

October
2022

Collier County, Florida

COMMUNITY HEALTH ASSESSMENT

AGE-FRIENDLY
ACTION PLAN



Shared vision for a healthy community:
The healthiest county in the
nation to live, learn, work,
and play.



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ACKNOWLEDGEMENTS

This Community Health Assessment (CHA) represents a summary of the compilation of four community health assessments: Community Health Status, Local Public Health System, Community Themes & Strengths, and Forces of Change. Each of these reports can be viewed in their entirety on the Public Health Information page of the Florida Department of Health in Collier County website. We would like to acknowledge the following individuals and organizations for their participation in the assessments. Their valuable input and expertise provided not only representative voices from the community, but also credibility to a foundation from which our health care leaders and community partners can continue to collaborate in addressing health needs in Collier County.

Community Health Status

We would like to give special thanks to the Health Planning Council of Southwest Florida, Inc., who conceived, developed, and edited the Community Health Status Assessment. We would also like to acknowledge the following for their guidance, review and input into the health indicator chapters of this assessment:

- Ana Zegarra, MPH
- Terri Harder, BSN, RN, CIC
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- Jennifer Gomez, BS
- John M. Drew, MS
- Julissa Moreland, BS
- Kimberly Kossler, MPH, RN, CPH

Local Public Health System | Community Themes and Strengths | Forces of Change

The Community Themes and Strengths, Forces of Change, and Local Public Health System Assessments were facilitated by Julissa Moreland, BS. We would like to thank the following organizations and groups for participating, facilitating, providing meeting space, and/or recruiting participants for our community focus groups:

- American Red Cross
- Avow Hospice
- Blue Zones Project
- Blue Zones Work sites Alliance
- Cancer Alliance Naples
- Coffee with Vets
- Collier County CAT
- Collier County Library
- Collier County Medical Society
- Collier County Parks and Recreation
- Collier County Public Services
- Collier County Public Schools
- Collier County Sheriff
- Collier Mosquito Control District
- Everglades City PACE-EH Committee
- Golden Gate Senior Center
- David Lawrence Centers
- Florida Department of Health in Collier County
- Drug Free Collier
- Healthy Collier Coalition
- Healthcare Network
- Health Planning Council
- Keiser University School of Nursing
- Leadership Coalition on Aging
- League of Women Voters
- Lions Club
- National Alliance on Mental Illness
- Naples Chamber of Commerce
- Naples City Council
- NCH Healthcare System
- Neighborhood Health Clinic
- North Collier Fire & Rescue
- Panira Healthcare Clinic
- Physician Led Access Network
- Physicians Regional Healthcare System
- Preventative Services Bureau
- Safe & Healthy Children's Coalition
- School Health Advisory Committee
- Schulze Family Foundation
- Senior Friendship Center
- St. Mathews House
- UF/IFAS Family Nutrition Program
- VITAS Healthcare
- Women's and Children's Pavilion

Much gratitude is also extended to the community residents and participants of Collier County that attended our community focus groups and took the Collier County Community Health Survey. Each response provided crucial input and allowed for a comprehensive diagnosis regarding the health status of our community and external influences requiring consideration.

Appreciation is also extended to the following Florida Department of Health in Collier County staff for assistance in the facilitation of focus groups, meetings, community health survey collection, and translation of materials:

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Invaluable assistance was provided by Julissa Moreland, BS, throughout the conception, design, and finalization of the Collier County Community Health Assessment Report.

LETTER TO THE COMMUNITY

Dear Community Member,

On behalf of our community partners, we are pleased to provide you with the 2022 Collier County Community Health Assessment, and Age-Friendly Action Plan.

The Community Health Assessment (CHA) is a comprehensive report that identifies priority issues related to the health and well-being of the residents of Collier County. The goal of the CHA is to develop strategies to address the community's health needs and identified issues.

The Age-Friendly Action Plan serves as Collier County's multiyear plan to ensure that every resident, regardless of their age or where they live, can thrive in their communities.

With partnership and support of the NCH Healthcare System, collaboration with private and public partners, community engagement through focus groups and surveys, and intensive data collection and analysis, the 2022 CHA identifies the top five priority health areas in Collier County as mental health, access to care, chronic diseases, health of older adults, and alcohol and drug use. Other health areas identified are obesity, communicable diseases, infant and maternal health, dental health, and unintentional injuries.

The information gathered in this assessment will be used by our community to make informed decisions and will direct efforts to improve the health and well-being of the residents of Collier County.

Please share and use this information as needed for planning and decision making. We hope this report assists you in your efforts to address health-related concerns in our community.

It is our goal to make Collier County the healthiest county in the nation to live, learn, work, and play.

Yours in Health,



Kimberly Kossler, MPH, RN, CPH
Administrator
Florida Department of Health in Collier County



 **Healthy Collier: A Health Equity and Health Improvement Coalition**
Vision: To be the healthiest county in the nation to live, learn, work, and play.

THE LOCAL PUBLIC HEALTH SYSTEM

The CHA and Age-Friendly Action Plan involved the collaboration of the entire local public health system in Collier County, which includes a multitude of organizations, sectors, and disciplines that contribute to the overall health of the community.



EXECUTIVE SUMMARY

The Community Health Assessment (CHA) provides a snapshot in time of the Collier County community's strengths, needs, and priorities as they relate to population health. The CHA includes information about the characteristics of the community, the people who live here, and the highest priority health issues that were identified during the assessment process.

The goals of the CHA are to discover areas for health improvement, contributing factors that impact health outcomes, and highlight community assets and resources that can be mobilized to improve population health. It serves to inform community decision making, call attention to health disparities, and guide the development, implementation, and evaluation of the Collier County Community Health Improvement Plan.

As an accredited health department, the Florida Department of Health in Collier County further demonstrates its commitment to ongoing community engagement to address health issues and mobilize resources towards improving health outcomes through this comprehensive process. Enhancements to the 2022 community health assessment process include an emphasis on health equity with concerted efforts to involve, include, and understand diverse perspectives; inclusion of pertinent local data on healthcare access, affordability, vulnerable populations, environmental concerns, and direct involvement of key community partners and residents.

Included in the CHA is the Collier County Age-Friendly Action Plan. Led by the AARP Network of Age-Friendly States and Communities framework, the Collier County Age-Friendly Action Plan was developed with the goal of assuring Collier County continues to be a great place to live for all ages and abilities by focusing on the improvement of the built environment, better housing and transportation options, access to key health and community services, and creating more opportunities for every resident to participate and feel included in their community.



INTRODUCTION

The CHA is completed on a five-year cycle and updated annually. The Florida Department of Health in Collier County (DOH-Collier) leads the CHA process using an accepted national model known as Mobilizing for Action through Planning and Partnerships (MAPP), which includes four assessments:

- Community Health Status
- Community Themes & Strengths
- Forces of Change
- Local Public Health System

The results of each of these four assessments are compiled into a separate report, which are appendices to the CHA. The MAPP assessments are the primary data sources analyzed, summarized, and assimilated to form the CHA.

In addition to the MAPP assessments, other data sources were used to inform the CHA. Several community partner documents were reviewed to corroborate the DOH-Collier findings. These documents are listed in the references section of this document. Several state and national data sources were referenced regularly to create the charts and tables that appear throughout the CHA. They include the County Health Rankings and Roadmaps, Sharecare Community Well-being Index, U.S. Census, FLHealthCHARTS, and other Florida Department of Health data sources. A complete listing of resources are included in the reference section at the end of this document.

The CHA includes a focus on five community health priorities. These priorities were selected by the Collier County community in the Community Themes and Strengths Assessment and include:

- Mental Health
- Access to Care
- Chronic Diseases
- Health of Older Adults
- Alcohol and Drug Use

Understanding Health Indicator Data

Statistical data for health indicators often has a one to three year delay. The data presented in this report represent the most recent available data as of July 2019–2022. Indexed data, such as the County Health Rankings and Roadmaps, use the same data sets. When referencing indexed data, the index publication years are used and the actual data years are specified in the referenced source.

The Collier County Community Health Assessment is shared widely among residents and stakeholders through publication on the DOH-Collier website, email distribution to community partners, social media postings, distribution to the public library system, and health education outreach presentations.

HEALTHY COLLIER COALITION

In 2020, the Healthy Collier Coalition was formed to implement objectives in the Collier County Community Health Improvement Plan (CHIP). The coalition is a partnership of community members, organizations, and groups working to protect, promote, and improve the health of our community. Members are divided into workgroups that focus on the identified health priorities. Workgroups meet quarterly and an executive committee meets annually.



109 Individuals representing 68 Organizations including:

- | | |
|----------------|--------------------|
| Schools | Non-profits |
| Transportation | Parks & Recreation |
| Healthcare | Universities |
| Foundations | Senior Centers |
| Mental Health | Law enforcement |
| Human Services | First Responders |

HEALTH EQUITY



Throughout the CHA, a health equity lens was applied to highlight the health disparities that could be associated with poor health outcomes in a specific population. The health equity lens is designated by the GPS navigation icon, suggesting that the local public health system can use this information to navigate through root causes to find solutions.

Health equity means that everyone has the opportunity to attain their highest level of health. Inequities are created when barriers prevent individuals and communities from accessing these conditions and reaching their full potential.

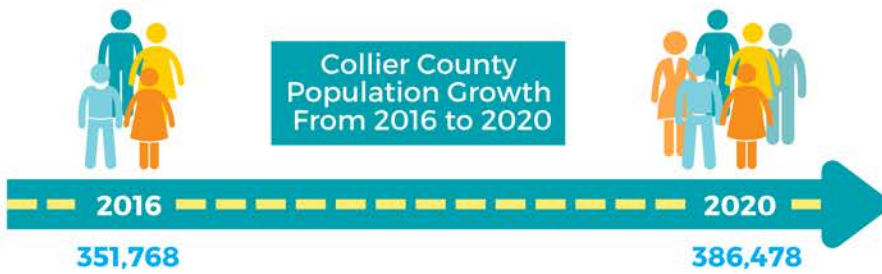
Inequities differ from health disparities, which are differences in health status between people related to social or demographic factors such as race, gender, income or geographic region. Health disparities are the lens through which inequities can be recognized and root causes explored.



Place, race, and class shape how well, and how long, people live. But state and local governments could play a role in increasing life expectancies. -Blue Zones Project

COMMUNITY PROFILE

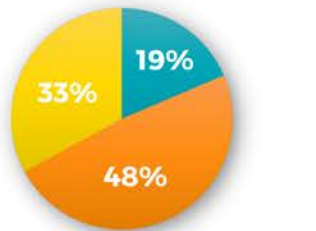
Population Growth ⁶



Collier County's population has **increased almost 10%** from 2016.

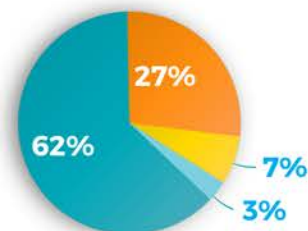
Community characteristics such as race, ethnicity, and socioeconomic status are important factors to be considered when planning for health services. Local policies and programs can target these factors to create positive health outcomes.

Population by Age ⁶



0-19 ■ 20-64 ■ 65+ ■

Population by Race ¹⁵



White ■ Hispanic ■ Black ■ Other ■

Asian: 1.4%
Native American: .2%
Other Race: 2%

In 2019, 7% of Collier County's population were veterans. 96% of veterans were male and 4% were female. ¹⁵



Seasonal Population Increase Annually ⁶



Hispanic Population Increase from 2016 to 2020 ⁶



Older Adults Population Increase from 2016 to 2020 ⁶

The resident population in Collier County is expected to grow 34% over the next 25 years to bring the population to over half a million residents in 2045. ³¹

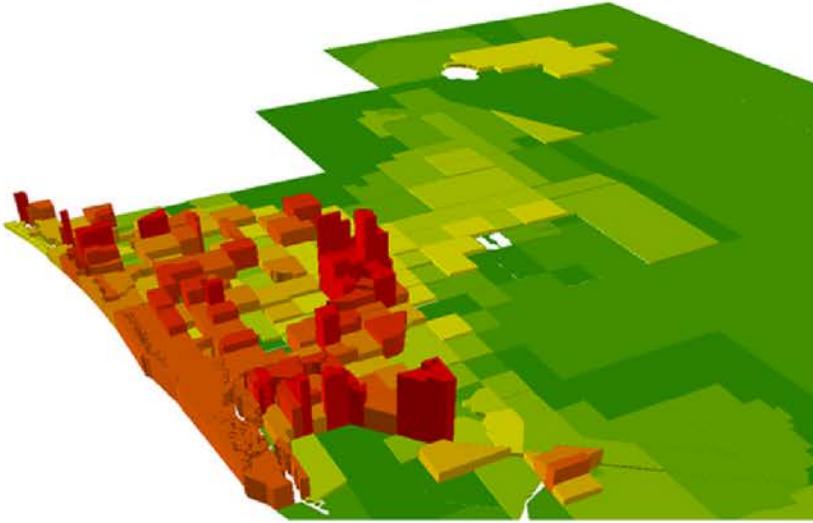
The Hispanic population continues to grow year after year with a 17% increase from 2016 to 2020. ⁶

Each year from October to May, the population increases by 20% as seasonal residents and migrant farm workers occupy their winter homes. The largest proportion of these seasonal residents and visitors are 65 and older creating the need for an increased level of services during this time frame. ⁶



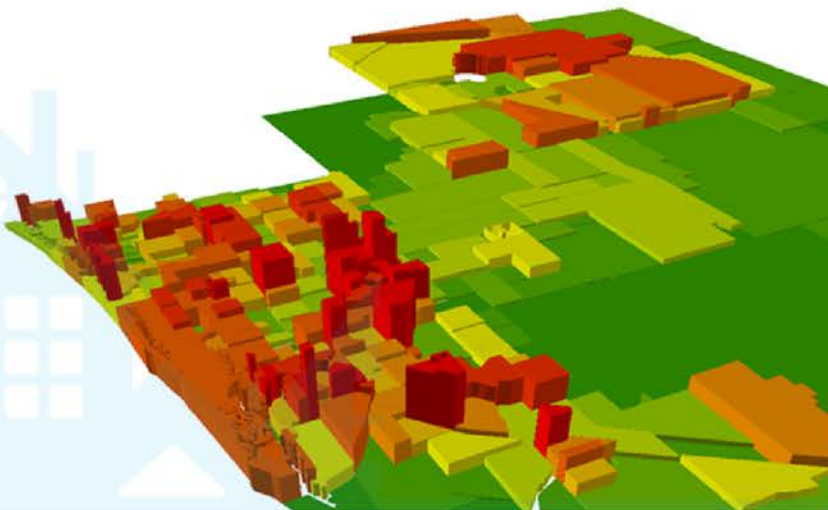
COMMUNITY PROFILE

Population Distribution 2005 ³²



On the maps, red represents general areas of higher population density and the depiction of height represents the relative population density of each transportation analysis zone. A few regions of the county that are currently rural and sparsely populated, are designated for urban and suburban development gradually increasing the need for a higher level of health services. As the population of Collier County increases, those regions are expected to become more densely populated.

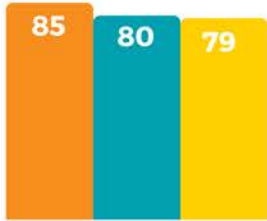
Population Distribution 2050 ³²



Land development and demand for housing near the coast continues to increase land values to a level that is not affordable for average workers. Over time, the planning and zoning policies combined with demand for housing and development disincentivized affordable housing and led to average income earners having few options. Also, the lucrative agri-business that developed in the northeastern part of the county attracts migrant farm workers and lower cost housing, which created a suburban community that is mostly separated from the rest of the county. The limited land area for growth and development combined with continuing and growing demand for housing for high-, middle-, and low-income families will continue to pose a unique dilemma for policy makers as they work to make Collier County a place where all people can experience optimal health.

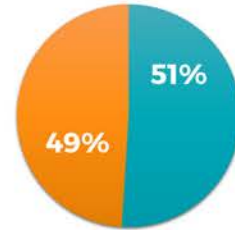
COMMUNITY PROFILE

Life Expectancy ⁶



Collier ■ Florida ■ U.S. ■

Population by Gender ⁶



Male ■ Female ■



Male Life Expectancy at Birth ⁶



Female Life Expectancy at Birth ⁶

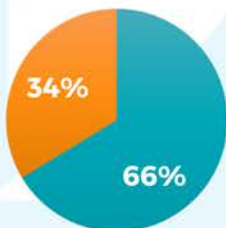


Percentage of Females in the population ⁶

Analyses of population characteristics can result in statistically predictable health status outcomes within a particular community. Following these data and analyses can help uncover familiar and emerging trends at the local level. These trends also enable the assessment of current unmet and future health needs in specific subgroups and vulnerable populations.

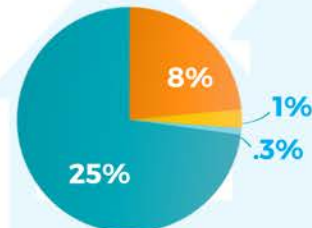
As of 2020, residents of Collier County have a life expectancy that is one of the highest in the US at 85 years, which is significantly higher than the Florida average by over 6 years. Since females have a higher life expectancy, as the older adult population grows, the ratio of females to males is also expected to increase.

Languages Spoken ¹⁵



English ■ Other Language ■

Other Languages Spoken ¹⁵



Spanish ■ Indo-European (Haitian Creole) ■ Asian/Pacific Islander ■ Other ■

COMMUNITY PROFILE

Income

Median Household Income, 2020⁶



Median or average incomes only tell part of the story of disparate income levels within a county. A quintile equates to one-fifth of the households in Collier County; thus, 18% of the population has a median household income of \$24,999 or less, almost 60% of the population has a median household income of \$49,999 or less, while 16% of the population has a median household income of \$100,000 or greater. The top 5 percent of households in Collier County have an income of more than \$250,000 (the highest threshold broken out by US Bureau of the Census).⁸

Collier County is one of the most economically disparate counties in the United States with some of the wealthiest households in the nation juxtaposed against 32.5% of households that are cost burdened. The significant income gap and high cost of living contribute to inequities in Collier County and are reflected in the health outcomes of Collier County residents.

