

# COMMUNITY HEALTH IMPROVEMENT PLAN

JEFFERSON COUNTY, ALABAMA WORK PLAN NOVEMBER 2014 - NOVEMBER 2019

November 2014,  
Revised April 2019



COMMUNITY  
MATTERS

20/20

ASSESSMENT, VISIONING AND PLANNING  
FOR A HEALTHY JEFFERSON COUNTY

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

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

Data Source	Baseline Status	Long-Term Target	2018 Status	2019 Status
US Census Bureau: Small Area Indicators of Poverty and Economics	35.8% of the population live at less than 200% FPL	30% of the population live at less than 200% FPL	35.5% of the population live at less than 200% FPL	34.7% of the population live at less than 200% FPL

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Expand employment opportunities for low-skilled workers and implement additional strategies to assist in creating financial stability for Jefferson County residents	Number of GED completions Number of work certifications obtained	November 2019	Innovate Birmingham Regional Workforce Partnership, Birmingham Urban League, Dannon Project, Hope Inspired Ministries, Central Six, Jefferson State Community College and Lawson State Community College, PEER Inc.'s South East Lake Collective, Starbucks Community Store	<b>Completed and ongoing.</b> Innovate Birmingham graduated 200 participants from its Technology Training Boot Camps with 99% of the participants passing the Information Technology (IT) Workforce Development Course. The Birmingham Urban League (BUL) provided GED programs and business development activities focused on soft skills for obtaining employment. The Jefferson County Committee for Economic Opportunity (JCCEO) partnered with the Birmingham Urban League to provide workforce training and financial coaching. The Dannon Project, Hope Inspired Ministries, Central Six, Jefferson State Community College, Lawson State Community College and PEER Inc.'s South East Lake Collective are collaborating to provide education, life skills development and resources supportive of financial stability for low-resourced women. During this reporting period, Starbucks Community Store launched a workforce development and customer service training program. The Dannon Project offered its participants numerous occupational training opportunities, assessments, job development and case management services.	<b>Completed and ongoing.</b> Innovate Birmingham enrolled 150 participants in its Technology Training Boot Camps and scholarship program which include training in the information technology-related areas of help desk support, software development and data analytics. Of the 150 participants completing training to date, 99% have earned a new credential in information technology, and 65% have secured new careers. The Birmingham Urban League (BUL) increased its GED class size by six and served over 250 Jefferson County residents through workforce training, financial coaching and business development activities focused on soft skills for obtaining employment. PEER Inc.'s South East Lake Collective provided career and life skills development training supportive of financial stability for over 50 women. The South East Lake Collaborative Women's Worth Life Readiness Demonstration Project graduated six women with medical billing and coding certifications; three additional program participants completed administrative medical assistant courses. Participants in the Women's Worth Life Readiness Program will be connected to a career center for job placement. The Starbucks Foundation's Community Store provided workforce development and customer service training in Birmingham's West End community.
2. Coordinate with nonprofit financial service providers to expand opportunities for low-to-moderate income Jefferson County households to achieve financial stability	Number of households that are financially stable Percent of the population living at less than 200% of the Federal Poverty Level	November 2019	Bold Goals Coalition of Central Alabama, Birmingham Urban League	<b>Completed and ongoing.</b> The Bold Goals Financial Services Network (FSN) launched its client-management system in July 2018. This system enhances the FSN's ability to assist households achieve financial stability through a network of nonprofit financial-services providers. Birmingham Urban League's ten partner organizations entered 800 clients into its database to improve the coordination of resource referrals and services.	<b>Completed and ongoing.</b> Birmingham Urban League collaborated with ten partner organizations to increase the number of clients enrolled in housing, workforce and education services. The Bold Goals Financial Services Network (FSN) completed a pilot exploration of a client referral system connecting clients to services provided through community agencies and defined steps for the long-term sustainability and refinement of this client management system.
3. Promote collaborations with re-entry programs through a "Ban the Box" campaign	Number of ex-offenders employed Number of campaign ads	November 2019	Alabama Arise, City of Birmingham	<b>Completed and ongoing.</b> During the 2018 Legislative Session, the "Ban the Box" bill moved to the House, but failed to make it out of committee. A similar bill is expected to be reintroduced in the 2019.	<b>Completed and ongoing.</b> No additional "Ban the Box" state or local laws were considered during this review period. The City of Birmingham continued to utilize "Ban the Box" in its hiring practices.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
4. Identify a coalition to support an increase in the minimum wage	Coalition membership and meeting minutes	November 2019	Alabama Coalition for Economic Equality, Alabama Arise	<b>Completed and ongoing.</b> Alabama Arise is no longer actively advocating for legislation to raise the minimum wage in Alabama. However, several organizations voluntarily raised the minimum wage of the organization's employees.	<b>Completed.</b> See May 2018 - October 2018 update.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-kindergarten programs and increased access to quality summer learning opportunities	Action Network membership list(s) and minutes from Action Network Meetings Kindergarten Entry Assessment ACT Aspire reading and math scores Alabama Department of Education College & Career Ready Rates Graduation Rates College Completion Rates	April 2015 and ongoing	Bold Goals Coalition of Central Alabama, Birmingham Urban League	<b>Completed and ongoing.</b> Urban League hosted a Free Application for Federal Student Aid (FAFSA) Workshop in June 2018 for high school students in the Greater Birmingham area. The Bold Goals Education's "Expanding Pre-K Access" program continued to assist childcare centers in completing applications for Alabama's First Class Pre-K funding through workshops, site visits and resource connections. Applications for student financial aid through FASFA increased by 14.44% among Alabama high school seniors, largely driven by Alabama Possible's "Cash for College" program.	<b>Completed and ongoing.</b> The Bold Goals Coalition of Central Alabama continued its five action networks dedicated to improving specific education outcomes in the region. Access to public pre-K is trending positively, and high school graduation rates are at historically high rates. Chronic absenteeism is decreasing in the majority of schools involved in the Bold Goals Attendance Action Network. Additional data is available Data at <a href="https://www.boldgoals.org/resources/data-center/">https://www.boldgoals.org/resources/data-center/</a> .

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
The Joint Center for Political and Economic Studies: <a href="#">Place Matters for the Health in Jefferson County: Food Deserts</a>	41 of 147 (28%) Jefferson County census tracts are designated as food deserts 159,340 residents of Jefferson County, 24%, reside in food deserts		22.8% of Jefferson County residents reside in food deserts	This data will is not anticipated to be updated via the original data source	44 of 163 (27%) Jefferson County census tracts are designated as food deserts (USDA Food Access Research Atlas, 2010 Census)
USDA, Feeding America: Food Insecurity	18.3% of Jefferson County residents experience food insecurity		17.4% of the Jefferson County population is food insecure	Food insecurity impacts 19.0% of Jefferson County residents per Feeding America based on 2016 data	17.8% of the Jefferson County population is food insecure (2017 data)
Supplemental Nutrition Assistance Program (SNAP) Enrollment	15.6% of the Jefferson County households are enrolled in SNAP (Food Stamp Program)		16.6% of the Jefferson County population is enrolled in SNAP (Food Stamp Program)	13.7% of the Jefferson County households are enrolled in SNAP (2015 data)	13.7% of Jefferson County households are enrolled in SNAP (2017 data)

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Provide SNAP enrollment education to low-income residents	Number of education programs Number of education program participants Number of completed SNAP applications	Ongoing through November 2019	Community Food Bank of Central Alabama, Bay Area Food Bank, Mid-South Transdisciplinary Collaborative Center for Health Disparities Research, AARP, Jefferson County Department of Health, Women, Infants and Children (WIC), UAB Blazer Kitchen	<b>Completed and ongoing.</b> During this review period, the Community Food Bank of Central Alabama completed 47 outreach events and distributed 964 Supplemental Nutrition Assistance Program (SNAP) applications reaching 2,376 individuals. These efforts resulted in 131 SNAP applications. The Jefferson County Women, Infants and Children (WIC) program screened participants for SNAP eligibility and provided referrals for SNAP enrollment. Patients of select UAB Clinics and clients of the UAB's Blazer Kitchen received screening for food insecurity and SNAP eligibility.	<b>Completed and ongoing.</b> The Community Food Bank of Central Alabama completed 54 outreach events and distributed 784 Supplemental Nutrition Assistance Program (SNAP) applications reaching 2,573 individuals during this review period. These efforts resulted in 155 SNAP applications. Patients of select UAB Clinics and individuals served through UAB Blazer Kitchen received screening for food insecurity, food support and were provided referral for SNAP enrollment. The Jefferson County Women, Infants and Children (WIC) program screened participants for eligibility and referred to the SNAP program, as appropriate.
2. Increase the number of Farmer's Markets offering an incentive for the purchase of fresh fruits and vegetables to SNAP recipients buying fresh fruits and vegetables using SNAP benefits at participating markets	Number of Farmer's Markets providing the defined incentive	By December 2015, three Farmer's Markets will provide the defined incentive with seven Farmer Markets providing the defined incentive by November 2019	Community Food Bank of Central Alabama, Healthy Food Choices Priority Group, Mid-South Transdisciplinary Center for Health Disparities Research, AARP	<b>Completed and ongoing.</b> The Double Up Bucks Program was offered through four Jefferson County Farmer's Markets during this review period. In addition, the Double Up Bucks Program was available to residents of the Fountain Heights, Pratt City and Tarrant communities enrolled in SNAP through the Food Bank of Central Alabama's Corner Market, a mobile grocery store.	<b>Completed and ongoing.</b> The Double Up Bucks Program continued at four Jefferson County Farmer's Markets during this review period. In addition, the Double Up Bucks Program remained available to residents of the Fountain Heights, Pratt City and Tarrant communities enrolled in SNAP through the Food Bank of Central Alabama's Corner Market.
3. Promote food-related small business creation and expansion through technical assistance	Number of instances of business assistance	November 2019	REV Birmingham's Urban Food Project, PEER, Inc., Community Food Bank of Central Alabama, Jefferson County Department of Health	<b>Completed and ongoing.</b> The Urban Food Project initiated a collaborative approach to serving childcare centers in low-income neighborhoods by engaging with Racial and Ethnic Approaches to Community Health (REACH) partners. In collaboration with the Alabama Partnership for Children and the Community Food Bank of Central Alabama, the Urban Food Project distributed fresh produce to low-income childcare centers through the United States Department of Agriculture's Summer Feeding Program and offered technical assistance to childcare providers in successfully implementing menu changes.	<b>Completed.</b> REV Birmingham's Urban Food Project ended. However, the Fountain Heights Coalition for Building Healthy Communities created a partnership with Fountain Heights Farms to offer additional resources to increase the visibility, affordability and accessibility of the Farm's harvest to the community.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
4. Advocate for policy and process simplification to reduce barriers in the creation and expansion of food-related businesses	Adoption of revised policies and procedures related to the creation and expansion of food-related businesses	November 2019	REV Birmingham's Urban Food Project; City of Birmingham	<b>Completed and ongoing.</b> REV Birmingham continued to provide advocacy for food-related policies as needed. Christian Service Mission advocated for the elimination of the tax on grocery items. Alabama Arise identified eliminating the grocery tax as a strategic issue for its work.	<b>Completed and ongoing.</b> REV Birmingham's Urban Food Project ended. At this time, the Christian Service Mission is no longer advocating for the elimination of the grocery tax. The City of Birmingham drafted an Healthy Food Ordinance including components to permit mobile grocery stores to function within the city and to reduce restrictions on urban gardening and product resale. The City of Birmingham hosted multiple presentations regarding the Healthy Food Ordinance as a strategy to ensure access to fresh and healthy foods.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Increase the production of locally grown foods by promoting the benefits of community gardens	Number of programs Number of participants Number of new gardens	November 2019	Christian Service Mission, AARP, Community Garden Coalition of Birmingham, Norwood Learning Garden	<b>Completed and ongoing.</b> The Kingston and Fountain Heights communities added community gardens during this reporting period. Christian Service Mission maintained six gardens within Jefferson County expected to yield of 7,000 pounds of fresh fruits and vegetables.	<b>Completed and ongoing.</b> Christian Service Mission maintained seven gardens within Jefferson County expected to yield of 8,000 pounds of fresh fruits and vegetables this growing season. Kingston Teaching Farm was fully constructed; it's mission is to inform and educate local residents on techniques for growing produce in the community setting.
2. Increase the number of community gardens or garden yield to increase population reach	Increase the number of Christian Service Mission sponsored community gardens from six to ten by December 2015 and increase the number of gardens to 12 by December 2016 and/or increase the yield of existing gardens	November 2019	Christian Service Mission, Community Garden Coalition of Birmingham	<b>Completed and ongoing.</b> There are two community gardens at the Christian Service Mission Warehouse and new partnerships are being formed to facilitate educational tours and provide food for area partners and Cooking Well classes. During this review period, community gardens were established in the Kingston and Fountain Heights communities.	<b>Completed and ongoing.</b> Christian Service Mission (CSM) hosted an average of ten community gardening educational tours monthly. Christian Service Mission maintained eight bee hives capable of producing approximately 20 gallons of honey each year. Through CSM's Cooking Well classes, 69 community residents were educated on preparing garden-fresh produce.
3. Increase the number of Alabama producers selling locally grown produce in the Birmingham Metro area	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	November 2015 - Increase the number of farmers in REV Birmingham's Farmer Network to 30	REV Birmingham's Urban Food Project, Racial and Ethnic Approaches to Community Health (REACH)	<b>Completed and ongoing.</b> REV Birmingham continued to report that 80 food-related businesses purchased fresh produce through the Urban Food Project. Clients included eight corner stores, three large wholesale food distributors, a university, three large grocers, 65 restaurants and other non-profit organizations. The Obesity Health Disparities Research Grant assessed community assets and is defining what is needed to expand the resources of local farmers within the community.	<b>Completed.</b> Birmingham's Urban Food Project ended. See May 2018- October 2018 update.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Engage and recruit food retailers in the Urban Food Project's distribution system	Number of engaged retailers	December 2015	REV Birmingham's Urban Food Project, Racial and Ethnic Approaches to Community Health (REACH)	<b>Completed and ongoing.</b> REV Birmingham's Urban Food Project continued to maintain 50 producers selling fresh produce to the Urban Food Project. Producers include small conventional farmers, organic cooperatives, hydroponic growers, new/beginning farmers, urban farms and community gardens.	<b>Completed.</b> REV Birmingham's Urban Food Project ended. See May 2018- October 2018 update.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Utilize mobile markets and food pantries to provide fresh fruit and vegetable access in census tracts considered to be food deserts. (Added October 2017)	Number of census tracts identified as food deserts or with poor access to fresh fruits and vegetables served by mobile food markets and food pantries.	December 2018 and ongoing	Community Food Bank of Central Alabama, PEER, Inc.	<b>Completed and ongoing.</b> The Corner Market, a mobile grocery store sponsored by the Community Food Bank of Central Alabama, expanded its reach to include the Fountain Heights community. The Corner Market offers the Double Up Bucks Program at its stops in Jefferson County. PEER Inc.'s Mobile Market continued to serve locations in eastern Jefferson County and maintains stops at Jefferson County Department of Health Centers.	<b>Completed and ongoing.</b> The Corner Market of the Community Food Bank of Central Alabama continued to serve select Jefferson County communities and offered the Double Up Bucks Program at its stops in Jefferson County. PEER Inc.'s Mobile Market continued to serve locations in eastern Jefferson County.



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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Jefferson County Department of Health Vital Events Database: Life Expectancy	Mean life expectancy for the white and black populations [Baseline life expectancy for the white population is 76.9 years and 73.2 years for the black population]		Reduce the disparity in life expectancy between the black and white populations by 5% to no more than 3.5 years by 2019	Life expectancy for the white population is 75.7 years and 72.7 years for the black population (2017 data)	Life expectancy for the white population is 75.7 years and 72.7 years for the black population (2017 data)
Jefferson County Department of Health Vital Events Database: Infant Mortality Rates	Infant mortality rates for the white and black populations [Baseline infant mortality rate is 4.3 per 1,000 live births for the white population and 15.5 per 1,000 live births for the black population]		Reduce the variance in infant mortality rates between the black and white populations from 11.2 live births per 1,000 to 10.6 live births per 1,000	The infant mortality rate for the white population is 6.3 deaths per 1,000 live births and 14.8 deaths per 1,000 live births for the black population (2017 data)	The infant mortality rate for the white population is 6.3 deaths per 1,000 live births and 14.8 deaths per 1,000 live births for the black population (2017 data)
Behavioral Risk Factor Surveillance System: Hypertension Rates	Hypertension Rate(s) [Baseline self-reported hypertension rate is 37.9% of Jefferson County's adult population, lower than the actual prevalence]		39.8% of the Jefferson County's adult population report a diagnosis of hypertension	35.9% of the Jefferson County's adult population report a diagnosis of hypertension (2017 data)	35.9% of the Jefferson County's adult population report a diagnosis of hypertension (2017 data)
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	The diabetes mortality rates for the white and black populations were 15.4 per 100,000 population among the white sub-population and 29.6 per 100,000 population among the black sub-population (2017 data)	The diabetes mortality rates for the white and black populations were 15.4 per 100,000 population among the white sub-population and 29.6 per 100,000 population among the black sub-population (2017 data)

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Increase understanding of the social determinants of health among policy makers, community leaders and economic developers through education and other tools	Number of programs Number of program participants	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Collaborative Team, UAB School of Public Health, the Jefferson County Health Action Partnership's Advancing Health Equity Priority Group	<b>Completed and ongoing.</b> The Health Action Partnership provided its Health Equity Orientation to the Alabama Association of Diabetes Educators, the United Way of Central Alabama's Loaned Executive Program and at the Hunger and Health Summit reaching 200 people. The <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) was developed by the Health Action Partnership during this reporting period is scheduled for public release on December 2018. Building Healthy Communities provided education on the social determinants of health at coalition meetings in the Kingston and Fountain Heights communities and in Bessemer.	<b>Completed and ongoing.</b> The Health Action Partnership released the <u>2018 Community Health Equity Report</u> for Jefferson County, Alabama at the Health Action Partnership Annual Summit in December 2018 reaching approximately 150 people. The updated report included updated data on infant mortality, life expectancy and social determinants of health based on geographic location within Jefferson County. This report is available online at <a href="http://www.HealthActionPartnership.org">www.HealthActionPartnership.org</a> and at <a href="http://www.jcdh.org">www.jcdh.org</a> . The <u>2018 Community Health Equity Report</u> was presented to local leaders during this reporting period via the Rotary Club of Birmingham and Leadership Birmingham. Additionally, the Health Action Partnership of Jefferson County updated its Health Equity Orientation to reflect the updated data in the <u>2018 Community Health Equity Report</u> ; this orientation is designed to increase awareness of the social determinants of health.

