

# CITRUS PARTNERSHIP IN HEALTH MINUTES

Lecanto Government Building, Room 166

September 25, 2008

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## WELCOME & INTRODUCTIONS

*(Teresa Goodman, Administrator, Citrus CHD)*

Teresa Goodman welcomed everyone to the meeting; everyone in the room introduced themselves.

## 2-1-1 TAMPA BAY CARES, INC.

*(Micki Thompson, Executive Director)*

Throughout the United States, the three-digit telephone number 2-1-1 provides easy access to a broad variety of local community information. 2-1-1 is free, confidential, and provides live operator service 24/7 in over 150 languages. It is the information and referral line for local health and human services such as food, shelter and clothing; physical and mental health services; support for the elderly and disabled; support for children, youth and families; and volunteer opportunities and donations.

2-1-1 Citrus was started jointly with United Way and the Shared Service Alliance in 2005. From 10/2007 – 08/2008, Citrus County generated 2,613 calls to 2-1-1. Citrus County residents can choose from over 1,300 health and human resource programs.

Micki demonstrated the basic operation of the website, [www.211tampabay.org](http://www.211tampabay.org), including how to conduct a search. She also explained how to access on-line guides, which can be printed for distribution. Starting October 2009, on-line trainings will be available for different aspects of the website. Agencies that serve multiple counties need to update their 2-1-1 services for each county, since 2-1-1 is not centralized in Florida. One state goal is to pool the databases in the future.

Monthly reports can be accessed through [www.citrusunitedway.org](http://www.citrusunitedway.org) under the header 2-1-1. These figures can be useful when applying for grants. This website, [www.citrusunitedway.org](http://www.citrusunitedway.org), is also the first step in enrolling an organization or service in the 2-1-1 database.

There is a toll free number for use if the call is blocked or the person cannot dial 2-1-1 to get through: 1-877-700-8177. For more information about 2-1-1 Citrus, contact Micki Thompson, Executive Director, 727-210-4240, [mickit@211tampabay.org](mailto:mickit@211tampabay.org), ([www.211tampabay.org](http://www.211tampabay.org)).

## HEALTH PRIORITIES

*(John Marmish, Exec. Director, United Way of Citrus County)*

The United Way of Citrus County will be focusing on three areas to make a change in our community. One element is education, the second is income, and the third issue is improving the health of Citrus County residents. People with good health can do the other things in life. United Way wants to make a difference here in Citrus County, as part of the *Citrus Partnership in Health*, helping to bring about positive changes. The group should give input as to what health care changes are most important for Citrus County. The choices need to be measurable against national, state, and county statistics so that we can gage our improvements over a ten-year period.

Citrus County 2007 Health Indicators were reviewed, and the following health matters were noted:

- Smoking / tobacco use. Anne Black noted that steps for tobacco prevention and cessation are well under way.
- Alcohol use
- Substance abuse

- Prescription and over-the-counter drug abuse by children and adults
- Body Mass Index (BMI) encompasses everyone, including those who are already healthy. Improve physical activity levels and nutrition. This would affect smoking, alcohol, drugs, and other health issues.

**Ideas for Implementation:**

- Community partners would need to discuss how to enact it.
- Focus on the positive (fitness, nutrition for children, eating meals together) instead of drawing attention to the negative (smokers, substance abuse, etc.).
- Billboards promoting fitness with contact numbers for free activities.
- The local newspaper could conduct a forum to find out what our citizens are doing.
- Promote healthy levels of physical activity: 30 minutes at least five days a week.
- Consult the Chamber for the top fifty (50) Citrus County employers. Implement fitness teams in those top workplaces to change corporate culture.
- Tie it all in with other community events, such as heart health and walk-a-thons.
- At activity sites and events, put signs in the ground with health messages, including “sponsored by” at the bottom. Rails to Trails, a voluntary organization, is promoting a tobacco-free fitness trail in one area. Other health messages could be placed along that trail.
- The community may be holding programs that have not been brought to light. A website link could enable people to register their activities and market them. This could also provide the ability to “count” and gather measurable statistical data, helping to secure additional funding and move forward in the future.
  - The school district has a nutritional website that may be used as a link.
  - The *Chronicle* online could list promotions.
  - Other web links could include United Way, the Health Department, or the Board of County Commissioners.
- Promote HP 2010 goal 22-2 of eating healthy as families.
- Encourage grocery stores that provide meals to commit to preparing at least one day per week of healthy meals.
- Improve activities and nutrition for the elderly by working with Citrus County senior centers.
- Education is important. Give people tips for shopping for healthy food and for eating out. Educate on best food choices, portion sizes, calories, and cooking.
- *Fitness in Citrus* will be conducting a baseline survey to assess people’s knowledge and fitness level.
- Literature can be given to the local food banks.
- Hospital and the Health Department nutritionists can provide free classes on how to stretch money and prepare healthy meals.
- Inform the public about website links to coupons for products you use every day: [www.couponmoms.com](http://www.couponmoms.com) and [www.grocerygames.com](http://www.grocerygames.com).
- At the January 2009 meeting of the *Citrus Partnership in Health*, a Focus Group will be developed to get suggestions and buy-in. The group should include physical therapists, home care (Continuity of Care Council), Elder Affairs, nutritionists, Veterans Administration, gyms, Parks and Recs, and hospitals.

