



# Annual Report

DOH - Hillsborough  
Fiscal Year 2013 - 2014



**Rick Scott,**  
Governor

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



The Florida Department of Health (DOH) in Hillsborough County is a state agency in partnership with county government. This Annual Report summarizes the activities and accomplishments of the DOH - Hillsborough for the period of July 1, 2013 through June 30, 2014.

**Produced by Florida Department of Health - Hillsborough**

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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 2013-14 Annual Report for the Florida Department of Health in Hillsborough County (DOH-Hillsborough). The DOH-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 2013-2014 fiscal year has once again resulted in major accomplishments for the organization. I am very proud of our dedicated employees who provided 145,279 healthcare services this year.

This year was especially significant as we recognized 125 years of Florida Public Health with educational and commemorative events. The State Legislature created the State Board of Health on February 20, 1889, in response to yellow fever epidemics in Jacksonville and other port cities, and Dr. Joseph Yates Porter from Key West became Florida's first state Public Health Officer. A proclamation recognizing February 20, 2014 as the 125<sup>th</sup> anniversary of Florida Public Health was presented to the Florida Department of Health in Hillsborough County by the Board of County Commissioners, and throughout the county DOH-Hillsborough employees raised their glasses in a toast of sparkling juice at 1:25 p.m.

National Public Health Week was celebrated April 7-11, 2014, with events at the University of South Florida College of Public Health and sessions for the community at various Tampa locations to gain information about Health Department programs and services.

The Florida Department of Health in Hillsborough County 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 397 public health professionals at the Florida Department of Health – Hillsborough, who work 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,

A handwritten signature in black ink that reads "Doug Holt". The signature is written in a cursive, flowing style.

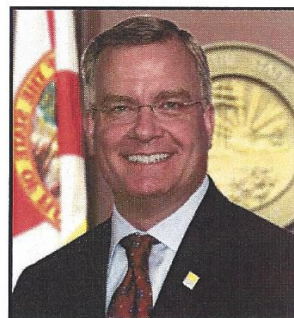
Douglas A. Holt, M.D., Director,  
Florida Department of Health – Hillsborough



## Message from the State Surgeon General and Secretary

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

As the State Surgeon General of the Florida Department of Health,  
it is my pleasure to present the Florida Department of Health -  
Hillsborough, fiscal year 2013-2014 Annual Report.



I am proud of the significant progress the professionals of the Department of Health in Hillsborough County have made in delivering high quality, cost effective public health services to clients during the past year as we recognized 125 years of Florida Public Health! By relying on leadership, collaborative efforts, innovative programs and approaches, as well as sound science and data, they continue to promote a culture of public health stewardship in Hillsborough County and our state.

The dynamic team in Hillsborough County has worked tirelessly to meet the challenges and needs of their community. Considering the year in review; 2013 - 2014, there are many reasons to celebrate health in Florida.

We know from outcomes that health is moving in the right direction - here are two examples:

- The Sexually Transmitted Disease Program offered over 6,250 screenings at no charge to 3,300 residents and visitors in Hillsborough County at a myriad of outreach settings from the Hillsborough County Sheriff's County Jail, colleges and universities to local churches and other venues.
- Get Into Fitness Today (GIFT) is an online fitness and wellness program for preventing chronic disease and obesity. GIFT has reached over 4,000 individuals in the Hillsborough community who have lost over 6,000 pounds collectively.

Your Department of Health is firmly committed to achieving healthy goals. In the coming year, the Department is looking forward to obtaining National Public Health Accreditation, and empowering Floridians to pursue healthy lifestyles through our top priority - The Healthiest Weight Florida initiative.

Sincerely,

A handwritten signature in blue ink that reads "John H. Armstrong". The signature is fluid and cursive.

John H. Armstrong, MD, FACS  
Surgeon General & Secretary  
Florida Department of Health

# Contents

<b>Governance</b> .....	<b>6</b>
<i>Mission, Vision, Values</i>	
<i>Councils</i>	
<i>Strategic Plan</i>	
<b>Administrative Services</b> .....	<b>9</b>
<i>Human Resources and Employee Development</i>	
<i>Finance and Accounting</i>	
<i>Management Information Systems</i>	
<i>Vital Statistics</i>	
<b>Community Health</b> .....	<b>11</b>
<i>Epidemiology</i>	
<i>Health Promotion and Education</i>	
<i>Office of Health Equity</i>	
<b>Disease Control</b> .....	<b>16</b>
<i>HIV / AIDS Program Office and Surveillance</i>	
<i>Immunization and Refugee Service</i>	
<i>Sexually Transmitted Diseases</i>	
<i>Specialty Care Center</i>	
<i>Tuberculosis Center</i>	
<b>Environmental Health</b> .....	<b>22</b>
<b>Nutrition</b> .....	<b>23</b>
<b>Public Health Preparedness</b> .....	<b>24</b>
<b>Division Contacts</b> .....	<b>25</b>

## Mission, Vision and Values

**MISSION:** To protect, promote, and improve the health of all people in Florida through integrated state, county, and community efforts.

**VISION:** To be the **Healthiest State** in the Nation!

### VALUES: I-CARE

Innovation, Collaboration, Accountability, Responsiveness, Excellence

The Florida Department of Health in Hillsborough County utilizes a governance system to provide strategic direction, make recommendations, and provide employees an opportunity to share in decisions made for the organization. The governance system consists of the Senior Management Team, Program Management Team, and Councils. The four Councils as described below focus on our Community, Customers, Employees and Quality.

## Councils

**Community Council** - A primary objective of the council is to obtain feedback from the community. Surveys (at events) and online (via [www.hillscountyhealth.org](http://www.hillscountyhealth.org)) are collected and analyzed to ensure we meet the needs of our residents and visitors. Management evaluates comments monthly for continuous quality improvement. **Over 300 community surveys were evaluated.**



**National Public Health Week (NPHW) 2014:** Each year the Council creates an outreach event to celebrate NPHW. **On April 9, 2014, we celebrated 125 years in Public Health, at an event held at Lyke's Gaslight Park.** A team of 35 volunteers set up eight display tables with games, and provided health education from our various departments. Several hun-

dred people visited the displays, with approximately 150 people receiving gift bags of promotional and health-related literature.

### Community Events:

- **Children's Gasparilla 2014:** Since 2006, we have participated in Tampa's annual event. Staff distribute promotional items, health literature and instruct children in health-related games. Over 650 visitors with children were educated.
- **Noon Year's Eve 2013:** Since 2006, we have participated in this **Lowry Park Zoo event.** On December 31, 2013, staff distributed over 1,300 promotional items and provided literature and health education to more than 500 visitors.

**Customer Council** - Customer service goals were set by each Division/Program with updates reported quarterly. The Customer Service Goals are tracked on a calendar-year basis.

**Customer Satisfaction Data Collection and Reporting:** Our overall satisfaction increased by 2%, coming closer to the goal of achieving a Customer/Community satisfaction rate of 95% or higher by December 31, 2015. The DOH County Health Department (CHD) Performance Snapshot measure is 95% of those "satisfied", however in Hillsborough County we only measure those "highly" satisfied with our service.

**Survey Responses:** A total of 12,295 Customer and Community Satisfaction Surveys (range 820-1,386/month) were entered into the Customer Satisfaction data system; over 1,000 per month on average.

**Customer Satisfaction:** Satisfaction rate ranges from 85%-92%.

**Increase Program Participation:** Program (e.g., STD, Vitals) participation has been expanded to capture satisfaction levels at new service sites within the community.

