

Baptist Medical Center Jacksonville

# Community Health Plan

2022-2024



*Approved by Board of Directors on January 31, 2022*

[Community Health & Well-Being | Baptist Health](#)



# Priority I. Access to Care

## Access

Baptist Medical Center Jacksonville (Baptist Jacksonville), building on the 2019 Community Health Needs Assessment, continued to address healthcare gaps through a variety of channels by collaborating with local free clinics, federally qualified health centers, and community-based organizations. The hospital aimed to address the needs of the most at-risk populations including uninsured and underinsured Duval residents and the medically underserved.

### Goal:

Increase access to health services for uninsured and underinsured people in the Baptist Medical Center Jacksonville service area.

### Strategies:

- ❖ Continue partnering with organizations that provide access to care for Duval residents who do not have health insurance.
- ❖ Support JaxCareConnect in collaborative efforts to increase access to care, access to interpretive services, and marketing and awareness of services.
- ❖ Continue partnering with organizations to provide referrals for and increase access to smoking cessation classes and assistive medication.
- ❖ Continue providing screenings and health coaching through Healthy Living Centers and Jewish Community Association (JCA) Health Connexion.

## Safety Net Clinics

About 1 in 9 Duval County residents were uninsured as of the 2020 Census. Baptist Jacksonville collaborated with WeCare and the local safety net clinics of Community Health Outreach, Muslim American Social Services, Sulzbacher Downtown, and Volunteers in Medicine to address the needs of uninsured and underinsured residents. Along with a deficit in mental health services in the area, developing a source of health care for residents has become increasingly important. Baptist Health, thus, continued the development of partners and community resources. Some measures of care from fiscal years 2022-2024 (October-September) are highlighted below.

Measures of Care	FY 2022	FY 2023	FY 2024
Uninsured and underinsured patients served	4,283	17,007	7,029
Diabetes	FY 2022	FY 2023	FY 2024
Patients diagnosed with diabetes	895	881	907
Patients seen twice within 12-month period	548 (61.2%)	677 (76.8%)	690 (76.1%)
Patients seen twice whose HbA1c measure was within normal range	362 (66.1%)	390 (57.6%)	483 (70.0%)
Hypertension	FY 2022	FY 2023	FY 2024
Patients diagnosed with hypertension	1,739	1,656	1,667
Patients seen twice within 12-month period	1,200 (69%)	1,273 (76.9%)	1,254 (75.2%)
Patients seen twice whose blood pressure was under 130/80	652 (54.3%)	751 (59.0%)	828 (66.0%)
Mental Health	FY 2022	FY 2023	FY 2024
Patients diagnosed with a mental illness	1,042	1,277	1,554
Patients with a score of 10 or greater on PHQ9	594	607	748
Patients referred for treatment	435	337	637
Patients participating in treatment	373 (85.7%)	214 (63.5%)	390 (61.2%)

### JaxCareConnect

JaxCareConnect is a collaboration created by the local nonprofit safety net of free and charitable clinics to assist uninsured adult Duval County residents find a primary care medical home. In addition to establishing primary care, they evaluate the whole person and explore other barriers to healthcare to support best possible health outcomes. The aim is to better inform uninsured patients about their healthcare options so that all Duval County residents have access to comprehensive primary care – regardless of insurance status or ability to pay. From FY 2022-2024 there was a 121.4% increase in referrals for care received with over half of the referrals during this time being moved forward successfully for eligible uninsured Duval County residents.

**4,600**

Referrals for Care  
Received from EDs  
(FY22-24)

**2,329**

Moved Forward  
Successfully  
(FY22-24)

**87.3%**

Had Appointments with  
a Primary Care Provider  
(FY22-24)

### Area Health Education Center

The Florida Area Health Education Centers (AHEC) program had two types of groups to help participants quit using tobacco: single session (meeting once) and multi-session (meeting once a week for several weeks). They provided participants with valuable tools that included: preparing to become tobacco-free with a quit plan; learning strategies and skills to deal with nicotine cravings to remain tobacco-free; dealing with slips; and having the opportunity to share experiences with others in a friendly, respectful and supportive group setting. Baptist Health utilized this partnership to address needs it wasn't fully equipped to tackle. Of the 170 patients referred from fiscal years 2022-2024, 28 (23.1%) participated in and completed the course.

**170**

Patients Referred

**36**

Patients Participated in  
and Completed the  
Course

### Baptist Health Partnerships

The Healthy Living Centers and Jewish Community Alliance brought health and wellness programs from Baptist Health into Northeast Florida communities. A variety of programs led by medical professionals included health risk assessments, disease prevention, classes and events, health coaching, and health care navigation. From FY 2022-2024, the number of lives served increased by 17.0% to **6,720 lives**.

**20,460**

Number of Lives  
Provided Services  
(FY22-24)

**1,397**

Biometric Screenings  
(FY22-24)

**5,255**

1:1 Health Coaching  
Sessions  
(FY22-24)

### Education

Baptist Jacksonville provided community education through the Community Health and Well-Being Department and Health Partnerships with the aim of improving prevention and healthy behaviors by making healthcare information and professionals accessible.

