

**HARDEE COUNTY CHIP**  
**Goals and Objectives**  
**September 30, 2014**



Ray Dielman, Chairman  
Elizabeth Rugg, Executive Director  
Teresa Kelly, Business Development and Planning Director

## WHO WE ARE

The health councils were created in 1983 by Florida Statute to identify, address and resolve health care issues of local concern. Each health council is a private, non-profit organization governed by a Board of Directors. The Board members are appointed by County Commissioners to represent the concerns of health care consumers, providers and purchasers.

The Health Council of West Central Florida, Inc. (HCWCF) serves Hardee, Highlands, Hillsborough, Manatee and Polk counties. The Council has extensive experience working with for-profit and non-profit agencies, public health organizations, consumers and professionals. Collaboration and cooperation are critical to the success of our mission.

We have three strategic goals: (1) support the accessibility of health care and social support systems through *comprehensive health planning*; (2) obtain and provide *education* about essential community health challenges and solutions; and (3) participate as collaborative partners to address current and emerging health issues to develop and sustain efficient and cost effective *service delivery* systems.

### HEALTH COUNCIL OF WEST CENTRAL FLORIDA, INC. BOARD OF DIRECTORS

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### TO LEARN MORE ABOUT THE HEALTH COUNCIL

Visit our website - [www.healthcouncils.org](http://www.healthcouncils.org)

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**Health Priority: Alcohol, Tobacco and Drug Abuse Prevention**

**Goal:** To raise awareness in the community regarding the risks of alcohol, tobacco and drug use and to reduce the health impacts related to those behaviors.

**Objective1:** Pass a county-wide social ordinance by June 30, 2016.

**Strategy:** Address social norms where parents provide alcohol to minors through education and policy change.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Kick off the evidence-based campaign "Parents Who Host Lose the Most"	ASAPP-lead Tri-County Sheriff Public Officials Hardee County Health Department	Materials Funding Staff time	1/31/15 through 6/30/18		Campaign will roll out in the community  Additional partners will be added	
Collect existing ordinances as models for ordinance draft	ASAPP	Staff time	3/15/15		Ordinances will be identified	
Host town hall meeting to inform the community of the purpose of the ordinance	ASAPP-Lead Hardee County Alliance for Substance Abuse and Pregnancy Prevention	Staff time Facility	7/30/15		Town Hall conducted	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Meet with elected public officials, and law enforcement in all jurisdictions to gain support for an ordinance	ASAPP Hardee County Alliance for Substance Abuse and Pregnancy Prevention Concerned citizens	Staff time	7/30/15		List of officials contacted	
Draft Ordinance	Board of County Commissioners Law Enforcement		9/01/15		Draft ordinance	
Adopt Ordinance	Board of County Commissioners		11/15/15		Ordinance passed	
Inform the community of the new ordinance	Hardee County Alliance for Substance Abuse and Pregnancy Prevention Local media		12/31/15		List of outreach efforts	

### Health Priority: Alcohol, Tobacco and Drug Abuse Prevention

**Goal:** To raise awareness in the community regarding the risks of alcohol, tobacco and drug use and to reduce the health impacts related to those behaviors.

**Objective 2:** By 2015, reduce the percent of 7<sup>th</sup> grade students who report having at least one drink of alcohol in the past 30 days as measured by the Teen Norms survey to no more than 8% when compared with 2014 benchmark for 6<sup>th</sup> grade students.

**Objective 3:** By 2015, reduce the percent of 8<sup>th</sup> grade students who report having at least one drink of alcohol in the past 30 days as measured by the Teen Norms survey to no more than 12% when compared with 2014 benchmark for 7<sup>th</sup> grade students.

