

CTG in Broward County



Transforming Our Community's Health
(TOUCH) in Broward County, Florida

Broward Regional Health Planning Council



Michael De Lucca, MHM
President & CEO



Non-Profit health planning entity
Established by Florida Legislature in 1982

Services Include:

- Healthy Families, Visiting Nurses and Veterans Services
- Eligibility, Housing and Homelessness
- Substance Abuse and Mental Health
- Public Health Planning
- HIV Planning
- Data Warehouse
- TOUCH

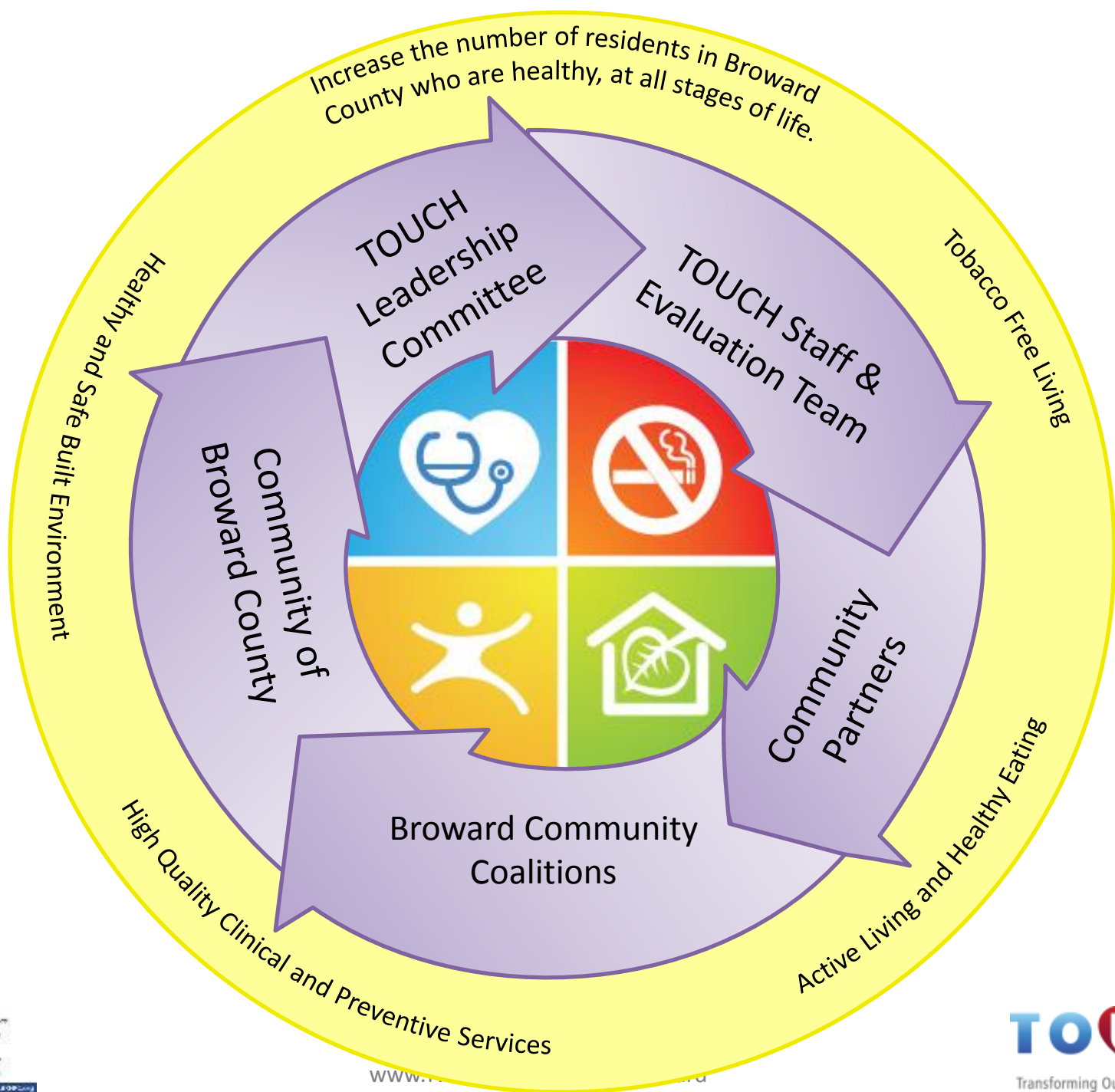


- Founded in 1993; \$108M invested
- Increase the health status of residents in Broward, Miami-Dade and Monroe Counties
- Priority areas:
 - Primary Care
 - Healthy Eating Active Communities
 - Behavioral Health
 - Preventive Health Measures

PRIORITIES

TOUCH: FOUR STRATEGIC DIRECTIONS





Leadership Team:

Mission to create and support collaborative systems that more efficiently and effectively meet community needs.



The Coordinating Council of Broward - www.theccb.org

- Broward Regional Health Planning Council, Inc.
- Florida Department of Children and Families
- Director Broward County Health Department
- Broward College
- Childnet, Inc.
- Nova Southeastern University
- United Way of Broward County
- Broward County Government
- Early Learning Coalition of Broward
- Sheriff Broward County Sheriff's
- WorkForce One
- Aging and Disability Resource Center of Broward County
- Broward Health
- Broward Behavioral Health Coalition
- Henderson Behavioral Health
- Superintendent School Board of Broward County
- Memorial Healthcare System
- Children's Services Council of Broward

Community Partners

(Funded and Unfunded Partners)



Tobacco Free Living

American Lung Association
Broward County Health Department
Tobacco-free Partnership
Nova Southeastern University AHEC



Clinical and Preventive Services

Broward Health
Holy Cross Hospital
Memorial Healthcare System
Health Foundation of South Florida
Healthy Aging Regional Collaborative
Broward Community and Family Health Center



