

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

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Expand employment opportunities for low-skilled workers	Number of GED completions Number of work certifications obtained	November 2019	Bold Goals Coalition of Central Alabama, REV Birmingham	On-going	Bold Goals Financial Stability establish leadership for Steering Committee, Workforce Council and Asset Building Council. REV Birmingham is planning REVIVE 2.0, a collaborative initiative aimed to demonstrate strategies for making distressed commercial districts look and feel vibrant
Promote collaborations with re-entry programs through a “Ban the Box” campaign	Number of ex-offenders employed Number of campaign ads	November 2019	Bold Goals Coalition of Central Alabama, UAB School of Public Health,	Not started	Working on identifying coalition focusing on ex-offender rights and employment.
Identify a coalition to support an increase in the minimum wage	Coalition membership Coalition meeting minutes	November 2019	Bold Goals Coalition of Central Alabama, Economic Equality Coalition, Jefferson County Young Democrats	On-going	The Alabama Coalition for Economic Equality met on April 1, 2015 to plan a Minimum Wage Rally on April 15, 2015. The next coalition meeting will be April 16, 2015. The coalition has been accessing the political climate and background for increasing the minimum wage. The Coalition met with members of the Alabama Democratic Caucus.

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-K programs and increased access to quality summer learning opportunities	Action Network membership list(s) and minutes from Action Network Meetings Kindergarten Entry Assessment ACT Aspire reading and math scores ALSDE College & Career Ready Rate Graduation Rate College Completion Rate	April 2015 and ongoing	Bold Goals Coalition of Central Alabama	On-going	Bold Goals Education Action Networks established for 3rd Grade Reading, Kindergarten Entry assessment and post-secondary retention/persistence. The Bold Goals Education Group also published Community Progress Report.

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Provide SNAP enrollment education to low-income residents	Number of education programs Number of education program participants Number of completed SNAP applications	Ongoing through November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, Bay Area Food Bank	On-going	Bay Area Food Bank participated in 37 outreach events and facilitated 66 completed applications.
Increase the number of Farmers' Markets offering an incentive for the purchase of fresh fruits and vegetables to SNAP recipients purchasing fresh fruits and vegetables using SNAP benefits at participating markets	Number of Farmers' Markets providing the defined incentive	By December 2015, three Farmers' Markets will provide the defined incentive with 7 Farmers' Markets providing the defined incentive by November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, REV Birmingham	On-going	Funding secured through AARP for incentive program to purchase fresh produce among SNAP recipients for East Lake and Norwood Farmers' Markets. Received \$30,000 evaluation and marketing Mid-South TCC grant to support 2015 Farmer's Market Season.
Promote food related small business creation and expansion through technical assistance	Number of instances of business assistance	November 2019	REV Birmingham, Urban Food Project	On-going	64 instances of business assistance, including workshops to assist business owners meet market demand for fresh, healthy foods.
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, Urban Food Project	On-going	Advocate for food related policies as necessary.

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

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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	On-going	The Christian Service Mission (CSM) established the Birmingham Sharing Garden program to help partners develop gardens in neighborhoods. In early 2015, a new garden was established in Woodlawn, and four gardens were expanded.
Create a Community Garden Resource Directory or Tool Kit	Documentation of Distribution of the Resource or Toolkit	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham	On-going	The CSM developed a Garden Handbook which includes information about the Birmingham Sharing Gardens, a monthly garden checklist, information about planting and composting and worksheets and handouts about growing in this reason. The Handbook will be expanded to include surveys and tables for recording weights.
Increase the number of community gardens to increase population reach	Number of community gardens	Increase the number of Christian Service Mission sponsored community gardens from 6 to 10 by December 2015 and increase the number of gardens to 12 by December 2016	Christian Service Mission, Community Garden Coalition of Birmingham	On-going	In 2015, CSM added an additional garden in the Woodlawn community an increased the number of beds in four of their gardens. Aquaponics and hydroponics operations were added at the CSM garden. CSM redesigned three of their gardens for better community access and maneuverability.
Increase the number of Alabama producers selling locally grown produce in the Metro-Birmingham area	Number of farmers in the Farmer Network [Baseline: 20 farmers are in REV Birmingham's Farmer Network]	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	REV Birmingham, Urban Food Project	On-going	The Farmers Network has 34 farmers as of Quarter 1. As of Quarter 2, the Farmers' Network includes two urban farmers based in Jefferson County.

**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.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Engage and recruit food retailers in the Urban Food Project's distribution system	Number of engaged retailers	December 2015	REV Birmingham, Urban Food Project	On-going	Five engaged food retailers are participating in the distribution system and/or corner store initiative.

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

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Convert decommissioned transit commuter buses to mobile grocery stores as part of the IBM Initiative	Census tracts in the City of Birmingham defined as food deserts	March 2015 and ongoing	City of Birmingham, Birmingham Jefferson Transit Authority, UAB-Sustainable Smart Cities, IBM	On-going	On February 13, 2015, the City of Birmingham announced a Request For Proposal for the operation and management of mobile markets. The City received proposals and is determining the next steps for going forward. A Request For Proposal to retrofit the decommissioned transit commuter buses to mobile grocery stores was accepted.

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
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 Post-course evaluation data	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Place Matters Team, UAB School of Public Health	Ongoing	The Place Matters Team (PMT) conducted seven local presentations and targeted meetings to inform and educate local policymakers, city/county staff, community leaders, economic developers, etc. on the social determinants of health impacting residents of Jefferson County. The estimated reach was over 250 people. The PMT also completed four national presentations and targeted meetings to inform and educate local and national policymakers, community-based organizations, public health researchers, economic developers, etc. on the social determinants of health impacting residents of Jefferson County. The estimated reach for the national activities was over 200 people. Also printed and distributed educational materials (e.g., health equity report, health equity report postcards, infographic posters, facts and figures, etc.) were distributed in person and via website and social media (Twitter, Facebook).
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	On Going	The 2014-2015 class of the UAB School of Medicine comprised of 7491 students, 61 minorities (8.1%) are minorities. Of the 61 minorities, 9 (1.2%) are American Indian, 36 (4.8%) are African American and 16 (2.1%) are Hispanic.

Educate the public and health care providers on the root causes of health care disparities and corrective strategies to reduce these disparities	Number of programs Number of participants Pre and Post-education behavioral surveys	November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Place Matters, Jefferson County Department of Health	Ongoing	The PMT conducted two lectures/discussions with public and health care providers on the root causes of healthcare disparities and corrective strategies to reduce these disparities, with an estimated reach of over 160 providers.
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**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.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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 promote 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 who receiving home visitation services	Ongoing through November 2019	Birmingham Healthy Start Plus, Inc.	On-going	Birmingham Healthy Start Plus (BHSP) made home visits to 96 perinatal clients (52 prenatal and 44 inter-conceptional). Clients were contracted to ensure compliance with scheduling and keeping prenatal, family planning and well child appointments. Clients are contacted to assure that each had identified a medical home. Each client was provided with educational information regarding the effects of tobacco, alcohol and drug use, particularly while pregnant. Each client was informed of the benefits of breastfeeding and encouraged to strongly consider breastfeeding. Additionally, 20 perinatal clients attended Prepared Childbirth, and Parenting Classes provided by BHSP.
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 Birth outcome data for Doula-supported deliveries	Ongoing through November 2019	Birth Well Partners	On-going	From 11/1/15 through 4/30/15, Birth Well Partners (BWP) worked with 96 pregnant women. These women received phone support, personal visits and in hospital labor support. BWP doulas attended 27 births during those months at UAB, Brookwood and both St. Vincent's Hospitals. During these interactions, doulas discussed prenatal care, provided information and support for childbirth and breastfeeding and addressed reducing smoking when relevant. Of the 27 births attended by BWP doulas, five were C-sections deliveries (19%). One infant (4%) was born preterm and 3 (11%) were low birth weight. Five babies (19%) were transferred to the NICU. All but one baby (96%) spent the first hour skin to skin with her/his mothers, and all but one of the mothers initiated breastfeeding at delivery. BWP reports that 16 of 25 women were still breastfeeding at hospital discharge.

