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# ANNUAL REPORT

## 2004-2005

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Our mission is to engage in community-based planning that improves health and promotes wellness in Miami-Dade and Monroe Counties.

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## MESSAGE FROM MAX B. ROTHMAN, J.D., L.L.M., BOARD OF DIRECTORS CHAIR



The Health Council of South Florida, Inc. is engaged in some of the most critical issues affecting the health status of all residents of Miami-Dade and Monroe Counties. Our Board of Directors has decided to focus public attention on three of these issues over the next three years. They are:

- 1. HIV/AIDS.** The AIDS Insurance Continuation Program (AICP) is the most cost-effective means to ensure that many persons with HIV/AIDS continue to maintain insurance coverage and have access to needed restorative care and treatment. It provides necessary protection for individuals while saving public funds. This program needs to be expanded to provide coverage for more persons as we intensify our collective efforts to educate the public about prevention of this disease.
- 2. Health Disparities.** Our communities are particularly affected by the existence of health disparities among minorities and immigrants. The Council is a repository of objective data that underscores the extent and complexity of health disparities. We want to utilize these data to educate the public about this issue and to engage in public dialogue about the best methods to eliminate them. We need to understand what practices other communities have effectively implemented and explore what can be done to tailor them to our most vulnerable populations.
- 3. Health Promotion.** The Council maintains a wide array of information to inform and educate persons of all ages and backgrounds about how to improve their personal health. We need to develop collaborative partnerships with other organizations in the community to enlarge our efforts and to build upon the successful work of others in promoting the health and wellness of our diverse populations.

Our 2004-2007 Strategic Plan reflects these health priorities. We invite you to work with us and offer your recommendations on these important health issues that will have a significant impact on the health of all of us and our community in the years ahead.

## MESSAGE FROM SONYA R. ALBURY, EXECUTIVE DIRECTOR

This past fiscal year marked a series of new beginnings for the Health Council of South Florida, Inc. We worked more closely with the Miami-Dade County Health Department (MDCHD) through our enhanced collaboration on the second Comprehensive Assessment for Tracking Community Health (CATCH) report and the new Hispanic CATCH report, which were published in partnership with a research team from the University of South Florida. Additionally, the Council worked with the Miami-Dade County School System and MDCHD on the School Health Services Plan 2004-2006, the most community inclusive version developed to date. We are continuing our work with the Consortium for a Healthier Miami-Dade and have been engaged in bioterrorism preparedness planning under the auspices of Centers for Disease Control and Prevention (CDC) through the nationally sponsored Cities Readiness Initiative.



In Monroe County, we continue to advance key action strategies resulting from the Community Health Initiative conducted throughout the Upper, Middle and Lower Keys. We maintain a strong presence as Monroe's Designated Official Planning Agency (DOPA) for Florida's Transportation Disadvantaged Program and Monroe's Local Coordinating Board. Moreover, the Council is providing technical assistance to Monroe County government and other local provider groups on the issues of primary care access, health promotion, trauma service coordination and specialty care.

On a statewide level, the Council administers Florida's AIDS Insurance Continuation Program (AICP) with over 5,670 clients served to date. This critical and highly innovative program offers vital access to care through the payment of private insurance premiums for low income persons living with HIV/AIDS.

Future directions include The Newest Vital Sign, a best practices research project funded by Pfizer that seeks to strengthen healthcare communications between providers and patients. Another major effort is the highly innovative Community Health Report Card initiative sponsored by the Health Foundation of South Florida, that aims to effect health improvement through benchmarking, priority setting and leadership engagement.

I wish to express our heartfelt appreciation to all of our community partners for their dedicated leadership across South Florida's diverse communities. It is our firm belief that community collaboration can effectuate sound health policy and foster sustainable health improvement.

### Health Council of South Florida Services

- Performing needs assessments & special studies
- Facilitating focus groups and guided interviews
- Preparing literature reviews and meta-analyses
- Developing health policy position papers
- Forming planning boards to address emerging health issues
- Pilot testing of innovative programs
- Hosting educational seminars, workshops & public forums
- Evaluating health care programs and services



## AIDS Insurance Continuation Program

The AIDS Insurance Continuation Program (AICP) is an innovative model of community-based and cost-effective health program planning. The AICP provides financial assistance to persons with HIV/AIDS by allowing them to retain their private health insurance coverage and continue to receive essential medical care and medications. AICP promotes clinical access to medical professionals experienced in treating HIV/AIDS and prevents many program participants, who would otherwise not be able to keep their private health insurance, from enrolling in the State's Medicaid Program. In calendar year 2003, AICP effectively aided 1,981 eligible Floridians retain their private health insurance, resulting in the purchase value of \$30,553,083 in health care services through the payment of \$5,782,781 in insurance premiums.