Healthy and Safe Physical Environments

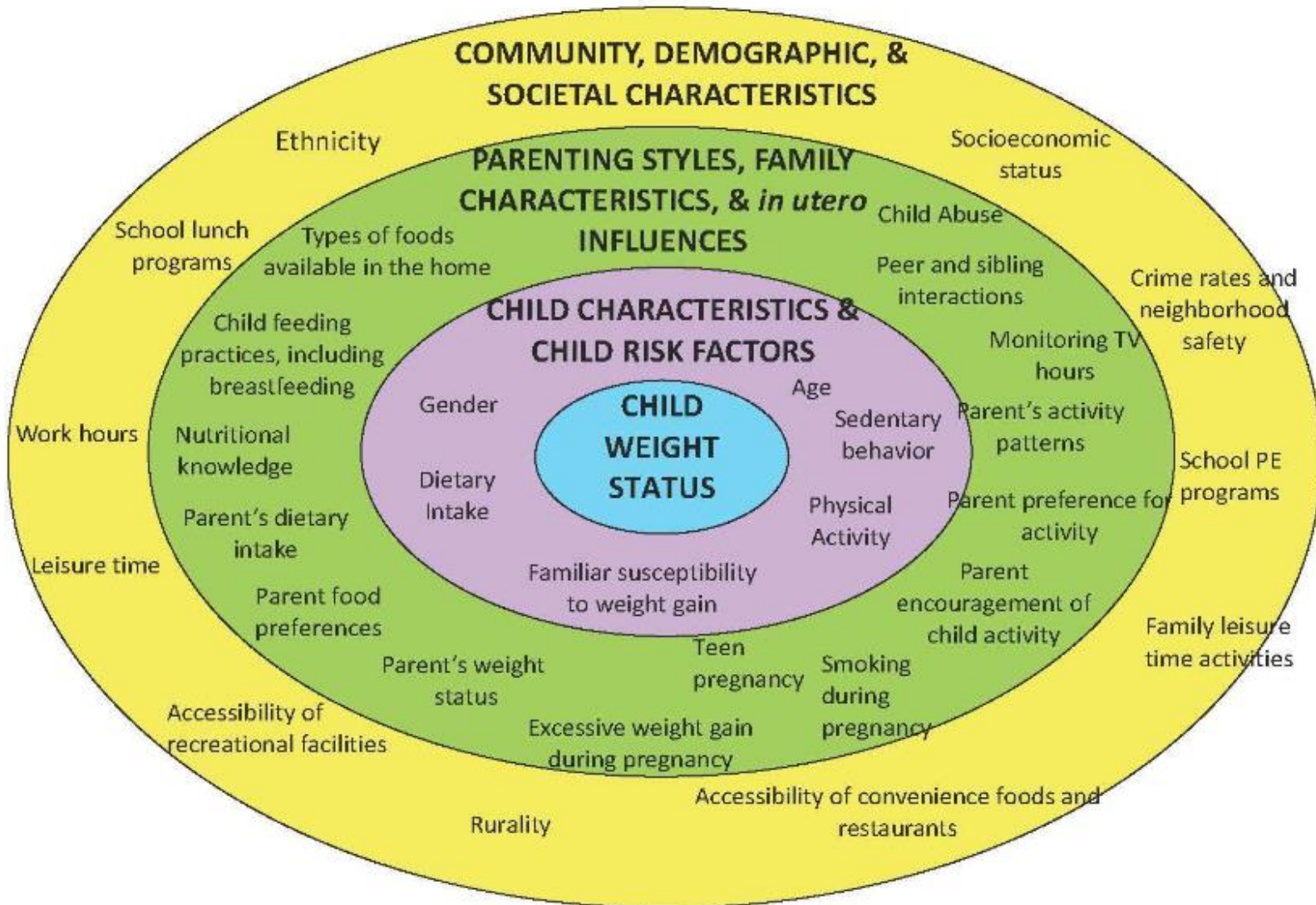
Broward Metropolitan Planning Organization
Smart Growth Partnership
Urban Health Partnerships
Technical Advisors
Nova Southeastern University (Evaluation)
2-1-1 Broward (Communications)
Janisse Rosario Schoepp, Consultant



Active Living and Healthy Eating

Alliance for a Healthier Generation
Broward County Public Schools
Children's Services Council
Consulting Registered Dietitians
Dania Beach CRA
Dietz and Associates
Early Learning Coalition
Family Central
Florida Department of Health in Broward County
Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY)
Food for Health, Environment, Economy, and Democracy (FHEED)
Foundation for a Breastfeeding Culture
Lauderdale Lakes CRA
Ruby Natale, PhD, PsyD, Consultant
Sharon Yeago, Consultant
South Florida Hospital and Healthcare Association
South Florida Regional Planning Council
YMCA of Broward County

Ecological Model of Childhood Overweight

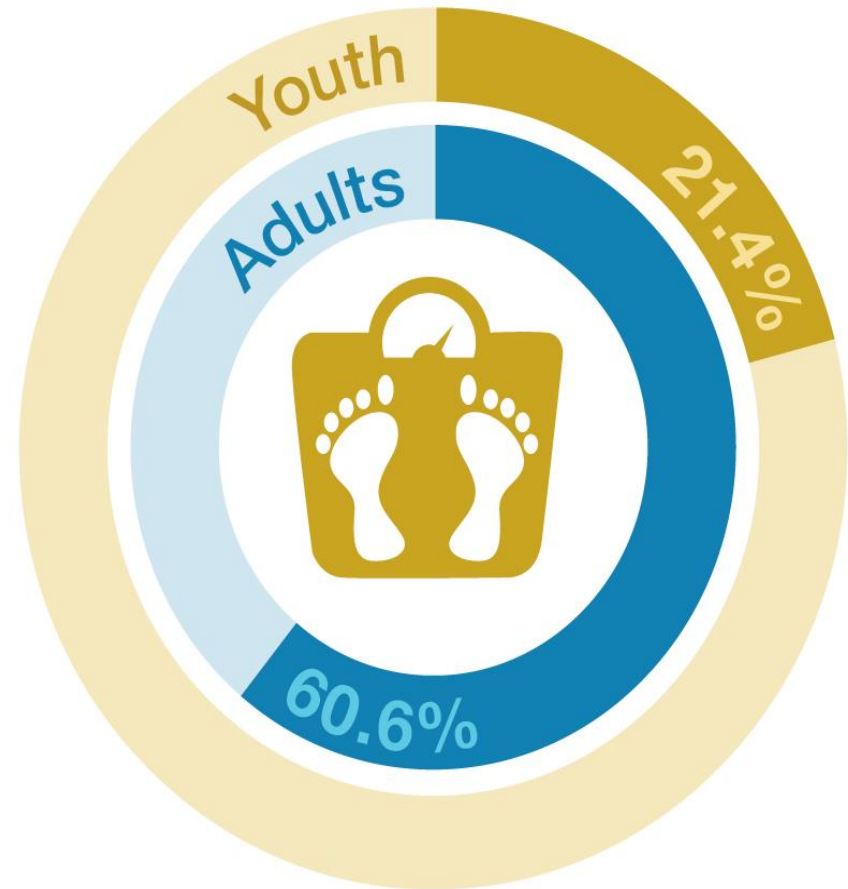


Based on expanded version of Davison & Birch (2001), enhanced by Reed et al, 2011. Obesity in Rural Youth: Looking Beyond Nutrition and Physical Activity. JNE Vol.43, No. 5, Pg. 403.