The county contains urban, suburban, and rural communities. The sub-tropical climate, Florida Gulf Coast beaches, and paradise-like setting of western Collier County attract wealthy families, retirees, seasonal residents, and visitors from around the world. In addition, over 80% of the land area in the county is in conservation or agriculture, limiting the amount of growth and development. These factors result in high property values, a lack of affordable housing, and significant income inequality.



Employment

Top Three Employment Categories & Annual Wages, 2020⁸



Unemployment

In 2020, the unemployment rate for Collier County was (6.9% v 3.3%) higher than the average rate for Florida. There was an unusually high rate of unemployment that was seen throughout the United States.⁸



COMMUNITY HEALTH PROFILE

When it comes to health outcomes, Collier County is known as a state and national role model. Two of the most recognized national ranking programs (County Health Rankings and Roadmaps & Sharecare Community Well-Being Index) have consistently placed Collier County in top positions for several consecutive years. These results are reflective of partnerships among and within the public and private sectors working toward a unified vision.

County Health Rankings and Roadmaps ³²



For the **8th year in a row**, Collier County has been ranked the **2nd healthiest county** in Florida according to the 2022 County Health Rankings & Roadmaps tool released by the University of Wisconsin and the Robert Wood Johnson Foundation.

Collier County Overall Health Rankings Out of 67 Counties



- Overall Health Outcomes:** Length of Life: 3rd, Quality of Life: 4th
- Overall Health Factors:** Health Behaviors: 5th, Clinical Care: 6th, Social and Economic Factors: 20th, Physical Environment: 58th

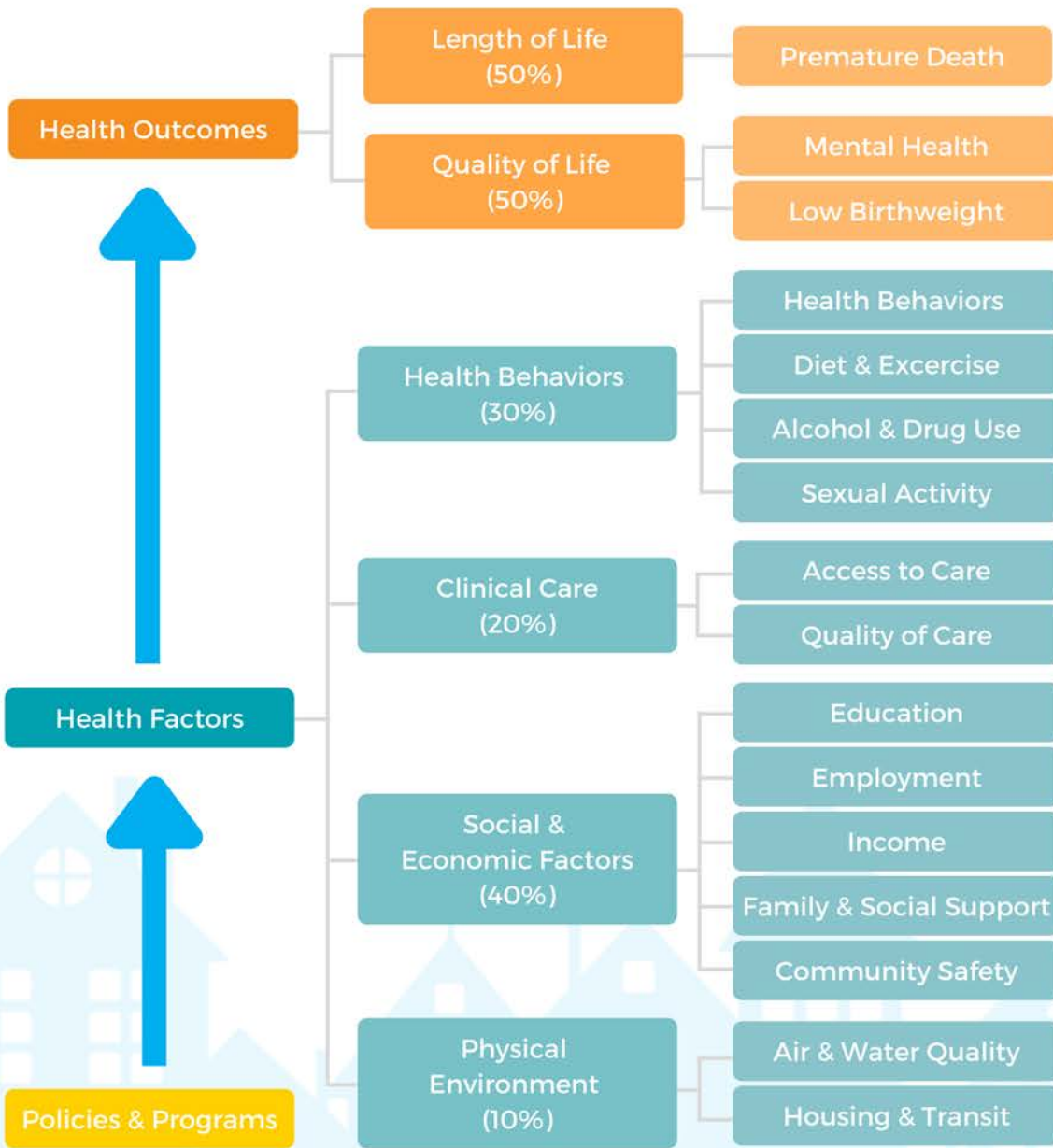
Collier County has remained the 2nd healthiest county in Florida since 2014 for health outcomes, but has fluctuated in rank for health factors over the years. Collier County had a **higher than average** score regarding **uninsured residents, severe housing problems, excessive drinking, teen births and air pollution**. The county also had **lower than average** scores regarding **the ratio of mental health providers to residents, college attendees, and access to exercise opportunities**.

Overall Health Outcomes (orange bar) Overall Health Factors (teal bar)

COMMUNITY HEALTH PROFILE

County Health Rankings and Roadmaps ³²

Health is more than what happens at the doctor’s office. As illustrated in the model below, a wide range of factors influence how long and how well we live from education and income to what we eat and how we move to the quality of our housing and the safety of our neighborhoods.



The County Health Rankings & Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. The annual County Health Rankings measure vital health factors, including high school graduation rates, obesity, smoking, unemployment, access to healthy foods, the quality of air and water, income inequality, and teen births in nearly every county in America.

There are two main rankings used to compare all the counties within a state to each other, Health Outcomes Overall and Health Factors Overall. The Health Outcomes rank includes two indicators: length of life and quality of life. The Health Factors rank includes four indicators: health behaviors, clinical care, social & economic factors, and physical environment.

Besides being ranked 2nd overall in Florida, Collier County is among the nation's top performers for several of the indicators used to calculate the rankings.


COMMUNITY HEALTH PROFILE

County Health Rankings and Roadmaps ³²


The charts below display the 2022 County Health Rankings results compared to the 2019 results. Each of the arrows on the left of the chart depict a positive (green), negative (red), or unvarying (yellow) change for each indicator.

Collier County Health Outcomes


Length of Life

Years of Potential Life Lost (YPLL) <small>Per 100,000 Population</small> 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	5,500	5,600	7,500
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	5,300	5,400	7,200


Quality of Life

Average Poor Mental Health Days Per Month 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	4.5	4	4.5
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	3.5	3.1	3.8

Quality of Life

Percentage of Low Birthweight 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	7%	6%	9%
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	7%	6%	9%

Quality of Life


Percentage of Adults with Fair or Poor Health 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	19%	15%	18%
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	16%	12%	19%

COMMUNITY HEALTH PROFILE


County Health Rankings and Roadmaps ³²

Collier County Health Factors


Health Behaviors

Percentage of Adult Smokers 	Collier 2022 16%	U.S. Top Performers 2022 15%	Florida 2022 18%
	Collier 2019 11%	U.S. Top Performers 2019 14%	Florida 2019 15%


Health Behaviors

Percentage of Obese Adults 	Collier 2022 26%	U.S. Top Performers 2022 30%	Florida 2022 26%
	Collier 2019 21%	U.S. Top Performers 2019 26%	Florida 2019 27%

Health Behaviors

Percentage of Excessive Drinkers 	Collier 2022 23%	U.S. Top Performers 2022 15%	Florida 2022 20%
	Collier 2019 15%	U.S. Top Performers 2019 13%	Florida 2019 18%

Health Behaviors


Number of Teen Births 	Collier 2022 19	U.S. Top Performers 2022 11	Florida 2022 18
	Collier 2019 22	U.S. Top Performers 2019 14	Florida 2019 23

COMMUNITY HEALTH PROFILE


County Health Rankings and Roadmaps ³²

Collier County Health Factors


Clinical Care

Percentage Under 65 Uninsured 	Collier 2022 21%	U.S. Top Performers 2022 6%	Florida 2022 16%
	Collier 2019 22%	U.S. Top Performers 2019 6%	Florida 2019 15%


Clinical Care

Ratio of Population to Primary Care Providers 	Collier 2022 1,250:1	U.S. Top Performers 2022 1,010:1	Florida 2022 1,370:1
	Collier 2019 1,380:1	U.S. Top Performers 2019 1,050:1	Florida 2019 1,390:1

Clinical Care

Ratio of Population to Mental Health Providers 	Collier 2022 930:1	U.S. Top Performers 2022 250:1	Florida 2022 550:1
	Collier 2019 1,050:1	U.S. Top Performers 2019 310:1	Florida 2019 670:1

Clinical Care


Ratio of Population to Dentists 	Collier 2022 1,480:1	U.S. Top Performers 2022 1,210:1	Florida 2022 1,630:1
	Collier 2019 1,520:1	U.S. Top Performers 2019 1,260:1	Florida 2019 1,700:1

COMMUNITY HEALTH PROFILE


County Health Rankings and Roadmaps ³²

Collier County Health Factors


Social & Economic Factors

Percentage of High School Completion 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	88%	94%	89%
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	89%	96%	82%


Social & Economic Factors

Percentage of Unemployment 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	6.9%	4%	7.7%
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	4.1%	2.9%	4.2%

Social & Economic Factors

Ratio of Household Income Inequality 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	4.9	3.7	4.6
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	4.5	3.7	4.7

Social & Economic Factors


Number of Injury Deaths 	Collier 2022	U.S. Top Performers 2022	Florida 2022
	82	61	87
	Collier 2019	U.S. Top Performers 2019	Florida 2019
	77	57	76

COMMUNITY HEALTH PROFILE


County Health Rankings and Roadmaps ³²

Collier County Health Factors


Physical Environment

Average Daily Density of Fine Particular Matter 	Collier 2022 8.2	U.S. Top Performers 2022 5.9	Florida 2022 7.8
	Collier 2019 7.7	U.S. Top Performers 2019 6.1	Florida 2019 8.2

Physical Environment

Percentage of Population with Severe Housing Problems 	Collier 2022 20%	U.S. Top Performers 2022 9%	Florida 2022 19%
	Collier 2019 20%	US Top Performers 2019 9%	Florida 2019 21%

Physical Environment

Percentage of Workforce that Drives Alone 	Collier 2022 74%	U.S. Top Performers 2022 72%	Florida 2022 78%
	Collier 2019 75%	U.S. Top Performers 2019 72%	Florida 2019 79%

County Health Rankings Summary

While Collier County out scores Florida and the U.S. top performers often, over the last four years, a majority of health indicators have had a negative increase or decrease in scores. Health indicators such as injury deaths, excessive drinking, and adults who are smokers or are obese have been on the rise. The effects of COVID-19 on these and other County Health Rankings indicators should be taken into consideration when observing poorer health factors and outcomes, as the pandemic unveiled disparities and weaknesses in the health system throughout Collier County, Florida, and the nation. With that said, teen births, the percentage of uninsured, and the ratios of health providers to residents, have seen improvements since 2019. By acknowledging the opportunities for improvement, the local public health system can utilize and focus it's resources to address the areas of concern.

COMMUNITY HEALTH PROFILE

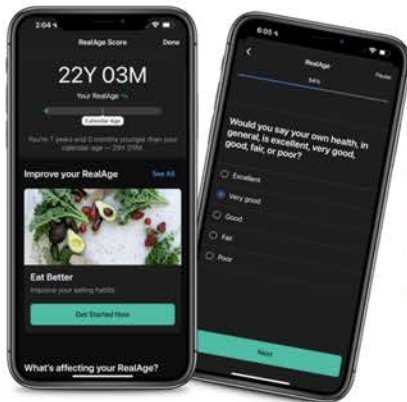
Sharecare Community Well-Being Index ³⁶

For the sixth straight year, the Southwest Florida region was among the top quartile for wellbeing scores across 383 U.S. communities, with an **overall well-being score of 72**, based on data collected in 2021 as part of the Sharecare Community Well-Being Index.

Measured on a scale of 0 to 100, with 100 representing the greatest possible well-being, Sharecare’s Community Well-Being Index evaluates health risk across 10 domains: **five domains to represent well-being** tied to individuals and **five domains to contextualize the social determinants of health (SDOH)**, that define environment and surroundings.



BLUE ZONES PROJECT
by sharecare



Well-Being data for the Community Well-Being Index was collected through the RealAge Test

Well-Being Index Overall Scores

Collier County: 71
#5 of 67 Counties

SWFL: 72

Nation: 61



COMMUNITY HEALTH PROFILE






Sharecare Community Well-Being Index^{34, 35}

In partnership with Boston University School of Public Health (BUSPH), anchored in their Biostatistics and Epidemiology Data Analytics Center (BEDAC), the Sharecare Community Well-Being Index measures 10 well-being domains to illustrate the importance of interventions for addressing individual health and social needs and risks, systemic and population-based inequities, social determinants, and more.

Collier County scored equal to or higher than the national average on 7 out of 10 Well-Being Index domains

Well-Being Index Domain Scores

Well-Being Framework

- 
Social: Collier County **71** SWFL **71** National Average **66**
 Residents have supportive relationships and love in their lives.
- 
Community: Collier County **71** SWFL **71** National Average **65**
 Residents like where they live, feeling safe and having pride in their community.
- 
Purpose: Collier County **70** SWFL **70** National Average **65**
 Residents like what they do each day and are motivated to achieve their goals.
- 
Physical: Collier County **72** SWFL **73** National Average **67**
 Residents have good health and enough energy to get things done daily.
- 
Financial: Collier County **69** SWFL **70** National Average **61**
 Residents manage their economic life to increase financial security and reduce stress.

SDOH Framework

- 
Healthcare Access: Collier County **56** SWFL **56** National Average **60**
 Residents can find healthcare facilities or resources easily.
- 
Food Access: Collier County **59** SWFL **58** National Average **61**
 Healthy food retailers or grocery stores are easily available.
- 
Resource Access: Collier County **49** SWFL **48** National Average **46**
 Key community resources such as libraries, churches, and senior employment are easily available.
- 
Economic Security: Collier County **54** SWFL **52** National Average **52**
 Residents are employed, insured, and otherwise stable financially.
- 
Housing & Transportation: Collier County **64** SWFL **61** National Average **58**
 Housing values are stable, public transportation is supported, and more.

Methodology: Mobilizing for Action through Planning and Partnerships (MAPP)



DOH-Collier uses a community-driven strategic planning process for improving community health called Mobilizing for Action through Planning and Partnerships (MAPP). Facilitated by public health leaders, this framework helps Collier County collect and analyze data gathered from local partners and community members to apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP does not focus on one agency; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of Collier County's entire local public health system. The quantitative and qualitative data collected from the four MAPP Assessments is analyzed to create the Collier County CHA.

MAPP ASSESSMENTS ³⁰



Community Health Status

The community health status assessment is a detailed report that presents primary and secondary data on Collier County population and demographics, disease rates, causes of death, health behaviors, mental health, maternal and child health, and other public health outcomes.

Community Themes & Strengths

Provides a deep understanding of the issues that residents feel are important by answering the questions: "What is important to our community?" "How is quality of life perceived in our community?" and "What assets do we have that can be used to improve the community's health?"

Forces of Change

Focuses on identifying forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate. This answers the questions: "What is occurring or might occur that affects the health of our community or the local public health system?" and "What specific threats or opportunities are generated by these occurrences?"

Local Public Health System

Focuses on all the organizations and entities that contribute to the public's health. The LPHS Assessment answers the questions: "What are the components, activities, and capacities of our local public health system?" and "How are the 10 Essential Public Health Services being provided to our community?"

The results of the four assessments are analyzed and compiled into the Community Health Assessment to identify our strengths and opportunities for improvement, which then flow into the Community Health Improvement Plan, which targets those opportunities.

COMMUNITY HEALTH STATUS ASSESSMENT ⁸



DATA CATEGORIES

- Population Characteristics
- Social Determinants of Health
- Settings and Systems
- County Health Rankings
- Health Conditions
- Health Behaviors and Status

KEY FINDINGS

Prepared by the Health Planning Council, the 2022 Collier County Community Health Status Assessment collected and analyzed quantitative information on health status, quality of life, and risk factors of the population. Six categories of data were studied and each category included select indicators significant to the community.




- Large proportional increases in older adults due to the aging "Baby Boomer" population.
- 11% of individuals are living in poverty.
- 33% of households are cost-burdened.
- 14% of residents do not have health insurance.
- Cancer, heart disease, stroke, and COVID-19 are the leading causes of death.
- Since 2017, the largest number of suicide deaths in Collier County have been among those aged 45-65.
- COVID-19 is the fourth leading cause of death for adults 65 and older.
- 91% of drug overdose deaths involved opioids.
- The ratio of residents to primary care providers is high compared to the statewide ratio.
- There are only 231 nursing home beds per 100,000 population compared to the Florida average of 387.
- The use of e-cigarettes or vaping has been increasing each year among youth ages 10-17.
- While the rate is lower than Florida, Chlamydia is the most common sexually transmitted infection (STI) in Collier County.
- Infant mortality and low birth weights have declined 17% over the last 10 years, however an evident disparity in the black population still exists.

COMMUNITY THEMES AND STRENGTHS ASSESSMENT⁴

During the months of February 2021 through January 2022, the Florida Department of Health in Collier County (DOH-Collier), in partnership with NCH Healthcare System, obtained community input regarding health and quality of life issues for those residing in Collier County via completion of a community health survey and focus group sessions.

