



Healthy Pima Annual Review

2013-2014

Approved by the Healthy Pima membership

October 15, 2014

Prepared by the



Introduction

Where and how we live, learn, work, play and receive health care affects our personal wellness, and in turn, the well-being of our community. Understanding the factors that influence health are essential to determining what is essential for what a community needs in order to be healthy and ensure that resources are distributed equitably.

For 2013, organizations and stakeholders concerned with the health issues of Pima County invested time and resources in identifying strategies and activities to carry out the goals and objectives of our Community Health Improvement Plan (CHIP). This initiative is facilitated by the Pima County Health Department and implemented by a large stakeholder group comprised of a variety of organizations and institutions.

The four action groups that comprise our CHIP priorities areas: Access to Care, Health Equity (formerly Health Disparities), Healthy Lifestyles and Health Literacy met regularly to create their work plans, recruit stakeholders and align resources with existing efforts. The Initiative has garnered strong support from various community sectors and has grown to include over 150 members and over forty four distinct organizations and institutions.

This all volunteer effort made great strides in 2013 and implementation of the CHIP is in full force. We are pleased to present an update of the Healthy Pima Initiative.

The work groups conducted annual reviews based on the work plans. Attached to this document are the work plan annual reviews for the four action groups.

General Accomplishments of the Healthy Pima Initiative

Name Change

- The Community Health Improvement Taskforce changed its name to the Healthy Pima Initiative – this was accomplished through a consensus process with the full membership.

Logo created and adopted

- An initiative logo was designed for branding and social marketing purposes. The logo was created with in-kind resources from Healthy Pima member Carondelet Health Network
- As with the name change, the final logo was chosen through consensus with the full membership

New structure created

- A new meeting structure was initiated to be respectful of members' time and prioritize the work of the action groups to implement goals and objectives.
- A leadership team was created comprised of all of the action group co-chairs. The leadership teams meets monthly.
- Action groups continue to meet monthly and there is a quarterly meeting of the full membership.

Strategic alignment

- The four priority areas of the CHIP were imbedded into Pima Prospers, Pima County's Ten Year Comprehensive Plan. The Plan was approved by the Board of Supervisors in June 2014 and will guide the work of the County for the next decade.
- The four priority areas of the CHIP were also imbedded into the Pima County Health Department's five year strategic plan.

Priority Action Group Accomplishments

Each action group made great strides in implementation of their goals and objectives. This section highlights progress made in the past year.

Access to Care

Goal 1: Improve urban and rural community access to medical, behavioral, and specialty health care services in Pima County

- Access to Care focused very heavily on education, training and enrollment for the Affordable Care Act. Through various community events, media campaigns and coordinated efforts, a very robust collaboration of assistor agencies reached and assisted thousands of Pima County residents.

- As a result of outreach and enrollment efforts there were approximately 50,000 new enrollees into AHCCCS and 18,000 enrollees onto the federal insurance marketplace in Pima County.

Goal 2: Improve workforce development in the medical, behavioral, and specialty health care fields in Pima County

- An assessment to identify gaps, trends, and current and future workforce capacity was written, released and distributed.
- Planning efforts to intentionally address the identified gaps are underway. A group of stakeholders including medical providers and educational institutions will meet in early 2015 to begin review of the assessment and make plans to move forward with working to align certifications and trainings offered by post-secondary institutions and the needs of employers.

Health Equity

Goal: Address health disparities by promoting a better understanding of community assets, health conditions, and health status within Pima County

- A training on social determinants of health was created and potential training participants were identified. The group reached out to several institutions and trainings are scheduled for the fall of 2014.
- Sources of public health data were identified and assessed for how they address social determinants of health. These will be used to work towards including health equity and the social determinants of health in planning efforts.
- Members of the group planned and coordinated forums centered on healthy equity. The forums will be held throughout 2014 and 2015.

Healthy Lifestyles Action Group

Goal: Promote and support healthy lifestyles for all Pima County residents

- The Healthy Lifestyles Group is the largest of the action groups, encompassing five distinct areas. Several changes occurred within this group in order to best align with existing efforts that are similar to the goal of Healthy Lifestyles.
- One such alignment was to merge the membership of the physical activity, nutrition and built environment objectives with Activate Tucson, a local coordinated effort also addressing these areas. With a merged membership,

there are no duplicative efforts underway and any group or individual interested in working on these kinds of initiatives has fewer meetings to attend.

