

Our Vision

To be the healthiest state in the nation.

Our Mission

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



Florida Department of Health Hillsborough County 2018/2019

Our Values (I CARE)

Innovation. We search for creative solutions and manage resources wisely.

Collaboration. We use teamwork to achieve common goals and solve problems.

Accountability. We perform with integrity and respect.

Responsiveness. We achieve our mission by serving our customers and engaging our partners.

Excellence. We promote quality outcomes through learning and continuous performance improvement.

Hillsborough.FLHealth.gov

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The Florida Department of Health in Hillsborough County is a state agency in partnership with county government. This Annual Report summarizes the activities and accomplishments of the department for the period of July 1, 2018 through June 30, 2019.

Produced by Florida Department of Health in Hillsborough County

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**Governor
Ron DeSantis**

**Lieutenant Governor
Jeanette Nuñez**

**Surgeon General
Scott Rivkees, M.D.**



Message from the Director

It is with great pleasure I present the 2018/2019 Annual Report for the Florida Department of Health in Hillsborough County (DOH-Hillsborough). Significant contributions have been made toward improving the health of Florida's residents and visitors.

This report provides an overview of DOH-Hillsborough and highlights some of our services, accomplishments and community impact.

According to the 2019 County Health Rankings and Roadmaps tool released by the University of Wisconsin and the Robert Wood Johnson Foundation, Hillsborough County is moving in the right direction. In 2011, the county ranked 30th in the state for health outcomes. We are now ranked 23rd in the state. We could not do it without our community partners.

DOH-Hillsborough is committed to being a model public health agency, continuously evolving to exceed the needs of our community, customers, and employees.

I am proud to lead a team of professionals who each day wholeheartedly demonstrate their devotion to public health.

“
We could not
do it without
our community
partners... ”



Douglas A. Holt, M.D.

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Administrative Services

Administration

- Finance and Accounting
- General Services
- Human Resources
- Information Technology
- Performance and Quality Improvement
- Vital Statistics

Our purpose is to provide quality support services so that our program staff can deliver service excellence.

Finance and Accounting - The division managed a \$39.4M budget during the 2018/2019 fiscal year. We have more than 35 funding sources, including local, state and federal dollars.

General Services - Oversees purchasing, contract administration, facility and fleet

management, and housekeeping for 12 locations. Renovation projects at the Specialty Care Dental Clinic and University WIC Office were completed this fiscal year.

Human Resources - We maintained more than 418 positions, hired 95 staff and had five retirements. Additionally, we had 467 volunteers that contributed almost 3,900 hours of service to the department. Our Workers' Compensation rate was 1.4%. This is substantially lower than the 8.8% target rate established by the Florida Department of Health and our previous years' reporting of 3.7%.

Information Technology - Oversaw the daily operations of all voice, data, and video communications services. Also, provided local and wide area network and desktop computer support services at our 12 locations throughout Hillsborough County for more than 447 users.

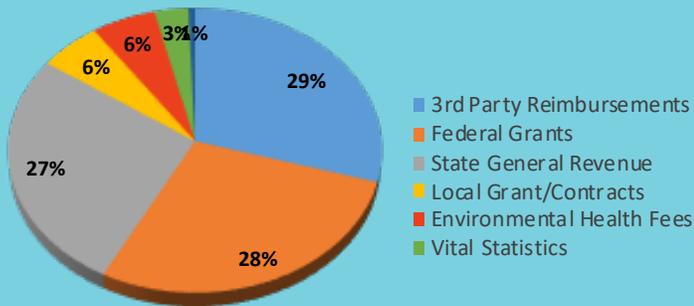
Performance and Quality Improvement (PQI) - Oversaw the administration of our clinical management system (HMS), workforce development, quality improvement and performance management. Our purpose is to identify, recognize and cultivate quality in the DOH-Hillsborough people and processes to build a culture of continuous quality improvement.

Vital Statistics - Recorded 17,033 new births and 10,715 deaths in Hillsborough County. Vital Statistics office continued their partnership with Hillsborough County Tax Collector's Office.