Secure funding to conduct social marketing campaigns to inform families about the warning signs of pregnancy complications and infant death risks (sleep recommendations) and actions to reduce infant mortality	Number of Applications/Request for Proposals submitted and/or funded	Ongoing through November 2019	Birmingham Healthy Start Plus. Inc.	Not started	BHSP had recently received funding from HRSA for the Health Start Initiative funding cycle which began September 1, 2014, and ends March 31, 2019. No additional application have been submitted.
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	On-going	Mothers participating in the WIC Program are encouraged to breastfeed. Therefore, to support and promote breastfeeding, the WIC Program provides prenatal breastfeeding and support. During Quarter One, 56.31% of mothers in the WIC Program initiated breastfeeding. The Peer Breastfeeding volunteer provides counseling at the Eastern Health Center and Morris Health Center. During Quarter One, the Peer Breastfeeding volunteer made 260 unduplicated patient contacts.
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 [Indicator is currently under development by WIC] Number of program participants and sessions	January 2015 and ongoing through November 2019	Nurturing Mothers Community Support Group	Ongoing	The Nurturing Mothers Program rebranded and modified its strategy for active outreach at prenatal clinics and to serve as a community-based group providing references to other community resources for breastfeeding. The Nurturing Mothers Program relaunched on May 21, 2015 at UAB. The peer support group will have a drop-in program every 1st and 3rd Thursday of the month. Currently, the program has 3 to 10 participants attending each month.
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	On-going	From November 1, 2014 through April 30, 2015, the Mothers Milk Bank of Alabama (MMBAL) collected 15,417 ounces of milk and Brookwood Hospital purchased 4,530 ounces of milk. The MMBAL is setting up dispersion of milk to St. Vincent's and Princeton Hospitals.

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

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Create learning opportunities and workshops to facilitate improvements in provider, public health and community coordination of care across settings	Number of health screenings Number of exercise classes/walking programs Number of community health and wellness groups	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, YMCA of Greater Birmingham, Jefferson County Department of Health	On-going	The YMCA implemented a new Blood Pressure Management Program serving 200 predominately low income, African-American residents. This four month program includes free blood pressure cuffs, monitoring visits with Health Ambassadors, nutrition workshops and access to group exercise classes. The YMCA is also planning for the Racial and Ethnic Approaches to Community Health (REACH) grant implementation in spring 2015, which will provide free group exercise classes, walking/running classes and expansion of Healthy Eating, Physical Activity (HEPA) standards within the YMCA and to other Out of School providers within Birmingham.

**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.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Increase behaviors to decrease the risk of progression from Pre-diabetes to Diabetes	Number of health screenings Number of exercise classes/walking programs For the Pre-Diabetes Program led by the McWhorter School of Pharmacy: Changes in program participant's weight and A1C	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Samford University's McWhorter School of Pharmacy, YMCA of Greater Birmingham, Jefferson County Department of Health, 16th Street Baptist Church, Christ Health Center	On-going	For the Pre-diabetes program led by the McWhorter School of Pharmacy, 318 patients at the Jefferson County Department of Health (JCDH), five patients at Christ Health Center and three patients at 16th Street Baptist Church have been identified. Of these patients, 106 have had scheduled appointments with 50 having attended the appointment. Baseline weight is 251 lbs. and 62.7% of patients who have been seen have lost weight. For the Diabetes Initiative, 103 patients at JCDH and 96 Christ Health Center patients have been identified. Of these, 18 have been seen in clinic and another 87 have been called to set up appointments. The YMCA's Diabetes Prevention Program being expanded to serve targeted low-income communities within Birmingham with a significantly reduced charge of \$50 per participant.
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	On-going	JCDH participates in the Pre-diabetes program led by the McWhorter School of Pharmacy.

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Develop a data collection strategy to collect and analyze information regarding the health disparities experienced by non-African American minority populations	Data collection strategies developed Data sets created Analysis of data	November 2016	UAB School of Public Health	Not started	
Convene a group of community leaders to discuss a health navigator strategy	Meeting Minutes	November 2015	United Way of Central Alabama, Jefferson County Department of Health	On-going	The United Way of Central Alabama host a Latino Interest Network which focuses on what each agencies/organization is doing and better ways to connect to the Latino community. Any agency/organization serving Latinos is invited to participate. Agencies discuss better ways serve Latinos. The next meeting will be June 9, 2015.



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

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

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

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

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

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

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Support the implementation of evidence-based nutrition education curricula, such as the Coordinated Approach To Child Health (CATCH), in YMCA after school programs and summer camp sites	Number of structured nutrition programs in YMCA summer camps and after school programs [Baseline data: zero structured nutrition programs in summer camp program sites and four structured nutrition programs in afterschool programs]	December 2014 - program expansion to 9 afterschool program sites ; Summer 2015 - program implementation at 11 summer camp sites	YMCA of Greater Birmingham, Healthy Children and Youth Priority Group	On-going	CATCH has been integrated into all nine YMCA Afterschool Academy sites. CATCH will be implemented into all 12 YMCA Day Camp sites starting June 1, 2015. Training for summer staff occurred on May 8, 2015.
	CATCH nutrition education curriculum evaluations	May 2015	YMCA of Greater Birmingham	Unknown	

Expand the implementation of Discover Coordinated Approach to Child Health (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	On-going	During the 2014-2015 school year, the Levite Jewish Community Center (LJCC) provided coaching and technical assistance for the CATCH program weekly at three Pre-K and Preschools, along with training by the CATCH Master Trainer. During the 2015-2015, the LJCC will offer the CATCH program along with weekly coaching and technical assistance to three additional schools, while continuing to offer technical assistance to the original schools on an as needed basis.
Identify and align evidence-based nutrition education programs among community, 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	Healthy Children and Youth Priority Group, AARP	On-going	AARP held an educational program on December 10, 2014 with 43 participants focused on healthy eating, exercising and container gardening.
Increase the implementation of evidence-based nutrition education curriculums 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	Healthy Children and Youth Priority Group	On-going	The YMCA hosted CATCH training on May 8, 2014 for the YMCA Summer Camp staff and several other community-based afterschool sites (including Boys and Girls Clubs, YWCA and Park & Recreation sites).

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

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Offer technical assistance on healthy snack distribution systems for 501 c3 childcare programs	Number of new agencies involved in learning sessions	Ongoing through November 2019	United Way of Central Alabama, YMCA of Greater Birmingham, Community Food Bank of Central Alabama	On-going	The Community Food Bank (CFB) was approached by the Summer Adventures in Learning (SAIL) Collaborative to provide healthy snacks during summer 2015. The CFB coordinated a taskforce with the AG Gaston Boys and Girls Club, Northstar Community Church, Urban Ministries and the YMCA to determine snacks that the CFB could procure meeting the Healthy Eating Physical Activity (HEPA) Standards. Four of the SAIL summer programs (AG Gaston, Breakthrough Collaborative, YMCA and Urban Ministries) opted to participate during the CFB's healthy snack distribution system for summer 2015. The CFB and partners plan to continue the partnership into the after school season for the 2015-2016 school year. The CFB is establishing a framework and building capacity to provide healthy snacks to other community based childcare and afterschool programs.

Increase awareness and implementation of healthy vending machine programs and policies	Number of sites adopting healthy vending machine policies Number of sites implementing healthy vending machine policies	Ongoing through November 2019	YMCA of Greater Birmingham, United Way of Central Alabama, Coca-Cola	On-going	The YMCA has partnered with the Alabama Department of Public Health to implement the Healthy Choice Program. The YMCA Branch vending machines were assessed by Samford Dietetic interns. Based on the assessment results, the YMCA is meeting with vendors to determine healthy vending machine items that are appealing to customers. The new vending items will be phased in by the end of September 2015. The YMCA's goal is to have 50% of its vending machines meeting the Healthy Choice Standard by the end of 2015, increasing to 70% in 2016 and 90% in 2017.
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**Goal 2. Increase leisure time physical activity within the past month among Jefferson County adult residents from 66.6% to 70% by November 1, 2019.**

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

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

Tactics/Activities	Performance measures	Target Date	Partner(s)	Status	Progress
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	On-going	According to the Freshwater Land Trust (FWLT), the Ensley and Pratt City improvements were completed, resulting in four miles of new trails. The Regional Planning Commission of Greater Birmingham is collecting data on the trail use. Data will be shared with the FWLT to improve trail design and utilization.