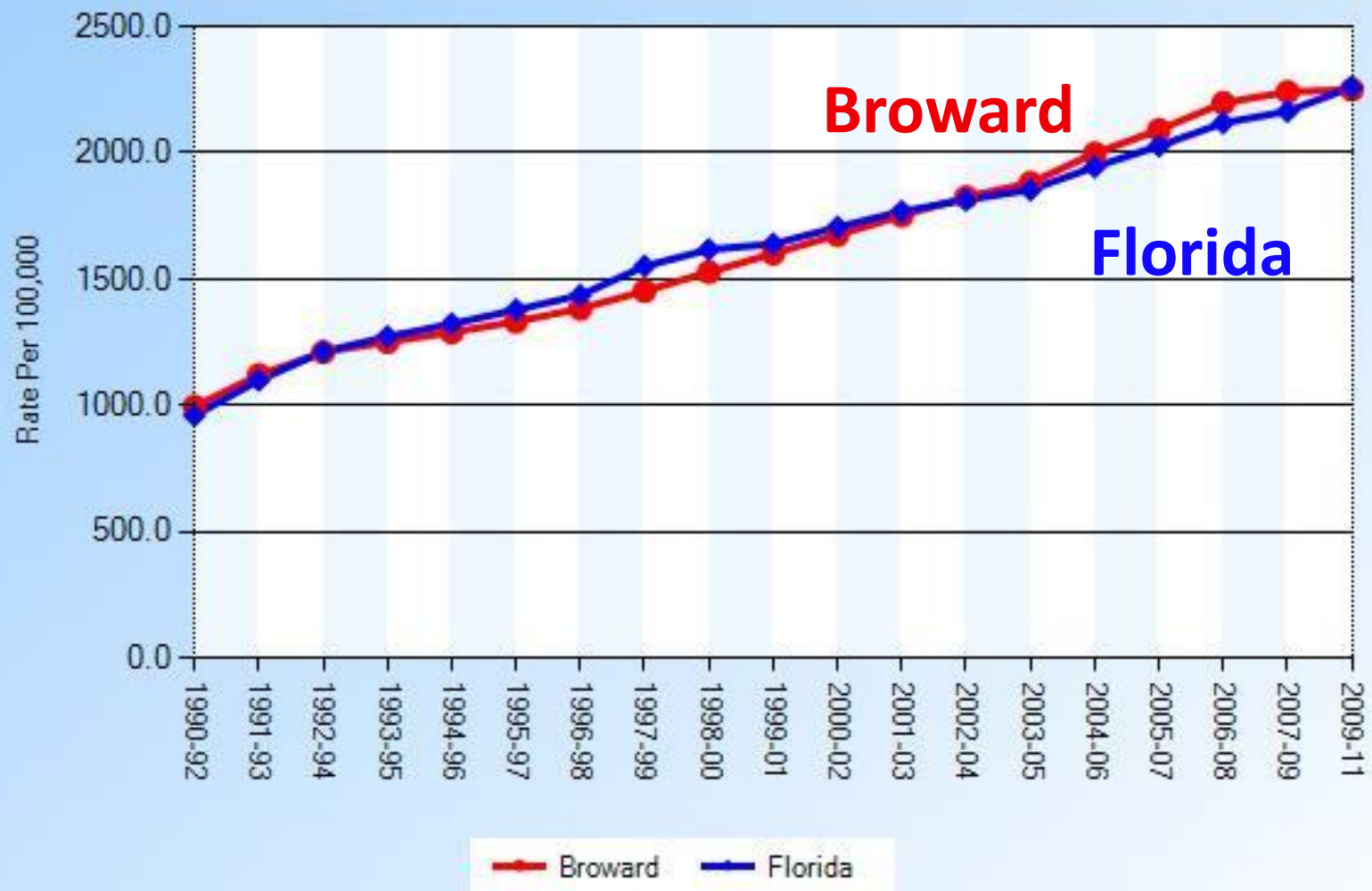
Overweight and Obesity in Broward County

