Community Health Plan Report
Year 2 Update — 2019-2021
Behavioral Health

Baptist Health has made behavioral health services a priority, providing comprehensive inpatient and outpatient services to both children and adults. Mental Health was a priority health need addressed by Baptist Medical Center Jacksonville in the last three-year CHNA cycle, and the focus on this health need continues into this CHNA cycle as behavioral health needs of Jacksonville residents continue to increase.

Key Issues Identified in the Assessment
- Alcohol use continues to negatively affect the region
- Stigma related to mental health and substance abuse often prevents those affected from seeking help
- Depression and substance abuse issues among seniors is growing
- Deaths due to drugs are a concern, in part due to the opioid crisis

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| Increase access to behavioral health services. | Continue offering Mental Health First Aid, a proven best practice to reduce stigma of mental illness which increases the likelihood that people will access care. | • 3,000 people trained by 2021  
• Evaluate participant satisfaction | • Jacksonville Nonprofit Hospital Partnership  
• National Council for Behavioral Health  
• Baptist Health Faith Partners  
• Florida's First Coast YMCA | • 2,517 people were trained October 1, 2018 – September 30, 2019  
 o 98% of participants rated high satisfaction with training quality  
 o 96% of participants rated high satisfaction with training usefulness  
 o 99% of participants would recommend the training to others  
• 1,050 people were trained October 1, 2019 – September 30, 2020  
 o 98% of participants rated high satisfaction with training quality  
 o 99% of participants rated high satisfaction with training usefulness  
 o 95% of participants would recommend the training to others |
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| Increase access to behavioral health services. | Provide funding to innovative efforts to reduce stigma, advocate for increased services and increase access to care | • Evaluate the impact of each initiative according to its focus | • The Partnership for Mental Health: A project of Baptist Health and the Delores Barr Weaver Fund at The Community Foundation for Northeast Florida | • The fund was established with $2.2m. As of December 2020, 29 grants have been made for a total of approximately $1,452,000  
• With funding from Baptist, Community Health Outreach, MASS, Mission House, Sulzbacher, We Care, Volunteers in Medicine and The Way collectively served 943 un- and under-insured patients who needed mental health services  
  o 73% participated in at least one session  
• With funding from Baptist to community behavioral health organizations, 359 youth received mental health services  
• With funding from Baptist to a community behavioral health organization, 125 adults received mental health services |
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| Increase access to behavioral health services. | Participate in Project Save Lives to provide access to peer support for ED patients with mental health and substance use disorder for the purpose of getting them into treatment. | • Number of people who met with peer specialist  
• Number of people who enter treatment  
• Number of people who are readmitted into ED | • City of Jacksonville  
• Gateway Services | • The Project Save Lives MOU was signed and funding provided in September 2019  
• Peer support services began on November 18, 2019  
• Through December 2020, 534 patients were seen, 243 patients consented to services |
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| Increase access to behavioral health services. | Implement support groups for LGBT+ populations to address addictions, mental health, advocacy, community resources, etc. | • Number of people participating in support groups  
• Evaluation of quality and outcomes of support groups | • JASMYN  
• University of North Florida  
• PFLAG  
• Jacksonville Coalition for Equality | Year 1  
- Baptist Health hosted a weekly support group April 10 – May 15, 2019, for one hour. 19 individuals registered and an average of 8 individuals attended weekly  
  - 88% of respondents agreed their social support system increased since participating in the group  
  - 100% of respondents “strongly agreed” they would recommend this group to other LGBT+ adults  
Year 2  
- Baptist Health hosted a weekly support group from October 2 – December 18, 2019. Seventeen individuals registered and an average of 6 individuals attended weekly  
  - 100% of evaluation respondents “strongly agreed” their social support system increased since participating in the group and they would recommend this group to other LGBT+ adults  
  - Baptist Health hosted a weekly support group from February 12 – April 1, 2020 (The March 18 meeting was canceled due to COVID, and subsequent meetings were transferred to virtual.  
  - 100% of evaluation respondents “somewhat agreed” their social support system increased since participating in the group and they would recommend this group to other LGBT+ adults  
  - 100% of respondents “strongly agreed” they would recommend this group to other LGBT+ adults |
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| Increase access to behavioral health services. | Host a community-wide conference on mental health to reduce stigma and barriers to care. | ● Number of people attending the conference  
● Satisfaction surveys | ● Faith organizations  
● University of North Florida  
● Community mental health providers | ● A planning committee of community representatives and BH team members was formed and met monthly to determine conference content and format  
● The 2020 Behavioral Health Conference - Health and Wellbeing in a Pandemic, was hosted on Nov. 17, 18, and 19 with 159, 151 and 131 individuals attending each day, respectively.  
  o Recordings and other content from each session was posted on the Baptist Health website, receiving about 56 views a day the week of the conference.  
  o 96% of survey respondents rated the conference quality as excellent or good. |
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| Increase access to behavioral health services. | Provide education and prevention programming in the community. | • Number of people participating in programs | • Florida’s First Coast YMCA  
• Jewish Community Alliance | • Provided 82 meditation classes with 657 visits at Y Health Living Centers and JCA Wellness Connexion (Y2 all locations)  
• Provided 49 meditation classes with 315 visits at Riverside YHLC  
• Hosted 24 NAMI Peer Connection Recovery Support Groups at Riverside YHLC (Y1 Riverside YHLC)  
• Participated in 6 health fairs attended by 132 individuals. Attendees were screened mental health risk and behavioral health resource information was provided. If identified as at-risk, participants received a follow-up from an RN  
• Hosted “Suicide Prevention 101: What You Need to Know to Help Save Lives” virtually for the community and Baptist Health Team Members on September 22, 2020 with 100 individuals attending.  
  o 100% of survey respondents rated the quality of the event as excellent or good  
• Hosted a webinar on depression in the LGBT+ community on September 24, 2020 with 51 individuals attending.  
  o 80% of survey respondents were either likely or very likely to recommend the event to a friend or family member  
• 80% of survey respondents rated the quality of the event overall as above average or outstanding |
Maternal, Fetal and Infant Health

