

## Priority Area 5.1: Hillsborough Health Literacy Initiative (Youth)

**Action Plan Workgroup Co-chairs:** Rachel Chase, Taylor Caragan

**Action Plan Advisory Committee and Workgroup Members:** Taylor Caragan, Rachel Chase, Dr. Leslene Gordon, Allison Nguyen - DOH-Hillsborough; Javan Frinks – Wimauma CDC; Teddi Harris - ECHO/HCC; Lorie Tonti – HCPLC; Kareem Young - LIFT Health; Sherri Gay - Suncoast Community Health Centers; Rachel Logan, Kathryn Zaffiri, Dr. Cheryl Vamos - University of South Florida, College of Public Health; Victor Cruz – AHEC

**Relevant Indicators:** Organizational assessments conducted; Program, policy, and evaluation plans created and implemented

**Goal:** Provide relevant health literacy programming options or policy guidance to youth serving organizations in Hillsborough County

**SMART Objective:** By July 31, 2020 have in place a health literacy approach (policy guidance, curriculum options, or train the trainer programming) offered to youth serving organizations.

**Strategy:** Community assessments and piloting. Program planning, policy development.

Action Steps	Responsible Team Members	Resources Needed	Output (Products)	Start	End
1) Create master list of youth serving organizations and contact information	Workgroup	Connections, Research	Master list of Hillsborough County youth serving organizations	July 1, 2018	August 15, 2018
2) Create a formative interview questionnaire and interview 3-4 youth serving organizations	Workgroup	Staff time	Interview framework and results as basis of the assessment survey	July 1, 2018	August 15, 2018
3) Identify survey objectives, create a survey and a survey introduction flier	Workgroup	Survey development expertise	Flier and survey	July 1, 2018	September 15, 2018
4) Deploy survey to youth serving organizations and gather results	USF Partners/Dr. Vamos	Qualtrics or other survey software	Survey results for compilation	September 15, 2018	October 31, 2018
5) Summarize survey results	Rachel/USF Partners/Dr. Vamos	Staff time, analysis expertise	Information on which to make planning decisions	November 1, 2018	December 15, 2018

Action Steps	Responsible Team Members	Resources Needed	Output (Products)	Start	End
6) Develop policy, curriculum or train the trainer programming options along with branding, marketing materials, evaluation and launch plans. Utilize CFIR or other theory of change framework. Include youth voices.	Workgroup	Time, examples, framework, theory of change, funds	Draft program, policy, branding and evaluation plans	January 1, 2019	May 15, 2019
7) Pilot test draft materials with internal work-group organizations (LiftHealth, Wimauma CDC). Include children, parents, and staff. Gather evaluation results.	Affiliated organizations	Time, materials and supplies, evaluation framework, funds	Feedback results for curriculum/ program refinement	May 15, 2019	September 30, 2019
8) Modify approach and materials as necessary.	Workgroup	Staff time, expertise	Improved policy approach, curriculum or train the trainer program	October 1, 2019	December 31, 2019
9) Launch/market opportunity with youth serving organizations.	DOH-Hillsborough	Materials created, master list of youth serving organizations	Commitments from youth serving organizations	November 1, 2019	January 15, 2020
10) Deploy policy, curriculum or train the trainer programming.	DOH-Hillsborough, Workgroup	Staff time	Policy approach, curriculum instruction, distribution or training provided	January 15, 2020	July 31, 2020
11) Evaluate Initiative.	Workgroup	Evaluation plan	Evaluation results	April 1, 2020	September 30, 2020