Strategy 1. Increase public and provider awareness of the need to address inequity in health outcomes and healthcare delivery by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Promote racial and ethnic diversity in the health care professional workforce by increasing the diversity of students entering the UAB School of Medicine	Number of minority medical school students enrolled and the percentage of enrolled medical school students from racial and ethnic minorities	Ongoing through November 2019	UAB School of Medicine; UAB School of Medicine's Internal Medicine Residency Program	<b>Completed and ongoing.</b> UAB School of Medicine's 2018-2019 incoming class of 186 includes 59 students from populations underrepresented in medicine (UrIM). Over thirty-one percent of the UAB School of Medicine's 2018-2019 incoming class represent racial minorities, and eight percent are of Hispanic or Latino decent.	<b>Completed and ongoing.</b> See May 2018 - October 2018 report. Updated data from the 2019-2020 incoming class of UAB School of Medicine students is expected in early Fall 2019.
3. Educate the public and health care providers on the root causes of health care disparities and corrective strategies to reduce these disparities	Number of programs Number of participants Pre and post-education behavioral surveys	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Collaborative for Health Equity, Jefferson County Department of Health, BirthWell Partners, Health Action Partnership	<b>Completed and ongoing.</b> The Health Action Partnership provided its Health Equity Orientation to the Alabama Association of Diabetes Educators, the United Way of Central Alabama's Loaned Executive Program and at the Hunger and Health Summit reaching 200 people. The <a href="#">2018 Jefferson County Health Equity Report</a> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) was developed by the Health Action Partnership during this reporting period is scheduled for public release on December 2018. Building Healthy Communities provided education on the social determinants of health at coalition meetings in the Kingston and Fountain Heights communities and in Bessemer.	<b>Completed and ongoing.</b> The Jefferson County Collaborative for Health Equity provided Equity, Diversity and Inclusion training for over 50 employees at the United Way of Central Alabama during this reporting period. Additionally, 18 people participated in BirthWell Partners' comprehensive workshop including f the root causes of health care disparities in maternal and child health and strategies to reduce health disparities through perinatal education.
Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Provide education on regular prenatal care, breastfeeding, avoiding smoke exposure, social support services and home-visiting programs to improve prenatal and infant health with a focus on reducing the rate of infant mortality among black infants and the promotion of fatherhood activities	Jefferson County's Infant Mortality Rate Infant Mortality Rate for Birmingham Healthy Start Plus, Inc. participants Adequacy of Prenatal Care Index Number of educational contacts Number of perinatal program participants receiving home visitation services	Ongoing through November 2019	Birmingham Healthy Start Plus, Inc. BirthWell Partners, UAB School of Nursing, Jefferson County Department of Health, Chocolate Milk Mommies	<b>Completed and ongoing.</b> Birmingham Healthy Start Plus, Inc. continued provision of screenings, assessments and education related to healthy pregnancy, childbirth and infant health for more than 900 perinatal clients. Fatherhood support services were provided to over 200 men. The From Day One program of the Jefferson County Department of Health (JCDH) provided perinatal education and support for high-risk pregnant women who have had a previous pregnancy. Since its February 2018 implementation, From Day One received over 130 referrals from the UAB Maternity and the JCDH Supplemental Nutrition Program for Women, Infants and Children (WIC). At the time of this update, From Day One had 77 actively engaged clients. BirthWell Partners provided Perinatal Health Advocate Training to 14 individuals and breastfeeding support training for 19 perinatal professionals during this review period. BirthWell also trained ten doulas from Jefferson County in pregnancy and labor support. BirthWell Partners provided pregnancy support and education services to 37 families during this review period. The Nurse Family Partnership continued to provide intensive education and support services to first time pregnant women in the areas of Jefferson County with the highest rates of infant mortality. During this reporting period, 108 clients were served, and the Nurse Family Partnership program hired two additional nurses and a psychiatric nurse practitioner to assist with client's mental health needs.	<b>Completed and ongoing.</b> During this reporting period, BirthWell Partners provided education to promote healthy pregnancies and improve infant outcomes to forty- five families, the majority of whom were families of color. Chocolate Milk Mommies provided education on nutrition during pregnancy, signs of preterm labor and breastfeeding initiation through its childbirth education programs. Bundles of Hope distributed 125,645 diapers to 2,512 infants and children in Jefferson County and will expand the program's reach through mobile diaper distribution in Fairfield, West End, Gardendale and Hoover. Birmingham Healthy Start Plus, Inc. (BHSP) provided comprehensive home visiting and phone triage services to 900 perinatal clients residing in the Birmingham, Bessemer and Fairfield. During home visits, BHSP staff conducted extensive assessments and provided education and supportive services for breastfeeding, avoiding smoke exposure, accessing social support services and completing prenatal, post-partum, family planning and well-child visits. BHSP offered safe sleep education for community residents at various locations. BHSP supportive and case management services served over 200 fathers through its BHSP Fatherhood Program.



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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Provide education concerning nutrition during pregnancy, signs of preterm labor, the labor process and breastfeeding initiation through childbirth education programs	Number of education programs Number of education program participants Breastfeeding Initiation Rate	Ongoing through November 2019	BirthWell Partners, UAB School of Nursing, JCDH Nurse Family Partnership, Jefferson County Department of Health, Birmingham Healthy Start Plus, Inc.	<b>Completed and ongoing.</b> Birmingham Healthy Start Plus, Inc. added nutrition education classes for its clients during this review period. The UAB Nurse Family Partnership continued to provide high-risk, first-time pregnant women with intensive perinatal education and support. BirthWell Partners provided one-on-one prenatal education and other support services to 37 clients during this reporting period. BirthWell also provided childbirth education for eight women served by the Jefferson County Committee for Economic Opportunity's Early Head Start Program. Chocolate Milk Mommies' Community Baby Shower connected low-income pregnant women and new/soon-to-be parents with maternal and early childhood resources.	<b>Completed and ongoing.</b> BirthWell Partners provided one-on-one prenatal education and support services to 45 clients during this reporting period. BirthWell also provided childbirth education for three women served by the Jefferson County Committee for Economic Opportunity's Early Head Start Program and for 18 women served by Althea House's Women's Hope Program. Chocolate Milk Mommies provided education concerning nutrition during pregnancy, preterm labor, the labor process and breastfeeding through childbirth education programs. Birmingham Healthy Start Plus, Inc. (BHSP) promoted birth spacing, safe sleep, and breastfeeding for its 900 clients. In addition to providing prenatal education, BHSP participated in 18 community events and health fairs reaching 4,000 community members to increase awareness of BHSP services, as well as other supportive services in the community.
3. Secure funding to conduct marketing campaigns to inform families about pregnancy complication warning signs, infant death risks (sleep recommendations) and actions to reduce infant mortality	Number of Applications/Request for Proposals submitted and funded	Ongoing through November 2019	Birmingham Healthy Start Plus, Inc.	<b>Completed and ongoing.</b> Birmingham Healthy Start Plus, Inc. used radio spots and social media to promote safe sleep practices and provide birth spacing education.	<b>Completed and ongoing.</b> Birmingham Healthy Start Plus, Inc. (BPHS) sponsored radio spots and used social media to promote safe sleep practices and provide birth spacing education.
4. Increase breastfeeding initiation by mothers of infants in the Jefferson County WIC Program through WIC's PEER Breastfeeding Support Program	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Number of PEER Counseling Contacts	November 2015 - 25% Breastfeeding Initiation Rate November 2016 - 50% Breastfeeding Initiation Rate	Jefferson County WIC Program	<b>Completed and ongoing.</b> The Jefferson County Supplemental Nutrition Program for Women, Infants and Children's (WIC's) four peer breastfeeding counselors provided breastfeeding education, counseling and support to WIC participants. During this reporting period, 65.1% of WIC participants with infants initiated breastfeeding.	<b>Completed and ongoing.</b> The Jefferson County Supplemental Nutrition Program for Women, Infants and Children's (WIC's) peer breastfeeding counselors provided breastfeeding education, counseling and support to WIC participants. During this reporting period, 64.8% of WIC participants with infants initiated breastfeeding.
5. Rebrand the existing Nurturing Mothers Program to support initiation and continuation of breastfeeding among high-risk prenatal and nursing mothers	Breastfeeding Initiation Rate [Baseline Breastfeeding Initiation Rate is 16.4% for mothers of Jefferson County WIC infants] Breastfeeding Continuation Rate Number of program participants and sessions	January 2015 and ongoing through November 2019	Nurturing Mothers Community Support Group, Baby Café, Chocolate Milk Mommies	<b>Completed and ongoing.</b> The Baby Café was hosted by community partners and area hospitals. Chocolate Milk Mommies offered breastfeeding education and support to African-American mothers.	<b>Completed and ongoing.</b> The Baby Café hosted breastfeeding education and support sessions with community partners and area hospitals. Chocolate Milk Mommies provided education on breastfeeding as a strategy for reducing infant mortality and completed seven home visits to support lactation for mothers needing assistance. Chocolate Milk Mommies' Community Baby Shower connected low-income pregnant women and new and expecting parents with maternal and early childhood resources. Chocolate Milk Mommies hosted bi-weekly meetings with PEER, Inc. at Eastlake United Methodist Church and UAB West Hospital providing breastfeeding education and support for 20 mothers.

<b>Strategy 2. Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019. (continued)</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
6. Collect, pasteurize and dispense human donor milk from Alabama mothers to regional hospitals through the Mothers' Milk Bank of Alabama	Amount of human donor milk collected [Baseline: The baseline is being established for this recently initiated program] Amount of human donor milk dispensed to regional hospitals [Baseline: The Mothers' Milk Bank has not initiated distribution to regional hospitals]	Ongoing through November 2019	Community Food Bank of Central Alabama; Mother's Milk Bank of Alabama	<b>Completed and ongoing.</b> The Mother's Milk Bank of Alabama (MMBAL) dispensed 27,910 ounces of pasteurized human milk to major hospitals in Jefferson County. MMBAL maintained 500 milk donors and collected milk at 12 milk depots across the state of Alabama.	<b>Completed and ongoing.</b> The Mother's Milk Bank of Alabama (MMBAL) collected 42,000 ounces of human donor breast milk and dispensed 21,000 pasteurized ounces of breast milk between November 1, 2018 and April 30, 2019. MMBAL is the sole provider of pasteurized human milk for Birmingham area hospitals and expanded its services to additional Alabama hospitals.
<b>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>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
1. Create learning opportunities and workshops to facilitate improvements in provider, public health and community coordination of hypertension-related care across settings	Number of health screenings Number of exercise classes/walking programs Number of community health and wellness groups	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, YMCA of Greater Birmingham, Jefferson County Department of Health, The Health Action Partnership of Jefferson County, Connection Health, UAB School of Nursing, Connection Health	<b>Completed and ongoing.</b> The Let's Get Down 35211: A Blood Pressure Management Program remained in development by community members and health-related organizations serving the 35211 zip code, but was fully funded as of October 31, 2018. This program will utilize community health workers, healthcare professionals and community organizations to increase awareness of hypertension, provide referral to clinical care, when needed, and employ lifestyle modification and medication adherence interventions to reduce uncontrolled hypertension.	<b>Completed and ongoing.</b> The Jefferson County Department of Health and Connection Health, along with partner churches, will launch the Let's Get Down 35211: A Blood Pressure Management Program during Summer 2019 with a goal to screen 1,500 residents for high blood pressure and enroll 180 residents with uncontrolled high blood pressure into an intensive intervention. The YMCA of Greater Birmingham launched its 16-week Blood Pressure Self-Monitoring Program in February 2019.
<b>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>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
1. Increase behaviors that decrease the risk of progression from Prediabetes to Diabetes	Number of health screenings Number of exercise classes/walking programs For the Prediabetes Program led by the McWhorter School of Pharmacy: Changes in program participant's weight	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Samford University's McWhorter School of Pharmacy, YMCA of Greater Birmingham, Jefferson County Department of Health, Christ Health Center, Alabama Quality Assurance Foundation, Alabama Regional Medical Services	<b>Completed and ongoing.</b> The Jefferson County Department of Health (JCDH) continued to provide its Pre-diabetes Clinic at three health centers and reported a diabetes conversion rate of less than ten percent. Alabama Regional Medical Center provided education on prediabetes and diabetes management. The Alabama Quality Assurance Foundation conducted three diabetes self-management groups through Everyone with Diabetes Counts for Jefferson County residents and continued to support certified Diabetes Self-Management Education (DSME) peer educators. The Let's Get Down 35211 program initiated planning to add a prediabetes component to its screening and educational program.	<b>Completed and ongoing.</b> The Alabama Quality Assurance Foundation (AQAF) conducted six diabetes Self-management education (DSME) courses for people with prediabetes in Jefferson County and continued to support certified DSME peer educators providing diabetes education in the communities. Two peer educators conducted prediabetes education in Jefferson County. The Jefferson County Department of Health received a grant from the Alabama Department of Public Health to provide a Diabetes Prevention Lifestyle Training Program for staff and create a media campaign to increase awareness of prediabetes in Jefferson County.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Implement an effective case management strategy that involves planning, coordinating, and providing health care for people affected by Diabetes	Number of programs Number of participants Program evaluation results	Ongoing through November 2019	The University of Alabama at Birmingham's Division of Preventive Medicine, Jefferson County Department of Health, Alabama Quality Assurance Foundation (AQAF)	<b>Completed and ongoing.</b> The Alabama Quality Assurance Foundation held three series of its Everybody With Diabetes Counts program in Jefferson County during this time period. The Jefferson County Department of Health's American Association of Diabetes Educators certified diabetes education self-management program and its pharmacotherapy program continued during this reporting period.	<b>Completed and ongoing.</b> The Jefferson County Department of Health's pharmacotherapy-based diabetes management program continued during this reporting period. The Alabama Quality Assurance Foundation staff and one Diabetes Self-management education peer educator provided six DSME classes for Jefferson County residents with diabetes.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Develop a data collection strategy to collect and analyze information regarding the health disparities experienced by non-African American minority populations	Data collection strategies developed Data sets created Analysis of data	November 2016	UAB School of Public Health, Jefferson County Department of Health	<b>Completed and ongoing.</b> During the Fiesta event on September 29, 2017, the Jefferson County Department of Health (JCDH) conducted assessments regarding community knowledge of sexually transmitted disease screening, treatment access options, and awareness of available resources.	<b>Completed and ongoing.</b> See May 2018 - October 2018 update.

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

**Goal 1. Reduce the percentage of Jefferson County residents who are obese based on the Centers for Disease Control and Prevention's Body Mass Index definition of 30.0 or greater for adults and 95th percentile or greater for children: A. Decrease the percentage of obese Jefferson County adults from 34.8 to 33.0% by November 1, 2019 and B. Decrease the percentage of obese Jefferson County children 21.2% to 20.1% by November 1, 2019.**

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Behavioral Risk Factor Surveillance Survey: Adult Obesity Rate	34.8% of Jefferson County adults self-report being obese	33.9% of Jefferson County adults self-report being obese	33% of Jefferson County adults self-report being obese	Data are not expected until Fall 2019	Data are not expected until Fall 2020
Jefferson County Department of Health Oral Health Screening Data: Child Obesity Rate	21.2% of Jefferson County children are obese	21.75% of Jefferson County children are obese	20.1% of Jefferson County children are obese	Data are no longer being collected through this source	Data are no longer being collected through this source

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Support the implementation of evidence-based nutrition education curricula, such as the Coordinated Approach to Child Health (CATCH), in YMCA of Greater Birmingham afterschool programs and summer camp sites	Number of structured nutrition programs in YMCA of Greater Birmingham summer camps and afterschool programs [Baseline data: zero structured nutrition programs in summer camp program sites and four structured nutrition programs in afterschool programs]	December 2014: CATCH program expansion to all YMCA of Greater Birmingham afterschool program sites; Summer 2015: CATCH program implementation at all YMCA of Greater Birmingham summer camp sites	YMCA of Greater Birmingham, Racial and Ethnic Approaches to Community Health (REACH) through September 2018	<b>Completed and Ongoing.</b> The YMCA of Greater Birmingham continued implementation of the Coordinated Approach to Child Health (CATCH) curriculum at YMCA branches and the provision of technical assistance on the CATCH curriculum for partner churches and the Birmingham City Schools. Calvary Resurrection Christian Church implemented the CATCH curriculum during this review period.	<b>Completed and Ongoing.</b> The YMCA of Greater Birmingham continued to implement the Coordinated Approach to Child Health (CATCH) curriculum at YMCA branches. Due to termination of the REACH grant, no new sites have received technical assistance during this review period.
	Annual parent evaluations of Day Camp and Afterschool programming	Beginning May 2015	YMCA of Greater Birmingham	<b>Completed and Ongoing.</b> The 2018 evaluations of YMCA Day Camps and Afterschool programs were distributed via a third party vendor.	<b>Completed and ongoing.</b> The 2019 evaluation of YMCA Day Camps and Afterschool program will be completed in August 2019.
2. Expand the implementation of the Discover Coordinated Approach to Child Health program (CATCH) from one to four child care centers sponsored by the Levite Jewish Community Center	Number of structured nutrition programs in Levite Jewish Community Center sponsored child care centers	June 2016	Levite Jewish Community Center, Community Foundation of Greater Birmingham	<b>Completed.</b> See May 2016 - October 2016 update.	<b>Completed.</b> See May 2016 - October 2016 update.

Strategy 1. Increase the availability and access to nutrition education by November 2019. (continued)					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
3. Identify and align evidence-based nutrition education among community programs, including afterschool, senior and summer camp programs	Publication of a nutrition education curricula and program resource guides Number of nutrition education programs implemented	November 2019	AARP, REV Birmingham, Alabama Cooperative Extension Service, Community Food Bank of Central Alabama	<b>Completed and ongoing.</b> With support from the City of Birmingham, the Community Food Bank of Central Alabama's Family Market will be piloted in seven schools within Birmingham City School District Eight during the 2018 -2019 school year. The Family Market, a mobile school pantry, provided produce and food staples for families with students attending partner schools. Four schools within District Eight were participating in the Alabama Family Market as of October 31, 2018.	<b>Completed and ongoing.</b> With support from the City of Birmingham, the Community Food Bank of Central Alabama's (CFBCA) Family Market operated in seven schools within Birmingham City School District Eight during the 2018 -2019 school year. The Family Market, a mobile school pantry, provided produce and food staples for families with students attending partner schools. The CFBCA launched a Senior Hunger Initiative in February 2019 delivering meals to homes of seniors. As of June 2019, 925 seniors are being served by this program.
4. Increase the implementation of evidence-based nutrition education curricula in out-of-school, community-based afterschool and summer camp programs	Number of children receiving nutrition education curricula Number of sites implementing nutrition education curriculum	November 2019	YMCA of Greater Birmingham, -Racial and Ethnic Approaches to Community Health (REACH), Levite Jewish Community Center	<b>Completed and ongoing.</b> The YMCA of Greater Birmingham (YMCA) continued implementation of the Coordinated Approach to Child Health (CATCH) curriculum through its Afterschool Academies at YMCA branch locations. The YMCA Youth Center hosted a training for day care workers on October 4, 2018 sponsored by Childcare Resources where information on the CATCH curriculum was provided. One childcare center received a CATCH curriculum kit at the training.	<b>Completed and ongoing.</b> The YMCA Youth Center hosted training for daycare workers in February 2019 where attendees received information on the CATCH curriculum.
Strategy 2. Increase access to healthy food by November 2019.					
Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Offer technical assistance on healthy snack and summer feeding distribution systems for 501 c3 childcare and afterschool programs	Number of agencies receiving technical assistance on healthy snack distribution	June 2016	United Way of Central Alabama, Community Food Bank of Central Alabama, Community Foundation of Greater Birmingham, Alabama State Department of Education	<b>Completed and ongoing.</b> The United Way of Central Alabama, Community Foundation of Greater Birmingham and Community Food Bank of Central Alabama served 1,269 unduplicated children during summer 2018, an increase of twelve percent from 2017. The number of feeding sites doubled in 2018 from 2017. Sites also experienced reduced food waste and reduced the over-order meal rate from 14% in 2017 to 6% in 2018.	<b>Completed and ongoing.</b> The United Way of Central Alabama, the Community Foundation of Greater Birmingham and the Community Food Bank of Central Alabama implemented plans to increase the number of summer meal sites from 14 to 19 and the number of children served through the Summer Meals Program to over 1,600 in 2019.
2. Explore funding opportunities to sustain and increase the scope of healthy snack and summer feeding distribution systems for 501 c3 childcare and afterschool programs	Number of new agencies working with the Community Food Bank of Central Alabama to purchase snacks meeting the Healthy Eating, Physical Activity (HEPA) standards and Food Service Program (FSP) guidelines	Ongoing through November 2019	Community Food Bank of Central Alabama, United Way of Central Alabama, Community Foundation of Greater Birmingham	<b>Completed and ongoing.</b> The United Way of Central Alabama, YMCA of Greater Birmingham, Boys & Girls Club of Central Alabama and the Community Food Bank of Central Alabama collaborated in a pilot digital fundraising campaign to support the Summer Meals Program. Results are pending from this effort.	<b>Completed.</b> The United Way of Central Alabama, YMCA of Greater Birmingham, the Boys & Girls Club of Central Alabama and the Community Food Bank of Central Alabama suspended activity on a fundraising campaign. See update from November 2016 - April 2017 for additional information.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
3. Promote the adoption of Healthy Meeting Guidelines	Number of entities adopting Healthy Meeting Guidelines	November 2015	YMCA of Greater Birmingham	<b>Completed and ongoing.</b> The YMCA of Greater Birmingham continued to offer monthly "Lunch and Learn" sessions in connection with its Diabetes and Hypertension Management Programs.	<b>Completed and ongoing.</b> The YMCA of Greater Birmingham continued to offer monthly "Lunch and Learn" sessions at partner agencies to discuss healthy meeting options and promote healthier workplaces.
4. Increase awareness and implementation of healthy vending machine programs, policies and other healthy food options	Number of sites adopting healthy vending machine policies Number of sites implementing healthy vending machine policies	Ongoing through November 2019	YMCA of Greater Birmingham, United Way of Central Alabama, Coca-Cola, Buffalo Rock Company, Alabama Department of Public Health	<b>Completed.</b> The YMCA of Greater Birmingham is no longer implementing the "Good Choice" Vending machine program. However, select YMCA branches have removed vending machines.	<b>Completed.</b> The YMCA of Greater Birmingham implemented a policy limiting child access to its vending machines on Fridays during Summer Camp to encourage healthier eating.
5. Increase access to healthier food options in food deserts through the Community Food Bank of Central Alabama's Corner Market, a mobile grocery store (Tactic added in October 2017)	Number of Corner Market stops	Ongoing through November 2018, based on funding	Community Food Bank of Central Alabama	<b>Completed and ongoing.</b> During summer 2018, the Community Food Bank of Central Alabama's Corner Market expanded to add stops in the Fountain Heights community. The Corner Market maintained stops in Pratt City and Tarrant. In 2019, further expansion of the Corner Market is planned.	<b>Completed and ongoing.</b> The Community Food Bank of Central Alabama continued to provide food access through the Corner Market in three locations within Jefferson County. In 2019, further expansion of the Corner Market within Jefferson is planned pending passage by the City of Birmingham of a Healthy Food Ordinance allowing mobile grocery stores to operate in areas of need zoned as residential.



