



Florida Department of Health in Escambia County

Organizational Profile

2016 Annual Report

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THE ORGANIZATION

MISSION

To protect, promote, and improve the health of all people in Florida through integrated state, county, and community efforts.

VISION

To be the **Healthiest State** in the Nation

VALUES (ICARE)

Innovation We search for creative solutions and manage resources wisely.

Collaboration We use teamwork to achieve common goals and solve problems.

Accountability We perform with integrity and respect.

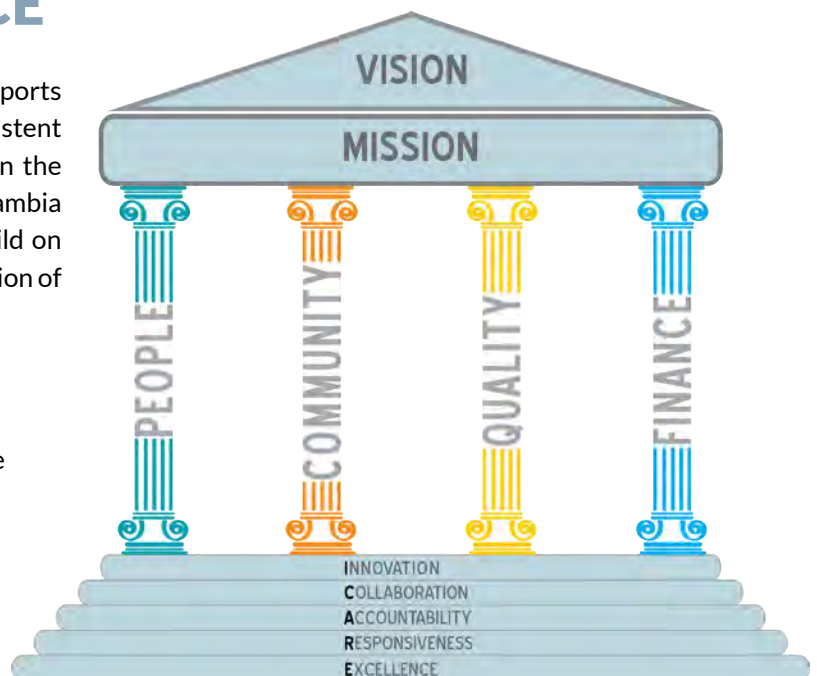
Responsiveness We achieve our mission by serving our customers and engaging our partners.

Excellence We promote quality outcomes through learning and continuous performance improvement.

PILLARS OF EXCELLENCE

The pillars of excellence are part of a framework that supports our organizational goals. The structure promotes consistent evaluations, communications, and work planning within the organization. The Florida Department of Health in Escambia County (FDOH-Escambia) adopted four pillars that build on the department's values and support the mission and vision of the entire organization:

1. **Best People:** Recruit, develop, and retain the best people.
2. **Our Community:** Protect, promote, and improve the health of our community.
3. **High Quality:** Achieve excellence through efficient local processes.
4. **Financial Excellence:** Maximize resources to align with local priorities.



THE ORGANIZATION

GOVERNANCE

FDOH-Escambia operates in a highly regulated and political environment. Our functions and funding levels are determined by the state legislature where federal, state, and county regulations affect virtually all aspects of services provided. These include OSHA requirements, licensing standards for various health care and other professionals, and Medicare and Medicaid regulations.

HISTORY

FDOH-Escambia is the local health department for Escambia County, Florida. The history of this health department dates back to 1821. At more than 196 years in continuous operation, FDOH-Escambia is one of the oldest health departments in the world. We aim to provide public health services to our citizens, and our purpose is built on the foundations of the ten essential public health services.

196
years
of
continuous
operation

COMMUNITY PARTNERSHIPS

The public health system was once thought of as comprising only official government public health agencies, but now is understood to include both other public-sector agencies (such as schools, Medicaid, environmental protection agencies, and land-use agencies) and private-sector organizations whose actions have significant consequences for the health of the public. FDOH-Escambia partners with numerous governmental and non-governmental organizations to protect the public's health. Notable partnerships include local colleges and universities, area hospitals and medical facilities, infectious disease practitioners, the Escambia County school district and Early Learning Coalition, emergency management, law enforcement, City of Pensacola, Emerald Coast Utilities Authority, Healthy Start Coalition, EscaRosa Coalition on the Homeless, Naval Air Station Pensacola, and many more.

PERFORMANCE MANAGEMENT

Performance management is the systematic process by which an organization involves its employees, as individuals and members of a group, in improving organizational effectiveness in the accomplishment of its mission and goals. It encompasses all aspects of organizational development and quality improvement including state and local-level measuring and reporting, national accreditation, and strategic planning.

FDOH-Escambia is part of the first integrated, statewide public health system to be accredited by the Public Health Accreditation Board (PHAB). Through PHAB's accreditation process, our performance is measured against a set of nationally recognized, practice-focused, and evidence-based standards. The accreditation process seeks to advance quality and performance of our health department by providing a framework to identify performance improvement opportunities.



OUR DIRECTOR



John J. Lanza, MD, PhD, MPH, FAAP, oversees all FDOH-Escambia activities and monitors and protects the public's health in Escambia County, Florida. He establishes budget, personnel, financial, operations, and other policies for FDOH-Escambia and interacts frequently with the Escambia County Board of County

Commissioners, state and federal legislators, the State Surgeon General, local physicians and health care entities, and other state and national leaders.

Dr. Lanza is very involved with the Florida Medical Association and is a past president of the Escambia County Medical Society. He is also a faculty associate professor with the University of West Florida, teaching several courses related to public health and health education. Dr. Lanza is also a clinical assistant professor in the Department of Clinical Sciences of the Florida State University College of Medicine. Dr. Lanza continues to maintain his Pediatric Board Certification.

As the Region 1 Public Health & Medical Co-chair for the Regional Domestic Security Task Force, Dr. Lanza is responsible for public health

preparedness (PHP) and response to man-made and natural disasters for ten counties in the western Florida Panhandle. Through his involvement with the Department's Office of Emergency Preparedness and Community Support, he participates in statewide PHP budgetary, personnel, and program decision-making.

Dr. Lanza serves on numerous committees and is currently on the Board of Directors of the National Council on Radiation Protection and Measurements. He has previously served as a board member of the national Health Physics Society (HPS) where he has served many years as a member and a previous chair of the HPS's Homeland Security Committee/Section.

OUR PEOPLE

At FDOH-Escambia, we aim to recruit, develop, and retain the best people. Our people are essential assets in our mission to protect, promote, and improve the health of Escambia County, Florida residents. We employ a wide range of public health professionals, including nurses, physicians, dietitians, epidemiologists, geologists, and planners, as well as administrative support professionals, like accountants, IT professionals, customer service representatives, training and personnel staff, and communications and marketing professionals. To maintain the highest level of employee excellence and customer satisfaction, FDOH-Escambia engages in routine performance monitoring, training, and quality improvement initiatives.



Employees participating in the Florida Health Cleans Up! initiative at Sanders Beach Community Center

ESCAMBIA COUNTY, FLORIDA

Where we live influences our health.

Escambia County, Florida is bordered by Alabama to the north and west, the Gulf of Mexico to the south, and Santa Rosa County, Florida to the east. The county has two established cities: Century, located in the northern end of the county, and Pensacola, located in the southern end of the county. Most of the population is centered in the Pensacola area.

Escambia County is the 19th largest of Florida's 67 counties by population and the 38th largest by landmass. There is a strong military presence in Escambia County with four naval facilities located within the county. These facilities include Naval Air Station Pensacola, Corry Field Station, Saufley Field Station, and Naval Hospital Pensacola. Military and civil service, retail, construction, education, and health care are the primary employment industries.