Through the collaborative efforts of community partners and DOH-Collier Staff, 12 focus groups and 16 survey links were sent out to community organizations for a total of 1,261 surveys collected. The survey results revealed areas that respondents perceive as in need of improvement, as well as areas that make Collier County a great place to live, learn, work, and play.

Lowest Scoring Survey Questions

Community Health Survey Questions	% That Agree n=1,261
There are enough dental services available for children and adults 	75.73%
There are adequate resources to address drug and alcohol abuse in Collier County 	67.64%
Collier roadways are safe for drivers, bicyclists, and pedestrians 	62.84%

The Community Themes and Strengths Assessment answers the following two questions:

What is important to our community?

What assets do we have that can be used to improve the community's health?

Highest Scoring Survey Questions

Community Health Survey Questions	% That Agree n=1,261
I am satisfied with the quality of life in our community 	89.30%
This community is a good place to grow old 	83.31%
This community is a safe place to live 	93%



Feedback from community focus group attendees and survey participants provided an exceptionally high level of satisfaction in a several distinct public health topics, and identified a number of opportunities for improvement in Collier County. Each group expressed that they were pleased with the overall quality of life in Collier County and that it was a safe place to live and grow old. Residents also conveyed that Collier County has an abundance of services to offer, and efforts to increase knowledge and awareness of those services should be continued. Additional opportunities to improve include increasing the number of adequate resources for drug and alcohol abuse, safer roadways for drivers, bicyclists, and pedestrians, and the need for more specialty care and dental services for children as well as adults.

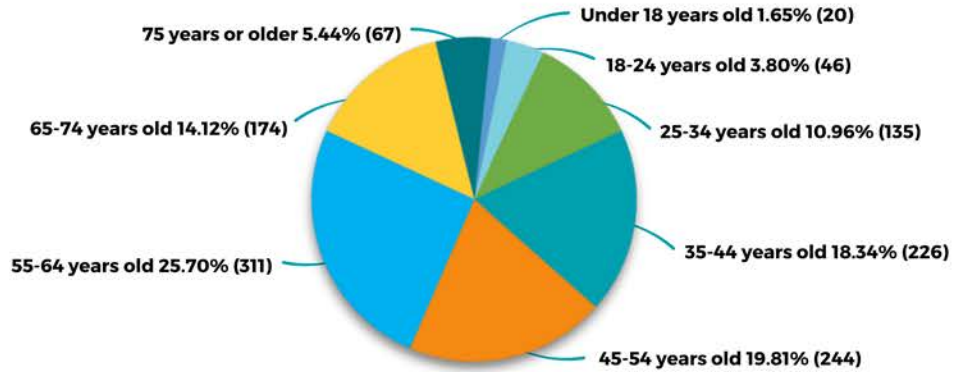
COMMUNITY THEMES AND STRENGTHS ASSESSMENT 4



COVID-19 limited the amount of focus groups that could be held, therefore other methods needed to become the primary source for survey collection. Flyers with a QR code to the online survey were handed out to individuals at mass vaccine events, in DOH-Collier WIC, Dental, and STD clinics.

Community Health Survey Participation by Age

Answered: 1,232 Skipped: 29



In 2022, Community Health Survey participation increased by 235.61% from 2019.

To reflect the composition of the county, deliberate efforts were made to solicit input from older adults by targeting retired residents in East and North Naples, as well as hosting focus group discussions with Naples Senior Center clients, and veterans. Thus, participation for those over age 65 increased 129.52% in 2022.

As part of the survey, participants were also asked to prioritize ten different healthcare related areas. The ten public health categories were ranked by their order of importance for Collier County as perceived by the attendees. A rank of one means that the issue is most important and a rank of ten means the issue is of least importance to the participant.

Priority Health Rankings 2019-2022 Comparisons										
2022	Mental Health 1	Access to Care 2	Chronic Diseases 3	Health of Older Adults 4	Alcohol & Drug Use 5	Communicable Diseases 6	Obesity 7	Dental Health 8	Disabilities 9	Unintentional Injuries 10
2019	Mental Health 1	Chronic Diseases 2	Access to Care 3	Alcohol & Drug Use 4	Health of Older Adults 5	Obesity 6	Communicable Diseases 7	Dental Health 8	Disabilities 9	Unintentional Injuries 10

2022 Top Five Priority Rankings

- 1 Mental Health
- 2 Access to Care
- 3 Chronic Diseases
- 4 Health of Older Adults
- 5 Alcohol and Drug Use

FORCES OF CHANGE ASSESSMENT²⁹

Our health is determined by much more than traditional medical care. Many factors play a role in determining our health. These include economic, environmental, political, social, ethical, medical, and technological factors. The Forces of Change Assessment focuses on identifying forces and other impending changes that affect the context in which the community and its public health system operate.

On April 4, 2019, hosted in collaboration with NCH Healthcare System, community leaders brainstormed a comprehensive list of trends, events, and factors that may affect the health of the community and local public health system over the next several years.

An update was made in 2022 to reflect ongoing, and recently developed forces of change in Collier County.

The Forces of Change Assessment answers the following two questions:

What is occurring, or might occur, that affects the health of our community or the local public health system?

What specific threats or opportunities are generated by these forces?



Significant Forces Impacting Collier County



COVID-19 Pandemic



Access to Care



Rising Inflation



Opioid Epidemic



Growing Population



Growing Older Adult Population

Several themes arose during the discussion of threats to and opportunities for the local public health system in Collier County. The COVID-19 pandemic, access to care, a growing general and older adult population, the opioid epidemic, and rising inflation have major health implications as reflected by the number of times participants mentioned them. However, opportunities to seek more partnerships, and best practices were met with enthusiasm by many participants who acknowledged the potential in these areas for improving health in Collier County. As Collier County moves forward with its Community Health Improvement Planning process, these findings will be revisited regularly to ensure that changes in these forces are incorporated into the planning and monitoring processes.

LOCAL PUBLIC HEALTH SYSTEM ASSESSMENT

In September of 2018, hosted by NCH Healthcare System, DOH-Collier led the third Local Public Health System (LPHS) Assessment for the county. The LPHS Assessment identifies the activities and capacities of the local public health system and identifies strengths and areas for improvement. The LPHS uses the National Public Health Performance Standards Program local survey instrument, developed collaboratively by seven national public health organizations. The assessment focuses on standards, designed around the Ten Essential Public Health Services.

Summary of Overall Results of 2018 Assessment



The performance scores of each Essential Public Health Service are ranked lowest to highest, with the lowest performing essential public health services being #7: Enable Equitable Access, and #4: Mobilizing Partnerships. Since 2018, the Local Public Health System in Collier County has enhanced the collaboration with partners across sectors and made ensuring that the public has equitable access to healthcare services a top priority.



AARP AGE-FRIENDLY STATES AND COMMUNITIES

INTRODUCTION

In 2020, through the Collier County Community Health Improvement Planning (CHIP) Committee, the Healthy Collier Plan was developed with a focus on the Top 5 Health Priorities identified through the 2019 Collier County Community Health Assessment (CHA). The Top 5 Health Priorities were, Access to Care, Mental Health, Chronic Disease, Alcohol and Drug Use, and Health of Older Adults. Through the CHIP, a Health of Older Adults workgroup was established, and the workgroup developed the “Live Well, Age Well” Logo (Figure 1).

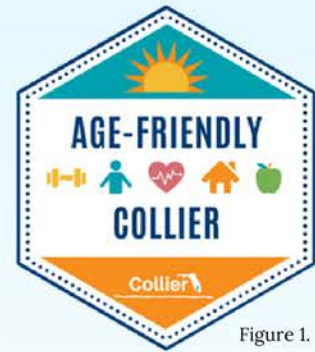


Figure 1.

The workgroup’s goal was to increase capacity for older adults to age in place safely and comfortably, with appropriate resources in a livable community. As well as taking advantage of the opportunities and meet the challenges presented by the growing number of older adults in Southwest Florida. The strategy to achieve that goal was to join the AARP Network of Age-Friendly States and Communities. As the Collier County Age-Friendly Initiative progressed, it became clear that Age-Friendly is “For all Ages and Every Stage of Life”.

Throughout 2020, the Health of Older Adults workgroup completed the AARP Network of Age-Friendly States and Communities application, and built community support by gathering Letters of Support. The application and Letters of Support were then routed to the Board of Collier County Commissioners for membership support of Collier County into the AARP Network of Age-Friendly Communities. A Letter of Commitment signed by the jurisdiction’s highest elected official was required for application submittal. In July 2020, Resolution No. 2020-117 was adopted and in September 2020 Collier County was accepted into the AARP Network of Age-Friendly Communities (Figure 2). “Aging is a lifelong process whereby and age-friendly community is not just “elder friendly” but also intended to be friendly for all ages.” (Resolution 2020-117)

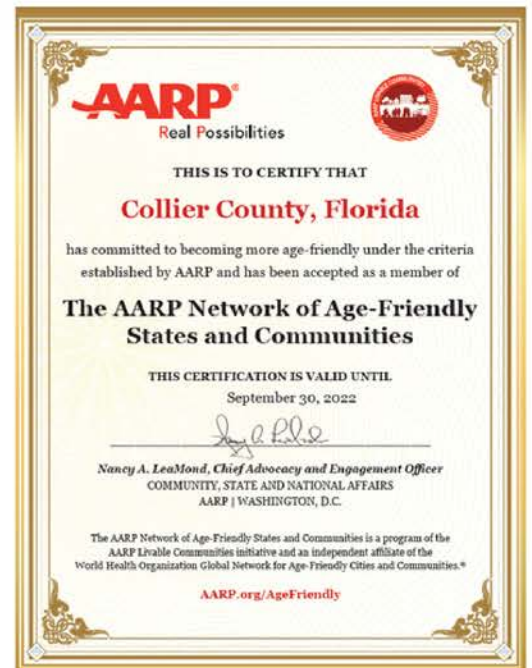


Figure 2.

In April 2021-July 2021, the Collier County Age-Friendly workgroup (a subgroup of the CHIP Health of Older Adults workgroup) was established to work on the next steps of the Collier County Age-Friendly Initiative. The workgroup learned about the Age-Friendly process, benefits, membership requirements and sought community engagement to represent the 8 Domains of Livability.

AGE-FRIENDLY EXECUTIVE SUMMARY

On behalf of Collier County, and its residents, we are proud to present the Collier County Age-Friendly Action Plan. This plan reflects our dedication to making Collier County a safe, livable place where people can age, remain, and thrive with dignity and respect—A Community for a Lifetime.

Collier County has a rapidly growing population, with the number of residents aged 65 years and older almost twice the national average. By 2030, one in every five people in the U.S. will be 65 years or older, compared to Collier County where one in every three people are 65 years and older (31.5% of our population) in Collier County.

As the population in the U.S. ages, and people live healthier, more active, and longer lives, communities must adapt to their needs. The AARP Network of Age-Friendly States and Communities helps participating communities become great places for all ages by adopting features such as safe walkable streets, better housing and transportation options, access to key services, and opportunities for residents to participate in community activities.

Through the collaborative efforts of the Leadership Coalition on Aging (LCA), Collier County has been officially accepted as part of the AARP Network of Age-Friendly States and Communities, a program providing the county with access to national and global research, best practices, and planning models. Collier County has joined Florida and many other cities and counties in the state who have received this designation.

Through Resolution No. 2020-117, Collier County, and the LCA established a Collier County Age-Friendly Steering Committee and Workgroup formed to develop and ultimately implement a Collier County Age-Friendly Action Plan. Committee and workgroup members include representatives from various community organizations, businesses, and institutions who are subject area experts in various fields in the community.

The program emphasizes both the built and social environment as well as support and services. The AARP Network of Age-Friendly States and Communities is a resource that can help local leaders prepare and ultimately change our communities to become great places for everyone to live. By becoming a member of AARP Network of Age-Friendly States and Communities, Collier County has committed to giving our older residents the opportunity to live rewarding, productive, and safe lives.

This action plan is part of an evolving process and system of changes. There are many challenges, but as we strive to meet the needs of residents of all ages, we look forward to ensuring that Collier County is a vibrant, livable, age-friendly community for generations to come.

DEDICATION



Charles D. (Doug) Hartman III

We gratefully acknowledge all those who participated in creating this plan. We would like to dedicate this plan to Doug Hartman.

The Collier County Age-Friendly Steering Committee would like to recognize Charles D. (Doug) Hartman III who was a passionate advocate for the Collier County AARP Age-Friendly Initiative. Doug was involved in the initial phases of the Collier County Age-Friendly Initiative, and helped secure funding from the Collier Community Foundation to ensure the success of this initiative.

Doug was a graduate of West Point, and served in the U.S. Army, which included two tours in Vietnam for which he received various commendations including a Silver Star and Purple Heart. Doug's career involved work in the banking and oil industries and served as an international consultant.

During his retirement, Doug co-founded the Step Smart program where he served as President. Doug served on the Board of Directors of the Greater Naples Leadership Council and the Naples Council on World Affairs. Doug also played an active role in the Leadership Coalition on Aging. We thank him for the immeasurable contributions along the way. Doug passed away on September 20, 2021, after a battle with cancer.

ACKNOWLEDGEMENTS

The Collier County Age-Friendly Initiative would not be possible without the collective work and impact of supporters and partner organizations. The Leadership Coalition on Aging (LCA), specifically Tammy Wilkinson, Chair of the LCA at the time, spearheaded the application process to AARP and garnered the support of the Collier County Commissioners. The LCA has been crucial in all stages of this project and has helped us put together the foundational framework for the sustainability of the initiative. We gratefully acknowledge the funding provided through the Collier Community Foundation. The Collier County Age-Friendly Initiative has benefited at all phases from the guidance and collaboration from several partners and organizations that came together with the common goal of shaping our community for all ages.

The lead collaborators of which we warmly thank for their donation of time, knowledge, and support are:

- Leadership Coalition on Aging
- Florida Department of Health in Collier County
- AVOW Hospice
- Collier Senior Services
- Senior Advocacy Group
- Collier County Emergency Medical Services
- Board of Collier County Commissioners
- Collier Community Foundation
- AARP Florida

Additionally, 36 organizations have come together either during the Action Planning Retreat or cluster workgroup meetings. Their logos are displayed below:



AGE-FRIENDLY FLORIDA STATE ALIGNMENT

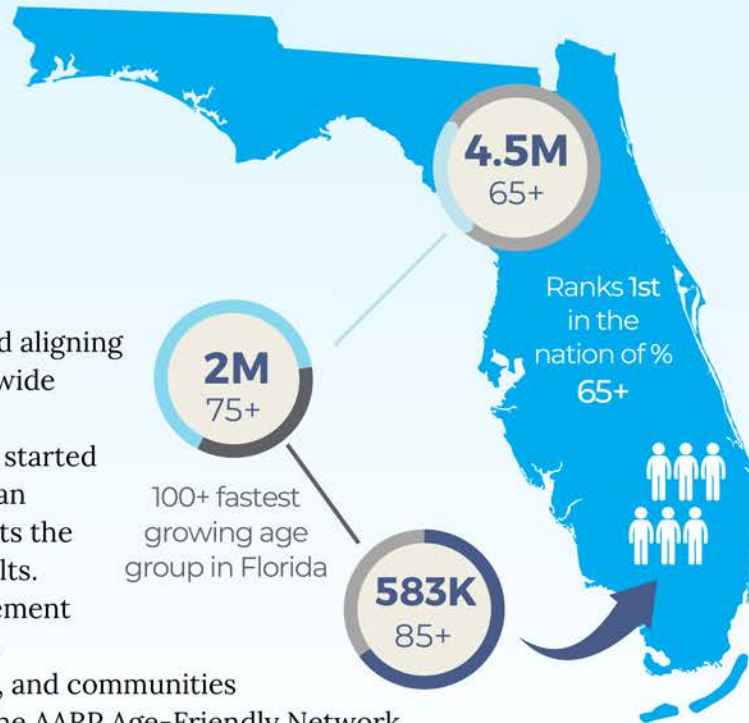
21.6M
Floridians

SO WE ALL CAN LIVE AND LIVE WELL!

In Collier County, coordinating and aligning age-friendly efforts with the statewide movement represents the natural progression of work that the state started nearly 30 years ago to help foster an environment that positively impacts the health and well-being of older adults. In the past several years, the movement has gained even more momentum.

As of May 2022, 45 counties, cities, and communities across the state of Florida joined the AARP Age-Friendly Network.

In 2016, the first Age-Friendly Sharing Symposium was held, and in 2018 statewide partners began the Advancing an Age-Friendly Public Health System project to make our public health systems work better for older adults. Since taking office, Governor DeSantis has established a number of initiatives to support Floridians living with dementia and their caregivers so they too can live well. In April of 2019, Florida became the 4th state in the nation to earn the Age-Friendly designation. Through this designation, Florida will continue its efforts to establish Livable Communities across the state where we all can live and live well! 1



AGE-FRIENDLY PROCESS

On August 23, 2021, the Collier County Age-Friendly Steering Committee conducted a virtual Action Planning Retreat (Figure 3). The retreat's purpose was to launch the process of building the Collier County Age-Friendly Action Plan by highlighting community resources and accomplishments, identifying challenges, and bringing together County leaders, partners, Livable Florida - DOEA (elderaffairs.org) and stakeholders working in the 8 Domains of Livability to begin Age-Friendly planning for Collier County. The 8 domains are, Community Support and Health System, Housing, Transportation, Communication and Information, Social Participation, Respect and Social Inclusion, and Outdoor Spaces and Buildings.

At the Action Planning Retreat, the 8 Domains of Livability were grouped into three clusters in order to compile resources, and information needed for the action plan. The cluster groups met several times during September–December 2021 to create the goals, objectives, strategies, and action items for each domain under the clusters.

