



Fall, 2014

## Health Council Debuts Redesigned Website

Beginning in November, visit [www.hcecf.org](http://www.hcecf.org) and see how easy it is to access health needs assessments, reports, and studies. Senior Health Planner Therry Feroldi designed the new site to make it easier to find health impact assessments, hospital and nursing home reports, PRC community survey results, and Ryan White data reports. Additionally, information about Health Council services including strategic and scenario planning and program performance evaluation will be at your fingertips.



## HRA Helps Direct Clients to Appropriate Care



Health Risk Assessments (HRAs) have been used for years to help individuals identify personal health issues. Now they are being used in Seminole County to help stratify residents seeking health care into low, rising, and high risk categories to align them with the most appropriate care depending on their health history and challenges.

As demand for existing limited resources increases, it makes more sense to leverage what care is available for the uninsured and underinsured to expand capacity. By implementing a Health Risk Assessment, the health and MedNet navigators at *The Sharing Center* in Longwood can direct clients to care that is either episodic or continuing based on the clients' personal history.

Use of an HRA as part of a health testing center to determine where a patient should be sent for care originated with Sidney Garfield, M.D., the founding medical director for the Kaiser Permanente health plan. His system of care evaluated and steered what he termed "well", "worried well", "early sick", and "sick" individuals to a "health" care center, a "preventive maintenance" center, or a "sick" care center.

The Health Council of East Central Florida is working with The Sharing Center to introduce pilot services built on the "Garfield" model to increase service capacity and to expand care options for uninsured and underinsured Seminole County residents.

Learn more about Health Risk Assessments from this CDC website:

[http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/health\\_risk\\_appraisals.htm](http://www.cdc.gov/nccdphp/dnpao/hwi/programdesign/health_risk_appraisals.htm)

## ROCK / Chronic Disease Conference Held in Orlando



Health leaders from around the state attended the 3<sup>rd</sup> Annual Summit of the Florida Chronic Disease Prevention Coalition on October 1 and 2 in Orlando. For the first time, the Summit was co-hosted by *Reduce Obesity in Central Florida Kids (ROCK)*, a community driven initiative established by the Health Council of East Central Florida in 2009 and sponsored since then by the Florida Blue Foundation.

With the theme *Healthy Weight for All*, the Summit focused on the impact that good nutrition and physical activity can have in the role to reduce the increasing incidence of obesity in the Sunshine State and elsewhere. Topics included pediatric obesity, health care costs of obesity and health disparities, physical activity for individuals with disabilities, the built environment, gold medal school districts, and childhood obesity.

Learn more about ROCK resources and what you can do to reduce obesity in our children by visiting [www.RockFL.org](http://www.RockFL.org).

## Scenario Planning Workshop Offers Realistic View of Multiple Challenges



On October 1, 2014, the calendar at a local public health department flipped three years ahead to 2017 as leaders there prepared to experience challenges that they might face for real in the future.

Scenario retreats like this one are being used more often now that the window for any degree of accuracy in traditional strategic planning has narrowed to 12-18 months. Rapid change in our environment from government regulations, technological breakthroughs, cultural changes, competitive products and so forth makes straight-line strategic plans less reliable in the long term.

Custom organization scenarios created and used by the Health Council planners offer multiple views of what may occur 3, 5, or even 10 years from now. Those strategies that are identified during the retreat as applying to 2 or 3 of the projected futures are a better bet for the organization; they are more likely to stand up over time.

Learn more about strategic planning by reading *The Art of the Long View* ([http://smile.amazon.com/s/ref=nb\\_sb\\_ss\\_i\\_1\\_19?url=search-alias%3Dstripbooks&field-keywords=the%20art%20of%20the%20long%20view%20by%20peter%20schwartz&sprefix=the+art+of+the+long%2Cstripbooks%2C227](http://smile.amazon.com/s/ref=nb_sb_ss_i_1_19?url=search-alias%3Dstripbooks&field-keywords=the%20art%20of%20the%20long%20view%20by%20peter%20schwartz&sprefix=the+art+of+the+long%2Cstripbooks%2C227)) or by calling the Health Council of East Central Florida at 407.977.1610.

## Florida Blue Foundation Recognized for *Embrace*

## *a Healthy Florida* Program that Included Services in the Parramore Community

The Florida Blue Foundation on Oct. 22 received the 2014 U.S. Department of Housing and Urban Development (HUD) and U.S. Department of Agriculture (USDA) Secretaries' Award for Public-Philanthropic Partnerships for the foundation's childhood obesity prevention initiative, *Embrace a Healthy Florida*.

The award was announced at the Council on Foundations' 2014 Community Foundations Conference in Cleveland, Ohio. The Florida Blue Foundation was one of only 10 in the U.S. to receive the award.

Susan Towler, Foundation Vice President and Executive Director, Community Affairs, accepted the award on behalf of the foundation.

"We are honored to win this prestigious award and accept it on behalf of our community partners (including the Health Council of East Central Florida ROCK program)," she said. "Together we are making a difference in communities and helping children and families achieve better health."

Since 2008, when the foundation launched *Embrace a Healthy Florida*, six targeted communities, along with numerous nonprofit organizations, families, youth and community partners across Florida, have been addressing the causes and prevention of childhood obesity. This collaboration has been driven through community engagement, promising practices and applied research grants.

Since the beginning, nearly a quarter of a million children and families, many with limited financial resources, have taken part in programs and activities that encourage healthy food choices and physical activities.

## Physicians to Learn "Value Care"

Physicians across the nation are being challenged to move from the traditional fee-for-service model of medicine (paid for the care they provide to their sick patients) to what is called "value care" (paid for keeping their patients healthy through proactive prevention).



Some months back, the Health Council teamed with a physician practice education company and a local Internal Medicine physician to develop content for a nationally broadcast webinar later this year that will help physicians identify what they must learn to practice “value care”.

To be added to the invitation list for this webinar when it is scheduled, contact Ken Peach at the Health Council at [kpeach@hcecf.org](mailto:kpeach@hcecf.org) or 407.977.1610, ext. 222.

*Vital Signs* comes to your email box quarterly to update you on community health initiatives in Brevard, Osceola, Orange and Seminole counties. If you prefer not to receive it, please reply to this email and mark UNSUBSCRIBE in the subject box. Thank you.

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