WHERE
WE
LIVE

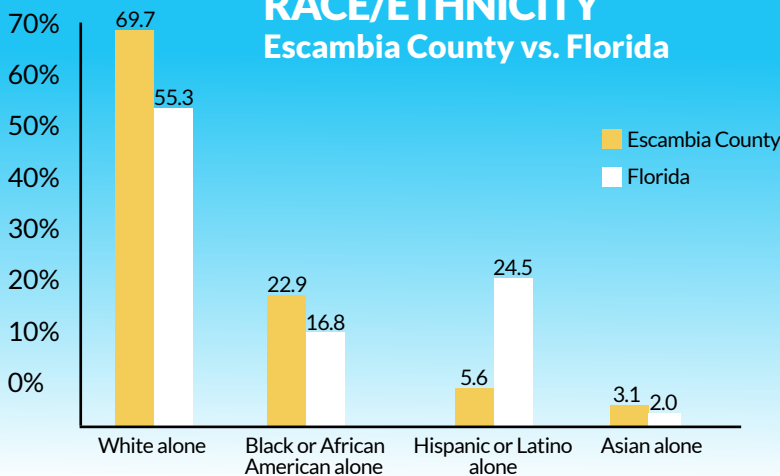
POPULATION

Demographic, socioeconomic, and environmental factors create unique community health service needs. FDOH-Escambia serves a population of approximately 311,003 residents and more than 3.5 million visitors annually. According to 2015 U.S. Census Bureau estimates, the primary races/ethnicities residing in Escambia County, Florida, were White (69.7 percent), followed by Black or African Americans (22.9 percent), Hispanic or Latino (5.6 percent), and Asian (3.1 percent).¹ Compared to the state, Escambia County is home to six percent more Black or African Americans and 19 percent less Hispanic or Latino residents. Regarding age groups, Escambia County's 15-24 population is four percent greater than the state and the county's 65 and older population is three percent less than the state, while all other age groups present only slight differences.

2015 POPULATION ESTIMATES

311,003
ESCAMBIA COUNTY RESIDENTS

RACE/ETHNICITY Escambia County vs. Florida



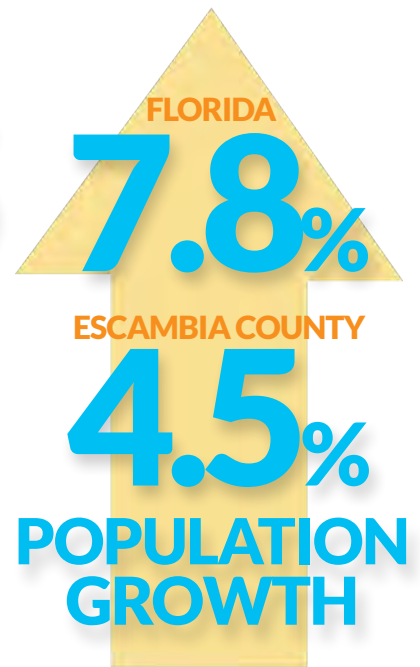
AGE GROUP Escambia County vs. Florida

AGE GROUP	ESCAMBIA	FLORIDA
0-14	17.0%	16.7%
15-24	16.3%	12.3%
25-44	25.1%	24.9%
45-64	25.3%	26.6%
65+	16.4%	19.4%

Escambia County’s population differs from Florida in several categories, including education, living arrangements, and income. Population growth is less than the state average with a 4.5 percent increase between 2011 and 2015 compared to the state’s 7.8 percent increase. From 2011-2015, Escambia County had an estimated 34,225 veteran residents, 4.3 percent less than the state. During the same period, 5.1 percent of Escambia residents were foreign born, almost 15 percent less than the state. The percentage of persons aged five years or older speaking a language other than English in their household was 7.5 percent; where at the state level, almost 30 percent of persons speak another language when at home.

From 2011-2015, 89.6 percent of Escambia County residents aged 25 or older were high school graduates or higher, which is 2.7 percent greater than the state. However, 24.5 percent of the county’s residents in the same age range obtained a bachelor’s degree or higher, which is 2.8 percent less than the state’s 27.3 percent of residents. Escambia County’s poverty rate is estimated at 15.4 percent, near Florida’s 15.7 percent. Both rates are greater than the national average at 13.5 percent. The median household income in Escambia County was \$45,390 (in 2015 dollars), lower than the state median of \$47,507. The per capita income (in the last 12 months; measured in 2015 dollars) was \$24,161, compared to \$26,829 for the state.

INFLUENCES OUR HEALTH



POPULATION CHARACTERISTICS

Escambia County vs. Florida
2011-2015

Population Characteristic	Escambia County	Florida
Veterans	9.1%	13.4%
Foreign-born persons	5.1%	19.7%
Language other than English spoken at home, persons age 5+ years	7.5%	28.1%
High school graduate or higher, 25+ years of age	89.6%	86.9%
Bachelor’s degree or higher, 25+ years of age	24.5%	27.3%
Persons in poverty	15.4%	15.7%
Per capita income in past 12 months; (2015 dollars)	USD \$24,161	USD \$26,829
Median household income	USD \$45,390	USD \$47,507

¹ QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.

COMMUNITY HEALTH STATUS

Many people think of the health care system (clinical care) as the most important factor when discussing the health of a community. In fact, health care accounts for only 20 percent of those things that determine our health. The remaining 80 percent is divided evenly between personal behaviors and socioeconomic status. The Robert Wood Johnson Foundation (RWJF) developed this model to assess communities across the nation on factors that contribute to the health of a community.

Health behaviors, such as tobacco use, poor nutrition, sedentary lifestyles, and risky sexual behaviors, account for 30 percent of the factors affecting community health. Social and economic factors, such as poverty, education, race, community culture, and social support system, contribute another 40 percent. The remaining 20 percent is the physical environment, which includes water and air quality, the number of parks and sidewalks in our community, transportation and neighborhood planning that supports walking and biking, and access to healthy foods in all neighborhoods.

To better understand the problems facing our community, a health assessment is completed every three years. Led by the Live Well Partnership for a Healthy Community with support from FDOH-Escambia and Santa Rosa, the assessment includes input from residents, an analysis of data on morbidity and mortality, and discussions with community leaders to identify emerging trends and prioritize actions to address the community's health problems.

Completed in March 2016, the 2016 Community Health Needs Assessment (CHNA) was conducted by following the Mobilizing for Action through Planning and Partnerships (MAPP) framework. Escambia and Santa Rosa counties adopted a unique approach by combining resources and reviewing health issues across both counties.



COMMUNITY HEALTH IMPROVEMENT PLAN

A summary of the health assessment and priorities was published on the Live Well and Florida Department of Health websites and distributed to community organizations through email. Community members from both Escambia and Santa Rosa counties were invited to participate in roundtable discussions to identify activities that would capitalize on the strengths in each community and address the gaps in services and barriers to optimal health. More than 100 people attended the roundtable discussions. Once the priorities were finalized, work groups with representatives from both counties were formed to identify community resources and develop specific goals and objectives around the common priorities of unhealthy weight, tobacco use, and access to care.

THREE PRIORITY ISSUES:

1. **Unhealthy weight**
2. **Tobacco use**
3. **Limited access to care for some populations**

The Healthy Weight Work Group proposed two goals: to address access to healthy foods among vulnerable populations by working with local food pantries to improve capacity and the nutritional quality of foods provided and to increase the number of children and their families adopting behaviors associated with a healthy weight, specifically more physical activity and zero sugar-sweetened beverages. The Tobacco Work Group focused on increasing awareness of the risk associated with e-cigarettes and other electronic nicotine delivery devices. The Access to Care group addressed community needs by increasing the availability of education around Type 2 diabetes prevention and management. These work groups began meeting and formulating specific tasks to achieve their goals.

PUBLIC HEALTH

Public Health is a well-established science that has been in practice for hundreds of years. It is based upon the social, behavioral, biological, environmental, and socioeconomic factors that impact population-wide health, which connects us all.

Founded on prevention, public health works to promote and protect the health of communities through education, promotion of healthy lifestyles, and scientific research of diseases and safe environments. Public health saves money, improves our quality of life, and leads change by identifying problems and implementing solutions.

At FDOH-Escambia, we align our programs to provide the ten essential public health services as established by the Centers for Disease Control and Prevention (CDC).



Public health touches every aspect of our daily lives.

THE 10 ESSENTIAL PUBLIC HEALTH SERVICES

1. **Monitor** health status to identify and solve community health problems.
2. **Diagnose and investigate** health problems and health hazards in the community.
3. **Inform, educate, and empower** people about health issues.
4. **Mobilize** community partnerships and action to identify and solve health problems.
5. **Develop** policies and plans that support individual and community health efforts.
6. **Enforce** laws and regulations that protect health and ensure safety.
7. **Link** people to needed personal health services and assure the provision of health care when otherwise unavailable.
8. **Assure** competent public and personal health care workforce.
9. **Evaluate** effectiveness, accessibility, and quality of personal and population-based health services.
10. **Research** for new insights and innovative solutions to health problems.