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	On-going	A Parks Prescription Program is currently under development to allow health care providers to educate patients on the facilities available. Once completed, the Walk Birmingham campaign will increase awareness of sidewalks/trails in East Lake and downtown. Black People Run Bike and Swim (BPRBS) is implementing an awareness campaign around the new trails within western area neighborhoods using hashtag #29redrock on Facebook, Instagram and Twitter. BPRBS host 25, 15 and 10 mile rides every Tuesday and Sunday. BPRBS also is working with radio station 107's "107 Days to Better Health.
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**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	Partner(s)	Status	Progress
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	On-going	The Alliance for a Healthier Generation's Healthy Schools Program continues to provide assistance, guidance and resources to schools in the areas of physical education, health education and physical activity. The Alliance is also working on the Get Moving Alabama Schools Campaign which will feature school's initiatives to increase physical activities among children and staff. The launch date for the Get Moving Alabama Campaign is Fall 2015.

**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)	Status	Progress
Create a resource directory of locations for low or no cost physical activity	Publication of Resource Directory	November 2017	AARP, Livable Communities Priority Group, Health Children and Youth Priority Group	Not started	The United Way of Central Alabama's 211 database includes large recreational facilities, but there are no plans to expand the database to include neighborhood-level facilities and cost information. The City of Birmingham's iPhone Application includes recreational facilities, parks and trails, but does not include cost information. None of the lead partners have started on this tactic.
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	In Progress	The Walk B 'ham Cards were delivered to the Freshwater Land Trust (FWLT) on April 21, 2015. FWLT will be working with community partners to distribute the cards.

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
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	On-going	The Tobacco Free Taskforce (TFTF) is working with the existing Homewood Safe and Healthy Homewood Coalition, which includes two Homewood City Council members and is led by the Homewood Board of Education. A subgroup of the Coalition met on May 11, 2015 to discuss comprehensive smokefree ordinances in Homewood. The TFTF's role is supporting and providing technical assistance. The TFTF still continues smoke-free living education in Hoover and looking at Irondale as a potential target city for a comprehensive indoor smoke free policy.
Develop a smoke-free campaign plan for each priority community	Campaign plan	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County		
Educate the general public and community leaders about the dangers of secondhand smoke	Number of presentations on the dangers of secondhand smoke and number of letters of support	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County		

**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.**

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Convene a smoke-free, multi-housing committee ensuring proportionate representation of smoke-free advocates, housing advocates and populations experiencing health disparities	List of committee members Minutes from committee meetings	January 2016	Tobacco Free Taskforce of Jefferson County		Birmingham Towers, a rent-restricted, multi-housing complex in Birmingham, AL, independently decided to become smokefree on July 15, 2015. The Smokefree Policy will prohibit smoking indoors and outdoors on property, including patios. Residents will be evicted following three violations. The Jefferson County Department of Health (JCDH) completed a presentation on smoking cessation benefits and resources on March 13, 2015 by Birmingham Towers. JCDH will support the July 15, 2015 smoke-free policy implementation by Birmingham Towers date by hosting a celebration.
Complete an assessment of the county's public and nonprofit rent-restricted multi-housing developments to determine infrastructure and governing bodies	Completed assessment	June 2016	Tobacco Free Taskforce of Jefferson County		
Develop a campaign plan, including education and outreach, supporting a smoke-free multi-unit housing model policy	Campaign Plan Draft Smoke-free Policy	January 2017	Tobacco Free Taskforce of Jefferson County		
Identify and implement at least 3 strategies to gain the support of the majority of decision makers in nonprofit rent-restricted housing agencies	List of activities	January 2018	Tobacco Free Taskforce of Jefferson County		

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Increase community and health care provider awareness of resources available for tobacco use cessation programs including 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.	July 2015 and ongoing	Jefferson County Department of Health, American Lung Association	On-going	As part of the Jefferson County Department of Health's (JCDH) Tobacco Awareness Prevention and Cessation Quality Improvement Initiative, JCDH developed a Tobacco Cessation training for providers. JCDH also developed marketing for its Smoking Cessation Clinic. JCDH's Tobacco Coordinator provided four educational workshops on smoking cessation, second hand smoke and new tobacco products to approximately 225 people. The American Lung Association has participated in five community events to promote smokefree policies and smoking cessation since November 2014.
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	July 2015 through November 2019	Jefferson County Department of Health	On-going	
Develop and distribute a resource directory of tobacco use cessation programs available in Jefferson County	Resource Directory publication date	January 2016	Tobacco Free Taskforce of Jefferson County	On-going	JCDH's Community Outreach Subteam developed an assessment of tobacco use cessation programs available in Jefferson County.
Increase calls from Jefferson County residents to the Alabama Department of Health Quitline by 10%	Alabama Department of Health Quitline call data	January 2015 through November 2019	Tobacco Free Taskforce of Jefferson County	On-going	Quitline calls: January-1074, February 913 and March 1428. Calls increased in March 2015 due to the CDC funded Public Service Announcement campaign promoting Quitline number on television.

**Strategy 2. Advocate for the adoption of higher taxes on tobacco products by November 2016.**

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
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 Polling Data (if available)	Ongoing through November 2016	American Lung Association	On-going	Governor Bentley proposed an 82 cent increase the tobacco taxes, but the legislature has cut the proposed tobacco tax increase to 25 cents. The American Lung Association does not support the legislative proposed 25 cent tobacco tax increase because it is below their threshold of what makes an impact on tobacco usage.

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
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, Number of school districts provided wellness policy implementation guides	November 2018	Alabama State 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	On-going	The Statewide Champions for Healthy Schools Pilot Project is currently being implemented in 13 school districts. The pilot includes establishing a Comprehensive Wellness Policy, assessing the schools by utilizing the CDC'S School Health Index and implementing a plan to get children active before, during, and after the school day.

**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)	Status	Progress
Provide technical assistance and education on HEPA standards to other community-based afterschool sites	Number of afterschool care trained in HEPA standards	November 2017	YMCA of Greater Birmingham, Healthy Children and Youth Priority Group, St. Vincent's Health System	On-going	The YMCA hosted CATCH training on May 8, 2014 for the YMCA Summer Camp staff and several other community-based afterschool sites (including Boys and Girls Clubs, YWCA and Park & Recreation sites).
Provide technical support to other community-based childcare centers adopting and implementing HEPA standards	Number of community-based childcare programs that implement HEPA standards	November 2019	YMCA, Healthy Children and Youth Priority Group, St. Vincent's Health System	Not started	



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

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Implement educational campaigns for newly developed parks and trails within Jefferson County	Number of campaigns implemented	November 2014 and ongoing	Fresh Water Land Trust, Livable Communities Priority Group, Jefferson County Department of Health, Black People Run, Bike and Swim	On-going	Black People Run Bike and Swim is implementing an awareness campaign around new facilities within western neighborhoods. They completed similar programs around the new Civil Rights Trail. A Parks Prescription Program is currently under development.