PERCENT OF
PEOPLE WITH A
BODY MASS
INDEX ≥ 25

Source: 2013 BRFSS, 2013 YRBS

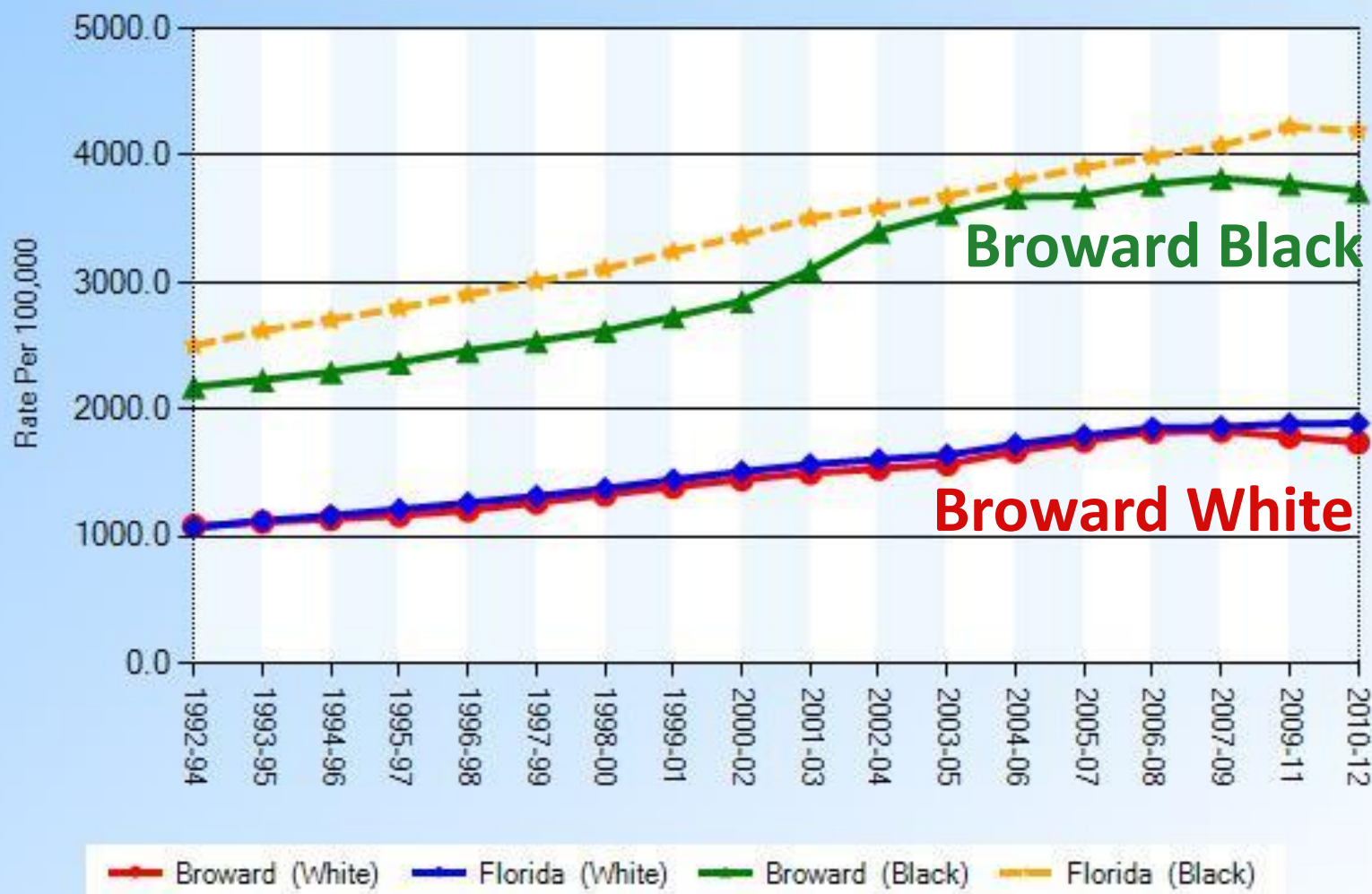


Hospitalizations from or with Diabetes



This chart was produced
using FloridaCharts.com

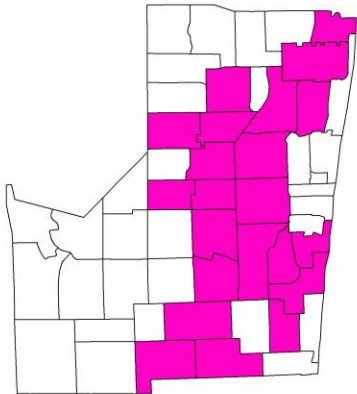
Hospitalizations from or with Diabetes: Race



This chart was produced
using FloridaCharts.com

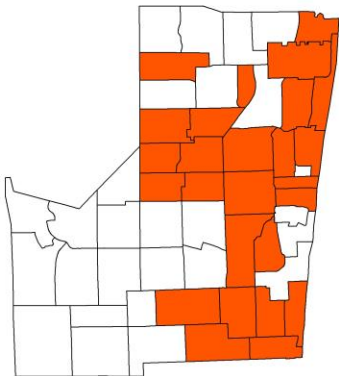
Converging Above County Rates of Diabetes and Determinants in Broward County

