



COMMUNITY HEALTH NEEDS ASSESSMENT

2019

BAYCARE HEALTH SYSTEM

BARTOW REGIONAL MEDICAL CENTER &
WINTER HAVEN HOSPITALS

POLK COUNTY

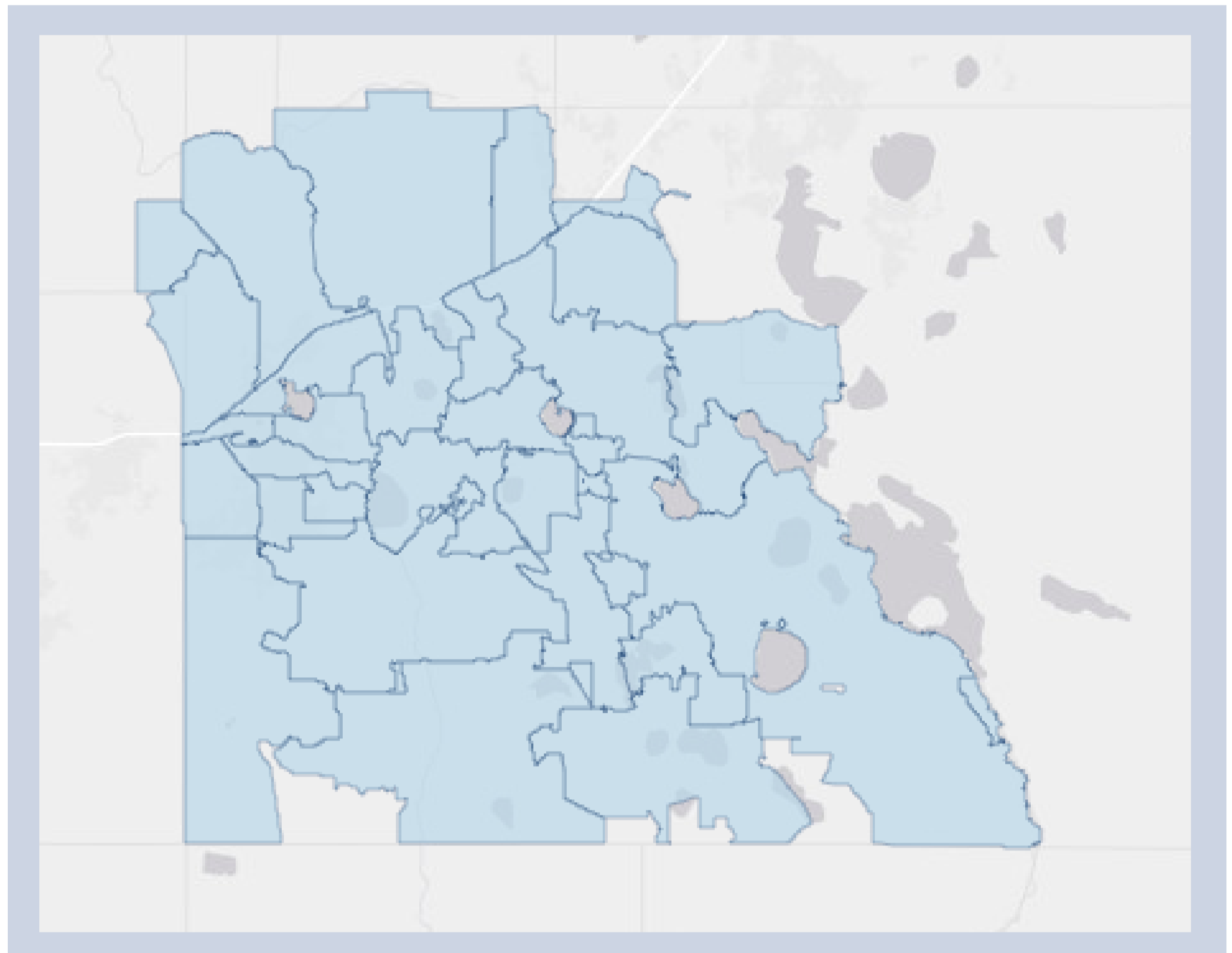
PURPOSE

Bartow Regional Medical Center and Winter Haven Hospital are pleased to present the 2019 Community Health Needs Assessment (CHNA). This CHNA report provides an overview of the process and methods used to identify and prioritize significant health needs across the Bartow Regional Medical Center and Winter Haven Hospitals' service area, as federally required by the Affordable Care Act. BayCare Health System partnered with Conduent Healthy Communities Institute (HCI) to conduct the CHNA for each of the 15 hospital facilities across a four-county region. This report comprises the CHNA for the following hospitals:

- Bartow Regional Medical Center
- Winter Haven Hospital
- Winter Haven Women's Hospital

The purpose of this CHNA is to offer a comprehensive understanding of the health needs in Bartow Regional Medical Center and Winter Haven Hospitals' service area and guide the hospitals' planning efforts to address those needs. Findings from this report will be used to identify and develop efforts to improve the health and quality of life of residents in the community.

POLK COUNTY



SCOPE

This main portion of this report covers the population and geographic area for Bartow Regional Medical Center and Winter Haven Hospitals' primary service area (PSA) of Polk County. Special attention has been given to the needs of vulnerable populations, unmet health needs or gaps in services, and input from the community. Polk County (<https://www.polk-county.net/>) covers a geographic area of 2,011 square miles, of which 213 square miles is water. Polk County is the fourth-largest county in Florida by land area and fifth-largest by total area, and comprises the Lakeland–Winter Haven Metropolitan Statistical Area. As of the 2018 U.S. Census, Polk County has a population of 708,009.

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Acknowledgements

The development of the Bartow Regional Medical Center and Winter Haven Hospitals' – Polk County CHNA report was a collective effort that included hospital leadership, community benefit leadership, the Florida Department of Health, other not-for-profit hospitals, community-serving organizations, and community members from the areas surrounding our hospital that share our commitment to improve health and quality of life. The 2019 CHNA planning effort was the first time that all of these entities worked together on the CHNA process to develop a single shared strategy to collect data that helped us identify, prioritize, and address community health needs. This was an integral step to ensuring we are able to understand the needs of our community and develop programs and services that will positively impact the health and well-being of those we serve.

Hospital Leadership

Karen Kerr

President of Bartow Regional Medical Center

Stephen A. Nierman

President of Winter Haven Hospital and Winter Haven Women's Hospital

BayCare Community Benefit Leadership and Team

Keri Eisenbeis, Vice President of Government and Community Relations

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Julia C. Neely, Community Outreach Coordinator-Pinellas County

Vasthi Ciceron, Community Outreach Coordinator-Hillsborough County

Holly Vida, Manager of Operations-Polk County

Leah Millette, Community Benefit Coordinator

Colleen Mangan, Community Benefit Data Analyst

Rosely Marmolejos, Community Benefit Department Secretary

Collaborating Organizations

Advent Health

Florida Department of Health in Polk County

Johns Hopkins All Children's Hospital

Moffitt Cancer Center

Tampa General Hospital

BayCare Health System commissioned Conduent Healthy Communities Institute (HCI) to support data collection, data analysis, and report preparation for its 2019 Community Health Needs Assessment. HCI works with clients across the nation to drive community health outcomes by assessing needs, developing focused strategies, identifying appropriate intervention programs, establishing monitoring systems, and implementing performance evaluation processes. To learn more about Conduent Healthy Communities Institute, please visit <https://www.conduent.com/community-population-health>. The following HCI team members were involved in the development of this report: Ashley Wendt, MPH – Public Health Consultant, Courtney Kaczmarzky, MPH – Public Health Consultant, Zack Flores – Project Coordinator, Caroline Cahill, MPH – Research Manager, and Liora Fiksel – Research Assistant.

Executive Summary

BayCare Health System is the largest health care system in the Tampa Bay area and West Central Florida region. BayCare's mission is to improve the health of all they serve through community owned health care services that set the standard for high-quality, compassionate care. The values of BayCare are trust, respect, responsibility, excellence, and dignity and reflect a responsibility to achieve health care excellence for their communities. Bartow Regional Medical Center and Winter Haven Hospitals are part of BayCare's network of 15 not-for-profit hospitals in the region.

Bartow Regional Medical Center

Bartow Regional Medical Center is an acute care hospital serving South Lakeland, Bartow, Ft. Meade, Mulberry, rural south Polk County and northern Hardee County. Physicians and healthcare professionals at Bartow Regional Medical Center provide a variety of services. The hospital is equipped with four surgery suites and two gastroenterology suites. The emergency services department is staffed with board-certified emergency physicians and specially trained nurses, 24 hours a day, seven days a week, to treat all types of emergency situations.

Winter Haven Hospital

Founded in 1926, Winter Haven Hospital provides wide-ranging services with an outstanding reputation for superior, patient-centered care. Cassidy Cancer Center at Winter Haven Hospital provides a full spectrum of cancer care services, from screening and diagnosis to treatment and support. Bostick Heart Center is at the forefront of heart disease treatment, featuring specialized cardiovascular ORs, ICUs, a catheterization lab, and more. Winter Haven Hospital is proud to offer joint replacement surgery, rehabilitation, and other orthopedic services rooms.

Winter Haven Women's Hospital

Winter Haven Women's Hospital is the area's premier health care facility dedicated to the unique needs of women and newborns. The facility hosts a multidisciplinary team of physicians, surgeons, and nurses guiding women through every stage of care, from simple health problems to complex diseases and conditions. Winter Haven Women's Hospital provides a full range of obstetric and gynecological services, a comfortable Mom and Baby Unit, a Level II Neonatal Intensive Care Unit, and an innovative Breast and Imaging Center offering digital mammography and other diagnostic imaging services. The hospital also offers a broad range of events for women and their families in the Winter Haven community and throughout Polk County, including car seat inspections, birth center tours, breastfeeding classes, prepared childbirth classes, sibling classes, and babysitting classes.

Letter from the Hospital Presidents

A Message from Karen Kerr and Stephen A. Nierman:

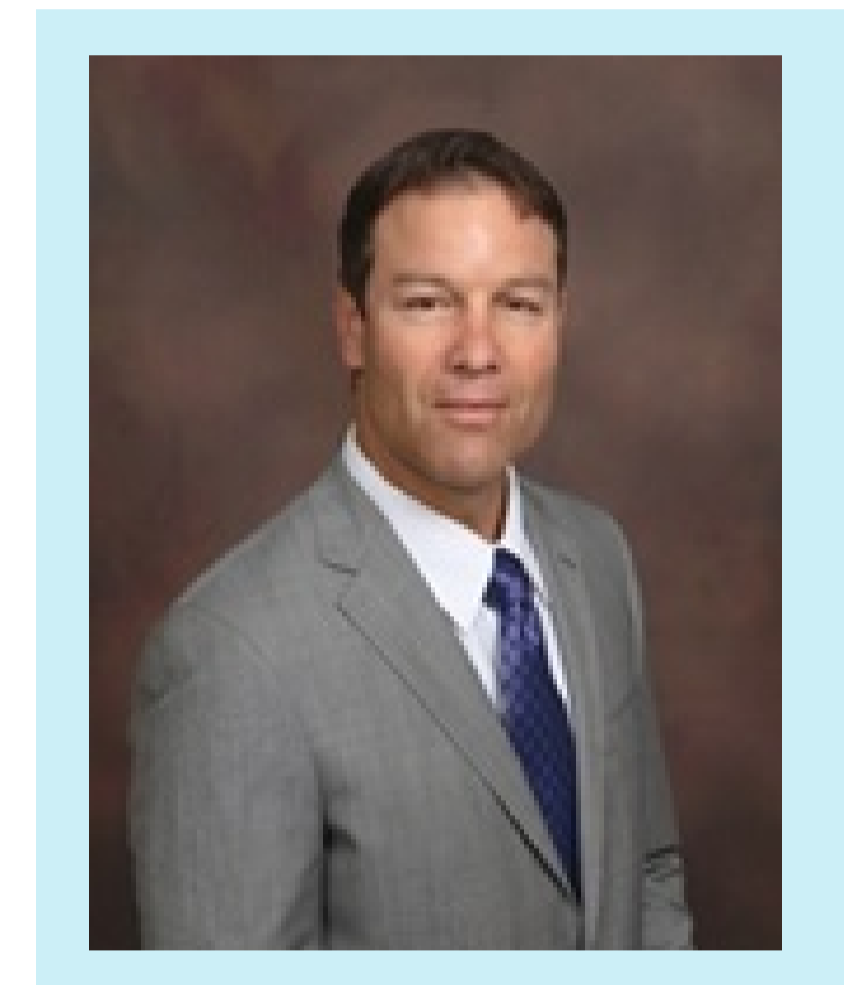
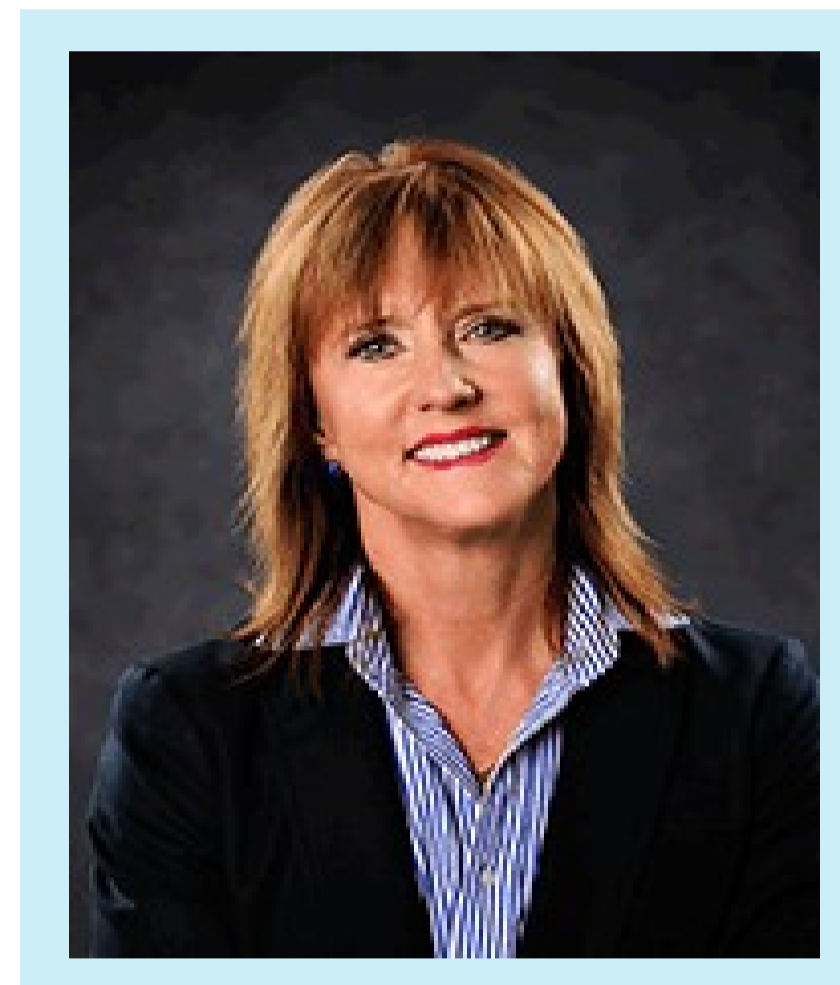
BayCare Health System is committed to improving the health of all communities we serve. Caring for those who need us most is a fundamental part of our mission.

