

LEE COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN January 2023 - December 2027



Produced by:
Florida Department of Health in Lee County
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Executive Summary

The Florida Department of Health in Lee County's (FDOH-Lee) Community Health Improvement Plan (CHIP) was developed through collaborative efforts involving residents, health care professionals, and organizations. A diverse group of participants with an interest in and impact on improving the health of Lee County's residents and visitors created this CHIP, which was then compiled by FDOH-Lee.

This plan is based on a shared vision of creating a healthier Lee County and brings together information from a wide range of sources regarding health in the community. The goal of this project is to create a strategic plan that prioritizes public health issues and sets measurable targets to move the health of Lee County forward. Although the CHIP steering committee has not identified any specific policy changes to be included in the CHIP as of December 2022, opportunities for policy change will continue to be evaluated.

It is important to recognize that no institution or organization alone can improve community health; this can only be achieved through strong partnerships. We thank the individuals, health care professionals, and organizations who participated in the development of this CHIP. The following Plan outlines a framework for achieving an improved, and a healthier community.

Areas of Opportunity

After review of the 2020 Community Health Needs Assessment (CHNA), Community Health Status Assessment, Forces of Change Assessment, and the Community Town Hall Meetings, the community reached consensus on two priority areas which are detailed below. The full plan also includes goals, strategies and objectives for each area.

Mental Health

The Centers for Disease Control and Prevention (CDC) defines mental health as a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to contribute to his or her community. Mental health issues such as feelings of hopelessness or isolation, and barriers to mental health treatment are leading risk factors for suicide. Healthy People 2030 (HP2030) has identified one of their mental health status objectives as reducing the national suicide rate to 12.8 suicides per 100,000 population. HP2030 focuses on the prevention, screening, assessment, and treatment of mental disorders and behavioral conditions. The 2023-2027 CHIP states the focus should be on:

- Raise awareness about local mental health crisis resources in Lee County.
- Increase dialogue surrounding mental health challenges.

In addition, mental health and physical health are closely connected. Mental disorders like depression and anxiety can affect people's ability to take part in healthy behaviors. Similarly, physical health problems can make it harder for people to get treatment for mental disorders. Increasing screening for mental disorders can help people get the treatment they need.

Nutrition, Physical Activity and Weight

The CDC states that "poor nutrition contributes to many costly diseases, including obesity, heart disease, and some cancers." Therefore, having a healthful diet is important. HP2030 focuses on "helping people get the recommended amounts of healthy foods — like fruits, vegetables, and whole grains — to reduce the risk for chronic diseases and improve their health." HP2030 aims to "help people get recommended amounts of key nutrients, like calcium and potassium. Public health interventions that focus on helping everyone get healthy food are key to reducing food insecurity and hunger and improving health."

Regular physical activity is also an important way people can improve their health. Per the CDC's Physical Activity Guidelines for Americans, moving more and sitting less have tremendous benefits for everyone, regardless of age, sex, race, ethnicity, or current fitness level. Individuals with a chronic disease or a disability benefit from regular physical activity, as do women who are pregnant. The Plan states the focus should be on:

- Increase education and participation in physical activities of families by engaging in outdoor events.
- Increase nutrition education and participation for adult and aging populations in Lee County.
- Promote the overall physical health of Lee County residents through health policy changes.



Introduction

What produces our health?

In 1948, the World Health Organization (WHO) defined health as, “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” However, as our world and lives evolve, the definition of health has been urged to move the emphasis towards the ability to adapt and self-manage in the face of social, physical, and emotional challenges.

HP2030 addresses both personal health literacy and organizational health literacy and provides the following definitions: *Personal health literacy* is the degree to which individuals have the ability to find, understand and use information and services to inform health-related decisions and actions for themselves and others. *Organizational health literacy* is the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related actions for themselves and others.” These definitions emphasize people’s ability to use basic health information and services to make appropriate health decisions.

Since health is impacted by the conditions in which people live, work, and play, an effective plan to improve the health of Lee County requires action that goes beyond health care and involves diverse stakeholders within the community. These include churches, community coalitions, local governments, schools, employers, health care providers, environmental groups, and social service organizations.

What is public health?

The CDC Foundation defines *public health* as the science of protecting and improving the health of communities and families through education, healthy lifestyle promotion, research for disease and injury prevention, and detection and control of infectious disease. Overall, public health is concerned with protecting the health of entire populations, which can be as small as a local neighborhood or as big as an entire country. Clinical professionals, such as physicians and nurses, focus mainly on treating individuals after they become injured or sick. *Public health professionals* try to prevent problems from happening or recurring through implementing educational programs, developing policies, administering services, regulating health systems, and conducting research. Public health professionals analyze the health effect from genetics, personal choice, and the environment to develop programs that protect the health of your family and community.



The CDC reports that from 1900 through 1999 the life expectancy of Americans increased about 30 years, with over twenty-five of those 30 years attributed to public health initiatives, and less than four years due to medical advances. These public health achievements include infectious disease control resulting from improved sanitation through clean air, clean water, and proper sewage disposal; vaccination; and reducing the infant mortality rate.

Public health is also concerned with limiting *health disparities*. HP2030 defines a health disparity as a particular type of health difference that is closely linked with social, economic,

and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion. Functions of public health include the fight for health care equity, quality, and accessibility. The field of public health is eclectic and diverse while encompassing many areas that impact everyday life.

What is a Community Health Improvement Plan?

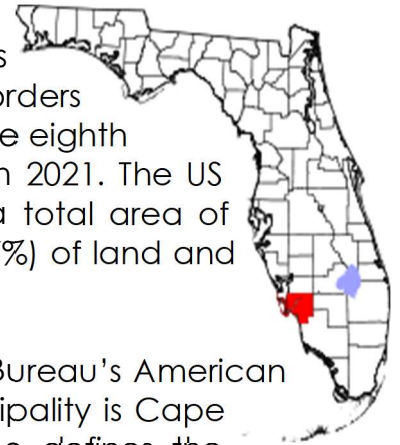
According to the CDC, a CHIP is a long-term, systematic effort that addresses public health problems based on the results of community health assessment activities and the community health improvement process. The plan identifies strategic issues and desired health and public health system outcomes to be achieved. A CHIP serves to address issues, roles, and common goals and objectives throughout the community. A CHIP can be used by health departments, as well as other government, education, and human service agencies, to coordinate efforts and target resources that promote health. The plan can be used to guide action and monitor and measure progress toward achievement of goals and objectives.



Community Profile

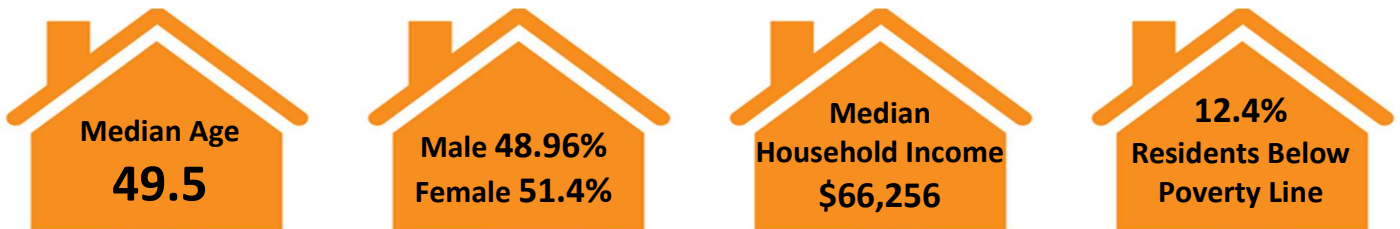
Lee County, Florida

Lee County is located on the southwest coast of Florida and is one of six counties that make up Southwest Florida, which borders the Gulf of Mexico. Per the US Census Bureau, Lee County is the eighth most populous county in Florida with an estimated 787,976 in 2021. The US Census Bureau also states that; Lee County encompasses a total area of 1,212.372 square miles consisting of 784.059 square miles (64.7%) of land and 428.313 square miles (35.3%) of water.



