Our vision is to have healthy communities in Nassau County that support optimal health and quality of life through collaboration, strong leadership, policy and environmental change, and resident empowerment.

Teen Health Story:
John, age 15, a 4Me Teen Health participant shared, “the classes taught me how to make good choices for my body. I feel more comfortable saying no to sex and peer pressure. I now know how to prevent pregnancy and STD’s which can help me plan for my future. The teachers were cool and it was easy to talk about really private health stuff.”

The 4Me project uses a life plan approach to deliver comprehensive teen sex education. The evidenced based curriculum teaches communication, healthy relationships and self-respect. This program promotes the message of abstinence and safe sex.

Adult Health Story:
When Mr. L began to have difficulty swallowing and breathing this past February, it took high-quality, collaborative, and culturally appropriate health care services to save his life. Mr. L was 62 years old, with very limited income, no health insurance, and limited English proficiency. After seeking help at the Barnabas Urgent Care Clinic this February, he learned that he had a malignant tumor in his throat. Mr. L was transferred to a Barnabas Primary Care doctor, and connected with a bi-lingual Community Health Specialist who could translate for him. The doctor sent him to a cancer specialist who sometimes serves Barnabas patients at no cost, and the translator accompanied him during the specialist’s exams and tests. Mr. L’s situation turned out to be so severe that Mr. L, along with his Health Specialist translator, was taken to the UF Shands emergency room. The very next day, Mr. L underwent surgery to remove the dangerous mass in his throat. It was a success! Today Mr. L is stable and beginning radiation treatment with the same community health team – without whom Mr. L would have died within a month. As we can see from Mr. L’s story, collaboration, leadership, and empowerment can truly make a difference in our county.
Access to Care

**Goal 1:** Increase access to a medical home for uninsured adults in Nassau County.
- The Family Health and Wellness Center of Nassau was formed and will apply for Federal grants to expand primary and integrative health care.

**Goal 2:** Reduce cultural barriers to care for racial/ethnic/limited English proficiency minorities in Nassau County.
- Barnabas Center expanded its health services for lower income, uninsured adults in January 2014 to include primary care, dental care, behavioral health services, nutrition education, vision & hearing services.

**Goal 3:** Reduce transportation barriers.
- Completed an assessment on transportation strategies, but encountered challenges.
- Plan to continue to partner with community members.

**Goal 4:** Communication strategy to link health resources, improve health literacy and influence health beliefs.
- UF/Nassau County Extension service provides assistance with Medicare/Medicaid questions and enrolls eligible individuals into subsidized programs.
- Health Planning Council of Northeast Florida provides help with enrollment into Affordable Care Act plans.
- Ongoing updates to Community Resource Guide

Behavioral Health

**Goal 1:** Increase awareness of availability of mental health care in Nassau County.
- Starting Point Behavioral Healthcare (SPBH) and Nassau Alcohol, Crime & Drug Abatement Coalition (NACDAC) staff recently certified Mental Health First Aid trainers to train community organization members.
- Trauma Informed Care trainers for the Criminal Justice System (CJS) by Substance Abuse and Mental Health Services (SAMHSA) Gaines Center will train judiciary and jail staff.
- 2014 SPBH presentations to educate community stakeholders

**Goal 2:** Decrease suicides in Nassau County.
- Created Nassau County Behavioral Health resource guides to offer assistance to residents in need
- Question, Persuade, Refer (QPR) Gatekeeper Training will work with training youth in peer to peer mentoring program for suicide prevention.
- Explored funding sources for mental health services for students in local schools

**Goal 3:** Monitor and reduce prescription drug related incidents as reported through crime statistics and emergency department visits.
- Began new partnerships with Skeeterhawk and Byrns Foundations for raising awareness
- Participated in Drug Enforcement Administration (DEA) Drug Take Back twice per year
- Increased permanent law enforcement drop box locations
- Created a 12 month action plan to assist with funding and conducting physician training

Chronic Disease

**Goal 1:** Improve the health of people with chronic disease and reduce the prevalence of risk factors associated with chronic disease.
- The “WALK WITH ME” campaign promoted physical activity. Ongoing groups are supported by UF Extension Office and Baptist Primary Care “Walk With a Doc” in Callahan.
- Offered adult tobacco cessation services in all four communities in partnership with Northeast Florida Area Health Education Center (AHEC)
- Students Working Against Tobacco (SWAT) advocated for a candy-flavor tobacco ban and educated the community on the dangers of tobacco use.
- In partnership with St. Vincent’s Mobile Health, provided Diabetes Disease Self Management Classes in Yulee and Hilliard in 2014.