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

Data source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Behavioral Risk Factor Surveillance Survey: Physical Activity	66.6% of Jefferson County adults report physical activity		70% of Jefferson County adults report physical activity	Data are expected in fall 2019	Data are expected in fall 2020

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Create universally designed environments for everyone to be physically active, including the implementation of the Red Rock Ridge and Valley Trail System	Number of Americans with Disabilities Act compliant miles of sidewalks, trails and bike lanes	Ongoing through November 2019	Freshwater Land Trust, Local Municipalities, Regional Planning Commission of Greater Birmingham, City of Birmingham	<b>Ongoing.</b> Phase One of the Birmingham Sidewalk Master Plan is completed. Phase Two of the City of Birmingham's Sidewalk Master Plan, including Americans with Disabilities Act (ADA) compliance, is nearing completion. The Birmingham Multi-modal Plan is expected to be completed by summer 2019.	<b>Ongoing.</b> Phase Two of the City of Birmingham's Sidewalk Master Plan, including assessment of Americans with Disabilities Act (ADA) compliance is completed, but most be adopted by the Birmingham Planning Commission and endorsed by the Birmingham City Council.
2. Provide residents with opportunities to increase physical activity using existing community resources	Number of activities to increase resident awareness and utilization of community resources for physical activity	Ongoing through November 2019	City of Birmingham Parks and Recreation Division, UAB Minority Health Research Center, YMCA of Greater Birmingham, Racial and Ethnic Approaches to Community Health (REACH), Jefferson County Department of Health, Freshwater Land Trust	<b>Completed and ongoing.</b> The Parks Rx website remained accessible to the community, and the Jefferson County Department of Health (JCDH) continued to provide Parks Rx prescriptions to patients through its Adult Health, Family Planning and Pediatric Clinics. The Parks Rx Program expanded to all JCDH Dental Clinics during this review period. Fifteen additional trails were added to the Parks Rx database between May and October 2018 by the Freshwater Land Trust.	<b>Completed and ongoing.</b> The Jefferson County Department of Health continued to provide Parks Rx prescriptions to patients through its Adult Health, Family Planning, Pediatric and Dental Clinics.
3. Develop and implement a Trails Prescription Program to increase physical activity	Number of neighborhoods with identifiable walking routes Number of providers educated on the Trails Prescription Program	September 2017	Freshwater Land Trust, Jefferson County Department of Health, Racial and Ethnic Approaches to Community Health (REACH)	<b>Completed and ongoing.</b> The Parks Rx website remains accessible to the community. In addition to Parks Prescription distribution through various health clinics and Gilmer Drugs, the prescriptions remain available for download to the public through the Parks Rx website. During this monitoring period, 15 additional trails were added to the Parks Rx database.	<b>Completed and ongoing.</b> The Parks Rx website remained accessible to the community. The Parks Rx program includes 148 parks and trails with 96 informational signs within these parks.
4. Increase awareness and utilization of new trails and sidewalks	Number of awareness campaigns Number of trail users	Ongoing through November 2019	Freshwater Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Safe Routes to School of Central Alabama, Racial and Ethnic Approaches to Community Health (REACH)	<b>Completed and ongoing.</b> Freshwater Land Trust continued to host monthly Red Rock Tuesday news features on WBRC Fox 6 promoting existing and newly opened trails. Black People Run Bike Swim (BPRBS) continued to host weekly bike rides on Tuesdays and Saturdays.	<b>Completed and ongoing.</b> Freshwater Land Trust continued to host monthly Red Rock Tuesday news features on WBRC Fox 6 promoting the McCallum Park Bike Trails, Aldridge Gardens and the Kiwanis Vulcan Trail. Black People Run Bike Swim (BPRBS) continued to host weekly group run/walk meet-ups on Saturdays.

<b>Strategy 2. Provide community health education, with a focus on children, regarding the need for physical activity beginning November 2014.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
1. Provide technical assistance and education around Physical Activity Break Policies and programming in schools	Number of school districts achieving the physical activity requirements mandated by the Alabama Department of Education	Ongoing through November 2019	Lakeshore Foundation, YMCA of Greater Birmingham, Alabama Department of Education, Alabama Department of Public Health	<b>Completed and Ongoing.</b> Lakeshore Foundation staff trained Jefferson County and Birmingham City School Systems' staff on adapting physical education and promoting inclusive physical activity for children of all ability levels. The National Center on Health Physical Activity and Disability (NCHPAD), housed at the Lakeshore Foundation, provided resources and information nationally on inclusive physical education and activity in schools.	<b>Completed and Ongoing.</b> Lakeshore Foundation hosted nine inclusion sessions at the Alabama State Association for Health, Physical Education, Recreation and Dance (ASAHPERD) Fall Conference, four inclusion sessions at the ASAHPERD Spring Conference and an inclusion session for staff of the Birmingham City School System. The Alabama Department of Public Health collaborated with partners to ensure the new Physical Education Course of Study included adapted physical education best practices.
<b>Strategy 3. Create a resource directory of places to participate in physical activity at no or low cost by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
1. Create sources for identifying locations for no or low cost physical activity	Sources identified	November 2017	Racial and Ethnic Approaches to Community Health (REACH), City of Birmingham, Fresh Water Land Trust	<b>Completed.</b> The Parks Rx website remains available and updated. Fifteen additional trails were added to the Parks Rx database.	<b>Completed.</b> The Parks Rx website remains available and updated
2. Create and distribute Walk B 'ham Cards to promote physical activity	Number of unique Walk B 'ham Cards created	November 2014 through November 2019	Livable Communities Priority Group, Fresh Water Land Trust	<b>Completed.</b> The Walk B 'ham walking cards remain available	<b>Completed.</b> The Walk B 'ham walking cards remain available

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

Data source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Jefferson County Department of Health	39.1% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	44.55% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	50% of Jefferson County residents are protected with comprehensive indoor smoke-free policies	47.8 % of Jefferson County residents are protected with comprehensive indoor smoke-free policies	47.8 % of Jefferson County residents are protected with comprehensive indoor smoke-free policies

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Conduct an assessment to identify priority communities for smoke-free education and engagement	Completed community assessments	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association	<b>Completed.</b> No additional priority community assessments have been completed. The American Cancer Society hosted a discussion on August 21, 2018 regarding the feasibility of a state-wide comprehensive smoke-free policy. During this reporting period, monthly conference calls were conducted and Action Committees formed to support a state-wide smoke-free campaign.	<b>Completed.</b> The Jefferson County Department of Health (JCDH) conducted a comprehensive community assessment profile for Hoover, Alabama related to smoke-free policy. Additionally, JCDH collaborated with the Youth Tobacco Prevention Program Coordinator at Children's of Alabama to review Hoover's current smoke-free ordinance and identify gaps and opportunities for improvement. Discussions on the current ordinance focused on identifying bars, hotels, motels and restaurants continuing to allow indoor smoking, and addressing the current surge in e-cigarette use among youth.
2. Develop a smoke-free campaign plan for each priority community	Campaign plan	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association, Safe and Healthy Homewood Coalition, Irondale Smoke-free Coalition	<b>Completed and ongoing.</b> The Irondale Community Conversation held on June 6, 2018 discussed the role of second-hand smoke and tobacco products on health. A meeting was held with Irondale's City Clerk regarding the viability of a comprehensive tobacco ordinance. The Irondale City Clerk will collaborate with the Irondale City Council to determine a date for introducing a smoke-free ordinance to the Irondale City Council.	<b>Completed and ongoing.</b> A meeting with Children's of Alabama staff assessed strategies to promote a more comprehensive smoke-free ordinance for the city of Hoover, Alabama. On May 6, 2019, the Hoover City Council received proposed amendments to its current smoke-free ordinance addressing vaping and e-cigarettes sales, as well as restriction of smoking in bars, hotels, motels and restaurants. Following the May 6, 2019 Hoover City Council meeting, the proposed amendments to the Hoover Smoke-free Ordinance were tabled pending further consideration at the committee level.
3. Educate the general public and community leaders about the dangers of secondhand smoke	Number of presentations on the dangers of secondhand smoke Number of letters of support Number of community leader interviews Earned/paid media efforts Smoke-free campaign Facebook likes	Ongoing through February 2019	Tobacco Free Taskforce of Jefferson County, Jefferson County Department of Health, Alabama Department of Public Health, American Lung Association	<b>Completed and ongoing.</b> Between May 1, 2018 and October 31, 2018, the Jefferson County Tobacco Coordinator provided 21 presentations on the dangers of secondhand smoke, interviewed 13 community leaders and secured 43 letters of support for comprehensive indoor smoke-free protection. The Jefferson County Tobacco Coordinator also met with the "Tips from Smokers" campaign in May 2018.	<b>Completed and ongoing.</b> Between November 1, 2018 and April 30, 2019, staff from the Jefferson County Department of Health provided ten presentations on the risks of secondhand smoke at community outreach events, secured 59 letters of support for comprehensive indoor smoke-free protection, and participated in eight training programs.

<b>Strategy 1. By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents. (continued)</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
4. Support the adoption of Comprehensive Smoke-free Policies	Number of Comprehensive Smoke-free Policies meeting guidelines of Americans for Nonsmokers' Rights Percentage of Jefferson County residents covered by indoor smoke-free policies	Ongoing through November 2019	Coalition for a Tobacco Free Alabama, Community-based Coalitions, Jefferson County Department of Health, American Lung Association	<b>Completed and ongoing.</b> No additional municipalities adopted comprehensive smoke-free policies during this reporting period. However, Jefferson County's Tobacco Coordinator is assisting with the planning for a state-wide smoke-free campaign.	<b>Completed and ongoing.</b> No additional municipalities adopted comprehensive smoke-free policies during this reporting period.
5. Implement smoke-free policies	Creation of Implementation Plans Number of business mailed smoke-free policy requirements	Ongoing through November 2019	Jefferson County Department of Health, Alabama Department of Public Health	<b>Completed.</b> No additional requests received for the implementation of smoke-free policies.	<b>Completed.</b> No additional requests received for the implementation of smoke-free policies.
<b>Strategy 2. By November 2019, a minimum of one public or nonprofit rent-restricted multi-housing agency in Jefferson County will adopt smoke-free policies restricting smoking in individual units, including balconies, patios and common areas.</b>				<b>Completed.</b> See May 2015 - October 2015 update.	<b>Completed.</b> See May 2015 - October 2015 update.
<b>Strategy 3. Educate public or nonprofit, rent-restricted, multi-housing agencies in Jefferson County on the harmful effects of second-hand smoke and available smoking cessation resources.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
1. Complete an assessment of the county's public and nonprofit, multi-unit housing developments for the presence of smoke-free or tobacco-free policies	Completed assessment	June 2016	Alabama Department of Public Health	<b>Completed.</b> See November 2015 - April 2016 update.	<b>Completed.</b> See November 2015 - April 2016 update.
2. Design and implement a communication strategy to provide education to public, multi-unit housing developments without smoke-free or tobacco-free policies on the benefits of implementing such policies	Number of public, multi-unit housing developments receiving education on smoke-free or tobacco-free policy benefits	Beginning April 2016 and ending March 2019	Alabama Department of Public Health, Jefferson County Department of Health	<b>Completed.</b> All Jefferson County-based Housing Authorities previously implemented smoke-free policies.	<b>Completed.</b> All Jefferson County-based Housing Authorities previously implemented smoke-free policies.

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

Data source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Behavioral Risk Factor Surveillance Survey: Adult Smoking Status	20% of adult residents report smoking in 2012	19% of adult residents report smoking	18% of adult residents report smoking	Data are expected in fall 2019	Data are expected in fall 2020

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Increase community and healthcare provider awareness of resources linking residents to tobacco use cessation support, including the Jefferson County Department of Health's Tobacco Use Cessation Program	Number of inquires regarding Jefferson County Department of Health's Tobacco Cessation Program Media campaign documentation: number of billboards, radio spots and ads, etc. Number of calls to the Alabama Tobacco Quitline from Jefferson County	July 2015 and ongoing	Jefferson County Department of Health, American Lung Association, Alabama Department of Public Health	<b>Completed and ongoing.</b> The American Lung Association (ALA) continued to provide and promote tobacco use cessation resources in Jefferson County. The ALA is working to increase the number of facilitators for its Freedom from Smoking group clinic program. The Jefferson County Department of Health (JCDH) and Children's of Alabama presented information on tobacco, e-cigarettes and vaping at the Children's Policy Council meeting on August 3, 2018. JCDH continued to provide smoking cessation counseling at its Central, Eastern and Western Health Centers for patients.	<b>Continued and ongoing.</b> The American Lung Association continued to provide and promote smoking cessation resources in Jefferson County, especially for residents of public housing. The Jefferson County Department of Health continued its Smoking Cessation Clinics at its Central, Eastern and Western Health Centers.
2. Implement the Jefferson County Department of Health Tobacco Use Cessation program for community members	Number of participants who enroll and complete the program Number of program participants that quit using tobacco	January 2016 through November 2019	Jefferson County Department of Health	The Jefferson County Department of Health (JCDH) continued to explore opportunities for expanding its tobacco cessation program. From May 1, 2018 to October 31, 2018, 129 persons were referred to the JCDH Smoking Cessation Clinic with 44 individuals attending at least one smoking cessation session.	The Jefferson County Department of Health (JCDH) continued to explore opportunities for expanding its tobacco cessation program. Between November 1, 2018 and April 30, 2019, the Jefferson County Department of Health's Smoking Cessation Clinic provided support for 23 individuals.
3. Develop and distribute a resource directory of tobacco use cessation programs available in Jefferson County	Resource Directory publication date	January 2017	Jefferson County Department of Health	<b>Completed and ongoing.</b> Information on locating tobacco use cessation resources continued to be available through the American Lung Association's and Jefferson County Department of Health's websites.	<b>Complete and ongoing.</b> The Jefferson County Department of Health maintains tobacco cessation resources on its website.
4. Increase calls from Jefferson County residents to the Alabama Tobacco Quitline by 10%	Alabama Department of Health Quitline call data	January 2015 through November 2019	Alabama Department of Public Health, Jefferson County Department of Health	<b>Completed and ongoing.</b> From May 1, 2018 through October 31, 2018, 529 Jefferson County residents enrolled in the Alabama Quitline.	<b>Completed and ongoing.</b> From November 1, 2018 through April 30, 2019, 453 Jefferson County residents enrolled in the Alabama Quitline.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Educate community members and legislators on the benefits of a \$1.25 per pack increase on cigarette taxes with equalization for other tobacco products	Legislative priority document Distribution of factsheet Adult Tobacco Survey data	Ongoing through November 2019	American Lung Association	<b>Completed and ongoing.</b> The Alabama State Legislature did not consider increasing the tobacco tax during the 2018 Alabama Legislative Session.	<b>Completed and ongoing.</b> Increasing the tobacco tax was included in education and messaging on the core strategies for tobacco prevention and control during this reporting period with legislators and community members. No bills to increase the current tobacco tax reached the Alabama State Legislature during the 2019 Alabama Legislative Session.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Complete community assessments using Counter Tools	Number of assessments	September 2016	Alabama Department of Public Health, Children's of Alabama	Completed. See the November 2017 - April 2018 update.	Completed. See the November 2017 - April 2018 update.
2. Develop model policy language for at least two Point-of-Purchase strategies	Meeting minutes Meeting agendas Model policy	October 2019	Coalition for a Tobacco Free Alabama, Alabama Department of Public Health	Children's of Alabama applied for continuation funding as a mini-grantee through the Alabama Department of Public Health. If funded, the work plan will include developing point-of-purchase strategies.	The Alabama Department of Public Health has not drafted model policy language for point-of-purchase strategies to date, but is focusing on other tobacco use prevention strategies.



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

Data source	Baseline Status	Long-Term Target	2018 Status	2019 Status
Alabama Department of Education: School districts with adopted Comprehensive Wellness Policies	Number of school districts with adopted Comprehensive Wellness Policies [Baseline: 3 school districts have adopted Comprehensive Wellness Policies	All existing Jefferson County school districts adopt Comprehensive Wellness Policies	All 12 school districts in Jefferson County adopted comprehensive school wellness policies as has the Alabama School of Fine Arts.	All 12 school districts in Jefferson County and the Alabama School of Fine Arts have adopted comprehensive school wellness policies.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Support the implementation of wellness policy goals for nutrition promotion/education and physical activity based on the Healthy, Hunger-Free Kids Act of 2010	Number of school districts receiving technical assistance	November 2018	Alabama Department of Education, Alabama State Association for Health, Physical Education, Recreation and Dance, UAB, HEAL Alabama	<b>Completed and ongoing.</b> The Alabama Champions for Healthy Active Schools Initiative is focusing on promoting physical activity in the classroom during the 2018-2019 school year and will be conducting trainings facilitated by Action Based Learning Consultants in January 2019. Initiative partners supported the revision and modification process of the new Alabama State Department of Education's courses of study for health education and physical education.	<b>Completed and ongoing.</b> The Alabama Champions for Healthy Active Schools Initiative delayed the Action Based Learning Training until February 2020 for the Health and Physical Literacy Summit. A revised course of study in Health and Physical Education was approved by the Alabama School Board in March 2019. The Alabama Champions for Healthy Active Schools hosted a training on its resources in November 2018 at the Alabama State Association for Health, Physical Education, Recreation and Dance Fall Conference.