The county seat is Fort Myers and, according to U.S. Census Bureau's American Community Survey (ACS), the county's most populous municipality is Cape Coral with 204,510 year-round residents. The Gulf of Mexico defines the western and southern boundary of the county for approximately 44 miles. Charlotte County lies to the north of Lee County, Collier County to the southeast, and Hendry County to the east. There are six local municipalities in the county: Bonita Springs, Cape Coral, Estero, Fort Myers, Fort Myers Beach, and Sanibel.

Lee County Population in 2021



Census Data: American Community Survey (ACS) 2021 1-year

Community Resources

The resources below are identified as community resources available to residents in Lee County.

Civic Involvement	Corporate and business leaders, health coalitions, faith-based groups, government officials, hospital engagement, media outlets, parent-teacher associations, school wellness committees, other volunteer and retiree groups
Culture	Art shows, beaches, festivals, historical sites, live theaters, museums, retiree destination, travel destination, urban and rural areas, vital downtown development
Education	Adult Education, after-school programs, childcare centers, head start program, private/faith-based schools, public library system, public schools, public university, state college, vocational training schools
Employment	Chambers of commerce, corporations, health care system, hotel and food industry, job placement services, military, tourism industry, small businesses
Family and Social Services	Churches, crisis intervention facilities, faith-based organizations, housing authority, maternal-child health coalitions, mental health counselors, military family services, homeless shelters, safe houses, state & federal programs
Healthcare	Community school clinics, diabetes educators, disease support groups, federally qualified health centers, Florida Department of Health, hospitals, mental health facilities, walk-in clinics, VA healthcare centers
Nutrition	Community gardens, extension service, farmer's markets, food banks, grocery stores, local farmers, meals on wheels, restaurants, school breakfast & lunch, senior centers, WIC & nutrition program
Physical Activity	Beaches, community centers, county and city parks and recreation, cycling groups, public gyms, public sports fields, recreational sports, running groups, walking and biking paths, school wellness coordinators, worksite wellness programs

What is Health and a Healthy Community?

Lee County residents were asked to define optimal health and an ideal healthy community. This is what they concluded.

Health

*Defined by Community Members

- State of Well Being
- Proper Diet
- Emotional and Mental Health
- Affordable Care
- Social Support

Healthy Community

*Defined by Community Members

- Emergency Preparedness
- Infrastructure
- Access to Health Care
- Safe School and Church
- Age Friendly Community

Demographic Characteristics

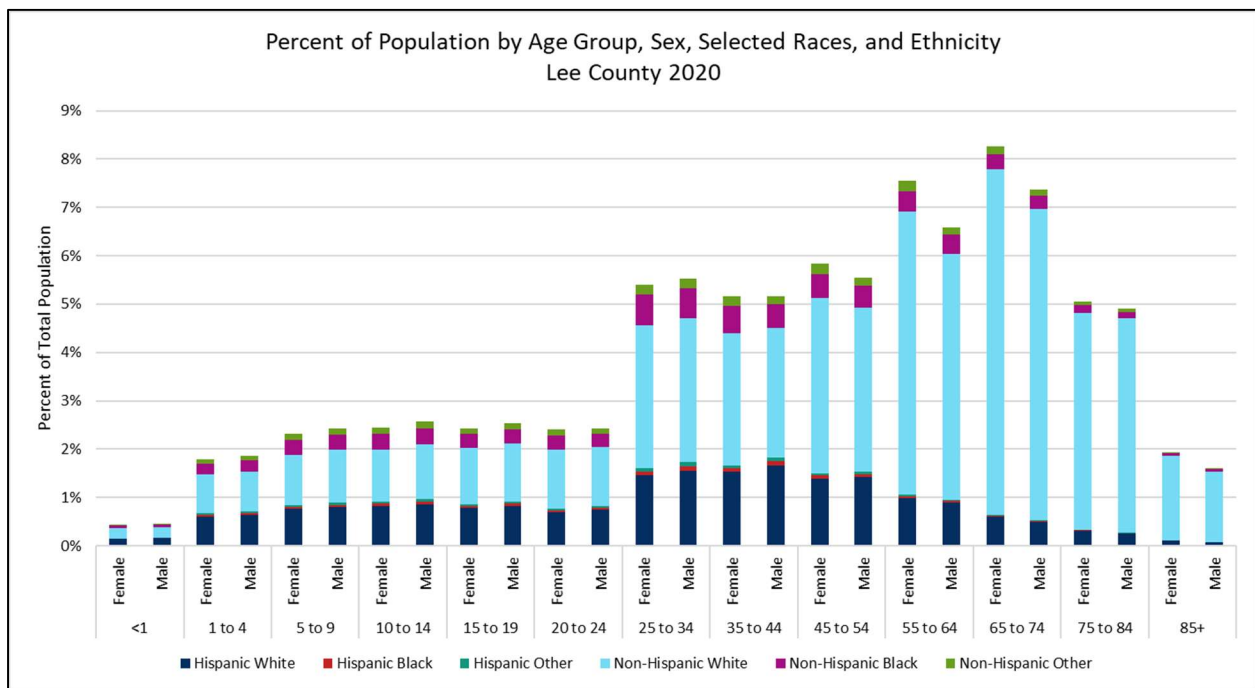
The demographic, social, and economic characteristics of a community can strongly influence health and provide a context for health care needs, utilization, and identification of barriers to accessing care. Health outcomes and services utilization vary among age groups, races, ethnicities, gender, and income levels. This section provides an overview of the population demographic and socioeconomic indicators that affect population health through a variety of mechanisms.

Total Population

According to the US Census Bureau, the estimated population of Lee County in 2020 was 756,912. Lee County's population grew by an average of 2.2% per year. Lee County's population is 86.83% White, 9.08% Black, 22.51% Hispanic, and 4.09% Other. The graph below shows Lee County's population by age group, sex, selected races, and ethnicity.