Implement and expand the Walk B 'ham campaign	Number of Walk B 'ham routes, [Baseline: Zero implemented Walk B 'ham routes]	November 2014 and ongoing	Livable Communities Priority Group, Jefferson County Department of Health, Community Foundation of Greater Birmingham	On-going	Walk Birmingham cards for Downtown Birmingham and the East Lake Community have been printed but not distributed.
Continue Red Rock Tuesday or other TV 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	On-going	The Freshwater Land Trust continues to host a monthly Red Rock Tuesday segments on Good Day Alabama. The November 4th segment was at Kelly Ingram Park, the December 2nd segment at Red Mountain Park, the March 3rd segment at Shades Valley, the April 7th segment at Western Health Center and the May 5th segment at Village Creek.
<b>Strategy 2. Increase Jefferson County residents awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Promote the use of Birmingham City's 311 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	Unknown	
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	On-going	A mechanism was added to the on Jefferson County website to collect complaints about roads. Between 2-5 reports per day about road maintenance are received. After complaints are received, jurisdictions collaborate to resolve issues. There is a tracking mechanisms for calls, requests received via the website, and work orders for road maintenance. There is currently no tracking of maintenance for trails, sidewalks, parks or other public recreational facilities.
<b>Strategy 3. Birmingham City to Submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Convene an Advisory Group of key stakeholder to identify a plan of action for areas in need of improvement	Advisory Group member list Meeting minutes Action Plan	November 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed	An advisory Group for STAR was formed in June 2014 and included organizations from the Livable Communities Priority Group.
Submit data application to STAR for review	Data of application submission STAR application	December 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed	Data for STAR application was submitted in December 2014.

Receive score from STAR and Potential STAR status	STAR Score STAR Status	February 2015	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed	Birmingham was awarded a 3 STAR community rating for sustainable leadership on 4/10/15.
<b>Goal 2. Improve the availability of and access to reliable public transportation by November 2019.</b>					
<b>Data source/Measure</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>		
Number of Birmingham Jefferson County Transit Authority (BJCTA) rides	3.2 million rides		Increase number of rides by 5% to 3,360,000		
Number of Bike Share stations	None Currently	20 Bike Share stations by Fall 2015	40 Bike Share stations by June 2016		
Number of Bike Share bikes	None Currently	200 Bike Share bikes by Fall 2015	400 Bike Share bikes by June 2016		
<b>Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Implement educational campaigns to inform residents on where and how to purchase BJCTA tickets	Number of campaigns Number of bus tickets sold Ridership (3.2 million annually)	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority	On-going	Marketing to residents via attending community events and presence at community fairs, shopping centers and community centers is continuous.
<b>Strategy 2. Implement and increase utilization of Birmingham's Bike Share program by June 2016.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Secure Operator and Bike Share equipment vendors	Selected vendors and public announcement	December 2014	City of Birmingham and Regional Planning Commission	Completed	Four vendors responded to the Regional Planning Commission's request for proposals to operate the Bike Share Program. Those companies, B Cycle, Nextbike, Bewegen and PBSC, gathered at Social Venture on Wednesday, January 7, 2015. A press conference was held on April 20, 2015 to announce that Bewegen Technologies as the vendor for the Bike Share program. REV Birmingham will administer the program by launching on April 27, 2015, REV Bike Share, LLC, an independent subsidiary with Lindsay West as the executive director.
Secure operational funding for the Bike Share program	Sponsors identified and secured	December 2014	REV Birmingham	Completed	Funding for the Bike Share Program has been identified for five years. Identified sponsors were unveiled on May 1, 2015 along with the branding of the Bike Share program.

Final site selection and permitting	Right-of-Way agreement Map of locations Public input on site selection	March 2015	Operator, Equipment vendor, City of Birmingham and Regional Planning Commission	On-going	The Bike Share Program's station locations are being evaluated and include rider input. Preliminary site selections is completed. Sidewalk decals were placed in ten of the proposed sites with a number to text input. The Right-of-Way agreement given needs official approval by the Transportation Committee, but was approved by the City of Birmingham.
Conduct a public awareness and education campaign regarding Bike Share	Marketing campaign Number of outreach events Social Media and website presence Number of early Bike Share registrations	September 2015	Operator	On-going	Birmingham's City Council a video promoting Bike Share. Early registration for Bike Share will start in July 2015.
Launch the Bike Share program	Number of Bike Share stations Number of Bike Share bikes	December 2015	Operator, Equipment vendor, City of Birmingham	On-going	The local bike sharing network will include 400 bikes and 40 kiosks placed throughout central Birmingham. Among the bikes, 100 will be electric-pedal bikes to lessen barriers for unexperienced riders.
Expand the Bike Share program	Number of additional Bike Share stations Number of additional Bike Share bikes	June 2016	Operator, Equipment vendor, City of Birmingham		
Maintain ongoing Bike Share operations	Annual program reports and program data Number of program FTEs	Ongoing	Operator		

**Strategy 3. Improve Birmingham Jefferson County Transit Authority (BJCTA) bus on time performance beginning November 2014.**

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Replace aging BJCTA buses	Number of replaced buses [Baseline: 30 replaced buses in 2014] Fleet size	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority	On-going	Board members have spearheaded a capital campaign to replace aging Birmingham Jefferson County Transit Authority (BJCTA) buses. An agreement to receive used buses from Gwinnett County, GA is in progress. BJCTA received \$1 million grant to replace 40 percent of ClasTran buses.
Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance	Number of road calls Mileage until breakdown [The Industry average is 3,500 miles to breakdown; BJCTA is currently experiencing breakdown at 15,000 miles]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	On-going	For the time period November 2014 to May 2015 the average miles to breakdown was 6166 miles.

Decrease the time between bus service pick-ups on routes by increasing the total number of buses <b>Reduce headway on bus routes</b>	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority Municipalities	Not Started	The current fleet of BJCTA buses will remain until funding from municipalities increases or additional municipalities participate in BJCTA.
Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	On-going	For the months November 2014 through February 2015, bus service was on-time 96%.
<b>Strategy 4. Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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)	On-going	the BJCTA is awaiting a funding announcement for the Route Optimization Study to evaluate the current route structure and reassess the effectiveness of current routes in order to determine more appropriate routes based on current travel patterns and demand of residents.
<b>Strategy 5. Convene a workgroup for a regional transit system roundtable by January 2015.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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	On-going	Partners working with the Minority Health and Health Disparities Research Center developing regional transportation workshops to be held Fall/Winter 2015.
<b>Goal 3. Adopt built environment policies and enforce ordinances adopted by November 2019.</b>					
<b>Data source/Measure</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>		
Conservation Alabama: Number of municipalities with adopted Complete Streets Policies	Number of municipalities with adopted Complete Streets policies [Baseline: 6 municipalities have adopted Complete Streets policies]	Add one municipality with an adopted Complete Streets policy by November 2016	Add 2-3 municipalities with adopted Complete Streets policies by November 2019		

Regional Planning Commission of Greater Birmingham: Number of municipalities with comprehensive Sidewalk Plans	Number of municipalities with comprehensive Sidewalk Plans [Baseline: 3 municipalities have comprehensive Sidewalk Plans]		Adoption of comprehensive Sidewalk Plans by all Jefferson County municipalities		
Freshwater Land Trust: Miles of completed bike Lanes	Number of miles of completed bike lanes [Baseline is 7.4 miles of completed bike lanes]		13.4 miles of completed bike lanes by November 2019		
<b>Strategy 1. Adopt Complete Streets policies and design by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Educate community residents regarding the benefits of Complete Streets policies	Educational campaigns	Ongoing through November 2019	Conservation Alabama, Livable Communities Priority Group, AARP	On-going	AARP conducted a walking audit with seniors in the East Lake neighborhood in November 2015. The information gathered during this walking audit was used to develop the East lake Walk Bham walking card.
Advocate with community and municipality leaders for 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	Conservation Alabama, Livable Communities Priority Group, AARP	Not Started	No funding is currently available to work on Complete Streets, but additional funding to e advocate for Complete Streets next quarter.
Communicate Complete Street policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	Conservation Alabama, Livable Communities Priority Group, AARP	Not Started	No funding currently to work on Complete Streets, but expect to have some additional funds to advocate for Complete Streets in next quarter.
Develop a Complete Streets Design Guide for use by municipalities	Publication date of Complete Streets Design Guide	December 2017	Regional Planning Commission of Greater Birmingham		Publication due 2017
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	On-going	Technical assistance is available for interested municipalities. The Regional Planning Commission of Greater Birmingham introduced Complete Streets via the Birmingham Comprehensive Plan.