In 2018, BayCare provided \$462 million in Community Benefit, including \$117 million in charity care, to assure high-quality, timely and appropriate care to those who couldn't afford it. Every day, we are working hard to improve the health and well-being of our communities.

In 2019, Bartow Regional Medical Center and Winter Haven Hospitals worked together with the Florida Department of Health and other local not-for-profit hospital partners to conduct a Community Health Needs Assessment (CHNA). Together, our organizations developed a shared strategy to collect data that helped us identify, prioritize, and address emerging community health needs. Community needs were identified through available local, state, and national data, and most importantly, the assessment surveyed the voices of those we serve. We also engaged community leaders and key advocates through interviews, surveys, focus group listening sessions, and a video voice project.

Bartow Regional Medical Center and Winter Haven Hospitals adopted a shared implementation plan to address those needs. This is a strategy where together, our hospitals, will work toward the same goals, using the same objectives to achieve greater impact. The plan includes clinical services, education, and policy interventions that would span across the service area.

We encourage you to use this summary to gain a better understanding of our community's needs and to guide additional discussions with key decision-makers and leaders. To those who participated in our data collection efforts and prioritization exercise -- thank you for your invaluable contributions. We look forward to sharing the impact of the implementation plan and ongoing conversations with all stakeholders and residents of our communities.



Impact Since Last CHNA

BayCare Health System acquired Bartow Regional Medical Center after the start of the 2016-2019 CHNA cycle. This is the first time Bartow Regional Medical Center is participating in the CHNA process and does not have formal prioritized health needs and results since the last CHNA to report, at this time. The hospital has joined CHNA efforts with other BayCare facilities since joining the hospital system.

Winter Haven Hospitals have historically been on a different three-year CHNA schedule than other BayCare hospitals. Within the most recent three-year CHNA cycle, substantial progress was made in addressing the health needs identified and prioritized during the 2015-2018 CHNA. In addition to the current 2019 CHNA activities, Winter Haven Hospitals also participated in a CHNA process for Polk County in 2018. Of the activities implemented, the most notable are detailed below.

Improve Access to Quality and Affordable Health Care

Decreasing the Prevalence of Clinical Health Issues

Expand access to affordable medications: BayCare has developed and implemented a Medication Assistance Program (MAP). MAP is designed to assist patients and community members in finding available resources to help offset the cost of medication. To date those savings to patients is nearly \$120,000.

Collaborate with community organizations to expand reach and impact of Navigator initiatives: Navigators are in place across BayCare facilities to facilitate enrollment in marketplace plans and to connect with various community resources as needed.

Enhance coordination of care across the community, through use of telemedicine, integrating tele-ICU medicine into skilled nursing facilities to manage patients: There are currently three skilled nursing facilities in the Winter Haven Hospitals' service area who are connected through telemedicine, reducing the need for hospital admissions and improving health outcomes.

Improve access to oncology services: Winter Haven Hospitals, in an effort to provide supportive services to oncology patients, implemented an oncology nurse navigator to manage patients and families during the course of treatment, improving treatment compliance. In 2017 alone, more than 5,000 patient encounters took place.

Enhance community health program to address prevalence of diabetes: Winter Haven Hospitals, in collaboration with community organizations, worked to identify those most in need with diabetes risk factors, providing education and screenings and referrals. BayCare has implemented and funded a Diabetes Health Coach Model to address high risk populations through partnerships with area Federally Qualified Health Centers and Free Clinics. The Health Coaches will identify high-risk patients and provide education and ongoing case management to assure compliance and positive health outcomes. BayCare continues to enhance the efforts of the Community Health Team to reach high-risk populations across the Winter Haven Hospitals' service area.

Impact Since Last CHNA

Healthy Options

Enhance risk reduction services for smoking cessation by utilizing community partnerships to meet the needs of those identified with risk: Winter Haven Hospitals have connected with community partners, along with the BayCare Community Health Team, to offer smoking cessation programs across the service area.

Mental Health & Substance Abuse

Enhance use of tele-psychiatry to create just in time access for psychiatric evaluation: Winter Haven Hospitals have deployed a successful tele-psychiatry initiative that serves approximately 50 patients per month; reducing admissions by approximately 40%. BayCare, in an effort to increase access to vital Behavioral Health services, continues to actively recruit Behavioral Health providers.

Expand access to behavioral health and substance abuse services: Partnering with the Polk County Health Plan, Winter Haven Hospitals' have increased funding for Behavioral Health home visits. Through providing Mental Health First Aid classes, Winter Haven Hospitals' have focused on increasing community awareness to identify someone in mental health distress. Adult and pediatric classes are held across the community.

Community Feedback

Winter Haven Hospitals' CHNA and Implementation Strategy were made available to the public via the website <https://baycare.org/about-us/community-health-needs>. In order to collect comments or feedback, a unique email was used: CHNAFeedback@baycare.org. No comments had been received on the preceding CHNA via the email at the time this report was written.



Methods

Data

Description

Analysis

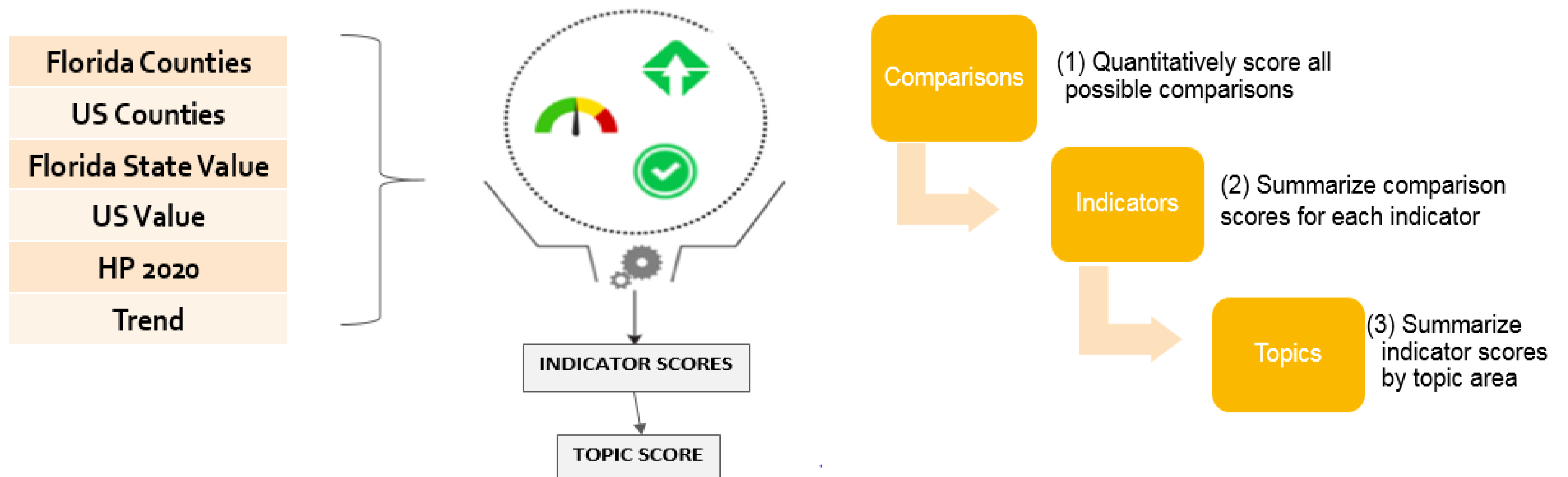


Data Scoring

Data was collected from 27 secondary data sources (see full source list below). 142 demographic, social, economic, and health indicators were available for Polk County.

- Each indicator is given a score at the county level, then compared to the Florida and U.S. values
- Indicators are rolled up into health and quality of life topic areas, then ranked
- See the Appendices Section for the full data scoring report and ranking

Data Scoring Process



DATA SOURCES*

1. Centers for Medicare & Medicaid Services
2. Florida Behavioral Risk Factor Surveillance System
3. Florida Department of Health, Bureau of Vital Statistics
4. County Health Rankings
5. University of Miami (FL) Medical School, Florida Cancer Data System
6. American Community Survey
7. Florida Department of Education
8. Florida Department of Health, Bureau of STD Prevention & Control
9. Florida Youth Substance Abuse Survey
10. Florida Department of Health, Bureau of TB & Refugee Health
11. U.S. Department of Agriculture - Food Environment Atlas
12. Florida Department of Health, Bureau of Immunization
13. Florida Department of Children and Families
14. Florida Youth Tobacco Survey
15. Florida Department of Health, Bureau of Epidemiology Administration
16. Florida Department of Juvenile Justice
17. U.S. Environmental Protection Agency
18. Florida Department of Law Enforcement
19. Feeding America
20. Institute for Health Metrics and Evaluation
21. Florida Department of Health, Bureau of HIV/AIDS
22. American Lung Association
23. National Center for Education Statistics
24. Florida Department of State
25. Centers for Disease Control and Prevention
26. Florida Agency for Health Care Administration
27. U.S. Bureau of Labor Statistics

* The secondary data was originally analyzed and scored in April 2019 using the available data at that time. Since the prioritization session, some of the state and national data sources have been updated. Where possible, the most recent data and data scores are reflected in this report -- as of September 2019.

Methods

Data

Description

Analysis



Community Survey

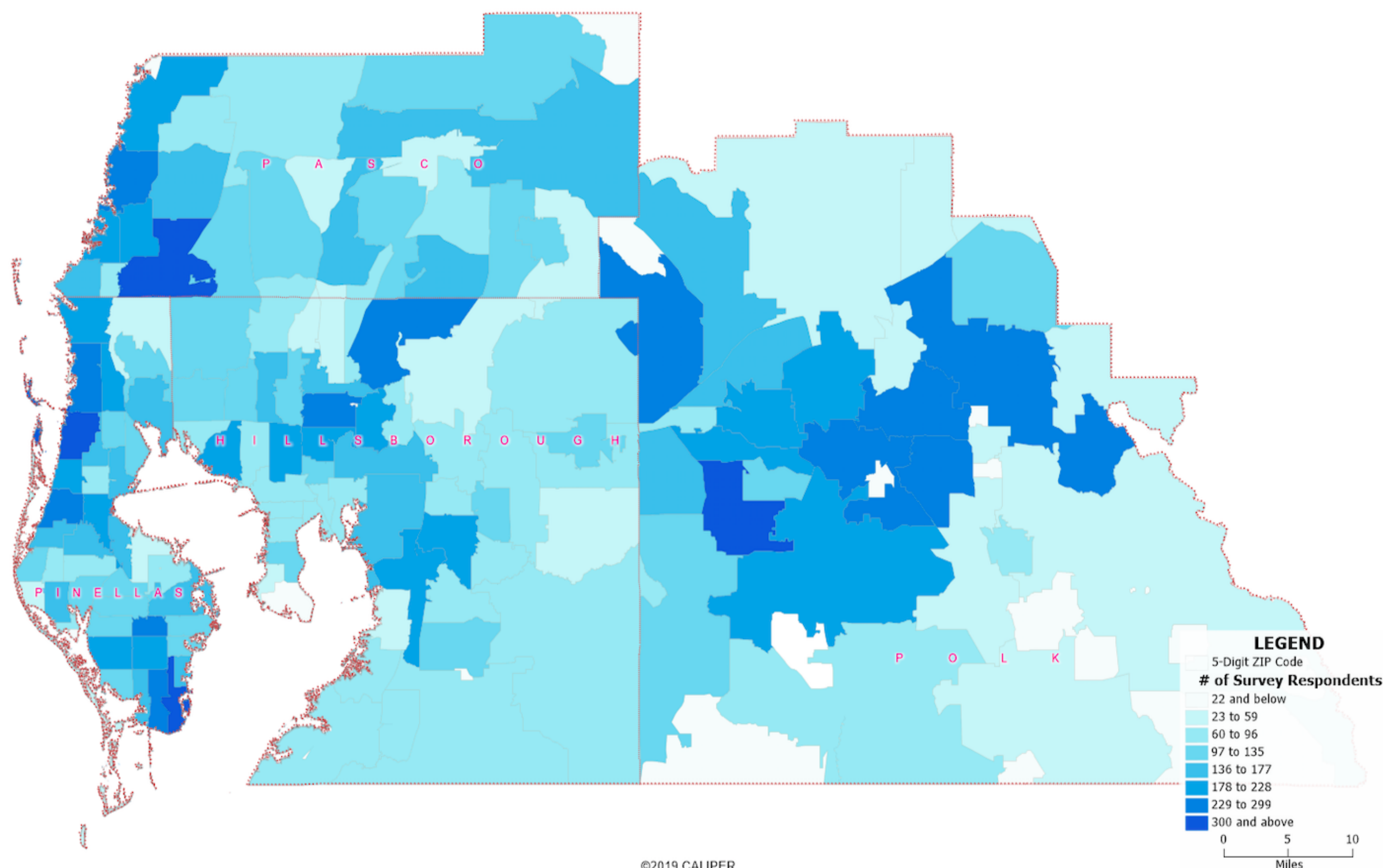
The Polk County Community Survey consisted of 75 health and well-being focused questions (see Appendices Section). 3,920 residents of Polk County completed a Community Survey. The Community Survey was distributed as a web link and as a paper copy in English and Spanish. The Community Survey was made available to the community from February to early May 2019.

