

COMMUNITY HEALTH IMPROVEMENT PLAN

JEFFERSON COUNTY, ALABAMA WORK PLAN NOVEMBER 2014 - NOVEMBER 2019



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	Baseline Status	Long-Term Target	2018 Status	2019 Status
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)	May 2017 - October 2017	November 2017 - April 2018
1. Expand employment opportunities for low-skilled workers and implement additional strategies to assist in creating financial stability for Jefferson County residents.	Number of GED completions Number of work certifications obtained	November 2019	Innovate Birmingham Regional Workforce Partnership	The Innovate Birmingham Regional Partnership, with support from a six million dollar grant from the U.S. Department of Labor, initiated training of young adults, ages 17 to 26, in information technology and related skills. This training is provides industry-specific skills to young adults and is expected to result in 925 high-paying jobs for Birmingham area residents.	Innovate Birmingham, comprised of a broad network of partners encouraging innovation and entrepreneurship to create an inclusive innovation economy in Birmingham, accomplished a number of activities supporting workforce development and economic stability. The Alabama Career Centers within Jefferson County provided assistance with job opportunities for Innovate Birmingham participants while supporting the program's graduates in job retention. Alabama Possible's Cash For College program provided assistance with FAFSA completion and college entry for area youth. The Birmingham Business Alliance spearheads an employer engagement and outreach strategy. The Birmingham Education Foundation recruited students from Birmingham City Schools into Innovate Birmingham's pipeline and provided mentoring services for enrolled participants. The City of Birmingham coordinated data from the TechHire designation enabling the Innovate Birmingham Workforce Partnership systematically identify gaps in training and employment in the information technology sector. The Dannon Project offered assessment, job development and a case management program. Since November 2017, the Birmingham Urban League's Workforce Division provided case management, counseling and job readiness training for 20 residents in Jefferson County.

Strategy 1. Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
2. Coordinate with nonprofit financial service providers to expand opportunities for low-to-moderate income Jefferson County households to achieve financial stability.	Number of households that are financially stable Percent of the population living at less than 200% of the Federal Poverty Level	November 2019	Bold Goals Coalition of Central Alabama	The Bold Goals Financial Services Network (FSN) continued to align community resources for providing residents the opportunity to achieve financial stability. As part of this initiative, the Financial Stability Network (FSN) added four representatives from the banking industry as members of the Financial Stability Network. Through the Bold Goal's FSN, the Individual Development Account (IDA) program assisted lower-income individuals achieve financial independence through financial skill development, financial coaching, training, and a matched incentive for saving earned income. As part of this initiative, the FSN added the Hispanic Interest Coalition of Alabama (iHICA!) and the Jefferson County Committee of Economic Opportunity (JCCEO) as members of the network. Additionally, FSN members worked together to develop a common system for measuring the financial stability of clients. As a result of this process, participating nonprofit financial service providers are now able to collectively track clients' progress toward financial stability.	The Bold Goals Financial Services Network (FSN) continued to align community resources for providing residents the opportunity to achieve financial stability. Members of the FSN are working to digitally link networks of eight non-profit financial service providers and dramatically enhance the collective ability to help individuals and families struggling with financial instability. Once the process is complete, FSN will launch a pilot program designed to not only improve the way participating non-profit financial service providers communicate with each other, but will also give current and prospective clients easy access to the resources available through the network.
3. 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 City of Birmingham	On May 11, 2017, the Alabama Senate approved a "Ban the Box" bill prohibiting state agencies from asking job applicants about his/her criminal history until a conditional job offer is made. The 2017 Alabama Legislative Session ended prior to the Alabama House of Representatives acting on the bill.	The Alabama Senate passed SB198, a "ban the box" bill on March 21, 2018. This bill was read by the Alabama House of Representatives on March 22, 2018 and referred to the House of Representative's Committee on State Government, where it was not enacted.
4. Identify a coalition to support an increase in the minimum wage	Coalition membership and meeting minutes	November 2019	Alabama Coalition for Economic Equality	Completed. In February 2017, U.S. District Judge David R. Proctor dismissal a 2016 lawsuit filed by the Alabama National Association for the Advancement of Colored People and Greater Birmingham Ministries challenging an Alabama law prohibiting municipalities from establishing minimum wages other than the state's minimum wage. The Alabama National Association for the Advancement of Colored People and Greater Birmingham Ministries responded by filing an appeal for reconsideration of Judge Proctor's decision. The Southern Poverty Law Center, the National Association of Colored People's Defense and Educational Fund, and the National Partnership for Working families filed amicus briefs in support of repealing the lawsuit he state law.	Completed. In 2017, the Alabama State Legislature passed a preemptive employment law making the Birmingham Ordinance on an alternative minimum wage null. An appeal to the Alabama law prohibiting municipalities from establishing minimum wages other than the state's minimum wage was heard by the Eleventh Circuit Court of Appeals on April 13, 2018.

Strategy 2. Invest in education to provide educational and skill development opportunities.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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-kindergarten 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	Completed and ongoing: Through Bold Goals Education's Expanding Pre-K Access project and its Early Learning Action Network, 17 new Alabama First Class Pre-K classrooms were added in Jefferson County. The addition of these classroom resulted from grant-writing workshops, budget training, classroom assessments, technical coaching and rigorous application review provided by partners in the Expanding Pre-K Access Project. Alabama Possible's "Cash for College" program, with support from collaborating partners, increased the percentage of Alabama high school seniors completing Free Application for Federal Student Aid (FAFSA) applications by over 14.4% in 2017 from 2016.	Completed and ongoing. Bold Goals Education's "Expanding Pre-K Access" created a support system that helps more childcare centers successfully complete applications for Alabama's First Class Pre-K funding through workshops, site visits and resource connections. A total of four new 1 st Class Pre-K classrooms have been funded since the start of this initiative. The "Cash for College" FAFSA completion campaign has resulted in Alabama attaining the fourth highest increase in FAFSA completion rates in the nation. Central Alabama's FAFSA completion rate has climbed to 63%, up from 58% two years ago. Graduation rates for students in central Alabama now are at an all-time high average of 90.7% after several years of consistent improvement.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
The Joint Center for Political and Economic Studies: <u>Place Matters for the Health in Jefferson County</u> : Food Deserts	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	15.6% of the Jefferson County households are 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)	May 2017 - October 2017	November 2017 - April 2018
1. 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, Bay Area Food Bank, Mid-South Transdisciplinary Collaborative Center for Health Disparities Research, AARP	Completed and ongoing. The Supplemental Nutrition Assistance Program's (SNAP) Outreach Team conducted 76 educational outreach events and distributed 852 SNAP applications reaching 2,467 individuals; these activities resulted in 232 submitted SNAP applications. The Benefits Enrollment Center, provided by the SNAP Outreach Team, continued to assist Jefferson County's senior citizens in navigating multiple applications for resources. New agencies collaborating with the Community Food Bank are provided access to the SNAP enrollment team and receive a SNAP information packet.	Completed and ongoing. The Supplemental Nutrition Assistance Program's (SNAP) Outreach Team conducted 52 outreach events, distributed 973 SNAP applications and reached 2,625 individuals resulting in the submission of 193 completed SNAP applications. The SNAP Outreach Team continued to support the Benefits Enrollment Center for senior citizens in Jefferson County through providing assistance in navigating multiple applications for benefits. The SNAP Outreach program continued to collaborate with Social Workers from various departments of UAB Medical Center and UAB Highlands in assisting patients identified as experiencing or at-risk of food insecurity.
2. Increase the number of Farmer's Markets offering an incentive for the purchase of fresh fruits and vegetables to SNAP recipients buying fresh fruits and vegetables using SNAP benefits at participating markets	Number of Farmer's Markets providing the defined incentive	By December 2015, three Farmer's Markets will provide the defined incentive with seven Farmer Markets providing the defined incentive by November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, Mid-South Transdisciplinary Center for Health Disparities Research, AARP	During the 2017 growing season, the Double Bucks/Double Up Bucks program was provided at the Bessemer (two sites), East Lake and Pepper Place Farmer's markets. The Jefferson County Department of Health's Public Health Advised Fund approved funding for additional Jefferson County farmer's markets to support Double Up Bucks programs.	In 2018, the Double Up Bucks program will be available through the Corner Market's three distribution points in Jefferson County, East Lake Farmers Market, the Farmers Market at Alex Bradford Park, the Farmers Market at UAB Medical West and Pepper Place Market.

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)	May 2017 - October 2017	November 2017 - April 2018
3. 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., Community Food Bank of Central Alabama, Jefferson County Department of Health	Completed and ongoing. REV Birmingham's Urban Food Project continued provision of technical assistance for food-related small-business creation. Initial discussion were initiated regarding supporting healthy eating in childcare centers through the Urban Food Project. REV Birmingham continued to provide a food business accelerator through the REVeal Kitchen at the Pizitz Food Hall.	Completed and ongoing. Two of the eight stores in REV's Farm Corner Store Network have invested more than \$30,000 in store improvements to better serve the food access needs of neighborhoods. The Big Pitch Winners, Rodriguez and Brianna Cowans, are exemplary of the Urban Food Project's potential impact as the \$25,000 winnings received were used to transition from a convenience store to full-service neighborhood grocery serving Enon Ridge. The Urban Food Project's team initiated a collaborative approach to serving child care centers in low-income neighborhoods by engaging Racial and Ethnic Approaches to Community Health (REACH) partners, the Jefferson County Department of Health (JCDH) and the United Way of Central Alabama (UWCA). In partnership with the Alabama Partnership for Children and the Community Food Bank of Central Alabama, the Urban Food Project (UFP) will distribute fresh produce to low-income child care centers through the USDA Summer Feeding Program while providing technical assistance to child care providers for successfully implementing menu changes. A strategy has been outlined which includes assessing child care providers through surveys and a focus groups conducted on April 8, 2018. The Community Food Bank of Central Alabama will lead procurement of fresh produce from Alabama farmers via the Urban Food Project, and collectively REV, JCDH and UWCA will create a technical assistance offering based on needs identified during the discovery process. Technical Assistance implementation will begin in late May or early June 2018.
4. 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 needed.	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)	May 2017 - October 2017	November 2017 - April 2018
1. 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, Norwood Learning Garden	Completed and ongoing: The Christian Service Ministry maintained six community gardens during 2017 and enhanced production at those sites by 323 pounds (16%).	Completed and ongoing. Christian Service Ministry will continue to support seven gardens with an anticipated yield of 13,000 pounds of fresh fruits and vegetables. The food yield is expected to serve 1,500 persons.
2. Create a Community Garden Resource Directory or Toolkit	Documentation of distribution of the Directory or Toolkit	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham	Completion of the Community Garden Resource Toolkit has been delayed and may be deleted as a tactic at the next review.	Recommended for deletion in fall 2018. The Christian Service Mission will not be producing a Community Garden Resource Directory or Toolkit.

Strategy 2. Increase the distribution of locally grown foods by November 2019 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
3. 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	Although the Christian Service Mission did not add gardens in 2017, it increased the number of garden beds at existing gardens by more than 20%, resulting in increased food production.	Christian Service Mission will support six gardens in 2018, but will increase the number of garden beds and food production through these gardens.
4. 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)	Completed and ongoing. REV Birmingham has 67 food-related businesses purchasing fresh produce through the Urban Food Project. Clients include eight corner stores, three large wholesale food distributors, three large grocers, 50 restaurants and other non-profit organizations.	Completed and ongoing. REV Birmingham has 80 food-related businesses purchasing fresh produce through the Urban Food Project. Clients include eight corner stores, three large wholesale food distributors, one university, three large grocers, 65 restaurants and other non-profit organizations.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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)	Completed and ongoing. REV Birmingham's Urban Food Project increased the number of producers selling fresh produce to 50. Producers included small conventional farmers, organic cooperatives, hydroponic growers, new/beginning farmers, urban farms and community gardens.	Completed and ongoing. REV Birmingham's Urban Food Project maintained 50 producers selling fresh produce to the Urban Food Project. Producers included small conventional farmers, organic cooperatives, hydroponic growers, new/beginning farmers, urban farms and community gardens.
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)	May 2017 - October 2017	November 2017 - April 2018
1. Utilize mobile markets and food pantries to provide fresh fruit and vegetable access in census tracts considered to be food deserts. (Added October 2017)	Number of census tracts identified as food deserts or with poor access to fresh fruits and vegetables served by mobile food markets and food pantries.	December 2018 and ongoing	Community Food Bank of Central Alabama, PEER, Inc.	Completed and ongoing. The Community Food Bank of Central Alabama's Corner Food Market, a mobile grocery store offering a variety of foods, including fresh fruits and vegetables, accepts Supplement Nutrition Assistance Program (SNAP) benefits and currently serves Pratt City and Tarrant. PEER Inc.'s mobile market predominantly serves locations in eastern Jefferson County, but makes stops at three of the Jefferson County Department of Health's Health Centers. PEER Inc.'s mobile market accepts SNAP benefits and Double Up Bucks. Additionally, the Community Food Bank of Central Alabama maintains a food pantry in Tarrant.	Completed and ongoing. The Community Food Bank of Central Alabama's Corner Food Market provides fresh fruit and vegetable access through its mobile grocery store, the Corner Market, in Pratt City, Tarrant and West Jefferson. PEER Inc.'s Mobile Market serves locations in eastern Jefferson County and has stops at three of the Jefferson County Department of Health's Health Centers.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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 1,000		
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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 Collaborative Team, UAB School of Public Health, the Jefferson County Health Action Partnership's Advancing Health Equity Priority Group	Completed and Ongoing: The Health Action Partnership of Jefferson County presented its Health Equity Orientation, which includes the social determinants of health, to 276 individuals during this review period. Advanced training in health equity and on the social determinants of health was received by seven Jefferson County Collaborative for Health Equity team members through the Equity, Diversity, and Inclusion Train-the-Trainer program provided by Common Health Action. Through enhanced knowledge and skill in equity, diversity and inclusion concepts, the Jefferson County Collaborative for Health Equity's ability to assist local organizations in implementing equitable policies, programs and practices was enhanced. On May 23, 2017, seven Health Equity Scholars within the UAB School of Medicine received education on the social determinants of health through a Social Determinants of Health Tour. Internal Medicine residents from the UAB School of Medicine and second and third year UAB School of Dentistry residents received social determinants of health training provided through the Jefferson County Collaborative for Health Equity.	Completed and ongoing. The Health Action Partnership of Jefferson County presented its Health Equity Orientation, which includes the social determinants of health, to 12 individuals during this review period. The Jefferson County Collaborative for Health Equity provided the Equity, Diversity and Inclusion Workshop, a two-day, intensive program incorporating the social determinants of health to over 50 individual through the Health Action Partnership's Advancing Health Equity Priority Group in December 2017 and the Leadership Team of the Jefferson County Department of Health in March 2018.
2. 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	Completed and ongoing. UAB School of Medicine's 2017-2018 incoming class includes 29 students from populations underrepresented in medicine (UrIM), the highest number of UrIM students of any class in the UAB School of Medicine's history. Over thirty-eight percent of the UAB School of Medicine's 2017-2018 class represent racial minorities, and four percent are of Hispanic or Latino decent.	Completed and ongoing. UAB School of Medicine's 2017-2018 incoming class included 29 students from populations underrepresented in medicine (UrIM), the highest number of UrIM students of any class in the UAB School of Medicine's history. Over thirty-eight percent of the UAB School of Medicine's 2017-2018 class represent racial minorities, and four percent are of Hispanic or Latino decent. Data on the 2018-2019 UAB School of Medicine class will be available later in 2018.
3. 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 Collaborative for Health Equity, Jefferson County Department of Health, Birth Well Partners	Completed and ongoing. The Health Action Partnership of Jefferson County presented its Health Equity Orientation, which includes the social determinants of health, to 276 individuals during this review period, including a presentation to the UAB Department of Pediatrics through Pediatric Grand Rounds. The Jefferson County Collaborative for Health Equity provided its Equity, Inclusion and Diversity Training to Jones Valley Teaching Farm staff in June 2017 and is scheduled to provide this training to the Jefferson County Department of Health's Leadership Team in January 2018. The Equity, Inclusion and Diversity training assists organizations in considering environmental and policy strategies needed for improving health equity.	Completed and ongoing. The Jefferson County Collaborative for Health Equity completed two Equity, Diversion and Inclusion training sessions with over 50 participants during this review period. A presentation on the social determinants of health was provided to the UAB School of Medicine Tinsley Harrison Residency Program attended by approximately 115 residents, chief residents and attending physicians.