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

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Freshwater Land Trust: Miles of Multi-Use Trails	13.4 miles of multi-use trails		50 total miles of multi-use trails and on street bike lanes by 2017	115.5 miles of trails in Jefferson County. 96.6 miles are greenways and nature trails and 18.9 are bike lanes/sharrows	120.22 miles of trails in Jefferson County. 101.86 are greenways and nature trails
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	18.9 miles of bike lanes and sharrows	18.9 miles of bike lanes and sharrows
City of Birmingham: Number of sidewalk and roadway complaints from the City of Birmingham's 311 Program	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits Department		5% reduction in sidewalk and roadway complaints from baseline	Between November 2017 and September 2018, the 311 Call Center received 30,328 calls; 946 calls for potholes/asphalt maintenance, 133 calls for street resurfacing, 190 calls for sidewalk repair and 125 calls for street repair	Between November 1, 2018 and April 30, 2019, the 311 Call Center received 10,000 calls: 676 calls for potholes/asphalt maintenance, 76 calls for sidewalk repair, 86 calls for street repair, and 55 calls for street resurfacing.
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	In 2018, there were 332 weed and litter complaints and 64 zoning complaints	Data will be available in 2020
City of Birmingham: Birmingham STAR rating score	No data has been submitted for the STAR application	Submit data by February 2015 and obtain STAR rating score	To be determined after receiving baseline score	Birmingham maintains a 3 STAR rating	Birmingham maintains a 3 STAR rating
Department of Parks and Recreation: Number of Parks	In 2012, the City of Birmingham Parks System had 100 parks and recreation facilities		110 parks and recreation facilities	The City of Birmingham Parks System features 115 parks	The City of Birmingham features 118 parks

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Implement educational campaigns for newly developed parks and trails within Jefferson County	Number of campaigns implemented	November 2014 and ongoing	Fresh Water Land Trust, Jefferson County Department of Health, Black People Run Bike and Swim, Racial and Ethnic Approaches to Community Health (REACH), Mid-South Transdisciplinary Collaborative Center for Health Disparities Research	<b>Completed and ongoing.</b> The Red Mountain Park Connector to the High Ore Line Trail will be completed in December 2018 and educational campaigns initiated with the opening of the trail. The City of Homewood Greenway Expansion remains in progress with one more land parcel to be purchased for completion. The Freshwater Land Trust is considering social media campaigns to highlight Jefferson County outdoor recreation opportunities.	<b>Completed and ongoing.</b> Educational campaigns were completed for 148 parks and trails in the Parks Rx program with 96 signs placed within parks.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Implement and expand the Walk B'ham program	Number of Walk B'ham routes [Baseline: zero implemented Walk B'ham routes]	November 2014 and ongoing	Freshwater Land Trust, Livable Communities Priority Group, Jefferson County Department of Health, Community Foundation of Greater Birmingham	<b>Completed.</b> The Walk B'ham Walk Cards remain available, but the Walk B'ham website has expired. The Walk B'ham program was replaced with Parks Rx Program and the Alabama 100 Mile Challenge. The Alabama 100 Mile Challenge was spotlighted online and in social media using the Red Rock Ridge and Valley Trail System. Each week, a new trail is featured in this challenge.	<b>Completed.</b> The Walk B'ham Walk Cards remain available, but the Walk B'ham website has expired. The Walk B'ham program was replaced with Parks Rx Program and the Alabama 100 Mile Challenge. The Alabama 100 Mile Challenge was spotlighted online and in social media using the Red Rock Ridge and Valley Trail System. Each week, a new trail is featured in this challenge.
3. Continue Red Rock Tuesday or other television-based communication regarding parks, trails and other public recreational facilities	Number of Red Rock Tuesdays sessions Total viewers	Ongoing through November 2019	WBRC, Freshwater Land Trust, Jefferson County Department of Health, Municipalities	<b>Completed and ongoing.</b> Freshwater Land Trust, in conjunction with WBRC, provided Red Rock Tuesday segments highlighting the Bessemer Rail-Trail, Parks Rx/REACH at Ensley Park, the new sensory trail at Red Mountain Park and the 100 Alabama Miles Challenge, Hoover trails at Moss Rock Preserve, Safe Routes to Schools and Wildwood Preserve.	<b>Completed and ongoing.</b> Freshwater Land Trust, in conjunction with WBRC, provided Red Rock Tuesday segments highlighting Wildwood Preserve, Rotary Trail and the Trussville Greenway.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Promote the use of Birmingham City's 311 phone line and new smart phone application for reporting maintenance concerns	Marketing campaign Number of calls to the Birmingham's 311 phone line Number of downloads of Birmingham's smart phone application	Ongoing through November 2019	Birmingham Public Works	Between May 1 and Sept 1, 2018, the 311 Call Center received 14,887 calls. Of the calls received, 385 were for pothole/asphalt maintenance, 100 calls were for sidewalk repair, 56 calls were for street repair and 42 calls were for street resurfacing requests. The Birmingham City 311 Call Center continued to develop its smart phone application. The application will use GPS data to assist the City of Birmingham pinpoint the location of maintenance issues.	Between November 1, 2018 and April 30, 2019, the 311 Call Center received 10,000 calls: 676 calls for potholes/asphalt maintenance, 76 calls for sidewalk repair, 86 calls for street repair, and 55 calls for street resurfacing. The Birmingham City 311 Call Center will be launching a new 311 system in summer 2019.
2. Promote calls to the Jefferson County Roads and Transportation Division office for appropriate routing	Marketing campaign Number of calls to the County Roads and Transportation Division Number of projects listed on the Jefferson County website	Ongoing through November 2019	Jefferson County Roads and Transportation Division	The CityWorks software for receiving and tracking complaints in Jefferson County is in the implementation phase and will be launched in late 2018. The Jefferson County Roads and Transportation Department received a total of 520 calls in July and August 2018 with 70 calls related to potholes.	The Jefferson County Roads and Transportation Department received a total of 1,369 service requests during the reporting period. CityWorks software launched in November 2018 allowing staff to efficiently track and respond to service requests and work orders. The software has also enabled staff to provide additional services for service requests and work orders as needed.

**Strategy 3. Birmingham City to submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014 and enhance the sustainability of the City of Birmingham by November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Convene an Advisory Group of key stakeholders to identify a plan of action for areas in need of improvement	Advisory Group membership list Meeting minutes Action Plan	November 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed. See May 2015- October 2015 update.	Completed. See May 2015- October 2015 update.
2. Submit data application to STAR for review	Data of application submission STAR application	December 2014	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed. See May 2015- October 2015 update.	Completed. See May 2015- October 2015 update.
3. Receive score from STAR and Potential STAR status	STAR Score STAR Status	February 2015	Lakeshore Foundation, City of Birmingham, Jefferson County Department of Health	Completed. The City of Birmingham received a 3 STAR rating.	Completed. The City of Birmingham received a 3 STAR rating.
4. Establish a sustainability commission in support of the City of Birmingham's participation in the STAR	Commission charter and proceedings	January 2017	City of Birmingham, SUSTAIN	The City of Birmingham has not approved the Sustainability Commission charter to date. This initiative is on hold currently.	The City of Birmingham has not approved the Sustainability Commission charter. This initiative is on hold as City of Birmingham staff identify funding.

**Goal 2. Improve the availability of and access to reliable public transportation by November 2019.**

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Number of Birmingham Jefferson County Transit Authority (BJCTA) rides	3.2 million rides	No goal established	Increase number of rides by 5% to 3,360,000	Between November 2017 and April 2018, there were 1,428,366 Fixed Route rides and 54,142 VIP rides	Between November 2018 and April 2019, an estimate of two million rides were calculated using the Automatic Passenger Counter
Number of BikeShare stations	None Currently	20 BikeShare stations by Fall 2015	40 BikeShare stations by June 2016	40 BikeShare stations	37 Operating Stations
Number of BikeShare bikes	None Currently	200 BikeShare bikes by Fall 2015	400 BikeShare bikes by June 2016	200 Zyp Bikes in circulation	250 Zyp Bikes in circulation

**Strategy 1. Increase the community's awareness of public transportation options beginning November 2014.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Implement educational campaigns to inform residents on where and how to purchase MAX tickets	Number of campaigns Number of bus tickets sold Ridership (3.2 million annually)	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority	<b>Completed and ongoing.</b> MAX advertised its services at the June 2018 "Dump the Pump" day to encourage public transportation use.	<b>Completed and ongoing.</b> MAX advertised its services at the following events: Holiday Bus Shopping (November 2018), Salvation Army: Stuff the Bus (December 2018), Black History School Bus Tour (February 2019), National Transit Operators Appreciation Day, and Get Onboard (April 2019). Various public involvement meetings regarding route modifications were conducted.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Secure Zyp Operator and BikeShare equipment vendors	Selected vendors and public announcement	December 2014	City of Birmingham, Regional Planning Commission, REV BikeShare, LLC	<b>Completed.</b> See May 2017- October 2017 update.	<b>Completed.</b> See May 2017- October 2017 update.
2. Secure operational funding for the Zyp BikeShare program	Sponsorship secured	December 2014	REV BikeShare, LLC	<b>Completed.</b> See November 2015 - April 2016 update.	<b>Completed.</b> See November 2015 - April 2016 update.
3. Final site selection and permitting	Right-of-Way agreements Map of locations Public input on site selection	March 2015	REV BikeShare, LLC, Zyp, City of Birmingham and Regional Planning Commission	<b>Completed.</b> See May 2015 - October 2015 update.	<b>Completed.</b> See May 2015 - October 2015 update.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
4. Conduct a public awareness and education campaign regarding Zyp BikeShare	Marketing campaign Number of outreach events Social Media and website presence Number of early Zyp BikeShare registrations	September 2015 and ongoing	REV BikeShare, LLC	<b>Completed and ongoing.</b> During this reporting period, Zyp BikeShare participated in neighborhood association meetings in the Smithfield, Titusville and College Hills communities. Zyp BikeShare participated in the UAB Welcoming Fall Students engagement, Take Your Child to the Doctor Day local events, conducted a Tactical Urbanism demonstration of bike lanes and participated in the Smithfield to Memorial Park: Fast Track to Healthy Lifestyles event. Birmingham was one of ten cities nationwide, and Zyp BikeShare was the only bike-share system, receiving a \$10,000 Sustainability Research and Training Program grant to connect communities to local parks. In partnership with the Housing Authority of the Birmingham District, Zyp BikeShare piloted a sign up of 35 memberships for public housing residents in the Smithfield and Titusville communities. Zyp BikeShare partnered with the City of Birmingham's BWELL Campaign to offer annual Zyp memberships at \$45 to city employees.	<b>Completed and ongoing.</b> During this reporting period, Zyp BikeShare did not conduct any public awareness campaigns. There is a Zyp Station to Station bike ride planned for May 2019 beginning at the Smithfield Station and riding to the Titusville Station. Zyp reported 399 active annual and quarterly email subscribers and 2,384 occasional email subscribers.
5. Launch the Zyp BikeShare program	Number of BikeShare stations Number of BikeShare bikes	December 2015	REV BikeShare, LLC, Zyp, City of Birmingham	<b>Completed.</b> See May 2015 - October 2015 update.	<b>Completed.</b> See May 2015 - October 2015 update.
6. Expand the Zyp BikeShare program	Number of additional Zyp BikeShare stations Number of additional Zyp BikeShare bikes	June 2016	REV BikeShare, LLC, Zyp, City of Birmingham	<b>Completed and ongoing.</b> There are currently 40 Zyp BikeShare stations. A new station was added near the Back 40 Brewery. The Memorial Park Station was moved from the 6th Avenue South park entrance to the inside of Memorial Park. The Double Tree Station and 20th Street Midtown Stations were moved by request. The Central Library Station was moved to 4th Avenue North and 18th Street North. Zyp BikeShare is currently seeking the funding to move underperforming stations to Vulcan Park Trailhead, George Ward Park and the Jones Valley Trailhead.	<b>Completed and ongoing.</b> Zyp currently maintains 37 operational Zyp BikeShare stations. Two damaged stations are undergoing repair, and one station was warehoused for parts.
7. Maintain ongoing Zyp BikeShare program operations	Annual program reports and program data Number of program FTEs	October 2016 and ongoing	REV BikeShare, LLC	<b>Completed and ongoing.</b> There are five full-time equivalent and three part-time equivalent Zyp personnel. Due to a manufacturing error, there have been some frame failures of the Pedelec bikes which are being resolved with the manufacturer resulting in the reduction of available bikes.	<b>Completed and ongoing.</b> Zyp staff includes four full-time equivalent and two part-time equivalent personnel.



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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Replace aging MAX buses	Number of replaced buses [Baseline: 30 replaced buses in 2014] Fleet size	Ongoing beginning November 2014	Birmingham Jefferson County Transit Authority, ClasTran	Completed and ongoing. Data requested.	Completed and ongoing. MAX replaced a total of 18 buses: ten fixed route and eight paratransit buses.
2. Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance	Number of road calls Mileage until breakdown [Industry average is 3,500 miles to breakdown; BJCTA is currently experiencing breakdown at 15,000 miles]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	Data requested.	MAX received 462 road calls during this reporting period. The average mileage until breakdown is 5,726 miles.
3. Reduce headway on bus routes	Number of buses Bus schedules	November 2019	Birmingham Jefferson County Transit Authority, Municipalities	As of November 1, 2018, MAX operates 39 routes with 77 fixed route buses.	MAX currently operates over 30 bus routes with 77 fixed route buses and 39 paratransit buses.
4. Develop a rapid transit system with East/West and North/South routes	Amount of funding awarded Date of route initiation Date of route completion	November 2019	Regional Planning Commission of Greater Birmingham, Birmingham Jefferson County Transit Authority	The MAX East/West Bus Route is scheduled to open prior to the Birmingham World Games in 2021. Land acquisition is ongoing to complete the planned route.	The MAX East/West Bus Route is scheduled to open prior to the Birmingham World Games in 2021. The East/West Bus Route received \$22 million in federal funds and \$20 million in local city funds for development.
5. Continue to monitor on-time bus service performance	On-time performance metrics	Ongoing through November 2019	Birmingham Jefferson County Transit Authority	Completed and ongoing. Data requested.	Completed and ongoing. The percentage of routes achieving on-time bus performance, with an allowable variance of between one and five minutes, ranged from 51% to 62% between January and April 2019.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Reassess current bus routes in relation to population distribution and proposed new industry in the area	Ridership [Baseline is 3.2 million rides annually]	Ongoing through November 2019	Birmingham Jefferson County Transit Authority, Birmingham Business Alliance (regarding new industry)	Completed and ongoing. In August 2018, MAX extended its Highway 31 bus route with a route from the Birmingham Central Station to the Riverchase Galleria.	Completed and ongoing. Expansion plans have been developed for the following bus routes: 1, 41, 45, 45 Express and 78. The Magic City Connector expanded its operational hours for week day service.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Convene a workgroup for a Regional Transit System Roundtable	Regional Transit System Roundtable participants Minutes from Regional Transit System Roundtable meetings	January 2015	Regional Planning Commission, Birmingham Jefferson County Transit Authority, Birmingham Business Alliance	Completed. See May 2015 - October 2015 update.	Completed. See May 2015 - October 2015 update.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Conservation Alabama: Number of municipalities with adopted Complete Streets Policies	Number of municipalities with adopted Complete Streets policies [Baseline: 6 municipalities have adopted Complete Streets policies]	Add one municipality with an adopted Complete Streets policy by November 2016	Add 2-3 municipalities with adopted Complete Streets policies by November 2019	Eight municipalities have adopted Complete Streets policies	Eight municipalities have adopted Complete Streets policies
Regional Planning Commission of Greater Birmingham: Number of municipalities with comprehensive Sidewalk Plans	Number of municipalities with comprehensive Sidewalk Plans [Baseline: 3 municipalities have comprehensive Sidewalk Plans]		Adoption of comprehensive Sidewalk Plans by all Jefferson County municipalities	Four municipalities, including the City of Birmingham, have comprehensive Sidewalk Plans	Four municipalities, including the City of Birmingham, have comprehensive Sidewalk Plans
Freshwater Land Trust: Miles of completed bike Lanes	Number of miles of completed bike lanes [Baseline is 7.4 miles of completed bike lanes]		13.4 miles of completed bike lanes by November 2019	18.9 miles of bike lanes and sharrows (October 31, 2018)	18.9 miles of bike lanes and sharrows

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Educate community residents regarding the benefits of Complete Streets Policies	Educational campaigns Number of Instagram and Facebook Followers	Ongoing through November 2019	AARP; Built Environment, Transportation and Safety Priority Group	<b>Completed.</b> The Complete Streets Bham Instagram account has 233 followers, and the Complete Streets Bham Facebook page has 266 followers.	<b>Completed.</b> The Complete Streets Bham Instagram account has 238 followers, and the Complete Streets Bham Facebook page has 288 followers.
2. Educate community and municipality leaders regarding the benefits of the adoption of Complete Streets Policies	Number of municipalities with adopted Complete Streets Policies [Baseline: 6 municipalities with adopted Complete Streets Policies]	Ongoing through November 2019	AARP, Built Environment, Transportation and Safety Priority Group	<b>Completed.</b> The Regional Planning Commission of Greater Birmingham educated leaders in other local municipalities on the benefits of Complete Streets policy, but has not garnered much interest in these municipalities creating Complete Streets policies to date. The Freshwater Land Trust worked with the municipalities surrounding Birmingham to encourage adoption of a Complete Streets policy.	<b>Completed.</b> No additional municipalities expressed interest in adopting Complete Streets policies during this timeframe.
3. Communicate Complete Street Policy adoption to community residents	Number of educational campaigns	Ongoing through November 2019	AARP	<b>Completed.</b> See November 2017 - April 2018 update.	<b>Completed.</b> See November 2017 - April 2018 update.
4. Develop a Complete Streets Design Guide for use by municipalities	Publication date of Complete Streets Design Guide	December 2017	Regional Planning Commission of Greater Birmingham	<b>Completed.</b> See November 2015 - April 2016 update.	<b>Completed.</b> See November 2015 - April 2016 update.
5. Provide technical assistance for municipalities adopting Complete Streets Policies	Number of technical assistance requests and responses	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	<b>Completed and ongoing.</b> See November 2017 - April 2018 update.	<b>Completed and ongoing.</b> See November 2017 - April 2018 update.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Identify funding for Birmingham's Mode Priority Street Plan for all streets including transit corridors	Identified funding sources	March 2017	City of Birmingham, Regional Planning Commission of Greater Birmingham	Completed. See November 2015 - April 2016 update.	Completed. See November 2015 - April 2016 update.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Complete an evaluation of storm water impact on Village Creek	Creek samples Flow data	January 2016	City of Birmingham Storm Water Administrator	Completed. See November 2017 - April 2018 update.	Completed. See November 2017 - April 2018 update.
2. Rewrite zoning ordinances for the City of Birmingham	Date of approval for ordinances	February 2015	City of Birmingham Planning, Engineering and Permits	Completed. See May 2015 - October 2015 update.	Completed. See May 2015 - October 2015 update.
3. Implement the revised Zoning Ordinance for the City of Birmingham with the adoption of Framework Plans	Number of new Framework Plans adopted Number of Framework Plans with Zoning Ordinance compliance	January 2019	City of Birmingham Planning, Engineering and Permits	The Pratt/Ensley and Eastern Area Framework Plans will be presented to the Birmingham Planning Commission in December 2018 and March 2019, respectively. The City Center Area Framework Plan process began in August 2018. The Southern Area Framework Plan process will begin in Fall 2019.	Completed and ongoing. The Pratt/Ensley Framework Plan was adopted by the Birmingham Planning Commission on December 5, 2018. The Eastern Area Framework Plan will be presented to the Birmingham Planning Commission in summer 2019. Kickoff meetings for the Northside/Southside Framework Plan were held in January 2019, and the City Center Plan, to be completed in May 2019, will become an appendix to the Northside/Southside Framework Plan. The Southern Area Framework Plan process is scheduled to begin in 2020.
4. Assess change in physical activity in Midfield residents following the construction of the High Ore Trail	Pre and post-trail implementation survey results	September 2016	Jefferson County Department of Health	Completed. See November 2016 - April 2017 update.	Completed. See November 2016 - April 2017 update.
5. Consider health impacts in Zoning Ordinance implementation	Attendance at Zoning Committee meetings Zoning Committee meeting minutes	November 2017	Jefferson County Department of Health, Regional Planning Commission of Greater Birmingham, Municipality Zoning Boards, Lakeshore Foundation	Completed and ongoing. The litter health impact assessment as a non-point source of stream pollution was completed. A policy related to trash and open burning is under development.	Completed and ongoing. There have been no new health impact assessments completed during this reporting period.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
6. Implement the Municipal Separate Storm Water Sewer Systems (MS4) storm water permits for all municipalities in Jefferson County	Number of MS4 permits	Ongoing through November 2019	Environmental Protection Agency, Alabama Department of Environmental Management, Jefferson County Department of Health, Municipalities	<b>Completed.</b> Sixteen municipalities in Jefferson County received Municipal Separate Storm Water Sewer System (MS <sub>4</sub> ) permits. Two municipalities in Jefferson County will not be receiving an MS <sub>4</sub> permit. Three municipalities may receive a permit in the future. Fifteen draft Storm Water Management Program Plans (SWMPP) were submitted to the Alabama Department of Environmental Management. The final SWMPP for all municipalities is due by January 31, 2019, along with the Annual Report.	<b>Completed.</b> The sixteen municipalities that received Municipal Separate Storm Water Sewer System (MS <sub>4</sub> ) permits have submitted Storm Water Management Program Plans (SWMPP) to the Alabama Department of Environmental Management (ADEM). All sixteen SWMPPs were approved by ADEM. Three additional municipalities in Jefferson County could receive an MS <sub>4</sub> permit in the future.
7. Create a Valley Creek Watershed Master Plan	Date of master plan completion	November 2019	City of Birmingham	The Valley Creek Watershed Master Plan is in the planning process. Assessment of the Federal Emergency Management Agency (FEMA) Compliant Flood Control Model and the Environmental Protection Agency (EPA) Water Quality Model are ongoing and assessing current conditions. Once the existing conditions models are completed, planning for flood mitigation and water quality improvement will commence.	The Valley Creek Watershed Master Plan remains in the planning process. Assessment of the Federal Emergency Management Agency (FEMA) Compliant Flood Control Model and the Environmental Protection Agency (EPA) Water Quality Model are ongoing and assessing current conditions. The water quality model has been completed, and the City of Birmingham is working with the Army Corps of Engineers on a flood control model to be completed by the end of 2019. Once the existing conditions models are completed, planning for flood mitigation and water quality improvement will commence.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Create a Comprehensive Plan for each municipality in Jefferson County	Number of municipalities with an Comprehensive Plan	Ongoing through November 2019	Regional Planning Commission of Greater Birmingham	<b>Completed and ongoing.</b> The City of Homewood adopted the "Heart of Homewood" City Center Comprehensive Plan on October 2, 2018. In 2019, the southern area of Birmingham, including Avondale and Lakeview, will begin a Comprehensive Plan.	<b>Completed and ongoing.</b> The Adamsville Comprehensive Plan has not been initiated. The City of Birmingham adopted the Pratt/Ensley Framework Plan on December 5, 2018. In 2019, Birmingham's Central City area, which includes downtown Birmingham and its surrounding neighborhoods, began a City Center Comprehensive Plan expected to be completed in Spring 2020. The City of Hoover began developing a Comprehensive Plan in November 2018.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Provide technical assistance for facilities interested in adopting Shared Use Agreements	Number of facilities with Shared Use Agreements	Ongoing through November 2019	Children's Policy Council	<b>Completed and ongoing.</b> The YMCA of Greater Birmingham and the Children's Policy Council of Jefferson County continued the Family Reunification Program shared use agreement. Gateway and the Children's Policy Council of Jefferson County developed a shared use agreement to offer coordinated community response for domestic violence and sexual assault. Children's Aid Society, Family Court of Jefferson County, United Way of Central Alabama and the Junior League of Greater Birmingham have shared use agreements with the Children's Policy Council of Jefferson County for various community meetings, engagements and training opportunities.	<b>Completed and ongoing.</b> The YMCA of Greater Birmingham and the Children's Policy Council of Jefferson County continued the Family Reunification Program shared use agreement. Gateway and the Children's Policy Council of Jefferson County continued a shared use agreement to offer coordinated community response for domestic violence and sexual assault victims. Children's Aid Society, Family Court of Jefferson County, United Way of Central Alabama and the Junior League of Greater Birmingham continued shared use agreements with the Children's Policy Council of Jefferson County for various community meetings, engagements and training opportunities.

