



SWFL Health Insights: Profiles Launch & HPC in Action


May 29, 2025

Welcome

 Come on camera, we'd love to see you.

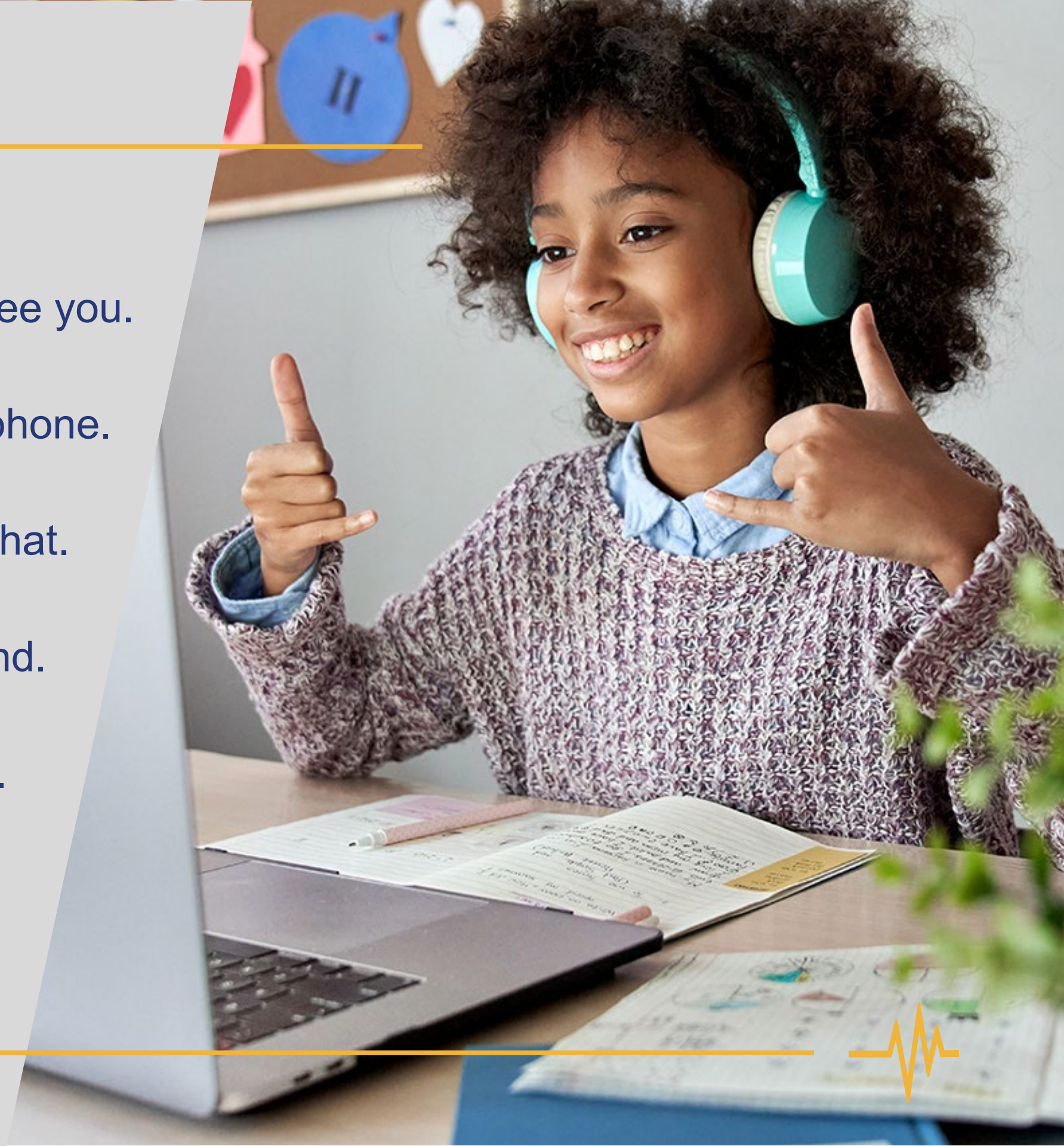
 Please mute your microphone.

