

# COMMUNITY HEALTH IMPROVEMENT PLAN

JEFFERSON COUNTY, ALABAMA WORK PLAN | NOVEMBER 2014 - NOVEMBER 2019





## ***Strategic Issue 1: Reduce Health Disparities Associated with Race, Ethnicity and Economic Status***

**Goal 1. Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
US Census Bureau: Small Area Indicators of Poverty and Economics	35.8% of the population live at less than 200% FPL		30% of the population live at less than 200% FPL

**Strategy 1. Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Expand employment opportunities for low-skilled workers	Number of new jobs created	November 2019	Bold Goals Coalition of Central Alabama, REV Birmingham
Promote collaborations with re-entry programs through a “Ban the Box” campaign	Number of ex-offenders employed Number of campaign ads	November 2019	Bold Goals Coalition of Central Alabama, UAB School of Public Health
Identify a coalition to support an increase in the minimum wage	Coalition membership Coalition meeting minutes	November 2019	Bold Goal Coalition of Central Alabama

**Strategy 2. Invest in education to provide educational and skill development opportunities.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-K programs and increased access to quality summer learning opportunities	Action Network membership list(s) and minutes from Action Network Meetings	April 2015 and ongoing	Bold Goals Coalition of Central Alabama

**Goal 2. Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
The Joint Center for Political and Economic Studies: <u>Place Matters for the Health in Jefferson County</u> : Food Deserts	41 of 147 (28%) Jefferson County census tracts are designated as food deserts 159,340 residents of Jefferson County, 24%, reside in food deserts		22.8% of Jefferson County residents reside in food deserts.
USDA, Feeding America: Food Insecurity	18.3% of Jefferson County residents experience food insecurity		17.4% of the Jefferson County population is food insecure
Supplemental Nutrition Assistance Program (SNAP) Enrollment, US Census Bureau: Small Area Indicators of Poverty and Economics	15.8% of the Jefferson County population is enrolled in SNAP (food stamp program)		16.6% of the Jefferson County population is enrolled in SNAP (food stamp program)

**Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or food stamp program) from 15.8% to 16.6% by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide SNAP enrollment education to low-income residents	Number of education programs Number of education program participants Number of completed SNAP applications	Ongoing through November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, Bay Area Food Bank
Increase the number of Farmers' Markets offering an incentive for the purchase of fresh fruits and vegetables to SNAP recipients purchasing fresh fruits and vegetables using SNAP benefits at participating markets	Number of Farmers' Markets providing the defined incentive	By December 2015, three Farmers' Markets will provide the defined incentive with 7 Farmers' Markets providing the defined incentive by November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, REV Birmingham

**Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or food stamp program) from 15.8% to 16.6% by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Promote food related small business creation and expansion through technical assistance	Number of instances of business assistance	November 2019	REV Birmingham, Urban Food Project
Advocate for policy and process simplification to reduce barriers in the creation and expansion of food related businesses	Adoption of revised policies and procedures related to the creation and expansion of food related businesses	November 2019	REV Birmingham, Urban Food Project

**Strategy 2. Increase the distribution of locally grown foods by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Increase the production of locally grown foods by promoting the benefits of community gardens	Number of programs Number of participants Number of new gardens	November 2019	Christian Service Mission, AARP, Community Garden Coalition of Birmingham
Create a Community Garden Resource Directory or Tool Kit	Documentation of Distribution of the Resource or Toolkit	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham
Increase the number of community gardens to increase population reach	Number of community gardens	Increase the number of Christian Service Mission sponsored community gardens from 6 to 10 by December 2015 and increase the number of gardens to 12 by December 2016	Christian Service Mission, Community Garden Coalition of Birmingham
Increase the number of Alabama producers selling locally grown produce in the Metro-Birmingham area	Number of farmers in the Farmer Network [Baseline: 20 farmers are in REV Birmingham's Farmer Network]	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	REV Birmingham, Urban Food Project

**Strategy 3. Increase the number of food retailers in low income food desert areas in Birmingham purchasing fresh produce through the Urban Food Project's distribution system from 3 food retailers to 10 food retailers by December 2015.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Engage and recruit food retailers in the Urban Food Project's distribution system	Number of engaged retailers	December 2015	REV Birmingham, Urban Food Project

**Strategy 4. Decrease the percentage of Jefferson County census tracts considered food deserts from the baseline of 28% to 26.6% by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Convert decommissioned transit commuter buses to mobile grocery stores as part of the IBM Initiative	Number of census tracts in the City of Birmingham defined as food deserts	March 2015 and ongoing	City of Birmingham, Birmingham Jefferson Transit Authority, UAB-Sustainable Smart Cities, IBM

**Goal 3. Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Jefferson County Department of Health Vital Events Database: Life Expectancy	Mean life expectancy for the white and black populations [Baseline life expectancy for the white population is 76.9 years and 73.2 years for the black population]		Reduce the disparity in life expectancy between the black and white populations by 5% to no more than 3.5 years by 2019
Jefferson County Department of Health Vital Events Database: Infant Mortality Rates	Infant mortality rates for the white and black populations [Baseline infant mortality rate is 4.3 per 1,000 live births for the white population and 15.5 per 1,000 live births for the black population]		Reduce the variance in infant mortality rates between the black and white populations from 11.2 live births per 1,000 to 10.6 live births per 1,000
Behavioral Risk Factor Surveillance System: Hypertension Rates	Hypertension Rate(s) [Baseline self-reported hypertension rate is 37.9% of Jefferson County's adult population which is lower than the actual prevalence]		39.8% of the Jefferson County's adult population report a diagnosis of hypertension
Jefferson County Department of Health Vital Events Database: Diabetes Mortality Rates	Diabetes mortality rate for the white and black populations [Baseline Diabetes mortality rate for the white population is 15.6 per 100,000 population and 40.5 per 100,000 population for the black population]		Reduce the variance in diabetes mortality rates between the black and white populations from 24.9 per 100,000 population to 23.7 per 100,000 population

**Strategy 1. Increase public and provider awareness of the need to address inequities in health outcomes and health care delivery by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Increase understanding of the social determinants of health among policy makers, community leaders and economic developers through education and other tools	Number of programs Number of program participants Post-course evaluation data	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Place Matters Team, UAB School of Public Health
Promote racial and ethnic diversity in the health care professional workforce by increasing the diversity of students entering the UAB School of Medicine	Number of minority medical school students enrolled and the percentage of enrolled medical school students from racial and ethnic minorities	Ongoing through November 2019	UAB School of Medicine; UAB School of Medicine's Internal Medicine Residency Program
Educate the public and health care providers on the root causes of health care disparities and corrective strategies to reduce these disparities	Number of programs Number of participants Pre and Post-education behavioral surveys	November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Place Matters, Jefferson County Department of Health

**Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide education on regular prenatal care, breastfeeding, avoiding smoke exposure, social support services and home-visiting programs and promote fatherhood activities to improve prenatal and infant health with a focus on reducing the rate of infant mortality among black infants	Jefferson County's Infant Mortality Rate Infant Mortality Rate for Birmingham Healthy Start Plus, Inc. participants Adequacy of Prenatal Care Index Number of educational contacts Number of perinatal program participants who receiving home visitation services	Ongoing through November 2019	Birmingham Healthy Start Plus, Inc.



**Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide education concerning nutrition during pregnancy, signs of preterm labor, the labor process and breastfeeding initiation through childbirth education programs	Number of education programs Number of education program participants Breastfeeding Initiation Rate Birth outcome data for Doula-supported deliveries	Ongoing through November 2019	Birth Well Partners
Secure funding to conduct social marketing campaigns to inform families about the warning signs of pregnancy complications and infant death risks and actions to reduce infant mortality	Number of Applications/Request for Proposals submitted and/or funded	Ongoing through November 2019	Birmingham Healthy Start Plus. Inc.
Increase breastfeeding initiation by mothers of infants in the Jefferson County WIC Program through WIC's Peer Breastfeeding Support Program	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Number of Peer Counseling Contacts	November 2015 - 25% Breastfeeding Initiation Rate November 2016 - 50% Breastfeeding Initiation Rate	Jefferson County WIC Program
Rebrand the existing Nurturing Mothers Program to support initiation and continuation of breastfeeding among high-risk prenatal and nursing mothers	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Breastfeeding Continuation Rate [Indicator is currently under development by WIC] Number of program participants and sessions	January 2015 and ongoing through November 2019	Nurturing Mothers Community Support Group

**Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Collect, pasteurize and dispense human donor milk from Alabama mothers to regional hospitals through the Mothers' Milk Bank of Alabama	Amount of human donor milk collected [Baseline: The baseline is being established for this recently initiated program] Amount of human donor milk dispensed to regional hospitals [Baseline: The Mothers' Milk Bank has not initiated distribution to regional hospitals]	Ongoing through November 2019	Community Food Bank of Central Alabama

**Strategy 3. Increase the percentage of Jefferson County residents reporting hypertension by 5% from 37.9% to 39.8% by November 2019 to better reflect actual disease prevalence.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Create learning opportunities such as health screenings and physical activity programs to facilitate improvements in provider, public health and community coordination of care across settings	Number of health screenings Number of exercise classes/walking programs Number of community health and wellness groups	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, YMCA of Greater Birmingham, Jefferson County Department of Health

**Strategy 4. Decrease the disparity in Diabetes mortality between the black and white populations by 5% from 24.9 to 23.7 per 100,000 population by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Increase health behaviors to decrease the risk of progression from Pre-diabetes to Diabetes	Number of health screenings Number of exercise classes/walking programs For the Pre-Diabetes Program led by the McWhorter School of Pharmacy: Changes in program participant's weight and A1C	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Samford University's McWhorter School of Pharmacy, YMCA of Greater Birmingham, Jefferson County Department of Health, 16th Street Baptist Church, Christ Health Center
Implement an effective case management program that involves planning, coordinating, and providing health care for people affected by diabetes	Number of programs Number of participants Program evaluation results	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Department of Health

**Strategy 5. Develop and implement strategies for reducing health disparities experienced by Hispanic and other minority populations by November 2016.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Develop a data collection strategy to collect and analyze information regarding the health disparities experienced by non-African American minority populations	Data collection strategies developed Data sets created Analysis of data	November 2016	UAB School of Public Health
Convene a group of community leaders to discuss a health navigator strategy	Meeting minutes	November 2015	United Way of Central Alabama, Jefferson County Department of Health

## ***Strategic Issue 2: Promote Physical Well-being through Healthy Lifestyles***

**Goal 1. Reduce the percentage of Jefferson County residents who are obese based on the Centers for Disease Control and Prevention's Body Mass Index definition of 30.0 or greater for adults and 95th percentile or greater for children:**

**A. Decrease the percentage of obese Jefferson County adults from 34.8% to 33.0% by November 1, 2019.**

**B. Decrease the percentage of obese Jefferson County children from 21.2% to 20.1% by November 1, 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Behavioral Risk Factor Surveillance System: Adult Obesity Rate	34.8% of Jefferson County adults self-report being obese	33.9% of Jefferson County adults self-report being obese	33% of Jefferson County adults self-report being obese
Jefferson County Department of Health: Oral Health Screening Data: Child Obesity Rate	21.2% of Jefferson County children are obese		20.1% of Jefferson County children are obese

### **Strategy 1. Increase the availability and access to nutrition education by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Support the implementation of evidence-based nutrition education curricula, such as the Coordinated Approach To Child Health (CATCH), in YMCA after school programs and summer camp sites	Number of structured nutrition programs in YMCA summer camps and after school programs [Baseline data: zero structured nutrition programs in summer camp program sites and four structured nutrition programs in afterschool programs]	December 2014 - program expansion to 9 afterschool program sites ; Summer 2015 - program implementation at 11 summer camp sites	YMCA of Greater Birmingham, Healthy Children and Youth Priority Group
	CATCH nutrition education curriculum evaluations	May 2015	YMCA of Greater Birmingham

<b>Strategy 1. Increase the availability and access to nutrition education by November 2019. (continued)</b>			
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Expand the implementation of Discover Coordinated Approach to Child Health from one to four child care centers sponsored by the Levite Jewish Community Center	Number of structured nutrition programs in Levite Jewish Community Center sponsored child care centers	June 2016	Levite Jewish Community Center, Community Foundation of Greater Birmingham
Identify and align evidence-based nutrition education programs among community sites, including afterschool, summer camp and senior-focused programs	Publication of a nutrition education curricula and program resource guides Number of nutrition education programs implemented	November 2019	Healthy Children and Youth Priority Group, AARP
Increase the implementation of evidence-based nutrition education curriculums in out-of-school, community-based afterschool and summer camp programs	Number of children receiving nutrition education curricula Number of sites implementing nutrition education curriculum	November 2019	Healthy Children and Youth Priority Group
<b>Strategy 2. Increase access to healthy food by November 2019.</b>			
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Partner(s)</b>
Offer technical assistance on healthy snack distribution systems for 501 c3 childcare programs	Number of new agencies involved in learning sessions	Ongoing through November 2019	United Way of Central Alabama, YMCA of Greater Birmingham, Community Food Bank of Central Alabama
Increase awareness and implementation of healthy vending machine programs and policies	Number of sites adopting healthy vending machine policies Number of sites implementing healthy vending machine policies	Ongoing through November 2019	YMCA of Greater Birmingham, United Way of Central Alabama, Coca-Cola

