



# COMMUNITY HEALTH NEEDS ASSESSMENT

2019

**BAYCARE HEALTH SYSTEM**

SOUTH FLORIDA BAPTIST HOSPITAL

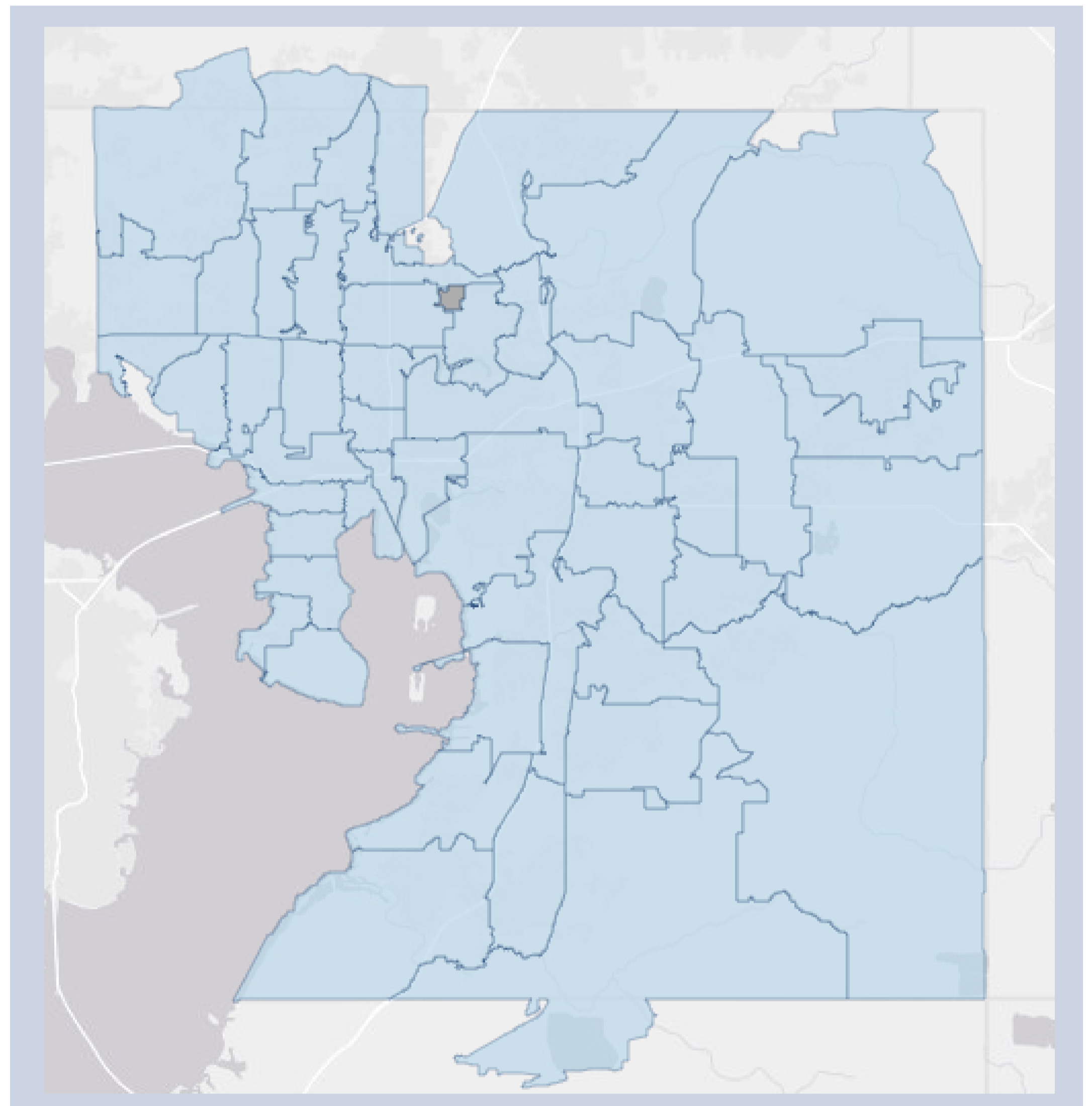
HILLSBOROUGH COUNTY

# PURPOSE

South Florida Baptist Hospital is pleased to present the 2019 Community Health Needs Assessment (CHNA). This CHNA report provides an overview of the process and methods used to identify and prioritize significant health needs across South Florida Baptist Hospital's service area, as federally required by the Affordable Care Act. BayCare Health System partnered with Conduent Healthy Communities Institute (HCI) to conduct the CHNA for each of the 15 hospital facilities across a four-county region.

The purpose of this CHNA is to offer a comprehensive understanding of the health needs in South Florida Baptist Hospital's service area and guide the hospitals' planning efforts to address those needs. Findings from this report will be used to identify and develop efforts to improve the health and quality of life of residents in the community.

## HILLSBOROUGH COUNTY



# SCOPE

This main portion of this report covers the population and geographic area for South Florida Baptist Hospital's primary service area (PSA) of Hillsborough County. Special attention has been given to the needs of vulnerable populations, unmet health needs or gaps in services, and input from the community. Hillsborough County (<https://www.hillsboroughcounty.org/>) covers a geographic area of 1,266 square miles, of which 19.4% is water. Almost 160 miles of Hillsborough County are along the shoreline of Tampa Bay. Hillsborough County is part of the Tampa–St. Petersburg–Clearwater Metropolitan Statistical Area and is the fourth-most populous county in Florida. The 2018 U.S. Census recorded 1,436,888 people living in Hillsborough County.

South Florida Baptist Hospital's secondary service area is Polk County. The results from the regional community assessment also includes the data collected from Polk County. The summary of the Polk County findings can be found in the Appendices Section.

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# Acknowledgements

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

## Hospital Leadership

**Karen Kerr**  
President of South Florida Baptist Hospital  
and Bartow Regional Medical Center

## Community Benefit Leadership and Team

**Keri Eisenbeis**, Vice President of Government and Community Relations  
**Lisa Bell**, Community Benefit Manager  
**Chance Martinez-Colon**, Community Outreach Coordinator-Pasco County  
**Julia C. Neely**, Community Outreach Coordinator-Pinellas County  
**Vasthi Ciceron**, Community Outreach Coordinator-Hillsborough County  
**Holly Vida**, Manager of Operations-Polk County  
**Leah Millette**, Community Benefit Coordinator  
**Colleen Mangan**, Community Benefit Data Analyst  
**Rosely Marmolejos**, Community Benefit Department Secretary

## Collaborating Organizations

Advent Health (Florida Hospital)  
Florida Department of Health in Hillsborough County  
Johns Hopkins All Children's Hospital  
Moffitt Cancer Center  
Tampa General Hospital

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

## Executive Summary

BayCare Health System is the largest health care system in the Tampa Bay area and West Central Florida region. BayCare's mission is to improve the health of all they serve through community owned health care services that set the standard for high-quality, compassionate care. The values of BayCare are trust, respect, responsibility, excellence, and dignity and reflect a responsibility to achieve health care excellence for their communities. South Florida Baptist Hospital is part of BayCare's network of 15 not-for-profit hospitals in the region. South Florida Baptist Hospital is a full-service 147-bed community hospital, located in Plant City, Florida. South Florida Baptist Hospital offers high-tech, quality, and compassionate care in a small, warm, and friendly environment.

## Letter from the President

A Message from Karen Kerr, President, South Florida Baptist Hospital and Bartow Regional Medical Center:

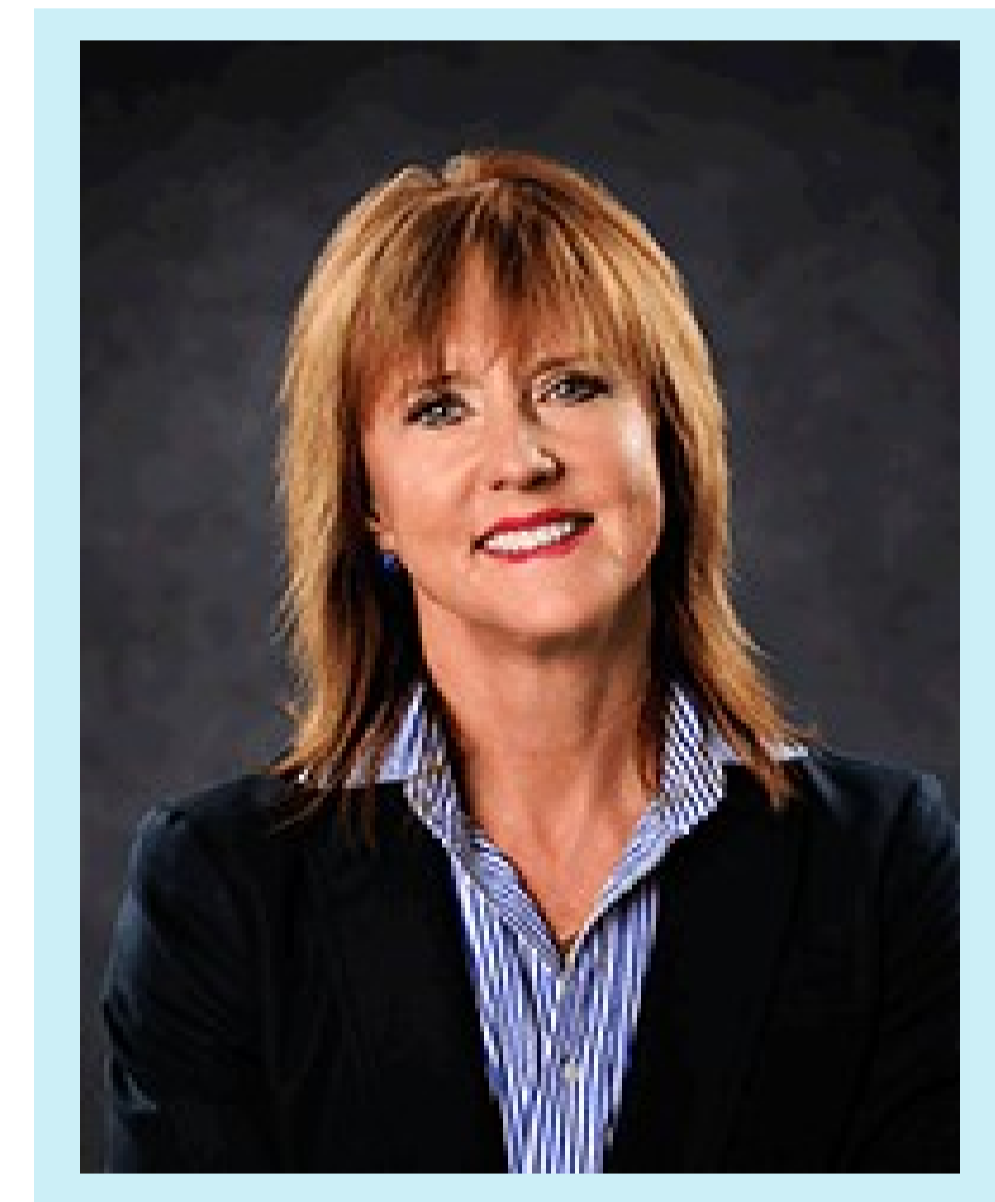
BayCare Health System is committed to improving the health of all communities we serve. Caring for those who need us most is a fundamental part of our mission.

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

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

South Florida Baptist Hospital adopted a shared implementation plan to address those needs. This is a strategy where together, our hospitals, will work toward the same goals, using the same objectives to achieve greater impact. The plan includes clinical services, education, and policy interventions that would span across the service area.

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



## Impact Since Last CHNA

Within the most recent three-year Community Health Needs Assessment (CHNA) cycle, substantial progress was made in addressing the health needs identified and prioritized during the 2016-2019 CHNA. Of the activities implemented, the most notable are detailed below.

Improve Access  
to Quality and  
Affordable  
Health Care

**Expand access to affordable medications:** BayCare has developed and implemented a Medication Assistance Program (MAP). MAP is designed to assist patients and community members in finding available resources to help offset the cost of medication. From the start of the program, South Florida Baptist Hospital saved patients and community members an average of \$83,193 and served more than 1,300 underinsured patients and community members.

**Expand the reach and impact of Navigator initiatives:** Navigators are placed in South Florida Baptist Hospital's service area to facilitate enrollment in the health insurance marketplace and county health care plans and connect community members to free and low-cost services as needed. Specifically, Navigators offered health insurance literacy information and addresses access requests including, medication assistance, provider appointments, financial concerns, and referrals to public assistance programs reaching over 5,000 individuals.

