farm Fresh Toolkit; however, this Toolkit has not been launched within the community. AARP provided two targeted mailers to senior citizens in the East Lake and Norwood communities regarding the Double Bucks program for SNAP recipients. Additionally, AARP completed healthy cooking demonstrations at the East Lake Farmer's Market during the 2015 market season. The Alabama Cooperative Extension Service and AARP developed plans to provide evidence-based nutritional programming for senior citizens during the upcoming year.	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, Be Active 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.
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	YMCA of Greater Birmingham purchased the CATCH curriculum and physical activity equipment for community-based afterschool programs. CATCH Trainers have been identified, and training dates are being established by the YMCA of Greater Birmingham. The A. G. Gaston Boys and Girls Club's CATCH training was held October 22, 2015. The Levite Jewish Community Center has CATCH Train-the-Trainers potentially available for educating other entities on implementation of the CATCH curriculum.	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.

Strategy 2. Increase access to healthy food by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Offer technical assistance on healthy snack distribution systems for 501 c3 childcare programs	Number of agencies receiving technical assistance on healthy snack distribution	June 2016	United Way of Central Alabama, Community Food Bank of Central Alabama, Community Foundation of Greater Birmingham, Alabama State Department of Education	The United Way of Central Alabama and the Community Food Bank of Central Alabama are developing plans to provide technical assistance for snack distribution to 501 c3 childcare programs including the program at New Rising Star Missionary Baptist Church. The Alabama Department of Education provides technical assistance on healthy snack distribution to interested 501c3 childcare programs.	Completed. The Levite Jewish Community Center's (LJCC) nutrition training for childcare centers included information about cost effective ways to purchase healthy snacks. New Rising Star (NRS) Baptist Church received funding from the United Way of Central Alabama and the Community Foundation of Greater Birmingham to distribute healthy snacks to school children age seven and older through five eastern area libraries. NRS sources snacks from the Community Food Bank of Central Alabama to Central, East Lake, North Avondale, Woodlawn and Inglenook libraries twice a week. The United Way of Central Alabama and the Community Food Bank are funding several after school and summer feeding sites in Jefferson County. The Alabama Department of Education continues to provide technical assistance on healthy snack distribution to interested 501c3 childcare programs.
Explore funding opportunities to sustain and increase the scope of healthy snack distribution systems for 501 c3 childcare 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	YMCA of Greater Birmingham, Community Food Bank of Central Alabama	The Community Food Bank (CFB) provided Healthy Eating and Physical Activity (HEPA) and Food Service Program (FSP) compliant snacks to select Summer Adventures in Learning (SAIL) participants during summer 2015. The CFB did not receive funding to continue sourcing snacks meeting HEPA Standards and FSP Guidelines beyond summer 2015. However, the CFB continues to provide snacks which may or may not meet HEPA Standards/FSP Guidelines to partner 501 c3 childcare programs. The CFB is seeking funding opportunities to continue the healthy snack distribution system with interested SAIL partners for the 2016 summer camp season.	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.
Promote the adoption of Healthy Meeting Guidelines	Number of entities adopting Healthy Meeting Guidelines	November 2015	YMCA of Greater Birmingham	The YMCA of Greater Birmingham has fully adopted Healthy Meeting Guidelines for its facilities and programs.	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.

Strategy 2. Increase access to healthy food by November 2019. (continued)

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The YMCA of Greater Birmingham achieved the goal of having 50% of its vending machines meeting the Healthy Choice Standard ahead of schedule. The next steps include replacing additional vending items with healthier options and placing Healthy Choice signage on appropriate items within vending machines.	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.

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
Behavioral Risk Factor Surveillance Survey: Physical Activity	66.6% of Jefferson County adults report physical activity		70% of Jefferson County adults report physical activity

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Goodwin, Mills and Cawood will assess sidewalks for Americans with Disabilities Act (ADA) compliance and provide recommendations to the City of Birmingham for sidewalk improvements and additions. Sidewalk Assessment data and improvement recommendations will be added to the Birmingham Master Sidewalk Plan. The City of Birmingham received a \$750,000 multi-year grant for completing the Sidewalk Assessment and providing improvement recommendations. Although no new sidewalks will be constructed or existing sidewalks improved as a part of this grant funding, an Operation and Maintenance Improvement Plan for existing sidewalks, including opportunities for making these sidewalks ADA compliant, will be developed.	Goodwin, Mills and Cawood continue the sidewalk assessment in the City of Birmingham for compliance with the Americans for Disabilities Act (ADA). All sidewalks in Birmingham are being mapped using Geographic Information System (GIS) software. Goodwin, Mills and Cawood expect to complete the Birmingham's Sidewalk Inventory by Fall 2016.
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	The City of Birmingham hosts monthly Walks with the Mayor on the Red Rock Ridge and Valley Trail System, and the Birmingham Parks and Recreation Division offers a Fitness Challenge Bootcamp at Legion Field. The Healthy Birmingham Taskforce continues to support health-focused events for the City of Birmingham. UAB's Minority Health Research Center's WALK Feel Alive program provides walking opportunities in numerous communities in Jefferson County and throughout Alabama.	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.
Develop and implement a Trails Prescription Program to increase physical activity	Number of neighborhoods with identifiable walking routes Number of providers educated on the Trails Prescription Program	September 2017	Freshwater Land Trust, Jefferson County Department of Health, Racial and Ethnic Approaches to Community Health (REACH)	The Fresh Water Land Trust used REACH funding to conduct a baseline assessment of 125 parks and trails in Birmingham and surrounding areas to develop the Parks Prescription Toolkit. In the coming months, the baseline data on parks and trails will be finalized. Initial meetings were held in August and September 2015 with key partners to develop implementation plans for the Trails Prescription Program.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Increase awareness and utilization of new trails and sidewalks	Number of awareness campaigns Number of trail users	Ongoing through November 2019	Freshwater Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Safe Routes to School of Central Alabama, Racial and Ethnic Approaches to Community Health (REACH)	The Freshwater Land Trust (FWLT) launched a website, www.walkbham.com, providing downloadable walk cards for East Lake and Downtown Birmingham produced as part of the Walk B'ham campaign. Black People Run Bike and Swim (BPRBS) hosts weekly bike rides in the western area and at Phillips Academy. Over 500 individuals participated in the September 30, 2015 Ride United event hosted by BPRBS. Safe Routes to School of Central Alabama conducted 61 events to increase awareness and use of new trails and sidewalks, including walks, community events, school events, and Bicycle Rodeos since January 2015 reaching over 5,000 individuals.	The High Ore Line Trail, part of the Red Rock Ridge and Valley Trail System, 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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Provide technical assistance and education around Physical Activity Break Policies and programming in schools	Number of school districts achieving the physical activity requirements mandated by the Alabama Department of Education	Ongoing through November 2019	Lakeshore Foundation, YMCA of Greater Birmingham, Alliance for a Healthier Generation, Alabama Department of Education, Alabama Department of Public Health	The Alabama Department of Public Health and partners launched the Get Moving Alabama program with a media campaign and website with resources. This program features initiatives to increase physical activity in schools. The YMCA of Greater Birmingham held a Healthy Kids Day in April 2015. The Alliance for a Healthier Generation launched the Champions for Healthy Active Schools program in the Jefferson County, Homewood, Hoover and Leeds school districts. The Birmingham City School District is currently receiving training on the Champions for Healthy Active Schools program.	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.

