



**Tampa
General
Hospital®**

Community Health Needs Assessment

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Tampa General Hospital



Tampa General Hospital at a Glance

Tampa General Hospital (TGH), based in Tampa, FL, is a private not-for-profit hospital and one of the most comprehensive medical facilities in West Central Florida serving a dozen counties with a population in excess of 4 million. As one of the largest hospitals in Florida, Tampa General is licensed for 1,011 beds, and with approximately 7,300 employees, is one of the region's largest employers. Tampa General Hospital has been affiliated with the USF Health Morsani College of Medicine since the school was created in the early 1970s. Tampa General is the primary teaching affiliate of the USF Health Morsani College of Medicine and over 300 residents are assigned to Tampa General Hospital for specialty training in areas ranging from general internal medicine to neurosurgery.

In addition, USF medical students, nurses and physical therapy students all receive part of their training at Tampa General. Faculty of the USF Health Morsani College of Medicine admit and care for patients at Tampa General as do community physicians, many of whom also serve as adjunct clinical faculty. TGH is the area's only level 1 trauma center and one of just four burn centers in Florida.

With four medical helicopters TGH is able to transport critically injured or ill patients from 23 surrounding counties to receive the advanced care they need. The hospital is home to one of the leading organ transplant centers in the country, having performed more than 6,000 adult solid organ transplants, including the state's first successful heart transplant in 1985.

TGH is a nationally-designated comprehensive stroke center, and its 32 bed Neuroscience Intensive Care Unit is the largest on the west coast of Florida. Other outstanding centers include internal medicine, cardiovascular, orthopedics, high risk and normal obstetrics, urology, ENT, endocrinology, and the Children's Medical Center, which features a nine-bed pediatric intensive care unit and one of just three outpatient pediatric dialysis units in the state.

As the region's leading safety net hospital, Tampa General is committed to providing area residents with excellent and compassionate health care ranging from the simplest to the most complex medical services.



Community Overview

For the purposes of the CHNA report, TGH has chosen Hillsborough County as its service area. Because this community was chosen purely by geography, it includes medically underserved, low income, and minority populations.. The map below represents the TGH service area.



Sources: TGH; Maptitude 2016



Community Health Needs Assessment Background

On May 4, 2016, TGH contracted with Carnahan Group to conduct a Community Health Needs Assessment (CHNA) as required by the Patient Protection and Affordable Care Act (PPACA).

The PPACA, enacted on March 23, 2010, requires not-for-profit hospital organizations to conduct a CHNA once every three taxable years that meets the requirements the Internal Revenue Code 501(r) set forth by the PPACA. The PPACA defines a hospital organization as an organization that operates a facility required by a state to be licensed, registered, or similarly recognized as a hospital; or, a hospital organization is any other organization that the Treasury's Office of the Assistant Secretary ("Secretary") determines has the provision of hospital care as its principal function or purpose constituting the basis for its exemption under section 501(c)(3).

A CHNA is a report based on epidemiological, qualitative, and comparative methods that assess the health issues in a hospital organization's community and that community's access to services related to those issues. Based on the findings of the CHNA, an implementation strategy for TGH that addresses the community health needs will be developed and adopted by the end of fiscal year 2016.

Moffitt Cancer Center ("Moffitt") contracted with Legacy Consulting Group ("Legacy") to conduct a Community Health Needs Assessment. Moffitt has agreed to share the data gathered by Legacy with other area hospitals, including TGH, in a cost-sharing effort to eliminate duplication of resources. The data presented in this report were gathered by Legacy and will include brief summaries prepared by Carnahan Group.



As required by the Treasury Department (“Treasury”) and the Internal Revenue Service (IRS), this CHNA includes the following:

- A description of the community served;
- A description of the process and methods used to conduct the CHNA, including:
 - A description of the sources and dates of the data and the other information used in the assessment; and,
 - The analytical methods applied to identify community health needs.
- The identification of all organizations with which TGH collaborated, if applicable, including their qualifications;
- A description of how TGH took into account input from persons who represented the broad interests of the community served by TGH, including those with special knowledge of or expertise in public health, written comments regarding the hospital’s previous CHNA, and any individual providing input who was a leader or representative of the community served by TGH;
- A prioritized description of all of the community health needs identified through the CHNA and a description of the process and criteria used in prioritizing those needs;
- A description of the resources potentially available to address the significant health needs identified through the CHNA; and,
- An evaluation of the impact of any actions that were taken, since the hospital facility finished conducting its immediately preceding CHNA, to address the significant health needs identified in the hospital facility's prior CHNA.



This CHNA was conducted following the requirements outlined by the Treasury and the IRS, which included obtaining necessary information from the following sources:

- Input from persons who represented the broad interests of the community served by TGH, which included those with special knowledge of or expertise in public health;
- Identifying federal, regional, state, or local health or other departments or agencies, with current data or other information relevant to the health needs of the community served by TGH, leaders, representatives, or members of medically underserved, low-income, and minority populations with chronic disease needs in the community served by TGH; and,
- Consultation or input from other persons located in and/or serving TGH's community, such as:
 - Healthcare community advocates;
 - Nonprofit organizations;
 - Local government officials;
 - Community-based organizations, including organizations focused on one or more health issues;
 - Healthcare providers, including community health centers and other providers focusing on medically underserved populations, low-income persons, minority groups, or those with chronic disease needs.



Actions Taken Since 2013 CHNA

TGH's previous Implementation Strategy outlined a plan for addressing the following priorities identified in the 2013 CHNA: asthma, cancer, cardiovascular disease, communicable disease, diabetes, healthcare access and availability, mental health, and overweight/obesity. The below list describes the strategies completed by TGH.

- Investigate program options and collaborate with ED physicians to develop strategic plan.
- Provide a support group for those living with asthma and their families.
- Provide asthma workshop twice a month in the community.
- Provide ongoing asthma screenings in the community.
- Increase the percentage of adults with asthma who received written asthma management plans from their healthcare provider.
- Evaluate Open Airways for Schools Asthma Education curriculum for school children.
- Continue to provide health education and outreach pertaining to asthma management in the community.
- Offer FIT colorectal cancer screenings at various locations.
- Maintain office mailings and physician efforts to educate women in the recommended age group to receive mammograms.
- Continue to provide health education and screening outreach pertaining to risk factors and various types of cancer in the community.
- Increase community outreach efforts that include screenings with subsequent referral when necessary.
- Continue to provide health education and outreach pertaining to nutrition, physical activity and healthy lifestyle habits in the community.
- Maintain hospital-wide hand hygiene campaign.
- Continue to provide health education and screening outreach pertaining to communicable disease including flu and sexually transmitted infections in the community.
- Implement the National Diabetes Prevention Program among prediabetic employees, TGMG patients and community members.
- Maintain community outreach efforts that include glucose screenings.
- Enhance physician efforts to encourage diabetic patients to utilize the hospital's Diabetes Self-Management Education Program.



Actions Taken Since 2013 CHNA

- Continue to provide health education outreach pertaining to nutrition, physical activity and other diabetes risk factors in the community.
- Establish intervention to educate community members about insurance eligibility under the Affordable Care Act.
- Establish new medical home locations throughout Hillsborough County.
- Establish community outreach program during National Medicare Education Week.
- Maintain community consultations and education on topics pertaining to stress, depression, mental wellbeing and memory loss.
- Maintain offering evidence-based health education classes targeting nutrition and physical activity.
- Enhance community-based program efforts focused on healthy eating habits and physical activity.
- Continue to provide health education outreach programming pertaining to nutrition, physical activity, weight status and co-occurring chronic illnesses in the community.

The following strategies were not accomplished:

- Provide a support group for colorectal cancer survivors and their families.
TGH was unable to secure a facilitator for this support group.
- Organize annual flu shot drive in various locations throughout the community.
The plans for this initiative were canceled due to the lack of appropriate staffing and logistical issues.
- Sponsor the implementation of Find the Fun, a web-based program designed to provide physical activity and nutrition information specific to the local area.
Find the Fun was unable to receive the necessary funding to maintain the program.



Secondary Data Collection and Analysis Methodology

A variety of data sources were utilized to gather demographic and health indicators for the community served by TGH. Commonly used data sources include Nielsen Claritas, the U.S. Census Bureau, Florida Community Health Assessment Resource Tool Set (CHARTS), and the Centers for Disease Control and Prevention (CDC). As previously mentioned, Hillsborough County defines the community for TGH. Demographic and health indicators are presented at the county level. Additionally, other counties in Florida with similar demographic characteristics are presented for comparison purposes.



Population by Gender, Race, and Ethnicity

The 2015 estimated population in Hillsborough County is 1,317,131 and is expected to grow by 6.8% by 2020. The populations of other races and Hispanics are expected to grow substantially in the next five years (18.0% and 12.7%, respectively).

Group	2015	2020	Percent Change	Annual Rate of Growth
Total	1,317,131	1,406,352	6.8%	1.3%
Male	643,323	687,251	6.8%	1.3%
Female	673,808	719,101	6.7%	1.3%
Non-Hispanic	970,220	1,015,321	4.6%	0.9%
White	679,965	694,740	2.2%	0.4%
Black	205,973	221,089	7.3%	1.4%
Other	84,282	99,492	18.0%	3.4%
Hispanic	346,911	391,031	12.7%	2.4%

Source: Nielsen/Claritas and Legacy Consulting Group



Population by Age and Gender

The population of adults aged 65 and older is expected to grow substantially (22.3%). The population of adults aged 45 through 64 is expected to grow moderately (6.5%), while the populations of residents aged 0 through 14 and 15 through 44 are expected to grow slightly (3.5% and 3.4%, respectively).

Group	2015	2020	Percent Change	Annual Rate of Growth
Total	1,317,131	1,406,352	6.8%	1.3%
0-14	250,718	259,418	3.5%	0.7%
15-44	546,135	564,975	3.4%	0.7%
45-64	344,624	367,182	6.5%	1.3%
65+	175,654	214,777	22.3%	4.1%
Females 15-44	274,898	283,066	3.0%	0.6%
Females 15-19	43,273	46,043	6.4%	1.2%

Source: Nielsen/Claritas and Legacy Consulting Group



Household Characteristics

Household characteristics in Hillsborough County are similar to Florida (see table)

Household Type	Hillsborough	Florida
Family Households	64.3%	65.2%
With own children under 18	29.7%	26.0%
Husband-wife families	44.2%	46.6%
With own children under 18	18.8%	16.6%
Male householder, no wife	5.3%	5.0%
Female householder, no husband	14.8%	13.5%
Non-family households	35.7%	34.8%
Householder living alone	27.1%	27.2%

Source: Nielsen/Claritas and Legacy Consulting Group



Place of Birth & Language Spoken at Home

Hillsborough County residents are more likely to be native born (84.3%) compared to all Florida residents (80.4%). Hillsborough County households are about as likely to speak a language other than English at home (27.2%) as all Florida households (27.8%). Hillsborough County residents are less likely to report not speaking English “very well” (9.9%) compared to all Florida residents (11.7%).

Measure	Hillsborough	Florida
Native Born	84.3%	80.4%
Born in Florida	40.1%	35.7%
Foreign born	15.7%	19.6%
Speak language other than English at home	27.2%	27.8%
Speak Spanish at home	20.8%	20.5%
Other language	6.4%	7.3%
Report not speaking English “very well”	9.9%	11.7%

Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and Legacy Consulting Group



Income Characteristics

Median household income in Hillsborough County (\$50,122) is higher than all of Florida (\$47,212). Hillsborough County households are more likely to receive earnings, but less likely to receive retirement income other than Social Security as compared to all Florida households (see table). Hillsborough County households are less likely to receive Social Security benefits (26.4%) than all Florida households (35.6%)., though the average amount received is lower (\$17,255 in Hillsborough County versus \$18,153 in Florida). Hillsborough County households are more likely to receive cash assistance and food stamp benefits compared to all Florida households (see table).

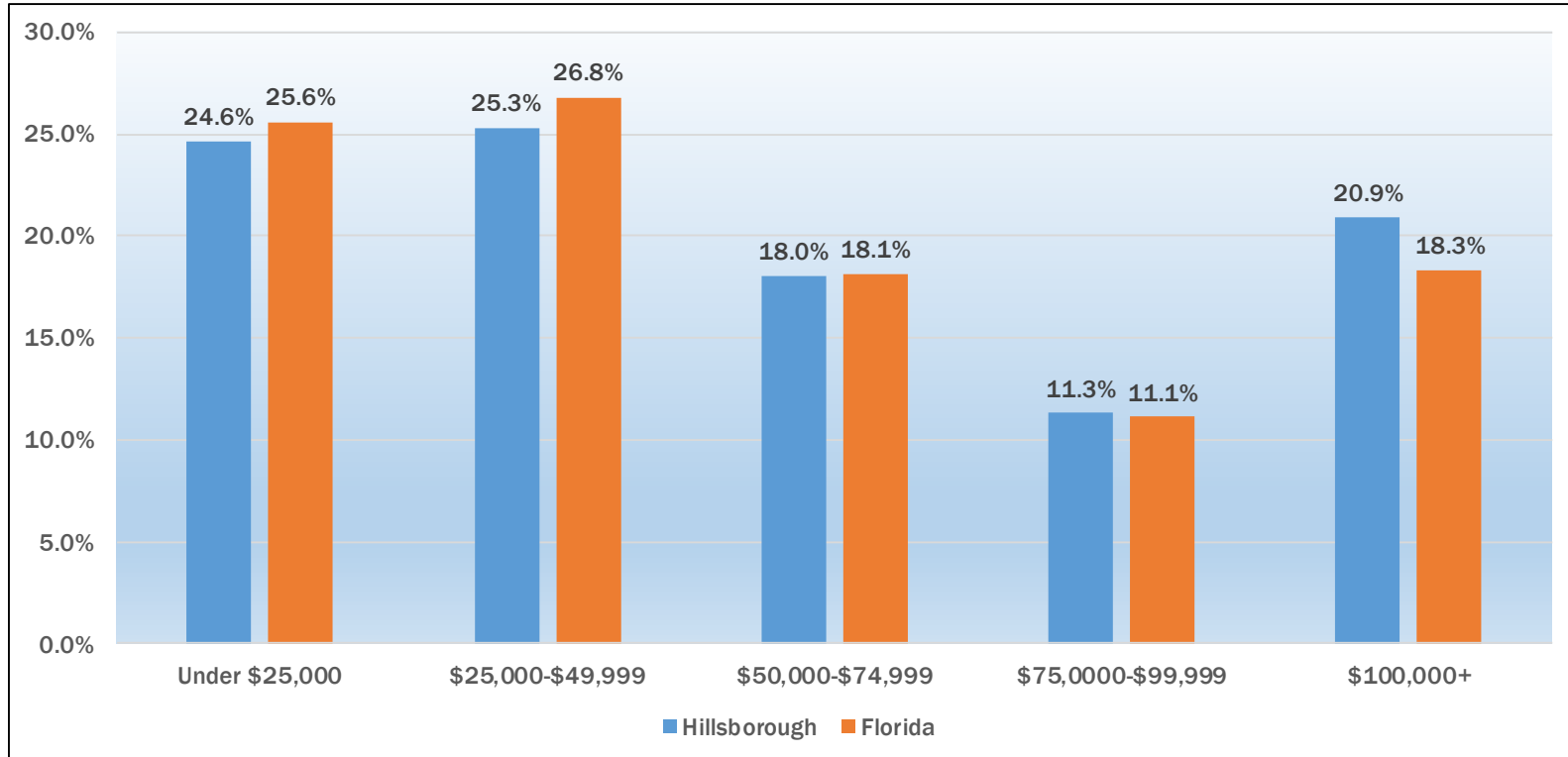
Income Measure	Hillsborough	Florida
Median Household Income	\$50,122	\$47,212
% of households receiving earnings	79.3%	72.4%
% of households receiving retirement income other than Social Security	15.4%	19.3%
% of households receiving Social Security benefits	26.4%	35.6%
Average amount of Social Security benefits	\$17,255	\$18,153
% of households receiving cash assistance	3.3%	2.2%
% of households receiving food stamp benefits in past 12 months	15.7%	14.3%

Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and Legacy Consulting Group



Household Income

Hillsborough County households are more likely to have an income of \$75,000 or higher compared to all Florida households (see chart).

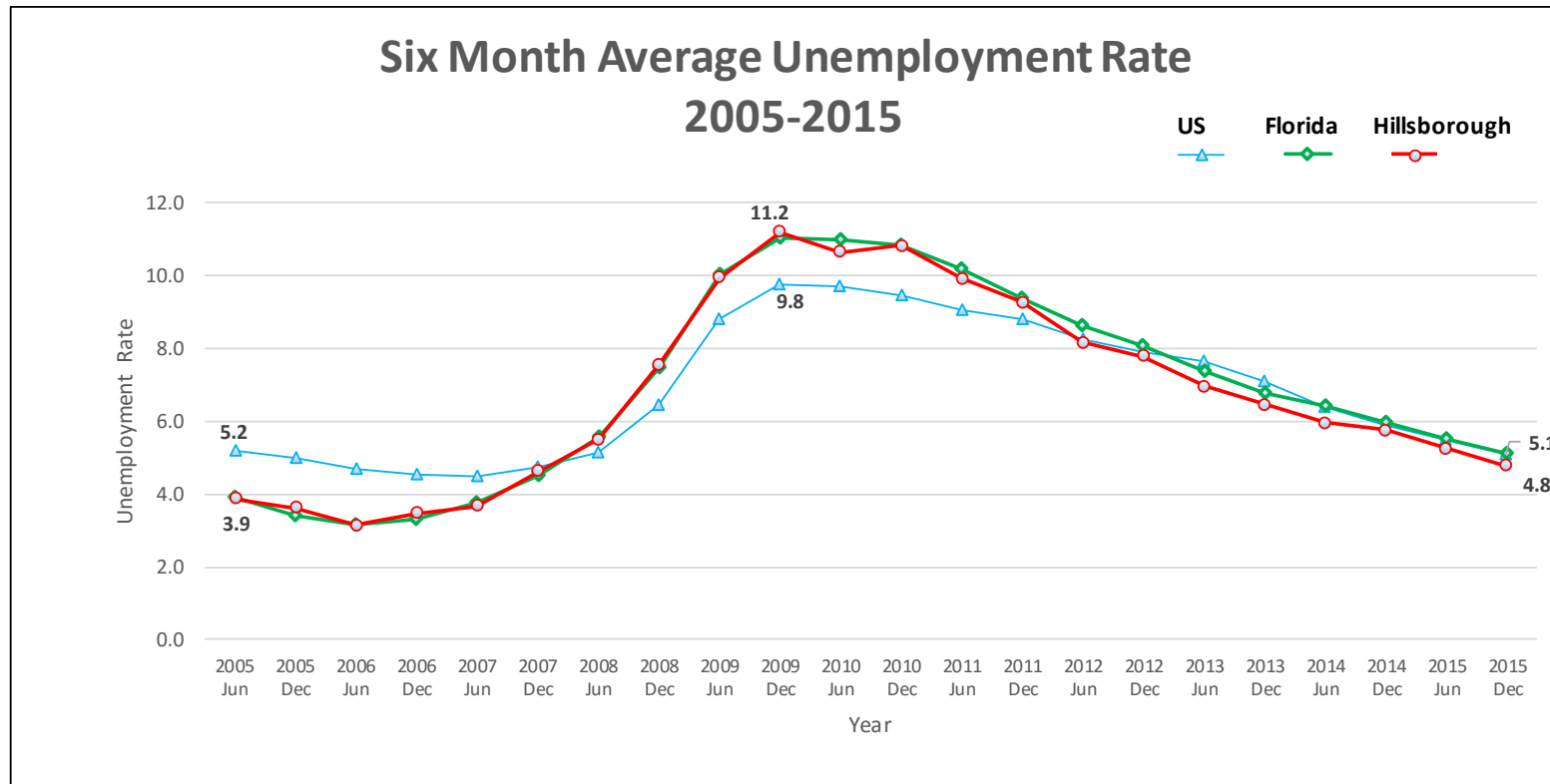


Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and Legacy Consulting Group



Unemployment Rate

Since June 2012, the unemployment trends in Hillsborough County have been similar to Florida and the United States.

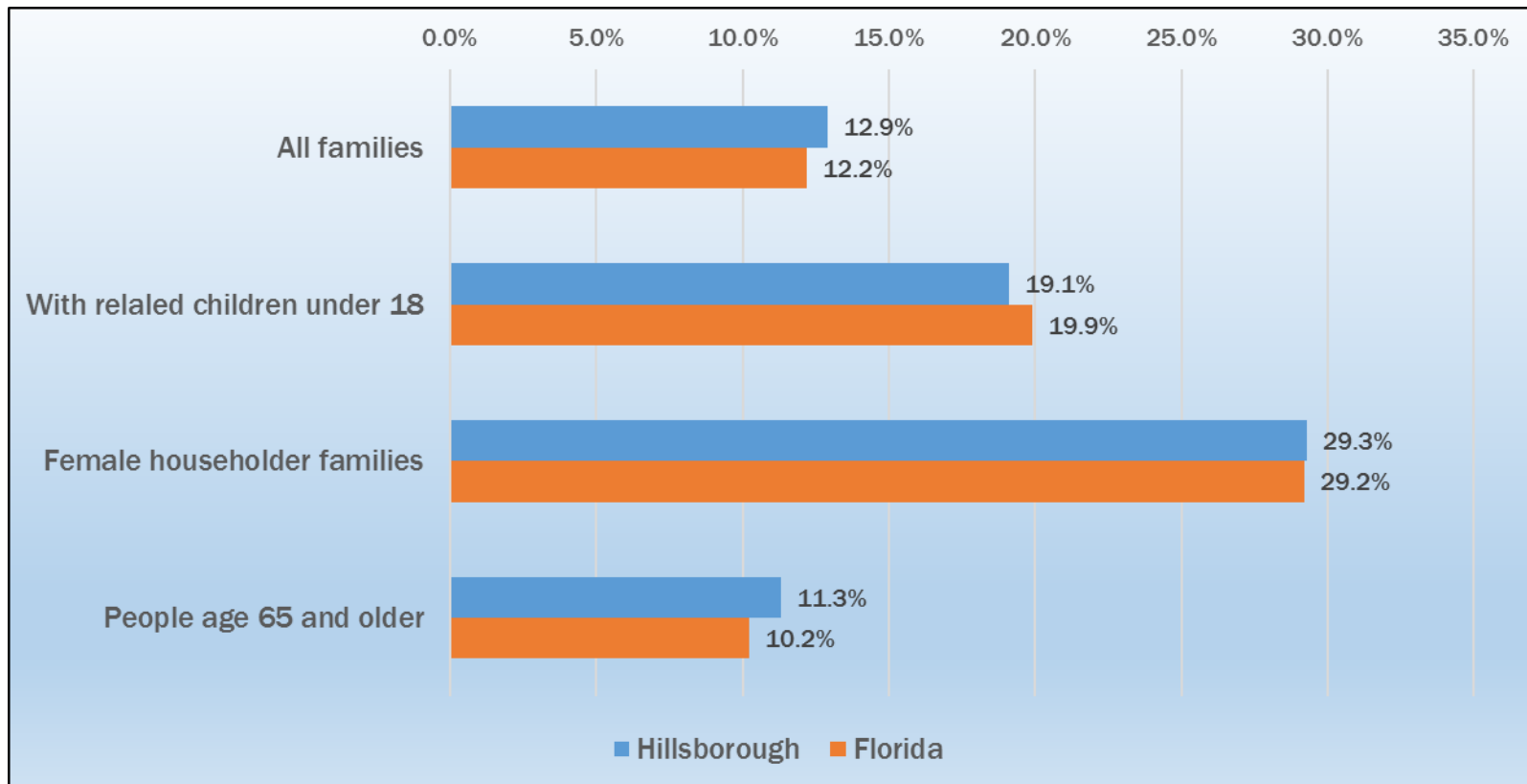


Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and Legacy Consulting Group



Poverty Status

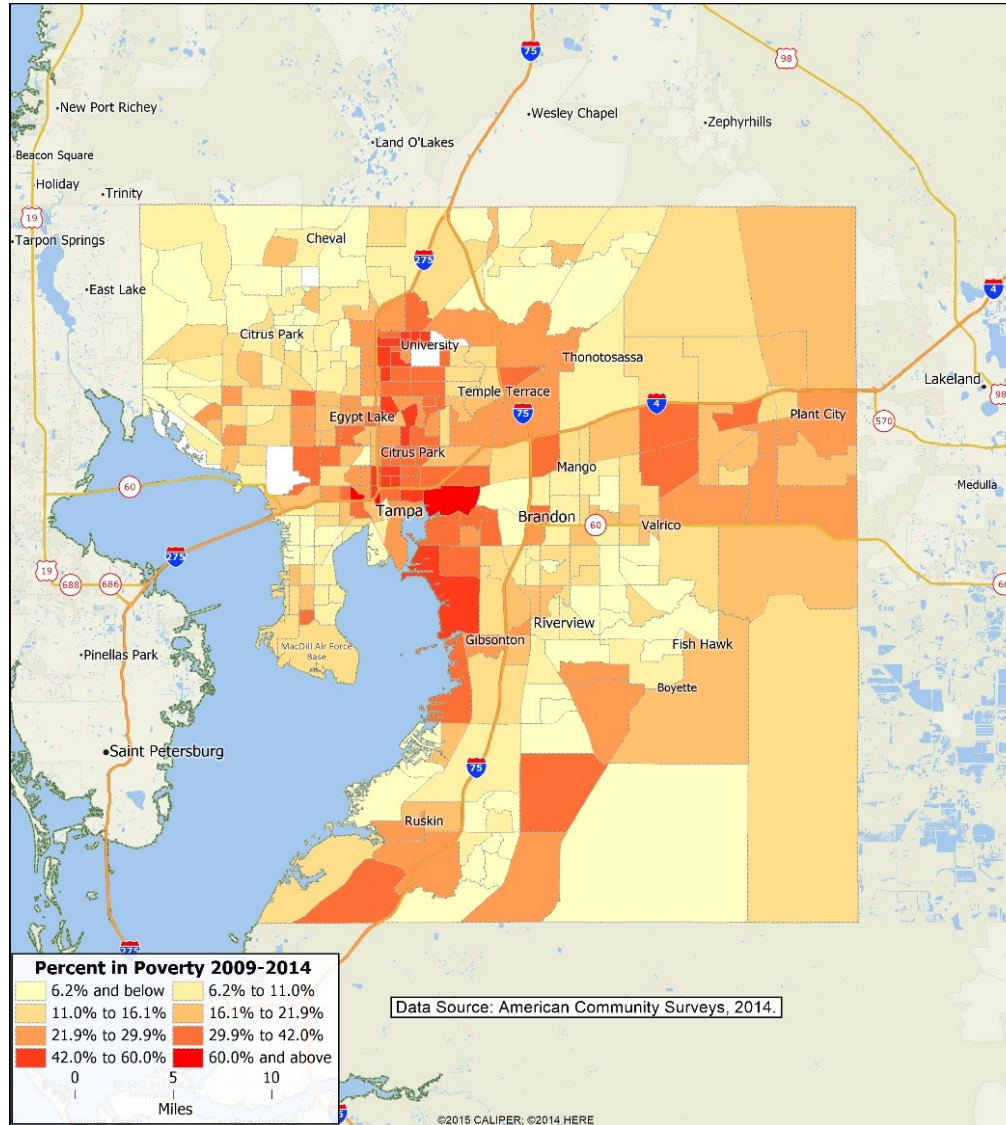
Families in Hillsborough County are more likely to live below poverty level (12.9%) compared to all Florida families (12.2%), while families with related children under 18 are less likely to live below poverty level (19.1%) compared to Florida families with related children under 18 (19.9%). Hillsborough County residents aged 65 and older are more like to live below poverty level (11.3%) compared to all Florida residents aged 65 and older (10.2%).



Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and Legacy Consulting Group



Poverty in Hillsborough County



Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and Legacy Consulting Group



Education

Hillsborough County residents are more likely to be college educated compared to all Florida residents (see table).

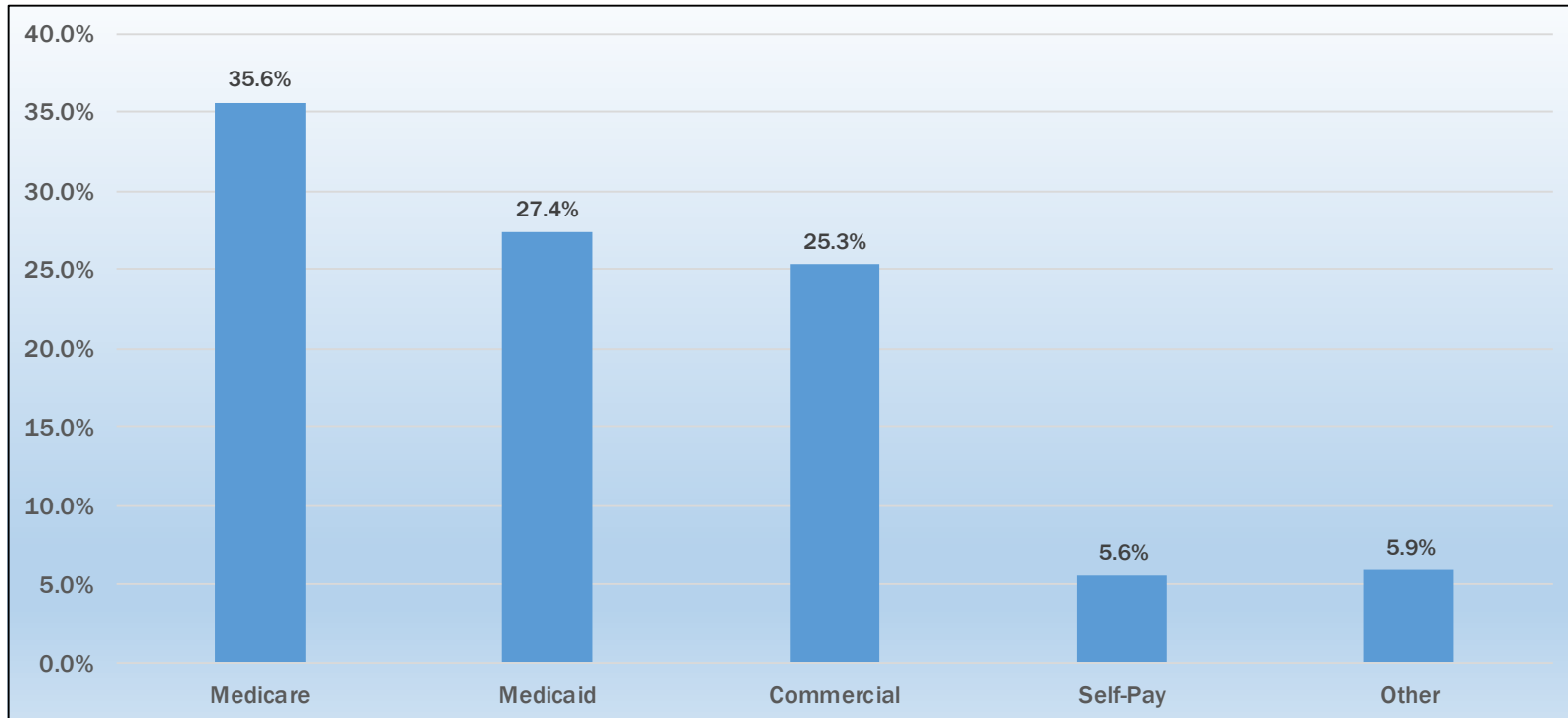
Educational Attainment	Hillsborough	Florida
Less than high school graduate	12.9%	13.5%
High school graduate/GED	27.8%	29.7%
Some college or associate's degree	29.6%	30.0%
Bachelor's degree	19.2%	17.1%
Graduate or professional degree	10.5%	9.6%
College degree	29.7%	26.7%

Source: U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates and Legacy Consulting Group



Payor Mix for Selected Hospitals

The chart below represents the payor mix for seven Hillsborough County hospitals, including TGH, for discharges occurring in calendar year 2014. Medicare is the most common payor source (35.6%), followed by Medicaid (27.4%), commercial (25.3%), other (5.9%), and self-pay (5.6%).



Source: Florida Agency for Health Care Administration Inpatient Discharge Database and Legacy Consulting Group

Note: Medicare and Medicaid includes managed care



Where Hillsborough Patients Go for Selected Conditions

TGH is the hospital of choice for individuals suffering from hypertension and a top choice for patients with neoplasms and diabetes.

Hospital	COPD	Diabetes	Hypertension	Ischemic Heart Dis.	Neoplasms	Stroke
Fl. Hosp. Carrollwood	4.7%	3.9%	2.9%	0.6%	1.9%	2.2%
Fl. Hosp. Tampa	15.4%	14.1%	8.7%	16.5%	9.3%	13.7%
Moffitt Cancer Center	0.1%	0.2%	0.0%	0.0%	18.0%	0.1%
S. Fl. Baptist	5.8%	4.9%	5.3%	3.2%	2.4%	3.8%
St. Joseph's Tampa	22.6%	20.6%	22.9%	21.3%	21.8%	24.3%
St. Joseph's North	3.8%	3.9%	2.9%	2.6%	2.1%	3.2%
Tampa General	12.7%	22.3%	25.9%	16.9%	21.2%	16.9%
Other Hillsborough	31.1%	25.9%	27.0%	31.4%	17.4%	29.9%
Outmigration	3.8%	4.2%	4.5%	7.4%	5.9%	5.9%

Source: Florida Agency for Health Care Administration Inpatient Discharge Database and Legacy Consulting Group

Note: Medical conditions defined by ICD-9 principal diagnosis: COPD (490-496), Diabetes (250), Hypertension (401-405), IHD (410-414), Neoplasms (140-239), and Stroke (430-435)



County Health Rankings

The annual County Health Rankings measure a variety of health outcomes (representing how healthy counties are within a state) and health factors (representing what influences the health of a county). Selected health outcomes and factors are reported below. Compared to all 67 Florida counties, Hillsborough County ranks in the top 50% in health outcomes (28th out of 67) and health factors (26th out of 67).

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Health Outcomes	28	11	19	21	9
<i>Length of Life</i>	19	5	1	7	6
<i>Quality of Life</i>	41	31	54	43	25
Health Factors	26	12	28	21	9
<i>Health Behaviors</i>	29	7	1	18	6
<i>Clinical Care</i>	21	29	52	31	10
<i>Social & Economic</i>	16	15	43	18	19
<i>Physical Environment</i>	45	56	64	53	38

Source: University of Wisconsin Population Health Institute 2016 County Health Rankings and Legacy Consulting Group

Note: Rank is among all 67 Florida counties



County Health Rankings - Outcomes

Premature death reflects years of potential life lost before age 75 per 100,000 population. Hillsborough County ranks 19th in the state for premature death with 6,900 years of potential life lost.

Hillsborough County ranks in the bottom 50% in quality of life. Seventeen percent of Hillsborough County adults reported fair or poor health. On average, adults in Hillsborough County report 3.7 physically unhealthy days and 4.0 mentally unhealthy days in the past 30 days.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Health Outcomes Rank in Florida	28	11	19	21	9
Length of Life (rank in Florida)	19	5	1	7	6
Premature death	6,900	5,900	5,200	6,100	6,000
Quality of Life (rank in Florida)	41	31	54	43	25
Poor or fair health	17%	16%	23%	18%	16%
Poor physical health days	3.7	3.5	4.1	3.9	3.7
Poor mental health days	4.0	3.7	3.9	3.8	3.5
Low birth weight	9%	9%	9%	9%	9%

Source: University of Wisconsin Population Health Institute 2016 County Health Rankings and Legacy Consulting Group



County Health Rankings - Health Behaviors

Hillsborough County ranks in the top 50% among all Florida counties for health behaviors. It is important to note that among driving deaths occurring in Hillsborough County, 33% are alcohol-related. Hillsborough County has high rates of sexually transmitted infections (560.9 per 100,000 population) and teen births (39 per 1,000 females aged 15–19) as compared to the four demographically similar counties.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Health Factors Rank in Florida	26	12	28	21	9
Health Behaviors Rank in Florida	29	7	1	18	6
Adult smoking	17%	15%	15%	16%	14%
Adult obesity (BMI ≥ 30)	28%	24%	20%	24%	23%
Food environment index	7.0	7.5	8.3	7.0	7.3
Physical inactivity	24%	24%	22%	23%	23%
Access to exercise opportunities	95%	100%	99%	98%	98%
Excessive drinking	20%	18%	16%	20%	18%
Alcohol-impaired driving deaths	33%	22%	19%	28%	30%
Sexually transmitted infections (per	560.9	443.4	397.0	565.9	330.7
Teen births (per 1,000 females 15-19)	39	25	28	32	27

Source: University of Wisconsin Population Health Institute 2016 County Health Rankings and Legacy Consulting Group

Note: Rank is among all 67 Florida counties



County Health Rankings - Clinical Care

Hillsborough County ranks in the top 50% (21st out of 67) of all Florida counties for clinical care.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Clinical Care Rank in Florida	21	29	52	31	10
Uninsured (under 65 without insurance)	20%	26%	33%	24%	25%
Primary Care Physicians (population per provider)	1,230	1,360	1,240	1,230	1,270
Dentists (population per provider)	1,880	1,440	1,700	2,210	1,410
Mental health providers (population per provider)	600	610	670	540	550
Preventable hospital stays (per 100K Medicare enrollees)	58	53	75	62	46
Diabetic monitoring (65-75 w/HbA1c monitoring)	83%	86%	87%	84%	86%
Mammography screening (67-69 fem. Medicare enrollees)	64%	62%	57%	62%	72%

Source: University of Wisconsin Population Health Institute 2016 County Health Rankings and Legacy Consulting Group

Note: Rank is among all 67 Florida counties



Social & Economic Factors

Hillsborough County ranks 16th out of 67 Florida counties in social and economic factors.

Measure	Hills.	Browar d	Miami- Dade	Orange	Palm Beach
Rank in Florida	16	15	43	18	19
High school graduation	74%	75%	77%	76%	76%
Some College (age 25-44)	64%	67%	58%	66%	62%
Unemployment (age 16+)	5.8%	5.8%	6.8%	5.8%	5.9%
Children in poverty	23%	20%	28%	25%	22%
Income inequality (ratio of 80 th /20 th percentile income)	4.9	4.9	5.6	4.5	4.9
Children in single-parent households	39%	38%	40%	39%	38%
Social associations (per 10,000 population)	7.6	5.4	4.9	7.4	6.4
Violent crime (per 100,000 population)	394	485	709	730	503
Injury deaths (per 100,000 population)	68	56	45	51	68

Source: University of Wisconsin Population Health Institute 2016 County Health Rankings and Legacy Consulting Group



Physical Environment

Hillsborough County ranks in the bottom 50% (45th out of 67) in physical environment. It is important to note that one in five Hillsborough County residents reported at least one severe housing problem.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Rank in Florida	45	56	64	53	38
Air pollution (avg. daily density of fine particulate matter)	10.9	10.7	10.9	10.9	10.6
Drinking water violations (population exposed)	Yes	Yes	Yes	Yes	Yes
Severe housing problems (≥1 of 4 housing problems*)	21%	27%	33%	25%	25%
Driving alone to work	80%	80%	77%	80%	79%
Long commute – driving alone (> 30 minutes)	40%	43%	49%	39%	33%

Source: University of Wisconsin Population Health Institute 2016 County Health Rankings and Legacy Consulting Group

Note: Rank is among all 67 Florida counties

*Overcrowding, high housing costs, lack of kitchen, or lack of plumbing



Infant Health Status

The table below illustrates maternal and child health indicators.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Early prenatal care (care began 1st trimester)	89.0%	77.9%	87.0%	84.6%	75.9%
Kindergarten children fully immunized	91.9%	92.9%	91.9%	93.6%	91.3%
Low birth weight births (births < 2500 grams)	8.9%	9.4%	8.7%	8.7%	8.5%
Mothers initiating breastfeeding at birth	87.7%	85.8%	87.2%	90.9%	85.0%
Multiple births	3.4%	3.6%	3.5%	3.2%	3.2%
Preterm births (births < 37 weeks gestation)	13.3%	13.4%	18.1%	15.9%	13.1%
Repeat births to mothers 15-19	19.4%	17.0%	15.8%	17.9%	17.8%

Source: Florida Charts 2012-2014 and Legacy Consulting Group



Infant & Neonatal Death Rates

According to the infant and neonatal death rates reported by Florida CHARTS, Hillsborough County has a substantially higher infant death rate (7.3 per 1,000 live births) compared to the other four counties. Additionally, the neonatal death rate and post-neonatal death rate in Hillsborough County are higher.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Fetal death ratio per 1,000 deliveries	7.2	7.8	7.3	6.9	7.0
Infant death rate per 1,000 live births (0-364 days)	7.3	5.2	4.6	6.5	4.6
Neonatal death rate per 1,000 live births (0-27 days)	5.3	3.3	3.0	5.0	3.0
Post-neonatal deaths per 1,000 live births (28-364 days)	2.1	1.9	1.7	1.5	1.6

Source: Florida Charts 2012-2014 and Legacy Consulting Group



Adult Health Status

The table below illustrates reported health behaviors for Hillsborough County adults.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Adults who rate their health status as "fair" or "poor"	19.8%	17.6%	20.9%	19.1%	15.6%
Adults who are current smokers	18.2%	12.1%	14.0%	16.0%	9.5%
Adults who are inactive or insufficiently active	53.1%	54.4%	55.8%	57.3%	55.0%
Adults who are obese	29.3%	25.8%	23.8%	25.0%	19.9%
Adults who are overweight	38.2%	34.8%	39.8%	36.2%	40.2%
Adults who consume at least five servings of fruits and vegetables a day	16.1%	20.7%	19.0%	19.5%	24.2%
Adults who currently have asthma	9.2%	6.7%	7.9%	7.7%	6.4%
Adults who have ever been told they had diabetes	12.4%	10.7%	8.9%	10.3%	11.0%
Adults who have ever been told they had hypertension	36.3%	27.4%	32.7%	29.9%	34.4%
Adults who have ever been told they had high blood cholesterol	33.2%	28.4%	27.8%	25.6%	38.4%

Source: Florida Charts 2013 and Legacy Consulting Group



Adult Screening Status

The table below illustrates reported cancer and cholesterol screenings.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Adults 50 years of age and older who received a blood stool test in the past year	14.1%	12.0%	16.9%	8.9%	17.4%
Adults 50 years of age and older who received a sigmoidoscopy or colonoscopy in the past five years	53.4%	53.7%	50.7%	49.6%	61.4%
Adults who had their cholesterol checked in the past two years	74.8%	75.5%	69.0%	64.8%	77.7%
Women 18 years of age and older who received a Pap test in the past year	47.0%	56.2%	53.8%	51.7%	54.1%
Women aged 40 to 74 years who received a mammogram in the past year	53.0%	49.8%	64.0%	55.1%	62.7%

Source: Florida Charts 2013 and Legacy Consulting Group



Age-adjusted Cancer Incidence Rates

Cancer incidence rates are reported by Florida CHARTS. The table below illustrates incidence rates for select cancers.

Cancer Type	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Breast cancer	110.3	87.8	86.0	112.5	79.9
Cervical cancer	8.7	6.3	8.0	9.2	4.2
Colorectal cancer	42.4	33.1	40.5	45.6	25.0
Lung cancer	70.6	45.0	41.9	62.1	41.7
Melanoma	21.6	14.7	7.4	19.4	15.3
Prostate cancer	168.4	110.4	136.6	165.9	88.8

Source: Florida Charts 2010-2012 and Legacy Consulting Group

Rates are per 100,000 population



Age-adjusted Hospitalization Rates

The table below illustrates chronic disease hospitalization rates reported by Florida CHARTS.

Measure	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Asthma	886.8	599.2	647.6	848.2	550.7
Amputation due to diabetes	25.3	25.4	33.1	40.0	20.1
Chronic lower respiratory diseases (CLRD)	309.0	300.1	282.1	369.3	250.0
Congestive heart failure	53.9	92.4	111.7	90.4	78.9
Coronary heart disease	250.9	226.7	260.4	276.4	208.1
Diabetes	2,129.0	1,805.7	2,159.2	2,669.1	1,448.1
Stroke	223.5	188.2	218.5	240.9	173.6

Source: Florida Charts 2012-2014 and Legacy Consulting Group

Rates are per 100,000 population



Age-adjusted Mortality Rates

The table below illustrates all-cause mortality rates, as well as mortality rates from select cardiovascular conditions and select cancers. Compared to Broward, Miami-Dade, Orange, and Palm Beach counties, Hillsborough County residents are more likely to die from cardiovascular disease and cancer.

Cause of Death	Hills.	Broward	Miami-Dade	Orange	Palm Beach
All Causes	745.8	608.7	601.3	664.8	581.5
Cardiovascular Disease (1)	214.7	205.9	204.8	204.3	166.8
Cerebrovascular/Stroke	34.8	44.2	32.9	35.7	29.7
AMI	22.8	22.4	31.3	21.0	19.7
Hypertensive Disease	21.5	6.1	12.8	8.0	6.3
Heart Failure	12.6	16.9	9.5	13.6	9.0
Cancer (2)	163.9	148.3	136.3	150.4	140.7
Lung Cancer	43.1	34.4	28.4	36.4	37.2
Colorectal Cancer	13.9	14.1	14.3	13.3	11.9
Breast Cancer	11.8	11.5	11.2	11.7	11.2

Source: Florida Charts 2014 and Legacy Consulting Group

Rates are per 100,000 population



Age-adjusted Mortality Rates

The table below illustrates mortality rates from select cancers, injuries, chronic lower respiratory disease (CLRD), and diabetes. Hillsborough County residents are more likely to die from CLRD than residents in Broward, Miami-Dade, Orange, and Palm Beach counties.

Cause of Death	Hills.	Broward	Miami-Dade	Orange	Palm Beach
Pancreatic Cancer	10.6	10.7	9.1	9.5	10.4
Prostate Cancer	7.5	8.5	8.1	7.7	5.3
Cervical Cancer	1.8	1.5	1.6	1.6	1.2
Injuries	62.4	47.6	42.4	55.3	62.1
Homicide	5.1	4.6	8.8	6.7	8.2
Suicide	13.7	10.7	8.3	10.1	15.0
Motor vehicle crash	11.3	9.8	10.1	11.1	9.6
CLRD (including Asthma)	45.2	30.1	27.0	33.3	26.3
Diabetes	22.6	14.4	21.3	23.1	12.5

Source: Florida Charts 2014 and Legacy Consulting Group

Rates are per 100,000 population



Age-adjusted Mortality Rates

The table below illustrates mortality rates from other leading causes of death in Hillsborough County. Hillsborough County residents are more likely to die from septicemia, influenza & pneumonia, and Parkinson’s disease than residents in Broward, Miami-Dade, Orange, and Palm Beach counties.

Cause of Death	Hills.	Browar d	Miami- Dade	Orange	Palm Beach
Alzheimer's Disease	21.3	13.9	17.3	20.3	21.1
Septicemia	12.7	7.5	7.1	11.5	6.7
Influenza & Pneumonia	11.6	8.3	7.6	9.7	7.3
Kidney Disease	11.1	12.9	10.1	13.2	9.3
Chronic Liver Disease & Cirrhosis	10.5	9.2	7.4	9.6	10.6
Parkinson's Disease	8.2	6.8	7.3	7.5	7.6
HIV/AIDS	4.0	7.0	6.7	3.5	4.4

Source: Florida Charts 2014 and Legacy Consulting Group

Rates are per 100,000 population



Access to Care

Blacks in Hillsborough County are substantially more likely to be hospitalized with asthma (2,397.5 per 100,000) compared to whites (858.2 per 100,000). Blacks and Hispanics are less likely to have a personal doctor (72.5% and 65.7%, respectively) than whites (79.1%). Health insurance is also more common among whites (88.7%) compared to blacks (78.2%) and Hispanics (64.4%). Blacks and Hispanics are more likely to report not being able to see a doctor in the past year due to cost (20.4% and 32.3%, respectively) compared to whites (10.1%).

Measure	Year	White (Non-Hispanic)		Black (Non-Hispanic)		Hispanic	
		County	State	County	State	County	State
Age-adjusted asthma hospitalization rate (rate per 100,000 population)	2012-2014	858.2	656.4	2397.5	1714.7	1087.4	734.7
ER visits due to asthma (rate per 100,000 population)	2012-2014	305.4	329.7	1028.5	1242.8	633.7	551.7
Adults w/personal doctor	2013	79.1%	79.8%	72.5%	71.8%	65.7%	59.7%
Adults with health insurance	2013	88.7%	85.5%	78.2%	69.2%	64.4%	64.0%
Adults who could not see doctor in last year due to cost	2013	10.1%	14.7%	20.4%	25.1%	32.3%	30.9%

Source: Florida Charts and Legacy Consulting Group



Maternal and Child Health

The table below illustrates maternal and child health indicators by race. Births to teen mothers and unwed mothers are more common among blacks and Hispanics compared to whites (see table). Births to mothers over 18 without high school education are substantially more common among Hispanic women (26.5%) compared to white women (14.2%) and black women (14.5%). Black and Hispanic mothers are more likely to be obese at the time of pregnancy (28.9% and 22.0%, respectively) than white women (19.6%). Low weight births and fetal deaths are more common among black women than white women and Hispanic women (see table). Infant and maternal deaths are also more

Measure	White (Non-Hispanic)		Black (Non-Hispanic)		Hispanic	
	County	State	County	State	County	State
Births to mothers ages 15-19 (per 1,000 females)	24.9	21.3	42.3	36.2	32.5	24.5
Births to unwed mothers ages 20-54	40.4%	39.6%	70.9%	67.1%	54.1%	48.5%
Births to mothers over 18 without high school education	14.2%	11.9%	14.1%	14.5%	26.5%	19.7%
Births to mothers who are obese at time pregnancy occurred	19.6%	19.2%	28.9%	29.0%	22.0%	19.8%
Births < 2500 grams (low birth weight)	7.4%	7.2%	13.9%	13.0%	7.5%	7.3%
Fetal deaths (per 1,000 deliveries)	5.7	5.6	12.0	12.2	6.5	5.7
Infant deaths (0-364 days) (per 1,000 births)	5.8	4.5	12.3	10.8	8.6	4.8
Maternal deaths (per 100,000 births)	24.9	18.0	37.6	41.6	13.7	16.2

Source: Florida Charts 2012-2014 and Legacy Consulting Group



Injuries and Injury-Related Deaths

In Hillsborough County, homicide, firearm-related deaths, and hospitalizations for non-fatal firearm injuries are more common among blacks compared to whites and Hispanics (see table).