**Collaborate with community organizations to enhance outreach and the impact of the Faith Community Nursing Initiative:** The Faith Community Nursing team has worked to build strong community partnerships with faith leaders to provide resources on health promotion and prevention to local congregations. South Florida Baptist Hospital developed and implemented a plan to increase the percentage of community members who have completed Advance Directive documents. Faith Community Nursing has been instrumental in raising awareness of Advance Directives in the community, providing presentations at community events and to local parishioners.

## Impact Since Last CHNA

### Mental Health and Substance Abuse

**Remove unused prescription drugs from the home:** BayCare implemented a drug deactivation project, designed to remove unused prescription drugs from the home to combat identified substance use/misuse needs. The Detera Drug Deactivation System is an easy way to dispose of unused medications safely and responsibly, lowering the risk of misuse and preventing unnecessary damage to the environment. As a part of this project, Detera kits were made publicly available and strategically deployed within the community.

**Expand access to research on mental health and suicide:** BayCare completed a Suicide Health Services Research Project, designed to understand the underlying risk factors and causes for suicide in the Tampa Bay area. This research was the first step to defining strategies and best practices to address identified health needs related to behavioral health and suicide. The data results and analysis, produced by the University of South Florida, were publicly presented through community forums. These forums were held to give the community an opportunity to discuss the results of the research project and potential next steps. Data from the research training established a need for more Mental Health First Aid trainings in the area.

**Expand access to behavioral health and substance abuse services:** By providing Mental Health First Aid classes, South Florida Baptist Hospital focused on increasing community awareness to identify someone in mental health distress. Adult and pediatric classes were held across the community and offered to a combination of social service providers, community members, and faith leaders who have multiple touch points with individuals living in the South Florida Baptist service area.

### Diabetes and Heart Disease & Stroke

**Implement Diabetes Health Coach Model:** BayCare has implemented and funded a Diabetes Health Coach Model to address high-risk populations through partnerships with the area's Federally Qualified Health Centers and Free Clinics. The Health Coaches worked to identify high-risk patients, provide education, and provide access to ongoing case management to assure compliance and positive health outcomes within the South Florida Baptist Hospital service area.

**Expand screenings through Community Health and Faith Community Nursing:** In collaboration with community organizations, South Florida Baptist Hospital worked to identify those most in need with risk factors for diabetes or cardiovascular diseases, providing education, screenings, and referrals. The hospital continues to enhance the efforts of the Community Health and Faith Community Nursing teams to reach targeted populations across the South Florida Baptist Hospital service areas. Additionally, to proactively identify and manage cardiovascular clinical indicators, South Florida Baptist Hospital provides home monitoring tools such as blood pressure monitors and scales to high-risk community members and patients.

## Impact Since Last CHNA

### Cancer

**Collaborate with community partners to provide education on risk reduction and cancer prevention strategies:** South Florida Baptist Hospital partnered with the Faith Community Nursing team and community partners to provide education on risk reduction and cancer prevention strategies such as smoking cessation, and healthy lifestyle behavior changes.

### Infant Health

**Develop strategies to identify the top zip codes in greatest need:** During this three-year cycle, South Florida Baptist Hospital collaborated with community partners to develop strategies to impact infant health and increase prenatal education in the areas of greatest need throughout the community. South Florida Baptist Hospital supported a lactation consultant to deliver monthly, on-site education at two locations in the community. The lactation consultant, along with community partners, led infant health classes on topics such as safe sleep, breastfeeding, and CPR and provided necessary supplies to new and expectant mothers in the community. The hospital also equipped the two sites with onsite pumps and sterilization and refrigeration stations. A Mamava, a private breastfeeding station where moms can feed their infants, was placed on-site at Metropolitan Ministries, one of the largest homeless shelters in the region.

### Nutrition, Physical Activity & Weight

**Expand children's obesity prevention programs:** South Florida Baptist Hospital and the Children's Wellness and Safety team expanded the children's obesity prevention programs provided to elementary and middle school students, focusing on the importance of nutrition, weight, and physical activity.

## Community Feedback

South Florida Baptist Hospital's CHNA and Implementation Strategy were made available to the public via the website <https://baycare.org/about-us/community-health-needs>. In order to collect comments or feedback, a unique email was used: [CHNAFeedback@baycare.org](mailto:CHNAFeedback@baycare.org). No comments had been received on the preceding CHNA via the email at the time this report was written. General feedback about the 2016 CHNA process informed planning for 2019 CHNA data collection strategy and improved efforts for broad community input.



# Methods

## Data

## Description

## Analysis

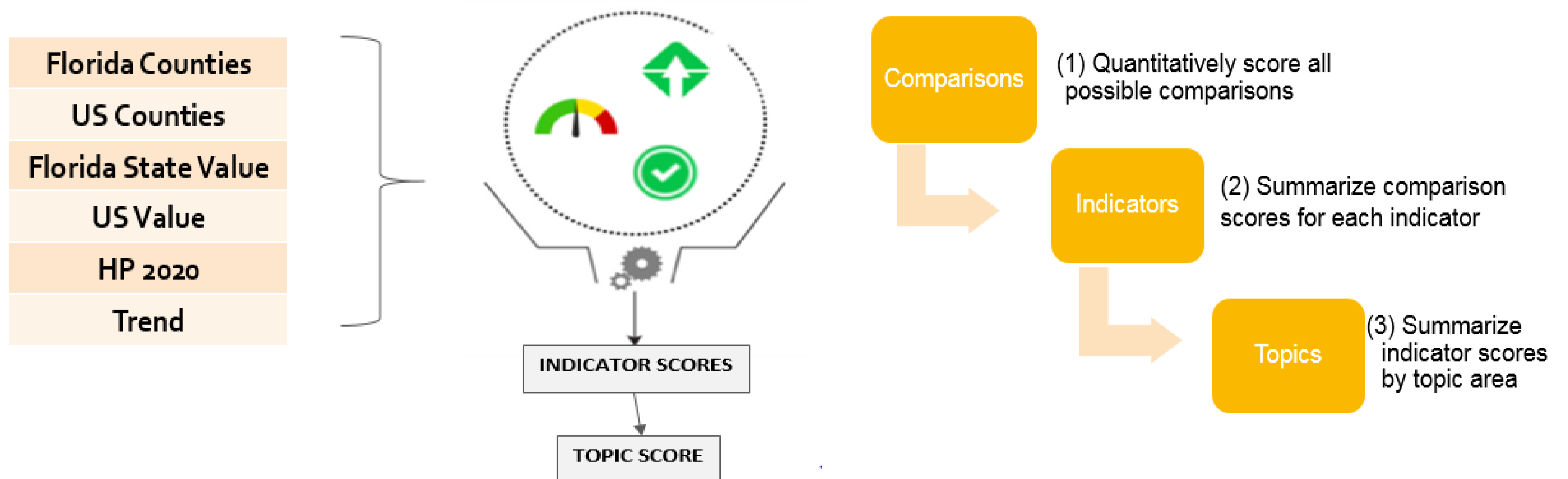


### Data Scoring

Data was collected from 27 secondary data sources (see full source list below). 141 demographic, social, economic, and health indicators were available for Hillsborough County.

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

## Data Scoring Process



### DATA SOURCES\*

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

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

# Methods

## Data

## Description

## Analysis

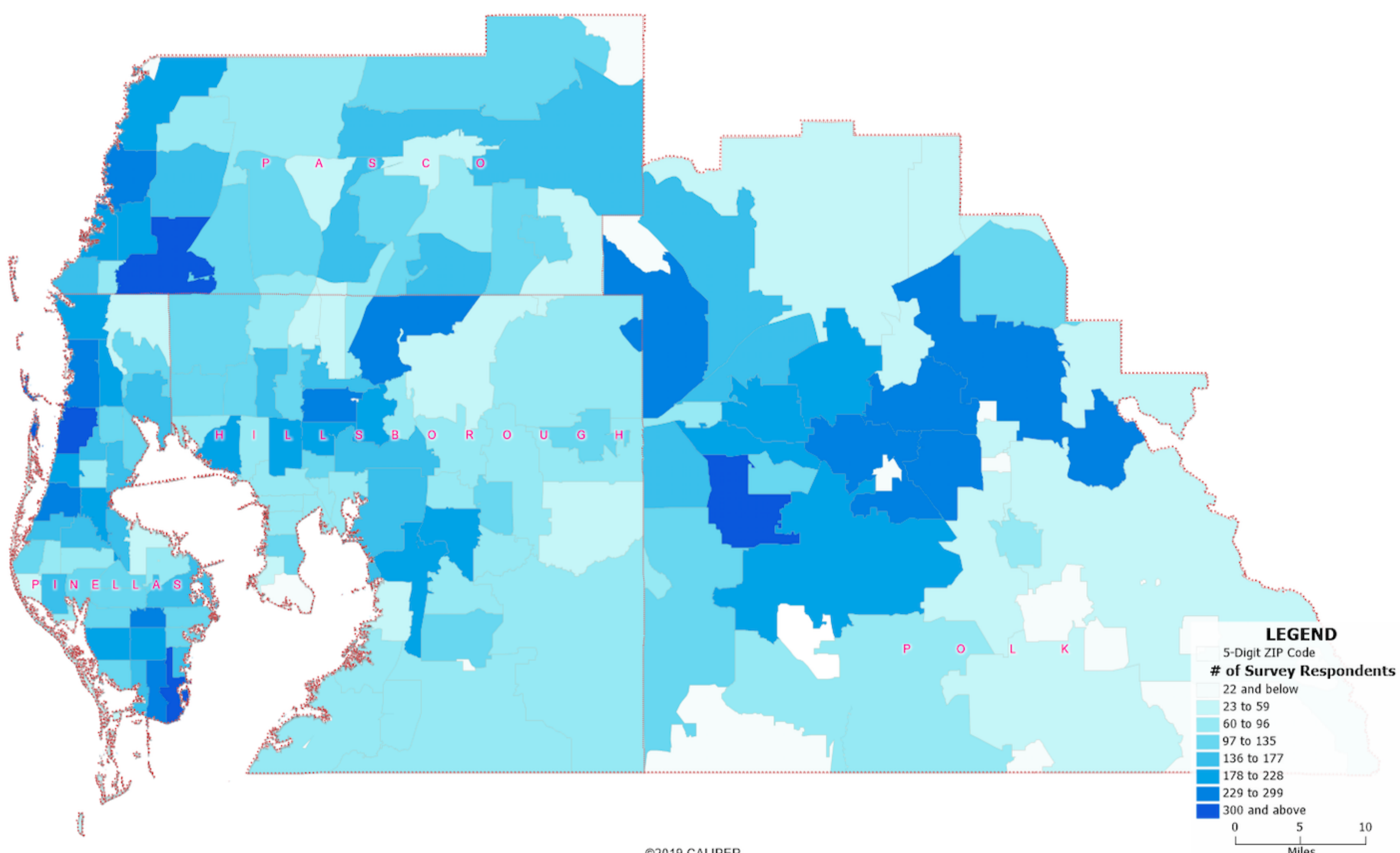


### Community Survey

The Hillsborough County Community Survey consisted of 74 health and well-being focused questions (see Appendices Section). 5,304 residents of Hillsborough County completed a Community Survey. The Community Survey was distributed as a web link and as a paper copy in English and Spanish. The Community Survey was made available to the community from February to early May 2019.