**Strategy:** Utilize education to reduce alcohol use by youth.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Conduct teen norm survey and analyze data.	ASAPP Junior High school Evaluator	Staff time Evaluator	October 2015		2014 base line measure for 6 <sup>th</sup> and 7 <sup>th</sup> grade students  2015 data for 7 <sup>th</sup> and 8 <sup>th</sup> grade students	
Conduct Healthy Choices ½ day event every year for 8 <sup>th</sup> grade class	ASAPP-Lead Healthy Start Community Health Center Hardee	Funding, motivational speakers, location	5/31/15 5/31/16 5/31/17 5/31/18		Program evaluations  # of participants	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
	County Health Department RCMA Heartland for Children Wauchula Jr. High School Tri-County Human Services					
Provide "Healthy Choices" curriculum once per week for 6 weeks in Jr. High school	Hardee County Health Department-Lead Healthy Start TOP(Teen Outreach Program) Wauchula Jr. High School	TOP program Funding	5/31/15 5/31/16 5/31/17 5/31/18		Program Evaluation Pre/post tests on behavioral attitudes # of participants	
Develop and enhance youth coalitions and after school peer-to-peer programs	Junior High YMCA ASAPP Hardee County Alliance for Substance Abuse and		Ongoing until 6/30/18		# of programs # of participating students	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
	Pregnancy Prevention Interact Alliance STAND IMPACT Hardee					
Set targets for change for subsequent years	Hardee County Alliance for Substance Abuse and Pregnancy Prevention		11/30/15 11/30/16 11/30/17		% targets established for each age group	
Assure vendors are not selling alcohol to minors	Law enforcement	Staff time	Ongoing through 6/30/18		Compliance checks completed Fines issued	

### Health Priority: Alcohol, Tobacco and Drug Abuse Prevention

**Goal:** To raise awareness in the community regarding the risks of alcohol, tobacco and drug use and to reduce the health impacts related to those behaviors.

**Objective 4:** By 2015, reduce the percent of 7<sup>th</sup> grade students who report smoking in the past 30 days as measured by the Teen Norms survey to no more than 6% when compared with 2014 benchmark for 6<sup>th</sup> grade students.

**Objective 5:** By 2015, reduce the percent of 8<sup>th</sup> grade students who report smoking in the past 30 days as measured by the Teen Norms survey to no more than 5% when compared with 2014 benchmark for 7<sup>th</sup> grade students.

**Strategy:** Utilize education to reduce smoking and tobacco use. Compliance checks by law enforcement for vendors selling tobacco products.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Conduct teen norm survey and analyze data.	ASAPP Junior High school Evaluator	Staff time Evaluator	October 2015		2014 base line measure for 6 <sup>th</sup> and 7 <sup>th</sup> grade students  2015 data for 7 <sup>th</sup> and 8 <sup>th</sup> grade students	
Implement KNOT anti-tobacco education program for 5 <sup>th</sup> grade students	ASAPP Junior High school Hardee County Health Department	Staff time Program materials	Ongoing through 6/30/18		# students participating Program evaluations	



Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Continue SWAT program in Jr. High school	Junior High school Hardee County Health Department	Staff time Program materials	Ongoing through 6/30/18		# students participating	
Expand SWAT program to high school students	High school Hardee County Health Department	Staff time Program materials	9/15/16 Ongoing through 6/30/18		SWAT program established and # students participating	
Assure vendors are not selling tobacco products to minors	Law enforcement		Ongoing through 6/30/18		Compliance checks completed Fines issued	
Conduct community events that promote being tobacco free, and incorporate tobacco-free lifestyle messages at other events in the community for both adults and youth	AHEC Hardee County Alliance for Substance Abuse and Pregnancy Prevention Hardee County Health Department Local Media Schools		Kick Butt Day 3/30/15 and annually through 6/30/18 "Sand Blast"- annually through 6/30/18 Homecoming annually through 6/30/18		List of activities	

**Health Priority: Alcohol, Tobacco and Drug Abuse prevention**

**Goal:** To raise awareness in the community regarding the risks of alcohol, tobacco and drug use and to reduce the health impacts related to those behaviors.

