



**I (CARE)**

**Innovation**

**Collaboration**

**Accountability**

**Excellence**

**Responsiveness**

# **Annual Report Fiscal Year 2011 - 2012**

Rick Scott  
Governor

John H. Armstrong, MD, FACS  
State Surgeon General & Secretary



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This report summarizes the activities and accomplishments of  
The Florida Department of Health - Hillsborough for  
the period of July 1, 2011 through June 30, 2012.

**Produced by:** Florida Department of Health - Hillsborough Annual Report Task Force.  
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# Message from the Director

To the Community and Employees of the  
Florida Department of Health - Hillsborough



It is with great pleasure that I present the Florida Department of Health – Hillsborough's 2011-2012 Annual Report. The Department of Health – Hillsborough is proud of the significant contributions it has made toward improving the health of Florida's citizens and visitors to our State. This report presents many outstanding highlights from the past two years and provides an overview of the organization while showcasing the services, performance, and impact we provide in our community.

Our 2011-2012 fiscal years have once again resulted in major accomplishments for the organization. I am very proud of our loyal and dedicated employees who provided 365,615 healthcare services for our clients.

The Florida Department of Health – Hillsborough, was designated the lead agency for planning the health and medical support and response activities for the 2012 Republican National Convention that was held in Tampa during the last week of August, 2012. The PHP division was responsible for planning all pre-hospital triage/treatment, transportation, medical assistance (to include hospitals, medical evacuation), medical countermeasures, disease detection and surveillance, veterinary services, responder safety/health, laboratory, medical examiner and food safety. Workgroups with community representation were established with each of these disciplines to ensure that our mission goals were met. Staff from across the Health Department spent almost 3,870 man-hours planning for this event.

The Florida Department of Health – Hillsborough, was recognized by receiving national accreditation through the National Association of County and City Health Officials (NACCHO). NACCHO has awarded less than 300 county health departments full accreditation status out of more than 3,100 counties nation-wide.

GIFT (Get Into Fitness Today) was awarded a 2012 Certificate of Outstanding and Innovative Practice by NAACHO.

Our drinking water analysis lab staff won a Davis Productivity Award for our lab operations, which save the department approximately 70% of the costs of analysis of 1500 drinking water samples per year and provides quicker results to our customers.

The Florida Department of Health - Hillsborough is committed to being a model public health agency continuously evolving to exceed the needs of our community, customers, and employees. I thank our community partners as well as our 500 + public health professionals at the Florida Department of Health – Hillsborough, who worked together to improve the health of our community. I am proud to lead a team of public servants who each day wholeheartedly demonstrates their dedication to public health and devotion to those they serve.

Sincerely,  


Douglas A. Holt, M.D.  
Director,  
Florida Department of Health – Hillsborough



# Florida Department of Health - Hillsborough 2012-2015 Strategic Plan Summary

## Our Mission

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts

## Our Vision

To be the Healthiest State in the Nation

## Our Values

I (CARE)

**Innovation:** We search for creative solutions and manage resources wisely

**Collaboration:** We use teamwork to achieve common goals & solve problems

**Accountability:** We perform with integrity & respect

**Responsiveness:** We achieve our mission by serving our customers & engaging our partners

**Excellence:** We promote quality outcomes through learning & continuous performance improvement

## Our Guiding Principles

Seeing with **Honesty** to recognize reality

Think with **Fairness** to achieve mutual purpose

Feel **Devoted** to doing the right thing

Act with **Courage** and be accountable

Achieve **Excellence** in outcomes and results

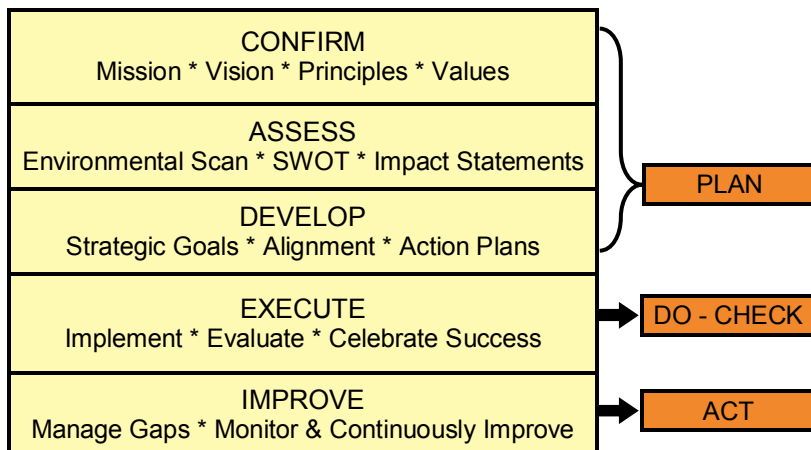
## Strategic Goals

1. Ensure relevant information is effectively communicated to our workforce.
2. Ensure decisions are made based on our principles and leaders are accountable for desired results.
3. Ensure systematic quality improvements.
4. Provide employees with flexible development opportunities to ensure the effective and innovative delivery of Florida Department of Health - Hillsborough programs and services.
5. Maximize resources and collaborate with community partners to ensure access to health care and reduce disease burden in the community.
6. Increase understanding of public health indicators, policies, and our mission to increase support for our programs among critical stakeholders, partners, and the population of Hillsborough County.

## Objectives

Under Construction

## Strategic Planning Process



# Administrative Services

Budget/Finance, General Service, Management Information System, and Vital Statistics Office fall under the umbrella of the Administrative Services Division of the Florida Department of Health - Hillsborough.

## Budget and Finance

Florida Department of Health - Hillsborough's annual budget is \$48 million through fiscal years 2010-2012 and is funded through Federal, State, and County/local revenue streams. Thirty-three percent of our funding comes from State General Revenue, 20% comes from federal funds, and just over 33% comes from fees generated primarily through Environmental Health, Medicaid/Medicare, Vital Statistics.

Revenue		
	FY 2010/2011	FY 2011/2012
County Contributions	261,900	277,484
Federal Grants	538,555	665,228
Program Contracted Services	3,437,140	2,752,995
Federal Funds	11,348,047	10,906,044
State Funds	13,578,957	11,143,304
Fees	21,868,734	16,532,542
<b>Total</b>	<b>51,033,333</b>	<b>42,277,597</b>

Expense		
	FY 2010/2011	FY 2011/2012
Special Projects	7,359,022	3,705,578
Public Health Preparedness	1,041,164	869,440
Community Health	3,220,078	3,165,580
Environmental Health	3,114,476	2,721,459
Nutrition/WIC	5,965,386	5,751,625
Administration	5,146,513	4,211,666
Direct Services	8,942,128	3,503,389
Disease Control	17,461,467	16,862,993

## General Services

### Program Outcome Statement:

Contract Administration, Facilities Management, Property Administration, Purchasing and safety, comprise the General Services office. It's role to support the internal customers at the Florida Department of Health - Hillsborough in order to achieve excellence in service to our citizens of Tampa Bay.

### Headline Measure:

Purchasing Purchase Order Count		
	2010/2011	2011/2012
PO Count	2,329	1,738
Amount	\$13.3 Million	\$16.1 Million

Facilities Workorders Comparison		
	2011	2012
Workorders	2,000	2,449

### Story Behind Headline Measure:

The Contracts Department administered over 30 service contracts totaling over \$10 million. These contracts include, but are not limited to, women's health, HIV/AIDS, school health, housekeeping, as well as HIV research and medications. The Facilities Management Department is responsible for Agency owned/leased property with an asset value greater than \$31 million. The department processes an average of 2,500 work orders annually. Property Administration is responsible for over 324 assets totaling over \$983,784.63. The Purchasing Department procures commodities and services for the Florida Department of Health - Hillsborough, processing over 4,000 purchase requisitions totaling more than \$14 million.

What will be done to improve performance in the next two years:

General Services will be supporting our staff thru the use of technology as it has been doing in the past, tools like Netfacilities Workorder system, My Florida Market Place & Redwire Security and access systems will keep the Health Department competitive with today's requirements.



## Management Information Systems

### Program Outcome Statement:

The Management Information Systems (MIS) department is responsible for providing information technology and technical support to all Florida Department of Health - Hillsborough employees. MIS Staff provides local area network, video, desktop computer, printing and telephone services for the organization at all operating locations within the county. Additionally, MIS plays a critical role in the protection of desktop and network computer resources and virus detection and removal to ensure the integrity of all mission critical data. MIS supports over 500 customers at 17 separate locations including the St. Joseph's Women's Hospital, Medical Quality Assurance Investigative Services Unit, Brandon Hospital Vital Statistics, and the Florida Department of Health - Hardee, Wachula, Florida.