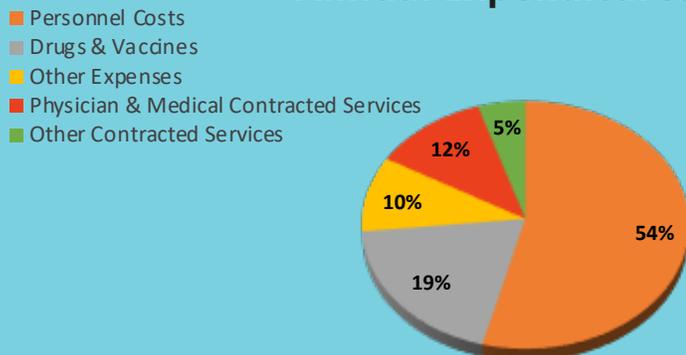
Hillsborough County Vital Records

- Birth Certificates: 52,734
- Death Certificates: 60,261

Annual Revenue



Annual Expenditures



Accomplishments and Highlights

- My Florida Network (MFN-2) is a private communications network that connects agencies across the state. Exclusively available for eligible users, MFN-2 offers reliability, flexibility and improved network speeds for the citizens of Florida. DOH-Hillsborough converted all locations to MFN-2 network this past year. This newer network increased speeds at several locations and gives more oversight tools to Central Office. Better oversight helps ensure our HIPAA compliance and network utilization.
- Vital Statistics designed a digital form to register home births that allowed changes to be made to records without the need to completely re-type the certificate. This form was shared with other counties, and its popularity inspired the Central Office to adopt digital registration forms as the state-wide standard.
- Vital Statistics stopped issuing photocopies directly from paper birth and death certificates. Paper certificates are submitted to the Central Office electronically and are now available to clients as certified electronic records later the same day. This change helped to better protect client Social Security Numbers, reduced paper usage, and eliminated the need for a dedicated photocopier for paper record issuance.
- PQI department lead the successful implementation of a new performance management system called Active Strategy. This system, first utilized by DOH-Broward, has been adopted by several other county health departments to track key performance indicators. DOH-Hillsborough began to utilize this scorecard in January,

2019 and reorganized management meetings to include time to review our performance and progress. This tool will help us continue our mission to protect, promote and improve the health of people in Hillsborough county by keeping us mindful of how we are performing and pointing out areas that require improvement.

Volunteer / Student Hours

Division	Volunteers / Students	Hours
Community Health	4	365
Disease Control	87	1,810
Environmental Health	1	152
Nutrition/WIC	12	469
<i>Sub-Total</i>	<i>104</i>	<i>2,796</i>
Medical Reserve Corps	363	1,102
<i>Total</i>	<i>467</i>	<i>3,898</i>
Volunteers	Value	
Non-Licensed	\$67,720.09	
Licensed	\$114,866.00	
<i>Total Value of Services</i>	<i>\$182,586.09</i>	



Community Health

The Community Health Division encompasses three main programs which address prevention, management and reduction of communicable and chronic diseases in our community. The programs include Epidemiology, Health Promotion and Education, and Office of Health Equity.

These programs work in coordination with other divisions and community partners to ensure the provision of programs and services in our community. Along with the Nutrition/WIC Division, Community Health manages the Healthiest Weight Florida program, which supports community education and programming to help adults and children achieve and maintain a healthy weight.

Epidemiology Program

- Reportable Disease and Outbreak
- Prevention, Investigation and Response
- Countywide Surveillance Systems: Influenza, Arboviral and Syndromic
- Perinatal Hepatitis B
- Hepatitis B and C Risk Assessments
- Food and Waterborne Illness Complaints
- Zika Infant Follow-Up

Provides several services for our community, including reportable disease and outbreak surveillance and investigations, and education to community partners about the control and prevention of communicable illnesses. The Epidemiology Program works closely with the Disease Control Division and Public Health Preparedness to coordinate response to local outbreaks, and manage outbreaks through public education and vaccine administration, including this year's surge in Hepatitis A cases.

Health Promotion and Education Program

- Lead Poisoning Prevention
- School Health
- Breast and Cervical Cancer Early Detection

- Sterilizations - Vasectomy, Tubal Ligation
- Family Planning Waiver – funding for family planning clinical services
- Diabetes Self-Management Education (DSME)
- CDC – Recognized National Diabetes Prevention Program (DPP)
- Get Into Fitness Today (GIFT) – Wellness and Weight Management
- Get Into Fitness Today Learning Emotional Activity Program (GIFT LEAP)
- BP For Me – Blood Pressure Management Education and Prevention
- Fee-based Onsite Wellness Presentations

Programs focus on prevention through providing evidenced-based education to community members to learn how to make and maintain healthy lifestyle changes. The National Diabetes Prevention Program, DSME, and GIFT programs encourage participants to improve overall health by reducing risk factors. New programs this year included GIFT-LEAP for youth, and a High Blood Pressure management series.



Office of Health Equity

- Community Dental Program
- Family Planning (Title X)
- Florida Healthy Babies
- Health Impact Assessments
- Health in All Policies
- Health Literacy
- Healthy Start Administration

Programs serve to help all people in Hillsborough County to achieve optimal health where they live, learn, work, play, and socialize. Through its programs and services, staff strive to ensure that all residents

have access and opportunity to achieve full health potential by addressing the social determinants of health, through policy, system and environmental changes, as well as assessment and education.

The office works extensively with community partners to implement its initiatives, including a Health in All Policies transportation resolution with the Metropolitan Planning for Transportation organization, a safe sleep initiative with the Healthy Start Coalition and the Child Abuse Death Review Committee. Additionally, we work with school health personnel on a comprehensive sexual health education curriculum for Hillsborough County's public schools, and behavioral health partners on a coordinated care model. This year also included a pilot project to assess DOH-Hillsborough clients for social needs in our Specialty Care and WIC clinics.

Accomplishments and Highlights

The Community Health Division is responsible for the completion of the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) every three to five years.

The Healthy Hillsborough Steering Committee reconvened in the fall of 2018, to conduct its second collaborative CHA. The steering committee is made up of partners from Hillsborough's nonprofit hospitals and Federally Qualified Health Centers. This includes Advent Health, Baycare, DOH-Hillsborough, Johns Hopkins All Children's Hospital, Moffitt Cancer Center, Suncoast Community Health Centers, Tampa Family Health Centers, and Tampa General Hospital.

Unlike the previous collaborative CHA conducted in 2015/2016, this iteration included a collaboration with the local health departments in Pasco, Pinellas and Polk counties to implement a universal survey

across the four counties. The universal survey allowed for coordinated promotion through local media sources.