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

- 71.7% Female
  - 60.0% White
  - 28.0% Hispanic or Latino
  - 14.3% Spanish-Speaking
- Significant community issues identified by Survey Respondents were:
- Cancer
  - Mental Health
  - Being Overweight
  - Substance Abuse
  - Distracted Driving



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

# Methods

## Data

## Description

## Analysis

### Key Informants



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

- Of the 55 Key Informant Interview participants, 45% worked for organizations providing services directly in Hillsborough County
- Interview text was analyzed using the web-based qualitative data analysis tool, Dedoose\*
- Excerpts were coded by relevant topic areas and key health themes
- The frequency with which a health topic was discussed was used to determine the most pressing health needs of the community, which included: Mental Health & Mental Disorders, Substance Abuse, Exercise, Nutrition & Weight, Maternal, Fetal & Infant Health, Cancer, and Access to Health Care

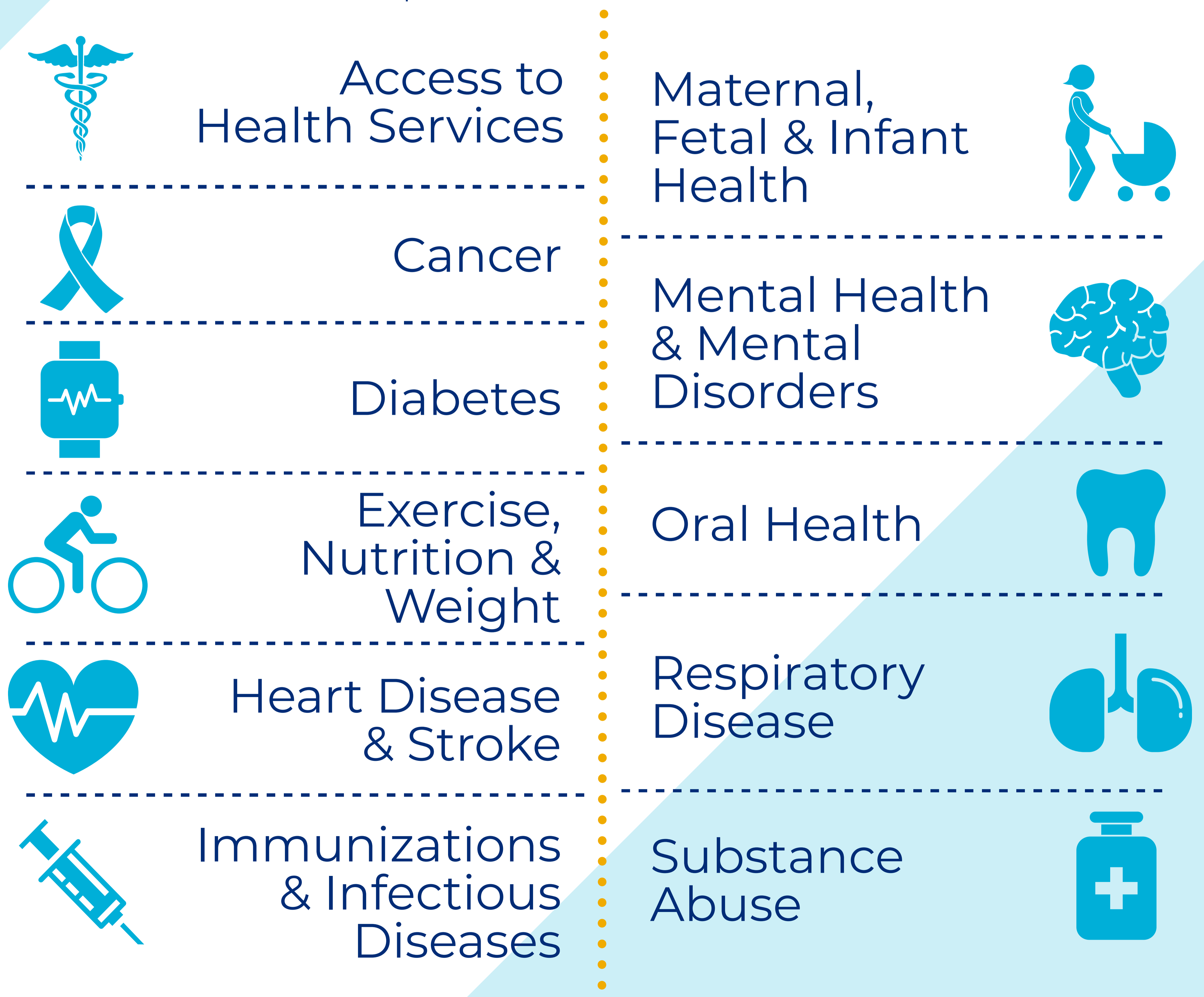
Advent Health Wesley Chapel  
 Agency for Persons with Disabilities  
 Alpha UMi Inc.  
 Area Agency on Aging of Pasco-Pinellas  
 Atria Senior Living  
 Bay Area Legal Services  
 CARES Florida  
 Central Florida Behavioral Health Network Inc  
 Citizens Alliance for Progress  
 Clearwater Free Clinic  
 Community Dental Clinic  
 Drug Abuse Comprehensive Coordinating Office (DACCO)  
 Florida Department of Health - Pinellas  
 Early Learning Coalition of Pasco and Hernando Counties, Inc.  
 Feeding America Tampa Bay  
 Florida Department of Health – Hillsborough  
 Florida Department of Health – Pasco  
 Florida Trans Proud  
 Florida Voices for Health  
 Forward Pinellas  
 Good Samaritan Health Clinic of Pasco, Inc.  
 Gracepoint  
 Gulf Coast Jewish Family and Community Services  
 Hillsborough County Public Schools

Healthy Planet, Healthy People  
 Healthy Start Coalition of Hillsborough County, Inc.  
 Hillsborough Area Regional Transit(HART)  
 Hillsborough County Sheriff's Office  
 Homeless Leadership Board  
 Johns Hopkins All Children's Hospital  
 Pasco County Board of County Commission  
 Pasco County Fire Rescue (EMS)  
 Pasco County Housing Authority  
 Pasco Kids First  
 Premier Community Healthcare Group  
 Project LINK, Inc  
 REACHUP, Inc.  
 Rice  
 St Petersburg Free Clinic  
 Tampa General Hospital  
 Tarpon Springs Rotary Club  
 Tarpon Springs Shepherd Center  
 Thrive by Five Pinellas  
 University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) - Family Nutrition Program  
 UF/IFAS - Extension Hillsborough  
 UF/IFAS - Pasco County Extension  
 United Way of Pasco County  
 University Area CDC  
 YMCA of Greater St. Petersburg

\*Dedoose Version 6.0.24, web application for managing, analyzing, and presenting qualitative and mixed method research data (2015). Los Angeles, CA: SocioCultural Research Consultants, LLC (www.dedoose.com).

# Data Synthesis

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



# Prioritization Process

On July 24, 2019, participants from collaborating organizations as well as other community members came together to prioritize the significant health issues in their community. In order to better target community issues regarding the most pressing health needs in Hillsborough County, a half-day session was held to prioritize significant health topics. Session participants were asked to consider the following prioritization criteria to determine from the list of eleven health topics which topics were most important:

## Scope and Severity of the Health Issue

## Organizational Ability to Make an Impact

|  |  |
|--|--|
| Number of people impacted by the issue   | Alignment with strengths and mission                 |
| High risk or rate of morbidity and mortality                                   | Opportunity for collaborative partnership            |
| The community, including vulnerable groups, perceive the issue to be high need | Existing resources and programs to address the issue |

Over 150 individuals\* attended the Hillsborough County Prioritization Session, representing a broad cross section of experts and organization leaders with an extensive knowledge of the health needs in the community. In addition to health care providers and local government agencies, including the health department, many organizations were present that deliver services and represent members of medically under-served, low-income, and minority populations.

### Local Industry

AC4S Technologies  
Crowe, LLP  
Greater Tampa Chamber of Commerce  
Tampa Bay Times

### Government

Florida Department of Health – Pinellas County  
Florida Department of Health – Hillsborough County  
Florida House of Representatives  
Hillsborough County Attorney's Office  
Hillsborough County Public Schools  
Hillsborough MPO Metropolitan Planning for Transportation

### Faith Organizations

Allegany Franciscan Ministries  
Metropolitan Ministries  
Wholesome Community Ministries

### Community Based Organizations and Collaboratives

Children's Board of Hillsborough County  
Crisis Center of Tampa Bay  
Early Learning Coalition of Hillsborough County  
Faces of Courage Cancer Camps  
Feeding Tampa Bay  
Health Council of West Central Florida  
Healthy Start Coalition  
Hispanic Services Council  
NAACP  
REACHUP, Inc.  
Senior Connection Center  
Tampa Bay Health Care Collaborative  
Tampa Heights Community Garden  
Tampa Heights Junior Civic Association  
United Way Suncoast  
University Area Community Development Corporation, Inc.  
Where Love Grows Inc.

### Health Care Delivery

AdventHealth  
BayCare Health System  
Central Florida Behavioral Health Network  
Dr. Jessica Chung, LLC  
Johns Hopkins All Children's Hospital  
Judeo Christian Health Clinic  
Moffitt Cancer Center  
St. Joseph's Hospital  
St. Joseph's Children's Hospital  
St. Joseph's Women's Hospital  
St. Joseph's Hospital-North  
St. Joseph's Hospital-South  
Suncoast Community Health Center  
Tampa General Hospital  
The Outreach Clinic  
University of South Florida Health

### Health Plans

CarePlus Health Plans  
Cigna

### Higher Education

The University of Tampa  
University of South Florida

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

# Prioritization Process

The Prioritization Session included a data presentation highlighting primary and secondary data findings for the eleven significant health issues and focus groups to further discuss relevant demographic and health outcomes data. Finally, a group ranking process was conducted to determine the most pressing health needs. During the activities, a community artist was present to capture a visual representation of the discussion (right).