### Headline Measure:

- Completed 11,960 customer service requests
- Greatly increased data backup capability by converting to LTO-5 tape technology
- Re-cabled the main downtown facility with Category 6 cable
- Centralized 5 wiring closets/cabinets into the datacenter to streamline cable management tasks
- Re-cabled the TB Clinic during the facility renovation
- Upgraded the video surveillance system hard drive capacity at the downtown location
- Installed new pan, tilt and zoom cameras for enhanced video surveillance of the main building and Brush Street parking lots
- Replaced 119 desktop computers and monitors
- Added a new call center for the STD Surveillance division
- Provided communications support during the facility alarm system upgrade to RedWire security services

### Story Behind Headline Measure:

Support Statistics	%
Data Loss/Data Corruption	0%
Data Restoration Rate	100%
Voice Service Availability	100%
Data Service Availability	99.9%
First Call Help Desk Resolution Rate	95.2%

What will be done to improve performance in the next two years:

- Update Cisco telephone servers to the current release
- Re-cable the Annex facility and centralize the demarcation point for the Annex
- Re-cable the College Hill Community Health facility

## Vital Statistics

### Program Outcome Statement:

The Bureau of Vital Statistics in Jacksonville, Florida implemented the paperless Electronic Death Registration System (EDRS) on October 31, 2011. Hillsborough County Vital Statistics Office began the transition from paper records to the electronic system on January 30, 2012. It is estimated by December 2012, every county vital statistics in Florida will have transitioned from filing paper death records to electronic records.

What this means is: When a death record is filed electronically in another county, they can be issued in Hillsborough County at the main Vital Statistics Office. This new system reduces the wait time that the family has in receiving the certified copies.

Records Recorded (ending 06/30/12)				Certified Copies Issued (ending 06/30/12)			
	2010	2011	2012		2010	2011	2012
Birth	18,636	18,663	8,907	Birth	59,664	56,186	28,412
Death	9,992	9,906	5,131	Death	62,750	63,188	30,814

### Did you know:

- Every Year in Hillsborough County about 15, 700 babies are born.
- 7,000 or 40% of births are covered by Medicaid.
- 6,400 or 37% are born to an overweight or obese mother. Overweight and obese women may be more likely to have a baby born with a congenital heart defect, neural tube defect, or limb defects, compared to women with normal prepregnancy weight.
- 3,100 or 18% of them are born to women over 18 years of age without a high school education. Lack of education is associated with an increased risk for low-birth weight babies.
- 2,400 or 14% are born to women age 35 years and older. Women over the age of 35 have a higher risk of chromosomal birth defects, such as Down syndrome, and may be more likely to have pregnancy complications.
- 2,000 or 12% are born pre-term or less than 37 weeks gestation. These babies are 3 times more likely to die in their first year of life, and are at an increased risk for breathing and feeding problems, as well as long lasting disabilities.
- 2,000 or 12% are born to teenage mothers between the ages of 15 and 19. Among women of young maternal age there is a 10 times increased risk for an abdominal wall defect, called gastroschisis.

Data Sources: Florida CHARTS Mar. 04-07 Dec. 07

# Community Health

## Health Promotion & Education

### Program Outcome Statement:

Reduce and prevent chronic diseases of public health significance.

**Weight management:** Get Into Fitness Today (GIFT), the Florida Department of Health - Hillsborough's signature weight loss classes held in convenient locations county-wide utilizing lay community members trained by Health Department staff to deliver class education and activities. Individuals set personal goals and chronicle their activities and achievements daily.



Sixty-three class sessions (6-12 weeks) were delivered with 1,460 participants attending at least 4 classes with 2,676.5 pounds lost and many other goals, such as increased flexibility, increased knowledge about healthy nutrition and meal preparation, as well as ways to increase physical activity, were attained. This program acted as a low-cost approach to employee wellness for several businesses including several Florida health departments. GIFT was awarded a 2012 Certificate of Outstanding and Innovative Practice by NAACHO.

**Diabetes Self-Management Classes:** With planning beginning in 2011, a Certified Diabetes Educator began delivering free classes to people diagnosed with diabetes in January 2012. Fifteen sessions of 6-8 week classes with 143 participants were delivered through June 2012 with overall "very satisfied" customer satisfaction reported. This program increases participants' knowledge about their disease and helps them develop skills to help them stay in good health.

While medical providers routinely refer patients, these classes are also open to any community member (and their personal support persons) who have already been diagnosed with diabetes. Skill-learning such as problem-solving and coping, reducing complication risks, and self-monitoring of blood glucose are included.

### Did you know?

Type 2 diabetes, the kind linked with obesity, progresses much faster and is harder to treat in children than in adults.

**Diabetes Prevention Program:** Diabetes is the leading cause of heart disease, stroke, kidney disease, limb amputation, and new-onset blindness. Diabetes is the 5th leading cause of disease-death in Florida.

In late 2012, the Florida Department of Health - Hillsborough adopted an evidence-based program to deliver diabetes prevention classes for individuals 18 and over who have been diagnosed with pre-diabetes or are at risk for developing diabetes. Staff was trained and a Lifestyle Coach will begin delivery of education at no cost to the public in July 2012 in convenient community locations.



**Colorectal Cancer Prevention:** Grant funding allowed our Health Educator/Register Dietitian to provide healthy cooking demonstrations and education in May and June 2012 to prevent colon cancer. Four demonstrations and 144 individuals received information. A cookbook developed by staff along with educational resources were provided.

**Drowning Prevention:** Florida leads the nation in drowning deaths of children 4 years and under. In 2010 out of the top ten Florida counties, Hillsborough tied for 1st in drowning deaths in this age group. In the last two years, Florida Department of Health - Hillsborough staff and partners provided education and 1290 door/window alarms to community members, targeting families with children <10 years of age who have home pool/spas and/or who live on or near open bodies of water. Media releases and video productions were available throughout the area.



### Program Goals:

- Reduce chronic disease rates
- Increase weight management and diabetes program participation and class availability
- Increase colon cancer screenings and risk reduction behaviors
- Eliminate child drowning

## Breast and Cervical Cancer Early Detection

Unfunded/under-funded women ages 50-64 years receive clinical breast exams, mammograms, and pap smears through contract providers in Hillsborough, Polk, Highlands, and Hardee counties. 42 breast and 7 cervical cancers/pre-cancerous lesions were identified during 2010-2012. All of these women were referred for and received treatment. The number of services provided are based on funding provided through the State of Florida.

389	Clinical breast exams
958	Mammograms
222	Pap smears

Program Staff once again spearheaded the annual Day of Pampering, with over 200 women attending for a day of general health screenings, educational sessions, and interactive opportunities. A provider training seminar was hosted and was attended by 25% of all participating provider organizations.

## Family Planning Sterilization Services

Through contracts and billings managed and submitted by health department staff, contracted healthcare providers utilizing Federal Title X funding provided vasectomies and tubal ligations to eligible men and women. The number of services provided is based on funding provided through the State of Florida.

120	Vasectomies
54	Bilateral Tubal Ligations

### Programs Goals:

- Increase program awareness and utilization in Hardee County
- Provide education and training opportunities for new healthcare providers
- Ensure full utilization of funding and convenient access to screening and services

## Childhood Lead Poisoning Prevention

With the loss in funding for child lead screening and Healthy Homes education and enrollment in 2011-2012, reduced staff focused on mandated investigation of childhood lead poisoning cases, source identification, and case management. Staff review every lead test performed in Hillsborough County through private providers, community clinics, Refugee Assessment

clinic, Head Start, and others. To increase screening opportunities, Lead staff encouraged, facilitated use of, and trained healthcare providers to use Lead Care II machines. Educational opportunities were provided to parents, property owners and renters, property managers, code enforcement, home visiting organizations, healthcare providers, and construction industry about lead in and around the home and other environmental hazards.

71	New child lead poisoning cases identified
87	Overall cases (includes children under case management until blood levels are normal)
1,223	Screenings: children 1-16 years of age (includes Refugee children 1 to 16 years of age)
400	Enrolled in Lead Alert notification system

### Program Goals:

- Reduce lead hazards in homes
- Increase screening and treatment by providers based on CDC guidelines
- Increase number of children screened for lead

## School Health Services

School Health Services provides funding for contracted services to the School District of Hillsborough County. School nurse staff in public schools provided or administered:

4,111,836	Nursing services to students
383,469	Health screenings for vision, hearing, scoliosis, growth/development
490,472	Doses of medication
8,619	Classroom presentations on health topics to students, parents, faculty

Staff participate in Back-to-School Coalition events each summer helping ensure all children receive required physicals and immunizations for school attendance. Florida Department of Health - Hillsborough staff promulgated, assisted in distribution, and ensured submittal of 4,500 student surveys for the annual Florida Youth Survey.

### Program Goals:

Ensure children are healthy in school and ready to learn by providing health services required and funded through state and the federal government programs.

