

Strategic Issue 1: Reduce Health Disparities Associated with Race, Ethnicity and Economic Status

Goal 1. Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019.

Data source	Current Status	Short term Target	Long term Target
US Census Bureau: Small Area Indicators of Poverty and Economics	35.8% of the population live at less than 200% FPL		30% of the population live at less than 200% FPL

Strategy 1. Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Expand employment opportunities for low-skilled workers	Number of GED completions Number of work certifications obtained	November 2019	Bold Goals Coalition of Central Alabama, REV Birmingham	Bold Goals Financial Stability initiative established leadership for its Steering Committee and Workforce and Asset Building Councils. REV Birmingham is planning REVIVE 2.0, a collaborative initiative aimed to demonstrate strategies for increasing the vibrancy of distressed commercial districts.	The Financial Stability Workgroup met on April 20, 2014 to discuss progress and an upcoming funding opportunity. The Financial Stability Workgroup distributed a survey regarding programs and services, including location, population served and potential partnerships and collaborations. Information gathered from the survey will be expanded to establish a network database. The Financial Stability Workgroup is also developing a tracking system to guide and follow clients utilizing financial services.
Promote collaborations with re-entry programs through a "Ban the Box" campaign	Number of ex-offenders employed Number of campaign ads	November 2019	Alabama Arise	Work is ongoing to identify a coalition focused on ex-offender rights and employment.	Alabama Arise and other partners continue educating leaders and the community on the benefits of "Ban the Box" programs through meetings and position statements. The Jefferson County Board of Health identified "Ban the Box" as a possible policy or resolution opportunity and requested more information about this initiative.
Identify a coalition to support an increase in the minimum wage	Coalition membership Coalition meeting minutes	November 2019	Alabama Coalition for Economic Equality	The Alabama Coalition for Economic Equality met on April 1, 2015 to plan a Minimum Wage Rally for April 15, 2015. The next Coalition meeting will be April 16, 2015. The Coalition has been assessing the political climate and background for increasing the minimum wage.	The efforts of the Alabama Coalition for Economic Equality and other advocacy initiatives resulted in the City of Birmingham enacting a \$10.10 minimum wage to be phased in over a two year period impacting the wages of 40,000 workers.

Strategy 2. Invest in education, to provide educational and skill development opportunities.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-K programs and increased access to quality summer learning opportunities	Action Network membership list(s) and minutes from Action Network Meetings Kindergarten Entry Assessment ACT Aspire reading and math scores Alabama Department of Education College & Career Ready Rates Graduation Rates College Completion Rates	April 2015 and ongoing	Bold Goals Coalition of Central Alabama	Bold Goals Education Action Networks were established for 3rd Grade Reading, Kindergarten Entry assessment and post-secondary retention/persistence. The Bold Goals Education Group also published a Community Progress Report.	The Bold Goals Coalition Education Steering Committee hosted a meeting on September 29, 2015 with the Alabama Superintendent of Education, Tommy Bice, and 17 local superintendents to assess local needs and encourage school systems to access the existing resources available through Bold Goals Education partners. Bold Goals Education staff met with elementary school counselors in the Jefferson County System on October 9, 2015 to communicate resources available through partners. The 3rd Grade Reading, Post-Secondary Retention/Completion and Early Learning Action Networks meet on a continual basis.

Goal 2. Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019.

Data source	Current Status	Short term Target	Long term Target
The Joint Center for Political and Economic Studies: <u>Place Matters for the Health in Jefferson County: Food Deserts</u>	41 of 147 (28%) Jefferson County census tracts are designated as food deserts. 159,340 residents of Jefferson County, 24%, reside in food deserts		22.8% of Jefferson County residents reside in food deserts.
USDA, Feeding America: Food Insecurity	18.3% of Jefferson County residents experience food insecurity		17.4% of the Jefferson County population is food insecure
Supplemental Nutrition Assistance Program (SNAP) Enrollment, US Census Bureau: Small Area Indicators of Poverty and Economics	15.8% of the Jefferson County population is enrolled in SNAP (food stamp program)		16.6% of the Jefferson County population is enrolled in SNAP (food stamp program)

Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or food stamp program) from 15.8% to 16.6% by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide SNAP enrollment education to low income residents	Number of education programs Number of education program participants Number of completed SNAP applications	Ongoing through November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, Bay Area Food Bank, Mid-South Transdisciplinary Collaborative Center for Health Disparities Research, AARP	The Bay Area Food Bank participated in 37 outreach events and facilitated 66 completed applications.	Between October 2014 and September 2015, the Bay Area Food Bank conducted 105 outreach events, distributed 1,000 SNAP applications and reached 5,340 individuals resulting in 173 completed SNAP applications. The AARP distributed mailers to 8,000 senior residents in the East Lake and Norwood communities regarding SNAP and the Double Bucks Programs at the Norwood Trolley Stop and East Lake Farmers' Markets.
Increase the number of Farmers' Markets offering an incentive for the purchase of fresh fruits and vegetables to SNAP recipients purchasing fresh fruits and vegetables using SNAP benefits at participating markets	Number of Farmers' Markets providing the defined incentive	By December 2015, three Farmers' Markets will provide the defined incentive with 7 Farmers' Markets providing the defined incentive by November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, REV Birmingham, Mid-South Transdisciplinary Center for Health Disparities Research, AARP	Funding was secured through AARP for the Double Bucks program to incentivize the purchase of fresh produce among SNAP recipients at the East Lake and Norwood Farmers' Markets. The Mid South Transdisciplinary Center for Health Disparities Research grant provided \$30,000 in funding to support the marketing, implementation and evaluation of two local Farmers Markets' during the 2015 Farmer's Market Season.	The East Lake and Norwood Trolley Stop Farmers' Markets provided the Double Bucks incentive program during 2015. No additional funding was available for the expansion of Double Bucks to additional farmers' markets during 2015.

Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or food stamp program) from 15.8% to 16.6% by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Promote food related small business creation and expansion through technical assistance	Number of instances of business assistance	November 2019	REV Birmingham's Urban Food Project, PEER, Inc.	REV Birmingham provided 64 instances of business assistance, including workshops to assist business owners meet the market demand for fresh, healthy foods.	REV Birmingham's Urban Food Project conducted the first store owner training in September 2015 to move the store toward fresh food sustainability. This pilot will guide future training and is informing the design of a training manual currently in development. PEER, Inc. provided market development and sustainability technical assistance to Norwood Resource Center during the 2015 Market Season.
Advocate for policy and process simplification to reduce barriers in the creation and expansion of food related businesses	Adoption of revised policies and procedures related to the creation and expansion of food related businesses	November 2019	REV Birmingham's Urban Food Project	REV Birmingham provides advocacy for food related policies as necessary.	REV Birmingham provides advocacy for food related policies as needed.

Strategy 2. Increase the distribution of locally grown foods by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Increase the production of locally grown foods by promoting the benefits of community gardens	Number of programs Number of participants Number of new gardens	November 2019	Christian Service Mission, AARP, Community Garden Coalition of Birmingham	The Christian Service Mission established the Birmingham Sharing Garden program to assist partners develop gardens in neighborhoods. In early 2015, a new garden was established in Woodlawn, and the four existing gardens were expanded.	The Christian Service Ministry established or maintained seven community gardens in six sites; these sites distributed 5,000 pounds of food to 1,500 individuals.
Create a Community Garden Resource Directory or Tool Kit	Documentation of Distribution of the Resource or Toolkit	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham	The Christian Service Ministry developed a Garden Handbook inclusive of information about the Birmingham Sharing Gardens, a monthly garden checklist, planting and composting guidance and worksheets and handouts about growing in this region. The <u>Garden Handbook</u> will be expanded to include surveys and tables for recording weights.	The Christian Service Ministry's <u>Garden Resource Toolkit</u> is in development with completion anticipated by the end of 2015.

Strategy 2. Increase the distribution of locally grown foods by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Increase the number of community gardens to increase population reach	Number of community gardens	Increase the number of Christian Service Mission sponsored community gardens from six to ten by December 2015 and increase the number of gardens to 12 by December 2016	Christian Service Mission, Community Garden Coalition of Birmingham	In 2015, the Christian Service Ministry added an additional garden in Woodlawn and increased the number of beds in four existing gardens. Aquaponics and hydroponic operations have been added. Three Christian Service Ministry gardens have been redesigned to improve community access and maneuverability.	One additional garden was created in 2015 for a total of seven gardens as of October 2015.
Increase the number of Alabama producers selling locally grown produce in the Birmingham Metro area	Number of farmers in the Farmer Network [Baseline: 20 farmers are in REV Birmingham's Farmer Network]	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	REV Birmingham's Urban Food Project, Racial and Ethnic Approaches to Community Health (REACH)	The Farmers Network has 34 farmers as of Quarter 1, 2015. As of Quarter 2, 2015, the Farmers' Network includes two urban farmers based in Jefferson County.	REV Birmingham's Urban Food Project increased the number of producers selling fresh produce to 43. Producers include small conventional farmers, organic cooperatives, hydroponic growers, new /beginning farmers, urban farms and community gardens.

Strategy 3. Increase the number of food retailers in low income food desert areas in Birmingham purchasing fresh produce through the Urban Food Project's distribution system from 3 food retailers to 10 food retailers by December 2015.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Engage and recruit food retailers in the Urban Food Project's distribution system	Number of engaged retailers	December 2015	REV Birmingham's Urban Food Project, Racial and Ethnic Approaches to Community Health (REACH)	Five engaged food retailers are participating in the Urban Food Project's distribution system and/or corner store initiative.	REV Birmingham increased the number of food-related businesses purchasing fresh produce through the Urban Food Project to 52. Clients include seven corner stores, two large wholesale food distributors, one caterer, one church and forty restaurants.

Strategy 4. Decrease the percentage of Jefferson County census tracts considered food deserts from the baseline of 28% to 26.6% by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Convert decommissioned transit commuter buses to mobile grocery stores as part of the IBM Initiative	Census tracts in the City of Birmingham defined as food deserts	March 2015 and ongoing	City of Birmingham, Birmingham Jefferson County Transit Authority, UAB's Sustainable Smart Cities, IBM, Healthy Birmingham Taskforce	On February 13, 2015, the City of Birmingham announced a Request For Proposal (RFP) for the operation and management of mobile grocery stores. The City of Birmingham received proposals in response to this RFP and is determining the next steps. An RFP to retrofit the decommissioned transit commuter buses to mobile grocery stores was accepted.	The Mobile Grocery Stores, part of the IBM Initiative, have not been launched as of October 2015, in part due to the inability to identify an operator.

Goal 3. Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019.

Data source	Current Status	Short term Target	Long term Target	
Jefferson County Department of Health Vital Events Database: Life Expectancy	Mean life expectancy for the white and black populations [Baseline life expectancy for the white population is 76.9 years and 73.2 years for the black population]		Reduce the disparity in life expectancy between the black and white populations by 5% to no more than 3.5 years by 2019	
Jefferson County Department of Health Vital Events Database: Infant Mortality Rates	Infant mortality rates for the white and black populations [Baseline infant mortality rate is 4.3 per 1,000 live births for the white population and 15.5 per 1,000 live births for the black population]		Reduce the variance in infant mortality rates between the black and white populations from 11.2 live births per 1,000 to 10.6 live births per	
Behavioral Risk Factor Surveillance System: Hypertension Rates	Hypertension Rate(s) [Baseline self-reported hypertension rate is 37.9% of Jefferson County's adult population, lower than the actual prevalence]		39.8% of the Jefferson County's adult population report a diagnosis of hypertension	
Jefferson County Department of Health Vital Events Database: Diabetes Mortality Rates	Diabetes mortality rate for the white and black populations [Baseline Diabetes mortality rate for the white population is 15.6 per 100,000 population and 40.5 per 100,000 population for the black population]		Reduce the rate of disparity in diabetes mortality rates between the black and white populations by 5% from baseline	

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Increase understanding of the social determinants of health among policy makers, community leaders and economic developers through education and other tools	Number of programs Number of program participants	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County PlaceMatters Team, UAB School of Public Health, the Jefferson County Health Action Partnership's Advancing Health Equity Priority Group	The PlaceMatters Team (PMT) conducted seven local presentations and targeted meetings to inform and educate local policymakers, city/county staff, community leaders and economic developers on the social determinants of health impacting residents of Jefferson County. The estimated reach was over 250 people. The PMT also completed four national presentations and targeted meetings to inform and educate local and national policymakers, community-based organizations, public health researchers and economic developers on the social determinants of health impacting residents of Jefferson County. The estimated reach for these national activities was over 200 people. The PlaceMatters Team printed and distributed educational materials (e.g., health equity report, health equity report postcards, infographic posters, facts and figures, etc.) in person and via website and social media (Twitter, Facebook).	Jefferson County PlaceMatters provided a presentation to the Citizen's Advisory Board reaching 65 individuals. The PlaceMatters Team continues to distribute materials including infographics regarding food deserts and infant mortality to the community. The Jefferson County Health Action Partnership's Advancing Health Equity Priority Group developed a health equity framework including a shared vision, definitions and guiding principles for communication to community leaders, community members and policy makers.

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Promote racial and ethnic diversity in the health care professional workforce by increasing the diversity of students entering the UAB School of Medicine	Number of minority medical school students enrolled and the percentage of enrolled medical school students from racial and ethnic minorities	Ongoing through November 2019	UAB School of Medicine; UAB School of Medicine's Internal Medicine Residency Program	The 2014-2015 class of the UAB School of Medicine was comprised of 49 students, 61 (8.1%) who represent minority populations. Of the 61 minority students, 9 (14.8%) are American Indian, 36 (59%) are African American and 16 (26.2%) are Hispanic.	Of the 186 UAB School of Medicine incoming students for the 2015-2016 academic year, 10.2% are medical school underrepresented minorities (American Indian, African American or Latino).
Educate the public and health care providers on the root causes of health care disparities and corrective strategies to reduce these disparities	Number of programs Number of participants Pre and Post-education behavioral surveys	November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County PlaceMatters, Jefferson County Department of Health	The Jefferson County PlaceMatters Team conducted two lectures/discussions with the public and healthcare providers on the root causes of healthcare disparities and the corrective strategies to reduce these disparities reaching over 160 providers.	The UAB School of Medicine provided a boot camp on health disparities for incoming medical students. The Jefferson County Health Action Partnership's Advancing Health Equity Priority Group is currently developing a one-hour, online health equity orientation for presentation to Health Action Partnership Priority Groups and Leadership Team members. The focus of the Health Action Partnership's Annual Meeting, to be held in January 2016, will be health equity.

Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide education on regular prenatal care, breastfeeding, avoiding smoke exposure, social support services and home-visiting programs to improve prenatal and infant health with a focus on reducing the rate of infant mortality among black infants and promotion of fatherhood activities	Jefferson County's Infant Mortality Rate Infant Mortality Rate for Birmingham Healthy Start Plus, Inc. participants Adequacy of Prenatal Care Index Number of educational contacts Number of perinatal program participants receiving home visitation services	Ongoing through November 2019	Birmingham Healthy Start Plus, Inc.	Birmingham Healthy Start Plus (BHSP) made home visits to 96 perinatal clients. Clients were contacted to ensure compliance with scheduling and keeping prenatal, family planning and well child appointments. Clients are contacted to assure that each client has an identified medical home and provided educational information regarding the effects of tobacco, alcohol and drug use, particularly while pregnant. Each client is informed of the benefits of breastfeeding and encouraged to strongly consider breastfeeding. Additionally, 20 perinatal clients attended Prepared Childbirth and Parenting Classes provided by BHSP.	The Birmingham Healthy Start Plus, Inc. program serves 612 clients in Birmingham, Fairfield and Bessemer. This program provides information on a variety of pregnancy and infant mortality related issues such as breastfeeding, prenatal care, and smoking cessation, etc.

Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide education concerning nutrition during pregnancy, signs of preterm labor, the labor process and breastfeeding initiation through childbirth education programs	Number of education programs Number of education program participants Breastfeeding Initiation Rate	Ongoing through November 2019	Birthwell Partners	From November 2014 through April 2015, Birthwell Partners served 96 pregnant women. These women received phone support, personal visits and in-hospital labor support. Birthwell Partner doulas attended 27 births at UAB, Brookwood and both St. Vincent's Hospitals. During these interactions, doulas discussed prenatal care, provided information and support for childbirth and breastfeeding and addressed smoking, as needed. Of the 27 births attended by Birthwell Partner doula, twenty-six mothers (96%) initiated breastfeeding at delivery. Sixty-four percent of infants from Birthwell Partner doula attended deliveries were breastfeeding at hospital discharge.	From November, 1 2014 through October 20, 2014, Birthwell Partners provided services to 130 mothers through phone contact, personal visits and hospital labor support. Included in these services are prenatal care and breastfeeding information. Of the 53 births attended by Birthwell Partners, 69% of delivering mothers were breastfeeding at hospital discharge. Birthwell Partners provided three child birth classes for the Jefferson County Committee for Economic Opportunity and Aletheia House and conducted two Perinatal Health Advocate Training sessions.
Secure funding to conduct marketing campaigns to inform families about the warning signs of pregnancy complications and infant death risks (sleep recommendations) and actions to reduce infant mortality	Number of Applications/Request for Proposals submitted and funded	Ongoing through November 2019	Birmingham Healthy Start Plus. Inc.	Birmingham Health Start Plus, Inc. recently received funding from HRSA for the Healthy Start Initiative funding cycle which began September 1, 2014 and ends March 31, 2019. No additional funding applications have been submitted.	Birmingham Healthy Start Plus. Inc. has not secured additional funding for the marketing campaign to date; however, community awareness and participatory activities continue.
Increase breastfeeding initiation by mothers of infants in the Jefferson County WIC Program through WIC's Peer Breastfeeding Support Program	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Number of Peer Counseling Contacts	November 2015 - 25% Breast-feeding Initiation Rate November 2016 - 50% Breast-feeding Initiation Rate	Jefferson County WIC Program	Mothers participating in the WIC Program are encouraged to breastfeed. Therefore, to support and promote breastfeeding, the Jefferson County WIC Program provides prenatal breastfeeding counseling and support. During Quarter One, 56.31% of mothers in the Jefferson County WIC Program initiated breastfeeding. The Peer Breastfeeding volunteer provided counseling at the Eastern and Morris Health Centers. During Quarter One, the Peer Breastfeeding volunteer made 260 unduplicated patient contacts.	The Jefferson County WIC Program continues to educate participants on the benefits of breastfeeding. During the past year, 59.51% of infants enrolled in the Jefferson County WIC program initiated breastfeeding. At latest report, 14.72% of infants in the Jefferson County WIC program continue to breastfeed. The Peer Breastfeeding Counselor provided services through June 2015. Additionally, the Jefferson County WIC Program provided breast pumps to Baby Cafe, Princeton Baptist Health System's breastfeeding support group, to encourage breastfeeding. The Breastfeeding Peer Counselor for the Jefferson County WIC Program completed 1,029 phone-based contacts regarding breastfeeding.

Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Rebrand the existing Nurturing Mothers Program to support initiation and continuation of breastfeeding among high-risk prenatal and nursing mothers	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Breastfeeding Continuation Rate Number of program participants and sessions	January 2015 and ongoing through November 2019	Nurturing Mothers Community Support Group, Baby Cafe	The Nurturing Mothers Program rebranded and modified its strategy for active outreach at prenatal clinics and to serve as a community-based group providing references to other community breastfeeding resources. The Nurturing Mothers Program relaunched on May 21, 2015 at UAB. Its peer support group will have a drop-in program every 1st and 3rd Thursday of the month. Currently, the program has three to ten participants attending each month.	The Nurturing Mother's Program continues to meet every 1st and 3rd Thursday at the UAB Obstetrical Complication Clinic. The number of attendees varies, but the program has a specific outreach to African American women.
Collect, pasteurize and dispense human donor milk from Alabama mothers to regional hospitals through the Mothers' Milk Bank of Alabama	Amount of human donor milk collected [Baseline: The baseline is being established for this recently initiated program] Amount of human donor milk dispensed to regional hospitals [Baseline: The Mothers' Milk Bank has not initiated distribution to regional hospitals]	Ongoing through November 2019	Community Food Bank of Central Alabama; Mother's Milk Bank of Alabama	From February through April 2015, the Mothers Milk Bank of Alabama (MMBAL) collected 7,026 ounces of breastmilk. The MMBAL has established processes for milk dispersion to St. Vincent's and Princeton Hospitals.	The Mother's Milk Bank of Alabama opened its human milk pasteurization lab in September 2015 and continues to collect human breastmilk. Training on pasteurization was completed in September 2015 and distribution of pasteurized milk is expected to begin in late 2015. During the year, the Mother's Milk Bank of Alabama collected 12,000 ounces of breastmilk and registered 48 milk donors from across the state of Alabama.

Strategy 3. Increase the percentage of Jefferson County residents reporting hypertension by 5% from 37.9% to 39.8% by November 2019 to better reflect actual disease prevalence.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Create learning opportunities and workshops to facilitate improvements in provider, public health and community coordination of care across settings	Number of health screenings Number of exercise classes/walking programs Number of community health and wellness groups	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, YMCA of Greater Birmingham, Jefferson County Department of Health, Racial and Ethnic Approaches to Community Health (REACH)	The YMCA of Greater Birmingham implemented a new Blood Pressure Management Program serving 200 predominately low income, African American residents. This four month program includes free blood pressure cuffs, monitoring visits with Health Ambassadors, nutrition workshops and access to group exercise classes. The YMCA of Greater Birmingham is also planning for the Racial and Ethnic Approaches to Community Health (REACH) grant implementation in spring 2015 to provide free group exercise classes, walking/running classes and expansion of Healthy Eating, Physical Activity (HEPA) standards within the YMCA of Greater Birmingham and other out of school providers within Birmingham.	UAB's HealthSmart provides ongoing health screenings, onsite exercise and walking programs and nutrition education. The HealthSmart program provided blood pressure screening for 350 unique individuals. The Jefferson County Department of Health provided blood pressure screening at its four health clinic locations during the first week of April 2015 and made referrals for follow-up evaluation, as indicated.

Strategy 4. Decrease the disparity in Diabetes mortality between the black and white populations by 5% from 24.9 to 23.7 per 100,000 population by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Increase behaviors to decrease the risk of progression from Pre-diabetes to Diabetes	Number of health screenings Number of exercise classes/walking programs For the Pre-Diabetes Program led by the McWhorter School of Pharmacy: Changes in program participant's weight	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Samford University's McWhorter School of Pharmacy, YMCA of Greater Birmingham, Jefferson County Department of Health, 16th Street Baptist Church, Christ Health Center	For the Pre-diabetes program led by the McWhorter School of Pharmacy, 318 patients at the Jefferson County Department of Health (JCDH), five patients at Christ Health Center and three patients at 16th Street Baptist Church have been identified. Of these patients, 106 had scheduled appointments with 50 attending the scheduled appointment. The Baseline weight of these individuals was 251 pounds and 62.7% of participants demonstrated weight loss. The YMCA's Diabetes Prevention Program is being expanded to serve targeted low income communities within Birmingham at a significantly reduced charge of \$50 per participant.	The Jefferson County Department of Health and Christ Health Center continue to identify individuals with Pre-Diabetes and offer group classes aimed at achieving weight reduction through nutritional changes and exercise to reduce the risk of progression from Pre-Diabetes to Diabetes. UAB's HealthSmart continues to provide on-site exercise programs and nutritional counseling, as well as community-based walking programs, for community residents in part to reduce the progression of disease from Pre-Diabetes to Diabetes. The Birmingham Parks and Recreation Department sponsored programs to encourage walking in city facilities.
Implement an effective case management strategy that involves planning, coordinating, and providing health care for people affected by Diabetes	Number of programs Number of participants Program evaluation results	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Department of Health, Alabama Quality Assurance Foundation (AQAF)	The Jefferson County Department of Health provides a Diabetes Clinic for its patients focused on self-management skill development at three of its health centers.	UAB's HealthSmart provides diabetes screenings and onsite exercise and walking programs and nutrition education. The Jefferson County Department of Health continues to provide High Risk Diabetes Clinics at three health centers on a weekly basis for its patients; this clinic provides patients with self-management strategies. The Alabama Quality Assurance Foundation offers a Diabetes self-management program, Everybody with Diabetes Counts, within Jefferson County and throughout Alabama.

Strategy 5. Develop and implement strategies for reducing health disparities experienced by Hispanic and other minority populations by November 2016.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Develop a data collection strategy to collect and analyze information regarding the health disparities experienced by non-African American minority populations	Data collection strategies developed Data sets created Analysis of data	November 2016	UAB School of Public Health	Not Applicable	The UAB School of Public Health has developed a comprehensive needs assessment survey for the Lesbian, Bisexual, Gay, Transgender and Queer (LGBTQ) population. This survey has been distributed throughout the community, and data collection continues.

Strategy 5. Develop and implement strategies for reducing health disparities experienced by Hispanic and other minority populations by November 2016. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Convene a group of community leaders to discuss a health navigator strategy	Meeting Minutes	November 2015	United Way of Central Alabama, Jefferson County Department of Health	The United Way of Central Alabama hosted a Latino Interest Network meeting focused on identifying activities of community agencies aimed at serving the Latino community and discussing better ways to connect to the Latino community. JCDH was invited to the Latino Interest Network meeting scheduled for June 9, 2015.	The United Way of Central Alabama continues to convene the Latino Interest Network bi-monthly, but the group is not pursuing a health navigator strategy at this time/

Strategic Issue 2: Promote Physical Well-being through Healthy Lifestyles

Goal 1. Reduce the percentage of Jefferson County residents who are obese based on the Centers for Disease Control and Prevention’s Body Mass Index definition of 30.0 or greater for adults and 95th percentile or greater for children:

A. Decrease the percentage of obese Jefferson County adults from 34.8 to 33.0% by November 1, 2019.

B. Decrease the percentage of obese Jefferson County children 21.2% to 20.1% by November 1, 2019.

Data source	Current Status	Short term Target	Long term Target
Behavioral Risk Factor Surveillance Survey: Adult Obesity Rate	34.8% of Jefferson County adults self-report being obese	33.9% of Jefferson County adults self-report being obese	33% of Jefferson County adults self-report being obese
Jefferson County Department of Health: Oral Health Screening Data: Child Obesity Rate	21.2% of Jefferson County children are obese		20.1% of Jefferson County children are obese

Strategy 1. Increase the availability and access to nutrition education by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Support the implementation of evidence-based nutrition education curricula, such as the Coordinated Approach To Child Health (CATCH), in YMCA of Greater Birmingham afterschool programs and summer camp sites	Number of structured nutrition programs in YMCA of Greater Birmingham summer camps and afterschool programs [Baseline data: zero structured nutrition programs in summer camp program sites and four structured nutrition programs in afterschool programs]	December 2014 : CATCH program expansion to all YMCA of Greater Birmingham afterschool program sites ; Summer 2015: CATCH program implementation at all YMCA of Greater Birmingham summer camp sites	YMCA of Greater Birmingham, Healthy Children and Youth Priority Group	CATCH has been integrated into all YMCA of Greater Birmingham Afterschool Academy sites. CATCH will be implemented into all YMCA of Greater Birmingham Day Camp sites starting June 1, 2015. CATCH Training for summer staff occurred on May 8, 2015.	CATCH has been implemented in all YMCA of Greater Birmingham afterschool programs (9) and day camps (11). The YMCA hosted CATCH training on May 8, 2015 for its summer camp staff.
	Annual parent evaluations of Day Camp and Afterschool programming	Beginning May 2015	YMCA of Greater Birmingham	Not Applicable	2015 parent evaluations of the YMCA of Greater Birmingham’s Afterschool Academies and Day Camps have been completed.
Expand the implementation of Discover Coordinated Approach to Child Health program (CATCH) from one to four child care centers sponsored by the Levite Jewish Community Center	Number of structured nutrition programs in Levite Jewish Community Center sponsored child care centers	June 2016	Levite Jewish Community Center, Community Foundation of Greater Birmingham	During the 2014-2015 school year, the Levite Jewish Community Center (LJCC) provided coaching and technical assistance for the CATCH program weekly at three Pre-K and Preschool sites, along with training by the CATCH Master Trainer. During the 2015-2016 school year, the LJCC will offer the CATCH program along with weekly coaching and technical assistance to three additional schools, while continuing to offer technical assistance to the original schools on an as needed basis.	Discover CATCH was implemented in three community-based preschools during the 2014-2015 school year and three additional preschool sites and one Jefferson County Committee for Economic Opportunity preschool site during the 2015-2016 school year. The LJCC’s CATCH Train-the-Trainer staff are potentially available to provide CATCH curriculum training in additional community sites.

Strategy 1. Increase the availability and access to nutrition education by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Identify and align evidence-based nutrition education among community programs, including afterschool, senior and summer camp programs	Publication of a nutrition education curricula and program resource guides Number of nutrition education programs implemented	November 2019	AARP, YMCA of Greater Birmingham, REV Birmingham, Alabama Cooperative Extension Service	AARP held an educational program on December 10, 2014 with 43 participants focused on healthy eating, exercise and container gardening.	REV Birmingham and AARP completed a Farm Fresh Toolkit; however, this Toolkit has not been launched within the community. AARP provided two targeted mailers to senior citizens in the East Lake and Norwood communities regarding the Double Bucks program for SNAP recipients. Additionally, AARP completed healthy cooking demonstrations at the East Lake Farmer's Market during the 2015 market season. The Alabama Cooperative Extension Service and AARP developed plans to provide evidence-based nutritional programming for senior citizens during the upcoming year.
Increase the implementation of evidence-based nutrition education curricula in out-of-school, community-based afterschool and summer camp programs	Number of children receiving nutrition education curricula Number of sites implementing nutrition education curriculum	November 2019	YMCA of Greater Birmingham, Racial and Ethnic Approaches to Community Health (REACH), Levite Jewish Community Center	The YMCA of Greater Birmingham hosted CATCH training on May 8, 2015 for the YMCA of Greater Birmingham Summer Camp staff and staff from several other community-based afterschool providers, including the AG Gaston Boys and Girls Clubs, YWCA and City of Birmingham Park & Recreation Department.	YMCA of Greater Birmingham purchased the CATCH curriculum and physical activity equipment for community-based afterschool programs. CATCH Trainers have been identified, and training dates are being established by the YMCA of Greater Birmingham. The AG Gaston Boys and Girls Club's CATCH training was held October 22, 2015. The Levite Jewish Community Center has CATCH Train-the-Trainers potentially available for educating other entities on implementation of the CATCH curriculum.

Strategy 2. Increase access to healthy food by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Offer technical assistance on healthy snack distribution systems for 501 c3 childcare programs	Number of agencies receiving technical assistance on healthy snack distribution	June 2016	United Way of Central Alabama, Community Food Bank of Central Alabama, Community Foundation of Greater Birmingham, Alabama State Department of Education	Not Applicable	The United Way of Central Alabama and the Community Food Bank of Central Alabama are developing plans to provide technical assistance for snack distribution to 501 c3 childcare programs including the program at New Rising Star Missionary Baptist Church. The Alabama Department of Education provides technical assistance on healthy snack distribution to interested 501c3 childcare programs.