**Strategy 6. Inform residents and members of the local public health system of built environment constructs and measures impacting Quality of Life in Birmingham through Shape Bham by November 2019 (Added October 2017)**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Identify core measures of Quality of Life in Birmingham neighborhoods	List of core measures	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	<b>Completed.</b> See May 2017- October 2017 update.	<b>Completed.</b> See May 2017- October 2017 update.
2. Collect data on the core Quality of Life measures at the neighborhood level	Neighborhood Report Cards	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	<b>Completed.</b> See May 2017- October 2017 update.	<b>Completed.</b> See May 2017- October 2017 update.
3. Conduct community engagement meetings to identify Quality of Life constructs of importance to community residents	Date of community engagement meetings	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	<b>Completed.</b> See November 2017 - April 2018 update.	<b>Completed.</b> See November 2017 - April 2018 update.

**Strategy 6. Inform residents and members of the local public health system of built environment constructs and measures impacting Quality of Life in Birmingham through Shape Bham by November 2019 (Added October 2017) (continued)**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
4. Conduct stakeholder meeting(s) to identify Quality of Life constructs of importance to stakeholders	Date of stakeholder meetings	November 2017	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	<b>Completed.</b> See May 2017 - October 2017 update.	<b>Completed.</b> See May 2017 - October 2017 update.
5. Conduct community education meetings to communicate the results of the data collected for the neighborhood quality of life measures	Date of community education meetings	January 2018	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	<b>Completed.</b> See November 2017 - April 2018 update.	<b>Completed.</b> See November 2017 - April 2018 update.
6. Meet with the Birmingham City Council and conduct training on Quality of Life measures	Date of Birmingham City Council meeting	January 2018	Regional Planning Commission of Greater Birmingham, City of Birmingham, University of Alabama's Schools of Public Health and College of Arts and Sciences, Department of Sociology, and the Edge of Chaos	<b>Completed and Ongoing.</b> Funding for extending Shape B'ham to the remaining 79 Birmingham neighborhoods is being coordinated through the Birmingham City Framework Plans. The City Center Framework Plan and Shape B'ham data for two additional neighborhoods is in development. Shape B'ham data is expected to be completed for all City of Birmingham neighborhoods by November 2019. The Pew Charitable Trust highlighted the work of Shape B'ham at a national level.	<b>Completed and Ongoing.</b> Funding for extending Shape B'ham to the remaining 79 Birmingham neighborhoods is being coordinated through and included in the Birmingham City Framework Plans.



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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Regional Planning Commission of Greater Birmingham: Number of tax delinquent parcels in the City of Birmingham	There are 16,826 tax delinquent parcels in the City of Birmingham; 7,071 of these properties have been tax delinquent since at least 2009		Decrease the number of tax delinquent properties by 5%	Data requested	There are 15,990 tax delinquent parcels in the City of Birmingham; 8,074 of these properties have been tax delinquent since 2011
City of Birmingham: Number of open condemnation cases	Baseline data is under preparation by the City of Birmingham		Decrease the number of open condemnation cases by 5%	Data requested	614 open condemnation cases as of June 21, 2019
City of Birmingham: Number of property maintenance code violations	Baseline data is under preparation by the City of Birmingham's Planning, Engineering and Permits Division		Decrease the number of property maintenance code violations by 5%	Data requested	22,162 open property maintenance code violations
Jefferson Tax Assessor: Number of tax delinquent properties	29,159 delinquent residential and commercial properties		27,6701 delinquent residential and commercial properties or less	Data requested	Data requested

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Conduct field surveys to identify dilapidated and deteriorated properties	Number of municipalities completing field surveys	Five communities in three Framework Plan Areas by February 2015, with the addition of six more communities from two Framework Plan Areas by December 2016	City of Birmingham, Regional Planning Commission, UAB School of Public Health	<b>Completed and ongoing.</b> The Pratt/Ensley Framework Plan will be presented to the Birmingham Planning Commission for adoption in December 2018. The Eastern Area Framework Plan will be presented to the Birmingham Planning Commission in March 2019. The City Center Framework Plan process began in March 2018. The Southern Area Framework Plan process is scheduled to begin in Fall 2019 and will be the final Framework Plan.	<b>Completed and ongoing.</b> The Pratt/Ensley Framework Plan was adopted by the Birmingham Planning Commission on December 5, 2018. The Eastern Area Framework Plan will be presented to the Birmingham Planning Commission in summer 2019. The kickoff meetings for the Northside/Southside Framework Plan were held in January 2019, and the City Center Plan, to be completed in May 2019, will become an appendix to the Northside/Southside Framework Plan. The Southern Area Framework Plan process is scheduled to begin in 2020.
2. Implement the Community Development initiative, including the Preserving the Wealth of Communities Campaign in the City of Birmingham	Number of properties cleared through the Land Bank Authority Number of properties with alleviated code violations Number of condemned properties demolished Number of wills established	Ongoing through November 2019	Birmingham Land Bank Authority, City of Birmingham, Habitat for Humanity	<b>Completed and ongoing.</b> The Preserve the Wealth of Communities campaign remains ongoing. The City of Birmingham is focusing on Revitalization Code enforcement through the Land Bank Authority. From May 1, 2018 through September 20, 2018, 160 City of Birmingham properties were demolished, 11 of which were paid for by the property owner. As of November 1, 2018, there are 11,000 Land Bank eligible properties in the City of Birmingham.	<b>Completed and ongoing.</b> From November 1, 2018 through April 30, 2019, the City of Birmingham demolished 201 structures.
3. Enforce existing Property Maintenance Codes through Community Municipal Courts	Number of municipal court cases Number of pretrial diversion classes	Ongoing through November 2019	City of Birmingham, Municipal Courts, Birmingham Land Bank Authority	<b>Completed and ongoing.</b> From May 2018 through September 30, 2018, there were 195 Community Municipal Court cases and 15,166 Property Municipal Code cases with the City of Birmingham. Birmingham collaborated with its neighborhoods to increase resident understanding of the seriousness of the Community Municipal Court process.	<b>Completed and ongoing.</b> Between November 1, 2018 and April 30, 2019, there were 491 Community Municipal Court cases.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
4. Implement the Side Lot Program to encourage property maintenance of tax delinquent properties	Number of properties maintained through the Side Lot Program	November 2019	Birmingham Land Bank Authority	<b>Completed and ongoing.</b> The City of Birmingham received 4,700 applications for property enrollment in the Side Lot program. Currently, 909 properties are under review for the program, and 106 properties are being closed with adjacent property owners acquiring the Side Lot property. There are currently 280 properties in the Quiet Title process.	<b>Completed and ongoing.</b> The City of Birmingham had 581 parcels in the Adopt-A-Lot program, the Side Lot program, and the Quiet Title process.
5. Create a Blight Index to document and address blight in Birmingham	Creation date of Blight Index	December 2016	City of Birmingham Planning, Permits and Engineering Division	<b>Completed and ongoing with revision.</b> The Shape B'ham project replaced the Blight Index initiative. A Blight density heat map is included in all area Framework Plans.	<b>Completed and ongoing with revision.</b> The Shape B'ham project replaced the Blight Index initiative. A Blight density heat map is included in all area Framework Plans.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Create and implement a Sidewalk Master Plan for the City of Birmingham	City of Birmingham's Master Sidewalk Plan and creation date	November 2019	City of Birmingham City Engineers, Alabama Department of Transportation	Phase One of the Sidewalk Master Plan is completed. Phase Two of the Sidewalk Master Plan will include recommendations for Americans with Disabilities Act (ADA) improvements, and the planning effort was approximately 95% complete as of October 31, 2018. The Birmingham Multi-Modal Transportation Plan remains in progress and is scheduled for completion by summer 2019.	Phase Two of the Sidewalk Master Plan includes a detailed sidewalk inventory and recommendations for American's with Disabilities Act (ADA) improvements. The final draft document for Phase Two of the Sidewalk Master has been completed. Phase II of the Sidewalk Master Plan will likely be presented to the Birmingham Planning Commission in summer 2019.
2. Build sidewalks around bus stops	Sidewalk Inventory	November 2019	MAX Transit, City of Birmingham, Lakeshore Foundation	Phase Two of the Sidewalk Master Plan will include recommendations for ADA improvements, and the planning effort is about 95% complete as of November 1, 2018. The Birmingham Multi-Modal Transportation Plan remains in progress and is scheduled for completion by Summer 2019.	Phase Two of the Sidewalk Master Plan includes a detailed sidewalk inventory and recommendations for American's with Disabilities Act (ADA) improvements. The final draft document for Phase Two of the Sidewalk Master has been completed. Phase II of the Sidewalk Master Plan will likely be presented to the Birmingham Planning Commission in summer 2019.
3. Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County	Number of municipalities with a Sidewalk Master Plan [Baseline: 3 municipalities, Homewood, Mountain Brook and Vestavia, have Sidewalk Master Plans]	November 2019	Regional Planning Commission of Greater Birmingham, Freshwater Land Trust	The Regional B-Active Transportation Plan is completed and scheduled for adoption in spring 2019. The plan has received widespread public engagement. The City of Hoover completed its Bike/Pedestrian Plan which is scheduled for adoption before the end of 2018. The Hoover Bike/Ped Plan will be included in Hoover's Comprehensive Plan.	The Regional B-Active Transportation Plan was adopted in February 2019. The City of Hoover completed its Bike/Pedestrian Plan which will be included in Hoover's Comprehensive Plan.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Increase park ranger, City Action Partnership (CAP) officer and Birmingham Police Department visibility in parks to enforce existing park rules concerning disruptive behavior	Patrol data	April 2015	City Action Partnership, City of Birmingham, Birmingham Parks and Recreation Board, Birmingham Police Department	<b>Completed and ongoing.</b> City Action Partnership (CAP) continued to patrol five Birmingham parks: the Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks. The National Park Service has not begun assisting with patrols for the Kelly Ingram Park. The City of Birmingham is still considering the use of citizen patrol groups rather than park rangers to patrol parks.	<b>Completed and ongoing.</b> City Action Partnership (CAP) patrolled six Birmingham Parks: the Kelly Ingram, Linn, Railroad, Eddie Kendrick, Memorial, and the Rotary Trail.
2. Create an educational campaign related to community safety and the City of Birmingham's 311 reporting system	Number of educational materials or media provided Number of contacts made Number of meetings	Ongoing beginning in April 2015	City of Birmingham, Black People Run Bike Swim	Birmingham City's 311 Center continued to develop its maintenance mobile application, including the provision of community education on the application. This application will allow residents to take a picture of a maintenance issue and upload the picture for maintenance action. The picture will have GPS data attached allowing the City of Birmingham to pinpoint where the issue is located.	The Birmingham City 311 Call Center will launch its revised 311 system in summer 2019. No additional education campaigns were conducted during this reporting period.
3. Establish school zone signage in public spaces	Number of signs	November 2017	Safe Routes to School, City of Birmingham	<b>Completed and ongoing.</b> The Birmingham City School District's School Travel Policy and Avondale Elementary School's School Travel Plan remain in development. Washington K-8 School adopted and implemented a School Travel Plan.	<b>Completed.</b> Safe Routes to School lost funding during this time period and is no longer working to implement additional school zone signage.
4. Continue and expand the City Action Partnership (CAP) patrols in parks from the Birmingham-Jefferson Civic Center to 5th Avenue South and Railroad Park	Number of parks patrolled Baseline: 4 parks are patrolled by CAP	Ongoing through November 2019	City Action Partnership	<b>Completed and ongoing.</b> City Action Partnership (CAP) continued to patrol five Birmingham parks: the Kelly Ingram, Linn, Railroad, Eddie Kendrick and History Parks.	<b>Completed and ongoing.</b> City Action Partnership (CAP) patrolled six Birmingham Parks: the Kelly Ingram, Linn, Railroad, Eddie Kendrick, Memorial, and the Rotary Trail.
5. Continue Black People Run Bike Swim's complaint reporting process	Number of complaints received	Ongoing through November 2019	Black People Run Bike Swim	<b>Completed and ongoing.</b> Black People Run Bike Swim reported problems and complaints to Birmingham's 311 Center when issues were observed and encouraged participants during bike rides, runs and other sponsored events to report complaints using the 311 Call Center.	<b>Completed and ongoing.</b> Black People Run Bike Swim continued to report problems and complaints to Birmingham's 311 Call Center as issues were observed and encouraged participants during bike rides, runs and other sponsored events to report complaints using the 311 Call Center.
6. Discourage unpermitted food vendors in public spaces by providing designated processes for permitting food vendors	Number of complaints received by the Jefferson County Department of Health regarding unpermitted food vendors	Ongoing through November 2019	Jefferson County Department of Health, Birmingham Police, City of Birmingham	<b>Completed and ongoing.</b> The Jefferson County Department of Health received 17 complaints regarding unpermitted food vendors during this reporting period.	<b>Completed and ongoing.</b> The Jefferson County Department of Health received seven complaints regarding unpermitted food vendors during this reporting period.

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

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Jefferson County Department of Health: Community Health Status Assessment	Current version published in August 2014	Update CHSA Assessment and republish in August 2016	Update CHSA Assessment and republish in August 2018	Updated health data are included in the 2017 Jefferson County Department of Health Annual Report and in the <a href="https://www.healthactionpartnership.org/">2018 Jefferson County Health Equity Report</a> available at <a href="https://www.healthactionpartnership.org/">https://www.healthactionpartnership.org/</a>	Updated health data are included in the 2018 Jefferson County Department of Health Annual Report and in the <a href="https://www.healthactionpartnership.org/">2018 Jefferson County Health Equity Report</a> available at <a href="https://www.healthactionpartnership.org/">https://www.healthactionpartnership.org/</a>
Non-profit Hospitals in Jefferson County: Community Health Needs Assessment	Non-profit Hospitals in Jefferson County and most recent Community Health Needs Assessment publication date: St. Vincent's Birmingham - 2012 St. Vincent's East - 2012 Princeton Baptist Medical Center - 2013 UAB Hospital - 2013 Children's of Alabama - 2013	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2015 St. Vincent's East - 2015 Princeton Baptist Medical Center - 2016 UAB Hospital - 2016 Children's of Alabama - 2016	Update and republish Community Health Needs Assessment: St. Vincent's Birmingham - 2018 St. Vincent's East - 2018 Princeton Baptist Medical Center - 2019 UAB Hospital - 2019 Children's of Alabama - 2019	The 2018 Community Health Needs Assessments for non-profit hospitals in Jefferson County are completed and available on each hospital's website.	The 2019 Community Health Needs Assessments for non-profit hospitals in Jefferson County are completed or in process and available on each hospital's website.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Update the Community Health Status Assessment every two years	Documentation of <u>Community Health Status Assessment</u> distribution to community stakeholders	Biennially, beginning August 2016	Jefferson County Department of Health, UAB School of Public Health	<b>Completed and ongoing.</b> Updated health data are included in the 2017 Jefferson County Department of Health Annual Report and in the <a href="https://www.healthactionpartnership.org/">2018 Jefferson County Health Equity Report</a> .	<b>Completed and ongoing.</b> Updated health data are included in the 2018 Jefferson County Department of Health Annual Report and the <a href="https://www.healthactionpartnership.org/">2018 Jefferson County Health Equity Report</a> released in December 2018.
3. Communicate nonprofit hospitals' Community Health Needs Assessments and annual updates	Publication date on hospital's website	Ongoing through November 2019	Jefferson County non-profit hospitals	<b>Completed and ongoing.</b> Jefferson County's non-profit hospitals maintain a Community Needs Assessments on each hospital's website. All of the required assessments were current as of October 31, 2018.	<b>Completed and ongoing.</b> Jefferson County's non-profit hospitals maintain Community Needs Assessments on each hospital's website. All of the assessments were current as of April 30, 2019.
4. Create a subcommittee to develop a summary report of non-profit hospital's Community Health Needs Assessments and key indicators for residents and stakeholders	Summary Report publication dates	Beginning in 2017	Jefferson County Department of Health, St. Vincent's Health System	<b>Completed and Ongoing.</b> Surveys used by the various entities have been shared within the sub-committee and are currently being reviewed.	<b>Completed and ongoing.</b> Surveys used by the various non-profit hospitals in Jefferson County have been shared within the sub-committee and are currently being used.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Educate the Local Public Health System about the need for consideration of health monitoring assessments in the development of policies	Number of education sessions provided Number of Local Public Health System representatives reached	January 2018	Gulf States Health Policy Center's Birmingham Area Coalition, Jefferson County Department of Health	<b>Complete and ongoing.</b> See May 2017 - October 2017 update.	<b>Complete and ongoing.</b> See May 2017 - October 2017 update.
2. Provide relevant health-related data to local leaders for consideration in proposed policy issues	Number of requests for health-related data to support policy initiatives Documentation of submission of data to Local Public Health System representatives Minutes from policy development meetings Number of policies where health impact was considered during deliberation	November 2014 and ongoing [Baseline to be established by October 2015 with annual reassessment]	Gulf States Health Policy Center's Birmingham Area Coalition, Health Action Partnership of Jefferson County, Jefferson County Department of Health, UAB School of Public Health, Lakeshore Foundation, United Way of Central Alabama, Jefferson County Collaborative for Health Equity, Regional Planning Commission	<b>Complete and ongoing.</b> The Health Action Partnership of Jefferson County Alabama developed a revised Jefferson County Health Equity Report comprised of health related data. The <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) will be formally unveiled on December 12, 2018 at the Health Action Partnership Annual Summit.	<b>Complete and ongoing.</b> The Health Action Partnership of Jefferson County unveiled the <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) on December 12, 2018 at the Health Action Partnership Annual Summit. The <u>2018 Jefferson County Health Equity Report</u> was presented to community and local leaders to the Rotary Club of Birmingham on February 13, 2019 and to Leadership Birmingham.
3. Provide the Alabama Department of Public Health with current updates of Jefferson County's Community Health Status Assessment for consideration in policy development	Documentation of data submission to the Alabama Department of Public Health	November 2014 and biennially thereafter	Jefferson County Department of Health	<b>Complete and ongoing.</b> See November 2017 - April 2018 update.	<b>Complete and ongoing.</b> See November 2017 - April 2018 update.
4. Identify and communicate available resources related to health monitoring for Local Public Health System members	Documentation of the communication of resources to the Local Public Health System Documents produced and distributed	January 2016 and ongoing	Jefferson County Department of Health, Alabama Health Literacy Coalition, Regional Planning Commission of Greater Birmingham, The City of Birmingham, UAB School of Public Health	<b>Complete and ongoing.</b> The 42 month update to the <u>Community Health Improvement Plan for Jefferson County, Alabama 2014 - 2019 Work Plan</u> is publically available on the Jefferson County Department of Health (JCDH) website. The <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) will be formally unveiled on December 12, 2018 at the Health Action Partnership Annual Summit and available on the Jefferson County Health Action Partnership website.	<b>Complete and ongoing.</b> The 48 month update to the <u>Community Health Improvement Plan for Jefferson County, Alabama 2014 - 2019 Work Plan</u> remained available on the Jefferson County Department of Health website ( <a href="http://www.jcdh.org">http://www.jcdh.org</a> ). The <u>2018 Jefferson County Health Equity Report</u> (available at <a href="https://www.healthactionpartnership.org">https://www.healthactionpartnership.org</a> ) was unveiled on December 12, 2018 at the Jefferson County Health Action Partnership Summit and is additionally available on the Jefferson County Department of Health website.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Alabama Board of Medical Examiners: Ratio of Primary Care Providers to Population (Family Practice, Internal Medicine, OBGYN, Pediatrics)	One primary care provider for every 474 residents of Jefferson County		Reduce the ratio of primary care providers to population by 5% to 1:450	One primary physician per 940 population	One primary physician per 163 population
Alabama Board of Dental Examiners: Ratio of Dentists to Population	One dentist for every 1,148 residents of Jefferson County		Reduce the ratio of dentists to population by 5% to 1:1,091	One dentist per 1,040 population	One dentist per 1,588 population
Alabama Board of Nursing: Ratio of Nurse Practitioners to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and nurse practitioners	Nurse Practitioners to Population Ratio is 1:732 The Alabama Board of Medical Examiners will provide the number of Collaborative Practice Agreements for Nurse Practitioners by March 1, 2015 following the current relicensing cycle		Decrease the ratio of Nurse Practitioners to population by 5% to 1:695; increase the number of Nurse Practitioner Collaborative Practice Agreements by 10%	Data requested	Data requested
Alabama Board of Medical Examiners: Ratio of Physician Assistants to Population Alabama Board of Medical Examiners: Number of Collaborative Practice Agreements between physicians and physician assistants	Physician Assistant to Population Ratio is 1:3,267 The Alabama Board of Medical Examiners will provide the number of Collaborative Practice Agreements for Physician Assessments by March 1, 2015 following the current relicensing cycle		Decrease the ratio of physician assistants to population by 5% to 1:3,104; Increase the number of Physician Assistant Collaborative Practice Agreements by 10%	Data requested	Data requested
Alabama Medicaid: Number of Medicaid providers in the following categories: physicians, dentists, nurse practitioners, physician assistants and mental health providers	Physicians - 1,258 Nurse Practitioners - 760 Physician Assistants - 104 Dentists - 199 Mental Health Providers - 57		Increase the number of Medicaid providers by category from baseline by 5%	Data requested	Data requested