## Epidemiology



	FY 2010/2011	FY 2011/2012
<b>Total Reportable Diseases</b>	<b>3,637</b>	<b>3,413</b>
<b>Outbreak Investigations</b>	<b>54</b>	<b>30</b>

The Epidemiology Program provides a multitude of services for the community including case and outbreak investigation, disease surveillance, and education on the control and prevention of communicable disease. Additionally, the Epidemiology Program has been working closely with local hospital infection preventionists to increase vaccination rates for influenza and pertussis among healthcare staff. The Epidemiology Program also provided education to local organizations through numerous presentations and community health fairs.

## Pertussis Outbreak

	FY 2010/2011	FY 2011/2012	3 FY Average
<b>Pertussis Cases</b>	<b>36</b>	<b>86</b>	<b>24.7</b>

Note: 3 FY Average is based on FY 2007/2008 through FY 2009/2010 data.

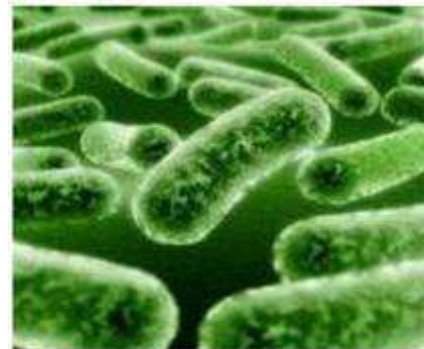
Since 2010, most states, including Florida, have reported increases in cases of pertussis (whooping cough). Over the past two years, Hillsborough County has experienced an outbreak of pertussis. Pertussis is a highly contagious respiratory disease. The best way to protect against pertussis is immunization. Pertussis most commonly affects infants and young children and can be fatal, especially in babies less than 1 year of age. The Hillsborough County outbreak has primarily affected school-aged children (aged 5-19), but infants, adults, and the elderly were diagnosed with this illness as well. The Epidemiology Program worked with child care centers, schools, hospitals and healthcare providers to educate them on pertussis transmission and prevention. Our epidemiology staff determined exposed contacts, recommended preventive antibiotic treatment, ensured up-to-date immunizations, and worked to minimize the spread of pertussis in our county.

## Shigellosis Outbreak

	FY 2010/2011	FY 2011/2012	3 FY Average
<b>Shigellosis</b>	<b>418</b>	<b>103</b>	<b>26.7</b>

Note: 3 FY Average is based on FY 2007/2008 through FY 2009/2010 data.

During 2010 and 2011 Hillsborough County experienced an outbreak of shigellosis. Shigellosis is a diarrheal disease which causes a range of gastrointestinal symptoms. It is usually transmitted person-to-person, and commonly affects young children. During the Hillsborough County outbreak most of these cases occurred in children less than 5 years of age, with many attending child care. The epidemiology staff implemented methods of outbreak control such as excluding sick children from schools and child care centers and excluding sick food handlers from work. Additionally, the Epidemiology Program ensured that patients were treated with proper antibiotics and made recommendations to reduce the spread of shigellosis in our community.



Shigellosis image of Beltina Encyclopedia of health

## Other Outbreaks of Note

In October 2011, the Epidemiology Program in conjunction with the Environmental Health Program investigated three cases of community-acquired Legionnaires' disease in the same retirement community. Legionnaires' disease is a bacterial illness which causes pneumonia and disproportionately affects older individuals and those with impaired immune systems. Our investigation suggested that the outdoor decorative fountain at the main clubhouse was the source of the community outbreak. No additional cases of Legionnaires' disease have been reported in this retirement community since our involvement in this cluster of cases.

In the spring of 2011 and 2012, the Epidemiology Program investigated rash illness outbreaks caused by white-marked Tussock Moth caterpillars at child care facilities and schools. The rash was generally described



Photo/David Atrubin, Florida Department of Health, Hillsborough County

as a mild, itchy rash often on the arms, legs, and abdomen. The Epidemiology Program distributed educational memos to all of our child care facilities, health care providers, and school health contacts. Due to the Epidemiology Program's efforts, children with this rash

illness received appropriate treatment and were prevented from unnecessary exclusions from child care or school. Epidemiology staff wrote and published an article in the Centers for Disease Control and Prevention's (CDC) Morbidity and Mortality Weekly Report (MMWR) in March 2012 describing these outbreaks.

## Syndromic Surveillance

The Epidemiology Program utilizes emergency department data to monitor disease and illness in our county. In the past two years, staff have continued to look for outbreaks using this data and focused their attention on detecting unreported notifiable diseases. Daily analysis, including weekends and holidays, has allowed for a rapid public health response when necessary. This data also helped the department in preparation for the Republican National Convention being held in Tampa during the summer of 2012.

## Mosquito-borne Illnesses

The Epidemiology program continues to investigate mosquito-borne diseases. In the previous two years, thirteen cases of malaria, nine cases of dengue, and one case of Eastern equine encephalitis (EEE) were reported in our county. Moreover, one of these dengue cases was acquired locally. When responding to mosquito-borne diseases, the Epidemiology Program works closely with Hillsborough County Mosquito and Aquatic Weed Control to reduce mosquito populations in the affected areas and minimize the risk to our residents.

Did you know?

The Epidemiology Program Investigates:  
over 80 different diseases ?

Any disease outbreak  
Anaplasmosis  
Anthrax  
Arsenic poisoning  
Botulism  
Brucellosis  
California serogroup virus  
Campylobacteriosis  
Carbon monoxide poisoning  
Cholera  
Ciguatera fish poisoning  
Congenital anomalies  
Creutzfeldt-Jakob disease  
Cryptosporidiosis  
Cyclosporiasis  
Dengue  
Diphtheria  
Eastern equine encephalitis virus disease  
Ehrlichiosis  
Encephalitis  
Escherichia coli,  
Giardiasis  
Glanders  
Haemophilus influenzae  
Hansen's disease  
Hantavirus infection  
Hemolytic uremic syndrome  
Hepatitis A, B, C, D, E, and G  
Influenza  
Legionellosis  
Leptospirosis  
Listeriosis  
Lyme disease  
Malaria  
Measles  
Meliodiosis  
Meningitis  
Mercury poisoning

Mumps  
Neurotoxic shellfish poisoning  
Pertussis  
Pesticide-related illness and injury  
Plague  
Poliomyelitis  
Psittacosis  
Q Fever  
Rabies  
Ricin toxicity  
Rocky Mountain spotted fever  
Rubella (including congenital)  
St. Louis encephalitis virus disease  
Saxitoxin poisoning  
SARS  
Shigellosis  
Smallpox  
Staphylococcus aureus,  
Staphylococcus enterotoxin B  
Streptococcal disease, invasive, Group A  
Streptococcus pneumoniae  
Tetanus  
Toxoplasmosis  
Trichinellosis  
Tularemia  
Typhoid fever  
Typhus fever  
Vaccinia disease  
Varicella  
Venezuelan equine encephalitis virus disease  
Vibriosis  
Viral hemorrhagic fevers  
West Nile virus disease  
Western equine encephalitis virus disease  
Yellow fever



### DISEASE/OUTBREAK REPORTING

Florida Department of Health - Hillsborough  
Epidemiology Program  
PO BOX 5135 Tampa, FL 33675-5135  
1105 E. Kennedy Blvd. Tampa, FL 33602  
(813) 307-8010 Fax: (813) 276-2981

### TO REPORT A DISEASE OR SUSPECT DISEASE

Mon-Fri 8 AM-5 PM OFFICE (813) 307-8010

For immediate notification on weekends, holidays and after hours

Answering Service (813) 307-8000

After office hours and weekends Non Urgent Office voice mail (813) 307-8010

### Program Outcome Statement:

The Office of Health Equity (OHE) works to assure all of Hillsborough County has access and opportunity to achieve our full health potential by addressing the Social Determinants of Health through Policy, System and Environmental changes (PSEs), and Education. PSEs are a way of modifying the community, alleviating health inequities, and making healthy choices more practical and available to all who live, work, learn, play, or socialize in our county.

### What We Have Been Doing:

During FY 2010-2012, many of our efforts were through the CDC's Strategic Alliance for Health grant. Initiatives under this grant were focused on improved nutrition, increased opportunities for physical activity, and tobacco-free living. Under this grant we assisted community partners to make PSE changes in Charter Schools, Faith-Based Institutions, Community-Based Institutions, and Worksites.

One of our initiatives included Comprehensive Health & Wellness Policies, which were used to transform the places where we live, learn, work, play, and socialize into environments where healthy choices are easily accessible, available, and encouraged.

### To achieve initiative goals, OHE:

- Assisted in assessment of Faith-Based Institutions' wellness needs and development of Wellness Policies, which included components such as healthy vending machines, healthy meetings/events/food preparation, and tobacco-free campuses.
- Assisted Hispanic and African American Faith-Based Communities in creating community gardens and educating on the benefits of healthy eating and preparation.
- Assisted in development of the Health and Wellness Ministries Coalition which provided support to Faith-Based Institutions with health policies in their congregations.
- Assisted in development of Coordinated School Health Plans based on the results of their School Health Index Assessment.