<b>Strategy 2. Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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	On-going	Funding has been identified for the Birmingham Citywide Transportation Plan, which will include the Mode Priority Street Plan. City of Birmingham current developing a Request for Proposal.
<b>Strategy 3. Promote healthy infrastructure policies through November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Complete an evaluation of the storm water impact for Village Creek	Creek samples Flow data	November 2015	City of Birmingham Storm Water Administrator	On-going	Birmingham Storm Water is working on completing a nine point watershed plan. The end product will be a number of projects (e.g. using landscaping and parking lots to reduce storm water runoff) and recommendations for water quality, storm water management to reduce flooding, and provide better quality of place. December 2015 is the estimated completion date for this project.
Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning and Engineering	On-going	The City of Birmingham's zoning administrator, Timothy Gamberl, reported that the zoning office is rewriting the current zoning ordinances. The revised zoning ordinances will have significant changes. The estimated completion date is late summer or early fall 2015. The revised storm water plan will be incorporated in to the new zoning ordinances.
Complete health impact assessment regarding the new Western Health Center on the Southwest corridor	Health Impact Assessment and date of publication	November 2015	Jefferson County Department of Health	Not Started	
Pilot Healthy Development Checklist tool for zoning and development	Development of the Healthy Development Checklist Dates Healthy Development Checklist presented to municipal planners	November 2017	Jefferson County Department of Health, Regional Planning Commission of Greater Birmingham	On-going	The pilot study on development of a Health Development checklist is in its very preliminary stages. Currently JCDH is conducting research on how to best start this discussion.

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	On-going	JCDH's Watershed Protection Division was formed in June 2010 to address the need to manage storm water runoff from property from the 22 municipalities represented in the Storm Water Management Authority, Incorporated (SWMA). The Cities of Birmingham, Bessemer, Fultondale, Hoover and incorporated Jefferson County have individual MS4 permits. MS4 permits are intended to be re-administered every 5 years, but the current permit was administered in 2001, and administratively renewed in 2006. The current MS4 permits are based on the 2001 permits. The Alabama Department of Environmental Management is administering new permits. The municipalities in Jefferson County expect to receive a new MS4 permit in 2015.
<b>Strategy 4. Improve technical capacity of municipalities in planning through November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Create a Comprehensive Plan for each municipality	Number of municipalities with an Comprehensive Plan	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	Available as requested	Although municipalities are not currently required to have Comprehensive Plans, Fultondale and Gardendale have completed Comprehensive Plans. Irondale is working on completing its Comprehensive Plan. On average, two municipalities complete new Comprehensive Plans each year.
<b>Strategy 5. Adopt shared use agreements through November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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	Available as requested	No facilities have expressed interest in shared space agreements or have asked Children's Policy Council (CPC) for technical assistance.
<b>Goal 4. Improve the safety of the physical environment by November 2019.</b>					
<b>Data source/Measure</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>		
Regional Planning Commission of Greater Birmingham: Number of tax delinquent parcels in the City of Birmingham	There are 16,826 tax delinquent parcels in the City of Birmingham; 7,071 of these properties have been tax delinquent since at least 2009		Decrease the number of tax delinquent properties by 5%		



City of Birmingham: Number of open condemnation cases	Baseline data is under preparation by the City of Birmingham		Decrease the number of open condemnation cases by 5%		
City of Birmingham: Number of property maintenance code violations	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits division		Decrease the number of property maintenance code violations by 5%		
Jefferson Tax Assessor: Number of tax delinquent properties	29,159 delinquent residential and commercial properties		27,6701 delinquent residential and commercial properties or less		
<b>Strategy 1. Reduce the number and percentage of vacant or run-down properties by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Conduct field surveys to identify dilapidated and deteriorated properties	Number of municipalities completing field surveys	5 communities in 3 framework areas by February 2015 with the addition of 6 more communities from 2 framework areas by December 2016	City of Birmingham, Regional Planning Commission, UAB School of Public Health	On-going	The City of Birmingham is identifying "Framework Plan" areas by which to analyze, engage citizens, and plan for RISE implementation. Three Framework Plans have been conducted in Titusville, the Western Area, and North Birmingham (imaginebham.com). There have also been similar planning and analysis completed for the Pratt Community. The rest of Birmingham will be assigned Framework Plans in the coming months.
Implement the RISE initiative, including the Preserving the Wealth of Communities campaign, in the City of Birmingham	Number of properties cleared through the Land Bank Authority Number of properties with alleviated code violations Number of condemned properties demolished Number of wills established	Ongoing through November 2019	Birmingham Land Bank Authority, City of Birmingham	On-going	Through the RISE Initiative, 141 structures have been condemned, 280 units were inspected for code violations and 800 wills have been executed.
<b>Strategy 2. Increase the number of public access sidewalks by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Create and implement a Sidewalk Master Plan for the City of Birmingham	Master Sidewalk Plan and creation date	November 2019	City of Birmingham City Engineers, Alabama Department of Transportation	On-going	Birmingham is developing its Sidewalk Master Plan.
Build sidewalks around bus stops	Sidewalk inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	On-going	The City of Birmingham is in the process of identifying sidewalks locations as a part of completing the Sidewalk Master Plan.

Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County	Number of municipalities with a master plan [Baseline: 3 municipalities have a Sidewalk Master Plan]	November 2019	Regional Planning Commission of Greater Birmingham, Freshwater Land Trust	On-going	Irondale and Birmingham are currently developing Sidewalk Master Plans. The Cities of Homewood, Mountain Brook and Vestavia have completed Sidewalk Master Plans.
<b>Strategy 3. Increase patrolling in public spaces, including parks and trails by November 2019.</b>					
Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
<del>Create a disruptive behavior policy modeled from the Housing Authority's policy to allow Parks and Recreation authorities to dismiss disruptive persons</del> Increase park ranger and police officer visibility in parks to enforce existing park rules concerning disruptive behavior	Policy and creation date	April 2015	City Action Partnership, City of Birmingham, Birmingham Parks and Recreation Board, Birmingham Police Department	On-going	According to the Birmingham Parks and Recreation Board (BPRB), lack of enforcement of existing park rules regarding park hours and vagrants is the biggest issue. They BPRB and the Birmingham Police Department have requested funding through the 2016 budget for 20 park rangers to patrol key parks in the city center such as Kelly Ingram, Brother Bryan, Lynn and Arthur Shores. The funding request will be approved or denied in June 2015. If funding approved, the Birmingham Police Department will identify park rangers and set ranger protocols.
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	On-going	Black People Run Bike Swim (BPRBS) educate participants about safety and awareness of safety issues such as broken glass or drainage issues during events they host twice a week. BPRBS reports issues to Birmingham officials after community events.
Establish signage in public spaces in Spanish and English with a number to call for safety concerns	Number of signs	November 2017	Safe Routes to School, City of Birmingham	On-going	Safe Routes to School of Central Alabama and the City of Birmingham's Traffic Engineering Department collected data for safe walking maps for all City of Birmingham elementary schools by updating data collection processes to include ArcGIS. This provided real-time data on location of crosswalks, traffic signals and all way stops, school and pedestrian signage, crossing signals and the location of school crossing guards. The next step will be to collect detailed information for the entire City of Birmingham
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	On-going	The City Action Partnership (CAP) and the Druid Hills Neighborhood Association are improving safety in Linn Park by installing donated cameras to deter crime. CAP continues to monitor Kelly Ingram, Linn, Railroad and pocket parks within its jurisdiction.

Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim	On-going	Complaints are noted and forwarded to the Birmingham City's Public Works for correction. Minor issues are corrected immediately.
Discourage unpermitted food vendors in public spaces by providing designated places for permitted 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	On-going	Data is being compiled to determine the number complaints received about unpermitted vendors and legal avenues for prosecuting illegal vendors are under exploration.