**Objective 6:** Reduce the number of adults who smoke to no more than 12% as measured by Behavioral Risk Factors Surveillance Survey, by 2018.

**Strategy:** Provide smoking cessation classes and promote Florida Quit Line.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Provide smoking cessation classes for adults in the community.	AHEC- lead Hardee County Alliance for Substance Abuse and Pregnancy Prevention Hardee County Health Department Employers Faith based Public housing	Trained facilitators Program materials	Ongoing through 6/30/18		# of classes offered # persons participating BRFSS data	
Promote the Florida Quit Line	AHEC- lead Hardee County Alliance for Substance	Promotional materials	Ongoing through 6/30/18		List of participating partners	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
	Abuse and Pregnancy Prevention Hardee County Health Department Employers Faith based Local Media					
Conduct community events that promote being tobacco free, and incorporate tobacco-free lifestyle messages at other events in the community for both adults and youth	AHEC Hardee County Alliance for Substance Abuse and Pregnancy Prevention Hardee County Health Department Local Media Schools		Kick Butt Day 3/30/15 and annually through 6/30/18 "Sand Blast" - annually through 6/30/18 Homecoming annually through 6/30/18		List of activities	

### Health Priority: Alcohol, Tobacco and Drug Abuse prevention

**Goal:** To raise awareness in the community regarding the risks of alcohol, tobacco and drug use and to reduce the health impacts related to those behaviors.

**Objective 7:** By 2015, reduce the percent of 7<sup>th</sup> grade students who report using prescription drugs in the past 30 days as measured by the Teen Norms survey to no more than 1% when compared with 2014 benchmark for 6<sup>th</sup> grade students.

**Objective 8:** By 2015, reduce the percent of 8<sup>th</sup> grade students who report using prescription drugs in the past 30 days as measured by the Teen Norms survey to no more than 8% when compared with 2014 benchmark for 7<sup>th</sup> grade students.

**Strategy:** Educate adults on the prevalence of prescription drug abuse and methods for reducing access to youth.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Review survey question related to prescription drug use and conduct focus group with teens to verify the interpretation of the question as needed.	ASAPP	Staff time Facility Incentives for participation	2/15/15		Focus group if needed	
Conduct teen norm survey and analyze data.	ASAPP Junior High school Evaluator	Staff time Evaluator	10/31/15		2014 base line measure for 6 <sup>th</sup> and 7 <sup>th</sup> grade students  2015 data for 7 <sup>th</sup> and 8 <sup>th</sup>	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Set targets for change for subsequent years	Hardee County Alliance for Substance Abuse and Pregnancy Prevention		11/30/15 11/30/16 11/30/17		grade students % targets established for each age group	
Initiate "Talk it up and Lock it up" campaign targeted at parents and grandparents	ASAPP Hardee County Alliance for Substance Abuse and Pregnancy Prevention Law Enforcement	Materials Media contacts	Ongoing through 6/30/18		Number of participating partners	
Conduct annual DEA take back events for the collection and destruction of unused medications.	Law Enforcement DEA	Promotional materials staff	Ongoing through 6/30/18		Events held # of partnering agencies	

**Health Priority: Alcohol, Tobacco and Drug Abuse Prevention**

**Goal:** To raise awareness in the community regarding the risks of alcohol, tobacco and drug use and to reduce the health impacts related to those behaviors.