 Questions? Put them in the chat.

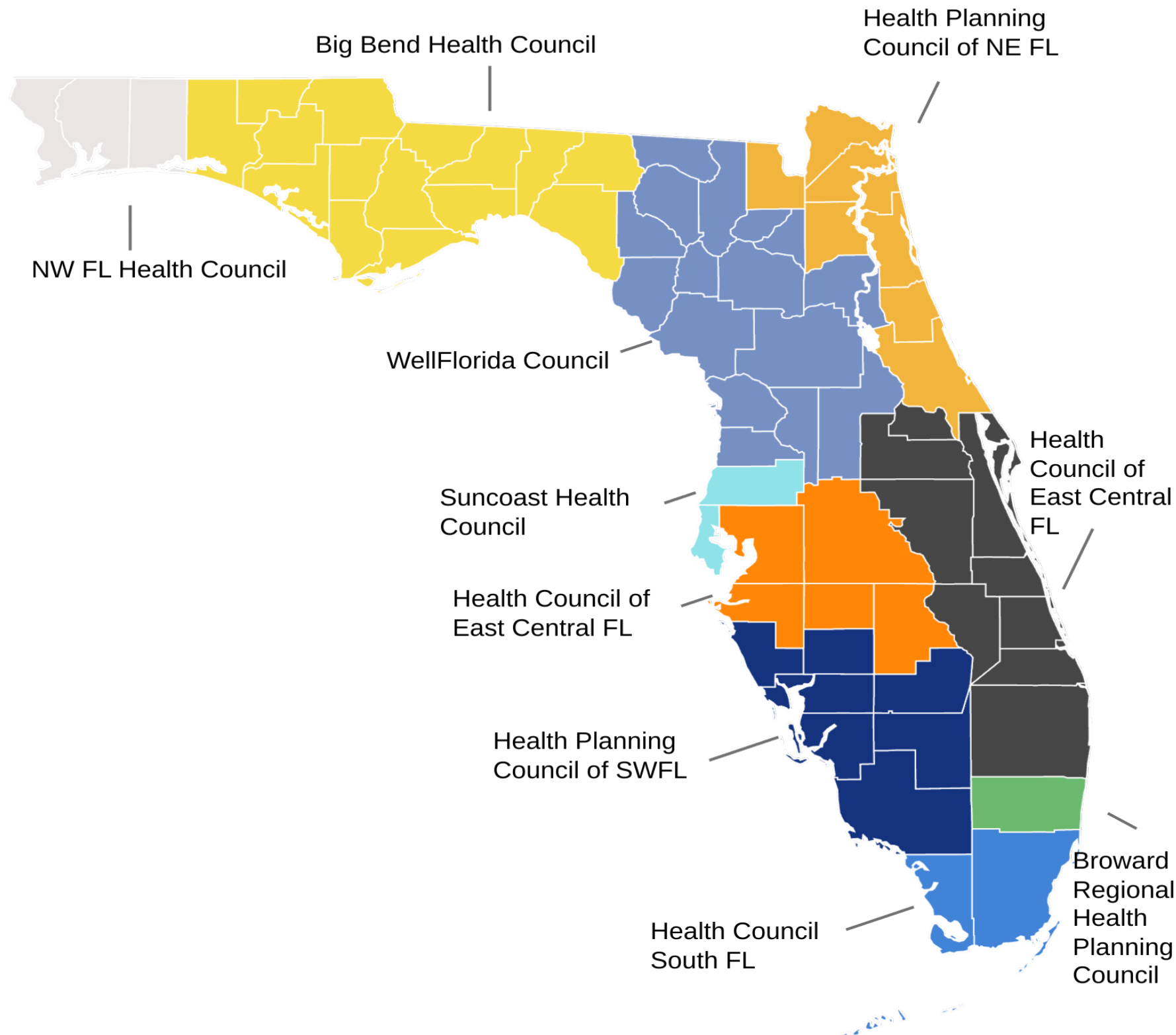
 There will be an open forum at the end.