PROGRAMS AND SERVICES

CLINICAL HEALTH

Clinical health programs link people to the personal health services they need either by directly providing those services or by referrals to other community resources. Programs include a medical clinic providing primary care for children and adults, family planning services, immunizations, sexually-transmitted disease testing and treatment, and dental services.

- Family Health Clinic
- Family Planning
- Immunizations Clinic
- Improved Pregnancy Outcome Program (IPOP)
- Dental Clinic
- We Care Referral Program
- Refugee Health
- Sexually-Transmitted Disease (STD) Clinic
- School Physicals
- Zika Testing for Pregnant Women

BIRTH AND DEATH RECORDS

The Vital Statistics Office issues Florida birth and death records locally and connects people to resources to obtain records from anywhere in the United States. Florida certificates are issued through the Bureau of Vital Statistics at the Department of Health. Orders may be placed in person, by mail, or online through VitalChek.

- Birth Certificates
- Death Certificates
- Fetal Death Certificates

COMMUNITY HEALTH

Community health programs inform, educate, and empower people about health issues. Staff provide screening, education, interventions, referrals, and other support services for individuals and families. These services are aimed at reducing risk factors and modifying health behaviors to prevent chronic disease and promote optimal health for all residents. Community health programs serve people throughout each life stage with special services for pregnant women, infants, and children and others aimed at early detection and prevention of common health problems.

- Healthy Start
- Women, Infants and Children Program (WIC)
- School Health
- Breastfeeding Support
- Diabetes Prevention Program (DPP)
- Florida Breast and Cervical Cancer Early Detection Program (FBCCEDP)

COMMUNICABLE DISEASES

Our communicable disease service staff identify and monitor outbreaks of infectious diseases in the community. Working with area physicians and other community partners, staff investigate outbreaks of foodborne illness; locate and refer people who have been potentially exposed to tuberculosis, HIV, or other sexually-transmitted diseases to local services; and, monitor disease outbreaks in the community, such as flu and other respiratory illnesses.

- Epidemiology
- Tuberculosis (TB) Prevention and Control
- Area 1 STD Program
- Area 1 HIV/AIDS Program

ENVIRONMENTAL HEALTH

The Division of Environmental Health is responsible for conducting inspections, issuing permits and licenses, enforcing statutes and codes, and responding to questions regarding environmental concerns. These programs monitor the health of the environment, so Escambia County, Florida residents can experience optimum health now and in generations to come. Staff use education and training in natural, physical, and environmental sciences to promote and improve the health of Escambia County residents through monitoring and controlling environmental factors.

- Environmental Health Facilities
- Onsite Sewage Treatment and Disposal System (OSTDS)
- Water Quality, Healthy Beaches, and Swimming Pools
- Storage Tank Compliance and Petroleum Cleanup

PREPAREDNESS AND RESPONSE

The program assists community organizations in developing formal disaster preparedness plans. Staff participate in the Escambia County Emergency Operations Center. During disasters, public health preparedness staff work to ensure adequate shelter for vulnerable populations and monitor the safety of the food and water supply. The Medical Reserve Corps enlists trained health care professionals to volunteer their time during disaster response.

- Public Health Preparedness
- Disaster Response and Sheltering
- Medical Reserve Corps

WELLNESS PROGRAMS

Wellness programs aim to reduce the prevalence of chronic disease and promote a healthy community by providing information and interactive education on a variety of topics. Emphasis is placed on tobacco cessation and individuals achieving and maintaining a healthy weight. Programs are available for schools, afterschool programs, child care centers, worksites, churches and faith-based organizations, and physician's offices.

- 5-2-1-0 Let's Go Escambia!
- Worksite Wellness
- Tobacco Free Florida

HEALTH COMMUNICATIONS

Health communications programs develop content and distribute health messages to the public and media outlets through a wide variety of methods, including billboards, brochures, print and web advertisements, media interviews and press releases, social media, e-newsletters, community presentations, and shareable resources for businesses and faith-based organizations.

- Public Information Office
- Community Presentations
- Health Information (HI) Network
- Marketing
- Community Partner Engagement

LOCATIONS

FAIRFIELD

Address:
1295 West Fairfield Drive
Pensacola, FL 32501

Phone:
(850) 595-6500

Hours of Operation:
8:00 - 5:00 pm, M-F



Public Health Services

- STD, TB, HIV/AIDS Screening and Treatment
- Escambia Community Clinic (ECC) Dental Services
- Family Health Clinic
- Improved Pregnancy Outcome Program (IPOP)
- We Care Referral Program
- Healthy Start
- Immunizations Clinic
- Family Planning Clinic
- Zika Testing for Pregnant Women
- Women, Infants and Children (WIC) Services
- Breastfeeding Support and Education
- Community Health Education
- Public Information
- Community Health Planning and Statistics
- Nutrition Services
- Tobacco Cessation and Prevention
- Vital Statistics
- Medical Records

DOWNTOWN

Address:
1300 West Gregory Street
Pensacola, FL 32502

Phone:
(850) 595-6700

Hours of Operation:
7:30 - 4:30 pm, M-F



Environmental Health Services

- Body Piercing and Tattoo Parlors
- Mobile Home Parks
- Public and Private Pools and Spas
- Tanning Salons
- Public and Private Schools
- Food Hygiene
- Biomedical Waste
- Onsite Sewage Treatment and Disposal Systems
- Storage Tank Compliance and Petroleum Clean-up
- Water Quality Research

Preparedness, Surveillance, and Response Services

- Epidemiology
- Rabies Surveillance
- Public Health Preparedness and Response
- Medical Reserve Corps (MRC)

NORTHSIDE

Address:
8390 North Palafox Street
Pensacola, FL 32534

Phone:
(850) 484-5121

Hours of Operation:
8:00 - 5:00 pm, M-F



Public Health Services

- ProMed Dental Services
- School Health Education
- Women, Infants and Children (WIC) Services

MOLINO

Address:
3470 Highway 29 North
Cantonment, FL 32533

Phone:
(850) 587-5007

Hours of Operation:
8:00 - 5:00 pm, M-F



Public Health Services

- ProMed Dental Services
- Women, Infants and Children (WIC) Services

WIC CLINIC: NAVAL HOSPITAL PENSACOLA

Address:
6000 Highway 98
Pensacola, FL 32512

Phone:
(850) 595-6670

Hours of Operation:
8:00 - 5:00 pm, M-F



2016 Annual Report



OUR PEOPLE

Approximately 208 people were employed at FDOH-Escambia in 2016, including nurses, physicians, nurse practitioners, dietitians, epidemiologists, health educators, a geologist, engineers, IT professionals, facilities and maintenance personnel, environmental health specialists, public health preparedness planners, accountants, administrative professionals, training and personnel staff, and communications and marketing professionals. Many staff members completed degrees of higher education prior to employment, but also while employed by the department.

208 EMPLOYEES

93.75% FULL TIME **6.25% PART TIME**

EDUCATED WORKFORCE

SALARIED POSITIONS

Position Category	Filled	Vacant
Admin/Clerical/Support	36.0	4.0
Human Services	16.7	1.0
Professional	53.4	3.0
Professional Health Care	44.6	2.0
Supervisory	32.0	4.0
TOTAL	182.7	14.0

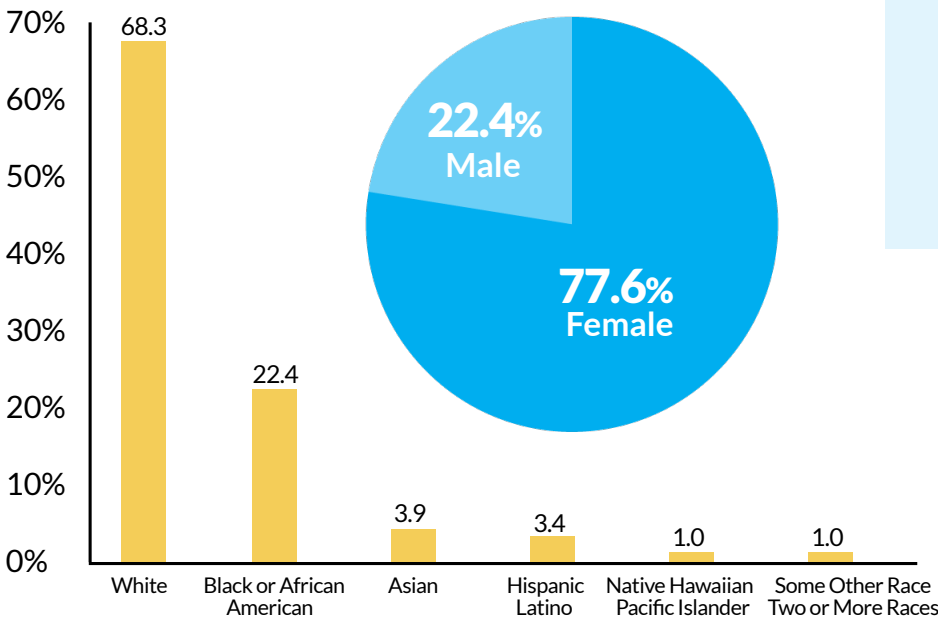
50%
BACHELOR'S DEGREE OR HIGHER

17%
MASTER'S DEGREE OR HIGHER

18%
PURSUING HIGHER EDUCATION



DEMOGRAPHICS



10.71%
TURN OVER²
FROM PREVIOUS FISCAL YEAR

²Turn over percentage is derived from a count of separation transactions divided by the average number of employees during the previous fiscal year. Separation transactions do not include employee transfers that occur within the agency.