**The Customer Council was a recipient of a 2014 Prudential Productivity Award for being a distinguished team for a "Sustained Customer Satisfaction System."**

## Customer Council (continued):

### Accomplishments/Highlights:

- **Report Development:** Individual programs or divisions can now run the Customer Satisfaction Survey Report independent of the Council, providing Managers greater flexibility to review data on an as needed basis;
- **Complaint Tracker:** As part of the CHD Performance Snapshot measure, the Complaint Tracker was developed. Training was provided to customer service specialists to improve utilization of the tools and database.

**Employee Council** - The Council provides recommendations to enhance the work environment, employee wellness and satisfaction. The Council oversees standing committees for Wellness, Safety, and our Employee Morale Squad (EMS).

### Accomplishments/Highlights:

- **Employee Wellness:** Provided recommendations to update to our Breastfeeding policy. Implemented staff wellness challenges and educational opportunities.



- **Employee Communication:** Provided recommendations for information to be displayed on TV monitors for the Downtown and Annex locations. Recommendations included Wellness Information, NPHW, Noon Year Eve, Children's Gasparilla, and our 125<sup>th</sup> Anniversary celebration in public health.
- **Employee Safety:** Developed new training for staff.
- **Florida State Employee Charitable Campaign (FSECC):** Annually, coordinates participation among the 397 staff.

The **Employee Morale Squad (EMS)** with 60 staff created and participated in a Flash Mob (**dancers, choreographers, IT, music, audience "plants" and video/photography**) at our July 2013 general staff day.



**Quality Council** - Provide guidance and consultation to the managers of the DOH-Hillsborough to facilitate a journey toward organizational performance excellence and quality results. The Council oversees a standing committee for Strategic Planning.

### Accomplishments/Highlights:

- **Strategic Scorecard:** Developed a CHD Strategic Scorecard as part of our agency quality improvement project and Strategic Objective 2.1: (By April 2015, implement a systematic plan for 100% of Divisions and Councils to use the Strategic Scorecard.) The scorecard is intended to measure progress toward goals published in the Strategic Plan. Council members are subject matter experts and continued to review strategic objectives to ensure they are "SMART" and integrated into the scorecard.
- **Quality Improvement Plan and Projects:** The plan was submitted and approved for agency-wide use. The plan outlines a process to select QI improvements and is used by Divisions to identify opportunities for improvement. Annually, Divisions submit one project which they will be working on in the upcoming fiscal year. Based on those submissions, the Council identified one project that will be submitted to Central Office Tallahassee for reporting.

## Strategic Plan

The DOH-Hillsborough 2012-2015 Strategic Plan contains six strategic goals. Goal 5 is an example of one of our Community Goals.

**Maximize resources and collaborate with community partners to ensure access to health care and reduce disease burden in the community.**

Each Goal contains measureable objectives. The Goal 5 measureable objectives are described below.

**Objective 1** - By July 1, 2015, increase by 20% the number of educational sessions with targeted health messages on communicable diseases conducted annually.

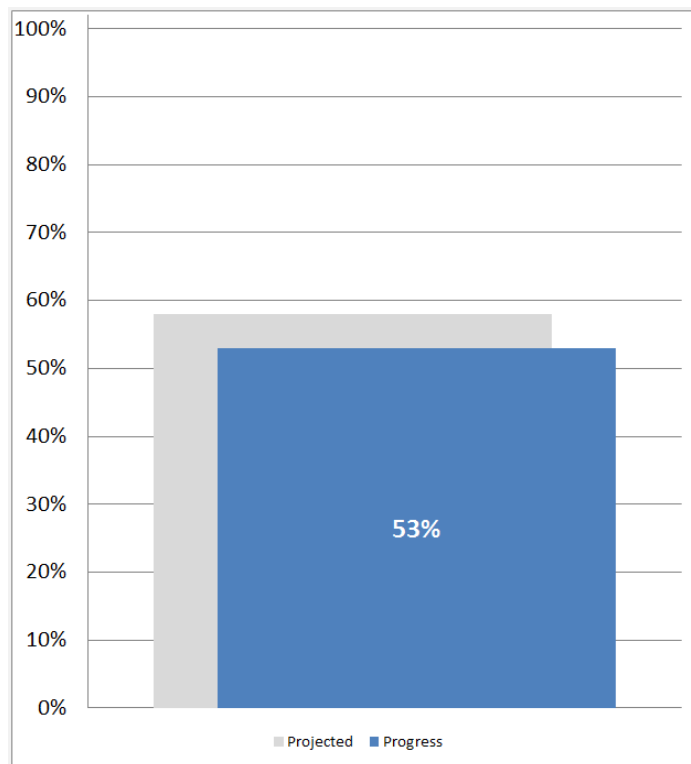
**Objective 2** - Annually, review effectiveness of at least one community partnership we participate in or lead.

**Objective 3** - By December 31, 2015 increase by 15% from baseline of 139, the number of adults with diabetes that have ever taken a Florida Department of Health Hillsborough County course on how to manage their diabetes.

**Objective 4** - Annually, 5,000 women of child bearing age will receive preconception/interconception education regarding lifestyle behaviors and prevention strategies.

**Objective 5** - Annually, 50% of clients identified as smokers will be referred to a smoking cessation program.

## GOAL 5: (January - June 2014):



Measures for each objective are combined to show progress toward the goal in our Strategic Scorecard.

### Accomplishments/Highlights:

Divisions of Community Health, Disease Control, Environmental Health, and Nutrition, have all contributed towards this goal.

- 563 communicable disease educational sessions have been conducted;
- A partnership evaluation tool was created and shared with Central Office Tallahassee for statewide use;
- 36 clients have been referred for diabetes education;
- 2,971 inter/pre-conception counseling sessions have been conducted;
- 820 clients have been referred to smoking cessation programs.



# Administrative Services

## Human Resources and Employee Development

Maintaining a highly skilled, results-oriented and diverse workforce is vital to successfully accomplishing our mission. Activities are prioritized to support the mission and promote an environment where Innovation, Collaboration, Accountability, Responsiveness and Excellence (**I-CARE**) are our core values.

Recognizing the importance of a workforce planning system, supported by valid workforce data, Human Resources/Employee Development (HRED) participated in the development of the Strategic Plan for the DOH - Hillsborough.

The Cultural Transformation segment of this plan will ensure that we attract “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 by promoting an environment that embraces learning, fosters leadership and cultivates career potential.

### Accomplishments/Highlights:

- Developed a New Employee On-Boarding process in which new employees acquire the necessary knowledge, skills and behaviors to become productive members of our team. New team members will be introduced to the organization’s culture, mission and values through videos, printed material and computer-based training.
- Human Resources and Employee Development members participated in a 9-month Strategic Leadership Coaching (SLC) pilot that involved senior leaders from DOH-Sarasota and DOH-Hillsborough. The SLC pilot program was developed and facilitated by an organization development consultant and certified executive coach.
- Cultivating Successful Leaders (Class VIII) began in January 2014. Participants prepare projects to present in August, with graduation in September. One of the projects from this year’s class was the design and development of a 3-day “Phlebotomy 101” course. The purpose of the course was to train Disease Intervention Specialists in the proper collection of clinical specimens for laboratory testing, as well as provide tips on interacting with health care personnel, clients and the general public.
- Implemented organization-wide monthly monitoring of Performance Evaluations for new employees. Increased supervisor/employee meetings from 27% completion to 93% within a 6 month period.
- Revised the Basic Supervisory Training Program to include new training measures and evaluation.