Diabetes



Diabetes Crude Rate = 155 per 100,000

Unhealthy Food Index

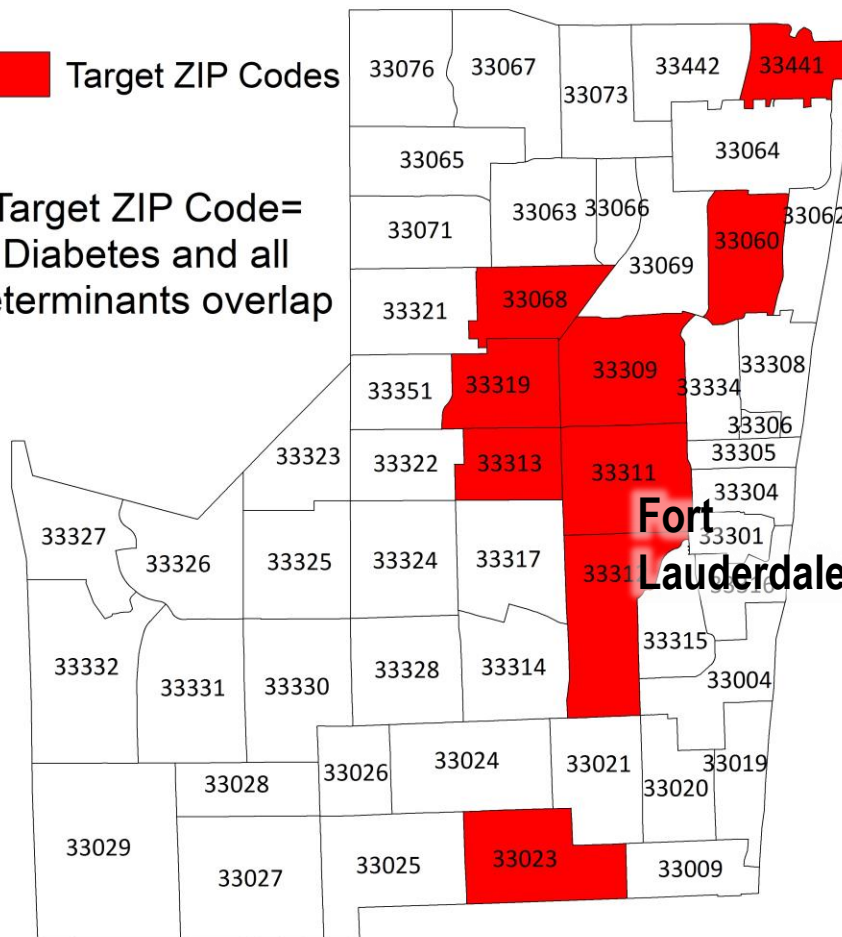


Unhealthy Food Index Denominator = 1,098

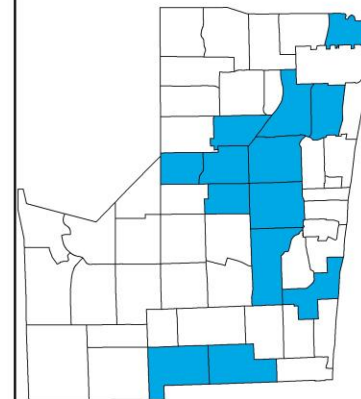
Target Broward ZIP Codes

 **Target ZIP Codes**

Target ZIP Code= Diabetes and all determinants overlap

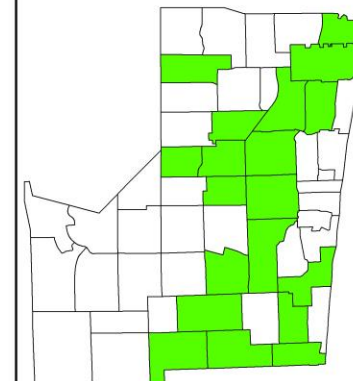


% Black



Black Population = 26%

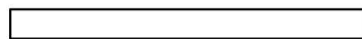
% EITC

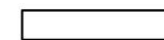


EITC = 21%



10

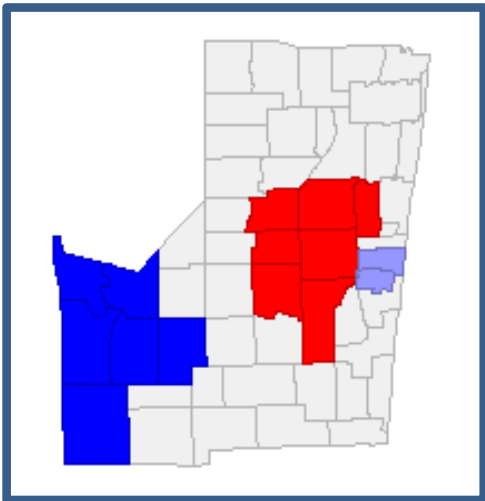
 Miles

 Miles

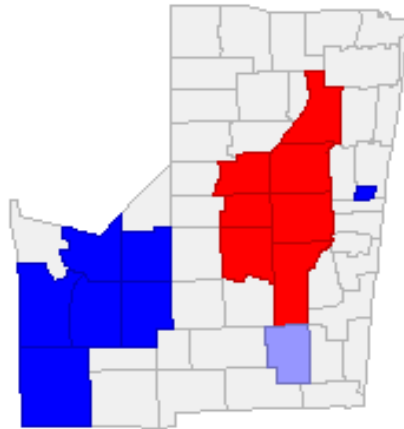
Broward County Diabetes & Determinants

By ZIP CODE

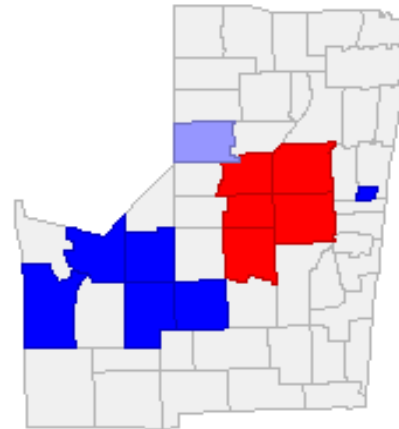
DIABETES



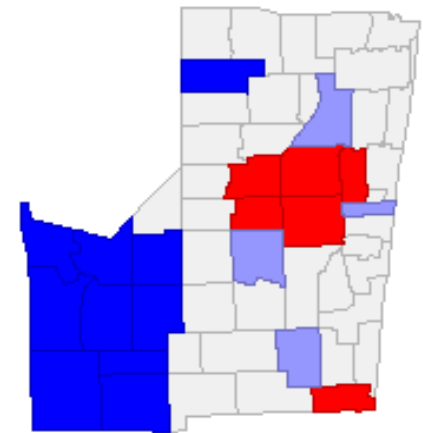
LOW INCOME



BLACK



UNHEALTHY FOOD INDEX



 = HOT SPOT  = COLD SPOT

Working Together to Reduce Obesity for a Healthier Broward County, Florida

Focuses on policies and evidence-based interventions over the continuum of life, beginning at birth and stretching into retirement.





Active Living and Healthy Eating

Goal: *To help ensure all Broward County residents, especially children, low income, and those living in high-need communities, have access to physical activity opportunities and healthy foods.*

Focus Areas:

- Baby Friendly Hospitals
- Improve nutrition, physical activity & screen time standards in Early Childcare Centers
- SPARK After School Fitness Program
- Healthy School Program in Public Schools
- Joint Use Agreements
- Increasing access and availability to healthy foods





Baby Friendly Hospitals

- Recognizing and Sharing the Benefits of Breastfeeding in obesity prevention
- Promotion of participating hospitals
- Lower Cost Training Opportunities
- Supporting Breastfeeding at Early Childcare Centers
- Promotion of Breastfeeding in the workplace





Early Learning Setting

Building on the benefits gained from breastfeeding, TOUCH Partners work in the Early Childcare and Learning Settings to ensure:

Children are Healthy and Ready to Learn!

- Share importance of Caring for Our Children Standards in Childcare Ordinance to reduce Childhood Obesity
- Change in licensing requirements to
 - improve nutrition
 - limit screen time
 - increased physical activity and active play

Broward Commissioners Approve Stricter Regulations for Child Daycare Centers



Published on Tuesday, September 16 2014 18:45

BROWARD COUNTY, FL – Broward County Commissioners have approved new daycare regulations designed to encourage physical fitness, provide better nutrition and promote a more hygienic environment.

Under the leadership of Broward County Commissioner Martin David Kiar, Commissioners passed amended regulations that will affect an estimated 90,000 children in Broward County daycare centers and children attending school programs operated by private companies.



Commissioner Martin David Kiar.

The revised ordinance ensures at least forty hours of exercise, low or no fat milk products for children under two years old, more time spent outside instead of watching television, prohibits sharing of homemade snacks unless for cultural celebrations and mandates shaded areas on the playground. Time spent in front of a computer would also be restricted with the exception of computer use for home work.

"Broward County is the licensing agency for childcare facilities in the county. As it stands now, a child care facility can sit a child before a TV for four hours, and they can call that physical education. If they want to give them a snack, they can give them candy or fast foods," said Kiar. "For me, it's very important that we instill good habits in our children. Right now I think there are a lot of children that would rather sit inside and play rather than go outside and play on their own. That's what the impetus was in bringing this ordinance," explained Commissioner Kiar.

Dozens of public meetings were held with daycare center operators and stakeholders involved in the regulation process. After much public discussion and debate among Commissioners, the new regulations were passed by the majority of the Commission.