AICP's success is founded on the collaboration of the Florida Legislature, the Florida Department of Health, the Health Council of South Florida and numerous community based organizations across the State. The AICP has provided care to over 5,670 Floridians to date since the program was first implemented more than a decade ago and continues to demonstrate high value to clients and government funding entities. According to the 2004 Client Survey, 93.8% of AICP clients rated Florida's AICP as excellent or very good. Additionally, 94.8% of clients surveyed responded that AICP helped improve their health over the prior year of program enrollment and 81% indicated satisfaction with their health plan.



**2004-07 Strategic Goal**  
*Local healthcare organizations provide access to and promote awareness of the the full spectrum of health services.*

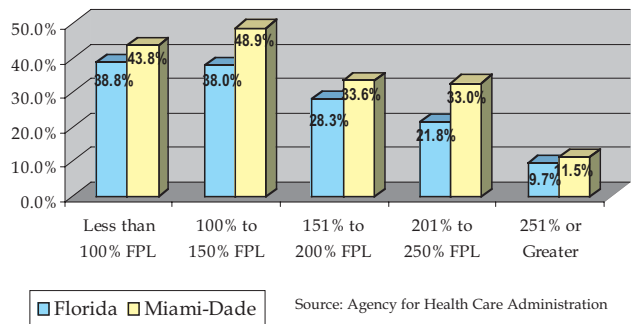
### The Newest Vital Sign

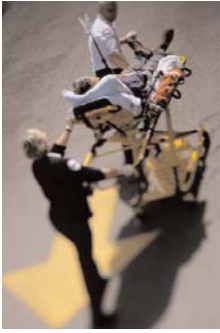
Clear health communication is vital to good patient care and positive health outcomes. The Partnership for Clear Health Communications reports that only 50% of all patients take medications as directed and annual healthcare costs are 4 times higher among those with low literacy skills. When planning for healthcare coverage and benefits, it is important to make sure that enrollees know how to utilize services effectively as well as obtain needed care and treatment. The Council has partnered with Pfizer, Inc., University of Miami Miller School of Medicine, Fleishman-Hillard, and the Miami-Dade County Health Department to assess best practices through a community-based research project that incorporates the study and analysis of training, administration and follow-up activities for The Newest Vital Sign (NVS) screening tool. As a proven instrument for the measurement of health literacy, the NVS will be pilot tested among private physician practices and public health clinics to determine best practices for use of the screening tool and to assess improvement in health communication between providers and patients.

### Exploring Worksite Wellness Initiatives

Supported by a grant from the Health Foundation of South Florida and carried out in partnership with Florida International University and the Miami-Dade County Health Department, the Exploring Worksite Wellness Initiatives involves conducting market research to assess interest in health promotion activities among mid-sized businesses. Project activities will guide the design of a model worksite wellness program that can be tailored to meet industry needs. Findings from an initial interest-assessment survey, completed by over 80 business owners and benefits managers countywide demonstrate a strong demand (85%) for programs on stress management and healthy eating. Approximately 75% of respondents were interested in cold/flu prevention and women's health. Program components related to occupational safety, back safety and CPR/first aid, were also highly rated. Business owners and benefits managers articulated a need for program planning, training, financial incentives and low cost options. Given the appropriate support, many employers would implement worksite wellness programs. These programs are essential to achieving a healthy workforce in Miami-Dade, given the rising rates of uninsured, now reported at 28.7% of the county's population.

2004 Florida Health Insurance Study Telephone Survey  
Percent of Uninsured Floridians Under Age 65 by Federal Poverty Level (FPL)





### Cities Readiness Initiative

Working in collaboration with the Miami-Dade County Health Department and Miami-Dade County Office of Emergency Management, the Council is the lead planner for the Cities Readiness Initiative (CRI), a federal bio-preparedness program. The goal of CRI is to develop unified Federal, State and Local plans that offer guidance for responding immediately following a catastrophic event. The Centers for Disease Control & Prevention selected Miami-Dade County, together with 20 other cities and the District of Columbia to help craft best practices and response plans. The ultimate task is to aid communities in increasing their capacity to deliver needed medications and medical supplies to the public during a large-scale public health emergency such as a widespread outbreak of anthrax, smallpox or botulism, arising from an attack of bioterrorism or a major disease outbreak. Once the best practices are identified at the local level they will then be shared with the rest of the country.

