



2015 COMMUNITY HEALTH ASSESSMENT (CHA) 2015-2020 COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP) EXECUTIVE SUMMARY



MANATEE COUNTY, FLORIDA ■ DECEMBER 2015

Prepared by Prevention and Wellness Committee of the Manatee Health Care Alliance, with support by the Florida Department of Health in Manatee County

Introduction

A community health assessment (CHA) is a collaborative process that collects and analyzes data and information to describe the health of the community, identify areas for health improvement, identify contributing factors that impact health outcomes, and identify community assets and resources that can be mobilized to improve population health. A CHA is the basis for development of a community health improvement plan (CHIP).

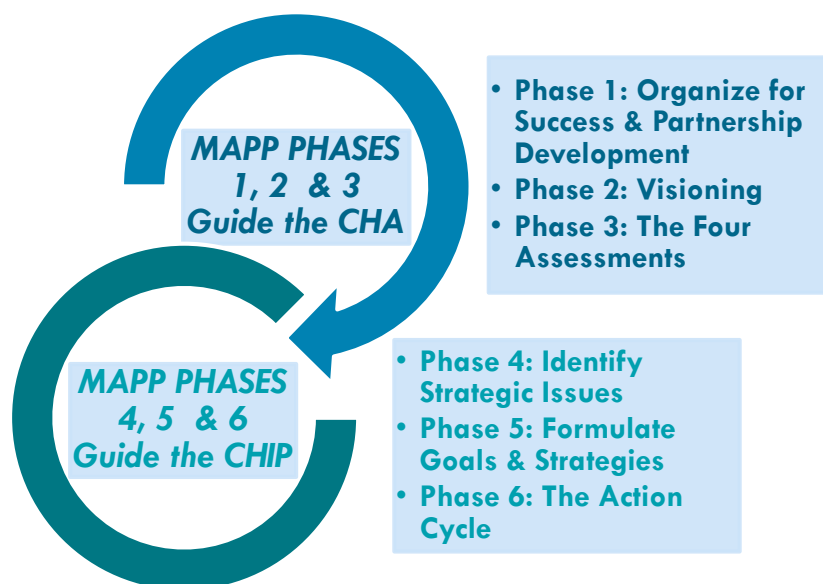
A CHIP is a long-term effort to address the issues identified in the CHA process. The CHIP describes how community partners will work together to set priorities, direct the use of resources, and develop, implement and evaluate projects, programs, and policies to make meaningful improvements to the community's health.

History

In Manatee County a solid foundation for collaborative community health assessment and community health improvement planning processes was established in 2010, with the formation of a community coalition of professionals and residents with an interest in improving the county's health. This coalition, the Manatee Healthcare Alliance, Inc. (MHCA), is a non-profit organization with the mission of "promoting and ensuring the health and well-being of Manatee County residents through fostering collaboration and partnerships, ensuring access to healthcare and promoting healthy behaviors." In 2010 the MHCA initiated a collaborative community health assessment process with a summit devoted to a review of county health data and a visioning process. The aim was to identify and prioritize key health challenges. This process was repeated in annual State of the County data reviews in 2011 through 2014. Based on the data reviewed, priority issues were identified and a strategic plan was created in 2013 to guide community health improvement planning.

The CHA/CHIP Process

In 2014 the MHCA Prevention and Wellness Committee accepted leadership of Manatee County's 2015 CHA, with an emphasis on community engagement. To guide the process, a nationally-recognized strategic planning framework for community health assessment and improvement planning was selected: *Mobilizing for Action through Planning and Partnership* (MAPP). A guiding theme of MAPP is "Improving Health Requires Partners." MAPP provides a framework to bring together all the different organizations, groups, and individuals that comprise the local public health system. The MAPP process defines a series of six sequential phases:



Manatee CHA/CHIP

MAPP Phases 1, 2, and 3 (CHA) were completed in Manatee County in the first half of 2015, resulting in the [2015 Manatee CHA](#). MAPP Phases 4, 5, and 6 (CHIP) were completed in the second half of 2015, resulting in the [2015-2020 Manatee CHIP](#).



MCHA subcommittees were assigned to each strategic issue. These subcommittees have developed a Manatee County Community Scorecard with goals, objectives, activities, and short- and long-term outcomes to address each strategic issue. The subcommittees will report progress on the Scorecard at least quarterly at MCHA meetings.

Key Community Partners

Community ownership and broad participation are key components of an effective CHA and CHIP. Manatee's 2015 CHA and CHIP were created by, and are implemented, monitored, and updated by partnerships, including:

American Association of University Women
Blake Medical Center
Centerstone of Florida (formerly Manatee Glens)
Children's Movement of Florida
City of Bradenton
City of Palmetto
Democratic Executive Committee
Democratic Women's Club

Drug Free Manatee (formerly Manatee County Substance Abuse and Prevention Coalition)
Early Learning Coalition Manatee
Eternity Temple
Florida Blue
Florida Department of Health in Manatee County (DOH-Manatee)
Florida RAM
Geraldson Community Farm
Gulfcoast Legal Services
Gulfcoast South Area Health Education Center
Health Council of West Central Florida
Health Links Florida
Healthy Longevity
Healthy Start Coalition of Manatee County
Healthy Teens Coalition
Hope Family Services
Jewish Family & Children's Service
J.O.Y. Fellowship
Josh Provides Epilepsy Assistance Foundation
League of Women Voters of Manatee County
Loving Hands Ministry
Manasota Food Action Council
Manasota Health
Manatee Chamber of Commerce
Manatee Chamber of Commerce, Health Care Committee
Manatee Community Action Agency
Manatee County Emergency Management
Manatee County Housing Authority
Manatee County NAACP
Manatee County Government, Library Division
Manatee County Government, Neighborhood Services
Manatee County Medical Society
Manatee County Ministerial Association
Manatee County Rural Health Services
Manatee County Sheriff's Office
Manatee County Substance Abuse & Prevention Coalition
Manatee County Utilities Department

Manatee County Zero to Five Coalition
Manatee Diagnostics
Manatee Healthcare Alliance, Access to Care Committee
Manatee Memorial Hospital
Manatee River Garden Club
Manatee/Sarasota Democratic Black Caucus
Manatee YMCA
Original Manatee County (OMC) Group
Pine Village Housing Authority
Realize Bradenton
Residents of Westminster & De Soto Towers Retirement Communities
Rubonia Neighborhood Association
School District of Manatee County
School District of Manatee, Migrant Full Service School Title I
Safe Communities
Sarasota/Manatee/Charlotte American Heart Association
Sedgeman Consulting LLC
State College of Florida
Students Working Against Tobacco (SWAT)
Substance Abuse & Behavioral Health Prevention Committee
The New American Health Experience
Tabernaculo Biblico Bautista
Teen Pregnancy Prevention Committee
Tobacco Free Manatee
Turning Points of Manatee County
UF/IFAS Manatee County Extension
United Way of Manatee County
Whole Child Manatee
University of South Florida
Workplace Wellness Task Force
Women, Infants & Children (WIC) Program
Zero to Five Coalition

Community Health is Everyone's Business

Individuals and organizations interested in participating in ongoing and future CHA and CHIP initiatives are invited to join the MHCA and/or its subcommittees. Contact the Community Health Division of the Florida Department of Health in Manatee County (DOH-Manatee) by telephone (941) 748-0747.