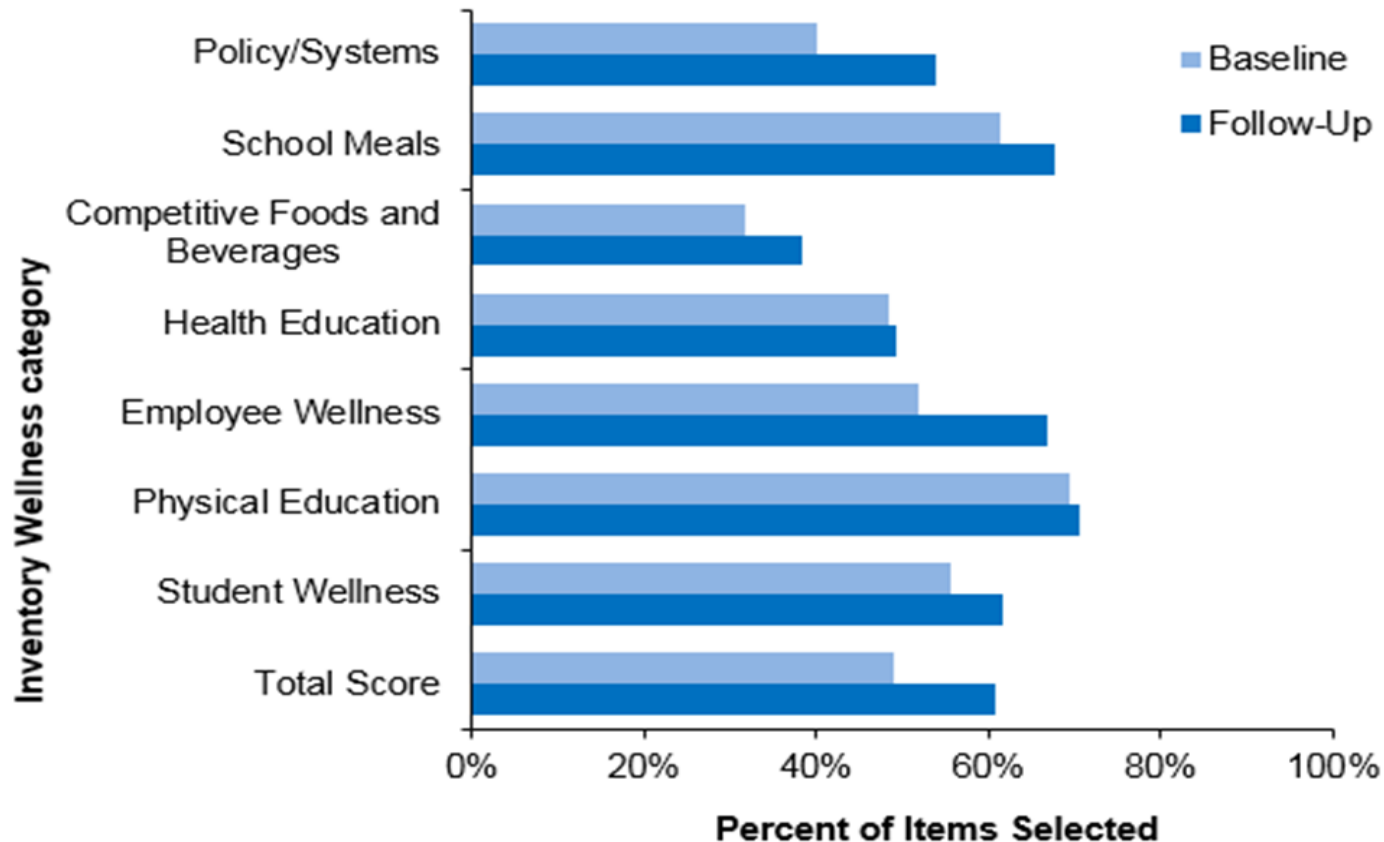
"I think this I think it's going to be a model for other counties and for Florida," said Commissioner Kiar.

