

# 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	2017 Status	2018 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	36.2% of the population live at less than 200% FPL	35.5% of the population live at less than 200% FPL

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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, Birmingham Urban League, Dannon Project, Hope Inspired Ministries, Central Six, Jefferson State Community College and Lawson State Community College, Peer Inc.-South East Lake Collective, Starbucks Community Store	Innovate 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 trading 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.	Innovate Birmingham graduated 200 participants from its Technology Training Boot Camps with 99% of the participants passing the Information Technology (IT) Workforce Development Course. The Birmingham Urban League (BUL) provided GED programs and business development activities focused on soft skills for obtaining employment. The Jefferson County Committee for Economic Opportunity (JCCEO) partnered with the Birmingham Urban League to provide workforce training and financial coaching. The Dannon Project, Hope Inspired Ministries, Central Six, Jefferson State Community College, Lawson State Community College and Peer Inc.'s South East Lake Collective are collaborating to provide education, life skills development and resources supportive of financial stability for low-resourced women. During this reporting period, Starbucks Community Store launched a workforce development and customer service training program. The Dannon Project offered its participants numerous occupational training opportunities, assessments, job development and case management services.
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, Birmingham Urban League	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.	The Bold Goals Financial Services Network (FSN) launched its client-management system in July 2018. This system enhances the FSN's ability to assist households achieve financial stability through a network of nonprofit financial-services providers. Birmingham Urban League's ten partner organizations entered 800 clients into its database to improve the coordination of resource referrals and services.

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)	November 2017 - April 2018	May 2018 - October 2018
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	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.	During the 2018 Legislative Session, the "Ban the Box" bill moved to the House, but failed to make it out of committee. A similar bill is expected to be reintroduced in the 2019.
4. Identify a coalition to support an increase in the minimum wage	Coalition membership and meeting minutes	November 2019	Alabama Coalition for Economic Equality	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Alabama Arise is no longer actively advocating for legislation to raise the minimum wage in Alabama. However, several organizations voluntarily raised the minimum wage of the organization's employees.
Strategy 2. Invest in education to provide educational and skill development opportunities.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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, Birmingham Urban League	<b>Completed and ongoing.</b> 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 <sup>st</sup> Class Pre-K classrooms have been funded since the start of this initiative. The "Cash for College" Free Application for Federal Student Aid (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.	<b>Completed and ongoing.</b> Urban League hosted a Free Application for Federal Student Aid (FAFSA) Workshop in June 2018 for high school students in the Greater Birmingham area. The Bold Goals Education's "Expanding Pre-K Access" program continued to assist childcare centers in completing applications for Alabama's First Class Pre-K funding through workshops, site visits and resource connections. Applications for student financial aid through FAFSA increased by 14.44% among Alabama high school seniors, largely driven by Alabama Possible's "Cash for College" program.

**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	2017 Status	2018 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	This data will is not anticipated to be updated.	This data will is not anticipated to be updated.
USDA, Feeding America: Food Insecurity	18.3% of Jefferson County residents experience food insecurity		17.4% of the Jefferson County population is food insecure	Food insecurity impacts 19.4% of Jefferson County residents per Feeding America based on 2015 data	Food insecurity impacts 19.0% of Jefferson County residents per Feeding America based on 2016 data
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)	15.6% of the Jefferson County households are enrolled in SNAP (2015 data)	13.7% of the Jefferson County households are enrolled in SNAP (2015 data)

**Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or Food Stamp Program) from 15.8% to 16.6% by November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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, Jefferson County Department of Health, Women, Infants and Children (WIC)	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> During this review period, the Community Food Bank of Central Alabama completed 47 outreach events and distributed 964 Supplemental Nutrition Assistance Program (SNAP) applications reaching 2,376 individuals. These efforts resulted in 131 SNAP applications. The Jefferson County Women, Infants and Children (WIC) program screened participants for SNAP eligibility and provided referrals for SNAP enrollment. Patients of select UAB Clinics and clients of the UAB's Blazer Kitchen received screening for food insecurity and SNAP eligibility.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Double Up Bucks Program was offered through four Jefferson County Farmer's Markets during this review period. In addition, the Double Up Bucks Program was available to residents of the Fountain Heights, Pratt City and Tarrant communities enrolled in SNAP through the Food Bank of Central Alabama's Corner Market, a mobile grocery store.

Strategy 1. Increase participation in the Supplemental Nutrition Assistance Program (SNAP or Food Stamp Program) from 15.8% to 16.6% by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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 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.	<b>Completed and ongoing:</b> The Urban Food Project initiated a collaborative approach to serving childcare centers in low-income neighborhoods by engaging with Racial and Ethnic Approaches to Community Health (REACH) partners. In collaboration with the Alabama Partnership for Children and the Community Food Bank of Central Alabama, the Urban Food Project distributed fresh produce to low-income childcare centers through the United States Department of Agriculture's Summer Feeding Program and offered technical assistance to childcare providers in successfully implementing menu changes.
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	<b>Completed and ongoing.</b> REV Birmingham provides advocacy for food-related policies as needed.	<b>Completed and ongoing.</b> REV Birmingham continued to provide advocacy for food-related policies as needed. Christian Service Mission advocated for the elimination of the tax on grocery items. Alabama Arise identified eliminating the grocery tax as a strategic issue for its work.
Strategy 2. Increase the distribution of locally grown foods by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> Christian Service Mission 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.	<b>Completed and ongoing.</b> The Kingston and Fountain Heights communities added community gardens during this reporting period. Christian Service Mission maintained six gardens within Jefferson County expected to yield of 7,000 pounds of fresh fruits and vegetables.
<del>2. Create a Community Garden Resource Directory or Toolkit</del>	<del>Documentation of distribution of the Directory or Toolkit</del>	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham	<b>Recommended for deletion in fall 2018:</b> The Christian Service Mission will not be producing a Community Garden Resource Directory or Toolkit.	<b>Deleted 10/31/2018.</b> 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)	November 2017 - April 2018	May 2018 - October 2018
3. Increase the number of community gardens or garden yield to increase population reach	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 and/or increase the yield of existing gardens	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham	<b>Completed and ongoing.</b> Christian Service Mission will support six gardens in 2018, but will increase the number of garden beds and food production through these gardens.	<b>Completed and ongoing.</b> There are two community gardens at the Christian Service Mission Warehouse and new partnerships are being formed to facilitate educational tours and provide food for area partners and Cooking Well classes. During this review period, community gardens were established in the Kingston and Fountain Heights communities.
4. Increase the number of Alabama producers selling locally grown produce in the Birmingham Metro area	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	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)	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> REV Birmingham continued to report that 80 food-related businesses purchased fresh produce through the Urban Food Project. Clients included eight corner stores, three large wholesale food distributors, a university, three large grocers, 65 restaurants and other non-profit organizations. The Obesity Health Disparities Research Grant assessed community assets and is defining what is needed to expand the resources of local farmers within the community.
Strategy 3. Increase the number of food retailers in low-income food desert areas in Birmingham purchasing fresh produce through the Urban Food Project's distribution system from 3 food retailers to 10 food retailers by December 2015.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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)	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> REV Birmingham's Urban Food Project continued to maintain 50 producers selling fresh produce to the Urban Food Project. Producers include 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)	November 2017 - April 2018	May 2018 - October 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.	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Corner Market, a mobile grocery store sponsored by the Community Food Bank of Central Alabama, expanded its reach to include the Fountain Heights community. The Corner Market offers the Double Up Bucks program at its stops in Jefferson County. PEER Inc.'s Mobile Market continued to serve locations in eastern Jefferson County and maintains stops at Jefferson County Department of Health 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	2017 Status	2018 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	Life expectancy for the white population is 76.1 years and 73.3 years for the black population (2016 data)	Life expectancy for the white population is 75.5 years and 72.7 years for the black population (2017 data)
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	The infant mortality rate for the white population is 5.3 deaths per 1,000 live births and 16.2 deaths per 1,000 live births for the black population (2016 data)	The infant mortality rate for the white population is 6.3 deaths per 1,000 live births and 14.8 deaths per 1,000 live births for the black population (2017 data)
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	35.9% of the Jefferson County's adult population report a diagnosis of hypertension	35.9% 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	Diabetes mortality rate for the white population is 16.4 per 100,000 population and 33.1 per 100,000 population for the black population	Data are expected in fall 2018
Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> The Health Action Partnership of Jefferson County presented its Health Equity Orientation, which includes the social determinants of health, 6 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.	<b>Completed and ongoing.</b> The Health Action Partnership provided its Health Equity Orientation to the Alabama Association of Diabetes Educators, the United Way of Central Alabama's Loaned Executive Program and at the Hunger and Health Summit reaching 200 people. The <b>2018 Jefferson County Health Equity Report</b> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) was developed by the Health Action Partnership during this reporting period is scheduled for public release on December 2018. Building Healthy Communities provided education on the social determinants of health at coalition meetings in the Kingston and Fountain Heights communities and in Bessemer.

