



2009 Focus Areas

Reducing Health Disparities

- HIV/AIDS Services Planning

Increasing Access to Care

- Insurance Services Program
- Prescription Assistance Program (MedNet® Pinellas, Pasco, Hillsborough, Polk & Seminole)
- Breast Cancer Navigation & Treatment Support Programs

Promoting Healthy Lifestyles

- Flu Shot Outreach Campaign

Educating Local Residents

- Lead Education and Awareness Program (LEAP)
- Manatee County Health Assessment
- State of Florida Rural Health Plan Update

Key Contact Information

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The Health Councils Background and Purpose

The Suncoast and West Central Florida health councils were established by Florida Statute 408 in 1983. Each health council is an independent, private non-profit organization governed by a Board of Directors appointed by County Commissioners to represent health care consumers, providers, and purchasers at the local level. The Suncoast Health Council, Inc. serves residents in Pasco and Pinellas counties, while the Health Council of West Central Florida, Inc. serves residents in Hardee, Highlands, Hillsborough, Manatee and Polk counties. Individually and collectively, the health councils collect and analyze health care data; describe community health status; identify health care needs and resources; and work with the community to develop strategies to improve access, affordability and quality of care at the local level. The two health councils have 9 sister-affiliates located throughout the State of Florida.

The Suncoast and West Central Florida health councils share management and staff resources to optimize limited funding resources and to initiate and coordinate program services that cross planning district boundaries. Working together, the Suncoast and West Central Florida health councils *"make health care better"* for residents throughout the Tampa Bay and West Central areas of Florida.

2009 Project Spotlight - Manatee County Health Assessment

The Health Councils assessed the community health status of Manatee County residents in 2009. The assessment was based on multiple data indicators, including: demographics such as population growth and distribution, economic characteristics, age, race and ethnicity, and education; health status indicators including births, chronic disease, and behaviors contributing to poor health; childhood obesity, communicable and infectious diseases; disabilities, mental health, hospital utilization and causes of death; and health resource availability and access, including provider and facility resources, ability to pay for care, transportation, and convenience of care.

The health assessment included a special section on tobacco use, as well as findings from a series of community interviews with local officials, health advocates, and consumers in Manatee County.

Go to www.healthcouncils.org to download a copy of the assessment.

Community Profiles

Hardee County

- 46.1% Hispanic
- 13.3% Seniors 65+
- \$36,157 Median Income
- \$3,215.02 Annual Medical Expenditures per Household

Highlands County

- 17.5% Hispanic
- 31.4% Seniors 65+
- \$37,351 Median Income
- \$3,385.89 Annual Medical Expenditures per Household
- 10.9% Unemployed (2008)

Hillsborough County

- 24.8% Hispanic
- 12.3% Seniors 65+
- \$53,601 Median Income
- \$3,949.14 Annual Medical Expenditures per Household
- 6.7% Unemployed (2008)

Manatee County

- 13.7% Hispanic
- 24.9% Seniors 65+
- \$50,354 Median Income
- \$4,215.87 Annual Medical Expenditures per Household
- 5.9% Unemployed (2008)

Pasco County

- 8.7% Hispanic
- 23.7% Seniors 65+
- \$42,287 Median Income
- \$3,512.90 Annual Medical Expenditures per Household
- 7.6% Unemployed (2008)

Pinellas County

- 7.0% Hispanic
- 22.7% Seniors 65+
- \$48,218 Median Income
- \$4,113.70 Annual Medical Expenditures per Household
- 5.3% Unemployed (2008)

Polk County

- 13.8% Hispanic
- 18.0% Seniors 65+
- \$44,651 Median Income
- \$3,626.38 Annual Medical Expenditures per Household
- 6.5% Unemployed (2008)

New Program Initiatives

Flu Shot Outreach Campaign

The Health Councils implemented a new educational outreach initiative in 2009 to promote the inoculation of at-risk populations against both the seasonal and H1N1 flu viruses. The flu outreach campaign was targeted to at-risk clients receiving prescription medications through the Health Councils' MedNet Program, a multi-county initiative that secures free prescription medications for individuals with chronic health conditions.

Over 1400 MedNet clients received a colorful and informative postcard describing populations at high risk for serious illness as a result of seasonal and H1N1 flu. Postcard recipients were selected based on CDC flu risk criteria and included children and young adults under the age of 24; women of childbearing years; and adults with heart conditions, diabetes, and lung disorders. The flu outreach postcards provided information about the availability of flu vaccines in Hillsborough, Pinellas and Polk counties, and a link to Florida's flu safety hotline and website.

The Flu Shot Outreach Campaign was funded in part by a grant from AstraZeneca.

2009 Statement of Community Benefit

Working together, the Suncoast and West Central Florida health councils "**make health care better**" for residents throughout the Tampa Bay and West Central areas of Florida. Collectively, the two agencies help to secure funding and services to support and sustain the health and human service needs of local residents.

In 2009, the two agencies secured almost \$39 million dollars in needed services for the area's most vulnerable residents, returning \$234 in health care benefits for every \$1 allocated by the State of Florida to fund the Health Council at the local level.

2009 FOCUS AREA	FUNDING AND SERVICES SECURED
Reducing Health Disparities	\$11,355,893
Increasing Access to Health Care	\$27,244,923
Promoting Healthy Lifestyles	\$42,200
Educating Local Residents	\$65,700
2009 COMMUNITY BENEFIT	\$38,708,716

To learn more about The Health Councils, go to:

www.healthcouncils.org