Measure	White (Non-Hispanic)		Black (Non-Hispanic)		Hispanic	
	County	State	County	State	County	State
Age-adjusted homicide death rate (per 100,000 population)	3.8	3.7	12.5	17.3	5.4	4.1
Age-adjusted firearm-related death rate (per 100,000 population)	9.9	10.5	12.2	16.8	7.8	5.9
Hospitalizations for non-fatal firearm injuries (per 100,000 population)	4.4	3.8	27.2	29.9	5.2	4.9

Source: Florida Charts 2012-2014 and Legacy Consulting Group



Select Age-adjusted Mortality Rates by Race

Blacks are more likely to die from prostate cancer, but less likely to die from cervical cancer compared to whites and Hispanics (see table). It is important to note that the cervical cancer mortality rate for Hispanics is more than double the rates for whites and blacks. Additionally, stroke, diabetes, and HIV mortality rates are higher for the black population compared to the white and Hispanic populations (see table).

Measure	White (Non-Hispanic)		Black (Non-Hispanic)		Hispanic	
	County	State	County	State	County	State
Prostate Cancer	17.8	16.0	34.3	36.3	19.2	17.6
Cervical Cancer	3.2	2.7	2.4	4.7	8.9	7.9
Stroke	32.6	30.2	44.1	47.2	27.4	28.1
Diabetes	19.3	17.5	42.3	39.1	21.2	18.2
HIV/AIDS	2.7	2.1	14.0	18.0	3.5	2.5

Source: Florida Charts 2012-2014 and Legacy Consulting Group

Rates are per 100,000 population



Modifiable Behaviors Leading to Premature Deaths

The below table indicates that blacks in Hillsborough County are more likely to report smoking, as well as being obese or overweight, compared to the white and Hispanic populations. However, blacks are more likely to report consuming five or more servings of fruits and vegetables per day.

Measure	White (Non-Hispanic)		Black (Non-Hispanic)		Hispanic	
	County	State	County	State	County	State
Adults who are current smokers	17.8%	18.6%	26.3%	14.4%	17.4%	13.9%
Adults who are obese	26.5%	25.1%	35.9%	34.2%	30.3%	26.4%
Adults who are overweight	38.1%	35.8%	45.4%	36.9%	35.8%	38.6%
Adults who consumed five or more servings of fruits or vegetables/day	14.0%	16.3%	23.9%	22.4%	16.5%	19.8%

Source: Florida Charts 2013 and Legacy Consulting Group



Overview

Legacy Consulting Group conducted a health survey of 3,435 Hillsborough County residents, completed 31 key informant interviews, and conducted five focus groups. Because Hillsborough County's population is over 26% Hispanic, two focus groups were conducted in Spanish.

The goal of the primary data collection was to assess perceptions of community health strengths and weaknesses, health resources, health behaviors and risk factors, and healthcare access.



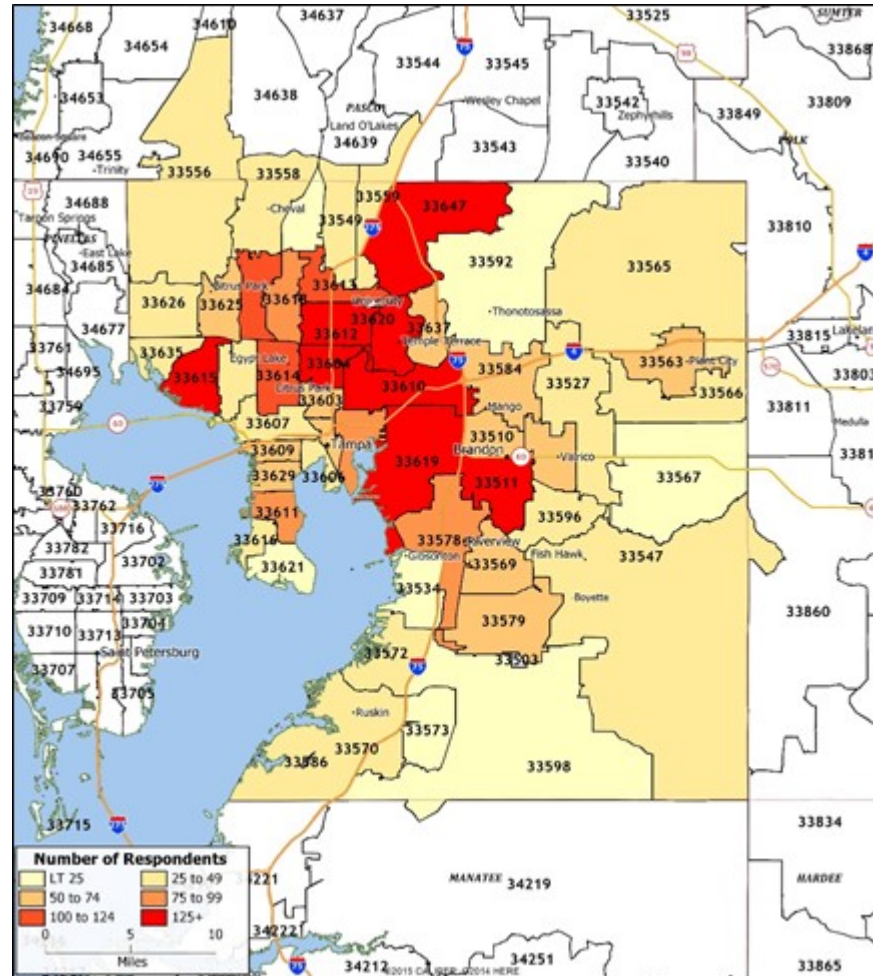
Community Survey

Legacy Consulting Group conducted a health survey of Hillsborough County residents. The data presented on pages 44 through 79 summarize the results of the survey. Below are the details of the survey:

- Questionnaire adapted from NACCHO and expanded as appropriate
- Both English and Spanish versions available
- Survey links distributed by DOH-Hillsborough County through various means
- Hard copies administered by interns and selected agencies with results entered via special links to Survey Monkey
- Survey began November 17, 2015, and ended February 8, 2016
- A total of 3,435 useable responses obtained



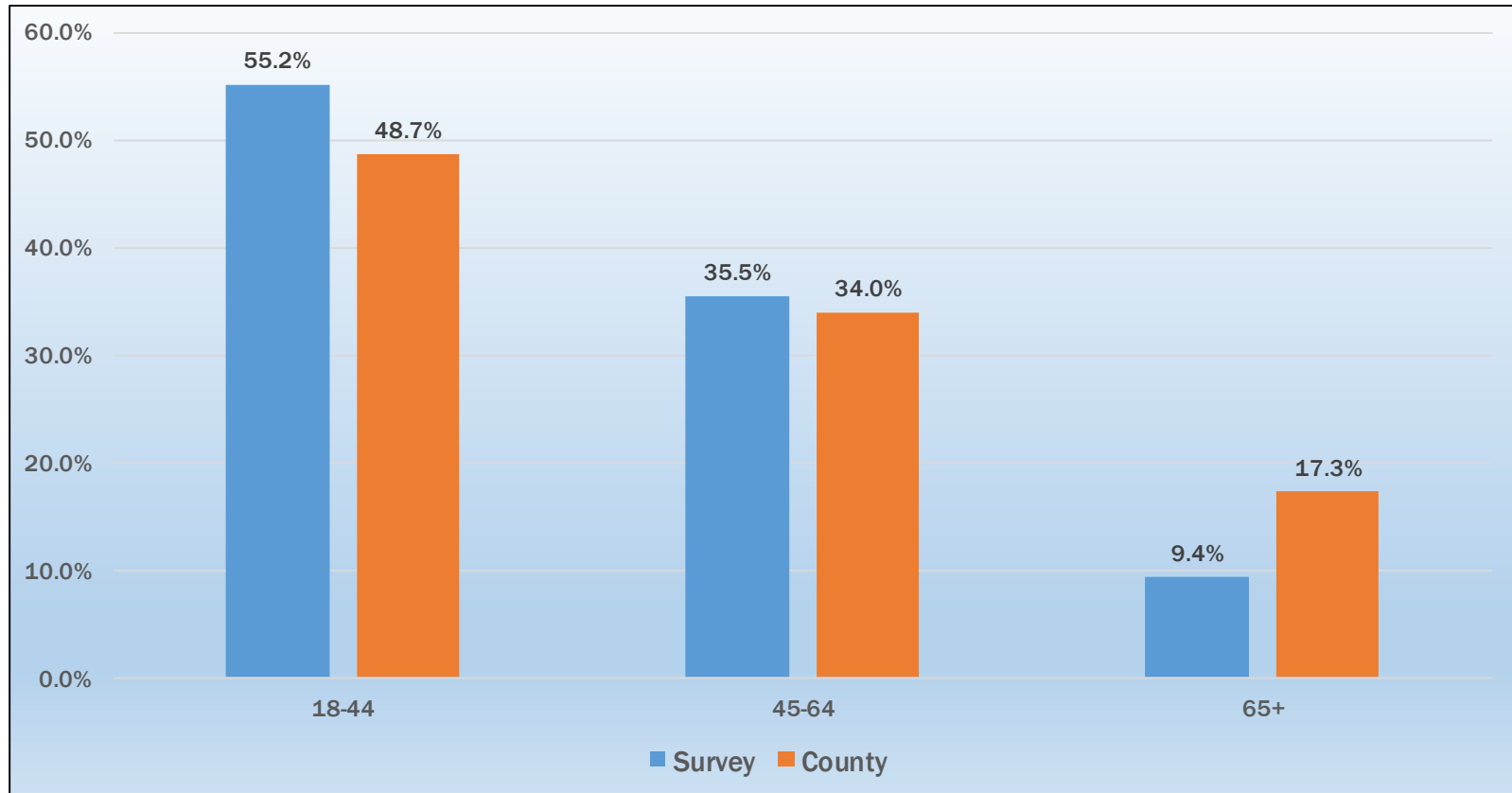
Where Do Respondents Live



Source: Hillsborough County Health Department and Legacy Consulting Group



Age of Survey Respondents

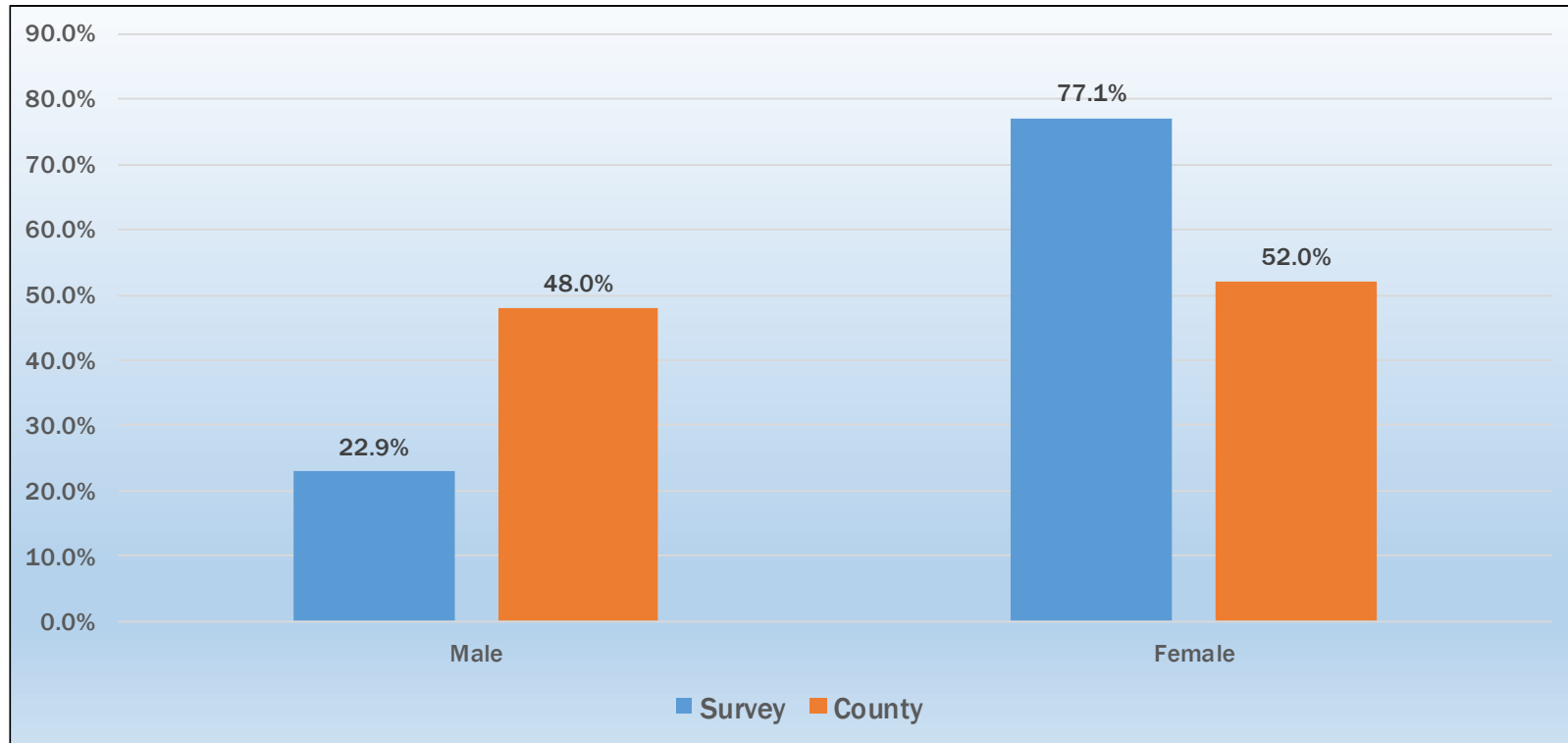


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Gender of Survey Respondents

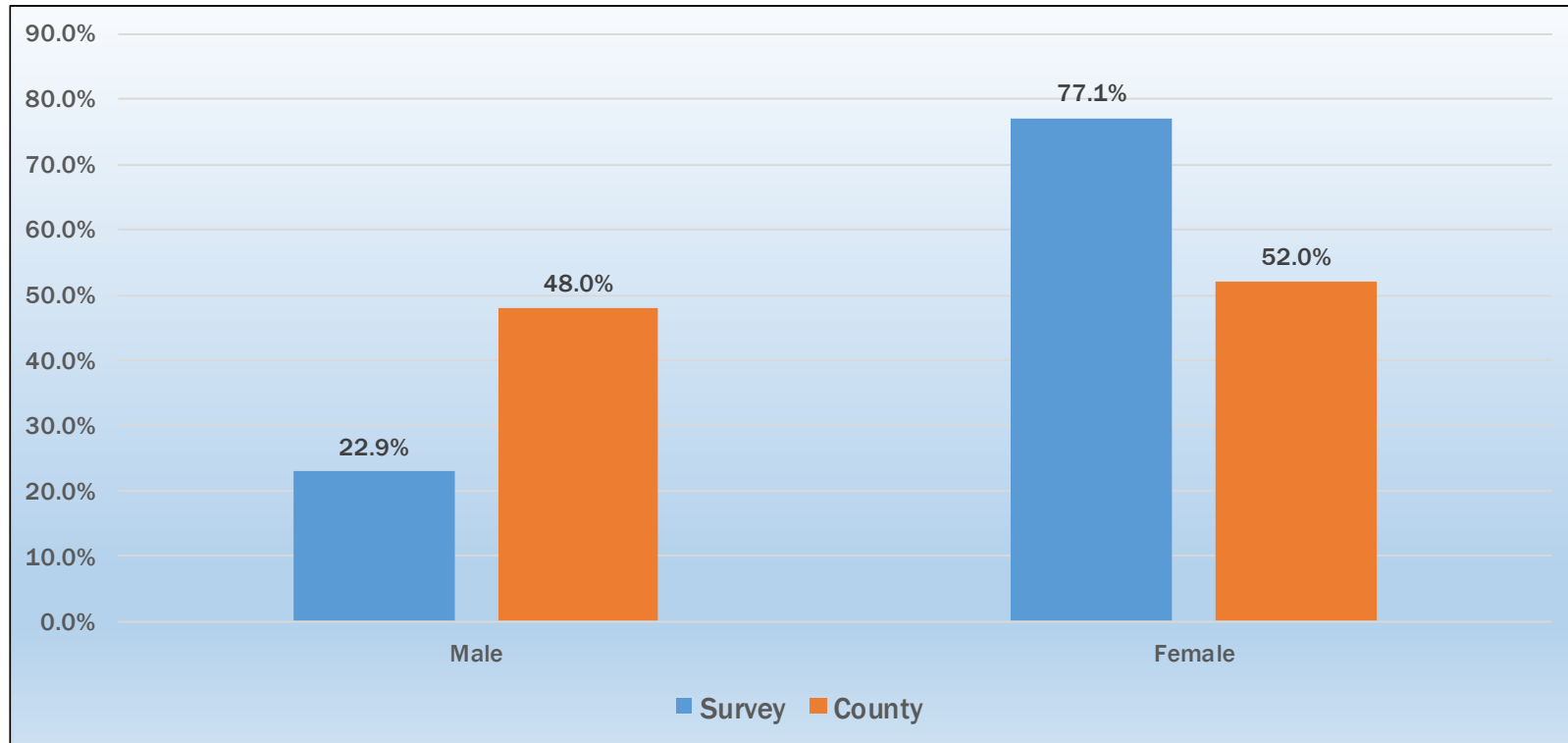


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Gender of Survey Respondents

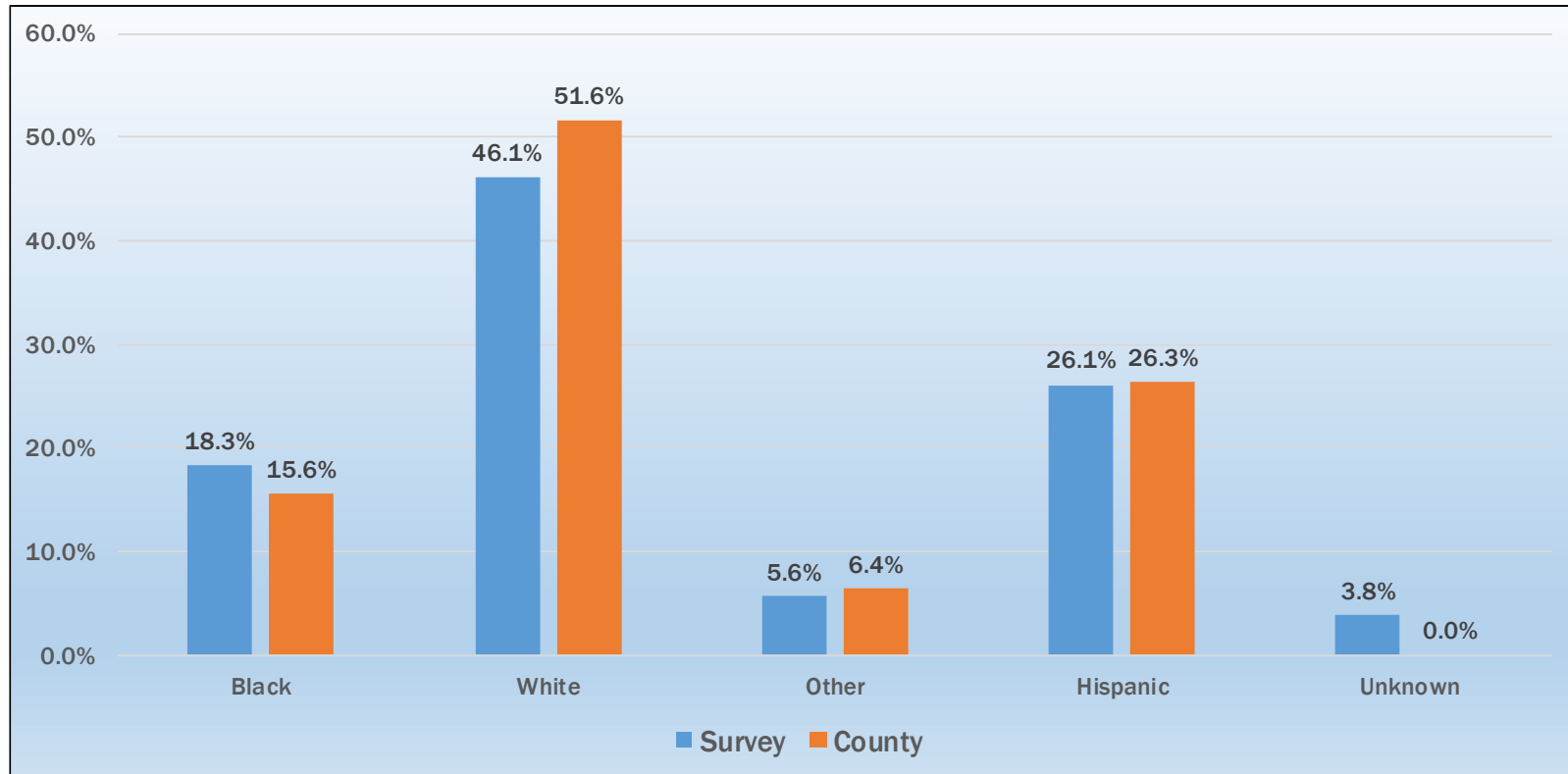


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Race/Ethnicity of Survey Respondents

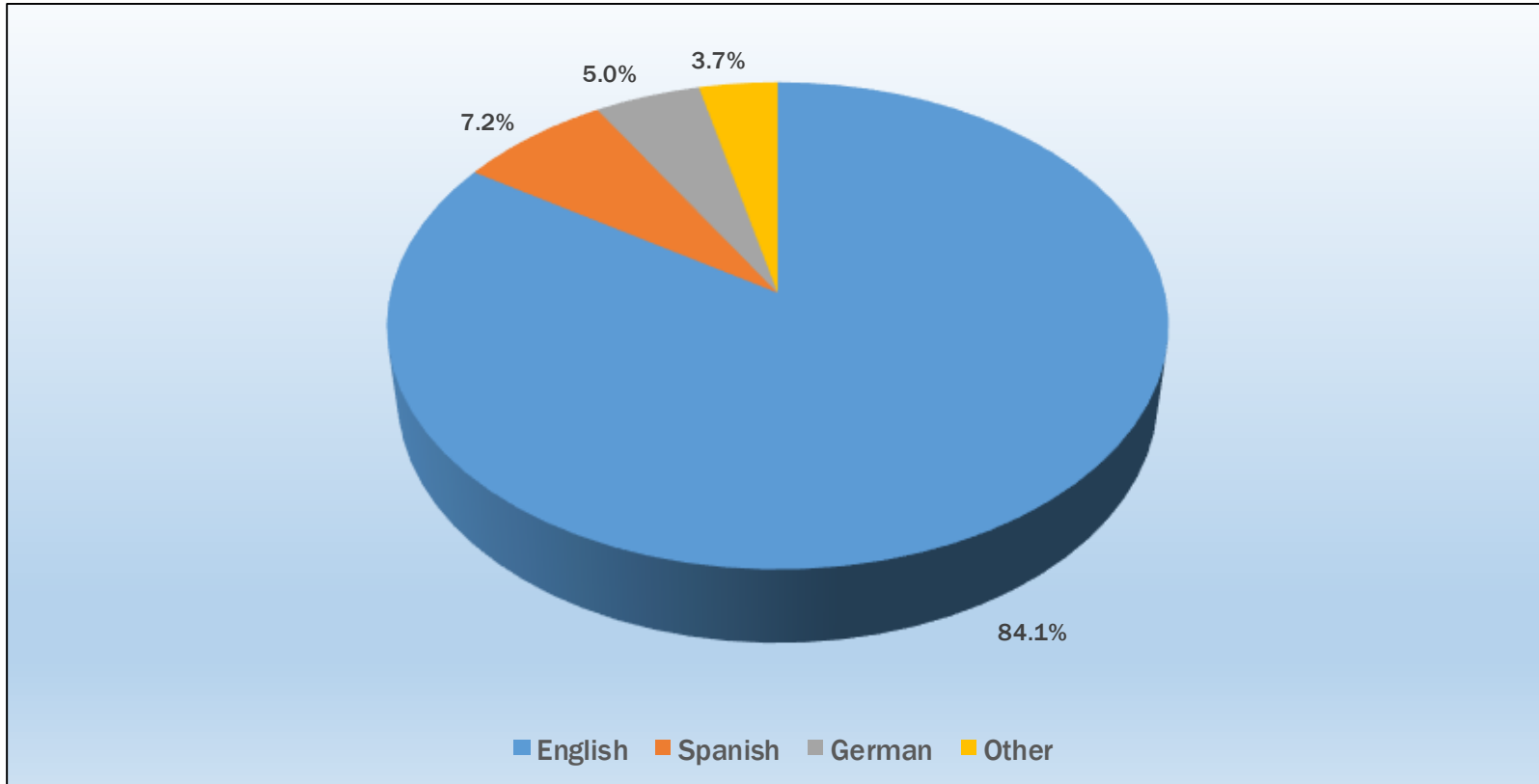


Source: Hillsborough County Health Department, U.S. Census Bureau 2010-2014 American Community Survey 5-Year Estimates, and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Language Spoken at Home for Survey Respondents