Jonathon Massie, Business Illustrator

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



Behavioral Health

Access to Health Services



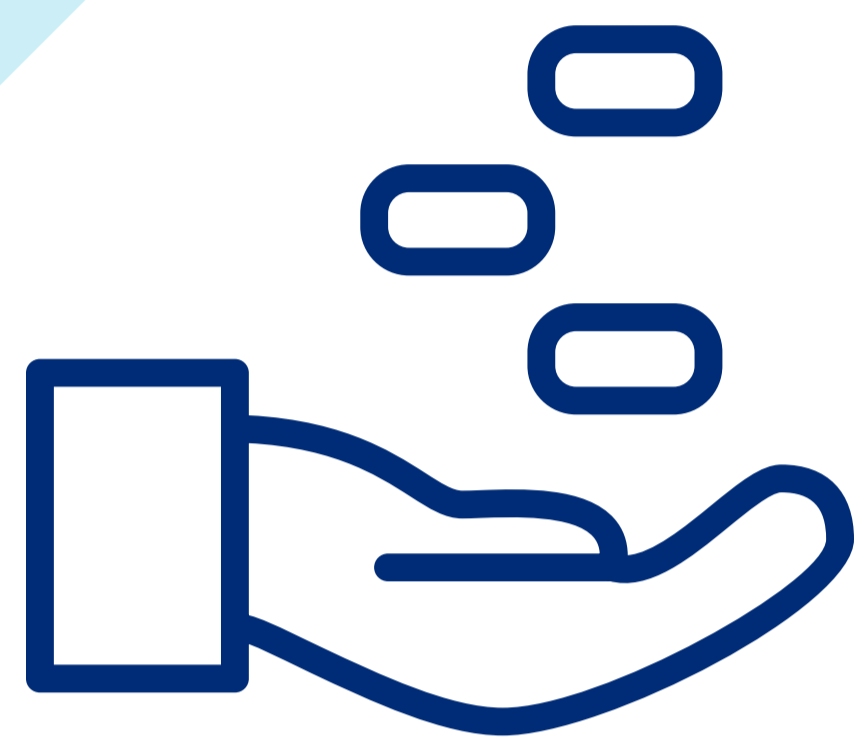
Exercise, Nutrition & Weight

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

# Demographics

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

Median Household Income: \$53,742



32%

People 25+ with a Bachelor's Degree or Higher



15.7%  
People Living Below the Poverty Level

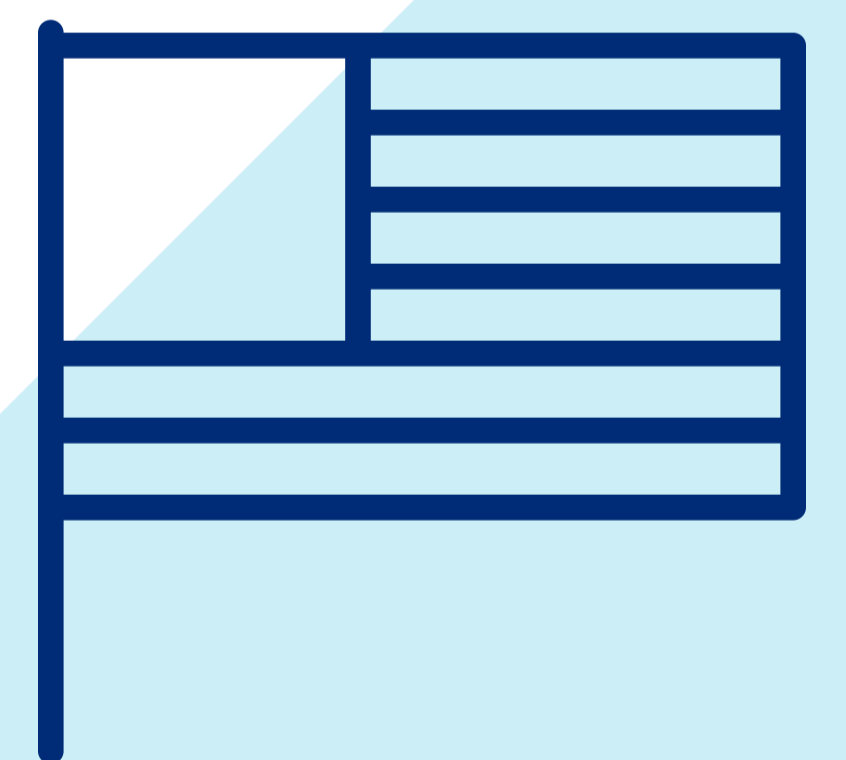


3.4%  
of the Civilian Labor Force is Unemployed\*\*



Median Household Gross Rent: \$1,040

8.9%  
Veteran Population



82.9%  
Adults with Health Insurance



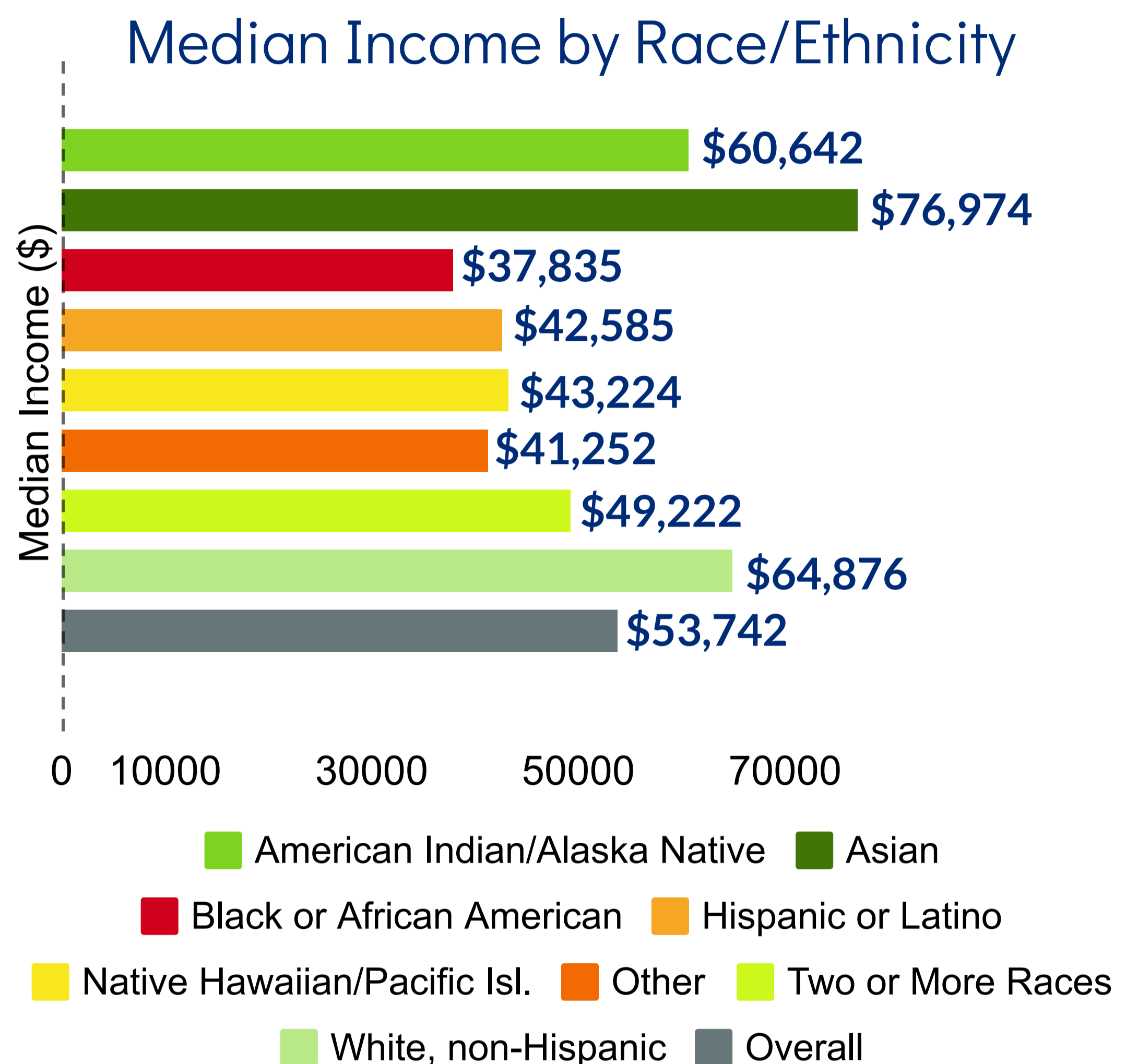
Mean Travel Time to Work: 27.3 minutes

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

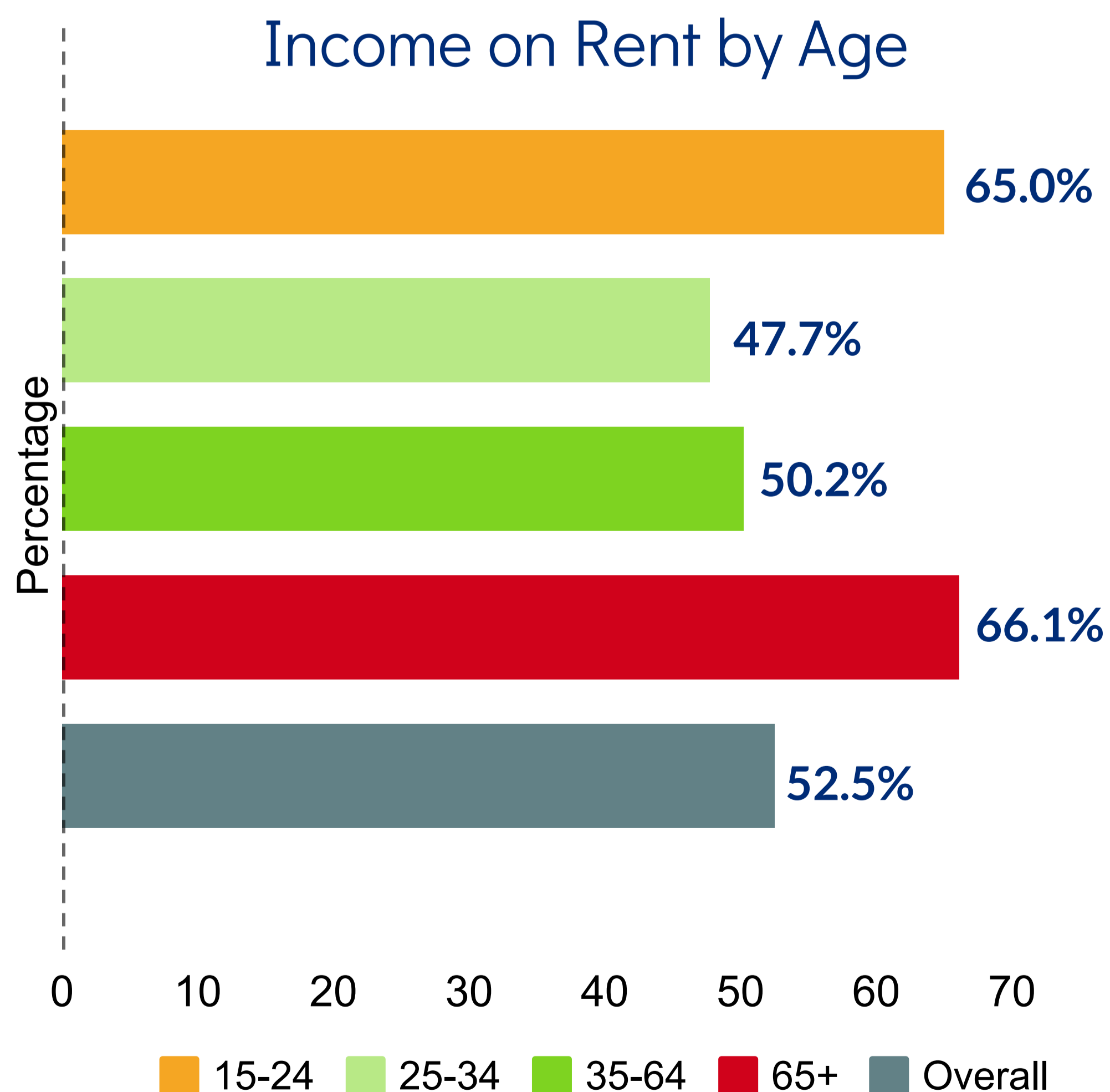


## Investigating Disparities

Demographics were further broken down by race/ethnicity, gender, and age to identify groups of individuals that may be impacted greater by factors such as financial burden, education attainment, and transportation. These social determinants of health impact one's ability to attain overall health. In Hillsborough County, Black or African Americans have the lowest median income (\$37,835) when compared to other race/ethnic groups. Residents who identify as 'other' race have the next lowest median income (\$41,252). Both groups' incomes are well below the overall median income in the community (\$53,742).



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



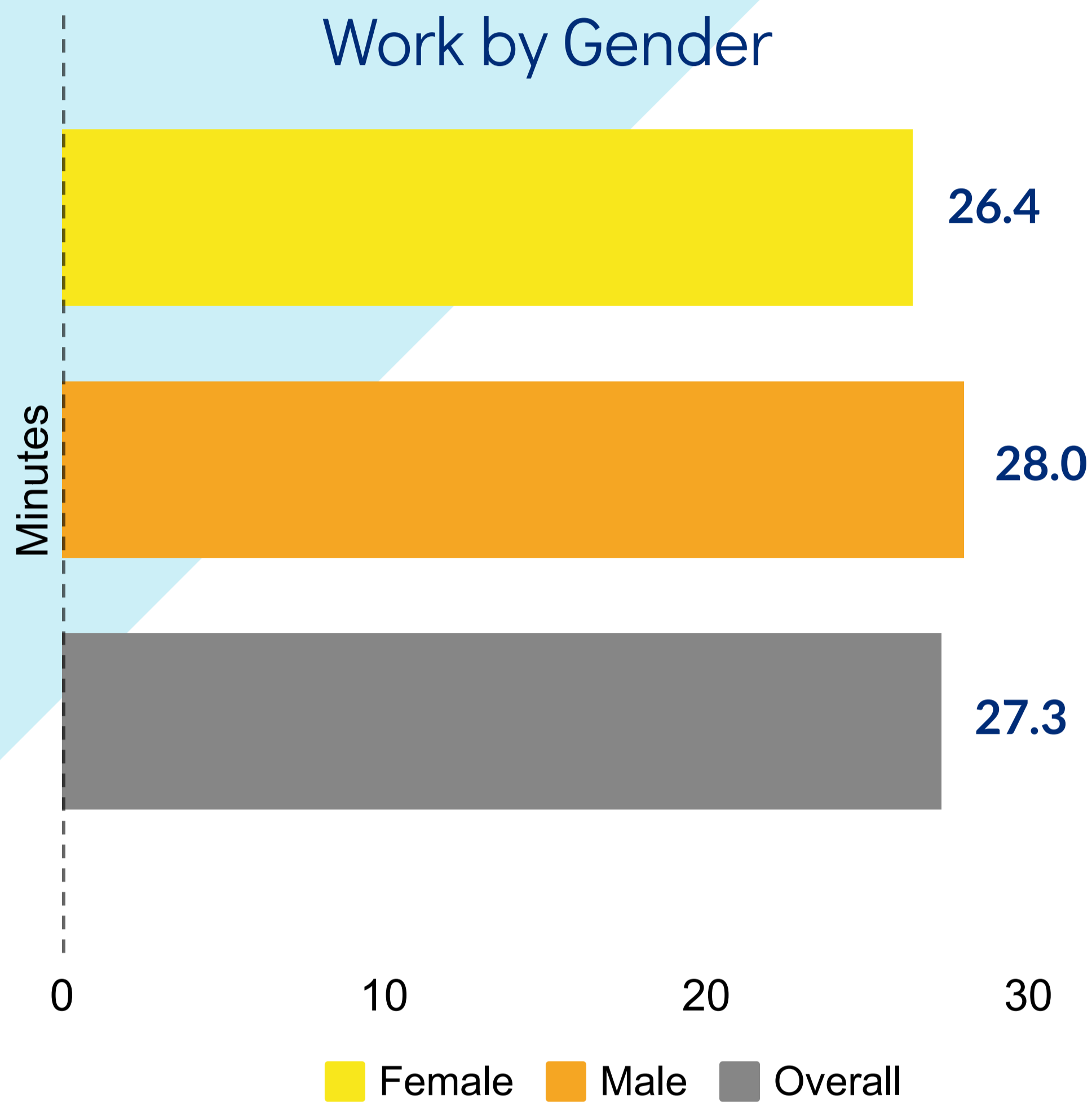
Spending a high proportion of monthly income on rent can create financial hardship. With a limited income, paying a high rent may not leave enough money for other expenses, such as food, transportation, and medical care. Community members who are over 65 or between the ages of 15 and 24 are at the highest risk of financial burden due to rent when compared to other age groups. Overall, about half of the community is spending 30% or more of their income on rent. Hillsborough residents under the age of 24 are the most likely to live below the poverty level when compared to other age groups.