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> UAB School of Medicine's 2017-2018 incoming class of 186 included 65 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-one percent of the UAB School of Medicine's 2017-2018 class represent racial minorities, and three percent are of Hispanic or Latino decent.	<b>Completed and ongoing.</b> UAB School of Medicine's 2018-2019 incoming class of 186 includes 59 students from populations underrepresented in medicine (UrIM). Over thirty-one percent of the UAB School of Medicine's 2018-2019 incoming class represent racial minorities, and eight percent are of Hispanic or Latino decent.
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	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Collaborative for Health Equity, Jefferson County Department of Health, BirthWell Partners, Health Action Partnership	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Health Action Partnership provided its Health Equity Orientation to the Alabama Association of Diabetes Educators, the United Way of Central Alabama's Loaned Executive Program and at the Hunger and Health Summit reaching 200 people. The <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) was developed by the Health Action Partnership during this reporting period is scheduled for public release on December 2018. Building Healthy Communities provided education on the social determinants of health at coalition meetings in the Kingston and Fountain Heights communities and in Bessemer.



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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Birmingham Healthy Start Plus, Inc. continued provision of screenings, assessments and education related to healthy pregnancy, childbirth and infant health for more than 900 perinatal clients. Fatherhood support services were provided to over 200 men. The From Day One program of the Jefferson County Department of Health (JCDH) provided perinatal education and support for high-risk pregnant women who have had a previous pregnancy. Since its February 2018 implementation, From Day One received over 130 referrals from the UAB Maternity and the JCDH Supplemental Nutrition Program for Women, Infants and Children (WIC). At the time of this update, From Day One had 77 actively engaged clients. BirthWell Partners provided Perinatal Health Advocate Training to 14 individuals and breastfeeding support training for 19 perinatal professionals during this review period. BirthWell also trained ten doulas from Jefferson County in pregnancy and labor support. BirthWell Partners provided pregnancy support and education services to 37 families during this review period. The Nurse Family Partnership continued to provide intensive education and support services to first time pregnant women in the areas of Jefferson County with the highest rates of infant mortality. During this reporting period, 108 clients were served, and the Nurse Family Partnership program hired two additional nurses and a psychiatric nurse practitioner to assist with client's mental health needs.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Birmingham Healthy Start Plus, Inc. added nutrition education classes for its clients during this review period. The UAB Nurse Family Partnership continued to provide high-risk, first-time pregnant women with intensive perinatal education and support. BirthWell Partners provided one-on-one prenatal education and other support services to 37 clients during this reporting period. BirthWell also provided childbirth education for eight women served by the Jefferson County Committee for Economic Opportunity's Early Head Start Program. Chocolate Milk Mommies' Community Baby Shower connected low-income pregnant women and new/soon-to-be parents with maternal and early childhood resources.

Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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.	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Birmingham Healthy Start Plus, Inc. used radio spots and social media to promote safe sleep practices and provide birth spacing education.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Jefferson County Supplemental Nutrition Program for Women, Infants and Children's (WIC's) four peer breastfeeding counselors provided breastfeeding education, counseling and support to WIC participants. During this reporting period, 65.1% of WIC participants with infants initiated breastfeeding.
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, Chocolate Milk Mommies	<b>Completed and ongoing.</b> The Nurturing Mother's Program is no longer meeting at the UAB Obstetrical Complication Clinic. Brookwood Baptist Health provided breastfeeding support groups throughout Jefferson County, including the Baby Café.	<b>Completed and ongoing.</b> The Baby Café was hosted by community partners and area hospitals. Chocolate Milk Mommies offered breastfeeding education and support to African-American mothers.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Mother's Milk Bank of Alabama (MMBAL) dispensed 27,910 ounces of pasteurized human milk to major hospitals in Jefferson County. MMBAL maintained 500 milk donors and collected milk at 12 milk depots across the state of Alabama.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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, Connection Health, UAB School of Nursing	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.	The Let's Get Down 35211: A Blood Pressure Management Program remained in development by community members and health-related organizations serving the 35211 zip code, but was fully funded as of October 31, 2018. This program will utilize community health workers, healthcare professionals and community organizations to increase awareness of hypertension, provide referral to clinical care, when needed, and employ lifestyle modification and medication adherence interventions to reduce uncontrolled hypertension.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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 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 three diabetes self-management groups 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.	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. Alabama Regional Medical Center provided education on pre-diabetes and diabetes management. The Alabama Quality Assurance Foundation conducted three diabetes self-management groups through Everyone with Diabetes Counts for Jefferson County residents and continued to support certified Diabetes Self-Management Education (DSME) peer educators. The Let's Get Down 35211 program initiated planning to add a pre-diabetes component to its screening and educational program.

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)	November 2017 - April 2018	May 2018 - October 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 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.	The Alabama Quality Assurance Foundation held three series of its Everybody With Diabetes Counts program in Jefferson County during this time period. The Jefferson County Department of Health's American Association of Diabetes Educators certified diabetes education self-management program and its pharmacotherapy program continued during this reporting period.
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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> During the La Fiesta event on September 29, 2017, the Jefferson County Department of Health (JCDH) conducted assessments regarding community knowledge of sexually transmitted disease screening and treatment access and provided education on available resources.

## 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	2017 Status	2018 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	37.0% of Jefferson County adults self-report being obese	Data are not expected until Fall 2019
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	Data are no longer being collected through this source	Data are no longer being collected through this source

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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)	<b>Completed and Ongoing.</b> 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.	<b>Completed and Ongoing.</b> The YMCA of Greater Birmingham continued implementation of the Coordinated Approach to Child Health (CATCH) curriculum at YMCA branches and the provision of technical assistance on the CATCH curriculum for partner churches and the Birmingham City Schools. Calvary Resurrection Christian Church implemented the CATCH curriculum during this review period.
	Annual parent evaluations of Day Camp and Afterschool programming	Beginning May 2015	YMCA of Greater Birmingham	<b>Completed and ongoing.</b> The 2018 evaluations will be completed in August 2018.	<b>Completed and Ongoing.</b> The 2018 evaluations of YMCA Day Camps and Afterschool programs were distributed via a third party vendor.
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	<b>Completed.</b> See May 2016 - October 2016 update.	<b>Completed.</b> See May 2016 - October 2016 update.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> With support from the City of Birmingham, the Community Food Bank of Central Alabama's Family Market will be piloted in seven schools within the Birmingham City School's District Eight during the 2018 -2019 school year. The Family Market, a mobile school pantry, provided produce and food staples for families with students attending the partner schools. Four schools within District Eight were participating in the Alabama Family Market as of October 31, 2018.

Strategy 1. Increase the availability and access to nutrition education by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> 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 YMCA Youth Center hosted a training for day care workers on October 4, 2018 sponsored by Childcare Resources where information on the CATCH curriculum was provided. One childcare center received a CATCH curriculum kit at the training.
Strategy 2. Increase access to healthy food by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The United Way of Central Alabama, Community Foundation of Greater Birmingham and Community Food Bank of Central Alabama served 1,269 unduplicated children during summer 2018, an increase of twelve percent from 2017. The number of feeding sites doubled in 2018 from 2017. Sites also experienced reduced food waste and reduced the over-order meal rate from 14% in 2017 to 6% in 2018.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The United Way of Central Alabama, YMCA of Greater Birmingham, Boys & Girls Club of Central Alabama and the Community Food Bank of Central Alabama collaborated in a pilot digital fundraising campaign to support the Summer Meals Program. Results are pending from this effort.
3. Promote the adoption of Healthy Meeting Guidelines	Number of entities adopting Healthy Meeting Guidelines	November 2015	YMCA of Greater Birmingham	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The YMCA of Greater Birmingham continued to offer monthly "Lunch and Learn" sessions in connection with its Diabetes and Hypertension Management Programs.
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	The YMCA of Greater Birmingham vending machines have healthier options placed at the top and eye level and has eighty percent healthy options.	The YMCA of Greater Birmingham is no longer implementing the "Good Choice" Vending machine program. However, select YMCA branches have removed vending machines.
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	<b>Completed and ongoing.</b> The Corner Market expanded to stops in Quinton/West Jefferson, Pratt City and Tarrant this winter.	<b>Completed and ongoing.</b> During summer 2018, the Community Food Bank of Central Alabama's Corner Market expanded to add stops in the Fountain Heights community. The Corner Market maintained stops in Pratt City and Tarrant. In 2019, further expansion of the Corner Market is planned.