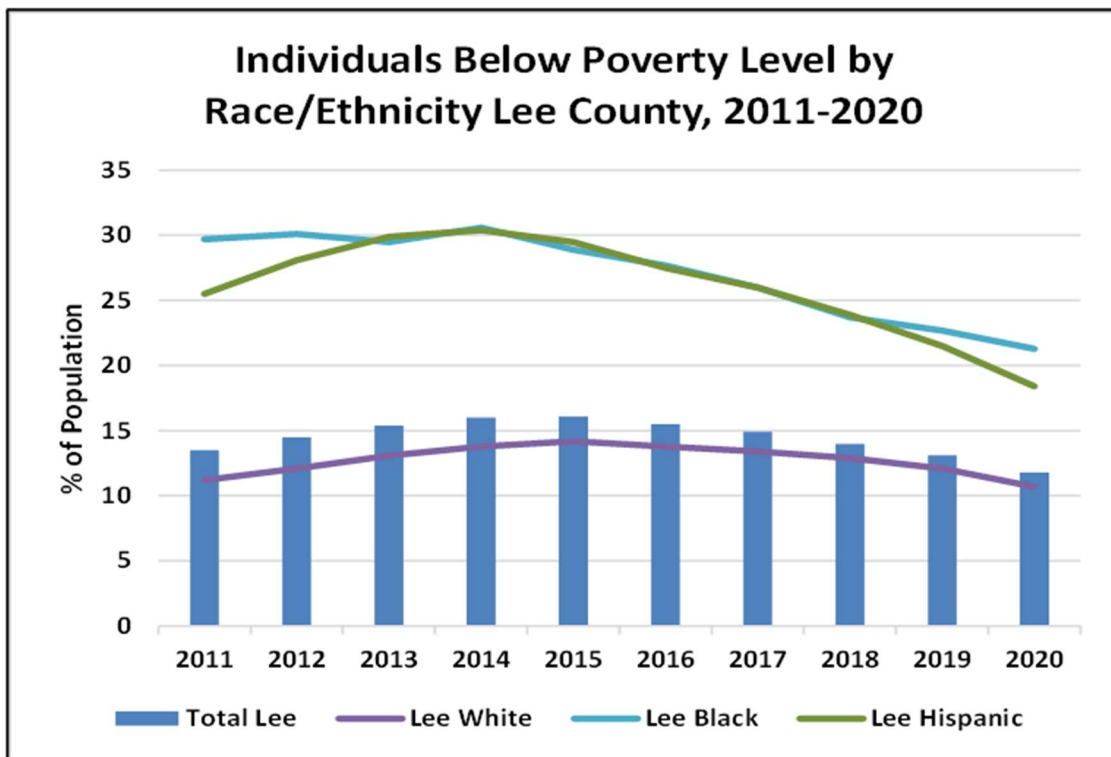
Poverty

Poverty can result in negative health consequences, such as increased risk of mortality, increased prevalence of medical conditions, disease incidence, depression, intimate partner violence, and poor health behaviors. In 2020, the percentage of individuals below poverty level in Lee County was 11.8 compared to Florida 13.3.



Education

Receiving an education is a basic component of an individual's socioeconomic status, as it shapes future occupational opportunities and earning potential. Education provides the knowledge and life-skills which allow those who are better educated to have improved access to information and opportunities, leading to improved health outcomes. According to the US Census Bureau, from 2016-2020, 28.5% of Lee County residents 25 and older had a bachelor's degree or higher. This was lower than Florida's rate of 30.5%. Florida Department of Education states that from 2016-2020 the graduation rate in Lee County for Whites was 91.7%, while the Hispanic graduation rate was 89.5%, and for Black or African American residents was 86.6%.

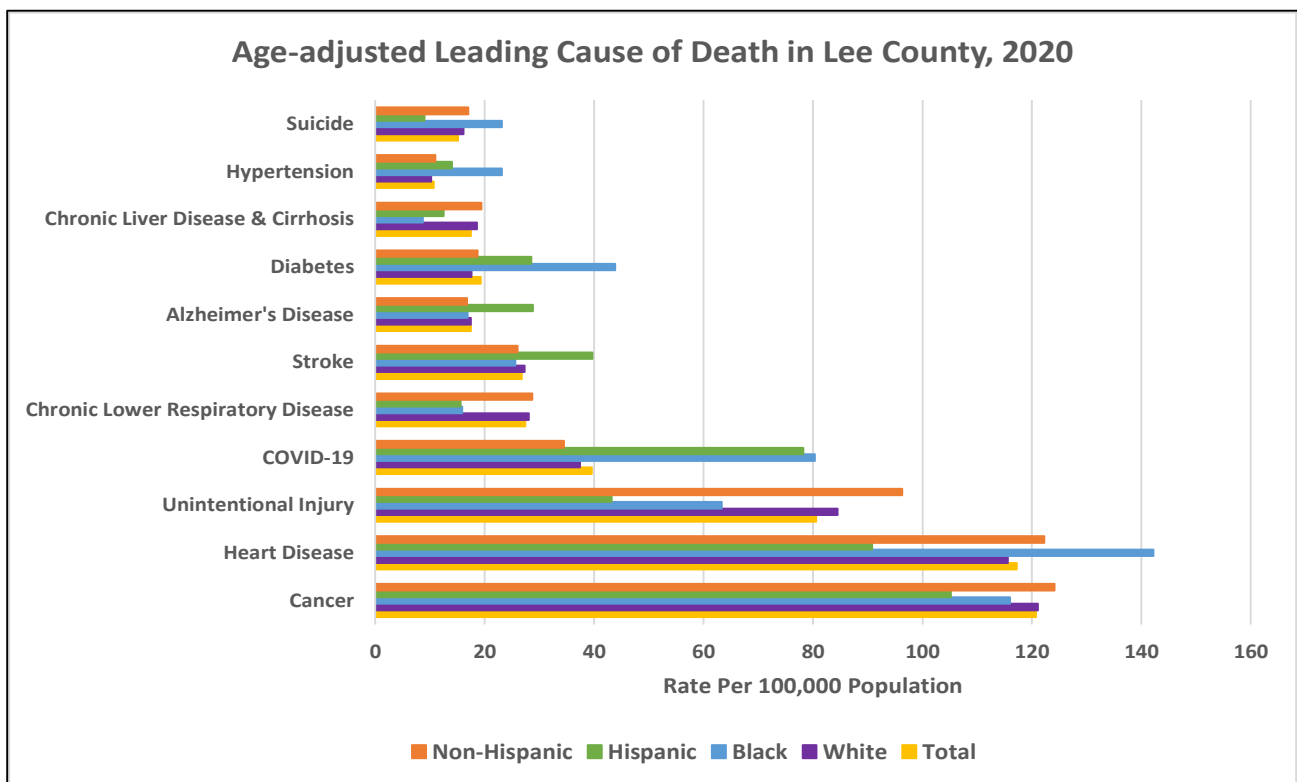


Leading Causes of Death

For each cause of death, the age-adjusted death rate (AADR) varies by race and ethnicity groups. In general, a high AADR leads to increased risk of death associated with the disease. The top five leading causes of death is cancer, heart disease, unintentional injury, COVID-19, and chronic lower respiratory disease (CLRD) using FLHealth CHARTS 2020 data.

The cancer age-adjusted death rate per 100,000 population is trending favorably in Lee County for the past ten years. In 2020 Whites had the highest rate at 121.1 per 100,000 population. Non-Whites had the lowest rate of 102.6. Lee County's age-adjusted coronary heart disease deaths have trended down overall since 2011. However, the Black and Non-White rates have increased since 2018, breaking from a

favorable trend. Lee County's age-adjusted coronary heart disease rate has trended favorably since 2015 with an unfavorable increase from 2019 (76.6) to 2020 (83.9). Since 2011, Lee County has had a lower rate than the state and the peer-counties' average. While the Lee County age-adjusted unintentional injury death rate per 100,000 population was trending favorable, all ethnicities except for the Hispanic and White residents were not. In 2020, the highest rate among White (70.1) followed by Black (61.7). The rate among White (70.1) was 31.4% higher than the Non-White residents (51.1). Lee County's age-adjusted unintentional injury death rate per 100,000 population for 2020 was 80.6 which is higher than the State rate (67.4) and lower than the Peer-Counties Average rate (91.3). Lee County's age-adjusted COVID-19 death per 100,000 population for 2020 was 39.6. This is lower than the State (57.4) and Peer-Counties Average (45.2). Lee County's age-adjusted deaths from CLRD has trended favorably since 2017. However, Whites have consistently had a higher rate of death when compared to other race/ethnicities. In 2020, the rate for Whites was 28.1, compared to Hispanics at 15.6 and Blacks at 15.9. The graph below shows the age-adjusted leading causes of death in Lee County for 2020.