**COMMUNITY FITNESS CHALLENGE**

(Rebecca Martin)

Team recruitment is now underway for the 2009 Community-Wide Fitness Challenge. *Fitness in Citrus* encourages Citrus County citizens to practice healthy lifestyles and have fun. Exercise lowers blood pressure and cholesterol, improving heart health. The two (2) exercise options are

- **10,000 Steps Challenge** – Earn points through walking, jogging, or running 10,000 steps per day.

- **10-10-10 Challenge** – Earn 10 points for every 10 minutes spent doing any form of exercise from a long list that includes walking, skating, bicycling, swimming, canoeing, tennis, and many more activities.

Minimum team size is two people. Team levels are broken down to Just Getting Started, Getting There, and Jocks. The *Challenge* runs from February 2 – March 8, 2009. Register by January 23 via e-mail to [fitnesschallenge@tampabay.rr.com](mailto:fitnesschallenge@tampabay.rr.com).

### **PHOENIX PROGRAM**

(Bruce Deyarmond, AAS; Yvonne Hess, MS, LMFT - Citrus CHD)

There is a new outpatient substance abuse treatment program being offered at the Health Department. The Phoenix Program offers clients and their families a wide variety of services for the care of substance abuse treatment, as well as co-occurring mental health issues. Services are tailored to meet the needs of each client. Levels of treatment include Intensive Outpatient, Outpatient, and Aftercare, in conjunction with Family Group and Individual sessions. A long-term recovery-based support system helps clients sustain personal responsibility and progress in recovery. Services are covered through most insurance companies or on a sliding scale for eligible clients. The Phoenix Program works with the courts, attorneys, and other agencies to coordinate treatment and care. Services are offered through the Citrus CHD Lecanto campus, (352) 238-0372.

- In 2007, \$4 billion was paid by employers due to employees missing work due to substance abuse.
- 62% of hospital admissions are related to substance abuse issues.
- Meth use is big in Citrus County.
- The emergency room at Seven Rivers Regional Medical Center used to order 1-2 drug screenings per *week*; now they do 5-15 drug screens per *day*.
- Many pregnant women from 14-35 are not seeking care due to substance abuse. People have a stigma even asking for help.
- Concerns with the elderly are mixing prescriptions, under-reporting of drinking, and health issues from the pot-use generation. Substance abuse goes through generations including those who are now grandparents!
- People don't think they have a problem.
- Insurance may not cover substance abuse because the cost is huge. There is little access to federally-supported treatment.

The Phoenix Program does not have a contract for Medicaid. They want to become more mobile to provide treatment in our outlying areas. The Phoenix Program is in the process of getting on 2-1-1.

### **MEETINGS**

Our next meeting is in the Lecanto Government Building, Room 166 on:

**Thursday                      January 22, 2009**  
*8:30 – 10:00 a.m.*

CITRUS PARTNERSHIP IN HEALTH

September 25, 2008

9-2008 Attendees				
Last Name	First Name	Organization	Phone Number	E-Mail
Thompson	Micki	2-1-1 Tampa Bay Cares, Inc.	727 210-4240	<a href="mailto:MickiT@211tampabay.org">MickiT@211tampabay.org</a>
Shelton	Lesa	All Children's Sertoma Therapy Center	352 746-3300	<a href="mailto:sheltonL@allkids.org">sheltonL@allkids.org</a>
O'brien	Tom	Citrus County Health Department	352 527-5957	<a href="mailto:thomas_obrien@doh.state.fl.us">thomas_obrien@doh.state.fl.us</a>
Reed	Sheri	Citrus County Health Department	352 527-0068	<a href="mailto:Sheri_Reed@doh.state.fl.us">Sheri_Reed@doh.state.fl.us</a>
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Deyarmond	Bruce	Citrus County Health Department-Phoenix	352 238-0372	<a href="mailto:BDeyarmond@yahoo.com">BDeyarmond@yahoo.com</a>
Hess	Yvonne	Citrus County Health Dept. - Phoenix Program	352 238-0372	<a href="mailto:Yvonne_Hess@doh.state.fl.us">Yvonne_Hess@doh.state.fl.us</a>
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Reckenwald	Cathy	Citrus County School Board	352 527-0090	<a href="mailto:reckenwaldc@citrus.k12.fl.us">reckenwaldc@citrus.k12.fl.us</a>
Powers	Janice	Citrus Memorial Hospital	352 341-6089	<a href="mailto:jpowers@citrusmh.org">jpowers@citrusmh.org</a>
Wamback	Anne	Citrus Memorial Hospital	352 344-6732	<a href="mailto:awamback@citrusmh.org">awamback@citrusmh.org</a>
Martin	Rebecca	Consultant (was at CMH)	352-621-7707	<a href="mailto:rdm-1@tampabay.rr.com">rdm-1@tampabay.rr.com</a>
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