 **REC** This webinar will be recorded.

 Recording and slides will be shared.



Health Councils



The Health Council of Southwest Florida is one of eleven private Local Health Planning Councils established by Section 408.033 Florida Statutes (F.S.) to conduct regional health planning and implementation activities. Each council's district is designated in Section 408.032, F.S.

<https://www.flhealthplanning.org/health-council-members/>

Who is the Health Planning Council of SWFL?

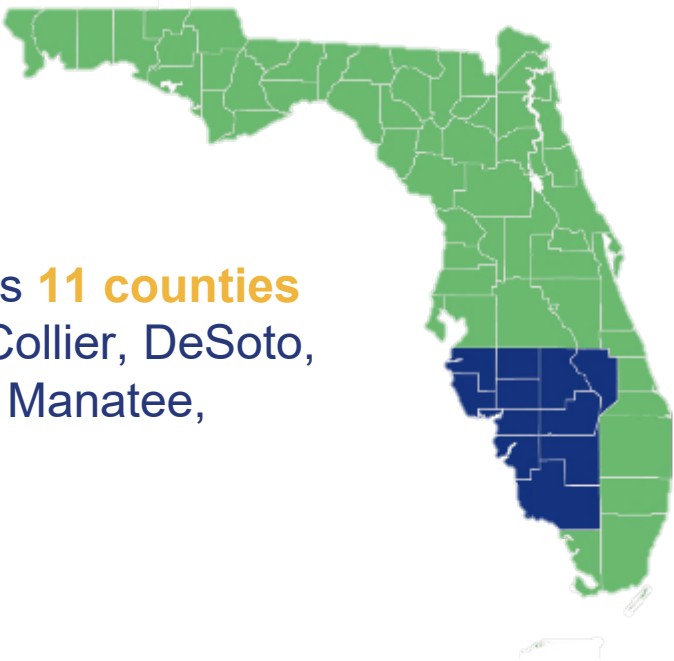
HPC's Mission

We are committed to improving the health and wellness of our community with **PRIDE**.

- **P**roviding & promoting early health intervention
- **R**educing health disparities
- **I**ncreasing access to quality health-related services
- **D**etecting & eliminating gaps in related services
- **E**ducating & collaborating

HPC Areas Served

Through its various programs, HPC serves **11 counties** in southwest Florida including Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Lee, Manatee, Okeechobee, and Sarasota Counties



HPC's Programs

Early Intervention



Infant Mental Health



Health Planning



HPC Strategies



Healthcare Coalition



ACA Navigator



HOPWA



The Health Planning Council of Southwest Florida is a 501(c)(3) non-profit organization. Most of our services are offered at no cost to the community.



HPC Program Overviews

Early Intervention



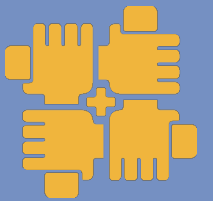
HPC's Early Intervention programs support families and caregivers to increase their child's participation in daily activities and routines that are important to the family. Services are delivered to the child and their caregivers in the natural environment and may include speech, physical therapy, and other types of services based on the needs of the child and family. HPC offers several EI programs including Early Steps, community-based playgroups, and the GAP program.

Infant Mental Health



Infant mental health is the social-emotional development, relationships, and behaviors of children from birth to 3 years old.

Health Planning



The Health Planning department partners with local agencies to improve the health of SWFL, particularly those who are most vulnerable. Projects include strategic planning, community health assessments, project & contract management, data collection & analysis, grant writing, meeting facilitation, community surveys & focus groups, and more.



HPC Program Overviews

Healthcare Coalition



The Southwest Florida Healthcare Coalition brings together partners across 9 counties to develop healthcare emergency preparedness response and recovery capabilities through collaboration, training, and planning.

ACA Navigator



The Navigator program provides free, unbiased, and confidential ACA health insurance assistance to consumers. It's a service that helps individuals and families navigate the complex health insurance system and provides assistance with enrolling in a health plan, understanding healthcare benefits, and accessing healthcare services.