Background

The Process

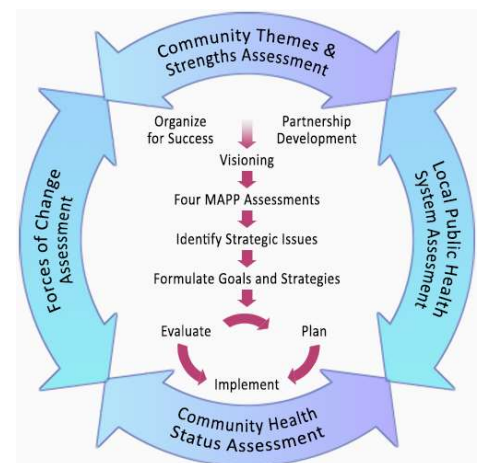
Lee County used the Mobilizing for Action through Planning and Partnerships (MAPP) process for planning and creating the 2023-2027 CHIP. The MAPP process of community planning was developed by the National Association of County and City Health Officials (NACCHO) in cooperation with the Public Health Practice Program Office of the CDC.



Through the MAPP process, Lee County seeks to achieve optimal health by identifying and using resources sensibly, considering social determinants of health, and forming effective partnerships for strategic action.

The MAPP process consists of six distinct phases for community health improvement. The six phases are:

1. Organizing for success and partnership development
2. Visioning
3. The four MAPP assessments
 - Community themes and strengths assessment
 - Local public health system assessment
 - Community health status assessment
 - Force of change assessment
4. Identifying strategic issues
5. Formulating goals and strategies
6. Action (program planning, implementation, evaluation)



These seven MAPP principles are vital to successful implementation:

1. **Systems thinking**- to promote an appreciation for the dynamic interrelationship of all components of the local health systems required to develop a vision of healthy community.
2. **Dialogue**- to ensure respect for diverse voices and perspectives during the collaborative process.
3. **Shared vision**- to form the foundation for building a healthy future.
4. **Data**- to provide factual information during each step of the process.
5. **Partnership and collaboration**- to optimize performance through shared resources and responsibility.
6. **Strategic thinking**- to foster a proactive response to the issues and opportunities facing the system.
7. **Celebration of successes**- to ensure that contributions are recognized and to sustain excitement for the process.

How was the Community Health Improvement Plan developed?

The Florida Department of Health in Lee County facilitated community health improvement planning based upon the following five community assessments:

- 2020 Community Health Needs Assessment
- Community Health Status Assessment
- Forces of Change Assessment
- Community Town Hall Meeting
- Lee County CHIP Health Priority Survey

2020 Community Health Needs Assessment (CHNA)

The 2020 CHNA is a systematic, data-driven approach to determining health status, behaviors, and needs of Lee County residents. The CHNA assists communities in identifying issues of greatest concern and making informed decisions to commit resources to those areas, thereby making the greatest possible impact on community health status.

The CHNA identified these areas of opportunity for improvement:

- Nutrition, Physical Activity, & Weight
- Mental Health
- Substance Abuse
- Access to Healthcare Services
- Oral Health
- Heart Disease & Stroke
- Respiratory Disease
- Cancer
- Diabetes
- Potentially Disabling Conditions
- Tobacco Use
- Injury & Violence
- Infant Health & Family Planning

Community Health Status Assessment

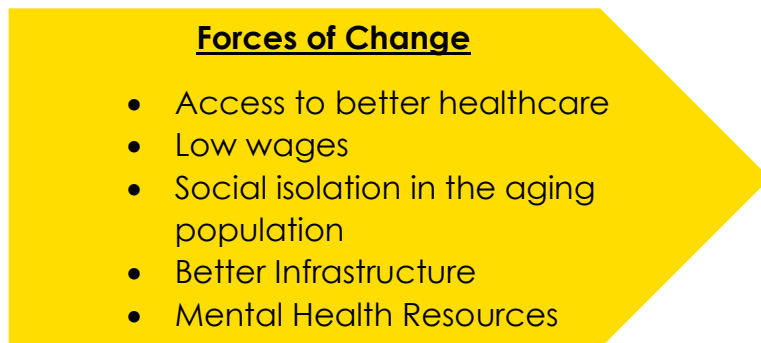
The Community Health Status Assessment focuses on identifying priority community health and quality of life issues, using multiple data sources and assessments. The Community Health Assessment (CHA) was prepared by DOH Lee over the course of six months (July-December 2022.) The CHIP Committee reviewed the 2020 Lee County Community Health Needs Assessment (CHNA), County Health Rankings, quantitative community health data, and qualitative data sets including community conversations, a priority health survey, and community focus group meetings.

From these assessments, Lee County identified the following four health areas for prioritization:

- Access to healthcare services
- Cardiovascular and Respiratory disease
- Mental health and substance use disorder
- Nutrition, physical activity, and weight

Forces of Change Assessment

The Forces of Change Assessment identifies forces such as legislation, technology, and other impending changes that affect the context in which the community and its public health system operate. A brainstorming session was conducted in July 2022, and participants were asked to identify events that were occurring or might occur that could affect the health of our community. The following were identified.



Community Town Hall Meeting

The Community Town Hall Meeting was held late July 2022, inviting all Lee County residents to attend. The attendees were given data from FLCHARTS in presentation form and in a data brief they could take with them. Following the presentation of the 13 areas of opportunity, as outlined in the FLCHARTS the attendees discussed the social determinants of health that could be affecting the county and which area had

the largest gaps. Lastly, the attendees were asked to select two of the 13 areas that they felt were most vital to improve within the next five years.



Lee County CHIP Health Priority Survey

To reach a larger sample of Lee County residents, the Lee County CHIP Health Priority Survey was sent to the CHIP Committee to share with others in the County, using snowball sampling. The survey contained the same questions asked at the Community Town Hall Meeting. A combined total of 396 responses were received from the Priority Survey and the Community Town Hall Meeting.

These two priority areas of opportunity were selected by the attendees of the Community Town Hall Meeting and from the Lee County CHIP Health Priority Survey:

- Mental Health
- Nutrition, Physical Activity, & Weight





Strategic Issue Priority Areas

The Lee County CHIP was developed through collaborative efforts of health care leaders, public health professionals, diverse community organizations, and other members of the community with the goal of improving the health of Lee County residents.

How were priorities identified?

The results of the five assessments were compiled and analyzed. After analysis, and with combined consideration of community feedback, the resident participants of the Town Hall meeting and the surveys selected the priority areas that were most important to the community.

Information given during this process included:

- Health data from FLCHARTS showing:
 - Is the data trending up or down?
 - Is it significantly better or worse than the state or national average?
 - What are the differences in rates for specific populations, showing health inequality?
- Demographic data covering Lee County such as median household income, median age, unemployment rate, etc.