Survey participation was comparable to the demographic profile of the Polk County population. Survey Respondents were:

- 81.1% Female
- 74.5% White
- 21.0% Hispanic or Latino
- Age: 27.2% were 18-34, 65.4% were 35-64, and 7.4% were 65+

Significant community issues identified by Survey Respondents were:

- Mental Health
- Cancer
- Being Overweight
- Heart Disease & Stroke
- Substance Abuse
- Distracted Driving



In total, 19,620 people responded to the Community Survey across Hillsborough County, Pasco County, Pinellas County, and Polk County. The responses to the questions for all four county surveys were combined using statistical processing software and sorted by respondents' county of residence. The map above shows where the highest concentration of Survey Respondents live according to their self-reported zip code. The Community Survey results in this report reflect the results of this data analysis for the residents of Polk County.

Methods

Data

Description

Analysis

Key Informants



Initial Key Informant Interviews (KII's) were conducted in early 2019 and involved 55 community members, representing over 50 community organizations (listed below). KII's were conducted with individuals who have a fundamental understanding of public health and represent the broad interests of the community. A questionnaire (see Appendices Section) was distributed to individuals identified by the community collaborative as experts in their field with specific knowledge of community needs and vulnerable populations. In addition, the Florida Department of Health-Polk County conducted an additional 27 KII's with experts who provide services directly in Polk County.

- Of the 82 Key Informant Interview participants, 46% worked for organizations providing services directly in Polk County
- Interview text was analyzed using the web-based qualitative data analysis tool, Dedoose*
- Excerpts were coded by relevant topic areas and key health themes
- The frequency with which a health topic was discussed was used to determine the most pressing health needs of the community, which included: Mental Health & Mental Disorders, Substance Abuse, Exercise, Nutrition, & Weight, Cancer, Diabetes, Oral Health, and Access to Health Care

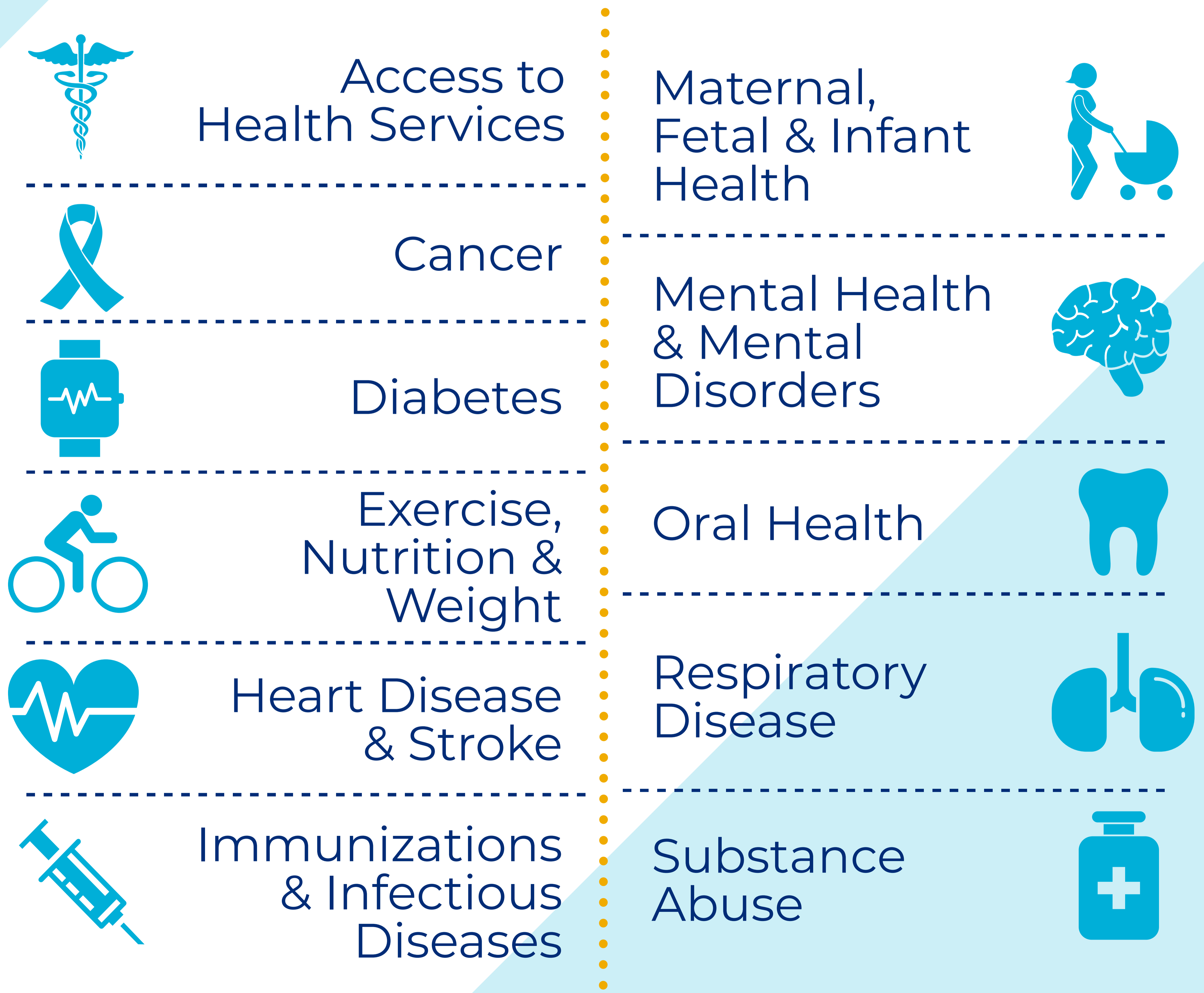


<p>Advent Health Wesley Chapel Agency for Persons with Disabilities Agriculture and Labor Program, Inc. Alpha UMi Inc. Area Agency on Aging of Pasco-Pinellas Atria Senior Living Bay Area Legal Services CARES Florida Central Florida Behavioral Health Network, Inc. Central Florida Health Care Citizens Alliance for Progress Clearwater Free Clinic Community Dental Clinic Corizon Health, Inc. Drug Abuse Comprehensive Coordinating Office Florida Department of Health - Pinellas Early Learning Coalition of Pasco and Hernando Counties, Inc. East Coast Migrant Head Start Feeding America Tampa Bay Florida Department of Children and Families Florida Department of Health – Hillsborough Florida Department of Health – Pasco Florida Presbyterian Homes Florida Trans Proud Florida Voices for Health Forward Pinellas</p>	<p>Good Samaritan Health Clinic of Pasco, Inc. Gracepoint Gulf Coast Jewish Family and Community Services The Haley Center, Inc. Hillsborough County Public Schools Healthy Planet, Healthy People Healthy Start Coalition of Hillsborough County, Inc. Healthy Start Coalition of Pinellas County Heartland for Children Hillsborough Area Regional Transit Hillsborough County Sheriff's Office Homeless Leadership Board Johns Hopkins All Children's Hospital Lakeland Area Mass Transit-Citrus Connection Lake Wales Care Center Lake Wales Housing Authority Lakeside Pediatrics Lakeland Police Department Lakeland Volunteers in Medicine (LVIM) Pasco County Board of County Commission Pasco County Fire Rescue (EMS)</p>	<p>Pasco County Housing Authority Pasco Kids First Peace River Center Polk County BOCC Indigent Health Polk County Fire Rescue Polk County Public Schools Polk Transportation Planning Organization Premier Community Healthcare Group Project LINK, Inc. REACHUP, Inc. Repurpose Art Studio Rice Senior Helpers St. Petersburg Free Clinic Tampa General Hospital Tarpon Springs Rotary Club Tarpon Springs Shepherd Center Thrive by Five Pinellas Tri-County Human Services, Inc. University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) - Family Nutrition Program UF/IFAS - Hillsborough County Extension UF/IFAS - Pasco County Extension United Way of Pasco County University Area CDC Volunteers in Service to the Elderly Winter Haven Hospital Center for Behavioral Health YMCA of Greater St. Petersburg</p>
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*Dedoose Version 6.0.24, web application for managing, analyzing, and presenting qualitative and mixed method research data (2015). Los Angeles, CA: SocioCultural Research Consultants, LLC (www.dedoose.com).

Data Synthesis

All forms of data have their own strengths and limitations. Each data source was evaluated based on these strengths and limitations during data synthesis and should be kept in mind when reviewing this report. Within each health topic there is a varying scope and depth of quantitative data indicators and qualitative findings. For both quantitative and qualitative data, immense efforts were made to include as wide a range of secondary data indicators, Key Informant experts, and Community Survey participants as possible. In order to gain a comprehensive understanding of the significant health needs for the Polk County service area, the findings from all three data sets were compared and studied simultaneously. The secondary data scores, interviews, and survey were treated as three separate sources of data and considered equally important in understanding the health issues of the community. The top health needs identified from each data source were analyzed for areas of overlap with the other data sources. Eleven health issues were identified as significant health needs across all three data sources and were used for further prioritization.



Prioritization Process

On July 31, 2019, participants from collaborating organizations as well as other community members came together to prioritize the significant health issues in their community. In order to better target community issues regarding the most pressing health needs in Polk County, a half-day session was held to prioritize significant health topics. Session participants were asked to consider the following prioritization criteria to determine from the list of eleven health topics which topics were most important:

Scope and Severity of the Health Issue

Organizational Ability to Make an Impact

Number of people impacted by the issue

High risk or rate of morbidity and mortality

The community, including vulnerable groups, perceive the issue to be high need

Alignment with strengths and mission

Opportunity for collaborative partnership

Existing resources and programs to address the issue

Over 110 individuals* attended the Polk County Prioritization Session, representing a broad cross section of experts and organization leaders with an extensive knowledge of the health needs in the community. In addition to health care providers and local government agencies, including the health department, many organizations were present that deliver services to and represent members of medically under-served, low-income, and minority populations.

Government

City of Bartow
 Florida Department of Health - Polk County
 Florida House of Representatives
 Florida State Senate
 Polk County Board of County Commissioners

Community Based Organizations and Collaboratives

Alzheimer's Association
 Angels Care Center of Eloise
 Children's Home Society of Florida
 Feeding Tampa Bay
 Health Council of West Central Florida
 Healthy Start Coalition of Hardee, Highlands, and Polk
 Heartland for Children
 NAACP
 Peace River Center
 Polk County Fire Rescue
 Polk County Public Schools
 Polk Vision
 Public Education Partnership
 United Way of Central Florida
 Tri-County Human Services

Health Care Delivery

AdventHealth
 BayCare Health System
 Central Florida Health Care, Inc.
 Heart of Florida Regional Medical Center
 Lakeland Regional Health
 Winter Haven Hospital

Higher Education

Florida Southern College
 University of South Florida - Center for Autism and Related Disabilities
 Warner University

Faith Organizations

Redlands Christian Migrant Association
 Talbot House Ministries

* The full list of attendees is included as an attachment in the Appendices Section at the end of this report.

Prioritization Process

The Prioritization Session included a data presentation highlighting primary and secondary data findings for the eleven significant health issues and focus groups to further discuss relevant demographic and health outcomes data. Finally, a group ranking process was conducted to determine the most pressing health needs. Participants submitted their thoughts in real-time during the session to create a visual representation of the discussion (below). The more common submitted words or phrases are shown larger in the word cloud.



Participants ranked each of the health categories individually using the dual criteria of scope and severity and ability to impact. Criteria scores were then combined to generate an overall ranking of health needs. After further consideration, it was decided to combine the categories of Mental Health & Mental Disorders and Substance Abuse into the singular category of Behavioral Health. Thus, the final three top health priorities for Polk County are:



Behavioral Health

Access to Health Services



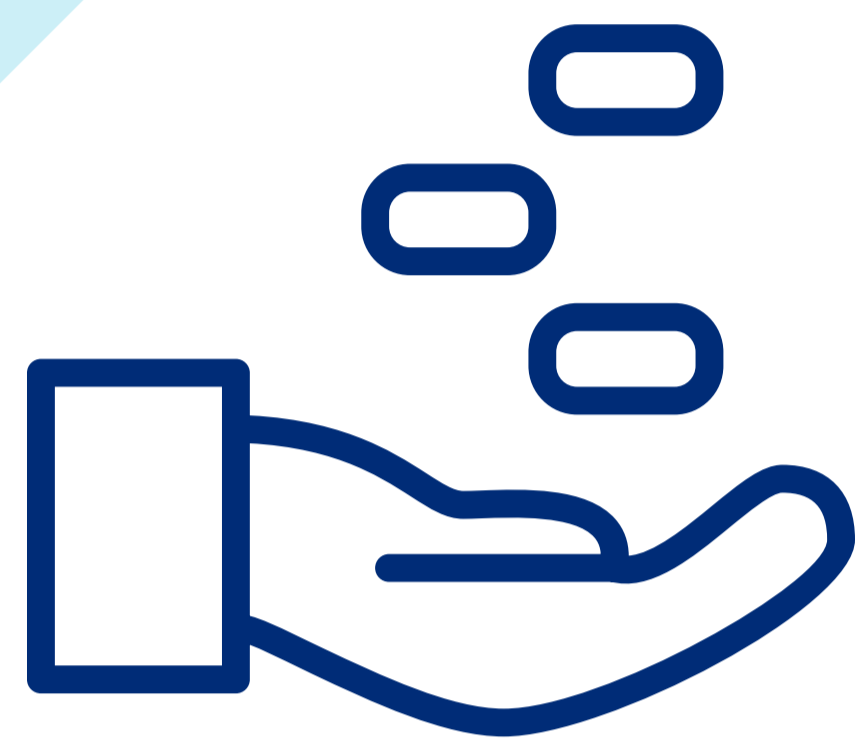
Exercise, Nutrition & Weight

The three health topics will be broken down in further detail below in order to understand how findings in the primary and secondary data led to each issue becoming a high priority need area. The health topics are presented in the order they were ranked during the Prioritization Session.

