

Community Health Improvement Planning - Polk County

Community Themes and Strengths Assessment July/August, 2014

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-wide strategic planning tool for improving community health. This tool helps communities prioritize public health issues and identify resources for addressing them. Conducting MAPP should create a sustained community initiative that ultimately leads to community health improvement.

Assessments

A community health assessment is used to better understand the needs and assets within the community, and to collaborate to make measurable improvements in community health and well-being.

MAPP is a data and information driven process that includes the following four assessments:

- **Community Themes and Strengths Assessment**—identifies issues that interest the community, perceptions about quality of life, and community assets.
- **Local Public Health System Assessment**—measures capacity and performance of the local public health system—all organizations and entities that contribute to the public's health.
- **Community Health Status Assessment**—assesses data about health status, quality of life and risk factors in the community.
- **Forces of Change Assessment**—identifies forces that are or will be affecting the community or local public health system. *This assessment was conducted in the spring of 2014. Threats and opportunities were compiled from facilitated discussions with two groups representing lead organizations in Polk.*



The Community Themes and Strengths Assessment is one of the four MAPP assessments and seeks to identify issues that consumers in Polk think are important. This assessment seeks to answer these three main questions:

- What is important to our community?
- How is quality of life perceived in our community?
- What assets do we have that can be used to improve community health?

The results of this assessment provides an understanding of the issues that residents feel are important and can be used to gain cooperation and support from the community for health improvement efforts.

METHOD

Consumer input was collected through surveys, focus groups and key informant interviews to ensure a good cross section of county residents were reached. The data collection was conducted during August and September of 2014. This assessment captured the opinions of more consumers than a previous assessment completed in 2011.

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Surveys

In order to gain input from a cross section of county residents, a variety of methods were used. A consumer survey was developed and distributed electronically. Paper versions of the same survey were distributed through community partners. Both online and paper survey responses were combined into one dataset. The demographics of the respondents were representative of the county's demographics for race, ethnicity and age. Opinions were collected from over 3,500 consumers.

- Polk residents rated the following as important qualities that make a community healthy and improve the quality of life:
 - Good jobs and healthy economy (in 2011 and 2014)
 - Low crime and safe neighborhoods
 - Good neighbors, a caring community; strong families; personal networks and support systems
 - Access to health services (basic and specialty) (in 2011 and 2014)
- Majority of residents perceived the following as **fair or poor** in Polk:
 - Job opportunities (in 2011 and 2014)
 - Economy (in 2011 and 2014)
 - Polk as a safe place to live
 - Their neighborhood as a safe place to live
 - Overall health of Polk County
 - The way in which the community provides services in Polk
 - The overall quality of life
- Majority of residents perceived the following as **good to excellent** in Polk:
 - Acceptance within their individual neighborhood
 - Their individual health
 - Access to health care (including specialty care) for them and their families
 - A place to raise children
 - A place to grow old.
 - Access to parks, libraries, pools, playgrounds and community centers (both in Polk County and in their individual neighborhoods).
- Residents ranked the following as the top three health problems in Polk:
 - Overweight and obesity
 - Mental health and substance abuse
 - Chronic diseases
- Residents ranked the following as the three most urgent risks to health and safety:
 - Drug abuse
 - Gangs and juvenile violence (in 2011 and in 2014)
 - Being overweight

Focus Groups

Nine focus groups were conducted representing behavioral health, independent living, senior citizens, transitional housing, a local hospital and a local employment agency. There were 72 participants among the 9 focus groups. Demographically the respondents reflect the county's demographics for race, ethnicity and age. A facilitator guided each group through 11 questions and a recorder captured their comments. The questions mirrored those asked in the consumer survey and were designed to gain more insight into the issues. This method was important to reach those groups less likely to be reached through the electronic and manual surveys.

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Key Informant Interviews

Five key informant interviews were conducted with organizations providing medical and/or social services to the migrant population, the elderly, pregnant women and women with children up to 3 years old. Interviews were also conducted with law enforcement.