Each year, approximately 2,000 babies are delivered Baptist Medical Center Jacksonville. The health and wellbeing of the mothers, fathers and their babies is important to the hospital. This health need is a new focus for Baptist Medical Center Jacksonville due to the significant number of adverse outcomes in Jacksonville identified in the 2018 Community Health Needs Assessment.

Key Issues Identified in the Assessment
- High rates of adverse outcomes in service area, such as pre-term births, babies with low birth weight, infant mortality.
- A large proportion of mothers do not receive early prenatal care.
- Adverse birth outcomes are prevalent as a result of substance abuse among pregnant women.

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| Decrease the number of pre-term births, babies with low birth weight and infant mortality. | Partner with the Northeast Florida Healthy Start Coalition to study the cause of every infant death in Northeast Florida in a 12-month period. | • Identify causes for infant deaths in Northeast Florida | • Northeast Florida Healthy Start Coalition  
• Florida Blue  
• UF Health Jacksonville  
• Jacksonville University | • Actively participate in Fetal Infant Mortality Review meetings  
• Provided funding for an in-depth review of all 2019 infant deaths resulting in a strategic plan to reduce infant mortality in Duval County  
• Provided funding to implement community health workers in OB offices to increase risk-screening completion rates, a key part of the strategic plan to reduce infant mortality in Duval |
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| Decrease the number of pre-term births, babies with low birth weight and infant mortality. | Partner with Northeast Florida Health Start Coalition to develop a community plan to reduce the number of infant deaths. | • Decrease in the number of infant deaths.                                                  | • Northeast Florida Healthy Start Coalition                                                                  | • Developed WELLcome Home visiting program focused on newborn and maternal education for families who deliver at South and reside in Duval County. WELLcome Home provides mothers and families with educational resources, such as lactation support, postpartum emotional encouragement, home and car safety, and safe sleep practices.  
  o 743 calls placed, 356 were first time moms  
  o 491 mothers actively participated, 230 first time moms  
  o 157 mothers were referred or requested additional services  
  o Top WELLcome Home participant zip codes 32210, 32218, 32207  
• Baptist Health implemented asystem-wide “Infant Safe Sleep” hospital policy no. 7.22.02, which follows the Safe Sleeping Guidelines established by the American Academy of Pediatrics. The purpose of the policy is to model and promote safe sleep practices for patients and visitors at Baptist Health  
• Baptist Health engaged in a Safe Sleep Initiative to train hospital staff in appropriate safe sleeping behaviors to model safe sleep practices in the hospital setting practices before parents and families return to their home environment  
• 521 maternal and newborn hospital staff members attend a Safe Sleep Return Demonstration training to identify safe and unsafe sleep practices, swaddling demonstrations, and patient education and correction |
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| Decrease the number of pre-term births, babies with low birth weight and infant mortality. | Offer Ready, Set, Sleep class focused on increasing awareness of safe sleep practices and CPR to expectants mothers.                              | • Measure pre and post-test knowledge gains  