Clusters:

Built Environment

- Housing • Outdoor Spaces & Buildings • Transportation

Social Environment

- Civic Participation • Social Participation • Respect & Social Inclusion

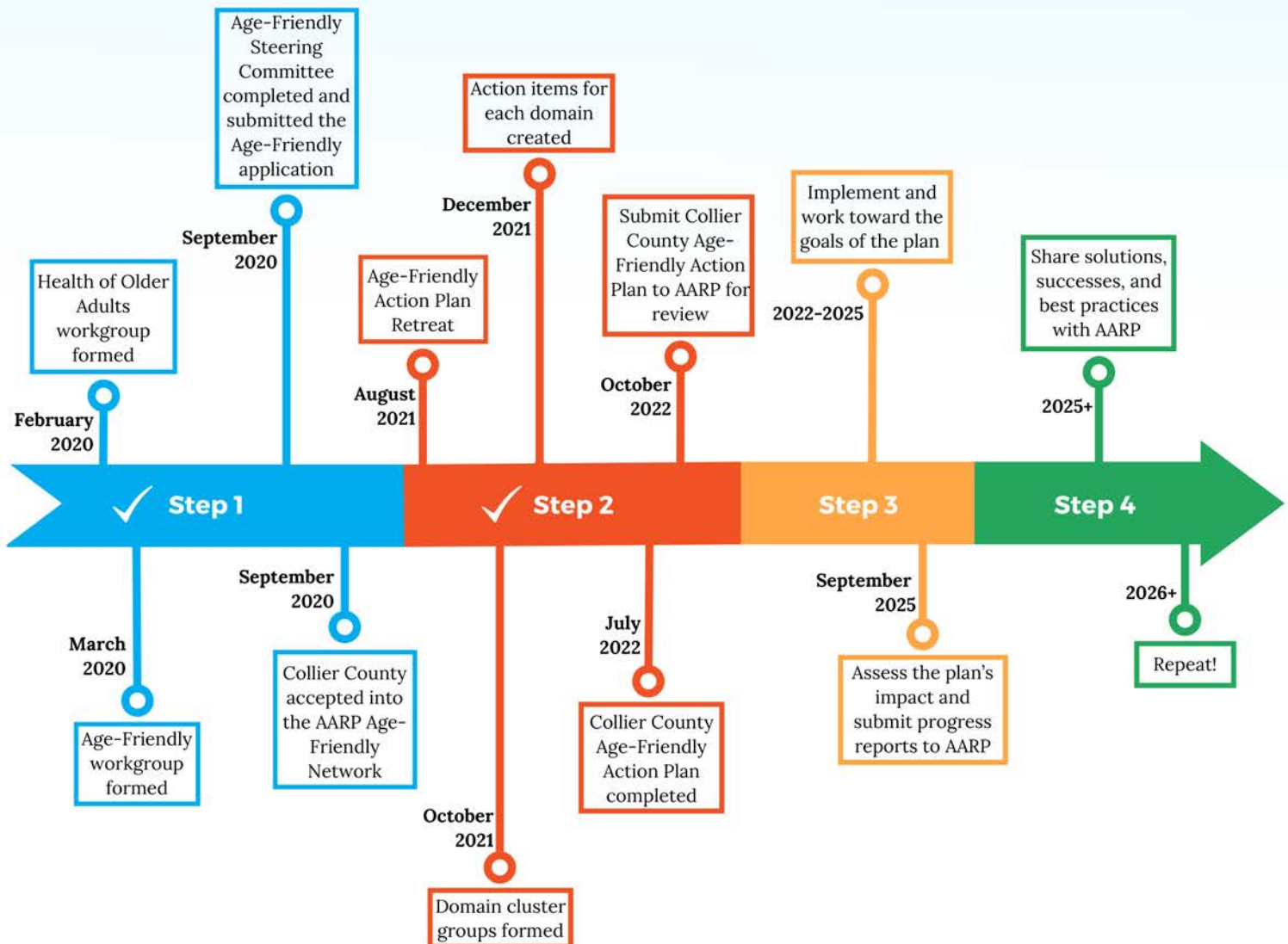
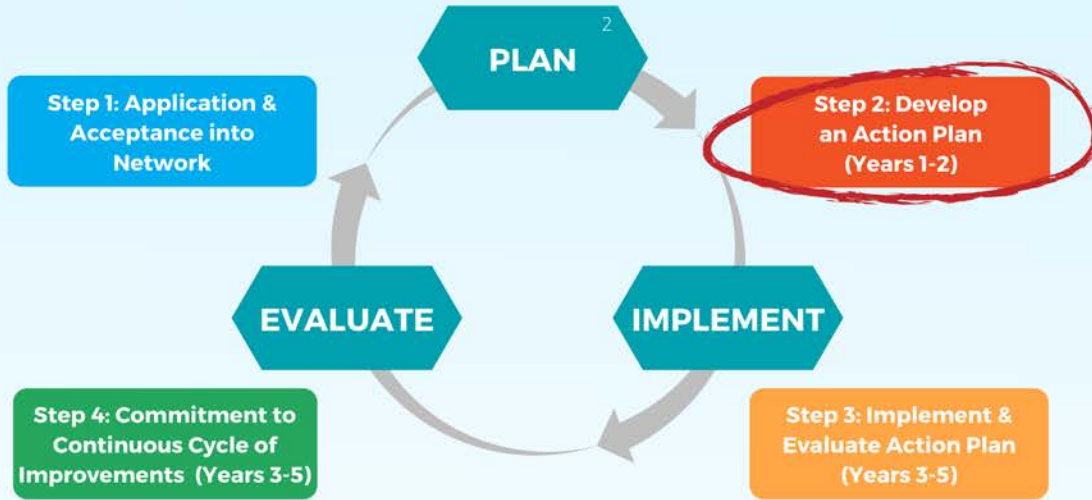
Support & Services

- Communication & Information • Community Support & Health Services



Figure 3.

AGE-FRIENDLY PROCESS



AGE-FRIENDLY MISSION & VISION

Mission: To collectively improve the quality of life and build a healthier age-friendly livable community for residents of all ages.

Vision: To be the most livable community in America to live, work, and play for all.



There are numerous benefits to being a part of the AARP Network of Age-Friendly States and Communities such as public recognition for committing to becoming age-friendly, resources for identifying and assessing Collier County's needs, access to technical assistance and expert-led webinars, support, and best practice materials from AARP. As a member of the network, Collier County community leaders and local government has committed to work on identifying and understanding community needs, serve as an organizing structure for making community improvements, fostering partnerships among community groups and local stakeholders, recognize and improve programs and services that address challenges for older adults and create opportunities for all residents to remain involved in our community as they age. As a result, Collier County will be able to tackle problems systematically, and have an increase in the already strong support for community-based programs and services that sustains an age-friendly community.

AARP LIVABILITY INDEX ³

A number of resources were used to help planners determine priorities and action steps, including the AARP Livability Index, and information provided by County statisticians on population, behavioral, and statistical trends, results from the 2019 Collier County Community Health Assessment, and input from older adults collected through focus groups and surveys.

Collier County received relatively moderate scores on the AARP Livability Index. This index uses a scale of above average (67-100), average (34-66) and below average (0-33). The County's highest score was in Environment (61). Scores in the higher end of the average range were Neighborhood (44); Transportation (57); Health (51); and Engagement (58). The County received below-average scores in the opportunity index category, a concern to which the Age-Friendly Workgroup and County is keenly attuned and is devoting significant efforts toward, along with a focus on the Housing and Transportation categories.

COLLIER COUNTY TOTAL INDEX SCORE



COLLIER COUNTY CATEGORY SCORE

- 51 HOUSING**
Affordability and access
- 44 NEIGHBORHOOD**
Access to life, work, and play
- 49 TRANSPORTATION**
Safe and convenient options
- 62 ENVIRONMENT**
Clean air and water
- 57 HEALTH**
Prevention, access, and quality
- 67 ENGAGEMENT**
Civic and social involvement
- 40 OPPORTUNITY**
Inclusion and possibilities

8 DOMAINS OF A LIVABLE COMMUNITY²

The 8 Domains of Livability framework helps to identify and address barriers to the well-being and participation of older adults. The availability and quality of these community features do not only impact older adults, but also aid in making communities more livable for people of all ages.

1. Community Support & Health System

Providing adequate access to all levels of healthcare and offer services that promote, maintain, and restore health. Community support including delivery of services, social services, and widespread information and resources for emergency planning is vital to older adults.

2. Housing

Availability of housing that is affordable, safe, and in close proximity to businesses and services in the community. In addition, housing that is near public transit or has links to public transit make it easier for people of all ages to live in and get around. Furthermore, adapted housing that meets the needs of older adults and disabled people should be provided.

3. Transportation

Reliable transportation options, that allows all areas and services in a community to be accessible with public transportation, with adaptations to accommodate disabled individuals.

4. Communication & Information

Having continued and widespread distribution of information in place to reach all individuals and effectively inform residents of the services, programs, and resources available in the community.

5. Social Participation

Having affordable and conveniently located events, activities, and opportunities for social engagement tailored to all ages, including older adults.

6. Respect and Social Inclusion

Actively promotes, engages, and celebrates the valuable contributions of all older adults in the community.

7. Civic Participation & Employment

The availability of sufficient and varied employment, volunteering, and training program opportunities tailored to older adults. Older adults should be included in the decision-making processes in both private and public sectors to effectively meet their needs.

8. Outdoor Spaces & Buildings

Ensuring that there are clean and pleasant green spaces and outdoor seating, adequate pedestrian infrastructure that includes well maintained and unobstructed sidewalks, appropriate curbs to accommodate wheelchairs, and pedestrian crossings that allow enough time for older adults to safely cross. Additionally, the buildings and businesses within the community should be similarly secure, welcoming, and accessible for all ages and abilities.

8

DOMAINS OF A LIVABLE COMMUNITY ²

Each time one of the 8 domains are covered throughout the CHA, the coordinating icon will be depicted.



COMMUNITY HEALTH PRIORITIES

As part of the Collier County Community Health Survey, participants were asked to prioritize ten healthcare related areas. The ten public health categories were ranked by their order of importance as perceived by Collier County residents and community partners. The 2019 results are displayed to compare the shift in the county's priorities over the last three years. The top five priorities are the primary focus of the local public health system's efforts.

2022



2019



COLLIER COUNTY COMMUNITY HEALTH PRIORITIES⁵

2022 COMMUNITY HEALTH ASSESSMENT

COMMUNITY HEALTH PRIORITY 1

Mental Health



CHIP GOAL:

Improve identification and treatment of mental health and substance abuse disorders.

AGE-FRIENDLY DOMAINS:

Social Participation, Respect & Social Inclusion

COMMUNITY HEALTH PRIORITY 2

Access to Care



CHIP GOAL:

Increase access to blood pressure screening services for uninsured Collier County residents.

AGE-FRIENDLY DOMAINS:

Communication & Information, Housing, Transportation, Outdoor Spaces & Buildings

COMMUNITY HEALTH PRIORITY 3

Chronic Disease



CHIP GOAL:

Increase the impact of evidence-based programs that promote healthy choices and increase food access.

AGE-FRIENDLY DOMAIN:

Community Support & Health System

COMMUNITY HEALTH PRIORITY 4

Health of Older Adults



CHIP GOAL:

Increase capacity for older adults (age 65+) to comfortably and safely age in place with appropriate resources in a livable community.

AGE-FRIENDLY DOMAIN:

Civic Participation & Employment

COMMUNITY HEALTH PRIORITY 5

Alcohol & Drug Use



CHIP GOAL:

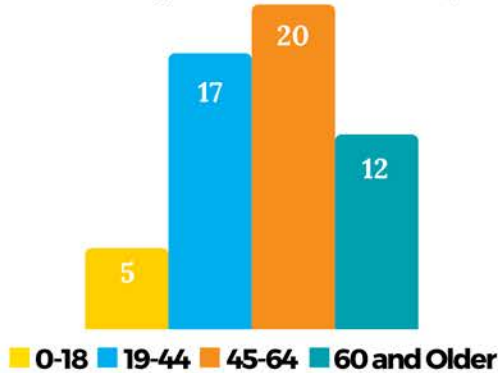
The Mental Health priority and Alcohol & Drug Use priority were merged and is now the Mental Health & Substance Abuse priority.



PRIORITY 1: MENTAL HEALTH & SUBSTANCE ABUSE

Suicide

Collier County Suicide Deaths by Age, 2020⁶



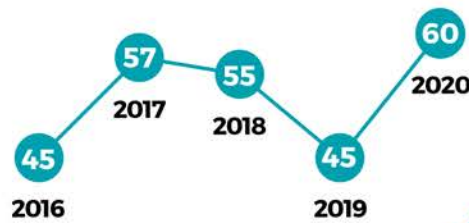
There is a higher than expected percentage of individuals **aged 45-64 and those 85 and older**, who die from suicide when compared to their percentage of the total population.

Per 100,000 Population⁶



As of 2020, the Suicide rate in Collier was **higher than the Florida rate** for the first time in three years.

The year 2020 had the **highest number of suicides** in Collier County than ever before.⁶



In 2020, **veterans** accounted for **23% of all suicide deaths** in Collier County.⁷

75% of all suicide deaths are **male**⁶



An analysis of the Collier County Mental Health and Substance Abuse key indicators by social determinants of health factors found that **adult White, non-Hispanic males in middle to upper class socio-economic status** are more likely to die from suicide than people who are female, Black, or Hispanic.

In 2021, the **Mental Health and Substance Abuse CHIP workgroup** conducted a Health Equity Data Analysis (HEDA), which concluded that **Black and Hispanic female youth experience a disproportionate rate** of suicide completion, suicide attempt (emergency department visits for intentional self-harm), and self-harm without wanting to die (self-reported intentional self-harm).

Unintentional Poisoning Deaths

The age-adjusted death rate per 100,000 population from unintentional poisoning is lower in Collier County than the Florida rate. However, the rate in Collier County, like the rate statewide, has increased dramatically since 2012. In Collier County, the rate in 2020 (28.9), was **more than triple** the rate in 2012 (8.2). **95%** of these deaths are from drug overdoses.⁶





PRIORITY 1: MENTAL HEALTH & SUBSTANCE ABUSE

Drug and Alcohol-Induced Mental Disorders ⁸



Individuals in the 25-64 age groups experience **222.6% more hospitalizations** for Drug and Alcohol-induced mental disorders than all other ages combined. There has also been a steady **increase in hospitalizations for mental disorders** per 100,000 population, from 2016 (520.5)-2019 (782.3).

Self Harm ⁸



In 2020, the rate per 100,000 of Non-fatal hospitalizations for self-harm injuries ages 19-21 in **Collier County was 84.2, compared to Florida at 69.8.**

Involuntary Examinations ⁸

Between 2009 and 2019, there was an **increase of 500 children** who received involuntary examinations per year in Collier County (175 2009 vs. 680 2020).



Females inflict self-harm **8.5% more** than males, and **Hispanic females** are most likely to inflict self-harm without wanting to die than other races and ethnicities. ⁶

Opioids

There has been an **73.2% increase** in drug overdose deaths in Collier County, from 56 deaths in 2016 to 97 deaths in 2020. Opioids account for **90.6% of all drug overdose deaths** as of 2020. ⁶

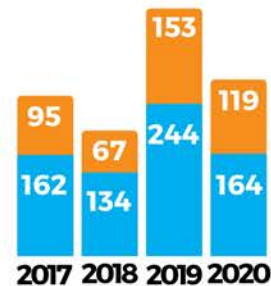
Collier County Emergency Medical Services (EMS) has observed a

37% increase

in the need to administer Narcan™, a drug used to reverse the effects of opioid overdose, from 2015 (166) to 2021 (229). ^{6, 9}



Collier County Non-fatal Overdose Emergency Department Visits ⁸



■ Opioid-involved ■ Heroin-involved

The number of emergency department visits that involved **opioids and heroin nearly doubled** from 201 in 2018 to 397 in 2019. In 2020, the number dropped back down to 283 or 61% of visits, which is **notably higher** than in the years before 2018.

"Mental health issues are still not viewed as a true illness to all. We need to create more awareness of the commonality of mental illness, how to recognize it, and how and where to treat it." ⁴

-Focus Group Participant, 2021



PRIORITY 1: MENTAL HEALTH & SUBSTANCE ABUSE

Tobacco & Vaping

Adult and Student Current Smokers⁶



36 mothers in Collier County smoked during their pregnancy in 2020. **81%** of those pregnancies were White mothers.⁶



Student E-cigarette Use: Collier 14.7% 2020⁶ Florida 15.4%

Adult E-cigarette Use: Collier 3.4% 2019⁶ Florida 7.5%



Student E-cigarette use has **increased 40%** from 2016 (**10.5%**) to 2020 (**14.7%**). Most e-cigarettes contain nicotine and other harmful substances. Nicotine is highly addictive and can harm adolescent brain development, which continues into their 20s.¹⁷

FACT

Quitting smoking can add as much as 10 years to a persons life expectancy.⁶



9% of deaths in Collier County are from tobacco related cancers in 2020.



STUDENTS WORKING AGAINST TOBACCO

2.9% of students in Collier and **4.2%** of students in Florida were actively apart of Students Working Against Tobacco (SWAT) in their middle or high school in 2020.⁶

"Some older adults go months without physical touch from another person."⁴

-Focus Group Participant, 2021

Loneliness & Isolation



Age-Friendly



For the 65+ population in Collier County, **6% of males and 13% of females live alone, as of 2021.**¹¹

FACT

Social isolation and loneliness in older adults has been linked to higher risks for a variety of physical and mental conditions: high blood pressure, heart disease, obesity, a weakened immune system, anxiety, depression, cognitive decline, Alzheimer's disease, and even death.¹²

PRIORITY 1: MENTAL HEALTH & SUBSTANCE ABUSE



Age-Friendly Social Participation

Background and Importance

The social environment is generally defined as the social setting people live in and involves many aspects of our daily lives. Because of the direct impact the built environment has on one's ability to engage with the social aspects of a community, the social environment is inextricably linked to the built environment, and thus, includes the physical surroundings. The design of the community along with the availability of resources determines the level of interaction an individual has with the social aspects of the community.