Key informant interviews also identified the following as health and safety issues:

- Difficulty accessing affordable healthy food
- Difficulty accessing services and resources due to lack of transportation
- Enrollment delays for aid programs
- Continuity of care for pregnant women, the migrant population, children, and those released from jails
- Lack of preventative care for the migrant population, pregnant women, and minorities
- Reluctance of the elderly and inmates to take their prescribed medications
- Inability of the migrant population to get physicals, especially for their children
- Lack of dental treatment and preventative dental care for the children of migrant workers
- Eye and vision issues for the migrant population
- Lack of treatment for cancer for the migrant population
- Wound care for the elderly
- The abundance of STDs in pregnant women

CONCLUSION

The major health and safety issues identified were consistent across surveys, focus groups and interviews and are very similar to issues identified in the 2011 assessment. Lack of transportation and lack of access to health care was mentioned more often among the focus group participants.

Answers to “what makes a community healthy” were also consistent among survey, focus group and key informant respondents.

As stated on the first page, *Community Themes and Strengths* is one of four MAPP assessments that are part of a comprehensive community health assessment. As the MAPP planning group moves forward with completing the remaining assessments and formulating a health improvement plan, these findings should be revisited to gain cooperation and support from the community for health improvement efforts.

Actual survey responses are included on the following pages along with a summary of the focus group responses.

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Weekly Report for 2014 Polk County Community Health Survey

Data Collection Period: August 20th, 12:09pm to November 17, 2014

Report Date/Time: 11/17/2014 13:14

Metric	Count	Final	Last Rpt	Metric	Count	Final	Last Rpt
Residency				Zip Code Top 10 Responses			
Full time residents:	3317	94.0%	93.8%	33813	308	10.5%	10.3%
Other County Residents:	136	3.9%	4.9%	33810	260	7.7%	7.5%
Part-time residents:	53	1.5%	0.9%	33880	240	6.4%	6.6%
Visitors:	22	0.6%	0.4%	33803	225	7.6%	7.5%
Income				33830	222	7.5%	7.6%
Less than \$15,000	408	11.9%	5.6%	33801	218	5.9%	6.1%
\$15,000-\$24,999	331	9.7%	7.4%	33809	188	6.1%	6.2%
\$25,000-\$34,999	409	11.9%	13.0%	33811	174	4.4%	4.4%
\$35,000-\$49,000	426	12.4%	14.0%	33884	166	5.6%	5.6%
\$50,000-\$74,999	636	18.5%	21.5%	33823	158	4.6%	4.3%
\$75,000 or more	966	28.2%	34.4%	Response Rate By City			
Don't know	254	7.4%	4.1%	Lakeland	1621	47.2%	49.9%
Education				Winter Haven	581	16.9%	16.4%
Less than high school.	162	4.7%	1.7%	Bartow	222	6.5%	7.6%
High school diploma or GED.	943	27.6%	23.3%	Lake Wales	207	6.0%	3.3%
2-year college degree.	585	17.1%	18.2%	Auburndale	158	4.6%	4.3%
4-year college degree	695	20.4%	23.1%	Haines City	96	2.8%	2.3%
Graduate degree or higher	615	18.0%	21.3%	Mulberry	83	2.4%	2.6%
Cert or tech training	285	8.3%	8.8%	Agg. Of Cities <5 Responses	77	2.1%	2.4%
Other (please specify):	129	3.8%	3.5%	Davenport	72	1.1%	1.6%
Age				Fort Meade	38	1.1%	1.3%
Under 18	10	0.3%	0.0%	Polk City	37	1.0%	1.1%
18-24	252	7.3%	5.4%	Kissimmee	34	0.9%	1.0%
25-34	635	18.3%	16.2%	Frostproof	32	0.8%	0.7%
35-44	695	20.0%	18.9%	Lake Alfred	26	0.7%	0.8%
45-54	849	24.4%	26.5%	Plant City	23	0.6%	0.7%
55-64	743	21.4%	24.7%	Eagle Lake	22	0.4%	0.5%
65-80	256	7.4%	7.7%	Babson Park	15	0.4%	0.5%
80 or older	35	1.0%	0.6%	Tampa	13	0.4%	0.5%
Gender				Dundee	13	0.4%	0.4%
Male	814	23.7%	23.3%	Brandon	10	0.3%	0.4%
Female	2626	76.3%	76.7%	Valrico	9	0.3%	0.4%
Race				Avon Park	9	0.3%	0.3%
African American/Black	478	13.9%	11.3%	Highland City	7	0.2%	0.3%
Caucasian/White	2636	76.8%	79.7%	Orlando	7	0.2%	0.3%
Asian/Pacific Islander	50	1.5%	1.7%	Sebring	7	0.2%	0.3%
Native American	28	0.8%	0.6%	Wauchula	7	0.2%	0.2%
Other	161	4.7%	4.5%	Counties <5 Responses	77	2.2%	2.4%
More than One	81	2.4%	2.2%	Response Rate By County			
Ethnicity				Polk	3283	95.6%	95.0%
Hispanic/Latino	432	14.7%	10.9%	Hillsborough	73	2.1%	2.6%
Non-Hispanic/Latino	2498	85.3%	89.1%	Highlands	17	0.5%	0.5%
Marital Status				Osceola	15	0.4%	0.5%
Single	805	23.5%	19.3%	Hardee	9	0.3%	0.3%
Married	1889	55.2%	60.9%	NA	9	0.3%	0.1%
Live w/significant other	183	5.3%	4.8%	Orange	8	0.2%	0.3%
Divorced	430	12.6%	12.1%	Lake	5	0.1%	0.2%
Widowed	118	3.4%	3.0%	Pinellas	4	0.1%	0.1%
				Pasco	3	0.1%	0.1%
				Hernando	2	0.1%	0.1%
				Counties with 1 Response	5	0.1%	0.2%