**Goal 2. Increase leisure time physical activity within the past month among Jefferson County adult residents from 66.6% to 70% by November 1, 2019.**

Data source	Current Status	Short term Target	Long term Target
Behavioral Risk Factor Surveillance System: Physical Activity	66.6% of Jefferson County adults report physical activity		70% of Jefferson County adults report physical activity

**Strategy 1. Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike lanes, etc., beginning November 2014.**

Tactics/Activities	Performance measures	Target Date	Partner(s)
Create universally designed environments for everyone to be physically active, including the implementation of the Red Rock Ridge and Valley Trail System	Number of Americans with Disabilities Act compliant miles of sidewalks, trails and bike lanes	Ongoing through November 2019	Freshwater Land Trust, Local Municipalities, Regional Planning Commission of Greater Birmingham
Increase awareness and utilization of new trails and sidewalks	Number of awareness campaigns Number of trail users	Ongoing through November 2019	Freshwater Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Safe Routes to School of Central Alabama

**Strategy 2. Provide community health education, with a focus on children, regarding the need for physical activity beginning November 2014.**

Tactics/Activities	Performance measures	Target Date	Partner(s)
Provide technical assistance and education around physical activity break policies and programming in schools	Number of school districts achieving the physical activity requirements mandated by the Alabama State Department of Education	Ongoing through November 2019	Lakeshore Foundation, YMCA of Greater Birmingham, Alliance for a Healthier Generation

**Strategy 3. Create resource materials denoting places to participate in physical activity at no or low cost by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Create a resource directory of locations for low or no cost physical activity	Publication of a resource directory	November 2017	AARP, Livable Communities Priority Group, Health Children and Youth Priority Group, United Way of Central Alabama's 211 Program
Create and distribute Walk B'ham Cards to promote physical activity	Number of unique Walk B'ham Cards created	November 2014 through November 2019	Livable Communities Priority Group

**Goal 3. Increase the percentage of Jefferson County residents protected by comprehensive indoor smoke-free policies from 39.1% to 50% by February 2019.**

Data source	Current Status	Short term Target	Long term Target
Jefferson County Department of Health	39.1% of Jefferson County residents are protected with comprehensive indoor smoke-free policies		50% of Jefferson County residents are protected with comprehensive indoor smoke-free policies

**Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents.**

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Conduct an assessment to identify priority communities for smoke-free education and engagement	Completed community assessments	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County
Develop a smoke-free campaign plan for each priority community	Campaign plan	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County
Educate the general public and community leaders about the dangers of secondhand smoke	Number of presentations on the dangers of secondhand smoke and number of letters of support	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County

**Strategy 2. By November 2019, a minimum of one public or nonprofit rent-restricted multi-housing agency in Jefferson County will adopt smoke-free policies restricting smoking in individual units, including balconies, patios and common areas.**

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Convene a smoke-free, multi-housing committee ensuring proportionate representation of smoke-free advocates, housing advocates and populations experiencing health disparities	List of committee members Minutes from committee meetings	January 2016	Tobacco Free Taskforce of Jefferson County



**Strategy 2. By November 2019, a minimum of one public or nonprofit rent-restricted multi-housing agency in Jefferson County will adopt smoke-free policies restricting smoking in individual units, including balconies, patios and common areas.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Complete an assessment of the county's public and nonprofit rent-restricted multi-housing developments to determine infrastructure and governing bodies	Completed assessment	June 2016	Tobacco Free Taskforce of Jefferson County
Develop a campaign plan, including education and outreach, supporting a smoke-free multi-unit housing model policy	Campaign plan Draft smoke-free policy	January 2017	Tobacco Free Taskforce of Jefferson County
Identify and implement at least 3 strategies to gain the support of the majority of decision makers in nonprofit rent-restricted housing agencies	List of activities	January 2018	Tobacco Free Taskforce of Jefferson County

**Goal 4. Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 1, 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Behavioral Risk Factor Surveillance System: Adult Smoking Status	20% of adult residents report smoking		18% of adult residents report smoking

**Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Increase community and health care provider awareness of resources available for tobacco use cessation programs including Jefferson County Department of Health's Tobacco Use Cessation program	Number of inquires regarding Jefferson County Department of Health's Tobacco Cessation program Media campaign documentation: number of billboards, radio spots and ads, etc.	July 2015 and ongoing	Jefferson County Department of Health, American Lung Association
Implement the Jefferson County Department of Health Tobacco Use Cessation program for community members	Number of participants who enroll and complete the program Number of program participants that quit	July 2015 through November 2019	Jefferson County Department of Health
Develop and distribute a resource directory of tobacco use cessation programs available in Jefferson County	Resource directory publication date	January 2016	Tobacco Free Taskforce of Jefferson County
Increase calls from Jefferson County residents to the Alabama Department of Public Health's Alabama Tobacco Quitline by 10%	Alabama Tobacco Quitline call data	January 2015 through November 2019	Tobacco Free Taskforce of Jefferson County

Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2016.			
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Educate community members and legislators on the benefits of a \$1.25 per pack increase on cigarette taxes with equalization for other tobacco products	Legislative priority document Distribution of factsheet Polling data (if available)	Ongoing through November 2016	American Lung Association

**Goal 5. Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Jefferson County Department of Health: School districts with adopted Comprehensive Wellness Policies	Number of school districts with adopted Comprehensive Wellness Policies [Baseline: 3 school districts have adopted Comprehensive Wellness Policies]		All existing Jefferson County school districts adopt Comprehensive Wellness Policies

**Strategy 1. Support policies and programs that promote student wellness before, during and after the school day beginning November 2014.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Support the implementation of wellness policy goals for nutrition promotion/education and physical activity based on the Healthy, Hunger-Free Kids Act of 2010 in school districts	Number of school districts receiving technical assistance Number of school districts provided wellness policy implementation guides	November 2018	Alabama State Department of Education, Alabama Department of Public Health, Alabama State Association for Health, Physical Education, Recreation and Dance, UAB & Alliance for a Healthier Generation, HEAL Alabama