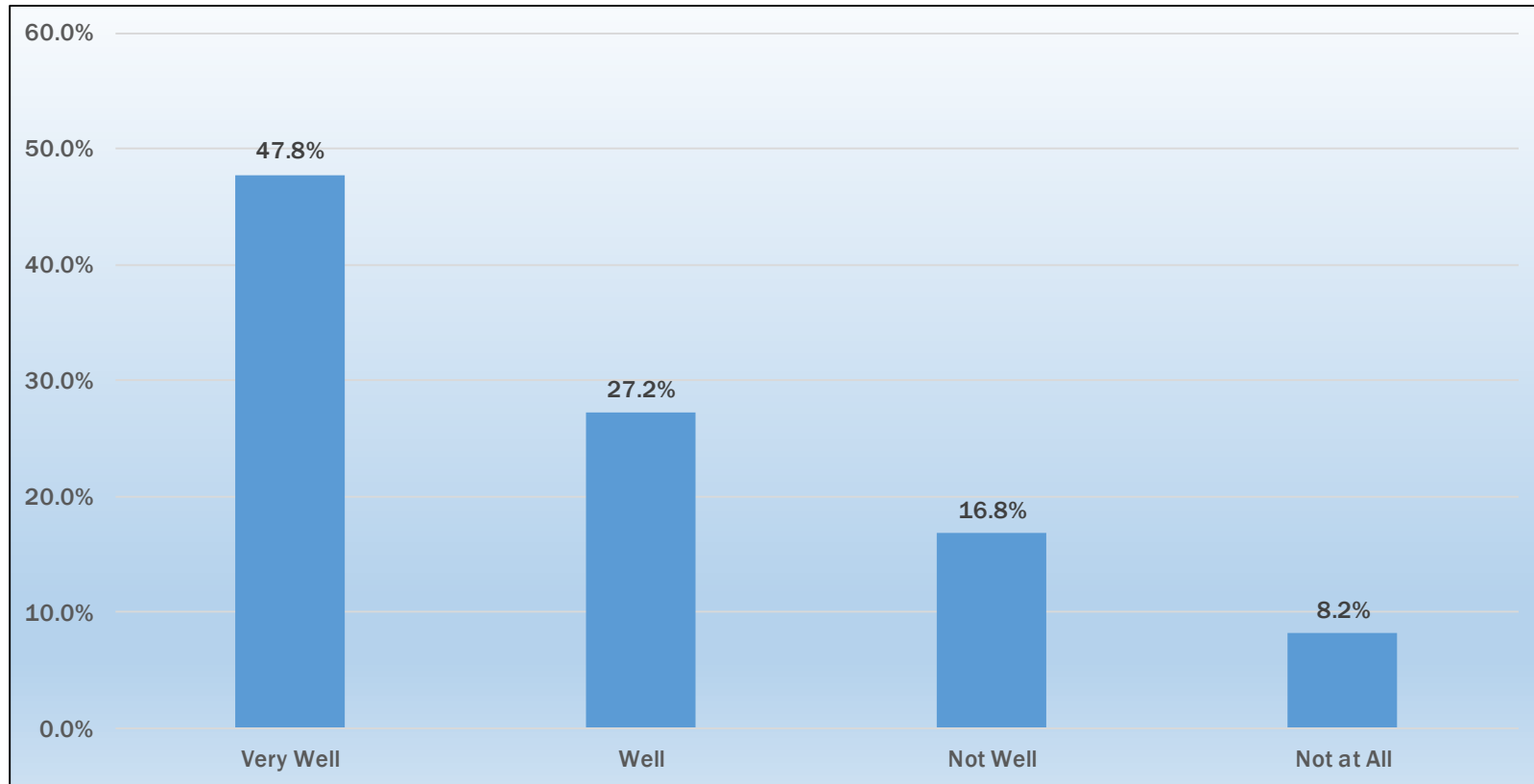


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



How Well Survey Respondents Speak English

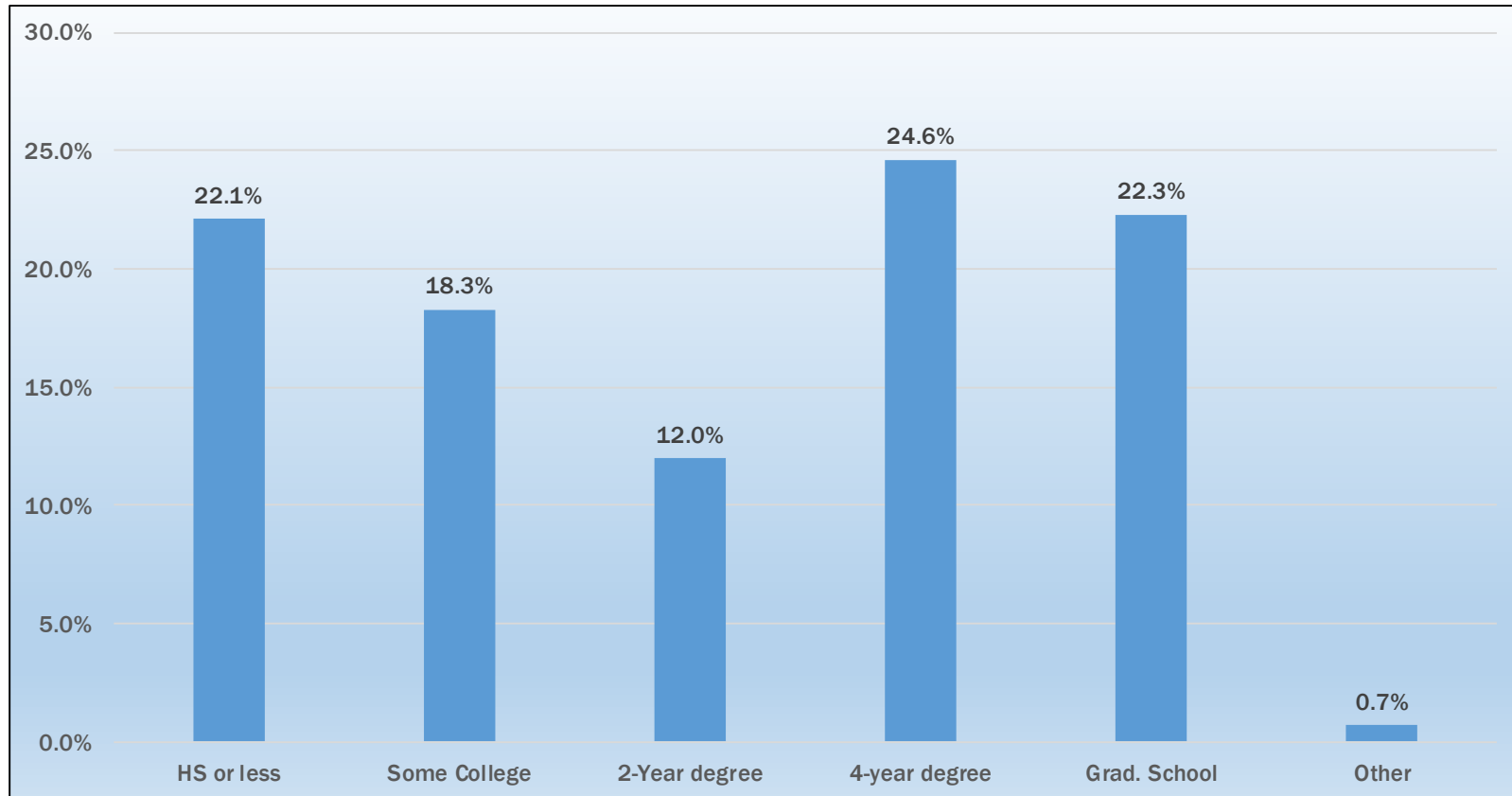


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on those whose main language at home is not English from a survey of 3,435 Hillsborough County residents



Education of Survey Respondents

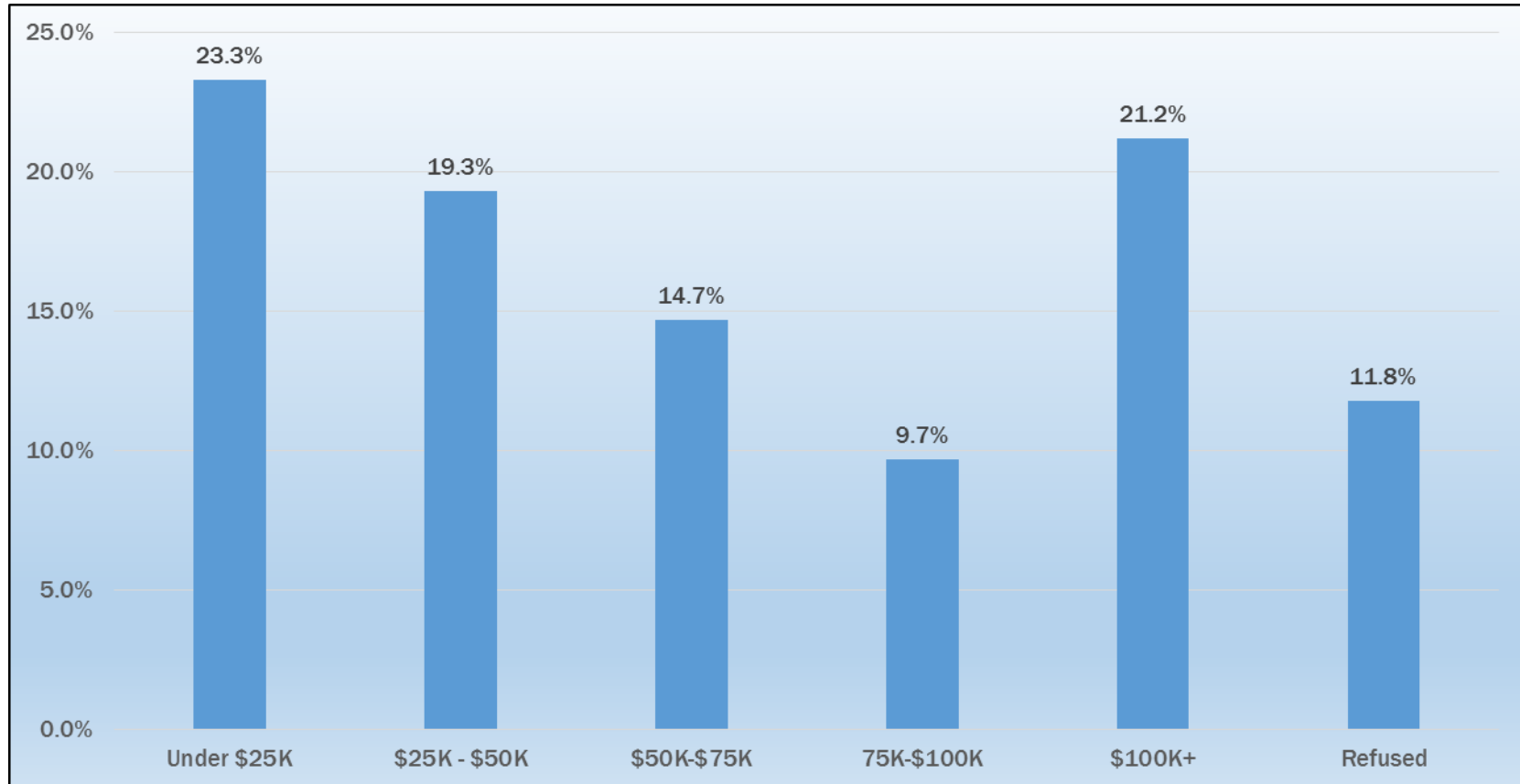


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Household Income of Survey Respondents

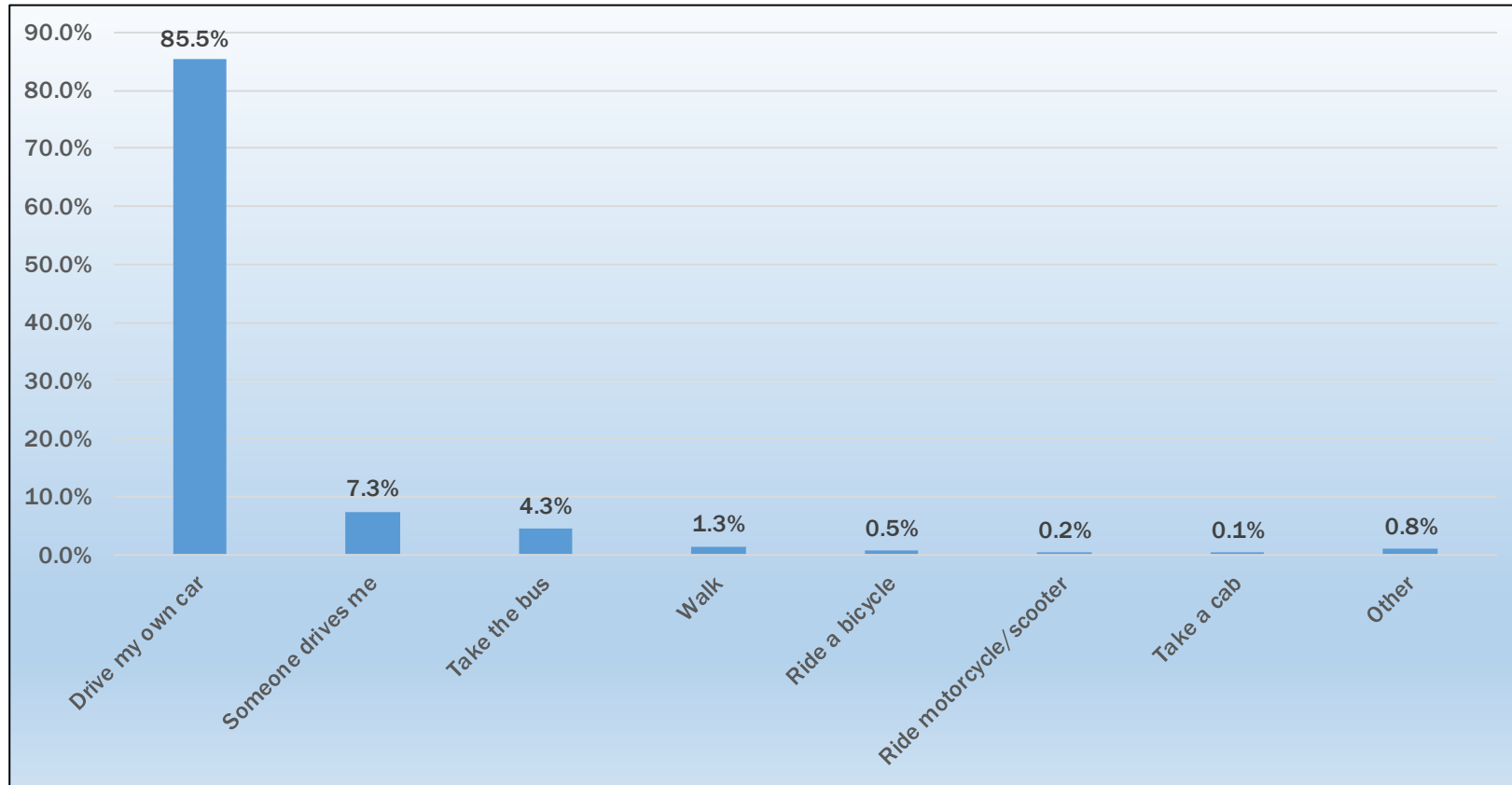


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Normal Mode of Transportation for Survey Respond-

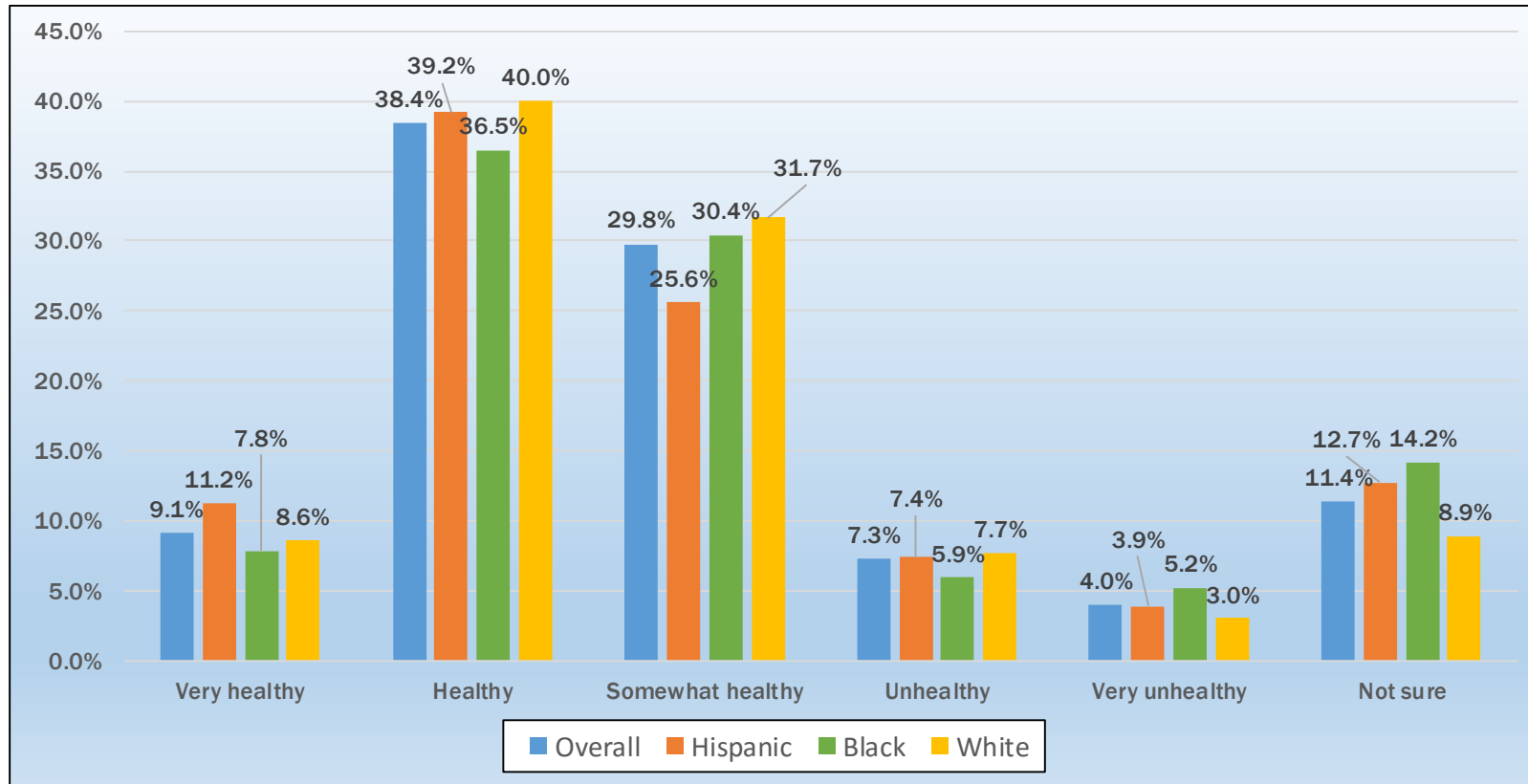


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Survey Respondents' Rating of Community Health

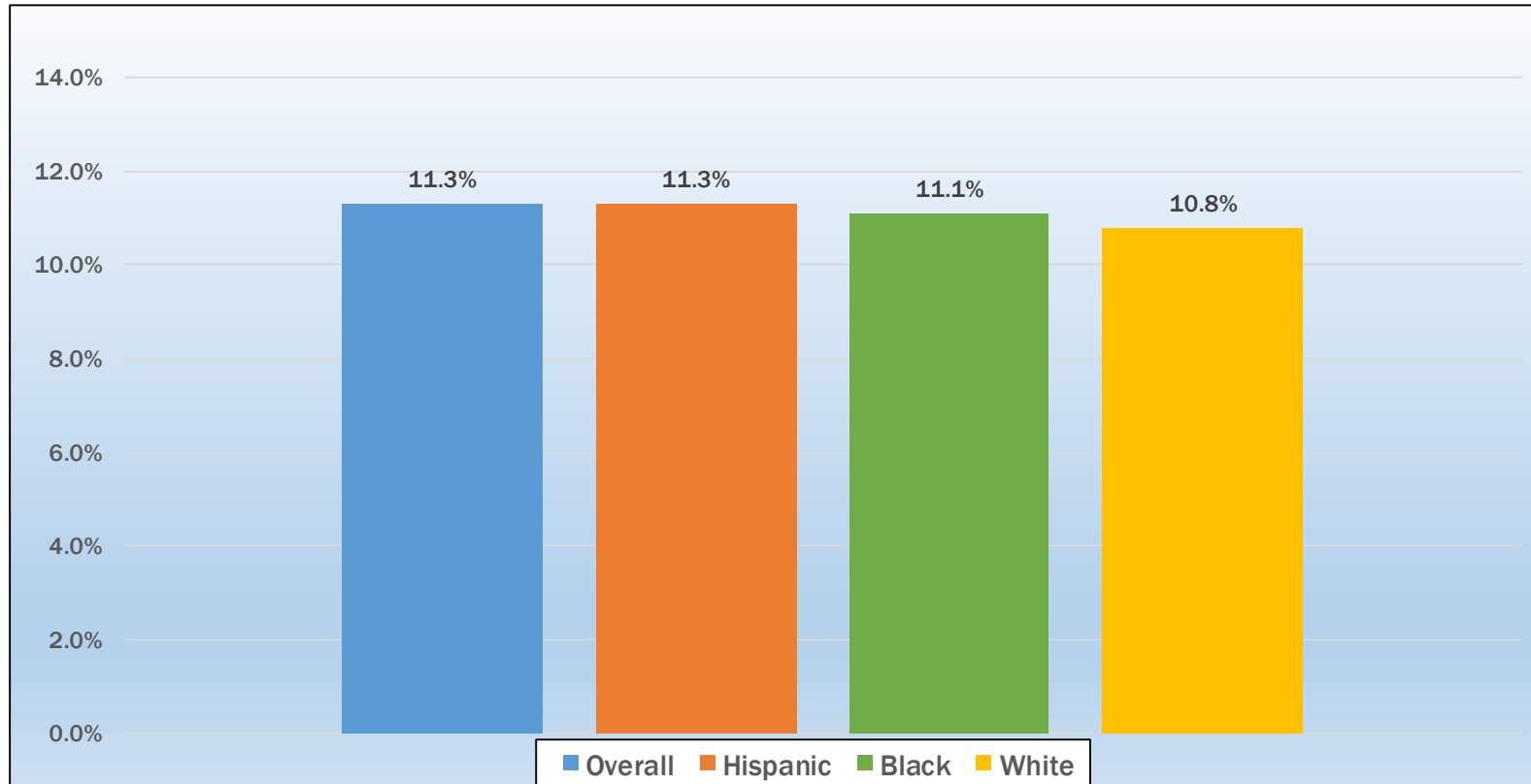


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Community "Unhealthy" and "Very Unhealthy" Ratings