### Goals for 2014-2015:

- Develop a new training series for Supervisory and Front Line employees;
- Implement a systematic process for candidate screening and selection;
- Present retirement and benefit seminars for our employees to provide better understanding of their retirement options for future planning.



# Administrative Services

## Finance and Accounting Management Information Systems Vital Statistics

Our purpose is to provide quality support services that help program staff achieve excellence.

**Finance and Accounting** – Responsible for preparing and executing the \$38 million approved operating budget. Converted voucher files, both accounts payable and accounts receivable records, to a secured data warehouse as part of our Going Green Initiative. This conversion of data will save 10% in annual storage costs.

**Management Information Systems** – Installed new Office 365 software on over 500 computers to facilitate the statewide conversion to the new software.

**Vital Statistics** – Partnered with the Hillsborough County Tax Collector's Office to allow for some of their offices to provide birth certificates to the public. At the time of publication, three offices are open.

Services Provided:

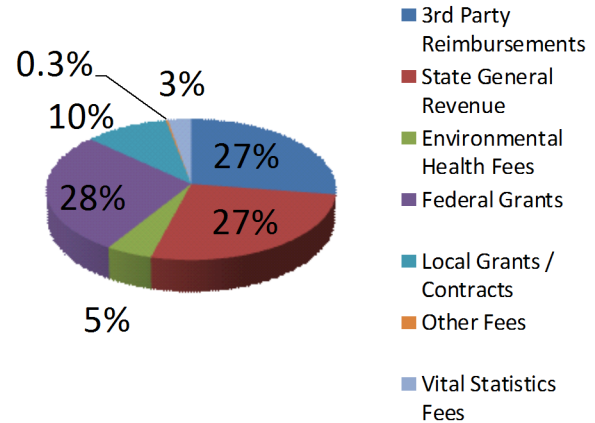
Total Births registered in Hillsborough County:  
16,614 (1.2% increase from 2012)

Total Deaths registered in Hillsborough County:  
9,704 (2.7% increase from 2012)

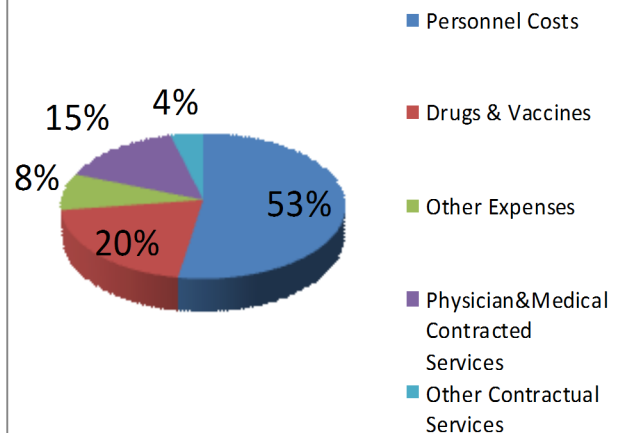
### Goals for 2014-2015:

- Convert our telephone system to the Avaya environment;
- Increase customer satisfaction responses by 10%;
- Improve how we communicate to program and senior managers about current and past projects;
- Complete the initiative of having birth certificates issued at seven Hillsborough County Tax Collector's offices throughout Hillsborough County;
- Complete our move towards a paperless environment through electronic storage.

### Annual Revenue



### Annual Expenditures



### Community Funding:

We provide pass through funds to the Hillsborough County School Board in the amount of \$1,546,257. We have contracts in place with two federally-qualified health centers, Tampa Family Health Centers and Suncoast Community Health Centers, that total \$598,486, for Family Planning services.

## Epidemiology

Our purpose is to provide epidemiological services for the community including case and outbreak investigation, disease surveillance, and education on the control and prevention of communicable disease. Epidemiology staff work closely with hospital infection preventionists, healthcare providers, laboratories and community partners to protect the health of all residents and visitors in Hillsborough County.

**Vector-borne Diseases** - This past year, imported cases of Dengue and Malaria were investigated by Epidemiology staff. Additionally, three confirmed, imported cases of Chikungunya were identified and investigated. In order to prevent these diseases from being introduced to our area, the Epidemiology Program works closely with Hillsborough County Mosquito Control to spray any areas where patients affected by this live, work or spend time outdoors. A staff member also assisted in an outbreak response to a locally-acquired Dengue case in another Florida county.

**Hepatitis C in Young Adults** - A new project began to investigate cases of Hepatitis C in young adults. In depth questionnaires are administered to identify any behaviors that are leading to increased rates of Hepatitis C in young adults aged 18-30.

**Vaccine-Preventable Diseases** - Pertussis (Whooping Cough) cases were elevated for the second year in a row. Cases of Varicella (Chicken Pox) were also elevated during this year. Staff work with hospitals, schools, and childcare facilities to encourage increased vaccination rates to prevent future cases of vaccine-preventable diseases.

**\*Enteric Diseases** - Investigations of enteric diseases accounted for 22% of all the cases reported by the Epidemiology Program during the past year. Patient education is the best control method for these illnesses. Staff provide information, such as good hand washing technique and proper techniques for preparing and cooking food to prevent the spread of these diseases.

**Syndromic Surveillance** - Staff utilizes emergency department data to monitor disease and illness in our county. Over the past year, the system was enhanced by adding one hospital and two urgent care centers that will now contribute emergency department data. Daily analysis allows for rapid public health response when necessary.

**Community Partners** - The department works with community partners including the Association for Professionals in Infection Control and Epidemiology, Bay Area Chapter; the Tampa General Hospital Employee Health staff and Sanofi Pasteur, to improve immunization rates in adults and health care workers and to protect children too young to be vaccinated.

### Goals for 2014-2015:

- Continue investigation of imported disease cases to prevent their introduction to our area;
- Continue investigation of Hepatitis C cases in young adults in cooperation with Central Office in Tallahassee.

### Number of Reported Cases Hillsborough County Fiscal Year 2013-2014

Dengue	5
Malaria	9
Varicella	78
Pertussis	87
Enteric Diseases*	716
Total Reported Diseases	3,288

\* Enteric Diseases include food and waterborne diseases such as *Salmonella*, *Shigella*, *Campylobacter*, *E. Coli*, *Cryptosporidium* and *Giardia*

## Health Promotion and Education

The purpose of our programs is to encourage and assist individuals to improve their health by reducing their risks for chronic diseases. Obesity and its co-morbidities of diabetes, heart disease and stroke play a major role in the burden of disease. Our efforts assist in improving the health of the community and decreasing rates of morbidity and mortality.

**Get Into Fitness Today (GIFT)** - A signature obesity and chronic disease prevention program saw over 700 people lose weight this year! Early this fiscal year, the GIFT launched online programming, [www.GetIntoFitnessToday.net](http://www.GetIntoFitnessToday.net). GIFT, in all of its forms (community support groups, employee wellness groups, and online participants) is educating and supporting individuals in achieving a healthy weight through improved nutrition and increased physical activity.



**Diabetes Self-Management Education (DSME)** - An education program for people already diagnosed with diabetes. According to the American Diabetes Association, DSME is a critical component of diabetes care. **Hillsborough has a higher rate of diabetes deaths than the state average.** This free program provides participants information on how to reduce risks of complications, improve monitoring of blood sugar, develop coping and problem solving skills, improve their nutrition and increase physical activity. Program evaluation supports the success of this program with many participants improving their A1c measure post-DSME class participation.