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)	May 2017 - October 2017	November 2017 - April 2018
1. 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 the 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. BirthWell Partners, UAB School of Nursing, Jefferson County Department of Health	Completed and ongoing. "From Day One," a program educating and providing support to low-income, first-time pregnant women to reduce the risk factors associated with poor maternal and child health outcomes, was launched by the Jefferson County Department of Health in October 2017. The UAB School of Nursing initiated the Nurse Family Partnership in late summer 2017, with two nurses and a program coordinator. The Nurse Family Partnership provides intensive educational and support services to first time pregnant women in areas with the highest rates of infant mortality. Birmingham Healthy Start Plus, Inc. provided supportive services to over 1,100 prenatal clients through prenatal education, comprehensive home visits, health screening, trauma-informed care and breastfeeding support. Birmingham Healthy Start Plus, Inc. received a March of Dimes to promote birth spacing for an additional 100 clients outside the Birmingham Healthy Start Plus, Inc. service areas of Bessemer, Birmingham and Fairfield. Additionally, Birmingham Healthy Start Plus, Inc. continued to provide safe sleep education and support. BirthWell Partners provided breastfeeding education and support for its clients resulting in a 100% breastfeeding initiation rate. The Jefferson County Department of Health convened local partners involved in work to reduce infant mortality in July 2017 to begin discussion of strategies to coordinate services and share data. As one outcome of this convening, the UAB School of Public Health is mapped service provision to identify gaps in access to prenatal care and intervention.	Completed and ongoing. Birmingham Healthy Start Plus, Inc. (BHSP) provided comprehensive home visiting services to perinatal clients residing in the Birmingham, Bessemer, and Fairfield communities. During these home visits, BHSP staff conducted extensive screenings and assessments, as well as provided educational information and supportive services on various topics including breastfeeding, avoiding smoke exposure, social support services, encouraging and completion of prenatal, postpartum, family planning, and infant/well-child visits. Supportive services were provided to 132 fathers through the BHSP Fatherhood Program. Additionally, BHSP Inc. continued to provide safe sleep education and support. BHSP served over 580 perinatal clients via home visits, phone calls and other contacts. Additionally, 120 BHSP clients attended on-site prepared childbirth and parenting classes. BirthWell Partners provided Perinatal Health Advocate Training to nine individuals and breastfeeding support training for twelve perinatal professionals during this review period. BirthWell Partners provided pregnancy support services to 33 families between November 1, 2017 and April 30, 2018.
2. 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. UAB School of Nursing, JCDH Nurse Family Partnership, Jefferson County Department of Health	Completed and ongoing. "From Day One," a program educating and providing support to low-income, first-time pregnant women to reduce the risk factors associated with poor maternal and child health outcomes, was launched by the Jefferson County Department of Health in October 2017. The UAB School of Nursing initiated the Nurse Family Partnership in late summer 2017, with two nurses and a program coordinator. The Nurse Family Partnership provides intensive educational and support services to first time pregnant women in areas with the highest rates of infant mortality. Birmingham Healthy Start Plus, Inc. provided supportive services to over 1,100 prenatal clients through prenatal education, comprehensive home visits, health screening, trauma-informed care and breastfeeding support. Birmingham Healthy Start Plus, Inc. received a March of Dimes to promote birth spacing for additional 100 clients beyond the Birmingham Healthy Start Plus, Inc. service area of Bessemer, Birmingham and Fairfield. Additionally, Birmingham Healthy Start Plus, Inc. continued to provide safe sleep education and support. BirthWell Partners continued to provide prenatal and breastfeeding education to 41 families through its doulas.	Completed and ongoing. During this reporting period, Birmingham Healthy Start Plus, Inc. provided supportive services to over 700 prenatal clients through prenatal education, comprehensive home visits, health screening, trauma-informed care and breastfeeding support. From Day One began enrolling patients in education and support program for low-income pregnant women in February 2018 and engaged 65 clients as of April 30, 2018. The Nurse Family Partnership expanded its service reach through the hiring and training of two additional nurses and has enrolled 60 clients during this review period. BirthWell Partners provided prenatal education and other support services to 33 clients during this reporting period.

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)	May 2017 - October 2017	November 2017 - April 2018
3. Secure funding to conduct marketing campaigns to inform families about pregnancy complication warning signs, 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.	Completed and ongoing. The Baby Box program, which promotes safe sleep practices, launched in Jefferson County as is being promoted through social media. Birmingham Health Start Plus, Inc. sponsored radio-based marketing campaigns on safe sleep and provided education on strategies to reduce infant mortality through the RESPECT Back-to-School Rally in Birmingham and during various community and church events. Birmingham Healthy Start Plus, Inc. provided prenatal education and information on reducing infant mortality to over 20,000 Jefferson County residents during 2017.	Completed and ongoing. Birmingham Healthy Start Plus, Inc. (BHSP) used funding from a March of Dimes grant to promote birth spacing for clients outside the Birmingham Healthy Start Plus, Inc. service areas of Bessemer, Birmingham and Fairfield. BHSP used funding from a mini-grant to educate clients on improving Safe Sleep awareness and practices. Between November 1, 2017 and April 30 2018, BHSP participated in ten community awareness events, health fairs and/or parades increasing awareness of its services and providing health information to over 6,500 community residents.
4. 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% Breastfeeding Initiation Rate November 2016 - 50% Breastfeeding Initiation Rate	Jefferson County WIC Program	Completed and ongoing. The Jefferson County WIC Program's Breastfeeding Peer Counselors provided education and support to pregnant women encouraging breastfeeding initiation among pregnant women receiving WIC benefits.	Completed and ongoing. The Jefferson County WIC Program's Nutrition Consultants provided education and support for breastfeeding. During this period, 63% of WIC participants in Jefferson County with infants less than one year of age initiated breastfeeding. Three Breastfeeding Peer Counselors were hired for the Jefferson County WIC Program during this review period.
5. 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 Café	Completed. The Nurturing Mother's Program continued to meet every first and third Thursday at the UAB Obstetrical Complication Clinic. Brookwood Baptist Health provided breastfeeding support groups throughout Jefferson County, including the Baby Café.	Completed. The Nurturing Mother's Program continued to meet every first and third Thursday at the UAB Obstetrical Complication Clinic. Brookwood Baptist Health provided breastfeeding support groups throughout Jefferson County, including the Baby Café.
6. 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	Completed and ongoing. The Mother's Milk Bank of Alabama collected, through twelve milk depots, and distributed human donor breastmilk to fifteen Alabama hospitals. More than 100,000 ounces of donor milk was collected and more than 50,000 ounces was distributed. The program's continued to focus on supplying breastmilk for hospitalized high-risk infants, but initiated limited distribution to high-risk infants in the outpatient setting.	Completed and ongoing. The Mother's Milk Bank of Alabama (MMBAL) dispensed 21,000 ounces of pasteurized human donor milk between November 2017 and April 2018 and collected 42,000 ounces of milk from donating mothers. MMBAL is the sole provider of pasteurized human donor milk for Birmingham area hospitals.

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)	May 2017 - October 2017	November 2017 - April 2018
1. Create learning opportunities and workshops to facilitate improvements in provider, public health and community coordination of hypertension-related 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, The Health Action Partnership of Jefferson County	The YMCA of Greater Birmingham provided its self-monitored blood pressure program at four YMCA branch locations. With funding from the United Way of Central Alabama, the Jefferson County Department of Health conducted a community convening in the 35211 zip code following stakeholder meetings to identify community preferences for interventions to increase blood pressure monitoring and control. A grant application to the United Way of Central Alabama for funds to support medication education to improve the control of hypertension, as recommended during the community convening, was submitted in September 2017. Additionally, the Jefferson County Department of Health approved funding for education and support for improving blood pressure management using community health workers. In support of improving hypertension-related care, the Graduate Nurse Practitioner Training Program established by the Jefferson County Department of Health provided hands-on experience in hypertension and other chronic disease management in a variety of settings and in collaboration with multiple healthcare team members.	The YMCA of Greater Birmingham continued to provide its Self-monitored Blood Pressure Program at four YMCA branch locations and has added an additional site at More Than Conquers Faith Church. The Health Action Partnership's Optimizing Health Care Access Priority Group, led by the Jefferson County Department of Health, received funding from the Community Foundation of Greater Birmingham for the "Let's Get Down 35211: A Blood Pressure Management Program." Additional funding sources are being pursued to obtain complete funding for the "Let's Get Down 35211" program. The Jefferson County Department of Health provided education and support for improving blood pressure management using community health workers. The Graduate Nurse Practitioner Training Program provided hands-on experience in hypertension and other chronic disease management in a variety of settings and in collaboration with multiple healthcare team members. A grant funds from the Community Foundations of Greater Birmingham to support medication education to improve the control of hypertension is pending implementation.
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)	May 2017 - October 2017	November 2017 - April 2018
1. Increase behaviors that 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, Christ Health Center, Alabama Quality Assurance Foundation, Alabama Regional Medical Services	The Jefferson County Collaborative completed a three-year educational intervention to reduce the percent of individuals with pre-diabetes progressing to diabetes through weight loss. The Jefferson County Department of Health (JCDH) continued to provide its Pre-Diabetes Clinic at three health centers and reported a diabetes conversion rate of less than 10%. The JCDH Pre-diabetes Clinic expanded to accept referrals from the JCDH Pediatric Clinics. Alabama Regional Medical Center provided education on pre-diabetes and diabetes. The Alabama Quality Assurance Foundation's (AQAF) four certified peer diabetes educators provided pre-diabetes and diabetes self-management education (DSME) to Jefferson County residents and provided training for health educators and community health workers on its DSME curriculum.	The Jefferson County Department of Health (JCDH) continued to provide its Pre-diabetes Clinic at three health centers and reported a diabetes conversion rate of less than ten percent. The JCDH Pre-diabetes Clinic continued to accept referrals from the JCDH Pediatric Clinics. Alabama Regional Medical Center provided education on pre-diabetes and diabetes management. The Alabama Quality Assurance Foundation conducted six diabetes self-management support classes, through Everyone with Diabetes Counts for Jefferson County residents and continued to support certified Diabetes Self-Management Education (DSME) peer educators. Two DSME peer educators currently conduct education programs in Jefferson County through the Alabama Quality Assurance Foundation.

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 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
2. 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 Alabama Quality Assurance Foundation provided its diabetes self-management education at three sites within Jefferson County. The Jefferson County Department of Health's American Association of Diabetes Educators (AADE) accredited DSME program continued to enroll patients during this reporting period.	The Alabama Quality Assurance Foundation provided six diabetes self-management education (DSME) classes for Jefferson County residents with diabetes through Everyone with Diabetes Counts. The Jefferson County Department of Health's American Association of Diabetes Educators certified diabetes education self-management program and its pharmacotherapy program were conducted at three of the Jefferson County Department of Health's health centers.
Strategy 5. Develop and implement strategies for reducing for reducing health disparities experienced by Hispanic and other minority populations by November 2016.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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, Jefferson County Department of Health	Completed. During the La Fiesta event on September 30, 2017, the Jefferson County Department of Health (JCDH) surveyed attendees to identify barriers to the utilization of JCDH's sexually transmitted disease assessment and treatment among the Hispanic/Latino population.	Completed. During the La Fiesta event on September 30, 2017, the Jefferson County Department of Health (JCDH) surveyed attendees to identify barriers to the utilization of JCDH's sexually transmitted disease assessment and treatment services among the Hispanic/Latino population.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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	21.75% 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)	May 2017 - October 2017	November 2017 - April 2018
1. 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, Racial and Ethnic Approaches to Community Health (REACH)	Completed and ongoing. The YMCA of Greater Birmingham, as part of the Racial and Ethnic Approaches to Community Health (REACH) grant, facilitated the implementation of the Coordinated Approach to Child Health (CATCH) curriculum in five churches and two school systems. CATCH curriculum implementation will expand into additional faith-based organizations and schools in 2018. After serving as a CATCH curriculum pilot site in 2017, Phillips Academy joined Norwood Elementary and Inglenook K-8 Schools as regular CATCH curriculum sites.	Completed and Ongoing. The Coordinated Approach to Child Health (CATCH) continues to be implemented in five churches and three Birmingham City schools: Norwood Elementary, Phillips Academy and Inglenook K-8. CATCH implementation will expand to an additional church site by the end of Summer 2018.
	Annual parent evaluations of Day Camp and Afterschool programming	Beginning May 2015	YMCA of Greater Birmingham	Completed. The 2017 evaluations were completed in August 2017.	Completed and ongoing. The 2018 evaluations will be completed in August 2018
2. Expand the implementation of the 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	Completed.	Completed.
3. 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, REV Birmingham, Alabama Cooperative Extension Service, Community Food Bank of Central Alabama	Completed and ongoing. The Community Food Bank of Central Alabama (CFB) collaborated with the Norwood Resource Center and PEER Inc. in providing nutrition education in summer programs and throughout the school year. The CFB developed an assessment of senior food security and food assistance programs targeting seniors that revealed many food insecure senior residents remain unserved by food banks. The CFB, the Providing Access to Healthcare (PATH) Clinic and the Nurse Family Partnership initiated discussions regarding the administration of a food insecurity screening tool for patients.	Completed and ongoing. The Community Food Bank (CFB) of Central Alabama supplies fresh produce to the East Lake Initiative for its in school nutrition education course aimed at improving nutrition among elementary school students and their families. CFB is also hosting dialogues to gauge community interest in a school food pantry model called Family Markets that would provide families in need access to fresh produce in coordination with school drop off or pick up. CFB collaborated with the UAB Geriatrics Clinic to screen the clinic's patients for food insecurity and provide seniors with healthy food choices through the clinic.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
4. 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	Completed and ongoing. The YMCA of Greater Birmingham (YMCA) continued implementation of the CATCH curriculum through its Afterschool Academies at YMCA branch locations. The Christian Service Mission provided healthy cooking classes, farm and fish hatchery training and nutrition education. The Levite Jewish Community Center continued to utilize the Discover CATCH curriculum.	Completed and ongoing. The YMCA of Greater Birmingham (YMCA) continued implementation of the Coordinated Approach to Child Health (CATCH) curriculum through its Afterschool Academies at YMCA branch locations. The Levite Jewish Community Center continues to implement CATCH at the Cohn Early Childhood Learning Center.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. Offer technical assistance on healthy snack and summer feeding distribution systems for 501 c3 childcare and afterschool 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	Completed and ongoing. The United Way of Central Alabama, Bold Goals Coalition, Community Food Bank of Central Alabama and other partners launched a summer meals program for 2017 utilizing a centralized reimbursement and distribution system managed by the Community Food Bank of Central Alabama designed to enable smaller sites to purchase and provide healthy summer meals and snacks. During summer 2017, over 1,100 children were served summer meals including locally grown foods over a ten week period at eight sites. Weekly, the featured locally grown products were provided to children by the Jones Valley Teaching Farm. An evaluation of the 2016 summer feeding program conducted by the Samford University School of Public Health was completed and included recommendations for changes to future meal menus for the program.	Completed and ongoing. The United Way of Central Alabama, Community Foundation of Greater Birmingham and Community Food Bank of Central Alabama will continue and expand the summer meals program for 2018. Seven 2017 summer feeding sites will return with 14 new sites offering children free lunches and snacks for up to 10 weeks over the summer of 2018. CFB hosted a menu discussion with the summer feeding sites where a three week menu cycle that includes one salad as an entree each week was adopted.
2. Explore funding opportunities to sustain and increase the scope of healthy snack and summer feeding distribution systems for 501 c3 childcare and afterschool 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	Community Food Bank of Central Alabama, United Way of Central Alabama, Community Foundation of Greater Birmingham	Completed and ongoing. The United Way of Central Alabama, Bold Goals Coalition, Community Food Bank of Central Alabama and other partners launched a summer meals program utilizing a centralized reimbursement and distribution system managed by the Community Food Bank of Central Alabama capitalizing on the existing United States Department of Agriculture's Summer Meals Programs and decreasing the administrative burden of the program for feeding sites.	Completed and ongoing. The Community Food Bank of Central Alabama (CFB) received a two-year, \$100,000 Vision Council grant from the United Way of Central Alabama in Spring 2017 to establish a system to handle the administrative responsibilities related to the Summer Food Service Program, recruiting new sites and handling the coordination of meal deliveries throughout the region. The CFB received a three-year Fair Foods Network grant to provide matching funds for SNAP recipients purchasing produce.
3. Promote the adoption of Healthy Meeting Guidelines	Number of entities adopting Healthy Meeting Guidelines	November 2015	YMCA of Greater Birmingham	Completed and ongoing. The YMCA of Greater Birmingham collaborated with various agencies to offer monthly "Lunch and Learns" regarding nutrition and the Healthy Meeting Guidelines. Participating agencies received a list of healthy eating vendors for catering meetings. The Healthy Meeting Guidelines are available upon request.	The YMCA of Greater Birmingham continues to offer monthly "Lunch and Learns" at various partner agencies to discuss healthy options and how to promote a healthy workplace.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
4. Increase awareness and implementation of healthy vending machine programs, policies and other healthy food options	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	Eighty percent of the vending machine items within the YMCA of Greater Birmingham remain healthy options.	The YMCA of Greater Birmingham vending machines have healthier options placed at the top and eye level and has eighty percent healthy options.
5. Increase access to healthier food options in food deserts through the Community Food Bank of Central Alabama's Corner Market, a mobile grocery store (Added in October 2017)	Number of Corner Market stops	Ongoing through November 2018, based on funding	Community Food Bank of Central Alabama	Completed and ongoing. The Corner Market, a mobile grocery store offering fresh vegetables, fruits, meats, dairy and dry goods at affordable prices, is provided by the Community Food Bank of Central Alabama and its community partners. The Corner Market provides healthier food options to select towns with no major grocery store. The Corner Market added Pratt City and Tarrant to its distribution sites in fall 2017. The Corner Market is researching additional mobile grocery store stops within Jefferson in 2018. The Corner Market accepts Supplemental Nutrition Assistance Program (SNAP) benefits and has been approved to receive funding to offer Double Up Bucks to SNAP enrollees.	Completed and ongoing. The Corner Market expanded to stops in Quinton/West Jefferson, Pratt City and Tarrant this winter.