45	Faith-Based Health & Wellness Policies
35	Faith-Based Community Gardens
1	Faith-Based Health & Wellness Ministries Coalition
13	Charter School Comprehensive School Health Plans



**Did you know?**  
This is the International Breastfeeding Symbol representing breastfeeding support.

Our other major initiative was the Breastfeeding Initiative, which focused on overcoming barriers in breastfeeding by supporting, promoting, and protecting breastfeeding in Hillsborough County. Goals for this initiative were to normalize breastfeeding and to increase breastfeeding initiation and exclusivity rates.

### To achieve initiative goals, OHE:

- Launched a breastfeeding social marketing campaign to normalize breastfeeding in the community, through billboards and bus wraps, with the goal of providing a supportive, encouraging environment for breastfeeding moms.
- Promoted public and private breastfeeding-friendly spaces throughout Hillsborough County through breastfeeding policy change in both worksites and Faith-Based Institutions.
- Provided a FREE Certified Lactation Counselor (CLC) Training Program for Hillsborough County residents to provide a wider base of breastfeeding support, encouragement, and professional evidence-based advice and counseling.

15	Billboards or Bus Wrap Ads
15	Print Ads in Local Newspapers and Magazines
30	Newly Designated Breastfeeding-Friendly Businesses
72	Community Members Completed CLC Training

### What We Will Do Over the Next Two Years:

- Sponsor a Faith-Based Institutions' Health & Wellness Summit
- Increase focus on Tobacco-Free Living by joining efforts with the Hillsborough County Anti-Drug Alliance.
- Creation of local free breastfeeding support groups facilitated by newly trained CLCs
- Continue breastfeeding social marketing campaign
- Assist with a Mother Baby Summit to promote the Baby-Friendly Hospital Initiative
- Continue to establish Charter School Comprehensive School Health Plans

# Direct Services

## Program Outcome Statement:

Until September 1, 2011, the Direct Services' Program provided pediatric dental services in 1 location and pediatric medical care, family planning, obstetrics and childhood immunizations in 6 clinics located throughout Hillsborough County.

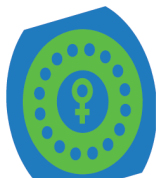
Due to the increasing demand of public funded healthcare, less public funding and Medicaid reimbursement rates declining steadily, the Health Department decided to take a hard look at the sustainability of pediatric and women's care in the six outlying clinics. After running through many scenarios, it was decided the best option would be to partner with another organization.

The Florida Department of Health - Hillsborough began negotiating with various organizations in the community. In the end, the two Federally Qualified Health Centers (FQHC) had the ability to provide the same services to the same patients while offering positions to most of the existing employees.

The partnership proved to be successful for our community. On September 1, 2011, the two FQHCs took over management of the 6 health centers.

The Direct Services division, now known as Nursing Administration continues to play a vital role at the Health Department through the management of the Family Planning Program and Community Dental Program along with various other smaller programs.

## Family Planning



The Health Department contracts with both FQHCs in Hillsborough County to provide family planning services. The contracts are paid for through Title X and State funds. The Health Department works closely with the FQHC staff

members to provide required Title X training and be of assistance with the program management. Additionally, the Nursing Administration staff members order the pharmaceuticals from the Department of Health Central Pharmacy and enter all patients demographic and service information into the Department of Health's Health Management System.

## Community Dental Services



The Centers for Disease Control and Prevention cited fluoridation of water as one of the ten great achievements of the 20th century since it is a major factor responsible for the decline in dental decay.

The Community Dental Services staff members have successfully worked with the City Commission of Plant City to add fluoride to the public water supply. This has been an ongoing effort starting in 2009 with a go-live date of August, 2012.

The State of Florida contracted with the City of Plant City to provide \$150,000 in start up funding for the fluoridation project.



The Community Dental Services program also includes a new program called WIC Smiles 4 U. This program partners WIC, Head Start and the two FQHCs to provide much needed dental services to the uninsured and underinsured children and pregnant women in our County.

Between October, 2011 and June, 2012 over 900 children have received services through this program!

WIC smiles 4 U

# Disease Control

## Program Outcome Statement:

The Division of Disease Control, is responsible for HIV screening and treatment, STD testing and treatment, immunizations, prevention and treatment for Tuberculosis and the overall safety and health of the population.

## Tuberculosis Center

The Tuberculosis (TB) Center aims to reduce incidence and morbidity from TB in the community.

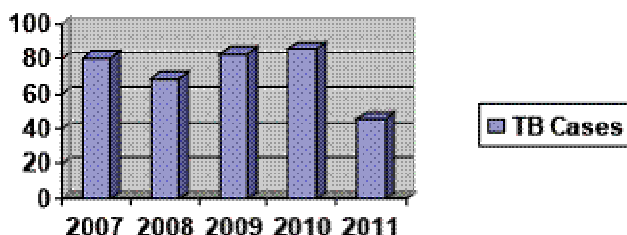
A variety of informational systems provide an outline of TB risk factors relating to patient demographics (age, race, gender), social issues in the community (homelessness, drug and alcohol use), and medical conditions (diabetes, cancer, HIV-infection). Within our foreign-borne population, the countries most often listed as birthplaces include India, Mexico, Cuba and Haiti. Other countries of origin include, but are not limited to, Canada, Dominican Republic, Peru and Puerto Rico.



## Program Highlights:

- In fiscal year 2011-2012, the Tuberculosis Center provided a total of 21,478 services to 1,701 unduplicated clients. Among these, 254 persons were identified as exposed to tuberculosis, and offered education and screening (5-year range: 254-460, with a mean of 337).
- In 2010, Hillsborough County reported 86 cases of TB, compared to 46 in 2011 (Chart 1).
- This was a positive decrease in case numbers.

**Chart 1: TB Cases in Hillsborough County, 2007-2011**



Historically, Hillsborough ranks within the top 6 counties for cases of TB, ranked second (2) in 2010 and sixth (6) in 2011. Of the 46 cases of TB reported in calendar year 2011, 32 (70%) were pulmonary (lung), 9 were extra-pulmonary, and 5 (11%) were both. Efforts are continuously underway for the prevention and treatment of Tuberculosis in the state of Florida.

- Clients tested for TB infection: 695, of which 41% were contacts and 54% were persons who immigrated to the United States within the last 5 years. Clients evaluated or treated for latent TB infection (LTBI): 512.
- Table 1 identifies the distribution of cases in Hillsborough County by gender, race, and country of birth, with a comparison to preliminary statewide data. The information used in Table 1 is for the calendar year 2011, rather than the fiscal year.

Table 1: Distribution of cases, Hillsborough County and Florida

Demographic Information	Hillsborough County % of total	Florida % of total
Male	68%	65%
Female	32%	35%
Black	46%	40%
White	34%	47%
Asian	20%	12%
Hispanic	17%	26%
Foreign-born	43%	54%

- Community presentations: 10 to audiences in middle school, health department employees, university public health students, high-incidence area (East Tampa inner city) and the community at-large. The Florida Department of Health - Hillsborough is a great contributor to the health of the population, especially those who are under served. They are here to save lives and keep our community safe and healthy.

## Information Sources:

Bureau of TB and Refugee Health Crystal Reports-Clients, Visits, & Services; TST by Risk Factor, HMS-Contact Investigation Report, Case Load Report, Country of Birth TB Reports-Demographics, Clinical.

## Specialty Care Center

### Program Outcome Statement:

The Specialty Care Center is a state of the art medical facility providing high quality medical services within the Disease Control Division. Our facility provides a concentration of services involving Sexually Transmitted Disease (STD) and HIV/AIDS.

Our STD Clinic provided services to 6,891 unduplicated clients who presented for 8,665 total visits receiving 29,298 services during calendar year 2011. The STD clinic provides essential public health services to all clients who present regardless of their ability to pay for services.



The HIV/AIDS clinic is a comprehensive medical home for HIV/AIDS services. The HIV/AIDS program is a unique blending of staffing provided by government, University, Tampa General Hospital and a private company contracts. The HIV/AIDS clinic provides the highest quality medical services through Nurse Practitioner staffing through Florida Health Sciences (aka TGH), attending physician oversight services by the University of South Florida and Pharmacy staffing provided by Pharmacy Administrative Solutions Inc. These are well established long term relationships that collectively contribute to providing this essential public health service within the community. The HIV/AIDS clinic has been and continues to be a Ryan White funded provider for medical services, Pharmaceutical services and Oral Health Services. The Specialty Care Center continues to lead the way through innovative medical practices including high resolution anoscopy and colposcopy clinics, high risk GYN, nutrition and mental health services.