ADMINISTRATIVE SUPPORT

Our administrative and support professionals provide the backbone to carry out the daily operations of the organization.

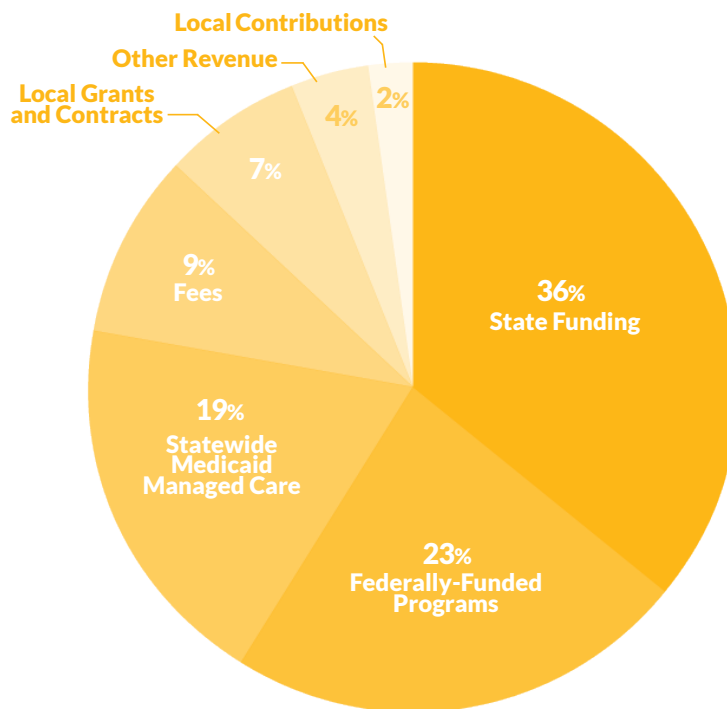
FINANCE & ACCOUNTING

Finance & Accounting assures proper management of the budget, purchasing processes, and contracts, while ensuring compliance with applicable federal and state policies, procedures, laws, and regulations. Staff provide financial and cost accounting, accounts receivable, accounts payable, purchasing, budgeting, contract management, and administrative support.

FDOH-Escambia's approved budget for the twelve months ending June 30, 2016 was \$15,649,772. The total actual revenue for the 2015-2016 fiscal year was \$15,535,101. Each division receives funds based on the needs of the community and the services provided by division. Some of the changes affecting our services and programs include the advent of Statewide Medicaid Managed Care, and state and federal cuts to FDOH-Escambia. The pie graph below represents our 2015-2016 fiscal year revenue by source.

\$15,535,101
ACTUAL REVENUE

REVENUE BY SOURCE Fiscal Year 2015-2016



Source: FDOH, Financial & Information Reporting System (FIRS)

INFORMATION TECHNOLOGY

2,858 IT HELP DESK TICKETS COMPLETED

Our Information Technology (IT) program effectively and efficiently supports the technological needs and infrastructure of FDOH-Escambia. The IT Help Desk serves as the primary contact for all issues related to computer, network, and telecommunications systems, allowing IT staff to provide the highest level of support and work quickly to resolve reported technology issues.

FACILITIES & MAINTENANCE

The Facilities & Maintenance program ensures a clean, safe, and maintained working environment. Staff inspect buildings and structures to detect malfunctions and also perform routine maintenance as well as support specific building, conference room, and vehicle needs through the Help Desk system.

1,102 FACILITIES HELP DESK TICKETS COMPLETED

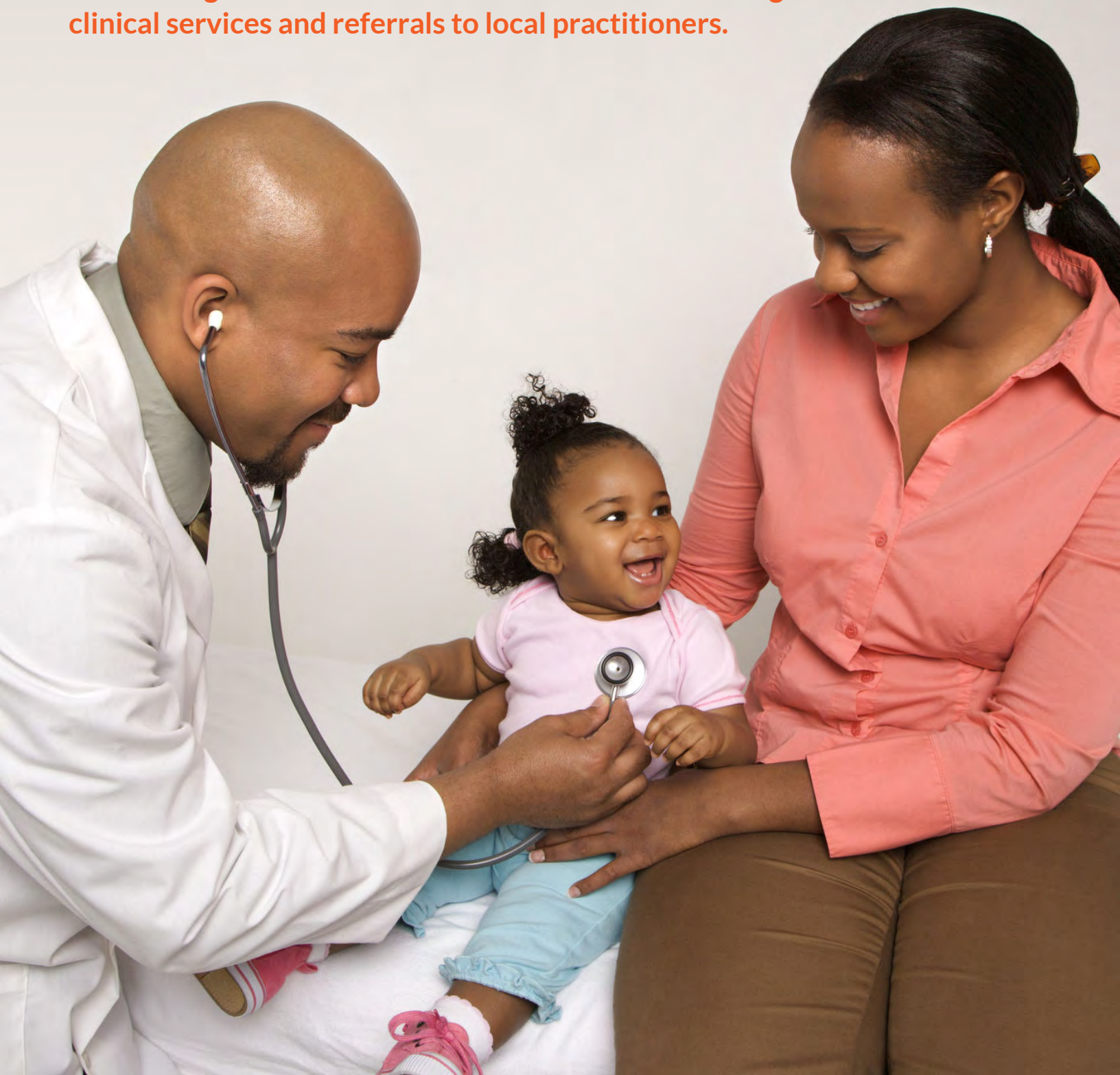
FLOOD MITIGATION PROJECTS

During major flooding in Pensacola, FL in 2014, FDOH-Escambia's Fairfield facility was damaged, displacing workers and affecting operations for almost 10 months. Since, flood mitigation efforts have been ongoing to ensure safe operating conditions for future weather incidents. The following projects were completed in 2016:

1. A wall system was created in the four atriums to block water from entering the building.
2. The chiller was raised above the flood plain to minimize future water damage to the control system.
3. The two hot water pumps for the HVAC system were raised above the flood plain.
4. The HVAC mechanical room exterior doors were replaced with waterproof doors.
5. A holding tank and pump system were installed at both public entrances to eliminate future water intrusion.
6. A wall system was created for the remaining eight exterior doors to prevent future water intrusion.
7. A coating was placed around the entire perimeter of exterior walls with a seal beginning below the foundation and going up six inches above the flood plain.