The survey yielded over 19,000 responses across the four counties, including more than 5,000 in Hillsborough County. Key informant interviews, focus groups and secondary data also informed the assessment. The top priorities identified from the CHA process and community prioritization were Behavioral Health, Access to Health Services, and Exercise, Weight and Nutrition. These priorities will inform the development of the CHIP action plans and work groups in the 2019/2020 fiscal year.

Epidemiology

The Hillsborough Epidemiology Program handled 3,497 cases of reportable illnesses and investigated 75 outbreaks during fiscal year 2018/2019. Epidemiology staff completed more than 20 presentations and trainings for community members on prevention of communicable illness.

A notable outbreak investigation during the fall of 2018 involved an outpatient clinic that reported concern for a contaminated stem cell product when multiple patients were diagnosed with infections after receiving joint injections. Samples of unopened product submitted to the CDC by the Hillsborough County Epidemiology Program contributed to evidence leading to a nationwide recall. The results from this investigation were published by CDC in the Morbidity and Mortality Weekly Report (MMWR).

A notable part of disease response during the fiscal year was related to the increase in cases of hepatitis A. During the fiscal year, Hillsborough County reported 182 cases of hepatitis A. Previous years the county averaged five to ten cases each year. The case investigation and response process for



hepatitis A is time sensitive, as close contacts are recommended to get the vaccine within two weeks of exposure to prevent illness. Public notifications were required for two restaurants. As a result, more than a thousand calls from the public were answered by Epidemiology staff.

GIFT Recognized as a Model Practice

The Get Into Fitness Today (GIFT) program is a 12-week program built on evidence-based practices and theories to help participants develop healthy habits and lose weight. The program was developed more than a decade ago by dietitians, nurses and health educators to help fight the rising obesity rates in Hillsborough County and around Florida.

Since 2007, 350 GIFT groups have been provided to more than 5,000 adults in Hillsborough County. Results show that 79% of GIFT participants lost weight by the end of the 12-week session, 84% increased their fruit and vegetable intake, and 88% increased their physical activity.



NACCHO also selected the GIFT Program as a poster presenter at the 2019 Annual

Conference. The poster highlighted our recent community partnerships with BayCare Health Systems and Academic Adventures in Yoga.

The two partners assisted in delivering the GIFT Program throughout Hillsborough County to help reach a larger population. Results from partners have been comparable to those found with health department program facilitation. Whether conducted by the Department or community partners, the average weight loss is 2-4% in 12 weeks.



Consistency in results between all three organizations demonstrates that the GIFT Program is effective in helping people make healthy lifestyle changes and lose weight.

Due to the success of the GIFT Program, we developed the GIFT-LEAP (Learning Emotional Activity Program) to help children age five to nine build healthy habits and maintain a healthy weight.

We partnered with Hillsborough County Parks and Recreation Department to offer the program during their summer camps. More than 400 children have participated between January and June 2019.



Disease Control

The Disease Control Division promotes, protects, and improves the health of our community through education, screening, immunizations and/or treatment options for preventable infectious diseases. By using a combined, efficient, and financially-maintainable model, this Division focuses on reducing the impact of disease within our community.

The vision is to provide outstanding quality services, delivered by focusing on the patient, and in a customer-friendly way. We strive to accomplish this through a capable public health workforce, using data-driven, proven best practices, and through a culture of nonstop improvement, while being great custodians of funds assigned to us.

Clinical HIV Research Unit

In partnership with USF, patients' access research program opportunities and resources for state-of-the-art treatment and diagnostics for HIV/AIDS. The unit conducted 22 successful HIV clinical drug trials with 227 enrolled patients for drugs that are now commercially available on the market, including, nucleoside/nucleotide reverse transcriptase inhibitors, non-nucleoside/non-nucleotide reverse transcriptase inhibitors, protease inhibitors, entry inhibitors, integrase inhibitors, and single tablet regimens. In the past year, these studies have saved \$2.3M in anti-retroviral and \$37,000 in HIV standard of care laboratory costs.

HIV/AIDS Program Office and Surveillance Unit

Coordinates local HIV/AIDS program planning, development, contracts, and evaluation, while the Surveillance Unit collects, analyzes, and disseminates epidemiological data to guide our service delivery priorities and outreach efforts.



Immunization Program

Offers free vaccines to eligible children through the Vaccines for Children Program (VFC) and offers adult immunizations in clinical and community outreach settings. We also provide post-exposure vaccinations to individuals exposed to rabid or potentially rabid animals.

Refugee Health Program

Reviews refugees' overseas medical examination records and the provision of health assessments and immunizations.

Sexually Transmitted Disease Program (STD) and Surveillance Unit

The STD Program provides sexual health education and STD testing, timely treatment in the clinic, and improving access to the community via STD screenings. The Surveillance Unit works with community providers to ensure rapid reporting, treatment and intervention for reportable STD's, while the field workers, Disease Intervention Specialists (DIS), find infected or potentially infected patients and partners. The DIS ensures timely examination, treatment and

notification is done through the partner services.

Specialty Care Center (SCC)

Provides HIV/AIDS medical and dental care in a one-stop model for people living with HIV in Hillsborough County and the surrounding counties area. On-site state of the art services includes: laboratory, pharmacy, case management services, same day access clinic and a research department.