**Strategy 2. Advance the adoption and implementation of comprehensive Healthy Eating and Physical Activity (HEPA) Policies by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide technical assistance and education on HEPA standards to other community-based afterschool sites	Number of afterschool care sites trained in HEPA standards	November 2017	YMCA of Greater Birmingham, Healthy Children and Youth Priority Group, St. Vincent's Health System
Provide technical support to other community-based childcare centers adopting and implementing HEPA standards	Number of community-based childcare programs that implement HEPA standards	November 2019	YMCA of Greater Birmingham, Healthy Children and Youth Priority Group, St. Vincent's Health System

## ***Strategic Issue 3: Optimize the Built Environment, Transportation System and Safety***

### **Goal 1. Improve availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019.**

<b>Data source/ Measure</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Freshwater Land Trust: Miles of Multi-Use Trails	13.4 miles of multi-use trails		50 total miles of multi-use trails and on street bike lanes by 2017
Freshwater Land Trust: Miles of On Street Bike Lanes	7.4 miles of on street bike lanes		50 total miles of multi-use trails and on street bike lanes by 2017
City of Birmingham: Number of sidewalk and roadway complaints from the City of Birmingham's 311 program	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits		5% reduction in sidewalk and roadway complaints from baseline
Jefferson County Roads and Transportation Department: Zoning and Weed/Litter Complaints	Jefferson County received 85 zoning complaints and 250 weed and litter complaints during the most recent year		5% reduction in zoning complaints to 81 complaints; 5% reduction in weed and litter complaints to 238
City of Birmingham: Birmingham STAR rating score	No data has been submitted for the STAR application	Submit data by February 2015 and obtain STAR rating score	To be determined after receiving baseline score
Department of Parks and Recreation: Number of Parks	Number of parks from the Park and Recreation Trail Master Plan		To be determined by availability of funding
Public Works: Number of miles of sidewalks	Number of miles of sidewalks from the Sidewalk Inventory		To be determined by availability of funding

**Strategy 1. Increase the community's awareness of the availability of parks, trails and other public recreational facilities throught November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Implement educational campaigns for newly developed parks and trails within Jefferson County	Number of campaigns implemented	November 2014 and ongoing	Fresh Water Land Trust, Livable Communities Priority Group, Jefferson County Department of Health, Black People Run, Bike and Swim
Implement and expand the Walk B'ham campaign	Number of Walk B'ham routes, [Baseline: Zero implemented Walk B'ham routes]	November 2014 and ongoing	Livable Communities Priority Group, Jefferson County Department of Health, Community Foundation of Greater Birmingham
Continue Red Rock Tuesday or other TV communication regarding parks, trails and other public recreational facilities	Number of Red Rock Tuesdays sessions Total viewers	Ongoing through November 2019	WBRC, Freshwater Land Trust, Jefferson County Department of Health, Municipalities

**Strategy 2. Increase Jefferson County residents' awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities through November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Promote the use of Birmingham City's 311 line and new smart phone application for reporting maintenance concerns	Marketing campaign Number of calls to the Birmingham's 311 phone line Number of downloads of Birmingham's smart phone application	Ongoing through November 2019	City of Birmingham

**Strategy 2. Increase Jefferson County residents awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities through November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Promote calls to the Jefferson County Roads and Transportation Division office for appropriate routing	Marketing campaign Number of calls to the County Roads and Transportation Division Number of projects listed on the Jefferson County website	Ongoing through November 2019	Jefferson County Roads and Transportation Division

**Strategy 3. Birmingham City to submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Convene an Advisory Group of key stakeholders to identify a plan of action for areas in need of improvement	Advisory Group member list Meeting minutes Action Plan	November 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health
Submit data application to STAR for review	Data of application submission STAR application	December 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health
Receive score from STAR and Potential STAR status	STAR Score STAR Status	February 2015	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health

## Goal 2. Improve the availability of and access to reliable public transportation by November 2019.

Data source/Measure	Current Status	Short term Target	Long term Target
Number of Birmingham Jefferson County Transit Authority (BJCTA) rides	3.2 million rides		Increase number of rides by 5% to 3,360,000
Number of Bike Share stations	None currently	20 Bike Share stations by December 2015	40 Bike Share stations by June 2016
Number of Bike Share bikes	None currently	200 Bike Share bikes by December 2015	400 Bike Share bikes by June 2016

### Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Implement educational campaigns to inform residents on where and how to purchase BJCTA tickets	Number of campaigns Number of bus tickets sold Ridership (3.2 million annually)	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority

### Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Secure Operator and Bike Share equipment vendors	Selected vendors and public announcement	December 2014	City of Birmingham and Regional Planning Commission
Secure operational funding for the Bike Share program	Sponsors identified and secured	December 2014	REV Birmingham
Final site selection and permitting	Right-of-Way agreement Map of locations Public input on site selection	March 2015	Operator, Equipment vendor, City of Birmingham and Regional Planning Commission



**Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016.  
(continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Conduct a public awareness and education campaign regarding Bike Share	Marketing campaign Number of outreach events Social Media and website presence Number of early Bike Share registrations	September 2015	Operator
Launch the Bike Share program	Number of Bike Share stations Number of Bike Share bikes	December 2015	Operator, Equipment vendor, City of Birmingham
Expand the Bike Share program	Number of additional Bike Share stations Number of additional Bike Share bikes	June 2016	Operator, Equipment vendor, City of Birmingham
Maintain ongoing Bike Share operations	Annual program reports and program data Number of program FTEs	Ongoing	Operator

**Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) bus on-time performance beginning November 2014.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Replace aging BJCTA buses	Number of replaced buses [Baseline: 30 replaced buses in 2014] Fleet size	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority

**Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) bus on-time performance beginning November 2014. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance	Number of road calls Mileage until breakdown [The Industry average is 3,500 miles to breakdown; BJCTA is currently experiencing breakdown at 15,000 miles]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority
Decrease the time between bus service pick-ups on routes by increasing the total number of buses	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority
Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority

**Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Reassess current bus routes in relation to population distribution and proposed new industry in the area	Ridership [Baseline is 3.2 million rides annually]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority, Birmingham Business Alliance (regarding new industry)

**Strategy 5. Convene a workgroup for a regional transit system roundtable by January 2015.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Convene a workgroup for a regional transit system roundtable	Regional Transit System Roundtable participants Minutes from Regional Transit System Roundtable meetings	January 2015	Regional Planning Commission, Birmingham Jefferson County Transit Authority, Birmingham Business Alliance