CLINICAL HEALTH

Connecting vulnerable residents to needed care through our clinical services and referrals to local practitioners.



FAMILY HEALTH CLINIC

The Family Health Clinic provides primary care for children and adults. Services include sick and well child exams, adult annual check-ups, management of chronic diseases, such as high blood pressure and Type 2 diabetes, and lead testing. Appointments for preschool and school entrance physicals are also available.

2,823 CLINIC VISITS FROM **1,643** CLIENTS

FAMILY PLANNING CLINIC

The Family Planning Clinic offers a variety of modern birth control methods, annual exams, counseling, and referrals. Abstinence counseling and information about natural family planning is also provided. Clinical exams, including a pelvic and pap test (if due), are provided to screen for cervical cancer. Available birth control methods include condoms, birth control pills or shots, and long-acting reversible contraceptives (LARC). Referrals are provided for vasectomies or tubal ligation, if requested.

3,969 CLINIC VISITS FROM **2,001** CLIENTS

IMPROVED PREGNANCY OUTCOME PROGRAM (IPOP)

The IPOP program links pregnant women to medical care and other services in the community. Nurses and case managers screen women for potential problems or risks, and provide education to promote health behaviors during pregnancy. Staff assist women with Medicaid applications, referrals to the Women, Infants and Children's (WIC) program, and assistance in establishing regular prenatal care with a local physician or clinic.

590 WOMEN SERVED

WE CARE REFERRAL PROGRAM

The We Care Program was founded by the Escambia County Medical Society Foundation to address the specialty medical needs of uninsured residents. The program helps meet a critical gap in health care access to those who otherwise would not receive care or would seek care in emergency rooms and further contribute to the current health care burden of hospitals and their communities. The program is administered by FDOH-Escambia. Potential clients are screened for residency and income. If eligible, staff link them to a participating physician or hospital to receive care. There are approximately 74 physicians participating in the We Care network.

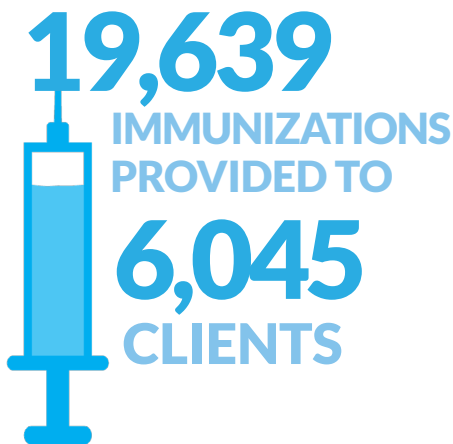
462 INDIVIDUALS REFERRED FOR ASSISTANCE

CLINICAL HEALTH



IMMUNIZATIONS CLINIC

The Immunizations Clinic provides vaccines for children, adolescents, and adults. Prior to entry into Florida child care facilities or attending school (kindergarten through 12th grade), each child is required to have a *Florida Certificate of Immunization*, or DH 680 form, on file documenting age-appropriate immunizations. Immunizations for adolescents include shots required for entering 7th grade and college. FDOH-Escambia is also a designated travel center, providing consultations and immunizations to travelers. Immunization records may also be obtained for students transferring out of state, child care, or school enrollment.



IMMUNIZATION RATES³ Escambia County vs. Florida

GROUP	STATE GOAL	2016	
		ESCAMBIA	FLORIDA
Kindergarten	95%	95.6%	93.7%
7th Grade	95%	96.6%	96.3%
Two-Year Old	95%	95.3%	N/A

³Immunization rates for Kindergarten and Seventh Grade is based on 2015-2016 school year. Two-year-old immunization rate is as of 2016 end of calendar year. The Florida two-year-old 2016 rate was unavailable at the time of publishing.

SEXUALLY-TRANSMITTED DISEASES (STD) CLINIC

The STD Clinic provides testing and treatment for individuals exposed to sexually-transmitted diseases, such as syphilis, HIV, chlamydia, and gonorrhea. Registered nurses and clinicians also provide prevention education and counseling in a confidential setting.

2,733 CLINIC VISITS FROM **1,870** CLIENTS

DENTAL SERVICES

FDOH-Escambia provides dental services to pediatric and adult clients through Pro Med HealthCare Services. Dental services include routine and emergency oral health care needs.

22,757 CLINIC VISITS FROM **9,805** CLIENTS

BIRTH AND DEATH RECORDS

VITAL STATISTICS

The Vital Statistics Office issues Florida birth and death records locally and connects people to resources to obtain records from anywhere in the United States. Data collected locally is used to track morbidity and mortality statewide as well as chronic disease patterns for Escambia County, Florida. Florida certificates are issued through the Bureau of Vital Statistics at the Department of Health. Orders may be placed in person, by mail, or online through VitalChek.

5,703
BIRTHS

4,162
DEATHS
(33 UNDER AGE 1)

27
FETAL DEATHS
(20 WEEKS GESTATION OR GREATER)

COMMUNITY HEALTH

WOMEN, INFANTS AND CHILDREN (WIC) NUTRITION

The WIC Program serves pregnant and breastfeeding women, infants, and children up to age 5. An assessment is completed that includes height, weight, hemoglobin test, dietary questionnaire, and information from a referring physician, if available. Each participant is counseled by a registered dietitian or other trained nutrition staff and provided an electronic benefits transfer (EBT) card to purchase prescribed healthy foods. Foods are selected based on individual needs and include milk, cheese, juice, eggs, fruits and vegetables, whole grain breads and pasta, brown rice, yogurt, and baby food and infant formula. Participants may use the EBT cards at local participating grocery stores.

\$5,861,049

SPENT IN ESCAMBIA COUNTY, FL

10,669

ENROLLED IN WIC

BREASTFEEDING SUPPORT

The Breastfeeding Support Program works with WIC participants to provide counseling, support and, if needed, free loan of a breast pump. Every pregnant woman enrolled in WIC receives information regarding the benefits of breastfeeding. Peer counselors are assigned to women who express an interest in ongoing support. These counselors remain with those women throughout pregnancy and during the first few months at home. Breast pumps are loaned to nursing mothers who return to work or school, or have an infant in the hospital. Staff also work with businesses and child care centers, providing information on how to develop breastfeeding-friendly policies and support nursing women in their organizations.

4,139

BREASTFEEDING
WOMEN COUNSELED

231

BREAST PUMPS PROVIDED FOR AT LEAST ONE MONTH
WITH 420 EXTENSIONS, ALLOWING NURSING MOTHERS
USE OF A PUMP FOR LONGER THAN ONE MONTH

HEALTHY START

Healthy Start aims to reduce infant deaths, decrease the number of low birth weight babies, and the improve the health and developmental progress for all Florida babies. Care coordinators provide education, support, and guidance to women who are pregnant or have a child under age three years and connect families to community resources. Services include home visits by a nurse or other health professional, assistance in making doctor appointments, parenting education, family planning education, smoking cessation support, and other community referrals. Any woman can elect to be screened by their OB provider, or self-refer for eligibility during pregnancy or at the time of delivery. The confidential screening helps to identify babies who may have a greater risk for poor health outcomes.

2,927 PRENATAL WOMEN AND
INFANTS RECEIVED SERVICES



PUBLIC HEALTH IN ACTION

Healthy Start Program Helps Young Mother Start a New Life

The subject of the following story has been renamed to protect her privacy.