## Goal:

Increase knowledge of chronic diseases and where to access services.

## Strategies:

- ❖ Provide education and prevention programming in the community.
- ❖ Implement a falls prevention program initiative for Duval seniors.

### Health Education

Baptist Health's Community Health and Well-Being Department provided free educational webinars multiple times a year to community members on health topics that included: cognition and dementia, colorectal cancer, diabetes, heart health, mental health, nutrition, and stroke awareness. There were 449 non-unique attendants throughout FY 2022-2023.

**95.6%** agreed or strongly agreed that the webinars delivered the information they expected to receive.

**91.7%** agreed or strongly agreed that because of the webinar, they gained new knowledge that will help them with their well-being.

**93.8%** agreed or strongly agreed that they plan to apply what they learned.

### Baptist Health Partnerships

The Healthy Living Centers and Jewish Community Alliance brought health and wellness programs from Baptist Health into Northeast Florida communities. A variety of programs led by medical professionals included physician chats ("Talk with a Doc"), women's health education, prevention & wellness, and support groups. Across these subjects, **1,092 educational programs** were offered during FY 2022-2024.

### Falls Prevention

Falls are a leading cause of injury-related deaths in Florida, and to increase awareness, Baptist Health continued to provide educational opportunities to improve the health of seniors. Two webinar sessions were offered which entailed the play *Denying Gravity* followed by a panel discussion and a presentation on arthritis. **Forty-five participants** were present from FY 2022-2023. The death rates from falls by county are presented below.

Death Rate from Falls	Age-Adjusted Rate per 100,000 Population			Crude Rate per 100,000 Population, Age 65+		
	2021	2022	2023	2021	2022	2023
Baker County	5.6	18.7	12.4	0.0	94.2	95.1
Clay County	15.5	11.0	12.6	80.1	61.4	75.5
Duval County	10.6	10.4	9.1	63.7	58.7	54.2
Nassau County	11.3	14.0	9.1	59.7	63.1	46.5
St. Johns County	9.5	8.3	10.8	63.5	51.9	63.9
Florida	11.8	12.2	11.8	80.9	81.4	81.9

## Community Partners:

Caregiver Coalition of Northeast Florida, Community Health Outreach, Faith Partners, Florida Area Health Education Network, Healthy Living Centers, JaxCareConnect, Jewish Community Alliance Wellness Connexion, Muslim American Social Services, Sulzbacher Downtown, Volunteers in Medicine, We Care Jacksonville



## Priority II. Mental and Behavioral Health

Baptist Health has made behavioral health services a priority by providing comprehensive inpatient and outpatient services to both children and adults. Mental health was a priority health need addressed by Baptist Jacksonville in the 2019 CHNA, and the focus on this continued in the 2022 CHNA as the behavioral health needs of Jacksonville residents increased.

### Goal:

A healthy community with easy and timely access to high quality mental and behavioral healthcare services when needed.

### Strategies:

- ❖ Continue offering Mental Health First Aid, a proven best practice to reduce stigma of mental illness which increases the likelihood that people will access care.
- ❖ Convene a leadership task force of providers, elected leaders, and people with lived experience to prioritize identified opportunities and develop a plan for action.
- ❖ Host community-wide conferences on mental health to reduce stigma and barriers to care.
- ❖ Participate in Project Save Lives to provide access to peer support for ED patients with mental health and substance use disorders for the purpose of getting them into treatment.
- ❖ Implement support groups for LGBT+ populations to address addictions, mental health, advocacy, community resources, etc.
- ❖ Provide education and prevention programming in the community.

### Health Education Series

Baptist Health's Community Health and Well-Being Department provided free educational webinars multiple times to community members on health topics that included: cognition and dementia, coping with grief, and mental health. There were 108 non-unique attendants throughout FY 2022-2023.

**93.5%** agreed or strongly agreed that the webinars delivered the information they expected to receive.

**89.1%** agreed or strongly agreed that because of the webinar, they gained new knowledge that will help them with their well-being.

**91.3%** agreed or strongly agreed that they plan to apply what they learned.

### JASMYN

JASMYN supports the empowerment of LGBTQ+ teens and young adults through leadership, advocacy, resources, and a safe and affirming community. Through the Mental Health Enhancement Program (MHEP), JASMYN aimed to improve and advance the mental health well-being of LGBTQ+ young people, ages 13-29, by addressing social isolation and anxiety, mental health stigma, racial and LGBT bias, and other stressors in therapeutic sessions. From FY 2023-2024 the program provided **141 support group sessions** for **468 teens** of which over 60% were uninsured.

### Leadership Task Force

Through collaboration between Baptist Health, Hope Street, Kids Hope Alliance, and The Partnership for Child Health, Hope & Healing JAX was created in FY 2022 to lead systemic change throughout Jacksonville for a healing centered care movement with a more comprehensive and collaborative organization of resources. The city-wide initiative aimed to address the following:

- 1) foster awareness and culture change
- 2) prevent and reduce adverse childhood experiences and trauma
- 3) nurture learning committees.

