

**Pima County
Community Health Improvement Plan
2013-2017
Revised and Updated 2014**



**healthy
Pima**

Developed by the Healthy Pima Initiative

Community Health Improvement Plan (CHIP) 2.0 edition, Update adopted October 15, 2014



Introduction

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

For 2013, organizations and stakeholders concerned with the health issues of Pima

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

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

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

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

Transforming from CHAT to Healthy Pima Initiative

Name Change

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

Logo created and adopted

An initiative logo was designed for branding and social marketing purposes. The logo was created with in-kind resources from Healthy Pima member Carondelet Health Network

As with the name change, the final logo was chosen through consensus with the full membership

New structure created

A new meeting structure was initiated to be respectful of members' time and prioritize the work of the action groups to implement goals and objectives.

A leadership team was created comprised of all of the action group co-chairs. The leadership teams meets monthly.

Action groups continue to meet monthly and there is a quarterly meeting of the full membership.

Strategic alignment

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

The four priority areas of the CHIP were also imbedded into the Pima County Health Department's five year strategic plan.

Priority

Healthy Lifestyles

GOAL

Promote and support healthy lifestyles for all Pima County residents

Objective 1

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

Strategies:

Promote physical activity among school-aged youth; Expand opportunities for urban agriculture; solicit input from community stakeholders on physical activity and exercise;

Performance indicators:

Maintained physical activity list; Increased school wellness policies; Increased joint-use agreements; Revised jurisdictional land use codes;

Objective 2

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

Strategies:

Create awareness of resources, programs, and training opportunities in behavioral health, especially for youth;

Performance indicators:

Print and web-based materials; Increased community-based training opportunities

Objective 3

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

Strategies:

Promote programs and resources that enhance interpersonal safety;

Performance indicators:

Maintained resource list of bullying and violence prevention programs;

Objective 4

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

Strategies:

Integrate green infrastructure into capital and development projects, such as providing shade, mitigating urban heat island effects and rising regional temperatures, and managing in localized storm water issues, that reduce health and safety concerns for users, including pedestrians, bicyclist and public transit users;

Performance indicators:

Revised jurisdictional design standards; preliminary data showing heating effects and recommendations;

Objective 5

Enhance employee wellness through increasing physical activity among all employers across Pima County by 2017

Strategies:

Promote importance of physical activity for enhanced employee wellness among employers;

Performance indicators:

Signed employer pledges committing to employer wellness

Objective 6

Enhance employee wellness, including physical activity, among all employers across Pima County by 2017

Strategies:

Work with employers to encourage and support employee engagement

Performance indicators:

Baseline data of employee activity

Priority

Access to Care

GOAL 1

Improve urban and rural community access to medical, behavioral, and specialty healthcare services

Objective 1

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

Strategies:

Identify populations that will not be covered by the ACA, or may be eligible for coverage under the ACA but will have barriers; Disseminate information regarding the ACA to disparate populations

Performance indicators:

Continuation of Enrollment Coalition; ACA education materials list; ACA educational materials; ACA education and information dissemination plan;



GOAL 2

Improve workforce development in the medical, behavioral, and specialty healthcare fields in Pima County



Objective 1

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

Strategies:

Work with Primary Care Areas and providers to address health care workforce development in Pima County; Leverage existing health care resources in Pima County to meet identified workforce demands and fill gaps in access

Performance indicators:

Workforce development plan

Priority

Health Literacy

GOAL

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

Objective 1

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

Strategies:

Adopt health literacy guidelines and standards; Disseminate health information and education resources to community;

Performance indicators:

Maintained health information and education resources list; Repository of health information and education resources;





Objective 2

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

Strategies:

Identify health literacy education and training materials for health care and health information providers; Promote health literacy and training opportunities for health care and health information providers;

Performance indicators:

Priority health literacy needs identified; Health literacy and education training materials; health literacy education and training opportunities; Repository of health literacy education and training materials;

Priority

Health Equity

GOAL

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

Objective 1

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

Strategies:

Curriculum creating tying health promotion to housing and food insecurity, trauma and health literacy; universal screening tool;

Performance indicators:

Health equity forums and trainings; maintained inventory of available public health data on Healthy Pima website

Objective 2

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

Strategies:

Describe community assets and health equity as well as social and structural factors within Pima County, including behavioral health; Engage stakeholders, health coalitions and grassroots groups in data sharing and interpretation

Performance indicators:

Health equity forums, conversations and trainings; distribution system communicating health equity issues and recommendations;



Next Steps

The Healthy Pima Initiative created much momentum this past year. Members will continue meeting and working on objectives in the work plans.

A process to review work plans on a quarterly basis to update progress, and make adjustments as needed has been implemented

Members continue to identify new partners to join their efforts and accomplish their work.

A staff person will be hired by the Health Department who will develop a website for the Healthy Pima Initiative that will serve as a resource for both members and the community.

The work groups are very interested in working together and aligning efforts. There are some exciting possibilities including around housing and food security.

There will also be continuous education and outreach on the Healthy Pima initiative in efforts to recruit new stakeholders and align efforts with existing community initiatives.

Moving Forward

Our CHIP and the Healthy Pima initiative are dynamic and evolving. As we successfully achieve our objectives and strategies we will incorporate new opportunities that present themselves, and focus our collective resources to address issues and challenges to improve the health of Pima County.

The four priority areas identified in the CHIP continue to be the focus of implementation work. The action groups will continuously monitor goals, objectives and activities and strive to carry out this important work.

Join Healthy Pima

Our success depends on collaboration and community support. This is a collective effort that draws on the expertise, experience and assets of the residents of our community.

If you are or your organization would like to join this effort, please contact the Healthy Pima Initiative at:

Pima County Health Department
3950 South Country Club Road, Suite 2354
Attention: Javier Herrera
520-724-7791 – Email: healthypima@pima.gov

Healthy Pima Member Organizations

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



Healthy Pima

www.HealthyPima.org



A Healthy Pima County
Every **one**. Every **where**. Every **day**.

www.pima.gov/health