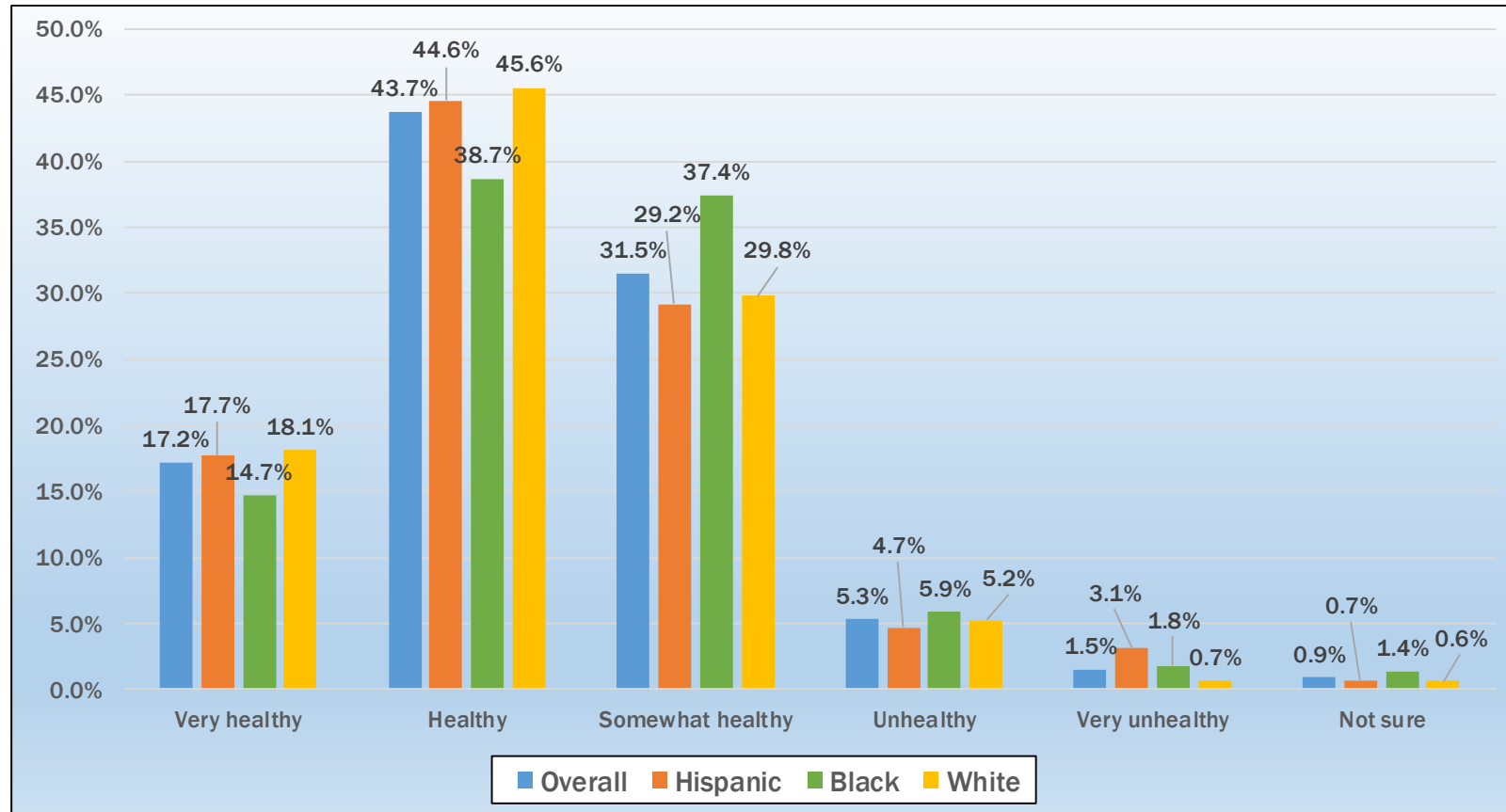


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Survey Respondents' Rating on Personal Health

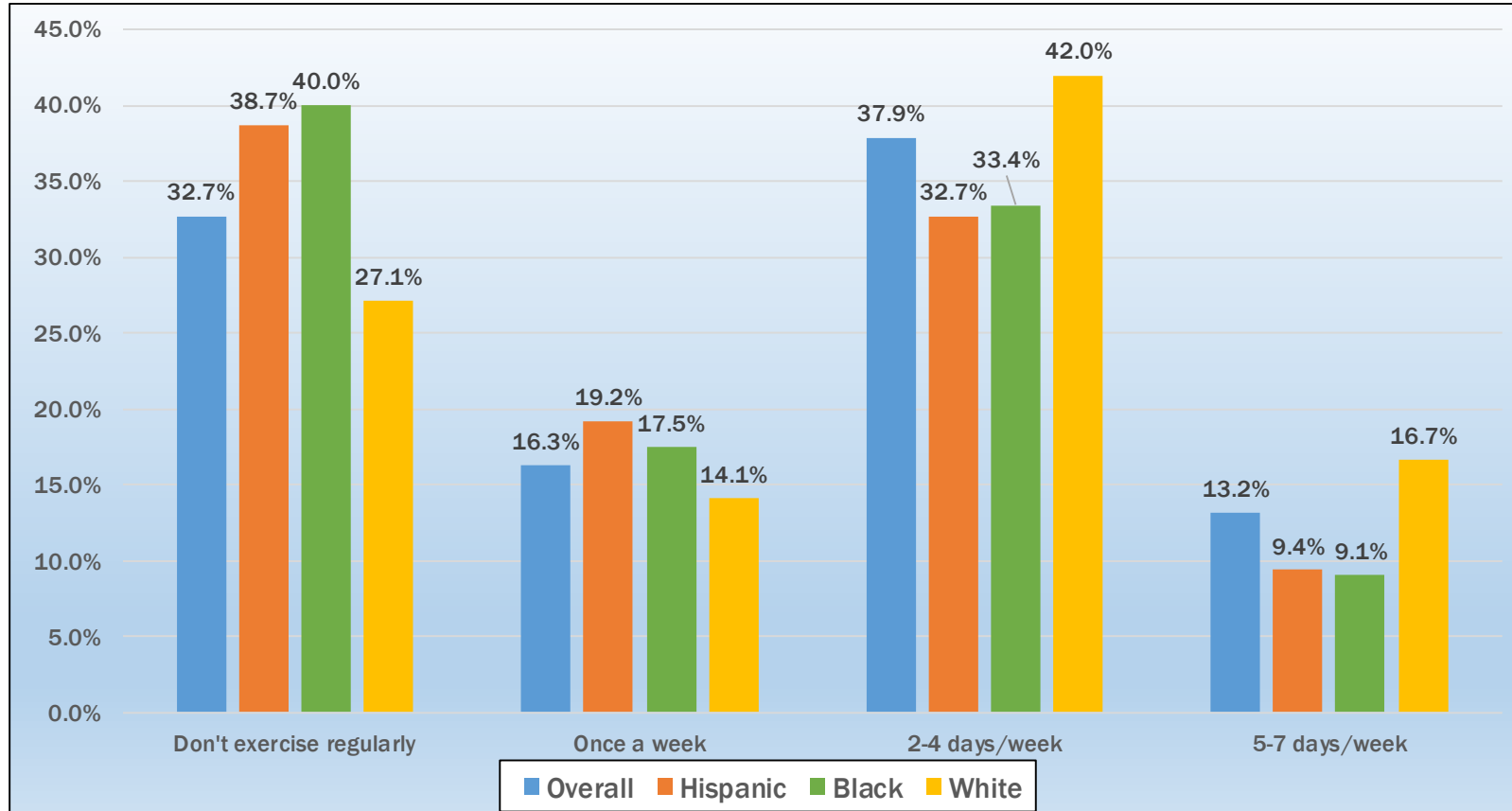


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Exercise Frequency of Survey Respondents

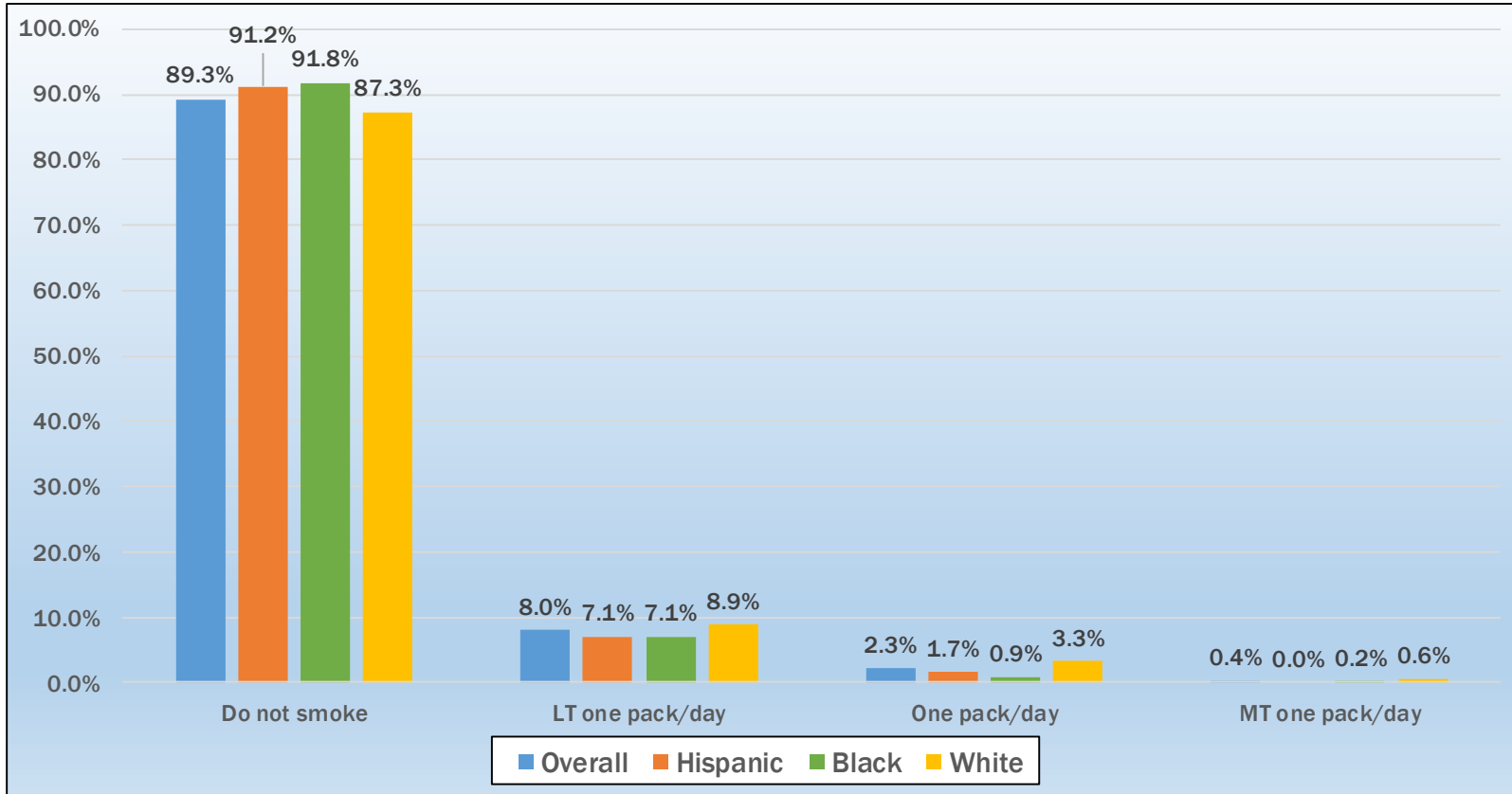


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Smoking Frequency of Survey Respondents

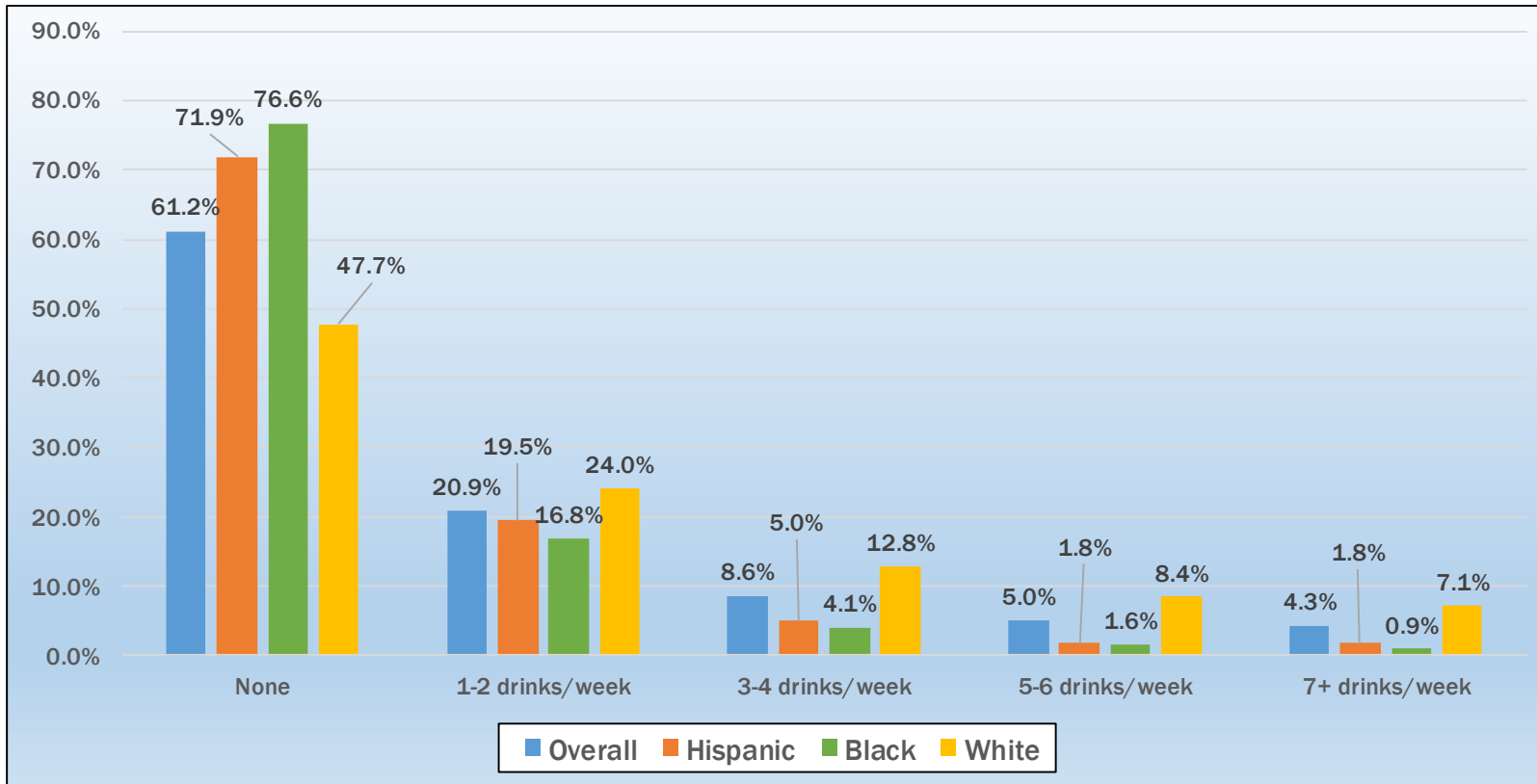


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Alcohol Consumption of Survey Respondents

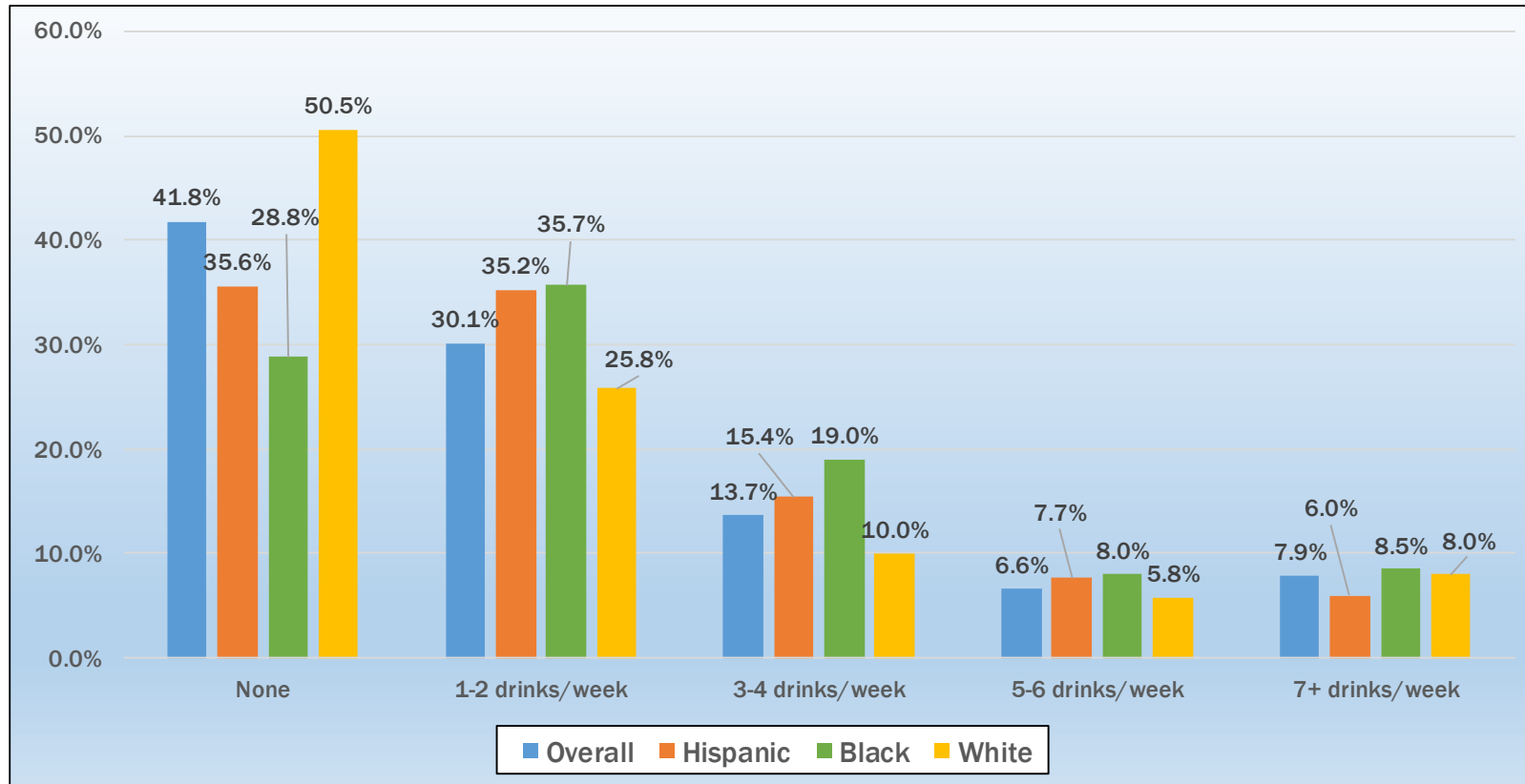


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Sugary Drink Consumption of Survey Respondents

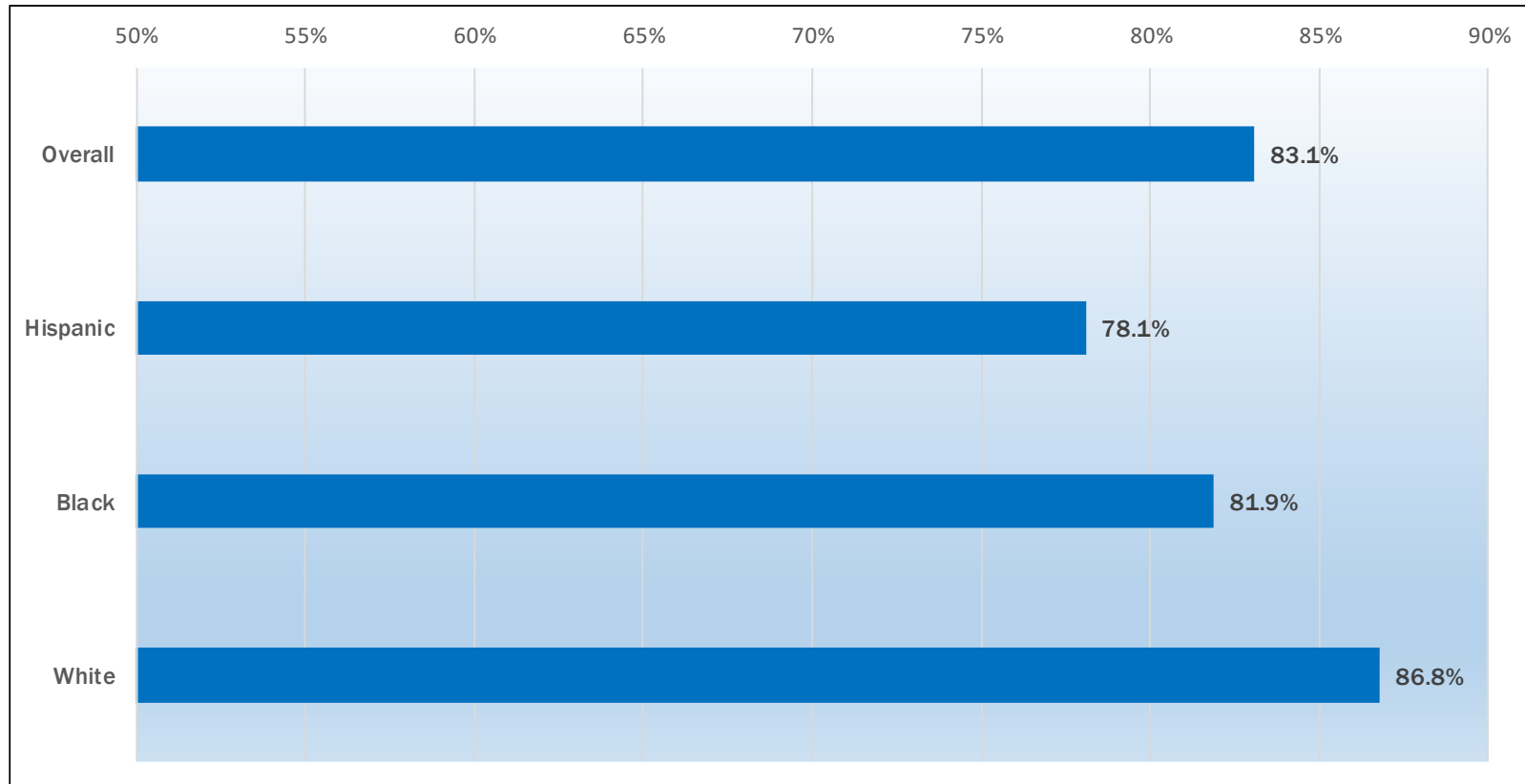


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Survey Respondents Who Have a Medical Provider

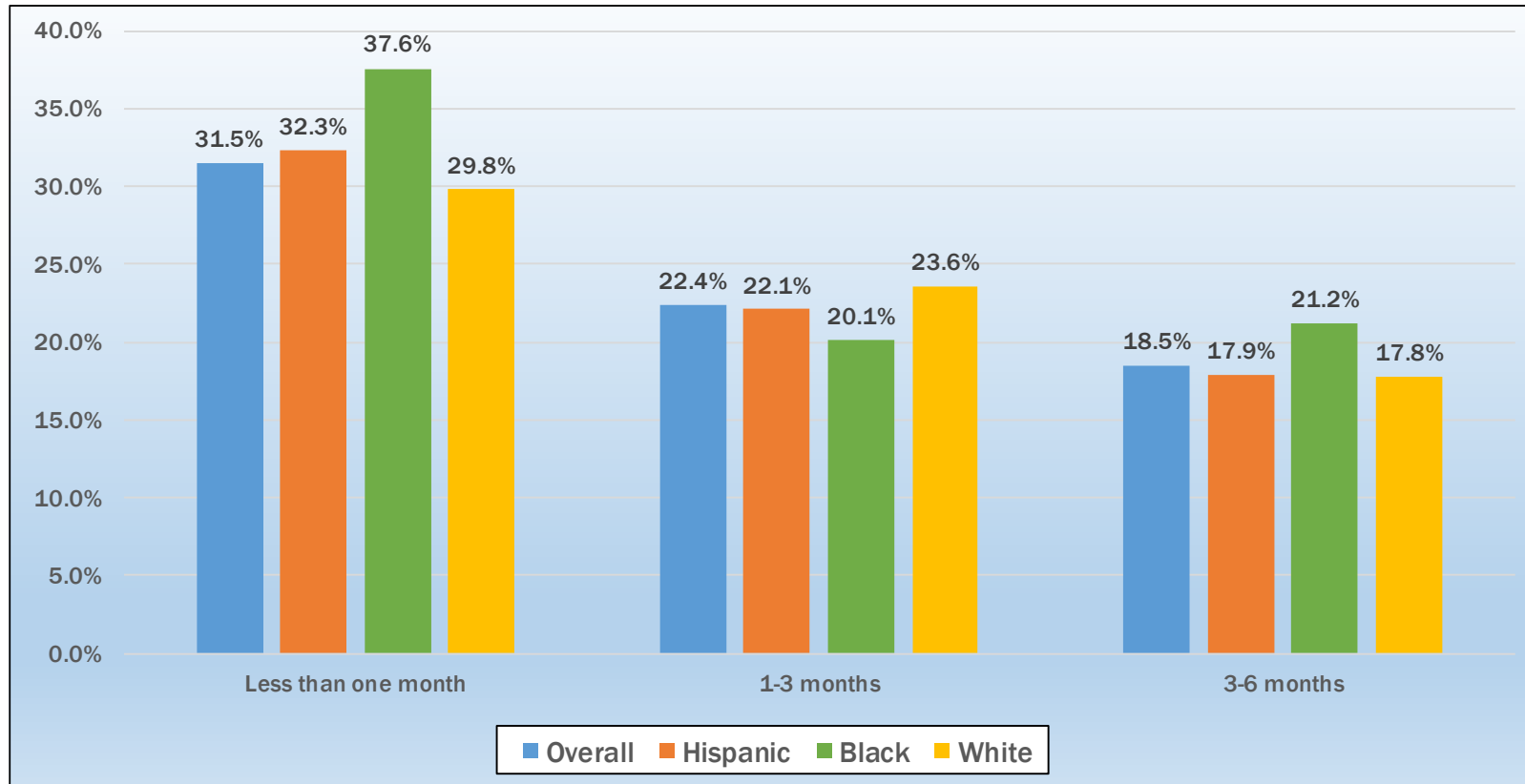


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Time Since Last Visit with Medical Provider