Through this work, Hope & Healing JAX delivered Trust-Based Relational Intervention® (TBRI) training to parents, caregivers, teachers, faith leaders, and service providers across the sector from FY 2023-2024. As the Building Trauma Response Jacksonville lead agency, Hope & Healing JAX networked to strengthen existing healing and resilience building efforts while addressing Positive & Adverse Childhood Experiences (PACES).

<b>787</b>	<b>5,091</b>	<b>325</b>
Education Training Hours	Participants in Trainings	Partner Organizations Served

Two Action Group Retreat events were held at Baptist Medical Center Jacksonville in FY 2023 to strengthen and grow existing trauma-informed care efforts with local organizations. Also, TBRI practitioners at Baptist Health and Wolfson Children's Hospital led **21 staff trainings** resulting in **564 team members trained** in TBRI from FY 2023-2024.

### Mental Health First Aid

Mental Health First Aid (MHFA) is an evidence-based, early-intervention course that taught participants to identify, understand, and respond to signs of mental illnesses and substance use disorders. The training provided them with the needed skills to reach out and provide initial help and support to someone who may be developing a mental health or substance use problem or experiencing a crisis. Through Starting Point Behavioral Health and THE PLAYERS Center for Child Health, Baptist Health continued to support trainings across Clay, Duval, Nassau, and St. Johns counties.

<b>Adult Mental Health First Aid Measures</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
Number of classes	50	25	48
Number of participants	<b>624</b>	<b>366</b>	<b>724</b>
Participants demonstrated an improvement in knowledge and confidence (tracking began in FY23)	-	<b>94.12%</b>	<b>95.84%</b>
<b>Youth Mental Health First Aid Measures</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
Number of classes	13	56	27
Number of participants	<b>179</b>	<b>1,064</b>	<b>417</b>
Participants demonstrated an improvement in knowledge and confidence (tracking began in FY23)	-	<b>94.93%</b>	<b>94.72%</b>
<b>Virtual Youth Mental Health First Aid Measures</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
Number of classes	-	35	26
Number of participants	-	<b>427</b>	<b>346</b>
Participants demonstrated an improvement in knowledge and confidence (tracking began in FY23)	-	<b>49%</b>	<b>84.47%</b>

### Mental Health Conference: Access and Advocacy

Access and Advocacy: A Community Conversation was held on April 27, 2022, and included a keynote presentation from Andy Keller, Ph.D., a panel discussion, and a call to action. Dr. Keller, President and Chief Executive Officer of The Meadows Mental Health Policy Institute in Dallas, TX, reviewed current models of care, mental health advocacy opportunities to improve access and quality, and the importance of evidence-based care in behavioral health. Dr. Keller then moderated the panel discussion that included Aaron Bean, President Pro Tempore, Florida Senate, District 4; Nick Dewman, M.D., Vice President, Behavioral Health, Florida Blue; Terrance Freeman, Council Vice President, Jacksonville City Council At-Large Group 1; and Cheryl Love, Chief Clinical and Patient Safety Officer, Florida Hospital Association.

**191** registrants were in attendance.

**100%** of survey respondents (34) rated the conference quality as excellent or good.

## Project Save Lives

Project Save Lives aimed to establish a program that provided specialized, coordinated, and seamless services for the treatment of drug addiction and substance misuse, thereby reducing dependence on drugs and alcohol and reducing drug-related deaths. When overdose patients arrived at a participating hospital emergency department (ED), lifesaving stabilization was the priority. Once stabilized, patients were met by a Peer Specialist who was housed in the ED. The Peer Specialist established a rapport with the patient and worked as part of the multidisciplinary healthcare team to aid in the early recognition and treatment of withdrawal symptoms. Patients were also offered recovery services as appropriate, and those who elected to participate were provided transportation directly to Gateway Community Center or another local provider. Patients who refused services were closely followed by a peer and were offered Nasal NARCAN®. The continued follow up and connection encouraged patients to enter treatment later.

Project Save Lives was present at Baptist Jacksonville and Baptist North Emergency Department.

Mental Health	FY 2022	FY 2023	FY 2024
Number of patient encounters	726	469	471
Number of patients consenting to services	359	300	335
Patients (Baptist Jacksonville and Baptist North) entering treatment	61 (8.4%)	35 (7.5%)	69 (20.6%)
Patients (Baptist Jacksonville and Baptist North) receiving peer services only	N/A	265 (56.5%)	266 (79.4%)

## Seniors

In addition to access to care, Baptist Jacksonville aimed to address seniors' mental health needs. Because of the effects of COVID-19 on this population, addressing isolation had been identified as strategy.

### Goal:

Decrease isolation of seniors.

### Strategy:

- ❖ Develop phone friendships between seniors through a Friendly Callers program.

## Friendly Caller Program

The Friendly Caller Program was established in 2020 during the height of COVID-19. While its purpose was to lessen the impacts of isolation for seniors during social distancing, it illuminated a persistent need for connection and community.