### Strategic Issue 4: Optimize Healthcare Access, Availability and Utilization

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

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

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Update the Community Health Status Assessment every 2 years	Documentation of Community Health Status Assessment distribution to community stakeholders	Biennially beginning August 2016	Jefferson County Department of Health, UAB School of Public Health	On-going	Not due until August 2016; however, files are continuously updated.
Produce an Annual Disease Surveillance Summary for Jefferson County	Documentation of distribution to community stakeholders	Annually beginning August 2015	Jefferson County Department of Health, UAB School of Public Health	On-going	Anticipated publication date is September 2015.
Distribute nonprofit hospitals' Community Health Needs Assessments and annual updates	Publication date on hospital's website	Ongoing through November 2019	Local non-profit hospitals	On-going	Available on hospital's websites.

Compile a comprehensive document summarizing all assessment reports for consumer consumption	Annual publication date	Beginning in 2016	Jefferson County Department of Health	On-going	Begins in 2016.
<b>Strategy 2. Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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 2016	Jefferson County Department of Health	On-going	Begins in 2016.
Provide relevant health-related data to local leaders for consideration in proposed policy issues	Number of requests for health-related data related 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 deliberations	November 2014 and ongoing Baseline to be established by October 2015 with annual reassessment	Jefferson County Department of Health, Gulf States Health Policy Center, Health Action Partnership of Jefferson County	On-going	All requests met to date.
Provide the Alabama Department of Health with current and biennial updates of Jefferson County's Community Health Status Assessment for consideration in policy development	Documentation of submission to the Alabama Department of Public Health	November 2014 and biennially thereafter	Jefferson County Department of Health	On-Going	Next biennial report due in 2016.
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	On-Going	Data sources communicated via meetings and direct communication to requestors.

<b>Goal 2. Increase access of Jefferson County Residents to primary health and dental care by November 2019.</b>			
<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</b>
Alabama Board of Medical Examiners: Ratio of Primary Care Providers to Population (Family Practice, Internal Medicine, OBGYN, Pediatrics)	One primary care provider for every 474 residents of Jefferson County		Reduce the ratio of primary care providers to population by 5% to 1:450
Alabama Board of Dental Examiners: Ratio of Dentists to Population	One dentist for every 1,148 residents of Jefferson County		Reduce the ratio of dentists to population by 5% to 1:1,091
Alabama Board of Nursing: Ratio of Nurse Practitioners to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and nurse practitioners	Nurse Practitioners to Population Ratio is 1:732 The Alabama Board of Medical Examiners will provided the number of Collaborative Practice Agreements for Nurse Practitioners by March 1, 2015 following the current relicensing cycle		Decrease the ratio of Nurse Practitioners to population by 5% to 1:695; increase the number of Nurse Practitioner Collaborative Practice Agreements by 10%
Alabama Board of Medical Examiners: Ratio of Physician Assistants to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and physician assistants	Physician Assistant to Population Ration is 1:3,267 The Alabama Board of Medical Examiners will provided the number of Collaborative Practice Agreements for Physician Assessments by March 1, 2015 following the current relicensing cycle		Decrease the ratio of physician assistants to population by 5% to 1:3,104; Increase the number of Physician Assistant Collaborative Practice Agreements by 10%
Alabama Medicaid: Number of Medicaid providers in the following categories: physicians, dentists, nurse practitioners, physician assistants and mental health providers	Physicians - 1,258 Nurse Practitioners - 760 Physician Assistants - 104 Dentists - 199 Mental Health Providers - 57		Increase the number of Medicaid providers by category from baseline by 5%

<b>Strategy 1. Advocate for Alabama's enrollment in the Medicaid expansion program.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Establish a Jefferson County Medicaid Expansion Task Force Support the efforts of the existing Statewide Alabama's BEST Coalition	Membership list from Jefferson County Medicaid Expansion Task Force Minutes from Jefferson County Medicaid Expansion Task Force meetings	August 2015	Alabama Arise, Alabama Hospital Association,	On-Going	Alabama Arise is a lead partner in the Alabama's BEST (A Better Economy Starts Today) Coalition which is focused on Medicaid Expansion by expanding eligibility. The coalition is focusing on encouraging Governor Bentley to expand Medicaid through an executive action. Alabama Arise has educated the community on the benefits of Medicaid expansion by holding 6 community meetings in Jefferson County, reaching approximately 150 people from November 2014 through April 2015.
Support Alabama's BEST advocacy campaign for Medicaid expansion	Advocacy campaign components	November 2015	Alabama Arise-Jefferson County Task Force	Unknown	
<b>Strategy 2. Promote policies to expand the utilization of mid-level providers such as nurse practitioners, physician assistants, nurse mid-wives and dental hygienists within Alabama by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Establish or continue Task Forces for specific mid-level provider constituencies	Mid-Level Provider-specific Task Force membership lists Minutes from Mid-level Provider Task Force meetings	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association, Physician Assistants Association	Completed	The missions of the Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association and Physician Assistants Association include advocating for expanding the scope and utilization of mid-level providers.

<p>Create an advocacy campaign for specific mid-level provider constituencies</p>	<p>Advocacy campaign components Documentation of the distribution of advocacy campaign materials</p>	<p>November 2015 and ongoing</p>	<p>Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association, Physician Assistants Association</p>	<p>On-Going</p>	<p>The Nurse Practitioner Alliance of Alabama (NPAA) has engaged a media specialist to guide the development of all messages for the purpose of building coalitions with partners who can advocate for expansion of increased scope of practice for nurse practitioners (NPS) in Alabama. Notable achievements: Appointment of the president of NPAA to the Governor’s Task Force for Improved Health in Alabama; Partnering with the Alabama Health Action Coalition for increased advocacy to more fully develop for Alabama initiatives as recommended by the Institute of Medicine’s Future of Nursing Report. This report states nurses should practice to the full extent of their education and training. The Physician Assistants Association relies on the their national organization, the American Academy of Physician Assistants, which advocates for policy on the national and regional level.</p>
<p>Development of draft policies and position statements</p>	<p>Number of draft policies or position statements expanding roles of mid-level providers Number of approved policies expanding the roles of mid-level providers</p>	<p>December 2016</p>	<p>Nurse Practitioner Alliance of Alabama, Alabama Dental Hygienist Association, Physician Assistants Association, Alabama Midwife Association; Jefferson County Department of Health for policy counts</p>	<p>On-Going</p>	<p>Three representatives from the NPAA were appointed to the Advisory Committee drafting recommendations to the Alabama Board of Medical Examiners (ABME) for rule changes by the ABME reducing the barriers for prescribing controlled substances for patients with chronic conditions. Rule changes have been approved for a.) NPs to prescribe Schedule Medications III-V for 30 days with two refills (90 days); b.) implementation of rules by the ABME for NPs to prescribe certain Schedule II medications ; c.) an increase in the number of NP FTEs per physician (was 3:1 now increased to 4:1). There is a proposed rule change on the June Agenda of ABME for decreasing the amount of onsite time requirement/chart review by collaborating physicians.</p>

**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)	Status	Progress
<p>Develop a strategy for increasing the number of primary care and dental providers accepting Medicaid</p>	<p>Strategy components and implementation plan</p>	<p>November 2017</p>	<p>St. Vincent's Health System; Region B Regional Care Organization</p>	<p>Not Started</p>	



**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.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Support the initiation and continuation of Federally Qualified Health Centers in Jefferson County by providing supportive data for Federally Qualified Health Center applications and reapplications	Data requests and data provided Number of Jefferson County Federally Qualified Health Centers with locations	Ongoing through November 2019	Jefferson County Department of Health	On-Going	No data requests have been received for support of for FQHC applications since November 2014.
Educate Jefferson County residents regarding Jefferson County Department of Health 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	On-Going	The Jefferson County Department of Health provided information relative to its Western Health Center opening on February 2, 2015. The Hispanic Health Task Force has several outreach events in June and July 2014.
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	On-Going	The Hispanic Task Force will make three presentations in the summer regarding services for sexually transmitted diseases, tuberculosis, lead exposure and primary care available at JCDH. The Birmingham Sisters Coalition, which includes Christ Health Center, Birmingham Health Care, Princeton Baptist Hospital, St. Vincent's Hospital and Enroll Alabama, have completed over 200 events since November 2014 to increase awareness of services and locations of Federally Qualified Health Centers and how to sign up for health insurance through the Affordable Care Act.
	Volume of Jefferson County residents who are serviced by Jefferson County Federally Qualified Health Centers and Look-alikes or other providers	Annually beginning with 2014 data when available	Community Roundtable; Alabama Primary Healthcare Association	On-Going	The latest data show that FQHCs saw 15,446 patients in 2013.