## Investigating Disparities

Mean Travel Time to Work by Gender



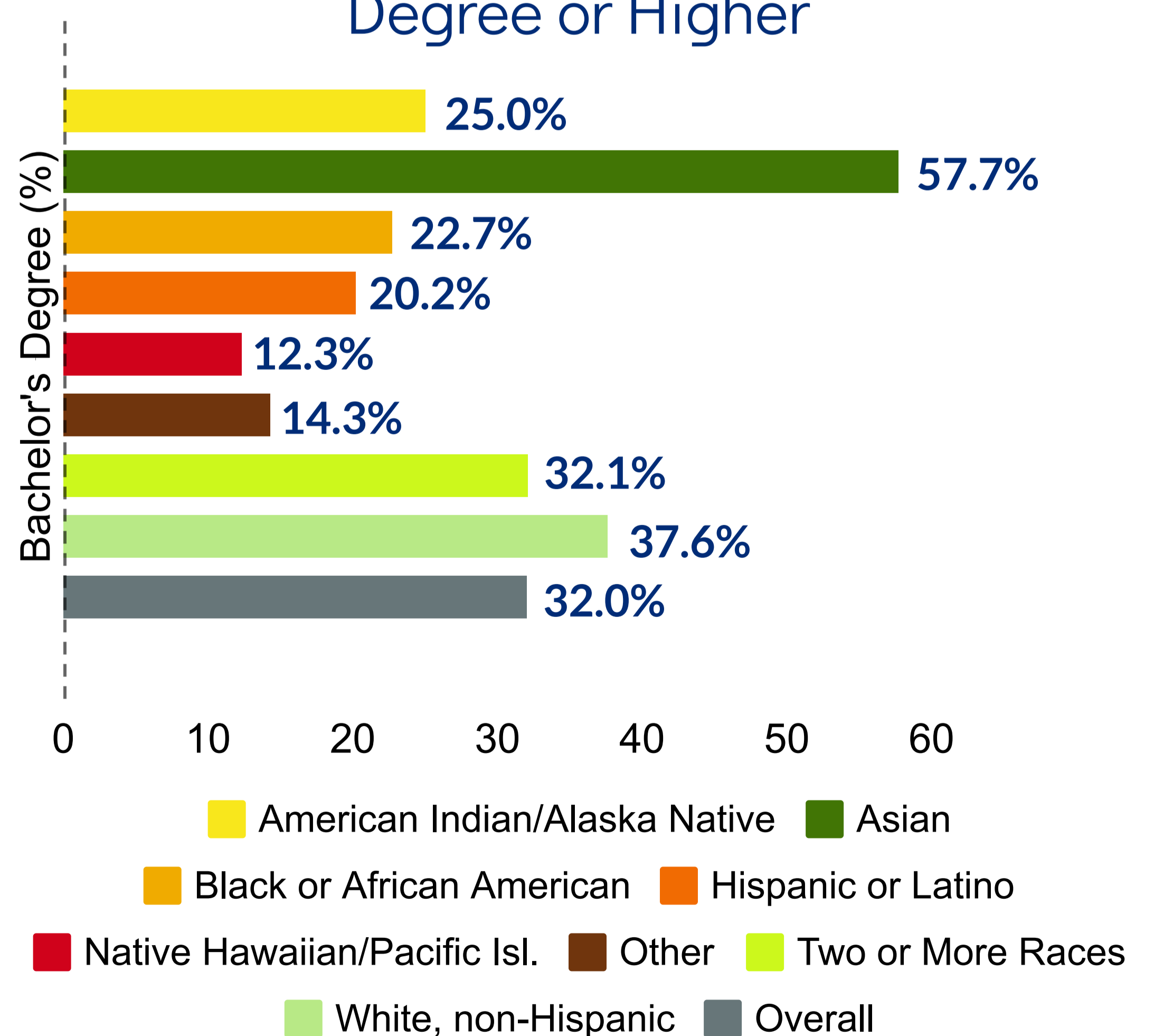
Lengthy commutes cut into workers' free time and can contribute to health problems such as headaches, anxiety, and increased blood pressure. Longer commutes require workers to consume more fuel, which is both expensive for workers and damaging to the environment. Travel time to work is steadily increasing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

Higher education attainment is linked to overall lifetime earnings. According to the Bureau of Labor Statistics, educational attainment is by far the most important social characteristic for predicting earnings over one's lifetime. In Hillsborough County, Native Hawaiian/Pacific Islanders are the least likely group to hold a bachelor's degree (12.3%) followed closely behind by the Hispanic/Latino population (14.3%).

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



People 25+ with a Bachelor's Degree or Higher



# SocioNeeds Index

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

Poverty

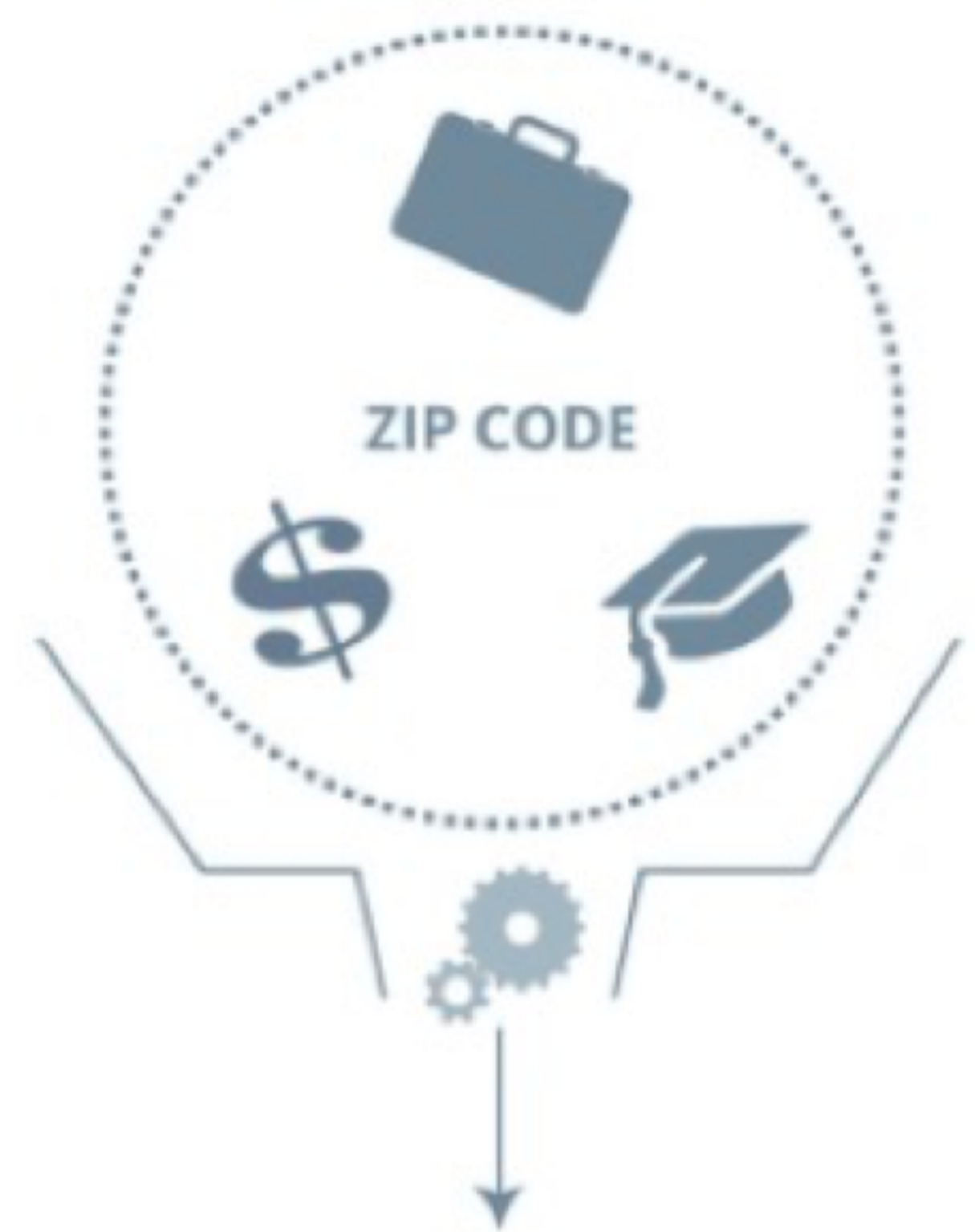
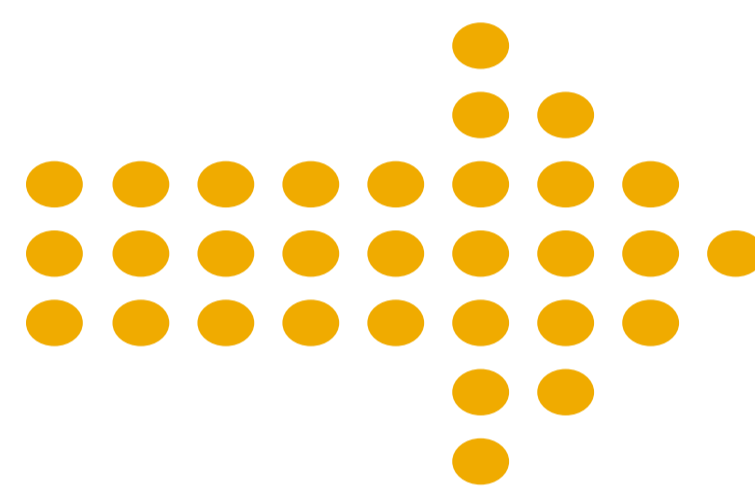
Economy

Education

Language

Income

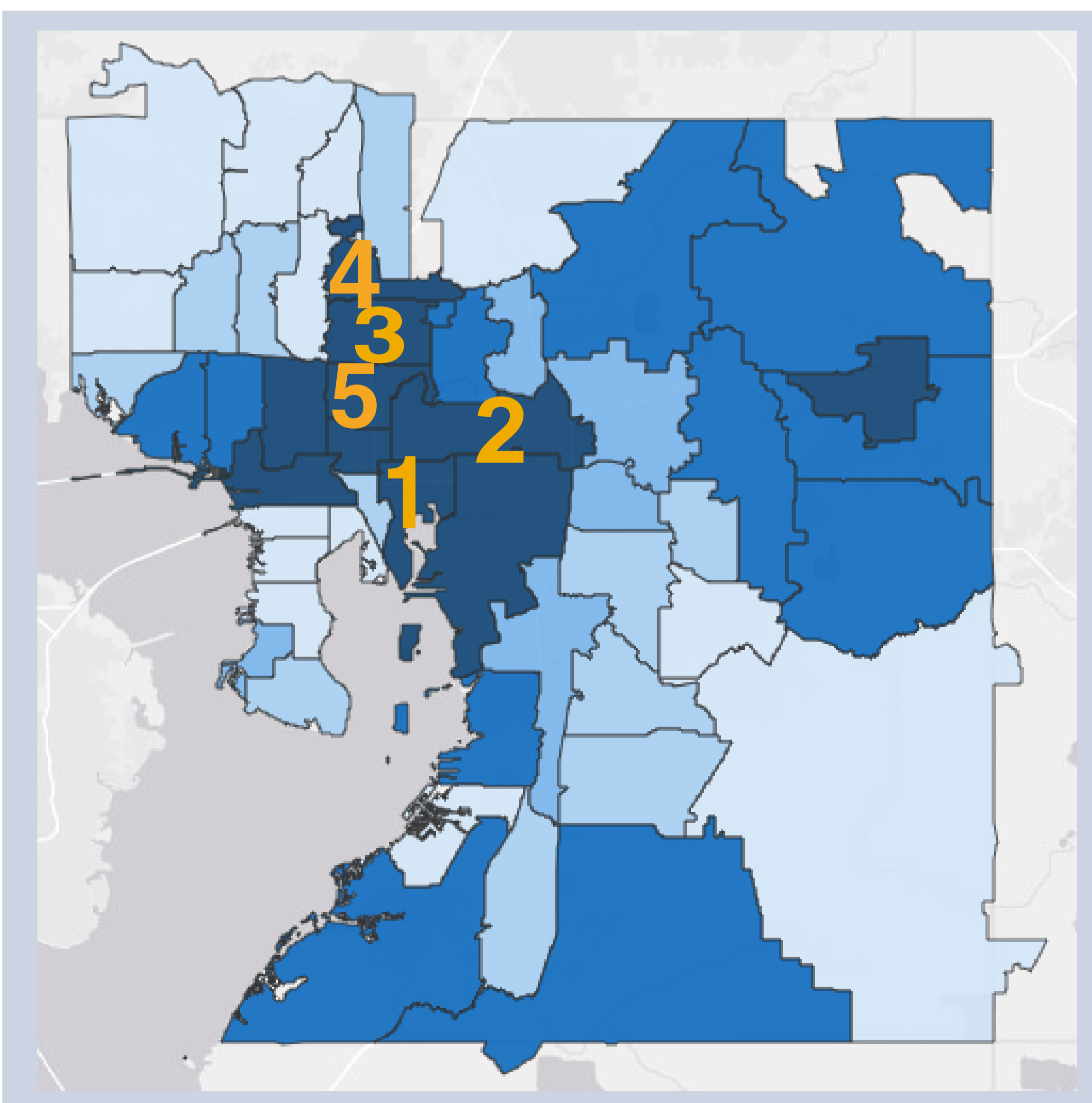
Occupation



## Index Value

There are 51 zip codes in Hillsborough County. Of those, 10 are considered higher need and indicated in dark blue.