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Support the efforts of the Statewide Alabama's BEST (A Better Economy Starts Today) Coalition or similar organizations relative to closing the Medicaid insurance coverage gap	Alabama's BEST Coalition Minutes from Alabama's BEST Coalition	August 2015 and ongoing	Alabama's BEST Coalition, Alabama Hospital Association, Alabama Arise	<b>Completed and ongoing.</b> Navigators continued to recruit individuals for coverage under the Affordable Care Act (ACA) and educate new and existing consumers on revised ACA guidelines.	<b>Completed and ongoing.</b> Alabama Arise continued to convene the Medicaid Expansion Coalition. This coalition hosted a meeting to present the case for Medicaid expansion with the Alabama Senate's General Fund Budget Chair in April 2019. The meeting drew over 80 attendees for a discussion on how Medicaid Expansion would benefit the continued operation of rural hospitals. Alabama Arise is organizing Medicaid Expansion advocates to speak with Alabama legislators to garner support for a revenue proposal to fund the first-year cost of Medicaid Expansion in Alabama.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Support other advocacy campaigns for closing the Medicaid coverage gap	Advocacy campaign components	November 2015 and ongoing	Alabama Arise-Jefferson County Task Force; Engage Alabama; Alabama Hospital Association	<b>Completed and ongoing.</b> Alabama Arise and its collaborating agencies continued an administrative strategy to advocate for the expansion of Medicaid eligibility and requested Governor Ivey use her executive power to change the Medicaid eligibility criteria to 138% of the Federal Poverty Level. Alabama Arise continued to implement its #iammedicaid program, and the Alabama Hospital Association used its #ALHhealthMatters platform to provide public awareness and garner support to encourage Governor Ivey to take the necessary steps to expand Medicaid eligibility.	<b>Completed and ongoing.</b> The Alabama Hospital Association revised its campaign branding from #ALHealthMatters to #HealthyAlabama. This publicly-branded advocacy campaign has closing the Medicaid coverage gap as a focal point. This new plan of action targets Alabama lawmakers and its governor.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Establish or continue task forces for nurse practitioner and physician assistant constituencies	Provider-specific task force membership lists Minutes from provider task force meetings	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	<b>Completed.</b> See November 2017 - April 2018 update.	<b>Completed.</b> See November 2017 - April 2018 update.
2. Create an advocacy campaign for nurse practitioner and physician assistant constituencies	Advocacy campaign components Documentation of the distribution of advocacy materials	November 2015 and ongoing	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants	<b>Completed and ongoing.</b> The Nurse Practitioner Alliance of Alabama continued to assist with advocacy, increase the organization's membership base and network with physician assistants and other health professionals during this review period.	<b>Completed and ongoing.</b> The Nurse Practitioner Alliance of Alabama continued to assist with advocacy, increase the organization's membership base and network with physician assistants and other health professionals during this review period.
3. Development of draft policies and position statements	Number of draft policies or position statements expanding roles of nurse practitioners and physician assistants Number of approved policies expanding the roles of nurse practitioners and physician assistants	December 2016	Nurse Practitioner Alliance of Alabama, Alabama Society of Physician Assistants; Jefferson County Department of Health for policy counts	<b>Completed and ongoing.</b> See November 2017 - April 2018 update.	<b>Completed and ongoing.</b> See November 2017 - April 2018 update. The Nurse Practitioner Alliance of Alabama's 2018 Signature Authority Bill was passed by the Alabama Legislature. This bill expanded access to care for patients, especially those living in rural areas.
4. Draft and advocate for the passage of legislation enabling pharmacists to enter into collaborative practice agreements for patient care	Alabama Pharmacist Collaborative Practice Legislation	November 2016	Alabama Pharmacy Association, Alabama, Alabama Society of Health System Pharmacists	<b>Ongoing.</b> The Alabama Board of Pharmacy and the Alabama Board of Medical Examiners determined that current regulations neither enable the creation of Collaborative Agreements between pharmacists and physicians nor prohibit such relationships. Both entities allow these agreements to be developed or maintained.	<b>Ongoing.</b> The Alabama Board of Pharmacy and the Alabama Board of Medical Examiners determined that current regulations neither enable the creation of Collaborative Agreements between pharmacists and physicians nor prohibit such relationships. Both entities allow these agreements to be developed or maintained.



<b>Strategy 2. Promote policies to expand the utilization of nurse practitioners and physician assistants within Alabama by November 2019. (continued)</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
5. Create and support post-graduate training programs for nurse practitioners	Number of training programs available for post-graduate nurse practitioner and physician assistants	November 2019	Jefferson County Department of Health, Christ Health Center, Cahaba Medical Care, UAB School of Nursing, Children's of Alabama	<b>Completed and ongoing.</b> Partners in the 2018-2019 Post-graduate Nurse Practitioner Training Program include the Jefferson County Department of Health, Cahaba Medical Care, Christ Health Center and the UAB School of Nursing. Two nurse practitioners were selected for and entered into the year-long residency program in November 2018. UAB School of Nursing and Children's of Alabama initiated a new residency program on October 1, 2018 to prepare Psychiatric Mental Health Nurse Practitioners (PMHNP) specializing in child and adolescent health. The program currently has one resident and will be recruiting two additional residents to begin the program in January 2019.	<b>Completed and ongoing.</b> Partners in the 2018 -2019 Post-graduate Nurse Practitioner Training Program include the Jefferson County Department of Health, Cahaba Medical Care, Christ Health Center and the UAB School of Nursing. The 2017-2018 cohort completed its training in January 2019. One resident completed the program and was hired locally. Two nurse practitioners entered into the 2018 - 2019 Post-graduate Nurse Practitioner Program in November 2018. The UAB School of Nursing and Children's of Alabama residency for Psychiatric Mental Health Nurse Practitioners (PMHNP) specializing in child and adolescent health recruited a second resident who began the residency in December 2018. Recruitment was initiated during this reporting period for the 2019 - 2020 cohort of PMHNPs.
<b>Strategy 3. Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019.</b>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
1. Develop a strategy for linking patients to primary care and dental providers accepting Medicaid	Strategy components Implementation plan	November 2017	St. Vincent's Health System; Project Access; Christ Health Center	<b>Completed and ongoing.</b> St. Vincent's Health System (SVHS) continues to meet regularly with Christ Health Center to ease patient flow between the two agencies. Uninsured and Medicaid patients from SVHS are placed in a medical home within the SVHS clinics regardless of insurance status.	<b>Completed and ongoing.</b> St. Vincent's Health System hired a navigator for its Emergency Departments to facilitate follow-up appointments for patients and connect unattached patients with medical homes through St. Vincent's clinics and local Federally Qualified Health Centers (FQHCs).
<b>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>					
<b>Tactics/Activities</b>	<b>Performance Measures</b>	<b>Target Date</b>	<b>Lead Partner(s)</b>	<b>May 2018 - October 2018</b>	<b>November 2018 - April 2019</b>
1. Support the initiation and continuation of Federally Qualified Health Centers in Jefferson County by providing data for Federally Qualified Health Center applications and reapplications	Data requests and data provided Number of Jefferson County Federally Qualified Health Centers (FQHC) with locations	Ongoing through November 2019	Jefferson County Department of Health, Alabama Primary Care Association	<b>Completed and ongoing.</b> The Jefferson County Department of Health provided information on accessing morbidity and mortality data by city and census tract through the 500 Cities Mapper and City Health Dashboard to the Cahaba Medical Care Foundation.	<b>Completed and ongoing.</b> No requests for data in support of applications/reapplications for FQHCs or lookalikes were received during this reporting period.
2. Educate healthcare professionals about services offered by Federally Qualified Health Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health	Number of presentations to healthcare professionals	Beginning January 2016	Jefferson County Department of Health, Cooper Green Mercy Health System, Federally Qualified Health Centers	<b>Completed and ongoing.</b> The Jefferson County Department of Health's <u>Guide to Health Services</u> is available online and provided through written materials in English and Spanish at health fairs and community events. Alabama Regional Medical Services, the Bessemer Neighborhood Health Center, Cahaba Medical Center, Christ Health Center and Cooper Green Mercy Health Services continued to provide education regarding the services each entity provides.	<b>Completed and ongoing.</b> The Jefferson County Department of Health's <u>Guide to Health Services</u> is available online at <a href="http://www.jcdh.org">http://www.jcdh.org</a> and provided through written materials in English and Spanish at health fairs and community events. Alabama Regional Medical Services, Bessemer Neighborhood Health Center, Cahaba Medical Center, Christ Health Center and Cooper Green Mercy Health Services continued to provide education regarding the services each entity provides.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
3. Educate Jefferson County residents regarding Jefferson County Department of Health's services and locations	Marketing materials, including Spanish language materials Jefferson County Department of Health patient volume statistics	Ongoing beginning December 2014	Jefferson County Department of Health, Hispanic Health Task Force	<b>Completed and ongoing.</b> The Jefferson County Department of Health (JCDH) participated in La Fiesta on September 29, 2018 where information on JCDH services was provided. JCDH staff participated in ten additional outreach activities and events where its services and locations were communicated during this review period.	<b>Completed and ongoing.</b> The Jefferson County Department of Health (JCDH) participated in 47 community outreach activities and events where its services and locations were communicated, including activities conducted during Public Health Week 2019 during this review period.
4. Educate Jefferson County residents regarding the services and locations of Federally Qualified Health Centers and Look-a-Likes and other entities providing health and dental care to the underinsured and uninsured	Number of presentations to the community and Local Public Health System regarding service providers for the underinsured and uninsured	November 2014 and ongoing	Federally Qualified Health Centers, Alabama Primary Healthcare Association; Hispanic Health Task Force, Cooper Green Mercy Health Services	<b>Completed and ongoing.</b> Cooper Green Mercy Health Services continued to provide education regarding its services through participation in health fairs, community events and other forms of service advertisement.	<b>Completed and ongoing.</b> Cooper Green Mercy Health Services continued to provide education regarding its services through participation in health fairs, community events and other forms of service advertisement.
	Volume of Jefferson County residents who are serviced by Jefferson County Federally Qualified Health Centers and Look-alikes or other providers	Annually beginning with 2014 data when available	Federally Qualified Health Centers, Community Roundtable, Alabama Primary Healthcare Association, Project Access, Cooper Green Mercy Health Services, Jefferson County Department of Health	<b>Complete and ongoing.</b> Between May 1, 2018 and October 31, 2018, approximately 50,935 Jefferson County residents received healthcare through a Federally Qualified Health Center (FQHC), the Jefferson County Department of Health or Cooper Green Mercy Health Services. Four FQHCs currently provide services at eleven sites within Jefferson County.	<b>Complete and ongoing.</b> Between November 1, 2018 and April 30, 2019, approximately 66,108 Jefferson County residents received healthcare through a Federally Qualified Health Center (FQHC), the Jefferson County Department of Health or Cooper Green Mercy Health Services. Four FQHCs currently provide services at eleven sites within Jefferson County.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
5. Increase the capacity of the Local Public Health System (LPHS) to provide health services for the uninsured and underinsured populations of Jefferson County	Increase the number of service sites and programs for healthcare provision.	November 2019	Federally Qualified Health Centers, Healthcare Roundtable, Alabama Primary Healthcare Association, Project Access, Cooper Green Mercy Health Services, Jefferson County Department of Health, Jefferson Safety Net Workgroup, Recovery Resource Center	<b>Completed and ongoing.</b> During this review period, Alabama Regional Medical Services acquired property in North Birmingham and began development of a new clinical site slated to begin operation in the first quarter of 2019. Both Aletheia House's Bessemer Neighborhood Health Center and Cahaba Medical Care have added Medication Assisted Treatment services for substance/opioid abuse. Jefferson County's Health Officer convened a group of safety net providers serving Jefferson County to explore access to primary, specialty and tertiary care.	<b>Completed and ongoing.</b> Alabama Regional Medical Services completed renovations at its North Birmingham property and will begin providing services at this clinic in July 2019. Christ Health Center began construction on a new facility and opened its Live Oaks Clinic, a mental health clinic serving adults and children on April 1, 2019. The Recovery Resource Center continued to provide Naloxone training at no-cost to participants. The Safety Net Leaders sub-group of the Health Action Partnership's Health Care Access Priority Group continued to meet during the due-diligence period while the UAB University Healthcare Authority evaluates the prospect of managing Cooper Green Mercy Health System.
	Increase the number of service providers available to provide care.	November 2019	Federally Qualified Health Centers, Community Roundtable, Alabama Primary Healthcare Association, Project Access, Cooper Green Mercy Health Services, Jefferson County Department of Health, UAB School of Nursing, Children's of Alabama	<b>Completed and ongoing.</b> Cahaba Medical Care initiated a Family Medicine Residency Program in conjunction with UAB which currently has ten residents and will add seven new residents per year until the full capacity of 21 residents in the program is reached. Partners in the 2018-2019 Post-graduate Nurse Practitioner Training Program include the Jefferson County Department of Health, Cahaba Medical Care, Christ Health Center and the UAB School of Nursing. Two nurse practitioners were selected for and entered into the year-long residency program in November 2018. UAB School of Nursing and Children's of Alabama initiated a new residency program on October 1, 2018 to develop Psychiatric Mental Health Nurse Practitioners (PMHNP) specializing in child and adolescent health. The program currently has one resident and is recruiting for two additional residents to begin in January 2019.	<b>Completed and ongoing.</b> Cahaba Medical Care, in conjunction with UAB, hired seven additional resident physicians for Cahaba Medical Care's Family Medicine Residency Program. A nurse practitioner resident completed a year-long Post-graduate Nurse Practitioner Training residency with Cahaba Medical Care, Christ Health Center, the Jefferson County Department of Health and the UAB School of Nursing in January 2019. Two additional nurse practitioners entered this residency program in November 2018. The UAB School of Nursing and Children's of Alabama residency for Psychiatric Mental Health Nurse Practitioners (PMHNP) recruited a second resident who began in December 2018. UAB is currently in the process of recruiting for the second PMHNP cohort.

**Strategy 5. Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Facilitate an increase in the proportion of the population with medical insurance through the Affordable Care Act and Medicaid enrollment	Percentage of population with health insurance as documented through the American Community Survey and counts of newly insured numbers through specific avenues	November 2019	Cooper Green Mercy Health Services, Jefferson County Department of Health, Children's of Alabama, BAMA Covered, BAMA Medicaid, Engage Alabama, Enroll Alabama, Christ Health Center	<b>Ongoing.</b> Christ Health Center continued to provide outreach to Lovelady Center clients to assist with Affordable Care Act (ACA) insurance enrollment. Enroll Alabama data are currently unavailable.	<b>Ongoing.</b> Enroll Alabama provided insurance counseling and enrollment support for 286 individuals and educated 669 individuals through targeted outreach regarding medical insurance.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Behavioral Risk Factor Surveillance Survey: Pap Smear Completion Rate	80.6% of age appropriate women receive a pap smear based on national recommendations	Increase the pap smear completion rate by 2.5 % to 82.6%	Increase the pap smear completion rate by 5.0% to 84.6%	Data are expected in fall 2019	Data are expected in fall 2020
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%	Data are expected in fall 2019	Data are expected in fall 2020
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%	Data are expected in fall 2019	Data are expected in fall 2020
Alabama Department of Public Health: Percentage of Fitway Completions (colorectal screening) performed at the Jefferson County Department of Health	69.4% Fitway test completion rate among the 235 Fitway enrolled patients	Increase the number of patients enrolled in the Fitway screening program by 10% to 259 with an increased return rate of 15% to 79.8% by July 2016	Increase the number of patients enrolled in the Fitway screening program to 20% from baseline to 282 with an increased return rate of 30% to 90.2% by July 2019	For Fiscal Year 2018, 219 Fitway tests were completed with a return rate of 81.7% (JCDH)	Between November 1, 2018 and April 30, 2019, 158 Fitway tests were distributed with a return rate of 37%. (JCDH)

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Identify the barriers to receipt of pap smears	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed. See November 2014 - April 2015 update.	Completed. See November 2014 - April 2015 update.
2. Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears	Documentation of campaigns Number of educational presentations	November 2016	Alabama Breast and Cervical Cancer Early Detection Program, Jefferson County Department of Health, UAB Comprehensive Cancer Center, American Cancer Society	Completed and ongoing. Christ Health Center continued to participate in the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) for network referral. ABCCEDP offers educational support for cancer screening and supports an 877 telephone line that provides information on providers of screening services. ABCCEDP also hosted screening education at the Susan G. Komen Race on October 13, 2018. The American Cancer Society continued to provide pap smear reminders and promote cervical cancer awareness and participation in screening. The UAB Comprehensive Cancer Center provided four presentations on cervical cancer awareness and screening reaching 230 individuals.	Completed and ongoing. The American Cancer Society (ACS) continued public awareness campaigns for cervical cancer. Key strategies during this reporting period included coordinating a day at the state capitol in March to promote the Alabama Breast and Cervical Cancer Early Detection Program and bring volunteers from each Alabama congressional district to speak with legislators about increasing funding for this program. A research forum held in November 2018 highlighted advances in early cervical cancer detection and human papilloma virus (HPV) vaccination as disease prevention strategy. ACS collaborated in forming the Alabama Adolescent Vaccination Task Force focused on increasing HPV vaccination. In January 2019, ACS partnered with many organizations on the Go Teal and White Campaign for cervical cancer awareness and provided media interviews and informational materials to promote cervical cancer screening and early detection.