Residents report a variety of activities across a range of areas and interests through efforts to support participation and accessibility are desired. In addition, residents stated there is a lack of activities for widow and widowers and there is a feeling of social isolation especially when a spouse or partner passes away. One suggestion was to create a loneliness hotline. Interacting with family and friends is an important part of positive mental health and physical health. Social participation is connected to good quality of life, good health, and overall well-being. Active participation in recreational, cultural, and spiritual activities available in the community help form supportive and caring relationships, which can generate a strong sense of well-being and create social integration. Social participation combats isolation and encourages older adults to continue to live vibrantly in the community.

Domain Goal:

Provide a wide range of activities and opportunities for social participation in aging adults.

Domain Objective:

Enhance awareness of existing resources that provide opportunities for social participation

PRIORITY 1: MENTAL HEALTH & SUBSTANCE ABUSE



Age-Friendly Social Participation

Goal: Provide a wide range of activities and opportunities for social participation in aging adults.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Enhance awareness of existing resources that provide opportunities for social participation	Ensure there are affordable activities for all levels of income	1.1 Free Health & Wellness Programs Lead: Area Agency on Aging for SWFL	# of Collier County Workshop completions
		1.2 Programs to foster socialization, promote mental and physical fitness, engage in cultural arts, and peer supports Lead: Naples Senior Center and Collier Senior Center	# of annual members
		1.3 Caregiver Programs and Dementia Respite Groups Lead: Naples Senior Center	# of participants & members
		1.4 UPSLIDE and Collier County Lunch Program Lead: Collier Senior Center	# of participants

PRIORITY 1: MENTAL HEALTH & SUBSTANCE ABUSE



Age-Friendly Respect & Social Inclusion

Background and Importance

Respect and social inclusion are essential elements of overall health and well-being for everyone, especially older adults. However, the stigmatization of ageism and preconceived ideas can result in debilitating consequences like social isolation and depression. Positive, respectful, and inclusive age-friendly practices highlight the contributions of older adults and can contribute to improved well-being, feelings of inclusion, and a sense of independence and connection. In addition, social inclusion brings opportunities for people of all ages to feel a part of the community, build social relationships, and increase access to resources and support.

Residents report an interest in a wide variety of activities, such as volunteering, walking groups, health and wellness programs, recreation, connecting with family and friends, and other lifelong learning activities. Social inclusion and respect are important to support overall health and well-being for older adults; social inclusion is a key determinant of active aging. Age-friendly communities promote positive images of aging and institute inter-generational consciousness to challenge age-focused biases. An inclusive community encourages older adults to participate more in their community's social, civic, and economic landscape. Programs that seek to educate about the aging experience should be prioritized to support further a community that is inclusive and age-friendly for all people.

Domain Goal:

Ensure older adults feel included and respected in all community settings.

Domain Objectives:

- Promote awareness of protection against vulnerabilities
- Promote activities and participation for people with disabilities and different levels of income

PRIORITY 1: MENTAL HEALTH & SUBSTANCE ABUSE



Age-Friendly
Respect & Social Inclusion

Goal: Ensure older adults feel included and respected in all community settings.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Promote awareness of protection against vulnerabilities	Increase education on fraud prevention	2.1 Elder Abuse Awareness & Prevention Presentations/Trainings Lead: Area Agency on Aging for SWFL	# of Collier County attendees
		2.2 Senior Victim’s Advocacy Unit Lead: Sheriff’s Office	# of presentations facilitated annually
	Provide services that enhance knowledge of technology	2.3 Training on laptop use & virtual programs (forthcoming) Lead: Collier Co Gov/AmeriCorps Senior-RSVP	# of sessions held & hours completed
Promote activities and participation for people with disabilities and different levels of income	Increase number of services and programs that are free or at low-cost	2.4 Social media, websites, newsletters of all partners Lead: AAASWFL, Senior Centers, RSVP, AARP	# of followers & subscribers




PRIORITY 2: ACCESS TO CARE

Health Insurance Coverage ¹⁵

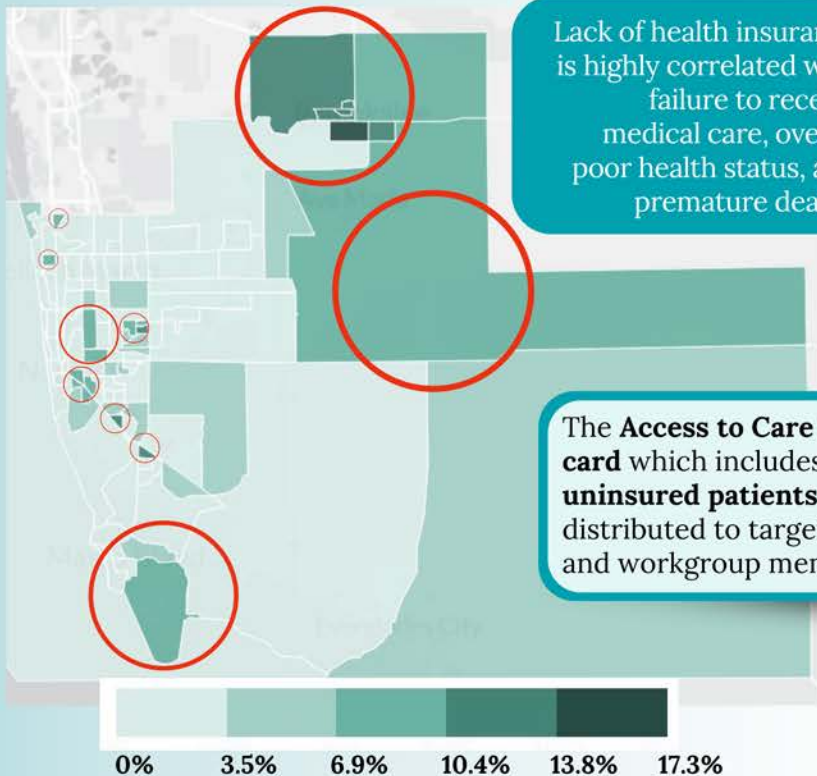
Private  **64%**

Public  **43%**

Uninsured  **13%**

Residents can have more than one type of coverage and as a result, these numbers will add to more than 100%




Census Tracts Without Health Insurance ¹⁴



more than 17.3% Uninsured:
lee
more than 13.8% Uninsured:
ples, Naples Manor

Primary Care


Provider to Resident Ratio, 2022 ³³

	Collier County	U.S. Top Performers
 Primary Care Providers	1,250:1	1,010:1
 Dentists	1,480:1	1,210:1
 Mental Health Providers	930:1	250:1

While progress has been made to reduce the ratios of providers to residents in Collier County, there is still room for improvement to catch up to the top U.S. performers.

Collier County Community Health Survey Results ⁴

- Not Enough Primary Care Resources** **22%**
- Not Enough Dental Care Services** **24%**
- Not Enough Alcohol & Substance Abuse Resources** **32%**

 In 2019, **42% of adults** in Collier County with a **median household income under \$49,999** could not see a doctor due to cost, eliciting a need for more affordable healthcare services and coverage. ⁶



PRIORITY 2: ACCESS TO CARE

Built Environment ³⁷

The built environment, the physical design of where people live, learn, work, and play, has a key role in the health of a community. Pathways, sidewalks, parks, trails, and recreational facilities make it safe and convenient for people to get active. More physical activity decreases risks of obesity, type 2 diabetes, cancer, stroke, high blood pressure, cardiovascular disease, and premature mortality.



Neighborhood, Regional and Community Parks:

34



Miles of bike/pedestrian Facilities prioritized for improvement:

66



Survey respondents who agree that Collier County roadways are safe for bicyclists and pedestrians:

68%



Collier County Public Beaches:

12



Collier County Fitness Centers:

5

Collier County, Naples, and Marco Island have needs assessment processes for parks, recreation, greenspace, and bicycle-pedestrian facilities and they are working to improve existing facilities, add connections, and prepare for the increasing needs of the growing population. ³⁸

Housing ⁶

Median Cost Gross Rent, 2019



To **afford this level of rent and utilities** – without paying more than 30% of income on housing – a **household must earn \$4,660 monthly or \$55,920 annually.**

With almost **60% of Collier County households making less than \$49,999 a year**, housing costs are becoming more unaffordable with **1/3 of residents being cost burdened.** Efforts are being made to address the affordable housing crisis in Collier County, but a great deal of progress is still ahead.

Transportation ³⁹

The Collier Long-Range Transportation Plan 2020-2045 is an assessment of current and future transportation needs. In the plan, are solutions to address transportation gaps, a growing population, and underserved areas. The plan is broken down into 10 goals: Ensure transportation system security, protect environmental resources, improve system continuity, reduce roadway congestion, promote freight movement, increase transportation system safety, promote multimodal solutions, promote the integrated planning of transportation and land use, promote sustainability in the planning of transportation and land use, and consider climate change vulnerability and risk in transportation decision-making.



Many vulnerable populations in Collier County experience a lack of awareness of services, transportation, affordable housing, convenient access to primary, specialty, and emergency care, as well as lacking the health literacy needed to navigate the health care system.

PRIORITY 2: ACCESS TO CARE



Age-Friendly Communication & Information

Background & Importance

In an age-friendly community it is important to have continued and widespread distribution of information, an efficient communication system needs to be in place to reach all individuals and effectively inform residents of the services, programs, and resources available in the community. A widespread distribution through various communication systems is paramount to an effective social environment. The communication of information regarding events, programs and services must be based on the needs and interests of older adults.

Residents said there was a lack of education on general health, wellness, and nutrition. That services were not connected or found in the same location. Many qualify for assistance for some services, but the system is complicated to navigate. Additionally, there was a lack of knowledge of where to find available resources and there is a need to provide information to the community about services offered in a centralized location. Some residents feel they have a lack of community awareness issues because they are only part-time residents, some remain confined within neighborhoods. Age-friendly communities make sure that information about community events or important services are both readily accessible and in formats that are appropriate for persons of all ages. Age-friendly communities recognize the diversity of needs regarding information and provide multiple sources to connect people with the information they need to best live their lives.

Domain Goal:

Ensure older adults feel included and respected in all community settings.

Domain Objective:

Promote readability, ease of use and delivery of information across multiple media including television, print, phone, website, and mobile applications

PRIORITY 2: ACCESS TO CARE



Age-Friendly Communication & Information

Goal: Communication efforts are accessible, timely, and accurate to the needs and wants of the aging community.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Promote readability, ease of use and delivery of information across multiple media including television, print, phone, website, and mobile applications	Increase centralized access to community information	3.1 Promote Collier 311 resources Lead: Collier County Division of Communications, Government & Public Affairs	# of visits to website/application
		3.2 Promote Collier Resource Center resources Lead: Collier Resource Center	# of calls/email inquiries
		3.3 Promote Seniors Blue Book resources Lead: Senior Blue Book	# of copies of Seniors Blue Book distributed
		3.4 Promote Collier CARES resources Lead: Naples Children and Education Foundation	# of visits to app & website along with category & geographic information
		3.5 Promote educational resources including Colliercares.org through website Lead: Inner Strength RN Health Advocates	# of visits to the website

PRIORITY 2: ACCESS TO CARE



Age-Friendly Housing

Background & Importance

Per the Florida Housing Coalition, if a very low to moderate income household spends less than 30% of their gross income on housing, then housing is affordable. It is assumed that if such a household spends more than 30% on housing, the family will be cost burdened and not have enough money to pay for transportation, food, clothing, and healthcare. The definition is inclusive of all populations including older adults and persons with special needs. In Collier, when comparing housing cost burden between those who own a house and those renting, renters have a considerable higher percentage of being considered housing cost burdened.

The Collier County Community Housing Plan recommends that the top income level to be considered in need of affordable housing is 140% of the Area Median Income, or \$114,653 for a 3-person household in 2020. In early 2017, the Urban Land Institute performed a panel review of the housing situation in Collier County. They concluded that Collier needed to reframe its view of housing to better meet the needs of the more than 40% of the population (58,685 households), already living here that are spending more than what is affordable on housing. The need for affordable rental housing is one of the major challenges for our community. Existing rental communities have a very low vacancy rate of less than 3%-4%, which is insufficient to accommodate population growth. There is also a lack of affordable housing for older adults with disabilities and affordable housing retirement communities for all income levels. Since 2014, the median housing values have increased from \$258,400 to \$360,800 in Collier County, and the houses in Collier County have consistently had a higher median housing value than the Florida average.

Domain Goal:

Housing for persons of all ages is affordable, accessible, and is inclusive of persons at all life stages.

Domain Objectives:

- Provide affordable housing for older adults through increased education, policy, and advocacy
- Ensure that affordable homes are accessible to residents of all ages

PRIORITY 2: ACCESS TO CARE



Goal: Housing for persons of all ages is affordable, accessible, and is inclusive of persons at all life stages.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Provide affordable housing for older adults through increased education, policy, and advocacy	Raise awareness to policy/decision makers about the lack of affordable housing in the community	<p>4.1 Local Housing Trust Fund - request surtax funds from Collier County Commissioners for help to create long-term leases on property to facilitate affordable homes. Request one-half of one percent of the Annual County budget. Assign profits of sale of County property to the Local Housing Trust. Assign a linkage fee of \$1 per square foot on construction of new commercial property.</p> <p>Lead: Collier County Affordable Housing Advisory Committee</p>	<ul style="list-style-type: none"> • Receive \$20 million from the surtax funds • Approval of one-half of one percent of the Annual County budget • Transfer of profits of sale of County property to the Local Housing Trust • Collier County Commissioners pass a linkage fee of \$1 per square foot on construction of new commercial property
Ensure that affordable homes are accessible to residents of all ages	Ensure these homes include options for various incomes	<p>4.2 Homeless Prevention and Rapid Rehousing Program</p> <p>Lead: Hunger & Homeless Coalition of Collier County</p>	# of retentions into new housing.
		<p>4.3 Homeless Outreach</p> <p>Lead: Hunger & Homeless Coalition of Collier County</p>	Point of engagement to permanent housing and additional services provided

PRIORITY 2: ACCESS TO CARE



Goal: Housing for persons of all ages is affordable, accessible, and is inclusive of persons at all life stages.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Ensure that affordable homes are accessible to residents of all ages	Ensure these homes include options for various incomes	4.4 Kaicasa Housing Development – 250 units open by summer of 2022 Lead: Habitat for humanity	# of housing units completed
		4.5 Whitaker Woods – 125 units open by summer of 2022 Lead: Habitat for humanity	# of housing units completed
		4.6 Allegro at Hacienda Lakes – 160 units open by end of 2022 Lead: Collier County Community Land Trust	# of affordable housing units added to inventory
		4.7 Cadenza at Hacienda Lakes - 160 units open by end of 2023 Lead: Collier County Community Land Trust	# of affordable housing units added to inventory
		4.8 Rural Neighborhoods (not yet named, location - Golden Gate Golf Course) 100 units for seniors open by 2024 and 250 units for workforce housing open by 2024 Lead: Rural Neighborhoods	# of housing units completed
	Ensure homes are accessible to persons with disabilities	4.9 Supported Living Homes – one 3B home in Naples and two 3b homes in Immokalee are currently available for disabled residents. Lead: Residential Options of Florida	# of disabled people receiving housing through Supported Living Homes

PRIORITY 2: ACCESS TO CARE



Goal: Housing for persons of all ages is affordable, accessible, and is inclusive of persons at all life stages.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Ensure that affordable homes are accessible to residents of all ages	Ensure these homes include options for various incomes	4.10 441 Section 8 Housing Choice Vouchers (for general population) Lead: Collier County Housing Authority	# of people receiving vouchers
		4.11 25 NED Vouchers (non-elderly disabled head of household) Lead: Collier County Housing Authority	# of people receiving vouchers
		4.12 40 Mainstream Vouchers (participants with a disabled family-member) Lead: Collier County Housing Authority	# of people receiving vouchers
		4.13 78 Emergency Vouchers (homeless or in danger of becoming homeless) Lead: Collier County Housing Authority	# of people receiving vouchers
		4.14 Farm Worker Village - 276 low income housing units Lead: Collier County Housing Authority	# of units rented
		4.15 6 low-income rental units in Golden Gate. Lead: Collier County Housing Authority	# of units rented

PRIORITY 2: ACCESS TO CARE



Age-Friendly Transportation

Background & Importance

The ability to safely access desired destinations is vital to independent living. Communities promote healthy aging in place by promoting public transportation best practices, which increases active transportation in the community for all ages. In a study from the 2001 National Household Travel Survey, researchers indicated that 29% of individuals who walk to and from public transit achieve at least 30 minutes of daily physical activity.

Effective communication between the public and its transportation services, including Collier County Area Transit (CAT), promotes reliable, affordable transit options that make the community less car dependent. CAT provides public transit services in Collier County for the City of Naples, the City of Marco Island, and the Immokalee area. Services include fixed-route bus, express bus, American with Disabilities (ADA) and Transportation Disadvantaged (TD) paratransit service. The design of transportation related infrastructure such as signage, traffic lights, pathway design, and crosswalks also impact mobility at an individual and community level.

Residents said there are a variety of issues pertaining to transportation and mobility including the lack of accessible public transportation options, the need to increase education on the importance of transitioning from driving a personal vehicle to using public transportation when needed, and improving roadway features that impact older drivers and pedestrians. Residents said access to transportation for medical appointments is difficult, and there is a lack of transportation options for individuals with disabilities.

Domain Goal:

Older adults have a variety of transportation options that are safe, accessible, and affordable.