HOPWA



We are the project sponsor for the Housing Opportunities for Persons with AIDS (HOPWA) program. This HUD-funded program offers assistance to eligible households to increase housing stability and improve the quality of life for clients and their families.

HPC's Board of Directors

Charlotte County:

- Georgeann Burns, Secretary

Collier County:

- Michele Wardeberg, Treasurer
- Joe Meek

DeSoto County:

- Sara Hipp

Glades County:

- Commissioner Tim Stanley

Hendry County:

- *Vacant*

Lee County:

- Bob Johns, Chair
- Sharon Murphy, Vice Chair
- Dr. Jorge Quinonez

Sarasota County:

- Dr. Achal Bhatt
- Lindsay McDonell
- Patrick Dewechter

Early Intervention Services



HPC

HEALTH
PLANNING
COUNCIL
OF SOUTHWEST FL

HEALTH FOCUSED COMMUNITY DRIVEN

Trina Puddefoot, PT DSc
Program Director

Early Intervention Programs at HPC

Early Steps

- *Florida's Early Intervention Program*

Bridging the GAP

- Children not eligible for Early Steps
- Tiered level of support from playgroups, to individualized intervention

Pre-school Child Inclusion

- Collaboration with Lee county school District



Alternative Augmentative Communication (AAC) Program

AAC means all of the ways that someone communicates besides talking. People of all ages can use AAC if they have trouble with speech or language skills.

Augmentative means to add to someone's speech.
Alternative means to be used instead of speech.

Some people use AAC throughout their life. Some people may use AAC only for a short time like when they have surgery and can't talk.

(American Speech and Hearing Association)



For more information:

[HPC AAC website](#)

- 87 children received Alternative Augmentative Communication devices (AAC) in 2023-2024
- 249 children received consultation and support specific to AAC in 2023-2024.





Fort Myers Aquatic Center
1750 Matthew Drive, Fort Myers, FL 33907
Mondays in June 3,10,17,24 8-9am

- * Parents and their children ages 15months-3 years can join playgroup facilitators in the water.
- * Build play and friendship skills.
- * Have fun!
- * Playgroups target developmental topics including: exploring the environment, self-regulation & behavior, sharing & friendship, and communication.



Help us learn more about Therapeutic Playgroup participation. Contact Sarah Fabrizi to sign up!
Email: sfabrizi@fgcu.edu
Phone: (239)590-1854

Play Groups

**Community based
therapeutic playgroups
open to children 0-4 years
old**

**For our full schedule visit
our playgroup page at
<https://hpcswf.com/programs/early-steps/play-groups>**



What is Early Steps?

Florida's *Early Intervention* Program

No cost to Eligible Families

Target Population: Families of Children Birth to 3 with significant delays in development