Demographics

The following data points illustrate the composition of the Polk County community, which informed the assessment of need. The data sources used in this section come from the American Community Survey* unless otherwise noted.

Median Household Income: \$45,988



19.5%

People 25+ with a Bachelor's Degree or Higher



17.3%
People Living Below the Poverty Level

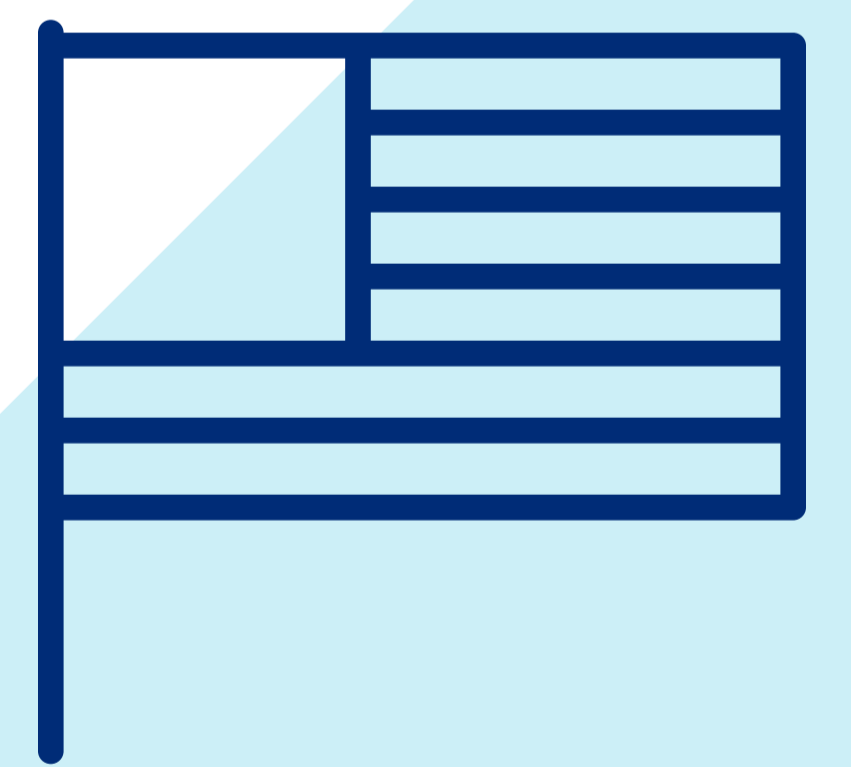


4.1%
of the Civilian Labor Force is Unemployed**

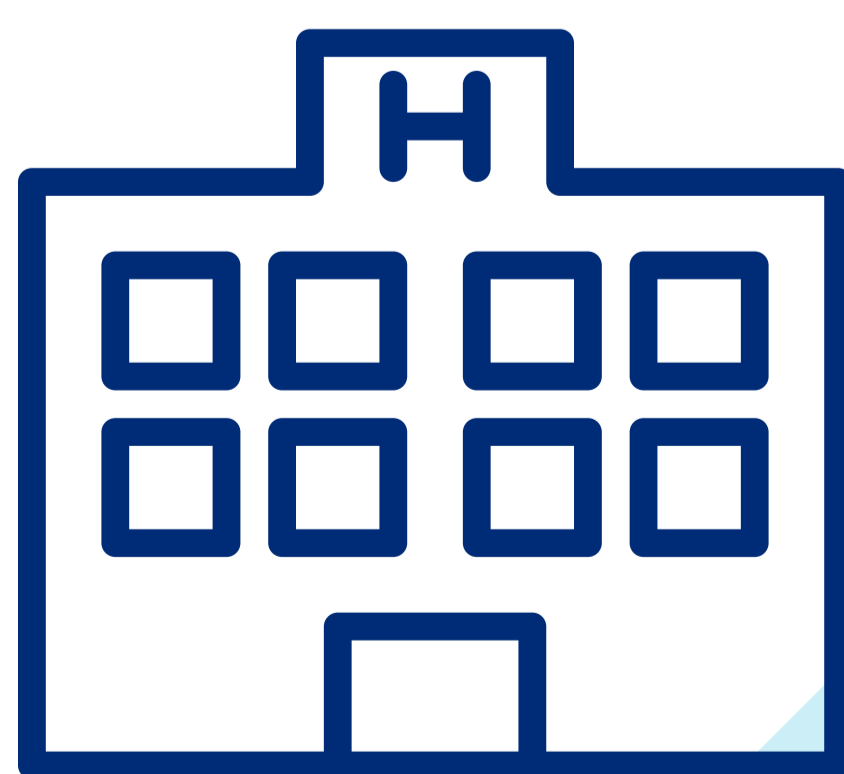


Median Household Gross Rent: \$913

9.5%
Veteran Population



81.0%
Adults with Health Insurance



Mean Travel Time to Work: 26.0 minutes

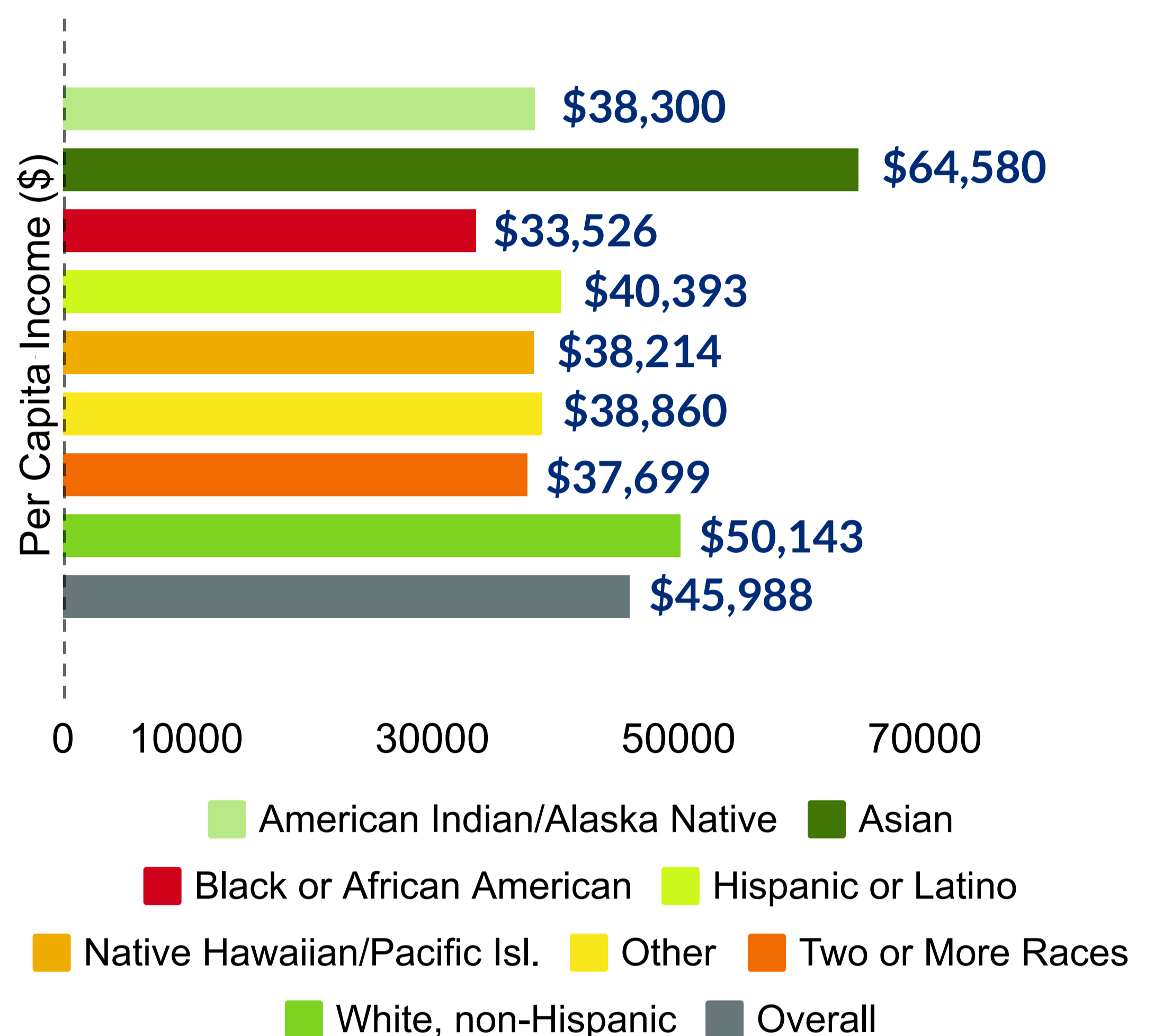
* American Community Survey, 2017
** U.S. Bureau of Labor Statistics, 2019



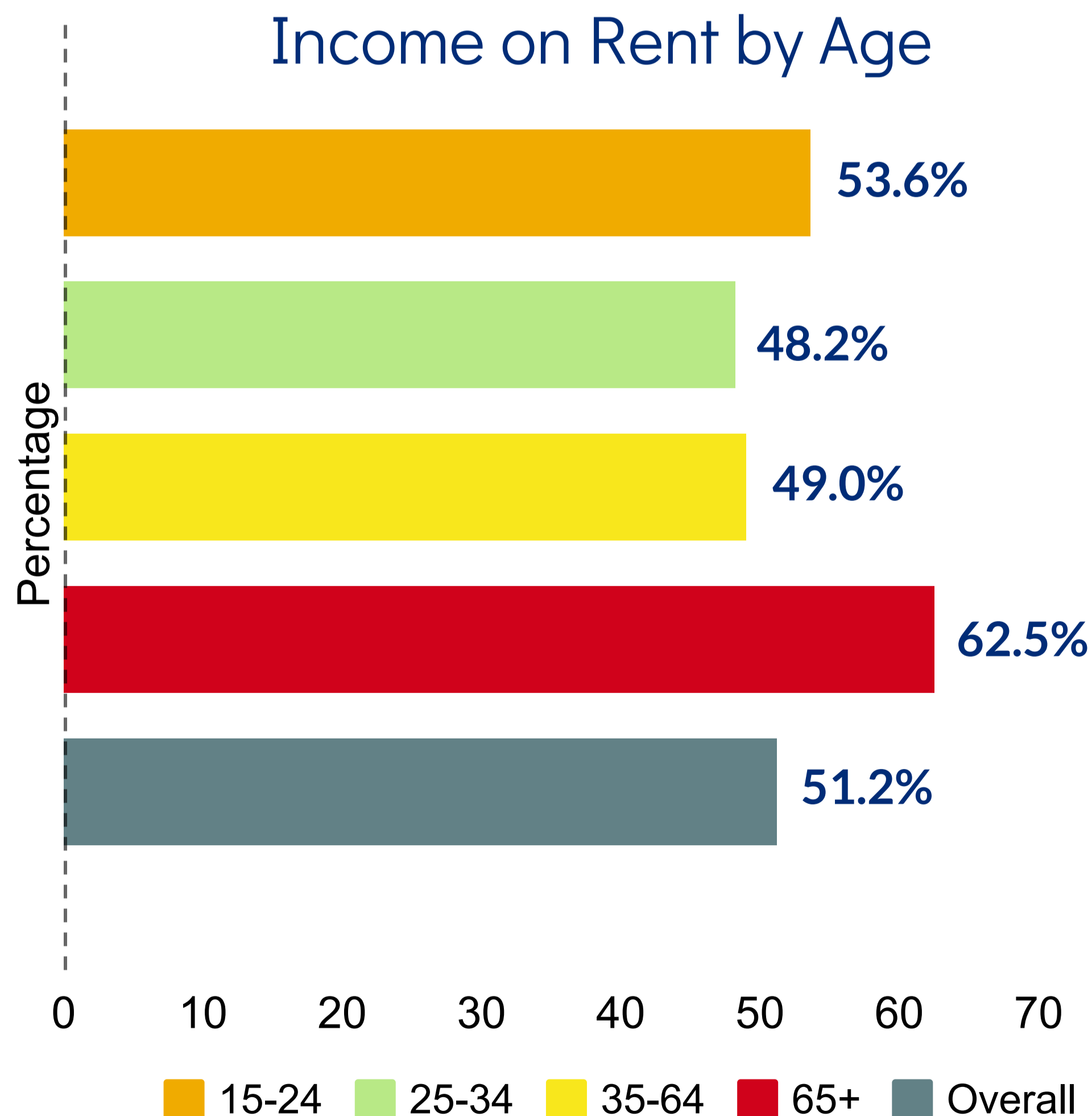
Investigating Disparities

Demographics were further broken down by race/ethnicity, gender, and age to identify groups of individuals that may be impacted greater by factors such as financial burden, education attainment, and transportation. These social determinants of health impact one's ability to attain overall health. In Polk County, Black or African Americans have the lowest median income (\$33,526) when compared to other race/ethnic groups. Residents who identify as 'two or more races' have the next lowest median income (\$37,699). Both groups' incomes are below the overall median income in the community.