Notes:

Highlighted cells show increases in percentages. Individual metrics may have cumulative rates lower than total number of recorded surveys due to non-responses.

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Weekly Report for 2014 Polk County Community Health Survey

Data Collection Period: August 20th, 12:09pm to November 17, 2014

Report Date/Time: 11/17/2014 1:14:00 PM

What do you believe are the three most important qualities that make a community healthy and improve the quality of life? (Select up to three.)

	Responses	Rank	Percent
Good jobs and a healthy economy	1426	1	12.53%
Access to health services (e.g. specialists, referrals, counseling, medications)	1286	2	11.30%
Low crime and safe neighborhoods	1076	3	9.46%
Access to healthy and affordable foods	884	4	7.77%
Access to health insurance	848	5	7.45%
Affordable living (e.g. housing and utilities)	816	6	7.17%
Clean environment (air, water, trash)	764	7	6.72%
Good schools	689	8	6.06%
Strong families	630	9	5.54%
Religious or spiritual values	623	10	5.48%
Acceptance of diverse cultures and races	617	11	5.42%
Parks and recreation	301	12	2.65%
Low disease rates (e.g. diabetes, high blood pressure, cancer, asthma)	262	13	2.30%
Healthy babies and children	254	14	2.23%
Access to public transportation	229	15	2.01%
Resources for the elderly	204	16	1.79%
Caring neighbors	184	17	1.62%
Smoke-free public areas	177	18	1.56%
Arts and cultural events	107	19	0.94%
Other	65	20	0.57%

What do you believe are the three greatest "health problems" in Polk County? (Select up to three.)