The SCC also houses the AIDS Drug Assistance Program (ADAP), a federally funded prescription and health insurance program for low income individuals, and a full-service Pharmacy. ADAP’s mission is to provide access to HIV-related prescription drugs, disease management expertise, and support services to clients in the most cost-effective manner.

Tuberculosis (TB) Program

Provides clinical care services for the diagnosis, treatment and management of active and latent tuberculosis. They evaluate persons for possible exposure and infection. Persons with active TB are treated through directly observed therapy, in which a staff person monitors individuals for ingestion of medication and adverse side effects.

Accomplishments and Highlights

- Held a kick-off meeting for Hillsborough County and the City of Tampa joining the Fast-Track Cities initiative with the goal of meeting President Trump’s plan to end the HIV Epidemic by 2030. Tentatively calling the group Zero Hillsborough to mirror the efforts of Zero Pinellas started a year ago. To date, 22 agencies or organizations have committed to participate. The Fast-Track Cities initiative is a global partnership between the International Association of Providers of AIDS Care (IAPAC), the Joint

United Nations Programme (UNIDAS), UN-Habitat and the City of Paris looking at connecting community partners in achieving the goals of: 90% of the people living with HIV/AIDS know their status, that 90% of them are in care and that 90% of them achieve viral load suppression preventing them from passing the virus to others.

- The Specialty Care Center was recognized by the Health Resources and Services Administration (HRSA), an agency of the U.S. Department of Health and Human Services (HHS) and Ryan White funding grant authority as a best-practice model in reducing new incidence of HIV infections in the community with an 88% viral suppression rate for patients in care for the past 12 months.
- Establishment of a Hepatitis C Clinic for Uninsured/Underinsured patients. DOH-Hillsborough established a clinic to provide services to uninsured/underinsured patients infected with hepatitis C (and no other co-infections) through the innovative use of Patient Assistance Programs (PAPs) and existing staff/resources. During this time our first (index) patient achieved viral load suppression, meaning they are cured from hepatitis C. This led us to continue our clinic for the coming fiscal year, in which we already have between three to six patients in the screening/treatment journey.
- Due to a hepatitis A outbreak, the Immunizations Program joined with the Community Health and Public Health Preparedness divisions, to provide more than 3,000 vaccines to individuals at-risk of getting hepatitis A. Partnerships were formed with the Tampa-Hillsborough Homeless Initiative, Hillsborough County Sheriff’s Office Detention Centers, substance Abuse Service Providers .



Environmental Health

Environmental Health provides monitoring, education, and enforcement across a wide variety of programs. Environmental Health staff must be knowledgeable about the science behind their assigned programs as well as the Codes and Statutes and must be able to communicate effectively with the public, business owners, and other government agencies.

Community Environmental Health

Includes many diverse program areas. These include food hygiene, group care (schools and residential), public swimming pools and bathing places, migrant labor housing, mobile home parks, biomedical waste, body piercing and body art, tanning, rabies, limited use water systems. This requires a team of both generalists and specialized inspectors with support from clerical staff who must be able to respond to the differing needs of each program.

Safe Drinking Water

The Safe Drinking Water Staff protects public health by ensuring that all residents and visitors in Hillsborough County have access to safe drinking water that meets federal and state drinking water standards through inspections, monitoring of water quality data, engineering plan reviews and providing technical and education services to water system owners and the public.

In 2018, staff provided training to the Hillsborough Mobile Home Park Association, the Florida AWWA Utility Compliance Workshop the West Coast Chapter of the National Groundwater Association and the Well Drillers' Association. Our Program is audited yearly by the FDEP and FDOH for adherence to all policies and rules. We received an overall rating of 103% for 2018.

Onsite Treatment and Disposal Systems (OSTDS)

The OSTDS program, commonly referred to as septic, protects the environment and public health through permitting and inspection of the more than 120,000 septic systems in the county. Septic systems may process the ordinary wastewater from a single home or they may process waste from agricultural or industrial businesses. The regular inspection of commercial systems and permitting and inspection of new and repaired systems is an important part of safeguarding our natural water systems and preventing the spread of diseases which may be carried in wastewater.

Accomplishments and Highlights

Paint Your Heart Out Tampa - A tradition for Environmental Health to participate in. The annual city-wide effort attracts more than 2,500 volunteers from various groups. Courtney LeMay, whose regular job is coordinator for the rabies program, organized 34 volunteers, to spend a Saturday painting a house for a senior homeowner who was not be able to spruce up the outside of their house without a little help. The group effort produced a dazzling home and a pleased homeowner.



Body Art Program

The Body Art Program experienced explosive growth in the number of permitted tattoo artists and locations in the last few years. Staff were very busy inspecting and permitting new shops and new artists as the range of services and techniques available to the public expand.



Tampa hosts one of the state’s largest tattoo conventions each fall, which attracts artists and guests from not only throughout the United States, but internationally as well. A wide range of piercing and body art techniques are not only demonstrated, but offered to the public.

It takes the team of inspectors, led by program coordinator Stephanie Witherspoon, months of preparation to make sure all services are performed safely. In order to more effectively serve the event in 2018, for the first time all artists were required to obtain all proper training and permitting prior to the event, instead of the customary practice of issuing temporary permits at the site on opening day, which frequently led to long waits and frustration if the requirements could not be

verified to have been met.