Fleeing an abusive relationship with the father of her children, Heather began her journey to Escambia County, Florida. Pregnant and traveling with three children, the soon-to-be family of five, hitchhiked to a women's shelter in Mississippi. After a three-week stay, Heather was unable to find permanent housing and was forced to leave. The family then managed to catch a ride to a domestic violence shelter in Alabama, but when their allotted time in that shelter ended, Heather and her family were once again out on the streets. She reported walking all night with her daughter, 13, her son, 9, and youngest child, 3, trying to find a place to stay. On the night of a storm with heavy flooding, the family huddled under a bridge to avoid the torrential rain. The next day, the family continued their quest for shelter and finally made it to Favor House in Pensacola, Florida. By this time, Heather had holes in the bottoms of her flip-flops and her youngest child had blisters on her feet.

When her allotted time at Favor House ended, Heather and her family moved to the Loaves and Fishes shelter in Pensacola. A nurse from FDOH-Escambia's Healthy Start Program visited Heather and her children while at Loaves and Fishes. Healthy Start connected Heather to numerous community resources: Pensacola Bay Transportation, Area Housing, The Healthy Families Program, Early Head Start, and several charitable community organizations. Healthy Start provided bus passes to help Heather keep her prenatal appointments, assisted her in completing an application for housing, and secured a crib for her new baby. Healthy Start maintained contact with Heather throughout her pregnancy; and during the first few months of the baby's life, provided support and referrals as needed.

Recently, the Healthy Start nurse visited the family and is happy to report that Heather and her children are doing well. Heather found a job shortly after the baby was born and walked to work for approximately eight months until she could afford to purchase a car. She rented a three-bedroom house for her family where she finally feels safe. Heather is now making plans to return to college to pursue a health or social services degree and is grateful for all of the assistance she received to start a new life for herself and her children in Escambia County.

COMMUNITY HEALTH

DIABETES PREVENTION PROGRAM (DPP)

FDOH-Escambia's PreventT2 Lifestyle Change Program began in 2016 and is part of the CDC's National Diabetes Prevention Program, which has been proven to help people make modest lifestyle changes and reduce the risk of Type 2 diabetes by more than 50 percent. The program goals are to reduce participants' body weight by at least five percent and for participants to reach a minimum of 150 minutes of moderate-to-intense physical activity per week.



PARTICIPANTS RECEIVED:

- A trained lifestyle coach for guidance and encouragement
- Skills needed to lose weight, become more physically active, and manage stress
- Support from other participants with similar goals
- Weekly meetings for the first six months, then once or twice a month for the second six months

159.9 lbs
TOTAL WEIGHT LOST



140 TOTAL PROGRAM PARTICIPANTS

FLORIDA BREAST AND CERVICAL CANCER EARLY DETECTION PROGRAM (FBCCEDP)

The Florida Breast and Cervical Cancer Early Detection Program (FBCCEDP) provides education on breast and cervical cancer and the importance of getting regular breast and cervical cancer screening exams and the Human Papillomavirus (HPV) vaccination. Services offered include referrals for screening and diagnostic mammograms, pap smears, and assistance with medical insurance.

565 SERVICES PROVIDED TO **432** WOMEN

SCHOOL HEALTH EDUCATION

School health education helps children, families, and school personnel increase physical activity, improve nutrition, prevent the spread of infectious disease, and reduce teen pregnancy through education provided by registered nurses and health educators. Presentations on a variety of topics are delivered to elementary, middle, and high schools in Escambia County. The 5-2-1-0 Let's Go! program is offered primarily in elementary schools and includes a series of interactive classroom lessons, which are supplemented with information for staff and parents.

ELEMENTARY SCHOOLS RECEIVING 5-2-1-0 EDUCATION

- | | |
|-----------------|--------------------|
| 1. Beulah | 8. Lipscomb |
| 2. Blue Angel | 9. Longleaf |
| 3. C. J. Weiss | 10. McArthur |
| 4. Cook | 11. Navy Point |
| 5. Cordova Park | 12. Oakcrest |
| 6. Holm | 13. Pleasant Grove |
| 7. Lincoln Park | 14. Sherwood |
| | 15. Warrington |

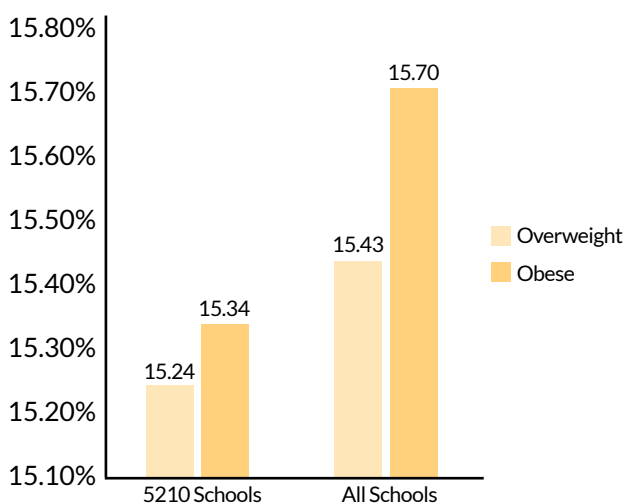
3,434 STUDENTS



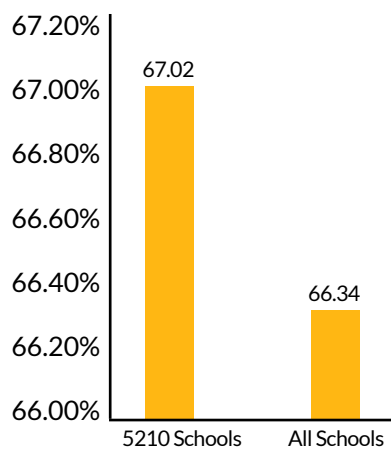
2015-2016 BODY MASS INDEX (BMI) 1st and 3rd Grade

5-2-1-0 Schools vs. All District Schools

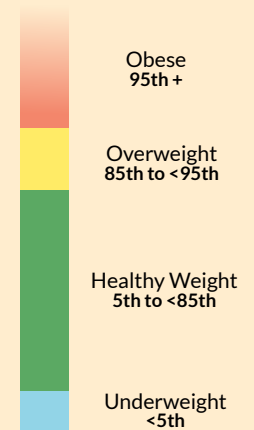
OVERWEIGHT AND OBESE (%)



HEALTHY WEIGHT (%)



BMI Percentile Range



COMMUNICABLE DISEASES

EPIDEMIOLOGY

The Epidemiology (EPI) Program seeks to prevent disease transmission in the community through surveillance, contact investigations, and education. Staff investigate reportable diseases to determine the source of the disease, the time and mode of transmission, and the number of people potentially exposed or impacted. There are currently more than 80 reportable conditions excluding HIV/AIDS, TB, and STDs.

2016 REPORTABLE DISEASES⁴

Escambia County, FL

Disease	Cases	Disease	Cases
Animal Bite (PEP recommended)	90	Lead Level ≥	10
Animal Rabies	1	Legionellosis	2
Campylobacter	76	Lyme Disease	1
Carbon Monoxide Poisoning	2	Malaria	1
Cryptosporidium	3	Pertussis	9
E. Coli (O157:H7)	1	Rocky Mountain Spotted Fever	1
E. Coli (Non-O157:H7)	4	Salmonella	96
Giardia	11	Shigella	15
Haemophilus Influenzae	9	Streptococcus Pneumoniae (invasive)	38
Hemolytic Uremic Syndrome (HUS)	1	Varicella	7
Hepatitis B (acute)	9	Vibrio (vulnificus)	2
Hepatitis B (chronic)	104	Vibrio (other)	4
Hepatitis B (pregnant woman)	10	West Nile	2
Hepatitis C (acute)	3	Zika Fever	5
Hepatitis C (chronic)	531		

Source: FDOH Bureau of Epidemiology Merlin Database **TOTAL REPORTED CASES 1048**

TUBERCULOSIS PREVENTION AND CONTROL

Tuberculosis (TB) Prevention and Control Program staff collaborate with clinicians throughout Escambia County, Florida to ensure that persons diagnosed with TB receive effective and timely treatment, and contacts potentially exposed to the disease are evaluated and treated as needed. In 2016, 16 active TB cases were reported. Staff investigated and evaluated 274 contacts to those cases, confirming 24 latent TB infections⁵. All 40 active and latent cases received Directly Observed Therapy (DOT), which accounted for 1,892 home, field, and office visits administered by program staff.

16 NEW ACTIVE
TB CASES

274 CONTACTS EVALUATED
AND 40 CLIENTS TREATED

⁴Reportable diseases table excludes HIV, AIDS, TB, Gonorrhea, Chlamydia, and Syphilis, and any reportable diseases with no reported cases.