**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	2017 Status	2018 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	69.3% of Jefferson County adults report physical activity	Data are expected in fall 2019

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	Phase Two of the City of Birmingham's Sidewalk Assessment regarding compliance with the Americans with Disabilities Act (ADA) is ongoing and slated for completion by June 2018.	Phase One of the Birmingham Sidewalk Master Plan is completed. Phase Two of the City of Birmingham's Sidewalk Master Plan, including Americans with Disabilities Act (ADA) compliance, is nearing completion. The Birmingham Multi-modal Plan is expected to be completed by summer 2019.
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), Jefferson County Department of Health, Freshwater Land Trust	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Parks Rx website remained accessible to the community, and the Jefferson County Department of Health (JCDH) continued to provide Parks Rx prescriptions to patients through its Adult Health, Family Planning and Pediatric Clinics. The Parks Rx Program expanded to all JCDH Dental Clinics during this review period. Fifteen additional trails were added to the Parks Rx database between May and October 2018 by the Freshwater Land Trust.
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)	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Parks Rx website remains accessible to the community. In addition to Parks Prescription distribution through various health clinics and Gilmer Drugs, the prescriptions remain available for download to the public through the Parks Rx website. During this monitoring period, 15 additional trails were added to the Parks Rx database.
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)	<b>Completed and ongoing.</b> Freshwater 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.	<b>Completed and ongoing.</b> Freshwater Land Trust continued to host monthly Red Rock Tuesday news features on WBRC Fox 6 promoting existing and newly opened trails. Black People Run Bike Swim (BPRBS) continued to host weekly bike rides on Tuesdays and Saturdays.

Strategy 2. Provide community health education, with a focus on children, regarding the need for physical activity beginning November 2014.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and Ongoing.</b> Lakeshore Foundation staff trained Jefferson County and Birmingham City School Systems' staff on adapting physical education and promoting inclusive physical activity for children of all ability levels. The National Center on Health Physical Activity and Disability (NCHPAD), housed at the Lakeshore Foundation, provided resources and information nationally on inclusive physical education and activity in schools.
Strategy 3. Create a resource directory of places to participate in physical activity at no or low cost by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> The Parks Rx website remains available and updated.	<b>Completed.</b> The Parks Rx website remains available and updated. Fifteen additional trails were added to the Parks Rx database.
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	<b>Completed.</b> The Walk B 'ham website and the walking cards continue to be available.	<b>Completed.</b> The Walk B 'ham 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	2017 Status	2018 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 policies	50% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	47.8 % of Jefferson County residents are protected with comprehensive indoor smoke-free policies	47.8 % of Jefferson County residents are protected with comprehensive indoor smoke-free policies
Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> 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.	<b>Completed.</b> No additional priority community assessments have been completed. The American Cancer Society hosted a discussion on August 21, 2018 regarding the feasibility of a state-wide comprehensive smoke-free policy. During this reporting period, monthly conference calls were conducted and Action Committees formed to support a state-wide smoke-free campaign.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Irondale Community Conversation held on June 6, 2018 discussed the role of second-hand smoke and tobacco products on health. A meeting was held with Irondale's City Clerk regarding the viability of a comprehensive tobacco ordinance. The Irondale City Clerk will collaborate with the Irondale City Council to determine a date for introducing a smoke-free ordinance to the Irondale City Council.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Between May 1, 2018 and October 31, 2018, the Jefferson County Tobacco Coordinator provided 21 presentations on the dangers of secondhand smoke, interviewed 13 community leaders and secured 43 letters of support for comprehensive indoor smoke-free protection. The Jefferson County Tobacco Coordinator also met with the "Tips from Smokers" campaign in May 2018.

<b>Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents. (continued)</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
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 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.	No additional municipalities adopted comprehensive smoke-free policies during this reporting period. However, Jefferson County's Tobacco Coordinator is assisting with the planning for a state-wide smoke-free campaign.
5. Implement smoke-free policies	Creation of Implementation Plan Number of business mailed smoke-free policy requirements	Ongoing through November 2019	Jefferson County Department of Health, Alabama Department of Public Health	No additional updates were received.	No additional updates were received.
<b>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.</b>				<b>Completed.</b> See May 2015 - October 2015 update.	<b>Completed.</b> See May 2015 - October 2015 update.
<b>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.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
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	<b>Completed.</b> Please see November 2015 - April 2016 update.	<b>Completed.</b> See November 2015 - April 2016 update.
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	<b>Completed.</b> 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.	<b>Completed.</b> All Jefferson County-based Housing Authorities have implemented smoke-free policies.

<b>Goal 4. Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 1, 2019.</b>					
<b>Data source</b>	<b>Baseline Status</b>	<b>Short-Term Target</b>	<b>Long-Term Target</b>	<b>2017 Status</b>	<b>2018 Status</b>
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	16.7% of adult residents report smoking	Data are expected in fall 2019
<b>Strategy 1. Improve access to tobacco cessation programs and counseling beginning July 2015.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The American Lung Association (ALA) continued to provide and promote tobacco use cessation resources in Jefferson County. The ALA is working to increase the number of facilitators for its Freedom from Smoking group clinic program. The Jefferson County Department of Health (JCDH) and Children's of Alabama presented information on tobacco, e-cigarettes and vaping at the Children's Policy Council meeting on August 3, 2018. JCDH continued to provide smoking cessation counseling at its Central, Eastern and Western Health Centers for patients.
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	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.	The Jefferson County Department of Health (JCDH) continued to explore opportunities for expanding its tobacco cessation program. From May 1, 2018 to October 31, 2018, 129 persons were referred to the JCDH Smoking Cessation Clinic with 44 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	<b>Complete and ongoing.</b> 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.	<b>Completed and ongoing.</b> Information on locating tobacco use cessation resources continued to be available through the American Lung Association's and Jefferson County Department of Health's websites.
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	<b>Completed and ongoing.</b> Between November 1, 2017 and April 30, 2018, 763 calls from Jefferson County were made to the Alabama Quitline.	<b>Completed and ongoing.</b> From May 1, 2018 through October 31, 2018, 529 Jefferson County residents enrolled in the Alabama Quitline.
<b>Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
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 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)	November 2017 - April 2018	May 2018 - October 2018
1. Complete community assessments using Counter Tools	Number of assessments	September 2016	Alabama Department of Public Health, Children's Hospital	<b>Completed.</b> 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.	<b>Completed.</b> See the November 2017 - April 2018 update.
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 Alabama Department of Public Health (ADPH) discussed Point-of-Purchase strategies with its tobacco mini-grantee, Children's of Alabama, in May 2018.	Children's of Alabama applied for continuation funding as a mini-grantee through the Alabama Department of Public Health. If funded, the work plan will include developing point-of-purchase strategies.



**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	2017 Status	2018 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	All school districts must adopt comprehensive school wellness policies by June 2017.	All 12 school districts in Jefferson County adopted comprehensive school wellness policies as has the Alabama School of Fine Arts.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Alabama Champions for Healthy Active Schools Initiative is focusing on promoting physical activity in the classroom during the 2018-2019 school year and will be conducting trainings facilitated by Action Based Learning Consultants in January 2019. Initiative partners supported the revision and modification process of the new Alabama State Department of Education's courses of study for health education and physical education.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 2018
<del>1. Provide technical assistance and education on Healthy Eating and Physical Activity (HEPA) Standards to other community-based afterschool sites</del>	<del>Number of afterschool care programs trained in Healthy Eating and Physical Activity (HEPA) Standards</del>	November 2018	YMCA of Greater Birmingham	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.	<del>Deleted 10.31.18.</del> The YMCA of Greater Birmingham requested that this tactic and its related strategy be removed.
<del>2. Provide technical support to other community-based childcare centers adopting and implementing Healthy Eating and Physical Activity (HEPA) Standards</del>	<del>Number of community-based childcare programs that implement Healthy Eating and Physical Activity (HEPA) standards</del>	November 2019	YMCA of Greater Birmingham, Jefferson County Department of Health	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.	<del>Deleted 10.31.18.</del> The YMCA of Greater Birmingham requested that this tactic and its related strategy be removed. The YMCA, however, will continue to implement Healthy Eating and Physical Activity (HEPA) Standards at its Northeast and Youth Center day care facilities.

### 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	2017 Status	2018 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	37.2 miles multi-use paths, 40.12 miles of natural paths	115.5 miles of trails in Jefferson County. 96.6 miles are greenways and nature trails and 18.9 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	10.1 miles of sharrows, 6.01 miles of bike lanes	18.9 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 1, 2016 and April 30, 2017, the 311 Call Center received 17,264 calls. A 311 Program smartphone application remains in testing and is expected to launch in Summer 2017.	Between November 2017 and September 2018, the 311 call center received 30,328 calls; 946 calls for potholes/asphalt maintenance, 133 calls for street resurfacing, 190 calls for sidewalk repair and 125 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	During 2017, Jefferson County Roads and Transportation had 292 weed and litter violations, 101 zoning violations and 68 criminal littering cases	Data are expected to be available in 2019
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	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 over 130 parks	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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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, <a href="http://www.freshwaterlandtrust.org/find-a-trail">www.freshwaterlandtrust.org/find-a-trail</a> . Marketing campaigns for each site included independent local media coverage and inclusion in Freshwater Land Trust educational events.	<b>Completed and ongoing.</b> The Red Mountain Park Connector to the High Ore Line Trail will be completed in December 2018 and educational campaigns initiated with the opening of the trail. The City of Homewood Greenway Expansion remains in progress with one more land parcel to be purchased for completion. The Freshwater Land Trust is considering social media campaigns to highlight Jefferson County outdoor recreation opportunities.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> The Walk B'ham Walk Cards remain available. The website expired on April 8, 2018.	<b>Completed.</b> The Walk B'ham Walk Cards remain available, but the Walk B'ham website has expired. The Walk B'ham program was replaced with Parks Rx Program and the Alabama 100 Mile Challenge. The Alabama 100 Mile Challenge was spotlighted online and in social media using the Red Rock Ridge and Valley Trail System. Each week, a new trail is featured in this challenge.
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	<b>Completed and ongoing.</b> Freshwater 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.	<b>Completed and ongoing.</b> Freshwater Land Trust, in conjunction with WBRC, provided Red Rock Tuesday segments highlighting the Bessemer Rail-Trail, Parks Rx/REACH at Ensley Park, the new sensory trail at Red Mountain Park and the 100 Alabama Miles Challenge, Hoover trails at Moss Rock Preserve, Safe Routes to Schools and Wildwood Preserve.