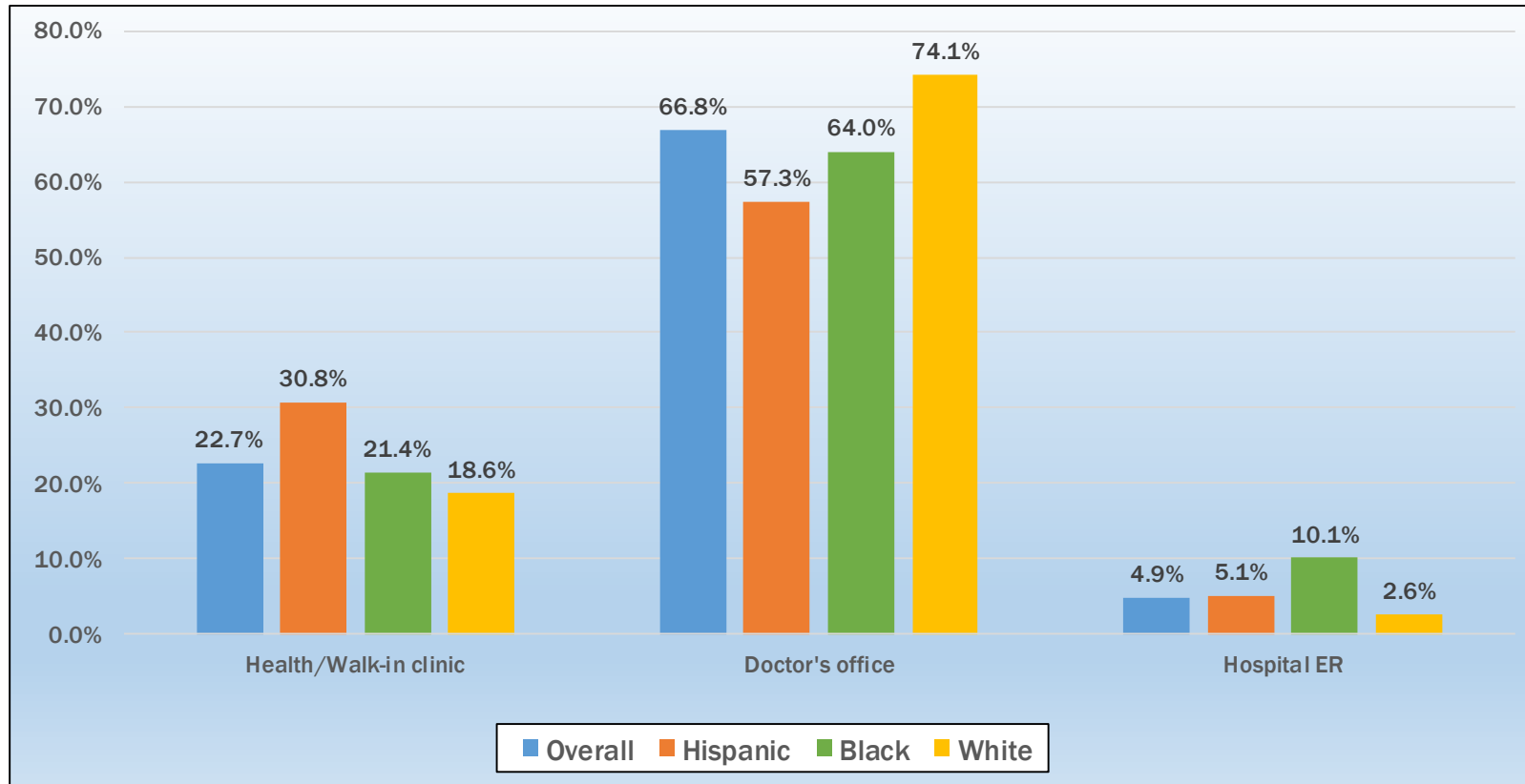


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Where Survey Respondents Go for Routine Care

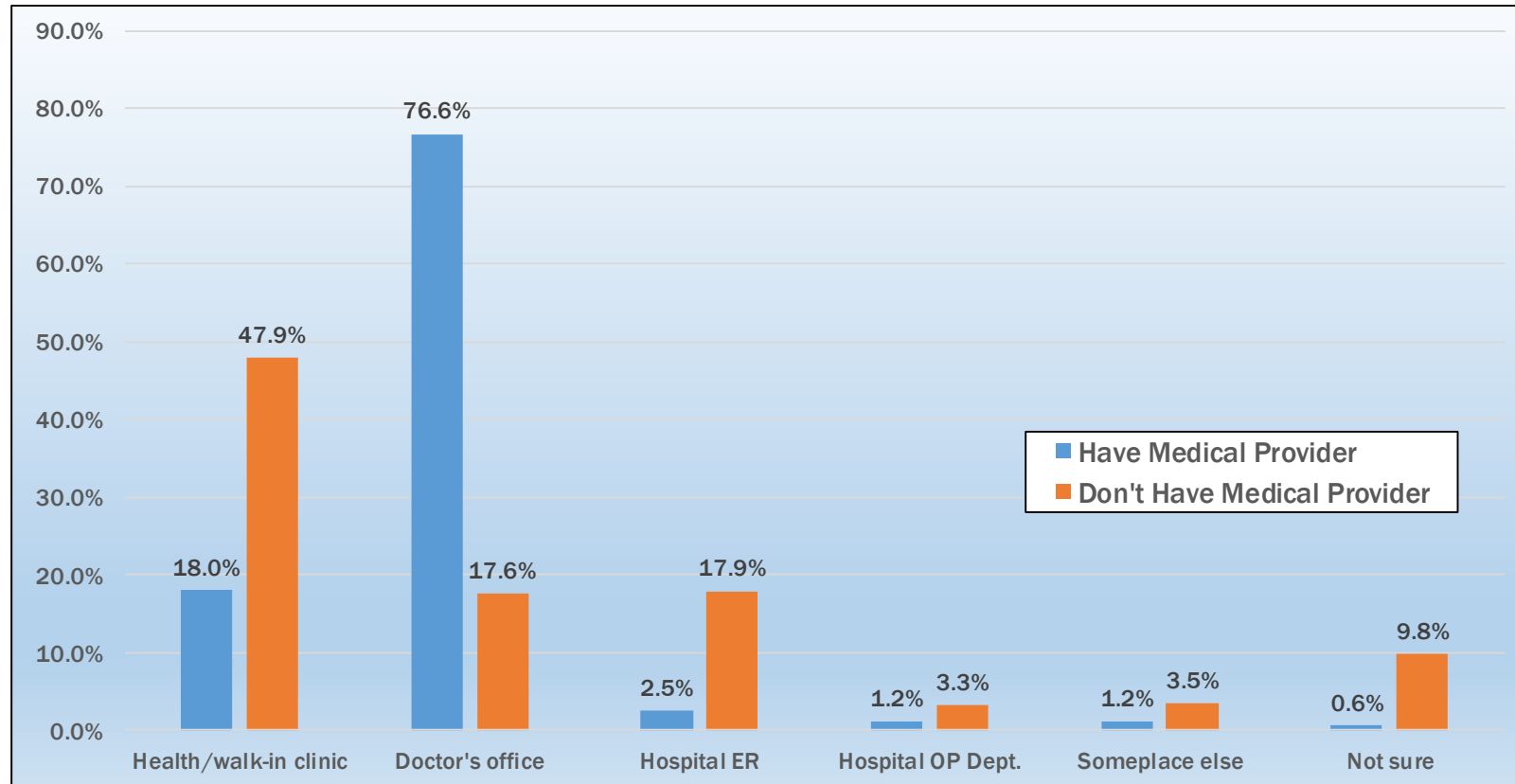


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Where Survey Respondents Go for Routine Care

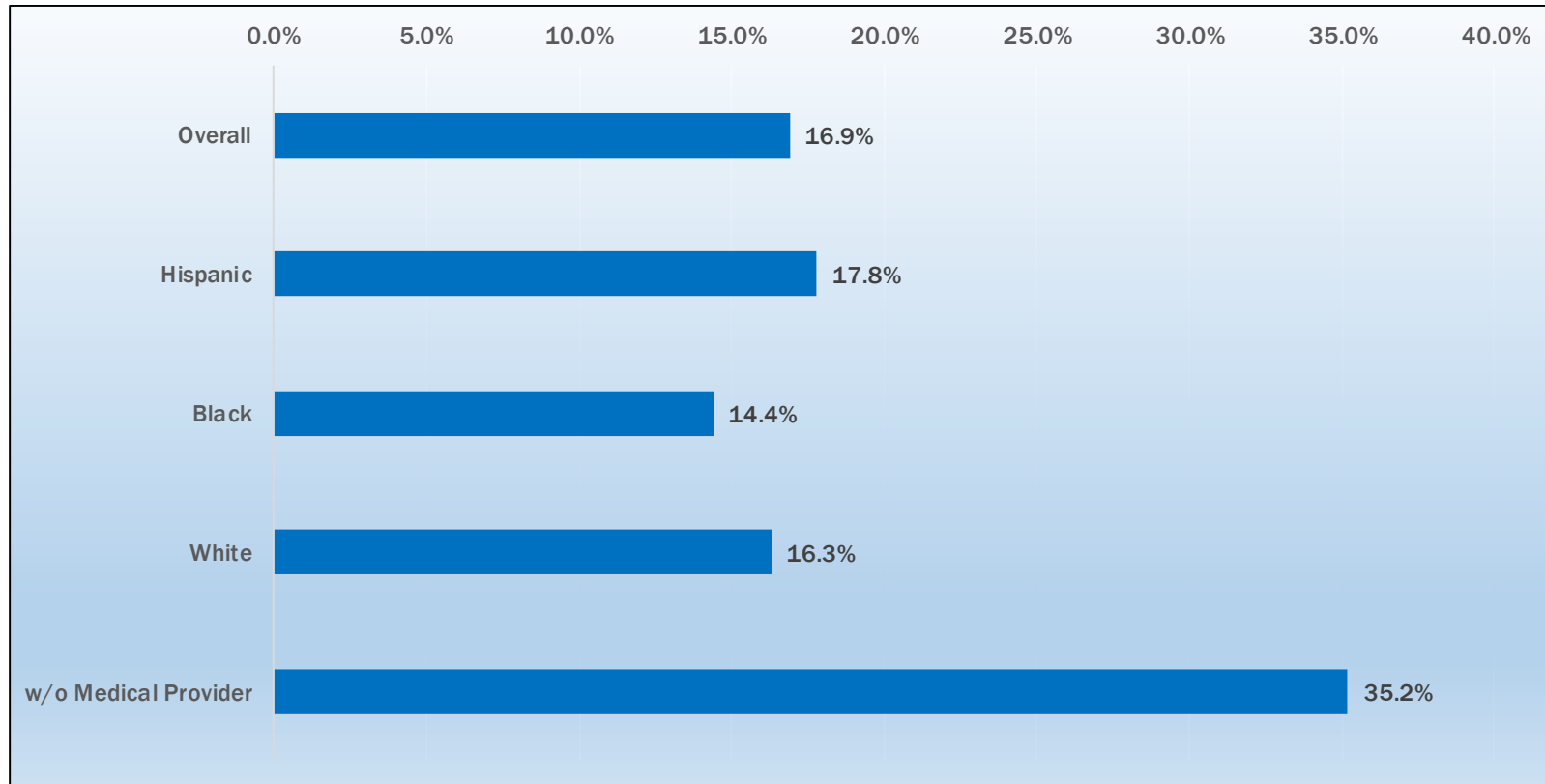


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Survey Respondents Who Did Not Get Needed Care

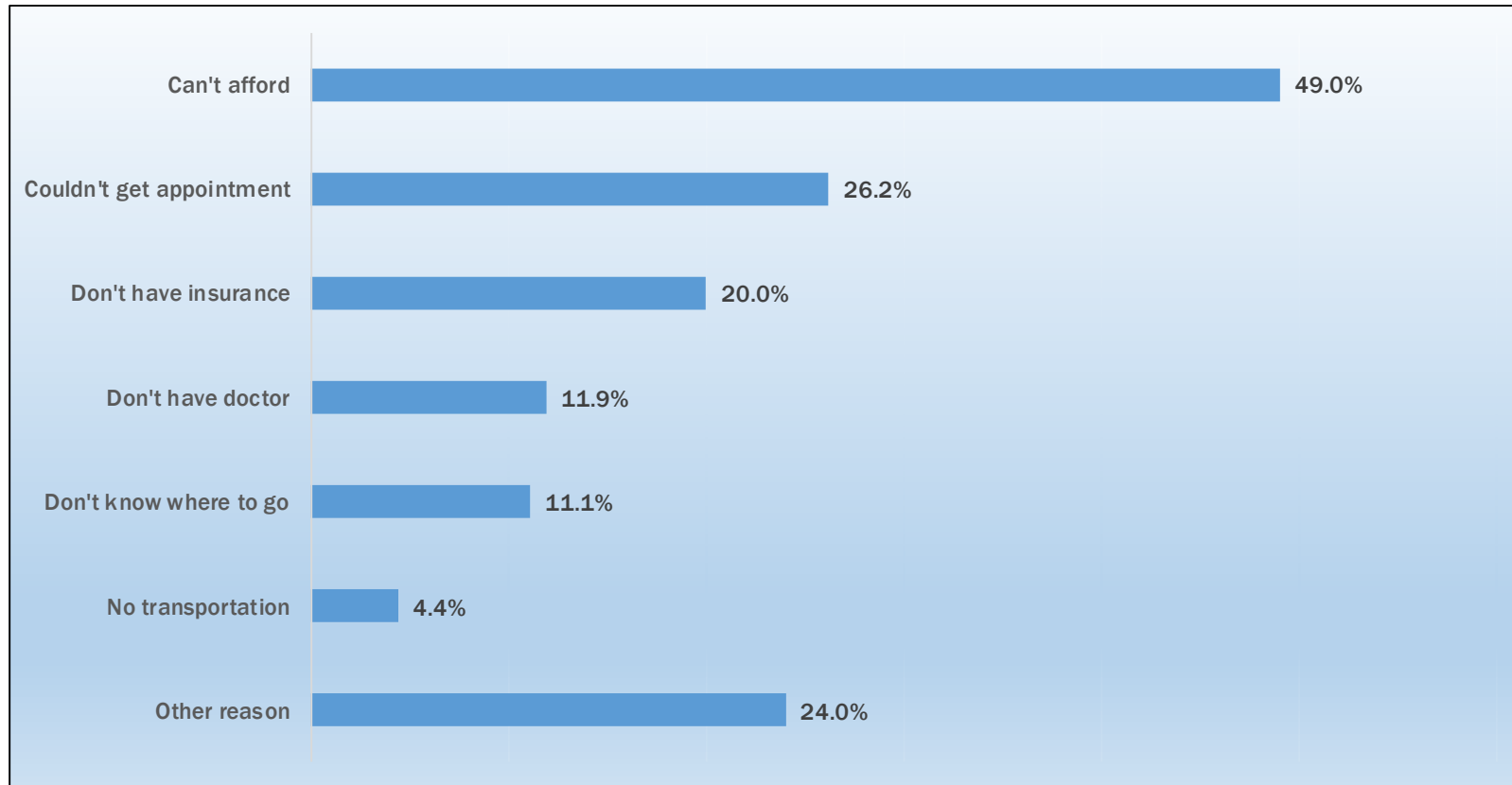


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Why Survey Respondents Did Not Get Needed Care

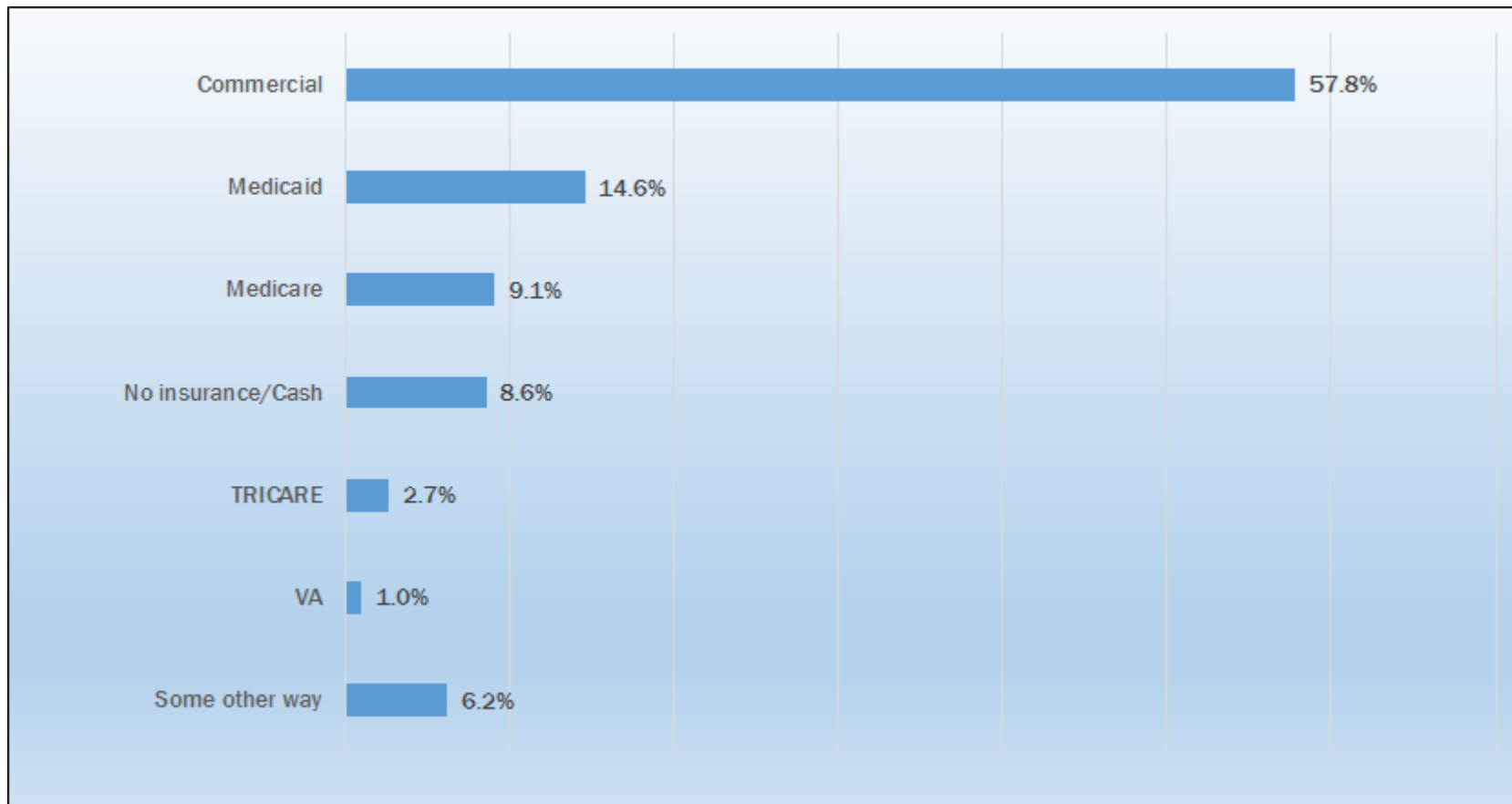


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on those who did not get needed care from survey of 3,435 Hillsborough County residents



How Survey Respondents Paid for Healthcare

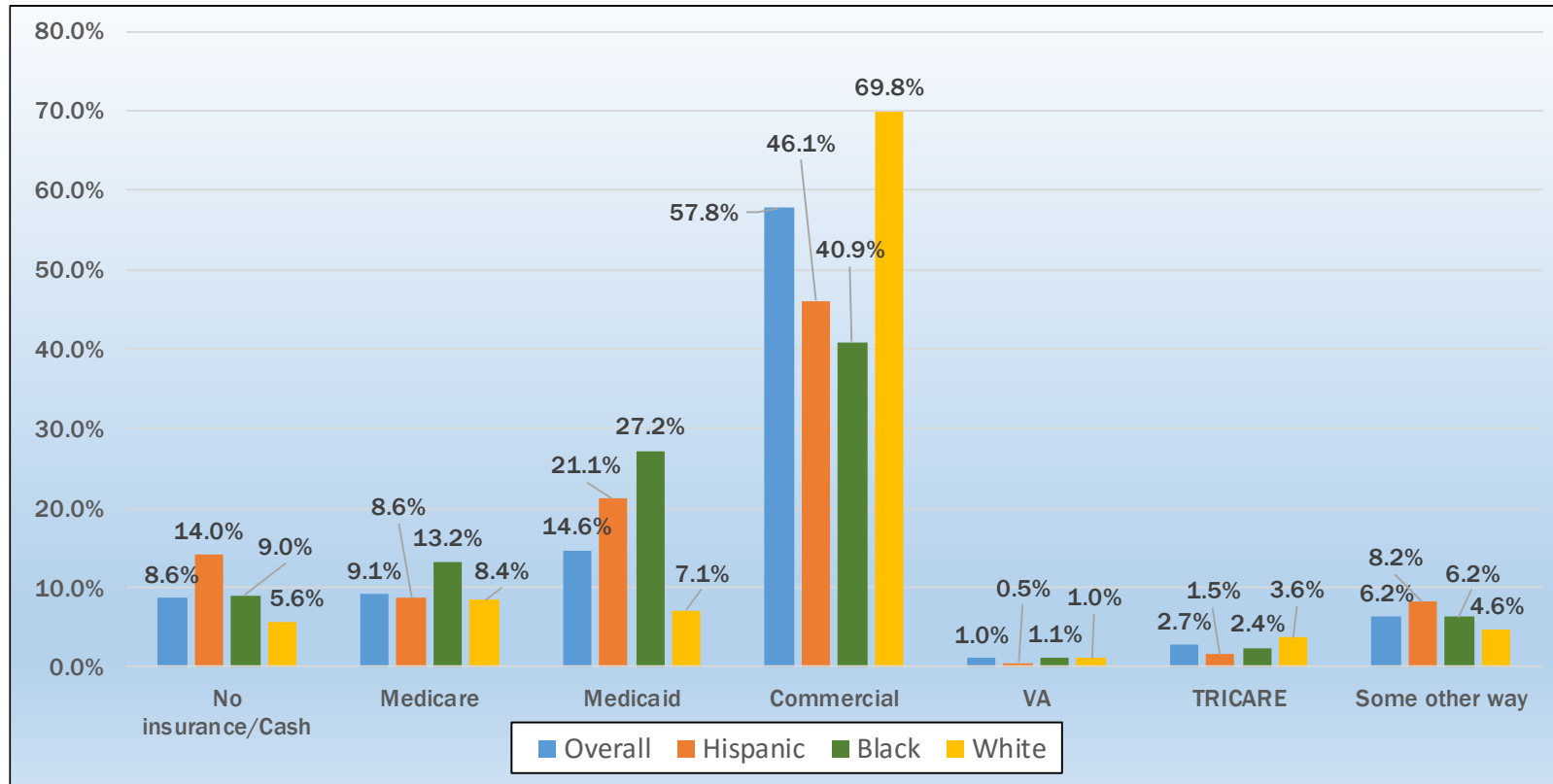


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



How Survey Respondents Paid for Healthcare

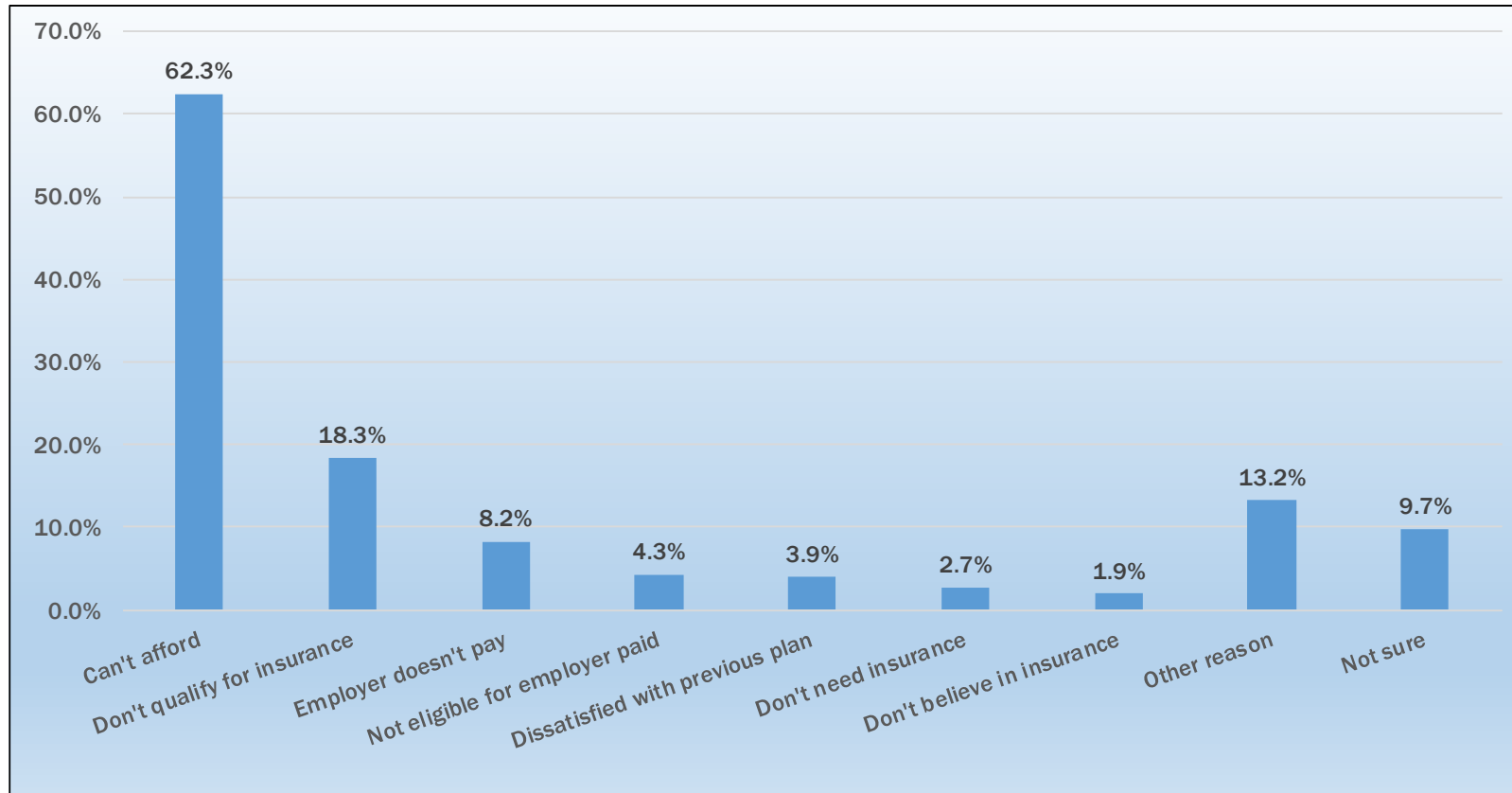


Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Why Survey Respondents Did Not Have Insurance



Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on those who did not have insurance or paid cash from survey of 3,435 Hillsborough County residents; more than one response possible



Most Important Health Problem

Health Problem	Most Important	Total Mentions
Being overweight	21.3%	48.5%
Cancers	19.0%	38.6%
Aging problems	11.3%	27.9%
Mental health problems	7.0%	24.5%
Diabetes	5.9%	23.3%
Heart disease and stroke	6.1%	22.7%
Motor vehicle crash injuries	5.6%	18.3%
High blood pressure	3.5%	17.5%
Child abuse / neglect	5.5%	14.3%
Domestic violence	2.7%	11.7%
Teenage pregnancy	1.9%	9.4%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Most Important Health Problem Cont'd

Health Problem	Most Important	Total Mentions
Dental problems	2.1%	9.3%
Sexually transmitted disease (STD)	1.7%	7.1%
Firearm-related injuries	1.9%	6.3%
HIV/AIDS	1.9%	4.7%
Rape / sexual assault	0.8%	4.3%
Respiratory / lung disease	0.4%	2.5%
Homicide	0.5%	2.3%
Infectious diseases like hepatitis and TB	0.4%	2.2%
Suicide	0.2%	2.1%
Infant death	0.3%	1.2%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Factors that Improve Quality of Life

Factors that Improve Quality of Life	Most Important	Total Mentions
Low crime / safe neighborhoods	25.2%	47.1%
Good jobs and healthy economy	12.2%	37.9%
Good schools	6.6%	34.1%
Good place to raise children	19.0%	32.0%
Access to health care	6.6%	24.5%
Healthy behaviors and lifestyles	4.6%	20.5%
Affordable housing	4.6%	19.8%
Affordable health insurance	3.4%	15.8%
Strong family life	5.9%	15.6%
Clean environment	2.0%	12.7%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Factors that Improve Quality of Life Cont'd

Factors that Improve Quality of Life	Most Important	Total Mentions
Religious or spiritual values	5.6%	11.5%
Parks and recreation	1.1%	8.4%
Low level of child abuse	1.0%	4.3%
Excellent race relations	0.7%	4.1%
Arts and cultural events	0.3%	4.0%
Access to good or reliable health information	0.7%	4.0%
Disaster preparedness	0.1%	1.9%
Low adult death and disease rates	0.2%	0.8%
Low infant deaths	0.2%	0.8%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Most Important Risky Behaviors

Health Problem	Most Important	Total Mentions
Drug abuse	26.7%	53.2%
Alcohol abuse	14.8%	42.4%
Poor eating habits	13.4%	41.0%
Lack of exercise	10.9%	36.7%
Dropping out of school	11.4%	31.0%
Tobacco use	6.2%	25.2%
Unsafe sex	5.0%	21.8%
Racism	5.4%	19.3%
Not getting "shots" to prevent disease	2.3%	9.6%
Not using seat belts/ child safety seats	2.0%	9.5%
Not using birth control	1.8%	9.0%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Trusted Source of Healthcare Information

Source of Information	Trust a Lot	Trust a Little	Don't Trust at All	Not Sure
Doctors	77.7%	19.7%	1.2%	1.4%
A hospital	65.4%	28.9%	3.4%	2.3%
The health department	57.3%	33.9%	4.5%	4.3%
A health clinic	52.1%	40.0%	4.4%	3.5%
Family or friends	41.8%	48.0%	7.5%	2.7%
Internet searches	14.4%	58.4%	21.2%	6.1%
Newspaper or magazine	9.3%	51.2%	32.1%	7.5%
Email	8.5%	31.4%	49.6%	10.4%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Trusted Source of Healthcare Information (continued)

Source of Information	Trust a Lot	Trust a Little	Don't Trust at All	Not Sure
Mailer sent to your home	8.0%	30.7%	51.7%	9.7%
Radio	7.9%	41.0%	42.5%	8.6%
Television	7.3%	43.9%	40.6%	8.2%
Billboard	5.4%	30.7%	52.9%	10.9%
Social media	5.1%	29.5%	56.3%	9.1%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Statements About Local Community

Statement	Agree	Disagree	Neither	Not Sure
I feel safe in my own neighborhood.	76.6%	11.5%	9.9%	2.0%
I am able to get healthy food easily.	76.6%	12.7%	9.2%	1.5%
I have no problem getting the health care services I need.	74.7%	14.2%	9.0%	2.0%
We have great parks and recreational facilities.	66.2%	17.0%	13.2%	3.6%
There are good sidewalks for walking safely.	61.2%	26.1%	10.7%	2.0%
The quality of health care in my neighborhood is good.	60.8%	11.6%	18.7%	8.9%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Statements About Local Community Cont'd

Statement	Agree	Disagree	Neither	Not Sure
There are affordable places to live in my neighborhood.	51.9%	24.0%	19.1%	4.9%
Public transportation is readily available to me if I need it.	44.3%	33.3%	13.7%	8.7%
There are plenty of jobs available for those who want them.	37.7%	30.4%	22.4%	9.5%
Drug abuse is a problem in my community.	34.9%	27.7%	20.2%	17.2%
Crime in my area is a serious problem.	28.0%	43.8%	20.3%	7.9%
Air pollution is a problem in my community.	25.3%	38.2%	25.8%	10.6%

Source: Hillsborough County Health Department and Legacy Consulting Group

Note: Based on survey of 3,435 Hillsborough County residents



Survey Summary

- Few respondents have difficulty with English but Spanish and German are key second languages
- Respondents are better educated with higher incomes than the community overall
- Nearly all respondents drive their own car
- While half of respondents view their community as healthy, 11% see it as unhealthy
- Two-thirds of respondents view their own health as “healthy” or “very unhealthy” but 7% admit they are unhealthy
- One in six respondents do not have a regular medical provider
- One in six respondents say they needed medical care in the last year but did not get it
- One in three respondents without a medical provider did not get needed care
- One in ten respondents do not have health insurance
- The most important health issues are being overweight, cancer, and aging problems
- The least important health issue is infant death
- The most risky behaviors are drug abuse, alcohol abuse, and poor eating habits
- The top factors that affect quality of life are low crime/safe neighborhoods, good jobs/healthy economy, good schools, and good place to raise children

Source: Hillsborough County Health Department and Legacy Consulting Group



Key Informant Interviews

Legacy Consulting Group conducted interviews with 31 key informants in Hillsborough County. The interviewees included public health agencies and providers and were selected to represent the broad interests of the public health community. Interviews were conducted in person and by phone.



Community Strengths

- Great place to live
 - Weather
 - Outdoor Activities
 - Beach
 - Boating
 - Fishing
 - Golf
 - Cultural activities
 - MOSI
 - Arts
 - Riverwalk
 - Professional sports
 - Economic/demographic growth
 - Cultural diversity/foods
- Academics
 - USF
 - USF Medical School
 - University of Tampa
 - Nursing schools/programs
- Healthcare
 - Good hospitals
 - Highly skilled doctors and other healthcare providers
 - Good place to retire
 - Technology

Source: Legacy Consulting Group



Community Weaknesses

- Public transportation
 - Especially in rural areas
 - Timing for working parents
- Lack of patient-centered care/thinking
- Lack team approach to healthcare
- Limited resources for immigrants and undocumented residents
- Smaller, community-friendly agencies not getting attention
- Agency silos
 - Lack of parallel planning
 - Duplication of services

Source: Legacy Consulting Group



Public Health Issues

- Obesity
- Healthy diets/availability of healthy foods
- Food deserts
- Chronic disease
 - Diabetes
 - High blood pressure
- Smoking
- Mental health issues
 - Substance abuse
 - Heroin
 - Opiates
 - Alcohol
 - Depression
- Early diagnosis and prevention
 - Shortage of primary care physicians who take Medicaid or volunteer for free clinics

Source: Legacy Consulting Group



Public Health Issues Cont'd

- Availability of care for unfunded patients
- Healthcare for those who are undocumented
- Dental care, especially pediatric
- Follow-up care sometimes lacking
 - Biopsies, surgery hard to get for unfunded and grant-funded patients
- Poverty
- Violent crime
- Cancer
- Ethnic, racial, and socio-economic disparities

Source: Legacy Consulting Group



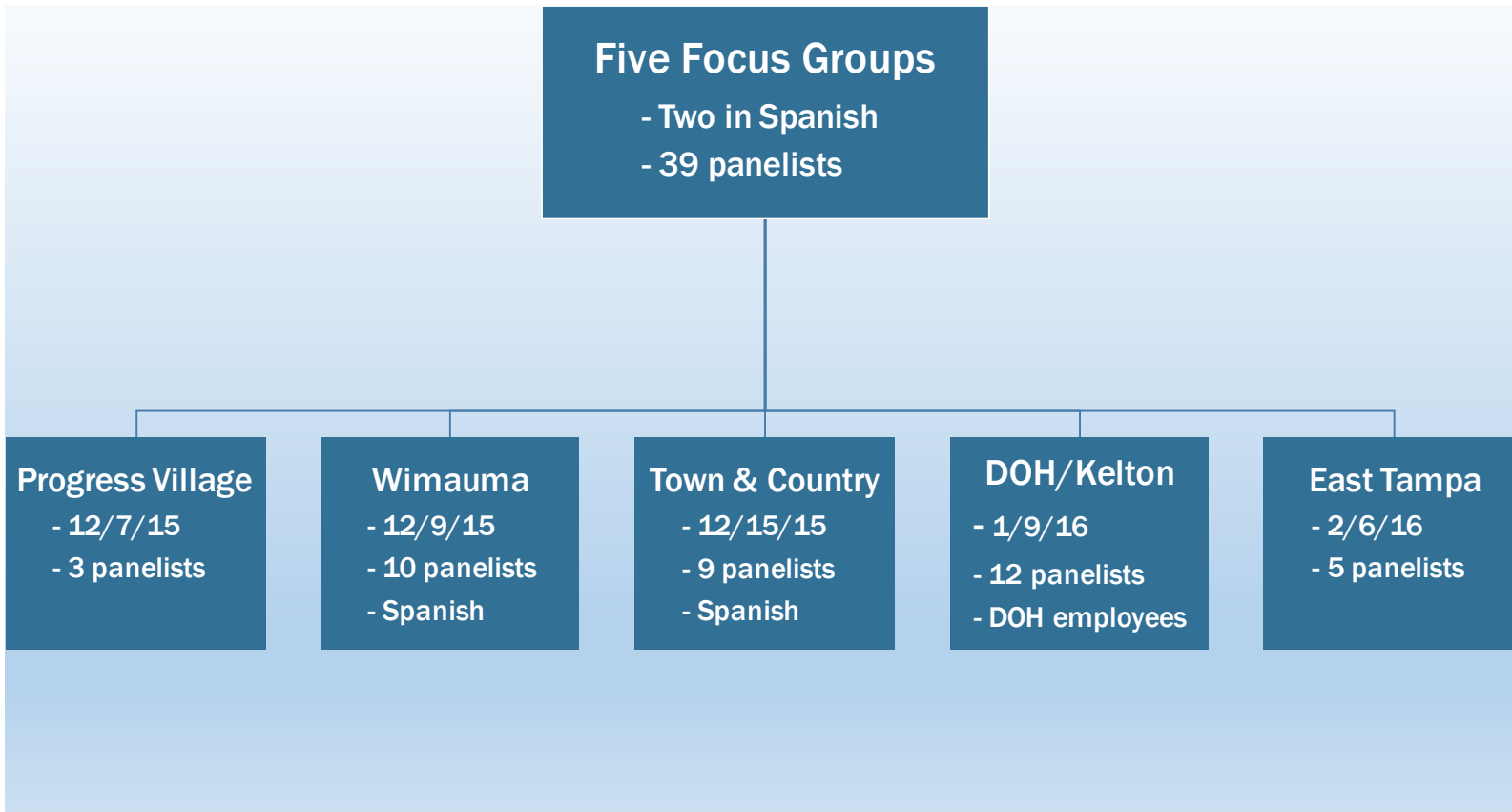
Barriers to Care

- Access to care
- Financial and economic issues
- Lack of insurance
- Have insurance but can't afford deductible
- Poor public transportation
- Knowledge of available resources/where to go
- Head in the sand/"don't want to know"
- Cultural differences
- Language barriers

Source: Legacy Consulting Group



Focus Groups - Overview



Source: Legacy Consulting Group



Focus Groups - Key Themes

- Strengths of the Tampa area include weather, parks and recreation, good hospitals, FCHCs, USF, and police and fire departments
- Panelists generally have positive opinions of their communities
- Negative feelings about communities are caused by neighborhood crime, drugs, lack of safety, and lack of exercise opportunities
- Major health issues are obesity, access to care, diabetes, and dental care
- Healthcare concerns include:
 - Lack of access to dental care, especially pediatric and among Hispanics
 - Lack of access to healthy foods, especially in low income neighborhoods
 - Need more education regarding screening, prevention, and nutrition, especially among young people
 - Lack of access to mental health resources
 - Healthcare disparities especially among Blacks and Hispanics
- Barriers to care include:
 - Public transportation
 - Lack of insurance
 - Lack of knowledge regarding available healthcare resources
 - Language barrier and access to information/services as a key point for the Spanish sessions

Source: Legacy Consulting Group



Top 10 Health Issues

Issue	Total Mentions
Obesity	43.6%
Access to care/insurance/transportation	33.3%
Diabetes	23.1%
Dental Care	17.9%
Places to exercise/parks	15.4%
Heart disease/high blood pressure	12.8%
Mental health	10.3%
Cancer	10.3%
Emergency services	10.3%
Neighborhood safety	10.3%

Source: Legacy Consulting Group



Overview

TGH is a participating member of Healthy Hillsborough, which was formed in 2015 and is a collaboration between the Florida Department of Health - Hillsborough, Florida Hospital, Moffitt Cancer Center, St. Joseph's Hospitals, South Florida Baptist Hospital, Shriners' Hospital for Children - Tampa, Suncoast Community Health Centers, and Tampa Family Health Centers. Healthy Hillsborough was established to complete a comprehensive Community Health Assessment (CHA)/Community Health Needs Assessment and to identify opportunities to potentially collaborate to improve the health of the community.

A community stakeholder meeting was held in April 2016 to review the key findings from the data presented in this report. The top ten health issues were identified by the collaborative. The Healthy Hillsborough Steering Committee then closely considered details from the assessment findings and the stakeholder feedback to designate the following three Priority Areas for potential collaboration across the county for the next 3 to 5 years: **Obesity, Behavioral Health, and Access**. The other priorities namely, Addressing the Social Determinants of Health, Encouraging Healthy Behaviors, Prioritizing Racial and Ethnic Health Disparities, and Improving Health Collaboration are interwoven themes that will be addressed within each of the three Priority Areas.



Health Priorities - Obesity

- Nearly one in three (29.3%) adults in Hillsborough County reported a BMI of 30 or higher, classifying them obese.
- In Hillsborough County, 38.2% of adults reported being overweight.
- More than half (53.1%) of Hillsborough County adults report being inactive or insufficiently active.
- Hillsborough County is experiencing elevated mortality rates from comorbid conditions associated with obesity including hypertensive disease and diabetes. A health disparity exists for the black population in Hillsborough County, as the diabetes mortality rate among this population is approximately double the rates for the white and Hispanic populations.
- Black residents in Hillsborough County are more likely to report being overweight or obese compared to whites and Hispanics.
- Approximately one in three (32.7%) survey participants reported not exercising regularly.
- The most commonly mentioned health problem among survey respondents was “being overweight”.
- One in five (20.5%) survey respondents mentioned healthy behaviors and lifestyles as a factor that improves quality of life.
- Poor eating habits was mentioned as a risky behavior by 41.0% of survey respondents; 36.7% of respondents cited lack of exercise as a risky behavior.
- Obesity was one of the top concerns mentioned by key informants. Diabetes and high blood pressure were also mentioned as health issues affecting Hillsborough County residents.



Health Priorities - Behavioral Health

- According to County Health Rankings, Hillsborough County's overall Quality of Life rating is 41st out of 67 counties. Residents of the county reported an average of 4.0 poor mental health days within the past 30 days.
- In Hillsborough County, one in five adults reported excessive drinking.
- Suicide is a leading cause of death in Hillsborough County, with mortality rate is 13.7 per 100,000. This is higher than motor vehicle crash mortality (11.3 per 100,000).
- Mental health was mentioned as an important health problem by 24.5% of Hillsborough County survey participants; 7.0% of survey respondents mentioned mental health as the most important health problem.
- Drug abuse and alcohol abuse were the two most mentioned risky behaviors (53.2% and 42.4%, respectively) by survey respondents.
- When confronted with the statement "Drug abuse is a problem in my community", 34.9% of survey respondents responded with "Agree".
- Key informants discussed substance abuse from heroin, opiates, and alcohol, as well as depression as the predominant mental health issues in Hillsborough County.
- Mental health was one of the top ten health issues discussed by focus group participants.



Health Priorities - Access

- In Hillsborough County, 12.9% of families are living below poverty level.
- Approximately one in three Hispanics in Hillsborough County (32.3%) reported not being able to see a physician in the last year due to cost.
- Less than two-thirds (64.4%) of the Hispanic population in Hillsborough County reported having health insurance. Additionally, less than two-thirds of Hispanics reported having a personal doctor (65.7%).
- When asked why they did not get needed care, 49.0% of survey respondents reported not being able to afford the services.
- Among survey respondents who reported not having insurance or paying cash for services, 62.3% reported not having insurance because they cannot afford it.
- Access to health care was mentioned as a factor that improves quality of life by 24.5% of survey respondents; affordable health insurance was mentioned by 15.8% of respondents.
- Public transportation, especially in rural areas, was mentioned by key informants as a community weakness.
- Key informants also discussed limited resources for immigrants and undocumented citizens as a health weakness in the community.
- Barriers to care discussed by key informants include financial and economic issues, lack of insurance, high deductibles, and knowledge of available resources.
- Access to care/insurance/transportation was the second most mentioned health issue among focus group participants.



Community Resources

Obesity

TGH is involved in numerous initiatives that address obesity, both directly and indirectly. The Community Relations Department leads programs aimed at diabetes prevention, exercise and screenings. Many of these programs are available to community members, while others are employee-based. These employee health programs include Weight Watchers, Commit to Healthy Eating for Wellness (CHEW) and A Better Weigh. A complete listing of programs and initiatives provided by TGH can be found in the below table and on the following page. Other area hospitals including Brandon Regional Hospital, Florida Hospital, and Moffitt Cancer Center offer programs and support groups throughout Hillsborough County.

Community Benefit Program	TGH Department	Description	Location	Additional Information
Diabetes Prevention Program (DPP)	Community Relations	Aids participants in adopting the healthy habits needed to prevent type 2 diabetes	Community Health Education Center (CHEC)	https://www.tgh.org/event/national-diabetes-prevention-lifestyle-change-
Healthy Eating Every Day	Community Relations	This program relies on proven behavior change models to promote healthier eating habits.	CHEC	https://www.tgh.org/sites/default/files/2013-community-benefit-report_web.pdf
Active Living Every Day	Community Relations	This is an evidence-based program that targets people with cardiovascular disease. It employs proven behavior change models that help people overcome barriers to physical activity.	CHEC	https://www.tgh.org/sites/default/files/2013-community-benefit-report_web.pdf
Weight Watchers	Employee Health	Weight loss program for employees	TGH	
Commit to Healthy Eating for Wellness (CHEW)	Employee Health	CHEW is an educational program for TGH employees that encourages healthy eating as a lifestyle. The goal of the program is to educate and empower people to eat healthfully and is not designed to treat specific health conditions or to give participants an individualized nutrition plan.	TGH	
A Better Weigh	Employee Health	Weight loss program for employees	TGH	
Eating Right & Cooking Light	Publix	Led by a Publix in-store registered dietitian, this program teaches participants how to eat right by cooking light.	CHEC	https://www.tgh.org/event/eating-right-cooking-light
BMI & Body Fat Screening	Community Relations	Screening for BMI and body fat are frequently used to assess a person's obesity status and risk for a variety of health conditions.	CHEC	https://www.tgh.org/event/bmi-body-fat-screening
Healthy Nutrition 101	Community Relations	This workshop focuses on the basics of good nutrition and current information about the important role nutrition plays in our health and metabolism.	CHEC	
Breast Feeding Promotion	Labor & Delivery	This campaign, which includes education classes and support groups, is designed to increase breast feeding.	TGH	



Community Resources

Obesity

Community Benefit Program	TGH Department	Description	Location	Additional Information
Breast Feeding Certification	Labor & Delivery	TGH is the first hospital in Hillsborough County – and one of only three in the Tampa Bay area – to earn the Baby-Friendly® hospital designation from Baby-Friendly USA, Inc. for its commitment to supporting breastfeeding mothers and their babies. The program recognizes hospitals and birthing centers that provide an optimal level of care for breastfeeding mothers and babies and offer mothers the information, confidence and skills to successfully initiate and continue breastfeeding.	TGH	https://www.tgh.org/news/media-resources/tgh-earns-baby-friendly%C2%AE-hospital-designation-supporting-breastfeeding-mothers
Breast Feeding Education	Labor & Delivery	Education courses such as Breastfeeding: The First Experience and Breastfeeding Basics are offered at TGH throughout the month in order to provide options for those wishing to attend.	TGH	
More Health	Community Relations	TGH serves as a partner to the More Health initiative by providing funding for nutrition & exercise programs to teach children healthy habits in schools.	Schools	http://www.morehealthinc.org/about-us/index.php
Where Love Grows	Community Relations	TGH provides funding for meals in food deserts at Boys & Girls clubs.	Boys & Girls Clubs	http://www.wherelovegrows.org/about-2/
Bariatric Support Group	Bariatrics	Pre- and post-surgery support groups are available at TGH for weight loss surgery patients.	TGH	https://www.tgh.org/services/weight-loss/weight-loss-surgery-support-
Moving WELL	Employee Health	Six-session exercise program with a fitness specialist and free three month membership to the Health and Wellness Center	TGH Health and Wellness Center	
WELL Weight	Employee Health	12-week medically supervised weight loss program	TGH	



Community Resources

Community Benefit Program	TGH Department	Description	Location	Additional Information
Wellness Coaching	Employee Health	Three month program working one-on-one with a Certified Health and Wellness Coach	TGH	
Commit to Fit	Employee Health	Commit to Fit is a health promotion and fitness program offered at the TGH Health and Wellness Center to all members. Members receive three free personal training sessions as well as an individualized fitness plan. Members also can earn up to \$120 WELL Bucks for completing the program. The Commit to Fit Program is offered free of charge once to all Health and Wellness Center members.	TGH	
0-5K	Employee Health	Eight-week beginner running program	TGH	
Moving with Diabetes	Employee Health	Moving with Diabetes is a free eight-session exercise program for employees and spouses designed to teach safe and effective exercise strategies to help manage diabetes and improve health. Program participants will learn: aerobic activities, balance and flexibility exercises, strength training and exercise progressions.	TGH	
WELL Workshops	Employee Health	WELL Workshops are TGH's way of presenting wellness information to its employees in quick 30-60 minute sessions at lunch time. One of the streams of WELL Workshops is Exercise and eating well.	TGH	
Health and Wellness Center	Employee Health	TGH's Employee Health and Wellness department promotes a culture of wellness by offering physical activity support, options for increasing healthy eating at work, chronic disease management and more. TGH's Health and Wellness Center offers over 5,000 square feet of workout space. A variety of classes are held in the group fitness room, state-of-the-art cardio equipment has cable TV and Wi-Fi and the indoor cycling studio accommodates spin classes. The Health and Wellness Center staff have expertise in providing fitness and health promotion programs for individuals at all levels of fitness. All TGH employees are welcome to join for a nominal fee.		