Our Oral Health clinic has all the latest radiological technology including panorex which greatly assists and enhances our provider's ability to diagnosis and treat health issues before they become critical. Our Oral Health Clinic has several funding sources which allows clients to be seen from several surrounding counties. The Oral Health Clinic serviced nearly 800 unduplicated clients in 2011.



### Specialty Care Center Physicians

In 2011, the Florida Department of Health - Hillsborough was awarded its Ryan White 5 year grant award. During this time the local grantees office awarded the Pharmacy (AIDS Drugs) program to the Florida Department of Health - Hillsborough to be the sole Pharmacy for the 8 county total service area. Our Pharmacy provided over 75,000 prescriptions last year to a myriad of different funding sources. Our HIV/AIDS clinic serviced 2,166 unduplicated clients who presented for 11,839 visits receiving 30,777 total services during calendar year 2011.



## HIV/AIDS Program Office and Surveillance

### Program Outcome Statement:

The HIV/AIDS Program Office coordinates local HIV/AIDS program planning, development, contracts, and evaluation, as well as serves as the liaison to the HIV/AIDS and Hepatitis Program in the Bureau of Communicable Diseases. The Program Office manages more than \$3 million worth of contracts for HIV/AIDS patient care, prevention, and early intervention services. The Surveillance Unit collects, analyzes, and disseminates epidemiological data. They are responsible for reporting HIV and AIDS cases to the HIV/AIDS and Hepatitis Program and the Centers for Disease Control and Prevention (CDC). The data is used to plan, implement, and evaluate HIV/AIDS programs and interventions and to inform the public of trends in the disease.



### 2010-2012 Accomplishments:

- Joined the HIV/AIDS Network of Southwest Florida as consultants representing public health.
- Implemented two local awareness campaigns based on the HIV/AIDS and Hepatitis Program's "Man Up" campaign and the CDC's "9 1/2 Minutes" campaign.
- Served as a partner in the local SMILE (Strategic Multi-state Initiative for Identification, Linkage, and Engagement) in Caring for Youth Project, designed to strengthen existing collaborations.
- Provided educational presentations and materials to the Tampa Bay Buccaneers.
- Assisted the Medical University of South Carolina on a research project involving HIV testing for youth in Charleston and Tampa.



### Caribbean American HIV/AIDS Awareness Day 2012

- Surveillance Unit has hosted four interns from the University of South Florida's College of Public Health under the Learning through Experience with Academic Partnerships (LEAP) program.
- Assisted the Connect to Protect Coalition of Tampa Bay with the planning of their "Call to Compassion: Faith Based Community Forum".
- Hosted the "Faces of HIV" mobile art exhibit at the University of South Florida.
- Initiated a "Test Tampa Bay" campaign in conjunction with the Pinellas County Health Department. Worked on the first goal of raising awareness and educating the community about HIV.

### Future Initiatives:

- Implement plans to comply with the National HIV/AIDS Strategy's goals of reducing the number of people who infected with HIV; increasing access to care and optimizing health outcomes for people living with HIV; and reducing HIV-related health strategies.
- Serve as the project sponsor for the local HOPWA (Housing Opportunities for Persons with AIDS) program that provides short-term rent, mortgage, and utility assistance.
- Implement the next phase of the "Test Tampa Bay" campaign in order to increase the number of Tampa Bay residents who know their status by making HIV testing routine, and ultimately reducing the incidence and prevalence of HIV in Tampa Bay.



## Sexually Transmitted Disease



### Program Outcome Statement:

The Sexually Transmitted Disease (STD)

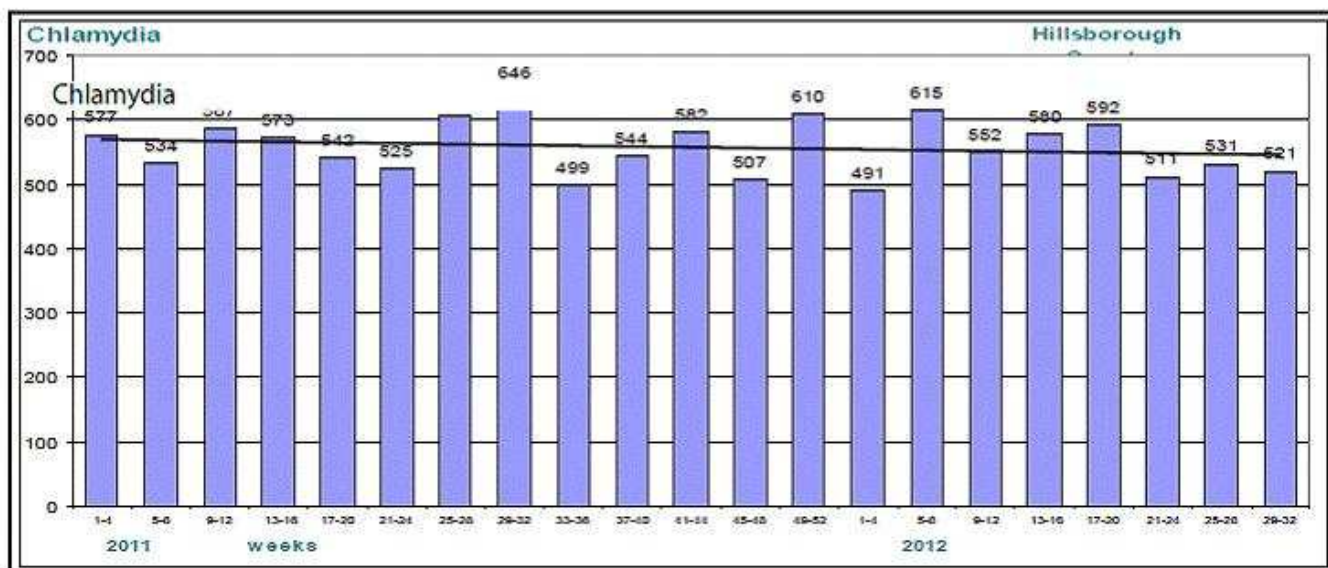
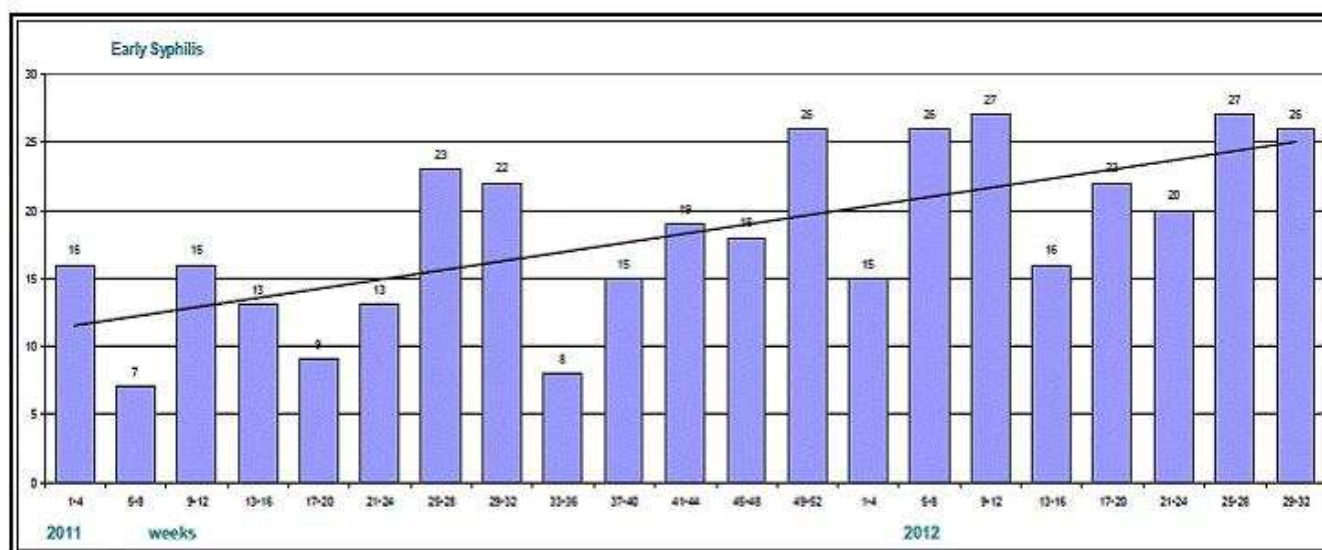
Program's goal is to reduce the number of new STD infections and prevent disease related complications through the promotion of sexual health education, early disease identification, and timely treatment.

In 2011, of the 9,999 Gonorrhea, Chlamydia, and Syphilis cases reported in the County. The STD Program was responsible for reporting 25% of them (about 2,500), while providing treatment to 33% of all cases (or about 3,300). In collaboration with other providers in the community and with timely treatment for STD patients, Hillsborough County avoided costs in excess of \$10 million, while simultaneously avoiding productivity losses as a result of non-treatment in excess of \$2.5 million.

