Fact Sheet

Mission: The Mission of the Health Planning Council of Northeast Florida, Inc. is to develop regional, unbiased research and evidence based initiatives that promote healthy communities, lifestyles and improve quality, accessible healthcare.

Vision: Building a healthier region through research and collaboration.

Core Values: We believe in collaboration is a must at all costs
We believe all perspectives matter
We conduct research with communities, not on or to communities
We do not believe in a “one size fits all” approach for engaging the community
We insist on culturally sensitive and evidenced-based interventions
Behavior change begins with data

About: The Health Planning Council of Northeast Florida (Region 4) is a private, nonprofit corporation created more than 40 years ago under Chapter 408.033 of the Florida Statutes as one of 11 regional health planning councils throughout the state. We serve as the repository of planning, information, research and evaluation for healthcare issues and strive to meet the challenges of the region with initiatives that target local healthcare needs and affect health policy.

Quick Facts:

• We know the Northeast Florida region; we know the health trends of Northeast Florida; we know the connection between health and sustainable communities.
• We launched Jacksonville’s 1st 7K race [The Community First Hale & Hearty 7K] race with a strategy to start a healthy community design movement in Northeast Florida.
• We are the experts in the community health assessments, analyzing community healthy indicators and predicating their implications, conducting healthcare utilization research and influencing health policy.
• We have two urban planners of staff who are experts in the integration of public health and healthy community design and zoning regulations.
• We influence organizations to see the value in “Collective Impact” by encouraging the interaction of many organizations within a larger system to work toward the same goal and measuring the same things; increasing cross-sector alignment and learning among many organizations; recognizing corporate and government sectors as essential partners; encourage organizations to actively coordinate their action and share lessons learned.
• We are members of influential Boards, regional associations and state organizations including the Jacksonville Regional Chamber of Commerce Board of Governors, Leadership Jacksonville, Leadership Volusia, Florida’s Consumer Health Information and Policy Advisory Council, Florida's State Community Health Improvement Plan Steering Committee, and Florida's Chronic Disease Prevention and Health Promotion State Plan, just to name a few.
ASSESS PREVALENCE OF DISEASE AND ISSUES IMPACTED BY BIOLOGICAL, BEHAVIORAL, SOCIAL AND ENVIRONMENT DETERMINANTS OF HEALTH

Our Core Values guide our community-based methodologies when planning, coordinating, and facilitating community needs assessments. Prosperous communities, who decide to invest in the health of all residents, purposefully engage, listen and then execute recommendations that improve everyone’s quality of a healthy life. Our community needs assessment approach strengthens community involvement in decision making, improves collaboration and working partnerships, improves communication with other agencies in the public and advocates for better use of resources.

- Jacksonville Metropolitan Community Benefit Partnership – 9 Hospital Health and Community Benefit Needs Assessment (Clay, Duval, Nassau, Putnam and Northern St. Johns Counties)
- Caregiver Needs Assessment-ElderSource & United Way of NE FL (Duval County)
- Mobilizing for Action through Planning and Partnerships (MAPP) Needs Assessment (Leon, Baker, St. Johns, Flagler, Clay & Nassau Counties)
- ElderSource (Area Agency on Aging) Service Area Needs Assessment (All seven counties)
- Flagler and Nassau County FQHC Needs Assessment & Planning Grant (Flagler County)
- New Town Health Project Porch-to-Porch Assessment (Duval County; Census Track)
- Assessment of HIV/AIDS Transmission & Substance Abuse (Duval County)
- Health Information Technology Environmental Scan (All seven counties)
Happiness is contagious, just take a look around. When you see people smile, you smile back. Research indicates there is a high correlation between one’s physical environment and mental well-being. Conditions in the places where we live, work and play have a tremendous impact in our health. It is much easier to stay healthy when we can easily and safely walk, run or bike; when we have clean air, healthy food and access to affordable housing; and when we are safe from things like violent crime, fires and lead poisoning. Every day, policy makers have opportunities to make choices that—if they took health into account—could help stem the growth of pressing health problems like obesity, injury, asthma and diabetes that have such a huge impact on our nation’s health care costs, economic development and on people’s quality of a healthy life.