**Diabetes Prevention Program (DPP)** - Targets individuals at-risk of diabetes to assist them in lowering their risk through weight loss and physical activity. These free classes give participants the knowledge, skills, and support needed to make long-lasting lifestyle changes to prevent type II diabetes. Each session is one year in length.

**Health Literacy** – Targets the 9 out of 10 people who statistics indicate do not have the skills necessary to manage their health. Even with regular visits to healthcare providers, these individuals lack knowledge and/or understanding of their condition and the importance of following provider directions to achieve their best health. Health Literacy classes provide practical information to help people actively participate in their healthcare.

### Services Provided:

GIFT live-class participants	724
GIFT online sign-ups	205
DSME participants	102
DPP participants (each session is one year in length)	52
Health Literacy participants	134

### Accomplishments/Highlights:

- Expanded DSME to Spanish speakers;
- Doubled our goal for DSME participants;
- 100% DPP participants met program goal;
- Offered online GIFT Program.

### Goals for 2014-2015:

- Increase online GIFT participations;
- Achieve DSME accreditation;
- Increase Health Literacy participation;
- Increase provider referrals to DSME/DPP.

# Community Health

**Partners in Obesity Prevention Coalition (POP)** - A collaboration of community partners spearheaded and facilitated by DOH-H, has existed in the county since 2008. The recent focus has been on establishing action plans based on the five broad environments noted by the Institute of Medicine for accelerating progress in reducing obesity. Major milestones for this year include completing projects, the most recent of which were a mass marketing campaign to raise awareness of reaching a healthy weight; and implementing a Walkability Day – where residents completed walkability audits in their own neighborhoods. The coalition website is managed by our staff at: [http:// PartnersInObesityPrevention.com](http://PartnersInObesityPrevention.com).

**Breast and Cervical Cancer Early Detection Program** - Federal and State funds support programming to provide mammograms, pap smears, and clinical breast exams to women 50 to 64 years of age who have no other funding or insurance. This program is targeted to racial and ethnic groups based on the population percentages with contracted providers completing services. When cancers are identified, women are referred to resources and providers that can treat the disease. This office serves as a regional contract manager for Hardee, Highlands, Hillsborough, and Polk counties. The chart represents the number of clients assisted this fiscal year.

Mammograms	1,431
Pap Smears	166
Clinical Breast Exams	364

**Accomplishments/Highlights:**

Because Hispanic women experience high rates of breast and cervical cancer, additional funding was provided specifically for presentations in Highlands and Hillsborough counties. The county goal set by the state was 10 presentations; our staff provided 21.

**Childhood Lead Poisoning** - All lead testing results in Hillsborough County for adults and children are monitored, with investigation of the source and case management for children 0-6 years of age who have a blood lead level of  $\geq 10$   $\mu\text{g/dl}$ . Education helps to ensure that exposure to lead in the home and “take-home” lead from parents and caregivers occupational exposure is eliminated. In-service training is offered regularly to healthcare providers and their staff, along with community education for homeowners and buyers. The chart highlights the number of new lead cases investigated and managed in 2013.

New child lead cases	39
Ongoing cases managed, prior years	15

**Sterilizations** - Through Federal Title X funding, vasectomies and tubal ligations are provided to eligible individuals at low to no cost through contracted providers in Hillsborough County.

**Services provided based on available funding:**

Tubal Ligations	30
Sterilizations	19

**School Health Services** - Pass through funding of \$1,546,257 for contracted services is provided to the School District of Hillsborough County. The goal is ensuring children are in school and ready to learn. The chart below highlights the number of services provided by school nursing staff through State and Federal funding.

Nursing Services	2,082,055
Screenings (vision, hearing, scoliosis, growth & development/BMI)	186,330
Medication doses administered	210,717
Educational presentations	628

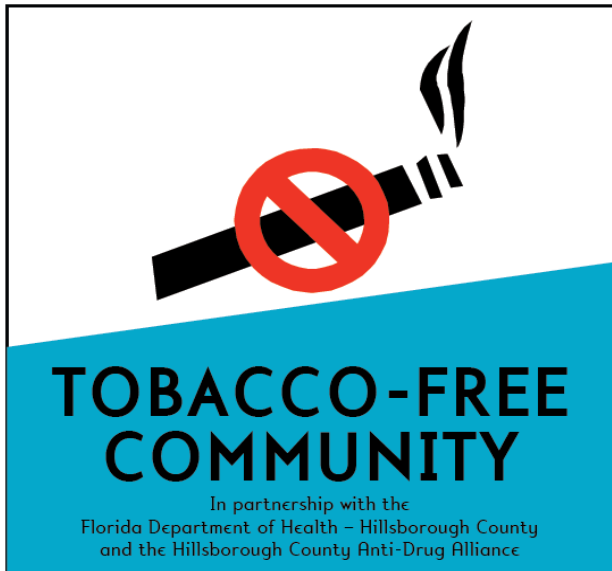
# Community Health

## Office of Health Equity (OHE)

Our purpose is to ensure every citizen of Hillsborough County has the chance to achieve their full health potential. Health equity requires valuing everyone equally with focused and ongoing efforts to address avoidable inequalities, historical and contemporary injustices, and the ultimate elimination of health disparities.

**Tobacco Prevention and Cessation** – Protects our community from tobacco-related health risks with funding from the Hillsborough County Anti-Drug Alliance. Initiatives are centered around Hillsborough County businesses and multi-unit housing complexes to educate and assist with tobacco related policies that support smoke-free environments, cessation and smoke-free living. The chart below highlights accomplishments of these initiatives in 2013.

Tobacco Free Programs		
Smoke Free Business Policies		16
Smoke Free Multi-Unit Housing Policies	Properties	7
	Housing Units	969
Community Education/Cessation Events		22



**Baby Café and Breastfeeding** – Breastfeeding provides numerous health-protective benefits to moms and babies including decreased incidence of infectious and chronic disease. Many mothers begin breastfeeding but lack the support or resources to continue. Breastfeeding support groups, such as Baby Café USA, promote the physical and psychological health of mothers and children by providing guidance from Certified Lactation Counselors (CLCs) and peer-to-peer support during weekly drop-in group sessions. OHE sponsored the opening of three Baby Cafes, the largest in Brandon, run by Champions for Children, served over 90 nursing or expectant moms and babies. OHE facilitates two other locations in East Tampa (WIC office) and Plant City, which served 45 clients in their first year.

**Dental Health Programs** – In collaboration with Hillsborough County Public Schools, Suncoast Community Health Centers and the Tampa Family Health Centers, we provide two unique community dental initiatives across the county. Our goal is to improve birth outcomes, increase access to health care and prevent and control diseases and conditions related to poor oral health. The Community Dental Health Program, **WIC Smiles 4U**, provides quality, no cost dental screenings and sealants to pregnant and postpartum women, infants and children at six WIC locations. In its second year, the **School Based Sealant Program** doubled its reach to 2nd grade students attending Title I schools, providing dental services, urgent care referrals, fluoride varnish and application of sealant material to prevent tooth decay on permanent molars. The chart represents the number of clients serviced in this collaborative effort.