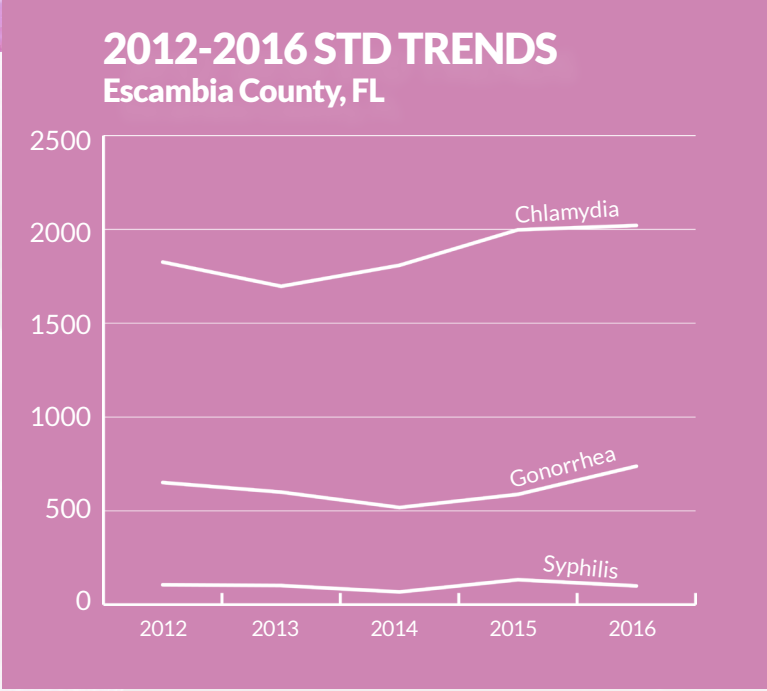
⁵Persons with latent TB infection are infected with the *Mycobacterium tuberculosis* germ, but are not infectious and cannot spread TB to others.

AREA 1 STD PROGRAM

The Area 1 STD Program provides many services to persons in Escambia, Santa Rosa, Okaloosa, and Walton counties in Northwest Florida, including prevention services, disease surveillance, education, testing, and treatment. Disease Intervention Specialists (DIS) serve as front-line defense in contact investigations and partner elicitation to intervene in the spread of STDs. Staff also collaborate with public and private health care providers regarding diagnosis and treatment of all reportable STDs.

NEW 2,021 CHLAMYDIA CASES
738 GONORRHEA
100 SYPHILIS

2012-2016 STD TRENDS Escambia County, FL



AREA 1 HIV/AIDS PROGRAM

The Area 1 HIV/AIDS Program provides disease surveillance, prevention services, education, testing, counseling, referral, and support to community-based organizations. Services for HIV positive individuals who are uninsured or under insured are provided through the AIDS Drug Assistance Program (ADAP), which offers life-saving medications and adherence counseling. In addition, the HIV/AIDS program oversees Ryan White Part B contracted providers for direct care and support services such as HIV specialty care, health insurance premium and cost sharing assistance, oral health, and others depending on needs assessment results and funding.

64 NEW HIV CASES **28 NEW AIDS CASES**

1,331 PERSONS LIVING WITH HIV OR AIDS IN ESCAMBIA COUNTY, FL

ENVIRONMENTAL HEALTH

ENVIRONMENTAL HEALTH FACILITIES PROGRAM

The Environmental Health Facilities Program routinely inspects community facilities to promote and ensure safe practices and prevent the spread of infectious diseases of environmental origins. Staff monitor and inspect certain food service facilities, group care facilities, biomedical waste storage facilities, biomedical waste transporters, biomedical waste generators (hospitals, dental offices, medical, and veterinary clinics, body piercing salons, tattoo establishments, tattoo artists), and mobile home and recreational vehicle (RV) parks. Staff also investigate rabies and animal bites and respond to complaints and sanitary nuisances.

2,768
TOTAL INVESTIGATIONS
AND INSPECTIONS

ENVIRONMENTAL HEALTH FACILITIES PROGRAM

Type	Number
Biomedical Waste Inspections	735
Rabies Investigations	658
Food Hygiene Inspections	636
Mobile Home and RV Park Inspections	402
Group Care Inspections	234
Piercing, Tattooing, and Tanning Facility Inspections	103



ONSITE SEWAGE TREATMENT AND DISPOSAL SYSTEM (OSTDS) PROGRAM

Onsite sewage treatment and disposal systems, commonly referred to as septic systems, are a safe and effective means of wastewater disposal for 30 percent of Florida's population. The OSTDS program ensures that the OSTDS is properly designed, constructed, and maintained through permitting and inspection and contributes to safe ground water, which provides 90 percent of Florida's drinking water.

912 PROCESSED OSTDS
APPLICATIONS

WATER QUALITY, HEALTHY BEACHES, & SWIMMING POOL PROGRAM



The Water Quality, Healthy Beaches, and Swimming Pools Program is responsible for regulating drinking water for residential, multi-family units, and limited-use drinking water systems under the provisions of Chapter 64E-8, F.A.C., the construction and operation of public swimming pools, and monitoring surface water quality at selected marine beaches. The Florida Healthy Beaches Program was established in August 2000 and protects the public's health by monitoring bacteriological water quality of Escambia County, Florida beaches, bays, and bayous.

752 PUBLIC SWIMMING POOLS, SPAS, AND
WATER ATTRACTIONS INSPECTIONS

277 HEALTHY BEACHES
WATER SAMPLES TAKEN

STORAGE TANK COMPLIANCE AND PETROLEUM CLEANUP PROGRAM

The Storage Tank Compliance and Petroleum Cleanup Program is designed to protect our drinking water aquifer and surface water bodies in Florida from risks associated with regulated storage tanks – specifically petroleum tanks. Inspections are performed in Escambia, Santa Rosa, Okaloosa, Walton, Bay, Holmes, and Washington counties. The Escambia Petroleum Cleanup Program covers the same seven north western Florida counties. Staff work with the Department of Environmental Protection (DEP) to ensure that all contamination is eliminated.

572
STORAGE TANK COMPLIANCE
INSPECTIONS

430
PETROLEUM CLEANUP SITES
MANAGED

PREPAREDNESS AND RESPONSE

PUBLIC HEALTH PREPAREDNESS

A natural or man-made disaster can occur at any moment, and FDOH-Escambia is committed to preparedness and response efforts to protect our community. Staff prepare FDOH-Escambia plans that describe protocols for addressing all types of public health threats in the community and ensuring continuity of critical operations. Collaborating with Escambia County Emergency Management, public health preparedness planners provide technical assistance to all health care agencies in the community, ensuring each agency and all facilities have adequate disaster preparedness plans in place that meet Agency for Health Care Administration (AHCA) requirements.

DISASTER RESPONSE

When a disaster strikes requiring a multi-agency response, the Incident Command structure is activated. Staff from multiple agencies assemble at the Emergency Operations Center to provide a coordinated response. The Florida Department of Health is part of this response, and staff serve as subject matter experts for any public health-related threat. Responsibilities include assessing adequacy of shelter service for persons with special medical needs, evaluating the safety of food and water, and ensuring components the health care system (hospitals, clinics, pharmacies, dialysis centers) are functional as soon as possible after a disaster.

All FDOH-Escambia staff and volunteers are registered in Florida's statewide emergency response notification system, Everbridge, to ensure swift and adequate response in the event of a disaster. Through Everbridge's online system, a variety of personnel may be utilized during disasters, all-hazards response efforts, and public health activities.

In February 2016, staff responded to tornadoes in Century and Ferry Pass and participated in the recovery after the Ascend explosion in August 2016 to ensure there was no public health threat. Our staff also assist other county health departments throughout Florida and may be deployed to assist in other states. In October 2016, 14 FDOH-Escambia staff were deployed to Central and Northeast Florida counties for the Hurricane Matthew recovery.

MEDICAL RESERVE CORPS (MRC)

The Medical Reserve Corps (MRC) enlists trained health care professionals, like physicians, nurses, and other medical staff, to volunteer their time during disaster response. A small fraction of these volunteers are also FDOH-Escambia employees. MRC volunteers gain valuable knowledge, skills, and abilities when they participate in MRC trainings, exercises, and drills, and respond to real-life disasters. Of Escambia County's current MRC membership, 60 volunteers are trained and ready to deploy while 49 are in-progress.