One major concern for our program and the community is specifically the number of Syphilis cases co-infected with HIV, which in 2011 reached 33%. Co-infection with Gonorrhea, Chlamydia, and Syphilis increases the chances between 2 to 5 times of acquiring HIV, the virus that cause AIDS, for which there is no cure.

During 2011-2012, members of the Division of Disease Control, STD Program participated in 25 community outreach projects in high-incidence areas across the County. They provided testing for Syphilis, Gonorrhea, Chlamydia, and HIV along with educational materials for health to over 1,000 residents. Additionally, as part of their presence in the Hillsborough County Sheriff's Office Jails, they provided testing to over 2,200 inmates.

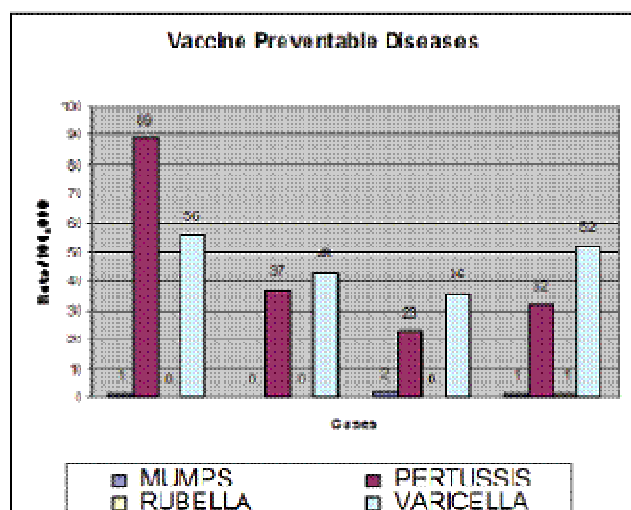
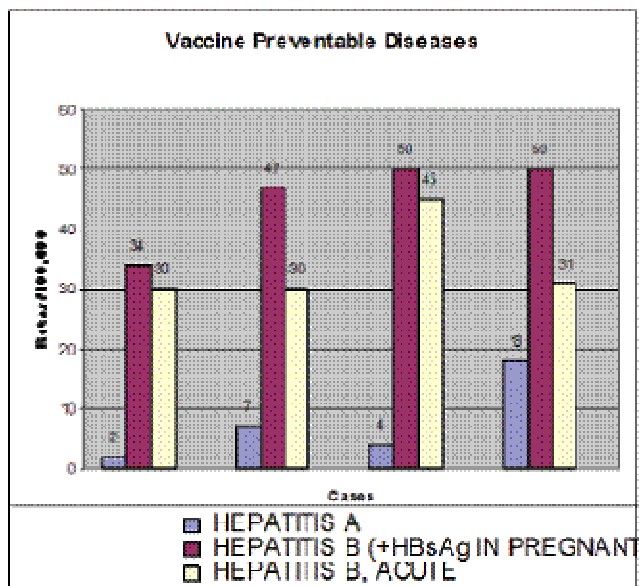
In the future, the major goal of the program is to reach out to the community, especially in those high-incidence areas, to make testing more accessible to them.



## Vaccine-Preventable Diseases

### Program Outcome Statement:

The Goal of the Immunization Program is to prevent disease, disability and death through immunization by advancing programs including Florida State Health Online Tracking System (Florida SHOTS), Vaccines for Children Program, Vaccine Preventable Disease Surveillance activities, assessment of immunization coverage levels among target populations, and operational reviews or program compliance among WIC clients.



### Story Behind Baseline Performance:

Immunizations have proven to be one of the most cost-effective public health interventions. Vaccine-preventable disease levels are at or near record lows. To maintain our progress, we must continue to maximize immunizations among all Floridians, particularly young children.

During FY 2010/2012, the immunization program served 39,550 clients from 0 to 86 yrs. Providing 129,194 vaccinations. The Immunization Program had a 100% rate of two year olds who were fully immunized.

**Influenza Immunization Rate for Adults aged 65+**  
Influenza (flu) is a contagious respiratory illness that can cause severe complications and, at times, death. The best way to prevent the flu is by getting a flu vaccination each year. Immunization has proven to be one of the most cost-effective public health interventions.

Adults 65+ influenza rates are 63.3% compared with the State Rate of 65.3%.

Florida Department of Health - Hillsborough provided 2,997 doses of influenza vaccines to adults > 19 yrs. during this two year period.

### What will be Done to improve Performance in the Next Two Years:

- **OBJECTIVE:** By Dec. 31, 2015, increase the percentage of two-year-olds who are fully immunized in our county from 86.6% (2005) to 90%.
- **Plan:** WIC linkage— ensure all children two years and younger are up to date on recommended vaccinations through reminder/recall. Provided educational opportunities through the Immunization Task Force to private & public Pediatric groups.
- **OBJECTIVE:** By Dec. 31, 2015, increase the percentage of adults aged 65 and older who have had a flu shot in the last year from 63.3% to 75%.
- **Plan:** Provide educational opportunities in the community and Media PA to increase awareness of flu vaccination. Link up with other community partners through coalition activities.
- **OBJECTIVE:** By Dec. 31, 2015, continue to maintain the percentage of two year old CHD clients fully immunized at 100%.
- **Plan:** Continue WIC linkages and reminder/recall.
- The Immunizations program provided 7,387 vaccinations to 3,037 children during the month of August 2011. In conjunction with community partners, the Immunization program provided free back to school physicals, backpacks and school supplies to more than 800 children.

# Environmental Health

## Program Outcome Statement:

The Environmental Health (EH) Division supports the health department's mission by preventing injury and disease through controlling environmental risks. This is accomplished through education, permits, monitoring, and inspection of facilities and industries. Dedicated Environmental health teams work to reduce the exposure of residents and visitors to enteric diseases and other illnesses ensuring our public health is protected in the areas of water, food, and environmental hazards. During Fiscal Year 2011-2012, Environmental Health teams performed over 13,200 major services, including inspections of over 7200 regulated facilities, complaint investigations, and issuance of construction permits.

## Food

- Investigate food and waterborne illnesses to prevent future outbreaks
- Protect Children from Foodborne illnesses by inspecting private and public school cafeterias
- Protect the elderly and the vulnerable from foodborne illnesses by inspecting group care homes
- Ensure safety of children in foster care and private schools

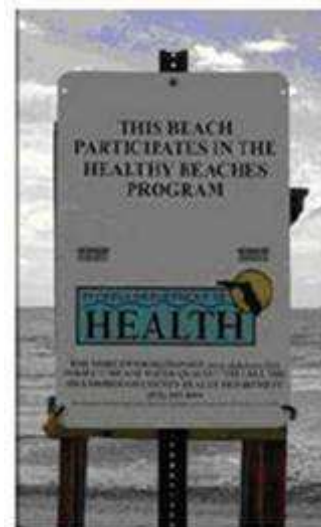
## Environmental Hazards

- Inspect facilities that produce, handle and dispose of biomedical waste to reduce exposure to life-threatening infections
- Investigate nuisance complaints to decrease the risk of illness from environmental hazards
- Inspect tanning salons to protect users from excessive exposure to UV radiation which may cause skin cancer
- Grant permits and inspect facilities to ensure safe and sanitary migrant housing
- Inspect mobile home parks to improve sanitary conditions
- Investigate animal bites and prevent potential rabies fatalities



## Water

- Protect consumers from short and long term risks from drinking water through the enforcement of the EPA Safe Drinking Water Act, Florida Administrative Code and local ordinances
- Approve new well construction to ensure residents have safe drinking water
- Monitor local beach water quality as part of the Healthy Beach Program to reduce contaminated water illnesses
- Minimize health risks associated with public pools to our residents and visitors
- Ensure proper construction of On Site Sewage Treatment and Disposal Systems (OSTDS); septic systems to protect groundwater from sewage contamination and the public from potential exposure to disease



## Award Winning

Our drinking water analysis lab staff won a Davis Productivity Award for our lab operations, which save the department approximately 70% of the costs of analysis of 1500 drinking water samples per year and provides quicker results to our customers.

### Did you know?

You can find more information about state EH programs at: <http://www.doh.state.fl.us/environment/index.html>

## Public Health Training

Education is a vital part of any effective public health program to that end staff members work diligently to create and provide regular educational training for community members in the areas of:

- Food Hygiene
- Public Swimming Pools
- Biomedical Waste
- Body Piercing

Specifically Safe Drinking Water staff provided training to:

- Girl Scout Rangers from 11 states at their West Coast Regional Meeting
- The Hillsborough County Mobile Home Park Association
- City of Tampa Water Department on new distribution operator requirements

## Community Meetings

Staff regularly attend meetings to increase interagency coordination:

- Family Home Day Care Advisory Board
- Agency for Health Care Administration Operation Spot Check
- Sheriff's Environmental Meeting
- Ombudsman Meeting
- USF Institutional Bio-safety Committee



## Serving the Community

Staff volunteered to participate in local events:

- Paint Your Heart Out Tampa
- Great American Teach-In at middle schools



## New Program

Tattoo regulations came into effect in 2012 and the department began working with approximately 85 tattoo establishments and over 200 tattoo artists to bring them into compliance. Artists are required to meet educational requirements and standards of practice, and establishments must meet operational requirements as verified by annual inspections. These regulations help protect patrons of these facilities from injury and illness.



