



Action Plan – GOAL: Improved Behavioral & Mental Health Network

(MCHD, DISC, MCMH, AHEC, Apalachee Center, CRMC, FSU, Hand in Hand)

Objective: Decrease drug, alcohol, and smoking through Mental Wellness Network delivering education, counseling, cessation, and medication services by December 31, 2023.

Strategy: Strategic partnerships between the health department, the hospital, mental health providers, and Mental Health Councils to establish and deliver mental wellness services to Madison County residents.

Short-Term Objectives	Action Steps	Due Date	Agency Responsible	Status & Baselines		
Establish a work group - Mental Wellness Advisory Council.	-Invite school system representatives, NFC representatives to subcommittee meeting, school system, mental health providers, law enforcement, and domestic violence.	6/1/2021	МСМН & МСНD	-Nonprofit organizations and providers are engaged with the hospital to develop a referral process and mental wellness servicesMCMH Community Asset Map launched,		
Research, develop and maintain mental health resources - print and online.	-Feasibility & interest of Internship model with NFC, St. Leo, and/or FSU hybrid model for in person and virtual.	12/31/2021	МСМН	need to determine feasibility of updates and migrating to shared platform Analysis- Disc Survey, MCHD-CHNA -Discharge Planning process and tools improvement in process MCMH, AHECMCHM made contact in Jacksonville to		
Launch a collaborative Mental Health Education and Awareness campaign.	-Develop communication plan to distribute to the community in-person after COVID and virtuallyCreate presentation and supporting materials.	4/30/2022	MCMH, MCHD, DISC AHEC			
Integrated screening and referral process and tools.	-Policy, screening, and referral tools available online and in facilities.	6/30/2022	MCMH, DISC, FSU, AHEC	-2019 Adult smoker 19% -Tobacco Related Cancer rate 70.5 -Youth Tobacco use vaping 15.7%		
Establish a National Alliance of Mental Illness (NAMI) chapter	-Confirm interest and launch chapter if applicable.	2/1/2023	MCMH/MCHD	-Chronic liver death rate 13.2-70% white & 64% male)		
Integrated Care Team for delivering drug, alcohol, and smoking cessation services.	-Determine/develop assessment process and tools, referral process and policy.	12/31/2023	AHEC & MCMH	-Alcohol vehicle death rate 10.4 (64% male & 55% white) -Alcohol liver deaths 13-62% Hispanic & 77% males, rate 583.6 -Youth drugs prior 30 days-47% black & 35% white)		





Action Plan – GOAL: Improved Behavioral & Mental Health Network

(MCHD, DISC, MCMH, AHEC, Apalachee Center, CRMC, FSU, Hand in Hand)

Objective: Decrease **suicide** and improve **mental wellness** through an Integrated Care Network that aligns social and mental health services between the health department, the hospital, local providers, nonprofit, faithbased and government entities by December 31, 2023.

Strategy: Strategically align local and regional services to combat suicide and establish prevention strategies that meet the needs of Madison County residents.

Short-Term Objectives	Action Steps	Due Date	Responsible	Status & Baselines
Decrease suicide by improving and integrating social, spiritual, and environmental assets.	-Assess the local parks and organizations to identify places to put Healing Gardens that promote social, spiritual, and mental wellbeingConvene with Parks and Recreation to determine feasibility and available resourcesConvene volunteer groupCollaborative grant and Chamber open house when built.	12/31/2021 12/31/2022	MCMH Chamber TDC NFC St. Leo	-Initial community assets have been identified - Researching grant opportunity to collaborate with NFC for new program with internships Nonprofits/businesses expressed an interest in hosting and distributing Vaccine InformationOnline Portal launched to allow sign up and information sharing.
Improve mental wellness through partnerships, awareness, counseling, workforce development and medication management.	-Develop presentation and communication plan for community in- person after COVID and virtually-print and digital artifacts. -Shorten Mental Health First Aid as a public service announcement format and deliver digitally and through community presentations. -Explore feasibility of NFC expansion to mental wellness program.	12/31/2021	MCHD DISC MCMH AHEC NFC	- MCMH, DISC, AHEC, and Hand in Hand have been researching and developing systemsMCMH collaborating with local provider - new mental wellness services, exploring partnership.
Improve mental wellness through COVID education, screening & vaccinations	-Identify community partners who are interested in hosting a Vaccination Station. -Develop cause related campaign materials. -Vaccinate 70% of the population.	9/1/2021	MCHD MCMH	-Suicide death rates 16.7 (70% male & 91% white) -Death rates drugs total 20 (75% white) -Youth delinquent behavior 10.5% suspension, carrying handgun 7.7%
Develop assessment protocols and referral processes for Health Department & Hospital Emergency Room and Inpatient Services.	-Establish timeline and management planDevelop process, protocols, and policiesDevelop MOU and/or affiliation agreementsCollaborative grant to cover start upAdd codes to Charge Master for new Line of BusinessDecrease cases by zip 32331-293, 32340-1,148, 32059-193.	12/31/2023	MCHD AHEC DISC FSU	-At times no good at all Youth 25.2% middle, 38% high -Domestic violence rate 583.6 -Youth life not worth it 25.2% middle, 26.4% high -Hospitalization rate mental 499.4(53% black) -Depressive disorders 18-44=13.0, 45-64=15.7, 65+=16.7 -Decrease COVID impact, Deaths-37, Cases-1,791, Hospitalization: 82, Vaccinated-10





Action Plan - GOAL: Decrease Chronic Diseases (MCHD, MCMH, AHEC, Barnes Healthcare)

Objective: Integrated chronic disease prevention and treatment services by December 31, 2023.