Strategy 3. Create a resource directory of places to participate in physical activity at no or low cost by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Racial and Ethnic Approaches to Community Health (REACH) website launched on October 14, 2015 and includes locations for no and low cost physical activity in targeted communities within the City of Birmingham.	Completed
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	Two walking cards were created. The walking cards are available for download on www.walkbham.com.	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.

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
Jefferson County Department of Health	39.1% 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

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The City of Homewood was identified as a priority community for smoke-free education. A rapid assessment of Homewood has been completed. The Tobacco Free Taskforce will identify another municipality, possibly Irondale or Mountain Brook, for assessment in 2015-2016.	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.

Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Develop a smoke-free campaign plan for each priority community	Campaign plan	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association, Safe and Healthy Homewood Coalition	The Hoover Smoke-free Campaign transitioned from a community engagement approach to targeted communications with elected officials and community leaders. The Homewood Smoke-free Campaign is led by the Safe and Healthy Homewood Coalition and includes members from the Tobacco Free Taskforce and community residents. A subcommittee from the Safe and Healthy Homewood Coalition conducted one-to-one meetings with Homewood City Council members.	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.
Educate the general public and community leaders about the dangers of secondhand smoke	Number of presentations on the dangers of secondhand smoke Number of letters of support Number of community leader interviews Earned/paid media efforts Smoke-free campaign Facebook likes	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association	The Tobacco Free Taskforce engaged community leaders in Hoover and Homewood on an individual basis. Hoover elected officials have received information regarding the benefits of smoke-free policies. Hoover and Homewood Smoke-free campaigns utilized Facebook to educate the community. Two fact sheets have been distributed by the Homewood Smoke-free Campaign to parents of children in the Homewood City School System reaching 1,100 individuals. Letters of support for the Homewood Smoke-free Campaign have been solicited, but the Hoover Smoke-free Campaign has not received additional letters of support. The number of Facebook likes for the Hoover Smoke-free Campaign page is 750 and 245 for Homewood Smoke-free Campaign.	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.

Strategy 2. By November 2019, a minimum of one public or nonprofit rent-restricted multi-housing agency in Jefferson County will adopt smoke-free policies restricting smoking in individual units, including balconies, patios and common areas.				<p>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.</p>	
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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. Alabama Department of Public Health completed an assessment of smoke-free and tobacco-free policies within Jefferson County's multi-unit housing developments in October 2015.	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.
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	More specific work plans for this tactic are under development for an initial implementation date of April 2016.	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.

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		
Behavioral Risk Factor Surveillance Survey: Adult Smoking Status	20% of adult residents report smoking in 2012		18% of adult residents report smoking		
Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Increase community and healthcare provider awareness of resources linking residents to tobacco use cessation support, including the Jefferson County Department of Health's Tobacco Use Cessation Program	Number of inquires regarding Jefferson County Department of Health's Tobacco Cessation Program Media campaign documentation: number of billboards, radio spots and ads, etc. Number of calls to the Alabama Tobacco Quitline from Jefferson County	July 2015 and ongoing	Jefferson County Department of Health, American Lung Association, Alabama Department of Public Health	Jefferson County Department of Health (JCDH) continues its initiative to provide smoking cessation services. JCDH's Adult Health and Family Planning Clinic physicians and nurse practitioners completed Certified Tobacco Treatment Specialist Training in June 2015. A revised protocol for the Tobacco Cessation Clinic has been developed. Additional training for JCDH's clinical personnel on tobacco usage and cessation support strategies will be completed by December 31, 2015. The revised Tobacco Cessation Clinic Protocol will initially be launched with JCDH's Adult Health and Family Planning Clinic patients and expand to parents of JCDH's Pediatric Clinic patients. Based on capacity, the Tobacco Cessation Program will be offered to additional community members. The Alabama Tobacco Quitline provides tobacco cessation support and up to eight weeks of the nicotine replacement therapy at no cost to the participant. The American Lung Association (ALA) provides tobacco cessation programming through the Freedom From Smoking Program and National Helpline referrals. There have been no Freedom From Smoking classes offered to date due to lack of resources. ALA will offer Freedom From Smoking Facilitator Training by December 31, 2015. The Alabama Department of Public Health disseminated CDC-developed advertisements regarding the health impacts of tobacco use and the Alabama Tobacco Quitline.	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.
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	Jefferson County Department of Health will launch its revised Tobacco Cessation Clinic in early 2016.	The revised JCDH Tobacco Cessation Clinic is operational and available to parents of Jefferson County Department of Health pediatric patients.
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	Jefferson County Department of Health is developing content for a webpage within its website regarding tobacco use cessation and resources. The Birmingham Tobacco Treatment Specialist Group meets monthly to discuss tobacco cessation issues and resources in Jefferson County.	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 .

Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015. (continued)

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Alabama Department of Public Health provides earned, and if funded, paid media, to promote the Alabama Tobacco Quitline. The Jefferson County Department of Health provides information regarding the Alabama Tobacco Quitline via its website, www.jcdh.org, displays in health centers, and one-to-one communication with clients. A total of 892 calls were placed to the Alabama Tobacco Quitline from November 1, 2014 through October 31, 2015 from Jefferson County residents.	A total of 469 calls were placed to the Alabama Tobacco Quitline from January 1, 2016 through April 30, 2016 from Jefferson County residents.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Educate community members and legislators on the benefits of a \$1.25 per pack increase on cigarette taxes with equalization for other tobacco products	Legislative priority document Distribution of factsheet Adult Tobacco Survey data	Ongoing through November 2019	American Lung Association	The Alabama State Legislature approved a \$0.25 tax increase on tobacco products on September 15, 2015 for implementation on October 1, 2015.	The Alabama State Legislature did not consider increasing the tobacco tax during the 2016 legislative season.

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	
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	

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Wellness policies were developed by various school districts. Additional work is ongoing to add the physical activity component to these School Wellness Policies. The Alliance for a Healthier Generation developed a checklist for use in policy development. Training has been provided for select schools on the School Health Index, Comprehensive Physical Activity Programs, and Physical Activity Leadership. The Jefferson County School District is the next school system slated to receive technical assistance in school wellness. The Mountain Brook and Trussville City School Districts are receiving technical assistance for developing a comprehensive wellness policy.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Provide technical assistance and education on Healthy Eating and Physical Activity (HEPA) Standards to other community-based afterschool sites	Number of afterschool care programs trained in Healthy Eating and Physical Activity (HEPA) Standards	November 2017	YMCA of Greater Birmingham	The YMCA of Greater Birmingham adopted Healthy Eating and Physical Activity (HEPA) Standards at its nine afterschool program sites.	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.
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	None of the Healthy Eating and Physical Activity (HEPA) trained community-based childcare centers had adopted HEPA Standards as of September 30, 2015.	Technical support for community-based childcare centers for implementing Healthy Eating and Physical Activity Standards is anticipated 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
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
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
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
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
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
Department of Parks and Recreation: Number of Parks	Number of Parks from the Park and Recreation Trail Master Plan		To be determined by availability of funding
Public Works: Number of miles of sidewalks	Number of miles of sidewalks from the Sidewalk Inventory		To be determined by availability of funding

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Three educational campaigns have been initiated. Black People Run Bike and Swim implemented two awareness campaigns for new facilities within western area neighborhoods and one for the Civil Rights Trail. The Parks Prescription Program, which remains in the developmental stages, will provide education regarding new parks and trails in Jefferson County. The Jefferson County Department of Health initiated an ongoing awareness campaign regarding the High Ore Line Trail currently under construction.	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.
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	Two walking cards are developed, one each for Downtown Birmingham and East Lake. The Walk B'ham Cards are available through the Fresh Water Land Trust. A website, walkbham.com, features the walk cards available for downloading. A phone application for the walk cards is under consideration.	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.
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	Red Rock Tuesday segments on Good Day Alabama promote the use of trails in Jefferson County. The following communities and trails have been featured since April 2015: Brookside on June 2, 2015, Norwood on July 14, 2015, the Rotary Trail and Jones Valley Corridor on September 1, 2015 and the Kingston Community on October 6, 2015.	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.

Strategy 2. Increase Jefferson County resident awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The 311 phone line received 15,252 calls between May 1, 2015 and October 2, 2015. A public portal website will launch by December 2015 to promote customer service. Birmingham residents will be able to use the portal to create an account, enter service requests and track request follow-up. The smartphone application has been downloaded over 900 times since its November 2014 launch.	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.
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	Forty projects have been identified through the Jefferson County Website pursuant to roads and transportation in Jefferson County. The Jefferson County Roads and Transportation Division received 586 calls between May 1, 2015 and September 30, 2015.	The Jefferson County Roads and Transportation Division responded to 384 calls related to road maintenance from November 1, 2015 through April 30, 2016.
Strategy 3. Birmingham City to Submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	An Advisory Group for STAR was formed in June 2014 and included organizations from the Livable Communities Priority Group.	Completed
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	Data for the STAR application was submitted in December 2014.	Completed
Receive score from STAR and Potential STAR status	STAR Score STAR Status	February 2015	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Birmingham's STAR rating of three out of five provides a benchmark for assessing the impact of ongoing and future work to improve Birmingham's sustainability.	Completed
Establish a sustainability commission in support of the City of Birmingham's participation in the STAR program	Commission charter and proceedings	January 2017	City of Birmingham, SUSTAIN	The City of Birmingham's Sustainability Commission has been established to create a vibrant community by proposing measurable solutions to increase the livability and environmental soundness of Birmingham. The City of Birmingham will be accepting applications in February 2016 for membership on the Sustainability Commission.	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.

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
Number of Birmingham Jefferson County Transit Authority (BJCTA) rides	3.2 million rides		Increase number of rides by 5% to 3,360,000
Number of Bike Share stations	None Currently	20 Bike Share stations by Fall 2015	40 Bike Share stations by June 2016
Number of Bike Share bikes	None Currently	200 Bike Share bikes by Fall 2015	400 Bike Share bikes by June 2016

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Implement educational campaigns to inform residents on where and how to purchase MAX tickets	Number of campaigns Number of bus tickets sold Ridership (3.2 million annually)	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority	MAX continues to inform county residents of services available through community venues and events. A branding initiative is ongoing for MAX. Current annual ridership is 3,149,944.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Not applicable	Completed
Secure operational funding for the Zyp Bike Share program	Sponsorship secured	December 2014	REV Bike Share, LLC	Funding for the Bike Share Program has been identified for the next five years. Identified sponsors were announced on May 1, 2015, along with the branding of the Bike Share Program as Zyp.	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.

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)	May 2015 - October 2015	November 2015 - April 2016
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	The Birmingham City Council approved the franchise Right-of-Way agreement for the Zyp Bike Share Program in June 2015. Station locations have been finalized with the City of Birmingham's Planning, Engineering and Permits Department. Sites for the program were selected using a specific methodology and public input from the feasibility study process.	Completed
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	Zyp conducted educational outreach events including those with the Community Foundation of Greater Birmingham, the Birmingham Business Alliance, the Sidewalk Film Festival and several corporations. Zyp has an active social media presence with more than 1,500 followers on Facebook (Zyp Bike Share - Birmingham), Twitter and Instagram (both @Zypbhm). Zyp's official website, www.zypbikeshare.com, launched in August 2015 along with the Shyfters campaign that enrolled over 100 early adopters. Annual Zyp memberships are available for purchase via the website; several hundred individuals purchased Zyp annual memberships in advance of the official launch on October 14, 2015.	Public awareness and education campaigns for Zyp Bike Share have been 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 residents to bike to work. Beginning in March 2016, monthly free bike safety classes have been initiated at various parks throughout Birmingham. In 2016, Zyp launched the "Access for All" program to make the Zyp Bikeshare program easier and more affordable for low income residents. The Zyp BikeShare application allows individuals to enroll as members through the application. 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 also 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.
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	The Zyp program officially launched on October 14, 2015 with 300 bikes and 30 docking stations.	Completed
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	Continued expansion of Zyp is planned for spring 2016 with the addition of 100 bikes and ten docking stations. Global Positioning System (GPS) data will assess the most utilized routes and inform the location of bike lanes.	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.