**Strategy 2. Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 84.6% by November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Identify the barriers to the receipt of mammography	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed in April 2015. See November 2014 - April 2015 update.	Completed in April 2015. See November 2014 - April 2015 update.
2. Provide education and conduct public awareness campaigns on breast cancer detection and mammography	Documentation of campaigns Number of educational presentations	November 2016	Alabama Department of Public Health, Jefferson County Department of Health, UAB Comprehensive Cancer Society, American Cancer Society	Completed and ongoing. Christ Health Center continued to participate in the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP) for network referral. ABCCEDP offers educational support for cancer screening and supports an 877 telephone line that provides information on providers of screening services. ABCCEDP also hosted screening education at the Susan G. Komen Race on October 13, 2018. The UAB Comprehensive Cancer Center provided 22 presentations on breast cancer awareness and screening reaching 2,133 individuals.	Completed and ongoing. The American Cancer Society (ACS) engaged in public awareness campaigns for breast cancer awareness. Key strategies for this reporting period included coordinating a day at the state capitol in March to promote the Alabama Breast and Cervical Cancer Early Detection Program and bring volunteers from each Alabama congressional district to speak with legislators about increasing funding for this program. A research forum conducted in November 2018 highlighted advances in early breast cancer detection.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Identify the barriers to colorectal screening	Results from national literature review of testing barriers	November 2014	UAB School of Nursing Center for Research	Completed in April 2015. See November 2014 - April 2015 update.	Completed in April 2015. See November 2014 - April 2015 update.
2. Provide education and conduct public awareness campaigns regarding colorectal cancer screening, including colonoscopy, sigmoidoscopy and blood stool screening	Documentation of campaigns Number of educational presentations	November 2016	Alabama Department of Public Health, Cooper Green Mercy Health Services, Jefferson County Department of Health, American Cancer Society, UAB Comprehensive Cancer Center, Federally Qualified Health Centers	Completed and ongoing. The Jefferson County Department of Health distributed colorectal cancer screening kits to 119 patients during this reporting period and attained a test completion rate of 81.5%. Champions within local Federally Qualified Health Centers (FQHCs) continued to promote colorectal cancer screening and collaborate with the Colorectal Cancer Control Program to provide screening for patients. The UAB Comprehensive Cancer Center provided five presentations on colon cancer and screening reaching 260 individuals.	Completed and ongoing. The Jefferson County Department of Health distributed colorectal cancer screening kits to 158 patients during this reporting period and attained a test completion rate of 37%. Champions within local Federally Qualified Health Centers (FQHCs) promoted colorectal cancer screening and collaborated with the Colorectal Cancer Control Program to provide screening for patients. The UAB Comprehensive Cancer Center provided 29 presentations on colon cancer and screening during this reporting period.

## Strategic Issue 5: Improve Mental Health

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
County Health Rankings: Mental Health Provider to Population Ratio	One mental health provider per 1,024 population		One mental health provider per 922 population	One mental health provider per 690 population	One mental health provider per 640 population
County Health Rankings: Poor Mental Health Days per Month	The average number of poor mental health days per Jefferson County adult resident is 3.9 days during the past month		The average number of poor mental health days per Jefferson County resident is three or less during the past month	The average number of poor mental health days per Jefferson County resident is 4.3 per month *Change in sampling methodology*	The average number of poor mental health days per Jefferson County resident is 4.0 per month
Jefferson County Department of Health: Vital Events Database: Suicide Rate	11.9 suicide deaths per 100,000 population		Reduce suicide rate of 10.7 per 100,000 or less	12.1 deaths per 100,000 population	16.2 deaths per 100, 000 population

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Continue and expand electronically available information regarding mental health resources within Jefferson County	Number of visits to the Alabama Mental Health Resource Directory, the <a href="#">Mental Health Resource Directory</a> and other electronically-available resources providing information regarding mental health resources Number of mental health providers listed in the referenced sources.	December 2014 and ongoing	United Way of Central Alabama 211 System, St. Vincent's Health System, Mental Health Roundtable, Noah's Ark Children's and Family Center, Addiction Prevention Coalition	<b>Completed and ongoing.</b> The Alabama Mental Health Resource Directory continued to provide online information regarding mental health resources at <a href="http://www.alabamamentalhealth.org">www.alabamamentalhealth.org</a> . The Addiction Prevention Coalition relaunched its website, <a href="http://www.APCBham.org">www.APCBham.org</a> , to provide easier access to information and videos of local providers discussing resources. The Psychiatric Intake Response Center (PIRC) opened in March 2018 and continued to provide information by phone. The United Way of Central Alabama's 211 Program received 11,041 calls requesting information on mental health education, mental health agencies and psychiatric/mental health support services. Ninety-three calls were referred to agencies for service provision. Additionally, the 211 Program's database has been fully updated and continual updating is ongoing.	<b>Completed and ongoing.</b> The Alabama Mental Health Resource Directory continued to offer online information regarding mental health resources at <a href="http://www.alabamamentalhealth.org">www.alabamamentalhealth.org</a> . The Addiction Prevention Coalition provided substance abuse information and resources through its website, <a href="http://www.APCBham.org">www.APCBham.org</a> . The United Way of Central Alabama's 211 Program received 589 requests during this reporting period for information on mental health, addiction, mental health agencies and psychiatric/mental health support services. Four hundred and fifty-eight of callers to 211 were referred to agencies for health care services. The 211 database is continuously updated.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Promote children's mental health by conducting children's mental health awareness events	Number of children's mental health events [Baseline: Two Children's Mental Health Day events were conducted in 2014]	Beginning May 2015	Improve Mental Health Priority Group, Children's Policy Council, United Way 2-1-1, Girls On The Run, Children's of Alabama, Crisis Center, Mental Health Youth Council	<b>Completed and ongoing.</b> Girls on the Run provided Life Skills and mental health wellness activities for 280 girls during this review period. Children's of Alabama hosted an event on May 18, 2018, , "Hidden Messages for Medical Providers," and an educational conference for teachers and counselors, "My Role Makes A Difference," on June 29, 2018. Children's of Alabama hosted "Navigating the Digital World: Impact on Our Children's Mental Health," on October 5, 2018. The Mental Health Youth Council (MHYC) Facebook page was utilized extensively to promote programs, articles, events and services related to mental health.	<b>Completed and ongoing.</b> Girls on the Run provided life skills and mental health wellness activities for 341 girls during this review period. Children's of Alabama planned two events, "Mental Health and Today's Youth: Unique Challenges and Best Practice" for May 17, 2019 and a School Mental Health Conference for July 31, 2019. Through the School Mental Health Collaborative Plan, a project of the Health Action Partnership's Improve Mental Health Priority Group, two presentations were made regarding expansion of mental health services; one for the joint One Great Community and the Jefferson County Community Participation Boards and another for the Bold Goals meeting of regional school system superintendents. The Homewood Star featured information on the School Mental Health Collaborative Plan in February 2019.
3. Promote mental health awareness by conducting Mental Health awareness events	Number of mental health events [Baseline: One Mental Health Day event was conducted in 2013]	Beginning October 2015	Mental Health Goal Group, UAB, Creating Community Solutions, National Alliance on Mental Illness, No More Martyrs, St. Vincent's Health System, Samford University, Mike and Gillian Goodrich Foundation, Children's of Alabama	<b>Completed and ongoing.</b> No More Martyrs hosted the third annual Mental Health Summit on July13, 2018. St. Vincent's Health System continued offering its health and wellness program for the clergy. The Birmingham Chapter of the National Alliance on Mental Illness (NAMI) hosted "In My Own Voice" on August 14, 2018 at the UAB Center for Psychiatric Medicine and a mental health education support group on September 10, 2018 at St. Vincent's One Nineteen Health and Wellness. NAMI held its Annual Mental Health Awareness Birmingham Walk on September 29, 2018 at Railroad Park. Children's of Alabama sponsored "Navigating the Digital World: Impact on Our Child's Mental Health" on October 5, 2018.	<b>Completed and ongoing.</b> No More Martyrs hosted a mental health workshop on February 11, 2019 at the Birmingham Veteran Affairs Medical Center and participated in a panel discussion on "AIDS, Opioids and Mental Health" at the National Association of Black Journalists Region II Conference on April 5, 2019. No More Martyrs conducted six Sister Meet-up support groups at St. John AME Church during this review period. Additionally, No More Martyrs planned the fourth annual Minority Mental Health Conference to be held July 18, 2019. The Birmingham Chapter of the National Alliance on Mental Illness (NAMI) provided Family-to-Family mental health education and support groups on February 4, 2019 and March 11, 2019. Children's of Alabama planned two events, "Mental Health and Today's Youth: Unique Challenges and Best Practices" for May 17, 2019 and a School Mental Health Conference for July 31, 2019.
4. Develop campaigns related to mental health stigma	Campaigns including the number of social media, print and other media used and campaign reach	November 2016	UAB, No More Martyrs, Creating Community Solutions, Alabama Department of Mental Health, National Alliance on Mental Illness, Brother Let's Talk, Mental Health Youth Council	<b>Completed and ongoing.</b> Brother Let's Talk hosted eight events with discussion on various topics to address mental health stigma and increase emotional wellness among men of color.	<b>Completed and ongoing.</b> Brother Let's Talk hosted nine events with discussion on various topics to address mental health stigma and increase emotional wellness among men of color. No More Martyrs hosted six Sister Meet-up support groups focused on women's mental health and support at St. John AME Church during this review period.
5. Complete and publish an update of resources available for those providing mental health leadership in Jefferson County	Mental Health Leadership Resource Inventory with publication date	November 2019	United Way of Central Alabama, Alabama Department of Mental Health, Mental Health Provider Roundtable	<b>Completed and ongoing.</b> The Mental Health Roundtable continued to provide updated information on mental health resources through its weekly newsletter.	<b>Completed and ongoing.</b> The Mental Health Roundtable provided updated information on mental health resources through its weekly newsletter.



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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Provide Mental Health First Aid training to lay leaders to improve the identification and referral of individuals with potential mental health illness	Number of individuals completing Mental Health First Aid training Number of Mental First Aid training sessions Number of Mental Health First Aid trainers [Baseline: Jefferson County has three Mental Health First Aid trainers]	Ongoing through November 2019 to result in a 25% increase in the number of Mental Health First Aid trainers, sessions and attendees	Jefferson Blount St. Clair Mental Health Authority, St. Vincent's Health System, No More Martyrs, Mental Health Youth Council, UAB, South Highlands Outreach Project	<b>Completed and ongoing.</b> No More Martyrs hosted a Mental Health First Aid training on May 18, 2018 at the Jefferson County Committee For Economic Opportunity. Through UAB's Student Counseling Services Division, Mental Health First Aid training was provided on May 29 and 31, 2018 for Children's Policy Council (CPC) partners and on August 9, 2018 at the YWCA. CPC promoted the Adult Mental Health First Aid and Youth Mental Health First Aid programs sponsored by other partners to support participation. The Improve Mental Health Priority Group, in partnership with United Way of Central Alabama and the YWCA, provided Mental Health Train-the-Trainer sessions to 12 individuals, enabling educators to recognize and respond to children's mental health needs in the school setting.	<b>Completed and ongoing.</b> The South Highland Outreach Project hosted a Mental Health First Aid Training in November 2018 reaching 34 University of Alabama at Birmingham (UAB) and Jefferson State Community College nursing students. No More Martyrs hosted a Mental Health First Aid training on April 16, 2019 at Gee's Bend Terminal in coordination with the UAB Center for the Study of Community Health.
2. Provide broad-based community education on available mental health resources	Number of educational outreach activities	Ongoing through November 2019	Firehouse Shelter, St. Vincent's Health System, Children's Policy Council, No More Martyrs, National Alliance on Mental Health, Children's of Alabama	<b>Completed and ongoing.</b> Children's of Alabama hosted the third Annual "Mental Health in School Settings Conference" on June 29, 2018. No More Martyrs hosted its third annual "Minority Mental Health Summit" on July 12, 2018 and held a pre-summit on July 11, 2018 entitled, "Becoming a LGBTQ Competent Mental Health Professional." Additionally, No More Martyrs hosted five Sister Meet-Up support groups during this reporting period. The Birmingham Chapter of the National Alliance on Mental Illness (NAMI) hosted its Family-to- Family Support Group on September 10, 2018 at St. Vincent's One Nineteen Health and Wellness Facility. The Junior League's Birmingham Chapter hosted a "Mental Health in Our Schools Community Roundtable" on September 26, 2018.	<b>Completed and ongoing.</b> The Birmingham Chapter of the National Alliance on Mental Illness (NAMI) hosted Family-to-Family mental health support groups on February 4, 2019 and March 11, 2019. Children's of Alabama planned two educational events, "Mental Health and Today's Youth: Unique Challenges and Best Practices" for May 17, 2019 and a School Mental Health Conference for July 31, 2019. No More Martyrs hosted six Sister Meet-up support group during this review period is planning the fourth annual Minority Mental Health Conference for July 18, 2019.
3. Provide mental health training for the Birmingham Police Department	Number of training sessions provided and number of officers and employees trained	January 2015 through January 2017	Birmingham Police Department, Jefferson Blount St. Clair Mental Health Authority	<b>Completed.</b> No additional mental health first aid training has been provided for the Birmingham Police Department due to lack of funding.	<b>Completed.</b> No additional mental health first aid training was provided for the Birmingham Police Department.

**Strategy 3. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019.**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Improve services and treatment for non-seriously mentally ill individuals by reestablishing the Cooper Green Mercy Health Services' Behavioral Health Clinic	Date of Cooper Green Mercy Health Services' Behavioral Health Clinic re-establishment Number of patients receiving care through the Cooper Green Mercy Health Services' Behavioral Health Clinic on an annual basis	December 2015	Cooper Green Mercy Health Services	<b>Completed and ongoing.</b> Cooper Green Mercy Health Services' Behavioral Health Clinic completed 114 patient visits, and 14 patients received care through Cooper Green Mercy Health Services' Medication Assisted Therapy Clinic.	<b>Completed and ongoing.</b> Cooper Green Mercy Health Services' Behavioral Health Clinic completed 974 patients visits, and 168 patients received care through Cooper Green Mercy Health Services' Medication Assisted Therapy Clinic between November 1, 2018 and March 31, 2019.



**Strategy 3. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019. (continued)**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Provide direct mental health support for Jefferson County Department of Health (JCDH) patients through integration of mental health services into primary care clinics	Number of patients receiving mental health services through the Jefferson County Department of Health	November 2019	Jefferson County Department of Health, JBS Mental Health Authority	JBS Mental Health Authority hired a psychiatric nurse practitioner who, after training, will provide mental health support to patients of the Jefferson County Department of Health.	JBS Mental Health Authority's part-time psychiatric nurse practitioner will provide mental health support for Adult Health Clinic patients of the Jefferson County Department of Health beginning in May 2019.
3. Increase the days and hours of access to mental health services	Documentation of new and expanded mental health services. Number of entities with mental health services provided after hours or on weekends	November 2016	Jefferson Blount St. Clair Mental Health Authority, Cooper Green Behavioral Health Clinic, UAB Psychiatric Clinic for LGBTQ individuals, Children's of Alabama's Psychiatric Intake Response Center, Oasis Counseling Center, UAB Student Health, Health Action Partnership's Improve Mental Health Priority Group, Christ Health Center	<b>Completed and ongoing.</b> The Psychiatric Intake Response Center offered mental health referrals from 8:00 am to 11:00 pm daily for children with immediate and urgent needs. The Tarrant City School System expanded its day treatment program to include psychiatric telehealth. Through the Improve Mental Health Priority Group's School Mental Health Collaborative Plan, the Homewood City School System hired a part-time therapist to expand mental health services in its elementary schools. The Tarrant City School System joined the Homewood City School System in implementing behavioral health screenings for students.	<b>Completed and ongoing.</b> The Psychiatric Intake Response Center continued to provide children's mental health referrals and supportive services between 8:00 a.m. to 11:00 p.m. daily. Through the School Mental Health Collaborative Plan coordinated by the Health Action Partnership's Improve Mental Health Priority Group, Tarrant and Homewood City School Systems expanded in-school mental health services during this review period. Christ Health Center plans to open its Live Oaks Clinic on May 16, 2019 where behavioral health care, counseling, psychiatry and pharmacy services will be available.
4. Advocate for closing the Medicaid coverage gap in Alabama and educate the community on the benefits related to mental health	Documents and literature distribution	October 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama Arise, Engage Alabama, Alabama's BEST Coalition, UAB Viva Health, Inc., Medicaid Expansion Coalition	<b>Completed and ongoing.</b> The State of Alabama submitted a Medicaid work requirements request on September 10, 2018 to the Center for Medicare and Medicaid Services (CMS) for consideration and has been in contact with CMS regarding county-wide expansion of Medicaid for Jefferson County.	<b>Completed and ongoing.</b> Alabama Arise continued to convene the Medicaid Expansion Coalition. This coalition hosted a meeting to present the case for Medicaid expansion with the Alabama Senate's General Fund Budget Chair in April 2019. The meeting drew over 80 attendees for a discussion on how Medicaid Expansion would benefit the continued operation of rural hospitals. Alabama Arise is organizing Medicaid Expansion advocates to speak with Alabama legislators to garner support for a revenue proposal to fund the first-year cost of Medicaid Expansion in Alabama.
5. Increase funding available for mental health in Jefferson County by 2%	Public Health funding for mental health in Jefferson County, including Housing and Urban Development (HUD) resources	November 2019	Alabama Department of Mental Health, Jefferson Blount St. Clair Mental Health Authority, St. Vincent's Health System	No additional funding from the Department of Mental Health for mental health services in Jefferson County has been identified. However, increased support for mental health has been identified beyond the Alabama Department of Mental Health. St. Vincent's Health System added telehealth at its St. Vincent's East Outpatient Clinic and expanded the reach of telehealth and psychiatric referrals to some rural areas within Jefferson County. With funding from the Jefferson County Department of Health's Public Health Advised Fund administered by the Community Foundation of Greater Birmingham, the Nurse Family Partnership recruited two additional nurses to provide mental health consultations and referrals for the program's clients. Additionally, funding was secured for the operation of the Psychiatric Intake Response Center during the year.	No additional mental health funding for Jefferson County has been identified through the Department of Mental Health. However, in response to the growing need for mental health services, telehealth platforms were utilized to provide mental health care for patients at Vincent's East Outpatient Clinic and to patients living in rural areas of Jefferson County.

**Strategy 3. Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics listed below by November 2019. (continued)**

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
6. Increase members serving on One Roof's Street Outreach Team	Number of members on the Street Outreach Team [Baseline: The Street Outreach Team has three members]	November 2019	One Roof, Aletheia House, Family Endeavors, Priority Veterans, Firehouse Shelter, Firehouse Shelter	<b>Completed and ongoing.</b> One Roof has fully staffed its team with four full-time street outreach workers.	<b>Completed and ongoing.</b> One Roof has fully staffed its team with four full-time street outreach workers.
7. Pilot an evidence-based, national model to improve the mental health treatment provided by primary care physicians for non-severe mental illness	Documentation of the national model piloted Process and outcome data collected from the pilot implementation	November 2017	Community Foundation of Greater Birmingham; St. Vincent's Health System, Christ Health Center	<b>Completed.</b> St. Vincent's Health System continued to provide behavioral health services using the collaborative care model at its Hoover Family Care Clinic. Christ Health Center expanded mental health services at its Woodlawn location.	<b>Completed.</b> St. Vincent's Health System continued to provide behavioral health services using the collaborative care model at its Hoover Family Care Clinic. Christ Health Center plans to open its Live Oaks Clinic on May 16, 2019 where behavioral health care, counseling, psychiatry and pharmacy services will be available.