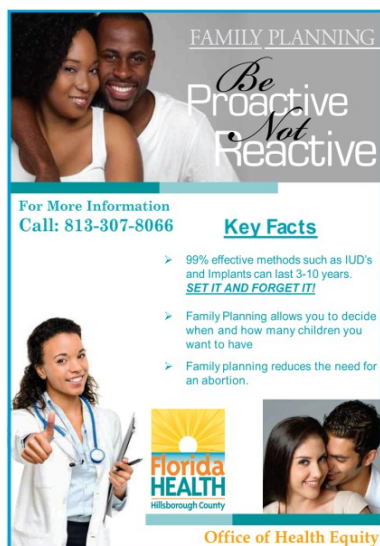
“WIC Smiles 4U”	No. Served
Pregnant/Postpartum	195
Infants	114
Children	599
School Based Sealant Program	No. Served
Dental Screenings	1,108
Preventative Sealants	900
Urgent Care Referrals	149

# Community Health

**Family Planning (Title X)** – The program plays a key role in preventing unintended pregnancies, reducing the incidence of abortions and improving birth outcomes. Family planning services assist in reducing the incidence of low birth weight infants, infant mortality, teen pregnancy, teen births, and the rate of sexually transmitted infectious diseases. Services include contraceptive counseling and supplies, preconception and inter-conception health counseling, STD screenings and infertility counseling.

Since 2011, in partnership with Suncoast Community Health Centers and Tampa Family Health Centers, Title X Family Planning services are provided in six locations. In October 2013, the Ybor Youth Clinic began exclusively serving young adults and teenagers for family planning services. The chart represents the number of clients serviced in this collaborative effort.

Family Planning Service	No. Services
Effective and Highly Effective Birth Control Method	6,702
Pregnancy Tests	3,457
Pap Smears	1,198



**Preconception Health** – Poor health prior to pregnancy contributes to preterm births, low birth weight babies, birth defects, and other maternal and infant complications leading to poor birth outcomes. OHE funded community partners to create and implement a social marketing cam-

paign addressing preconception interconception health and its role in reducing negative birth outcomes. Billboards, bus benches, print ads and [YouCareFlorida.org](http://YouCareFlorida.org) were created. The ads appeared in over 30 locations across Hillsborough. To raise awareness about preconception health, the OHE has presented at community events including the annual University of South Florida Maternal and Child Health Summit.

Community partners and resident youth have also been part of focus groups and development of a **Youth Empowerment Program** set to roll-out at partnering organizations Fall 2014.



**Healthy Start Coordination Program** – In coordination with the Healthy Start Coalition of Hillsborough County, we ensure accurate data is collected and reported on clients during pregnancy and baby’s first year of life. The chart below indicates the amount of data entry health department staff provide to the Healthy Start Coalition.

Healthy Start Coordination Program	
Number of Screen Data Input	
Infants	13,270
Prenatal Women	16,013

**Goals for 2014-2015:**

- Ensure success and accountability in implementing health equity strategies and outcomes through Community Engagement;
- Track and assist implementation for cultural competency and data collection;
- Expand tobacco prevention and cessation including curbing youth access;
- Mitigate negative birth outcomes and impacts of teen pregnancies;
- Increase collaborative efforts to improve dental health access and affordable interventions.

## HIV/AIDS Program Office and Surveillance

Our purpose is to coordinate local HIV/AIDS program planning, development, contracts, and evaluations. We act as liaison to the HIV/AIDS and Hepatitis Section in the Bureau of Communicable Diseases at Central Office in Tallahassee. We manage more than \$1 million worth of contracts for HIV/AIDS patient care, housing, prevention, and early intervention services.

The Surveillance Unit collects, analyzes, and disseminates epidemiological data for Area 6, covering Hernando, Hillsborough, and Manatee counties. The Unit reports HIV infections to the Centers for Disease Control and Prevention (CDC). The data is used to plan, implement, and evaluate HIV/AIDS programs and interventions.

The **Medical Monitoring Project (MMP)** covers west central Florida and is supported by the CDC. The project is designed to learn more about the experiences and needs of people who are receiving care for HIV.

**MMP will help to answer the following:**

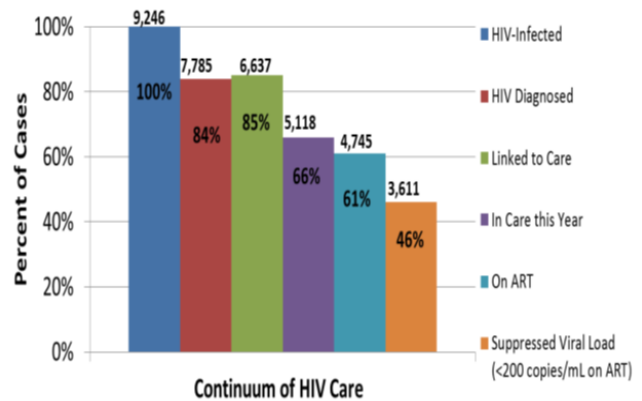
How many people living with HIV/AIDS are receiving care?

How easy is it to access care and use prevention and support services?

What needs of persons living with HIV/AIDS are not met?

How is treatment affecting people living with HIV/AIDS?

## Area 6 Continuum of Care (through 2012)



### Accomplishments/Highlights:

Implementing High Impact Prevention interventions and targeted HIV testing to comply with the National HIV/AIDS Strategy's goals of reducing the number of people infected with HIV; increasing access to care and optimizing health outcomes for people living with HIV/AIDS; and reducing HIV-related health disparities.

- Implemented the third phase of the "Test Tampa Bay" campaign. Designed to increase HIV testing and make it a part of routine clinical care, the campaign included billboards, bus advertisements, radio and online public service announcements, and grand rounds talks to physicians.
- The Surveillance Unit hosted interns from the University of South Florida's College of Public Health under the Learning through Experience with Academic Partnerships (LEAP) program.

### Goals for 2014-2015:

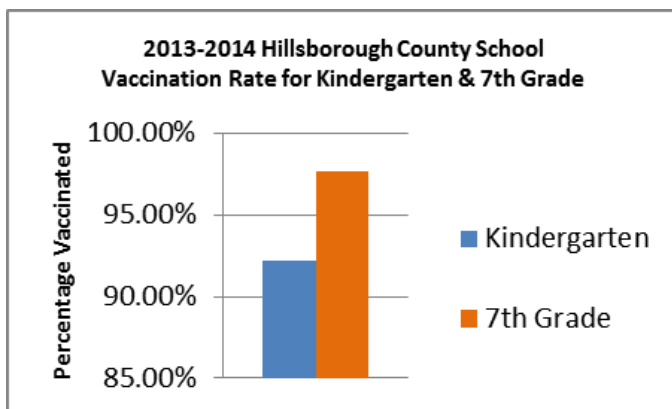
- Participate in a minimum of six community testing events in areas of Hillsborough County most heavily impacted by HIV and STDs;
- Conduct at least one advertising campaign under the *Test Tampa Bay* program;
- Coordinate a training symposium on billing for HIV testing;
- Host at least one intern in the Surveillance Unit under the Learning through Experience with Academic Partnerships (LEAP) program.



## Immunization and Refugee Service

### Immunizations

As the most successful public health program in history for preventing disease and death, the immunizations program focuses on increasing vaccination levels in Hillsborough County. Under-immunized and unimmunized children and adults leave the potential for outbreaks of disease. By providing education, vaccinations, and building community partnerships, we strive to eliminate vaccine-preventable diseases.



Currently, our two-year-old clients are made up almost exclusively of refugee clients and those moving from out of state who do not yet have a private provider. Unfortunately, two-year-olds present to our clinic after the opportunity to vaccinate them has passed. On the upside, the Hillsborough County vaccination rate for kindergarten and 7<sup>th</sup> grade students is 92% and 98% respectively. Both of these vaccination rates have increased regularly since 2011. Our goal is a rate of 95% as illustrated in the chart above.