109 MEMBERS



ZIKA RESPONSE

During the summer of 2016, the Wynwood neighborhood just north of Miami, Florida, experienced a particularly high rate of Zika infection. The CDC issued a travel warning, advising pregnant women not to visit the Wynwood area, which marked the first time the CDC had advised against visiting a neighborhood in the U.S. In 2016, five FDOH-Escambia staff deployed to Miami for the Zika response to serve on Environmental Health, Epidemiology, and Lab response teams.

ENVIRONMENTAL HEALTH (EH) TEAM ACCOMPLISHMENTS

EH Team focused on one square mile of Wynwood, called Intervention Area M2

- Evaluated 75 properties per day (teams of two persons)
- Walked approximately eight miles per day
- Distributed more than 1,000 fliers and 100 cans of insect repellent
- Completed 739 assessments
- Made 47 referrals to Mosquito Control and/or Code Enforcement
- Made several referrals to FDOH-Miami-Dade for pregnant women



EH team comprised of FDOH-Escambia staff and staff from Central Office and Alachua, Duvall, and Wakulla counties.



FDOH-Escambia EPI team member gathers data from area residents.

LAB TEAM ACCOMPLISHMENTS

- Processed 100-200 blood serum and urine specimens daily
- Fielded calls from providers and local Epi staff
- Followed CDC algorithms for specimen triaging and shipping processes
- Maintained documents and records

EPIDEMIOLOGY (EPI) TEAM ACCOMPLISHMENTS

- Established geographic risk based upon testing and surveillance activity
- Directed mosquito control prevention efforts by risk assessment
- Monitored Zika virus spread through directed testing (pop-up clinics)
- Educated residents on prevention methods (Drain & Cover)
- Informed pregnant women of the risks associated with Zika virus infection
- Maintained situational awareness to advise CHD Administration and elected officials
- Developed strategies and tactics to prevent additional virus spread

WELLNESS PROGRAMS

5-2-1-0 LET'S GO ESCAMBIA! PROGRAM



The 5-2-1-0 Let's Go Escambia! Program actively promotes daily healthy behaviors of 5 fruits and vegetables, 2 hours or less screen time, 1 hour physical activity, and 0 sugary drinks to prevent chronic diseases in various community settings, reaching audiences of all ages. In 2016, staff implemented the four basic healthy behaviors in 18 public and private schools, 6 child care centers, 15 physician's offices, and numerous community organizations, and at more than 111 community events and presentations, making more than 17,412 direct connections with community members.

17,412 RECEIVED 5-2-1-0 EDUCATION AT **111** EVENTS, OUTREACHES, AND PRESENTATIONS

2016 5-2-1-0 DAY OF PLAY A Day to Get Up, Get Out, and Get Active!

More than 2,000 area residents attended the 3rd annual 5-2-1-0 Day of Play on September 17, 2016 in downtown Pensacola. FDOH-Escambia staff and more than 40 vendors promoted healthy activities for families. Children participated in games, relay races, a bike rodeo, and healthy smoothie making on a blender bike. This year, staff developed a *Passport to Play* activity in which vendors stamped participants' passports at each vendor station.

2,000+ ATTENDEES



WORKSITE WELLNESS PROGRAM

In 2016, FDOH-Escambia developed a worksite wellness program encouraging external businesses and organizations to promote healthy behaviors to their employees to decrease the likelihood of developing chronic diseases. The Healthy Workplace Employer Recognition Program was developed to support and recognize businesses for promoting employee health. Internally, employee wellness initiatives are promoted and offered to all FDOH-Escambia staff throughout the year.

14 BUSINESSES BEGAN RECEIVING WORKSITE WELLNESS INFORMATION

TOBACCO FREE FLORIDA ESCAMBIA PROGRAM

The Tobacco Free Florida in Escambia County (TFF-Escambia) program encourages tobacco use prevention and behavior change through media and marketing, policy change, group counseling, community presentations, and activities that engage youth. To move Escambia County, Florida toward a healthier, tobacco-free environment, TFF-Escambia coordinates efforts for Students Working Against Tobacco (SWAT), Students Ending Tobacco, Healthy Environments Are Tobacco-free (HEAT), and other prevention and cessation strategies, emphasizing community involvement and social norm change. TFF-Escambia also provides technical assistance to the local Public Housing Authority to transition its more than 740 units into smoke-free homes by June 2018.

2016

3,100
YOUTHENGAGED IN
TOBACCO
PREVENTION
ACTIVITIES

4

BUSINESSES RECEIVED
TECHNICAL ASSISTANCE
WITH TOBACCO-FREE
POLICY DEVELOPMENT

PUBLIC HEALTH IN ACTION The University of West Florida Goes Tobacco Free!

Since 2009, TFF-Escambia staff has worked with the University of West Florida (UWF) in some capacity, slowly chipping away at tobacco issues with college students. From presentations and surveys to data collection and research of tobacco-free policies at universities nationwide, the TFF Escambia program provided the technical assistance necessary to move the University closer to a tobacco-free future.

Following extensive work from the UWF Tobacco Free Task Force, SGA, Dr. Patricia Barrington, TFF-Escambia and West Florida Area Health Education Center, the campus was able to celebrate the implementation of a campus-wide tobacco-free policy on August 1, 2016. UWF joins more than 20 other Florida University campuses in this effort. The policy ensures that 13,002 students, along with hundreds of faculty, staff, and visitors are free from the effects of secondhand smoke exposure for years to come.



UWF's tobacco-free policy applies to all campuses, employees, students, and visitors to the campus and also includes the use smokeless, electronic, and vapor products. With financial assistance from TFF-Escambia, UWF posted beautiful signage around its properties, ensuring everyone is well informed.

Read more about UWF's tobacco-free campus policy by visiting:

<http://uwf.edu/tobaccofree>

HEALTH COMMUNICATIONS

PUBLIC INFORMATION OFFICE

Public Information Officers (PIOs) interface with local and regional media outlets to provide accurate, timely, and relevant health information to the citizens of Escambia County, Florida and surrounding areas. Information is shared through media releases, digital and print publications, and interviews with agency subject matter experts. PIOs also manage content on the EscambiaHealth.com website and social media accounts. PIOs coordinate public health-related communications during disaster response and also work with partner organizations and other community stakeholders as well as the FDOH Office of Communications.

63 RESPONSES TO
MEDIA REQUESTS

51 MEDIA RELEASES
ISSUED

COMMUNITY HEALTH PRESENTATIONS

FDOH-Escambia works with the community to reduce risks for chronic diseases by improving health behaviors for residents of all ages. On a regular basis, health education staff, comprised of registered dietitians and health educators, participate in local health fairs and other community events, distributing health education and promotional materials while engaging community members. Staff also provide healthy cooking and physical activity demonstrations and resources to businesses and local organizations by offer or request.

116 PRESENTATIONS
DELIVERED
(Excluding 5-2-1-0 programs)

HEALTH INFORMATION (HI) NETWORK

The Health Information (HI) Network is a collaborative program connecting health information with organizations to improve the health of residents in Escambia County, Florida. FDOH-Escambia's first path began in 2016 with faith-based organizations, which play a pivotal role in improving the health of congregation members as well as community residents through health promotion and disease prevention. HI Network program staff provide faith-based organizations health information in the form of newsletters and toolkit modules, featuring educational presentations, print materials, and short messages to share with members via social media or email.

40 CHURCHES AND FAITH-BASED
ORGANIZATIONS BECAME MEMBERS



2016 MARKETING CAMPAIGNS

FDOH-Escambia's marketing team is responsible for content development and promoting health messages to the public through a wide variety of marketing vehicles, including billboards, brochures, print, TV, radio, and web advertisements, social media, and program promotional materials.

**5-2-1-0 LET'S GO!
FLU PREVENTION
SYPHILIS AWARENESS
DRAIN & COVER
SUMMER SAFETY**

COMMUNITY PARTNER ENGAGEMENT

Community partnership is profoundly important to protect, promote, and improve the health of the community. As a result of FDOH-Escambia's Local Public Health System Assessment in 2015, staff developed a quarterly e-newsletter to generate more communication and collaboration among public health partners. Thus, in January 2016, *Community Partners in Public Health* was born. The newsletter features public health focus areas, current campaigns and health messages, information regarding community health status and planning, and upcoming community events for further collaboration. With each publication, partners are invited to join the discussion and share ideas on public health initiatives.

300+

**PARTNER ORGANIZATIONS AND STAFF
RECEIVE QUARTERLY E-NEWSLETTER**



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