Domain Objectives:

- Implement safe streets for all users and mobility
- Promote awareness of road user safety through education and program
- Improve existing alternative transportation options

PRIORITY 2: ACCESS TO CARE



Age-Friendly Transportation

Goal: Older adults have a variety of transportation options that are safe, accessible, and affordable.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Implement safe streets for all users and mobility	Create barriers between pedestrians and drivers	5.1 Paradise Coast Trail – enhance safe spaces to walk and bike free of vehicle traffic Lead: Naples Pathways Coalition	1st segment complete by 2025
		5.2 Make Public transport bus stops ADA accessible Lead: Public Transit & Neighborhood Enhancement	# of improved bus stops annually
Promote awareness of road user safety through education and program	Complete assessment of transit infrastructure to provide safe facilities for users	5.3 Comprehensive operations analysis of public transit system Lead: Public Transit & Neighborhood Enhancement	Execution of assessment implementation plan
		5.4 Bike-Ped Safety Awareness Campaigns Lead: Blues Zones Project	Crash data from FDOT (# of accidents/crashes)
Promote awareness of road user safety through education and program	Complete assessment of transit infrastructure to provide safe facilities for users	5.5 Para-transit service is available to get to food pantries and food access sites. Lead: Public Transit & Neighborhood Enhancement	# of riders on para-transit to food pantries and food access sites.
		5.6 Food Policy Council (healthy food access advocacy) Lead: Blues Zones Project	# of pounds of produce distributed to underserved communities, and SNAP data (food stamp usage)

PRIORITY 2: ACCESS TO CARE



Age-Friendly Transportation

Goal: Older adults have a variety of transportation options that are safe, accessible, and affordable.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Improve existing alternative transportation options	Public transportation is accessible to people of all mobility levels	5.7 Ensure accessibility to bus stops is achieved. Lead: Public Transit & Neighborhood Enhancement	# of bus stops improved
		5.8 Ensure accessible buses & transit vehicles Lead: Public Transit & Neighborhood Enhancement	# of wheelchair accessible vehicles
		5.9 On demand transit services – enhance para-transit Lead: Public Transit & Neighborhood Enhancement	# of riders
	Expand bus routes and enhance frequency of existing routes	5.10 Implement recommendations of the COA Lead: Public Transit & Neighborhood Enhancement	Increase ridership

PRIORITY 2: ACCESS TO CARE



Age-Friendly Outdoor Spaces & Buildings

Background & Importance

Safe and enjoyable public spaces and environments encourage physical activity while promoting social interaction and sense of community. Healthy community design that is accessible by people of all physical abilities improves conditions for exercise, which decreases prevalence of chronic disease. We regularly use outdoor spaces and public buildings while meeting our basic needs for working, shopping, and recreation. Maximizing accessibility creates a thriving environment that supports community members' physical and mental health as well as their economic and social opportunities. Accessibility involves removing barriers that limit opportunities for people with disabilities, including those of us who have age-related impairments that may affect our walking and could be a barrier from participating in social activities or accessing services and visiting businesses.

Residents said Collier has many welcoming outdoor spaces and appreciate the amenities of public areas. There are many parks and farmers markets. In some areas of the county there are a lack of bike lanes and sidewalks. Residents said the community is a safe place to live, but have safety concerns of roadways for bicyclists and pedestrians.

Domain Goal:

Ensure the physical environment is safe and accessible for older adults.

Domain Objective:

Establish safe parks and programs that are accessible for people of all life stages

PRIORITY 2: ACCESS TO CARE



Age-Friendly Outdoor Spaces & Buildings

Goal: Ensure the physical environment is safe and accessible for older adults.

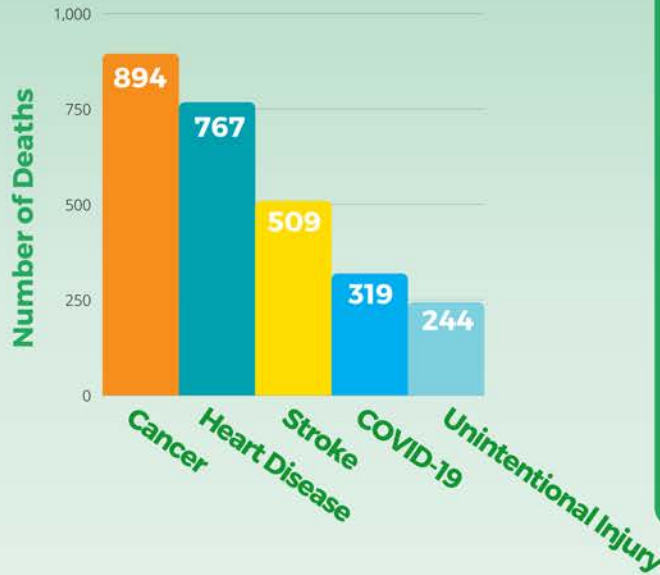
OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Establish safe parks and programs that are accessible for people of all life stages	Ensure that parks meet the “Age-Friendly” requirements	<p>6.1 Big Corkscrew Island Regional Park – Phase I completed by May 20223</p> <p>Lead: Collier County Parks & Recreation</p>	Phase I completed by May 2023



PRIORITY 3: CHRONIC DISEASE

Leading Causes of Death, 2020 ⁶

The leading causes of death in Collier County are **cancer, heart disease, and stroke** which accounted for **54% of all deaths** in 2020. Other chronic diseases leading the mortality rates in the county include: lower respiratory disease (148 deaths), Alzheimer's disease (114 deaths) and diabetes (95 deaths).



Chronic diseases affect many people in Collier County. These diseases generally become more prevalent in the older age groups. As the older adult population of Collier County increases, the prevalence of these diseases will likely increase at a similar rate.

Chronic diseases develop and persist over time becoming progressively worse, especially when untreated. It is believed that the **most common chronic diseases can be prevented, or their onset prolonged, through behavioral changes.** Increased physical activity, good nutrition, decreased alcohol use, and quitting smoking are examples of behavior changes that have proven to reduce the risks of contracting a chronic disease.

FACT

Lung cancer is the leading type of cancer death in Collier County, followed by pancreatic, breast, and colorectal cancers. Cigarette smoking is the number one risk factor for lung cancer. 11% of adults in Collier County were reported as current smokers in 2019. ⁶



Heart Disease & Stroke ⁶

As of 2019, 8% of adults in Collier County have been told they had coronary heart disease, heart attack, or stroke.



In 2019, **44% of adults** in Collier County with a medium household income between \$25k-\$50k were **told that they had hypertension**, compared to 29% of adults with a \$50k or above medium household income.



Cancer ⁶

Cancer Deaths, 2020



Lung Cancer:	163
Pancreatic Cancer	72
Breast Cancer	71
Colorectal Cancer	60

Chronic Disease Prevalence, 2019 ⁶



Cancer
Rate: 423.4



Adults with Diabetes or High Blood Sugar
Percent: 60%



Heart Disease
Rate: 194.1



Alzheimer's 65+
Percent: 13.9%



Stroke
Rate: 153.8



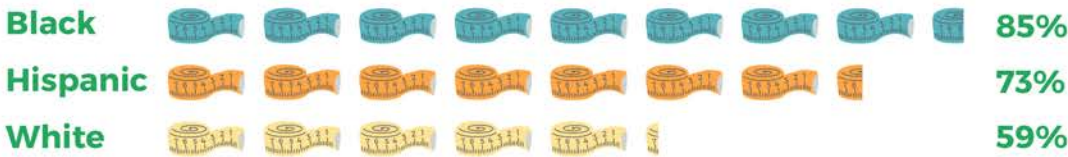
Adults with Asthma
Percent: 4.6%



PRIORITY 3: CHRONIC DISEASE

Overweight & Obesity

Adults Who Are Overweight or Obese, 2019 ⁶



Obesity and overweightness are strongly correlated to chronic diseases such as coronary heart disease, stroke, and respiratory disease mortality; and are moderately correlated to cancer mortality.

Sedentary Adults By Income, 2019 ⁶



Through local data from DOH-Collier WIC, and Healthcare Network of SWFL, the **Chronic Disease CHIP Workgroup identified overweight and obesity rate disparities in Hispanic children, especially those living in Immokalee, Golden Gate, and East Naples.** The Pediatric Obesity Program led by UF Health and Core Health Partners will be working throughout the county to address health inequities by improving access to specialized healthcare, nutrition education, and recreational programs, while also removing barriers caused by economic instability for at risk children in Collier County using a community-wide network approach. This initiative will be tracked in the Collier County Health Equity Action Plan. ⁴¹

As of 2021, **36% of children** ages 2-5 years old in the Women, Infants, and Children (WIC) Program, and **43% of pediatric** Healthcare Network of SWFL's patients are **overweight or obese.**

48% of Healthcare Network of SWFL **Hispanic pediatric patients** are **overweight or obese.** ^{6, 41}



Preventable Hospitalizations

The number of potentially preventable hospitalizations reflects the use of hospitals as the primary source of care and the lack of accessibility or affordability of quality primary care services. Preventable hospitalizations place financial burdens on patients, insurance providers, and hospitals. These financial burdens were attributed overwhelmingly to chronic conditions, such as heart failure, diabetes, asthma, and chronic obstructive pulmonary disease (COPD). ⁴²

Potentially Preventative Hospitalizations Under 65, 2020 ⁶



All Preventable Hospitalizations
Count: 1,284



Diabetes
Count: 208



COPD
Count: 120



Congestive Heart Failure
Count: 100



Asthma
Count: 52

PRIORITY 3: CHRONIC DISEASE



Age-Friendly Community Support & Health System

Background and Importance

Preparing for the health services needs of older adults is especially relevant at this time because that sector of the population is expected to grow exponentially over the next decade. The ability of older adults to maintain independence is directly linked to accessible and affordable community support and health services.

Residents said there is a need for more long-term care facilities that are affordable. Residents voiced major concerns over healthcare inequities, stating that income determines both the access and quality of care one receives. Dental care was identified as an especially costly medical service. In addition, mental health issues related to drug and alcohol are on the rise. Having access to community support and quality health care services may result in treatment for a mental illness or reveal the early symptoms of a chronic illness and motivate a behavior change that prevents it. Generally, residents who do struggle with their health tend to have issues with chronic illness, substance abuse, and obesity. Regarding alcohol and drug abuse, it is estimated that about one-fifth of residents in Collier engaged in heavy drinking and a larger proportion of residents age 65 and over engage in these types of behaviors. Even though, approximately 67% of respondents agreed that residents in their community are generally healthier, about half of participants indicated that residents struggled with alcohol use, illegal drug use, and prescription drug abuse. The number of residents of Collier County diagnosed with Alzheimer's as well as other dementias will increase every year as the percentage of the population 65 years and over continues to grow. In Florida, 59% of the caregivers surveyed reported that respite is the most needed service to continue providing care. Community support including delivery of services, social services, and widespread information and resources for emergency planning is vital to older adults.

Domain Goal:

Provide quality and affordable health care services as well as community wellness programs and services to older adults.

Domain Objectives:

- Promote awareness of safety, wellness, livability, and healthy activities in the community
- Promote supports and innovative options to age in place
- Promote affordable care that specializes in aging issues

PRIORITY 3: CHRONIC DISEASE



Age-Friendly Community Support & Health System

Goal: Provide quality and affordable health care services as well as community wellness programs and services to older adults.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Promote awareness of safety, wellness, livability, and healthy activities in the community	Expand health screenings and activities	7.1 Organize Health Fair events Lead: Healthcare Network of SWFL	# of health promotion activities
	Increase COVID-19 vaccination rate of older adults	7.2 Continue to promote vaccination awareness to vulnerable populations Lead: Florida Department of Health-in Collier County/Family and Personal Health Partners: Naples Community Hospital, Physicians Regional, Health Care Network, and other providers.	% of those 6 months old and older vaccinated
	Ensure that public health emergency preparedness addresses the needs of older adults	7.3 Incorporate Age-Friendly (AF) components into the Disaster planning for the Special Needs Shelter Lead: Florida Department of Health-in Collier County/Disaster Preparedness	# of AF components
	Strengthen public health roles to healthy aging	7.4 Enroll and complete steps to be recognized through the Age-Friendly Public Health Systems Recognition Program Lead: Florida Department of Health-in Collier County/Community Health Promotion	# of action steps completed
	Increase community-based efforts to enhance health	7.5 Chronic disease self-management program Lead: Area Agency on Aging SWFL	# older adults participating in workshops

PRIORITY 3: CHRONIC DISEASE



Age-Friendly Community Support & Health System

Goal: Provide quality and affordable health care services as well as community wellness programs and services to older adults.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Promote awareness of safety, wellness, livability, and healthy activities in the community	Integrate preventive considerations in health and social services	7.6 Crime Prevention for scams/fraud/personal safety Lead: Collier County Sheriff's Office	# of crime prevention trainings
		7.7 Safety awareness campaigns on social media Lead: Collier County Communication Department	# of safety awareness campaigns /posts
		7.8 Healthy activities for seniors Lead: Blue Zones Project SWFL	# of health promotion activities
		7.9 Social Services Outreach Initiatives (CCEMS) Lead: Collier County Emergency Medical Services	# of referrals & reports
Promote supports and innovative options to age in place	Establish resources to help with falls at home	7.10 In-home services for older adults Lead: Collier County Community Health Services	# of older adults receiving in-home services in Collier County
		7.11 Training on fall prevention- Step Smart Lead: Step Smart Collier Partners: NCH, Physicians Regional, EMS, Fire agencies	# of presentations/ participants

PRIORITY 3: CHRONIC DISEASE



Age-Friendly Community Support & Health System

Goal: Provide quality and affordable health care services as well as community wellness programs and services to older adults.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Promote affordable care that specializes in aging issues	Improve dignified palliative, and end of life care	7.12 Promote Hospice and Palliative Care Lead: Avow Hospice	# of persons receiving Hospice and Palliative Care
	Increase health care specializing in aging and caregiver needs	7.13 Older Adults care services and behavioral health services offered with sliding scale fee Lead: Healthcare Network	# of new older adult clients
	Expand awareness of cognitive issues/dementia	7.14 Training for first responders, facilities, and health providers Lead: Collier County Sheriff's Office Partners: Collier County DCCI Taskforce, CCSO, NPD, EMS, NCH, BrightStar Care	# of awareness sessions # of participants in training sessions
		7.15 Promote Dementia Care and Cure Initiative (DCCI) Lead: Collier County DCCI Taskforce	# of awareness sessions



PRIORITY 4: HEALTH OF OLDER ADULTS

Population Growth ⁶



Collier County 65+ Population Growth From 2016 to 2020



2015

2020

101,886

127,228

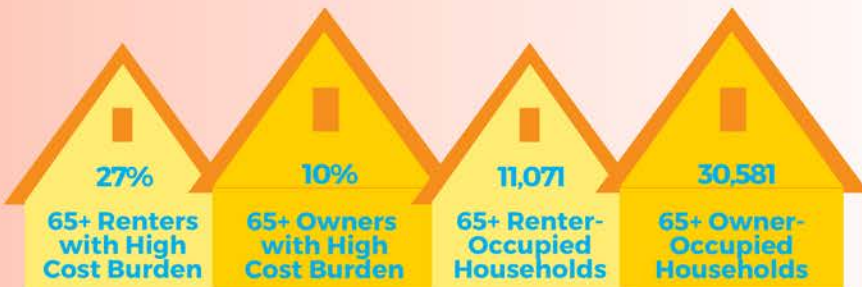
As of 2020, the 65+ population is **33% of the total population** in Collier County. This population has **grown 25%** over the last five years. It is predicted that this age group will **grow another 24%** by 2024. ²⁴

Housing ¹¹ Age-Friendly

A cost burdened household is when occupants are paying more than 30% of their income for housing costs, and have an income less than 50% of the areas median income. These individuals struggle to afford basic necessities to live.

"Rent has increased in Collier County, and many older adults are on a fixed income and cannot afford the increase in expenses." ⁴

-Focus Group Participant, 2021



Employment ¹¹ Age-Friendly



17% of older adults are employed, 1% are unemployed, the remaining are retired.

A survey conducted by AARP found that 61% of respondents age 50 and older in the U.S. stated they had either experienced or witnessed workplace age discrimination. ²⁵

As a result of the 2019 CHA findings, the **Health of Older Adults CHIP workgroup** was formed. Two sub-groups were established under the workgroup, one being the Age-Friendly Initiative and the other being the Dementia Care and Cure Taskforce (DCCI). Both groups have made tremendous strides in advocating and working towards better access and health care for older adults.

Age-Friendly Progress:

- Garnered community and local government support for an age-friendly community
- Collier County Age-Friendly Action Plan completed

DCCI Progress:

- Provided dementia education, training, and outreach to the community
- In the beginning stages of developing dementia sensitivity training for law-enforcement and local businesses

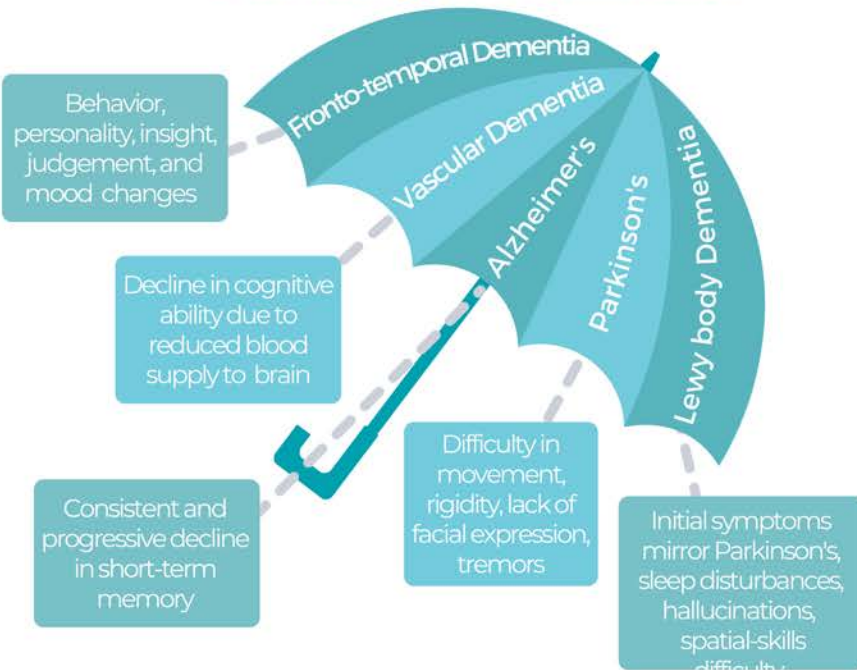


PRIORITY 4: HEALTH OF OLDER ADULTS

Dementia Age-Friendly

Dementia is an umbrella term for the impaired ability to remember, think, or make decisions that interferes with doing everyday activities. Alzheimer's disease is the most common type of dementia, but there are several types, each with their own disease progressions. ²⁶

Major/Initial Symptoms in Different Types of Dementia ²⁶









Collier County Deaths From Alzheimer's Disease Per 100,000 Population ⁶

White		10
Hispanic		12.6
Black		0


In 2020, there were **105 deaths with a rate of 10** per 100,000 population for Whites, **9 deaths with a rate of 12.5** per 100,000 population for Hispanics, and 0 deaths for Blacks. Dementia, including Alzheimer's disease, has been shown to be under-reported in death certificates and therefore the proportion of older adults who die from Alzheimer's may be considerably higher.