Friendly Callers	FY 2022	FY 2023
Number of volunteers	27	17
Number of community members	36	28
Number of phone calls	928	378
Hours invested in calls	473.1	147.75
Quality of phone calls ("Excellent" or "Pretty Good")	97.16%	97.01%

### Community Partners:

City of Jacksonville, Florida Blue, Florida Hospital Association, Gateway Community Services, Hope Street Inc., JASMYN, Kids Hope Alliance, Partnership for Child Health

## Priority III. Maternal and Child Health

### Maternal and Child Health

Baptist Jacksonville committed to addressing the health of women during pregnancy, childbirth, and the postnatal period. Each stage should be a positive experience, ensuring women and their babies reach their full potential for health and well-being.

#### Goal:

Zero preventable deaths. Zero health disparities.

#### Strategies:

- ❖ Partner with the Northeast Florida Healthy Start Coalition to address needs of mothers and babies.
- ❖ Expand WELLcome Home initiative to Baptist South in 2023
- ❖ Offer classes focused on increasing awareness of safe sleep practices.
- ❖ Continue partnering with Duval County Public Schools to provide safe sex education through health curriculum.

#### Duval County Public Schools

THE PLAYERS Center for Child Health provided safe sex education with Duval County Public Schools. Team members assisted with condom demonstrations for **962 students in 24 school classes** during FY 2022-2023.

#### Northeast Florida Healthy Start Coalition

The Northeast Florida Healthy Start Coalition, Inc. was organized in 1991 as part of a statewide network of community-based organizations to reduce Florida's high infant mortality and improve the lives of pregnant women and their families. To achieve this, as part of a Fetal Infant Mortality Review action plan, Healthy Start utilized community health workers (CHWs) in the targeted zip codes of 32209 and 32210 in Duval County.

Healthy Start Coalition Outcomes	FY 2022	FY 2023	FY 2024
Number of community health workers	3	4	3
Initial intake assessments completed with pregnant women	182	195	188
Number of mothers referred to maternal and child health home visiting programs	<b>111</b>	<b>156</b>	<b>126</b>
Number of mothers connected to home visiting programs	<b>100+</b>	<b>150+</b>	<b>105+</b>

From FY 2023-2024, the Healthy Start Coalition also provided **432 educational classes and opportunities** on toxic stress to **1,121 providers** and **362 educational opportunities** on maternal health to **1,066 families**. To assess mothers' needs and connect them to resources, a family partner also conducted a social determinant of health system of care screening with **931 mothers** at St. Vincent Riverside and Life Tree Women's Clinic.

#### THE PLAYERS Center for Child Health

THE PLAYERS Center for Child Health at Wolfson Children's, through Safe Kids Northeast Florida programs such as "First Year Baby Safety Essentials," helped mothers keep infants safe and secure during their first months. The programs taught the basics of safe sleep, CPR and choking procedures for infants, first aid, unintentional injury prevention, and other important baby care information for new mothers.

Maternal and Infant Health Education	FY 2022	FY 2023	FY 2024
Number of adults provided with safe sleep education	456	970	671
Number of participants in "First Year Baby Safety Essentials"	92	495	630



## WELLcome Home

WELLcome Home is a maternal and newborn program that provided all mothers who resided in Jacksonville, FL a complimentary follow-up call from a Baptist Health nurse within 3-5 days of their hospital discharge to check in on mother and infant at no-cost. A nurse supported the mother with any post-discharge care recovery; referred the mother to any additional resources, services, and/or follow-up appointments (ex: Baptist Health Maternal Mental Health); and provided all mothers with infant safe sleep, feeding support and education, home and car safety educational reminders, and tips and warning signs for both mother and baby. The program began at Baptist Jacksonville in February 2020 before expanding to Baptist Beaches in March 2022, Baptist Clay in August 2023, and Baptist South in August 2023. Outreach efforts also expanded to include families with fetal demise or infants discharged from the NICU.

<b>Baptist Systemwide WELLcome Home</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024*</b>
Calls placed to mothers	1,311	7,354	7,997
Mothers participating in WELLcome Home	758 (57.8%)	3,772 (51.3%)	5,598 (70%)
<b>Baptist Jacksonville WELLcome Home</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024*</b>
Calls placed to mothers	1,061	2,761	-
Mothers participating in WELLcome Home	628 (59.2%)	2,247 (81.4%)	-

\*Because of a reporting issue in the Epic electronic health record, only estimates for the healthcare system were able to be pulled.

## Perinatal Mood Disorders

Maternal mental health conditions are the most common complications of pregnancy, childbirth, and the postpartum period. Baptist Health deployed multiple efforts to support pregnant and new mothers with perinatal mood and anxiety disorders (PMADs), often referred to as postpartum depression.

### Goal:

Support parents with perinatal mood disorders.

### Strategies:

- ❖ Provide a continuum of care including psychology and psychiatry support on an inpatient and outpatient basis.
- ❖ Provide education on perinatal mood disorder (PMD) to clinicians.
- ❖ Provide support groups to new mothers experiencing PMD.

## Baptist Maternal Mental Health

Baptist Maternal Mental Health trained staff about perinatal mental health to better ascertain and support mothers with PMADs. From FY 2022-2024, **575+ clinicians and frontline providers** were educated on perinatal mental health.