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	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	The assessment of City of Birmingham sidewalks for compliance with the Americans with Disabilities Act is slated for completion in December 2018. All City of Birmingham streets repaved or redesigned must include accessibility features.	Phase Two of the City of Birmingham's Sidewalk Assessment regarding compliance with the Americans with Disabilities Act is ongoing and slated for completion by June 2018.
2. 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, YMCA of Greater Birmingham, Racial and Ethnic Approaches to Community Health (REACH)	Completed and ongoing. Freshwater Land Trust and the Jefferson County Department of Health through the Racial and Ethnic Approaches to Community Health (REACH) grant continued the Parks Rx program. The Park Rx database was expanded to include 138 parks in Jefferson County. The YMCA of Greater Birmingham's "Walk with the Doc" walking program at Princeton Towers, initiated in spring 2017, continued.	Completed and ongoing. Freshwater Land Trust and the Jefferson County Department of Health, through the Racial and Ethnic Approaches to Community Health (REACH) grant, continues the Parks Rx program. Gilmer Drug Company in Ensley became the first pharmacy in the area to begin providing the Parks Rx program. The YMCA of Greater Birmingham's "Walk with the Doc" walking program at Princeton Towers was discontinued during Winter 2018 but will resume in Fall 2018.
3. 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)	Completed and ongoing. Since May 1, 2017, 334 unique users accessed the Parks Rx website. The Parks Rx Program will expand to the Jefferson County Department of Health's Dental Clinics in late 2017. The Parks Rx program and its support materials were provided at the Jefferson County Medical Society meeting in fall 2017 for interested medical providers.	Completed and ongoing. Between November 1, 2017 and April 30, 2018, 343 unique users accessed the Parks Rx website. Parks Rx installed 73 signs through Jefferson County, AL. Gilmer Drug Company in Ensley became the first pharmacy to offer the Parks Rx Program in December 2017.
4. 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)	Completed and ongoing. Fresh Water Land Trust (FWLT) continued to host Red Rock Tuesday news segments spotlighting parks and trails. As part of a FWLT evaluation of trail needs, counters were placed on select trails to track trail usage. Safe Routes to School (SRTS) programs expanded to include additional schools for pedestrian and bicycle education. SRTS conducted over 60 educational events, pedestrian evaluations or workshops reaching 3,052 students and 605 school administrators. Black People Run Bike Swim (BPRBS) hosted its annual "5k At The Junction" on November 11, 2017. In preparation for the "5K at the Junction", BPRBS offered a free 5K training class on Sundays at Railroad Park. BPRBS continued to host bike rides for novices and for advanced riders weekly, as well as a weekly run/walk group on Saturdays during this reporting period.	Completed and ongoing. Fresh Water Land Trust (FWLT) continued to spotlight existing and new trails through the Red Rock Tuesday news feature on Fox 6 with Jeh Jeh Pruitt. New trail additions since November 2017 include the McCallum Park Mountain Bike Trails, Kiwanis Vulcan Trail, Bessemer Rail Trail and the Wildwood Preserve for a total of 4.37 miles of new trails or nature areas. Black People Run Bike Swim (BPRBS) hosted its 6th annual "5K at the Junction" on November 11, 2017 with over 100 participants. BPRBS continued to host weekly Tuesday bike rides for advanced riders, as well as a weekly run/walk group on Saturdays. A new speed walk group began meeting on Thursdays at Bush Hills Academy. BPRBS and "5K at the Junction" were featured in the November 8, 2017 edition of "Runner's World," a premier publication for runners. Safe Routes to School conducted over 40 educational events or pedestrian evaluations reaching 4,522 students and 495 school staff and volunteers.

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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. The Alabama Champions for Healthy Active Schools Initiative distributed technical assistance resources for developing and implementing comprehensive school wellness policies including establishing physical activity throughout the school day at its August 20, 2017 meeting. As one of the supporting Champions of Health, the Lakeshore Foundation provided technical assistance to school districts on devising physical activity opportunities and resources for students at all ability levels. The National Center on Health, Physical Activity and Disability (NCHPAD) at the Lakeshore Foundation developed " A Guide to Inclusive Physical Activity " which includes recommendations for school districts on providing physical activity opportunities before, during and after school hours for children of all ability levels.	Completed and ongoing. The Alabama Champions for Healthy Active Schools Initiative continued to update its website with additional technical assistance resources to aid schools in providing at least 60 minutes of physical activity before, during or after the school day. Recent resources added include Active Academies, Walkabouts and Walking School Bus information.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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, Fresh Water Land Trust	Completed. The database of parks available through the Parks Rx Program was expanded to include 138 parks in Jefferson County.	Completed. The Parks Rx website remains available and updated.
2. 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	Completed. The Walk B 'ham website and the walking cards continue to be available.	Completed. The Walk B 'ham website and the walking cards continue to be available.

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	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Jefferson County Department of Health	39.1% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	44.55% of Jefferson County residents are protected with comprehensive indoor smoke-free	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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed. Assessments were completed identifying Homewood, Irondale and Mountain Brook for smoke-free engagement and adoption of city-wide comprehensive indoor smoke-free policies. The state-wide Tobacco Free Task Force prioritized the adoption of a state-wide comprehensive smoke-free policy for its 2018-2019 policy agenda.	Completed. No additional priority community assessments for comprehensive smoke-free policies have been completed. The statewide Tobacco Free Task Force (TFTF) met November 3, 2017 regarding a multi-year, statewide smoke-free campaign. Activities of the TFTF since November 2017 have focused on identifying a House of Representatives sponsor, identifying champions, and increasing volunteer engagement across all groups.
2. 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, Irondale Smoke-free Coalition	The Irondale Smoke-free Coalition met quarterly to modify the city's current tobacco policy to make this policy comprehensive by adding restrictions for e-cigarette use and smoking in restaurants. The Jefferson County Tobacco Coordinator attended the Centers for Disease Control and Prevention's Tobacco Academy on improving the efficiency of tobacco coalitions. An Irondale smoke-free ordinance has not been introduced to the Irondale City Council to date, although the Tobacco Coordinator attends monthly City Council meetings to gauge interest and build communication lines with City Council members. The Irondale Smoke-free Coalition continued building grassroots support by educating Irondale residents about the dangers of secondhand smoke.	The Irondale Smoke-Free Coalition met on December 7, 2017 and March 22, 2018. The Coalition is focusing on Power Mapping and developing support for Irondale's comprehensive smoke-free ordinance. The Tobacco Coordinator at the Jefferson County Department of Health (JCDH) organized an education session on the dangers of second-hand smoke for the Irondale City Council on April 3, 2018. The Alabama Department of Public Health, JCDH and Children's of Alabama have designed plan for supporting the passing of the Irondale smoke-free ordinance the end of summer 2018.
3. 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	Completed and ongoing. The Jefferson County Tobacco Coordinator conducted 53 presentations, obtained 35 letters of support and interviewed ten community leaders to educate the Irondale community about the dangers of secondhand smoke during this reporting period. The Irondale Senior Center's Newsletter provided information on secondhand smoke. The Irondale Smoke-free Coalition utilized the annual Whistle Stop Festival to educate Irondale residents and gather petition signatures and letters of support for comprehensive smoke-free policy. The Alabama Department of Public Health provided educational incentives and medical resources to support the Irondale Smoke-free Campaign.	Completed and ongoing. During the period of November 2017 through April 2018, the Jefferson County Tobacco Coordinator made 40 presentations, obtained four letters of support and participated in 45 events to increase awareness of the dangers of tobacco usage and second-hand smoke. Children's of Alabama, the Alabama Department of Public Health and the Jefferson County Department of Health (JCDH) celebrated the annual "Kick Butts Day" by collaborating with local school districts in educating youth on the consequences of tobacco usage. JCDH promoted "Kick Butts Day" through media spots on Fox 6 and CBS 42.

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)	May 2017 - October 2017	November 2017 - April 2018
4. Support the adoption of Comprehensive Smoke-free Policies	Number of Comprehensive Smoke-free Policies meeting guidelines of Americans for Nonsmokers' Rights Percentage of Jefferson County residents covered by indoor smoke-free policies	Ongoing through November 2019	Coalition for a Tobacco Free Alabama, Community-based Coalitions	No additional municipalities have adopted comprehensive smoke-free policies during this reporting period.	No additional municipalities adopted comprehensive smoke-free policies during this reporting period. The Irondale Smoke-free Coalition continued efforts to educate Irondale residents and leaders on the benefits of comprehensive smoke-free ordinances.
5. Implement smoke-free policies	Creation of Implementation Plan Number of business mailed some-free policy requirements	Ongoing through November 2019	Jefferson County Department of Health, Alabama Department of Public Health	Implementation of the comprehensive indoor smoke-free ordinance for the city of Mountain Brook is complete.	No additional updates were received.
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.				Completed.	Completed.
Strategy 3. Educate public or nonprofit, rent-restricted, multi-housing agencies in Jefferson County on the harmful effects of second-hand smoke and available smoking cessation resources.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed.	Completed.
2. 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	Completed. The Alabama Department of Public Health and the Jefferson County Tobacco Coordinator attended the August 2017 Alabama Association of Housing and Rural Development Authorities (AAHRA) Annual Conference to present information on smoke-free policies applicable for public housing complexes. The Fairfield and Leeds Housing Authorities adopted smoke-free policies, while the Birmingham Housing Authority is expected to adopt a smoke-free policy in November 2017 and Bessemer Housing Authority will adopt a smoke-free policy in January 2018.	Completed. The Housing Authority of Birmingham adopted a smoke-free policy on December 1, 2017. The Bessemer Housing Authority's Board adopted a smoke-free policy on February 18, 2018 which was implemented on April 1, 2018. The Jefferson County Housing Authority's smoke-free policy was approved in March 2018 for implementation beginning June 1, 2018. Presentations on the upcoming smoke-free policy deadline were provided for the Tarrant Housing Authority.

Goal 4. Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 1, 2019.					
Data source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Behavioral Risk Factor Surveillance Survey: Adult Smoking Status	20% of adult residents report smoking in 2012	19% of adult residents report smoking	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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. The Jefferson County Department of Health (JCDH) continued its Smoking Cessation Clinics at the Central, Eastern and Western health Centers for JCDH's adult health patients and parents of JCDH pediatric patients. The American Lung Association hosted a Freedom from Smoking Facilitator Training on June 8, 2017. JCDH maintains an online database of local smoking cessation resources in Jefferson County.	Completed and ongoing. UAB School of Medicine's Office of Service Learning trained 51 first-year medical students in tobacco use cessation counseling on February 26, 2018. These students provided one-on-one or group tobacco use counseling to over 90 individuals. The National African American Tobacco Prevention Network (NAATPN), focused on tobacco control leadership, expertise and promotion in the African-American community, is spearheading the annual No Menthol Sunday scheduled on May 27, 2018. The Jefferson County Department of Health continued its Smoking Cessation Clinics at the Central, Eastern and Western Health Centers.
2. 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 (JCDH) had 70 patients referred to its Smoking Cessation program with 28 individuals attending at least one smoking cessation session. The Jefferson County Department of Health continued to develop a process for providing smoking cessation support for non-JCDH patients, including a medication referral document.	During the past year, the Jefferson County Department of Health (JCDH) had 1,021 persons referred to its Smoking Cessation program with 506 individuals attending at least one smoking cessation session.
3. 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	Complete and ongoing. The Jefferson County Department of Health maintains tobacco cessation resources on its website. The American Lung Association maintains a smoking cessation help line staffed with online counselors and information for tobacco use cessation.	Complete and ongoing. The Jefferson County Department of Health maintains tobacco cessation resources on its website. The American Lung Association maintains a smoking cessation help line staffed with online counselors and information for tobacco use cessation.
4. 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	Completed and ongoing. A total of 452 calls were made to the Alabama Tobacco Quitline by Jefferson County residents between May 1, 2017 and August 31, 2017.	Completed and ongoing. Between November 1, 2017 and April 30, 2018, 763 calls from Jefferson County were made to the Alabama Quitline.
Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	The Alabama State Legislature did not consider increasing the tobacco tax during the 2017 Alabama Legislative Session. There are no anticipated tobacco tax bills for the 2018 Alabama Legislative Session.	The Alabama State Legislature did not consider increasing the tobacco tax during the 2018 Alabama Legislative Session.