The zip codes with the highest IV scores are listed below and labeled on the county map (left).



1. Zip Code 33605: 97.5 IV

2. Zip Code 33610: 94.2 IV

3. Zip Code 33612: 94.0 IV

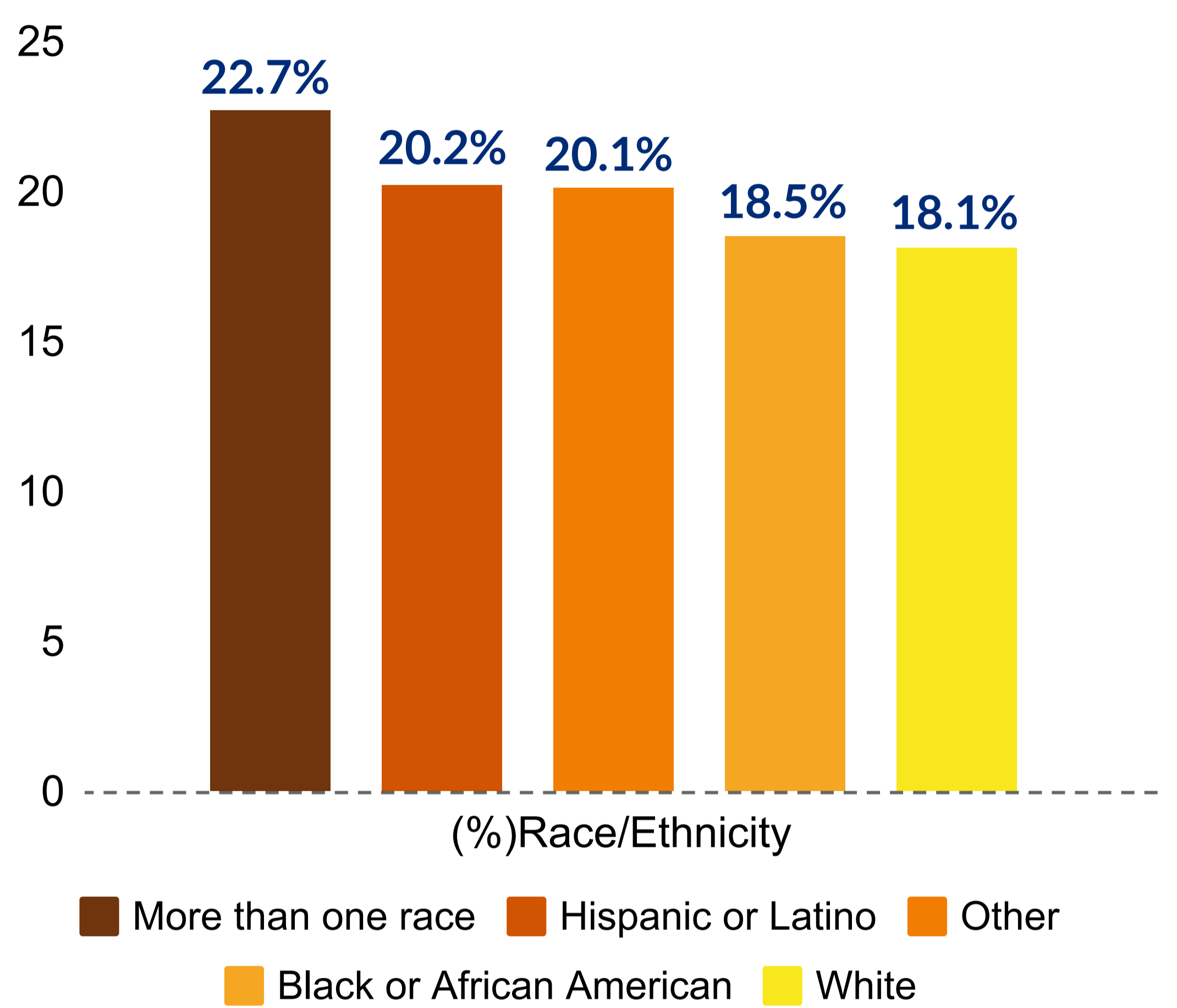
4. Zip Code 33613: 90.9 IV

5. Zip Code 33604: 90.8 IV

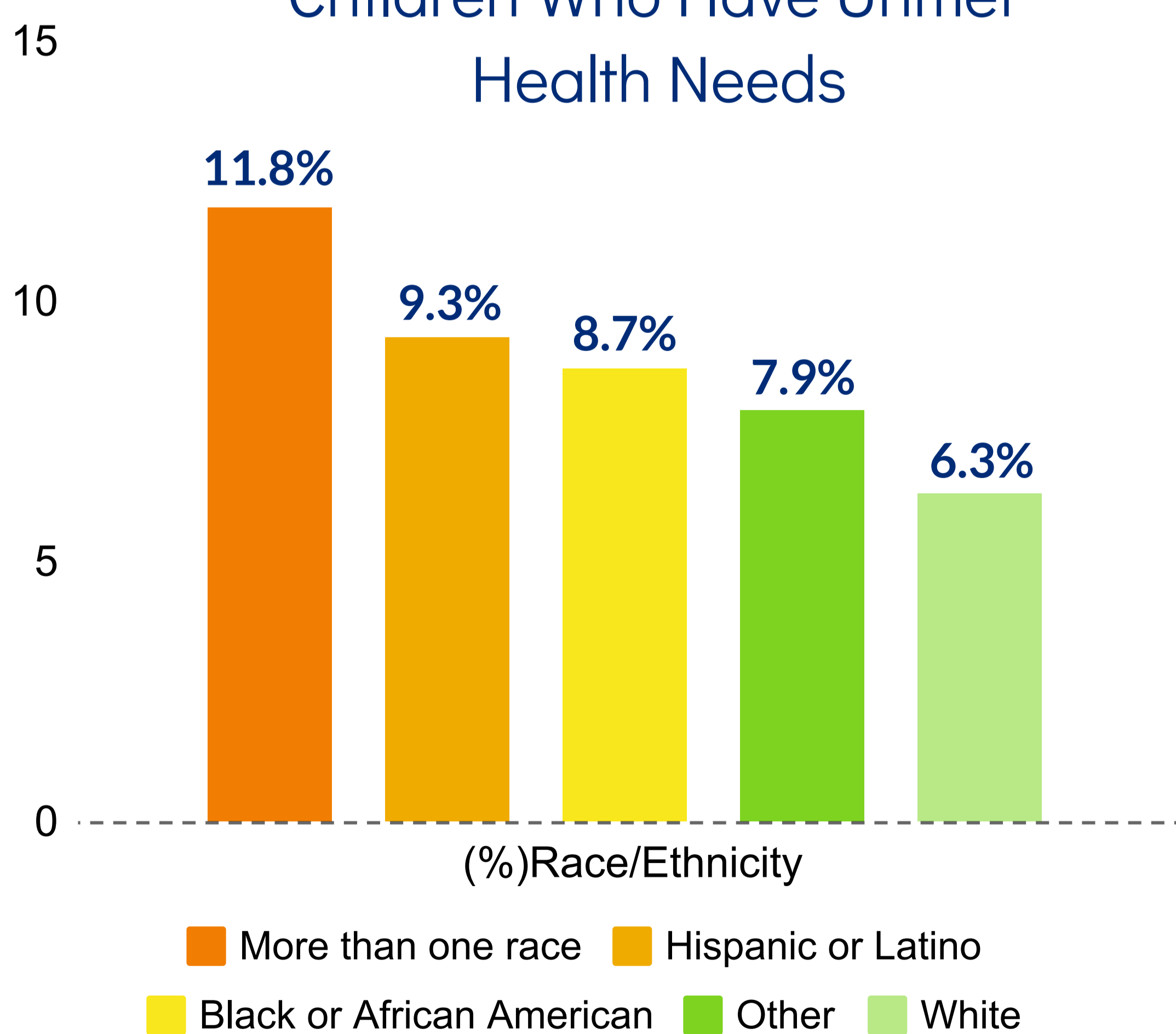
## Opportunities for Impact

When possible, data from the Community Survey was also analyzed by demographic factors to help identify vulnerable groups that may have higher health needs than others in Hillsborough County. This data was used to support the prioritization process and provides additional community context to consider alongside the secondary data. Opportunities for impact appear in the subsequent sections with a flashlight symbol, when a group in the survey reported a higher percentage of need or of a health issue compared to other groups\*. It is important to note that not all differences have been included in this report, as the report focuses primarily on the prioritized health topics.

Adults Who Have Unmet Health Needs



Children Who Have Unmet Health Needs



Survey Respondents were asked whether they had received the medical care that they needed in the past 12 months. The adult survey population across race/ethnic groups showed similar levels of need (see above), except for respondents who identified as 'more than one race' and reported slightly higher needs than other groups (22.7%).

Respondents who identified as 'more than one race' also reported that their children had unmet health needs in the past 12 months, more than other groups (see left). White respondents reported that their children had the lowest unmet health needs (6.3%).

\*Differences noted may not necessarily be statistically significant.

# Prioritized Health Needs

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



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



High Need Indicators

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



Community Survey



Key Informant Quotes

## 1 Behavioral Health

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

## 2 Access to Health Services

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

## 3 Exercise, Nutrition & Weight

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

1

Behavioral Health  
- Mental Health



1.95



## Community Feedback

Mental Health was selected as the second most important health need by respondents in the Community Survey. One-fifth of survey respondents rated their mental health as 'fair' or 'poor'. A portion of Survey Respondents needed mental health services but did not get the care that they needed. The top reason they gave for not getting the services that they needed was cost.

Key Informants noted that mental health issues must be addressed in the community as part of overall health.

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



## Warning Indicators

- Depression in the Medicare Population
- Alzheimer's Disease or Dementia in the Medicare Population

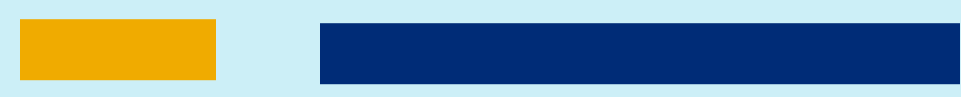


"I see mental health issues as a common threat. Everything from anxiety to more serious psychological illness, the effects of stress, and everything that comes with that."- Key Informant

"I believe mental health can affect all members of society. There may be specific challenges that low-income or under-served/uninsured persons experience, such as their means to access services. Additionally, I think many people are afraid of the stigma surrounding mental health and are unwilling to admit they may need help."

- Key Informant

1.32



Substance Abuse received an overall topic score that indicates some areas of need. This health topic included multiple secondary data indicators that are high need and elevated the topic as a high priority.

## Warning Indicators



Health indicators of concern include:

- Adults Who Use E-Cigarettes
- Teens Who Have Used Methamphetamines
- Alcohol-Impaired Driving Deaths
- Adolescents Who Vape

1

## Behavioral Health - Substance Abuse



### Community Feedback

Substance Abuse was the health behavior that Survey Respondents were the most concerned about in their community.

Key Informants identified the need for education and training for caregivers and community members about substance use, including addressing the stigma related to seeking treatment for substance abuse.

Community feedback included recommendations for focusing substance abuse efforts on related interpersonal violence and vehicular injuries.