Natural Environment Services where children live learn and play

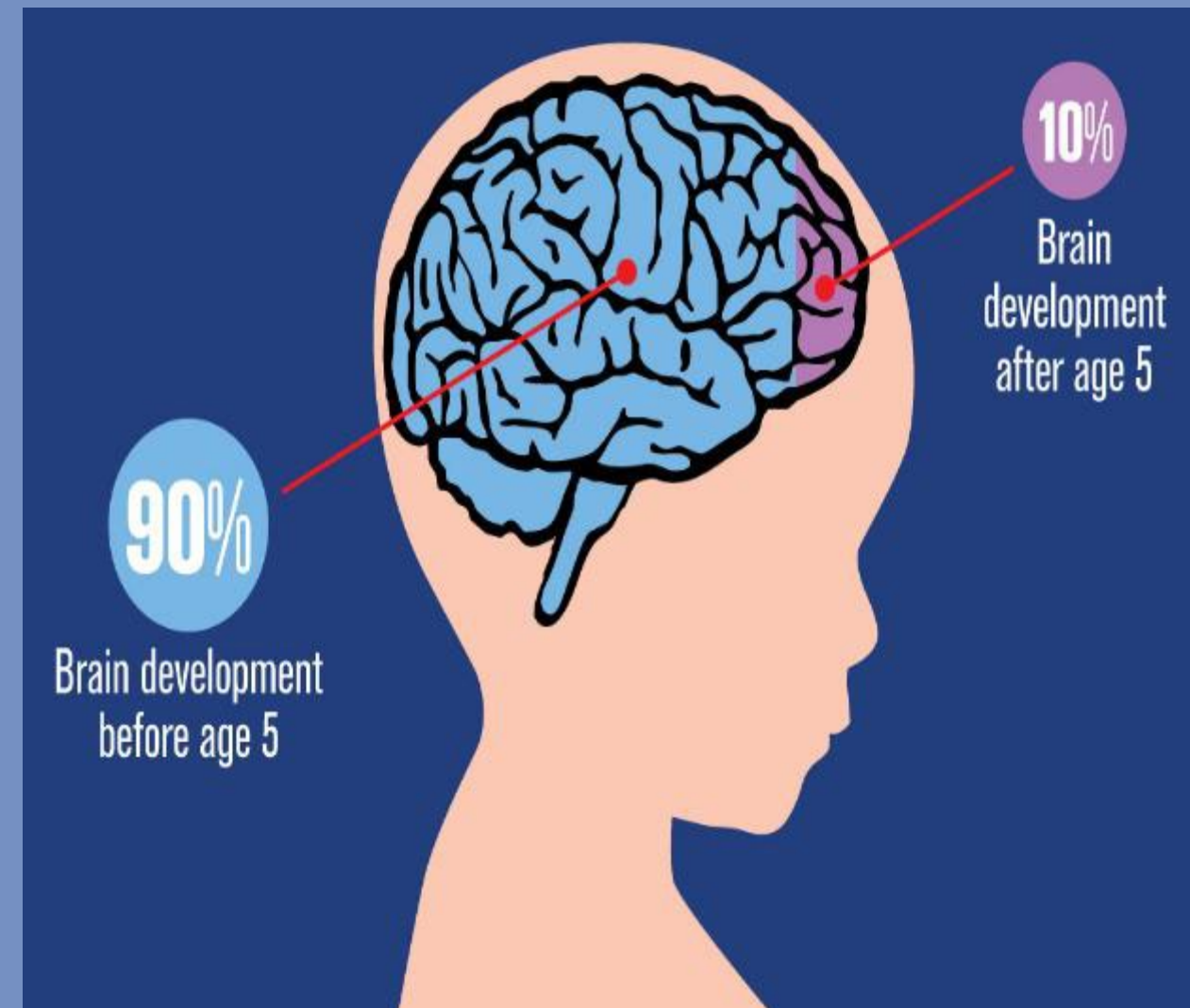


Why is early intervention Important?

During the first 5 years

- it is critical children with developmental delays receive intervention as early as possible:
- **A newborn's brain is only about one-quarter the size of an adult's. It grows to about 80% of adult size by 3 years of age and 90% by age 5.**

• - National Center for Infants, Toddlers & Families



What does early intervention look like?

Click image to watch video



Make a referral

Online



Statewide
800-218-0001

Phone
239-433-6700

Toll-Free
1-866-510-5594



Questions?



HEALTH PLANNING COUNCIL OF SOUTHWEST FL

NAVIGATORS

HPCSWF ACA Navigators

The Affordable Care Act (ACA) introduced the Navigator role to assist individuals in enrolling in coverage through the health insurance Marketplace. Navigators are expected to remain impartial, and their services are offered at no cost.

Navigators are not licensed health insurance brokers, which means they cannot provide recommendations on specific plans or policies. Instead, they aim to empower consumers with the knowledge and resources needed to make informed decisions concerning their healthcare needs.