**Strategy 2. Increase Jefferson County resident awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	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.	Between May 1 and Sept 1, 2018, the 311 phone line received 14,887 calls. Of the calls received, 385 were for pothole/asphalt maintenance, 100 calls were for sidewalk repair, 56 calls were for street repair and 42 calls were for street resurfacing requests. The Birmingham City Center continued to develop its smart phone application. The application will use GPS data to assist the City of Birmingham pinpoint the location of maintenance issues.
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	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.	The CityWorks software for receiving and tracking complaints in Jefferson County is in the implementation phase and will be launched in late 2018. The Jefferson County Roads and Transportation Department received a total of 520 calls in July and August 2018 with 70 calls related to potholes.

**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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> See May 2015- October 2015 Update.	<b>Completed.</b> See May 2015- October 2015 Update.
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	<b>Completed.</b> See May 2015- October 2015 Update.	<b>Completed.</b> See May 2015- October 2015 Update.

**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)	November 2017 - April 2018	May 2018 - October 2018
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	<b>Completed.</b> The City of Birmingham received a 3 STAR rating.	<b>Completed.</b> 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 Request for Qualifications was submitted in 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.	The City of Birmingham has not approved the Sustainability Commission charter to date. This initiative is on hold currently.

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	2017 Status	2018 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	2,753,214 rides (November 2016 to September 2017)	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	39 BikeShare stations	40 BikeShare stations
Number of BikeShare bikes	None Currently	200 BikeShare bikes by Fall 2015	400 BikeShare bikes by June 2016	400 Zyp bikes	200 Zyp Bikes in circulation
Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> MAX advertised its services at the June 2018 "Dump the Pump" day to encourage public transportation use.
Strategy 2. Implement and increase utilization of Birmingham's BikeShare program by June 2016.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> See May 2017- October 2017 Update.	<b>Completed.</b> See May 2017- October 2017 Update.
2. Secure operational funding for the Zyp BikeShare program	Sponsorship secured	December 2014	REV BikeShare, LLC	<b>Completed.</b> See November 2015 - April 2016 Update.	<b>Completed.</b> See November 2015 - April 2016 Update.
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	<b>Completed.</b> See May 2015 - October 2015 Update.	<b>Completed.</b> See May 2015 - October 2015 Update.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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 Cycliad 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.	<b>Completed and ongoing.</b> During this reporting period, Zyp BikeShare participated in neighborhood association meetings in the Smithfield, Titusville and College Hills communities. Zyp BikeShare participated in the UAB Welcoming Fall Students engagement, Take Your Child to the Doctor Day local events, conducted a Tactical Urbanism demonstration of bike lanes and participated in the Smithfield to Memorial Park: Fast Track to Healthy Lifestyles event. Birmingham was one of ten cities nationwide, and Zyp BikeShare was the only bike-share system, receiving a \$10,000 Sustainability Research and Training Program grant to connect communities to local parks. In partnership with the Housing Authority of the Birmingham District, Zyp BikeShare piloted a sign up of 35 memberships for public housing residents in the Smithfield and Titusville communities. Zyp BikeShare partnered with the City of Birmingham's BWELL Campaign to offer annual Zyp memberships at \$45 to city employees.
5. Launch the Zyp BikeShare program	Number of BikeShare stations Number of BikeShare bikes	December 2015	REV BikeShare, LLC, Zyp, City of Birmingham	<b>Completed.</b> See May 2015 - October 2015 Update.	<b>Completed.</b> See May 2015 - October 2015 Update.
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	<b>Completed and ongoing.</b> 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 <sup>th</sup> 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.	<b>Completed and ongoing.</b> There are currently 40 Zyp BikeShare stations. A new station was added near the Back 40 Brewery. The Memorial Park Station was moved from the 6th Avenue South park entrance to the inside of Memorial Park. The Double Tree Station and 20th Street Midtown Stations were moved by request. The Central Library Station was moved to 4th Avenue North and 18th Street North. Zyp BikeShare is currently seeking the funding to move underperforming stations to Vulcan Park Trailhead, George Ward Park and the Jones Valley Trailhead.
7. Maintain ongoing Zyp BikeShare program operations	Annual program reports and program data Number of program FTEs	October 2016 and ongoing	REV BikeShare, LLC	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> There are five full-time equivalent and three part-time equivalent Zyp personnel. Due to a manufacturing error, there have been some frame failures of the Pedelec bikes which are being resolved with the manufacturer resulting in the reduction of available 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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Data requested.



**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)	November 2017 - April 2018	May 2018 - October 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 231 fixed route road calls and 13 VIP (paratransit) road calls between November 2017 and April 2018.	Data requested.
3. Reduce headway on bus routes	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority, Municipalities	Currently, MAX operates 37 routes with 90 fixed route buses and 13 VIP (paratransit) buses.	As of November 1, 2018, MAX operates 39 routes with 77 fixed route 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 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.	The MAX East/West Bus Route is scheduled to open prior to the Birmingham World Games in 2021. Land acquisition is ongoing to complete the planned route.
5. Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	<b>Completed and ongoing.</b> Since November 1, 2017, Max on-time performance for fixed routes is 62.7% on time, 23.6% late and 13.7% early.	<b>Completed and ongoing.</b> Data requested.

**Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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)	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> In August 2018, MAX extended its Highway 31 bus route with a route from the Birmingham Central Station to the Riverchase Galleria.

**Strategy 5. Convene a workgroup for a Regional Transit System Roundtable by January 2015.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> See May 2015 - October 2015 Update.	<b>Completed.</b> See May 2015 - October 2015 Update.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2017 Status	2018 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	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	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	16.12 miles of completed bike lanes as of October 31, 2017. The methodology for determining completed bike lanes changed in 2017/	18.9 miles of bike lanes and sharrows were completed as of October 31, 2018.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> 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.	<b>Completed.</b> The Complete Streets Bham Instagram account has 233 followers, and the Complete Streets Bham Facebook page has 266 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	<b>Completed.</b> 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.	<b>Completed.</b> The Regional Planning Commission of Greater Birmingham educated leaders in other local municipalities on the benefits of Complete Streets policy, but has not garnered much interest in these municipalities creating Complete Streets policies to date. The Freshwater Land Trust worked with the municipalities surrounding Birmingham to encourage adoption of a Complete Streets policy.

**Strategy 1: Adopt Complete Streets policies and design by November 2019. (continued)**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 2018
3. Communicate Complete Street Policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	AARP	<b>Completed.</b> 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.	<b>Completed.</b> See November 2017 - April 2018 Update.
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	<b>Completed.</b> See November 2015 - April 2016 Update.	<b>Completed.</b> See November 2015 - April 2016 Update.
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	<b>Completed and ongoing.</b> 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 <sup>st</sup> Street in Avondale, 13 <sup>th</sup> Street through UAB and Ensley Five Points West to become Complete Streets. Birmingham will conduct a study of Complete Street opportunities along Crestwood Boulevard.	<b>Completed and ongoing.</b> See November 2017 - April 2018 Update.

**Strategy 2. Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> See November 2015 - April 2016 Update.	<b>Completed.</b> See November 2015 - April 2016 Update.

**Strategy 3. Promote healthy infrastructure policies through November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 2018
1. Complete an evaluation of storm water impact on Village Creek	Creek samples Flow data	~January 2016	City of Birmingham Storm Water Administrator	<b>Completed.</b> 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.	<b>Completed.</b> See November 2017 - April 2018 Update.
2. Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning, Engineering and Permits	<b>Completed.</b> See May 2015 - October 2015 Update.	<b>Completed.</b> See May 2015 - October 2015 Update.
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 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.	The Pratt/Ensley and Eastern Area Framework Plans will be presented to the Birmingham Planning Commission in December 2018 and March 2019, respectively. The City Center Area Framework Plan process began in August 2018. The Southern Area Framework Plan process will begin in Fall 2019.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 2018
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	<b>Completed.</b> See November 2016 - April 2017 Update.	<b>Completed.</b> See November 2016 - April 2017 Update.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The litter health impact assessment as a non-point source of stream pollution was completed. A policy related to trash and open burning is under development.
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	<b>Completed.</b> 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.	<b>Completed.</b> Sixteen municipalities in Jefferson County received Municipal Separate Storm Water Sewer System (MS <sub>4</sub> ) permits. Two municipalities in Jefferson County will not be receiving an MS <sub>4</sub> permit. Three municipalities may receive a permit in the future. Fifteen draft Storm Water Management Program Plans (SWMPP) were submitted to the Alabama Department of Environmental Management. The final SWMPP for all municipalities is due by January 31, 2019, along with the Annual Report.
7. Create a Valley Creek Watershed Master Plan	Date of master plan completion	November 2019	City of Birmingham	Not applicable.	The Valley Creek Watershed Master Plan is in the planning process. Assessment of the Federal Emergency Management Agency (FEMA) Compliant Flood Control Model and the Environmental Protection Agency (EPA) Water Quality Model are ongoing and assessing current conditions. Once the existing conditions models are completed, planning for flood mitigation and water quality improvement will commence.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	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.	The City of Homewood adopted the "Heart of Homewood" City Center Comprehensive Plan on October 2, 2018. In 2019, the southern area of Birmingham, including Avondale and Lakeview, will begin a Comprehensive Plan.