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)	May 2015 - October 2015	November 2015 - April 2016
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	Initiation of operational data began on October 14, 2015. Currently, eight full time equivalent and one part time equivalent positions are solely dedicated to Zyp.	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.
Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) MAX bus on time performance and ClasTran accessibility beginning November 2014.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	\$1.2 million in Congestion Mitigation and Air Quality Improvement Program (CMAQ) funding was received by the Birmingham Jefferson County Transit Authority (BJTCA) for buses, and \$3 million in matched Federal funds were allocated to ClasTran in June 2015. The MAX fleet is replaced as needed. Nineteen vans were purchased for the ClasTran program in September 2015.	Between November 2015 and April 2016, BJCTA purchased six buses, and ClasTran purchased seven minivans.
Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance	Number of road calls Mileage until breakdown [Industry average is 3,500 miles to breakdown; BJCTA is currently experiencing breakdown at 15,000 miles]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	From November 1, 2014 through September 2015, the BJCTA received 543 road calls.	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.
Reduce headway on bus routes	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority, Municipalities	The current fleet of 78 MAX buses service 38 bus routes.	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.
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	Funding in the amount of five million dollars has been secured for the creation of a Downtown Birmingham Transit Route on 18th Street in Birmingham. This route will connect the Birmingham Jefferson Civic Center to 5 Points South and is slated for completion in 2018. This route will provide the backbone for future transit expansion and will be designed to attract a variety of riders. A rapid transit route between the CrossPlex and Eastlake/Roebuck following the Highway 11 corridor is in the planning phase and anticipated to be completed by 2021.	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.
Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	The average on-time performance from November 1, 2014 to October 31, 2014 was 93.4%.	No update received as of June 27, 2016.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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)	Planning is ongoing for a rapid transit route connecting the CrossPlex to the Eastlake/Roebuck area. Funding in the amount of five million dollars has been allocated for the Downtown Birmingham Transit Route along 18th Street Birmingham connecting the Birmingham Jefferson Convention Center to 5 Points South.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The October 1, 2015 Sustainable Cities Symposium included a panel discussion on regional transit featuring representatives from MAX/BJCTA, the City of Birmingham, IBM, Nelson Byrd Wotz Landscape Architects and DATAFEST.	Completed

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

Data source	Baseline Status	Short-Term Target	Long-Term Target
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
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
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

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Educate community residents regarding the benefits of Complete Streets Policies	Educational campaigns	Ongoing through November 2019	AARP	Conservation Alabama does not have the funding or capacity to continue work toward Complete Streets Policies for the foreseeable future. AARP will resume Complete Streets education activities in 2016.	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.
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	Conservation Alabama does not have the funding or capacity to commit to working on Complete Streets Policies for the foreseeable future. AARP will resume Complete Street education activities in 2016.	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.
Communicate Complete Street Policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	AARP	Conservation Alabama does not have the funding or capacity to continue working towards Complete Streets Policies for the foreseeable future.	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.
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	The Regional Planning Commission of Greater Birmingham's Active Transportation Plan contains design guidance for Complete Streets. The Active Transportation Plan is under revision and will include a Complete Streets Policy component. This component will be expanded into a separate Design Guide.	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.

Strategy 1. Adopt Complete Streets policies and design by November 2019. (continued)

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Provide technical assistance for municipalities adopting Complete Streets Policies	Number of technical assistance requests and responses	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	The Regional Planning Commission of Greater Birmingham is collaborating with the cities of Hoover and Bessemer to develop Bike and Pedestrian Plans, which include Complete Streets Policies. Many cities across Jefferson County are developing bike/pedestrian plans (Hoover is developing a plan, Homewood, Vestavia and other municipalities currently have bike/pedestrian plans)	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.

Strategy 2. Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Funding has been secured for Birmingham's Mode Priority Street Plan. Its scope of work has been approved by the City of Birmingham; however, the scope of work is pending approval from the Alabama Department of Transportation (ALDOT).	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.

Strategy 3. Promote healthy infrastructure policies through November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Complete an evaluation of storm water impact on Village Creek	Creek samples Flow data	January 2016	City of Birmingham Storm Water Administrator	The Village Creek Watershed Master Plan, including a storm water impact evaluation, is in draft form and will be completed by January 2016.	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.
Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning, Engineering and Permits	Birmingham's Zoning Ordinance revisions were approved September 16, 2015. Areas with approved Framework Plans will implement zoning changes over the next three years.	Completed

Strategy 3. Promote healthy infrastructure policies through November 2019 (continued).

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Birmingham's Zoning Ordinance revisions were approved on September 16, 2015. Areas with approved Framework Plans will implement zoning changes over the next three years.	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.
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	The Jefferson County Department of Health executed a contract to assess the impact of the High Ore Line Trail linking Western Health Center to Red Mountain Park on the physical activity of residents in the Midfield area.	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.
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	Representative from the Jefferson County Department of Health (JCDH) met with City of Birmingham representatives on July 15, 2015 and July 24, 2015 regarding zoning issues that may impact health. JCDH will provide consultation on health impacts for zoning decisions and zoning modifications for municipalities within Jefferson County. JCDH representatives participated in Framework Plan discussions, which included the adoption of Birmingham's revised Zoning Ordinances.	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.
Implement the Municipal Separate Storm Water Sewer Systems (MS4) storm water permits for all municipalities in Jefferson County	Number of MS4 permits	Ongoing through November 2019	Environmental Protection Agency, Alabama Department of Environmental Management, Jefferson County Department of Health, Municipalities	The Alabama Department of Environmental Management (ADEM) will issue new MS4 permits in 2016; none will be issued in 2015.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Sixteen municipalities have a completed Comprehensive Plan or Community Plan. Irondale is developing its Comprehensive Plan. Regionally, an average of two municipalities complete a new Comprehensive Plan each year.	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.