### Goal 3. Adopt built environment policies and enforce ordinances adopted by November 2019.

Data source/Measure	Current Status	Short term Target	Long term Target
Conservation Alabama: Number of municipalities with adopted Complete Streets policies	Number of municipalities with adopted Complete Streets policies [Baseline: 6 municipalities have adopted Complete Streets policies]	Add one municipality with an adopted Complete Streets policy by November 2016	Add 2-3 municipalities with adopted Complete Streets policies by November 2019
Regional Planning Commission of Greater Birmingham: Number of municipalities with comprehensive Sidewalk Plans	Number of municipalities with comprehensive Sidewalk Plans [Baseline: 3 municipalities have comprehensive Sidewalk Plans]		Adoption of comprehensive Sidewalk Plans by all Jefferson County municipalities
Freshwater Land Trust: Miles of completed bike Lanes	Number of miles of completed bike lanes [Baseline is 7.4 miles of completed bike lanes]		13.4 miles of completed bike lanes by November 2019

#### Strategy 1. Adopt Complete Streets policies and design by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Educate community residents regarding the benefits of Complete Streets policies	Educational campaigns	Ongoing through November 2019	Conservation Alabama, Livable Communities Priority Group, AARP
Advocate with community and municipality leaders for the adoption of Complete Streets policies	Number of municipalities with adopted Complete Streets policies [Baseline: 6 municipalities with adopted Complete Streets policies]	Ongoing through November 2019	Conservation Alabama, Livable Communities Priority Group, AARP

**Strategy 1. Adopt Complete Streets policies and design by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Communicate Complete Street policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	Conservation Alabama, Livable Communities Priority Group, AARP
Develop a Complete Streets design guide for use by municipalities	Publication date of Complete Streets design guide	December 2017	Regional Planning Commission
Provide technical assistance for municipalities adopting Complete Streets policies	Number of technical assistance requests and responses	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham

**Strategy 2. Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Identify funding for Birmingham's Mode Priority Street Plan for all streets including transit corridors	Identified funding sources	March 2017	City of Birmingham, Regional Planning Commission of Greater Birmingham

**Strategy 3. Promote healthy infrastructure policies through November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Complete an evaluation of the storm water impact for Village Creek	Creek samples Flow data	November 2015	City of Birmingham Storm Water Administrator
Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning and Engineering
Complete health impact assessment regarding the new Western Health Center on the Southwest corridor	Health Impact Assessment and date of publication	November 2015	Jefferson County Department of Health

### Strategy 3. Promote healthy infrastructure policies through November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Pilot Healthy Development Checklist tool for zoning and development	Development of the Healthy Development Checklist Dates Healthy Development Checklist presented to municipal planners	November 2017	Jefferson County Department of Health, Regional Planning Commission of Greater Birmingham
Implement the Municipal Separate Storm Water Sewer Systems (MS4) storm water permits for all municipalities in Jefferson County	Number of MS4 permits	Ongoing through November 2019	Environmental Protection Agency, Alabama Department of Environmental Management, Jefferson County Department of Health, Municipalities

### Strategy 4. Improve the technical capacity of municipalities in planning through November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Create a Comprehensive Plan for each municipality	Number of municipalities with a Comprehensive Plan	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham

### Strategy 5. Adopt shared use agreements through November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)
Provide technical assistance for facilities interested in adopting shared use agreements	Number of facilities with shared use agreements	Ongoing through November 2019	Children's Policy Council

#### **Goal 4. Improve the safety of the physical environment by November 2019.**

<b>Data source/Measure</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Regional Planning Commission of Greater Birmingham: Number of tax delinquent parcels in the City of Birmingham	There are 16,826 tax delinquent parcels in the City of Birmingham; 7,071 of these properties have been tax delinquent since at least 2009		Decrease the number of tax delinquent properties by 5%
City of Birmingham: Number of open condemnation cases	Baseline data is under preparation by the City of Birmingham		Decrease the number of open condemnation cases by 5%
City of Birmingham: Number of property maintenance code violations	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits division		Decrease the number of property maintenance code violations by 5%
Jefferson Tax Assessor: Number of tax delinquent properties	29,159 delinquent residential and commercial properties		27,6701 delinquent residential and commercial properties or less

#### **Strategy 1. Reduce the number and percentage of vacant or run-down properties by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Conduct field surveys to identify dilapidated and deteriorated properties	Number of municipalities completing field surveys	5 communities in 3 framework areas by February 2015 with the addition of 6 more communities from 2 framework areas by December 2016	City of Birmingham, Regional Planning Commission, UAB School of Public Health
Implement the RISE initiative, including the Preserving the Wealth of Communities campaign, in the City of Birmingham	Number of properties cleared through the Land Bank Authority Number of properties with alleviated code violations Number of condemned properties demolished Number of wills established	Ongoing through November 2019	Birmingham Land Bank Authority, City of Birmingham

**Strategy 2. Increase the number of public access sidewalks by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Create and implement a Sidewalk Master Plan for the City of Birmingham	Master Sidewalk Plan and creation date	November 2019	City of Birmingham City Engineers, Alabama Department of Transportation
Build sidewalks around bus stops	Sidewalk inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation
Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County	Number of municipalities with a master plan [Baseline: 3 municipalities have a Sidewalk Master Plan]	November 2019	Regional Planning Commission of Greater Birmingham, Freshwater Land Trust

**Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Create a disruptive behavior policy modeled from the Housing Authority's policy to allow Parks and Recreation authorities to dismiss disruptive persons	Policy and creation date	April 2015	City Action Partnership, City of Birmingham, Birmingham Parks and Recreation Board
Create an educational campaign related to community safety and the City of Birmingham's 311 reporting system	Number of educational materials or media provided Number of contacts made Number of meetings	Ongoing beginning in April 2015	Birmingham Mayor's Office, Black People Run Bike Swim
Establish signage in public spaces in Spanish and English with a number to call for safety concerns	Number of signs	November 2017	Safe Routes to School of Central Alabama, City of Birmingham

**Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Continue and expand the City Action Partnership (CAP) patrols in parks from the Birmingham-Jefferson Civic Center to 5th Avenue South and Railroad Park	Number of parks patrolled Baseline: 4 parks are patrolled by CAP	Ongoing through November 2019	City Action Partnership
Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim
Discourage unpermitted food vendors in public spaces by providing designated places for permitted food vendors	Number of complaints received by the Jefferson County Department of Health regarding unpermitted food vendors	Ongoing through November 2019	Jefferson County Department of Health, Birmingham Police, City of Birmingham