Median Income by Race/Ethnicity



Renters spending 30% or More of Income on Rent by Age

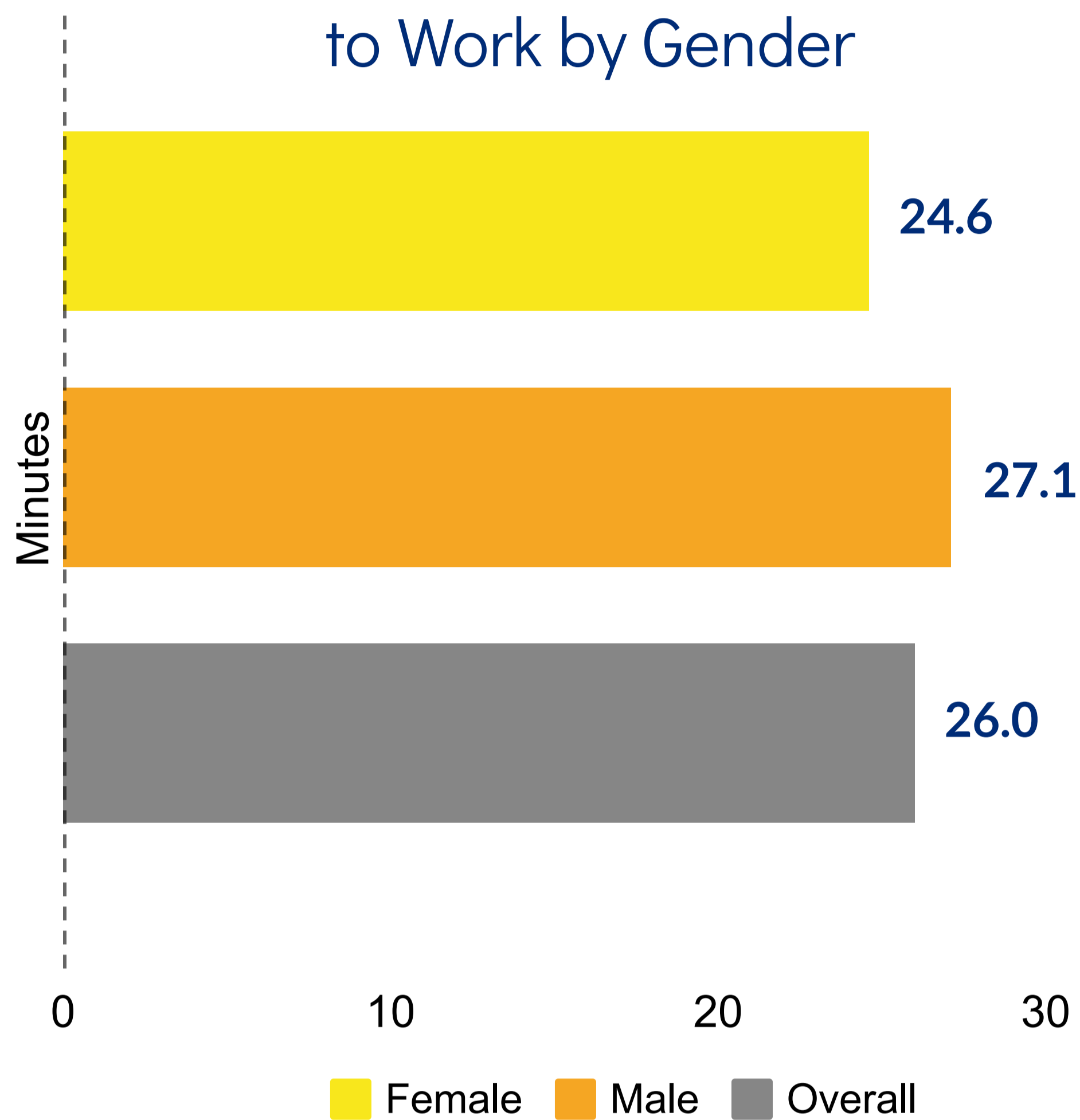


Spending a high proportion of monthly income on rent can create financial hardship. With a limited income, paying a high rent may not leave enough money for other expenses, such as food, transportation, and medical care. Community members who are over 65 are at the highest risk of financial burden due to rent when compared to other age groups. Overall, half of the renter community is spending 30% or more of their income on rent. Polk residents under the age of 24 are the most likely to live below the poverty level when compared to other age groups.



Investigating Disparities

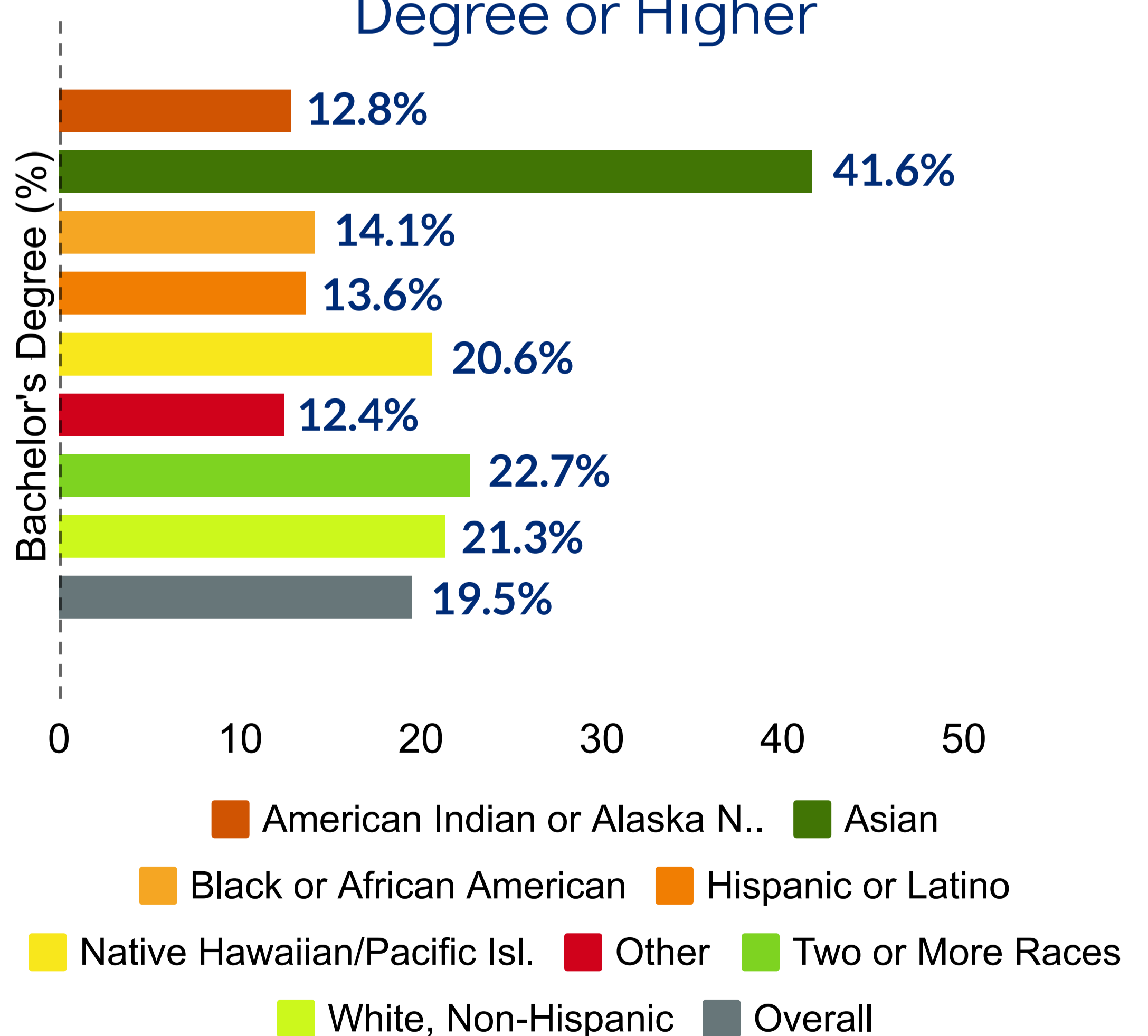
Mean Travel Time to Work by Gender



Lengthy commutes cut into workers' free time and can contribute to health problems such as headaches, anxiety, and increased blood pressure. Longer commutes require workers to consume more fuel, which is both expensive for workers and damaging to the environment. Travel time to work is steadily increasing over time for the overall population in Polk County (workers over the age of 16). Commute times for the male population are higher than the female population.

Higher education attainment is linked to overall lifetime earnings. According to the Bureau of Labor Statistics, educational attainment is by far the most important social characteristic for predicting earnings over one's lifetime. In Polk County, residents who selected 'other' are the least likely group to hold a bachelor's degree (12.4%) followed by the American Indian or Alaska Native population (12.8%) and then the Hispanic or Latino population (13.6%).

People 25+ with a Bachelor's Degree or Higher



Additional disparity data related to health topics are highlighted throughout the report and designated with the magnifying glass symbol.



SocioNeeds Index

This HCI SocioNeeds Index incorporates estimates for six different social and economic determinants of health that are associated with poor health outcomes. The indicators are standardized and averaged to create one composite index value for each zip code. Zip codes with higher values are estimated to have higher socioeconomic need, which is correlated with poorer health. The darker the color of region, the higher the need. The index value is ranked from 0-100 with 100 being the highest level of need. The index value (IV) helps identify specific zip codes that may benefit from additional support and targeted services in implementation planning.

Poverty

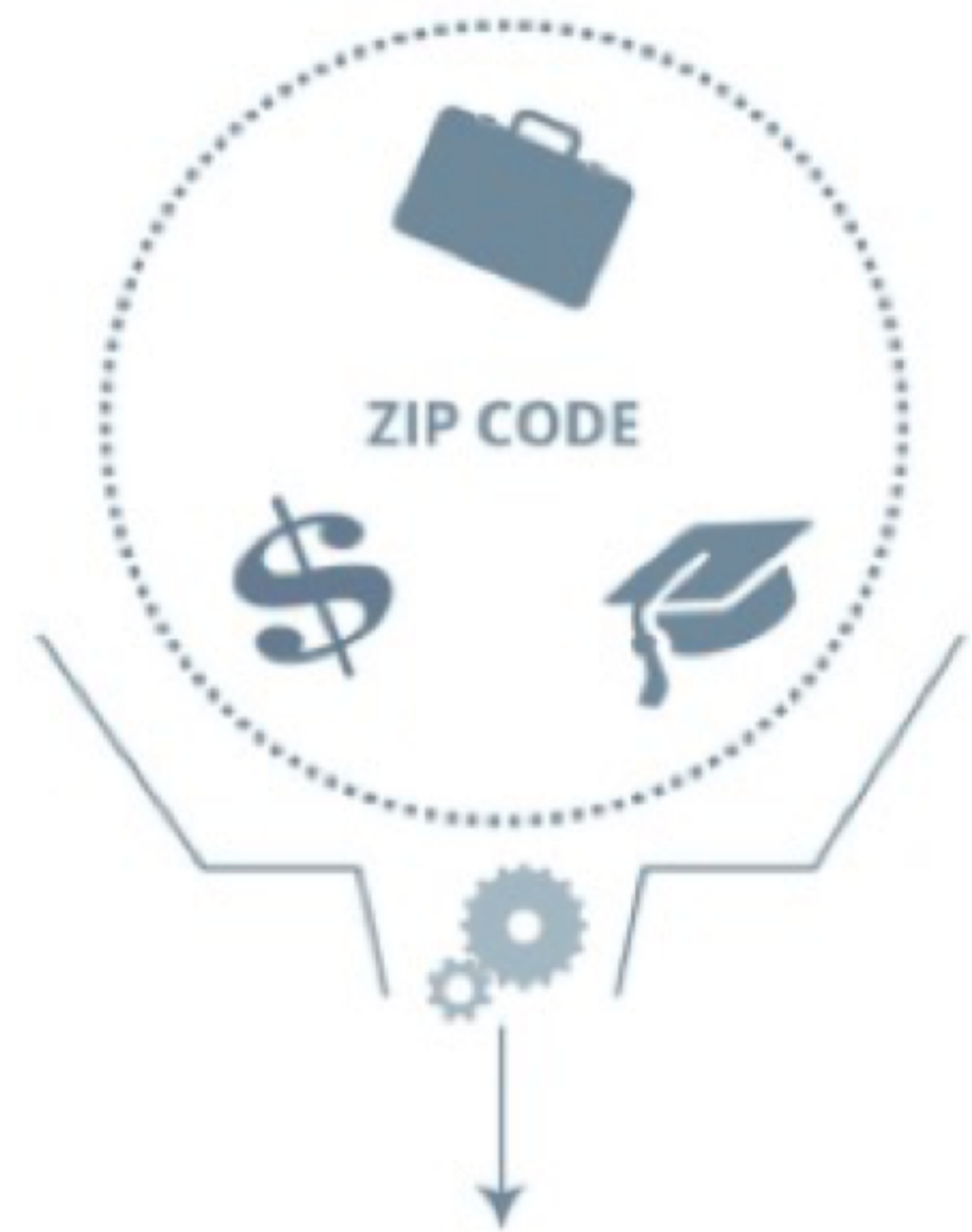
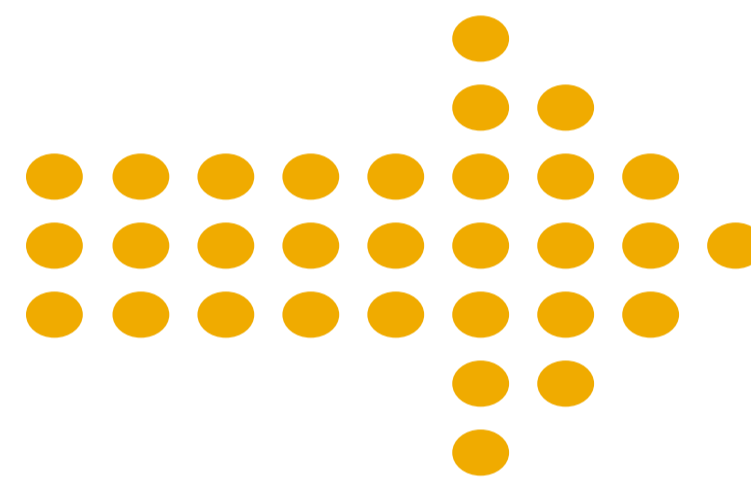
Economy