Strategy 2. Increase access to healthy food by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Explore funding opportunities to sustain and increase the scope of healthy snack distribution systems for 501 c3 childcare programs	Number of new agencies working with the Community Food Bank of Central Alabama to purchase snacks meeting the Healthy Eating, Physical Activity (HEPA) standards and Food Service Program (FSP) guidelines	Ongoing through November 2019	YMCA of Greater Birmingham, Community Food Bank of Central Alabama	The Community Food Bank of Central Alabama(CFB) was approached by the Summer Adventures in Learning (SAIL) Collaborative to provide healthy snacks during summer 2015. The CFB coordinated a taskforce with the AG Gaston Boys and Girls Club, Northstar Community Church, Urban Ministries and the YMCA to identify snacks the CFB could procure meeting the Healthy Eating Physical Activity (HEPA) Standards. Four SAIL summer programs (AG Gaston Boys and Girls Club, Breakthrough Collaborative, YMCA and Urban Ministries) opted to participate in the CFB's Healthy Snack Distribution System during summer 2015. The CFB and partners plan to continue the initiative into the 2015-2016 school year. The CFB is establishing a framework and building capacity to provide healthy snacks to other community-based childcare and afterschool programs.	The Community Food Bank (CFB) provided HEPA/FSP compliant snacks to select SAIL participants during summer 2015. The CFB did not receive funding to continue sourcing snacks meeting HEPA Standards and FSP Guidelines beyond summer 2015. However, the CFB continues to provide snacks which may or may not meet HEPA Standards/FSP Guidelines to partner 501 c3 childcare programs. The CFB is seeking funding opportunities to continue the healthy snack distribution system with interested SAIL partners for the 2016 summer camp season.
Promote the adoption of Healthy Meeting Guidelines	Number of entities adopting Healthy Meeting Guidelines	November 2015	YMCA of Greater Birmingham	Not Applicable	The YMCA of Greater Birmingham has fully adopted Healthy Meeting Guidelines for its facilities and programs.
Increase awareness and implementation of healthy vending machine programs and policies	Number of sites adopting healthy vending machine policies Number of sites implementing healthy vending machine policies	Ongoing through November 2019	YMCA of Greater Birmingham, United Way of Central Alabama, Coca-Cola, Buffalo Rock Company, Alabama Department of Public Health	The YMCA of Greater Birmingham partnered with the Alabama Department of Public Health to implement the Healthy Choice Program. The YMCA of Greater Birmingham's branch vending machines were assessed by Samford Dietetic interns. Based on the assessment results, the YMCA of Greater Birmingham is collaborating with vendors to determine healthy vending machine items appealing to customers. The new vending items will be phased in by the end of September 2015. The YMCA of Greater Birmingham's goal is to have 50% of its vending machines meeting the Healthy Choice Standard by the end of 2015, increasing to 70% in 2016 and 90% in 2017.	The YMCA of Greater Birmingham achieved the goal of having 50% of its vending machines meeting the Healthy Choice Standard ahead of schedule. The next steps include replacing additional vending items with healthier options and placing Healthy Choice signage on appropriate items within vending machines.

Goal 2. Increase leisure time physical activity within the past month among Jefferson County adult residents from 66.6% to 70% by November 1, 2019.

Data source	Current Status	Short term Target	Long term Target	
Behavioral Risk Factor Surveillance Survey: Physical Activity	66.6% of Jefferson County adults report physical activity		70% of Jefferson County adults report physical activity	

Strategy 1. Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike trails, etc.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Create universally designed environments for everyone to be physically active, including the implementation of the Red Rock Ridge and Valley Trail System	Number of Americans with Disabilities Act compliant miles of sidewalks, trails and bike lanes	Ongoing through November 2019	Freshwater Land Trust, Local Municipalities, Regional Planning Commission of Greater Birmingham, City of Birmingham	According to the Freshwater Land Trust (FWLT), the Ensley and Pratt City improvements have been completed, resulting in four miles of new trails. The Regional Planning Commission of Greater Birmingham is collecting data on the trail use. Data will be shared with the FWLT to improve trail design and utilization.	Goodwin, Mills and Cawood will assess sidewalks for Americans with Disabilities Act (ADA) compliance and provide recommendations to the City of Birmingham for sidewalk improvements and additions. Sidewalk Assessment data and improvement recommendations will be added to the Birmingham Master Sidewalk Plan. The City of Birmingham received a \$750,000 multi-year grant for completing the Sidewalk Assessment and providing improvement recommendations. Although no new sidewalks will be constructed or existing sidewalks improved as a part of this grant funding, an Operation and Maintenance Improvement Plan for existing sidewalks, including opportunities for making these sidewalks ADA compliant, will be developed.
Provide residents with opportunities to increase physical activity using existing community resources	Number of activities to increase resident awareness and utilization of community resources for physical activity	Ongoing through November 2019	City of Birmingham, City of Birmingham Parks and Recreation Division, UAB Minority Health Research Center	The UAB Minority Health and Health Disparities Research Center's WALK Feel Alive program hosts weekly program orientation sessions and walks each Tuesday at noon.	The City of Birmingham hosts monthly Walks with the Mayor on the Red Rock Ridge and Valley Trail System, and the Birmingham Parks and Recreation Division offers a Fitness Challenge Bootcamp at Legion Field. The Healthy Birmingham Taskforce continues to support health-focused events for the City of Birmingham. UAB's Minority Health Research Center's WALK Feel Alive program provides walking opportunities in numerous communities in Jefferson County and throughout Alabama.

Strategy 1. Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike trails, etc. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Develop and implement a Trails Prescription Program to increase physical activity	Number of neighborhoods with identifiable walking routes Number of providers educated on the Trails Prescription Program	September 2017	Freshwater Land Trust, Jefferson County Department of Health, Racial and Ethnic Approaches to Community Health (REACH)	A Trails Prescription Program is currently under development to encourage healthcare providers to educate patients on exercise using community trails and parks.	The Fresh Water Land Trust used REACH funding to conduct a baseline assessment of 125 parks and trails in Birmingham and surrounding areas to develop the Parks Prescription Toolkit. In the coming months, the baseline data on parks and trails will be finalized. Initial meetings were held in August and September 2015 with key partners to develop implementation plans for the Trails Prescription Program.
Increase awareness and utilization of new trails and sidewalks	Number of awareness campaigns Number of trail users	Ongoing through November 2019	Freshwater Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Safe Routes to School of Central Alabama, Racial and Ethnic Approaches to Community Health (REACH)	Once completed, the Walk B'ham campaign will increase awareness of sidewalks/trails in East Lake and Downtown Birmingham. Black People Run Bike and Swim (BPRBS) is implementing an awareness campaign around the new trails within western area neighborhoods using the hashtag #29redrock on Facebook, Instagram and Twitter. BPRBS hosts 25, 15 and 10 -mile bike rides every Tuesday and Sunday. BPRBS is collaborating with radio station 107 on its "107 Days to Better Health."	The Freshwater Land Trust (FWLT) launched a website, www.walkbham.com, providing downloadable walk cards for East Lake and Downtown Birmingham produced as part of the Walk B'ham campaign. Black People Run Bike and Swim (BPRBS) hosts weekly bike rides in the Western Area and at Phillips Academy. Over 500 individuals participated in the September 30, 2015 Ride United event hosted by BPRBS. Safe Routes to School of Central Alabama conducted 61 events to increase awareness and use of new trails and sidewalks, including walks, community events, school events, and Bicycle Rodeos since January 2015 reaching over 5,000 individuals.

Strategy 2. Provide community health education, with a focus on children, regarding the need for physical activity beginning November 2014.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide technical assistance and education around Physical Activity Break Policies and programming in schools	Number of school districts achieving the physical activity requirements mandated by the Alabama Department of Education	Ongoing through November 2019	Lakeshore Foundation, YMCA of Greater Birmingham, Alliance for a Healthier Generation, Alabama Department of Education, Alabama Department of Public Health	The Alliance for a Healthier Generation's Healthy Schools Program continues to provide assistance, guidance and resources to schools in the areas of physical education, health education and physical activity. The Alliance for a Healthier Generation is also collaborating on the Get Moving Alabama Schools Campaign which will feature school-based initiatives to increase physical activity among children and staff. The launch date for the Get Moving Alabama Campaign is Fall 2015.	The Alabama Department of Public Health and partners launched the Get Moving Alabama program with a media campaign and website with resources. This program features initiatives to increase physical activity in schools. The YMCA of Greater Birmingham held a Healthy Kids Day in April 2015. The Alliance for a Healthier Generation launched the Champions for Healthy Active Schools program in the Jefferson County, Homewood, Hoover and Leeds school districts. The Birmingham City School District is currently receiving training on the Champions for Healthy Active Schools program.

Strategy 3. Create a resource directory of places to participate in physical activity at no or low cost by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Create sources for identifying locations for no or low cost physical activity	Sources identified	November 2017	Racial and Ethnic Approaches to Community Health (REACH), City of Birmingham	The United Way of Central Alabama's 211 database includes large recreational facilities, but there are no plans to expand the database to include neighborhood-level facilities and cost information. The City of Birmingham's iPhone Application includes recreational facilities, parks and trails, but does not include cost information. None of the lead partners have initiated this tactic.	The Racial and Ethnic Approaches to Community Health (REACH) website launched on October 14, 2015 and includes locations for no and low cost physical activity in targeted communities within the City of Birmingham.
Create and distribute Walk B 'ham Cards to promote physical activity	Number of unique Walk B 'ham Cards created	November 2014 through November 2019	Livable Communities Priority Group, Fresh Water Land Trust	The Walk B 'ham Cards were delivered to the Freshwater Land Trust (FWLT) on April 21, 2015. FWLT will be working with community partners to distribute the cards.	Two walking cards were created. The walking cards are available for download on www.walkbham.com .

Goal 3. Increase the percentage of Jefferson County residents protected by comprehensive indoor smoke-free policies from 39.1% to 50% by February 2019.

Data source	Current Status	Short term Target	Long term Target	
Jefferson County Department of Health	39.1% of Jefferson County residents are protected with comprehensive indoor smoke-free policies		50% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	

Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke free policies protecting a minimum of 50% of county residents.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Conduct an assessment to identify priority communities for smoke-free education and engagement	Completed community assessments	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association	Not Applicable	The City of Homewood was identified as a priority community for smoke-free education. A rapid assessment of Homewood has been completed. The Tobacco Free Taskforce will identify another municipality, possibly Irondale or Mountain Brook, for assessment in 2015-2016.
Develop a smoke-free campaign plan for each priority community	Campaign plan	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association, Safe and Healthy Homewood Coalition	Not applicable as the Hoover Smoke-free campaign was previously developed.	The Hoover Smoke-free Campaign transitioned from a community engagement approach to targeted communications with elected officials and community leaders. The Homewood Smoke-free Campaign is led by the Safe and Healthy Homewood Coalition and includes members from the Tobacco Free Taskforce and community residents. A subcommittee from the Safe and Healthy Homewood Coalition conducted one-to-one meetings with Homewood City Council members.

Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke free policies protecting a minimum of 50% of county residents. (continued)					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Educate the general public and community leaders about the dangers of secondhand smoke	Number of presentations on the dangers of secondhand smoke Number of letters of support Number of community leader interviews Earned/paid media efforts Smoke-free campaign Facebook likes	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association	The Tobacco Free Taskforce engaged community leaders in Hoover and Homewood on an individual basis.	The Tobacco Free Taskforce engaged community leaders in Hoover and Homewood on an individual basis. Hoover elected officials have received information regarding the benefits of smoke-free policies. Hoover and Homewood Smoke-free campaigns utilized Facebook to educate the community. Two fact sheets have been distributed by the Homewood Smoke-free Campaign to parents of children in the Homewood City School System reaching 1,100 individuals. Letters of support for the Homewood Smoke-free Campaign have been solicited, but the Hoover Smoke-free Campaign has not received additional letters of support. The number of Facebook likes for the Hoover Smoke-free Campaign page is 750 and 245 for Homewood Smoke-free Campaign.
Strategy 2. By November 2019, a minimum of one public or nonprofit rent-restricted multi-housing agency in Jefferson County will adopt smoke-free policies restricting smoking in individual units, including balconies, patios and common areas.					The Jefferson County Department of Health (JCDH) completed a presentation on smoking cessation benefits and resources on March 13, 2015 at Birmingham Towers. Birmingham Towers, a rent-restricted, multi-unit housing complex that independently became smoke-free on July 15, 2015. Birmingham Towers' Smoke-free Policy prohibits indoor and outdoor smoking on the property, including patios. JCDH hosted a celebration in support of the July 14, 2015 smoke-free policy implementation by Birmingham Towers.
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Complete an assessment of the county's public and nonprofit, multi-unit housing developments for the presence of smoke-free or tobacco-free policies.	Completed assessment	June 2016	Alabama Department of Public Health	Not applicable	Alabama Department of Public Health completed an assessment of smoke-free and tobacco-free policies within Jefferson County's multi-unit housing developments in October 2015.
Design and implement a communication strategy to provide education to public, multi-unit housing developments without smoke-free or tobacco-free policies on the benefits of implementing such policies.	Number of public, multi-unit housing developments receiving education on smoke-free or tobacco-free policy benefits	Beginning April 2016 and ending March 2019	Alabama Department of Public Health, Jefferson County Department of Health	Not applicable	More specific work plans for this tactic are under development for an initial implementation date of April 2016.

Goal 4. Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 1, 2019.

Data source	Current Status	Short term Target	Long term Target
Behavioral Risk Factor Surveillance Survey: Adult Smoking Status	20% of adult residents report smoking in 2012		18% of adult residents report smoking

Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Increase community and healthcare provider awareness of resources linking residents to tobacco use cessation support, including the Jefferson County Department of Health's Tobacco Use Cessation Program	Number of inquires regarding Jefferson County Department of Health's Tobacco Cessation Program Media campaign documentation: number of billboards, radio spots and ads, etc. Number of calls to the Alabama Tobacco Quitline from Jefferson County	July 2015 and ongoing	Jefferson County Department of Health, American Lung Association, Alabama Department of Public Health	As part of the Jefferson County Department of Health's (JCDH) Tobacco Awareness Prevention and Cessation Quality Improvement Initiative, JCDH developed a Tobacco Cessation training for its healthcare providers and a marketing strategy for its Smoking Cessation Clinic. JCDH's Tobacco Coordinator provided four educational workshops on smoking cessation, second-hand smoke and new tobacco products reaching approximately 225 people. The American Lung Association participated in five community events to promote smoke-free policies and smoking cessation since November 2014.	Jefferson County Department of Health (JCDH) continues its initiative to provide smoking cessation services. JCDH's Adult Health and Family Planning Clinic physicians and nurse practitioners completed a Certified Tobacco Treatment Specialist Training Course in June 2015. A revised protocol for the Tobacco Cessation Clinic has been developed. Additional training for JCDH's clinical personnel on tobacco usage and cessation support strategies will be completed by December 31, 2015. The revised Tobacco Cessation Clinic Protocol will initially be launched with JCDH's Adult Health and Family Planning Clinic patients and expand to parents of JCDH's Pediatric Clinic patients. Based on capacity, the Tobacco Cessation Program will be offered to additional community members. The Alabama Tobacco Quitline provides tobacco cessation support and up to eight weeks of the nicotine replacement therapy at no cost to the participant. American Lung Association (ALA) provides tobacco cessation programming through the Freedom From Smoking Program and National Helpline referrals. There have been no Freedom From Smoking classes offered to date due to lack of resources. ALA will offer Freedom From Smoking Facilitator Training by December 31, 2015. The Alabama Department of Public Health disseminated CDC-developed advertisements regarding the health impacts of tobacco use and the Alabama Tobacco Quitline.

Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Implement the Jefferson County Department of Health Tobacco Use Cessation program for community members	Number of participants who enroll and complete the program Number of program participants that quit using tobacco	January 2016 through November 2019	Jefferson County Department of Health	The Jefferson County Department of Health continues to develop protocols and support processes for its revised Tobacco Cessation Clinic.	Jefferson County Department of Health will launch its revised Tobacco Cessation Clinic in early 2016.
Develop and distribute a resource directory of tobacco use cessation programs available in Jefferson County	Resource Directory publication date	January 2017	Jefferson County Department of Health	The Jefferson County Department of Health developed an assessment of tobacco use cessation programs available in Jefferson County.	Jefferson County Department of Health is developing content for a webpage within its website regarding tobacco use cessation and resources. The Birmingham Tobacco Treatment Specialist Group meets monthly to discuss tobacco cessation issues and resources in Jefferson County.
Increase calls from Jefferson County residents to the Alabama Tobacco Quitline by 10%	Alabama Department of Health Quitline call data	January 2015 through November 2019	Alabama Department of Public Health, Jefferson County Department of Health	Between November 1, 2014 and April 30, 2015, the Alabama Tobacco Quitline received 207 calls from Jefferson County. Alabama Tobacco Quitline calls increased in March and April 2015 due to the CDC-funded public service announcements promoting the Alabama Tobacco Quitline's telephone number on local television stations.	Alabama Department of Public Health provides earned, and if funded, paid media, to promote the Alabama Tobacco Quitline. The Jefferson County Department of Health provides information regarding the Alabama Tobacco Quitline via its website, www.jcdh.org , displays in health centers, and one-to-one communication with clients. A total of 892 calls were placed to the Alabama Tobacco Quitline from November 1, 2014 through October 31, 2015 from Jefferson County residents.

Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Educate community members and legislators on the benefits of a \$1.25 per pack increase on cigarette taxes with equalization for other tobacco products	Legislative priority document Distribution of factsheet Adult Tobacco Survey data	Ongoing through November 2019	American Lung Association	Governor Bentley proposed an 82 cent increase in tobacco taxes, but the Legislature cut the proposed tobacco tax increase to a 25 cent increase on a pack of cigarettes. The American Lung Association does not support the proposed 25 cent tobacco tax increase as it is below the threshold for impacting behavioral change. The Alabama Department of Public Health is educating state level partners on the excise tax.	The Alabama State Legislature approved a \$0.25 tax increase on tobacco products on September 15, 2015 for implementation on October 1, 2015.

Goal 5. Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019.

Data source	Current Status	Short term Target	Long term Target	
Alabama Department of Education: School districts with adopted Comprehensive Wellness Policies	Number of school districts with adopted Comprehensive Wellness Policies [Baseline: 3 school districts have adopted Comprehensive Wellness Policies		All existing Jefferson County school districts adopt Comprehensive Wellness Policies	

Strategy 1. Support policies and programs that promote student wellness before, during and after the school day.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Support the implementation of wellness policy goals for nutrition promotion/education and physical activity based on the Healthy, Hunger-Free Kids Act of 2010	Number of school districts receiving technical assistance	November 2018	Alabama Department of Education, Alabama Department of Public Health, Alabama State Association for Health, Physical Education, Recreation and Dance, UAB, Alliance for a Healthier Generation, HEAL Alabama	The Statewide Champions for Healthy Schools Pilot Project is currently being implemented in 13 school districts. The pilot includes establishing a Comprehensive Wellness Policy, assessing the schools through the CDC's School Health Index, and implementing a plan to get children active before, during and after the school day.	Wellness policies were developed by various school districts. Additional work is ongoing to add the physical activity component to these School Wellness Policies. The Alliance for a Healthier Generation developed a checklist for use in policy development. Training has been provided for select schools on the School Health Index, Comprehensive Physical Activity Programs, and Physical Activity Leadership. The Jefferson County School District is the next school system slated to receive technical assistance in school wellness. The Mountain Brook and Trussville City School Districts are receiving technical assistance for developing a comprehensive wellness policy.

Strategy 2. Advance the adoption and implementation of comprehensive Healthy Eating and Physical Activity (HEPA) Policies by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide technical assistance and education on Healthy Eating and Physical Activity (HEPA) Standards to other community-based afterschool sites	Number of afterschool care programs trained in Healthy Eating and Physical Activity (HEPA) Standards	November 2017	YMCA of Greater Birmingham, -St. Vincent's Health System	Staff of the YMCA of Greater Birmingham received Healthy Eating and Physical Activity (HEPA) training.	The YMCA of Greater Birmingham adopted Healthy Eating and Physical Activity (HEPA) Standards at its nine afterschool program sites.
Provide technical support to other community-based childcare centers adopting and implementing Healthy Eating and Physical Activity (HEPA) Standards	Number of community-based childcare programs that implement Healthy Eating and Physical Activity (HEPA) standards	November 2019	YMCA of Greater Birmingham, St. Vincent's Health System	Not Applicable	None of the Healthy Eating and Physical Activity (HEPA) trained community-based childcare centers have adopted HEPA Standards as of September 30, 2015.

Strategic Issue 3: Optimize the Built Environment, Transportation System and Safety

Goal 1. Improve availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019.

Data source/ Measure	Current Status	Short term Target	Long term Target	
Freshwater Land Trust: Miles of Multi-Use Trails	13.4 miles of multi-use trails		50 total miles of multi-use trails and on street bike lanes by 2017	
Freshwater Land Trust: Miles of On Street Bike Lanes	7.4 miles of on street bike lanes		50 total miles of multi-use trails and on street bike lanes by 2017	
City of Birmingham: Number of sidewalk and roadway complaints from the City of Birmingham's 311 Program	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits		5% reduction in sidewalk and roadway complaints from baseline	
Jefferson County Roads and Transportation Department: Zoning and Weed/Litter Complaints	Jefferson County received 85 zoning complaints and 250 weed and litter complaints during the most recent year		5% reduction in zoning complaints to 81; 5% reduction in weed and litter complaints to 238	
City of Birmingham: Birmingham STAR rating score	No data has been submitted for the STAR application	Submit data by February 2015 and obtain STAR rating score	To be determined after receiving baseline score	
Department of Parks and Recreation: Number of Parks	Number of Parks from the Park and Recreation Trail Master Plan		To be determined by availability of funding	
Public Works: Number of miles of sidewalks	Number of miles of sidewalks from the Sidewalk Inventory		To be determined by availability of funding	

Strategy 1. Increase the community's awareness of the availability of parks, trails and other public recreational facilities.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Implement educational campaigns for newly developed parks and trails within Jefferson County	Number of campaigns implemented	November 2014 and ongoing	Fresh Water Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Racial and Ethnic Approaches to Community Health (REACH)	Black People Run Bike and Swim is implementing an awareness campaign around new facilities within western neighborhoods and completed similar programs around the new Civil Rights Trail. A Parks Prescription Program is currently under development.	Three educational campaigns have been initiated. Black People Run Bike and Swim implemented two awareness campaigns for new facilities within western area neighborhoods and one for the Civil Rights Trail. The Parks Prescription Program, which remains in the developmental stages, will provide education regarding new parks and trails in Jefferson County. The Jefferson County Department of Health initiated an ongoing awareness campaign regarding the High Ore Line Trail currently under construction.

Strategy 1. Increase the community's awareness of the availability of parks, trails and other public recreational facilities. (continued)					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Implement and expand the Walk B'ham campaign	Number of Walk B'ham routes [Baseline: Zero implemented Walk B'ham routes]	November 2014 and ongoing	Livable Communities Priority Group, Jefferson County Department of Health, Community Foundation of Greater Birmingham	Walk B'ham cards for Downtown Birmingham and the East Lake Community have been printed but not distributed.	Two walking cards are developed, one each for Downtown Birmingham and East Lake. The Walk B'ham Cards are available through the Fresh Water Land Trust. A website, walkbham.com, features the walk cards available for downloading. A phone application for the walk cards is under consideration.
Continue Red Rock Tuesday or other television-based communication regarding parks, trails and other public recreational facilities	Number of Red Rock Tuesdays sessions Total viewers	Ongoing through November 2019	WBRC, Freshwater Land Trust, Jefferson County Department of Health, Municipalities	The Freshwater Land Trust continues to host monthly Red Rock Tuesday segments on Good Day Alabama. The November 4, 2014 segment was filmed at Kelly Ingram Park, the December 2, 2014 segment was filmed at Red Mountain Park, the March 3, 2015 segment was filmed at Shades Valley, the April 7, 2015 segment was filmed at Western Health Center and the May 5th segment was filmed at Village Creek.	Red Rock Tuesday segments on Good Day Alabama promote the use of trails in Jefferson County. The following communities and trails have been featured since April 2015: Brookside on June 2, 2015, Norwood on July 14, 2015, the Rotary Trail and Jones Valley Corridor on September 1, 2015 and the Kingston Community on October 6, 2015.
Strategy 2. Increase Jefferson County resident awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Promote the use of Birmingham City's 311 phone line and new smart phone application for reporting maintenance concerns	Marketing campaign Number of calls to the Birmingham's 311 phone line Number of downloads of Birmingham's smart phone application	Ongoing through November 2019	Birmingham Public Works	No update received.	The 311 phone line received 15,252 calls between May 1, 2015 and October 2, 2015. A public portal website will launch by December 2015 to promote customer service. Birmingham residents will be able to use the portal to create an account, enter service requests and track request follow-up. The smartphone application has been downloaded over 900 times since its November 2014 launch.
Promote calls to the Jefferson County Roads and Transportation Division office for appropriate routing	Marketing campaign Number of calls to the County Roads and Transportation Division Number of projects listed on the Jefferson County website	Ongoing through November 2019	Jefferson County Roads and Transportation Division	A mechanism was added to the Jefferson County website to collect complaints about roads. Between two and five reports per day regarding road maintenance are received. After complaints are received, jurisdictions collaborate to resolve identified issues. There is a tracking mechanisms for calls, requests received via the website and work orders for road maintenance. Currently no tracking of maintenance requests for trails, sidewalks, parks or other public recreational facilities exists.	Forty projects have been identified through the Jefferson County Website pursuant to roads and transportation in Jefferson County. The Jefferson County Roads and Transportation Division received 586 calls between May 1, 2015 and September 30, 2015.

Strategy 3. Birmingham City to Submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Convene an Advisory Group of key stakeholder to identify a plan of action for areas in need of improvement	Advisory Group membership list Meeting minutes Action Plan	November 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	An Advisory Group for STAR was formed in June 2014 and included organizations from the Livable Communities Priority Group.	An Advisory Group for STAR was formed in June 2014 and included organizations from the Livable Communities Priority Group.
Submit data application to STAR for review	Data of application submission STAR application	December 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Data for STAR application was submitted in December 2014.	Data for the STAR application was submitted in December 2014.
Receive score from STAR and Potential STAR status	STAR Score STAR Status	February 2015	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Birmingham was awarded a three STAR community rating for sustainable leadership on April 10, 2014.	Birmingham's STAR rating of three out of five provides a benchmark for assessing the impact of ongoing and future work to improve Birmingham's sustainability.
Establish a sustainability commission in support of the City of Birmingham's participation in the STAR program	Commission charter and proceedings	January 2017	City of Birmingham, SUSTAIN	Not Applicable	The City of Birmingham's Sustainability Commission has been established to create a vibrant community by proposing measurable solutions to increase the livability and environmental soundness of Birmingham. The City of Birmingham will be accepting applications in February 2016 for membership on the Sustainability Commission.

Goal 2. Improve the availability of and access to reliable public transportation by November 2019.					
Data source/Measure	Current Status	Short term Target	Long term Target		
Number of Birmingham Jefferson County Transit Authority (BJCTA) rides	3.2 million rides		Increase number of rides by 5% to 3,360,000		
Number of Bike Share stations	None Currently	20 Bike Share stations by Fall 2015	40 Bike Share stations by June 2016		
Number of Bike Share bikes	None Currently	200 Bike Share bikes by Fall 2015	400 Bike Share bikes by June 2016		
Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Implement educational campaigns to inform residents on where and how to purchase MAX tickets	Number of campaigns Number of bus tickets sold Ridership (3.2 million annually)	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority	The MAX program continues to be marketed to county residents via community events and locations including community fairs and events, shopping centers and community centers.	MAX continues to inform county residents of services available through community venues and events. A branding initiative is ongoing for MAX. Current annual ridership is 3,149,944.
Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Secure Zyp Operator and Bike Share equipment vendors	Selected vendors and public announcement	December 2014	City of Birmingham, Regional Planning Commission, REV Bike Share, LLC	Four vendors responded to the Regional Planning Commission's request for proposal to operate the Bike Share Program. Those companies, B Cycle, Next bike, Bewegen and PBSC, convened at Social Venture on Wednesday, January 7, 2015. A press conference was held on April 20, 2015 to announce Bewegen Technologies as the vendor for the Bike Share Program. REV Birmingham will administer the program, renamed ZYP, launching on April 27, 2015 as REV Bike Share, LLC, an independent subsidiary.	Not applicable
Secure operational funding for the Zyp Bike Share program	Sponsors identified and secured	December 2014	REV Bike Share, LLC	Funding for the Bike Share Program has been identified for the next five years. Identified sponsors were announced on May 1, 2015, along with the branding of the Bike Share Program as Zyp.	Funding for the Bike Share Program has been identified for the next five years. Identified sponsors were announced on May 1, 2015, along with the branding of the Bike Share Program as Zyp.

Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Final site selection and permitting	Right-of-Way agreements Map of locations Public input on site selection	March 2015	REV Bike Share, LLC, Zyp, City of Birmingham and Regional Planning Commission	The Bike Share Program's station locations are under evaluation and include input from potential program customers. Preliminary site selection is completed. Sidewalk decals were placed in ten of the proposed sites with a number to text input upon those proposed sites. The needed Right-of-Way agreement was given official approval by the Transportation Committee and the City of Birmingham.	The Birmingham City Council approved the franchise Right-of-Way agreement for the Zyp Bike Share Program in June 2015. Station locations have been finalized with the City of Birmingham's Planning, Engineering and Permits Department. Sites for the program were selected using a specific methodology and public input from the feasibility study process.
Conduct a public awareness and education campaign regarding Zyp Bike Share	Marketing campaign Number of outreach events Social Media and website presence Number of early Zyp Bike Share registrations	September 2015	REV Bike Share, LLC	Birmingham's City Council prepared a video promoting the Birmingham Bike Share Program. Early registration for Zyp Bike Share will begin in July 2015.	Zyp conducted educational outreach events including those with the Community Foundation of Greater Birmingham, the Birmingham Business Alliance, the Sidewalk Film Festival and several corporations. Zyp has an active social media presence with more than 1,500 followers on Facebook (Zyp Bike Share - Birmingham), Twitter and Instagram (both @Zypbhm). Zyp's official website, www.zypbikeshare.com, launched in August 2015 along with the Shyfters campaign that enrolled over 100 early adopters. Annual Zyp memberships are available for purchase via the website; several hundred individuals purchased Zyp annual memberships in advance of the official launch on October 14, 2015.
Launch the Zyp Bike Share program	Number of Bike Share stations Number of Bike Share bikes	December 2015	REV Bikes Share, LLC, Zyp, City of Birmingham	The local bike sharing network will include 400 bikes and 40 docking stations throughout central Birmingham. Among the bikes, 100 will be electric-pedal bikes to lessen barriers for unexperienced riders.	The Zyp program officially launched on October 14, 2014 with 300 bikes and 30 docking stations.
Expand the Zyp Bike Share program	Number of additional Zyp Bike Share stations Number of additional Zyp Bike Share bikes	June 2016	REV Bikes Share, LLC, Zyp, City of Birmingham	Not Applicable	Continued expansion of Zyp is planned for spring 2016 with the addition of 100 bikes and ten docking stations. Global Positioning System (GPS) data will assess the most utilized routes and inform the location of bike lanes.
Maintain ongoing Zyp Bike Share program operations	Annual program reports and program data Number of program FTEs	October 2016 and ongoing	REV Bikes Share, LLC	Not Applicable	Initiation of operational data began on October 14, 2015. Currently, eight full time equivalent and one part time equivalent positions are solely dedicated to Zyp.

Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) MAX bus on time performance and ClasTran accessibility beginning November 2014.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Replace aging MAX buses	Number of replaced buses [Baseline: 30 replaced buses in 2014] Fleet size	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority, ClasTran	Birmingham Jefferson County Transit Authority (BJCTA) Board members spearheaded a capital campaign to replace aging MAX buses. An agreement to receive used buses from Gwinnett County, Georgia is in progress. BJCTA received a \$1 million grant to replace 40 percent of ClasTran buses.	\$1.2 million in Congestion Mitigation and Air Quality Improvement Program (CMAQ) funding was received by the Birmingham Jefferson County Transit Authority (BJTCA) for buses, and \$3 million in matched Federal funds were allocated to ClasTran in June 2015. The MAX fleet is replaced as needed. Nineteen vans were purchased for the ClasTran program in September 2015.
Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance	Number of road calls Mileage until breakdown [The Industry average is 3,500 miles to breakdown; BJCTA is currently experiencing breakdown at 15,000 miles]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	No update received.	From November 1, 2014 through September 2015, the BJCTA received 543 road calls.
Reduce headway on bus routes	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority, Municipalities	The current fleet of MAX buses will remain stable until funding from municipalities increases or additional municipalities participate in MAX.	The current fleet of 78 MAX buses service 38 bus routes.
Develop a rapid transit system with East/West and North/South routes	Amount of funding awarded Date of route initiation Date of route completion	November 2019	Regional Planning Commission of Greater Birmingham, MAX	Not Applicable	Funding in the amount of five million dollars has been secured for the creation of a Downtown Birmingham Transit Route on 18th Street in Birmingham. This route will connect the Birmingham Jefferson Civic Center to 5 Points South and is slated for completion in 2018. This route will provide a backbone for future transit expansion and will be designed to attract a variety of riders. A rapid transit route between the CrossPlex and Eastlake/Roebuck following the Highway 11 corridor is in the planning phase and anticipated to be completed by 2021.
Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	No update received.	The average on-time performance from November 1, 2014 to October 31, 2014 was 93.4%.

Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Reassess current bus routes in relation to population distribution and proposed new industry in the area	Ridership [Baseline is 3.2 million rides annually]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority, Birmingham Business Alliance (regarding new industry)	The Birmingham Jefferson County Transit Authority (BJCTA) is awaiting a funding announcement for the Route Optimization Study for evaluating the current route structure, reassessing the effectiveness of current routes and identifying the need for more appropriate routes based on current travel patterns and resident requests.	Planning is ongoing for a rapid transit route connecting the CrossPlex to the Eastlake/ Roebuck area. Funding in the amount of five million dollars has been allocated for the Downtown Birmingham Transit Route along 18th Street Birmingham connecting the Birmingham Jefferson Convention Center to 5 Points South.
Strategy 5. Convene a workgroup for a regional transit system roundtable by January 2015.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Convene a workgroup for a Regional Transit System Roundtable	Regional Transit System Roundtable participants Minutes from Regional Transit System Roundtable meetings	January 2015	Regional Planning Commission, Birmingham Jefferson County Transit Authority, Birmingham Business Alliance	The UAB Minority Health and Health Disparities Research Center and its partners are developing regional transportation workshops to be held during Fall/Winter 2015.	The October 1, 2015 Sustainable Cities Symposium included a panel discussion on regional transit featuring representatives from MAX/BJCTA, the City of Birmingham, IBM, Nelson Byrd Wotz Landscape Architects and DATAFEST.

Goal 3. Adopt built environment policies and enforce ordinances adopted by November 2019.

Data source/Measure	Current Status	Short term Target	Long term Target
Conservation Alabama: Number of municipalities with adopted Complete Streets Policies	Number of municipalities with adopted Complete Streets policies [Baseline: 6 municipalities have adopted Complete Streets policies]	Add one municipality with an adopted Complete Streets policy by November 2016	Add 2-3 municipalities with adopted Complete Streets policies by November 2019
Regional Planning Commission of Greater Birmingham: Number of municipalities with comprehensive Sidewalk Plans	Number of municipalities with comprehensive Sidewalk Plans [Baseline: 3 municipalities have comprehensive Sidewalk Plans]		Adoption of comprehensive Sidewalk Plans by all Jefferson County municipalities
Freshwater Land Trust: Miles of completed bike Lanes	Number of miles of completed bike lanes [Baseline is 7.4 miles of completed bike lanes]		13.4 miles of completed bike lanes by November 2019

Strategy 1. Adopt Complete Streets policies and design by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Educate community residents regarding the benefits of Complete Streets Policies	Educational campaigns	Ongoing through November 2019	AARP	AARP conducted a walking audit with senior citizens in East Lake during November 2014. The information gathered during this walking audit informed the development of East Lake's Walk B'ham walking card.	Conservation Alabama does not have the funding or capacity to continue work toward Complete Streets Policies for the foreseeable future. AARP will resume Complete Streets education activities in 2016.
Educate community and municipality leaders regarding the benefits of the adoption of Complete Streets Policies.	Number of municipalities with adopted Complete Streets Policies [Baseline: 6 municipalities with adopted Complete Streets Policies]	Ongoing through November 2019	AARP	Conservation Alabama reported that no funding is currently available to work on Complete Streets Policies, but additional funding is expected in the 3rd quarter of 2015 for Complete Streets Policy advocacy.	Conservation Alabama does not have the funding or capacity to commit to working on Complete Streets Policies for the foreseeable future. AARP will resume Complete Street education activities in 2016.
Communicate Complete Street Policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	AARP	Conservation Alabama reported that no funding is currently available to work on Complete Streets policies, but additional funding is expected in the 3rd quarter of 2015 for Complete Streets policy advocacy.	Conservation Alabama does not have the funding or capacity to continue working towards Complete Streets Policies for the foreseeable future.
Develop a Complete Streets Design Guide for use by municipalities	Publication date of Complete Streets Design Guide	December 2017	Regional Planning Commission of Greater Birmingham	Publication is not expected until December 2017.	The Regional Planning Commission of Greater Birmingham's Active Transportation Plan contains design guidance for Complete Streets. The Active Transportation Plan is under revision and will include a Complete Streets Policy component. This component will be expanded into a separate Design Guide.

Strategy 1. Adopt Complete Streets policies and design by November 2019. (continued)					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide technical assistance for municipalities adopting Complete Streets Policies	Number of technical assistance requests and responses	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	Technical assistance is available for interested municipalities. The Regional Planning Commission of Greater Birmingham introduced Complete Streets Policy via the Birmingham Comprehensive Plan.	The Regional Planning Commission of Greater Birmingham is collaborating with the cities of Hoover and Bessemer to develop Bike and Pedestrian Plans, which include Complete Streets Policies. Many cities across Jefferson County are developing bike/pedestrian plans (Hoover is developing a plan, Homewood, Vestavia and other municipalities currently have bike/pedestrian plans)
Strategy 2. Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Identify funding for Birmingham's Mode Priority Street Plan for all streets including transit corridors	Identified funding sources	March 2017	City of Birmingham, Regional Planning Commission of Greater Birmingham	Funding has been identified for the Birmingham City-wide Transportation Plan that will include the Mode Priority Street Plan. The City of Birmingham is current developing a Request for Proposal.	Funding has been secured for Birmingham's Mode Priority Street Plan. Its scope of work has been approved by the City of Birmingham; however, the scope of work is pending approval from the Alabama Department of Transportation (ALDOT).
Strategy 3. Promote healthy infrastructure policies through November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Complete an evaluation of storm water impact on Village Creek	Creek samples Flow data	January 2016	City of Birmingham Storm Water Administrator	The City of Birmingham's Storm Water administrator is completing a nine-point Watershed Plan. The end product will be a number of projects (e.g. using landscaping and parking lots to reduce storm water runoff) and recommendations for water quality and storm water management to reduce flooding, and provide a better quality of place. December 2015 is the estimated completion date for this project.	The Village Creek Watershed Master Plan, including a storm water impact evaluation, is in draft form and will be completed by January 2016.
Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning, Engineering and Permits	The City of Birmingham's Zoning Administrator, Timothy Gambrel, reported that the Zoning Office is rewriting the current zoning ordinances. The revised zoning ordinances will contain significant changes. The estimated completion date for the zoning ordinances is late summer or early fall 2015. The revised Storm Water Plan will be incorporated into the new zoning ordinances.	Birmingham's Zoning Ordinance revisions were approved September 16, 2015. Areas with approved Framework Plans will implement zoning changes over the next three years.

Strategy 3. Promote healthy infrastructure policies through November 2019.(continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Implement the revised Zoning Ordinance for the City of Birmingham with the adoption of Framework Plans	Number of new Framework Plans adopted Number of Framework Plans with Zoning Ordinance compliance	January 2019	City of Birmingham Planning, Engineering and Permits	Not Applicable	Birmingham's Zoning Ordinance revisions were approved on September 16, 2015. Areas with approved Framework Plans will implement zoning changes over the next three years.
Assess change in physical activity in Midfield residents following the construction of the High Ore Trail	Pre and post-trail implementation survey results	September 2016	Jefferson County Department of Health	Not Applicable	The Jefferson County Department of Health executed a contract to assess the impact of the High Ore Trail linking Western Health Center to Red Mountain Park on the physical activity of residents in the Midfield area.
Consider health impacts in Zoning Ordinance implementation	Attendance at Zoning Committee meetings Zoning Committee meeting minutes	November 2017	Jefferson County Department of Health, Regional Planning Commission of Greater Birmingham, Municipality Zoning Boards	The development of a Health Development Checklist is in its preliminary stages. Currently, JCDH is conducting research on how to best initiate this discussion.	Representative from the Jefferson County Department of Health (JCDH) met with City of Birmingham representatives on July 15, 2015 and July 24, 2015 regarding zoning issues that may impact health. JCDH will provide consultation on health impact for zoning decisions and zoning modifications for municipalities within Jefferson County. JCDH representatives participated in Framework Plan discussions, which included the adoption of Birmingham's revised Zoning Ordinances.
Implement the Municipal Separate Storm Water Sewer Systems (MS4) storm water permits for all municipalities in Jefferson County	Number of MS4 permits	Ongoing through November 2019	Environmental Protection Agency, Alabama Department of Environmental Management, Jefferson County Department of Health, Municipalities	JCDH's Watershed Protection Division was formed in June 2010 to address the need to manage storm water runoff from property within the 22 municipalities represented in the Storm Water Management Authority, Incorporated (SWMA). The Cities of Birmingham, Bessemer, Fultondale, Hoover and incorporated Jefferson County have individual MS4 permits. MS4 permits are intended to be re-administered every 5 years, but the current permit was administered in 2001 and administratively renewed in 2006. The current MS4 permits are based on the 2001 permits. The Alabama Department of Environmental Management is administering new permits. The municipalities in Jefferson County expect to receive new MS4 permits in 2015.	The Alabama Department of Environmental Management (ADEM) will issue new MS4 permits in 2016; none will be issued in 2015.

Strategy 4. Improve technical capacity of municipalities in planning through November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Create a Comprehensive Plan for each municipality in Jefferson County	Number of municipalities with an Comprehensive Plan	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	Although municipalities are not currently required to have Comprehensive Plans, Birmingham, Fultondale and Gardendale have completed Comprehensive Plans. Irondale is completing its Comprehensive Plan. On average, two municipalities in the region will complete a new Comprehensive Plan each year.	Sixteen municipalities have a completed Comprehensive Plan or Community Plan. Irondale is developing its Comprehensive Plan. Regionally, an average of two municipalities complete a new Comprehensive Plan each year.

Strategy 5. Adopt shared use agreements through November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide technical assistance for facilities interested in adopting Shared Use Agreements	Number of facilities with Shared Use Agreements	Ongoing through November 2019	Children's Policy Council	No facilities have expressed interest in shared space agreements or have asked the Children's Policy Council for technical assistance.	The Children's Policy Council is undergoing a leadership transition and has not finalized its work plan at this time

Goal 4. Improve the safety of the physical environment by November 2019.

Data source/Measure	Current Status	Short term Target	Long term Target
Regional Planning Commission of Greater Birmingham: Number of tax delinquent parcels in the City of Birmingham	There are 16,826 tax delinquent parcels in the City of Birmingham; 7,071 of these properties have been tax delinquent since at least 2009		Decrease the number of tax delinquent properties by 5%
City of Birmingham: Number of open condemnation cases	Baseline data is under preparation by the City of Birmingham		Decrease the number of open condemnation cases by 5%
City of Birmingham: Number of property maintenance code violations	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits Division		Decrease the number of property maintenance code violations by 5%
Jefferson Tax Assessor: Number of tax delinquent properties	29,159 delinquent residential and commercial properties		27,6701 delinquent residential and commercial properties or less

Strategy 1: Reduce the number and percentage of vacant or run-down properties by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Conduct field surveys to identify dilapidated and deteriorated properties	Number of municipalities completing field surveys	Five communities in three Framework Plan Areas by February 2015, with the addition of six more communities from two Framework Plan Areas by December 2016	City of Birmingham, Regional Planning Commission, UAB School of Public Health	The City of Birmingham is identifying "Framework Plan" areas in which to analyze, engage residents and plan for RISE implementation. Three Framework Plans have been conducted in Titusville, the Western Area, and North Birmingham (imaginebham.com). There has also been similar planning and analysis completed for Pratt City. The rest of Birmingham will be assigned Framework Plans in the coming months.	Two additional Framework Plan areas have been developed: Southwest Birmingham and Northeast Birmingham.
Implement the RISE initiative, including the Preserving the Wealth of Communities Campaign in the City of Birmingham	Number of properties cleared through the Land Bank Authority Number of properties with alleviated code violations Number of condemned properties demolished Number of wills established	Ongoing through November 2019	Birmingham Land Bank Authority, City of Birmingham, Habitat for Humanity	Through the RISE Initiative, 141 structures have been condemned, 280 units were inspected for code violations, and 800 wills have been executed.	The City of Birmingham allocated \$3.5 million to demolish 350 properties by spring 2016. The Birmingham Land Bank Authority and Habitat for Humanity received \$25 million to remove blighted structures from across Alabama by December 2016. Efforts are ongoing to provide clear titles for properties cleared of blight. Legal approval has been attained to achieve this goal, and the first set of titles are expected to be cleared by December 2015. 1,500 wills have been created through the RISE Initiative to support the prevention of future blight and tax delinquent properties.

Strategy 1: Reduce the number and percentage of vacant or run-down properties by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Enforce existing Property Maintenance Codes through community municipal courts	Number of municipal court cases Number of pretrial diversion classes	Ongoing through November 2019	City of Birmingham, Municipal Courts, Birmingham Land Bank Authority	Not Applicable	Birmingham's Property Maintenance Code is being updated to enable better Code enforcement and support the reduction of blighted structures. Enforcement of existing Property Maintenance Codes has begun through community courts which are municipal courts conducted within neighborhoods. Fines of up to \$500 per violation and jail time can be levied for Property Maintenance Code violations. A Pre-trial Diversion process has been added to assist property owners avoid fines and jail time. The City of Birmingham is incentivizing private sector investment in property and attempting to ensure property maintenance among out-of-town property owners.
Implement the Side Lot Program to encourage property maintenance of tax delinquent properties	Number of properties maintained through the Side Lot Program	November 2019	Birmingham Land Bank Authority	Not Applicable	The Side Lot Program is currently in development to enable citizens the right to attain clear titles on tax delinquent properties adjacent to the citizens' property. Persons maintaining the property can apply for a clear title after two years, if the property is maintained per the Property Maintenance Code.

Strategy 2. Increase the number of public access sidewalks by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015 Progress	May 2015 - October 2015
Create and implement a Sidewalk Master Plan for the City of Birmingham	City of Birmingham's Master Sidewalk Plan and creation date	November 2019	City of Birmingham City Engineers, Alabama Department of Transportation	The City of Birmingham is developing its Sidewalk Master Plan.	Development of the Sidewalk Master Plan for Birmingham is ongoing with the most recent planning meeting occurring on October 5, 2015. The Sidewalk Inventory is complete and work on assessing sidewalk conditions initiated. The City of Birmingham was awarded a \$750,000 grant through which Goodwin, Mills and Cawood will assess sidewalks in the Sidewalk Inventory for Americans with Disability Act (ADA) compliance and provide recommendations for improvements to existing sidewalks and for sidewalk additions. Although no new sidewalks will be constructed or existing sidewalks improved as a part of this funding, an Operation and Maintenance Improvement Plan for existing sidewalks will be developed.
Build sidewalks around bus stops	Sidewalk Inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	The City of Birmingham is in the process of identifying sidewalk locations as a part of completing the Sidewalk Master Plan.	The creation of sidewalks around bus stops is a part of the Sidewalk Master Plan. The City of Birmingham has completed its Sidewalk Inventory.
Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County	Number of municipalities with a Sidewalk Master Plan [Baseline: 3 municipalities, Homewood, Mountain Brook and Vestavia, have Sidewalk Master Plans]	November 2019	Regional Planning Commission of Greater Birmingham, Freshwater Land Trust	Irontdale and Birmingham are currently developing Sidewalk Master Plans. The cities of Homewood, Mountain Brook and Vestavia have completed Sidewalk Master Plans.	Jefferson County municipalities with completed or in-progress Sidewalk Master Plans include Birmingham, Homewood, Hoover, Mountain Brook, Vestavia Hills and Bessemer. Hoover is targeted to have a Sidewalk Master Plan by 2017. Irontdale will have a Sidewalk Master Plan as part of its Comprehensive Plan.

Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Increase park ranger, City Action Partnership (CAP) officer and Birmingham Police Department visibility in parks to enforce existing park rules concerning disruptive behavior	Patrol data	April 2015	City Action Partnership, City of Birmingham, Birmingham Parks and Recreation Board, Birmingham Police Department	The Birmingham Parks and Recreation Board indicates that the lack of enforcement of existing park rules regarding park hours and vagrants are the biggest issues threatening public safety in parks. The Birmingham Parks and Recreation Board and the Birmingham Police Department have requested funding to support 20 park rangers to patrol key parks in the city center such as Kelly Ingram, Brother Bryan, Linn and Arthur Shores within the City of Birmingham's fiscal year 2016 budget. The funding request will be approved or denied in June 2015. If funding is approved, the Birmingham Police Department will identify park rangers and establish ranger protocols.	The Birmingham Police Department's request for additional funding to support additional park rangers was not approved. The Birmingham Police Department provides courtesy drive bys at high traffic parks.
Create an educational campaign related to community safety and the City of Birmingham's 311 reporting system	Number of educational materials or media provided Number of contacts made Number of meetings	Ongoing beginning in April 2015	Birmingham Mayor's Office, Black People Run Bike Swim	Black People Run Bike Swim (BPRBS) educates individuals about safety and safety issues such as broken glass and drainage problems during events hosted twice weekly. BPRBS reports identified issues to Birmingham officials after community events.	Black People Run Bike and Swim conducted five on-air, educational media sessions and held twelve weekly meetings related to community safety. Birmingham's 311 educational campaign is geared for non-emergency maintenance requests. A Birmingham City public portal website will launch by December 2015 to promote customer service. Birmingham residents will be able to use the portal to create an account to enter service requests and track follow-up.
Establish school zone signage in public spaces	Number of signs	November 2017	Safe Routes to School, City of Birmingham	Safe Routes to School of Central Alabama and the City of Birmingham's Traffic Engineering Department collected data for safe walking maps for all City of Birmingham elementary schools providing real-time data on location of crosswalks, traffic signals and all-way stops, school and pedestrian signage, crossing signals and the location of school crossing guards.	Safe Routes to School produced safe walking maps for City of Birmingham elementary schools. Current signage for the Safe Routes to School Program is available in English only. The City of Birmingham continues to identify signage permissible through the Federal Highway Agency.

Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Continue and expand the City Action Partnership (CAP) patrols in parks from the Birmingham-Jefferson Civic Center to 5th Avenue South and Railroad Park	Number of parks patrolled Baseline: 4 parks are patrolled by CAP	Ongoing through November 2019	City Action Partnership	The City Action Partnership (CAP) and the Druid Hills Neighborhood Association are improving safety in Linn Park by installing donated cameras to deter crime. CAP continues to monitor Kelly Ingram, Linn, Railroad and pocket parks (Eddie Kendrick and the park on corner of 4th Avenue North and 17th Street North) within its jurisdiction.	Currently, the City Action Partnership patrols five parks within Birmingham. Patrolling of Birmingham's Parkside area is under consideration.
Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim	Complaints are noted and forwarded to Birmingham City's Public Works Department for correction. Minor issues are corrected immediately.	Eight complaints were received by Black People Run Bike Swim and reported to the City of Birmingham.
Discourage unpermitted food vendors in public spaces by providing designated processes for permitting food vendors	Number of complaints received by the Jefferson County Department of Health regarding unpermitted food vendors	Ongoing through November 2019	Jefferson County Department of Health, Birmingham Police, City of Birmingham	Data are being compiled to determine the number complaints received about unpermitted vendor. Legal avenues for prosecuting illegal vendors are under exploration.	The Jefferson County Department of Health received and managed 27 complaints regarding unpermitted food vendors since November 1, 2014.

Strategic Issue 4: Optimize Healthcare Access, Availability and Utilization

Goal 1. Increase the communication and utilization of health status monitoring data by providing key monitoring outcomes to community stakeholders beginning November 2014.

Data source	Current Status	Short term Target	Long term Target
Jefferson County Department of Health: Community Health Status Assessment	Current version published in August 2014	Update CHSA Assessment and republish in August 2016	Update CHSA Assessment and republish in August 2018
Jefferson County Department of Health: Annual Disease Surveillance Summary	Published October 2014	Update and republish August 2015	Update and republish annually through 2019
Non-profit Hospitals in Jefferson County: Community Health Needs Assessment	Non-profit Hospitals in Jefferson County and most recent Community Health Needs Assessment publication date: St. Vincent's Birmingham - 2012 St. Vincent's East - 2012 Princeton Baptist Medical Center - 2013 UAB Hospital - 2013 Children's of Alabama - 2013	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2015 St. Vincent's East - 2015 Princeton Baptist Medical Center - 2016 UAB Hospital - 2016 Children's of Alabama - 2016	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2018 St. Vincent's East - 2018 Princeton Baptist Medical Center - 2019 UAB Hospital - 2019 Children's of Alabama - 2019

Strategy 1. Increase the communication of results from health monitoring activities by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Update the Community Health Status Assessment every two years	Documentation of <u>Community Health Status Assessment</u> distribution to community stakeholders	Biennially beginning August 2016	Jefferson County Department of Health, UAB School of Public Health	The updated <u>Community Health Assessment</u> is not due until August 2016; however, the supporting files are continuously updated.	The updated <u>Community Health Status Assessment</u> is not due until August 2016; however, the supporting files are continuously updated.
Produce an Annual Disease Surveillance Summary for Jefferson County	Documentation of distribution to community stakeholders	Annually beginning December 2015	Jefferson County Department of Health, UAB School of Public Health	The anticipated publication date for the Annual Disease Surveillance Summary is September 2015.	The Annual Disease Surveillance Summary remains in development; publication is expected by the end of 2015.
Communicate nonprofit hospitals' Community Health Needs Assessments and annual updates	Publication date on hospital's website	Ongoing through November 2019	Local non-profit hospitals	The Community Health Needs Assessments are available on local non-profit hospital's websites.	Jefferson County non-profit hospitals have up-to-date Community Health Needs Assessments available through each hospital's website. Children's of Alabama will release its next Community Health Needs Assessment Annual Report in December 2016 regarding 2015 accomplishments.

Strategy 1. Increase the communication of results from health monitoring activities by November 2019. (continued)					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Create a subcommittee to develop a summary report of non-profit hospital's Community Health Needs Assessments and key indicators for residents and stakeholders	Summary Report publication dates	Beginning in 2017	Jefferson County Department of Health, Gulf States Health Policy Center	This tactic is not slated for implementation until 2017.	This tactic is not slated for implementation until 2017.
Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Educate the Local Public Health System about the need for consideration of health monitoring assessments in the development of policies	Number of education sessions provided Number of Local Public Health System representatives reached	January 2018	Gulf States Health Policy Center's Birmingham Area Coalition, Jefferson County Department of Health	The Gulf States Health Policy Center has an ongoing Birmingham Area Coalition.	The Gulf States Health Policy Center's Birmingham Area Coalition identified school wellness and active transportation policies as target policies. Education of the Local Public Health System and other decision makers is a key component of this work. A policy scan has been conducted related to these topics.
Provide relevant health-related data to local leaders for consideration in proposed policy issues	Number of requests for health-related data to support policy initiatives Documentation of submission of data to Local Public Health System representatives Minutes from policy development meetings Number of policies where health impact was considered during deliberation	November 2014 and ongoing Baseline to be established by October 2015 with annual reassessment	Gulf States Health Policy Center's Birmingham Area Coalition, Health Action Partnership of Jefferson County, Jefferson County Department of Health	All requests met to date.	The Jefferson County Department of Health (JCDH) supplied life expectancy data for the City of Birmingham's Planning Commission. The life expectancy data was used in conjunction with food desert data to support the determination of the geographic need for increased food access. JCDH also received a request from the Jefferson County Medical Society for data to inform decisions about tertiary care needs within Jefferson County. JCDH provided the <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014 -November 2019 Work Plan</u> to the Birmingham Planning Commission for consideration of the adoption of a resolution to support the portions of the Plan relevant to the City of Birmingham. This resolution was adopted by the Birmingham Planning Commission in September 2015.
Provide the Alabama Department of Public Health with current and biennial updates of Jefferson County's Community Health Status Assessment for consideration in policy development	Documentation of data submission to the Alabama Department of Public Health	November 2014 and biennially thereafter	Jefferson County Department of Health	The <u>Community Health Assessment</u> for Jefferson County, Alabama was provided to the Alabama Department of Public Health in November 2015; the first biennial update of this report is due in 2016.	The <u>Community Health Assessment for Jefferson County, Alabama</u> was provided to the Alabama Department of Public Health in November 2015; the first biennial update of this report is due in 2016.

Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Identify and communicate available resources related to health monitoring for Local Public Health System members	Documentation of the communication of resources to the Local Public Health System Documents produced and distributed	January 2016 and ongoing	Jefferson County Department of Health, Alabama Health Literacy Coalition	Data sources have been communicated via meetings and direct communication to requestors.	The <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014 -November 2019</u> and its companion <u>Work Plan</u> contain information regarding health monitoring resources. These documents were distributed to the Local Public Health System via e-mail communication and remain accessible through the Jefferson County Department of Health's website, www.jcdh.org . Annual updates to the <u>Community Health Improvement Plan for Jefferson County, Alabama: November 2014- November 2019 Work Plan</u> will be published on the Jefferson County Department of Health's website.

Goal 2. Increase access of Jefferson County Residents to primary health and dental care by November 2019.

Data source	Current Status	Short term Target	Long term Target
Alabama Board of Medical Examiners: Ratio of Primary Care Providers to Population (Family Practice, Internal Medicine, OBGYN, Pediatrics)	One primary care provider for every 474 residents of Jefferson County		Reduce the ratio of primary care providers to population by 5% to 1:450
Alabama Board of Dental Examiners: Ratio of Dentists to Population	One dentist for every 1,148 residents of Jefferson County		Reduce the ratio of dentists to population by 5% to 1:1,091
Alabama Board of Nursing: Ratio of Nurse Practitioners to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and nurse practitioners	Nurse Practitioners to Population Ratio is 1:732 The Alabama Board of Medical Examiners will provided the number of Collaborative Practice Agreements for Nurse Practitioners by March 1, 2015 following the current relicensing cycle		Decrease the ratio of Nurse Practitioners to population by 5% to 1:695; increase the number of Nurse Practitioner Collaborative Practice Agreements by 10%
Alabama Board of Medical Examiners: Ratio of Physician Assistants to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and physician assistants	Physician Assistant to Population Ratio is 1:3,267 The Alabama Board of Medical Examiners will provided the number of Collaborative Practice Agreements for Physician Assessments by March 1, 2015 following the current relicensing cycle		Decrease the ratio of physician assistants to population by 5% to 1:3,104; Increase the number of Physician Assistant Collaborative Practice Agreements by 10%
Alabama Medicaid: Number of Medicaid providers in the following categories: physicians, dentists, nurse practitioners, physician assistants and mental health providers	Physicians - 1,258 Nurse Practitioners - 760 Physician Assistants - 104 Dentists - 199 Mental Health Providers - 57		Increase the number of Medicaid providers by category from baseline by 5%

Strategy 1. Close the coverage gap in Alabama's Medicaid Program by advocating for increased participation and access to care.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Support the efforts of the Statewide Alabama's BEST (A Better Economy Starts Today) Coalition relative to closing the Medicaid coverage gap	Alabama's BEST Coalition Minutes from Alabama's BEST Coalition	August 2015 and ongoing	Alabama's BEST Coalition, Alabama Hospital Association	Alabama Arise is a lead partner in Alabama's BEST (A Better Economy Starts Today) Coalition which is focused on medical coverage via Medicaid through expanding program eligibility. The Alabama's BEST Coalition is focusing on encouraging Governor Bentley to expand Medicaid through an executive action.	There has been and continues to be positive momentum with the Governor's Office around closing the Medicaid coverage gap. The primary task currently is outlining a plan delineating how Medicaid expansion will be funded as it relates to the State's funding share.

Strategy 1. Close the coverage gap in Alabama's Medicaid Program by advocating for increased participation and access to care. (continued)					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Support other advocacy campaigns for closing the Medicaid coverage gap.	Advocacy campaign components	November 2015 and ongoing	Alabama Arise-Jefferson County Task Force; Engage Alabama	Alabama Arise educated the community on the benefits of Medicaid expansion by holding six community meetings in Jefferson County reaching approximately 150 people from November 2014 through April 2015.	Engage Alabama placed educational billboards in five cities across Alabama, including Birmingham. The billboard campaign ended in the spring of 2015. Alabama Arise assigned two organizers to Jefferson County to conduct Listening Sessions. Between May 2015 and September 2015, 15 Listening Sessions were conducted with agency representatives and Jefferson County residents to discuss community priorities including health and Medicaid. Alabama Arise additionally conducted numerous face-to-face meetings with State Legislators during the summer Alabama Legislative Session regarding closing the coverage gap.

Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Establish or continue task forces for -nurse practitioner and physician assistant constituencies	Provider-specific Task Force membership lists Minutes from Provider Task Force meetings	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	The missions of the Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association and Physician Assistants Association include advocating for expanding the scope and utilization of these providers.	The missions of the Nurse Practitioner Alliance of Alabama and Physician Assistants Association include advocating for expanding the scope and utilization of these providers.
Create an advocacy campaign for nurse practitioner and physician assistant constituencies	Advocacy campaign components Documentation of the distribution of advocacy campaign materials	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	The Nurse Practitioner Alliance of Alabama (NPAA) has engaged a media specialist to guide the development of messages for building coalitions with partners who can advocate for the increased scope of practice for nurse practitioners (NPS) in Alabama. Notable achievements include: Appointment of the president of NPAA to the Governor's Task Force for Improved Health in Alabama and Partnering with the Alabama Health Action Coalition for increased advocacy to more fully develop Alabama initiatives as recommended by the Institute of Medicine's Future of Nursing Report. The Alabama Society of Physician Assistants relies on its national organization, the American Academy of Physician Assistants, to advocate for policies on the national and regional level.	The Nurse Practitioner Alliance of Alabama continues to engage a media specialist to increase the organization's membership base and to network with physician assistants and other health professionals. The Alabama Society of Physician Assistants relies on its national organization, the American Academy of Physician Assistants, to advocate for policies on the national and regional level.

Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Development of draft policies and position statements	Number of draft policies or position statements expanding roles of nurse practitioners and physician assistants Number of approved policies expanding the roles of nurse practitioners and physician assistants	December 2016	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants; Jefferson County Department of Health for policy counts	Three representatives from the Nurse Practitioner Alliance of Alabama were appointed to the Advisory Committee drafting recommendations to the Alabama Board of Medical Examiners for rule changes by the Alabama Board of Medicine reducing the barriers for prescribing controlled substances for patients with chronic conditions. Rule changes were approved to allow nurse practitioners to prescribe Schedule Medications III-V medications for 30 days with two refills (90 days), and there has been implementation of rules by the Alabama Board of Medical Examiners allowing nurse practitioners to prescribe certain Schedule II medications. Rule changes provide an increase in the number of nurse practitioner full time equivalents per physician (was 3:1 now increased to 4:1). There is a proposed rule change on the June 2015 Agenda of Alabama Board of Medical Examiners for decreasing the onsite time requirement and chart review by collaborating physicians.	Legislative changes have increased the ability of nurse practitioners to prescribe Schedule II medications with the same permissions as physician assistants in the state of Alabama. In August 2015, rules were changed by the Alabama Board of Medical Examiners and the Alabama Board of Nursing to decrease chart review requirements and the onsite time requirement for experienced Certified Registered Nurse Practitioners and Certified Nurse Midwives to 4 visits per year, two of which must be in person. The Nurse Practitioner Alliance of Alabama is focused on monitoring the recent rule changes' impact on quality.
Draft and advocate for the passage of legislation enabling pharmacists to enter into collaborative practice agreements for patient care.	Alabama Pharmacist Collaborative Practice Legislation	November 2016	Alabama Pharmacy Association, Alabama, Alabama Society of Health System Pharmacists	Not applicable	The Alabama Pharmacy Association and partners continue to advocate with the Alabama Legislature for passage of a Pharmacist Collaborative Agreement. Language for this bill has been developed and was introduced into committee last year. The Alabama Pharmacy Association continues its advocacy for the passage of this legislation through the Governor's Healthcare Improvement Taskforce. The bill is expected to be passed in the 2016 Legislative Session.

Strategy 3. Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Develop a strategy for increasing the number of primary care and dental providers accepting Medicaid	Strategy components Implementation plan	November 2017	St. Vincent's Health System; Region B Regional Care Organization	No update received.	Christ Health Center and St. Vincent's Health System engaged in planning sessions during fall 2015 for developing a strategy to increase the number of primary care and dental providers accepting Medicaid in Jefferson County.

Strategy 4. Increase the provision of primary and dental health care services to underinsured and uninsured residents through the safety net system of Federally Qualified Health Care Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Support the initiation and continuation of Federally Qualified Health Centers in Jefferson County by providing supportive data for Federally Qualified Health Center applications and reapplications	Data requests and data provided Number of Jefferson County Federally Qualified Health Centers with locations	Ongoing through November 2019	Jefferson County Department of Health, Alabama Primary Care Association	No data requests have been received for support of for Federally Qualified Health Center applications since November 2014.	The Jefferson County Department of Health provided data to Birmingham Health Care for its most recent Federally Qualified Health Center application and for additional sub-grant development. The Alabama Primary Care Association noted that no additional New Access Point applications have been received from Jefferson County.
Educate healthcare professionals about services offered by Federally Qualified Health Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health	Number of presentations to healthcare professionals	Beginning January 2016	Jefferson County Department of Health, Cooper Green Mercy Health System, Federally Qualified Health Centers	Not Applicable	The Jefferson County Department of Health educates healthcare professionals regarding the services it provides through professional residencies and academic internships. A recommendation was made to provide information regarding the services of safety net providers to healthcare professionals through professional association meetings and in publications of organizations such as the Jefferson County Medical Society, Mineral District Medical Society, Alabama chapters of professional organizations such as the Alabama Chapter of the American Academy of Pediatrics, and at hospital-based medical staff meetings.
Educate Jefferson County residents regarding Jefferson County Department of Health's services and locations	Marketing materials, including Spanish language materials Jefferson County Department of Health patient volume statistics	Ongoing beginning December 2014	Jefferson County Department of Health, Hispanic Health Task Force	The Jefferson County Department of Health provided information relative to its Western Health Center opening on February 2, 2015 and service information during its Public Health Week Open Houses in April 2015.	The Hispanic Health Task Force completed eight outreach activities including presentations on primary and specialty care services available at the Jefferson County Department of Health and the Jefferson County Lead Program. WBRC-Fox 6's Public Health Segments on Good Day Alabama inform Jefferson County residents of services provided by the Jefferson County Department of Health. Select broadcasts from the Public Health Segment on Good Day Alabama are displayed on closed circuit televisions located within Jefferson County Department of Health facilities. Additionally, the Jefferson County Department of Health provided information to the community regarding its services through the 84 health fairs and events completed since November 1, 2015.

Strategy 4. Increase the provision of primary and dental health care services to underinsured and uninsured residents through the safety net system of Federally Qualified Health Care Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Educate Jefferson County residents regarding the services and locations of Federally Qualified Health Centers and Look-a-Likes and other entities providing health and dental care to the underinsured and uninsured	Number of presentations to the community and Local Public Health System regarding service providers for the underinsured and uninsured	November 2014 and ongoing	Federally Qualified Health Centers, Alabama Primary Healthcare Association; Hispanic Health Task Force	The Birmingham Assistors Coalition, including Christ Health Center, Birmingham Health Care, Princeton Baptist Hospital, St. Vincent's Hospital and Enroll Alabama, completed over 200 events since November 2014 to increase awareness of services and locations of Federally Qualified Health Centers and attaining health insurance through the Affordable Care Act.	According to Enroll Alabama, the Birmingham Assistors Coalition has not completed any events since May 2015.
	Volume of Jefferson County residents who are serviced by Jefferson County Federally Qualified Health Centers and Look-alikes or other providers	Annually beginning with 2014 data when available	Community Roundtable; Alabama Primary Healthcare Association	The latest data indicates FQHCs In Jefferson County, Alabama served 15,446 patients in 2013.	The Alabama Primary Care Association reports that 20,998 patients were served by Birmingham Health Care or Christ Health Center during 2014. The Jefferson County Department of Health provided primary health and/or dental services to 32,137 unduplicated patients in 2014.
Strategy 5. Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019. (continued)					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Facilitate an increase in the proportion of the population with medical insurance through the Affordable Care Act and Medicaid enrollment	Percentage of population with health insurance as documented through the American Community Survey and counts of newly insured numbers through specific avenues	November 2019	Cooper Green Mercy Health Services, Jefferson County Department of Health, Children's of Alabama, BAMA Covered, BAMA Medicaid, Engage Alabama, Enroll Alabama	Enroll Alabama hosted or attended 44 events educating Jefferson County residents on enrollment in healthcare insurance and facilitated health care insurance enrollment for 23,710 Jefferson County residents.	Enroll Alabama hosted or attended 13 events since May 2015 educating residents on health insurance enrollment options for healthcare insurance. An additional 182 Jefferson County residents enrolled in healthcare insurance since May 2015. UAB Charity Care patients are currently evaluated for healthcare exchange insurance eligibility.

Goal 3. Increase the utilization of preventive health screening for select health conditions by 5% by November 2019.

Data source	Current Status	Short term Target	Long term Target
Behavioral Risk Factor Surveillance Survey: Pap Smear Completion Rate	80.6% of age appropriate women receive a pap smear based on national recommendations	Increase the pap smear completion rate by 2.5 % to 82.6%	Increase the pap smear completion rate by 5.0% to 84.6%
Behavioral Risk Factor Surveillance Survey: Mammography Completion Rate	84% of age appropriate women received a mammogram based on national recommendations	Increase the mammography completion rate by 2.5 % to 86.1%	Increase the mammography completion rate by 5.0% to 88.2%
Behavioral Risk Factor Surveillance System: Colonoscopy/Sigmoidoscopy	72.5% of age appropriate adults received a colonoscopy or sigmoidoscopy based on national recommendations	Increase the colonoscopy/ sigmoidoscopy completion rate by 2.5 % to 74.3%	Increase the colonoscopy/ sigmoidoscopy completion rate by 5.0% to 76.1%
Alabama Department of Public Health: Percentage of Fitway Completions (colorectal screening) performed at the Jefferson County Department of Health	69.4% Fitway test completion rate among the 235 Fitway enrolled patients	Increase the number of patients enrolled in the Fitway screening program by 10% to 259 with an increased return rate of 15% to 79.8% by July 2016	Increase the number of patients enrolled in the Fitway screening program to 20% from baseline to 282 with an increased return rate of 30% to 90.2% by July 2019

Strategy 1. Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Identify the barriers to receipt of pap smears	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Literature review of testing barriers completed and distributed.	Not applicable
Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears	Documentation of campaigns Number of educational presentations	November 2016	Alabama Breast and Cervical Cancer Early Detection Program, Jefferson County Department of Health	The Jefferson County Department of Health continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program administered by the Alabama Department of Public Health. Such information was provided during the Public Health Week Open Houses held at during the first week of April 2015.	The Jefferson County Department of Health continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program and to provide appropriate screenings for cervical cancer.

Strategy 2. Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 84.6% by November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Identify the barriers to the receipt of mammography	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Literature review of testing barriers completed and distributed.	Not applicable
Provide education and conduct public awareness campaigns on breast cancer detection and mammography	Documentation of campaigns Number of educational presentations	November 2016	Jefferson County Department of Health	The Jefferson County Department of Health continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program administered by the Alabama Department of Health. Such information was provided during health fairs at all JCDH Health Centers during the first week of April 2015.	Jefferson County Department of Health continues to provide education on the Alabama Breast and Cervical Cancer Early Detection Program and to refer patients for appropriate breast cancer screening.
Strategy 3. Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Identify the barriers to colorectal screening	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Literature review of testing barrier completed and distributed.	Not applicable
Provide education and conduct public awareness campaigns regarding colorectal cancer screening, including colonoscopy, sigmoidoscopy and blood stool screening	Documentation of campaigns Number of educational presentations	November 2016	Alabama Department of Public Health, Cooper Green Mercy Health Services, Jefferson County Department of Health	The Jefferson County Department of Health continues colorectal cancer screening , education and awareness activities through implementation of the Fitway® Program administered by the Alabama Department of Public Health. Patients with positive Fitway® screenings are referred for definitive testing through Cooper Green Mercy Health Services.	Funding for the direct provision of Fitway® colorectal cancer screening tests ended in April 2015. The Jefferson County Department of Health and Cooper Green Mercy Health Services contracted with the Alabama Department of Public Health over the summer of 2015 as community partners in a CDC-sponsored grant entitled, "Organized Approaches to Improve Colorectal Screening." While this grant does not provide funding for colorectal screening using Fitway® kits, it does provide funding for infrastructure development to provide provider prompts for recommending colorectal screening and provides patients with educational tools such as electronic and print reminders for such screening.

Strategy 3. Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide education and conduct public awareness campaigns regarding colorectal cancer screening, including colonoscopy, sigmoidoscopy and blood stool screening	Documentation of campaigns developed Number of educational presentations given	November 2016	Alabama Department of Public Health, Cooper Green Mercy Health Services, Jefferson County Department of Health	The Jefferson County Department of Health continues colorectal cancer screening , education and awareness activities through implementation of the Fitway® Program administered by the Alabama Department of Public Health. Patients with positive Fitway® screenings are referred for definitive testing through Cooper Green Mercy Health Services.	As part of the "Organized Approaches to Improve Colorectal Screening" grant, the Alabama Department of Public Health convened a Colorectal Cancer Medical Neighborhood comprised of representatives from Cooper Green Mercy Health Services, Rumpshaker, American Cancer Society, University of Alabama, Genetech, Birmingham Gastroenterology Associates, Jefferson County Department of Health and Alabama Department of Public Health to support improvement in colorectal cancer screening, detection and treatment. The Colorectal Cancer Medical Neighborhood held its first meeting on September 28, 2015.

Strategic Issue 5: Improve Mental Health

Goal 1. Increase the availability of and access to mental health services for children and adults by at least 10% from current rates by November 2019.

Data source	Current Status	Short term Target	Long term Target
County Health Rankings: Mental Health Provider to Population Ratio	One mental health provider per 1,024 population		One mental health provider per 922 population
County Health Rankings: Poor Mental Health Days per Month	The average number of poor mental health days per Jefferson County adult resident is 3.9 days during		The average number of poor mental health days per Jefferson County resident is three or less
Jefferson County Department of Health: Vital Events Database: Suicide Rate	11.9 suicide deaths per 100,000 population		Reduce suicide rate of 10.7 per 100,000 or less

Strategy 1. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Continue and expand the online Mental Health Resource Directory to include all available mental health resources within Jefferson County	Number of visits to the Mental Health Resource Directory website Number of mental health providers listed on the Mental Health Resource Directory	December 2014 and ongoing	Mental Health Goal Group	Awaiting response from the Crisis Center regarding expansion of the Resource Directory to include statewide resources.	The Mental Health Resource Directory continues to be updated and accessed online with 338 providers currently listed. The website receives hits from across the state. The Crisis Center hosted the website over the past year, but can no longer continue this service.
Promote children's mental health through conducting Children's Mental Health Day events	Number of Children's Mental Health Day events [Baseline: Two Children's Mental Health Day events were conducted in 2014]	Annually beginning May 2015	Mental Health Goal Group	The Mental Health Goal Group is planning an event for October 2015 around children's mental health to include mental health information and children's expression of emotions. The Mental Health Goal Group is exploring the implementation of the Talk, Text, Act Initiative to increase dialogue around mental health.	No Children's Mental Health Day events have been conducted to date in 2015 by the Mental Health Goal Group; however, an event in 2016 is currently under development. A Text, Talk Act event was conducted at UAB in October with ninety participants.
Promote mental health awareness through conducting Mental Health Awareness Month events	Number of Mental Health Day events [Baseline: One Mental Health Day event was conducted in 2013]	Annually beginning October 2015	Mental Health Goal Group, UAB, Creating Community Solutions	Begins October 2015.	No Mental Health Awareness Month events have been conducted by the Mental Health Goal Group to date in 2015; an event is currently under development for October 2016. UAB, in conjunction with Creating Community Solutions, hosted a Text, Talk, Act event on October 5, 2015 on the UAB campus with ninety participants. Plans are under development for an additional Text, Talk, Act event in Jefferson County by December 2015.

Strategy 1. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Develop a social marketing campaign related to mental health stigma	Social media campaign including the number of social media, print and other media used and campaign reach	November 2016	UAB, Creating Community Solutions, Mental Health Goal Group, Alabama Department of Mental Health	No activity was reported secondary to lack of resources.	UAB, in conjunction with Creating Community Solutions, hosted a Text, Talk, Act event on October 5, 2015 on the UAB campus with ninety participants. Plans are under development for additional Text, Talk, Act events in Jefferson County by December 2015.
Complete and publish an inventory of current resources available for those providing mental health leadership in Jefferson County	Mental Health Leadership Resource Inventory with publication date	November 2019	Mental Health Goal Group, United Way of Central Alabama, UAB School of Public Health, Alabama Department of Mental Health, Mental Health Provider Roundtable hosted by St. Vincent's Health System	The Mental Health Goal Group is mapping children's mental health resources in Jefferson County using data from the Mental Health Resources Directory in partnership with the UAB School of Public Health.	The Mental Health RoundTable developed an inventory of mental health providers and support services in the continuum of care. These resources are communicated through the Mental Health Roundtable e-mail distribution list.

Strategy 2. Increase the capacity of community health workers and lay leaders, such as parish or church nurses, educators and PTA representatives, etc., to recognize and address mental health concerns through the provision of training programs such as Mental Health First Aid by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide Mental Health First Aid Training to lay leaders to improve the identification and referral of individuals with potential mental health illness	Number of individuals completing Mental Health First Aid training Number of Mental First Aid Training sessions Number of Mental Health First Aid Trainers [Baseline: Jefferson County has three Mental Health First Aid Trainers]	Ongoing through November 2019 to result in a 25% increase in the number of Mental Health First Aid Trainers, sessions and attendees	Jefferson Blount St. Clair Mental Health Authority, Mental Health Goal Group; St. Vincent's Health System	The Mental Health Goal Group is reviewing Mental Health First Aid and the American Red Cross' Psychological First Aid as mechanisms for educating lay leaders on effective identification of individuals with potential mental health illnesses. Jefferson Blount St. Clair Mental Health Authority has not conducted Mental Health First Aid Training for lay leaders in 2014 or 2015.	St. Vincent's Health System will offer two Mental Health First Aid Training sessions to community members at no cost to participants in 2016.