Also in the fall of 2023, Baptist Health opened a new day program, The Motherhood Space, to further support pregnant mothers. The program was led by a team of 5 clinicians who specialized in perinatal mental health and provided individual and group therapeutic treatment at the day program. From FY 2023-2024, **119 mothers** participated.

Other supports included the New Moms Support Group which provided a space for new mothers to discuss their experiences with other mothers. From FY 2022-2024, **239 mothers participated**. In addition, the Motherhood Space Video Series was offered as a virtual educational option for mothers who may have been unable to immediately access any of The Motherhood Space Program's offerings. By FY 2024, there were **90,000+ views** and 291 subscribers, **compared to 45 participants** who were able to attend PMAD lectures during FY22.

## Vision

Public schools currently conduct vision screenings in grades K, 1, 3, and 6. Based on data from Vision is Priceless, approximately 20% of students failed a vision screening, and in low-income schools, 78% of the students failed a vision screening two consecutive years. This indicated they did not receive a vision exam and glasses, if needed. Baptist Jacksonville aimed to address this need for its students in Duval County.

### Goal:

All children can see.

### Strategies:

- ❖ Provide access to screenings, exams, and glasses for children in need.

## Vision is Priceless

Vision is Priceless worked to assess, sustain, and improve the visual health of children and adults in Northeast Florida through education, vision screenings, treatment, and referrals. It was founded to fulfill the need for vision screenings and to provide access to vision care, including eye exams, prescription glasses, and specialty care, for the uninsured and underserved.

<b>Northeast Florida Vision Services</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
Number of children receiving vision screenings	<b>35,309</b>	<b>36,665</b>	<b>36,190</b>
Number and percentage of students who failed the vision screening and received comprehensive eye exams while at school	<b>1,574 (4.46%)</b>	<b>2,550 (6.96%)</b>	<b>2,688 (7.43%)</b>
Number and percentage of examined students who received prescription glasses	<b>1,346 (85.77%)</b>	<b>2,116 (82.98%)</b>	<b>2,310 (85.94%)</b>
<b>Duval County Vision Services</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>
Number of children receiving vision screenings	<b>28,152</b>	<b>29,624</b>	<b>29,574</b>
Number and percentage of students who failed the vision screening and received comprehensive eye exams while at school	<b>1,395 (4.96%)</b>	<b>1,953 (6.59%)</b>	<b>1,990 (6.73%)</b>
Number and percentage of examined students who received prescription glasses	<b>1,198 (85.88%)</b>	<b>1,708 (87.46%)</b>	<b>1,772 (89.05%)</b>

### Community Partners:

Duval County Public Schools, Northeast Florida Healthy Start Coalition, Safe Kids Northeast Florida, THE PLAYERS Center for Child Health, Vision is Priceless

## Priority IV. Social Determinants of Health

While the traditional role of health care is to treat patients' physical symptoms and medical conditions, clinical care accounts for only about 20 percent of an individual's health outcomes. An individual's habits and behaviors account for about 30 percent of that person's quality and length of life. The social, economic, and environmental factors, also known as the social determinants of health (SDOH) determine 50% of an individual's health outcomes, and they affect an individual's ability to stay healthy and recover from illness, manage chronic conditions, and maintain overall well-being.

### Goal:

Address social needs that prevent people from achieving optimal health.

### Strategies:

- ❖ Increase employment opportunities.
- ❖ Increase access to healthy food.
- ❖ Ensure parks are safe places for children and adults.
- ❖ Ensure seniors have access to in-home and other supports for health and wellbeing including foods.
- ❖ Research opportunities to address housing and transportation.
- ❖ Implement Findhelp (Aunt Bertha) referral system for patients and community members.

### Employment Opportunities

Baptist Health, through the Healthcare Anchor Network and local organizations like Lift Jax, worked on strategies to connect residents of economically disadvantaged neighborhoods to quality jobs and career pathways. Through outside-in hiring pipelines, individuals with barriers to employment would have specific entry points for high-demand jobs through training and skills development.

From FY 2023-2024, Baptist Health hired a total of **1,088 individuals** from the zip codes of 32206, 32208, 32209, 32210, and 32244, which have some of the lowest life expectancies in northeast Florida. This represented above 12% of all new hires.

Training programs, such as the Certified Nursing Assistant Training Program at the Baptist Health Clinical School, also offered opportunities for residents to enter the healthcare field. From FY 2023-2024, the program saw five cohorts with 77 community participants completing the program, of which **52 new CNAs** were hired.

Last, through Lift Jax and in partnership with the United Way, Baptist helped provide two Construction Ready courses which are 20-day programs that prepared students with no or little construction experience to be job-ready. **Forty-eight students** completed the course, and **41** secured gainful employment. Virtual and in-person employment services such as job placements and resume services were also provided to **739 residents**.

### Access to Food

The USDA defines food insecurity as the limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways. Baptist Health attempted to address this need by working with community partners and safety net clinics (Community Health Outreach, JaxCareConnect, Muslim American Social Services, Sulzbacher Downtown, and Volunteers in Medicine).