"Hospitals don't have the resources to take care of IV drug users. They need detox support, social support, and follow up appointments. We have not caught up to the opioid crisis." – Key Informant

"There is an increase in drug overdose and trauma volume in the county. Pregnant women with substance abuse disorders has become an emerging issue." – Key Informant



# COMMUNITY HEALTH NEEDS

## Prioritized Health Needs

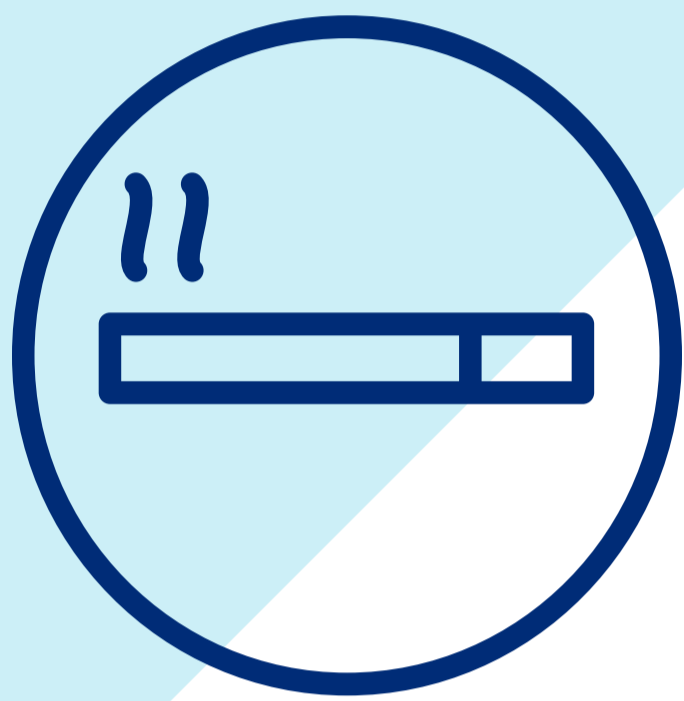
1



### Behavioral Health

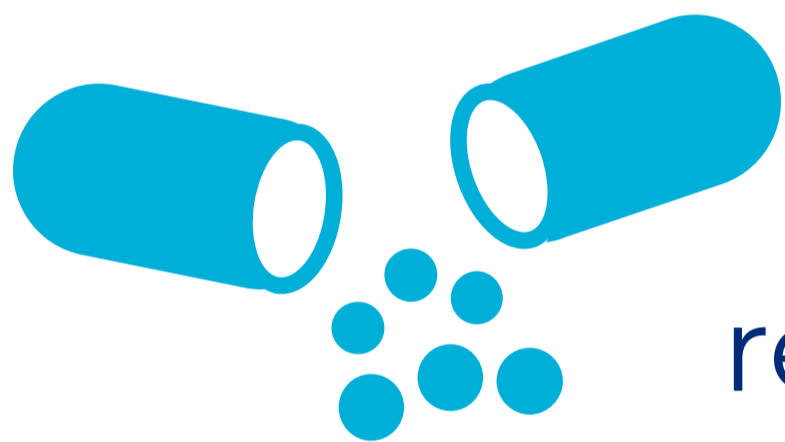


### Hillsborough County Community Survey Respondents

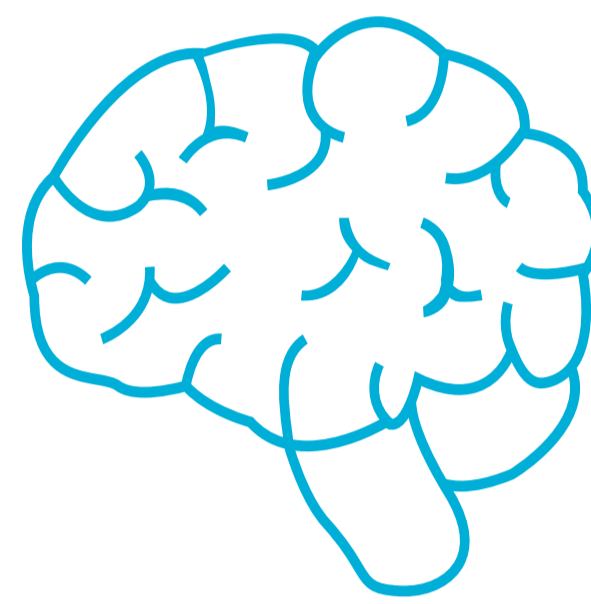


10.7 %  
are smokers

5.2 %  
reported vaping  
e-cigarettes



3.8 %  
reported misusing  
prescription drugs



14 %

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

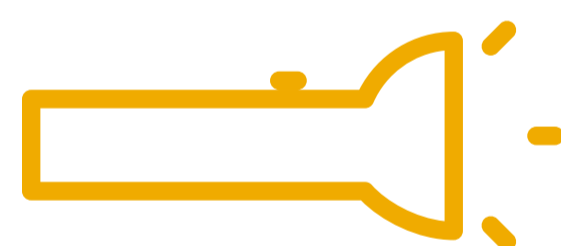
34 %



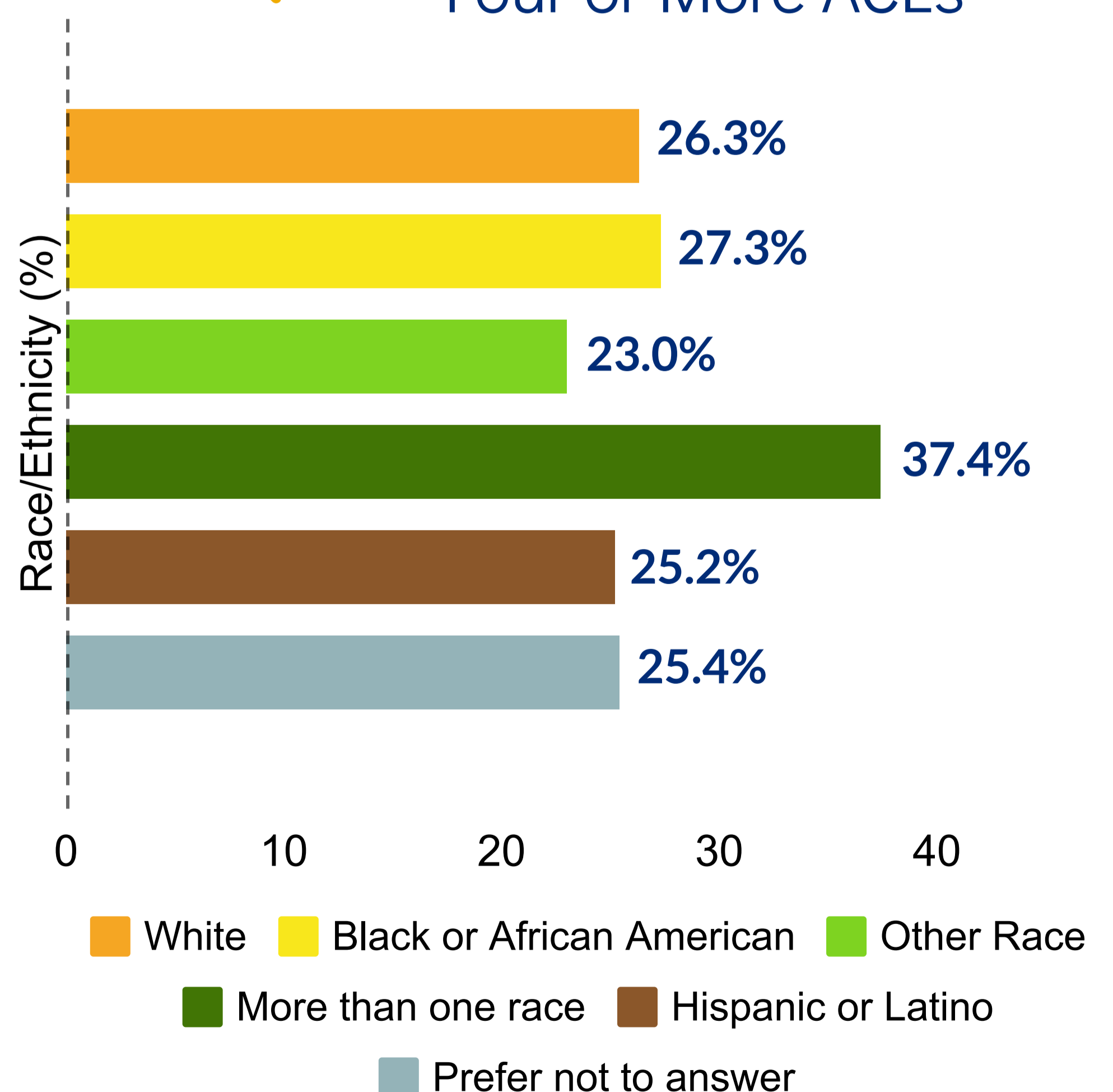
said that the main  
reason they did not  
get the mental health  
services that they  
needed was due to  
cost

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

26.4 %  
of Survey Respondents  
reported four or more ACEs



### Survey Respondents with Four or More ACEs



# COMMUNITY HEALTH NEEDS Prioritized Health Needs

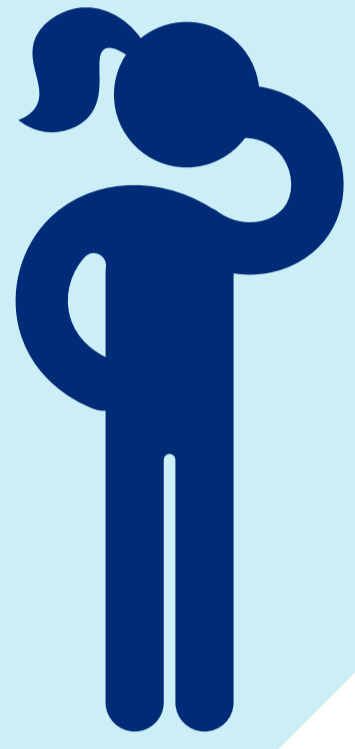
1



## Behavioral Health



### Hillsborough County High Need Data Indicators



Depression in the Medicare Population is **21.4%**

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

**14.5%** of the Medicare Population has Alzheimer's or Dementia



Source: Centers for Medicare & Medicaid Services, 2017

**5.4%**

of Adults currently use e-cigarettes

**Florida Value** = 4.7%



Source: Florida Behavioral Risk Factor Surveillance System, 2016



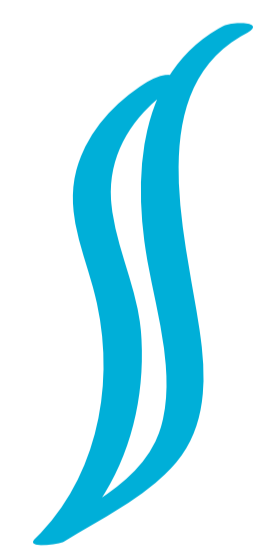
**1.3%** of Teens have used methamphetamines and teen use has increased over time

**Florida Value** = 0.8%

Source: Florida Youth Substance Abuse Survey, 2016

Some tobacco use indicators show adolescent tobacco use other than cigarettes, is increasing over time:

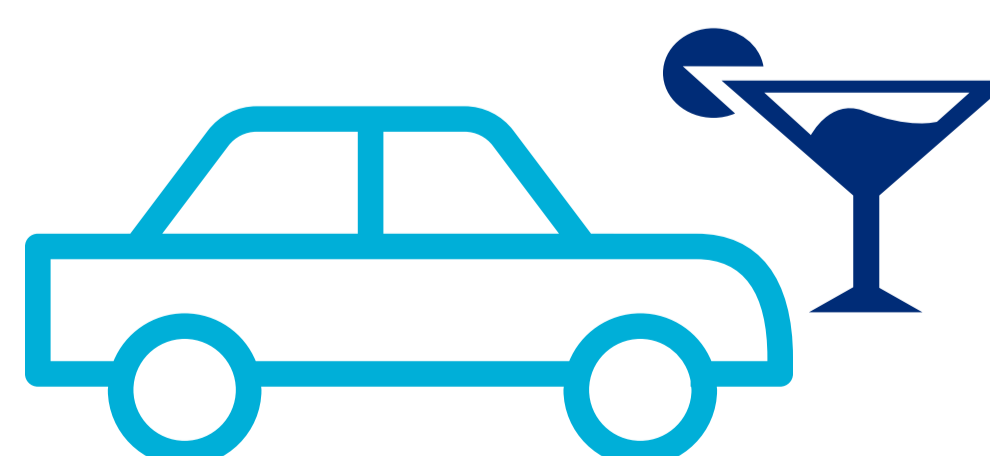
**22.1%** reported vaping during their lifetime



Source: Florida Youth Tobacco Survey, 2018

**29.6%**

of **driving deaths** in Hillsborough County were **alcohol-impaired**



**Florida Value** = 24.7%

**US Value** = 28.6%

Source: County Health Rankings, 2013-2017



1.15



Access to Health Services received a lower overall topic score indicating fewer areas of need within the analysis of the secondary data sources. The health topic included two indicators that are high need and potentially key to improving access in the community.