Completing this prior to the event allowed inspectors to spend the opening hours ensuring the conditions in which the services are being offered were safe and sanitary, rather than processing permits.

The Hillsborough team was augmented with Central Office program staff, as well as inspectors from outside the county. The hard work of the DOH-Hillsborough team ahead of the event made for a safer and smoother event for the organizer, the artists, and the public.

Migrant Labor Housing

Hillsborough County has a significant agricultural sector. Housing for the migrant worker population is permitted and inspected in order to prevent unhealthy or unsafe housing conditions where disease may spread. In Hillsborough County there are more than 100 migrant labor housing facilities.

Patrick Rodriguez is coordinator for this program. The seasonal nature of the work means that he is required to manage his time carefully to meet the requirements of the Administrative Code and Statute, while also meeting the needs of the business owners, and working with Central Office staff and sister agencies.

His skills in completing his work diligently and communicating clearly earned him a Public Service Award from the Florida Strawberry Growers Association.



Strategic Planning

The Florida Department of Health in Hillsborough County is in year four of a five-year strategic plan. Action plans were implemented to address priority areas:

- Healthy moms and babies
- Long, healthy life
- Readiness for emerging health threats
- Effective agency processes

In September 2018, three new strategies were created to address immunizations:

- Education to increase HPV vaccinations
- Education for adults (18 - 64 years of age) on Hepatitis C
- Improve access and treatment for our mono-infected Hepatitis C patients

To continue to reduce turnover, three additional strategies were added:

- Improve sociability for new employees across the agency
- Improve the engagement of employees across the agency
- Enhance development opportunities for employees across the agency

As of June 30, 2019, 65 of 95 action plan steps (68%) were completed.

Accomplishments and Highlights

- WIC Obesity Project for overweight and obese children in Plant City was expanded to the Joyce Ely clinic in Ruskin.
- Staff were trained in motivational interviewing to improve their ability to motive behavior change in patients.
- Increased the number of Community Based Organizations screening for HIV to 16 in addition to our two locations.



- Increased PrEP education to clients at high risk of contracting HIV.
- Our Specialty Care Center achieved an 88% viral load suppression rate, well above our county community rate of 61%.
- HPV Ambassador training was provided to 159 staff.
- Increased the number of retail pharmacies (Walmart, Publix, CVS, Walgreens Centers of Excellence) providing adult vaccines on a walk-in basis.
- Target to increase revenue by \$1.5M was achieved.
- Implemented a new performance measurement system "Active Strategy" that consists of 9 Scorecards and over 130 measures that are monitored each month.

Councils

EMPLOYEE COUNCIL

The Employee Council provides recommendations to enhance the employee’s work environment (safety), wellness, and satisfaction.



Accomplishment and Highlights

Employee Walking Groups - To improve our CDC Worksite Health Scorecard, Councils members began promoting participation in monthly walks:

- Employees were given one hour of work time, with supervisor approval each month to walk.
- Each month a different cause is being promoted.

Stall Talk - A monthly one-page bathroom stall newsletter provides health information and tips to employees in 35 locations throughout our worksites.

“Move it, Move it” Newsletter - A quarterly newsletter with employee spotlights, stress reduction tools, healthy food options, recipes, and other health and wellness tips for staff.

WELLNESS COMMITTEE

- **Fresh Fruit Order** - The Wellness Committee collected orders from interested staff for a bag of fresh fruit. The Committee packaged a variety of fruits into individual bags and delivered to 42 employees.
- **Wellness Calendar** - Recipes sent in by our staff were compiled into a 12-month calendar and provided as Star Card prizes to employees. The calendar includes photos and recipes along with important health and wellness awareness dates.
- **Employee Recognition Smoothie Day** - Wellness Committee members prepared three smoothie flavors and distributed to all staff who wanted a refreshing pick-me-up.
- **Exercise Video Competition** - Staff were encouraged to submit a team office exercise video. Three teams submitted videos with ideas ranging from chair exercises, to using office supplies as equipment, and an 80’s dance party theme. Videos were shared at staff day where all employees were encouraged to follow along with the videos.

SAFETY COMMITTEE

Security and Safety measures, such as fencing and improved lighting were installed at several buildings and clinics, along with trainings on active shooter response.



COMMUNITY COUNCIL

The Community Council engages its resources to assess needs, support community activities, and disseminate public health information to residents and visitors.



National Public Health Week 2019 - The Community Council organized several outreach events in April to celebrate National Public Health Week. The team used an Incident Command Structure (ICS) to organize efforts of 12 volunteers who distributed 300 health promotional items (such as toothbrushes, toothbrush timers, bug repellent, condoms, emergency sun relief first aid kits, and portion plates), and provided education to over 350 attendees at the Northdale Family Fun Fest and USF Bull Market.

CUSTOMER COUNCIL

The Customer Council ensures we provide the highest quality service to meet our customers' needs by consulting, advising, counseling, and recommending improvements to leadership.

Accomplishment and Highlights

Tampa PRIDE Festival - This was the first year we participated in the this event, and it was a huge success! We had eight volunteers for outreach and 12 volunteers for immunizations. The teams distributed more than 10,000 health promotional items, such as condoms and dental dams. We also provided flu and hepatitis A vaccinations. Approximately 2,500 visitors stopped by our booths.