### Did you know?

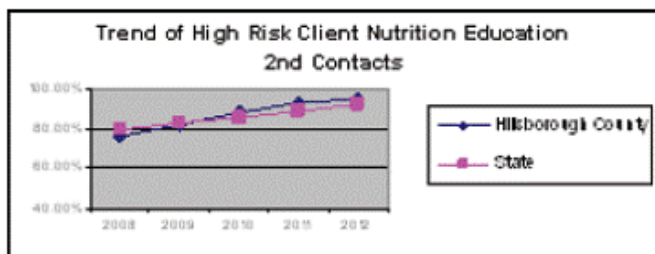
Live chickens stationed in 15 different locations throughout the county are monitored year round for mosquito borne diseases like West Nile and Eastern Equine Encephalitis. Environmental staff work with Epidemiological staff and Hillsborough County Mosquito Control to educate and protect the public when chickens test positive.

# Nutrition

## Program Outcome Statement:

The Nutrition Division of Florida Department of Health - Hillsborough consists of the Women, Infants, and Children (WIC) supplemental nutrition program as well as professional staff who work within the community providing nutrition education, menu and meal plan assistance, and nutrition services to partner programs throughout the county.

Hillsborough County WIC is the **third** largest agency in the state, providing nutrition assessments, education, breastfeeding promotion and support, and supplemental healthy foods including fresh fruits and vegetables to pregnant and post-partum women and their children up to 5 years of age. These services have long-term beneficial effects during critical periods of growth and development for insuring healthier newborns and thriving children.



Eligible women are encouraged to use WIC services as early in their pregnancy as possible to receive full benefit of nutritional counseling and the supplemental foods available through the program. The WIC program continues to progress in making women aware of the benefit of early enrollment.

- Through the WIC/Immunization linkage program, childhood immunization rates have reached 100% for participating WIC clients up to 35 months of age.
- WIC Call Center staff received over 158,000 calls during this period and scheduled 61,309 appointments for clients in 2010 and 2011.
- WIC staff monitors over 130 locally participating stores for compliance with Federal program guidelines.
- WIC clinics partnered with Suncoast Community Health and Tampa Family Health Centers in the "WIC Smiles 4 U" program. Fully equipped mobile dental units visit WIC clinics and provide dental assessments and preventative dental care for children and pregnant women who are WIC clients.

WIC clients needs are identified through a nutrition assessment conducted by a Registered Dietitian and/or Licensed Dietitian or Nutrition Educator. WIC staff partners with the clients to set achievable goals related to general health, nutrition, weight control, and fitness. It is important for WIC staff to establish good relationships with the clients to ensure client follow through and to monitor progress.

Nutrition staff encourages and supports breastfeeding efforts which results in healthier babies. WIC is the recipient of a Breastfeeding Peer Counselor (BPC) grant which enables Hillsborough County to provide more direct support to new mothers who may be interested in breastfeeding or are interested in learning more about the benefits of breastfeeding. WIC also has an electric breast pump loaner program available to mothers in need. Among our staff, WIC is proud to have two International Board Certified Lactation Consultants, as well as 24 Certified Lactation Counselors located throughout our sites. Through these efforts, the number of WIC breastfed newborns increased to 75.4% in FY10 and 75.8% in FY11.



## Future Goals and Improvements:

Florida Department of Health - Hillsborough is interested in improving birth outcomes. WIC's goal is that 90% of post-partum women who qualify for the WIC program receive inter-conception health and nutrition education within 6 months of delivering a baby.

The Nutrition Division has made childhood obesity a new performance indicator and is taking steps to lower the obesity rate among children under the age of 5 participating in the WIC program. One way of addressing this is the new Fit WIC Jr. program, comprised of interactive lessons where nutrition education and physical activity are reinforced through hands on activities.

WIC's new Brandon office is now open; providing services in this under served area.

# Organizational Development

## Human Resources

### Program Outcome Statement:

Maintaining a highly skilled, results-oriented, and diverse workforce is vital to successfully accomplishing Florida Department of Health - Hillsborough's mission. Activities are prioritized to support the mission and promote an environment where Innovation, Collaboration, Accountability, Responsiveness, Excellence are our core values.

Recognizing the importance of a workforce planning system, supported by valid workforce data, Human Resources (HR), has developed a Strategic Plan. One segment of this strategic plan is the Cultural Transformation which will ensure Florida Department of Health - Hillsborough attracts "the right number of people with the right skills, experiences, and competencies in the right jobs at the right time". In addition, cross training, career path programs, as well as succession and effective retention planning will enhance preparations for future demographic challenges and potential staff shortages.

### Story Behind Baseline Performance:

- HR developed and implemented of a comprehensive hiring model and training which included extensive Competency Based Interviewing techniques.
- Participation in the Cultural Transformation - Leadership Development process for the next level of leadership
- Designed an online New Employee OnBoarding process.
- Designed and implemented Intermediate Supervisory Training Program
- Participated in Cultivating Successful Leaders program



What will be done to improve performance in the next two years:

- Succession Planning: identifying and preparing employees through mentoring and cross training
- Systematic Quality Improvement—develop process to ensure quality improvement in Staffing, Risk Management, and Performance Management Processes.
- Accountability—Ensure that all Supervisors have established Performance Evaluation competencies to reinforce aspects of the Cultural Transformation Leadership and Communication Series.
- Develop a consistent process to be used to communicate changes to Florida Department of Health - Hillsborough process and policies and procedures.

## Learning and Development Office

### Program Outcome Statement:

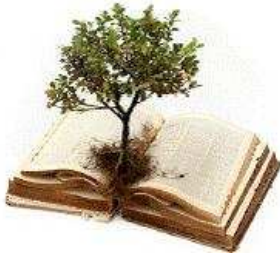
The Learning and Development Office (LDO) promotes an environment that embraces learning, fosters leadership, and cultivates career potential.

### Story Behind Baseline Performance:

- LDO launched it's new Communication Series, Module 1 (of 4), with Module 2 due out in September 2012. Monthly "Lunch & Learns" have been introduced as another form of training for the Florida Department of Health - Hillsborough employees.
- Another project LDO is working on is Florida Department of Health - Hillsborough division training plans. The LDO staff is working with the different divisions to develop a three year training plan for their staff which will include various classes based on the core competencies of Communication, Customer Service, Trust, Teamwork and Diversity.
- The Cultural Transformation project is continuing, and is now involving managers and supervisors in the Program Management Team (PMT) and a few other "Pathfinder"-identified people in the agency. All three LDO staff are Pathfinders, as well as research providers for the project.
- Cultivating Successful Leaders (CSL), Class VI is in it's second half. Participants have delivered their "leader" presentations and are preparing their projects which will be due before August 2012. New topics have been added for 2012. Applications for 2013 CSL will be accepted in October 2012.

## Future Goals and Improvements:

- The new Learning Management System (LMS) will be a great tool to keep track of employee's trainings and to offer them further public health training opportunities.
- The Communications Series will continue in 2013 to increase communication skills among the staff.
- Cultural Transformation will continue to 'the next wave', encompassing the next level of supervisors and key people.
- Core Competency trainings will ensure our staff meets and exceeds the standards set for public health employees.
- The LDO Library and "Lunch & Learns" will continue

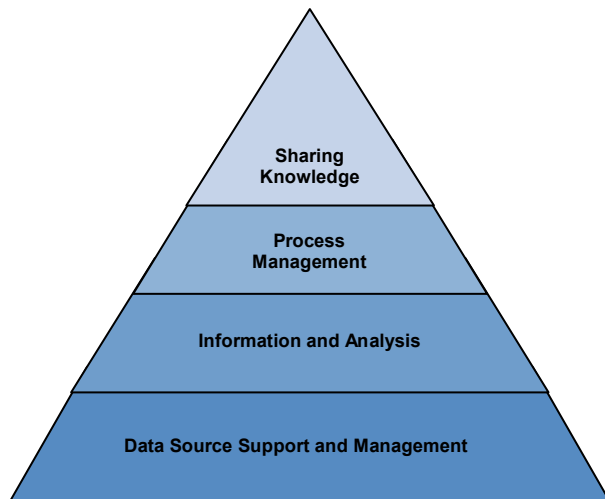


## Knowledge Management

### Program Outcome Statement:

The Knowledge Management (KM) department works with the other offices in Organizational Development to help the Florida Department of Health - Hillsborough provide quality services to the public. KM does this through a four step process called the "KM Pyramid".