## Warning Indicators



Health Indicators of concern for this topic include:

- Adults with a Usual Source of Health Care
- Children with Health Insurance

2

Access to Health Services



## Community Feedback

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

- Transportation limitations, inadequate insurance coverage, and cost
- Lack of culturally competent care and language services
- Patient health literacy

The Key Informant Interviews highlighted geographic and economic inequality related to health services in Hillsborough County. Residents living in neighborhoods further from affordable sources of care, with limited economic resources, are less likely to be reliably connected to the health care system.



"Depending on where you live in Hillsborough...you just don't have access. In some parts of the county it is an economic issue."- Key Informant

"Many people are employed, yes, but they still can't afford their portion of the health insurance copay."- Key Informant

# COMMUNITY HEALTH NEEDS Prioritized Health Needs

2

## Access to Health Services



### Hillsborough County Community Survey Respondents



**23.2%**

had accessed care in the ER in the past 12 months



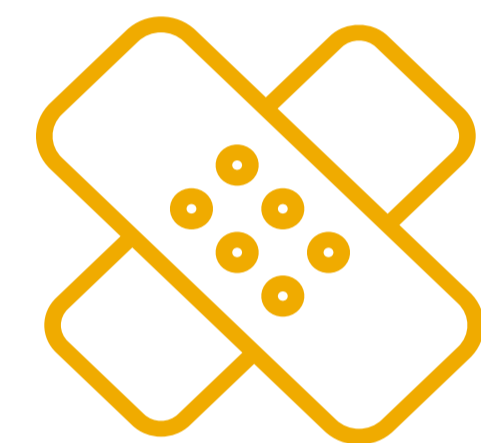
Of the Survey Respondents that utilized the ER, only

**38%**

had an emergency or life-threatening situation

**18.9%**

reported needing medical care in the past 12 months but didn't receive it

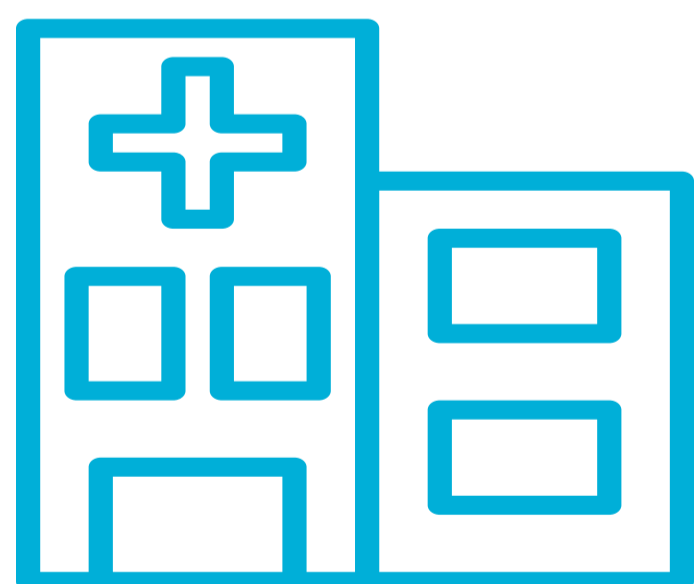


**7.7%**

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



### Hillsborough County High Need Data Indicators



**66.5%**

of Adults have a usual source of health care

**Florida Value = 72%**

**91.2%**

of Children have health insurance



**Florida Value = 92.7%**

Source: Florida Behavioral Risk Factor Surveillance System, 2016

Source: American Community Survey, 2017

**82.9%** of Adults in Hillsborough County have health insurance compared to only:

**78.5%** of **19-25 year old's** and **72.5%** of the **Hispanic/Latino** population



Source: American Community Survey, 2017

3

## Exercise, Nutrition & Weight



1.39



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

### Community Feedback

Community Survey Respondents identified 'being overweight' as the third most important health issue in the community. Overall, almost one-third of Survey Respondents reported some level of food insecurity. Hispanic/Latino community Survey Respondents were almost twice as likely as non-Hispanic/Latinos to report being food insecure. Well over half of Survey Respondents reported eating fast food weekly.

### Warning Indicators

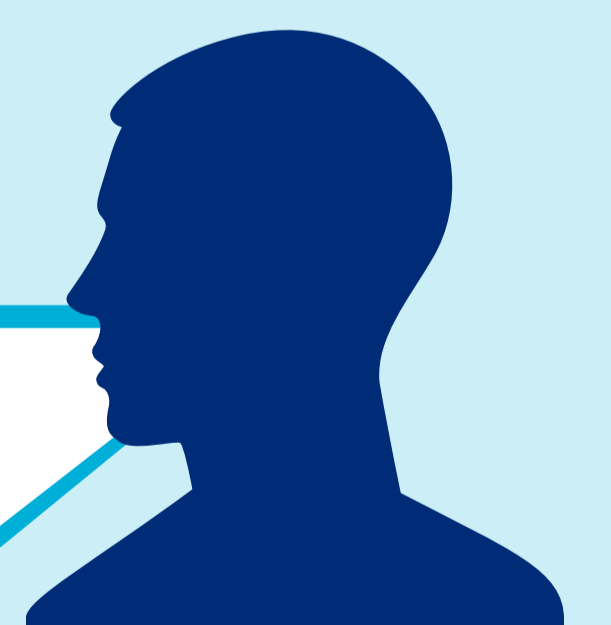


- Fast Food Restaurant Density
- Teens who are Obese: High School Students
- Farmers Market Density
- SNAP Certified Stores
- Teens without Sufficient Physical Activity

"Some of the factors that are contributing to this are poor diet quality, easily accessible high fat and high sugar convenience foods, less accessible fresh fruits and vegetables, cost of produce vs. convenience foods, and time." – Key Informant

"Obesity is one of [the] health issues we are working through. Obesity can lead to physical, social and emotional struggles for kids. Helping parents to help their children maintain a healthy weight. I don't think there is enough support and awareness on the school district level."

- Key Informant



# COMMUNITY HEALTH NEEDS

## Prioritized Health Needs

3

Exercise, Nutrition & Weight



### Hillsborough County Community Survey Respondents

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

**35.6%**

worried about whether their food would run out before they got money to buy more in the past 12 months

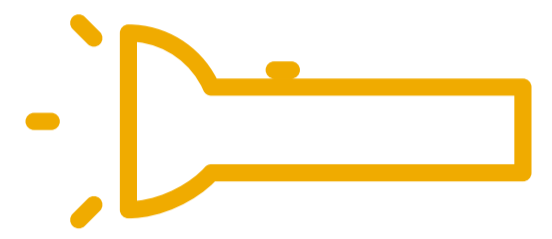
**30.6%**

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

**15%**

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

**30%**

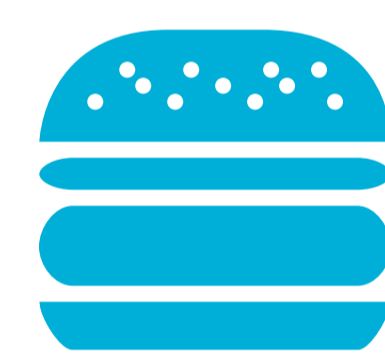


reported some level of food insecurity, compared to:

- **45.2%** of those who are 'more than one race'
- **41.3%** of **Hispanic/ Latino** respondents

**67.9%**

eat fast food between 1 and 5 times per week



### Hillsborough County High Need Data Indicators



**80.8%**

of Teens do not get sufficient physical activity



**14.8%**

of High School Students are obese and value is increasing over time

**Florida Value** = 80.6%

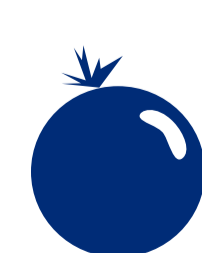
Source: Florida Department of Health, Bureau of Epidemiology, 2016

**Florida Value** = 13.3%

Hillsborough County has 837 **fast food restaurants** (0.64 restaurants per 1,000 people)

Some **healthy food sources** are limited in Hillsborough County:

- 265 **grocery stores** (0.20 per 1,000 people)
- 9 **farmers markets** (0.01 per 1,000 people)
- 1,074 **SNAP certified stores** (0.8 per 1,000 people)



Source: U.S. Department of Agriculture - Food Environment Atlas, 2014/2016

# COMMUNITY HEALTH NEEDS

## Non-Prioritized Health Needs

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

### 4 Diabetes



#### Warning Indicators:

- Adults with Diabetes
- Diabetes: Medicare Population

#### Secondary Data

Topic Score: **1.54**

Diabetes was not specifically identified as a top health concern by Community Survey Respondents, although the related topic of obesity and weight was a top issue. Community members were concerned about the limited access to healthy foods and food deserts in parts of the community. Health professionals felt that some individuals might not be taking their illness seriously and identified a need for stronger behavioral-focused interventions to address diabetes. Improved health literacy about diabetes was also identified as needed in the community.

### 5 Maternal, Fetal & Infant Health



#### Warning Indicators:

- Babies with Low Birth Weight

#### Secondary Data

Topic Score: **1.49**

Issues related to Maternal, Fetal & Infant Health did not come up as top areas of concern in the community feedback. Some health professionals identified specific challenges in the community, such as: support for young or teen motherhood, access to family planning services, chronic disease among pregnant women, and women managing substance abuse during pregnancy.

### 6 Heart Disease & Stroke



#### Warning Indicators:

- Stroke: Medicare Population
- Atrial Fibrillation: Medicare Population
- Ischemic Heart Disease: Medicare Population
- High Blood Pressure Prevalence
- Ischemic Heart Disease: Medicare Population
- High Blood Pressure Prevalence

#### Secondary Data

Topic Score: **1.54**

Heart Disease and Stroke as a topic on its own did not come through as a top community health issue, but was raised in the context of nutrition and obesity. Some participants felt that the conditions are not being addressed in the community. Barriers to healthy food and limited knowledge of the health risks of obesity restrict efforts to prevent heart disease and stroke.

# COMMUNITY HEALTH NEEDS

## Non-Prioritized Health Needs

### 7 Immunizations & Infectious Diseases



#### Warning Indicators:

- Chlamydia Incidence Rate
- Syphilis Incidence Rate
- Gonorrhea Incidence Rate
- Age-Adjusted Death Due to Influenza/Pneumonia

#### Secondary Data

Topic Score: **1.71**

Immunizations and Infectious Diseases did not come up as a top issue through community feedback, although some community members saw an opportunity for improving education about immunizations/shots and sexually transmitted infections.

### 8 Cancer



#### Warning Indicators:

- Breast Cancer Incidence Rate
- Age-Adjusted Death Rate due to Colorectal Cancer
- Melanoma Incidence Rate

#### Secondary Data

Topic Score: **1.55**

Cancer was the top health issue identified by Community Survey Respondents. Participants shared concerns that people delay care because of a fear of cancer diagnosis and that the growing aging population could add to higher cancer incidence in the community. Being uninsured/underinsured was identified as a barrier to care/treatment.

### 9 Oral Health



#### Warning Indicators:

- Oral Cavity and Pharynx Cancer Incidence Rate

#### Secondary Data

Topic Score: **1.47**

Over a quarter of Community Survey Respondents reported that they did not receive the dental care they needed in the past 12 months. Of those who did not receive the dental care that they needed, the most common reason was due to costs being too high. Oral health can be addressed to some extent while addressing Access to Health Services.

### 10 Respiratory Disease



#### Warning Indicators:

- Asthma: Medicare Population
- COPD: Medicare Population
- Age-Adjusted Death Rate due to Influenza/Pneumonia
- Adults 65+ with Influenza Vaccine
- Teens with Asthma

#### Secondary Data

Topic Score: **1.68**

Respiratory Disease was not a concern identified in the community feedback or ranked as a top issue during prioritization. A few Key Informants raised concerns about increasing rates of asthma in the younger and older populations due environmental and built environment factors such as mold in older buildings.

## Detailed Methodology and Data Scoring Tables

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

## Community Survey Tool

The Hillsborough County Community Survey Tool consisted of 74 health and well-being focused questions. Surveys were available in English and Spanish and could be completed online or via paper copy. The paper survey tools are available in PDF format.

## Key Informant Questionnaire

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

## Secondary Service Area

Polk County is South Florida Baptist Hospital's secondary hospital service area. The summary of findings from each data source was included in the overall CHNA process and assessment. The results from the Polk County assessment are outlined in a summary report.

## Prioritization Session Attendee List

Over 150 individuals attended the Hillsborough County prioritization session. In addition to representatives from local organizations and industry, community members were also in attendance. Community members have been noted in the attendee list and their names have been removed in an effort to maintain their privacy.

## Community Resources

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

### 211 Tampa Bay Cares

<http://211tampabay.org/>

### Florida Health Department

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

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

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

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

### County Government

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

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

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

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

### BayCare Health Education and Literacy

<https://baycare.org/events>

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

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

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