• Number of participants to class | • Florida Department of Health  
• Duval Healthy Start  
• UF Health Healthy Start | • THE PLAYERS Center for Child Health educators provided safe sleep education to 956 people at 21 community events  
• THE PLAYERS Center for Child Health educators provided safe sleep education to 355 people at 14 community events for FY 2019  
• Safe Sleep messaging had a program reach of 220,026 media impressions  
• Safe Sleep messaging had a program reach of 557,000 media impressions for FY 2019  
• 136 sleep sacks and 116 pack and plays were distributed  
• 9 sleep sacks and 9 pack and plays were distributed in FY 2019  
• Sleep Baby Safely was a community initiative to help reduce infant mortality related to unsafe sleep. Funding was provided by DOH Florida. Every mom that birthed at one of the 9 birthing hospitals was given a “safety bag” along with education provided by the nurse before discharge. |
| Continue partnering with Duval County Public Schools to provide safe sex education through health curriculum. | • Number of students participating in classes | • University of North Florida  
• Duval County Public Schools | | • Wolfson Children’s Hospital assisted with sexual health education for 7 schools educating 1,122 students  
• Provided Play60 nutrition curriculum to 802 students in 6 schools and 4 counties  
• THE PLAYERS Center for Child Health provided nutrition and hygiene education to 4,253 students in 191 classes  
• Implemented safe sleep policies in hospitals and education for new parents |
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|      | Provide a continuum of care including psychology and psychiatry support on an inpatient and outpatient basis. | • Number of participants | • Private OBGYN Practices | ► Developed new behavioral health services for new moms and dads  
► Outpatient: Baptist Behavioral Health received 480 maternal mental health referrals, of those referrals 227 patients were served  
► Inpatient (maternity): Baptist Behavioral Health received 241 maternal mental health referrals, of those referrals, 189 patients were served |
|      | Provide education on perinatal mood disorder to clinicians. | • Number of people trained | • Postpartum Support International | ► 28 clinicians trained in “Pregnancy Emotional Health: Perinatal Mood and Anxiety Disorders”  
► 41 clinicians trained in “MNB Intensive: Care of the Postpartum Patient” |
|      | Provide support groups to new mothers experiencing perinatal mood disorder. | • Number of people participating in support groups | • Florida’s First Coast YMCA  
• Postpartum Support International | ► Year 2 Moms Matter Group – 5 classes at Riverside YHLC; 19 visits  
► Year 1 Moms Matter Group – 6 classes at Riverside YHLC; 17 visits |
Vulnerable Population – LGBT+

The Lesbian, Gay, Bisexual, Transgender, Queer or Questioning and Intersex (LGBT+) community has made important advancements in their attainment of civil liberties. However, LGBT+ individuals continue to face barriers that prevent them from accessing culturally competent healthcare and achieving the highest possible level of health. Due to these barriers, LGBT+ individuals experience multiple health disparities. Compared to their heterosexual counterparts, LGBT+ populations have higher rates of HIV and sexually transmitted infections, obesity, certain forms of cancer, suicide, and tobacco, alcohol, and other drug use. LGBT+ adults are also more likely to delay or avoid seeking medical care due to decreased access to healthcare and fear of discrimination.