THE PLAYERS Center for Child Health	FY 2022	FY 2023	FY 2024
Families assisted with Supplemental Nutrition Assistance Program (SNAP)	1,274	1,466	1,733
Safety Net Clinics	FY 2022	FY 2023	FY 2024
Clients screened for food insecurity	2,428	3,486	4,012
Clients connected with food assistance programs	<b>727 (29.9%)</b>	<b>2,024 (58.1%)</b>	<b>2,547 (63.48%)</b>

Bridge the Gap's Garden of Eden program aimed to move the needle on conversations surrounding hunger relief, food insecurity, and the disparities within communities relating to basic living needs. Supported by the Garden of Eden Farm and partnerships with Feeding Northeast Florida and local grocery chains (Harvey's, Publix, and Winn-Dixie), Bridge the Gap provided nutritional support to Duval residents. From FY 2023-2024, the organization distributed **over 21,040 lbs. of food monthly** to about 3,000 people by FY 2024. Distribution included the homebound and senior-living residents participating in the twice-weekly food distribution. Additional support included Lift Jax's Debs Store which opened in 2024, ensuring that the Eastside of Jacksonville is no longer a food desert.

## Parks

Baptist Health aimed to assist in the creation and improvement of safe green spaces to revitalize the community. Through multiple partners, Baptist Health can potentially promote healthy lifestyles and public safety.

Blue Zones Project Jacksonville worked to enhance the built environment by developing an environment that is supportive of routine walking, bicycling, and community engagement. One of its objectives was to enable social gathering areas to give every resident the opportunity to access places outside of their home. This would promote important social interactions with neighbors of varying ages, backgrounds, and perspectives. Also, in partnership with Blue Zones and Tobacco-Free Jacksonville, the City of Jacksonville unanimously passed a smoke-free park ordinance, prohibiting smoking in Jacksonville's parks.

Groundwork Jacksonville's Emerald Trail is a 30-mile trail and linear park system that will connect 14 disadvantaged urban neighborhoods to downtown and local waterways. Baptist Health supported the initiative by activating the Trail's LaVilla Link to engage businesses, community partners, and community members in health-making and health education activities.

Last, a critical component of Baptist Health's community partner Lift Jax was activating parks and green spaces by building best-in-class infrastructure and implementing programming at existing parks located in the heart of the Eastside, namely A. Philip Randolph Heritage Park, Buster Ford Checkerboard Park, and Flossie Brunson Park. A comprehensive parks plan was created with the City of Jacksonville, with equipment and amenities having been upgraded at A. Philip Randolph and Flossie Brunson Parks in FY 2023 and parks programming being developed in collaboration with Blue Zones Project Jacksonville.

## Seniors

To continue addressing priorities from the previous 2019 CHNA, Baptist Jacksonville worked with local organizations that provided seniors with additional supports.

Meals on Wings, developed by the University of North Florida Center for Nutrition and Food Security, also addressed food insecurity by recovering food that would normally be wasted by area hospitals and repackaging the food into healthy, balanced meals. The meals were then delivered to older adults on the program's list. From FY 2022-2024, Meals on Wings provided **14,438.4 meals** through Baptist Jacksonville donations and 27,134 meals through Baptist system donations to around **250 older adults** of Duval County. As of FY 2024, about 55,130 meals have been provided to Duval residents since October 2018 from system donations.

Food Insecurity			
Meals on Wings	FY 2022	FY 2023	FY 2024
Food donations (meals) by Baptist Jacksonville	<b>4,820</b>	<b>5,102</b>	<b>4,516.4</b>
Food donations (meals) by Baptist System	8,980	9,423	8,731
Food donations (meals) by Baptist Jacksonville since 2019	<b>23,858.2</b>	<b>28,960.2</b>	<b>33,476.6</b>
Food donations (meals) by Baptist system since 2018	36,975.6	46,398.6	55,130

## Housing and Transportation

Through Blue Zones Project Jacksonville, Baptist Health assessed its ability to play a role in affecting change by reviewing resources that address healthy, affordable housing and economic disparities resulting in limited transportation options. Blue Zones' policy strategies included the following:

- Encourage the City of Jacksonville to identify and expand geographic access to fare-free or reduced-fare transit passes within target communities for under-18, low-income, or over-65 residents including establishing a baseline measurement of current ridership.
- Encourage the City of Jacksonville and relevant stakeholders to establish funding available in the Jacksonville Affordable Housing Fund.
- Coordinate with the City of Jacksonville to map potential housing development opportunities in neighborhood centers, underutilized parking lots and aging strip malls, including identifying target areas for Accessory Dwelling Units, cottage courts, townhomes, and other missing middle housing types to reflect potential opportunities when compared to current baseline.

## Findhelp

Findhelp is a social care network that connects people seeking help and verified social care organizations that serve them. It thus made it easy for people to find social services in their communities, for nonprofits to coordinate their efforts, and for customers to integrate social care into the work they already do. Implementation of Findhelp occurred through the summer of 2022 as the Epic electronic health record system was being set up for a late July start. **Eighty organizations received 123 referrals** from May 2022 to September 2024.