**Objective 9:** Conduct Community Resource Summit by May 30, 2015.

**Strategy:** Capitalize on existing resources and develop partnerships to address youth needs in the community.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Develop invitation list	ASAPP- Lead Hardee County Alliance for Substance Abuse and Pregnancy Prevention	Staff time	1/30/15		Invitation list	
Develop agenda	ASAPP- Lead Hardee County Alliance for Substance Abuse and Pregnancy Prevention		2/15/15		Agenda	
Determine date and location	ASAPP- Lead Hardee County Alliance for Substance Abuse and		2/28/15		Facility identified	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Invite participants	Pregnancy Prevention ASAPP- Lead Hardee County Alliance for Substance Abuse and Pregnancy Prevention		3/1/15		Invitations sent	
Conduct event	ASAPP- Lead Hardee County Alliance for Substance Abuse and Pregnancy Prevention		5/30/15		Program Evaluations # participants	

**Health Priority: Chronic Disease Prevention**

**Goal:** To improve and expand programs to educate the community and raise awareness for the prevention of obesity.

**Objective 1:** Promote healthy eating by the establishment of three school/community gardens by June 30, 2018.

**Strategy:** Increase access to fresh fruits and vegetables. Educate the community on the preparation of fresh fruits and vegetables.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Review best practices for community gardens to become familiar with different models.	IFAS County Extension- Lead Ag students Health Care Task Force Hardee County Health Department	Materials on community garden planning and implementation	1/15/15		Community appropriate models will be identified	
Meet with County planning department and school officials regarding requirements/ processes around garden development.	Health Care Task Force- Lead	Staff expertise	1/15/15		Regulations and procedures will be identified	



Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Develop site appropriateness review check list	IFAS County Extension-Lead Ag Students High School		3/15/15		Site checklist completed	
Identify potential funding sources/donations	Health Care Task Force-Lead	Grant writer Supply donations Garden Club Mosaic Tractor Supply	3/30/15		Materials for solicitation of funds and supplies List of identified sponsors	
Identify potential sites, target communities and appropriate garden models for sites including items to be grown based on site conditions/location.	Health Care Task Force Hardee County Health Department Faith based groups	Staff expertise Community leaders	First Site 4/30/15 Second site 4/30/16 Third site 4/30/17		Possible Sites Identified Agreements executed as needed Budget and process checklist developed	
Approach Health Department to serve as first site.	Health Care Task Force	Volunteers to assist in planting, maintaining and harvesting	4/30/15		First site will be operational	
Review first garden progress and identify issues and	Health Care Task Force-Lead		7/30/15 10/30/15 1/30/16		Best practices identified	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
solutions quarterly.	Central Florida Health Care Hardee County Health Department				# of people served Pounds of food provided (baseline)	
Develop second site	Faith based or school	Volunteers to assist in planting, maintaining and harvesting	6/30/16		Second site operational	
Review first and second garden progress and identify issues and solutions quarterly.	Garden Coordinator-lead Health Care Task Force Central Florida Health Care Hardee County Health Department		7/30/16 10/30/16 1/30/17		Best practices identified # of people served Pounds of food provided (baseline)	
Develop third site	Faith based or school	Volunteers to assist in planting, maintaining and harvesting	6/30/17		Third site operational	
Review all garden progress and identify issues and	Garden Coordinators-lead		7/30/17 10/30/17 1/30/18		Best practices identified	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
solutions quarterly.	Health Care task force Central Florida Health Care Hardee County Health Department				# people served  Pounds of food provided(baseline)	

### Health Priority: Chronic Disease Prevention

**Goal:** To improve and expand programs to educate the community and raise awareness for the prevention of obesity.

**Objective 2:** Create and maintain a list of community resources and activities for recreation and physical activity June 30, 2015.

**Strategy:** Promote physical activity through community partners by providing information on available resources and conducting public awareness activities at least twice per year.