Navigator Services

- Unbiased information about the Health Coverage Options
- Completing Applications
- Determining Eligibility
- Improve Health Literacy
- Facilitate Enrollment in Health Plans and Medicaid
- Community Education
- Reporting Fraud
- Consumer Advocacy
- Help with Data-Matching Issues
- Assistance with Exemptions and Appeals

Reducing Barriers to Healthcare

- Raise awareness of subsidies and cost-sharing reductions to reduce financial barriers to care
- Conduct education activities to rural areas, provide information about eligible immigration status, and ADA compliance
- Provide technical assistance for consumers that have difficulty enrolling online, or have enrollment issues
- Assistance with determining eligibility for a Special Enrollment Period and uploading documents for Data-Matching Issues

Outreach



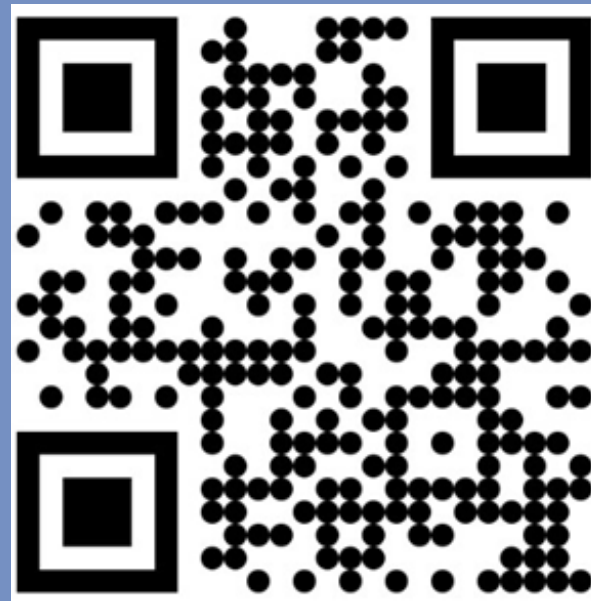
CONTACT US

In-person, phone, or virtual appointments

Call Us: 1-866-547-2793

Visit: www.enrollswfl.com

Spanish, Creole, and French are available





Questions?

Infant Mental Health Program



Jessica Stone, LMHC
Infant Mental Health Coordinator

Building Strong Foundations: The Critical Importance of Infant Mental Health



In SW Florida, we are committed to providing the best start possible.

- Infant Mental Health focuses on the social and emotional development of children from birth to age 5, a crucial period.
- Early childhood experiences profoundly shape a child's lifelong well-being.
- Without proper support, young children can face challenges that impact their learning, behavior, and relationships.



Jessica Stone, LMHC
Infant Mental Health Coordinator

Our Approach: Strengthening Preschools and Families



Partnered with the Early Learning Coalition of Southwest Florida, we provide on-site consultation to preschools.

We offer classroom observation, strategic planning, and educator support to enhance social-emotional development.



We help bridge the gap between preschool and home, by assisting with parent communication and needed referrals.

We chair monthly Florida Association for Infant Mental Health (FAIMH) chapter meetings. These meetings offer education, networking, and advocacy for infant mental health professionals and community members.

Our Impact

Creating a Brighter Future: The Impact of Our Work

- Improved classroom environments that foster emotional well-being.
- Enhanced educator capacity to support children's social-emotional needs.
- Increased access to vital resources for families.
- A stronger, more informed community through FAIMH.
- Early intervention leading to long term benefits for the children of SW Florida.



Join us in supporting infant
mental health in SW Florida!

Contact us to learn more about preschool
consultation.

Visit our website.





Questions?