**Strategy 5. Adopt shared use agreements through November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The YMCA of Greater Birmingham and the Children's Policy Council of Jefferson County continued the Family Reunification Program shared use agreement. Gateway and the Children's Policy Council of Jefferson County developed a shared use agreement to offer coordinated community response for domestic violence and sexual assault. Children's Aid Society, Family Court of Jefferson County, United Way of Central Alabama and the Junior League of Greater Birmingham have shared use agreements with the Children's Policy Council of Jefferson County for various community meetings, engagements and training opportunities.

**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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed.</b> See May 2017- October 2017 Update.	<b>Completed.</b> See May 2017- October 2017 Update.
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	<b>Completed.</b> See May 2017- October 2017 Update.	<b>Completed.</b> See May 2017- October 2017 Update.
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	<b>Completed.</b> The Birmingham City Council received training on quality of life training in December 2017.	<b>Completed.</b> See November 2017 - April 2018 Update.

**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) (Continued)**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 2018
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	<b>Completed.</b> See May 2017 - October 2017 Update.	<b>Completed.</b> See May 2017 - October 2017 Update.
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	<b>Completed.</b> 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.	<b>Completed.</b> See November 2017 - April 2018 Update.
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	<b>Completed.</b> 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.	<b>Completed and Ongoing.</b> Funding for extending Shape B'ham to the remaining 79 Birmingham neighborhoods is being coordinated through the Birmingham City Framework Plans. The City Center Framework Plan and Shape B'ham data for two additional neighborhoods is in development. Shape B'ham data is expected to be completed for all City of Birmingham neighborhoods by November 2019. The Pew Charitable Trust highlighted the work of Shape B'ham at a national level.



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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2017 Status	2018 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%	Data requested	Data requested
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%	Data requested	Data requested
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%	Data requested	Data requested
Jefferson Tax Assessor: Number of tax delinquent properties	29,159 delinquent residential and commercial properties		27,6701 delinquent residential and commercial properties or less	Data requested	Data requested

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Pratt/Ensley Framework Plan will be presented to the Birmingham Planning Commission for adoption in December 2018. The Eastern Area Framework Plan will be presented to the Birmingham Planning Commission in March 2019. The City Center Framework Plan process began in March 2018. The Southern Area Framework Plan process is scheduled to begin in Fall 2019 and will be the final Framework Plan.
2. Implement the Community Development 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	<b>Completed and ongoing.</b> See November 2016 - April 2017 Update.	<b>Completed and ongoing.</b> The Preserve the Wealth of Communities campaign remains ongoing. The City of Birmingham is focusing on Revitalization Code enforcement through the Land Bank Authority. From May 1, 2018 through September 20, 2018, 160 City of Birmingham properties were demolished, 11 of which were paid for by the property owner. As of November 1, 2018, there are 11,000 Land Bank eligible properties in the City of Birmingham.
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.	<b>Completed and ongoing.</b> From May 2018 through September 30, 2018, there were 195 Community Municipal Court cases and 15,166 Property Municipal Code cases with the City of Birmingham. Birmingham collaborated with its neighborhoods to increase resident understanding of the seriousness of the Community Municipal Court process.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> Currently, there are 142 properties with Side Lot Agreements, 172 properties with Adopt-a-Lot Agreements and 362 properties in the Quiet Title process.	<b>Completed and ongoing.</b> The City of Birmingham received 4,700 applications for property enrollment in the Side Lot program. Currently, 909 properties are under review for the program, and 106 properties are being closed with adjacent property owners acquiring the Side Lot property. There are currently 280 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.	<b>Completed and ongoing with revision.</b> The Shape B'ham project replaced the Blight Index initiative. A Blight density heat map is included in all area Framework Plans.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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 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.	Phase One of the Sidewalk Master Plan is completed. Phase Two of the Sidewalk Master Plan will include recommendations for ADA improvements, and the planning effort is about 95% complete as of October 31, 2018. The Birmingham Multi-Modal Transportation Plan remains in progress and is scheduled for completion by summer 2019.
2. Build sidewalks around bus stops	Sidewalk Inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	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.	Phase Two of the Sidewalk Master Plan will include recommendations for ADA improvements, and the planning effort is about 95% complete as of November 1, 2018. The Birmingham Multi-Modal Transportation Plan remains in progress and is scheduled for completion by Summer 2019.
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 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.	The Regional B-Active Transportation Plan is completed and scheduled for adoption in spring 2019. The plan has received widespread public engagement. The City of Hoover completed its Bike/Pedestrian Plan which is scheduled for adoption before the end of 2018. The Hoover Bike/Ped Plan will be included in Hoover's Comprehensive Plan.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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 (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.	City Action Partnership (CAP) continued to patrol five Birmingham parks: the Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. The National Park Service has not begun assisting with patrols for the Kelly Ingram Park. The City of Birmingham is still considering the use of citizen patrol groups rather than park rangers to patrol parks.
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	Birmingham City's 311 Center is scheduled to launch the maintenance mobile application, including community education on the application during summer 2018.	Birmingham City's 311 Center continued to develop its maintenance mobile application, including the provision of community education on the application. This application will allow residents to take a picture of a maintenance issue and upload the picture for maintenance action. The picture will have GPS data attached allowing the City of Birmingham to pinpoint where the issue is located.
3. Establish school zone signage in public spaces	Number of signs	November 2017	Safe Routes to School, City of Birmingham	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Birmingham City School District's School Travel Policy and Avondale Elementary School's School Travel Plan remain in development. Washington K-8 School adopted and implemented a School Travel Plan.
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 (CAP) continued to patrol five Birmingham parks: the Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. The National Park Service has not begun assisting with patrols for the Kelly Ingram 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.	<b>Completed and ongoing.</b> Black People Run Bike Swim reported problems and complaints to 311 as issues were observed and encouraged participants during bike rides, runs and other sponsored events to report complaints using 311.
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	<b>Completed and ongoing.</b> During the reporting period, the Jefferson County Department of Health received nine complaints regarding unpermitted food vendors.	<b>Completed and ongoing.</b> The Jefferson County Department of Health received 17 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	2017 Status	2018 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	Updated health data are included in the 2016 Jefferson County Department of Health Annual Report.	Updated health data are included in the 2017 Jefferson County Department of Health Annual Report and in the <a href="https://www.healthactionpartnership.org/">2018 Jefferson County Health Equity Report</a> available at <a href="https://www.healthactionpartnership.org/">https://www.healthactionpartnership.org/</a>
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	The 2016 Community Health Needs Assessments for non-profit hospitals in Jefferson County are completed and available on the hospitals' website. (Princeton Baptist has merged with Brookwood Medical Center and is no longer a non-profit hospital)	The 2018 Community Health Needs Assessments for non-profit hospitals in Jefferson County are completed and available on each hospital's website.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> Updated health data are included in the 2017 Jefferson County Department of Health Annual Report.	<b>Completed and ongoing.</b> Updated health data are included in the 2017 Jefferson County Department of Health Annual Report and in the <a href="#">2018 Jefferson County Health Equity Report</a> .
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	<b>Completed and ongoing.</b> Jefferson County's non-profit hospitals maintain a current Community Needs Assessments through the hospital's websites.	<b>Completed and ongoing.</b> Jefferson County's non-profit hospitals maintain a current Community Needs Assessments on the hospital's websites. All of the required assessments were current as of October 31, 2018.
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	<b>Completed and Ongoing.</b> 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.	<b>Completed and Ongoing.</b> Surveys used by the various entities have been shared within the subcommittee and are currently being reviewed.

Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Complete and ongoing.</b> See May 2017 - October 2017 update.	<b>Complete and ongoing.</b> See May 2017 - October 2017 update.
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, Lakeshore Foundation, United Way of Central Alabama, Jefferson County Collaborative for Health Equity, Regional Planning Commission	<b>Complete and ongoing.</b> See May 2017 - October 2017 update.	<b>Complete and ongoing.</b> The Health Action Partnership of Jefferson County Alabama developed a revised Jefferson County Health Equity Report comprised of health related data. The <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) will be formally unveiled on December 12, 2018 at the Health Action Partnership Annual Summit.
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	<b>Complete and ongoing.</b> 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.	<b>Complete and ongoing.</b> See November 2017 - April 2018 update.
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	<b>Complete and ongoing.</b> The 36 month update to the <u>Community Health Improvement Plan for Jefferson County, Alabama 2014 -2019 Work Plan</u> is publicly 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.	<b>Complete and ongoing.</b> The 42 month update to the <u>Community Health Improvement Plan for Jefferson County, Alabama 2014 - 2019 Work Plan</u> is publicly available on the Jefferson County Department of Health (JCDH) website. The <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) will be formally unveiled on December 12, 2018 at the Health Action Partnership Annual Summit and available on the Jefferson County Health Action Partnership website.