### Comprehensive Assessment for Tracking Community Health

A new tool is available for Miami-Dade County’s health leadership to evaluate the health status of Miami-Dade residents and further effectuate sound health policy development. The Comprehensive Assessment for Tracking Community Health (CATCH) provides trend data for over 400 countywide and community-specific indicators and identifies prioritized areas for improving community health. The Council was charged with coordinating the report’s development and is now engaged in coordinating a method for development of responsive programs to address identified community health needs. To participate on the CATCH Community Leadership Workgroup please contact Vianca Stubbs at (305) 592-1452.

### Planned Approach to Community Health

Since 2003, the Council has been a committed partner with the Miami-Dade County Health Department (MDCHD) in its implementation of a community health planning model known as the Planned Approach to Community Health (PATCH). Through this initiative, the Council and the MDCHD have mobilized the community through the creation of the Consortium for a Healthier Miami-Dade to address health issues related to the prevalence of chronic health conditions and diseases. The Council has worked with the Consortium in developing a comprehensive intervention plan that provides essential guidance to the planning and project activities pursued by the Consortium’s working committees. On behalf of the MDCHD, Council staff created the 2004 Community Resource Inventory to serve as a tool for community organizations to create intervention programs through cross-system collaboration. The Council has also provided technical assistance to ongoing efforts in mobilizing additional community partners, evaluating the planning process and developing future intervention and program activities.

#### 2004-07 Strategic Goal

*Accurate information on problems and solutions is available and accessible to community organizations, local government and citizen groups.*



#### Health Council of South Florida Committees and Task Forces

AICP Statewide Technical Advisory Committee

Health Care Ethics Committee

Planning Advisory Committee

Miami-Dade County Trauma Advisory Committee

Local Coordinating Board for the Transportation Disadvantaged

## Transportation Disadvantaged

With continuous changes to the Medicaid Program, the Florida Commission for the Transportation Disadvantaged (CTD) has contracted with designated planning agencies statewide to review current gatekeeper policies for the program's Non-Emergency Transportation (NET) Services. As the Designated Official Planning Agency (DOPA) for Monroe County, the Council participated in CTD Medicaid NET training workshops, conducted a review of Monroe County's Medicaid NET service provider and noted its positive compliance to Medicaid Program requirements. With continuous collaboration between Monroe County's Local Coordinating Board (LCB) and the CTD, Monroe County residents who are transportation disadvantaged are ensured access to needed medical and social services.

**2004-07 Strategic Goal**  
***Community-based health systems and health interventions are derived from needs-based strategic planning.***

### 2004-2005 Physician Inventory for Monroe County

An inventory of health resources in Monroe County, including a quantitative baseline of practicing health care providers in the region was conducted by the Council for the Monroe County Community Health Initiative in March 2002. Since then, there has been increasing concern regarding observed reductions in the number and types of practicing physicians in Monroe County. To that end, the Rural Health Network of Monroe County requested an update to the Council's inventory of practicing physicians. The 2004-2005 Physician Inventory will be released in Summer 2005 with comparisons to national and state rates of physician coverage.

### Miami-Dade County Trauma Advisory Committee

In 1988, the Miami-Dade Board of County Commissioners (BCC) created the Miami-Dade County Trauma Advisory Committee (TAC). The TAC was established to advise the BCC on all matters pertaining to the provision of transportation and medical care to victims of trauma and to assist in the coordination of efforts made by the public and private sectors, thereby enhancing the availability and quality of such care. The Council has provided staff support to the TAC for the past six years. Currently, the TAC is reviewing injury trend data on children using motorized scooters for the development of recommendations on injury prevention programs and helmet use legislation associated with motorized scooter sales.



### Monroe County Trauma Study Group

The Council has provided technical assistance to the Monroe County Trauma Study Group over the past year. The group is comprised of Emergency Medical Services (EMS) staff, government officials, residents, hospital representatives and consultants. Collectively, they review options for maintaining local air transport service of trauma patients in the Middle and Lower Keys. Recommendations from the Study Group were presented to the Monroe County Board of County Commissioners in Summer 2004. Options for continuing local air transport service are currently being explored through ongoing Study Group deliberations.