Community Resources

Obesity

Partners in Obesity Prevention (POP) is a collaborative effort between a coalition of individuals and organizations from a wide range of disciplines and backgrounds who share resources, best practices, and strategies, and promote supportive policy changes targeting a reduction in chronic disease incidence through obesity prevention. POP's website includes an extensive list of resources aimed at weight management and physical activity.

There are a number of community-based programs centered on obesity prevention. Get Into Fitness Today (GIFT) is a program developed by the Florida Department of Health in Hillsborough County that provides science-based information to help community members reach a healthy weight by adopting healthy lifestyles. This program is free of charge and offered in Spanish. TOPS (Take off Pounds Sensibly, Inc.) is a wellness education organization that offers weight loss support groups and programs for healthy living and weight management. TOPS has meetings at several locations throughout Hillsborough County. Another support group, Overeaters Anonymous, also offers meetings at several locations throughout Hillsborough County. Walk Wise Tampa Bay is a grassroots initiative aimed at educating pedestrians about safety.

Hillsborough County has a diverse selection of athletic clubs including LA Fitness, Planet Fitness, Crunch, Anytime Fitness, YMCA, and many other smaller clubs specializing in cross-fit and group fitness. The YMCA sponsor the *Let's Move! Outside* program, which encourages kids and families to participate in outdoor activities in order to maintain a healthy weight.



Community Resources

Access

TGH offers a variety of programs that address healthcare access issues. The Community Relations Department leads several initiatives available to the community including screenings for community members, educational programs on health related issues, support groups, seminars on smoking cessation, and informational programs on different types of insurance. Tampa General Medical Group (TGMG) has 16 primary care locations throughout Hillsborough County. In 2017, TGH will open the Brandon HealthPlex, a comprehensive ambulatory center that is designed to be a convenient destination for patients to access a broad spectrum of quality of healthcare services. A complete listing of community and employee programs offered through TGH can be found in the table below.

Community Benefit Program	TGH Department	Description	Location	Additional Information
TGMG Multi-Specialty Services	TGMG	Tampa General Medical Group (TGMG) is an affiliate of Tampa General Hospital and includes physicians specializing in cardiology, digestive disorders, endocrinology, family practice, hepatology (liver disease), internal medicine, nephrology (kidney disease), organ transplantation, pediatrics, and surgery. TGMG physicians provide care at several locations throughout the Tampa area.	Various	https://www.tgm.org/
HealthPark	TGH	The Specialty Center at Healthpark is a multi-disciplinary outpatient clinic serving Hillsborough County.	30th Street	https://www.tgh.org/specialty-center-healthpark
Brandon HealthPlex	TGMG	Brandon HealthPlex is a comprehensive ambulatory center designed to be a convenient destination for patients to access a broad spectrum of quality health care services. The HealthPlex will open in 2017.	Brandon	https://www.tgh.org/news/tgh-news/under-construction-it%E2%80%99s-brandon-healthplex
Screenings	Community Relations	TGH offers a variety of screenings to the community.	TGH & throughout the community	https://www.tgh.org/calendar
Education	Community Relations	TGH offers a variety of educational programs on a wide selection of health related topics.	TGH & throughout the community	https://www.tgh.org/calendar
Support Groups	Community Relations	TGH offers various support groups that provide emotional support for the community.	TGH & CHEC	



Community Resources

Access

Community Benefit Program	TGH Department	Description	Location	Additional Information
Medicare 101	Community Relations & SHINE	Education for staff & community on Medicare.	CHEC	
Health Insurance Exchange Enrollment	Community Relations & Finance	Counseling on different types of insurance and education on how to enroll.	CHEC and TGH	https://www.tgh.org/patient-visitors/patients/financial-information/accepted-insurance-
TGH Virtual Care	TGH	Patients, using an app on their mobile devices or computers, can explain their symptoms and hear the medical opinions and advice of a board-certified doctor. Doctors will consult with patients via voice and video in real time.	Accessible any time, anywhere, 24/7/365	https://www.tgh.org/services/virtual-care

Tampa Family Health Centers (TFHC) is a non-profit organizations that provides quality, affordable healthcare to residents of Hillsborough County. With 17 federally qualified health center (FQHC) locations throughout the county, TFHC is able to treat patients regardless of race, gender, religion, or financial barriers. Other clinics serving the uninsured and underinsured populations include the Judeo-Christian Health Clinic, the Red Crescent Clinic of Tampa Bay, and several Suncoast Community Health Center locations. Suncoast Community Health Centers are also FQHCs. The Florida Department of Health - Hillsborough County also offers services including dental, family planning, immunizations, pharmacy, testing and treatment for sexually transmitted infections, and refugee health.



Community Resources

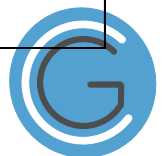
Behavioral Health

TGH is involved in numerous behavioral health initiatives in the community. The Community Relations Department leads several programs including complementary medicine for health & well-being, mental & emotional health education, the powerful tools for caregivers program, post-concussion mental health education, and support groups. TGH also offers several specialized programs for their patients including the pediatric outpatient medical coping clinic, pre-transplant mental health counseling, and chronic pain management psychology. A complete listing of community and patient programs involving TGH can be found on the following page.



Appendix C: Behavioral Health Programs

Community Benefit Program	TGH Department	Description	Location	Additional Information
HCHCP Pilot	Health Park Clinic & Psychology Dept.	Patients are screened for depression, anxiety & PTSD; referrals are made for co-located mental health services if criteria for service are met.	County-wide	http://www.hillsboroughcounty.org/index.aspx?NID=864
Mental Health Screening at Cancer Center	TGH Cancer Center & Psychology	Patients in the Cancer Center are screened for distress level. Psychologists provide counseling services if indicated and are co-located in the Cancer Center for greater service accessibility.	TGH	https://www.tgh.org/cancer-center
Pediatric Outpatient Medical Coping Clinic	Outpatient Pediatrics & Psychology	Tampa General Hospital's Pediatric Outpatient Medical Coping Clinic is a specialized resource for children and young adults (2-21 years old) managing a chronic illness. The clinic provides individualized support that is tailored to best fit each child, young adult, and family.	TGH	https://www.tgh.org/services/psychology-neuropsychology-services/pediatric-programs/pediatric-outpatient-medical-coping
Pre-transplant mental health counseling	Transplant & Psychology	All patients will have access to psychological follow-up while hospitalized both before and after transplantation. Group support is also available.	TGH	https://www.tgh.org/services/transplant
Chronic Pain Management Psychology	Adult & Pediatric	Psychologists are key members of the pain management team. As part of the team, psychologists help patients maximize function, improve emotional well being, and return to a high quality of life.	TGH	https://www.tgh.org/services/psychology-neuropsychology-services/adult-programs/pain-management
Clinical Neuropsychology	Adult & Pediatric	As part of the multidisciplinary medical team, psychologists and neuropsychologists work with individuals and their caregivers to promote recovery and improve quality of life. This service also provides evaluation, education, and coping strategies to help with understanding medical treatment.	TGH	https://www.tgh.org/services/psychology-neuropsychology-services
Complementary Medicine for Health & Well-being	Community Relations & Integrative Medicine	Educational event on how patients can benefit their overall well-being by supplementing their care with complementary medicine techniques.	TGMG Lois	https://www.tgh.org/event/complementary-medicine-health-and-well-being
Mental & Emotional Health Education	Community Relations & Psychology	Educational event about the effects of stress on physical, mental, and emotional well-being as well as skills to manage stress and be more resilient.	TGMG Lois	https://www.tgh.org/event/mental-emotional-health
Powerful Tools for Caregivers	Community Relations	This program will provide techniques to help develop many self-care tools intended to reduce personal stress, deal with difficult feelings, develop positive communication skills, and make tough caregiving decisions.	TGMG Lois	https://www.tgh.org/event/powerful-tools-caregivers-six-session-program



Appendix C: Behavioral Health Programs

Community Benefit Program	TGH Department	Description	Location	Additional Information
Post-concussion Mental Health Education	Community Relations & Psychology	Education for community about concussions and their after effects.	TGH	
Support Groups	Community Relations	TGH offers various support groups that provide emotional support for the community.	TGH & CHEC	
Resilience Advantage	Employee Health	Four-hour workshop to learn how to better manage stress. Resilience is the capacity to prepare for, recover from and adapt in the face of stress, challenge or adversity. When you have a high level of resilience or a fully charged inner battery, you have a greater capacity to remain calm, think clearly and be in control of your emotions so you can stay composed and not overreact, especially when dealing with challenging people or situations.	TGH	
Aromatherapy	Employee Health	Aromatic compounds are naturally occurring, volatile compounds found in the seeds, bark, stems, roots, flowers, and other parts of plants. In addition to their intrinsic benefits to plants and being beautifully fragrant to people, essential oils have long been used for food preparation, beauty treatment, and healthcare practices. Essential oils are used for a wide range of emotional and physical wellness applications. TGH is now diffusing aromas in some of its hospital settings to improve odor and help with employee stress and anxiety. In pre and post surveys, it has been proven to uplift mood, energize and relax our teams. TGH is currently looking into other ways to use aromatherapy to help its employees de-stress and energize!	TGH	
Massage Therapy	Employee Health	Massage therapy can help reduce stress, pain and muscle tension. Massage Therapy is an important piece of the TGH “emotional wellness” employee program. The Health and Wellness Center has two massage therapists who offer massage to TGH employees and their family members. Or, they offer chair massage to TGH employees through department meetings or events.	TGH	



Appendix C: Behavioral Health Programs

Community Benefit Program	TGH Department	Description	Location	Additional Information
WELL Workshops	Employee Health	WELL Workshops are TGH's way of presenting wellness information to its employees in quick 30-60 minute sessions at lunch time. One of the streams of WELL Workshops is Mental Health.	TGH	
Support Groups	Employee Health	"It Takes A Village" is a support group for new moms (includes lactation, new moms and postpartum depression). TGH also has support groups for Breast Cancer and Diabetes.	TGH	
Domestic Violence	Employee Health	TGH has launched a new program to assist its employees who need help with a domestic violence situation. As part of this program, TGH offers employees confidential resources to deal with potential domestic violence situations. If employees need assistance, they can make a confidential appointment with one of TGH's Employee Health Nurses. Based on their needs, Employee Health will assist them with community referrals as well as referrals to our social services, pastoral care or psychiatric care staff. If necessary, we will have a member of our Security Team meet with them to provide a variety of services.	TGH	



Community Resources

Behavioral Health

There are several behavioral health resources throughout Hillsborough County. Northside Mental Health Center, located in Tampa, provides high quality, affordable behavioral healthcare including outpatient services, acute care services, and community support. BayCare's St. Joseph's Hospital has an inpatient behavioral health center. The center has 40 adults beds and 20 child/adolescent beds and offers a continuum of psychiatric services for patients of all ages. Brandon Regional Hospital's Behavioral Health Center has 225 adult beds and provides group and individual psychotherapy, medication assessment, psycho-educational groups, family support and education, and interventions that guide the mind, body and spirit to recovery. Gracepoint Wellness offers adult and child outpatient services, as well as crisis intervention for patients experiencing a mental health emergency. Gracepoint also has a Mobile Crisis Team available 24 hours a day, 7 days a week. Chrysalis Health provides care to those experiencing mental health



Implementation Strategy

Overview

The PPACA requires not-for-profit hospital organizations to develop an Implementation Strategy to address the priority health needs identified in the CHNA. As required by the Treasury and the IRS, this Implementation Strategy includes the following:

- A description of how the hospital facility plans to address the health need, the anticipated impact of these actions, and the plan to evaluate such impact;
- A list of programs and resources the hospital plans to commit to address the health needs; and,
- A description of any planned collaboration between the hospital and other facilities.

The Implementation Strategy presented on the following pages illustrates the key components of the strategies TGH will employ in addressing the priority health needs identified by the Healthy Hillsborough Steering Committee.



Implementation Strategy

Community Health Need	Target Population	Action Plan	Goals	Existing Partners	Potential Partners	Action Plan Rationale
Obesity	Hillsborough County community members	Expand TGH's Lifestyle Change and Weight Management Program	Offer the program at more locations throughout the TGH system, increase the number of coaches trained in the program and track the performance of coaches.	Healthy Hillsborough Committee Members		Given TGH's high ranking in patient satisfaction, this is an opportunity for the hospital to expand a successful program to reach more community members. By tracking the performance of those responsible for heading up the program, TGH will have measurable information regarding the success of the program in combating obesity.
Obesity	Hillsborough County community members	Foster relationships and create partnerships with established organizations in the community that target obesity-related health issues	Partner with organizations in the community to help provide more evidence based weight-loss programs in the county, online resources for those seeking health and wellness services, and increase weight-loss in the community over the next three years.	Tampa Bay Healthcare Collaborative	Healthy Hillsborough	TGH is currently partnered with several health service programs in the community. By continuing to expand their partnerships, TGH will be providing more services throughout the county. TGH will partner with programs who measure participation levels and hopefully see a steady increase towards their goal of community weight loss over the next three years.
Obesity	Hillsborough County community members	Increase education about nutrition, weight loss and healthy cooking throughout the hospital system	Work with dietitians from the UF/IFAS Extension and Publix in Hillsborough County to provide various nutrition programs. Once there is proven success for this program, teach it throughout the system on an ongoing basis.	UF/IFAS Extension for Hillsborough County and Publix		28% of all Hillsborough County residents have a BMI of 30 or greater. Educating the public about the health risks of weight gain and obesity will bring awareness to the issue. Providing programs that focus on nutrition and cooking light and partnering with organizations like Publix and the UF/IFAS Extension will increase the number of people who have access to information related to obesity prevention. Progress of this initiative can be measured by tracking program participation and attendance.
Obesity	Hillsborough County community members	Provide exercise programs at CHEC and Brandon HealthPlex to promote weight loss and wellness	Initiating Active Living Every Day and Exercise is Good Medicine, expanding the scope beyond 12 weeks, and creating new programs that address the importance of exercise in combating obesity. Enrollment in such programs can be tracked to evaluate progress.			32.7% of all Hillsborough County residents reported not exercising regularly, and over half of residents report being inactive. Creating access to exercise programs can decrease the number of community members who are not currently active, leading to a lower rate of obesity in the county.
Obesity	Hillsborough County community members	Provide pre- and post- surgery support groups for weight loss surgery patients and those struggling with obesity	Continue to provide support groups and expand their scope to include those who have not gone through weight loss surgery but are struggling with nutrition, weight gain, exercise, and obesity. Program success can be gauged by tracking number of new attendees.	Bariatrics Program		TGH has already implemented a support group for those who are having weight loss surgery at the hospital. By expanding these support groups to include those struggling with obesity will provide another resource for Hillsborough County residents.



Implementation Strategy, Cont'd

Community Health Need	Target Population	Action Plan	Goals	Existing Partners	Potential Partners	Action Plan Rationale
Obesity	TGH employees	Provide programs and a fitness center to TGH employees to promote overall wellness and awareness of obesity	Offer programs focused on healthy lifestyles to employees for low or no cost, such as weight loss and nutrition programs. By having these programs readily available, TGH is promoting healthy lifestyles and supporting its employees.	Weight Watchers, WELL Weight		Obesity was the number one mentioned health concern during the Focus Groups conducted during the CHNA. By providing programs that target obesity-related issues, TGH is keeping its employees healthy. A survey of TGH employees is a simple method for evaluating program penetration.
Obesity	Hillsborough County community members	Provide low-cost and free screenings that address obesity factors such as body fat percentage and BMI, as well as target the "at risk" population	Continue to provide screening services at the hospital while expanding them to include the "at risk" population and mobilizing them to areas around the community.			By providing screenings, TGH is serving a resource to Hillsborough County residences so that individuals are made aware of certain risk factors for obesity, like BMI and body fat percentage. Expanding the areas that these screenings are in and what they measure will allow TGH to reach more Hillsborough County residents.
Obesity	Hillsborough County community members	Provide funding and staff when necessary to programs focusing on promoting health habits to children and families	Continue to help fund and support organizations such as Where Love Grows and More Health that focus on providing healthy meals and teaching healthy habits in schools throughout the community. Actively seek out organizations who have similar mission statements and provide support to these groups.	Where Love Grows, More Health	USF	By providing funding and staff support to community organizations who are committed to providing services to families struggling with obesity, TGH is reaching a larger demographic and helping to increase access and awareness to the issue of obesity. One potential evaluation measure is to complete an annual assessment of the number of programs receiving assistance.
Access	TGH patients and their families	Provide support groups for a variety of conditions at multiple locations throughout the TGH system	Provide a variety of support groups offered at TGH for the community. An annual inventory of support group activities will be the evaluation measure.			TGH offers a variety of support groups to its patients and their families. Currently, these include brain injury, breastfeeding, depression, stroke, and several others.



Implementation Strategy, Cont'd

Community Health Need	Target Population	Action Plan	Goals	Existing Partners	Potential Partners	Action Plan Rationale
Access	Hillsborough County residents	Partners with organizations to provide education, counseling, and registration opportunities to Hillsborough County residents for the Insurance Exchange.	Collaborate with Healthy Hillsborough's Access and Availability Committee to work towards healthcare access and availability goals. TGH will provide education, counseling, and registration opportunities during open enrollment. TGH will also distribute insurance information to the public.	Healthy Hillsborough Access and Availability		Among survey respondents, 62.3% of Hillsborough County residents reported not having insurance because they cannot afford it. Through this partnership, TGH will become a guide for Hillsborough County individuals who are seeking health insurance. A survey of community members as part of the 2019 CHNA process will provide data on whether progress is being made in this area.
Access	Hillsborough County residents	Create a website that lists health resources in the community and gives access to Hillsborough County residents.	Collaborate with organizations in Hillsborough County to create a website that will provide the public with health resources in the county for a variety of health concerns. The presence of the website, as well as any traffic metrics, will provide an evaluation of this strategy.	Tampa Bay Healthcare Collaborative		Access to care was the second most commonly mentioned health concern during focus groups conducted for TGH's CHNA. TGH will inform the public of all available health resources in the community in hopes of improving access.
Access	Hillsborough County residents	Provide low-cost and free screenings that address a variety of health-related issues.	Continue to provide screening services at the hospital while expanding them to include the "at risk" population and mobilizing them to areas around the community. Offer a Health Risk Assessment to determine a individuals health risk on TGH's website.			12.9% of all families in Hillsborough County are living below the poverty line. Providing low-cost and free screenings will allow families who are experiencing financial hardships to seek out screenings for a variety of health concerns. An increase in the number of annual screening events will serve as the evaluation metric.
Access	Hillsborough County residents and TGH employees	Promote and expand Prevention and Health Management Programs at TGH and throughout the county; expand education programs to include an online option.	Focus on education programs for Hillsborough County residents and provide physical locations throughout the county with a variety of dates and times. Offer health education and prevention programs online within the next three years. The number of new programs offered online will serve as an evaluation of this strategy's success.			During focus groups, public transportation was a highly mentioned barrier in terms of access to healthcare services. By providing a variety of dates, times, and locations, TGH can potentially reduce the number of residents who are unable to seek health education because of these barriers. Providing online education will increase the number of individuals who can access health education.



Implementation Strategy, Cont'd

Community Health Need	Target Population	Action Plan	Goals	Existing Partners	Potential Partners	Action Plan Rationale
Access	Hillsborough County residents	Increase the availability of and access to clinical resources to Hillsborough County residents by increasing the number of locations throughout the community that provide services.	Increase the number of clinical services offered throughout the system at locations like TGMG Multi-Specialty Services, HealthPark, and Brandon HealthPlex.			By expanding the areas in which services are provided, TGH is increasing the availability of health services and making it easier for Hillsborough County residents to access these services. Increasing the number and variety of services provided throughout the county will make TGH a leader in healthcare access and availability. An inventory of the new services will serve as the evaluation component of this strategy.
Behavioral Health	Hillsborough County residents	Continue to provide and promote clinical services that are focused on psychology, counseling, and screenings and offer these services throughout the community.	Increase the number of behavioral health clinical services offered in Hillsborough County. Beyond increasing the number, also expand the areas in which the services are offered. This strategy can be evaluated by conducting a comparative analysis of current offerings with post-expansion offerings.			TGH provides resources for those seeking behavioral health services. Currently TGH offers counseling services for adults and children, an outpatient facility for children with chronic illnesses, and screenings for a variety of mental health conditions. Expanding the behavioral health services covered will reduce rates of those who are not seeking behavioral health services but need to.
Behavioral Health	Hillsborough County residents	Continue to provide and strengthen behavioral health education for the community.	Focus on behavioral health education programs for Hillsborough County residents.			TGH is involved in several behavioral health initiatives in Hillsborough County. These programs target patients, staff, and county residents. Mental health was mentioned as an important health issue by 24.5% of survey participants and was one of the top ten health issues discussed by focus group participants. By providing these services and expanding their scope, TGH is addressing these concerns. This strategy's evaluation can be completed by tracking new services and programs.
Behavioral Health	TGH Employees	Continue to provide education for TGMG staff on how to best treat their patients.	Keep TGMG staff educated by providing supplemental trainings and seminars on behavioral health services for their patients.			Due to the above-discussed rationale, TGH is continuing to address these concerns through educational efforts. This strategy's evaluation can be completed by tracking new trainings and seminars on behavioral health services.



Implementation Strategy, Cont'd

Community Health Need	Target Population	Action Plan	Goals	Existing Partners	Potential Partners	Action Plan Rationale
Behavioral Health	Hillsborough County residents	Foster partnership with Healthy Hillsborough to define high-utilizers, inventory resources and identify and evaluate related care models & best practices.	Work with Healthy Hillsborough's Behavioral Health Committee to implement the action plan and create an environment of effective delivery of behavioral health services	Healthy Hillsborough's Behavioral Health committee		By partnering with Healthy Hillsborough's Behavioral Health committee, TGH is able to reach more individuals in the county. The identification of best practices will allow the delivery of more effective care to Hillsborough County residents. TGH's participation in the Healthy Hillsborough Behavioral Health Committee will serve as the indicator of progress.
Behavioral Health	Hillsborough County residents	Work with Tampa Bay Healthcare Collaborative to assist in providing a better way to access and provide resources.	Create a strategy for better delivery of behavioral health services to Hillsborough County residents	Tampa Bay Healthcare Collaborative		Approximately one in four survey participants indicated that mental health is an important issue in the community. To help address this issue, TGH will work with the Tampa Bay Healthcare Collaborative to provide a better way for residents can access the available resources.
Behavioral Health	TGH Employees	Offer a variety of behavioral health resources and services to TGH employees to promote positive mental health among the employees.	Continue to offer resources, workshops, therapies, support groups, and programs to TGH employees. Identify where to add more services and which programs to strengthen. Create awareness among employees so that the resources are accessed more often.			By offering low-cost and free services to TGH employees, TGH is reaching another group of Hillsborough County residents who are seeking behavioral health services. TGH will be assisting their staff in having a higher Quality of Life by providing these services. Tracking the TGH employee utilization of these services will assist in measuring the impact of this strategy.



Company Overview



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**Thank you for the opportunity to serve Tampa General Hospital.
We are committed to being your innovative strategic partner.**



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