Strategy 2. Increase the capacity of community health workers and lay leaders, such as parish or church nurses, educators and PTA representatives, etc., to recognize and address mental health concerns through the provision of training programs such as Mental Health First Aid by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide broad-based community education on available mental health resources	Number of educational outreach activities	Ongoing through November 2019	Firehouse Shelter, St. Vincent's Health System	The Firehouse Shelter provided street outreach services, which included information, referrals, and transportation to mental health facilities for 170 individuals. The Firehouse Shelter also provided a drop-in day program serving over 160 people with a mental health component.	St. Vincent's Health System has completed or will complete four events by the December 31, 2015: one at Castlewood at the Highlands Treatment Center for Eating Disorders, a Domestic Violence Prevention Event, Suicide Prevention Event and an event with the Addiction Prevention Coalition. A 12-week Family-to-Family Education Program sponsored by the National Alliance on Mental Illness (NAMI) Shelby and St. Vincent's Health System launched in September 14, 2015 in Jefferson County.
Provide mental health training for the Birmingham Police Department	Number of training sessions provided and number of officers and employees trained	January 2015 through January 2017	Birmingham Police Department, Jefferson Blount St. Clair Mental Health Authority	Andy Walker of the Jefferson Blount St. Clair Mental Health Authority conducted an eight hour Mental Health First Aid training on March 12, 2015 with 20 Birmingham Police Officers.	The Veteran Affairs' Crisis Intervention Training Program was provided to the Birmingham, Hoover, Mountain Brook and Vestavia Police Departments.

Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Improve services and treatment for non-seriously mentally ill individuals by reestablishing the Cooper Green Mercy Health Services' -Behavioral Health Clinic	Date of Cooper Green Mercy Health Services' -Behavioral Health Clinic re-establishment Number of patients receiving care through the Cooper Green Mercy Health Services' Behavioral Health Clinic on	December 2015	Cooper Green Mercy Health Services	A psychiatrist and nurse practitioner were hired to reestablish the Cooper Green Mercy Health Services' Psychiatric Clinic.	Cooper Green Mercy Health Services' Behavioral Health Clinic reopened in May 2015 and provided care to 650 patients between May and September 30, 2015.
Increase the days and hours of access mental health services	Number of entities with mental health services provided after hours or on weekends	November 2016	Jefferson Blount St. Clair Mental Health Authority, Cooper Green Mercy Health Service Behavioral Health Clinic, UAB Psychiatric Clinic for LGBTQ individuals	Cooper Green Mercy Health Services' Behavioral Health Clinic will open by the end of 2015.	The UAB Department of Psychiatry recently opened a Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Clinic with late evening sessions. The Jefferson Blount St. Clair Mental Health Authority provides evening services. Cooper Green Mercy Health Services' Behavioral Health Clinic has extended access to mental health care and offers evening sessions.

Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Advocate for closing the Medicaid coverage gap in Alabama and educate the community on the benefits of related to mental health	Documents and literature distribution	October 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama ARISE, Engage Alabama, Alabama's BEST Coalition, UAB Viva Health, Inc.	St. Vincent's Health System has been actively educating both legislative officials and the Governor's staff on the benefits of closing the Medicaid coverage gap. According to the Governor's staff, a series of preliminary discussions have been held with the Centers for Medicare and Medicaid Services about an Alabama-driven solution. St. Vincent's Health System anticipates greater movement toward closing the Medicaid coverage gap if the Supreme Court rules in favor of subsidies remaining available through a federally facilitated exchange later this summer.	Positive momentum toward closing the Medicaid coverage gap has been reported from the Governor's and Medicaid office. Partners are collaborating directly with the Governor's office to outline a plan delineating how the closure of the Medicaid coverage gap will be funded.
Increase public funding available for mental health in Jefferson County by 2%	Public Health funding in dollars provided for mental health in Jefferson County, including Housing and Urban Development (HUD) resources.	November 2019	Alabama Department of Mental Health, Jefferson Blount St. Clair Mental Health Authority	No new funding sources have been identified. Alabama Department of Mental Health funding for fiscal year 2016 is expected to decrease by 5%.	The Alabama Department of Mental Health received stable funding for the Fiscal Year 2016 from the Alabama General Fund. No additional funding has been received for the Cooper Green Mercy Health Services' Behavioral Health Clinic.
Increase members serving on One Roof's Street Outreach Team from three to five	Number of members on the Street Outreach Team [Baseline: The Street Outreach Team has three members]	November 2019	One Roof, Aletheia House, Family Endeavors, Priority Veterans, Firehouse Shelter	One Roof has collaborated with four organizations, Family Endeavors, Aletheia House, Priority Veterans and the Firehouse Shelter, to add seven Veteran-focused Street Outreach Team members.	One Roof and partners continue the Veteran-focused Street Outreach with seven team members.
Pilot an evidence-based national model to improve the mental health treatment provided by primary care physicians for non-severe mental illness	Documentation of the national model piloted Process and outcome data collected from the pilot implementation	November 2017	Community Foundation of Greater Birmingham; St. Vincent's Health System	St. Vincent's Health System, in collaboration with the Community Foundation of Greater Birmingham, is exploring the feasibility of implementing the Advancing Integrated Mental Health Solutions (AIMS) model in one of St. Vincent's Health System's primary care clinic location in Jefferson County. The AIMS model integrates mental health care for common and persistent mental health conditions such as depression and anxiety into the primary care setting.	The Community Foundation of Greater Birmingham awarded a grant to St. Vincent's Health System's Center Point Primary Care Clinic to incorporate mental health services through an integrated care model. A contract with Advancing Integrated Mental Health Solutions Center (AIMS), the vendor for the selected care model, is being finalized. Following contract execution, a six-month training period will be initiated between AIMS and the Center Point Primary Care Center. Mental health services will be integrated into the Center Point Primary Care Center's operations by Spring 2016.

Goal 2. Decrease illicit drug use and substance abuse, including abuse of prescription medications by November 2019.

Data source	Current Status	Short term Target	Long term Target
County Health Rankings: Driving Deaths due to Alcohol Impairment	16% of driving deaths in Jefferson County are due to alcohol impairment		15.2% of driving deaths in Jefferson County are due to alcohol impairment
Behavioral Risk Factor Surveillance Survey: Percentage of Population Reporting Binge Drinking	12.2% of the Jefferson County adult population reporting binge drinking		11.6% or less of the Jefferson County adult population reports binge drinking
Jefferson County Coroner's Office: Drug Overdose Deaths	2013 Drug Overdose Deaths - 144 2013 Heroin Overdose Deaths -68 2014 Heroin Drug Overdose Deaths through 10/16/14 - 94		Reduce drug overdose deaths by 10% to 130 deaths per year. Reduce heroin overdose deaths by 25% based on 2014 deaths from heroin overdoses.

Strategy 1. Increase community and local public health system access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Promote substance abuse prevention through Substance Abuse Prevention Month activities	Number of Substance Abuse Month events [Baseline: Jefferson County conducted no Substance Abuse Month events during 2014]	Annually each September	Alabama Department of Mental Health	The Alabama Department of Mental Health disseminated resources for National Prevention Week to Jefferson County providers and community partners.	A Drug Take Back event sponsored by the Drug Enforcement Agency was held September 26, 2015. The Addiction Prevention Coalition held 17 school programs reaching 298 students during Substance Abuse Month.

Strategy 1. Increase community and local public health system access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide education for substance abusers and their family members about the signs, symptoms and treatment options available in Jefferson County to include a social media campaign to supplement the existing education program	The social marketing campaign's methodologies and reach [Baseline: The Addiction Prevention Coalition has an educational campaign featuring short videos regarding the signs, symptoms and treatment options for substance abuse]	Ongoing through November 2019	Addiction Prevention Coalition, Pills to Needles Initiative, US Attorney's Office, WBHM, Select Local Independent Pharmacies	The Addiction Prevention Coalition conducted three Wake Up Breakfast meetings with 600 attendees to discuss drug culture, signs and symptoms of drug abuse and strategies for helping someone with drug abuse. The Addiction Prevention Coalition conducted a social media campaign about heroin use in January 2015 that resulted in over 1500 viewings on YouTube.	The Pills to Needles Initiative developed public service announcements under the leadership of the US District Attorney's Office and UAB's Media Production Office. The Pills to Needles Initiative provides educational postcards to participating independent pharmacies for inclusion in medication bags containing pain medications. These postcards include information regarding the risk and symptoms of addiction and resources for addressing addiction to pain medication. On March 24, 2015, an event, Issues and Ales, was conducted to increase awareness of the heroin epidemic. WBHM broadcasted a series of reports exploring the impact of heroin use in Alabama. The Addiction Prevention Coalition conducted a Wake Up Meeting with 153 attendees. The Addiction Prevention Coalition continues to utilize social media to provide substance abuse education and has had 375 YouTube viewings since May 2015.
Provide technical assistance on the implementation of evidence-based substance abuse prevention interventions (ex. LifeSkills)	Number of local and state-wide technical assistance offerings on implementation of evidence-based substance abuse prevention strategies [Baseline: Technical assistance is offered through quarterly statewide meetings provided by the Alabama Department of Mental Health]	Ongoing through November 2019	Alabama Department of Mental Health	The Alabama Department of Mental Health provides technical assistance on substance abuse curriculum through contracted prevention consultants.	The Alabama Department of Mental Health provides technical assistance on substance abuse curriculum through contracted prevention consultants.
Increase the number of Fellowship House Pretreatment Education Classes provided at various community locations	Number of community locations for Pretreatment Classes Number of Pretreatment Classes Number of Pretreatment Class participants	Ongoing through November 2019	Fellowship House	No update received.	The Fellowship House provides Pretreatment Education Classes three times per week. A client assessment is completed to determine the client's needs. The Fellowship House connects clients, as needed, to services, including housing support.

Strategy 2. Decrease prescription drug availability for unintended use as a means to prevent illicit drug use initiation by November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Provide continuously available drug drop boxes at Birmingham Police Department stations for community members to appropriately dispose of medications and other substances associated with substance abuse	Number of police stations with medication and substance drop boxes	Ongoing beginning November 2014	Addiction Prevention Coalition, Birmingham Police Department, US Attorney's Office	Drug drop boxes have been installed at each Birmingham Police Department precinct (South, East, North and West).	Drug Drop boxes remain available at Birmingham Police Department Precincts and are available through select CVS Pharmacies in Vestavia Hills, Irondale, Gardendale and Mountain Brook. Additionally, the Vestavia Hills Police Department provides a drug drop box. Locations for additional drug drop boxes can be accessed via www.rxdrugdropbox.com .
Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019.					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
-Convene groups to discuss ways to provide substance abuse treatment	Meeting Minutes Percentage of Jefferson County Indigent Care Funding dedicated to substance abuse treatment [Baseline: Zero percent of the Jefferson County Indigent Care Funding is dedicated exclusively to substance abuse treatment]	November 2016	The Addiction Prevention Coalition will convene a group for discussion Jefferson County Department of Health	No update received.	A preliminary discussion was held between the Jefferson County Department of Health and UAB's Substance Abuse Program. The next steps from this meeting include a discussion with administrators at Cooper Green Mercy Health Services to encourage providers to prescribe Suboxone prescriptions when warranted.
Promote parity of access for substance abuse treatment to that of other medical conditions	Wait time for access to substance abuse treatment	Ongoing through November 2019	Alabama Department of Mental Health, Aletheia House	Aletheia House is working with women's primary care providers to encourage the referral of substance abusing women for substance abuse care. Aletheia House has established partnerships with several methadone providers to reduce overdoses.	Aletheia House restructured its processes to eliminate the waiting list for substance abusing pregnant women and to expand its program to men with Medicaid. Additionally, Aletheia house transitioned to a care model where patients are housed in leased apartments and provided transportation to services.
Advocate for the closing of the Medicaid coverage gap and educate the community on the benefits related to substance abuse.	Document and literature distribution	November 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama Arise, Engage Alabama, Alabama's BEST Coalition, UAB Viva Health, Inc.	St. Vincent's Health System has been actively educating both legislative officials and the Governor's staff on the benefits of closing the Medicaid coverage gap. According to the Governor's staff, a series of preliminary discussions with the Centers for Medicare and Medicaid Services have been held about an Alabama solution. St. Vincent's Health System anticipates greater movement with closing the Medicaid coverage gap if the Supreme Court rules in favor of subsidies remaining available through a federally facilitated exchange later this summer.	Positive momentum toward closing the Medicaid coverage gap has been reported from the Governor's and Medicaid office. Partners are collaborating directly with the Governor's office to outline a plan delineating how closure of the Medicaid coverage gap will be funded.

Strategy 3. Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019. (continued)

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Increase the understanding of primary and specialty care providers addressing substance abuse regarding referrals to available resources through networking and education	Number of education and networking sessions Number of referrals made by primary care and specialty care providers to resources Distribution of a Substance Abuse Resource Directory	Ongoing through November 2019	Jefferson County Department of Health to convene meetings, Aletheia House, Fellowship House, Alcohol and Drug Abuse Treatment Centers, Pills to Needles Initiative, Alabama Department of Public Health	The Heroin Taskforce's Medical Community Engagement Subgroup educates providers on the oversubscribing of prescription opioids and engages providers in problem solving for attaining appropriate resources for patients.	Provider education continues through the Medical Community Engagement Subgroup. Meetings to discuss treatment and referral options for substance abusing patients have been conducted with obstetricians, gynecologists, neonatologists and pediatricians at UAB Hospital, St. Vincent's Health System and Brookwood Medical Center.
Pilot a program for substance abusing pregnant women for screening and referral for substance abuse treatment (Example: Screening, Brief Interventions, and Referral to treatment for Substance Use Problems)	Identification of a pilot program for screening and referral of substance abusing pregnant women Number of participants in the pilot program Process and outcome measures associated with the pilot program	November 2015	Aletheia House, St. Vincent's Health System, Alabama Department of Public Health	A meeting has been coordinated by the Alabama Department of Public Health and the Jefferson County of Health with obstetricians and neonatologists to discuss the epidemic of neonatal abstinence syndrome. Neonatologists expressed interest in strategies to decrease neonatal abstinence syndrome. Aletheia House agreed to facilitate getting willing pregnant and post-partum women into treatment quickly. Dr. Toms agreed to establish a process for automatic referral to the Aletheia House.	Aletheia House established a partnership with UAB Hospital, St. Vincent's Health System and Brookwood Medical Center for the referral of patients for substance abuse treatment.

Goal 3. Decrease the number of heroin related drug overdose deaths by 5% by November 2019.

Strategy 1: Enact legislation to enable Alabama-licensed physicians, dentists and pharmacists to dispense an opioid antagonist to individuals at risk of experiencing an opiate-related overdose or to a family member, friend of other individual, including law enforcement, in a position to assist an individual at risk of experiencing an opiate-related overdose.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Draft proposed language for legislation providing Naloxone access to first responders	Draft legislation	Prior to the 2015 Legislative Session	Pills to Needles Initiative	Draft legislation is being prepared for the Alabama Legislative Session.	The bill was signed into law by Governor Robert Bentley on June 4, 2015.
Educate legislators on the need for the proposed legislation	Documentation of discussions of the proposed legislation with Alabama lawmakers	Prior to the end of the 2015 Legislative Session	Pills to Needles Initiative	Education of Alabama legislators on the need for expanded access to opioid antagonists is ongoing.	The bill was signed into law by Governor Robert Bentley on June 4, 2015.

Strategy 2: Implement processes to educate individuals at risk of experiencing an opiate-related overdose and others, including law enforcement, in a position to assist an individual at risk of experiencing an opiate-related overdose on the appropriate use of opioid antagonists.

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	November 2014 - April 2015	May 2015 - October 2015
Implement a clinic to provide prescriptions for and training on the use of opioid antagonists based on assessed need.	Clinic protocol Number of clinic appointments Number of prescriptions and/or medication provided	November 2015	Jefferson County Department of Health	Not Applicable	The Jefferson County Department of Health will implement its protocol-driven Naloxone Clinic on November 2, 2015.