## ***Strategic Issue 4: Optimize Healthcare Access, Availability and Utilization***

**Goal 1. Increase the communication and utilization of health status monitoring data by providing key monitoring outcomes to community stakeholders beginning November 2014.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Jefferson County Department of Health: Community Health Status Assessment	Current version published in August 2014	Update the Community Health Status Assessment and republish in August 2016	Update the Community Health Status Assessment and republish in August 2018
Jefferson County Department of Health: Annual Disease Surveillance Summary	Published October 2014	Update and republish August 2015	Update and republish annually through 2019
Non-profit Hospitals in Jefferson County: Community Health Needs Assessment	Non-profit hospitals in Jefferson County with most recent Community Health Needs Assessment publication date: St. Vincent's Birmingham - 2012 St. Vincent's East - 2012 Princeton Baptist Medical Center - 2013 UAB Hospital - 2013 Children's of Alabama - 2013	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2015 St. Vincent's East - 2015 Princeton Baptist Medical Center - 2016 UAB Hospital - 2016 Children's of Alabama - 2016	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2018 St. Vincent's East - 2018 Princeton Baptist Medical Center - 2019 UAB Hospital - 2019 Children's of Alabama - 2019

**Strategy 1. Increase the communication of results from health monitoring activities by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Update the Community Health Status Assessment every 2 years	Documentation of Community Health Status Assessment distribution to community stakeholders	Biennially beginning August 2016	Jefferson County Department of Health, UAB School of Public Health
Produce an Annual Disease Surveillance Summary for Jefferson County	Documentation of distribution to community stakeholders	Annually beginning August 2015	Jefferson County Department of Health, UAB School of Public Health
Distribute nonprofit hospitals' Community Health Needs Assessments and annual updates	Publication date on hospital websites	Ongoing through November 2019	Local non-profit hospitals
Compile a comprehensive document summarizing all assessment reports for consumer consumption	Annual publication date	Beginning in 2016	Jefferson County Department of Health

**Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Educate the Local Public Health System about the need for consideration of health monitoring assessments in the development of policies	Number of education sessions provided Number of Local Public Health System representatives reached	January 2016	Jefferson County Department of Health

**Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide relevant health-related data to local leaders for consideration in proposed policy issues	Number of requests for health-related data to support policy initiatives Documentation of submission of data to Local Public Health System representatives Minutes from policy development meetings Number of policies where health impact was considered during deliberations	November 2014 and ongoing   Baseline to be established by October 2015 with annual reassessment	Jefferson County Department of Health, Gulf States Health Policy Center, Health Action Partnership of Jefferson County
Provide the Alabama Department of Public Health with current and biennial updates of Jefferson County's Community Health Status Assessment for consideration in policy development	Documentation of submission to the Alabama Department of Public Health	November 2014 and biennially thereafter	Jefferson County Department of Health
Identify and communicate available resources related to health monitoring to Local Public Health System members	Documentation of the communication of resources to the Local Public Health System Documents produced and distributed	January 2016 and ongoing	Jefferson County Department of Health, Alabama Health Literacy Coalition

**Goal 2. Increase access of Jefferson County residents to primary health and dental care by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Alabama Board of Medical Examiners: Ratio of Primary Care Providers to Population (Family Practice, Internal Medicine, OBGYN, Pediatrics)	One primary care provider for every 474 residents of Jefferson County		Reduce the ratio of primary care providers to population by 5% to 1:450
Alabama Board of Dental Examiners: Ratio of Dentists to Population	One dentist for every 1,148 residents of Jefferson County		Reduce the ratio of dentists to population by 5% to 1:1,091
Alabama Board of Nursing: Ratio of Nurse Practitioners to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and nurse practitioners	Nurse Practitioners to Population Ratio is 1:732 The Alabama Board of Medical Examiners will provide the number of Collaborative Practice Agreements for Nurse Practitioners by March 1, 2015 following the current relicensing cycle		Decrease the ratio of Nurse Practitioners to population by 5% to 1:695; increase the number of Nurse Practitioner Collaborative Practice Agreements by 10%
Alabama Board of Medical Examiners: Ratio of Physician Assistants to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and physician assistants	Physician Assistant to Population Ratio is 1:3,267 The Alabama Board of Medical Examiners will provide the number of Collaborative Practice Agreements for Physician Assistments by March 1, 2015 following the current relicensing cycle		Decrease the ratio of physician assistants to population by 5% to 1:3,104; increase the number of Physician Assistant Collaborative Practice Agreements by 10%

**Goal 2. Increase access of Jefferson County Residents to primary health and dental care by November 2019. (continued)**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Alabama Medicaid: Number of Medicaid providers in the following categories: physicians, dentists, nurse practitioners, physician assistants and mental health providers	Physicians - 1,258 Nurse Practitioners - 760 Physician Assistants - 104 Dentists - 199 Mental Health Providers - 57		Increase the number of Medicaid providers by category from baseline by 5%

**Strategy 1. Advocate for Alabama's enrollment in the Medicaid expansion program beginning August 2015.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Establish a Jefferson County Medicaid expansion task force	Membership list from Jefferson County Medicaid expansion task force Minutes from Jefferson County Medicaid expansion task force meetings	August 2015	Alabama Arise, Alabama Hospital Association
Create a Jefferson County advocacy campaign for Medicaid expansion	Advocacy campaign components	November 2015	Alabama Arise-Jefferson County task force

**Strategy 2. Promote policies to expand the utilization of mid-level providers such as nurse practitioners, physician assistants, nurse mid-wives and dental hygienists within Alabama by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Establish or continue Task Forces for specific mid-level provider constituencies	Mid-Level Provider-specific Task Force membership lists Minutes from Mid-level Provider Task Force meetings	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association, Physician Assistants Association

**Strategy 2. Promote policies to expand the utilization of mid-level providers such as nurse practitioners, physician assistants, nurse mid-wives and dental hygienists within Alabama by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Create an advocacy campaign for specific mid-level provider constituencies	Advocacy campaign components Documentation of the distribution of advocacy campaign materials	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association, Physician Assistants Association
Development of draft policies and position statements	Number of draft policies or position statements expanding roles of mid-level providers Number of approved policies expanding the roles of mid-level providers	December 2016	Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association, Physician Assistants Association, Alabama Midwife Association; Jefferson County Department of Health for policy counts

**Strategy 3. Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Develop a strategy for increasing the number of primary care and dental providers accepting Medicaid	Strategy components and implementation plan	November 2017	St. Vincent's Health System, Region B Regional Care Organization