Education

Language

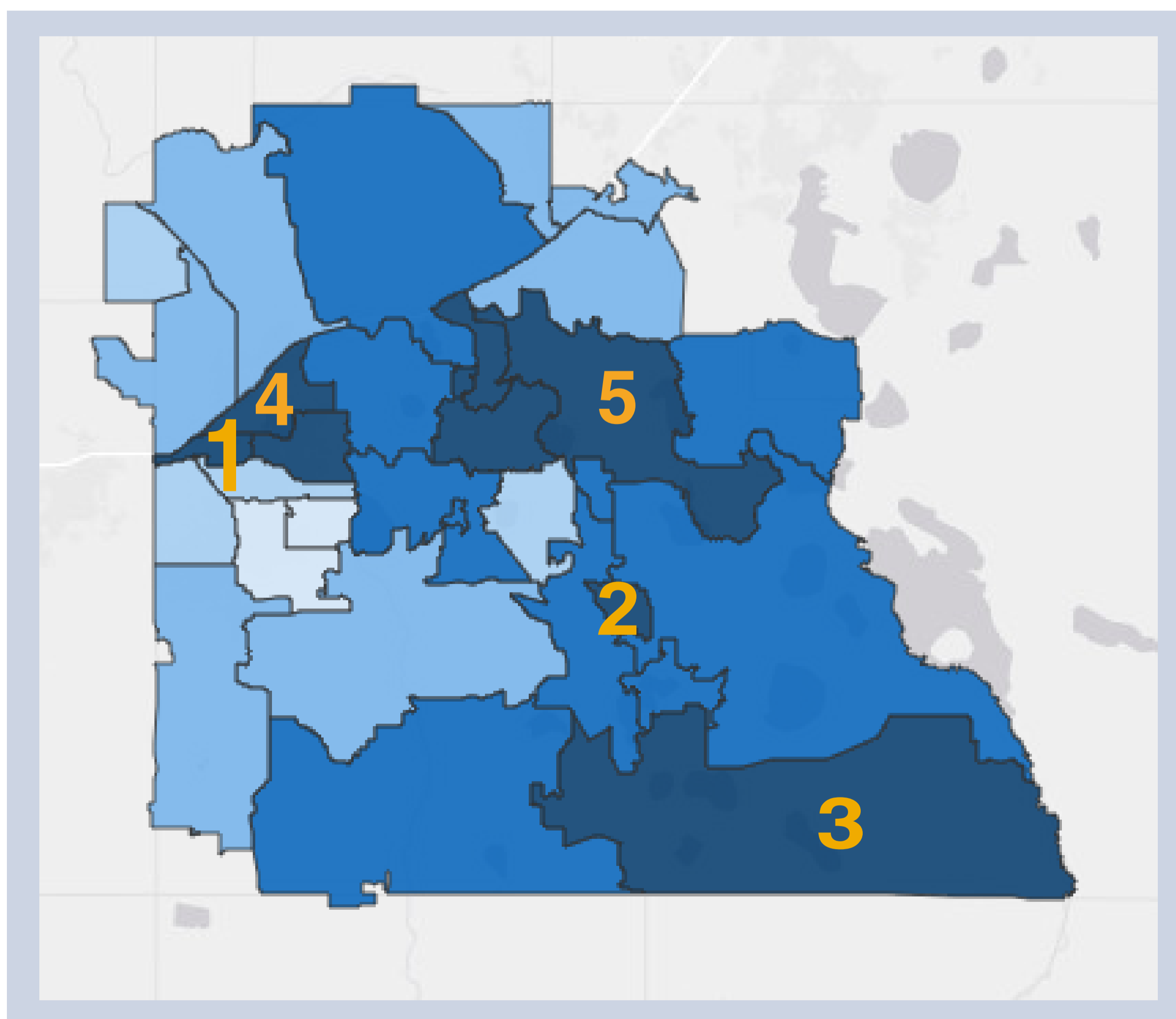
Income

Occupation



Index Value

There are 31 zip codes in Polk County. Of those, eight are considered high need and indicated in dark blue. The zip codes with the highest IV scores are listed below and labeled on the county map (left).



1. Zip Code 33815: 94.9 IV

2. Zip Code 33853: 93.7 IV

3. Zip Code 33843: 93.3 IV

4. Zip Code 33805: 91.8 IV

5. Zip Code 33844: 90.6 IV

Prioritized Health Needs



The findings for each of the eleven significant health needs are summarized in the following sections and include the key findings from each data source. The overall health topic scores from the secondary data scoring and high scoring indicators are included for each health need. When the gauge and warning symbol are shown, this represents data from the secondary data scoring.



Red = High Need (above 1.50)
Yellow = Some Need (1.50 or below)



High Need Indicators

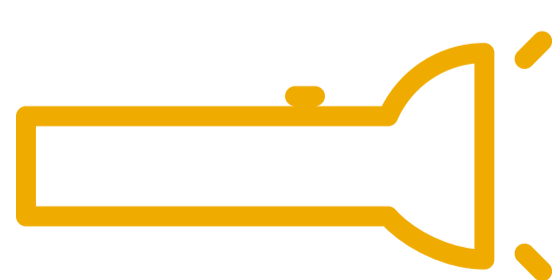
The findings from the Community Survey and the Key Informant Interviews are indicated by the group and individual symbols, respectively.



Community Survey



Key Informant Quotes



Opportunities for impact appear in the subsequent sections with a flashlight symbol when a demographic group* in the Community Survey reported a higher percentage of need or of a health issue compared to other groups.

1 Behavioral Health

Mental Health was the fifth highest ranked health topic in the data scoring and had an overall high score, indicating a high need topic. Mental Health and Substance Abuse were also the top issues from both the Community Survey and the Key Informant Interviews.

2 Access to Health Services

Access to Health Services had an overall high data score and some of the specific data indicators were higher scoring and required further examination. Access to Health Services was identified as a top need in the Key Informant Interview analysis. Prioritization participants identified the issue as essential to impacting health outcomes in the community.

3 Exercise, Nutrition & Weight

Exercise, Nutrition & Weight had an overall high data score with multiple high scoring indicators, which elevated the issue as a top need. Exercise, Nutrition & Weight was identified as a top need in the Community Survey and Key Informant Interviews.

*Not all differences between groups have been included in this report, as the report focuses primarily on the prioritized health topics and not all differences are statistically significant.

1

Behavioral Health
- Mental Health



1.91



Community Feedback

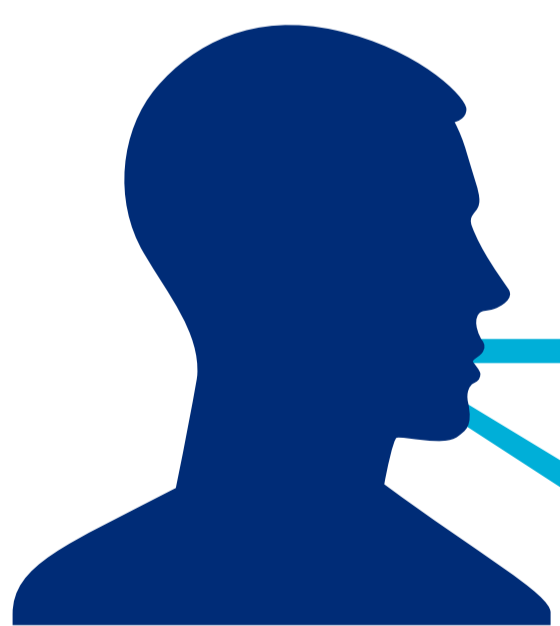
Community participants identified Mental Health & Mental Disorders as one of the top health concerns in Polk County. Participants indicated that there are residents in the community with untreated mental health issues and a number of barriers to seeking treatment including social stigma and access to providers. Just over one-tenth of Survey Respondents reported the inability to access mental health services in the last 12 months. During prioritization, the discussion focused on how addressing mental health issues in the community was important for improving all health issues in the community.

Mental Health and Mental Disorders received an overall high topic score indicating that this is a high need health issue in Polk County.



Warning Indicators

- Depression: Medicare Population
- Mental Health Provider Rate
- Alzheimer's Disease or Dementia: Medicare Population



"People leave their mental health untreated and this trickles into other aspects of their lives." - Key Informant

"Helping to build awareness in the community about [Adverse Childhood Events] and resiliency, how addressing those things from a trauma-informed lens can really help. These things would go a long way toward building a healthier community."

- Key Informant

1.32



Substance Abuse received an overall lower topic score with some high scoring indicators that signal some areas of need.

Warning Indicators



- Teens Who Have Used Methamphetamines

1

Behavioral Health - Substance Abuse

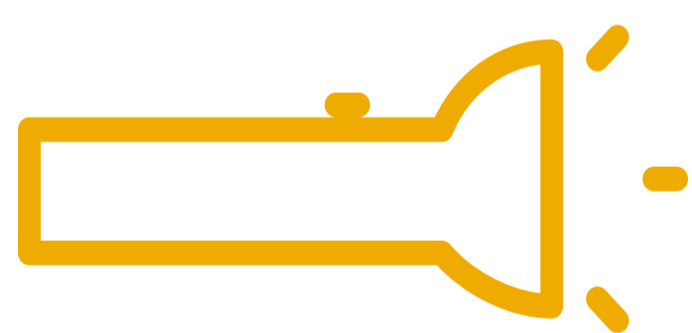
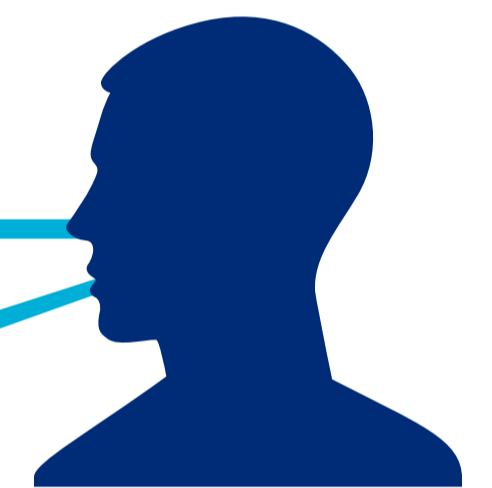


Community Feedback

Substance Abuse was the health behavior that Survey Respondents were most concerned about in their community. Well over half of community Survey Respondents believe that drug abuse is an issue in their community. Key Informants identified a need for substance abuse screenings and more bilingual case managers in the service area.

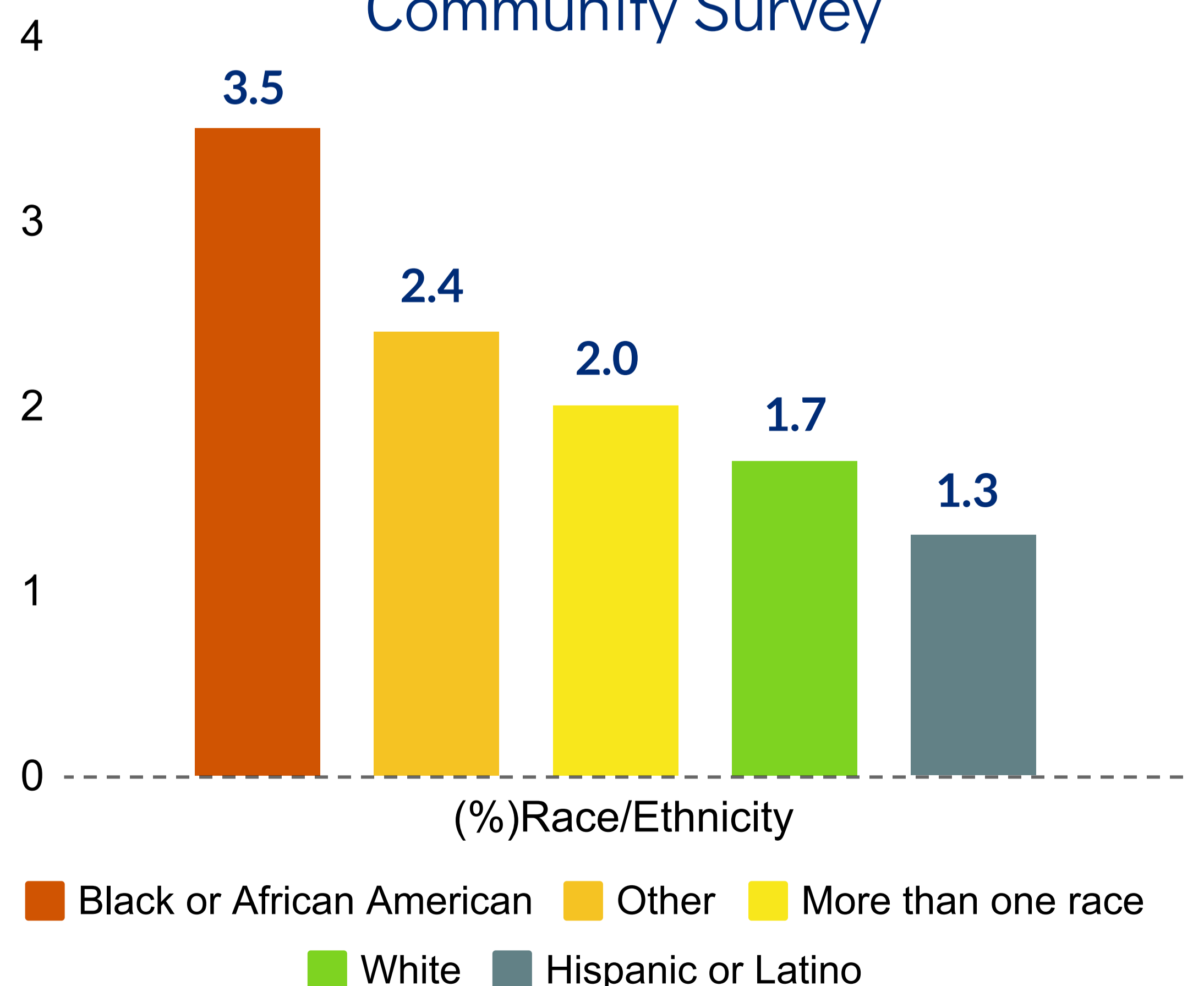
"There is a need for substance abuse screenings. Even when services are free, substance users are hesitant to seek help due to stigma. Opioid overdoses and synthetic THC are issues in Polk county."

- Key Informant



Prescription drug misuse among Survey Respondents was two percent (N=67). Black or African American respondents reported misuse slightly more than other race/ethnic groups. Those who reported misuse fell mostly between the ages of 25 and 54 (N=48).