After priority areas were identified, the committee met two more times, between November and December 2022, to review known evidence-based strategies, complete a strategy development matrix (as identified by Phase 5 of the MAPP process), and develop goals, strategies, and measurable objectives for both priority areas. To keep Lee County aligned with state and national objectives, the following were referred to: HP2030, the National Prevention Strategy (NPS), and Florida State Health Improvement Plan (SHIP) 2022-2026. Targets and measures outlined in this plan are aligned with the objectives that were applicable.

This plan does not address every strength and weakness identified in the 2020 FLCHARTS or all the priorities of community partners, but it does reflect the shared vision of creating a healthier Lee County.

The Public Health Accreditation Board's (PHAB) Local Standard 5.2.2 requires alignment between community priorities described in the community health improvement plan and both state and national priorities. Local health departments must demonstrate alignment with both Tribal and state health improvement priorities, where appropriate. National and state priority alignment would include the NPS and HP2030.

The header features a light blue background with two stylized palm trees in yellow and white on either side of the title. The title is in a large, black, sans-serif font.

Priority Area One: Mental Health

Why is this an issue?

Mental illnesses, such as depression and anxiety, affect people's ability to participate in health-promoting behaviors. This in turn can lead to physical health issues. According to the Florida Department of Health Bureau of Vital Statistics, in 2022 mental health was connected to the tenth leading cause of death in Lee County - suicide. From 2018-2020, the three-year rolling age-adjusted rate of hospitalizations for mental health in Lee County was 612.4 per 100,000 population, trending down. The state rate was 1,001.3 per 100,000 population. In 2019, 16.9% of Lee County adults were diagnosed by a physician as having a depressive disorder (such as depression, major depression, dysthymia, or minor depression). This rate is lower than the state's rate of 17.7%. From 2018-2020, the three-year rolling age-adjusted suicide death rate was 15.6 per 100,000 population. This is higher than the state rate of 14.3. According to SAMHSA, those over 45 years old and veterans are two groups identified as being at a higher risk, among others. Due to the large aging and veteran populations in Lee County, the CHIP committee identified these two groups as special populations within Lee County.

The goals, strategies, and objectives for mental health in Lee County are outlined on the following pages.

Mental Health

Goal 1.0 Raise awareness about local mental health crisis resources In Lee County.

Strategy 1.1 Create a media campaign that provides mental health resources and raise awareness for Lee County residents.

Objective 1.1.1 By December 31, 2025, increase the number of suicide awareness campaigns created by the committee from 0 (2022) to 1.

Objective 1.1.2 By December 31, 2027, increase the number of views on the suicide awareness media campaign for Lee County residents from 0 (2022) to 500.

Strategy 1.2 Create a resource guide for children and youth to assist with mental health needs.

Objective 1.2.1 By December 31, 2023, increase the number of pamphlets created by the committee that list all mental health hospitals, clinics, and substance abuse services for children and youth available in Lee County from 0(2022) to 1.

Objective 1.2.2 By December 31, 2027, increase the number of resource guides disseminated to Lee County residents virtually from 0 (2022) to 500.

Objective 1.2.3 By December 31, 2027, increase the number of physical resource guides disseminated to Lee County residents from 0 (2022) to 100.

Objective 1.2.4 By December 31, 2027, reduce the percentage of Black or African American and Hispanic students who, in the past did something to purposely hurt themselves without wanting to die from 14.5% and 12.8% respectively in 2020, to 9.3% the same percentage as Non-Hispanic Whites.

Strategy 1.3 Increase partnerships with anti-human trafficking and abuse reporting organizations in Lee County.

Objective 1.3.1 By December 31, 2027, increase the partnerships to improve human trafficking and abuse reporting and prevention withing the CHIP committee from 1 to 5.

Goal 2.0 Increase dialogue surrounding mental health challenges.

Strategy 2.1 Organize and facilitate community outreach education events in Lee County focused on increasing dialogue surrounding mental health.

Objective 2.1.1 By December 31, 2025, increase partnership with faith-based organizations and the CHIP Committee from 0 (2022) to 5.

Objective 2.2.2 By December 31, 2027, increase the number of community education events hosted by committee members focusing on increasing dialogue surrounding mental health from 0 (2022) to 5.

Strategy 2.2 Provide trainings focused on increasing dialogue surrounding mental health challenges.

Objective 2.2.3 By December 31, 2027, increase the number of Mental Health First Aid Trainings, youth and adult, held by the committee for Lee County residents by 50%, from 20 (2022) to 30.

Objective 2.2.4 By December 31, 2027, increase the number of Mental Health First Aid training provided to special populations by the committee from 0 (2022) to 5.

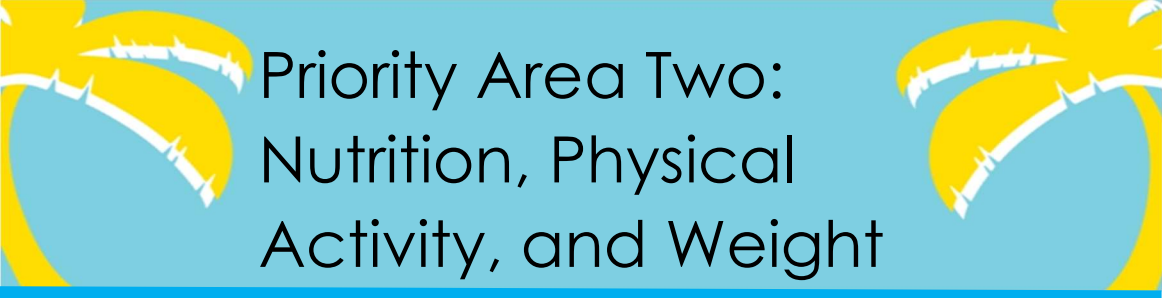
Goal 1.0 Raise awareness about local mental health crisis resources in Lee County.						
Strategy	Objective	Measure	Baseline Level	Target Level	Lead	Alignment
Strategy 1.1 Create a media campaign that provides mental health resources and raise awareness for Lee County residents.	Objective 1.1.1 By December 31, 2025, increase the number of suicide awareness campaigns created by the committee from 0 (2022) to 1.	Number of campaigns created	0 campaigns	1 campaign	CHIP Steering Committee	HP2030 MHMD-01, SHIP 2022-2026 Priority Area 5
	Objective 1.1.2 By December 31, 2027, increase the number of views on the suicide awareness campaigns for Lee County residents from 0 (2022) to 500.	Number of views	0 views	500 views	CHIP Steering Committee	HP2030 MHMD-01, SHIP 2022-2026 Priority Area 5
Strategy 1.2 Create a resource guide for children and youth to assist with mental health needs.	Objective 1.2.1 By December 31, 2023, increase the number of pamphlets created by the committee for children and youth available in Lee County from 0 (2022) to 1.	Number of pamphlets created	0 pamphlets	1 pamphlet	Florida Department of Health in Lee County	HP2030 MHMD-03, SHIP 2022-2026 Priority Area 5