### **Community Partners:**

Blue Zones Project Jacksonville, Bridge the Gap, Community Health Outreach, Findhelp, Groundwork Jacksonville, JaxCareConnect, Lift Jax, Meals on Wings, Muslim American Social Services, Sulzbacher Downtown, THE PLAYERS Center for Child Health, Volunteers in Medicine



## Appendix

<b>Priority: Access to Care</b>		
<b>Goal: Increase access to health services for un- and under-insured people in the BMCJ service area.</b>		
<b>Strategies</b>	<b>Metrics/What we are measuring</b>	<b>Partnering/External Organizations</b>
Continue partnering with organizations that provide access to care for Duval residents who do not have health insurance.	<ul style="list-style-type: none"> <li>• Number of people served</li> <li>• Percentage of people receiving preventative services</li> <li>• Evaluate health outcomes and wellness of participants in diabetes, hypertension and mental health</li> </ul>	<ul style="list-style-type: none"> <li>• Agape Health</li> <li>• Community Health Outreach (CHO)</li> <li>• Mission House</li> <li>• Muslim American Social Services (MASS)</li> <li>• Sulzbacher Downtown</li> <li>• Volunteers in Medicine (VIM)</li> <li>• We Care Jacksonville</li> </ul>
Support JaxCareConnect in collaborative efforts to increase access to care, access to interpretive services, and marketing and awareness of services.	<ul style="list-style-type: none"> <li>• Number of people served</li> <li>• Evaluate health and wellness of participants</li> </ul>	<ul style="list-style-type: none"> <li>• JaxCareConnect</li> </ul>
Continue partnering with organizations to provide referrals for and increase access to smoking cessation classes and assistive medication.	<ul style="list-style-type: none"> <li>• Number of people referred to programs</li> <li>• Percentage of people referred who are participating in classes</li> <li>• Percentage of people completing classes</li> </ul>	<ul style="list-style-type: none"> <li>• Agency Health Education Center</li> </ul>
Continue providing screenings and health coaching through Y Healthy Living Centers and JCA Health Connexion.	<ul style="list-style-type: none"> <li>• Number of people receiving screening</li> <li>• Number of people receiving coaching</li> <li>• Evaluate health outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Jewish Community Alliance Wellness Connexion</li> <li>• Healthy Living Centers</li> </ul>
<b>Goal: Increase knowledge of chronic diseases and where to access services.</b>		
<b>Strategies</b>	<b>Metrics/What we are measuring</b>	<b>Partnering/External Organizations</b>
Provide education and prevention programming in the community.	<ul style="list-style-type: none"> <li>• Number of people educated</li> <li>• Evaluation of program satisfaction and health outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Jewish Community Alliance Wellness Connexion</li> <li>• Healthy Living Centers</li> </ul>
Implement a falls prevention initiative for Duval seniors	<ul style="list-style-type: none"> <li>• Number of seniors participating in education sessions</li> <li>• Number of reported falls by participants before and after sessions.</li> <li>• Death rate from falls for seniors in the county</li> </ul>	<ul style="list-style-type: none"> <li>• Caregiver Coalition of Northeast Florida</li> </ul>

Priority: Mental and Behavioral Health		
<b>Goal:</b> A healthy community with easy and timely access to high quality mental and behavioral healthcare services when needed.		
Strategies	Metrics/What we are measuring	Partnering/External Organizations
Continue offering Mental Health First Aid, a proven best practice to reduce stigma of mental illness which increases the likelihood that people will access care.	<ul style="list-style-type: none"> <li>1,500 people trained by 2024</li> <li>Evaluate participant satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Starting Point Behavioral Health</li> <li>THE PLAYERS Center for Child Health</li> </ul>
Convene a leadership task force of providers, elected leaders and people with lived experience to prioritize identified opportunities and develop a plan for action	<ul style="list-style-type: none"> <li>Evaluate the impact of each initiative according to its focus</li> <li>Crisis calls (schools, EMT, police)</li> <li>Rate of behavioral health ED visits</li> </ul>	<ul style="list-style-type: none"> <li>Hope Street</li> <li>Kids Hope Alliance</li> <li>The Partnership for Child Health</li> </ul>
Host community-wide conferences on mental health to reduce stigma and barriers to care.	<ul style="list-style-type: none"> <li>Number of people attending the conference</li> <li>Satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>Florida Blue</li> <li>Florida Hospital Association</li> </ul>
Provide education and prevention programming in the community.	<ul style="list-style-type: none"> <li>Number of people participating in programs</li> <li>Evaluate impact of programming on participants</li> </ul>	
Implement support groups for LGBT+ populations to address addictions, mental health, advocacy, community resources, etc.	<ul style="list-style-type: none"> <li>Number of people participating in support groups</li> <li>Evaluation of quality and outcomes of support groups</li> </ul>	<ul style="list-style-type: none"> <li>JASMYN</li> </ul>
Participate in Project Save Lives to provide access to peer support for ED patients with mental health and substance use disorder for the purpose of getting them into treatment.	<ul style="list-style-type: none"> <li>Percentage of identified people who met with peer specialist</li> <li>Percentage of people who enter treatment</li> <li>Percentage of people who did or didn't consent to services and are readmitted into ED</li> </ul>	<ul style="list-style-type: none"> <li>Gateway Community Services</li> </ul>
<b>Goal:</b> Decrease isolation of seniors.		
Strategies	Metrics/What we are measuring	Partnering/External Organizations
Friendly callers – seniors developing phone friendships with seniors	<ul style="list-style-type: none"> <li>Number of volunteers in program</li> <li>Number of seniors in program</li> <li>Number of phone calls</li> <li>Total time invested in calls</li> <li>Quality of phone calls (reported by volunteers)</li> </ul>	