Rx Drug Misuse in the Community Survey



COMMUNITY HEALTH NEEDS

Prioritized Health Needs

1

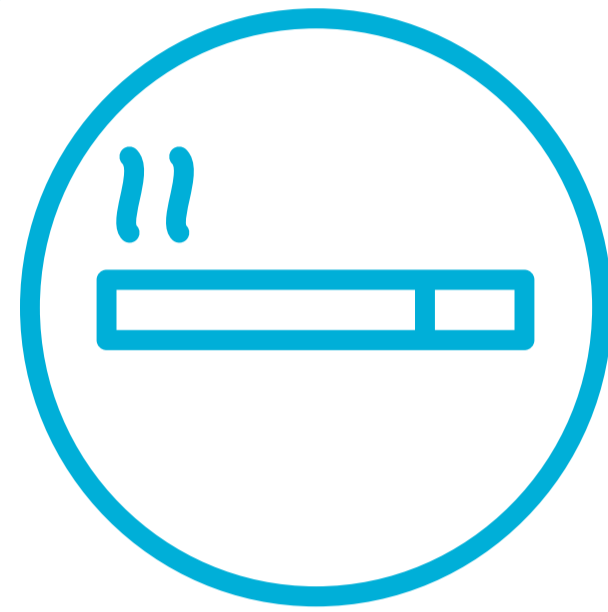


Behavioral Health



Polk County Community Survey Respondents

7.6%
are smokers



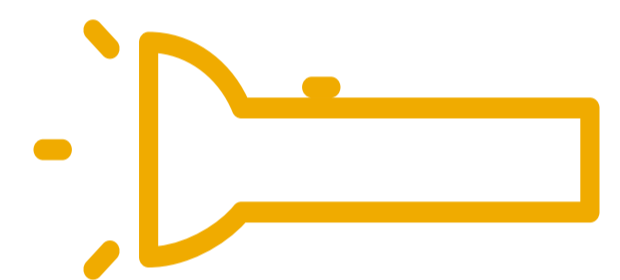
3.6%

vape
e-Cigarettes



11.1%
needed mental
health services
but did not get
the care that they
needed

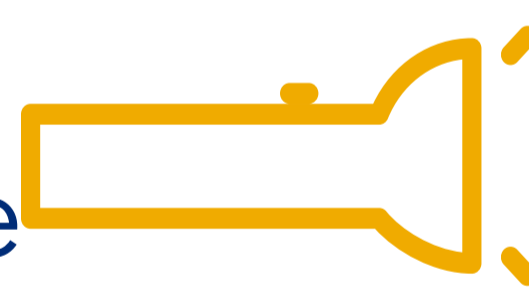
White respondents
reported
having **thoughts of
hurting themselves
or suicide**, slightly
higher than other
race/ethnic groups
(9.9%, N=227)



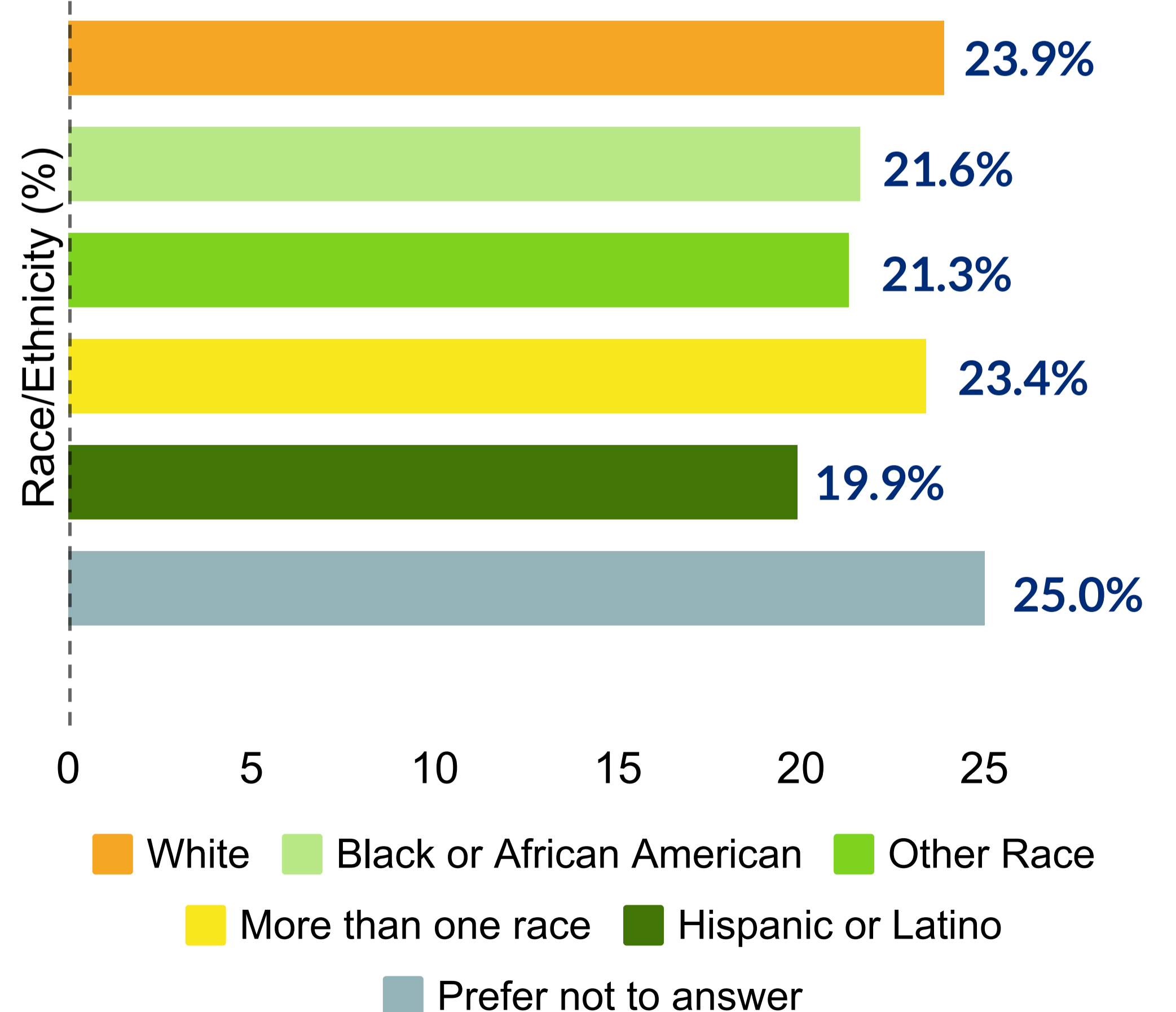
The Centers for Disease Control and Prevention (CDC) outlines Adverse Childhood Experiences (ACEs) as the term used to describe all types of abuse, neglect, and other potentially traumatic experiences that occur to people under the age of 18. Adverse Childhood Experiences have been linked to behavioral health outcomes: risky health behaviors, chronic health conditions, low life potential, and early death. As the number of ACEs increases, so does the risk for these outcomes.

23.5%

of Survey Respondents
reported four or more ACEs



Community Survey Respondents with Four or More ACEs



COMMUNITY HEALTH NEEDS

Prioritized Health Needs

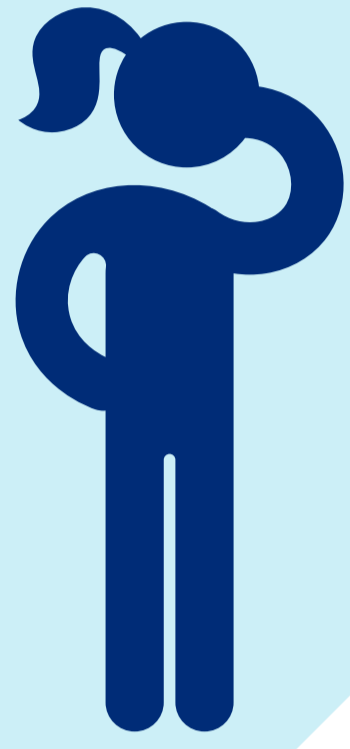
1



Behavioral Health



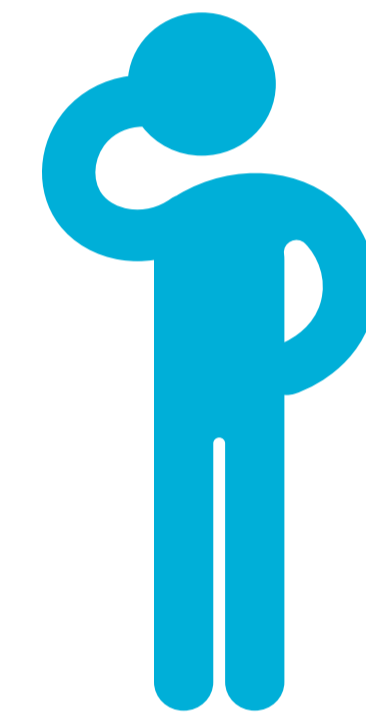
Polk County High Need Data Indicators



Depression in the Medicare Population is **19.2%**

Alzheimer's, Dementia, and Depression among the Medicare Population is higher in Polk County than in the State and US, and is increasing over time

11.6% of the Medicare Population has Alzheimer's or Dementia



Source: Centers for Medicare & Medicaid Services, 2017

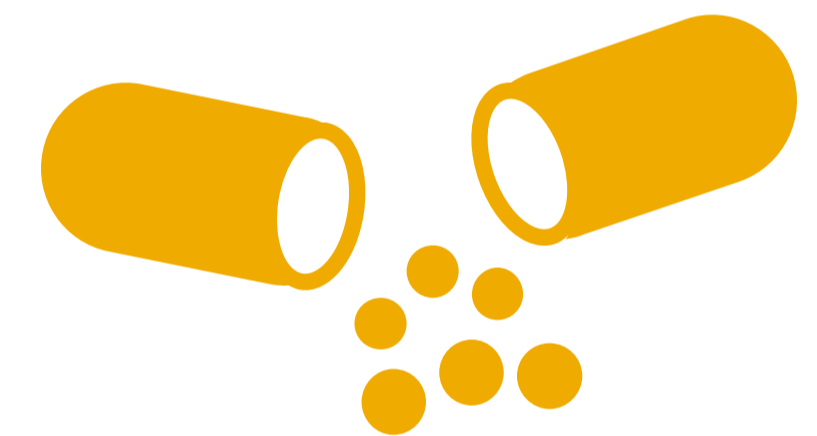
Only **84** Mental Health **Providers** per 100,000 population



Florida Value = 150
US Value = 229

Source: County Health Rankings, 2018

1.7% of Teens use methamphetamines



Florida Value = 0.8%

Source: Florida Youth Substance Abuse Survey, 2016

16.0% of Adults smoke cigarettes



Florida Value = 15.5%

Source: Florida Behavioral Risk Factor Surveillance System, 2016



11.4% of High School Students reported recently binge drinking (5 or more drinks)

Florida Value = 10.9%

Source: Florida Youth Substance Abuse Survey, 2016

27.9% of **driving deaths** were **Alcohol Impaired**



Florida Value = 24.7%

US Value = 28.6%

Source: County Health Rankings, 2013-2017

COMMUNITY HEALTH NEEDS Prioritized Health Needs

1.79



Access to Health Services received a higher overall topic score indicating areas of need within the analysis of the secondary data sources.

Warning Indicators



- Primary Care Provider Rate
- Mental Health Provider Rate

2

Access to Health Services



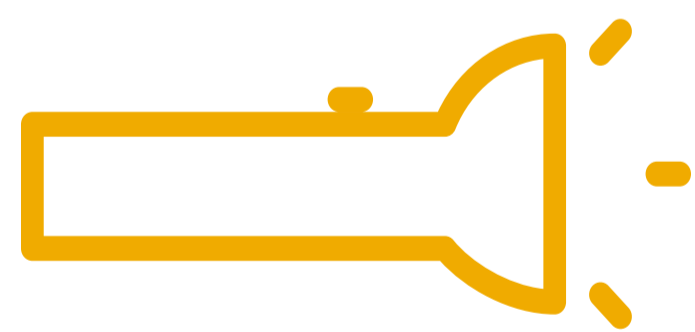
Community Feedback

Key Informants and Survey Respondents identified Access to Health Services as a top health issue in Polk County, describing the following barriers to accessing services:

- Limited health literacy and navigation assistance
- Cost of health care services
- Transportation challenges
- Access to a variety of providers

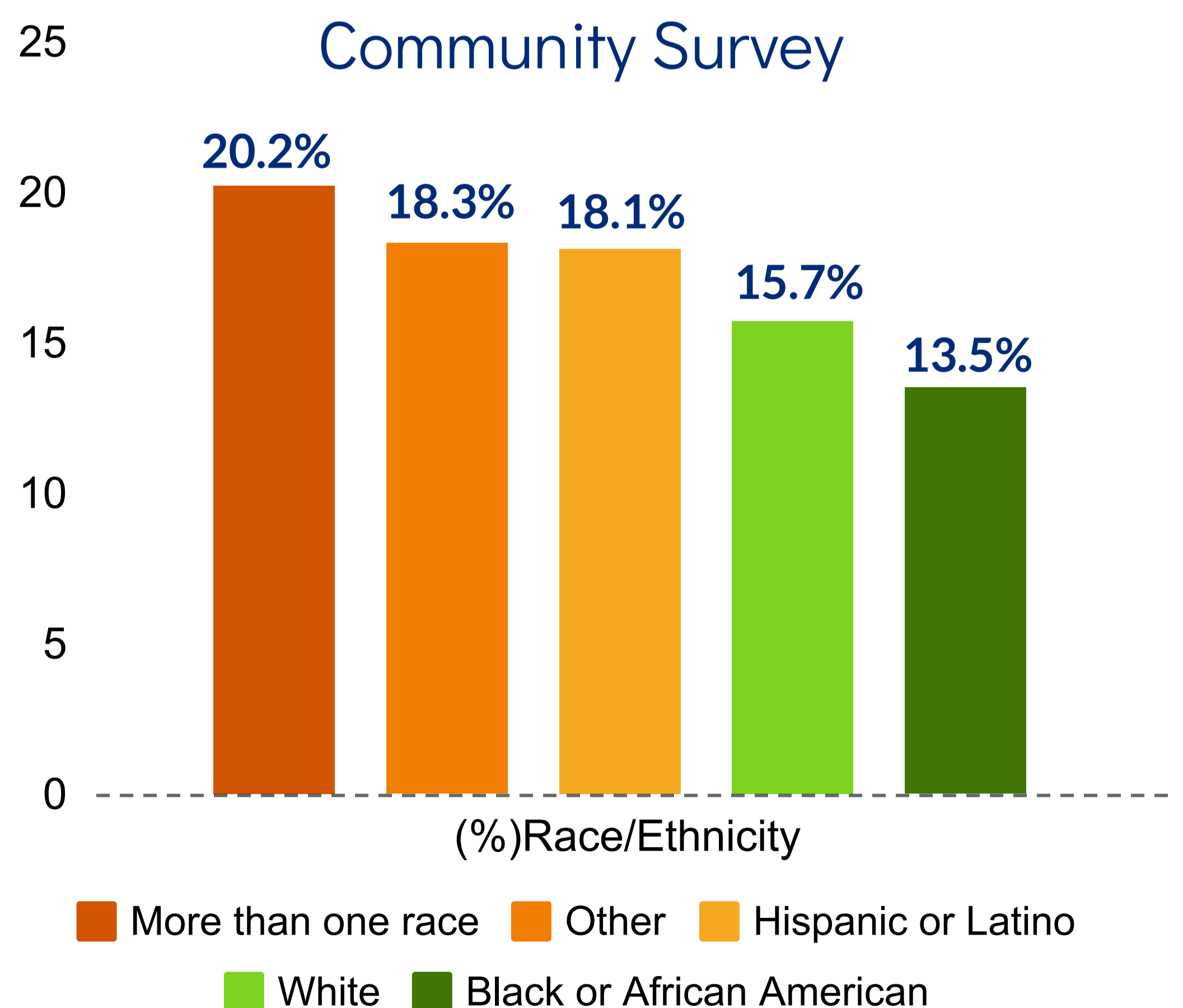
"Insurance may not be accepted for all services required and they may need a different doctor further away; transportation is still an issue." - Key Informant

"Prevention and preventive care needs to be more accessible in our county." - Key Informant



The Community Survey collected data on whether participants received the medical care that they needed in the past 12 months. 16% of Survey Respondents said that they did not get the care that needed. Those identifying as 'more than one race' reported this more than other race/ethnic groups (20.2%), followed by the 'other' group and Hispanic/Latino group.