<p>Objective 1.2.2 By December 31, 2027, increase the number of resource guides disseminated to Lee County residents virtually from 0 (2022) to 500.</p>	<p>Number of guides disseminated</p>	<p>0 guides disseminated virtually</p>	<p>500 guides disseminated virtually</p>	<p>CHIP Steering Committee</p>	<p>HP2030 MHMD-03, SHIP 2022-2026 Priority Area 5</p>
<p>Objective 1.2.3 By December 31, 2027, increase the number of physical resource guides disseminated to Lee County residents from 0 (2022) to 100.</p>	<p>Number of guides disseminated</p>	<p>0 guides disseminated physically</p>	<p>100 guides disseminated physically</p>	<p>CHIP Steering Committee</p>	<p>HP2030 MHMD-03, SHIP 2022-2026 Priority Area 5</p>
<p>Objective 1.2.4 By December 31, 2027, reduce the percentage of Black of African American and Hispanic students who, in the past did something to purposely hurt themselves without wanting to die from 14.5% and 12.8% respectively in 2020, to 9.3% the same percentage as Non-Hispanic White student population.</p>	<p>Florida Department of Health, Division of Public Health Statistics & Performance Management</p>	<p>14.5 % (Black) and 12.8% (Hispanic)</p>	<p>9.3%</p>	<p>Florida Department of Health in Lee County</p>	<p>HP2030 MHMD-02, SHIP 2022-2026 Priority Area 5</p>

<p>Strategy 1.3 Increase partnerships with anti-human trafficking and abuse reporting organizations in Lee County.</p>	<p>Objective 1.3.1 By December 31, 2027, increase the partnerships to improve human trafficking and abuse reporting and prevention within the CHIP committee from 1 to 5.</p>	<p>Number of partnerships created</p>	<p>1 partnership</p>	<p>5 partnerships</p>	<p>CHIP Steering Committee</p>	<p>HP2030 MHMD-07, SHIP 2022-2026 Priority Area 5</p>
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Goal 2.0 Increase dialogue surrounding mental health challenges.						
Strategy	Objective	Measure	Baseline level	Target Level	Lead	Alignment
Strategy 2.1 Organize and facilitate community outreach education events in Lee County focused on increasing dialogue surrounding mental health.	Objective 2.1.1 By December 31, 2025, increase partnership with faith-based organizations and the CHIP Committee from 0 (2022) to 5.	Number of partnerships with faith-based organizations	0 partnerships	5 partnerships	CHIP Steering Committee	HP2030 MHMD-07, SHIP 2022-2026 Priority Area 5
	Objective 2.2.2 By December 31, 2027, increase the number of community education events hosted by committee members focusing on increasing dialogue surrounding mental health from 0 (2022) to 5.	Number of events held in Lee County	0 events	5 events	CHIP Steering Committee	HP2030 MHMD-07, SHIP 2022-2026 Priority Area 5
Strategy 2.2 Provide trainings focused on increasing dialogue surrounding mental health challenges.	Objective 2.2.3 By December 31, 2027, increase the number of Mental Health First Aid Trainings, youth and adult, held by the committee for Lee County residents by 50%, from 20 (2022) to 30.	Number of Mental Health First Aid Trainings	20 trainings	30 trainings	Florida Department of Health in Lee County	HP2030 MHMD-07, SHIP 2022-2026 Priority Area 5
	Objective 2.2.4 By December 31, 2027, increase the number of	Number of trainings held in Lee County	0 trainings	5 trainings	CHIP Steering Committee	HP2030 MHMD-01 & MHMD-07,

	Mental Health First Aid trainings provided to special populations by the committee from 0 (2022) to 5.					SHIP 2022-2026 Priority Area 5
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Priority Area Two: Nutrition, Physical Activity, and Weight

Why is this an issue?

Data from the Florida Department of Health Bureau of Vital Statistics shows that in 2020 nutrition, physical activity, and weight were connected to the third (heart disease and stroke), and eighth (diabetes) leading causes of death in Lee County. A fundamental first step in increasing nutrition is removing barriers to access of nutritional foods. According to Florida Environmental Health Tracking, in 2019, 16.8% of Lee County residents lived within ½ a mile of a healthy food source. This is 11% lower than the state rate.

The CDC's Physical Activity Guidelines for Americans states that "increased amounts of moderate to vigorous physical activity are associated with improved cardiorespiratory and muscular fitness, including a healthier body weight and body composition." According to the Florida Behavioral Risk Factor Surveillance System (BFRSS), in 2019, 35.6% of adults in Lee County had a healthy weight. This is higher than the state rate of 32.8%. Higher rates of obesity were identified in Blacks. The Black obesity rate has been increasing since 2013. The percent of overweight Blacks (52.3%) has increased by 24% since 2013. This is higher than the State's Black rate (35.1%).

The sixth goal from the Florida State Health Improvement Plan (SHIP) 2022-2026 for nutrition, physical activity, and weight is to "promote the attainment and maintenance of health through nutrition, physical activity and supportive lifespan behaviors". Lee County's goals for improving nutrition, physical activity, and weight are outlined on the following pages.

Nutrition, Physical Activity, and Weight

Goal 3.0 Increase education and participation in physical activities of families by engaging in outdoor events.

Strategy 3.1 Promote importance of physical activity for all ages through campaigns that encourage the whole family to work out together.

Objective 3.1.1 By December 31, 2025, increase the number of community wide campaigns created by the committee that focus on the importance of physical activities for all ages from 0 (2022) to 3 campaigns.

Objective 3.1.2 By December 31, 2027, increase the number of views on the physical activity campaign that are disseminated to Lee County residents from 0 (2022) to 600.

Strategy 3.2 Increase participation in physical activities of Lee County residents through events.

Objective 3.2.1 By December 31, 2027, decrease the percent of Lee County adults who are obese from 24.8% (2019) to 21.8%.

Objective 3.2.2 By December 31, 2027, increase the number of events created by the committee, promoting physical activity in Lee County from 0 (2022) to 3.

Objective 3.2.3 By December 31, 2027, increase the number of flyers disseminated promoting physical activity events in Lee County from 0 (2022) to 1,000.

Goal 4.0 Increase nutrition education and participation for adult and aging populations in Lee County.

Strategy 4.1 Promote nutrition education focusing on the aging population in Lee County.

Objective 4.1.1 By December 31, 2025, increase the number of nutrition education print material that focus on the nutritional needs of the aging population from 0 (2022) to 1.

Objective 4.1.2 By December 31, 2027, increase the number of print materials disseminated in Lee County that focus on the nutritional needs of the aging population from 0 (2022) to 500.

Strategy 4.2 Promote nutrition education focusing on the adult (aged 18-65) population in Lee County.

Objective 4.2.1 By December 31, 2025, increase the number of nutrition education media campaigns created by the committee that focuses on eating nutritional foods on a budget from 0 (2022) to 1.

Objective 4.2.2 By December 31, 2027, increase the number of views on the nutrition education media created by the committee from 0 (2022) to 500.

Strategy 4.3 Increase adult and aging populations participation in nutrition education events in Lee County.

Objective 4.3.1 By December 31, 2027, increase the number of flyers disseminated promoting cooking classes for Lee County residents from 0 (2022) to 1,000.

Objective 4.3.2 By December 31, 2027, increase the number of cooking classes held by the committee from 0 (2022) to 5.

Objective 4.3.3 By December 31, 2026, increase the number of flyers disseminated promoting grocery store tours for Lee County residents from 0 (2022) to 1,000.