Collier County, Percent of 65+ Told That They Had A Health-Related Event, 2019 ⁶

	Diabetes:	29%
	Depressive Disorder:	18%
	Asthma:	11%
	Heart Attack:	10%
	COPD, Emphysema or Chronic Bronchitis:	9%
	Stroke:	7%

Probable Alzheimer's Cases

Percent of Population

 **Collier 13.9**

 **Florida 12.7**

The rate of probable Alzheimer's in Collier County has been **higher than the Florida rate** since 2017.⁶ Florida has the **second highest prevalence** of Alzheimer's in the nation.⁴⁰

FACT

The percentage of adults 65+ who were **heavy or binge drinkers** in Collier (16%) was **55% higher** than the Florida 65+ population (9.1%) in 2019. Collier County has had significantly higher binge drinking rates than the Florida average for over almost two decades. ⁶

Alcohol use and abuse is closely linked to populations that are mid to high income earners who are retired. Excess alcohol consumption is tied to a number of health risks, including injuries, vehicle crashes, dementia, cancer, and chronic diseases. ²⁷



PRIORITY 4: HEALTH OF OLDER ADULTS



Age-Friendly

Civic Participation & Employment

Background & Importance

Civic participation and employment are important components of active engagement in the social environment. For older adults who wish to tailor retirement through paid or voluntary contributions to the community, opportunities for civic engagement and employment must be readily available. Many barriers exist to older adult engagement in civic participation and employment. Cultural barriers, a lack of education regarding the capability of older adults, and the preconceived notions of physical or mental limitations succeed in preventing older adults from contributing to their community as members of the workforce.

Civic participation allows residents to engage in issues of public concern to their community, thus deepening community identity and bonds. Older adult residents report a variety of health concerns, which directly impact their ability to actively engage in the social environment. An array of volunteer opportunities exist for older adult residents seeking not-for-profit employment; although, efforts to promote opportunities and increase accessibility could be improved.

Residents report challenges in regard to subsisting on fixed income and a lack of affordable housing. These concerns make compelling arguments for the need to increase employment opportunities for the aging population. For some, employment could be a meaningful way to fill otherwise free-time, and for others it could provide necessary additions to a fixed monthly income. Older adults have specific knowledge and experience that could positively impact their place of work. Employment not only provides financial security to the employee but also benefits the employer who is able to appreciate the dynamic that older employees can bring to their profession.

Domain Goal:

Provide a wide range of opportunities for work and civic engagement for aging adults.

Domain Objective:

- Increase access to meaningful volunteer and decision-making opportunities for all people
- Increase employment opportunities for older adults

PRIORITY 4: HEALTH OF OLDER ADULTS



Age-Friendly Civic Participation & Employment

Goal: Provide a wide range of opportunities for work and civic engagement for aging adults.

OBJECTIVES (What)	STRATEGIES (How)	ACTION ITEMS (Who/When)	INDICATORS
Increase access to meaningful volunteer and decision-making opportunities for all people	Provide a centralized source of volunteer information and opportunities that is easily accessible to the public	<p>8.1 Collier County Government's Facebook page & CollierRSVP.com (upcoming)</p> <p>Lead: Collier County Government/ AmeriCorps Seniors, RSVP</p>	# of Facebook users & shares/ number of new visits to website
	Eliminate barriers that are preventing access to volunteering opportunities	<p>8.2 Community Service Opportunities and Specialized Training provided by Senior Community Service Employment Program</p> <p>Lead: AARP Foundation</p>	# of hours completed for community service and training by Collier participants
Increase employment opportunities for older adults	Create and foster relationships with local not-for-profit businesses/organizations/ healthcare to retain partner sites to employ volunteers for direct-service work	<p>8.3 Networking, outreach, research with potential partner sites</p> <p>Lead: Collier County Government/ AmeriCorps Seniors RSVP</p>	# of RSVP volunteers placed & hours served
	Sponsor older adults as they prepare to onboard with local businesses *for-profit organizations: sponsor older adult for up to 2 weeks probationary period *not-for-profit organizations: sponsor older adult for up to 6mo - 1yr prior to hiring	<p>8.4 Senior Community Service Employment Program</p> <p>Lead: AARP Foundation</p>	# of Collier participants enrolled

HEALTH EQUITY

What is Health Equity?¹³

Health equity is attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and healthcare disparities.

Health Equity Terms:¹³

Health Inequities are systematic differences in the opportunities that groups have to achieve optimal health, leading to avoidable differences in health outcomes.

Health Disparities are the quantifiable differences, when comparing two groups, on a particular measure of health. Health disparities are typically reported as rate, proportion, mean, or some other measure.

Equality each individual or group of people is given the same resources or opportunities.



What Determines Our Health?²³

The Social Determinants of Health (SDOH), are the conditions in the environment where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. When any of the social determinants are missing or lacking in the community, people struggle to be healthy.

The Social determinants of health can be grouped into 5 domains:



- Economic Stability: Employment, income, housing, affordability of food and other necessities
- Health Care Access and Quality: Access to health care, access to interventions, and health literacy (or the ability to understand and interpret health information)
- Education Access and Quality: High school graduation, resources, materials, language, and literacy
- Neighborhood and Built Environment: Public safety, access to healthy foods, quality of housing, access to sidewalks, air quality, water quality, street lighting, parks
- Social and Community Context: Social support, discrimination, civic participation, policies, culture

HEALTH EQUITY

Income

Median Household Income, 2020 ⁶



In 2020, **18% of Collier County households had a median income of less than \$24,999**, and 16% had a median income of \$100,000 or greater. **40% of Collier County residents earned between \$25,000-\$49,999.**

In 2019, the **median income for veterans in Collier County was \$50,896.** ¹⁵

In Collier, individuals with a graduate or professional degree **earn on average \$42,000 more** annually compared to those who have less than a high school education. ⁸



Collier County Income Disparity

Median Household Income by Race/Ethnicity, 2020

Asian	\$81,310
White	\$80,036
Native American	\$56,625
Hispanic	\$51,814
Black	\$46,688

In Collier County, **Blacks make 42% less, and Hispanics make 35% less** annually than Whites.

ALICE ⁸

(Asset Limited, Income Constrained, Employed)

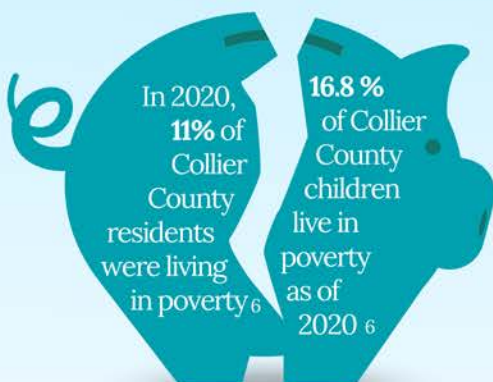
ALICE identifies and assesses financial hardship at a local level. ALICE household incomes are technically above the Federal Poverty Level, but still struggle to afford basic household necessities.

Collier County ALICE Household Survival Budget, 2018

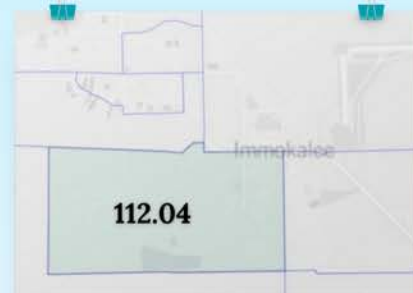
	Single Adult	Single Parent One Child	Two Parents Two Children	Single Older Adult	Two Older Adults
Monthly Total	\$2,208	\$3,883	\$6,267	\$2,390	\$3,797
Annual Total	\$26,496	\$41,956	\$75,204	\$28,680	\$45,564
Hourly Wage	\$13.25	\$23.30	\$37.60	\$14.34	\$22.78

In Collier County, **61%** under 25 years of age, **32%** 65 years and older, **73%** of Native American households, and **55%** of Black households fall into the ALICE threshold.

Poverty



"Healthcare options are limited for the low-income population due to high costs." ⁴
 -Focus Group Participant, 2021



In 2019, almost **5% of veterans** were living at or below the poverty level. ¹⁵

In 2019, **28% of children** living in poverty were **Hispanic**, while only 9.6% were non-Hispanic. ⁶




In 2020, **41.6% of residents, and 55% of children** living in census tract 112.04, located in Immokalee, lived 100% beneath the poverty level, which is the **highest prevalence of poverty in Collier County**. This census tract has a **median household income of \$27,208**, and is 53% Hispanic and 45% Black. ¹⁴

HEALTH EQUITY

Homelessness

In 2020, it was estimated that **603 people in Collier County** were considered homeless, an **increase of 105 individuals** since 2019.⁸

Homelessness is closely connected to declines in physical and mental health. Health problems among homeless individuals result from various factors, such as barriers to care, lack of access to adequate food and protection, as well as limited resources and social services.¹⁸

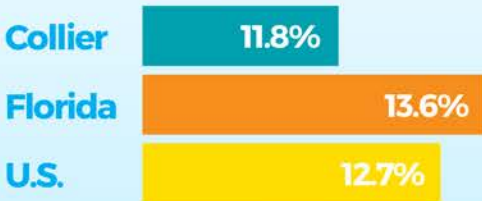


It was identified that the top two subpopulations most affected by homelessness are those who suffer from chronic substance abuse and those with a serious mental illness.¹⁹



Disabilities

Population with a Disability, 2020⁶




Health Disparities¹⁶


Adults living in the U.S. with disabilities are more likely to be obese, smoke, have heart disease, and diabetes

	Disability	No Disability
Obese	38%	26%
Smoke	28%	13%
Heart Disease	12%	4%
Diabetes	16%	7%

29.8% of veterans have a disability in Collier County.⁴¹



24% of people 65 years and older have a disability in Collier County.⁶



Types of Disabilities in Collier, 2020¹⁵



HEALTH EQUITY

Food & Nutrition

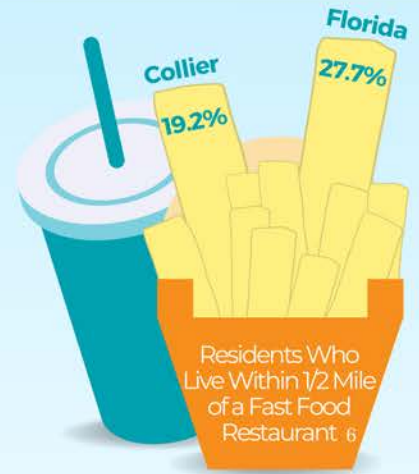


In 2019, **37,520 people** in Collier County were food insecure. **31% of food insecure people** were above SNAP and other nutrition programs threshold of 200% poverty, meaning they **could not receive government benefits**.²⁰

Percentage of WIC Eligibles Served, 2021⁸



The Women, Infants and Children Program (WIC) provides food and nutritional assistance to pregnant and new mothers with children up to 5 years of age. In 2021, the percentage of WIC eligibles served in **Collier County was 55% compared to Florida at 63%**. The percentage of WIC eligibles served in Collier County has **decreased 16% since 2016**.



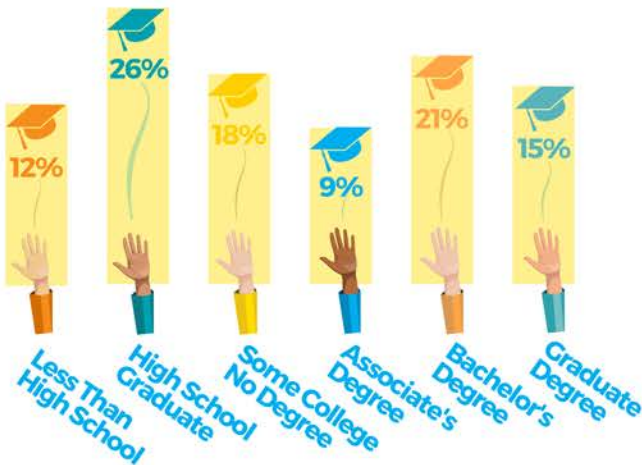
In 2019, **7.9% of households** in Collier County received Supplemental Nutrition Assistance program (SNAP) benefits. It was estimated that **22% of food insecure children were ineligible** for federal nutrition programs.⁸



65% of Collier County children Pre-K through Middle School are eligible for free/reduced lunch.⁸

Education

Collier County Educational Attainment, 2020⁸



In Collier County, **males are 5% less likely to graduate high school than females.**

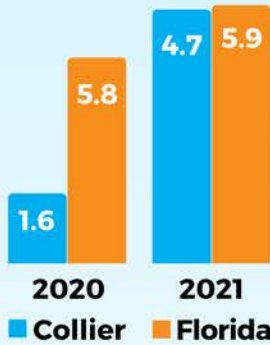
13% of Black males and 12% of Hispanic males did not graduate high school in the 2020-2021 school year, while only **6% of White males** did not graduate high school.⁸

Higher educated individuals live longer, healthier lives than those with less education, and their children are more likely to thrive. This is true even when factors like income are taken into account.” -County Health Rankings, 2022

HEALTH EQUITY

Maternal & Infant Health ⁶

Infant Mortality Rate Per 1,000 Live Births



Infant mortality in Collier County has **increased 200%** from 5 infant deaths in 2020 to 15 in 2021. **The Black infant death rate (12.6), was 3.7 times higher than the White infant death rate (3.4).**

80% of mothers in Collier County and **85%** of mothers in Florida initiated breastfeeding in 2020.



31% of pregnant women 20 years and older, and **42%** of pregnant teens in Collier County did not have adequate prenatal care in 2020 (missed 20% or more prenatal appointments).



In 2020, 49 **babies** were born in Collier County to adolescent/teen moms (11-17 years old).



There were **20 repeat teen births** (15-19 years old). Of those births, **80% were Hispanic** teen moms.

Collier County Live Birth Rate Per 1,000 Births



From 2010 to 2020, the birth rate in Collier County has **decreased 5%**. Florida has also seen a **2% decrease** of births in the last decade.

Preterm/Low Birth Weight Disparity

In 2020, **5%** of babies in Collier County were born preterm with a low birth weight. **6.7% of Black** babies are born preterm with a low birth weight, compared to **Hispanic (4.6%)** and **White (4.3%)** babies.

Infants born with a very low birthweight have a **24%** chance of dying during their first year of life, and are more likely to have a learning disability or impaired development. ⁸

- 19 fetal deaths (stillbirths)
- 0 SIDS deaths
- 214 births with late or no prenatal care
- 0 maternal deaths
- 10 babies born with Neonatal Abstinence Syndrome

All data, Collier 2020

HEALTH EQUITY

LGBTQ+ ²²



There are approximately **9,955** LGBTQ+ adults in Collier County and **36,000** LGBTQ+ adults in Southwest Florida (Charlotte, Collier, Glades, Hendry, and Lee Counties).

Poor mental health, depression, and smoking in the LGBTQ+ population has been associated with greater exposure to specific stressors such as stigma, discrimination, violence, and rejection.

FACT

Almost a third of LGBTQ+ adults in Southwest Florida are **Hispanic (31%)**, the majority are **White (61%)**. LGBTQ+ adults are more likely to be Hispanic than non-LGBTQ+ adults.

LGBTQ+ Socioeconomic Characteristics in Southwest Florida, 2019



Southwest Florida LGBTQ+ Health Disparities, 2019



Current Smoker
LGBTQ+ 28%
All 17%



Suffering From Depression
LGBTQ+ 25%
All 14%



High Cholesterol
LGBTQ+ 33%
All 30%



Cardiovascular Disease Risk
LGBTQ+ 42%
All 39%

Premature Mortality ⁸

Years of Potential Life Lost (YPLL) is defined as the years of potential life lost due to a premature death, compared to living a full life to the age of 75. YPLL in public health may be interpreted as a measure of preventable mortality for causes that are particularly associated with the education and income level of the population as well as the public health prevention, planning strategies, and priorities of a community.



Collier County Years of Potential Life Lost, 2020

YPLL Under 75 Years of Age per 100,000 Population

Cause of Death	White	Black	Hispanic
Unintentional Injury	1,712.5	304.2	939.5
Cancer	1,577.4	1,155.2	1,240.0
Heart Disease	849.6	1,122.3	199.8
Suicide	516.2	312.4	380.7
COVID-19	221.0	460.4	648.3

Whites had the highest YPLL in the unintentional injury, cancer, and suicide categories. Blacks had the highest YPLL in heart disease, and Hispanics had the highest YPLL in COVID-19.

Blacks also had high YPLL (306.3), from perinatal period conditions and Hispanics had high YPLL (237.5), as a result of liver disease and cirrhosis compared to other races and ethnicities.

Collier County Significant Increases in YPLL from 2015 to 2020



30% increase in the YPLL due to unintentional injuries



51% increase in the YPLL due to suicides



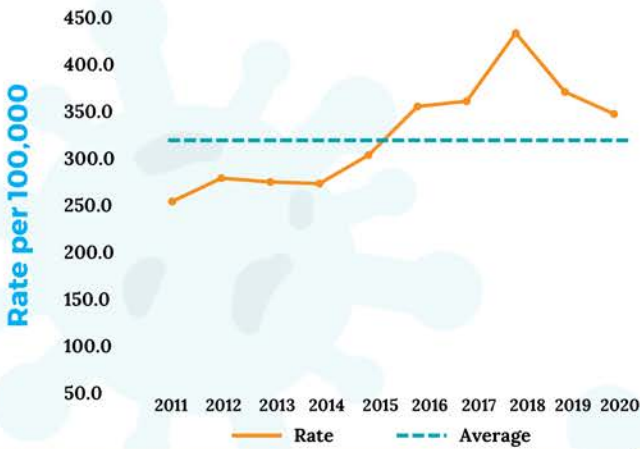
147% increase in the YPLL due to diabetes

CONTINUING HEALTH PRIORITIES

There are several additional public health areas that have a proven impact on the overall health of a community. They are the motivation for a key subset of the core public health services provided by DOH-Collier and the medical care providers in the Collier County local public health system. Surveillance and programmatic response to these health priorities is continuous. They include communicable diseases such as sexually transmitted diseases (STDs), Tuberculosis (TB), as well as COVID-19, and Monkeypox.