LGBT+ people experience disparities in health outcomes resulting from a variety of sources: differential risks and risk taking between the community and the general population, unequal access to health and societal resources, stigma in the community and healthcare institutions, disparities in insurance coverage, and a history of culturally incompetent care.

Baptist Health participated in the Jacksonville-Area Community Assessment, which was initiated to learn about the composition, experiences, and needs of Northeast Florida's large and diverse lesbian, gay, bisexual, transgender and intersex (LGBT+) community. Between August and November 2017, 671 LGBT+ adults who lived, worked, worshipped or received services in Jacksonville in the prior year completed anonymous, English-language surveys.

Health needs identified in the survey include:

- more than one-third (34.2%) of respondents reported a lifetime diagnosis of depression,
- almost sixty percent (58.4%) of gender minorities reported a lifetime diagnosis of depression
- rates of attempted suicide were higher among gender minority respondents (11.1%) compared to cisgender respondents (2.6%)
- rates of attempted suicide were higher among younger respondents (5.6%) compared to older respondents (0.0%)
- 16.5% of all LGBTQI respondents reported being a current smoker
- binge drinking in the past 30 days was reported by nearly four out of ten respondents
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| Increase access to support services. | Partner with JASMYN to provide support to parents and family members of LGBT+ people. | • Number of people who participate in education  
• Evaluation of quality and outcomes of support groups | • JASMYN  
• Faith Partners  
• Pride Team Member Community | • In partnership with JASMYN planning to a support group for parents/guardians of LGBT+ children in 2021.
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| Increase access to support services. | Partner with organizations to provide health education specific to LGBT+ populations. | • Number of people who participate in education  
• Evaluation of quality and outcomes of support groups | • AHEC | • Hosted a webinar on depression in the LGBT+ community on September 24, 2020 with 51 individuals attending.  
  o 80% of survey respondents were either likely or very likely to recommend the event to a friend or family member  
  o 80% of survey respondents rated the quality of the event overall as above average or outstanding |
Vulnerable Population - Seniors

Seniors, the fastest-growing population in Northeast Florida, is identified as a population in need of services through the 2016 needs assessment. Baptist Health partnered with United Way in 2003 to better serve our senior population resulting in a Robert Wood Johnson grant to provide additional social supports to frail seniors upon discharge from our downtown hospital. These early efforts informed the development of AgeWell, which opened as the region’s first and only comprehensive geriatric program in 2012. AgeWell provides an enriched level of specialized, geriatric primary care uniquely designed to meet the needs of our community’s medically complex, frail seniors. The Institute provides comprehensive geriatric assessments and utilizes evidenced-based protocols through an integrated, interdisciplinary care team model. The team includes Geriatricians, Gero-Psychiatrist, Psychologist, RN Care Manager, Licensed Social Workers, Clinical Pharmacists, Nutritionist, a rehab team, and Social Service coordinators. The team of geriatric specialists extend traditional medical boundaries to address the social and emotional needs of patients and their caregivers; promoting better health and maximizing their functional capacity and ability to live at home in their communities. Most of the non-medical services are unreimbursed by Medicare or other insurance carriers and not charged to patients. The type of comprehensive geriatric care is typically only available at academic medical centers where unreimbursed costs can be covered/reduced through residents and fellowships and research funding.

Key Issues Identified in the Assessment:

- According to the data, the Medicare population has high rates of chronic diseases and injuries; specifically, atrial fibrillation, cancer, hyperlipidemia, rheumatoid arthritis, and stroke.
- In Nassau County, the Age-Adjusted Death Rate due to Falls is higher than the state average.
- The percentages of older adults over age 65 with arthritis and cancer are higher than the state averages.
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<td>Reduce isolation of frail seniors and proactively identify health needs.</td>
<td>Partner with Meals on Wings to provide nutritional meals to seniors on the state waiting list for services.</td>
<td>• Number of seniors receiving meals</td>
<td>• UNF  • Morrison’s Cafeteria (provide food)</td>
<td>• Donated food to UNF dietary department for the Meals on Wings program  • More than 8,000 meals provided to seniors through the Meals on Wings program since 2018</td>
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<td>Partner with organizations to reduce senior isolation.</td>
<td>• Number of seniors reached through the program  • Evaluation of satisfaction  • Number of needs identified</td>
<td>• Nonprofit Hospital Partnership  • ElderSource  • Heartfelt Ministries  • Baptist Health Auxiliary and Volunteers</td>
<td>• The program began in June 2020  • Across the system June-Sept 2020  o 72 volunteers (6 for beaches)  o 100 community members  o 400 phone calls  o 200 hours  • Quality of calls (as rated by volunteers across the system)  o Excellent: 64.02%  o Pretty Good: 30.16%  o OK: 2.91%  o Weak: 1.85%  o Poor: 1.06%  o The program continues to grow to include more volunteers and community members</td>
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<td>Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.</td>
<td>Implement ENRICH Outreach cognitive enhancement program for seniors experiencing moderate to moderately severe cognitive impairment and their care partners.</td>
<td>• Number of seniors and care partners who participate &lt;br&gt;• Evaluation of program satisfaction and health outcomes by seniors and care partners &lt;br&gt;• Number of seniors and care partners who participate &lt;br&gt;• Evaluation of program satisfaction and health outcomes by seniors and care partners</td>
<td>• 2 days of ENRICH classes with 8 couples. (COVID caused cancellation of any further classes) &lt;br&gt;• Comments also indicated that it was a safe environment for sharing ideas and receiving emotional support; was an avenue for resources to help better understand and care for loved ones; and was enjoyed by patients who looked forward to attending &lt;br&gt;• Care partners were highly satisfied with content and opportunities for respite and self-care &lt;br&gt;• In addition, care partners felt that AgeWell cared about them as well. Through a creation of a support system, and access to education and resources, care partners are hopefully able to reduce levels of stress, improving their personal health, thus allowing them to better care for their loved one. Providing them with unique holistic care, care partners begin to feel supported and relieved. Providing them with disease-specific education allows them to gain a better understanding of the disease and its progression. Knowing what to expect calms fears</td>
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| Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors. | Partner with health education organizations to offer senior programming to address health needs. Partner with health education organizations to offer senior programming to address health needs. | - Number of seniors and care partners who participate  
- Evaluation of program satisfaction and health outcomes by seniors and care partners | - AHEC (Area Health Education Centers  
- ElderSource  
- AgeWell | - Baptist AgeWell offered senior health education on 10 formal topics and an additional option to customize chronic disease education by specific illness:  
  - “5 Keys to Healthy Aging”, “Understanding the 3 D’s”, “Fall prevention”, “Bladder Health”, “Is this depression?”, “Coping with grief” “Caring for the Caregiver Mind, Body, and Spirit”, “Accessing community resources for yourself or your loved one”, “Pills, Pills, Pills”, “Living a Brain Healthy Lifestyle”  
- Approximately 300 individuals attended live and virtual events.  
- Those attending training sessions took surveys which averaged a “highly satisfactory” or “satisfactory” ratings.  
- In 2020, The Social responsibility Office provided 7 presentations to approx. 215 community members (live and virtual events)  
- Educated Senior Round Table on the connection between grief and health/immunity in seniors and strategies for stress reduction to manage both stress and grief attended by 50 caregivers  
- Provided education on stress management, and information on where to turn for additional support to staff at senior ALF or ILF facilities.  
  - 250 attended  
- Those reached reported high satisfaction with information and support provided  
- In partnership with our faith-based community, the following topics were covered with seniors and the participants from our faith community:  
  - “Isolation and Loneliness”  