- Health and Urban Planning Integration - Bunnell Medical Campus (Flagler County)
- Neighborhood Revitalization & Health Impact Assessment (Duval County; San Marco Preservation Society)
- Affordable Housing Opportunities for People Living with HIV/AIDS - Health Impact Assessment (Duval County)
- Safe Routes to School (Duval County; San Marco)
- PACE Environmental Health Assessment (Clay County; Green Cove Springs)
- Bicycle & Pedestrian Advisory Council (Duval County)
- Walking Audit (Clay County; Green Cove Springs)
- Advocated for the inclusion of “health” into the region’s 60-year growth and visioning exercise (All seven counties)
EQUIP DECISION-MAKERS AND THE PUBLIC WITH THE INFORMATION THEY NEED TO MAKE INFORMED DECISIONS

Having access to quality and current health care and health-related quality of life data is critical in making sound strategic decisions regarding your business, your community, program interventions and policy evaluation. Health-related quality of life (HRQoL) is a multi-dimensional health, life expectancy and causes of death, and focuses on the impact health status has on quality of a healthy life. A related concept of HRQoL is well-being, which assesses the positive aspects of a person’s life, such as positive emotions and life satisfaction. We have 20 years of healthcare utilization data and maintain 175 HRQoL indicators for our seven county area. We are a smart region.

- Northeast Florida Counts Indicator dashboard (All seven counties)
- ER & Hospital Utilization Sport Related Concussion Study (All seven counties)
- Quality Measures-NE FL & Hospital Re-admissions Study (All seven counties)
- Annual Guide to Assisted Living Facilities (All seven counties)
- County Health Profiles (All seven counties)
- Healthcare Utilization Monthly Reports (All seven counties)
- Prevention Quality Indicator Measures (PQI) Warehouse (statewide)
- Health and Environment Geo-Spatial Mapping
The widespread pursuit of partnerships and collaborative relationships is one of the most significant trends in all types of communities—large or small, rural or urban. Whether it’s collaboration among local health-related institutions or efforts to bring together diverse groups of neighborhood residents, we recognize the importance of and encourage partnerships for maximizing community assets, leverage limited financial resources, strengthen the democratic process and achieve meaningful health-related change.

- **Jacksonville Metropolitan Community Benefit Partnership** – Collective Impact Strategies (Clay, Duval, Nassau, Putnam, St. Johns County)
- **Southern Reach** – HIV/AIDS Speakers Bureau (Volusia County)
- **Healthcare Safety-Net Summit Part 1 & 2** (Clay County)
- **National Healthcare Reform-State Rep. Adkins** (Nassau County)
- **HIV/AIDS CareNetwork** (Duval County)
- **Immunization Task Force** (Duval County)
- **Fiscal Administrator for the Northeast Florida Healthy Start Coalition**
- **Fiscal Administrator for the St. Johns River Rural Health Network**
- **Lead Agency for Ryan White Part B Patient Services** (Flagler & Volusia Counties)
- **Lead Agency for Housing Opportunity for People Living With AIDS** (Flagler & Volusia Counties)
- **Developed Balanced Score-Card for Child Guidance Center** (Duval County)
Our Philosophy

According to the World Health Organization, health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Indeed a “medical care” focus can distract leaders from the issues that can actually make a measurable impact in health performance. A healthy community, as described by the U.S. Department of Health and Human Services ‘Healthy People 2020 report, is one that continuously creates and improves both its physical and social environments. Such communities help people to support one another in aspects of daily life and to develop to their fullest potential. Happy and Healthy Places™ are those designed and built to improve the quality of a healthy life for all people who live, work, worship, learn and play within their borders. They also provide easy access and connectivity to other communities—places where every person is free to make choices amid a variety of healthy, available accessible and affordable options.

As a nation, we are learning that growing a healthy community is a lifelong process—one that requires our constant nurturing and vigilance. Healthy communities result from healthy choices and environments that support shared responsibility. And everyone has a role to play in building a healthier, more vibrant community.

A renewed emphasis on the relationships between economic, social and political factors and health and mental-well being status is transforming local leaders’ perspectives on identifying the most leveraged loci of change in health improvement.