Strategy: Establish and maintain a Diabetes Prevention Program (DPP) and a Diabetes Self-Management Education Program (DSME) and healthy living services.

Short-Term Objectives	Action Steps	Date	Responsible	Status & Baselines
Improve nutrition and decrease obesity through partnerships, awareness, education, screening, and healthcare access.	-Communication & Public relations plan for Fitness Classes, Nutrition classes, and DiabetesEngage with IFAS i.e. nutrition classes, online portal, and canning kitchen and identify capabilities and opportunitiesReview SNAP Education MCHD develop communication & public relations campaignBusiness After Hours Chef Demonstrations and Tasting.	6/30/2021 12/31/2021 04/19/2022	MCHD MCMH BHC AHEC Chamber Sheppard's Hand	-Fitness Classes online AHECNutrition classes online AHECIFAS nutrition classes also online portalSNAP Education MCHDHealthy Woman online & social media MCMH MCHD Heart Health ProgramMCMH Healthy Woman.
Improve heart health through partnerships, awareness, education, screening, healthy living habits, and healthcare access.	-Review MCHD Heart Health Program capacity, referral, resources, and marketingCause related marketing campaign and heart health fairFeasibility and timeline and management plan for Lake Francis Walk-a-Thon.	08/30/2021 02/01/2022 07/31/2022 11/12/2022	MCHD BHC AHEC MCMH	-AHEC Healthy Living AHEC (DSME certified)Madison Medical Diabetes (DSME)BHC (DPP and DSME certified).
Decrease the prevalence of Diabetes and Diabetes deaths through partnerships, awareness, education, screening, healthy living habits, and healthcare access.	-Timeline and management plan for Diabetes management and prevention classes (DPP & DSME)Marketing and communication plan and materialsOnline portal registration and trackingCalendar of Events in person and onlineDiabetes awareness Celebrity Cook Off.	4/31/2021 6/30/2021 9/30/2022	MCHD BHC AHEC MM MCMH	-Obese Risk-34% -Physically Inactive Risk -31% -Access to exercise opportunities Risk -50% -Limited access to healthy foods-10% -2018: 34% cause death heart -2018: 29.6 death rate Heart attack
Community health education and awareness presentations to civic groups, faith-based groups, and local government.	-Feasibility of Local Chef demonstrations virtually and or in personDevelop timeline and management plan and communications and marketingSubmit collaborative grantThank Your Lucky Stars.	12/31/2021 6/30/2021 11/13/2023	MCMH BHC Local Eateries Sheppard's Hand	-Hypertension death rate 20.4 -CHF hospitalization rate 1,377.30 (62% white) -Diabetic Risk-17% -Hospitalization rates white (24%) & black (42%) -2018 Diabetes cause of death-4% -Percentage diabetes deaths, White (54%) and male (65%)





Action Plan - GOAL: Chronic Diseases

Objective: Breast, prostate and colon cancer screenings, and awareness at least annually by December 31, 2022.

Strategy: Provide cause related campaigns to provide cancer screening and treatment to residents

Short-Term Objectives	Action Steps	Date	Responsible	Status & Baselines
Enhance tobacco cessation referral process.	-Big Bend AHEC to discuss and revise procedureUpdate Discharge Planning Process and ToolsIncrease marketing & Public RelationsEstablish kiosk and guest speaking opportunities.	9/30/2021	MCHD MCMH AHEC	-MCMH & MCHD Breast Cancer Awareness event 2 nd Annual in 2020, replicateMCMH has a full-service laboratory and offers mammography and endoscopy services.
Improve health outcomes by ensuring awareness of services and key health and wellness practices through community health education and awareness presentations to civic groups, faith-based groups, and local government.	-Identify topics and develop a sample presentation that can be used in the different forums (PowerPoint, flyers, hand- outs, etc.)Ascertain which community partners want to co-presentSchedule presentations with organizationsIncrease marketing & Public RelationsColon Cancer Awareness eventIncrease health rankings through population health management strategies.	6/30/2021	MCHD MCMH AHEC	
Integrate Strategic Partnerships for cancer screening, awareness, education, and healthcare access.	-Enhance Breast Cancer Awareness Event to add Women's Health issuesReplicate BCA to launch other cancer awareness events, screenings, and servicesExpand FSU College of Medicine partnershipIncrease marketing & Public Relations.	10/01/2021	MCHD MCMH Local Providers Local nonprofits TMH FSU	





2021 Implementation Strategy for Community Health Improvement Plan (CHIP)

Action Plan - GOAL: Improved Social Determinants of Health

Objective: Reduce **Poverty** and increase **Healthcare Access** by increasing the percentage of people with healthcare benefits. By **December 31, 2023**.