Strategy 5. Adopt shared use agreements through November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Provide technical assistance for facilities interested in adopting Shared Use Agreements	Number of facilities with Shared Use Agreements	Ongoing through November 2019	Children's Policy Council	The Children's Policy Council is undergoing a leadership transition and has not finalized its work plan at this time.	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.

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

Data source	Baseline Status	Short-Term Target	Long-Term Target	
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%	
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%	
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%	
Jefferson Tax Assessor: Number of tax delinquent properties	29,159 delinquent residential and commercial properties		27,6701 delinquent residential and commercial properties or less	

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Two additional Framework Plan areas have been developed: Southwest Birmingham and Northeast Birmingham.	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.
Implement the RISE initiative, including the Preserving the Wealth of Communities Campaign in the City of Birmingham	Number of properties cleared through the Land Bank Authority Number of properties with alleviated code violations Number of condemned properties demolished Number of wills established	Ongoing through November 2019	Birmingham Land Bank Authority, City of Birmingham, Habitat for Humanity	The City of Birmingham allocated \$3.5 million to demolish 350 properties by spring 2016. The Birmingham Land Bank Authority and Habitat for Humanity received \$25 million to remove blighted structures from across Alabama by December 2016. Efforts are ongoing to provide clear titles for properties cleared of blight. Legal approval has been attained to achieve this goal, and the first set of titles are expected to be cleared by December 2015. 1,500 wills have been created through the RISE Initiative to support the prevention of future blight and tax delinquent properties.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Birmingham's Property Maintenance Code is being updated to enable better Code enforcement and support the reduction of blighted structures. Enforcement of existing Property Maintenance Codes has begun through community courts which are municipal courts conducted within neighborhoods. Fines of up to \$500 per violation and jail time can be levied for Property Maintenance Code violation. A Pre-trial Diversion process assists property owners avoid fines and jail time. The City of Birmingham is incentivizing private sector investment in property maintenance and attempting to ensure property maintenance by out-of-town property owners.	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.
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	The Side Lot Program is currently in development to enable citizens the right to attain clear titles on tax delinquent properties adjacent to the citizens' property. Persons maintaining the property can apply for a clear title after two years, if the property is maintained per the Property Maintenance Code.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Development of the Sidewalk Master Plan for Birmingham is ongoing with the most recent planning meeting occurring on October 5, 2015. The Sidewalk Inventory is complete and work on assessing sidewalk conditions initiated. The City of Birmingham was awarded a \$750,000 grant through which Goodwin, Mills and Cawood will assess the Sidewalk Inventory for Americans with Disability Act (ADA) compliance and provide recommendations for improvements to existing sidewalks and for sidewalk additions. Although no new sidewalks will be constructed or existing sidewalks improved as a part of this funding, an Operation and Maintenance Improvement Plan for existing sidewalks will be developed.	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.
Build sidewalks around bus stops	Sidewalk Inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	The creation of sidewalks around bus stops is a part of the Sidewalk Master Plan. The City of Birmingham has completed its Sidewalk Inventory.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Jefferson County municipalities with completed or in-progress Sidewalk Master Plans include Birmingham, Homewood, Hoover, Mountain Brook, Vestavia Hills and Bessemer. Hoover is targeted to have a complete Sidewalk Master Plan by 2017. Irondale will have a Sidewalk Master Plan as part of its Comprehensive Plan.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Birmingham Police Department's request for additional funding to support additional park rangers was not approved. The Birmingham Police Department provides courtesy drive bys at high traffic parks.	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.
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	Black People Run Bike and Swim conducted five on-air, educational media sessions and held twelve weekly meetings related to community safety. Birmingham's 311 educational campaign is geared for non-emergency maintenance requests. A Birmingham City public portal website will launch by December 2015 to promote customer service. Birmingham residents will be able to use the portal to create an account to enter service requests and track follow-up.	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.
Establish school zone signage in public spaces	Number of signs	November 2017	Safe Routes to School, City of Birmingham	Safe Routes to School produced safe walking maps for City of Birmingham elementary schools. Current signage for the Safe Routes to School Program is available in English only. The City of Birmingham continues to identify signage permissible through the Federal Highway Agency.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Currently, the City Action Partnership patrols five parks within Birmingham. Patrolling of Birmingham's Parkside area is under consideration.	The City Action Partnership (CAP) has expanded patrols to include the Rotary Trail. CAP does not patrol the Parkside area at this time.
Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim	Eight complaints were received by Black People Run Bike Swim and reported to the City of Birmingham.	No additional data received as of June 27, 2016.
Discourage unpermitted food vendors in public spaces by providing designated processes for permitting food vendors	Number of complaints received by the Jefferson County Department of Health regarding unpermitted food vendors	Ongoing through November 2019	Jefferson County Department of Health, Birmingham Police, City of Birmingham	The Jefferson County Department of Health received and managed 27 complaints regarding unpermitted food vendors since November 1, 2014.	The Jefferson County Department of Health received and managed 17 complaints regarding unpermitted food vendors from December 1, 2015 through April 30, 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
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
Jefferson County Department of Health: Annual Disease Surveillance Summary	Published October 2014	Update and republish August 2015	Update and republish annually through 2019
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

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The updated <u>Community Health Status Assessment</u> is not due until August 2016; however, the supporting files are continuously updated.	The target date for the updated <u>Community Health Status Assessment</u> is August 2016; however, the supporting files are continuously updated.
Produce an Annual Disease Surveillance Summary for Jefferson County	Documentation of distribution to community stakeholders	Annually beginning December 2015	Jefferson County Department of Health, UAB School of Public Health	The Annual Disease Surveillance Summary remains in development; publication is expected by the end of 2015.	The Annual Disease Surveillance Summary is being revamped to increase relevancy for end-users and is expected to be published by August 31, 2016.
Communicate nonprofit hospitals' Community Health Needs Assessments and annual updates	Publication date on hospital's website	Ongoing through November 2019	Local non-profit hospitals	Jefferson County non-profit hospitals have up-to-date Community Health Needs Assessments available through each hospital's website. Children's of Alabama will release its next Community Health Needs Assessment Annual Report in December 2016.	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.