**Goal 2:** Create policy changes that affect environment.
- Action Communities for Health Innovation and Environmental Change (ACHIEVE) funding facilitated partnership with the Nassau County Health Improvement Coalition (NCHIC) Worksite Wellness Committee and First Coast Worksite Wellness Coalition to support initiatives in small to medium Nassau businesses.
Goal 1: Reduce motor vehicle accidents and death for persons living in Nassau County.

- Completed time study to assess for number of drivers using a cell phone or displaying distracted driving behavior
- Promoted the Distracted Driving program message in the community through drivers education classes
- Created a partnership with the Nassau County Traffic Safety team

Goal 2: Reduce rate of domestic violence in Nassau County.

- Micah’s Place promoted Domestic Violence Awareness Month to increase awareness.
- Educated the community on dating violence in the local schools and faith based churches
- Strengthened partnerships through the Nassau Domestic Violence Task Force
- Created support group services for survivors of domestic violence

Goal 3: Reduce rate of child abuse in Nassau County.

- Family Support Services promoted Child Abuse Prevention month in April highlighting the pinwheel campaign.
- Shared annual data on the incidence of Child Abuse in Nassau County through Northeast Florida Counts website
- Educated Nassau parents on safe parenting methods.

Maternal & Child Health

Goal 1: Reduce infant mortality in Nassau County.

- Established a local infant mortality task force to review infant and fetal deaths for trends
- Provided training and educational information to the community on Sudden Infant Death Syndrome (SIDS) and infant mortality
- Partnered with other agencies to continue Pack and Play program

Goal 2: Increase awareness of teen pregnancy in Nassau County.

- Piloted “Teening Up” Class for parents of 9-16 year olds
- Expanded resource library to include “Our Whole Lives” Teen Health Curriculum
- Offered “4 Me” Teen Health Classes and leadership councils through grant to FDOH-Nassau County Health

Goal 3: Decrease teen births in Nassau County.

- Teens who miss family planning appointments at FDOH–Nassau are receiving phone calls to reschedule appointments for services.
- Piloted Teen Health Clinic Hilliard to try to decrease access to care barriers

COMMUNITY SUCCESS STORY

Students Working Against Tobacco (SWAT) youth presented to Nassau leaders the harmful effects of candy flavored tobacco and were successful in obtaining resolutions in Fernandina Beach, Callahan, and Hilliard. The resolution urges all local tobacco retailers to cease the sale and marketing of all candy flavored tobacco products. Candy flavored tobacco products have been flavored through the addition of natural or artificial flavorings, herbs, spices or other means with flavors characterizing fruit, candy, alcohol or other similar flavorings. SWAT continues to message the manipulative efforts of big tobacco companies to “sell” their products to our youth and recruit new tobacco users.

Pictured at left are SWAT teens with Mayor David Buchanan at the Hilliard Town Council meeting.
Future Opportunities for Improving Nassau Health

What can I do as a Nassau resident? As a business owner, parent, friend, community member, or leader, everyone has a part in keeping Nassau healthy. Examples of opportunities include:

- Become involved in a walking group such as Walk with Me;
- Increase health knowledge, attend trainings and utilize free resources;
- Take a mental health first aid course;
- Join community action groups, such as the Teen Pregnancy Prevention Taskforce;
- Know your community resources for domestic violence, mental health, child abuse and other prevention or treatment programs and services;
- Utilize and promote local programs that support health, such as Tobacco Cessation Courses;
- Become part of a workplace wellness program;
- Build relationships with organizations who have a mission you are passionate about;
- Get involved in the Community Health Improvement Plan (CHIP) process.

For more information on topics and goals covered in this report please visit: [nefloridacounts.org](http://nefloridacounts.org).

Search [Initiative Centers for Partnership for a Healthier Nassau](http://InitiativeCenters.nassauhealth.org).

You can also call 904-548-1800 x5225.

COMMUNITY SUPPORTERS

![Community Supporters Logos]