Jr. Gasparilla Distance Classic - The event was well-attended, with approximately 1,700 people stopping by our booth. Eight volunteers distributed promotional items and provided health education. Our immunization team also administered flu vaccinations.



Accomplishment and Highlights

Customer Satisfaction Results - We collected and analyzed 9,722 customer satisfaction surveys. Currently, 39 different programs

distribute surveys to our customers. Annually, we provide approximately 67,000 client services at 10 locations throughout Hillsborough County. Our overall satisfaction rate was 93.73%, which is a 1% increase from last year.

Customer Service Certification Training

Currently, 42 employees are certified as customer service specialists. Employees maintain certification through on-going professional development and annually providing at least one 30-minute customer service training to staff.

Customer Service Specialists and Council Members - We added 10 new Customer Service Specialists and two new council members. This will add new perspectives and ideas to enhance customer service to clients.

PERFORMANCE MANAGEMENT COUNCIL (PMC)

Conducts performance progress reviews of objectives and initiatives from our Strategic Plan, Community Health Improvement Plan and Quality Improvement Plan. This review meets accreditation requirements and ensures the agency is on track. The PMC also oversees the Quality Committee which works to ensure continuous quality improvement in the DOH-Hillsborough.

Accomplishments and Highlights

Quality Improvement (QI) Plan - The three-year plan guides quality improvement initiatives, trainings, monitoring and identifies key strategic opportunities to development a culture of continuous quality improvement.

Performance Management - Working with Performance and Quality Improvement (PQI), the PMC began regular management reviews of key performance indicators using the Active Strategy scorecard system.

QI Projects

- Recruitment – Involves hiring managers from various divisions. The team uses DOH's problem solving methodology - Plan Do Check Act - to reduce the time needed to fill vacancies.
- HPV Initiation – This project is a collaboration between staff and community partners who want to increase the number of people vaccinated against human papillomavirus (HPV).

Awards and Recognition

We have been awarded for our quality improvement training and improvement efforts.

- Awarded two Prudential Productivity awards. One award was for the "Intro to Lean" staff training developed by members of the Quality Committee and the improvements created in response to that training. The other was for staff reorganization which led to the creation of a specialized business center.
- Invited to present the "Intro to Lean" training to all DOH-Hernando staff members.
- "Intro to Process Mapping" training presented as a best practice at the Southwest Regional Performance Management and Quality Improvement consortium meeting.
- Recognized by the National Association of County and City Health Officials (NACHO). Our wellness program called, "Get Into Fitness Today" (GIFT) and Community Partnerships with Healthy Start were both recognized as Model Practices. "Cultivating Successful Leaders" (CSL), a leadership training program developed by our staff, was also recognized as a Promising Practice.

Healthy Weight Florida

We focused on four Healthy Places as a part of our Healthy Weight Florida plan. These areas were Breastfeeding, Schools, Worksites and Health Care Settings. Each Healthy Place had multiple objectives to accomplish to improve health in Hillsborough County.

Breastfeeding

We hosted a Mother’s Nook at the Florida State Fair. More than 550 women used the room to feed and/or change their baby. Announcements were made daily during the fair reminding mothers of their rights to nurse anywhere.



Schools

One of our Community Health Managers worked with Summerfield Elementary School and Action for Healthy Kids to host a family fitness and nutrition night. Families were provided with a free salad bar dinner during a mileage club awards ceremony. Families were then able to participate in a “Parent versus Kid” kickball game and visit vendor tables for local health and wellness programs. Sports equipment was raffled off at the end of the evening. There were over 100 attendees.

Worksites

Our Healthy Weight Florida workgroup completed an annual CDC Worksite Health Score Card and developed an employee wellness plan based on gaps found in our results. Areas of focus are physical activity, nutrition, safety and organizational supports to encourage employees to be healthy and well at work. Some of this year’s accomplishments are completion of our annual distance challenge, safety and health information shared via Stall Talks, email and a quarterly wellness newsletter, and vaccinations for employees.

Health Care Settings

The Chronic Disease program has expanded its target population to children and middle age men to reduce diabetes and other chronic diseases. A blood pressure management and education program was developed along with a marketing campaign to increase awareness. A healthy eating and wellness program was also developed for elementary school aged children called GIFT LEAP. This program was offered at six parks and recreation sites in Hillsborough County and reached over 400 children.



Nutrition/WIC

The Division consists of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), as well as, professional staff who work within the community providing nutrition education, menu and meal plan assistance, and nutrition services to partner programs.

Hillsborough County WIC has seven locations and is the fourth largest program in the state. Services provided include, nutrition assessments, education, breastfeeding promotion and support, and supplemental healthy foods including fresh fruits and vegetables to pregnant and postpartum 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 Support

We hosted a Mother's Nook at the Florida State Fair to promote WIC and the local Health Department.

The Mother's Nook was designed to be a comfortable, cool, private place for mothers to nurse while visiting the fairgrounds. The room had four nursing stations with access to outlets for pumping mothers, a sink, changing tables, a family restroom, and waiting area for dads. Over 550 mother's utilized the Mother's Nook during the 12-days.

Our team consists of an International Board Certified Lactation Consultants, as well as, 33 Certified Lactation Counselors located throughout our eight sites. Our breastfeeding peer counselors are available by phone at **(813) 496-2229 (BABY)** from 8 a.m. to 9 p.m. seven days a week for breastfeeding questions and concerns.