### Refugee Health Program (RHP)

The goal is to protect public health from communicable disease through the review of overseas medical examination records and the provision of health assessments and immunizations. Florida is a national leader in refugee resettlement, receiving the largest number of participants. Florida received a two-year (2011-12) total of 42,715 participants followed by California at 26,450. New arrivals tend to resettle more frequently in one of nine Florida counties. The top recipients (2011-12) are Miami-Dade at 20,705, Hillsborough at 1,805 and Palm Beach at 1,159.

### Accomplishments/Highlights:

- In March 2014, the Refugee Health program began operating under a separate budget from the Immunizations program. This important change was made so that the clinical enterprises could function as two separate operations, improving clinic flow and more timely screening of clients.
- Implemented operational changes including a new appointment system, additional staff, transition to the Electronic Health Record, and relocation to a new facility.
- From October 2013 to February 2014, 355 clients were screened within the 30 day requirement. Only 47 clients took longer than 90 days to screen. In comparison, in the twelve months from October 2012 to September 2013, only 32 clients were screened within the required 30 days and 916 clients took more than 90 days to screen. These improvements were reflected in a recent program audit, which showed Hillsborough County in compliance for the first time.

## Immunization and Refugee Service

### Community Outreach:

The Immunization Outreach Nurse position has made new and renewed partnerships including an inroad to the migrant population. An innovative reference tool for staff was implemented. These reference booklets, one for rabies and another for all other vaccinations, are now used to decrease errors and to improve the vaccination coverage for clients. During the year, students and interns were hosted by the division. Due to this positive collaboration, USF is encouraging students in certain degree programs to complete field work with the local refugee population in Hillsborough County. The division received an honorable mention for contributions to the USF research project, Burmese Healthcare-Seeking Behaviors.



### World Refugee Day Celebration

The United Nations High Commissioner for Refugees Regional Office for the U.S.A. and Caribbean, and the U.S. Department of

State's Bureau for Population, Refugees and Migration selected the Tampa Bay World Refugee Day celebration to participate in and highlight this year. The international fashion show suggested by the Hillsborough County RHP is now a permanent part of World Refugee Day. The 2014 event had over 500 attendees.



### Immunization Support at the Back To School Coalition

The clinic staff, as well as supportive staff from all areas of the Health Department, supported the Webb Middle School and Eisenhower Middle School Back to School events. Immunizations and required documentation were given to students new to the community or to those entering the seventh grade. Special clinical schedules were established to also assist in the back to school rush.

### Goals for 2014-2015:

- Continue Quality Improvement;
- Educate staff and add educational and welcome posters/signs in various languages will increase cultural competence;
- Continue to strengthen our partnerships with other Central Office Tallahassee programs and the community.

# Disease Control

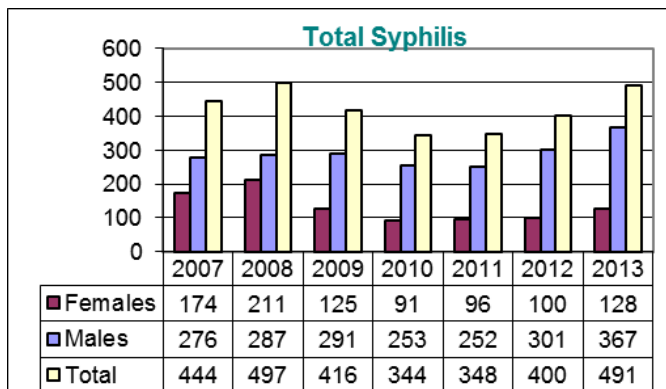
## Sexually Transmitted Diseases

Our purpose is to reduce the number of new STD infections and to prevent disease-related complications. The promotion of safe sex practices to reduce risky behaviors, early disease identification and timely treatment is provided through a dedicated cadre of healthcare professionals with an integrated Surveillance Unit. The early disease identification is carried out by the Disease Intervention Specialists (DIS) in the community.

Additionally, we have increased testing capacity within our community so that everyone can “**know their status.**” The program includes testing fund initiatives with Tampa-Hillsborough Action Plan/Restore, the Juvenile Assessment Center, and the Ybor Youth Clinic/YES programs whereby they are able to offer free STD testing.

### Challenge:

As a community, our number one challenge regarding sexually transmitted diseases remains the increasing number of infections. Of special concern is syphilis infections among MSM (Men that Have Sex with Men), which represent approximately 50% of the men’s syphilis cases investigated. This concern is compounded by the fact that about 60% of MSM have a partner who is co-infected with HIV. The chart represents the number of syphilis cases in our community.



### Accomplishments/Highlights:

- Implemented the Gonorrhea Isolate Surveillance Program (GISP) protocol to monitor for increased levels of antibiotic-resistant Gonorrhea in our community.
- Implemented an Electronic Medical Record (EMR) template focused in STDs streamlining healthcare provision.
- Conducted 13 outreach events in health disparate zip codes, providing free Gonorrhea, Chlamydia, Syphilis, Hepatitis and HIV testing and education to over 680 participants. In some events, we offered free of charge HPV and Hepatitis vaccines to over 100 participants.
- The STD Clinic provided low-cost, comprehensive services (examination, laboratory tests and treatment) to 5,497 individuals that visited the clinic 6,093 times.



### WORLD AIDS DAY EVENT

#### Goals 2014-2015:

- Ensure treatment of at least 90% of reported bacterial STD cases within 14 days of diagnosis following the most recent CDC treatment guidelines;
- Increase from 70 to 85 the percent of Gonorrhea cases treated within 14 days of diagnosis;
- Perform at least one annual visit to the top 25% of providers reporting STD results to offer support and establish a professional relationship.

## Specialty Care Center

Our purpose is providing state of the art medical expertise as it relates to HIV/AIDS clinical services through direct client services and community collaboration. This year we provided,

1. Healthcare to 2,366 unduplicated HIV-positive clients.
2. Oral Health services to 850 unduplicated clients.
3. Pharmacy services providing over 75,000 prescriptions during this past fiscal year.

Medical services are provided through several key collaborations. Our core medical staffing is comprised of a team of highly experienced Nurse Practitioners contracted through Tampa General Hospital, Florida Health Sciences. Our Physician oversight and HIV/AIDS research is provided through the University of South Florida, College of Medicine. Our Specialty Care Center Pharmacy is staffed by a private company that ensures services are rendered in the most efficient manner possible.

**Community Partnerships** - To further our mission, we have fostered outstanding relationships with Francis House, Metropolitan Wellness & Community Centers, Drug Abuse Comprehensive Coordinating Office, USF Division of Pediatrics, Hillsborough County HealthCare Plan, Florida AIDS Network and the Hillsborough County jail. We have numerous contracts with private providers to ensure specialized services are available for the clients we serve.

### Accomplishments/Highlights:

The Specialty Care Center expanded services this fiscal year to include women's health care, including but not limited to high risk gynecological family planning services. We also offer on-site colposcopy and anoscopy services. Our on-site laboratory, dental clinic, pharmacy, research center, AIDS drug assistance program and provision of space for the two case management agencies truly provide the single-stop services that are the most efficient for the clients we serve.

### Goals for 2014-2015:

- Continue to ensure financial sustainability;
- Remain competitive by realizing opportunities for change as they occur in the health care arena;
- Ensure collaborations remain strong and consistent to serve clients;
- Continue to utilize and develop an efficient electronic health record for clinical and oral health services.

### Did You Know?

The DOH-Hillsborough Specialty Care Center serves over 10,000 unduplicated clients per year in our facility. We are currently responsible for managing the care of nearly 2,500 unduplicated HIV+ patients.