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

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
County Health Rankings: Driving Deaths due to Alcohol Impairment	16% of driving deaths in Jefferson County are due to alcohol impairment		15.2% of driving deaths in Jefferson County are due to alcohol impairment	16.0% of driving deaths in Jefferson County are due to alcohol impairment	16.0% of driving deaths in Jefferson County ty 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	13% of the Jefferson County adult population reports binge drinking	Data expected in Fall 2019
Jefferson County Coroner's Office: Drug Overdose Deaths	2013 Drug Overdose Deaths - 144 2013 Heroin Overdose Deaths - 68 2014 Heroin Drug Overdose Deaths through 10/16/14 - 94		Reduce drug overdose deaths by 10% to 130 deaths per year Reduce heroin overdose deaths by 25% based on 2014 deaths from heroin overdoses	269 drug-related deaths in 2017	228 drug-related deaths in 2018

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Promote substance abuse prevention through substance abuse prevention activities	Number of Substance Abuse Month events [Baseline: Jefferson County conducted no Substance Abuse Month events during 2014]	Ongoing through November 2019	Alabama Department of Mental Health, Bradford Health Services, Addiction Prevention Coalition, Aletheia House, Freedom from Addiction Coalition, Children's Policy Council, Recovery Resource Center, Recovery Organization of Support Specialist, Bradford Health Services	<b>Completed and ongoing.</b> Bradford Health Services sponsored an event, "The Addicted Brain: An Understandable Look at the Dilemma of Addiction," on June 14, 2018 at Canterbury United Methodist Church. The Recovery Organization of Support Specialists (R.O.S.S.) sponsored its inaugural recovery night, "Knock Addiction Out of the Park," on August 4, 2018. R.O.S.S. continued to provide its weekly recovery groups. The Addiction Prevention Coalition (APC) held its annual End Heroin Walk on August 18, 2018. On September 6, 2018, the Addiction Prevention Coalition (APC) began hosting a 12-week program, "There Is Hope," providing education and support for parents, spouses, siblings and families. APC further promoted substance abuse prevention by sharing personnel addiction stories during the International Overdose Awareness Day on August 31, 2018. In celebration of the September 2018 National Recovery Month, several Facebook Live discussions were held, and a seminar, "The Journey: A Day on Addiction & Recovery," was conducted at St. Luke's Episcopal Church on September 29, 2018. Other events to highlight National Recovery Month included a luncheon, art show, Recovery Rally and a movie screening. Beginning with the 2018-2019 school year, APC renamed Code Red, its student-led substance abuse prevention program, to INFOCUS. INFOCUS is designed to increase awareness of substance use and promote leadership in 20 Birmingham-area high schools. APC, in collaboration with INFOCUS, will provide training for all school facilitators. Aletheia House provided substance abuse prevention education classes utilizing the evidence-based curricula, Coping and Support Training and Too Cool for Drugs, at the A.G. Gaston Boys and Girls Clubs in the Clay, Chalkville, Bessemer and Birmingham City School Systems, the YWCA and Girls, Inc. UAB's Treatment Alternatives for Safer Communities (TASC) program offered opioid and alcohol use prevention classes. Additionally, UAB Addiction Recovery's Student Affairs Department hired a Substance Abuse Coordinator to conduct research on drunk driving. UAB's Addiction Recovery Program hosted an event on July 16, 2018 on substance abuse prevention and offered quarterly webinars for parents as a platform for receiving addiction prevention information. Bradford Health Services hosted a seminar, "The Pathway to Recovery," on October 26, 2018.	<b>Completed and ongoing.</b> The Addiction Prevention Coalition (APC) held its Annual End Heroin Bham Walk on February 23, 2019 at Railroad Park. APC continued hosting its weekly "There is Hope" support groups providing education and support for families impacted by substance abuse. APC hosted a "Parents of Addicted Loved Ones: Respond vs. React" support group on January 10, 2019. APC participated in the National Prescription Take Back Day on April 27, 2019. APC plans to offer an evidence-based substance abuse prevention program at South Hampton (K-8) School and a prevention/early intervention program at Dupuy Alternative School in partnership with UAB Beacon Recovery. In collaboration with various organizations, a community forum entitled, "Chasing the Dragon: The Life of an Opiate Addict," was held on April 15, 2019 at Jefferson State Community College. In partnership with APC, the Freedom From Addiction Coalition's Over the Mountain Mayors group hosted two Awareness Breakfasts during this review period. The Recovery Organization of Support Specialists continued to provide weekly recovery support groups. Bradford Health Services hosted an event, Adolescent/Young Adults, Social Media, Addiction and Recovery," on February 8, 2019. Additionally, Bradford Health Services planned its fourth annual "Alabama Adolescent and Young Adult Conference: Emerging Issues in Substance Abuse" for May 1, 2019. Children's Policy Council, in collaboration with the Recovery Resource Center, planned an event, "Working with Individuals with Substance Use Disorders," on May 3, 2019. Aletheia House provided substance abuse prevention education utilizing the evidence-based curricula, Coping and Support Training and Too Cool for Drugs within Ramsey High, Hayes (K-8) and Hudson (K-8) schools during this review period.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
2. Provide education for substance abusers and their family members on the signs, symptoms and treatment options available in Jefferson County to include a social media campaign to supplement the existing education program	The social marketing campaign's methodologies and reach [Baseline: The Addiction Prevention Coalition has an educational campaign featuring short videos regarding the signs, symptoms and treatment options for substance abuse]	Ongoing through November 2019	Addiction Prevention Coalition, Pills to Needles, US District Attorney's Office, WBHM, Select local, independent pharmacies, Aletheia House, Recovery Resource Center	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) maintained an active social media presence providing information on naloxone treatment. Bradford Health Services opened its family member conference and training to the general public providing education on substance abuse signs, symptoms and treatment options. Aletheia House disseminated prevention and education information throughout Jefferson County via its social media sites, PACE Jefferson County Facebook and Instagram, and on its Community Wellness Jefferson County website, @TeensWhoCare_247@TWC-Legends. The Aletheia House also provided substance abuse prevention classes utilizing the evidence-based curricula, Coping and Support Training and Too Cool for Drugs, within the Birmingham and Bessemer City School Systems, the YMCA, Girls Inc., and the A.G. Gaston Boys and Girls Clubs in Clay and Chalkville.	<b>Completed and ongoing.</b> The Recovery Resource Center continued promoting naloxone treatment and education through its website. Through its social media sites, APC promoted substance abuse education. The Aletheia House's Community Wellness Program promoted drug abuse prevention on its social media sites. The Aletheia House provided substance abuse prevention classes utilizing the evidence-based curricula, Coping and Support Training and Too Cool for Drugs, within Ramsey High, Haynes (K-8) and Hudson (K-8) schools during this review period.
3. Provide technical assistance on the implementation of evidence-based substance abuse prevention interventions (ex. Life Skills)	Number of local and state-wide technical assistance offerings on implementation of evidence-based substance abuse prevention strategies [Baseline: Technical assistance is offered through quarterly statewide meetings provided by the Alabama Department of Mental Health]	Ongoing through November 2019	Alabama Department of Mental Health, Children's Aid Society, Cooper Green Mercy Health Services, Addiction and Recovery Alliance, Children's Aid Society, Jefferson County Department of Health	<b>Completed and ongoing.</b> The Alabama Department of Mental Health continued to provide training for primary care providers in case management, peer support and recovery-oriented systems of care. The Addiction Prevention Coalition offered an evidence-based life skills curriculum, Positive Actions, at Epic Elementary and South Hampton K-8 School. Children's Aid Society continued providing the Effective Parenting Instruction Course (EPIC) in English and Spanish; this course addresses mental health and substance abuse issues in children.	<b>Completed and ongoing.</b> The Alabama Department of Mental Health provided training for primary care providers on case management, peer support and recovery-oriented systems of care. The Addiction Recovery and Alliance, formerly the Pills to Needles, sponsored an event, "Harmless vs. Hazardous: Promoting Teen Health", on March 12, 2019 at Samford University. With funding from the Jefferson County Department of Health's Public Health Advised Fund, APC is planning a substance abuse prevention program to be provided in fall 2019 at South Hampton (K-8) school and a prevention/early intervention program for Dupuy Alternative School in partnership with UAB Beacon Recovery. Children's Aid Society continued providing the Effective Parenting Instruction Course (EPIC) in English and Spanish; this course addresses mental health and substance abuse in children.
4. Increase the number of Fellowship House Pre-treatment Education Classes provided at various community locations	Number of community locations for Pre-treatment Classes Number of Pre-treatment Classes Number of Pre-treatment Class participants	Ongoing through November 2019	Fellowship House	<b>Completed and ongoing.</b> Fellowship House received 400 calls for pre-treatment services, conducted 269 intake appointments and provided pre-treatment services for 200 individuals during this review period.	<b>Completed and ongoing.</b> Fellowship House provided pre-treatment services for 320 individuals during this review period.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Provide continuously available drug drop boxes at Birmingham Police Department stations for community members to appropriately dispose of medications and other substances associated with substance abuse	Number of police stations with medication and substance drop boxes	Ongoing beginning November 2014	Addiction Prevention Coalition, Birmingham Police Department, US Attorney's Office	<b>Completed and ongoing.</b> Drug boxes continued to be available at four Birmingham Police Stations. The Addiction Prevention Coalition promoted the need for additional drug box locations through its social media site.	<b>Completed and ongoing.</b> Drug boxes continued to be available at four Birmingham Police Stations

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Convene groups to discuss ways to provide substance abuse treatment	Meeting minutes Percentage of Jefferson County Indigent Care funding dedicated to substance abuse treatment [Baseline: Zero percent of the Jefferson County Indigent Care funding is dedicated exclusively to substance abuse treatment]	November 2016	Jefferson County Department of Health, Recovery Resource Center	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) hosted a provider breakfast on May 23, 2018 to discuss appropriate referrals. The RRC held its open house on June 15, 2018 with 130 individuals in attendance. Since its opening, the RRC has provided services to 230 clients, 126 of whom were addicted to opioids and were referred for appropriate treatment. The RRC, in collaboration with the Jefferson County Department of Health, provided naloxone kits and training to the public. Pathway Healthcare, a new drug and alcohol treatment center, opened its Birmingham office at St. Vincent's East on June 18, 2018. UAB Medicine's Addiction Recovery Program held an Addiction Symposium on July 30, 2018. Cahaba Medical Care added medication assisted treatment for substance abuse disorders at its Baptist Princeton and UAB Medical West locations.	<b>Completed and ongoing.</b> The Recovery Resources Center (RRC) provided information, support, education and referral services to 585 individuals during this review period. In collaboration with the Jefferson County Department of Health, the RRC provided naloxone kits and training to 478 individuals.
2. Promote parity of access for substance abuse treatment to that of other medical conditions	Wait time for access to substance abuse treatment	Ongoing through November 2019	Alabama Department of Mental Health, Aletheia House, Recovery Organization of Support Services, Fellowship House, Recovery Resource Center	<b>Completed and ongoing.</b> The Fellowship House and Aletheia House continued walk-in, prison and hospital-based substance abuse assessments. The Recovery Resource Center's Peer Specialists offered linked individuals diagnosed with substance abuse disorders in emergency rooms and hospitals to services upon request from hospital staff.	<b>Completed and ongoing.</b> The Fellowship House and Aletheia House continued walk-in, prison and hospital-based substance abuse assessments. The Recovery Resource Center's Peer Specialists linked individuals diagnosed with substance abuse disorders in local emergency rooms and hospitals to community services upon request from hospital staff.
3. Advocate for the closure of the Medicaid coverage gap, and educate the community on the benefits related to substance abuse	Document and literature distribution	November 2016	St. Vincent's Health System, Alabama Hospital Association, Alabama Arise, Engage Alabama, Alabama's BEST Coalition, UAB Viva Health, Inc.	<b>Completed.</b> The State of Alabama submitted a Medicaid work requirement request on September 10, 2018 to the Centers for Medicare and Medicaid Services (CMS) for consideration and has been in contact with CMS regarding Medicaid expansion.	<b>Completed and ongoing.</b> Updated studies provided the estimated cost for Medicaid expansion to the state of Alabama and cost savings to the Alabama General Fund for moving populations in the traditional funding match pool into the expanded funding match pool. These studies formed the basis for conversations with Alabama legislators held prior to the 2019 Alabama Legislative Session.

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
4. Increase the understanding of primary and specialty care providers addressing substance abuse regarding referrals to available resources through networking and education	Number of education and networking sessions Number of referrals made by primary care and specialty care providers to resources Distribution of a Substance Abuse Resource Directory	Ongoing through November 2019	Jefferson County Department of Health to convene meetings, Aletheia House, Fellowship House, Alcohol and Drug Abuse Treatment Centers, Alabama Department of Public Health, Recovery Resource Center, Addiction and Recovery Alliance, Children's Aid Society	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) held it's open house on June 15, 2018 to educate the public and health professionals on the center's substance abuse referral program. Brookwood Baptist Health sponsored an "Opioid Roundtable" on October 23, 2018 at Brookwood Baptist Medical Center.	<b>Completed and ongoing.</b> The Recovery Resource Center (RRC) has been in discussion with a variety of hospitals, specific hospital departments and other organizations to develop partnerships and encourage direct substance abuse referrals to the RRC. The Addiction and Recovery Alliance formerly, Pills to Needles, hosted a conference, "Harmless vs. Hazardous: Promoting Teen Health" on March 12, 2019 at Samford University. The Children's Policy Council planned a forum, "Working with Individuals with Substance Use Disorders," for May 3, 2019 at the Children's Aid Society. Fellowship House will offer a summer training series on various substance abuse-related topics.
5. Pilot a program for substance abusing pregnant women for screening and referral for substance abuse treatment (Example: Screening, Brief Interventions, and Referral to treatment for Substance Use Problems)	Identification of a pilot program for screening and referral of substance abusing pregnant women Number of participants in the pilot program Process and outcome measures associated with the pilot program	November 2015	Aletheia House, St. Vincent's Health System, Alabama Department of Public Health, Recovery Resource Center, Bessemer Neighborhood Health Clinic	<b>Completed and ongoing.</b> The Aletheia House's Mother's Hope Program for pregnant women has 16 beds and a waiting list. Through the Bessemer Neighborhood Health Clinic, Medication Assisted Treatment, counseling and case management were provided to clients of the Mother's Hope Program.	<b>Completed and ongoing.</b> Aletheia House's Mother's Hope Program for pregnant women has 16 beds and a waiting list. Through the Bessemer Neighborhood Health Clinic, Medication Assisted Treatment, counseling and case management were provided to clients of the Mother's Hope Program.
6. Create or facilitate the capacity to offer information and navigation services to Jefferson County residents in need of substance abuse treatment	Number of residents receiving education and treatment referral services	March 2018	Addiction and Recovery Alliance, Jefferson County Department of Health, Crisis Center, Community Foundation of Greater Birmingham, Recovery Resource Center	<b>Complete and ongoing.</b> The Recovery Resource Center (RRC) became fully operational in May 2018. The RRC maintains three Peer Support Specialists who travel to local hospitals providing linkage to treatment resources. The RRC, in collaboration with the Jefferson County Department of Health, provided naloxone training for 26 community members at Cooper Green Mercy Health Services during this review period. Brookwood Baptist Health sponsored an "Opioid Roundtable" on October 23, 2018 at Brookwood Baptist Medical Center.	<b>Complete and ongoing.</b> The Recovery Resource Center (RRC) continued to maintain three Peer Support Specialists who travel to local hospitals providing linkage to treatment resources. During this review period, the RRC provided referrals and services for 585 individuals. Additionally, in collaboration with the Jefferson County Department of Health, the RRC provided ten naloxone training sessions reaching 468 participants.

**Goal 3. Decrease the number of opioid-related drug overdose deaths by 5%.**

Data Source	Baseline Status	Short-Term Target	Long-Term Target	2018 Status	2019 Status
Jefferson County Coroner's Office: Drug Overdose Deaths	2013 Drug Overdose Deaths - 144 2013 Heroin Overdose Deaths - 68 2014 Heroin Drug Overdose Deaths through 10/16/14 - 94		Reduce drug overdose deaths by 10% to 130 deaths per year Reduce heroin overdose deaths by 25% based on 2014 deaths from heroin overdoses	269 drug-related deaths in 2017	228 drug-related deaths in 2018

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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
1. Draft proposed language for legislation providing naloxone access to first responders	Draft legislation	Prior to the 2015 Legislative Session	Addiction and Recovery Alliance	<b>Completed.</b> The bill was signed into law by Governor Robert Bentley on June 4, 2015.	<b>Completed.</b> The bill was signed into law by Governor Robert Bentley on June 4, 2015.
2. Educate legislators on the need for the proposed legislation providing naloxone access to first responders and preventing injection drug related infectious diseases.	Documentation of discussions of the proposed legislation with Alabama lawmakers	Prior to the end of the 2015 Legislative Session	Addiction and Recovery Alliance	<b>Completed.</b> The bill to provide naloxone access to first responders was signed into law on June 4, 2015. The Alabama House Bill 37 and Senate Bill 169, the Injection-Associated Infectious Disease Elimination Act, failed to pass in the 2018 Alabama Legislative Session; however, plans are to re-introduce similar legislation in the 2019 Alabama Legislative Session.	<b>Completed.</b> The bill to provide naloxone access to first responders was signed into law on June 4, 2015. The Alabama House Bill 37 and Senate Bill 169, the Injection-Associated Infectious Disease Elimination Act, was passed by the Senate Health Committee, but did not proceed further due to time. The plan is to reintroduce this draft legislation in the 2020 Alabama Legislative Session.



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

Tactics/Activities	Performance Measures	Target Date	Lead Partner(s)	May 2018 - October 2018	November 2018 - April 2019
<p>1. Implement a clinic and other strategies to improve access to prescriptions for and training on the use of opioid antagonists based on assessed need</p>	<p>Clinic protocol Number of clinic appointments Number of prescriptions and/or medications provided</p>	<p>November 2015 and ongoing</p>	<p>Jefferson County Department of Health, Recovery Resource Center, Freedom from Addiction Coalition, Addiction Prevention Coalition</p>	<p><b>Completed and ongoing.</b> During this review period, the Jefferson County Department of Health (JCDH) provided education regarding and distributed 550 naloxone kits within the community. Among the distributed kits were the 248 provided to the Jefferson County Sheriff's Office. The Recovery Resource Center continued to offer naloxone training to the community. UAB hosted an Addiction Symposium on July 20, 2018 and provided naloxone education. The Freedom from Addiction Coalition hosted "Wake-Up Breakfasts" on June 12, 2018 and October 9, 2018. Additionally, the Addiction Prevention Coalition held a Recovery Rally on September 22, 2018 and a naloxone training on October 9, 2018.</p>	<p><b>Completed and ongoing.</b> During this review period, the Jefferson County Department of Health (JCDH) provided education on and distributed 670 naloxone kits within the community. In collaboration with the JCDH, the Recovery Resource Center (RRC) offered weekly naloxone trainings for the community. In partnership with local agencies and organizations, the Alabama Chapter of Celebrate Recovery sponsored a "Naloxone Training/Overdose Awareness" event on January 14, 2019 at Grace Life Baptist Church. The Freedom From Addiction Coalition hosted "Wake-Up Breakfasts" on January 22, 2019 and April 4, 2019. The Addiction Prevention Coalition (APC) partnered with the Drug Enforcement Administration (DEA) to host the National Prescription Take Back Day on April 27, 2019. Brookwood Baptist Health Center hosted seminars on "Pain Management and Opioid Use in Senior Adults" on February 21, 2019 and February 28, 2019. Also, in collaboration with JCDH and APC, Brookwood Baptist Medical Center planned an "Opioid Prevention Overdose Training" for the public on May 17, 2019 and May 21, 2019. The RRC, in partnership with JCDH, plans to offer naloxone training on May 29, 2019 at Cooper Green Mercy Health Services.</p>