SOUTHWEST FLORIDA
**HEALTHCARE
COALITION**

HEALTH PLANNING COUNCIL
OF SOUTHWEST FL



HEALTH
PLANNING
COUNCIL
OF SOUTHWEST FL

HEALTH FOCUSED COMMUNITY DRIVEN

Southwest Florida Healthcare Coalition, HOPWA, & Health Planning

Peggy Brown, Director of Planning

The Southwest Florida Healthcare Coalition

Mission

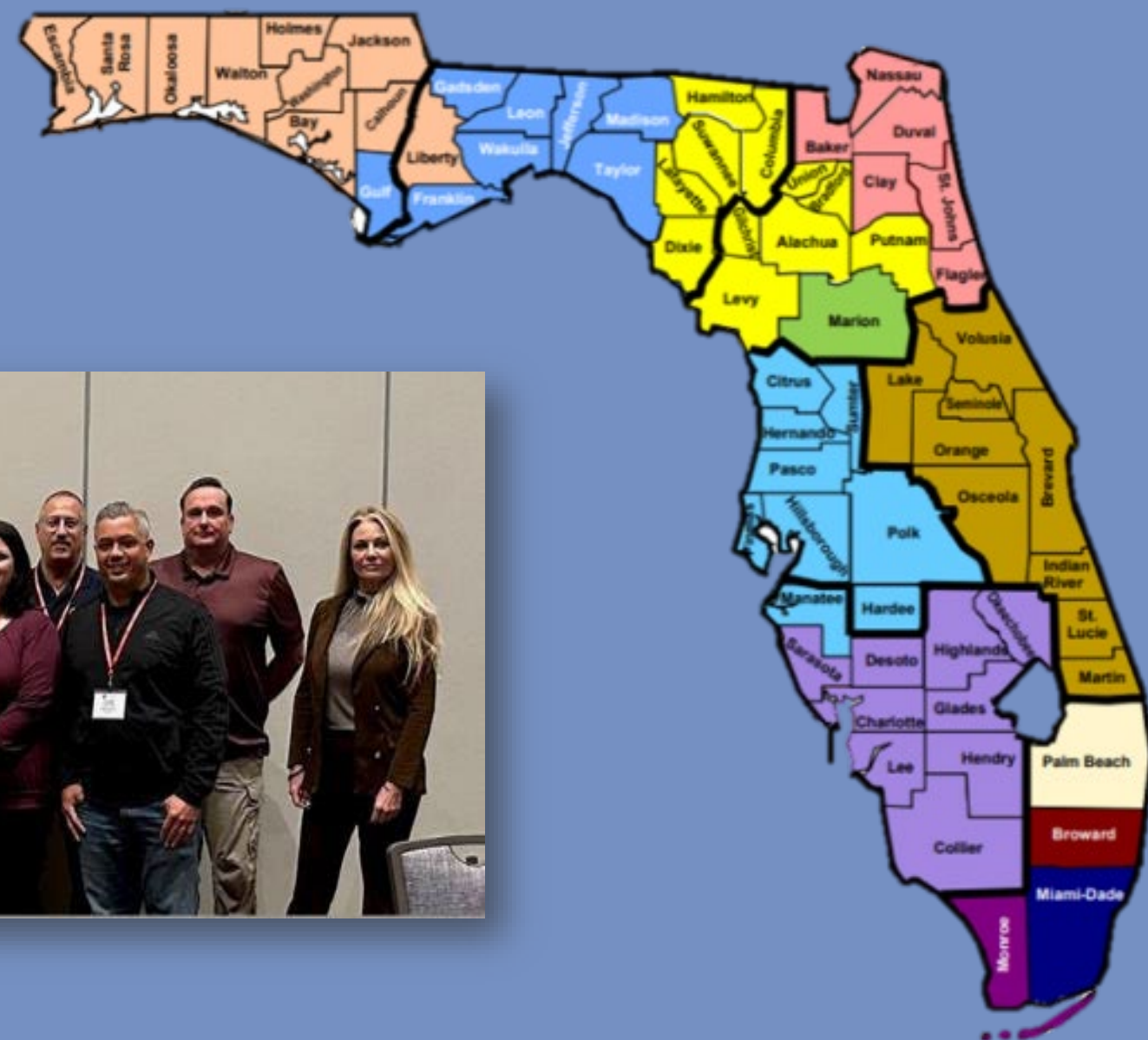
At the SWFL Healthcare Coalition, our Mission is to Develop healthcare emergency preparedness response and recovery capabilities through collaboration, training, and planning.



Purpose

- Collaboration and Planning:** Fostering partnerships for effective emergency preparedness.
- Training and Exercises:** Coordinating region-wide training to improve readiness.
- Resource Management:** Identifying gaps and distributing grant funding for preparedness efforts.
- Communication:** Facilitating information sharing between local, regional, and state entities.