**Strategy 4. Increase the provision of primary and dental health care services to underinsured and uninsured residents through the safety net system of Federally Qualified Health Care Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Support the initiation and continuation of Federally Qualified Health Centers in Jefferson County by providing supportive data for Federally Qualified Health Center applications and reapplications	Data requests and data provided Number of Jefferson County Federally Qualified Health Centers with locations	Ongoing through November 2019	Jefferson County Department of Health
Educate Jefferson County residents regarding Jefferson County Department of Health services and locations	Marketing materials including Spanish language materials Jefferson County Department of Health patient volume statistics	Ongoing beginning December 2014	Jefferson County Department of Health, Hispanic Health Task Force
Educate Jefferson County residents regarding the services and locations of Federally Qualified Health Centers and Look-Alikes and other entities providing health and dental care to the underinsured and uninsured	Number of presentations to the community and Local Public Health System regarding service providers for the underinsured and uninsured	November 2014 and ongoing	Federally Qualified Health Centers, Alabama Primary Healthcare Association, Hispanic Health Task Force
	Volume of Jefferson County residents who are serviced by Jefferson County Federally Qualified Health Centers and Look-Alikes or other providers	Annually beginning with 2014 data when available	Community Roundtable, Alabama Primary Healthcare Association

**Strategy 5. Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Facilitate an increase in the proportion of the population with medical insurance through the Affordable Care Act and Medicaid enrollment	Percentage of population with health insurance as documented through the American Community Survey and counts of newly insured numbers through specific avenues	November 2019	Cooper Green Mercy Health Services, Jefferson County Department of Health, Children's of Alabama, BAMA Covered, BAMA Medicaid



**Goal 3. Increase the utilization of preventive health screening for select health conditions by 5% by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Behavioral Risk Factor Surveillance System: Pap Smear Completion Rate	80.6% of age appropriate women receive a pap smear based on national recommendations	Increase the pap smear completion rate by 2.5 % to 82.6% by July 2016	Increase the pap smear completion rate by 5.0% to 84.6%
Behavioral Risk Factor Surveillance System: Mammography Completion Rate	84% of age appropriate women received a mammogram based on national recommendations	Increase the mammography completion rate by 2.5 % to 86.1% by July 2016	Increase the mammography completion rate by 5.0% to 88.2%
Behavioral Risk Factor Surveillance System: Colonoscopy/Sigmoidoscopy	72.5% of age appropriate adults received a colonoscopy or sigmoidoscopy based on national recommendations	Increase the colonoscopy/sigmoidoscopy completion rate by 2.5 % to 74.3% by July 2016	Increase the colonoscopy/sigmoidoscopy completion rate by 5.0% to 76.1%
Alabama Department of Public Health: Percentage of Fitway Completions (colorectal screening) performed at the Jefferson County Department of Health	69.4% Fitway test completion rate among the 235 Fitway enrolled patients	Increase the number of patients enrolled in the Fitway screening program by 10% to 259 with an increased return rate of 15% to 79.8% by July 2016	Increase the number of patients enrolled in the Fitway screening program to 20% from baseline to 282 with an increased return rate of 30% to 90.2% by July 2019

**Strategy 1. Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Identify the barriers to receipt of pap smears	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research
Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears	Documentation of campaigns developed Number of educational presentations given	November 2016	Jefferson County Department of Health

**Strategy 2. Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 88.2% by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Identify the barriers to the receipt of mammography	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research
Provide education and conduct public awareness campaigns on breast cancer detection and mammography	Documentation of campaigns developed Number of educational presentations	November 2016	Jefferson County Department of Health

**Strategy 3. Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Identify the barriers to colorectal screening	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research
Provide education and conduct public awareness campaigns regarding colorectal screening, including colonoscopy, sigmoidoscopy and blood stool screening	Documentation of campaigns developed Number of educational presentations given	November 2016	Jefferson County Department of Health

## ***Strategic Issue 5: Improve Mental Health***

**Goal 1. Increase the availability of and access to mental health services for children and adults by at least 10% from current rates by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
County Health Rankings: Mental Health Provider to Population Ratio	1 mental health provider per 1,024 population		1 mental health provider per 922 population
County Health Rankings: Poor Mental Health Days per Month	The average number of poor mental health days per Jefferson County adult resident is 3.9 days during the past month		The average number of poor mental health days per Jefferson County resident is 3.0 or less during the past month
Jefferson County Department of Health's Vital Events Database: Suicide Rate	11.9 suicide deaths per 100,000 population		Reduce suicide rate to 10.7 per 100,000 per population or less

**Strategy 1. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Continue and expand the online <u>Mental Health Resource Directory</u> to include mental health resources within Jefferson County	Number of visits to the <u>Mental Health Resource Directory</u> website Number of mental health providers listed on the <u>Mental Health Resource Directory</u>	December 2014 and ongoing	Mental Health Goal Group
Promote children's mental health through conducting Children's Mental Health Day events	Number of Children's Mental Health Day events [Baseline: Two Children's Mental Health Day events were conducted in 2014]	Annually beginning May 2015	Mental Health Goal Group

**Strategy 1. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Promote mental health awareness through conducting Mental Health Awareness Month events	Number of Mental Health Awareness Month events [Baseline: One Mental Health Awareness Month event conducted in 2013]	Annually beginning October 2015	Mental Health Goal Group
Develop a social marketing campaign to address and reduce mental health stigma	Social media campaign including the number of social media, print and other media used and campaign reach	November 2016	Mental Health Goal Group, Alabama Department of Mental Health
Complete and publish an inventory of current resources available for those providing mental health leadership in Jefferson County	Mental Health leadership resource inventory with publication date	November 2019	Mental Health Goal Group, United Way of Central Alabama, Alabama Department of Mental Health

**Strategy 2. Increase the capacity of community health workers and lay leaders, such as parish or church nurses, educators and PTA representatives, etc., to recognize and address mental health concerns through the provision of training programs such as Mental Health First Aid by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide Mental Health First Aid Training to lay leaders to improve the identification and referral of individuals with potential mental health illness	Number of individuals completing Mental Health First Aid training Number of Mental First Aid Training sessions Number of Mental Health First Aid Trainers [Baseline: Jefferson County has three Mental Health First Aid trainers]	Ongoing through November 2019 to result in a 25% increase in the number of Mental Health First Aid trainers, sessions and attendees	Jefferson Blount St. Clair Mental Health Authority, Mental Health Goal Group

**Strategy 2. Increase the capacity of community health workers and lay leaders, such as parish or church nurses, educators and PTA representatives, etc., to recognize and address mental health concerns through the provision of training programs such as Mental Health First Aid by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide broad-based community education on available mental health resources	Number of educational outreach activities	Ongoing through November 2019	Firehouse Shelter
Provide mental health training for the Birmingham Police Department	Number of training sessions provided and number of officers and employees trained	January 2015 through January 2017	Birmingham Police Department, Jefferson Blount St. Clair Mental Health Authority

**Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Improve services and treatment for non-seriously mentally ill individuals by reestablishing the Cooper Green Psychiatric Clinic	Date of Cooper Green Psychiatric Clinic re-establishment Number of patients receiving care through the Cooper Green Psychiatric Clinic on an annual basis	December 2015	St. Vincent's Health System, Cooper Green Mercy Health Services
Increase the days and hours of access to mental health services	Number of entities with mental health services provided after hours or on weekends	November 2016	Jefferson Blount St. Clair Mental Health Authority, Mental Health Goal Group
Advocate for the expansion of Medicaid in Alabama and educate the community on the benefits of Medicaid expansion related to mental health	Documents and literature distribution	October 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama ARISE

**Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Increase public funding available for mental health in Jefferson County by 2%	Public Health funding in dollars provided for mental health in Jefferson County, including Housing and Urban Development (HUD) resources	November 2019	Alabama Department of Mental Health, Jefferson Blount St. Clair Mental Health Authority
Increase members serving on One Roof's Street Outreach Team from 3 to 5 members	Number of members on the Street Outreach Team [Baseline: The Street Outreach Team has three members]	November 2019	One Roof
Pilot an evidence-based national model to improve the mental health treatment provided by primary care physicians for non-severe mental illness	Documentation of the national model piloted Process and outcome data collected from the pilot implementation	November 2017	Community Foundation of Greater Birmingham

**Goal 2. Decrease illicit drug use and substance abuse, including abuse of prescription medications by November 2019.**

<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
County Health Rankings: Driving Deaths due to Alcohol Impairment	16% of driving deaths in Jefferson County are due to alcohol impairment		15.2% of driving deaths in Jefferson County are due to alcohol impairment
Behavioral Risk Factor Surveillance System: Percentage of Population Reporting Binge Drinking	12.2% of the Jefferson County adult population reports binge drinking		11.6% or less of the Jefferson County adult population reports binge drinking
Jefferson County Coroner's Office: Drug Overdose Deaths	2013 Drug overdose deaths - 144 2013 Heroin overdose deaths -68 2014 Heroin drug overdose deaths through 10/16/14 - 94		Reduce drug overdose deaths by 10% to 130 deaths per year. Reduce Heroin overdose deaths by 25% based on 2014 annual number

**Strategy 1. Increase the community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Promote substance abuse prevention through Substance Abuse Prevention Month activities	Number of Substance Abuse Month events [Baseline: Jefferson County conducted no Substance Abuse Month events during 2014]	Annually each September	Alabama Department of Mental Health

**Strategy 1. Increase the community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide education for substance abusers and their family members about the signs, symptoms and treatment options available in Jefferson County to include a social media campaign to supplement existing education programs	The social marketing campaign's methodologies and reach [Baseline: The Addiction Prevention Coalition has an educational campaign featuring short videos regarding the signs, symptoms and treatment options for substance abuse]	Ongoing through November 2019	Addiction Prevention Coalition
Provide technical assistance on the implementation of evidence-based substance abuse prevention interventions (e.g. LifeSkills)	Number of local and state-wide technical assistance offerings on the implementation of evidence-based substance abuse prevention strategies [Baseline: Technical assistance is offered through quarterly statewide meetings provided by the Alabama Department of Mental Health]	Ongoing through November 2019	Alabama Department of Mental Health
Increase the number of substance abuse prevention education programs provided in middle schools	Number of middle schools sponsoring a substance abuse prevention program	Ongoing through November 2019	Alcohol and Drug Abuse Treatment Centers



**Strategy 1. Increase the community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide training for recovered and recovering substance abusers to become effective advocates for substance abuse services	Number of training sessions and participants Number of unpaid peer advocates Self-assessed confidence in advocacy for substance abuse services before and after training	Ongoing through November 2019	Cooper Green Mercy Health Services
Increase the number of Fellowship House Pre-treatment education classes provided at various community locations	Number of community locations for Pre-treatment classes Number of Pre-treatment classes Number of Pre-treatment class participants	Ongoing through November 2019	Fellowship House

**Strategy 2. Decrease prescription drug availability for unintended use as a means to prevent illicit drug use initiation by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Provide continuously available drug drop boxes at Birmingham Police Department stations for community members to appropriately dispose of medications and other substances associated with substance abuse	Number of police stations with medication and substance drop boxes	Ongoing beginning November 2014	Addiction Prevention Coalition, Birmingham Police Department, US Attorney's Office

**Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Convene a group of local experts and leaders to discuss advocacy for the dedication of 10% of the Jefferson County Indigent Care Fund for substance abuse treatment	Meeting minutes Percentage of Jefferson County Indigent Care Fund dedicated to substance abuse treatment [Baseline: Zero percent of the Jefferson County Indigent Care Fund is dedicated exclusively to substance abuse treatment]	November 2016	The Addiction Prevention Coalition will convene a group for discussion
Promote parity of access for substance abuse treatment to that of other medical conditions	Wait time for access to substance abuse treatment	Ongoing through November 2019	Alabama Department of Mental Health, Alethia House
Advocate for the expansion of Medicaid and educate the community on the benefits of Medicaid expansion related to substance abuse	Document and literature distribution	November 2016	St. Vincent Health System, Alabama Hospital Association, Alabama Arise
Increase Federally-designated, non-hospital based treatment beds available for substance abusers	Number of non-hospital treatment beds for substance abusers [Baseline: 216 Federally-designated non-hospital based treatment beds]	Ongoing through November 2019	Alethia House, Fellowship House, Alcohol and Drug Abuse Treatment Centers

**Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019. (continued)**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>
Increase primary and specialty care provider understanding of substance abuse referrals through networking and education	Number of education and networking sessions Number of referrals made by primary care and specialty care providers to substance abuse resources Distribution of a Substance Abuse resource directory	Ongoing through November 2019	Jefferson County Department of Health to convene meetings, Alethia House, Fellowship House, Alcohol and Drug Abuse Treatment Centers
Pilot a program for pregnant women abusing substances for screening and referral for treatment (e.g. Screening, Brief Interventions, and Referral to treatment for Substance Use Problems)	Identification of a pilot program for screening and referral of substance abusing pregnant women Number of participants in the pilot program Process and outcome measures associated with the pilot program	November 2015	Alethia House, St. Vincent's Health System, Alabama Department of Public Health-Women's Division of Family Health Services