Strategy 1. Increase the communication of results from health monitoring activities by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Create a subcommittee to develop a summary report of non-profit hospital's Community Health Needs Assessments and key indicators for residents and stakeholders	Summary Report publication dates	Beginning in 2017	Jefferson County Department of Health, Gulf States Health Policy Center	This tactic is not slated for implementation until 2017.	This tactic 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)	May 2015 - October 2015	November 2015 - April 2016
Educate the Local Public Health System about the need for consideration of health monitoring assessments in the development of policies	Number of education sessions provided Number of Local Public Health System representatives reached	January 2018	Gulf States Health Policy Center's Birmingham Area Coalition, Jefferson County Department of Health	The Gulf States Health Policy Center's Birmingham Area Coalition identified school wellness and active transportation policies as target policies. Education of the Local Public Health System and other decision makers is a key component of this work. A policy scan has been conducted related to these topics.	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.
Provide relevant health-related data to local leaders for consideration in proposed policy issues	Number of requests for health-related data to support policy initiatives Documentation of submission of data to Local Public Health System representatives Minutes from policy development meetings Number of policies where health impact was considered during deliberation	November 2014 and ongoing [Baseline to be established by October 2015 with annual reassessment]	Gulf States Health Policy Center's Birmingham Area Coalition, Health Action Partnership of Jefferson County, Jefferson County Department of Health	The Jefferson County Department of Health (JCDH) supplied life expectancy data for the City of Birmingham's Planning Commission. The life expectancy data was used in conjunction with food desert data to support the determination of the geographic need for increased food access. JCDH also received a request from the Jefferson County Medical Society for data to inform decisions about tertiary care needs within Jefferson County. JCDH provided the <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014 -November 2019 Work Plan</u> to the Birmingham Planning Commission for consideration of the adoption of a resolution to support the portions of the Plan relevant to the City of Birmingham. This resolution was adopted by the Birmingham Planning Commission in September 2015.	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.
Provide the Alabama Department of Public Health with current and biennial updates of Jefferson County's Community Health Status Assessment for consideration in policy development	Documentation of data submission to the Alabama Department of Public Health	November 2014 and biennially thereafter	Jefferson County Department of Health	The <u>Community Health Assessment for Jefferson County, Alabama</u> was provided to the Alabama Department of Public Health in November 2015; the first biennial update of this report is due in 2016.	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.

Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016. (continued)

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Identify and communicate available resources related to health monitoring for Local Public Health System members	Documentation of the communication of resources to the Local Public Health System Documents produced and distributed	January 2016 and ongoing	Jefferson County Department of Health, Alabama Health Literacy Coalition	The <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014 -November 2019</u> and its companion <u>Work Plan</u> contain information regarding health monitoring resources. These documents were distributed to the Local Public Health System via e-mail communication and remain accessible through the Jefferson County Department of Health's website, www.jcdh.org . Annual updates to the <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014- November 2019 Work Plan</u> will be published on the Jefferson County Department of Health's website.	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.

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	
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	
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	
Alabama Board of Nursing: Ratio of Nurse Practitioners to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and nurse practitioners	Nurse Practitioners to Population Ratio is 1:732 The Alabama Board of Medical Examiners will provide the number of Collaborative Practice Agreements for Nurse Practitioners by March 1, 2015 following the current relicensing cycle		Decrease the ratio of Nurse Practitioners to population by 5% to 1:695; increase the number of Nurse Practitioner Collaborative Practice Agreements by 10%	
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 provide 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%	
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%	

Strategy 1. Close the coverage gap in Alabama's Medicaid Program by advocating for increased participation and access to care.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	There has been and continues to be positive momentum with the Governor's Office around closing the Medicaid coverage gap. The primary task currently is outlining a plan delineating how Medicaid expansion will be funded as it relates to the State's funding share.	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.

Strategy 1. Close the coverage gap in Alabama's Medicaid Program by advocating for increased participation and access to care. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Engage Alabama placed educational billboards in five cities across Alabama, including Birmingham. The billboard campaign ended in the spring of 2015. Alabama Arise assigned two organizers to Jefferson County to conduct Listening Sessions. Between May 2015 and September 2015, fifteen Listening Sessions were conducted with agency representatives and Jefferson County residents to discuss community priorities including health and Medicaid. Alabama Arise additionally conducted numerous face-to-face meetings with State Legislators during the summer 2015 Alabama Legislative Session regarding closing the coverage gap.	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.
Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	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.	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.
Create an advocacy campaign for nurse practitioner and physician assistant constituencies	Advocacy campaign components Documentation of the distribution of advocacy materials	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	The Nurse Practitioner Alliance of Alabama continues to engage a media specialist to increase the organization's membership base and to network with physician assistants and other health professionals. The Alabama Society of Physician Assistants relies on its national organization, the American Academy of Physician Assistants, to advocate for policies on the national and regional level.	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.
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	Legislative changes have increased the ability of nurse practitioners to prescribe Schedule II medications with the same permissions as physician assistants in the State of Alabama. In August 2015, rules were changed by the Alabama Board of Medical Examiners and the Alabama Board of Nursing to decrease chart review requirements and the onsite time requirement for experienced Certified Registered Nurse Practitioners and Certified Nurse Midwives to four visits per year, two of which must be in person. The Nurse Practitioner Alliance of Alabama is focused on monitoring the recent rule changes' impact on quality.	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.

Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Alabama Pharmacy Association and partners continue to advocate with the Alabama Legislature for passage of a Pharmacist Collaborative Agreement. Language for this bill has been developed and was introduced into committee last year. The Alabama Pharmacy Association continues its advocacy for the passage of this legislation through the Governor's Healthcare Improvement Taskforce. The bill is expected to be passed in the 2016 Alabama Legislative Session.	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.
Strategy 3. Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Christ Health Center and St. Vincent's Health System engaged in planning sessions during fall 2015 for developing a strategy to increase the number of primary care and dental providers accepting Medicaid in Jefferson County.	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.
Strategy 4. Increase the provision of primary and dental health care services to underinsured and uninsured residents through the safety net system of Federally Qualified Health Care Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Jefferson County Department of Health provided data to Birmingham Health Care for its most recent Federally Qualified Health Center application and for additional sub-grant development. The Alabama Primary Care Association noted that no additional New Access Point applications had received from Jefferson County.	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.
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	The Jefferson County Department of Health educates healthcare professionals regarding the services it provides through professional residencies and academic internships.	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 JCDH Guide to Clinical Services is provided to Jefferson County residents through health events and presentations.