Objective 4.3.4 By December 31, 2026, increase the number of grocery store tours held by the committee for Lee County residents from 0 (2022) to 5.

Goal 5.0 Promote the overall physical health of Lee County residents through health policy changes.

Strategy 5.1 Increase participation of Lee County organizations in CDC Worksite Health ScoreCard.

Objective 5.1.1 By December 31, 2024, increase the number of awards created that honor organizations in the CDC Worksite Health Scorecard assessment and make one policy change based off recommendations from 0 (2022) to 1.

Objective 5.1.2 By December 31, 2026, increase the number of Lee County organizations who were informed about Lee County Workplace Wellness award from 0 (2022) to 50.

Objective 5.1.3 By December 31, 2026, increase the number of Lee County organizations who have completed the CDC Worksite Health ScoreCard from 0 (2022) to 10.

Objective 5.1.4 By December 31, 2027, increase the number of organizations in Lee County who received the Lee County Workplace Wellness award from 0 (2022) to 5.

Goal 3.0 Increase education and participation in physical activities of families by engaging in outdoor events						
Strategy	Objective	Measure	Baseline Level	Target Level	Lead	Alignment
Strategy 3.1 Promote importance of physical activities for all ages through campaigns that encourage the whole family to work out together.	Objective 3.1.1 By December 31, 2025, increase the number of community wide campaigns created by the committee that focus on the importance of physical activities for all ages from 0 (2022) to 3 campaigns.	Number of campaigns created	0 campaigns	3 campaigns	CHIP Steering Committee	HP2030 NWS-03, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2
	Objective 3.1.2 By December 31, 2027, increase the number of views on the physical activity campaign that are disseminated to Lee County residents from 0 (2022) to 600.	Number of views	0 views	600 views	CHIP Steering Committee	HP2030 NWS-03, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2
Strategy 3.2 Increase participation in physical activities of Lee County residents through events.	Objective 3.2.1 By December 31, 2027, decrease the percent of Lee County adults who were obese from 24.8% (2019) to 20%.	Florida Department of Health, Division of Public Health Statistics & Performance Management	24.8%	21.8%	Florida Department of Health in Lee County	HP2030 NWS-03, SHIP 2022-2026 Priority Area 2

	<p>Objective 3.2.2 By December 31, 2027, increase the number of events created by the committee, promoting physical activity In Lee County from 0 (2022) to 3.</p>	Number of events held in Lee County	0 events	3 events	CHIP Steering Committee	HP2030 NWS-03, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2
	<p>Objective 3.2.3 By December 31, 2027, increase the number of flyers disseminated promoting physical activity events in Lee County from 0 (2022) to 1,000.</p>	Number of flyers disseminated	0 flyers	1,000 flyers	CHIP Steering Committee	HP2030 NWS-03, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2

Goal 4.0 Increase nutrition education and participation for adult and aging populations in Lee County						
Strategy	Objective	Measure	Baseline Level	Target Level	Lead	Alignment
Strategy 4.1 Promote nutrition education focusing on the aging population in Lee County.	Objective 4.1.1 By December 31, 2025, increase the number of nutrition education print material that focus on the nutritional needs of the aging population from 0 (2022) to 1.	Number of nutrition education print material for the aging population	0 print materials created	1 print material created	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, SHIP 2022-2026 Priority Area 2
	Objective 4.1.2 By December 31, 2027, increase the number of print materials disseminated in Lee County that focus on the nutritional needs of the aging population from 0 (2022) to 500.	Number of print materials disseminated	0 print materials disseminated	500 print materials disseminated	CHIP Steering Committee	HP2030 NWS-03, SHIP 2022-2026 Priority Area 2
Strategy 4.2 Promote nutrition education focusing on the adult (aged 18-65) population in Lee County.	Objective 4.2.1 By December 31, 2025, increase the number of nutrition education media campaigns created by the committee that focuses on eating nutritional foods on a budget from 0 (2022) to 1.	Number of campaigns created	0 campaigns	1 campaign	CHIP Steering Committee	HP2030 NWS-01 & NWS-03, SHIP 2022-2026 Priority Area 2

	Objective 4.2.2 By December 31, 2027, increase the number of views on the nutrition education media created by committee from 0 (2022) to 500.	Number of views	0 views	500 views	CHIP Steering Committee	HP2030 NWS-01 & NWS-03, SHIP 2022-2026 Priority Area 2
Strategy 4.3 Increase adult and aging populations participation in nutrition education events in Lee County.	Objective 4.3.1 By December 31, 2027, increase the number of flyers disseminated promoting cooking classes for Lee County residents from 0 (2022) to 1,000.	Number of flyers disseminated	0 flyers	1,000 flyers	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, SHIP 2022-2026 Priority Area 2
	Objective 4.3.2 By December 31, 2027, increase the number of cooking classes held by the committee from 0 (2022) to 5.	Number of cooking classes held	0 cooking classes	5 cooking classes	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, SHIP 2022-2026 Priority Area 2
	Objective 4.3.3 By December 31, 2026, increase the number of flyers disseminated promoting grocery store tours for Lee County residents from 0 (2022) to 1,000.	Number of flyers disseminated	0 flyer	1,000 flyers	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, SHIP 2022-2026 Priority Area 2

	<p>Objective 4.3.4 By December 31, 2026, increase the number of grocery store tours held by the committee for Lee County residents from 0 (2022) to 5.</p>	<p>Number of grocery store tours</p>	<p>1 grocery store tour</p>	<p>5 grocery store tours</p>	<p>Florida Department of Health in Lee County</p>	<p>HP2030 NWS-03 & NWS-07 to NWS-15, SHIP 2022-2026 Priority Area 2</p>
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Goal 5.0 Promote the overall physical health of Lee County residents through health policy changes.						
Strategy	Objective	Measure	Baseline Level	Target Level	Lead	Alignment
Strategy 5.1 Increase the participation of Lee County organizations in CDC Worksite Health ScoreCard.	Objective 5.1.1 By December 31, 2024, increase the number of awards created that honor organizations in the CDC Worksite Health ScoreCard assessment and make one policy change based off recommendations from 0 (2022) to 1.	Number of honored organizations	0 organizations	1 organization	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2
	Objective 5.1.2 By December 31, 2026, increase the number of Lee County organizations who were informed about Lee County Workplace Wellness Award from 0 (2022) to 50.	Number of organizations informed	0 organizations informed	50 organizations informed	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2
	Objective 5.1.3 By December 31, 2026, increase the number of Lee County organizations who have completed the CDC Worksite Health	Number of organizations who completed assessment	0 organizations	1 organization	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2

	ScoreCard from 0 (2022) to 10.					
	Objective 5.1.4 By December 31, 2027, increase the number of organizations in Lee County who received the Lee County Workplace Wellness award from 0 (2022) to 5.	Number of awards received	0 awards	5 awards	CHIP Steering Committee	HP2030 NWS-03 & NWS-07 to NWS-15, HP2030 PA-01 to PA-05, SHIP 2022-2026 Priority Area 2



How to Use this Community Health Improvement Plan

All of us can play an important role in community health improvement in Lee County, whether in our homes, schools, workplaces, or places of worship. Below are some simple ways to use this plan to improve the health of our community:

Employers

- Understand priority health issues within the community and use this plan and recommended resources to help make your business a healthy place to work.
- Educate your team about the link between employee health and productivity.