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Develop list of resources.	Parks and Recreation-Lead	Staff	June 30, 2015		List developed	
Conduct public awareness events at least twice per year to promote resource list.	Hardee Health Department Central Florida Health Care Main Street Chamber of Commerce Hardee County Government	Websites Community events	July, 2015 January, 2016 July, 2016 January, 2017 July, 2017 January, 2018		Documentation of awareness activities completed	
Partner with a minimum of 12 agencies to disseminate information to the community through a variety of media	Health Care Task Force-Lead Hardee Health Department Central Florida Health Care Main Street	Websites Flyers Brochures	July, 2015 January, 2016 July, 2016 January, 2017 July, 2017 January, 2018		List of partners will be at least 12 members	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
	Chamber of Commerce Hardee County Government Home school parents association Faith based					
Update List annually	Parks and Recreation	Staff	June 30, 2016 June 30, 2017 June 30, 2018		Updated list	
Develop Community Calendar of events	Chamber of Commerce-Lead Health Care Task Force Main Street South Florida Hospital	Staff Database development	6/30 14	Completed	Calendar created # of events posted- baseline	Completed

**Health Priority: Teen Pregnancy Prevention**

**Goal 1:** Reduce teen pregnancy rate in Hardee County to the 3<sup>rd</sup> quartile of all counties in the State of Florida.

**Objective 1:** Reduce the number of pregnancies for teen less than 18 years of age to no more than 14 (20%) by June 30, 2018.

**Strategy:** Education and awareness

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Conduct Healthy Choices ½ day event every year for 8 <sup>th</sup> grade class	ASAPP-Lead Healthy Start Community Health Center Hardee County Health Department RCMA Heartland for Children Wauchula Jr. High School Tri-County Human Services	Funding, motivational speakers, location	5/31/15 5/31/16 5/31/17 5/31/18		Program evaluations  # of participants	
Provide “Healthy Choices” curriculum once per week for 6 weeks in Jr. High school	Hardee County Health Department- Lead Healthy Start TOP(Teen Outreach	TOP program Funding	5/31/15 5/31/16 5/31/17 5/31/18		Program Evaluation  Pre/post tests on behavioral attitudes	

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
	Program) Wauchula Jr. High School				# of participants	
Provide educational handouts with backpacks for back to school event	South Florida State College Sorority -Lead (Katrina Blandon) ASAPP Big Brothers/Big Sisters Suncoast Schools		8/15/15		# of handouts	
Provide additional educational handouts for back to school event	Central Florida Health Care- Lead WIC Hardee County Health Department		8/30/15 8/30/16 8/30/17 8/30/18		# of handouts # of events	
Conduct ½ day mother/daughter event for girls 11-17 addressing women's health and general wellness	ASAPP-Lead Faith based Hardee County Health Department Florida Hospital Central Florida Health Care		6/30/15 6/30/16 6/30/17 6/30/18		Program Evaluation # of participants	

**Health Priority: Teen Pregnancy Prevention**

**Goal1:** Reduce teen pregnancy rate in Hardee County to the 3<sup>rd</sup> Quartile of all counties in the State of Florida.

**Objective 2:** Reduce the number of subsequent births to teens 19 years of age and under to no more than 10 (20%) by June 30, 2018.

**Strategy:** Education and awareness

Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Educate teens in first pregnancy about family planning, during parenting classes and postpartum visits	Healthy Start-Lead Central Florida Health Care Hardee County Health Department General practitioners Pediatricians Delivery hospitals Choices Pregnancy center RCMA East Coast Migrant Head Start	Staff Educational materials that are culturally/linguistically appropriate and serve lower literacy abilities.	6/30/15 6/30/16 6/30/17 6/30/18		# of providers participating (100% )  # of individual contacts	



Key Activities	Community Partners	Resources	Target Date for Completion	Status of Progress	Evaluation Measure	Evaluation Results
Educate providers on the need to providers on impacts of teen birth and repeat births	Healthy Start-lead	Staff Educational materials	6/30/15 6/30/16 6/30/17 6/30/18		# of providers reached	
Revise Medicaid well baby checklist to include education of parents about family planning	Health Care Task Force Private medical providers Central Florida Health Care	Staff time Advocacy expertise	6/30/17		Revised checklist adopted	

## **ACKNOWLEDGEMENTS**

### **Hardee County Health Care Task Force Participants**

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