Accomplishments and Highlights

- Average of 33,415 clients participated in the WIC program.
- Conduct more than 400 outreach contacts to various WIC populations.
- Host Childhood Overweight/Obesity advisory group to address childhood obesity rates in the county.
- Federally Qualified Health Centers mobile dental units visit WIC clinics to provide preventative dental care to clients.
- Partner with Community Health to provide bilingual nutrition staff to facilitate Spanish Diabetes Self-Management Classes.
- Registered Dietitians provided internship opportunities for 12 future nutrition professionals.
- Recipient of a NACCHO Model Practice Award for our Community Partnership with the Healthy Start Program and implementation of the Woman, Infant Resource Specialist program at WIC.
- Host a Certified Lactation Counselor (CLC) training in the community.
- Renovate the University WIC office, expand client waiting area and remodel clinic to improve client flow and services.



Public Health Preparedness

The Public Health Preparedness (PHP) mission is to promote and protect 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 (ESF 8)

Provide coordination of resources and response for the health and medical system during emergencies.

Special Needs Shelter Registry Program

Develop and maintain a registry of individuals having specific medical needs and staff to operate medical shelters during emergencies.

Risk Communications and Public Information

Deliver coordinated, prompt, and actionable information to the whole community using consistent, accessible, and culturally and linguistically appropriate methods.

Planning, Training and Exercising

Develop formalized plans and partnerships to respond to events that threaten public safety.

Cities Readiness Initiative Program

Develop a distribution system to provide prophylaxis medication to all residents and visitors of the County in response to a bioterror event.

Medical Reserve Corps (MRC)

Recruit, train and sustain medical volunteers to assist during emergencies, incidents or pre-planned events.

Accomplishment and Highlights

Facility Evacuation Exercise

Work with the Tampa Bay Regional Healthcare Coalition to conduct a functional hospital/nursing home exercise to determine each participants' ability to coordinate a facility evacuation and place patients with receiving facilities.

Each facility had to contact potential receiving sites and verify the number of patients that could be transported to a specific location.

Facilities were evaluated on the process and the number of patients that could be placed within 60 minutes without assistance. Information gathered from this exercise is incorporated into the Department's facility evacuation planning.

Hepatitis A Outbreak Response

In response to a significant increase in hepatitis A cases, an Incident Command Team was established. A response plan was developed to include communications, outreach, vaccinations, epidemiologic surveillance.

Public awareness focused on areas of the county that were seeing the highest incidence of the disease. Epidemiology began increased communication with medical providers and facilities providing information and education about the disease.

Analyzing case data drug use, homelessness and recent incarceration were determined to

be the most significant risk factors and were consistent with national and statewide data.

The Outreach/Immunizations Branch partnered with substance abuse (inpatient and outpatient) providers, the Tampa-Hillsborough Homeless Initiative members, Hillsborough County Detention Centers to conduct vaccination efforts.

Outreach teams also provided vaccinations at cold weather shelters during the winter months and set-up vaccination events throughout the year.



The facility was evaluated on its ability to identify the disease, their protective actions, and the Department of Health was evaluated on coordinating a receiving facility in Atlanta, Georgia and transporting the patient to Tampa International Airport to be flown to Atlanta for definitive care. Local Fire/Rescue units were tasked to safely receive and transport the patient to an aircraft which they flew the patient to a receiving facility in Atlanta, GA.

Hurricanes Florence and Michael Response

On September 14, 2018, *Hurricane Florence* made landfall on the North Carolina Coast resulting in widespread flooding that caused the evacuation of over 10,000 residents. The Governor of North Carolina asked for Florida’s assistance with staffing their shelters.

Gisela Hernandez, RN, and Maritza Acosta, Disease Control, deployed to a “mega” shelter for 575 evacuees outside of Charlotte, NC. There, they setup a system of identifying those who needed medical attention, coordinated with local medical facilities to obtain supplies and worked with a federal medical team to establish a referral system for those evacuees



Additionally, outreach events were carried out in conjunction with community partners that serve the county.

Highly Infectious Disease Exercise

PHP coordinated with local, state and federal organizations to conduct a test of the Florida Infectious Disease Transportation Network plan as part of a broader multi-state exercise.

Under this scenario an individual presented to an emergency department with symptoms consistent with Ebola.

who needed treatment.

Hurricane Michael formed in the Gulf and was projected to make landfall in the Panhandle on October 10, 2018. The storm rapidly intensified to a Category 5 storm and created catastrophic damage in eight counties in the Panhandle. Kimberly Rossmeisl, WIC/Nutrition, volunteered to deploy to Quincy, FL and assist in the Gadsden County Special Needs Shelter prior to the storm making landfall. She helped setup and manage over 250 special needs evacuees.

Ryan Pedigo was deployed to the Gadsden County Emergency Operations Center (EOC) on October 9. On October 11, he was asked to go to the Gulf County EOC to support response and recovery efforts.

supplies and equipment into mission ready packages. Items identified by nursing teams were ordered and more than 2,000 pounds of items have been procured and are stored as single “packages” that can be quickly deployed.



Additionally, all response supplies and equipment, to include assets for bio-terror response, mass casualty incidents, infectious disease response were entered into a statewide inventory management system that allows visibility of all items throughout the state and reduce the time for acquiring necessary items.