## HIV/AIDS Program Division Strategic Plan: 2004-2007

The Council embarked on an HIV/AIDS strategic planning effort by hosting a retreat in 2004 for the purpose of more effectively integrating organizational HIV/AIDS program activities and AICP operations. The retreat resulted in the development of the HIV/AIDS Program Division Strategic Plan: 2004-2007 that focuses on the following five ongoing and/or planned activities:

1. Promotion of increased and sustained statewide funding for HIV/AIDS programs.
2. Reduction of disparities in AICP knowledge and program access.
3. Promotion of AICP and HIV/AIDS care systems research and analysis.
4. Promotion of community health literacy concerning the epidemic of HIV/AIDS.
5. Promotion of HIV prevention education effectiveness and reduction of disparities in knowledge of HIV information pertaining to the prevention of this epidemic.

It is important to note that the HIV/AIDS Program Division Strategic Plan is not a single year effort, but rather an evolving, ongoing plan of action. The Council looks forward to working with our community partners to achieve these goals.

## Liberty City Outreach Initiative

The United Way of Miami-Dade awarded the Healthy Start Coalition of Miami-Dade a 3-year grant to conduct targeted outreach in Liberty City, an area ranked in the top ten countywide in terms of mothers receiving late or no prenatal care, low birth weight births, births to teens and unwed mothers. Guided by a long-term goal of reducing pre-term births, the Teen Pregnancy Prevention Center and the Economic Opportunity Family Health Center conducted grassroots level outreach and the Coalition launched a community-wide awareness campaign. Serving as external evaluator, the Council plays a major role in tracking the program's effectiveness. To date, the Initiative has had a positive impact. Prenatal screens have increased more rapidly than across the county. The number of unduplicated clients referred for services has accelerated, and over 2,100 pregnant women have been educated about Healthy Start services and the Healthy Start risk screen.

## City of Sweetwater Needs Assessment

Community mobilization is oftentimes most effective when initiated at the neighborhood level. The Council is assisting the Sweetwater Neighborhood Resource Network in the development of a Community Perspectives Survey to assess the needs of local residents. As a companion research effort, the Council is creating an inventory and asset map of leading health and human service organizations that serve children, youth and families in Sweetwater.

### **2004-07 Strategic Goal**

***Community-based planning activities address the diverse geographic, cultural, age related, and gender specific characteristics of the community.***

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## The Council At-a-Glance

### Professional & Administrative Staff

Sonya Albury, MSW, Executive Director  
Robert Harris, Data Manager  
Troy Johnson, MPH, Health Planner  
Lissette Martinez, Administrative Assistant  
Miguel Mudafort, Financial Administrator  
Priscilla Pouchet, Office Administrator  
Milena Rodriguez, Administrative Assistant  
Nadia Salibi, MPH, Health Initiatives Project Manager  
Robert C. Sandrock, Jr., MPA, MSW, HIV/AIDS Program Director  
Wendy Sejour, AICP Research Associate  
Ryan Simpson, MDA, Special Projects Coordinator  
Kirsty Singer, Research Associate  
Vianca Stubbs, MPH, Health Planning & Programs Administrator  
Ana Wheelock, Receptionist/Secretary

### Board of Directors

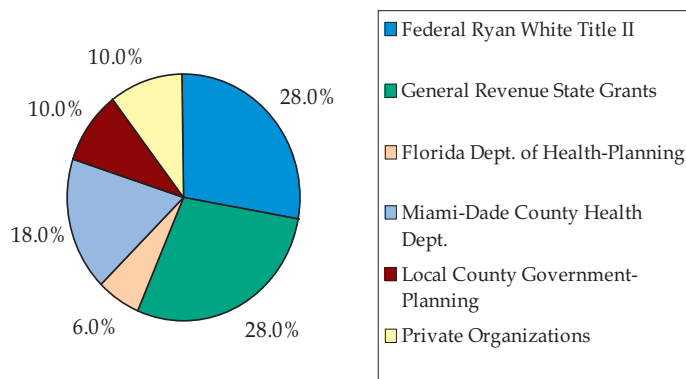
#### Executive Committee

Max Rothman, JD, LLM, Chair  
Liz Kern, BSN, MS, RN, Vice Chair  
Albert Collazo, Treasurer  
Debbie Premaza, RN, BSN, Secretary  
Castell Vaughn Bryant, EdD, Member at Large

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Ana Rita Gonzalez, ScD  
Charles Gray  
William Kwalick, MGA  
Ana Mederos, MBA  
Kerry Shelby, CPA  
Fred Stock, MSW, LNHA

### Council Funding FY 2004-2005



### Future Directions

- Developing a Community Health Report Card
- Determining best practices in healthcare communications
- Assessing healthy lifestyle practices
- Addressing health disparities through community-based participatory research