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	2017 Status	2018 Status
Alabama Board of Medical Examiners: Ratio of Primary Care Providers to Population (Family Practice, Internal Medicine, OB/GYN, 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	One primary care physician per 940 population	One primary physician per 940 population
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	One dentist per 1,048 population	One dentist per 1,040 population
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%	Data requested	Data requested
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%	Data requested	Data requested
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%	Data requested	Data requested
Strategy 1. Close the coverage gap in Alabama's Medicaid Program by advocating for increased participation and access to care.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	Ongoing. Navigators continue to recruit individuals for coverage under the Affordable Care Act (ACA) and educate new and existing consumers on revised ACA guidelines.	Ongoing. Navigators continued 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)	November 2017 - April 2018	May 2018 - October 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	<b>Ongoing.</b> 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.	<b>Ongoing.</b> Alabama Arise and its collaborating agencies continued an administrative strategy to advocate for the expansion of Medicaid eligibility and requested Governor Ivey use her executive power to change the Medicaid eligibility criteria to 138% of the Federal Poverty Level. Alabama Arise continued to implement its #iammedicaid program, and the Alabama Hospital Association used its #alhealthmatters platform to provide public awareness and garner support to encourage Governor Ivey to take the necessary steps to expand Medicaid eligibility.
Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed.</b> See November 2017 - April 2018 update.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> 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 doing this review period.
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	<b>Completed and ongoing.</b> 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.	<b>Completed.</b> See November 2017 - April 2018 update.
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	<b>Ongoing.</b> 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 allow these agreements to be developed or maintained.	<b>Ongoing.</b> 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 prohibit such relationships. Both entities 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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Partners in the 2018-2019 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 November 2018. UAB School of Nursing and Children's of Alabama initiated a new residency program on October 1, 2018 to prepare Psychiatric Mental Health Nurse Practitioners (PMHNP) specializing in child and adolescent health. The program currently has one resident and will be recruiting two additional residents to begin the program in January 2019.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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;	<b>Ongoing.</b> 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.	<b>Ongoing.</b> 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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> No requests for data in support of applications/reapplications for FQHCs or lookalikes were received during this reporting period.	<b>Completed and ongoing.</b> The Jefferson County Department of Health provided information on accessing morbidity and mortality data by city and census tract through the 500 Cities Mapper and City Health Dashboard to the Cahaba Medical Care Foundation.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Jefferson County Department of Health's revised <u>Guide to Health Services</u> is available online and 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 the services each entity provides.



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)	November 2017 - April 2018	May 2018 - October 2018
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Jefferson County Department of Health (JCDH) participated in La Fiesta on September 29, 2018 where information on JCDH services was provided. JCDH staff participated in ten additional outreach activities and events where its services and locations were communicated during this review period.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> 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	<b>Complete and ongoing.</b> 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 in Bessemer and at the Foundry Health Center, with a primary focus on serving the homeless population.	<b>Complete and ongoing.</b> Between May 1, 2018 and October 31, 2018, approximately 50,935 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.
5. Increase the capacity of the Local Public Health System (LPHS) to provide health services for the uninsured and underinsured populations of Jefferson County.	Increase the number of service sites and programs for healthcare provision.	November 2019	Federally Qualified Health Centers, Healthcare Roundtable, Alabama Primary Healthcare Association, Project Access, Cooper Green Mercy Health Services, Jefferson County Department of Health, Jefferson Safety Net Workgroup	As of April 30, 2018, there are four FQHCs providing services at eleven total sites within Jefferson County, one of which was added by Christ Heath Center during this review period. Cooper Green Mercy Health Services added a Medication Assisted Treatment Clinic for substance/opioid abuse in February 2018.	During this review period, Alabama Regional Medical Services acquired property in North Birmingham and began development of a new clinical site slated to begin operation in the first quarter of 2019. Both Aletheia House's Bessemer Neighborhood Health Center and Cahaba Medical Care have added Medication Assisted Treatment services for substance/opioid abuse. Jefferson County's Health Officer convened a group of safety net providers serving Jefferson County to explore access to primary, specialty and tertiary care.
	Increase the number of service providers available to provide care.	November 2019	Federally Qualified Health Centers, Community Roundtable, Alabama Primary Healthcare Association, Project Access, Cooper Green Mercy Health Services, Jefferson County Department of Health, UAB School of Nursing, Children's of Alabama	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.	Cahaba Medical Care initiated a Family Medicine Residency Program in conjunction with UAB which currently has ten residents and will add seven new residents per year until the full capacity of 21 residents in the program is reached. Partners in the 2018-2019 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 November 2018. UAB School of Nursing and Children's of Alabama initiated a new residency program on October 1, 2018 to develop Psychiatric Mental Health Nurse Practitioners (PMHNP) specializing in child and adolescent health. The program currently has one resident and is recruiting for two additional residents to begin in January 2019.

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)	November 2017 - April 2018	May 2018 - October 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	<b>Ongoing.</b> Christ Health Center continued to provide 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.	<b>Ongoing.</b> Christ Health Center continued to provide outreach to Lovelady Center clients to assist with Affordable Care Act (ACA) insurance enrollment. Enroll Alabama data are currently unavailable.

<b>Goal 3. Increase the utilization of preventive health screening for select health conditions by 5% by November 2019.</b>					
<b>Data Source</b>	<b>Baseline Status</b>	<b>Short-Term Target</b>	<b>Long-Term Target</b>	<b>2017 Status</b>	<b>2018 Status</b>
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%	89.2% of age appropriate women received a pap smear	Data are expected in fall 2019
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%	79.5% of age appropriate women received a mammography	Data are expected in fall 2019
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%	78.3% of age appropriate adults received a colonoscopy or sigmoidoscopy	Data are expected in fall 2019
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	For Fiscal Year 2017, 176 Fitway test were completed with a return rate of 75.6% (JCDH)	For Fiscal Year 2018, 219 Fitway tests were completed with a return rate of 81.7% (JCDH)
<b>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.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
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	<b>Completed.</b> See November 2014 - April 2015 update.	<b>Completed.</b> See November 2014 - April 2015 update.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Christ Health Center continued to participate in the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) for network referral. ABCCEDP offers educational support for cancer screening and supports an 877 telephone line that provides information on providers of screening services. ABCCEDP also hosted screening education at the Susan G. Komen Race on October 13, 2018. The American Cancer Society continued to provide pap smear reminders and promote cervical cancer awareness and participation in screening. The UAB Comprehensive Cancer Center provided four presentations on cervical cancer awareness and screening reaching 230 individuals.
<b>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.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
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	<b>Completed in April 2015.</b> See November 2014 - April 2015 update.	<b>Completed in April 2015.</b> See November 2014 - April 2015 update.

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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Christ Health Center continued to participate in the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) for network referral. ABCCEDP offers educational support for cancer screening and supports an 877 telephone line that provides information on providers of screening services. ABCCEDP also hosted screening education at the Susan G. Komen Race on October 13, 2018. The UAB Comprehensive Cancer Center provided 22 presentations on breast cancer awareness and screening reaching 2,133 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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed in April 2015.</b> See November 2014 - April 2015 update.	<b>Completed in April 2015.</b> See November 2014 - April 2015 update.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Jefferson County Department of Health distributed colorectal cancer screening kits to 119 patients during this reporting period and attained a test completion rate of 81.5%. 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. The UAB Comprehensive Cancer Center provided five presentations on colon cancer awareness and screening reaching 260 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	2017 Status	2018 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	One mental health provider per 888 population	One mental health provider per 690 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	The average number of poor mental health days per Jefferson County resident is 4.0 per month <i>*Change in sampling methodology*</i>	The average number of poor mental health days per Jefferson County resident is 4.3 per month <i>*Change in sampling methodology*</i>
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	16.2 suicide deaths per 100,000 population	Data are expected in fall 2019