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Healthy Schools Program

Baseline and Follow-Up Inventory



Celebrating 50 Years of Random

BRHPC

BRIDGING HUMAN POTENTIAL

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TOUCH

Transforming Our Community's Health



Increase Access to Healthy Food Gardens & Farmers Markets

Connects Health to
Neighborhood Vitality

Strengthens
Social Connections

Intergenerational
Learning

Innovative
with Proven
Examples of
Success

Entrepreneurship
& Microenterprises

Increases Access
to Healthy Foods



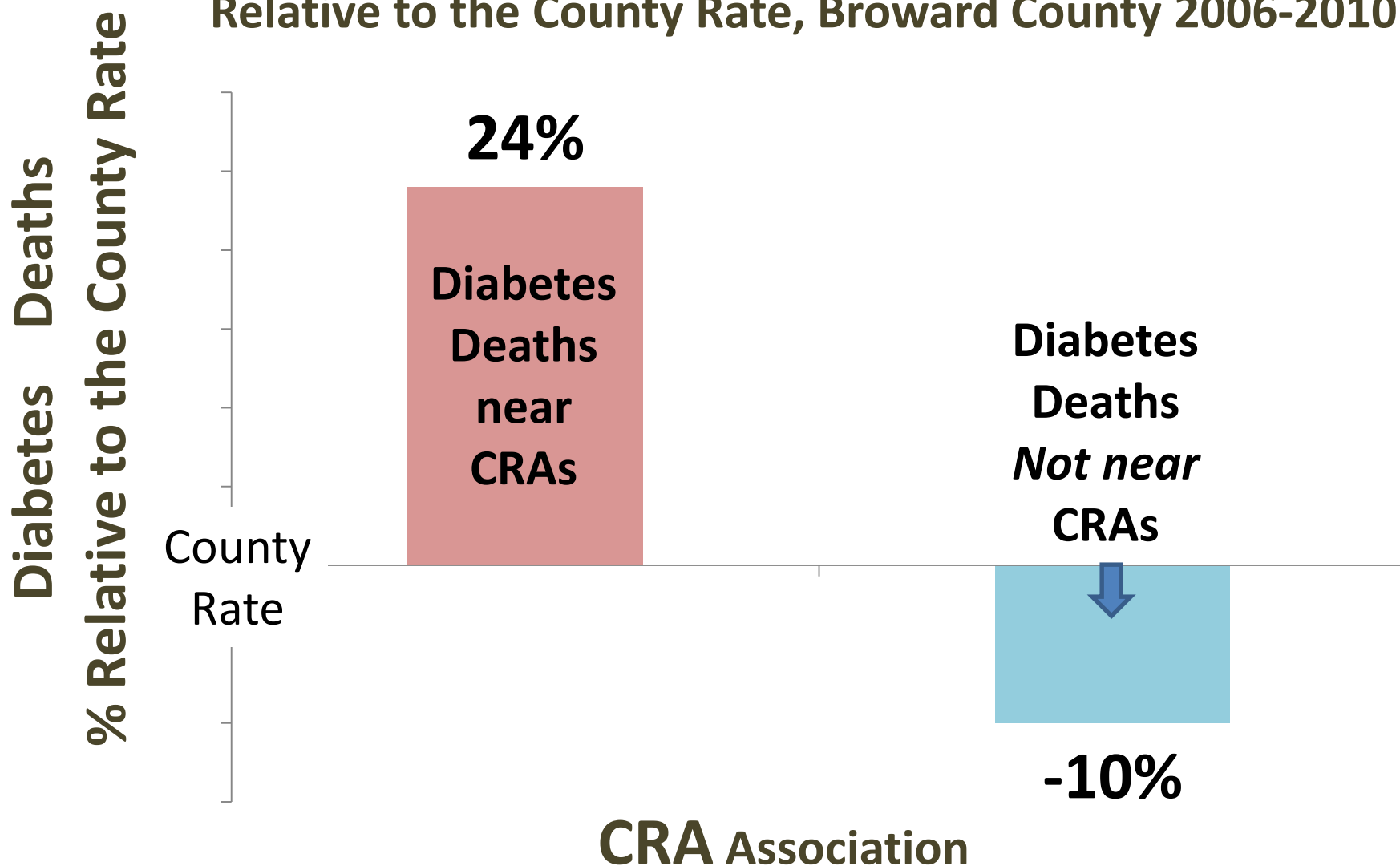
CRA interests

"Slum area" means an area having **physical or economic conditions conducive to disease, infant mortality**, juvenile delinquency, poverty, or crime because there is a predominance of buildings or improvements, whether residential or nonresidential, which are impaired by reason of dilapidation, deterioration, age, or obsolescence.

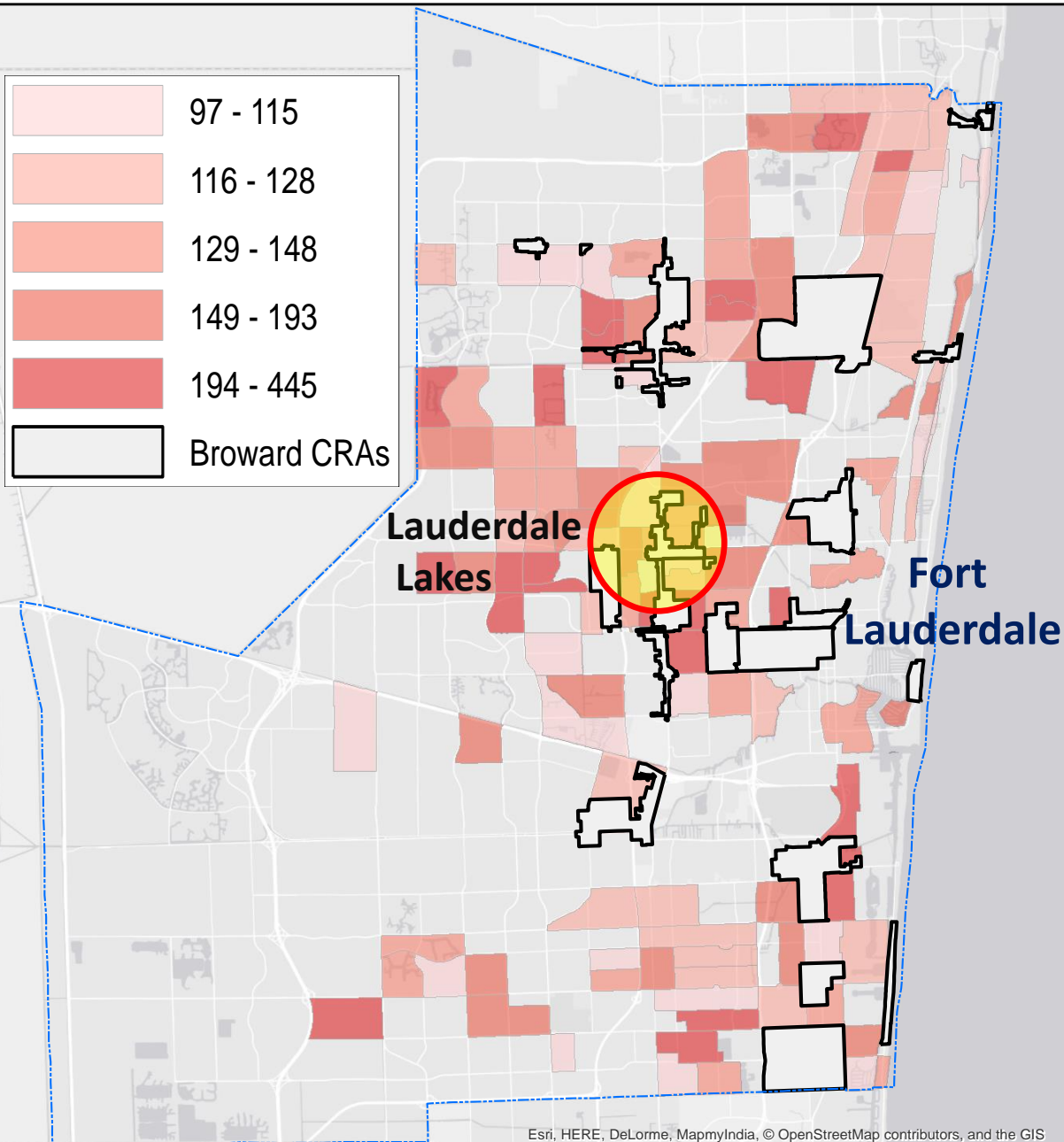
Community Health Interests

Diabetes Deaths and CRAs

Diabetes Death Rates by CRA Association,
Relative to the County Rate, Broward County 2006-2010