Strategy: Expand access to healthcare through Integrated Care Teams, aligned Provider Networks, and Collaborative Strategic Partnerships.

Short-Term Objectives	Action Steps	Date	Responsible	Status
Reduce Poverty and increase Healthcare Access by increasing	-Navigator campaign with AHECManaged plan counselors with MCHD and Business office.	4/30/2021	MCHD MCMH	-Exploring partnerships with Orthopedics.
the percentage of people with healthcare benefits.	 -Enhance scripting and training for Financial Counselor MCMH. -Explore enhanced/replicated partnerships with HUMANA and other Commercial Policies. 	11/2021 annually	AHEC Humana	
Increase Healthcare Access by establishing a comprehensive Provider Network as indicated by additional primary care and specialty providers serving in Madison County.	-FSU College Medicine expanding internships and affiliation agreementsEstablish collaborative grant with FSU Humanities internship and mental wellness screening and researchTMH prenatal care with MCHDExpand health care service with addition specialties through partnerships and affiliation agreementsIncrease branding and awareness of screening prevention, and treatment services to 60-mile radius.	12/31/2023	MCHD MCMH FSU TMH	-Uninsured Adults 17% & children 6%. Medicaid eligible U18 is 52%Family Practice: 4, Physician Assistant: 1, Nurse Practitioners: 22 -Internal: 1, Pediatrician: 1, Cardiologist: 2 -Dentist: 4, -Chiropractors: 3, -Other: 0 -Mental Health: 4, -Psychologist: 1, -Clinical Social Workers: 2 -Food insecurity-23% -Limited access to healthy foods-10%
Reduce food insecurities by improving access to healthy eating and delivering nutrition education.	-IFAS partnership expansionEnhance Farm Share program and explore potential Farm CoopUnited Methodist Food Pantry and Chamber PartnershipLand Project Community Garden with DISCFarmers Market potential with Chamber, TDC, and Downtown DevelopmentSubmit Department of Agriculture grant.	12/31/2021	MCHD Healthy Start Coalition	





2021 Implementation Strategy for Community Health Improvement Plan (CHIP)

Action Plan - GOAL: Improved Social Determinants of Health

Objective: Establish shared understanding across all sectors in Madison County concerning information and issues surrounding Health Equity (HE), Cultural Competency/Sensitivity, and how Social Determinants of Health influence the health of Florida's residents and communities by December 31, 2021.

Strategy: Guest speaking at community events, action teams, and advisory councils.

Short-Term Objectives	Action Steps	Date	Responsible	Status	
Develop and implement Social	-Reorganize the Maternal and Child Health action team to	06/31/2021	Healthy Start	-Active council with active member - change	
Determinants of Health	establish the SDOH timeline and management plan.		MCHD	scope of work.	
Advisory Council.			MCDC	-Actively pursuing R&D for SDOH.	
Incorporate health equity into	-Prior to educating the community on chronic diseases and mental	12/31/2021	MCHD	-Individual poverty: 28.2%	
community presentations.	health, incorporate health equity into the presentations		MCMH	-Children in families in poverty: 37%	
				-Unemployment: 3.9%	

(The Following Strategies align to the efforts of the Vision 2030 Efforts- Madison County Memorial Hospital does offer education and training opportunities for employees and Medical Staff as well as internships for on-the-job training, however, does not have the personnel or financial resources to assist in this goal.)

Reduce Poverty and increase	-Individual poverty: 28.2%	1102, 1103.02,	Career Source,	Vision 2030
employment opportunities by	-Children in families in poverty: 37%	1103.01	Madison County,	
attracting businesses.	-Unemployment: 3.9%		MCDC, MCCC	
Reduce poverty and increase	-SSI 1101: 13%, 1103.01: 12.4%, 1103.02: 10%	1102, 1103.02,	School District,	Vision 2030
employment capacity by improving	-SNAP 1103.02: 36.2% & 1102: 21.4%	1103.01	NFC, St. Leo	-State Representative, Local
soft skills and workforce capabilities	-Early Steps <3 served: 66.6%			and National systems on
through education and training.	-Elementary not promoted: 12.9%			Poverty
	-Graduation Rate 82.5%			
	-High School diploma: 38.1%			
	-Likely to pursue college 13.8%, Bachelors + 13.8%			
Reduce poverty by improving	-Lack plumbing: 1.4%	1103.02, 1101,	Madison County,	Vision 2030
housing infrastructure.	-Lack kitchen 1103.02: 2%	1102	City of Madison	-HUD & Urban Development
	-Not heated/inadequate: 1103.02 @ 1%, 1101 & 1102 @ 3.6%			