<b>Strategy 5. Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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	On-Going	Enroll Alabama hosted or attended 44 events educating Jefferson County residents on how to enroll in medical insurance. Enroll Alabama facilitated health care insurance enrollment for 23,710 Jefferson County residents.
<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>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</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%		
Behavioral Risk Factor Surveillance Survey: Mammography Completion Rate	84% of age appropriate women received a mammogram based on national recommendations	Increase the mammography completion rate by 2.5 % to 86.1%	Increase the mammography completion rate by 5.0% to 88.2%		
Behavioral Risk Factor Surveillance System: Colonoscopy/Sigmoidoscopy	72.5% of age appropriate adults received a colonoscopy or sigmoidoscopy based on national recommendations	Increase the colonoscopy/sigmoidoscopy completion rate by 2.5 % to 74.3%	Increase the colonoscopy/sigmoidoscopy completion rate by 5.0% to 76.1%		
Alabama Department of Public Health: Percentage of Fitway Completions (colorectal screening) performed at the Jefferson County Department of Health	69.4% Fitway test completion rate among the 235 Fitway enrolled patients	Increase the number of patients enrolled in the Fitway screening program by 10% to 259 with an increased return rate of 15% to 79.8% by July 2016	Increase the number of patients enrolled in the Fitway screening program to 20% from baseline to 282 with an increased return rate of 30% to 90.2% by July 2019		
<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>Status</b>	<b>Progress</b>
Identify the barriers to receipt of pap smears	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed	Literature review of testing barrier completed and distributed.

Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears	Documentation of campaigns developed Number of educational presentations given	November 2016	Jefferson County Department of Health	On-Going	JCDH continues to provide education on Alabama Breast and Cervical Cancer Early Detection Program administered by the Alabama Department of Public Health (ADPH). Such information was provided during health fairs at all JCDH Health Centers during the first week of April 2015.
<b>Strategy 2. Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 88.2% by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Identify the barriers to the receipt of mammography	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed	Literature review of testing barrier completed and distributed.
Provide education and conduct public awareness campaigns on breast cancer detection and mammography	Documentation of campaigns developed Number of educational presentations	November 2016	Jefferson County Department of Health	On-Going	JCDH continues to provide education on Alabama Breast and Cervical Cancer Early Detection Program administered by the ADPH. Such information was provided during health fairs at all JCDH Health Centers during the first week of April 2015.
<b>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.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Identify the barriers to colorectal screening	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed	Literature review of testing barrier completed and distributed.
Provide education and conduct public awareness campaigns regarding colorectal screening, including colonoscopy, sigmoidoscopy and blood stool screening	Documentation of campaigns developed Number of educational presentations given	November 2016	Jefferson County Department of Health	On-Going	JCDH continues education and awareness activities through implementing the Fitway® Program administered by the ADPH. JCDH assisted ADPH in preparing the CDC Fitway® renewal grant submitted on April 1, 2015.

## Strategic Issue 5: Improve Mental Health

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

Data source	Current Status	Short term Target	Long term Target
County Health Rankings: Mental Health Provider to Population Ratio	1 mental health provider per 1,024 population		1 mental health provider per 922 population
County Health Rankings: Poor Mental Health Days per Month	The average number of poor mental health days per Jefferson County adult resident is 3.9 days during the past month		The average number of poor mental health days per Jefferson County resident is 3.0 or less during the past month
Jefferson County Department of Health: Vital Events Database: Suicide Rate	11.9 suicide deaths per 100,000 population		Reduce suicide rate to 10.7 per 100,000 or less

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

Tactics/Activities	Performance measures	Target Date	Lead Partner(s)	Status	Progress
Continue and expand the online <u>Mental Health Resource Directory</u> to include all available mental health resources within Jefferson County	Number of visits to the <u>Mental Health Resource Directory</u> website Number of mental health providers listed on the <u>Mental Health Resource Directory</u>	December 2014 and ongoing	Mental Health Goal Group	Not Started	Awaiting response from the Crisis Center regarding expansion of the Resource Directory to include statewide resources.
Promote children's mental health through conducting Children's Mental Health Day events	Number of Children's Mental Health Day events [Baseline: Two Children's Mental Health Day events were conducted in 2014]	Annually beginning May 2015	Mental Health Goal Group	On-going	The Mental Health Goal Group (MHGG) is planning AN event for October 2015 around children's mental health to include mental health information and children's expression of emotions. The MHGG is exploring the implementation of the Talk, Text, Act federal initiative to increase dialogue around mental health.
Promote mental health awareness through conducting Mental Health Awareness Month events	Number of Mental Health Day events [Baseline: One Mental Health Day event conducted in 2013]	Annually beginning October 2015	Mental Health Goal Group	On-going	Begins October 2015.
Develop a social marketing campaign related to mental health stigma	Social media campaign including the number of social media, print and other media used and campaign reach	November 2016	Mental Health Goal Group, Alabama Department of Mental Health	Not Started	

Complete and publish an inventory of current resources available for those providing mental health leadership in Jefferson County	Mental Health Leadership Resource Inventory with publication date	November 2019	Mental Health Goal Group, United Way of Central Alabama, Alabama Department of Mental Health	On-going	The MHGG is working on mapping children's mental health resources in Jefferson County using data from the Mental Health Resources Directory in partnership with the UAB School of Public Health.
<b>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.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Provide Mental Health First Aid Training to lay leaders to improve the identification and referral of individuals with potential mental health illness	Number of individuals completing Mental Health First Aid training Number of Mental First Aid Training sessions Number of Mental Health First Aid Trainers [Baseline: Jefferson County has three Mental Health First Aid trainers]	Ongoing through November 2019 to result in a 25% increase in the number of Mental Health First Aid trainers, sessions and attendees	Jefferson Blount St. Clair Mental Health Authority, Mental Health Goal Group	On-going	The Mental Health Goal Group is reviewing Mental Health First Aid and the American Red Cross' Psychological First Aid as a mechanism for educating lay leaders on effective ways to identify individuals with potential mental health illness. Jefferson Blount St. Clair Mental Health Authority (JBS) has not conducted Mental Health First Aid Training for lay leaders in 2014 or 2015.
Provide broad-based community education on available mental health resources	Number of educational outreach activities	Ongoing through November 2019	Firehouse Shelter	On-going	The Firehouse Shelter provided street outreach services, which includes information, referrals, and transportation to mental health facilities, to 170 people. The Firehouse shelter also provided a drop-in day program to over 160 people with a mental health component.
Provide mental health training for the Birmingham Police Department	Number of training sessions provided and number of officers and employees trained	January 2015 through January 2017	Birmingham Police Department, Jefferson Blount St. Clair Mental Health Authority	Completed	Andy Walker of the Jefferson Blount St. Clair Mental Health Authority conducted an eight hour Mental Health First Aid training on March 12, 2015 with 20 Birmingham Police Officers.
<b>Strategy 3. Increase fund development, facilitation and coordination of mental health services by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Improve services and treatment for non-seriously mentally ill individuals by reestablishing the Cooper Green Psychiatric Clinic	Date of Cooper Green Psychiatric Clinic re-establishment Number of patients receiving care through the Cooper Green Psychiatric clinic on an annual basis	December 2015	<del>St. Vincent's Health System,</del> Cooper Green Mercy Health Services	On-going	Psychiatrist and Nurse Practitioner recently hired to reestablish the Cooper Green Psychiatric Clinic.