DIABETES DEATHS ABOVE THE COUNTY RATE



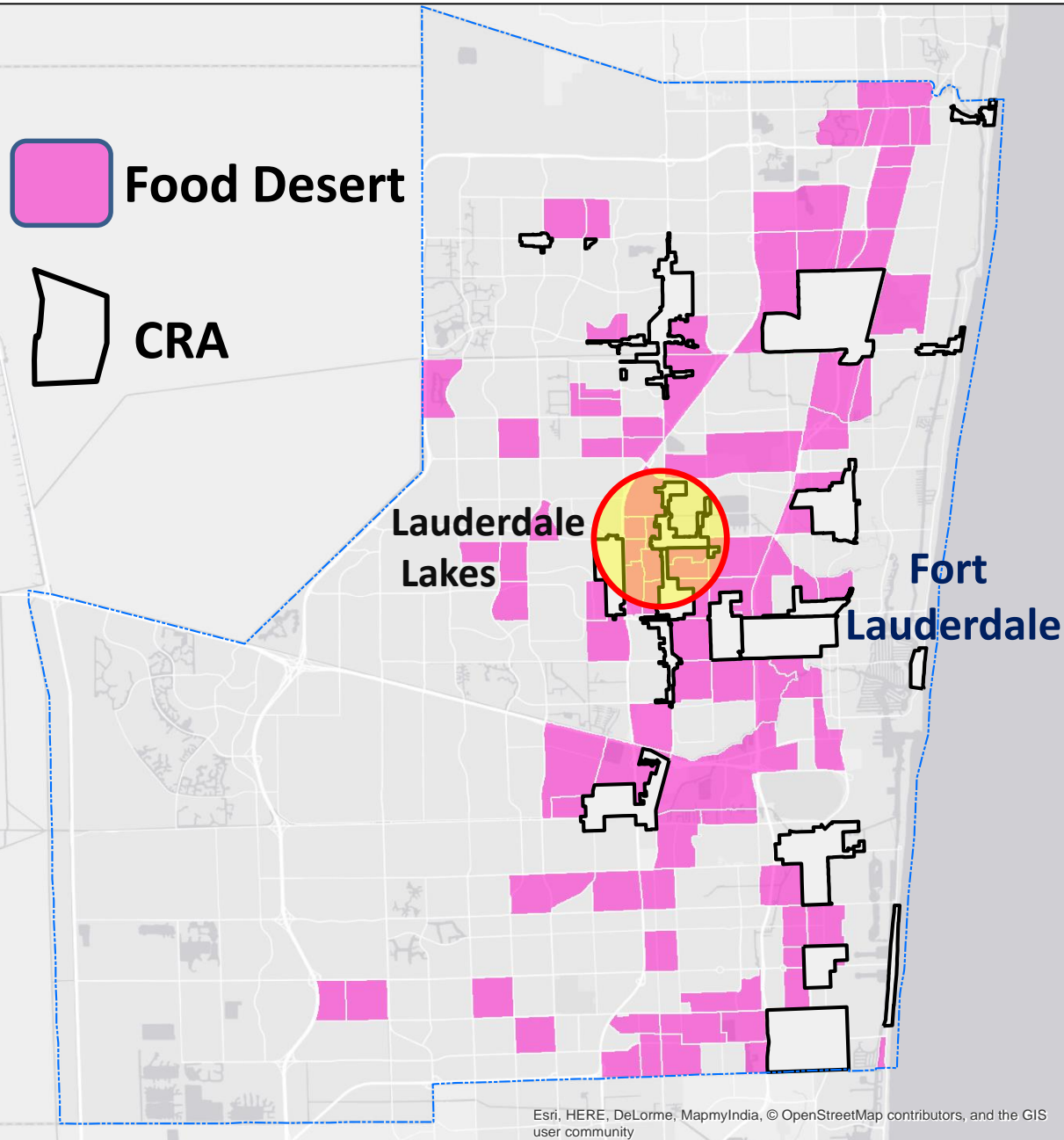
The diabetes death rate for the 19 tracts within Broward CRAs is 24% higher than the County Rate.

This is probably similar in your community.

2009 County Diabetes Death Rate=96 per 100,000

- Leverage funding with CRAs as they are mandated to change neighborhood “slum & blight” conditions.
- Determine ways to improve access to healthy, fresh foods.

BROWARD COUNTY FOOD DESERTS



Nearly 49% of Broward Food Deserts are within or share borders with a CRA.

Throughout the continuum of life, targeting and leveraging resources.

- Strengthen Connections & Partnerships with CRAs to improve healthy food access to neighborhood redevelopment.

CRA Market Garden in Broward County



Learn



Grow



Sell



Maps used to acquire funding:

- ✓ CTG (2012)
- ✓ Farmers Market Promotion Program (2013)
- ✓ Local Food Promotion Program (2014)



Increasing Opportunities for Physical Activity

For people of all ages and stages:

- From the Childcare Setting to the Healthy Schools Program
- Increasing Opportunities for physical activity through Joint Use
- Walkability and Bike Friendly
- Promotion of Earn-a-Bike
- Y-Fit Opportunities at Farmers Markets
- Exploration of Safe Routes to Schools





After-School Setting



Joint Use Agreements
Creating Opportunities for Physical Activity



High Quality Clinical and Preventive Services

Goal: *Encourage individuals and their health providers to engage in preventive health services.*

Focus Areas:

- Disease self-management training programs
- Implementing the Patient-centered Primary Care Medical Home model and Chronic Disease Panel Management



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www.Twitter.com/TOUCHBroward



High Quality Clinical and Preventive Services

Broward Community and Family Health Center received the highest level of recognition from the NCQA for all 3 of its primary care sites.

Referral system established to CDSM.





Healthy and Safe Physical Environment

Goal: *Create healthy and safe places for Broward residents that are supportive of an active lifestyle.*

Focus Areas:

- Establishing **Complete Streets** and **Smart Growth** community design standards to encourage neighborhoods with many opportunities for physical activity and make the streets safe for all users including those who walk, ride bikes, use wheelchair and access public transportation.





Healthy and Safe Physical Environment

Endorsement of the Complete Streets Manual by the Broward Metropolitan Planning Organization and the Broward County Board of County Commissioners.

Over 1/3 of Broward Cities engaged in Smart Growth or Complete Streets activities.



Partnerships Transforming Our Community's Health (TOUCH)

Food Environment

- Healthy Restaurant Initiative
- Good Neighbor Store Program
- Healthy Vending Machines
- Procurement



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Celebrating 50 Years of Random
BRHPC
BROWARD COUNTY HUMAN RESOURCE PARTNERSHIP

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