	Responses	Rank	Percent
Overweight and Obesity	1575	1	14.19%
Mental health/substance abuse	1296	2	11.67%
Chronic disease (e.g. cancer, heart disease, high blood pressure, diabetes, asthma)	1277	3	11.50%
Lack of health insurance	1087	4	9.79%
Homelessness	960	5	8.65%
Child abuse / neglect	798	6	7.19%
Cost of medications	760	7	6.85%
Teen pregnancy	437	8	3.94%
Dental problems	383	9	3.45%
Hunger	357	10	3.22%
Domestic violence	325	11	2.93%
HIV / AIDS	317	12	2.86%
Elder health care (e.g. arthritis, hearing, vision loss)	313	13	2.82%
Sexually transmitted diseases (STDs)	221	14	1.99%
Motor vehicle crash injuries and deaths	181	15	1.63%
Other	172	16	1.55%
Disability	156	17	1.41%
Infectious diseases (e.g. hepatitis, TB, etc.)	128	18	1.15%
Firearm-related injuries	118	19	1.06%
Homicide	69	20	0.62%
Rape/sexual assault	68	21	0.61%
Pollution	64	22	0.58%
Unintentional falls/injuries	39	23	0.35%
Suicide	33	24	0.30%
Infant Death	30	25	0.27%

What do you believe are the three most urgent risks to health and safety in Polk County? (Select up to three.)

	Responses	Rank	Percent
Drug abuse	1693	1	15.38%
Gangs and juvenile violence	1286	2	11.68%
Being overweight	1213	3	11.02%
Postponing health care or medication	981	4	8.91%
Poor eating habits	911	5	8.28%
Lack of physical activity	886	6	8.05%

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Alcohol abuse	689	7	6.26%
Dropping out of school	562	8	5.11%
Tobacco use, e-cigarettes, nicotine use	529	9	4.81%
Unsafe or unprotected sex	459	10	4.17%
Unsafe driving	383	11	3.48%
Access to firearms by children	374	12	3.40%
Racism and intolerance	374	13	3.40%
Lack of crosswalks, sidewalks, and bicycle lanes	308	14	2.80%
Not using seatbelts, child safety seats, helmets	200	15	1.82%
Not getting "shots" to prevent disease	159	16	1.44%
Other	84	17	0.76%

Please rank your satisfaction with the below:

The overall health of Polk County.	Responses	Rank	Percent
Fair	1881	1	51.95%
Poor	925	2	25.55%
Good	561	3	15.49%
Unsure/NA	198	4	5.47%
Excellent	56	5	1.55%

Your overall health.	Responses	Rank	Percent
Good	2066	1	57.06%
Fair	786	2	21.71%
Excellent	600	3	16.57%
Poor	125	4	3.45%
Unsure/NA	44	5	1.22%

The overall quality of life in Polk County.	Responses	Rank	Percent
Fair	1543	1	42.61%
Good	1531	2	42.28%
Poor	349	3	9.64%
Unsure	106	4	2.93%
Excellent	92	5	2.54%

Access to basic health care for you and your family.	Responses	Rank	Percent
Good	1719	1	47.47%
Fair	823	2	22.73%
Excellent	735	3	20.30%
Poor	277	4	7.65%
Unsure	67	5	1.85%

Access to specialty health care for you and your family.	Responses	Rank	Percent
Good	1539	1	42.50%
Fair	905	2	24.99%
Excellent	630	3	17.40%
Poor	420	4	11.60%
Unsure	127	5	3.51%

Polk County as a place to raise children.	Responses	Rank	Percent
Good	1470	1	40.60%
Fair	1288	2	35.57%
Poor	453	3	12.51%
Excellent	262	4	7.24%
Unsure	148	5	4.09%

Polk County as a place to grow old.	Responses	Rank	Percent
Good	1487	1	41.07%
Fair	1247	2	34.44%
Poor	464	3	12.81%
Excellent	317	4	8.75%