Strategy 3. Implement appropriate Point-of-Purchase strategies through mini-grants by November 2019.

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	tail stores, including the availability of tobacco products and display of tobacco advertisements
1. Complete community assessments using Counter Tools	Number of assessments	September 2016	Alabama Department of Public Health, Children's Hospital	Completed. The Alabama Department of Public Health (ADPH) used methods developed by the company, Counter Tools, to assess retail stores, including the availability of tobacco products and display of tobacco advertisements targeting youth. ADPH is currently obtaining Counter Tool's assessment data at the state level. Infographics were provided at assessed retail establishments during Summer 2017.	Completed. The Alabama Department of Public Health completed the assessment retail stores, including the availability of tobacco products and display of tobacco advertisements targeting youth. using Counter Tools during the Summer of 2017.
2. Develop model policy language for at least two Point- of-Purchase strategies	Meeting minutes Meeting agendas Model policy	October 2019	Coalition for a Tobacco Free Alabama, Alabama Department of Public Health	The model policy language development is ongoing through the Alabama Department of Public Health (ADPH) and will utilize data from the Counter Tools assessment of strategies aimed at encouraging use of tobacco by youth.	The Alabama Department of Public Health (ADPH) discussed Point-of-Purchase strategies with its tobacco mini-grantee, Children's of Alabama, in May 2018.

Goal 5. Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019.					
Data source	Baseline Status	Long-Term Target	2018 Status	2019 Status	
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. In 2016, the United States Department of Agriculture's Food and Nutrition Service revised policies to requires school wellness policies to be in place by June 2017. The Gulf States Health Policy Council (GSHPC) assessed Birmingham City Schools to identify schools with an existing wellness council and school wellness policies. GHSPC is collaborating with Hemphill Elementary and Washington K-8 schools to implement school wellness councils. The Alabama Champions for Healthy Active Schools' state-wide initiative supported school districts in the adoption, implementation and monitoring of wellness policies. The Alabama Champions for Health Active Schools held an August 2017 meeting with over 20 school districts to discuss the components of comprehensive wellness policies.	Completed and ongoing. The Alabama Champions for Healthy Active Schools Initiative continued to support school districts across Alabama in the adoption, implementation and monitoring of wellness policies. Five school districts in Alabama, including Birmingham City, updated wellness policies to meet the 2016 United States Department of Agriculture's Food and Nutrition Service revised school wellness policy requirements. Alliance for a Healthier Generation's Healthy Schools Program in Alabama provided resources for reducing sodium intake during February 2018 in celebration of American Heart Month, offered tools for increasing adolescent health literacy and promoted school participation in the 100 Alabama Miles Challenge.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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 2018	YMCA of Greater Birmingham	The YMCA of Greater Birmingham will determine its near- term plans for providing Healthy Eating, Physical Activity (HEPA) Standards technical assistance to additional community-based afterschool sites by April 2018.	Due to changes at the YMCA of Greater Birmingham (YMCA), staff is not available to providing technical assistance and education on implementing Healthy Eating and Physical Activity (HEPA) standards for additional community-based afterschool sites.
2. 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, Jefferson County Department of Health	The YMCA of Greater Birmingham will determine its near- term plans for providing Healthy Eating, Physical Activity (HEPA) Standards technical assistance to other community-based childcare sites by April 2018.	Due to changes at the YMCA of Greater Birmingham (YMCA), staff is not available to provide technical assistance and education on implementing Healthy Eating and Physical Activity (HEPA) standards to community-based childcare centers.

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	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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	Currently there are 109.68 miles of trails in Jefferson County. 92.73 are greenways and nature trails and 16.94 are bike lanes/sharrows	
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	16.94 miles of bike lanes and sharrows	
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 Department		5% reduction in sidewalk and roadway complaints from baseline	Between November 2017 and April 2018, the 311 call center received 15,4415 calls; 561 were for potholes/ asphalt maintenance, 91 calls for street resurfacing, 90 calls for sidewalk repair and 69 calls for street repair.	
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	Birmingham has a 3 STAR rating	
Department of Parks and Recreation: Number of Parks	In 2012, the City of Birmingham Parks System had 100 parks and recreation facilities.		To be determined by availability of funding	The City of Birmingham Parks System has 115 parks.	

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)	May 2017 - October 2017	November 2017 - April 2018
1. 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), Mid-South Transdisciplinary Collaborative Center for Health Disparities Research	Completed and ongoing. As part of its 40 th Anniversary Celebration in October 2017, educational messaging on Ruffner Mountain was provided. The City of Birmingham released a construction bid for the Ruffner Mountain Connection Trail. The Vulcan Extension Trail is nearing completion and expected to open in late 2017; educational campaigns are planned to promote use of this trail extension. The High Ore Line Trail Extension will be completed by October 2018. The Parks Rx Program continued to promote the use of local trails. Currently, park information flyers are available for 138 parks on the Parks Rx website.	Completed and ongoing. In December 2017, McCallum Park mountain bike trails opened to the public. Aldridge Gardens was added to the Red Rock Ridge and Valley Trail System in January 2018. Kiwanis Vulcan Trail launched in March 2018 and both the Bessemer Rail Trail and Wildwood Preserve opened to the public in April 2018. Each of these trails can be found on the Freshwater Land Trust Interactive Map, www.freshwaterlandtrust.org/find-a-trail . Marketing campaigns for each site included independent local media coverage and inclusion in Freshwater Land Trust educational events.

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)	May 2017 - October 2017	November 2017 - April 2018
2. Implement and expand the Walk B'ham program	Number of Walk B'ham routes [Baseline: zero implemented Walk B'ham routes]	November 2014 and ongoing	Freshwater Land Trust, Livable Communities Priority Group, Jefferson County Department of Health, Community Foundation of Greater Birmingham	Completed. The Walk B'ham website remains available as are Walk B'ham Walk Cards.	Completed. The Walk B'ham Walk Cards remain available. The website expired on April 8, 2018.
3. 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	Completed and ongoing. Fresh Water Land Trust, in conjunction with WBRC, provided Red Rock Tuesday segments highlighting the Turkey Creek Nature Preserve, Brookside Trail System, Cosby Lake Trail, Rotary Trail, and Complete Streets Downtown during this reporting period. REV Birmingham conducted a two-week Street Market in Woodlawn that included a television segment highlighting select trails.	Completed and ongoing. Fresh Water Land Trust, in conjunction with WBRC, provided Red Rock Tuesday segments highlighting the Zyp Bikeshare near the new Intermodal Facility in Birmingham, Red Mountain Park, McCallum Park, Aldridge Gardens and the Kiwanis Vulcan Trail.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Implementation of the City of Birmingham's 311 Program's Smart Phone application has been further delayed; this application will geocode information entered by residents and allow photographs to be uploaded. Between May 1, 2017 and September 30, 2017, the 311 Call Center received 18,932 calls. Additionally, the City Action Partnership continued to use the City Click Fix, an application allowing residents to submit maintenance concerns and photographs for open source information. The City Click Fix application is available through the City of Birmingham's website.	Between November 2017 and April 2018, the 311 call center received 15,415 calls; 561 were for potholes/asphalt maintenance, 91 calls for street resurfacing, 90 calls for sidewalk repair and 69 calls for street repair. The City's 311 Center is scheduled to launch the maintenance mobile application in Summer 2018.
2. 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	Jefferson County's Roads and Transportation Division received 131 weed and litter complaints, but is implementing City Works software to receive concerns and improve tracking of issues. From May 2017 through August 2017, 307 calls were received by the Jefferson County Roads and Transportation Division regarding road maintenance.	From November 1, 2017 through April 30, 2018, the Jefferson County Roads and Transportation Division received 994 service calls. Jefferson County Roads and Transportation staff are receiving training on use of the City Works software for receiving and tracking complaints. The software will be launched for use in fall 2018.

Strategy 3. Birmingham City to submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014 and enhance the sustainability of the City of Birmingham by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. Convene an Advisory Group of key stakeholders 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	Completed.	Completed.
2. 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	Completed.	Completed.
3. Receive score from STAR and Potential STAR status	STAR Score STAR Status	February 2015	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed. The City of Birmingham received a 3 STAR rating.	Completed. The City of Birmingham received a 3 STAR rating.
4. 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	The Sustainability Commission charter continued to await approval from the City of Birmingham. The City of Birmingham's Planning, Engineering and Permits Division is identifying potential funding to secure consultant services for the development of the Sustainability Plan. A "Data Book" providing background information for the development of a Sustainability Plan has been drafted.	The Sustainability Commission charter continued to await approval from the City of Birmingham. The City of Birmingham's Planning, Engineering and Permits Division is identifying potential funding to secure consultant services for the development of the Sustainability Plan. A Request for Qualifications was submitted in April 2018 to identify a consultant for the Sustainability Plan. A "Data Book" providing background information for the development of the Sustainability Plan has been drafted.

Goal 2. Improve the availability of and access to reliable public transportation by November 2019.					
Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Number of Birmingham Jefferson County Transit Authority (BJCTA) rides	3.2 million rides	No goal established	Increase number of rides by 5% to 3,360,000	Between November 2017 and April 2018, there were 1,428,366 Fixed Route rides and 54,142 VIP rides	
Number of BikeShare stations	None Currently	20 BikeShare stations by Fall 2015	40 BikeShare stations by June 2016	40 BikeShare Stations	
Number of BikeShare bikes	None Currently	200 BikeShare bikes by Fall 2015	400 BikeShare bikes by June 2016	400 Zyp bikes	
Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. In May 2017, the Epic City Rush Scavenger Hunt took place in Birmingham to inform residents of Birmingham-Jefferson County Transit Authority (BJCTA) services. In June 2017, the Lakeview Local Live Radio Broadcast highlighted MAX bus services. The Magic City Connector Selfie Contest provided additional marketing for the Magic City Connector. In August 2017, MAX launched the Lawson Cougar Express Bus Kick-Off, including advertising through flyers and social media. "MAX My Stop", a bus tracker application launched in September 2017 and was communicated via radio commercials, postcards and social media posts. In conjunction with the Magic City Classic in October 2017, MAX advertised its services through live radio broadcasts, parade giveaways and a Hip Hop Jingle Contest.	Completed and ongoing. In November and December 2017, MAX implemented the Transit on Tap informational campaign and provided a free ride for veterans on Veteran's Day. In November and December 2017, MAX added a Sunday bus service to accommodate increased demand over the holiday season and participated in the charitable "Jingle Bus" campaign with the Salvation Army. In collaboration with Hot 107.7 Cumulus radio, Max hosted a holiday concert on the bus connector. In February 2018, the Intermodal Transit Facility experienced its grand opening celebration. The Diverse Business Expo took place in March 2018. The MAX Mystop smartphone application has been launched and is currently available for public use.
Strategy 2. Implement and increase utilization of Birmingham's BikeShare program by June 2016.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. Secure Zyp Operator and BikeShare equipment vendors	Selected vendors and public announcement	December 2014	City of Birmingham, Regional Planning Commission, REV BikeShare, LLC	Completed.	Completed.
2. Secure operational funding for the Zyp BikeShare program	Sponsorship secured	December 2014	REV BikeShare, LLC	Completed.	Completed.
3. Final site selection and permitting	Right-of-Way agreements Map of locations Public input on site selection	March 2015	REV BikeShare, LLC, Zyp, City of Birmingham and Regional Planning Commission	Completed.	Completed.

Strategy 2. Implement and increase utilization of Birmingham's BikeShare program by June 2016 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
4. Conduct a public awareness and education campaign regarding Zyp BikeShare	Marketing campaign Number of outreach events Social Media and website presence Number of early Zyp BikeShare registrations	September 2015 and ongoing	REV BikeShare, LLC	Completed and ongoing. Zyp BikeShare (ZYP) held 16 public awareness events from May 2017 to October 2017. Some notable events included the Civil Rights History Bike Ride with 25 participants and the Titusville Celebration Day with 500 participants. Overall, Zyp usage decreased by 4% in total membership and 9% in ridership related to the now-resolved solar power issues. The most utilized BikeShare stations are Railroad Park, 18th Street, 20th Street, 43rd Street, McWane Center and Pepper Place.	Completed and ongoing. Zyp BikeShare participated in messaging and advocacy for the Birmingham City Complete Streets ordinance. Zyp BikeShare served as an active participant in the B-Active Regional Transportation Plan. In November 2017, Zyp BikeShare hosted the Monuments in Motion Bike Tour, the Red Rock Ridge and Valley News Segment and Bike Ride, and added two new vendors, the Hilton Garden Inn and the Big Pitch. In December 2017, Zyp partnered with the Alabama Theater Holiday Film Series to host the CVB Bike Tour. In January 2018, Zyp BikeShare participated in the UAB International Day. Zyp BikeShare attended City Council meetings in support of the Complete Street Ordinance for Birmingham, participated in the St. Patrick's Day Parade, the MAX Diverse Business Expo, the Magic City Cyclad and the Reconnecting Roots Video Series in March, 2018. On April 11, 2018, Zyp BikeShare participated in the Blue Cross/Blue Shield Walk at Lunch Day.
5. Launch the Zyp BikeShare program	Number of BikeShare stations Number of BikeShare bikes	December 2015	REV BikeShare, LLC, Zyp, City of Birmingham	Completed.	Completed.
6. Expand the Zyp BikeShare program	Number of additional Zyp BikeShare stations Number of additional Zyp BikeShare bikes	June 2016	REV BikeShare, LLC, Zyp, City of Birmingham	Completed and ongoing. There are currently 40 BikeShare Stations. Zyp is considering BikeShare Station expansion in the 5 Points West area near the Birmingham Crossplex and Vulcan Park. Zyp's Parkside BikeShare Station will be moved pending approval from the Birmingham Park and Recreation Board.	Completed and ongoing. There are currently 40 BikeShare stations. Currently, Zyp is exploring grant opportunities for the installation of two new stations at the Vulcan Park Trail. The station currently at 6 th Avenue South will be moved into Memorial Park in Titusville. Awareness and education about the new route will take place in the Smithfield and Titusville communities.
7. Maintain ongoing Zyp BikeShare program operations	Annual program reports and program data Number of program FTEs	October 2016 and ongoing	REV BikeShare, LLC	Completed and ongoing. Zyp has five full-time equivalent and two part-time equivalent personnel. Three AmeriCorps members were added to Zyp's staff for one year to assist with Zyp BikeShare maintenance and operation. A mechanic was hired to assist with BikeShare maintenance.	Completed and ongoing. Currently Zyp has six full time equivalent and three part-time equivalent personnel. In 2018, there has been a strong maintenance push to service 175 Zyp bikes.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. From May 2017 to September 2017, the Birmingham Jefferson County Transit Authority replaced 12 fixed route buses and 20 paratransit vehicles.	Completed and ongoing. The Birmingham Jefferson County Transit Authority (BJCTA) replaced six fixed route and nine para-transit buses between November 2017 and April 2018. Clast ran was approved for Community Multi-scale Quality Model (CMAQ)funding in April 2018 for the replacement of six additional para-transit vehicles.

Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) MAX bus on time performance and ClasTran accessibility beginning November 2014 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
2. Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance	Number of road calls Mileage until breakdown [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	The Birmingham Jefferson County Transit Authority received 1,372 fixed route maintenance road calls and 226 paratransit road calls from May 2017 through September 2017.	The Birmingham Jefferson County Transit Authority received 231 fixed route road calls and 13 VIP (paratransit) road calls between November 2017 and April 2018.
3. Reduce headway on bus routes	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority, Municipalities	Currently, MAX operates 39 routes with 78 active fixed route buses and 36 active paratransit vehicles.	Currently, MAX operates 37 routes with 90 fixed route buses and 13 VIP (paratransit) buses.
4. 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	MAX is reviewing all route structures and completed a Transit Development Plan to evaluate existing services and provide options for further route development. MAX initiated conversations with cities serviced by MAX to incorporate these cities into the Transit Development Plan. Birmingham Jefferson County Transit Authority (BJCTA) received approval from Birmingham's City Council to develop transit options over the next three years (\$40 million dollars in total funding).	MAX hired the engineering firm, Strada, to design the bus stations and roadway configurations for the East/West Bus Route. The East/West Bus Route is scheduled to open before the Birmingham World Games in 2021.
5. Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	Completed and ongoing. The average on-time bus performance for 2016 was 97% for fixed routes; 2017 data will be available in 2018.	Completed and ongoing. Since November 1, 2017, Max on-time performance for fixed routes is 62.7% on time, 23.6% late and 13.7% early.
Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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)	Completed and ongoing. MAX is reviewing all route structures and completed a Transit Development Plan to evaluate existing services and provide options for further route development. MAX initiated conversations with cities serviced by MAX to incorporate these cities into the Transit Development Plan. Birmingham Jefferson County Transit Authority (BJCTA) received approval from Birmingham City Council to develop transit options over the next three years (\$40 million dollars in total funding).	Completed and ongoing. MAX is planning an extension of the Magic City Connector Route to connect to Top Golf. A route extension to Avondale is planned for the 93 Lakeview Local Bus Route. A proposal for a 97 Courthouse Shuttle for Jefferson County employees and an extension to Lee Branch from the Hwy 280 Route are under consideration.
Strategy 5. Convene a workgroup for a Regional Transit System Roundtable by January 2015.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed.	Completed.

Goal 3. Adopt built environment policies and enforce ordinances adopted by November 2019.					
Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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	Eight municipalities have adopted Complete Streets policies	
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	Four municipalities, including the City of Birmingham, have comprehensive Sidewalk Plans	
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)	May 2017 - October 2017	November 2017 - April 2018
1. Educate community residents regarding the benefits of Complete Streets Policies	Educational campaigns	Ongoing through November 2019	AARP; Built Environment, Transportation and Safety Priority Group	The Optimizing Built Environment Priority Group of the Health Action Partnership of Jefferson County (HAP) highlighted Complete Streets through a Red Rock Tuesday segment on WBRC and, with AARP, shared the Complete Streets opportunities with Birmingham mayoral candidates through a Mayoral Forum on August 8, 2017. The HAP developed an information sheet about Complete Streets distributed at local events. The Complete Streets group hosted a Facebook page and webpage to educate viewers on the benefits of Complete Streets ordinances. AARP drafted Complete Streets ordinance language for potential inclusion in a Birmingham City Complete Streets ordinance.	Completed. The Optimize the Built Environment, Transportation System and Safety Priority Group of the Health Action Partnership of Jefferson County (HAP) Complete Streets Facebook page and Instagram account provided information to community residents on the benefits of Complete Streets benefits to 225 Facebook followers and 192 Instagram followers.
2. 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, Built Environment, Transportation and Safety Priority Group	The Optimize the Built Environment, Transportation System and Safety Priority Group of the Jefferson County Health Action Partnership (HAP) developed plans to educate the Birmingham City Council and Mayor after the mayoral elections. The HAP and local partners planned a Complete Streets Workshop for November 7, 2017 with Birmingham residents and local leaders. The City of Birmingham continued development of a city-wide transportation plan which will identify streets that could become Complete Streets; this plan is expected to be completed in 2018.	Completed. The Optimize the Built Environment, Transportation System and Safety Priority Group of the Health Action Partnership of Jefferson County (HAP) hosted a Complete Streets Reception to communicate the benefits of Complete Streets ordinance adoption at the Birmingham Crossplex on November 7, 2017. Among the event's 175 attendees were two Birmingham City Council members and 75 neighborhood association representatives. Staff from the Birmingham City Planning Department met individually with city councilors to explain the Complete Streets ordinance and how it relates to the Birmingham Comprehensive Plan and other policies. The HAP Priority Group provided presentations to three committees of the Birmingham City Council in January 2018 to educate councilors on the benefits of the ordinance. An ordinance to imbed a Complete Streets Policy was approved by the Birmingham City Council on March 6, 2018.

Strategy 1: Adopt Complete Streets policies and design by November 2019 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
3. Communicate Complete Street Policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	AARP	The Optimize the Built Environment, Transportation System and Safety Priority Group of the Health Action Partnership of Jefferson County developed a communication and marketing plan to inform the public about Complete Streets. UAB completed a study recommending that the 10 th Street South become more pedestrian-friendly through reducing one lane of vehicular traffic. Currently, plans are underway to complete a similar project to reduce lanes of vehicular traffic in Woodlawn.	Completed. To communicate the March 2018 adoption of the Birmingham Complete Streets ordinance, the HAP and partner organizations conducted some television news segments and AL.com and the Birmingham Business Journal featured articles about the ordinance adoption.
4. 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	Completed.	Completed.
5. 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	Health Action Partnership Priority Group of the Jefferson County Health Action Partnership, with the AARP and other partners planned a Complete Streets Workshop on November 7, 2017 for Birmingham residents and leaders to encourage municipalities to adopt policies, and to offer technical and GIS assistance for Complete Streets. The City of Hoover continued its sidewalk inventory to support the future creation of a city-wide Bike/Pedestrian Plan. Birmingham created a Multi-modal Transportation Plan which will identify streets which can become Complete Streets.	Completed and ongoing. Due to legal changes to the ordinance incorporating the Birmingham Complete Streets policy's component related to external board term limits, the External Policy Implementation Committee has not been formed. The legal changes should be finalized by June 2018, with the External Policy Implementation Committee launch scheduled for Summer 2018. Currently, plans are to redesign 41 st Street in Avondale, 13 th Street through UAB and Ensley Five Points West to become Complete Streets. Birmingham will conduct a study of Complete Street opportunities along Crestwood Boulevard.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed.	Completed.
Strategy 3. Promote healthy infrastructure policies through November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. Complete an evaluation of storm water impact on Village Creek	Creek samples Flow data	January 2016	City of Birmingham Storm Water Administrator	Completed. The Birmingham Planning Commission will consider the adoption of the Village Creek Watershed Master Plan to improve water quality and reduce flooding at its November 1, 2017 meeting. A Valley Creek Watershed Master Plan process will begin in 2018.	Completed. The Village Creek Watershed Master Plan was adopted by the Birmingham Planning Commission in December 2017. The planning process for the Valley Creek Watershed Master Plan has not yet started.
2. Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning, Engineering and Permits	Completed.	Completed.

Strategy 3. Promote healthy infrastructure policies through November 2019 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
3. 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	The Birmingham Planning Commission adopted the Southwest Framework Plan and the Northeast Framework Plan in May and June 2017, respectively. The Birmingham City Council approved the rezoning of the North Birmingham Framework Plan in May 2017 and the Titusville Framework Plan in June 2017. Rezoning of the Southeast and Northwest Framework Plans were approved in September 2017. Development of the Ensley/Pratt and Eastern Area Framework Plans is ongoing and expected to be completed in early 2018.	The Ensley/Pratt and Eastern Area Framework plans have been developed and will be presented to the Birmingham Planning Commission in August 2018 and September 2018, respectively. The City Center Area Framework Plan process will begin in Fall 2018. The Southern Area Framework Plan process will begin in Summer 2019.
4. 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	Completed.	Completed.
5. 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, Lakeshore Foundation	Completed and ongoing. The Lakeshore Foundation and the Jefferson County Department of Health (JCDH) completed a health impact assessment evaluating missed medical appointments related to lack of transportation. A health impact assessment related to litter to assist Storm Water Management Authority (SWMA) municipalities reduce litter as a major non-point source of stream pollution has been authorized by JCDH.	Completed and ongoing. The health impact assessment regarding litter as a non-point source of stream pollution for Storm Water Management Authority (SWMA) authorities is underway and is expected to be completed by July 2018.
6. 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	Birmingham's MS4 permit data was published for public review and comment in August 2017. Birmingham's MS4 final permit is scheduled to be issued by December 2017. In July 2017, the following municipalities received MS4 permits: Homewood, Irondale, Mountain Brook, Tarrant and Vestavia Hills. Gardendale, Hueytown, Midfield and Pleasant Grove received MS4 permits in August 2017. On September 1, 2017, these municipalities received MS4 permits: Adamsville, Brighton, Brookside and Fairfield. Lipscomb received its MS4 permit on October 1, 2017.	Completed. No new municipalities have received an MS4 permit during the reporting period. The Jefferson County Department of Health is assisting municipalities with MS4 permits in developing an SWMPP (Storm Water Management Program Plan) before June 30, 2018.
Strategy 4. Improve technical capacity of municipalities in planning through November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Homewood's Soho Square Land Use Plan is underway with completion expected by Spring 2018. Adamsville initiated discussion with the Regional Planning Commission of Greater Birmingham regarding a comprehensive plan for the city.	The Adamsville Comprehensive Plan has not been initiated. The draft Homewood Soho Square Land Use Plan, known as "The Heart of Homewood Plan," has been communicated for public input with expected completion of the plan in Summer 2018.

Strategy 5. Adopt shared use agreements through November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	The Children's Policy Council received no requests for shared use agreement technical assistance, but remains interested in supporting shared use agreements.	Completed and ongoing. The YMCA of Greater Birmingham and Children's Policy Council of Jefferson County entered into a shared use agreement to enable the Family Reunification Program to utilize facilities, including the YMCA Youth Center, for therapeutic visitation with court-involved, non-custodial parents and their children in foster care.
Strategy 6. Inform residents and members of the local public health system of built environment constructs and measures impacting Quality of Life in Birmingham through Shape Bham by November 2019 (Added October 2017)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. Identify core measures of Quality of Life in Birmingham neighborhoods	List of core measures	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	Completed. The core Quality of Life measures were identified using the Health Communities Assessment Tool (HCAT).	Completed.
2. Collect data on the core Quality of Life measures at the neighborhood level	Neighborhood Report Cards	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	Completed. Neighborhood data was collected on the identified Quality of Life measures for 20 Birmingham neighborhoods. The data was compiled to provide a neighborhood-specific Quality of Life score. The collected measures and scores were reported in the draft Shape Bham report (www.shapebham.com).	Completed.
3. Conduct community engagement meetings to identify Quality of Life constructs of importance to community residents	Date of community engagement meetings	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	Completed.	Completed.
4. Conduct stakeholder meeting(s) to identify Quality of Life constructs of importance to stakeholders	Date of stakeholder meetings	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	Completed. Additional stakeholder meetings to present format options for the Shape Bham Report Card and to communicate findings from the community engagement meeting were held in September 2017 and scheduled for November 2017.	Completed.

Strategy 6. Inform residents and members of the local public health system of built environment constructs and measures impacting Quality of Life in Birmingham through Shape Bham by November 2019 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
5. Conduct community education meetings to communicate the results of the data collected for the neighborhood quality of life measures	Date of community education meetings	January 2018	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	Community education meetings are scheduled for November and December 2017.	Completed. A joint Stakeholder and Community Education meeting was held on November 30, 2017 to report the data and findings of the Shape Bham project and to attain feedback from constituents.
6. Meet with the Birmingham City Council and conduct training on Quality of Life measures	Date of Birmingham City Council meeting	January 2018	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	Birmingham City Council training on the Quality of Life measures is scheduled for December 2017.	Completed. The Birmingham City Council, in partnership with the Community Foundation of Greater Birmingham, approved and funded Shape Bham to be extended to the remaining 79 Birmingham neighborhoods. The data collection for the remaining 79 neighborhoods is in process. Shape Bham data will be updated every five years. The Shape Bham data provides an ongoing database for community- based research, policy development and infrastructure improvement in Birmingham.

Goal 4. Improve the safety of the physical environment by November 2019.					
Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. The Existing Conditions Reports included in the City of Birmingham Framework Plans are available at www.imaginebham.com . During this reporting period, field surveys, named the Existing Conditions Report, was completed for the Eastern and Pratt City/Ensley Framework Plans. The Regional Planning Commission of Greater Birmingham is currently assisting the City of Bessemer in developing an inventory and plan for Bessemer's dilapidated and deteriorated properties.	The Ensley/Pratt and Eastern Area Framework plans have been developed and will be presented to the Birmingham Planning Commission in August 2018 and September 2018, respectively. The City Center Area Framework Plan process will begin in Fall 2018. The Southern Area Framework Plan process will begin in Summer 2019.
2. 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	Completed and ongoing.	Completed and ongoing.
3. 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	No update received.	No update received.

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)	May 2017 - October 2017	November 2017 - April 2018
4. 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	Completed and ongoing.	Completed and ongoing. Currently, there are 142 properties with Side Lot Agreements, 172 properties with Adopt-a-Lot Agreements and 362 properties in the Quiet Title process.
5. Create a Blight Index to document and address blight in Birmingham	Creation date of Blight Index	December 2016	City of Birmingham Planning, Permits and Engineering Division	The City of Birmingham's Planning, Engineering and Permits Division continued to develop the Blight Index to quantify neighborhood blight and change in blight over time.	The City of Birmingham's Planning, Engineering and Permits Division continued to develop the Blight Index to quantify neighborhood blight and change in blight over time.
Strategy 2. Increase the number of public access sidewalks by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Phase Two of the City of Birmingham's Sidewalk Plan is drafted and scheduled for release in 2018. The City of Birmingham Multi-Modal Plan remained in development and is scheduled for completion in September 2018.	Phase Two of the Sidewalk Master Plan, including recommendations and planning for American's with Disability Act (ADA) compliance will be completed in June 2018. The Birmingham Multi-Modal Plan is in progress and is scheduled to be completed by September 2018.
2. Build sidewalks around bus stops	Sidewalk Inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	Phase Two of the City of Birmingham's Sidewalk Plan is drafted and scheduled for release in 2018. The City of Birmingham's Multi-Modal Plan, which includes sidewalks, is scheduled for completion in Fall 2018. The City of Birmingham reviewed the Multi-Modal Plan at a city review meeting in October 2017.	Phase Two of the Sidewalk Master Plan will include recommendations for ADA improvement and the planning effort will be complete in June 2018. The Birmingham Multi-Modal Plan is in progress and scheduled for completion by September 2018.
3. 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	The Regional Planning Commission of Greater Birmingham engaged with the City of Hoover to develop a Bike/Pedestrian Plan scheduled for completion in September 2018. The Regional B-Active Transportation Plan is scheduled for completion in September 2018 and will be used to develop sidewalks throughout the region.	The draft Regional B-Active Transportation Plan is scheduled to be released for public comment in August 2018. Jefferson County has applied for federal funding to develop a Bike/Pedestrian Plan. Development of the Bike/Pedestrian Plan will begin in summer 2018 and is scheduled to be completed in early 2019. The City of Hoover completed the final draft of its Bike/Pedestrian Plan; this plan is currently under review by the Hoover City Council for adoption in Fall 2018.
Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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	City Action Partnership continued to patrol five Birmingham parks: Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. Kelly Ingram Park continued to be patrolled by CAP; the National Park Service has not begun assisting with patrols for this park. Park patrols were removed from the City of Birmingham's budget, and the City of Birmingham is considering the use of citizen patrol groups rather than park rangers to patrol parks.	City Action Partnership (CAP) continued to patrol five Birmingham parks: the Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. Kelly Ingram Park continued to be patrolled by CAP, as the National Park Service has not begun assisting with patrols for this park. Park patrols were included in the City of Birmingham's proposed budget awaiting approval in July 2018. The City of Birmingham is considering the use of citizen patrol groups rather than park rangers to patrol parks.

Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
2. 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	The Birmingham 311 on-line application launched in September 2017. No educational campaigns for the 311 reporting system were reported during this reporting period.	The City's 311 Center is scheduled to launch the maintenance mobile application, including community education on the application during summer 2018.
3. Establish school zone signage in public spaces	Number of signs	November 2017	Safe Routes to School, City of Birmingham	Completed and ongoing. The Birmingham City School District School Travel Policy and Avondale Elementary School's School Travel Plan remain in development. The June 2017 meeting with Avondale Elementary School officials did not occur as modifications to the School Transportation Plan were needed.	Completed and ongoing. Safe Routes to Schools has partnered with the Gulf States Coalition and Goodwin, Cawood and Mills to create a school travel plan for Washington Elementary School in Titusville. This plan will focus on traffic flow, modes of transportation used by students and improved safety including signage. A grant, including matching funds from the City of Birmingham, has been submitted to the Alabama Transportation Alternatives Program for a pedestrian bridge. A funding decision will be made in summer 2018.
4. 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	City Action Partnership continued to patrol five Birmingham parks: Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. Kelly Ingram Park continued to be patrolled by CAP; the National Park Service has not begun assisting with patrols for this park.	City Action Partnership continued to patrol five Birmingham parks: Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. Kelly Ingram Park continued to be patrolled by CAP; the National Park Service has not begun assisting with patrols for this park.
5. Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim	No update received.	No update received.
6. 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	Completed and ongoing. During the reporting period, the Jefferson County Department of Health received 17 complaints regarding unpermitted food vendors. The City of Birmingham's Food Truck Ordinance continued to designate permitted places for food truck operation to support the identification of unpermitted food vendors.	Completed and ongoing. During the reporting period, the Jefferson County Department of Health received nine complaints regarding unpermitted food vendors.

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	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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		
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. Updated health data are included in the 2016 Jefferson County Department of Health Annual Report.	Completed and ongoing. Updated health data are included in the 2017 Jefferson County Department of Health Annual Report.
3. Communicate nonprofit hospitals' Community Health Needs Assessments and annual updates	Publication date on hospital's website	Ongoing through November 2019	Local non-profit hospitals	Complete and ongoing. Jefferson County's non-profit hospitals maintain a current Community Needs Assessments through the hospital's websites.	Complete and ongoing. Jefferson County's non-profit hospitals maintain a current Community Needs Assessments through the hospital's websites.
4. 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, St. Vincent's Health System	This tactic has not been initiated.	Ongoing. The Jefferson County Department of Health, UAB, St. Vincent Health System and Children's of Alabama initiated a process to jointly conduct components of community assessments to enhance data availability and the efficiency of collecting data. Surveys used by the various entities have been shared for review.

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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Complete and ongoing. The Gulf States Health Policy Center developed and published a wellness policy brief in summer 2017 and utilized this wellness policy brief to provide technical assistance to Hemphill Elementary and Washington K-8 Schools in creating school wellness councils.	Complete and ongoing.

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)	May 2017 - October 2017	November 2017 - April 2018
2. 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, UAB School of Public Health	Complete and ongoing. The Health Action Partnership's Optimize the Built Environment, Transportation and Safety Priority Group assisted the City of Birmingham developing a Complete Streets policy which if, passed, would mandate a council to review street improvement and development projects to consider Complete Streets compliance. A Complete Streets event to educate Birmingham City leaders and community members on the benefits of Complete Streets policy has been planned for early November 2017.	Complete and ongoing. The Complete Streets Policy, informed by local health data, was passed by the Birmingham City Council on March 30, 2018.
3. Provide the Alabama Department of Public Health with current 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	Complete and ongoing. The Jefferson County Department of Health (JCDH) provided the most recently updated health information to the Alabama Department of Public Health (ADPH) via the JCDH Annual Report. JCDH additionally provided Jefferson County health data to ADPH and other state agencies through the Alabama Healthcare Data Collaborative. Geographically mapped data regarding neonatal abstinence syndrome data was created and provided to the Alabama Healthcare Data Collaboration.	Complete and ongoing. The Jefferson County Department of Health (JCDH) provided the most recently updated health information to the Alabama Department of Public Health (ADPH) via the JCDH Annual Report. JCDH additionally provided Jefferson County health data to ADPH and other state agencies through the Alabama Healthcare Data Collaborative.
4. 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, Regional Planning Commission of Greater Birmingham, The City of Birmingham, UAB School of Public Health	Complete and ongoing. The 30 month update to the <u>Community Health Improvement Plan for Jefferson County, Alabama 2014 -2019 Work Plan</u> remains available on the Jefferson County Department of Health (JCDH) website. JCDH provided data to UAB School of Nursing on neonatal outcomes to support the Nurse Family Partnership (NFP) program designed to reduce infant mortality. JCDH provided data for the UAB School of Public Health's Community Health from Engagement and Environmental Renewal (CHEER) project exploring blight, unemployment and other environmental risk factors and provided data on public health nuisances for the Shape Bham project. The Regional Planning Commission of Greater Birmingham, in collaboration with the City of Birmingham and UAB, developed Shape Bham, a health community assessment tool, providing data regarding the quality of life in twenty City of Birmingham neighborhoods.	Complete and ongoing. The 36 month update to the <u>Community Health Improvement Plan for Jefferson County, Alabama 2014 -2019 Work Plan</u> is publically available on the Jefferson County Department of Health (JCDH) website. JCDH provided additional data for the UAB School of Public Health's Community Health through Engagement and Environmental Renewal (CHEER) project exploring blight, unemployment and other environmental risk factors with state and national comparison data for selected health indicators.

Goal 2. Increase access of Jefferson County Residents to primary health and dental care by November 2019.					
Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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 provide 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 provide 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)	May 2017 - October 2017	November 2017 - April 2018
1. Support the efforts of the Statewide Alabama's BEST (A Better Economy Starts Today) Coalition relative to closing the Medicaid insurance coverage gap	Alabama's BEST Coalition Minutes from Alabama's BEST Coalition	August 2015 and ongoing	Alabama's BEST Coalition, Alabama Hospital Association	Efforts during this reporting period focused on retaining the medical insurance options previously available through the Affordable Care Act (ACA). Navigators continue to recruit individuals for coverage under the ACA and educate new and existing consumers on revised ACA guidelines.	Navigators continue to recruit individuals for coverage under the Affordable Care Act (ACA) and educate new and existing consumers on revised ACA guidelines.

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)	May 2017 - October 2017	November 2017 - April 2018
2. 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	The repeal and replace efforts for the Affordable Care Act (ACA) at the national level will determine how Alabama addresses the coverage gap. The #Iammedicaid program continued during this reporting period.	The #Iammedicaid program continued during this reporting period. The State of Alabama is considering submitting a waiver to enforce the Medicaid eligibility work requirements for a subset of Alabama Medicaid recipients which is expected to increase the number of uninsured individuals in Alabama and those who would fall into the Medicaid coverage gap. During a comment process, the Centers for Medicaid and Medicare Services (CMS) and many other agencies opposed the work requirement for Medicaid eligibility. CMS has stated it is unlikely to approve a work requirement waiver unless there is a mechanism to provide coverage for workers whose Medicaid benefits terminate based on income that places the worker into the coverage gap. For the balance of the Medicaid coverage gap population, organizations are waiting until after the mid-term elections to determine expansion strategies and messaging for 2019.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. With support from the Nurse Practitioner Alliance of Alabama, an Universal Signature Authority bill was drafted in September 2017 and is expected to be pre-filed for the 2018 Alabama Legislative Session. This bill seeks to authorize nurse practitioners and physician assistants to sign documents that currently only physicians can sign as a means to increase access to care.	Completed and ongoing. With support from the Nurse Practitioner Alliance of Alabama, a Universal Signature Authority bill drafted in September 2017 was passed during the 2018 Alabama Legislative Session. This bill authorizes nurse practitioners and physician assistants to sign documents that previously only physicians could sign as a means to increase access to care.
2. Create an advocacy campaign for nurse practitioner and physician assistant constituencies	Advocacy campaign components Documentation of the distribution of advocacy materials	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	Completed and ongoing. The Nurse Practitioner Alliance of Alabama continued to assist with advocacy, worked to increase the organization's membership base and networked with physician assistants and other health professionals.	Completed and ongoing. The Nurse Practitioner Alliance of Alabama continued to assist with advocacy, worked to increase the organization's membership base and networked with physician assistants and other health professionals.
3. 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	Completed and ongoing. With support from the Nurse Practitioner Alliance of Alabama, a Universal Signature Authority bill was drafted in September 2017 and is expected to be pre-filed for the 2018 Alabama Legislative Session. This bill seeks to authorize nurse practitioners and physician assistants to sign documents that currently only physicians can sign as a means to increase access to care.	Completed and ongoing. With support from the Nurse Practitioner Alliance of Alabama, a Universal Signature Authority bill drafted in September 2017 was passed during the 2018 Alabama Legislative Session. This bill authorizes nurse practitioners and physician assistants to sign documents that previously only physicians could sign as a means to increase access to care.
4. 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	The Alabama Board of Pharmacy and the Alabama Board of Medical Examiners determined that current regulations neither enable the creation of Collaborative Agreements between pharmacists and physicians nor does it prohibit such relationships. Both entities will allow these agreements to be developed or maintained.	Ongoing. The Alabama Board of Pharmacy and the Alabama Board of Medical Examiners determined that current regulations neither enable the creation of Collaborative Agreements between pharmacists and physicians nor does it prohibit such relationships. Both entities will allow these agreements to be developed or maintained.

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)	May 2017 - October 2017	November 2017 - April 2018
5. Create and support post-graduate training programs for nurse practitioners.	Number of training programs available for post-graduate nurse practitioner and physician assistants	November 2019	Jefferson County Department of Health, Christ Health Center, Cahaba Medical, UAB School of Nursing	Completed and ongoing. The Jefferson County Department of Health's (JCDH) pilot Post-Graduate Nurse Practitioner Training Program was completed on October 31, 2017. JCDH hired two of the three graduates of this program. Community and academic partners revised the Post-graduate Nurse Practitioner Training Program to include additional partners and to continue the focus on primary care in underserved populations. Partners in the Post-graduate Nurse Practitioner Training Program include JCDH, Cahaba Medical Care, Christ Health Center, and the UAB School of Nursing. Two nurse practitioners were selected for participation in the revised program beginning in January 2018.	Completed and ongoing. Community and academic partners revised the previous Post-graduate Nurse Practitioner Training Program to include additional partners while continuing the focus on primary care provision for underserved populations. Partners in the 2018 Post-graduate Nurse Practitioner Training Program include the Jefferson County Department of Health, Cahaba Medical Care, Christ Health Center and the UAB School of Nursing. Two nurse practitioners were selected for and entered into the year-long residency program in January 2018. Residents provide 30 hours of clinical care per week and receive ten hours of didactic content to enhance knowledge and skill each week.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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; Project Access; Christ Health Center;	St. Vincent's Health System (SVHS) continues to meet regularly with Christ Health Center to ease patient flow between the two agencies. Uninsured and Medicaid patients from SVHS are placed in a medical home within the SVHS clinics regardless of insurance status.	Ongoing. St. Vincent's Health System (SVHS) continues to meet regularly with Christ Health Center to ease patient flow between the two agencies. Uninsured and Medicaid patients from SVHS are placed in a medical home within the SVHS clinics regardless of insurance status.
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)	May 2017 - October 2017	November 2017 - April 2018
1. Support the initiation and continuation of Federally Qualified Health Centers in Jefferson County by providing data for Federally Qualified Health Center applications and reapplications	Data requests and data provided Number of Jefferson County Federally Qualified Health Centers (FQHC) with locations	Ongoing through November 2019	Jefferson County Department of Health, Alabama Primary Care Association	Completed and ongoing. The Jefferson County Department of Health provided data to Cahaba Medical Care for supporting its Jefferson County Access Point applications. The Alabama Primary Care Association hosted a statewide conference in May 2017 where the Jefferson County Department of Health provided a presentation on data to support FQHC applications and renewals.	Completed and ongoing. No requests for data in support of applications/reapplications for FQHCs or lookalikes were received during this time frame.
2. 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	Completed and ongoing. The Jefferson County Department of Health's revised <u>Guide to Health Services</u> is available online and through health fairs and other events in English and Spanish. Cooper Green Mercy Health Services continued to provide education regarding its services.	Completed and ongoing. The Jefferson County Department of Health's revised <u>Guide to Health Services</u> is available online and is provided through written materials in English and Spanish at health fairs and other community events. Alabama Regional Medical Services, the Bessemer Neighborhood Health Center, Cahaba Medical Center, Christ Health Center and Cooper Green Mercy Health Services continued to provide education regarding services each entity provides.
3. 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	Completed and ongoing. The Jefferson County Department of Health (JCDH) participated in La Fiesta on September 30, 2017, implemented a Family Planning marketing campaign and participated in 78 outreach activities and events where its services are communicated.	Completed and ongoing. The Jefferson County Department of Health (JCDH) hosted the Spring Into Health community health fair at Western Health Center on April 4, 2018 where information on JCDH services was provided. JCDH staff participated in an additional 20 outreach activities and events where its services and locations were communicated during this review period.

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 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
4. 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, Cooper Green Mercy Health Services	Completed and ongoing. Cooper Green Mercy Health Services continued to provide education regarding its services, resulting in a 21.3% increase in patient volume. Christ Health Center participated in La Fiesta in September, 2017 where attendees were educated on its services.	Completed and ongoing. Cooper Green Mercy Health Services continued to provide education regarding its services through participation in health fairs, community events and other forms of service advertisement.
	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	Federally Qualified Health Centers, Community Roundtable, Alabama Primary Healthcare Association, Project Access, Cooper Green Mercy Health Services, Jefferson County Department of Health	Complete and ongoing. Between May 1, 2017 and September 31, 2017, 44,442 Jefferson County residents received healthcare through a Federally Qualified Health Center (FQHC), the Jefferson County Department of Health or Cooper Green Mercy Health Services. On October 1, 2017, Christ Health Center opened an additional service site in Chalkville. Alabama. Cahaba Medical Care will open a third access point in Jefferson County during fall 2017. Cooper Green Mercy Health Services provides space to the Cahaba Valley Health Center to support dental care for the uninsured. Aletheia House contracted with Foundry Dental Center to provide dental care for its clients. The Aletheia House, an FQHC, operates a full-service clinic at its Arlington Avenue site and at the Foundry Health Center.	Complete and ongoing. Between November 1, 2017 and April 30, 2018, 50,824 Jefferson County residents received healthcare through a Federally Qualified Health Center (FQHC), the Jefferson County Department of Health or Cooper Green Mercy Health Services. There are currently four FQHCs providing services at eleven sites within Jefferson County, one of which was added by Christ Heath Center during this review period. Aletheia House, an FQHC, operates a full-service clinic at its Arlington Avenue site and at the Foundry Health Center, with a primary focus on serving the homeless population.
Strategy 5. Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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, Christ Health Center	Enroll Alabama provided Affordable Care Act (ACA) insurance enrollment outreach to 795 individuals through targeted outreach and reached 39,390 individuals via its Facebook page. The 2018 ACA insurance enrollment window has been shortened and its marketing budget reduced, which may decrease enrollment. Christ Health Center provided outreach to Lovelady Center clients to assist with ACA insurance enrollment.	Ongoing. Christ Health Center continues to provided outreach to Lovelady Center clients to assist with Affordable Care Act (ACA) insurance enrollment. Enroll Alabama provided ACA insurance counseling and enrollment for 108 individuals and reached 543 individuals through targeted outreach.