Community Residents

- Understand priority health issues within the community and use this plan to improve health in your community.
- Use information from this plan to start a conversation with community leaders about health issues important to you.
- Get involved! Volunteer your time or expertise for an event or activity, or financially help support initiatives related to health topics discussed in this plan.

Health Care Professionals

- Understand priority health issues within the community and use this plan to remove barriers and create solutions for identified health priorities.
- Share information from this plan with your colleagues, staff, and patients.
- Offer your time and expertise to local improvement efforts (committee member, contact resource, etc.).
- Offer your patients relevant counseling, education, and other preventative services in alignment with identified health needs of the Lee County community.

Educators

- Understand priority health issues within the community and use this plan and recommend resources to integrate topics of health and health factors (i.e. access to healthful foods, physical activity, risk-behaviors, use of health care system, etc.) into lesson plans across all subject areas such as math, science, social studies, and history.
- Create a healthier school environment by aligning this plan with school wellness plans/policies. Engage the support of leadership, teachers, parents, and students.

Government Officials

- Understand priority health issues within the community.

- Identify the barriers to good health in your communities and mobilize community leaders to take action by investing in programs and policy changes that help members of our community lead healthier lives.

State and Local Public Health Professionals

- Understand priority health issues within the community and use this plan to improve the health of this community.
- Understand how the Lee County community, as a whole and populations within the county, compares with peer counties, Florida, and the U.S. population.

Faith-based Organizations

- Understand priority health issues within the community and talk with members about the importance of overall wellness (mind, body, and spirit) and local community health improvement initiatives that support wellness.
- Identify opportunities that your organization or individual members may be able to support and encourage participation (i.e. food pantry initiatives, community gardens, youth groups geared around health priorities, etc.).

Get Involved

The Community Health Assessment (CHA) and the Community Health Improvement Plan (CHIP) are both community-driven projects. All Lee County residents are encouraged to participate.



Glossary of Terms

Age-Adjusted Rate: a statistical technique utilized to better allow populations to be compared when the age profiles and distributions within the populations are different.

Chronic Disease: a condition that lasts 12 months or longer and meets one or both of the following tests: (a) the condition places limitations on self-care, independent living and social interactions; (b) the condition results in the need for ongoing intervention with medical products, services and special equipment.

Family Household: consists of a householder and one or more other people related to the householder by birth, marriage, or adoption.

Food Desert: areas that lack access to affordable fruits, vegetables, whole grains, low-fat milk, and other foods that make up the full range of a healthy diet.

Food Insecurity: not having access to enough food for an active, healthy life.

Goal: a broad measurable statement of a desired long-term outcome.

Health Disparities: preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.

Healthy People 2030: Healthy People provides science-based, 10-year national objectives for improving the health of all Americans.

Household: all people who occupy a housing unit; the occupants may or may not be related.

Household income: the totaled amount of income of all workers within a household.

Median income: depicts the middle point of income distribution within a given area; the amount that would divide the income distribution within an area into two equal parts: one-half of the cases falling below the median income and one-half above the median. This measure is not as affected by a few extreme values as an average, such as per capita income.

National Prevention Strategy: aims to guide our nation in the most effective and achievable means for improving health and well-being. The Strategy prioritizes prevention by integrating recommendations and actions across multiple settings to improve health and save lives.

Neonatal Abstinence Syndrome: a group of problems that occur in a newborn who was exposed to addictive opiate drugs while in the mother's womb.

Objective: a measurable step taken to achieve a strategy

Public Health Professionals: focus on preventing disease and injury by promoting healthy lifestyles. They implement educational programs, develop policies, administer services, conduct research, and regulate health systems to achieve these goals.

Social Determinants of Health: conditions in the places where people live, learn, work, and play that affect a wide range of health risks and outcomes.

Strategy: the approach taken to achieve a goal.



Acronyms

AADR: Age-Adjusted Death Rate

ACS: American Community Survey

CDC: Centers for Disease Control and Prevention

CHNA: Community Health Needs Assessment

CHIP: Community Health Improvement Plan

FDOH Lee: Florida Department of Health in Lee County

HP2030: Healthy People 2030

MAPP: Mobilizing for Action through Planning and Partnerships

NACCHO: National Association of County & City Health Officers

NPS: National Prevention Strategy

PHAB: Public Health Accreditation Board

SAMHSA: Substance Abuse and Mental Health Services Administration

SHIP: State Health Improvement Plan

WHO: World Health Organization



Selected Data Sources

2022-2026 SHIP: <https://floridaship.org/>

2017 CHNA: http://lee.floridahealth.gov/programs-and-services/community-health-planning-and-statistics/chip-cha/_documents/2017cha.pdf

Census Reporter: <https://censusreporter.org/profiles/05000US12071-lee-county-fl/>

CDC: <https://www.cdc.gov>

CDC Foundation: <https://www.cdcfoundation.org/what-public-health>

CDC's Physical Activity Guidelines for Americans:

https://health.gov/paguidelines/second-edition/pdf/Physical_Activity_Guidelines_2nd_edition.pdf#page=55

Feeding America: <https://www.feedingamerica.org/>

Florida Government (Health Emergency): <https://flgov.com/2017/05/03/78233/>

Florida Community Health Assessment Resource Tool Set (CHARTS):

<http://www.flhealthcharts.com/charts/default.aspx>

Florida Mobilizing for Action through Planning and Partnerships (MAPP) Field Guide:

<http://www.floridahealth.gov/%5C%5C/provider-and-partner-resources/community-partnerships/floridamapp/florida-mapp-field-guide/index.html>

Healthy People 2030: <https://health.gov/healthypeople>

Lee County Florida: <http://www.leegov.com/>

NACCHO MAPP: <https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp>

Substance Abuse and Mental Health Services Administration (SAMHSA) People at Greater Risk of Suicide: <https://www.samhsa.gov/suicide/at-risk>

U.S. Census Bureau:

<https://www.census.gov/quickfacts/fact/table/leecountyflorida/PST045217>

World Health Organization: <https://www.who.int/about/mission/en/>



Acknowledgments and Partners

Our community partners help lead the objectives laid out in the CHIP. The partners are asked to collaborate on initiatives and work in-between quarterly meetings. Partners provided updates, asked for help, and brainstormed ways to achieve the goals and objectives during the meetings. Objective leads provide documentation of work being done on their assigned objectives, for tracking purposes.

The organization partners are:

- ACT Abuse Counseling and Treatment
- Area Agency on Aging for SWFL
- Blue Zones
- City of Cape Coral, Parks and Recreation
- Florida Department of Health in Lee County
- Florida Gulf Coast University
- Healthy Lee
- Healthy Start Coalition of Southwest Florida
- Kimmie's Recovery Zone
- Lee County Aging Coalition
- Lee County Board of County Commissioners
- Lee County Coalition for a Drug-Free SWFL
- Lee County Homeless Coalition
- Lee County Human and Veteran Services
- Lee County Metropolitan Planning Organization
- Lee County PEC
- Lee County School District
- Lee Health
- Miss Kellie's Child Care
- Neighbors Network of Lee County
- Premier Mobile
- Presbyterian Homes
- Quality Life Center SWFL
- SalusCare
- Senior Friendship Center
- State of Florida DOE, Division of Blind Services
- The Dubin Center
- UF/IFAS Extension Family Nutrition Program
- United Way
- White Sands Treatment Center