At the base of the pyramid is data source support and



maintenance. Good data is essential for reliable information. The second step in the pyramid involves careful analysis of the data collected. Process management is the third step. The data, once collected and analyzed, helps us understand and improve our processes. At the peak of the pyramid is sharing knowledge. Information gets distributed so the entire workforce knows how we are performing and where we need to improve.

## Headline Measure:

The Knowledge Management department puts this method into practice by helping the department manage key processes, data sources, and reporting systems. Tasks include:

- Administration of the Health Management System (HMS) used to collect client and service information that is reported to the county and legislature.
- Oversight of the Records Management process to ensure records are properly archived and disposed of at the end of their retention periods.
- Report development and deployment which allows staff and managers to get information needed to gauge performance and make fact based decisions.
- Lab management and oversight to ensure the quality and efficiency of our lab processes and a smooth integration with the HMS system.

## Story Behind Baseline Measure:

From 2010 through 2012 Knowledge Management has had a decrease in staffing due to retirements, promotional opportunities, and staff re-organization. While challenging, these turn of events have required the office to clearly identify and focus on the core services identified above. Despite the staffing shortage the department still managed to:

- Archive some 18,000 records from former clinics.
- Develop reports to analyze staff training that will be utilized state wide.
- Reduce the percent of unpaid third party claims and increase collections.

## What will be done to improve performance:

Based on the KM Pyramid and the core services identified the following goals are in effect for KM for the next two years:

- Pioneering new ways to ensure relevant and timely performance information is communicated to staff.
- Establishing new insurance contracts to expand the revenue streams available for the Florida Department of Health - Hillsborough clinics.
- Guiding the agency's conversion to a fully electronic health record system using HMS.
- Facilitating process improvements projects utilizing DMAIC, Lean, RPI, or other techniques to increase efficiency and quality.
- Continue to help the staff of the Florida Department of Health - Hillsborough, to protect, promote and improve the health of all people in Florida through integrated state, local and community efforts.

## Did you know?

One in 3 children and 2 out of 3 adults in the U.S. are overweight or obese.

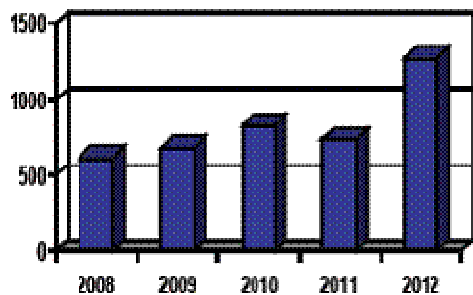
# Public Health Preparedness

## Program Outcome Statement:

The Florida Department of Health - Hillsborough promotes planning, preparedness and responsibility to ensure the readiness of the Tampa Bay Community. The Public Health Preparedness Division of the agency is charged with planning for and responding to both natural and man-made disaster events. Hurricanes, industrial accidents, bioterrorism acts and infectious disease epidemics all require a planned response to protect the public health of Hillsborough County.

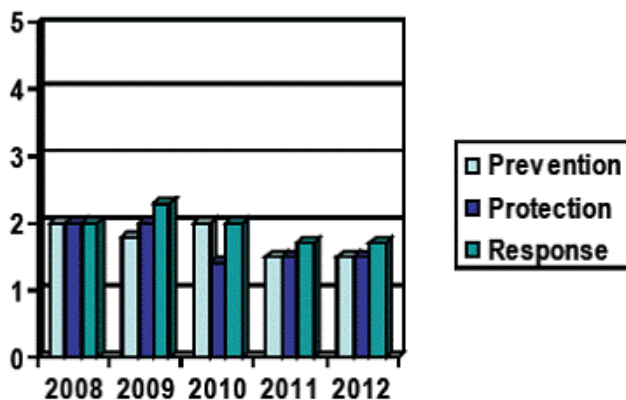
## Headline Measures:

### Medical Reserve Corps Active Membership



## Community Preparedness Rating:

This measure assesses the community's state of preparedness and it's ability to manage a catastrophic disaster. This is a national-level measure with a range of one to five. One (1) is the highest score achievable and five (5) the lowest rating.



## Story Behind Baseline Performance:

Throughout this period, the Preparedness Division continued its efforts as an integral component of public safety throughout the Tampa Bay area. Several community partnerships were established to improve individual and organizational preparedness, enhance risk communications within the community (specifically with vulnerable populations) and increase the ability to respond to either planned events or disasters.

The health department was recognized by receiving national accreditation through the National Association of County and City Health Officials (NACCHO). NACCHO has awarded less than 300 county health departments full accreditation status out of more than 3,100 counties nation-wide.



The Division was designated the lead agency for planning health and medical support and response activities for the 2012 Republican National Convention that took place in Tampa during the last week of August and was responsible for planning all pre-hospital triage/treatment and transportation, the medical system that included hospitals, medical evacuation, medical countermeasures, disease detection and surveillance, veterinary services, responder safety/health, laboratory, medical examiner and food safety. Workgroups with community representation were established with each of these disciplines to ensure that mission goals were met. Staff from across the Health Department spent almost 3,870 man-hours planning for this event.



In a collaborative effort with the Community Health Division, PHP partnered with Moffitt Cancer Center, Center for Equal Health and the University of Baylor, College of Medicine to reach vulnerable and disparate populations on disaster preparedness in underserved communities. The group developed an outreach model and began organizing efforts to educate community based organizations on their important role in community resiliency when impacted by a disaster. The Tampa Bay Area Multidisciplinary Empowerment, Education and Training Alliance (META), representing more than 40 different community agencies, sponsored seminars, trainings and media broadcasts to help engage our community. The efforts have been extremely successful and served to strengthen the relationship between the community and this department.

The Health Department's planner worked with the University of South Florida's Center for Leadership in Public Health Practice to develop a pilot program to strengthen community resiliency throughout the Bay area. A three day seminar was developed to promote awareness and engage public and private community agencies to come up with creative solutions and strategies to address some of the many problems that would be faced after a catastrophic disaster. Three seminars were conducted during 2011 and were so well received that this is now a permanent program of the Center. Additionally, Hillsborough County has now adopted this model and the Board of County Commissioners have tasked the Planning Commission to create a timeline of actions and decisions that the board can use to help recover after a significant event.



The Medical Reserve Corps (MRC) has stepped up its recruiting efforts and is now the largest MRC in the State. Volunteers grew from 740 in 2010 to 1,273 in June 2012. PHP developed an extensive training program that has been reinforced by practical exercises to ensure that this force would be ready to assist during a disaster. MRC

physicians and nurses were activated to support the Gasparilla celebration and marathon, providing first aid and coordinating medical transport. The MRC also assisted Pinellas County in two major public events. Multiple training opportunities were afforded to MRC members. Seventeen received an Advanced Radiological Response, 27 participated in Exercise Evaluation, 14 in specific aeromedical evacuation Flight Medical Attendant for MH-53 and C-130 aircraft.



The Special Needs Sheltering program continued to grow and now has over 4,200 individuals contained in the registry. The Special Needs Coordinator initiated and completed a project to create an electronic management system that combines shelter management with an electronic medical record. All patient information is scanned into the system as it is received and no paper records are required to document patient treatment provided or manage shelter operations. This not only saves hundreds of man-hours every hurricane season, but also provides a permanent record that can be carried forward year-to-year.

### Did you know?

Did you know that less than 30% of the population knows what to do during a disaster?

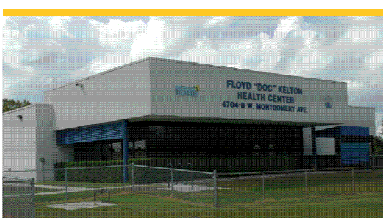
Having a plan can be simple and help save the lives of your loved ones as well as your own!

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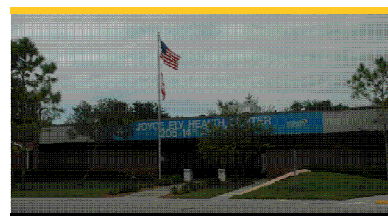
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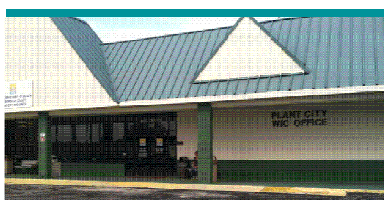
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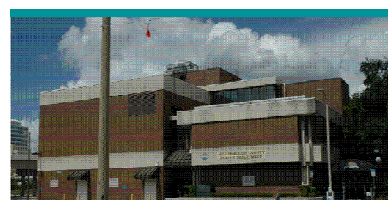
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