Access to Care in the Community Survey



COMMUNITY HEALTH NEEDS

Prioritized Health Needs

2

Access to Health Services



Polk County Community Survey Respondents



23.5%

had accessed care in the ER in the past 12 months



Of the Survey Respondents that utilized the ER, only

37.6%

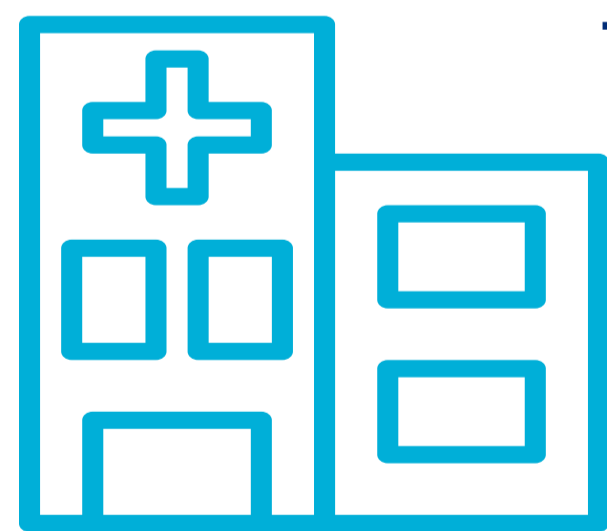
had an emergency or life-threatening situation

7.1 %

of those with children in the home reported having children who needed medical care in the past 12 months but didn't receive it



Polk County High Need Data Indicators



Only **49** Primary Care **Providers** per 100,000 population

Florida Value = 72
US Value = 75



Only **84** Mental Health **Providers** per 100,000 population

Florida Value = 150
US Value = 229

Source: County Health Rankings, 2018

81.0% of Adults in Polk County have health insurance, compared to only:

- **74.6%** of **26-34 year old's**
- **68.7%** of the **'other' race** population
- **69.4%** of the **Hispanic/Latino** population



Source: American Community Survey, 2017

3

Exercise, Nutrition & Weight



1.83



Exercise, Nutrition & Weight received a higher overall topic score in the analysis of the secondary data sources. This health topic included multiple secondary data indicators that are higher need and elevated the topic as a high priority. The data analysis identified prevention opportunities and the potential to impact health more broadly in the community.

Community Feedback

Community Survey Respondents identified 'being overweight' as the third most important health issue in the community. Key Informants also identified the predominant barriers to improving this issue as: limited access to local, affordable healthy foods, a lack of understanding about healthy eating, and a sedentary lifestyle. The prioritization discussion addressed preventing obesity as a means to reduce the incidence of chronic disease.

Warning Indicators



- Adults Who are Obese
- Teens Who are Obese: High School Students
- Adult Fruit and Vegetable Consumption
- Children with Low Access to a Grocery Store
- Low-income and Low Access to a Grocery Store

"Some people eat unhealthy because the processed food is sustainable unlike fresh produce. When you have limited resources, you have to go with the choices that you feel will last you the longest while still also getting what kids like." – Key Informant

"Poor diet, lack of exercise, and social isolation are common factors being tied to obesity and unhealthy lifestyles." – Key Informant



COMMUNITY HEALTH NEEDS Prioritized Health Needs

3

Exercise, Nutrition
& Weight



Polk County Community Survey Respondents

For those who have **children** in the home:

31.2 % reported some level of food insecurity in the past 12 months

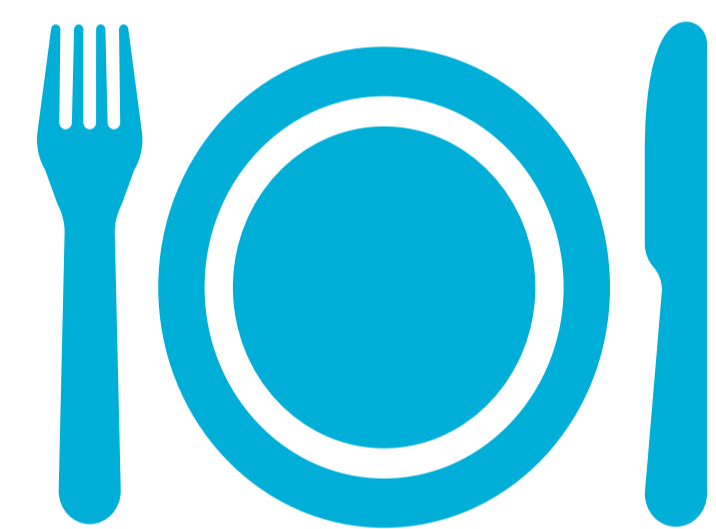
24.4% reported that the food they bought just did not last, and they did not have money to get more in the past 12 months

11.8 % reported that someone in their home received emergency food from a food bank in the past 12 months

29.6 % 

reported some level of food insecurity, compared to:

- **38.0%** of Hispanic/Latino respondents
- **36.1%** of those who identify as 'other' race



Polk County High Need Data Indicators

38.8 % of Adults are obese

Florida Value = 27.4%

Source: Florida Behavioral Risk Factor Surveillance System, 2016

18.5 % of High School Teens are obese

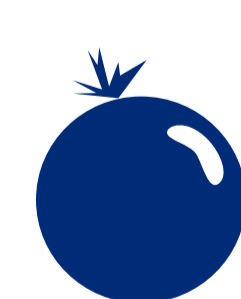
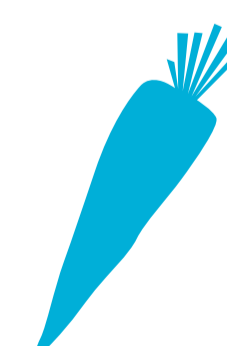
Florida Value = 13.3%

Source: Florida Department of Health, Bureau of Epidemiology, 2016

7.6% of **Children** in Polk County have **low access*** to a **grocery store**

12.8% of the population is considered **low-income** and also has **low access*** to a **grocery store**

Source: U.S. Department of Agriculture - Food Environment Atlas, 2015



Only **13.8%** of **Adults** are eating five or more servings of **fruits and vegetables** per day

Florida Value = 18.3%

Source: Florida Behavioral Risk Factor Surveillance System, 2013

*Low access is defined as living more than one mile from a supermarket or large grocery store if in an urban area, or more than 10 miles from a supermarket or large grocery store if in a rural area.

COMMUNITY HEALTH NEEDS

Non-Prioritized Health Needs

Following the rigorous community prioritization process, the following health topics were not selected as the primary focus areas for Polk County over the next three years. Any current programming and additional efforts outside of the CHNA process to address these health issues will not be impacted by this decision. Future initiatives related to the prioritized health needs will likely have positive impact on the non-prioritized health needs as many health indicators overlap across health topic areas.

4 Maternal, Fetal & Infant Health



Warning Indicators:

- Infant Mortality Rate

Secondary Data

Topic Score: **1.75**

Issues related to Maternal, Fetal & Infant Health did not come up as top areas of concern in the primary data analysis. Some Key Informants identified a need for more group prenatal care and improved post-partum education and access to mental health services. There was some discussion of the topic during the Prioritization Session, but it was not identified as a top health issue.

5 Diabetes



Warning Indicators:

- Diabetes: Medicare Population
- Adults with Diabetes

Secondary Data

Topic Score: **2.11**

Diabetes was not specifically identified as a top health concern by Community Survey Respondents, although the related topics of obesity and access to health services were top issues. Key Informants did identify Diabetes as a top concern in Polk County. Community members were concerned about the limited prevention efforts and programs in the community, especially with increasing diabetes diagnoses and an aging population.

6 Heart Disease & Stroke



Warning Indicators:

- Age-Adjusted Death Rate Due to Cerebrovascular Disease (stroke)
- Hypertension: Medicare Population
- Atrial Fibrillation: Medicare Population
- High Blood Pressure Prevalence
- Hyperlipidemia: Medicare Population

Secondary Data

Topic Score: **2.02**

Heart Disease and Stroke came through as a top community health issue in the survey but was also raised in context of nutrition and obesity. Some community participants felt that there are not enough prevention efforts in the community particularly for the African American population.

COMMUNITY HEALTH NEEDS

Non-Prioritized Health Needs

7 Oral Health



Warning Indicators:

- Oral Cavity and Pharynx Cancer Incidence Rate
- Dentist Rate

Secondary Data

Topic Score: **1.73**

Almost a quarter of Community Survey Respondents reported that they did not receive the dental care they needed in the past 12 months, in addition to more than one-tenth of children. Community participants shared that cost was the primary barrier to accessing dental services for even those who have dental insurance. There were also concerns regarding increasing dental issues among racial/ethnic minority populations in the community. Oral health can be addressed to some extent while addressing Access to Health Services.

8 Immunizations & Infectious Diseases



Warning Indicators:

- Age-Adjusted Death Rate Due to Influenza and Pneumonia

Secondary Data

Topic Score: **1.58**

Immunizations and Infectious Diseases did not come up as a top issue through community feedback. There was some discussion during prioritization about a need for improving education on immunizations/shots in the community and removing cost barriers, although it was ultimately not selected as a top health issue.

9 Cancer



Warning Indicators:

- Cervical Cancer Incidence Rate
- Colorectal Cancer Incidence Rate
- Cancer: Medicare Population

Secondary Data

Topic Score: **1.56**

Cancer was the second most important health issue in the Community Survey and was also identified as a top issue by Key Informants. However, after assessing all the data sources Cancer was not a top health issue selected through the prioritization process.

10 Respiratory Disease



Warning Indicators:

- Asthma: Medicare Population
- COPD: Medicare Population
- Age-Adjusted Death Rate Due to Influenza and Pneumonia
- Age-Adjusted Death Rate Due to Chronic Lower Respiratory Diseases
- Adults with Current Asthma

Secondary Data

Topic Score: **1.76**

Respiratory Disease was not a concern identified in the community feedback, nor was it ranked as a top issue during prioritization. A few Key Informant participants raised concerns about the impact that respiratory disease will have on an increasing aging population and how that will impact their quality of life and ability to remain independent. Ultimately, the issue was not selected as a top issue during the prioritization process.

Detailed Methodology and Data Scoring Tables

A detailed overview of the Conduent HCI data scoring methodology and all of the results from the secondary data analysis are included in an interactive Excel workbook.

Community Survey Tool

The Polk County Community Survey consisted of 75 health and well-being focused questions. Surveys were available in English and Spanish and could be completed online or via paper copy. The paper survey tools are available in PDF format.

Key Informant Questionnaire

Key Informant Interviews were conducted via an online questionnaire consisting of eight open-ended questions. 55 Key Informants identified by the community coalition responded to the questionnaire and represented input from over 50 community-based organizations across the region. The Key Informant questionnaire is available in PDF format.

Prioritization Session Attendee List

Over 110 individuals attended the Polk County Prioritization Session. In addition to representatives from local organizations and industry, community members were also in attendance. Community members have been noted in the attendee list and their names have been removed in an effort to maintain their privacy.

Community Resources

Increased Collaboration and broader regional involvement during the 2019 CHNA process established stronger relationships across health care delivery organizations, health departments, and community serving organizations (see lists in the Acknowledgments and Prioritization sections). There are existing resources that organizations are currently using and available widely in the community:

211 Tampa Bay Cares

<http://211tampabay.org/>

Florida Health Department

<http://hillsborough.floridahealth.gov/>

<http://pasco.floridahealth.gov/>

<http://pinellas.floridahealth.gov/>

<http://polk.floridahealth.gov/>

County Government

<https://www.hillsboroughcounty.org/en>

<https://www.pascocountyfl.net/>

<https://www.pinellascounty.org/>

<https://www.polk-county.net/>

BayCare Health Education and Literacy

<https://baycare.org/events>

<https://baycare.org/health-library>

In addition, selecting a web-based Community Resource Referral Platforms (CRRP) emerged as a potential opportunity to comprehensively identify resources and dynamically connect community members to resources at their time of need. There are free and publicly available CRRPs being considered that have customizable options for integrative use internally at organizations. BayCare is exploring CRRP options to best serve the needs of their service areas and community partners. A CRRP site would allow BayCare and community partners to search for the most up-to-date services and geographically convenient programs for individuals and populations to address the prioritized health needs. Local, State and National resources that can be sourced through CRRP sites include, but are not limited to:

- Behavioral Health: counseling services, group programs, substance abuse treatment, emergency services, telehealth options
- Access to Health Services: health education and navigation, insurance information, transportation to appointments, payment assistance, alternative medicine, in-home support
- Exercise, Nutrition, & Weight: fitness and recreation, nutrition education, community gardens, government food benefits