Priority: Maternal and Child Health		
Goal: Zero preventable deaths. Zero health disparities.		
Strategies	Metrics/What we are measuring	Partnering/External Organizations
Partner with the Northeast Florida Healthy Start Coalition to address needs of mothers and babies.	<ul style="list-style-type: none"> <li>• Infant mortality</li> <li>• Pre-term births</li> <li>• Low Birth-weight babies</li> </ul>	<ul style="list-style-type: none"> <li>• Northeast Florida Healthy Start Coalition</li> </ul>
Expand WELLcome Home initiative to Baptist South in 2023	<ul style="list-style-type: none"> <li>• Number of mothers connected through phone and/or in-home support</li> </ul>	<ul style="list-style-type: none"> <li>• THE PLAYERS Center for Child Health</li> </ul>
Offer classes focused on increasing awareness of safe sleep practices.	<ul style="list-style-type: none"> <li>• Number of participants in class</li> </ul>	<ul style="list-style-type: none"> <li>• Safe Kids Northeast Florida</li> <li>• THE PLAYERS Center for Child Health</li> </ul>
Continue partnering with Duval County Public Schools to provide safe sex education through health curriculum.	<ul style="list-style-type: none"> <li>• Number of students participating in classes</li> </ul>	<ul style="list-style-type: none"> <li>• Duval County Public Schools</li> </ul>
Goal: Support parents with perinatal mood disorders		
Strategies	Metrics/What we are measuring	Partnering/External Organizations
Provide a continuum of care including psychology and psychiatry support on an inpatient and outpatient basis.	<ul style="list-style-type: none"> <li>• Number of participants</li> </ul>	
Provide education on perinatal mood disorder (PMD) to clinicians.	<ul style="list-style-type: none"> <li>• Number of people trained</li> </ul>	
Provide support groups to new mothers experiencing PMD.	<ul style="list-style-type: none"> <li>• Number of people participating in support groups</li> </ul>	
Goal: All children can see		
Strategies	Metrics/What we are measuring	Partnering/External Organizations
Provide access to screenings, exams and glasses for children in need	<ul style="list-style-type: none"> <li>• Number of screenings, exams and glasses provided</li> <li>• Percentage of students who failed a vision screening, who received an eye exam, and who received prescription glasses</li> <li>• Number and percent of students who fail vision screenings multiple years.</li> </ul>	<ul style="list-style-type: none"> <li>• Vision is Priceless</li> </ul>

<b>Priority: Social Determinants of Health</b>		
<b>Goal:</b> Address social needs that prevent people from achieving optimal health		
<b>Strategies</b>	<b>Metrics/What we are measuring</b>	<b>Partnering/External Organizations</b>
Increase employment opportunities	<ul style="list-style-type: none"> <li>Percentage of people hired in low life expectancy zip codes</li> </ul>	<ul style="list-style-type: none"> <li>Lift Jax</li> </ul>
Increase access to healthy food	<ul style="list-style-type: none"> <li>Percentage of identified FQHC and free clinic patients screened for food insecurity</li> <li>Percentage of patients connected with food assistance programs</li> <li>Number of home-delivered food boxes or meals</li> </ul>	<ul style="list-style-type: none"> <li>Bridge the Gap</li> <li>Community Health Outreach</li> <li>JaxCareConnect</li> <li>Muslim American Social Services</li> <li>Sulzbacher Downtown</li> <li>THE PLAYERS Center for Child Health</li> <li>Volunteers in Medicine</li> </ul>
Ensure parks are safe places for children and adults	<ul style="list-style-type: none"> <li>Evaluate community response and engagement at targeted park improvements</li> <li>Evaluate level of programming at targeted parks</li> </ul>	<ul style="list-style-type: none"> <li>Blue Zones Project Jacksonville</li> <li>Groundwork Jacksonville</li> <li>Lift Jax</li> </ul>
Ensure seniors have access to in-home and other supports for health and wellbeing including foods	<ul style="list-style-type: none"> <li>Number of meals provided</li> <li>Percentage of seniors who need food assistance and are receiving meals</li> <li>Percentage of seniors needing in-home medical services and receiving them</li> </ul>	<ul style="list-style-type: none"> <li>Meals on Wings</li> </ul>
Research opportunities to address housing and transportation	<ul style="list-style-type: none"> <li>Evaluate organization's ability to address these social determinants</li> </ul>	<ul style="list-style-type: none"> <li>Blue Zones Project Jacksonville</li> </ul>
Implement Findhelp (Aunt Bertha) referral system for patients and community members	<ul style="list-style-type: none"> <li>Number of organizations receiving referrals through Findhelp</li> </ul>	<ul style="list-style-type: none"> <li>Findhelp</li> </ul>