Strategy 4. Increase the provision of primary and dental health care services to underinsured and uninsured residents through the safety net system of Federally Qualified Health Care Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019. (continued)

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Educate Jefferson County residents regarding Jefferson County Department of Health's services and locations	Marketing materials, including Spanish language materials Jefferson County Department of Health patient volume statistics	Ongoing beginning December 2014	Jefferson County Department of Health, Hispanic Health Task Force	The Hispanic Health Task Force completed eight outreach activities including presentations on primary and specialty care services available at the Jefferson County Department of Health and the Jefferson County Lead Program. WBRC-Fox 6's Public Health Segments on Good Day Alabama inform Jefferson County residents of services provided by the Jefferson County Department of Health. Select broadcasts from the Public Health Segment on Good Day Alabama are displayed on closed circuit televisions located within Jefferson County Department of Health facilities. Additionally, the Jefferson County Department of Health provided information to the community regarding its services through the 84 health fairs and events completed since November 1, 2015.	The <u>JCDH Guide to Clinical Services</u> 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.
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	According to Enroll Alabama, the Birmingham Assisters Coalition has not completed any events since May 2015.	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.
	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	The Alabama Primary Care Association reports that 20,998 patients were served by Birmingham Health Care or Christ Health Center during 2014. The Jefferson County Department of Health provided primary health and/or dental services to 32,137 unduplicated patients in 2014.	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Enroll Alabama hosted or attended 13 events since May 2015 educating residents on health insurance enrollment options. An additional 182 Jefferson County residents have enrolled in healthcare insurance since May 2015. UAB Charity Care patients are currently evaluated for healthcare exchange insurance eligibility.	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.

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
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%
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%
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%
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

Strategy 1. Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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
Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears	Documentation of campaigns Number of educational presentations	November 2016	Alabama Breast and Cervical Cancer Early Detection Program, Jefferson County Department of Health	The Jefferson County Department of Health continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program and to provide appropriate screenings for cervical cancer.	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.

Strategy 2. Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 84.6% by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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
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	Jefferson County Department of Health continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program and to refer patients for appropriate breast cancer screening.	The Jefferson County Department of Health (JCDH) continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDEP) and to refer patients for appropriate 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, ABCCEDEP 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 ABCCEDEP program. At this time, JCDH currently is not engaged in a dedicated cervical breast detection campaign.

Strategy 3. Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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

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. (continued)

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Funding for the direct provision of Fitway® colorectal cancer screening tests ended in April 2015. The Jefferson County Department of Health and Cooper Green Mercy Health Services contracted with the Alabama Department of Public Health over the summer of 2015 as community partners in a CDC-sponsored grant entitled, "Organized Approaches to Improve Colorectal Screening." While this grant does not provide funding for colorectal screening using Fitway® kits, it does enable funding for infrastructure development to provide provider prompts for recommending colorectal screening and provides patients with educational tools such as electronic and print reminders for such screening. As part of the "Organized Approaches to Improve Colorectal Screening" grant, the Alabama Department of Public Health convened a Colorectal Cancer Medical Neighborhood comprised of representatives from Cooper Green Mercy Health Services, Rumpshaker, American Cancer Society, University of Alabama, Genetech, Birmingham Gastroenterology Associates, Jefferson County Department of Health and Alabama Department of Public Health to support improvement in colorectal cancer screening, detection and treatment. The Colorectal Cancer Medical Neighborhood held its first meeting on September 28, 2015	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.

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
County Health Rankings: Mental Health Provider to Population Ratio	One mental health provider per 1,024 population		One mental health provider per 922 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
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

Strategy 1. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Continue and expand the online Mental Health Resource Directory to include all available mental health resources within Jefferson County	Number of visits to the Mental Health Resource Directory website Number of mental health providers listed on the Mental Health Resource Directory	December 2014 and ongoing	Mental Health Goal Group	The Mental Health Resource Directory continues to be updated and accessed online with 338 providers currently listed. The website receives hits from across the state. The Crisis Center has hosted the website over the past year, but can no longer continue hosting.	The Mental Health Resource Directory continues as an on-line 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.
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	No Children's Mental Health Day events have been conducted to date in 2015 by the Mental Health Goal Group; however, an event in 2016 is currently under development. A Text, Talk Act event was conducted at UAB in October 2015 with ninety participants.	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.
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	No mental health awareness events have been conducted by the Mental Health Goal Group to date in 2015; an event is currently under development for October 2016. UAB, in conjunction with Creating Community Solutions, hosted a Text, Talk, Act event on October 5, 2015 on the UAB campus with ninety participants. Plans are under development for an additional Text, Talk, Act event in Jefferson County by December 2015.	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 Mental Health Roundtable hosted a display on mental health.

Strategy 1. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
Develop a social marketing 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, Creating Community Solutions, Mental Health Goal Group, Alabama Department of Mental Health	UAB, in conjunction with Creating Community Solutions, hosted a Text, Talk, Act event on October 5, 2015 on the UAB campus with ninety participants. Plans are under development for additional Text, Talk, Act events in Jefferson County by December 2015.	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.
Complete and publish an inventory of current resources available for those providing mental health leadership in Jefferson County	Mental Health Leadership Resource Inventory with publication date	November 2019	Mental Health Goal Group, United Way of Central Alabama, UAB School of Public Health, Alabama Department of Mental Health, Mental Health Provider Roundtable	The Mental Health Roundtable has developed an inventory of mental health providers and support services in the continuum of care. These resources are communicated through the Mental Health Roundtable e-mail distribution list.	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.
Strategy 2. Increase the capacity of community health workers and lay leaders, such as parish or church nurses, educators and PTA representatives, etc., to recognize and address mental health concerns through the provision of training programs such as Mental Health First Aid by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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 Health 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, Mental Health Goal Group; St. Vincent's Health System	St. Vincent's Health System will offer two Mental Health First Aid Training sessions to community members at no cost to participants in 2016.	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."
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	St. Vincent's Health System has completed or will complete four educational sessions including mental health resources by the December 31, 2015: one at Castlewood at the Highlands Treatment Center for Eating Disorders, a Domestic Violence Prevention Event, suicide prevention event and an event with the Addiction Prevention Coalition. A 12-week Family-to-Family Education Program sponsored by the National Alliance on Mental Illness (NAMI) Shelby and St. Vincent's Health System launched in September 14, 2015 in Jefferson County.	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.
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	The Veteran Affairs' Crisis Intervention Training Program has been provided to police departments in the Cities of Birmingham, Hoover, Vestavia Hills and Mountain Brook.	No further training sessions have been scheduled for the Birmingham Police Department.

Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	Cooper Green Mercy Health Services' Behavioral Health Clinic reopened in May 2015 and provided care to 650 patients between May and September 30, 2015.	Completed. Cooper Green Mercy Health Services' Behavioral Health Clinic continues to operate and has provided care for an additional 975 patients since November 2015.
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	The UAB Department of Psychiatry recently opened a Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Clinic with late evening sessions. The Jefferson Blount St. Clair Mental Health Authority provides evening services. Cooper Green Mercy Health Services' Behavioral Health Clinic has extended community access to mental health care and offers evening sessions.	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 Schools. Center Point Primary Care Center began providing integrated mental health services during Spring 2016.
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.	Positive momentum toward closing the Medicaid coverage gap has been reported from the Governor's and Medicaid offices. Partners are collaborating directly with the Governor's office to outline a plan delineating how the closure of the Medicaid coverage gap will be funded.	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.
Increase public funding available for mental health in Jefferson County by 2%	Public Health funding for mental health in Jefferson County, including Housing and Urban Development (HUD) resources	November 2019	Alabama Department of Mental Health, Jefferson Blount St. Clair Mental Health Authority	The Alabama Department of Mental Health received stable funding for 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 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.
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. One Roof and partners continue the Veteran-focused Street Outreach with seven team members.	Completed. One Roof and its partners continue the Veteran-focused Street Outreach with seven team members.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	November 2015 - April 2016
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	The Community Foundation of Greater Birmingham awarded a grant to St. Vincent's Health System's Center Point Primary Care Clinic to incorporate mental health services through an integrated care model. A contract with Advancing Integrated Mental Health Solutions Center (AIMS), the vendor for the selected care model, is being finalized. Following contract execution, a six-month training period will be initiated between AIMS and the Center Point Primary Care Center. Mental health services will be integrated into the Center Point Primary Care Center's operations by Spring 2016.	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.

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
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
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
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.

Strategy 1. Increase community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	Nov 2015 - April 2016
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	A Drug Take Back event sponsored by the Drug Enforcement Agency was held September 26, 2015. During Substance Abuse Prevention Month, the Addiction Prevention Coalition held 17 school-based programs reaching 298 students.	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.
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	The Pills to Needles initiatives developed public service announcements under the leadership of the US District Attorney's Office and UAB's Media Production Office. The Pills to Needles Initiative is providing postcards to participating independent pharmacies for inclusion in medication bags containing pain medications. These postcards include information regarding the risk of addiction, symptoms of addiction and resources for addressing pain medication addiction. On March 24, 2015, an event entitled, "Issues and Ales," was conducted to increase awareness of the heroin epidemic. WBHM additionally broadcasted a series of reports exploring the impact of heroin use in Alabama. The Addiction Prevention Coalition conducted a Wake Up meeting with 153 attendees. The Addiction Prevention Coalition continues to utilize social media and has had 375 YouTube views between May and October 2015.	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.

Strategy 1. Increase community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019. (continued)

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	Nov 2015 - April 2016
Provide technical assistance on the implementation of evidence-based, substance abuse prevention interventions (ex. Life Skills)	Number of local and state-wide technical assistance offerings on implementation of evidence-based substance abuse prevention strategies [Baseline: Technical assistance is offered through quarterly statewide meetings provided by the Alabama Department of Mental Health]	Ongoing through November 2019	Alabama Department of Mental Health	The Alabama Department of Mental Health provides technical assistance on substance abuse curriculum through contracted prevention consultants.	The Alabama Department of Mental Health provides technical assistance on substance abuse curriculum through contracted prevention consultants.
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	The Fellowship House continues to provide Pre-treatment Education Classes three times per week.	The Fellowship House continues to provide Pre-treatment Education Classes three times per week.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	Nov 2015 - April 2016
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	Drug drop boxes remain available at all Birmingham Police Department Precincts and are available through select CVS Pharmacies in Vestavia Hills, Irondale, Gardendale and Mountain Brook. Additionally, the Vestavia Hills Police Department provides a drug drop box. Locations for additional drug drop boxes can be accessed at http://www.rxdropbox.com .	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.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	Nov 2015 - April 2016
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	A preliminary discussion was held between the Jefferson County Department of Health and UAB's Substance Abuse Program. The next step from this meeting include a discussion with administrators at Cooper Green Mercy Health Services regarding encouraging providers to order Naloxone prescriptions when warranted.	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.

Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	Nov 2015 - April 2016
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	Aletheia House has restructured its processes to eliminate the waiting list for substance abusing pregnant women and to expand the program to men with Medicaid. Additionally, Aletheia House has transitioned to a care model where patients are housed in leased apartments and provided transportation to services.	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.
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.	Positive momentum toward closing the Medicaid coverage gap has been reported from the Governor's and Medicaid office. Partners are collaborating directly with the Governor's office to outline a plan delineating how closure of the Medicaid coverage gap will be funded.	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.
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	Provider education continues through the Medical Community Engagement Sub-group. Meetings to discuss treatment and referral options for substance abusing patients have been conducted with obstetricians, gynecologists, neonatologists and pediatricians at UAB Hospital, St. Vincent's Health System and Brookwood Medical Center.	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.
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	Aletheia House established partnerships with UAB Hospital, St. Vincent's Health System and Brookwood Medical Center for the referral of patients for substance abuse treatment.	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.

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

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2015 - October 2015	Nov 2015 - April 2016
Draft proposed language for legislation providing Naloxone access to first responders	Draft legislation	Prior to the 2015 Legislative Session	Pills to Needles Initiative	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.
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	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)	May 2015 - October 2015	Nov 2015 - April 2016
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	The Jefferson County Department of Health will implement its protocol-driven Naloxone Clinic on November 2, 2015.	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.