  - “Advanced Care Planning”  
  - “Rheumatoid Arthritis”  
  - “Lung Cancer”  
  - “Saving Claire, Falls Prevention”  
- Approximately 150 individuals attended these virtual events. |
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| Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors. | Implement Congregational Health Network to provide care and support to seniors through key, trained volunteers within churches. Two levels of collaboration:  
- Congregational Health Network Basic Partnership: Certified Community Health Workers ("Liaisons") are trained to independently assist members of the church with general health needs and health promotion, and assistance in navigating the hospital system and connecting to community health resources  
- Congregational Health Network Plus Partnership: Certified Community Health Workers are trained as described in the above bullet. Additionally, the agreement includes formalized alert process to contact program coordinator to CHW when a member (patient) is admitted to the hospital (via auto-alert with Patient Access Services) | - Number of patients in program  
- Number of hospital admissions  
- Admits per patient  
- Total patient days  
- Days per admission  
- Days per patient (total)  
- Total charges  
- Average charge/admit  
- Average charge/patient  
- Number of ED visits  
- Number of ED admits | - Area church congregations  
  - Pastors  
  - Health Ministry Members (to serve as Liaisons)  
- Certified trainers for volunteers ("Liaisons"), Life Limbs  
- ElderSource  
- City of Jacksonville | - Program’s official Launch: 8.18.2020  
- Number of patient-members: 21  
- Marketing efforts underway in all congregations 12 churches have agreed to participate in the Congregational Health Network Basic Partnership  
- 5 churches signed agreements to participate as Congregational Health Network Plus Partnership (6th church has pledged to join pilot in 2021)  
- Cohort 1 consists of 18 Liaisons. 2 hours of program training completed 1.13.2020, and 6.5 hours of Community Health Worker training completed 1.25.2020. (Training was paused due to COVID-19)  
- Cohort 2 consists of 13 Liaisons. Training began 6.11.2020 |
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<td>Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors.</td>
<td>Address the social needs of patients with chronic conditions that are not being optimally managed by performing skilled and non-skilled services in the home.</td>
<td>• Reduction in avoidable hospital admissions, readmissions, and ED visits • Patient satisfaction</td>
<td>Aging True</td>
<td>• No avoidable hospital admissions, readmissions or ED visits have occurred among the patient population (n=8) since services have started (10/2019) • All patients who completed the satisfaction survey (n=6) rated the program 100/100 and replied “yes” when asked if they are likely to recommend • Although not an anticipated metric, this program has helped transition patients off the ElderSource waitlist for home and community services to long-term Medicaid. Without these services, these patients would most likely be living in a nursing home or ALF. These services allow the individual to remain at home, this reducing their overall cost of care</td>
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| Provide educational, therapeutic, and exercise opportunities for seniors and caregivers to improve the health of seniors. | Collaborate with the Caregiver Coalition, a formal network of area senior care providers to enhance the resource network available to seniors and caregivers of older adults through financial sponsorship/membership and team member involvement | - Number of educational events  
- Number of participants  
- Percentage of new participants  
- Percentage of returning participants  
- Newsletter distribution (number of contacts)  
- Post-evaluation polls assess satisfaction with that specific workshop | ElderSource, Aging True Community Senior Services, City of Jacksonville Senior Services, Community Hospice, and other confirmed members of the Caregiver Coalition | - Quarterly newsletter distributed to 2320 contacts  
- Number of workshops: 7  
  - May: “Caregiving During COVID-19”  
  - June: “The Legal Aspects of Caregiving”  
  - July: “Preparing for a Crisis During a Crisis”  
  - Aug: “Caring for Yourself as You Care for Others”  
  - September: “Caring for the Veteran Caregiver Conference”  
  - November: “The Joys in Caregiving: Meeting the Challenges of Caregiving During the Holidays”  
  - December: “How to Make the Most of the Holidays”  
- Total Attendance for all events: 666  
- Post-workshop evaluations assessing satisfaction to questions:  
  - Did you learn something that you feel will make you a better caregiver (yes/no/I’m not sure yet)?”  
  - “How was the content of the session?”  
  - “How likely are you to attend a workshop in the future?”  
  - “How was the length of the workshop (too long, too short, just right)?”  
  - “How likely are you to recommend the Caregiver Coalition?”  
- Each response is multiple choice 3-point rating scale from “Highly satisfied,” “Somewhat satisfied,” “Not satisfied.”  
- Response is 99.9% positive. |