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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 <u>Mental Health Resource Directory</u> 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	<b>Completed and ongoing.</b> The Alabama Mental Health Resource Directory continued to provide online information regarding mental health resources at <a href="http://www.alabamamentalhealth.org">www.alabamamentalhealth.org</a> . The Addiction Prevention Coalition maintains a resource directory including medical and faith-based mental health resources on its website, <a href="http://www.APCbham.org">www.APCbham.org</a> . 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).	<b>Completed and ongoing.</b> The Alabama Mental Health Resource Directory continued to provide online information regarding mental health resources at <a href="http://www.alabamamentalhealth.org">www.alabamamentalhealth.org</a> . The Addiction Prevention Coalition relaunched its website, <a href="http://www.APCBham.org">www.APCBham.org</a> , to provide easier access to information and videos of local providers discussing resources. The Psychiatric Intake Response Center (PIRC) opened in March 2018 and continued to provide information by phone. The United Way of Central Alabama's 211 Program received 11,041 calls requesting information on mental health education, mental health agencies and psychiatric/mental health support services. Ninety-three calls were referred to agencies for service provision. Additionally, the 211 Program's database has been fully updated and efforts are ongoing.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Girls on the Run provided Life Skills and mental health wellness activities for 280 girls during this review period. Children's of Alabama hosted an event on May 18, 2018 entitled, "Hidden Messages for Medical Providers," and an educational conference for teachers and counselors entitled, "My Role Makes A Difference," on June 29, 2018. Children's of Alabama also hosted an event, "Navigating the Digital World: Impact on Our Children's Mental Health", on October 5, 2018. The Mental Health Youth Council (MHYC) Facebook page was utilized extensively during to promote programs, articles, events and services related to 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.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> No More Martyrs hosted the Third Annual Mental Health Summit on July 13, 2018. St. Vincent's Health System continued offering its health and wellness program for clergymen. The Birmingham Chapter of the National Alliance on Mental Illness (NAMI) hosted an event, "In My Own Voice," on August 14, 2018 at the UAB Center for Psychiatric Medicine and a mental health education support group on September 10, 2018 at St Vincent's One Nineteen Health and Wellness. NAMI held its Annual Mental Health Awareness Birmingham Walk on September 29, 2018 at Railroad Park. Children's of Alabama sponsored an event, Navigating the Digital World: Impact on Our Child's Mental Health," on October 5, 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Brother Let's Talk hosted eight events with discussion on various topics to address mental health stigma and increase emotional wellness among men of color.
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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> The Mental Health Roundtable continued to provide updated information on mental health through its weekly newsletter.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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, UAB	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> No More Martyrs hosted a Mental Health First Aid training on May 18, 2018 at the Jefferson County Committee For Economic Opportunity (JCCEO). Through UAB's Student Counseling Services Division, Mental Health First Aid training was provided on May 29 and 31, 2018 for Children's Policy Council (CPC) partners and on August 9, 2018 at the YWCA. CPC promoted the Adult Mental Health First Aid and Youth Mental Health First Aid programs sponsored by other partners to support participation. The Improve Mental Health Priority Group, in partnership with United Way of Central Alabama and the YWCA, provided Mental Health Train-the-Trainer sessions to 12 individuals, enabling educators to recognize and respond to children's mental health needs in the school setting.
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	<b>Completed and ongoing.</b> 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 Second 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.	<b>Completed and ongoing.</b> Children's of Alabama hosted the Third Annual Mental Health in School Settings Conference on June 29, 2018. No More Martyrs hosted its Third Annual Minority Mental Health Summit on July 12, 2018 and held a Pre-Summit on July 11, 2018 entitled, "Becoming a LGBTQ Competent Mental Health Professional." Additionally, No More Martyrs hosted five Sister Support Meet-Up groups during this reporting period. The Birmingham Chapter of the National Alliance on Mental Illness (NAMI) hosted its Family-to-Family Support Group on September 10, 2018 at St. Vincent's One Nineteen Health and Wellness Facility. The Junior League's Birmingham Chapter hosted a "Mental Health in Our Schools Community Roundtable" on September 26, 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	<b>Completed.</b> No additional mental health first aid training has been provided for the Birmingham Police Department due to lack of funding.	<b>Completed.</b> 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Children's of Alabama hosted a two-day mental-health focused educational conference for teachers and school counselors entitled, "My Role Makes a Difference," in June 2018. Through the Health Action Partnership's Improve Mental Health Priority Group, training of school personnel in the recognition and understanding of children's mental health issues continued. Representatives from the Homewood, and Tarrant School Systems participated in the train-the-trainer program.



Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Cooper Green Mercy Health Services' Behavioral Health Clinic completed 114 patient visits, and 14 patients receiving care through Cooper Green Mercy Health Services' Medication Assisted Therapy (MAT) Clinic.
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 2019	Jefferson County Department of Health, JBS Mental Health Authority	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.	JBS Mental Health Authority hired a psychiatric nurse practitioner who, after training, will provide mental health support to patients of the Jefferson County Department of Health.
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	<b>Completed and ongoing.</b> Through funding for the School Mental Health Collaborative Plan of the Health Action Partnership's Improve Mental Health Priority Group, the Homewood City School System will hire a part-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 immediate or urgent mental health needs.	<b>Completed and ongoing.</b> The Psychiatric Intake Response Center (PIRC) offered mental health referrals from 8:00 am to 11:00 pm daily for children with immediate and urgent needs. The Tarrant City School System expanded its day treatment program to include psychiatric telehealth. Through the Improve Mental Health Priority Group's School Mental Health Collaborative Plan, the Homewood City School System hired a part-time therapist to expand mental health services in its elementary schools. The Tarrant City School System joined the Homewood City School System in implementing behavioral health screenings for students.
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.	<b>Completed.</b> 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.	<b>Completed.</b> The State of Alabama submitted a Medicaid work requirements request on September 10, 2018 to the Center for Medicare and Medicaid Services (CMS) for consideration and has been in contact with CMS regarding county-wide expansion of Medicaid for Jefferson County.



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)	November 2017 - April 2018	May 2018 - October 2018
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	No additional funding from the Department of Mental Health (ADMH) for mental health services in Jefferson County has been identified.	No additional funding from the Department of Mental Health (ADMH) for mental health services in Jefferson County has been identified. However, increased support for mental health has been identified beyond the Alabama Department of Mental Health. St. Vincent's Health System added telehealth at its St. Vincent's East Outpatient Clinic and expanded the reach of telehealth and psychiatric referrals to some rural areas within Jefferson County. With funding from the Jefferson County Department of Health's Public Health Advised Fund administered by the Community Foundation of Greater Birmingham, the Nurse Family Partnership recruited two additional nurses to provide mental health consultations and referrals for the program's clients. Additionally, funding was secured for the operation of the Psychiatric Intake Response Center (PIRC) during the year.
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	<b>Completed and ongoing.</b> One Roof received funding to increase its operational capacity to four full-time street outreach workers. Firehouse Shelter also received funding to support a part-time street outreach worker.	<b>Completed and ongoing.</b> One Roof has fully staffed its team with four full-time street outreach workers.
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	<b>Completed.</b> St. Vincent's Health System continued to provide 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.	<b>Completed.</b> St. Vincent's Health System continued to provide behavioral health services using the collaborative care model at its Hoover Family Care Clinic. Christ Health Center expanded mental health services at its Woodlawn location.

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

<b>Data Source</b>	<b>Baseline Status</b>	<b>Short-Term Target</b>	<b>Long-Term Target</b>	<b>2017 Status</b>	<b>2018 Status</b>
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	14% of driving deaths in Jefferson County are due to alcohol impairment	Data are expected in fall 2019
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	13% of the Jefferson County population report binge drinking	Data are expected in fall 2019
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	2017 Drug Overdose Deaths- 216 2016 Opioid Overdose Deaths- 173	Data are expected in fall 2019

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)	November 2017 - April 2018	May 2018 - October 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, Bradford Health Services, Addiction Prevention Coalition, Aletheia House Community Wellness Teens Who Care (TWC) & PACE Prevention Team	<b>Completed and ongoing.</b> 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.	<b>Completed and ongoing.</b> Bradford Health Services sponsored an event, "The Addicted Brain: An Understandable Look at the Dilemma of Addiction," on June 14, 2018 at Canterbury United Methodist Church. The Recovery Organization of Support Specialists (R.O.S.S.) sponsored its inaugural recovery night, "Knock Addiction Out of the Park," on August 4, 2018. R.O.S.S. continued to provide its weekly recovery groups. The Addiction Prevention Coalition (APC) held its annual End Heroin Walk on August 18, 2018. On September 6, 2018, the Addiction Prevention Coalition (APC) began hosting a 12-week program, "There Is Hope," providing education and support for parents, spouses, siblings and families. APC further promoted substance abuse prevention by sharing personnel addiction stories with during the International Overdose Awareness Day on August 31, 2018. In celebration of the September 2018 National Recovery Month, several Facebook Live discussions were held, and a seminar, "The Journey: A Day on Addiction & Recovery," was conducted at St. Luke's Episcopal Church on September 29, 2018. Other events to highlight National Recovery Month included a luncheon, art show, Recovery Rally and a movie screening. Beginning with the 2018-2019 school year, APC renamed Code Red, its student-led substance abuse prevention program, to INFOCUS. INFOCUS is designed to increase awareness of substance use and promote leadership in 20 Birmingham-area high schools. APC, in collaboration with INFOCUS, will provide training for all school facilitators. Aletheia House provided substance abuse prevention education classes utilizing the evidence-based curricula, Coping and Support Training (CAST) and Too Cool for Drugs, at the A.G. Gaston Boys and Girls Clubs in the Clay, Chalkville, Bessemer and Birmingham City School Systems, the YWCA and Girls, Inc. UAB's Treatment Alternatives for Safer Communities (TASC) program offered opioid and alcohol use prevention classes. Additionally, UAB Addiction Recovery's Student Affairs Department hired a Substance Abuse Coordinator to conduct research on drunk driving. UAB's Addiction Recovery Program hosted an event on July 16, 2018 on substance abuse prevention and offered quarterly webinars for parents as a platform for receiving addiction prevention information. Bradford Health Services hosted a seminar, "The Pathway to Recovery," on October 26, 2018.