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Unsure	106	5	2.93%
Polk County as a safe place to live.			
Good	1483	1	40.96%
Fair	1453	2	40.13%
Poor	388	3	10.72%
Excellent	218	4	6.02%
Unsure	79	5	2.18%
Your neighborhood as a safe place to live.			
Good	188	1	9.44%
Fair	828	2	41.59%
Excellent	641	3	32.19%
Poor	260	4	13.06%
Unsure	74	5	3.72%
Polk County job opportunities.			
Fair	1604	1	44.30%
Poor	1105	2	30.52%
Good	732	3	20.22%
Unsure	104	4	2.87%
Excellent	76	5	2.10%
Polk County overall economy.			
Fair	1824	1	50.37%
Poor	876	2	24.19%
Good	718	3	19.83%
Unsure	142	4	3.92%
Excellent	61	5	1.68%
Access to parks, libraries, pools, playgrounds, community centers in Polk County.			
Good	1775	1	49.02%
Fair	953	2	26.32%
Excellent	589	3	16.27%
Poor	221	4	6.10%
Unsure	83	5	2.29%
Access to parks, libraries, pools, playgrounds, community centers in your neighborhood			
Good	1448	1	39.99%
Fair	1045	2	28.86%
Poor	547	3	15.11%
Excellent	451	4	12.46%
Unsure	130	5	3.59%
The way community groups work together to provide services.			
Fair	1459	1	40.29%
Good	1194	2	32.97%
Poor	534	3	14.75%
Unsure	255	4	7.04%
Excellent	179	5	4.94%
The way people in your neighborhood care about each other and work together.			
Fair	1286	1	35.52%
Good	1206	2	33.31%
Poor	689	3	19.03%
Excellent	281	4	7.76%
Unsure	159	5	4.39%
The way you are accepted in your neighborhood.			
Good	1759	1	48.58%

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Fair	967	2	26.71%
Excellent	524	3	14.47%
Poor	220	4	6.08%
Unsure	151	5	4.17%

The way you are accepted in Polk County.	Responses	Rank	Percent
Good	1768	1	48.83%
Fair	1097	2	30.30%
Excellent	368	3	10.16%
Poor	235	4	6.49%
Unsure	153	5	4.23%

How do you pay for your healthcare? (Select all that apply.)	Attribute Rate	Rank	Percent
Private health insurance	2276	1	50.99%
Dental insurance	448	2	10.04%
Medicaid	400	3	8.96%
Cash (no health insurance)	376	4	8.42%
Other	320	5	7.17%
Medicare	293	6	6.56%
Polk HealthCare Plan	281	7	6.29%
Veteran's Administration	70	8	1.57%

What is your main source of health care information? (Select one.)	Responses	Rank	Percent
Employer	1244	1	35.54%
Medical Provider	805	2	23.00%
Internet	429	3	12.26%
Insurance Company	241	4	6.89%
Family	209	5	5.97%
Media	204	6	5.83%
Other	147	7	4.20%
Government	147	8	4.20%
Friends	74	9	2.11%

Are you employed? (Select all that apply.)	Rates	Rank	Percent
Full-time	2494	1	67.99%
Unemployed	630	2	17.18%
Part-time	339	3	9.24%
Full-time student	152	4	4.14%
Part-time student	53	5	1.44%

In the last year, did any of the following happen to you?	Responses	Rank	Percent
My hours at work stayed about the same.	1628	1	46.89%
None of the above.	1146	2	33.01%
My hours at work increased.	370	3	10.66%
My hours at work were cut.	328	4	9.45%

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Community Themes and Strengths Assessment

2014 Focus Group Results

Introduction

Nine focus groups were conducted in 2014 during August and early September. The groups represented behavioral health, independent living, senior citizens, transitional housing, a local hospital and a local employment agency. There were 72 participants among the 9 focus groups. Demographically the respondents reflect the county's demographics for race, ethnicity and age. Focus group respondents represented income and educational levels not reached by the electronic and manual surveys. Demographic details are listed at the end of this report.