STDs ⁶

Bacterial STDs, 2011-2020



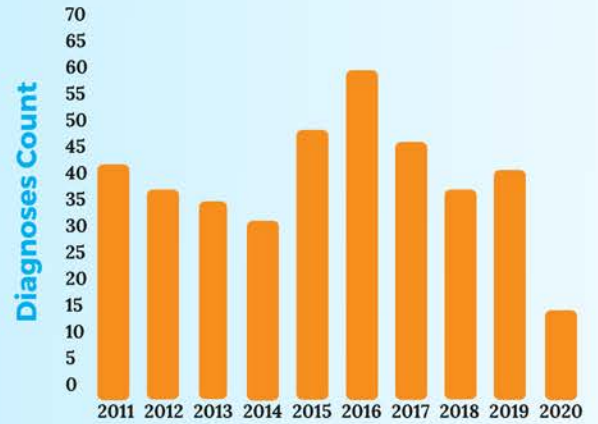
Rates of STD cases have **increased over 35%** within the last 10 years in Collier County. Although rates have been on a slight decrease since 2018, they are still trending higher than the 10 year average. Chlamydia and gonorrhea are the most common types. The most clearly defining factor is age with **65% of cases being reported in the 18-29 age groups**. **Blacks have the highest rate of STDs (1,016.1)** compared to Whites (166.4) and Hispanics (452.1).

Bacterial STDs, Collier County and Florida 2018-2020 ⁸

	# Of Cases Annual Average	County 3-Year Rate per 100,000	State 3-Year Rate per 100,000
Chlamydia	1,143	303.8	494
Gonorrhea	213.3	56.2	172.3
Syphilis	64	16.9	55.1

HIV ⁶

HIV Diagnoses, 2011-2020



The number of reported HIV infections has **decreased 65% from 2011 to 2020**. The decrease from 2019-2020 could be attributed to **COVID-19, where fewer medical visits and diagnoses were made**. HIV is usually transmitted through sexual behaviors and needle sharing. Every new HIV case is investigated to link people into care and prevent further transmission.

AIDS ⁶

AIDS Diagnoses, 2011-2020



HIV left untreated may lead to AIDS. There was over a **53% decrease in AIDS diagnoses** from 2011-2020. 90% of AIDS diagnoses were male in 2020.

CONTINUING HEALTH PRIORITIES

COVID-19

Coronavirus disease 2019 (COVID-19) is a respiratory illness caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). Symptoms vary from mild to severe illness. COVID-19 vaccines help your body develop protection from the virus, and lowers the risk of getting very sick, being hospitalized, or dying from COVID-19. ⁴⁵

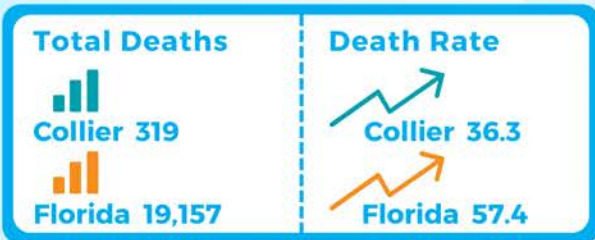
COVID-19 Vaccinations, Collier ⁴⁴ Percent of total population as of August 11, 2022



Cumulative COVID-19 Cases ⁴⁴ From March 1, 2020, to August 11, 2022



COVID-19 Deaths, 2020 ⁶

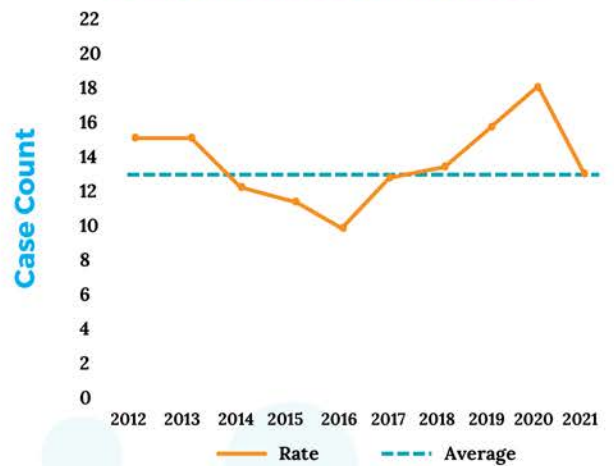


The COVID-19 death rate in Collier County for **Hispanics (97.6)**, was significantly higher than the death rate for Whites (35.0), and Blacks (53.5). In Florida, the COVID-19 death rate for **Blacks (106.0) and Hispanics (89.8)**, were significantly higher than the rates for Whites (51.1). ⁶

Tuberculosis ⁶

TB is an airborne infectious disease, and because of its high potential for transmission, even the small number of cases reported must be investigated, treated, and curtailed. TB is mostly found in medically under served, low-income populations and especially where people live in crowded conditions.

Tuberculosis Cases, 2011-2020



The number of TB cases reported in Collier County has been on an upward trend since 2016. **Collier County has had a higher rate of TB cases than Florida over the last 10 years**, except for in 2016.

Monkeypox

Monkeypox is a disease caused by infection with the monkeypox virus. Monkeypox typically begins with flu-like symptoms, swelling of the lymph nodes and progresses to a rash on the face and body. Transmission is low, and generally requires prolonged, face-to-face contact, direct contact with an active rash, or indirect contact with an active rash through contaminated items. ⁴³

Monkeypox Cases ⁶ As of August 20, 2022



CONCLUSION

Assessing the health of the community is a complex equation with multiple variables that are interrelated and involve agencies and organizations from nearly every sector. The community health priorities described in this CHA are an example of such complexity. Mental health issues relate to alcohol and drug use. Alcohol and drug use increases risk factors for chronic diseases. Having access to quality health care services might result in treatment for a mental illness or reveal the early symptoms of a chronic illness, encouraging a behavior change that prevents it. All of these issues affect older adults in similar ways because young adults become older adults. Preparing for the health services needs of older adults is especially poignant at this time because that sector of the population is expected to grow exponentially over the next decade. Minorities, and low-income residents experience higher rates of poor mental health, chronic disease, obesity, STD's, infant mortality, low birth weight, Alzheimer's, and deaths from COVID-19. The inequities that contribute to these health challenges in Collier County are reflected within each social determinant of health, the built environment, and can also be attributed to a significant income gap and rising costs of living in the county.

The next steps in the MAPP process are community-wide strategic planning, action planning, and monitoring of progress. DOH-Collier facilitates these efforts by educating and convening partners from the local public health system to analyze and consider the CHA findings. The resulting Community Health Improvement Plan (CHIP) guides community-wide strategies for improving the health of those residing in Collier County for the next five years, 2023-2028, by utilizing and expanding current partnerships, and developing multi-sector work groups and objectives to address community health priorities.

As Collier County continues to proceed in our health planning cycle, it is imperative to make note of the following over the next five years:

- ✓ Conceptualize public health as a community-wide system with a multitude of partners across diverse sectors
- ✓ Eliminate silos, and cultivate a local public health system with collective community goals, outcomes, and measures
- ✓ Promote existing programs and services, and educate the public on accessibility and assistance available for those resources
- ✓ Enhance or develop programs and services that address poor health behaviors, and aid in the reduction or improvement of chronic diseases, obesity, substance abuse, dental, and mental health
- ✓ Foster initiatives to increase the availability and accessibility of primary, specialty, dental, and mental health professionals and services
- ✓ Champion policy, environmental change, interventions, and programs to address the root causes of health disparities in vulnerable populations
- ✓ Advocate for the incorporation of age-friendly practices throughout all existing or future community initiatives, plans, programs, services, and policies

COMMUNITY RESOURCES AND ASSETS

Licensed Health Providers		
Rate Per 100,000	Collier	Florida
Physicians	342.1	314
OB/GYNs	11.9	9.2
Pediatricians	15.8	21.9
Psychologists	19.7	23.4
Mental Health Counselors	34.7	57.3
Dentists	74.3	56.7
Podiatrists	12.6	7.3
Osteopaths	37.5	37.5
Registered Nurses	1069.1	1334.5
Health Insurance Coverage		
	Collier	Florida
With Insurance All-Ages	86.4%	87.3%
No Insurance Ages 0-64 Years	13.6%	12.7%
Medicaid Enrollment All-Ages	13.6%	22.4%
60+ Medicaid Eligible	15%	18%
Medicaid and Medicare Eligible All-Ages	28.2%	22.5%
Medicaid & Medicare Eligible 60+	82%	78%

COMMUNITY RESOURCES AND ASSETS

Health Facilities		
Rate Per 100,000	Collier	Florida
Hospital Beds	269.6	316
Acute Care Beds	223.7	247.1
Specialty Beds	45.9	69
Nursing Home Beds	230.8	386.5
Skilled Nursing Facility Beds	329.6	403.2
Rehabilitation Beds	13.5	13.4
Adult Substance Abuse Beds	1.3	1.6
Adult Psychiatric Beds	26.3	31.2
Child & Adolescent Psychiatric Beds	0	3.2
Florida Department of Health in Collier County		
	Collier	Florida
Health Department FTE	44.5	47.8
Health Department Expenditures Per Person	\$29.00	\$33.40

COMMUNITY RESOURCES AND ASSETS

Disclaimer: This is a condensed list of health services and resources in Collier County. For additional assistance in navigating other services and resources not listed, please visit the Collier Cares website at <https://colliercares.org/cc/home> or call United Way by dialing 211 or (888) 369-7688.

Addiction		
Alcoholics Anonymous	Al-Anon	David Lawrence Centers
Drug Free Collier	Hazelden Betty Ford Foundation	Justin's Place Recovery Program
Tobacco Free Collier	St. Matthew's House	Better Together
Childbirth/Pregnancy/Breastfeeding		
Breastfeeding Coalition of Collier County	Community Pregnancy Clinic	DOH-Collier Family Planning
DOH-Collier Healthy Start	Family Birth Center of Naples	Healthy Baby Helpline
Healthy Start Coalition of SWFL	Naples Women's Center	Planned Parenthood
PRC Clinic	Total Women's Care	WIC Breastfeeding Counseling
Children's Services		
Children's Advocacy Center of Collier County	Children's Care	Collier Childcare Resources
Dept. of Children & Families	DOH-Collier Immunizations	Early Learning Coalition of SWFL
Tobacco Free Collier	Early Steps	Florida Abuse Hotline
Florida KidCare	Healthy Baby Hotline	DOH-Collier Family Planning
DOH-Collier Healthy Start	Nichols Pediatric Center	Safe & Healthy Children's Coalition
DOH-Collier WIC	Youth Haven	Avow Kids

COMMUNITY RESOURCES AND ASSETS

Clinics		
Braden Clinic	Clinica Hispana	Healthcare Network
Naples Community Based Outpatient Clinic (VA Healthcare System)	Neighborhood Health Clinic	Panira Healthcare Clinic
Passport Travel Health Clinic	Senior Friendship Health Center	Core Health Partners
Dental/Vision/Hearing		
Beltone Five Star Hearing	Dental Care	Division of Blind Services
DOH-Collier Dental Clinic	Florida Heiken Children's Vision Program	Florida Lions Eye Clinic
Florida Vision Quest	Lighthouse of Collier County	Naples Nites Lion's Club Parenthood
NCEF Pediatric Dental Center	Senior Friendship Dental Clinic	Healthcare Network Dental Care
Developmental Disability Services		
Easterseals LEAP	STARability	Autism Support Project
Environmental		
Big Cypress National Preserve	Bird Rookery Swamp	Cape Romano - Ten Thousand Islands Aquatic Preserve
Collier County Parks & Recreation	Collier Seminole State Park	Conservation Collier
Corkscrew Swamp Sanctuary	Delnor-Wiggins State Park	Fakahatchee Strand State Preserve
Florida Panther National Wildlife Refuge	Marco Island Parks & Recreation	Naples Parks & Recreation
Rookery Bay National Estuarine Research Reserve	Ten Thousand Islands National Wildlife Refuge	The Conservancy of Southwest Florida

COMMUNITY RESOURCES AND ASSETS

Hospitals		
NCH Healthcare System Baker/North Naples/North East Naples	Physician's Regional Healthcare System Collier Blvd/Pine Ridge Rd/ North Naples/ Founders Square/Crossroads Plaza	Golisano's Children's Health Center
Collier County Medical Society Physician Directory	NCH Physician Directory	
Miscellaneous		
Alzheimer's Support Network	American Cancer Society	Cancer Alliance of Naples
Collier 211	Collier Resource Center	Help A Diabetic Child
Naples Therapeutic Riding Center	Operation Medicine Cabinet	Partners for Breast Cancer Care
Physician Led Access Network	Florida Poison Control	Naples Therapeutic Riding Center
The Shelter for Abused Women and Children	Collier County Hunger & Homeless Coalition	American Health Association
Bluezones Project of SWFL	Collier Area Transit	Humane Society Naples
Mental Health		
Avow Hospice - Grief Counseling	Catholic Charities	Compassionate Friends - Grief Support
Crossroads Behavioral Health Center	David Lawrence Center Crossroads/Horseshoe Dr/Immokalee	Hazelden Betty Ford Foundation
Mental Health Association of SWFL	Mental Health Resource Center Inc	NAMI Collier County
Suicide Prevention Lifeline	Valerie's House	The Willough at Naples
Freedom Waters Foundation	Project HELP	Mobile Crisis Response Team

COMMUNITY RESOURCES AND ASSETS

Older Adult Services		
Alzheimer's Association	Alzheimer's Support Network	Area Agency on Aging for SWFL
Avow Hospice	Barrington Terrace of Naples	Brookdale Center for Healthy Aging & Rehab
Catholic Charities Adult Daycare and Respite Care	Collier Senior Center	Hope PACE
Interim Healthcare Naples	Leadership Coalition on Aging	Mesothelioma Guide
Naples Senior Center	Parkinson Association of Southwest Florida	Senior Advocacy Group
Senior Blue Book	Senior Friendship Health & Dental Center	SHINE: Serving Health Insurance Needs of Elders
Step Smart Collier	VITAS Healthcare	Project Lifesaver
Special Needs Emergency Shelter DOH-Collier	Collier Senior Resources	Meals on Wheels
Veterans		
Home Base Florida Veterans and Family Care	Veterans Legal Assistance Project	Veterans Hotline
Wounded Warriors of Collier County	Warrior Homes Veterans Transitional Housing	Service to the Armed Forces

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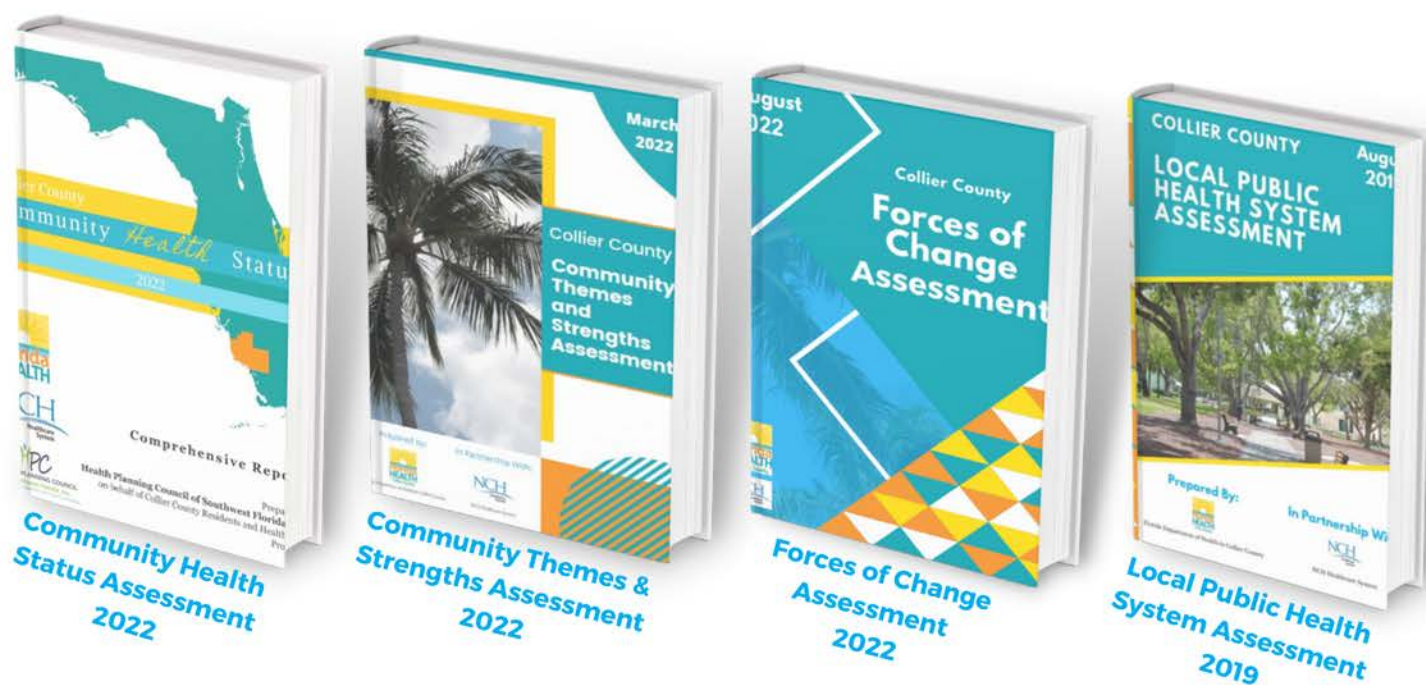
APPENDICES

[Appendix A: Community Health Status Assessment](#)

[Appendix B: Community Themes and Strengths Assessment](#)

[Appendix C: Forces of Change Assessment](#)

[Appendix D: Local Public Health System Assessment](#)





Shared vision for a healthy community:
The healthiest county in the
nation to live, learn, work,
and play.