- The merged group welcomed a new co-chair to coordinate efforts for the work plan on the objectives around physical activity, nutrition and built environment. The other co-chair has assumed responsibility for overseeing the work carried out by the behavioral health, violence prevention and employee wellness subgroups.
- As part of the effort to increase access to fresh fruits and vegetables, progress was made toward revising the Tucson Land Use Code to remove barriers to keeping chickens, selling home grown produce, and establishing community gardens and farmers' markets. Healthy Lifestyles Group has been working closely with City planners to develop draft regulations and educate the public about the changes that are being considered. The draft will go to the Planning Commission in fall 2014 and to Mayor and Council in early 2015.
- In November 2012 and August 2013 the Employers Health Alliance (formerly the Business Coalition on Health) and the Pima County Health Department co-hosted two employer summits focused on employee wellness and physical activity. These successful summits led to the merger between the Coalition and the Healthy Lifestyles Action Group to add a new objective focused employee wellness. The members of this sub-group include medium and large employers who plan to act as mentors to other employers that wish to develop employee wellness plans for their businesses.

Health Literacy

Goal: Promote health literacy to Pima County residents with emphasis on populations of need

- This action group also welcomed a new co-chair.
- This group developed two surveys focusing on health literacy awareness. One was geared towards health care providers and the second one for community members.
- Several hundred providers and community members responded to the surveys and executive summaries were written detailing the findings. This group intends to use the results of the surveys to create resources on healthy literacy that are specially tailored for the unique needs of both providers and the general public.

Performance Indicators from the Community Health Improvement Plan (CHIP)

Access to Care

Goal 1 Objective 1 Increase community-level communication and information related to accessing medical, behavioral, and specialty health care services in Pima County by 2017

Performance Indicators:

- Research summary on uncovered populations - **Completed**
- Report describing barriers to accessing health care services in Pima County - **Completed**
- Resource list of access to care partners - **Completed**
- Barriers to accessing health care services implementation plan – **Partially completed, still in process and ongoing**
- ACA education materials resource fair - **Completed**
- ACA educational materials - **Completed**
- ACA education and information dissemination plan - **Completed**

Goal 2 Objective 1 Objective 1: Determine professional health care workforce requirements needed to meet new demand for the Affordable Care Act (ACA) in Pima County by 2017

Performance Indicators:

- White paper describing current workforce capacity, future workforce needs, identified gaps, and recommendations to impact policy making at the County and state levels – **Partially completed, still in process**
- Workforce development forums – **Not completed, on hold**
- Workforce development plan, including ancillary health care providers – **Not completed, on hold**

Health Equity

Objective 1 Increase accessibility to health disparities and community assets data in Pima County by 2017

Performance Indicators

- Resource and inventory list of available public health data - **Completed**
- Health disparities forums – **Planned, in development**
- Sustainable data sharing infrastructure – **Not completed, on hold**

Objective 2 Facilitate inclusion of health disparities and community assets data in surveillance, priority setting, and action planning in Pima County by 2017

Performance Indicators

- Report describing community assets and health disparities in Pima County – **Partially completed**
- Health disparities forums – **Planned, in development**
- System for communicating health disparities issues and recommendations – **Training completed, system being planned, in development**

Healthy Lifestyles

Objective 1 Increase access to resources and healthy options that support physical health and wellness for all residents of Pima County by 2017

Performance Indicators:

- Physical activity resources list – **Completed**
- Dissemination plan - **Planned, in development**
- Sustainability protocol - **Planned, in development**
- Research summaries – **Not completed**
- Increased school wellness policies - **Planned, in development**
- Increased joint-use agreements - **Planned, in development**
- Revised jurisdictional land use codes - **Completed**
- Increased number of community gardens – **Completed and ongoing**

Objective 2 Increase access to resources that support behavioral health and wellness for all residents of Pima County by 2017

Performance Indicators:

- Print and web-based materials – **Completed and ongoing**
- Dissemination plan – **Completed and ongoing**
- Increased community-based training opportunities – **Completed and ongoing**

Objective 3 Increase access to interpersonal violence prevention programs and resources for Pima County residents by 2017

Performance Indicators:

- Resource list of bullying and violence prevention programs - **Completed**

- Increased number of professionals and adults completing training on bullying and violence prevention – **Partially completed, still in process and development**
- Increased Safe Site affiliations – **Not completed**
- Increased zero tolerance public transportation policies – **Not completed**

Objective 4 Establish new and improve current built environments and green infrastructure that support healthy lifestyles in Pima County by 2017

Performance Indicators:

- Revised jurisdictional planning and design manuals – **Completed and ongoing**
- Revised jurisdictional design standards - **Completed and ongoing**

Health Literacy

Objective 1 Increase public awareness of relevant, reliable, and trustworthy health information resources in Pima County by 2017

Performance Indicators:

- Summary report of findings from surveys - **Completed**
- Health information and education resources list – **Partially completed, still in process and development**
- Repository of health information and education resources - **Partially completed, still in process and development**

Objective 2 Enhance health literacy practices of health care (including behavioral health) and health information providers in Pima County by 2017

Performance Indicators:

- Priority health literacy needs identified - **Completed**
- Health literacy education and training materials - **Partially completed, still in process and development**
- Health literacy education and training opportunities - **Partially completed, still in process and development**
- Repository of health literacy education and training materials - **Partially completed, still in process and development**

The Pima County Community Health Improvement Plan 2014-2015

Access to Care

- **Goal 1: Improve urban and rural community access to medical, behavioral, and specialty health care services in Pima County**
 - Objective 1: Increase community-level communication and information related to accessing medical, behavioral, and specialty health care services in Pima County by 2017
- **Goal 2: Improve workforce development in the medical, behavioral, and specialty health care fields in Pima County**
 - Objective 1: Determine professional health care workforce requirements needed to meet new demand for the Affordable Care Act (ACA) in Pima County by 2017

Health Equity

- **Goal: Address health disparities by promoting a better understanding of community assets, health conditions, and health status within Pima County**
 - Objective 1: Increase accessibility to health disparities and community assets data in Pima County by 2017
 - Objective 2: Facilitate inclusion of health disparities and community assets data in surveillance, priority setting, and action planning in Pima County by 2017

Healthy Lifestyles

- **Goal: Promote and support healthy lifestyles for all Pima County residents**
 - Objective 1: Increase access to resources and healthy options that support physical health and wellness for all residents of Pima County by 2017
 - Objective 2: Increase access to resources that support behavioral health and wellness for all residents of Pima County by 2017
 - Objective 3: Increase access to interpersonal violence prevention programs and resources for Pima County residents by 2017
 - Objective 4: Establish new and improve current built environments and green infrastructure that support healthy lifestyles in Pima County by 2017

- Objective 5: Enhance employee wellness through increasing physical activity among all employers across Pima County by 2017

Health Literacy

- **Goal: Promote health literacy to Pima County residents with emphasis on populations of need**
 - Objective 1 Increase public awareness of relevant, reliable, and trustworthy health information resources in Pima County by 2017
 - Objective 2 Enhance health literacy practices of health care (including behavioral health) and health information providers in Pima County by 2017

Next Steps

- The Healthy Pima Initiative created much momentum this past year. Members will continue meeting and working on objectives in the work plans.
- A process to review work plans on a quarterly basis to update progress, and make adjustments as needed has been implemented
- Members continue to identify new partners to join their efforts and accomplish their work.
- A staff person will be hired by the Health Department who will develop a website for the Healthy Pima Initiative that will serve as a resource for both members and the community.
- The work groups are very interested in working together and aligning efforts. There are some exciting possibilities including around housing and food security.
- There will also be continuous education and outreach on the Healthy Pima initiative in efforts to recruit new stakeholders and align efforts with existing community initiatives.

Moving forward

- Our CHIP and the Healthy Pima initiative are dynamic and evolving. As we successfully achieve our objectives and strategies we will incorporate new opportunities that present themselves, and focus our collective resources to address issues and challenges to improve the health of Pima County.
- The four priority areas identified in the CHIP continue to be the focus of implementation work. The action groups will continuously monitor goals, objectives and activities and strive to carry out this important work.

Join Healthy Pima

Our success depends on collaboration and community support. This is a collective effort that draws on the expertise, experience and assets of the residents of our community. If you are or your organization would like to join this effort, please contact the Healthy Pima Initiative at:

Pima County Health Department

3950 South Country Club Road, Suite 2354

Attention: Montserrat Caballero and Javier Herrera

520-724-7735 – Email: healthypima@pima.gov

Healthy Pima Member Organizations

501 Navigation	St. Elizabeth's Health Center
Beach Fleischman	Service Employees International Union, Local 48
Carondelet Health Network	Sunnyside Unified School District
Catalina In-Home Services	The Aurora Foundation of Southern Arizona
Community Food Bank of Southern Arizona	The Peace Initiative
Community Gardens of Tucson	The Primavera Foundation
Community Partnership of Southern Arizona	Tucson Electric Power
El Rio Community Health Center	Tucson Medical Center
El Rio Foundation	Tucson Osteopathic Medical Foundation
Employer's Health Alliance of Arizona	Tucson Unified School District
Health Choice	United Community Health Center
Higher Ground Resource Center	United Way of Tucson and Southern Arizona
Jewish Community Center	University of Arizona
Jewish Family and Children's Services	Arizona Health Sciences Library
Literacy Connects	Mel and Enid Zuckerman College of Public Health
Luz Social Services	Mel and Enid Zuckerman College of Public Health, Canyon Ranch Center for Prevention and Health Promotion
Marana Community Health Center	Mel and Enid Zuckerman College of Public Health, Center for Rural Health
Paxis Institute	Ventana Roche
Pima Association of Governments	YMCA of Southern Arizona
Pima Community Access Program	
Pima County Government Health Department Housing Center Office of Behavioral Health Public Library	