Increase the days and hours of access mental health services	Number of entities with mental health services provided after hours or on weekends	November 2016	Jefferson Blount St. Clair Mental Health Authority, Mental Health Goal Group	On-going	Cooper Green's Psychiatric Clinic will be opening by the end of 2015.
Advocate for the expansion of Medicaid in Alabama and educate the community on the benefits of Medicaid expansion related to mental health	Documents and literature distribution	October 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama ARISE	On-going	St. Vincent's has been actively educating both legislative officials and the Governor's staff on the benefits of Medicaid expansion. According to the Governor's staff, a series of preliminary discussions have been held with the Centers for Medicare and Medicaid Services about an Alabama-driven expansion solution. St. Vincent's anticipates greater movement with Expansion if the Supreme Court rules in favor of subsidies remaining available through a federally facilitated exchange later this summer.
Increase public funding available for mental health in Jefferson County by 2%	Public Health funding in dollars provided for mental health in Jefferson County, including Housing and Urban Development (HUD) resources.	November 2019	Alabama Department of Mental Health, Jefferson Blount St. Clair Mental Health Authority	Not Started	No new funding sources have been identified, and the Alabama Department of Mental Health funding for 2016 will be decreased by 5%.
Increase members serving on One Roof's Street Outreach Team from 3 to 5	Number of members on the Street Outreach Team [Baseline: The Street Outreach Team has three members]	November 2019	One Roof	On-going	One Roof has worked with four organizations (Family Endeavors, Aletheia House, Priority Veterans and the Firehouse Shelter) to add seven Veteran-focused Street Outreach Team members.
Pilot an evidence-based national model to improve the mental health treatment provided by primary care physicians for non-severe mental illness	Documentation of the national model piloted Process and outcome data collected from the pilot implementation	November 2017	Community Foundation of Greater Birmingham	On-going	St. Vincent's Health System, in collaboration with the Community Foundation of Greater Birmingham, is exploring the feasibility of implementing the Advancing Integrated Mental Health Solutions (AIMS) model in one of its primary care clinic locations in Jefferson County. The AIMS model integrates mental health care for common and persistent mental health conditions such as depression and anxiety into the primary care setting
<b>Goal 2. Decrease illicit drug use and substance abuse, including abuse of prescription medications by November 2019.</b>					
<b>Data source</b>	<b>Current Status</b>	<b>Short term Target</b>	<b>Long term Target</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		

Behavioral Risk Factor Surveillance Survey: Percentage of Population Reporting Binge Drinking	12.2% of the Jefferson County adult population reporting binge drinking		11.6% or less of the Jefferson County adult population reports binge drinking
Jefferson County Coroner's Office: Drug Overdose Deaths	2013 Drug Overdose Deaths - 144 2013 Heroin Overdose Deaths -68 2014 Heroin Drug Overdose Deaths through 10/16/14 - 94		Reduce Drug Overdose Deaths by 10% to 130 deaths per year. Reduce Heroin Overdose Deaths by 25% based on 2014 annual number.

**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.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
Promote substance abuse prevention through Substance Abuse Prevention Month activities	Number of Substance Abuse Month events [Baseline: Jefferson County conducted no Substance Abuse Month events during 2014]	Annually each September	Alabama Department of Mental Health	On-going	The Alabama Department of Mental Health (ADMH) disseminated resources for National Prevention Week to Jefferson County providers and community partners.
Provide education for substance abusers and their family members about the signs, symptoms and treatment options available in Jefferson County to include a social media campaign to supplement the existing education program	The social marketing campaign's methodologies and reach [Baseline: The Addiction Prevention Coalition has an educational campaign featuring short videos regarding the signs, symptoms and treatment options for substance abuse]	Ongoing through November 2019	Addiction Prevention Coalition	On-going	The Addiction Prevention Coalition (APC) has conducted three Wake Up Breakfast meetings with 600 attendees to discuss drug culture, signs and symptoms of drug abuse and how to help someone with a drug issue. The APC conducted a social media campaign about heroin use in January with over 1500 views on YouTube.
Provide technical assistance on the implementation of evidence-based substance abuse prevention interventions (ex. LifeSkills)	Number of local and state-wide technical assistance offerings on implementation of evidence-based substance abuse prevention strategies [Baseline: Technical assistance is offered through quarterly statewide meetings provided by the Alabama Department of Mental Health]	Ongoing through November 2019	Alabama Department of Mental Health	On-going	ADMH provides technical assistance on substance abuse curriculum through contracted prevention consultants.

Increase the number of substance abuse prevention education programs provided in middle school classrooms	Number of middle schools sponsoring a substance abuse prevention program	Ongoing through November 2019	Alcohol and Drug Abuse Treatment Centers	Discontinued	The Alabama Department of Mental Health(ADMH) is no longer funding substance abuse education programs in middle schools. ADMH has switched its focus to other target populations such as college students and the LGBTQ community. The Alcohol and Drug Abuse Treatment Centers were not funded for substance abuse prevention education in Jefferson County.
Provide training for recovered and recovering substance abusers to become effective advocates for substance abuse services	Number of training sessions and participants Number of unpaid peer advocates Self-assessed confidence in advocacy for substance abuse services before and after training	Ongoing through November 2019	Cooper Green Mercy Health Services	On-going	The new psychiatrist at Cooper Green's Psychiatric Clinic has expressed interest in piloting a program for recovering substance abusers.
Increase the number of Fellowship House Pretreatment Education Classes provided at various community locations	Number of community locations for Pretreatment Classes Number of Pretreatment Classes Number of Pretreatment Class participants	Ongoing through November 2019	Fellowship House	Unknown	

**Strategy 2. Decrease prescription drug availability for unintended use as a means to prevent illicit drug use initiation by November 2019.**

<b>Tactics/Activities</b>	<b>Performance measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>Status</b>	<b>Progress</b>
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	On-going	Drug drop boxes have been installed at each Birmingham Police Department precinct (South, East, North and West).



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)	Status	Progress
Convene a group of local experts and leaders to discuss advocacy for the dedication of 10% of the Jefferson County Indigent Care funding for 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	<del>The Addiction Prevention-Coalition will convene a group for discussion</del>		
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, Alethia House	On-going	At Alethia House, more women are covered by Medicaid. The organization is working with women's primary care providers to get women with substance abuse problems into substance abuse care. Alethia House has a partnership with several methadone providers.
Advocate for the expansion of Medicaid and educate the community on the benefits of Medicaid expansion related to substance abuse	Document and literature distribution	November 2016	St. Vincent Health System, Alabama Hospital Association, Alabama Arise	On-going	St. Vincent's has been actively educating both legislative officials and the Governor's staff on the benefits of Medicaid expansion. According to the Governor's staff, a series of preliminary discussions with the Centers for Medicare and Medicaid Services have been held about an Alabama-driven Expansion solution. St. Vincent's anticipates greater movement with expansion if the Supreme Court rules in favor of subsidies remaining available through a federally facilitated exchange later this summer.
Increase Federally-designated, non-hospital based treatment beds available for substance abusers	Number of non-hospital treatment beds for substance abusers [Baseline: 216 Federally-designated non-hospital based treatment beds]	Ongoing through November 2019	<del>Alethia House, Fellowship House, Alcohol and Drug Abuse Treatment Centers</del>		Beyond the scope of the lead partners.

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, Alethia House, Fellowship House, Alcohol and Drug Abuse Treatment Centers	On-going	The Heroin Taskforce's Medical Community Engagement Subgroup educates providers on the oversubscribing of prescription opioids and engages providers in problem solving so they attain appropriate resources for patients.
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	Alethia House, St. Vincent's Health System, Alabama Department of Public Health-Women's Division of Family Health Services	On-going	A meeting was coordinated by the Jefferson County Medical Society and the Alabama Department of Public Health with obstetricians and neonatologists to discuss the epidemic of neonatal absence syndrome. Neonatologists expressed interested in strategies to decrease neonatal absence syndrome. Aletheia House agreed to facilitate getting willing pregnant and post partum women into treatment quickly. Dr. Toms agreed to establish a process for automatic referral to the Alethia House.