**WORLD AIDS DAY EVENT**

## Tuberculosis Center

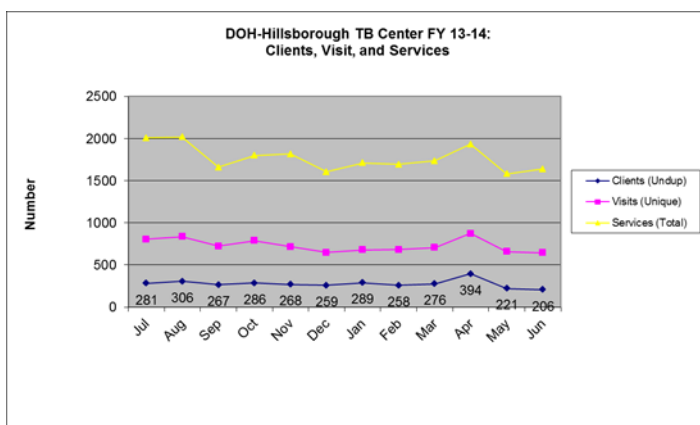
Our purpose is to protect the health of our diverse community through competent public health education, intervention, and treatment of tuberculosis. These responsibilities are distinguished into three primary functional areas for the Tuberculosis (TB) Center:

1. Treat until cured, all persons with active TB.
2. Provide contact investigations to evaluate persons exposed to tuberculosis.
3. Provide targeted testing to persons in the community at highest risk for TB.

**Program Clinical and Field Services**—The TB Center provides clinical care for both active cases of tuberculosis and high-risk persons for latent tuberculosis infection (LTBI).

**In FY 2013-2014, the TB center provided 21,209 services to 3,311 unduplicated clients.**

This included 44 cases of active tuberculosis and evaluation of 297 contacts in approximately 22 locations. Of the 44 active TB cases, 21 (47.73%) originated in the US and the other 23 (52.27%) were foreign born with the majority of cases (approx. 47.69%) occurring between the ages of 55 and 64 years old.



Of the TB cases treated, seven individuals stated experiencing homelessness, nine stated excess alcohol use, and 24 conveyed being unemployed within the past year. The unique challenges facing

the TB patient population have increased the TB Center's efforts in mitigating the social, economic, and cultural barriers to care through community involvement, facilitation of appropriate infrastructure, and effective policy management among agencies at the local level.

### Accomplishments/Highlights:

**Promoting Health in Homeless Shelters** - Through coordination with the Tampa Hillsborough Homeless Initiative, the Promoting Health in Homeless Shelters workgroup was created with DOH - Hillsborough to work with emergency shelter and transitional housing providers. The goal of this workgroup is to collaboratively develop guidelines that focus on the health of employees and clients of shelters. Thus far, three presentations have been provided by the TB Center to shelter staff.

**World TB Day** - Each year, we recognize World TB Day on March 24th, often with a variety of activities leading up to the official day. This annual event commemorates the date in 1882 when Dr. Robert Koch announced his discovery of Mycobacterium tuberculosis, the bacillus that causes tuberculosis (TB). This year's World TB Day theme encouraged local and state TB programs to reach out to their communities to raise awareness about TB. DOH-Hillsborough hosted a TB screening event for the community at the downtown health department location. This year, 32 screenings were conducted for TB and other communicable diseases.



**National Public Health Week Display**

# Environmental Health

## Environmental Health

Our purpose is to protect our residents and visitors from hazards in their environment that can cause illness, injury, or death. Our 19 programs rely on education and prevention as the first line of defense.

**Safe Drinking Water Program** - The Safe Drinking Water staff is responsible for ensuring the residents and visitors to Hillsborough County receive safe and reliable drinking water. More than 1.5 million Hillsborough County residents and visitors get their drinking water from 670 public drinking water systems. Our office provides technical assistance to water systems and local agencies, implements the EPA Federal Safe Drinking Water Act, Florida Administrative Code and local ordinances, monitors water quality, conducts sanitary surveys and special purpose investigations and reviews and approves water system plans.



**Community Environmental Health** - Plays a major role in the public health of our community, by reducing environmental risks associated with schools, group care facilities, medical facilities, public swimming pools, sewage, and animal bites. This is done through risk education, permitting, monitoring, and inspecting of facilities. Staff also respond to citizen complaints and requests.



**Onsite Sewage Treatment and Disposal (OSTDS)** - The OSTDS program staff ensures that septic systems are installed and repaired in a manner that reduces the risk of contaminating ground water and surface water supplies, which can cause disease.

### Environmental Health by the Numbers:

Routine Inspections	11,339
Regulated Facilities	7,753
Animal bites investigated	2,657
Construction permits issued	1,600
Complaints Investigated	599

### Goals for 2014-2015:

- Reduce delinquent permit fee collection by 50% for the permit year;
- Achieve a minimum of 90% on program evaluations.

**Did You Know?**  
There are over 2,200 facilities in Hillsborough County that generate biomedical waste.

## Nutrition

Our purpose is to administer the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Professional staff work within the community providing nutrition education, menu and meal plan assistance, and nutrition services to partners throughout the county.

Hillsborough County WIC is the fourth 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 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 the full benefit of nutritional counseling and the supplemental foods available through the program.

**Breastfeeding Peer Counselor Program:** WIC is the recipient of a Breastfeeding Peer Counselor 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. Staff includes three International Board Certified Lactation Consultants, as well as 18 Certified Lactation Counselors located throughout our 8 sites.



### Program Outcomes

EBT Caseload and new WIC Clinics	Baseline	Current
EBT County Caseload	11,669	31,386
Palm River	110	444
Brandon	1,027	2,788

### Accomplishments/Highlights:

- Palm River WIC Office in collaboration with Suncoast Community Health Centers opened in April.
- Implemented new Electronic Benefit Transfer (EBT) and Electronic Charting systems.
- WIC clinics partnered with Federally Qualified Health Centers in the “WIC Smiles 4U” program. Mobile dental units visit WIC clinics and provide preventative dental care to clients.
- Childhood Obesity Rate decreased from 14.1% to 13.8%.
- Inter-conception health education contacts increased from 230 to 2,088.

### Goals for 2014-2015:

- Increase access to WIC;
- Increase awareness of WIC;
- Increase infants that have Ever-been-Breastfeed;
- Increase inter-conception health education;
- Reduce childhood obesity rates as part of Healthiest Weight Florida Initiative.

### Did You Know?

Just under \$2 million dollars is redeemed from WIC benefits in Hillsborough County each month.

# Public Health Preparedness

## Public Health Preparedness (PHP)

Our purpose is to ensure the health and safety of the residents and visitors to Hillsborough County by mitigating the effects of a disaster through education, planning for, responding to and recovering from both natural and man-made incidents/disasters or pre-planned events. Our strategies are based on the divisional goals of Prevention, Education, Surveillance and Intervention.

**Emergency Support Function #8** - Provides command and control for the health and medical system during emergencies.

**Special Needs Sheltering Program** - Develops and maintains a registry of individuals having specific medical needs to ensure safe sheltering, as well as staffing to operate medical shelters within the county.

**Risk Communications and Public Information** - Delivers coordinated, prompt, and actionable information to the whole community using consistent, accessible, and culturally and linguistically appropriate methods.