Method

A facilitator guided each group through 11 questions and a recorder captured their comments. The questions mirrored those asked in the consumer survey and were designed to gain more insight into the issues. This method was important to reach those groups less likely to be reached through the electronic and manual surveys.

Results

The responses were compiled and grouped by question and the results follow. Each question, as it was asked to the group, is listed first with the responses grouped below.

1. Overall, what are some things that you feel make a healthy community?
 - a. Mentioned 3 times each
 - i. Good neighbors/caring community where people help each other
 - ii. Parks, lakes, places to exercise
 - iii. Churches/spiritual activities
 - b. Mentioned 2 times each
 - i. Access to health care
 - ii. Access to healthy food
 - iii. Good jobs/healthy economy
 - c. Mentioned once each
 - i. Drug free community
 - ii. Good education system
2. How do you feel about the quality of life in Polk County?

There were mixed responses to this question. Many listed what is lacking.

 - a. Access to specialty care, preventative services, services for indigent, medications
 - b. Access to transportation was mentioned once
 - c. One respondent felt the school system was not good.
 - d. Lake Wales was mentioned as a nice community to live in
3. What types of health problems do you see most often in your community?
 - a. Obesity and chronic disease such as diabetes, high blood pressure, high cholesterol – mentioned 12 times
 - b. Lack of access to affordable healthy food (lack of transportation and lack of grocery stores) - mentioned 6 times
 - c. Mental health (mentioned 2 times)
 - d. Lack of transportation (mentioned 2 times)
4. What are the most urgent risks or risk taking behaviors you see affecting health and safety in Polk County?
 - a. Drugs- mentioned 7 times
 - b. Alcohol – mentioned 5 times
 - c. Obesity/overweight- mentioned 3 times

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- d. Depression mentioned 2 times
 - e. Lack of physical activity mentioned 2 times
 - f. Others- tobacco use and other poor health habits
5. What is something you really enjoy about your community?
- a. Parks and green spaces; churches; the way the community embraces diversity (cultural and generational) - mentioned 3 times
 - b. Library, schools - mentioned 2 times
 - c. Others: warm weather, thrift stores, activities such as First Friday, senior centers and movies
6. If there was one thing you could improve about your community, what would it be and why?
- a. Transportation, better bus services- mentioned 5 times
 - b. Access to jobs, more activities, less crime - mentioned twice each
 - c. Others mentioned: bike routes, patrolling police officers, better upkeep of closed businesses; doctors who make house calls.
7. What are some of the strengths Polk County has that we could use to improve life here?
Polk County resources that were mentioned include: Watson Clinic, Lakeland Volunteers in Medicine, behavioral health services in Winter Haven, AARP, Healthy Start, churches, parks and lakes, and the library.
8. Considering your own experiences, what are some things that have helped improve or maintain the health of you or your family?
There was a wide variety of responses; the topical areas most often mentioned were:
- a. health care resources (providers, Medicaid and volunteer clinics)
 - b. family, church and community activities
9. What are problems or barriers you see in maintaining or improving you and your family's health?
- a. Lack of transportation - mentioned 14 times
 - b. Motivation to stick to healthy habits - mentioned 4 times
 - c. Others: high cost of medications, high cost of health services, low wages, language, lack of education, lack of health insurance and adequate resources and prevention programs
10. In order to improve your family's health, or the community's health, what do you need?
Mixed responses to this question.
- a. Local providers who take "my" insurance
 - b. Better support/prevention services and easier to find (one-stop shopping)
 - c. Job stability
 - d. Consistent, reliable transportation
 - e. Help with health insurance issues
 - f. Better shelters for homeless and domestic violence
11. What do you think can be done to address the health needs you just talked about?
- a. Better collaboration of agencies- one stop shopping
 - b. Exercise classes
 - c. City hall meetings to address community needs
 - d. More comprehensive transportation
 - e. More local clinics and doctors who take "my" insurance