With eight counties receiving extensive damage, another call for volunteers was made and Chelsea Kendrick and Jewel Bernard deployed to Washington County to assist with special needs shelter operations.

Medical Reserve Corps

The Hillsborough County Medical Reserve Corps (MRC) continued to grow and has 363 medical professionals as active members and provided over \$93,000 of in-kind services.

During the year, the MRC provided first aid support at the Tampa Gasparilla Race.

Logistics

Based on lessons learned from Hurricane Irma, our Logistics Unit restructured sheltering

The team saw 73 patients, with four being transported to an area hospital. Additionally, 67 MRC members participated in the 2019 county-wide medical system surge exercise.





The MRC Medical Director provided three Trauma Triage and two Biological Threat trainings to local responders to include MRC members, Citizen's Emergency Response Team members as well as DOH employees.

The MRC Manager provided Stop-the-Bleed training to over 200 DOH Hillsborough staff and more than 250 Hillsborough County staff members as part of their General Population Sheltering program. A partnership with USF College of Public Health was created to provide Stop-the-Bleed training to Citizens Emergency Response Team and MRC members.

Medical System Surge Exercise

In conjunction with Hillsborough County's Office of Emergency Management, we developed and conducted a full-scale medical response exercise with 102 different organizations participating. The exercise scenario was based on a chemical release due to a train derailment.

Participants were required to take immediate protective actions to include sheltering-

in-place, patient communication and accountability, as well as communicating situational awareness. An added dimension of this exercise was the inclusion of the Hillsborough County Fire Hazardous Materials Team who practiced chemical identification, hazardous area entry, rescue and decontamination.

Sixty-one students from a local university and the Civil Air Patrol participated as victims at the site of the crash. An additional 392 students were sent to area hospitals as patients in order to test each facilities' surge capacity. Several hospitals took this opportunity to test their decontamination protocols. Also, dialysis centers, ambulatory surgical centers, nursing homes, home health/nurse registries all participated to ensure staff and patient safety, as well as test their internal protocols on sheltering-in-place.

Risk Communications and Public Information

Hillsborough experienced a dramatic increase in the number of hepatitis A cases and risk communications to the public is a critical part of response. A communications plan was developed and put into place targeting the highest risk groups.

Additionally, two restaurant cases required public notification. In addition to the press releases, the Public Information Officer (PIO) worked with several individuals to use social media to get the message out. This proved very effective, and as a direct result, over 1,000 potentially exposed individuals were vaccinated.

The PIO was successful in orchestrating "regional" messaging based on our media market by reenergizing a consortia of area PIOs. This approach makes messaging more accurate and meaningful to the entire region.

Special Needs Registry and Shelter Program

Staff worked with State Department of Emergency Management and Hillsborough County Emergency Management to develop a local web-based special needs registry.

This registry will allow individual citizens as well as case managers to easily request evaluation for special needs sheltering. It will also allow visibility of needs to agencies that support these individuals.

A system to download information into the DOH registry was developed and ensures response organizations have the correct information so we can communicate directly with registrants by phone, text and e-mail during disasters.

PHP staff also participated in a Six Sigma Green Belt project to streamline and enhance the transportation services to the general population and special needs registrants during a disaster.



This was a huge undertaking that led to a restructure of the Emergency Operations Center, increased communications, and streamlined coordination processes. During this process, the Green Belt Team identified another area for improvement, leading to a second improvement effort within the Emergency Operations Center.

During Hurricane Irma, the county's call center took over 14,000 calls from citizens requesting special needs shelter, with more than 8,000 of those requesting transportation.

As a result, the team created an electronic flow of communications using the county's WebEOC incident management system. This allows tracking of each call and its status to ensure that not a single resident will be left behind.

The Special Needs Coordinator also initiated an in-service program for home health providers to educate them on the special needs program and stress individual responsibilities for preparedness during disasters. This program was well-received by the agencies and their patients alike.



Locations

Main Health Department

(Administrative Offices, Environmental Health, Public Health Preparedness, Specialty Care)

1105 E. Kennedy Blvd., Tampa, FL 33602

Brandon

(WIC)

220 S. Moon Ave., Brandon, FL 33511

College Hill

(WIC)

2313 E. 28th Ave., Tampa, FL 33505

Floyd Kelton Community Health

(Epidemiology, Health Promotion and Education, Office of Health Equity)

4704 W. Montgomery Ave., Tampa, FL 33616

Joyce Ely Health Center

(WIC)

205 14th Ave. SE, Ruskin, FL 33570

North Hillsborough Health Center

(WIC)

9827 N. Sheldon Rd., Tampa, FL 33625

Plant City Health Center

(WIC)

307 N. Michigan Ave., Plant City, FL 33563

St. Joseph's Women's Hospital

(Birth Certificates)

3030 W. Dr. MLK Jr. Blvd., Tampa, FL 33607

Sulphur Springs Health Complex

(Immunizations, Refugee Health, TB Clinic, WIC)

8605 Mitchell Ave., Tampa, FL 33604

University Area Health Center

(Birth/Death Certificates, STD Clinic, WIC)

13601 N. 22nd St., Tampa, FL 33613



Florida Department of Health in Hillsborough County

PO Box 5135, Tampa, Florida 33675

Phone: (813) 307-8000

We invite you to view our other online publications and materials at hillsborough.FLHealth.gov