Goal 3. Increase the utilization of preventive health screening for select health conditions by 5% by November 2019.					
Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed.	Completed.
2. 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, UAB Comprehensive Cancer Center, American Cancer Society	Completed and ongoing. Christ Health Center continued to participate in the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) for network referral. The UAB Comprehensive Cancer Center provided a presentation on cervical cancer screening reaching 22 individuals. The American Cancer Society provided pap smear reminders. The American Cancer Society collaborated with ABCCEDP to promote cervical cancer awareness and participation in screening.	Completed and ongoing. Christ Health Center continued to participate in the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) for network referral. The UAB Comprehensive Cancer Center provided a presentation on cervical cancer screening reaching 22 individuals. The American Cancer Society provided pap smear reminders. The American Cancer Society continued to promote cervical cancer awareness and participation in screening. The Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) continued to provide educational support for cancer screening during the previous six months. The UAB Comprehensive Cancer Center provided 51 presentations on cancer awareness and screening reaching 2,051 individuals.
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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed.	Completed.

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 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
2. Provide education and conduct public awareness campaigns on breast cancer detection and mammography	Documentation of campaigns Number of educational presentations	November 2016	Alabama Department of Public Health, Jefferson County Department of Health, UAB Comprehensive Cancer Society, American Cancer Society	Completed and ongoing. The UAB Comprehensive Cancer Center provided a presentation on breast cancer awareness and screening reaching 38 individuals. The American Cancer Society and the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) promoted breast cancer awareness and participation in screening.	Completed and ongoing. The American Cancer Society promoted breast cancer awareness and participation in screening. The Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) continued to support educational activities in Jefferson County during the previous six months. The UAB Comprehensive Cancer Center provided 51 presentations on cancer awareness and screening reaching 2,051 individuals.
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)	May 2017 - October 2017	November 2017 - April 2018
1. Identify the barriers to colorectal screening	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed.	Completed.
2. 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, American Cancer Society, UAB Comprehensive Cancer Center	Completed and ongoing. The Jefferson County Department of Health distributed colorectal cancer screening kits to 59 patients during this reporting period and attained a completion rate of 44.1%. Cooper Green Mercy Health Services distributed 229 colorectal cancer screening kits and achieved a 72.5% completion rate. The UAB Comprehensive Cancer Center provided three presentations on colorectal cancer awareness and screening reaching 203 individuals. The American Cancer Society identified Clinical Champions within local FQHCs to promote colorectal cancer screening and collaborated with the Colorectal Cancer Control Program (CRCCP) to provide additional screening for Federally Qualified Health Center patients.	Completed and ongoing. The Jefferson County Department of Health distributed colorectal cancer screening kits to 139 patients during this reporting period and attained a test completion rate of 88.9%. Cooper Green Mercy Health Services distributed 142 colorectal cancer screening kits and achieved a 80.1% test completion rate. Champions within local Federally Qualified Health Centers (FQHCs) continued to promote colorectal cancer screening and collaborate with the Colorectal Cancer Control Program to provide screening for Federally Qualified Health Center patients. On March 3, 2018, Southeast Gastro held a screening event, Giving Back, providing colonoscopies for 39 uninsured patients in Jefferson County. As a result of the positive community response, Southeast Gastro plans to hold another Giving Back event in 2019. The UAB Comprehensive Cancer Center provided 51 presentations on cancer awareness and screening reaching 2,051 individuals.

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	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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 past month		The average number of poor mental health days per Jefferson County resident is three or less during the past month		
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)	May 2017 - October 2017	November 2017 - April 2018
1. Continue and expand electronically available information regarding mental health resources within Jefferson County	Number of visits to the Alabama Mental Health Resource Directory, the Mental Health Resource Directory and other electronically-available resources providing information regarding mental health resources Number of mental health providers listed in the referenced sources.	December 2014 and ongoing	United Way of Central Alabama 211 System, St. Vincent's Health System, Mental Health Roundtable, Noah's Ark Children's and Family Center, Addiction Prevention Coalition	Completed and ongoing. The Alabama Mental Health Resource Directory continued to provide online information regarding mental health resources at www.alabamamentalhealth.org . The Addiction Prevention Coalition maintains a resource directory including medical and faith-based mental health resources on its websites, www.APCbham.org and www.addictionpreventioncoalition.org . The United Way of Central Alabama's 211 program continued to provide information on available mental health services and offers information via a text messaging service.	Completed and ongoing. The Alabama Mental Health Resource Directory continues to provide online information regarding mental health resources at www.alabamamentalhealth.org . The Addiction Prevention Coalition maintains a resource directory including medical and faith-based mental health resources on its website, www.APCbham.org . The United Way of Central Alabama's 211 program provides information on mental health services, including the Children's of Alabama's Psychiatric Intake Response Center (PIRC), and offers information via a text messaging service.
2. Promote children's mental health by conducting children's mental health awareness events	Number of children's mental health events [Baseline: Two Children's Mental Health Day events were conducted in 2014]	Beginning May 2015	Mental Health Goal Group, Children's Policy Council, United Way 2-1-1, Girls On The Run, Children's of Alabama, Crisis Center, Mental Health Youth Council	Completed and ongoing. The Jefferson County Mental Health Youth Council met with other groups to discuss mental issues faced by adolescents. Recruitment for the 2018-2019 Mental Health Youth Council was completed in October 2017. Schools throughout Jefferson County have committed to providing Mental Health First Aid training for staff to promote children's mental health. The Text, Talk, Act program is ongoing. The Crisis Center provides a Kid's Help Line for children and a Teen Link line. Children's of Alabama hosted the 2nd Annual Mental Health in Schools Conference on July 14, 2017. Girls on the Run provided Life Skills and mental health wellness activities for 260 additional girls during this review period.	Completed and ongoing. Girls on the Run provided Life Skills and mental health wellness activities for 422 girls during this review period. Children's of Alabama will host its Fifth Annual Mental Health Awareness Conference on May 18, 2018. Recruitment for the 2018-2019 Mental Health Youth Council will begin in July 2018. Mental Health First Aid training, sponsored by Children's Policy Council (CPC), was offered to school personnel and promoted through social media, email distribution and CPC's website. Text, Talk, Act continues to be promoted as a mental health resource through CPC's communication channels -meetings, Facebook, articles and trainings to promote children's mental health.

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)	May 2017 - October 2017	November 2017 - April 2018
3. Promote mental health awareness by conducting Mental Health awareness events	Number of mental health events [Baseline: One Mental Health Day event was conducted in 2013]	Beginning October 2015	Mental Health Goal Group, UAB, Creating Community Solutions, National Alliance on Mental Illness, No More Martyrs, St. Vincent's Health System, Samford University, Mike and Gillian Goodrich Foundation	Completed and ongoing. In advance of the 2017 "No More Martyrs Minority Mental Health Awareness Summit" in July, 2017 attended by 125 participants, a "Minority Health Awareness Month Kickoff Reception" was held on June 29, 2017 featuring a proclamation by Mayor William Bell. No More Martyrs further promoted mental health awareness through participation in the "Faith and Works Health and Wellness Fair" at Tabernacle Baptist Church on August 5, 2017, the "See Her Empowered Conference" on September 16, 2017, and a "Jack and Jill Mother's Work Day" on October 14, 2017. Children's of Alabama conducted the "Mental Health in Schools Conference" on July 14, 2017. St. Vincent's Clergy Wellness Program continued hosting mental health training for 35-40 members of the clergy in 2017. Samford University, in coordination with the Goodrich Foundation, hosted "Partnering for School Mental Health: The Power of Collective Impact" on October 12, 2017 highlighting local partnerships involved in innovative changes in school mental health.	Completed and ongoing. St. Vincent's Clergy Wellness Program continued hosting its wellness program for the clergy supporting spiritual, emotional, mental and physical lifestyle activities to help meet the needs of community leaders. No More Martyrs hosted four Sister Meet-Up Support groups, five panel discussions on mental health and participated in a Mental Health Fair at A. G. Gaston Boys and Girls Club during this review period. No More Martyrs additionally initiated planning for the Third Annual Mental Health Awareness Summit on July 11-13, 2018. The Birmingham Chapter of the National Alliance on Mental Illness provided Family to Family, a mental health education program, on March 5, 2018 at Shelby Baptist Medical Center and has planned a Fun Fair, "I'm into Mental Health," for May 5, 2018 at Veteran's Park to increase awareness of mental health resources. Children's of Alabama has planned its Fifth Annual Mental Health Awareness Conference for May 18, 2018.
4. Develop campaigns related to mental health stigma	Campaigns including the number of social media, print and other media used and campaign reach	November 2016	UAB No More Martyrs, Creating Community Solutions, Alabama Department of Mental Health, National Alliance on Mental Illness, Brother Let's Talk, Mental Health Youth Council	Completed and ongoing. A new initiative, "Brother Let's Talk: Freedom from Violence" focused on men of color and on decreasing mental health stigma and improving stress management mechanisms, began on September 26, 2017. The "Brother Let's Talk" initiative provides monthly follow-ups. "Barber Shop" talks began in October 2017 to provide a safe space for discussing the mental health issues faced by men of color (www.brotherletstalk.com). The Mental Health Youth Council's Facebook page and group text features continued to be regularly updated.	Completed and ongoing. Brother's Let's Talk hosted eleven events to decrease the mental health stigma experienced by African-American males. Brother Let's Talk plans to host a "I Am a Father" 5K Run/Walk at the Birmingham Botanical Garden on June 2, 2018 to promote mental health awareness and reduce the stigma associated with mental illness. In collaboration with No More Martyrs, Brother Let's Talk plans to screen a movie focusing on suicide in the African-American community followed by a discussion of strategies for suicide prevention on May 8, 2018.
5. Complete and publish an update of resources available for those providing mental health leadership in Jefferson County	Mental Health Leadership Resource Inventory with publication date	November 2019	United Way of Central Alabama, Alabama Department of Mental Health, Mental Health Provider Roundtable	Completed and ongoing. The Mental Health Roundtable continues to provide updated information on mental health resources for those providing mental health leadership through weekly email communication. The information contained within these emails informs existing mental health resource directories.	Completed and ongoing. The Mental Health Roundtable continues to provide updated information on mental health resources weekly through its newsletter. The information contained within these emails informs existing mental health resource directories.

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)	May 2017 - October 2017	November 2017 - April 2018
1. 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, St. Vincent's Health System, No More Martyrs, Mental Health Youth Council	Completed and ongoing. No More Martyrs hosted a Mental Health First Aid Training at UAB on July 10, 2017. St. Vincent's Health System provided four youth or adult-focused Mental Health First Aid training programs during summer 2017, including training for the Jefferson County Department of Health and the Jefferson County Family Court. The Mental Health Youth Council continued to provide technical assistance to local school administrators regarding implementing Text Talk Act program within local schools.	Completed and ongoing. St. Vincent's Health System provided a Mental Health First Aid training for the public in November 2018. The Mental Health Youth Council continued its provision of technical assistance for local school administrators on the Text, Talk, Act program. No More Martyrs has planned a Mental Health First Aid training for faith leaders to be provided at the Third Annual Thrive Together Weekend of Mental Health scheduled for May 17-20, 2018 at the Jefferson County Commission of Economic Opportunity (JCCEO). South Highland Outreach Program has planned a Mental Health First Aid training for 30 church leaders and will offer Mental Health First Aid training two days a week beginning in May 2018. The Children's Policy Council will offer the Youth Mental Health First Aid training on May 29 and 31, 2018 at South Highland Presbyterian Church.
2. 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, Children's Policy Council, No More Martyrs	Completed and ongoing. The "Minority Health Awareness Month Kickoff Reception" was held on June 29, 2017 and featured a proclamation by Mayor William Bell. No More Martyrs further promoted mental health awareness and access to mental health services through participation in the "Faith and Works Health and Wellness Fair" at Tabernacle Baptist Church on August 5, 2017, the "See Her Empowered Conference" on September 16, 2017, and a "Jack and Jill Mother's Work Day" on October 14, 2017.	Completed and ongoing. No More Martyrs hosted four Sister Meet-Up Support groups, five panel discussions on mental health and participated in a Mental Health Fair at A. G. Gaston Boys and Girls Club during this review period. No More Martyrs additionally initiated planning for the Third Annual Mental Health Awareness Summit on July 11-13, 2018. The Birmingham Chapter of the National Alliance on Mental Illness provided Family to Family, a mental health education and support program, on March 5, 2018 at Shelby Baptist Medical Center and has planned a fun fair, "I'm into Mental Health," for May 5, 2018 at Veteran's Park to increase awareness of mental health and mental health resources. Children's of Alabama has planned its Fifth Annual Mental Health Awareness Conference for May 18, 2018.
3. 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	Completed. No additional mental health first aid training has been provided for the Birmingham Police Department due to lack of funding.	Completed. No additional mental health first aid training has been provided for the Birmingham Police Department due to lack of funding.
4. Offer school-focused, mental health-related training and technical assistance for the local educational systems	Number of educational opportunities Number of participants	November 2019	Improve Mental Health Priority Group of the Health Action Partnership of Jefferson County, Mike and Gillian Goodrich Foundation, Samford University	Added as a tactic in Fall 2017.	Training and technical assistance on school-focused mental health was provided in collaboration with the Children's Policy Council through a program entitled, "Understanding the Impact of Trauma on Children and Adolescents," held on February 21, 2018. The Children's Policy Council, in collaboration with the Youth Services Institute of the University of Alabama School of Social Work, hosted an educational program, "Trauma Focused Cognitive Behavioral Therapy," on February 22 -23 , 2018. Through the Health Action Partnership's Improve Mental Health Priority Group, Mandt Crisis Intervention Training was provided for staff within the Tarrant City School System during this review period. Planning to provide the Mandt Crisis Intervention Training for the Homewood City School System was ongoing during this review period.

Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
1. 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 an annual basis	December 2015	Cooper Green Mercy Health Services	Completed and ongoing. Cooper Green Mercy Health Services' Behavioral Health experienced a significant increase in the number of patients treated, and these patients are being dually evaluated through the Primary Care Clinic at Cooper Green Mercy Health Services. To further support mental health care services, Cooper Green is recruiting a social worker.	Completed and ongoing. Cooper Green Mercy Health Services conducted 545 visits through its Behavioral Health Clinic. To assist in meeting the mental health needs of its patients, Cooper Green Mercy Health Services hired three licensed Clinical Social Workers to manage and provide support services.
2. Provide direct mental health support for Jefferson County Department of Health (JCDH) patients through integration of mental health services into primary care clinics	Number of patients receiving mental health services through the Jefferson County Department of Health	November 2018	Jefferson County Department of Health	The Jefferson County Department of Health is collaborating with Samford University's McWhorter School of Pharmacy to provide an onsite pharmacist dedicated to provide psychiatric pharmacotherapy services. Cooper Green Mercy Health Services implemented a psychiatric pharmacotherapy program.	In partnership with Samford University's McWhorter School of Pharmacy, the Jefferson County Department of Health (JCDH) will add a Psychiatric Pharmacotherapy Clinic in coordination with the implementation of JCDH's new electronic medical record. JCDH is contracting with JBS Mental Health Authority to provide a part-time Psychiatric Nurse Practitioner to expand access to mental health services.
3. Increase the days and hours of access to mental health services	Documentation of new and expanded 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 Behavioral Health Clinic, UAB Psychiatric Clinic for LGBTQ individuals, Children's of Alabama's Psychiatric Intake Response Center, Oasis Counseling Center, UAB Student Health, Health Action Partnership's Improve Mental Health Priority Group	Completed and ongoing. The Improve Mental Health Priority Group of the Health Action Partnership of Jefferson County engaged the Center for Health and Health Care in Schools to provide technical assistance for enhancing mental health in schools using nationally recognized, evidence-based models. Local schools provided an assessment of mental health needs. The Improve Mental Health Priority Group continued its collaboration with three Jefferson County school systems to sustainably improve comprehensive mental health supports. Three funders have been identified, and a plan developed to provide training, assessment and development. The training plan will be submitted to United Way of Central Alabama (UWCA) for funding support in November 2017. Children's of Alabama's Psychiatric Intake Response Center (PIRC) is scheduled to open in early Spring 2018. A director and medical provider have been hired to oversee the daily operations of the PIRC, with hiring and training of mental health personnel planned in October 2017. The Oasis Counseling Center received trauma-based intervention training and began providing trauma-based services in fall 2017. The Child Trafficking Solutions and Victim Recovery Program is ongoing and links victims to assistance through the Oasis Counseling Center. UAB Health Services added a full-time psychiatric nurse practitioner and a part-time psychiatrist to provide mental health services through its student health program.	Completed and ongoing. Through funding for the School Mental Health Collaborative Plan of the Health Action Partnership's Mental Health Priority Group, the Homewood City School System will hire a full-time therapist in partnership with JBS Mental Health Authority to expand access to care. Additionally, the Homewood City School System will provide group counseling through Impact Family Counseling Center. The Tarrant City School System completed its first year of a day treatment program for students with more serious mental health issues in partnership with Eastside Mental Health Center. The Children's of Alabama Psychiatric Intake Response Center's (PIRC) grand opening was held on March 1, 2018. The PIRC provides professional assessment, education, support and provider referral for children with urgent or immediate mental health needs.

Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019 (Continued).					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2017 - October 2017	November 2017 - April 2018
4. Advocate for closing the Medicaid coverage gap in Alabama and educate the community on the benefits 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.	Completed. State-wide focus remained on maintaining the Affordable Care Act (ACA) insurance coverage through at least 2018. Marketing funds for 2018 ACA insurance enrollment were cut, and the enrollment period was shortened. The Regional Care Organizations for Medicaid will not be occurring at this point.	Completed. The State of Alabama is considering submitting a waiver to enforce work requirements on a subset of Alabama Medicaid recipients, which would increase the uninsured in Alabama and those that would fall into the Medicaid gap. During a comment process, the Centers of Medicare and Medicaid Services (CMS) and many other agencies opposed this requirement. CMS has stated it likely would not approve the work requirement waiver, unless there was a mechanism to provide coverage for those whose benefits terminate for working (earning too much and moving into the gap). For the balance of the Medicaid gap population, organizations are waiting until after the mid-term elections to determine their expansion strategy/messaging for 2019.
5. Increase funding available for mental health in Jefferson County by 2%	Public Health funding 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	The Alabama Department of Mental Health does not anticipate decreased funding for mental health services in Jefferson County for fiscal year 2018. Additional funding of \$177,000 is available for mental health support for the four Federally Qualified Health Centers in Jefferson County.	No additional funding from the Department of Mental Health (ADMH) for mental health services in Jefferson County has been identified.
6. 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	Completed and ongoing. One Roof maintained two full-time street outreach workers and has funding to hire two additional outreach workers. One Roof's Street Outreach Teams will be fully operational with four full-time team members by early 2018.	Completed and ongoing. One Roof received funding to increase its operational capacity to four fulltime street outreach workers. Firehouse Shelter also received funding to support a part-time street outreach worker.
7. 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	Completed. St. Vincent's Health System has two clinics providing social work services, its Hoover and East Family Medicine Centers. These clinics refer patients to Christ Health Center for mental health services which can accept Medicaid patients for this care.	Completed. St Vincent Health System continues to provide S behavioral health services through social workers at the Bridge Clinic, St. Vincent East, St. Vincent's Hoover Family Care Clinic and Christ Health Center, formerly St. Vincent's East Family Medicine Clinic.

Goal 2. Decrease illicit drug use and substance abuse, including abuse of prescription medications by November 2019.					
Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
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's 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)	May 2017 - October 2017	November 2017 - April 2018
1. Promote substance abuse prevention through substance abuse prevention activities	Number of Substance Abuse Month events [Baseline: Jefferson County conducted no Substance Abuse Month events during 2014]	Ongoing through November 2019	Alabama Department of Mental Health	Completed and ongoing. An "End Addiction Birmingham Recovery Walk" was held on September 23, 2017 at Railroad Park in Birmingham.	Completed and ongoing. The Addiction Prevention Coalition (APC) sponsored an "End Heroin B 'ham Walk" on February 24, 2018 at Railroad Park. APC currently hosts prevention-focused, peer-led student groups in 20 high schools in and around the Birmingham area to support drug use prevention. APC also partnered with mayors from Hoover, Vestavia, Mt. Brook and Homewood to establish the Freedom from Addiction Coalition" to bring increase community awareness about the current reality of the addiction epidemic. The focus of the Freedom from Addiction Coalition is to address what the mayors can do individually and in collaboration to further combat the substance abuse crisis in the community. The four mayors began hosting quarterly Community Awareness Breakfasts in March 2018. The National Prescription Drug Take Back Day was held on April 28, 2018. Bradford Health Services has planned an event, "The Addicted Brain An Understandable Look at the Dilemma of Addiction" on June 14, 2018 at Canterbury United Methodist Church.

Strategy 1. Increase community and local public health system's 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)	May 2017 - October 2017	November 2017 - April 2018
2. Provide education for substance abusers and their family members on 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, US District Attorney's Office, WBHM, Select local, independent pharmacies, Aletheia House	Completed and ongoing. The Addiction Prevention Coalition (APC) hosted two "Wake Up Breakfasts" to increase awareness of and strategies for combatting drug and alcohol addiction. APC supports Code Red Chapters in twenty-one area high schools and middle schools to promote healthy conversation on the issues leading to drug and alcohol misuse. Aletheia House implemented a medication-assisted substance abuse clinic with five beds.	Completed and ongoing. The Addiction Prevention Coalition (APC) hosted two "Wake Up Breakfasts" to increase awareness of drug and alcohol addiction in the community. APC continues its involvement with the FOCUS Program, formerly the Code Red Chapters, in 21 high schools and middle schools to provide ongoing support, education and dialogue around substance and alcohol use. APC experienced an increase in requests for speaking engagements this review period regarding substance abuse and its treatment. Fellowship House has planned a series of educational sessions on mental health and substance abuse for Summer 2018.
3. Provide technical assistance on the implementation of evidence-based substance abuse prevention interventions (ex. Life Skills)	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, Children's Aid Society, Cooper Green Mercy Health Services	Completed and ongoing. The Alabama Department of Mental Health collaborated with local mental health professionals to provide substance abuse prevention training for the medical community. Children's Aid Society continued to provide the Life Skills Program in Spanish and English. Cooper Green Mercy Health Services' Behavioral Health Program engaged in discussions with compliance organizations concerning provider prescription trends to ensure proper opioid prescription practices.	Completed and ongoing. The Alabama Department of Mental Health continues to provide training for primary care providers in case management, peer support and recovery oriented systems of care. Children's Aid Society continued providing the Effective Parenting Instruction Course (EPIC) in English and Spanish. This course addresses mental health and substance abuse in children.
4. Increase the number of Fellowship House Pre-treatment Education Classes provided at various community locations	Number of community locations for Pre-treatment Classes Number of Pre-treatment Classes Number of Pre-treatment Class participants	Ongoing through November 2019	Fellowship House	The Fellowship House continued to provide pre-treatment classes three days per week. During this review period, 300 individuals attended pre-treatment classes at the Fellowship House.	The Fellowship House provided pre-treatment classes to 325 individuals during this review period.

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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Completed and ongoing. Drug drop boxes are available in four police stations in Birmingham. The Addiction Prevention Coalition is researching drug take back opportunities through potential partnerships with drug stores and other partners. The Addiction Prevention Coalition is working to increase the number of drop boxes available in the community.	Completed and ongoing. Drug boxes continues to be available at four Birmingham Police stations. The Addiction Prevention Coalition has been promoting the need for additional drug boxes through its social media site.

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)	May 2017 - October 2017	November 2017 - April 2018
1. 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	Jefferson County Department of Health	Completed and ongoing. The Jefferson County Board of Health approved a resolution to provide funding through the Community Foundation of Greater Birmingham to support the operation of the Resource Recovery Center (RRC). The RRC will be staffed with local mental health providers and is anticipated to open in early 2018. With three years of financial and technical assistance committed through the Department of Justice, the Jefferson County Department of Health will help support the RRC's Peer Navigation Initiative to reduce the number of opioid overdose deaths in Jefferson County.	Completed and ongoing. The Recovery Resource Center (RRC) began offering services in May 2018. All RRC staff have been hired and trained. With funding from the Jefferson County of Health, the RRC will be administered by the Crisis Center with service provision through multiple local substance abuse treatment and support organizations. The RRC provides a central location where opioid addicted individuals and their families can receive information, education, assessment, referral and navigation assistance to meet the individual's needs. Bradford Health Services has planned the Third Annual Alabama Adolescent and Youth Adult Conference: Emerging Issues in Substance Abuse to be held May 2, 2018. Christ Health Center's mental health counselor provides mental health services and limited substance abuse services to its internal patients. UAB Medicine's Addiction Recovery Program planned an Addiction Symposium for July 20, 2018.
2. 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, Recovery Organization of Support Services	The Aletheia House continued to receive referrals from multiple entities and to expand its services to meet community needs. Birmingham Fellowship House and Aletheia House provided walk-in assessments, prison assessments and hospital assessments. Recovery Organization of Support Services (ROSS) expanded access to addiction recovery support services through late evening and weekend community-based care. The Alabama Department of Mental Health was awarded a Substance Abuse and Mental Health Services Administration (SAMHSA) grant to fund a medication-assisted treatment clinic at Cooper Green Mercy Health Services for low-income and uninsured individuals with opioid addiction.	The Fellowship House and the Aletheia House continued providing walk-in, prison-based and hospital-based assessments. The Medication Assisted Therapy Clinic (MAT) at Cooper Green Mercy Health Service opened in February 2018.
3. Advocate for the closure 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.	Completed and ongoing. State-wide focus remained on maintaining the Affordable Care Act (ACA) insurance coverage through at least 2018. Marketing funds for 2018 ACA insurance enrollment were cut, and the enrollment period was shortened. The Regional Care Organizations for Medicaid will not be occurring at this point.	Completed. The State of Alabama is considering submitting a waiver to enforce work requirements on a subset of Alabama Medicaid recipients, which would increase the uninsured in Alabama and those that would fall into the Medicaid gap. During a comment process, the Centers of Medicare and Medicaid Services (CMS) and many other agencies opposed this requirement. CMS has stated it likely would not approve the work requirement waiver, unless there was a mechanism to provide coverage for those whose benefits terminate for working (earning too much and moving into the gap). For the balance of the Medicaid gap population, organizations are waiting until after the mid-term elections to determine their expansion strategy/messaging for 2019.

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)	May 2017 - October 2017	November 2017 - April 2018
4. 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	Completed and ongoing. The Alabama Department of Mental Health received a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) to fund a medication-assisted treatment clinic at Cooper Green Mercy Health Services for low-income and uninsured individuals with opioid addiction.	The Recovery Resource Center conducted an open house on June 15, 2018 to educate the public and health professionals about the substance abuse referral program it provides.
5. 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, Recovery Resource Center	Completed and ongoing. The Aletheia House's Women's Hope Program operated sixteen beds and accepted referrals from across Alabama through the court system and the Alabama Department of Human Resources for maintaining sobriety among pregnant women and new mothers. Olivia's House continued to provide housing for substance abusing women and their children while treatment and services are received. The UAB Department of Psychiatry's Treatment Alternatives for Safer Communities (TASC) received a grant from the Health and Human Services Department for implementation of the UAB Comprehensive Center for Addiction in Pregnancy (UAB-CCAP).	Completed and ongoing. Aletheia House's Women's Hope Program continues to provide supportive housing, assessment and treatment services to enrolled clients. Currently, the Mother's Hope Program has six women on its waiting list. Aletheia House's Medication Assisted Treatment (MAT) Clinic reached its maximum capacity for treatment services during this review period.
6. Create or facilitate the capacity to offer information and navigation services to Jefferson County residents in need of substance abuse treatment	Number of residents receiving education and treatment referral services	March 2018	"Pills to Needles" Steering Committee, Jefferson County Department of Health, Crisis Center, Community Foundation of Greater Birmingham	The Resource Recovery Center (RRC) is slated to open in early 2018. The Jefferson County Department of Health received funding from the Department of Justice (DOJ) to enhance the work of the Recovery Resource Center's Peer Navigation Initiative. The financial and technical assistance provided through the DOJ will enhance the ongoing effort to prevent overdose-related deaths in Jefferson County.	Complete and ongoing. The Recovery Resource Center (RRC) began offering services in May 2018. All RRC staff have been hired and trained. With funding from the Jefferson County of Health, the RRC will be administered by the Crisis Center with service provision through multiple local substance abuse treatment and support organizations. The RRC provides a central location where opioid addicted individuals and their families can receive information, education, assessment, referral and navigation assistance to meet the individual's needs.

Goal 3. Decrease the number of opioid-related drug overdose deaths by 5%.					
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)	May 2017 - October 2017	November 2017 - April 2018
1. Draft proposed language for legislation providing Naloxone access to first responders	Draft legislation	Prior to the 2015 Legislative Session	Pills to Needles initiative	Completed. The bill was signed into law by Governor Robert Bentley on June 4, 2015.	Completed. The bill was signed into law by Governor Robert Bentley on June 4, 2015.
2. Educate legislators on the need for the proposed legislation providing Naloxone access to first responders and preventing injection drug related infectious diseases.	Documentation of discussions of the proposed legislation with Alabama lawmakers	Prior to the end of the 2015 Legislative Session	Pills to Needles initiative	Completed. The bill to provide Naloxone access to first responder was signed into law on June 4, 2015. In addition, a bill has been pre-filed for the 2018 Alabama Legislative Session to authorize a pilot syringe exchange service.	Completed. The bill to provide Naloxone access to first responder was signed into law on June 4, 2015. The Alabama House Bill 37 and Senate Bill 169, the Inject-Associated Infectious Disease Elimination Act, failed to pass in the 2018 Alabama Legislative Session; however, initial plans are to re-introduce similar legislation in the 2019 Legislative Session.
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)	May 2017 - October 2017	November 2017 - April 2018
1. Implement a clinic and other strategies to improve access to 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 medications provided	November 2015 and ongoing	Jefferson County Department of Health	Completed and ongoing. The Jefferson County Department of Health continued to provide Naloxone kits through community events, including the "End Addiction Birmingham Recovery Walk" on September 23, 2017 and "La Fiesta" on September 30, 2017, and at its Naloxone Clinic. The Alabama Department of Mental Health received Naloxone kits through the 21st Century Cures Act and is coordinating distribution of these kits with the Alabama Department of Public Health. Through the 21st Century Cures Act, Naloxone kits will be distributed to individuals in addiction treatment centers.	Completed and ongoing. The Jefferson County Department of Health (JCDH) continue to provide Naloxone Kits at community events, including the JCDH Gift of Health event on April 4, 2018.