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)	November 2017 - April 2018	May 2018 - October 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, Alethea House	<b>Completed and ongoing.</b> The Addiction Prevention Coalition (APC) hosted two "Wake Up Breakfasts" to increase awareness of drug and alcohol addiction in the community. APC continued its involvement with the FOCUS Program, formerly the Code Red Chapters, in 21 high schools and middle schools which provide ongoing support, education and dialogue around substance and alcohol use. APC experienced an increase in requests for speaking engagements during this review period on substance abuse and treatment. Fellowship House has planned a series of educational sessions on mental health and substance abuse for Summer 2018.	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) maintained an active social media presence providing information on naloxone treatment. Bradford Health Services opened its family member conference and training to the general public providing education on substance abuse signs, symptoms and treatment options. Aletheia House disseminated prevention and education information throughout Jefferson County via its social media sites, PACE Jefferson County Facebook and Instagram, and on its Community Wellness Jefferson County website, @TeensWhoCare_247@TWC-Legends. The Aletheia House also provided substance abuse prevention and education classes utilizing the evidence-based curricula, Coping and Support Training (CAST) and Too Cool for Drugs, within the Birmingham and Bessemer City School Systems, the YMCA, Girls Inc., and the A.G. Gaston Boys and Girls Clubs in Clay and Chalkville.
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	<b>Completed and ongoing.</b> The Alabama Department of Mental Health continued 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.	<b>Completed and ongoing.</b> The Alabama Department of Mental Health continued to provide training for primary care providers in case management, peer support and recovery-oriented systems of care. The Addiction Prevention Coalition offered an evidence-based life skills curriculum, Positive Actions, at Epic Elementary and South Hampton K-8 School. Children's Aid Society continued providing the Effective Parenting Instruction Course (EPIC) in English and Spanish; this course addresses mental health and substance abuse issues 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	<b>Completed and ongoing.</b> The Fellowship House provided pre-treatment classes to 325 individuals during this review period.	<b>Completed and ongoing.</b> Fellowship House received 400 calls for pre-treatment services, conducted 269 intake appointments and provided pre-treatment services for 200 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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> Drug boxes continued to be available at four Birmingham Police stations. The Addiction Prevention Coalition promoted the need for additional drug boxes through its social media site.	<b>Completed and ongoing.</b> Drug boxes continued to be available at four Birmingham Police stations. The Addiction Prevention Coalition promoted the need for additional drug box locations 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)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) will begin offering services in May 2018. 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 will provide a central location where opioid-addicted individuals and their families may receive information, education, assessment, referral and navigation assistance. Bradford Health Services planned its 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 provided mental health services and limited substance abuse services to its patients. UAB Medicine's Addiction Recovery Program planned an Addiction Symposium for July 20, 2018.	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) hosted a provider breakfast on May 23, 2018 to discuss appropriate referrals. The RRC held its open house on June 15, 2018 with 130 individuals in attendance. Since its opening, the RRC has provided services to 230 clients, 126 of whom were addicted to opioids and were referred for appropriate treatment. The RRC, in collaboration with the Jefferson County Department of Health, provided naloxone information, kits and training to the public. Pathway Healthcare, a new drug and alcohol treatment center, opened its Birmingham office at St. Vincent's East on June 18, 2018. UAB Medicine's Addiction Recovery Program held an Addiction Symposium on July 30, 2018. Cahaba Medical Care added medication assisted treatment (MAT) for substance abuse disorders at its Baptist Princeton and UAB Medical West locations.
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	<b>Completed and ongoing.</b> The Fellowship House and Aletheia House continued to provide walk-in, prison-based and hospital-based assessments. The Medication Assisted Therapy Clinic (MAT) at Cooper Green Mercy Health Service opened in February 2018.	<b>Completed and ongoing.</b> The Fellowship House and Aletheia House continued provided walk-in, prison and hospital-based substance abuse assessments. The Recovery Resource Center's Peer Specialists offered services to link individuals diagnosed with substance abuse through emergency rooms and hospitals to services when requested by hospital staff.
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.	<b>Completed.</b> The State of Alabama is considering submitting a waiver to enforce work requirements on a subset of Alabama Medicaid recipients. During a comment process, the Centers of Medicare and Medicaid Services (CMS) and other agencies opposed this requirement. CMS 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 an expansion strategy/messaging for 2019.	<b>Completed.</b> The State of Alabama submitted a Medicaid work requirement request on September 10, 2018 to the Centers for Medicare and Medicaid Services (CMS) for consideration and has been in contact with CMS regarding Medicaid expansion.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	November 2017 - April 2018	May 2018 - October 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	<b>Completed and ongoing.</b> The Recovery Resource Center conducted an open house on June 15, 2018 to educate the public and health professionals about its substance abuse referral program.	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) held its open house on June 15, 2018 to educate the public and health professionals on the center's substance abuse referral program. Brookwood Baptist Health sponsored an "Opioid Roundtable" on October 23, 2018 at Brookwood Baptist Medical Center.
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	<b>Completed and Ongoing.</b> Aletheia House's Women's Hope Program continued to provide supportive housing, assessment and treatment services to enrolled clients. At the time of this report, the Mother's Hope Program has six women on its waiting list. Aletheia House's Medication Assisted Treatment (MAT) Clinic reached its maximum capacity during this reporting period.	<b>Completed and ongoing.</b> The Aletheia House's Mother's Hope Program for pregnant women has 16 beds and a waiting list. Through the Bessemer Neighborhood Health Clinic, Medication Assisted Treatment (MAT), group and individual counseling and MAT case management are provided to clients of the Mother's Hope Program.
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	<b>Complete and ongoing.</b> The Recovery Resource Center (RRC) began offering services in May 2018. RRC staff have been hired and trained. With funding from the Jefferson County Department of Health, the RRC will be administered by the Crisis Center with treatment provided through local substance abuse treatment and support organizations. The RRC provides a central location where substance addicted individuals and their families may receive individualized information, education, assessment, referral and treatment navigation.	<b>Complete and ongoing.</b> The Recovery Resource Center (RRC) became fully operational in May 2018. The RRC maintains three Peer Support Specialists who travel to local hospitals providing linkage to treatment resources. The RRC, in collaboration with the Jefferson County Department of Health, provided naloxone training for 26 community members at Cooper Green Mercy Health Services during this review period. Brookwood Baptist Health sponsored an "Opioid Roundtable" on October 23, 2018 at Brookwood Baptist Medical Center.

<b>Goal 3. Decrease the number of opioid-related drug overdose deaths by 5%.</b>					
<b>Data Source</b>	<b>Baseline Status</b>	<b>Short-Term Target</b>	<b>Long-Term Target</b>	<b>2017 Status</b>	<b>2018 Status</b>
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	2017 Drug Overdose Deaths- 216 2016 Opioid Overdose Deaths- 173	Data are expected in fall 2019
<b>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.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
1. Draft proposed language for legislation providing naloxone access to first responders	Draft legislation	Prior to the 2015 Legislative Session	Pills to Needles initiative	<b>Completed.</b> The bill was signed into law by Governor Robert Bentley on June 4, 2015.	<b>Completed.</b> 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	<b>Completed.</b> The bill to provide naloxone access to first responders was signed into law on June 4, 2015. The Alabama House Bill 37 and Senate Bill 169, the Injection-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.	<b>Completed.</b> The bill to provide naloxone access to first responders was signed into law on June 4, 2015. The Alabama House Bill 37 and Senate Bill 169, the Injection-Associated Infectious Disease Elimination Act, failed to pass in the 2018 Alabama Legislative Session; however, plans are to re-introduce similar legislation in the 2019 Alabama Legislative Session.
<b>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.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>November 2017 - April 2018</b>	<b>May 2018 - October 2018</b>
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	<b>Completed and ongoing.</b> The Jefferson County Department of Health (JCDH) continued to provide naloxone Kits at community events, including the JCDH's "Gift of Health" event on April 4, 2018.	<b>Completed and ongoing.</b> During this review period, the Jefferson County Department of Health (JCDH) provided education regarding and distributed 550 naloxone kits within the community. Among the distributed kits were the 248 provided to the Jefferson County Sheriff's Office. The Recovery Resource Center continued to offer naloxone training to the community. UAB hosted an Addiction Symposium on July 20, 2018 and provided naloxone education. The Freedom from Addiction Coalition hosted "Wake-Up Breakfasts" on June 12, 2018 and October 9, 2018. Additionally, the Addiction Prevention Coalition held a Recovery Rally on September 22, 2018 and a naloxone training on October 9, 2018.