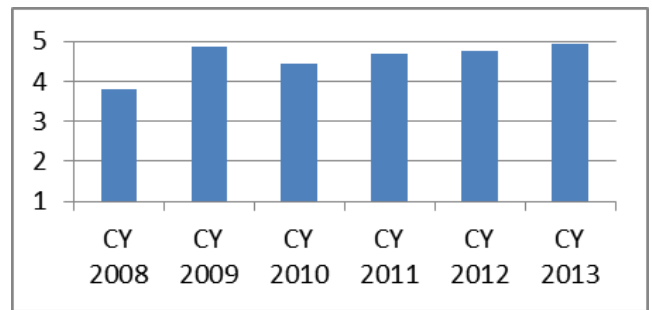
**Planning, Training and Exercising** - Develops formalized plans and partnerships to support and respond to events that threaten public safety and impact the health and medical system.

**Cities Readiness Initiative Program** - Develop a distribution system to provide prophylaxis medication to all residents and visitors of the county.

**Medical Reserve Corps (MRC)** - Recruits, trains and sustains medical volunteers to improve the health and safety of our community by assisting during emergencies, incidents or pre-planned events.

### Program Outcomes:

- PHP program effectiveness is measured annually using a composite rating system that targets 22 specific capabilities. The score for calendar year 2013 was 4.95 out of a highest possible score of 5.



- CDC awarded the Cities Readiness Program a 98% out of 100% effectiveness rating.
- Medical Reserve Corps activities recouped over \$80,000 in in-kind services through event participation.

### Accomplishments/Highlights:

- Established local Health and Medical Coalition to address medical system response issues;
- Participated in multiple mock community exercises designed to stress the medical system;
- Partnered with the County's Trauma Agency to expand the use of an electronic patient tracking system;
- Selected to participate on a national-level "Tiger Team" to define health and medical activities within the National Response Plan;
- Increased marketing and risk communication by developing television commercials for beach safety, immunizations, mosquito-borne disease prevention, and sexually transmitted infections.



### Goals for 2014-2015:

- Increase outreach to instill a sense of personal responsibility for recovering from disasters;
- Expand existing partnerships to address gaps in preparedness;
- Provide timely and appropriate health risk communications;
- Increase MRC volunteers by 5%.



## Florida Department of Health - Hillsborough

**Main Line: (813) 307-8000 ■ 1105 East Kennedy Boulevard ■ Tampa, Florida 33602**

Unless noted, area codes are 813.....	Telephone: .....	Fax:
Health Department Director .....	Douglas A. Holt, M.D. ....	307-8008 ..... 272-6984
Administrative Services Director .....	Christina Ciereck .....	307-8015 x6303 ..... 272-6249
Assistant Director .....	Cindy K. Morris, R.S. ....	307-8008 ..... 272-6984
Community Health Director .....	Leslene Gordon, Ph.D., R.D., L.D./N.....	307-8015 x7101 ..... 307-8094
Community Health Nursing Manager .....	Cindy Hardy, R.N .....	307-8015 x7102 ..... 307-8094
Disease Control/Nursing Director .....	Faye Coe, R.N., B.S.N. ....	307-8015 x6321 ..... 272-6984
Environmental Health Director .....	Brian Miller, R.S.....	307-8015 x5901 ..... 272-7242
Epidemiology Manager .....	Warren R. McDougle, Jr., M.P.H. ....	307-8015 x6701 ..... 276-2981
HIV/AIDS Program Coordinator.....	Jim Roth.....	307-8015 x6501 ..... 276-2839
Human Resources Director.....	Robert Kowalczyk.....	307-8015 x3101 ..... 272-5227
Immunizations/Refugee Manager.....	Robyn Pasto, M.P.H.....	307-8015 x7701 ..... 274-1946
Information Technology Manager.....	Chris Wagner.....	307-8015 x3401 ..... 272-5685
Legal Counsel.....	Beverly H. Diehr, J.D.....	(727) 507- 4326 ..... (727) 507- 4329
Medical Director (HIV/STD/EPI).....	Charurut Somboonwit, M.D.....	307-8008 ..... 272-6984
Medical Director (TB/Refugee) .....	Beata Casañas, D.O. ....	307-8008 ..... 272-6984
Nutrition Director.....	John Livingstone, M.N.S., R.D., L.D./N. ....	307-8015 x7401 ..... 307-8087
Nutrition Program Coordinator .....	Jennifer Waskovich, M.S., R.D., L.D./N.....	307-8015 x7425 ..... 307-8087
Office of Health Equity Manager .....	Walter Niles, M.P.A. ....	307-8015 x6601 ..... 307-8065
Pharmacy Manager.....	Leslie Betts, Pharm.D. ....	307-8072 ..... 272-7240
PH Preparedness Director .....	Ryan J. Pedigo .....	307-8015 x4401 ..... 276-8789
Public Information Officer.....	Steve Huard.....	307-8044 ..... 276-8789
STD Manager.....	Carlos Mercado, M.B.A. ....	307-8015 x4501 ..... 307-8027
TB Manager.....	Jylmarie Lewis, M.P.H.....	307-8015 x4701 ..... 975-2014
Vital Statistics Manager.....	Stephen Sandoval.....	307-8002 x4001 ..... 903-3370

### CLINIC LOCATIONS

**Immunization and Refugee Service:** 8605 N. Mitchell Avenue, Tampa, FL 33604  
(813) 307-8071 ■ Fax (813) 274-1946

**Tuberculosis Center:** 8515 N. Mitchell Avenue, Tampa, FL 33604  
(813) 307-8047 ■ Fax (813) 975-2014

**Specialty Care Center (HIV/AIDS/STD):** 1105 E. Kennedy Boulevard, Tampa, FL 33602  
(813) 307-8064 ■ Fax (813) 273-3721

### NUTRITION / WIC Locations:

**For all offices Phone: (813) 307-8074 and Fax: (813) 307-8087**

**Brandon:** Oakfield Medical Plaza, 220 S. Moon Avenue, Brandon, FL 33511

**Hargrett Building:** 2002 East 26th Ave., Tampa, FL 33605

**Joyce Ely:** 205 14th Ave., S.E, Ruskin, FL 33570

**North Hillsborough:** 9827 N. Sheldon Road, Tampa, FL 33635

**Palm River:** 7728 Palm River Road, Tampa, FL 33619

**Plant City:** 307 N. Michigan Avenue, Plant City, FL 33563

**Sulphur Springs:** 8605 N. Mitchell Avenue, Tampa, FL 33604

**University Area:** 13601 North 22nd Street, Tampa, FL 33613

### VITAL STATISTICS and TAX COLLECTOR Locations

**For all offices Phone: (813) 307-8002 and Fax: (813) 903-3370**

**University :** (Main office) 13601 North 22nd Street, Tampa, FL 33613

**Brandon:** Oakfield Medical Plaza, 212 South Moon Avenue, Brandon, FL 33511

**St. Joseph's Women's Hospital:** 3030 W. Martin Luther King Jr. Blvd., Tampa, FL 33607

**Tax Collector Office :** 3011 University Center Drive # 150 , Tampa FL 33612

**Tax Collector Office :** 834 Jim Redman Parkway SR 30, Plant City , FL 33563

**Tax Collector Office :** 6883 W. Waters Avenue, Tampa FL 33634

**Tax Collector Office :** 3002 East College Avenue, Ruskin FL 33570

**Tax Collector Office :** 3030 North Falkenburg Road, Tampa FL 33619



**MISSION:**

To protect, promote and improve the health of all people in Florida through integrated state, local and community efforts.

**VISION:**

To be the **Healthiest State** in the Nation.

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*We invite you to view our other online publications and materials at:*  
[www.hillscountyhealth.org](http://www.hillscountyhealth.org)