Statewide Collaboration



Task Forces

PEDIATRIC CARE



TRAININGS & EXERCISES



GAPS & RESOURCES

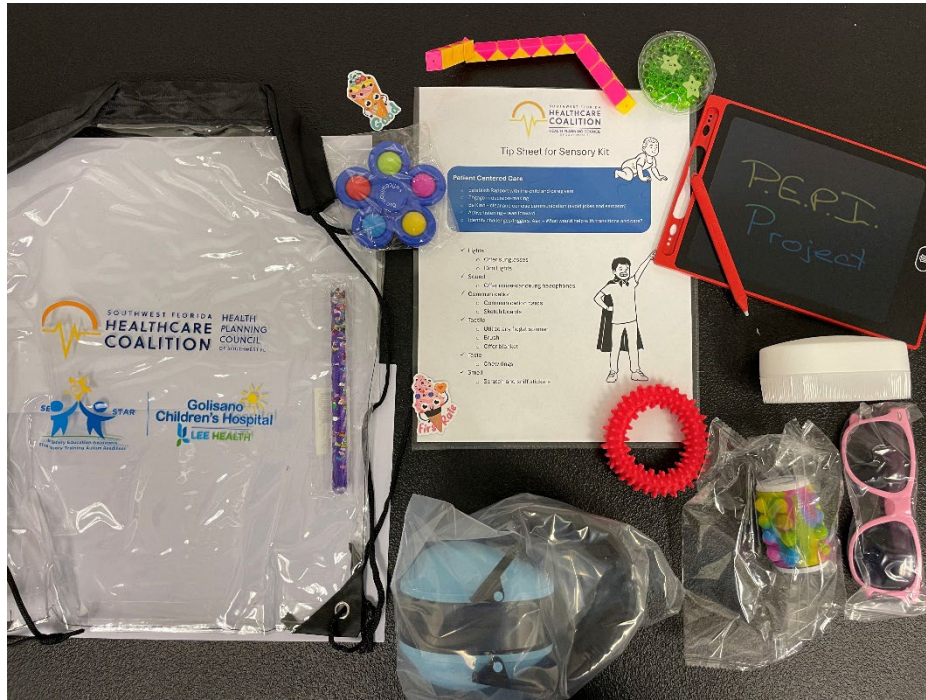


<https://swflcoalition.org/task-forces/>



Pediatric Emergency Preparedness Initiative

P.E.P.I



Housing Opportunities for Person with AIDS (HOPWA)

Transitional Housing (often motels)

Clients can access 60 days of transitional housing assistance while they work with their Case Manager to obtain permanent housing.



Short Term Assistance with Rent, Mortgage and Utilities

Eligible individuals can access up to 21 weeks of housing assistance to enable them to remain in their own dwelling.



Permanent Housing Placement (often security deposits)

This service is available to allow clients to have utilities turned on or to assist with payment of rental deposits.



TBRA (Tenant Based Rental Assistance)

TBRA is a longer-term form of assistance that functions like Section 8.



What is Health Planning?

- Health Data
- Education and Outreach
- Strategic Planning and Assessments



Health Planning Services

Community Health or Topic-Based Assessments

Elements of an assessment may include:

- ✓ Primary and secondary data analyses
- ✓ Community surveys
- ✓ Focus groups
- ✓ Community leader interviews
- ✓ MAPP Framework
- ✓ Help to meet current and future funding requirements

Program and Project Planning Assistance and Evaluation

Facilitate and guide the planning of programs or projects. We help set measurable objectives and can provide an evaluation of a project, grant, or program.

Education & Outreach

Assist with the creation of educational and outreach materials and brainstorm and execute new community programming. We host monthly documentary screenings, create topic-based fact sheets, provide public health training, and produce the annual county health profiles.

Organizational & Admin Services

Assistance can be provided to manage any coalitions and community groups. Able to act as a facilitator for a single meeting or provide ongoing administrative support for a program/project

Health Assessments

Coming Summer 2025 – Collier County Community Health Assessment and Lee County Community Health Assessment in partnership with NCH, Florida Department of Health in Collier County, and Healthcare Network

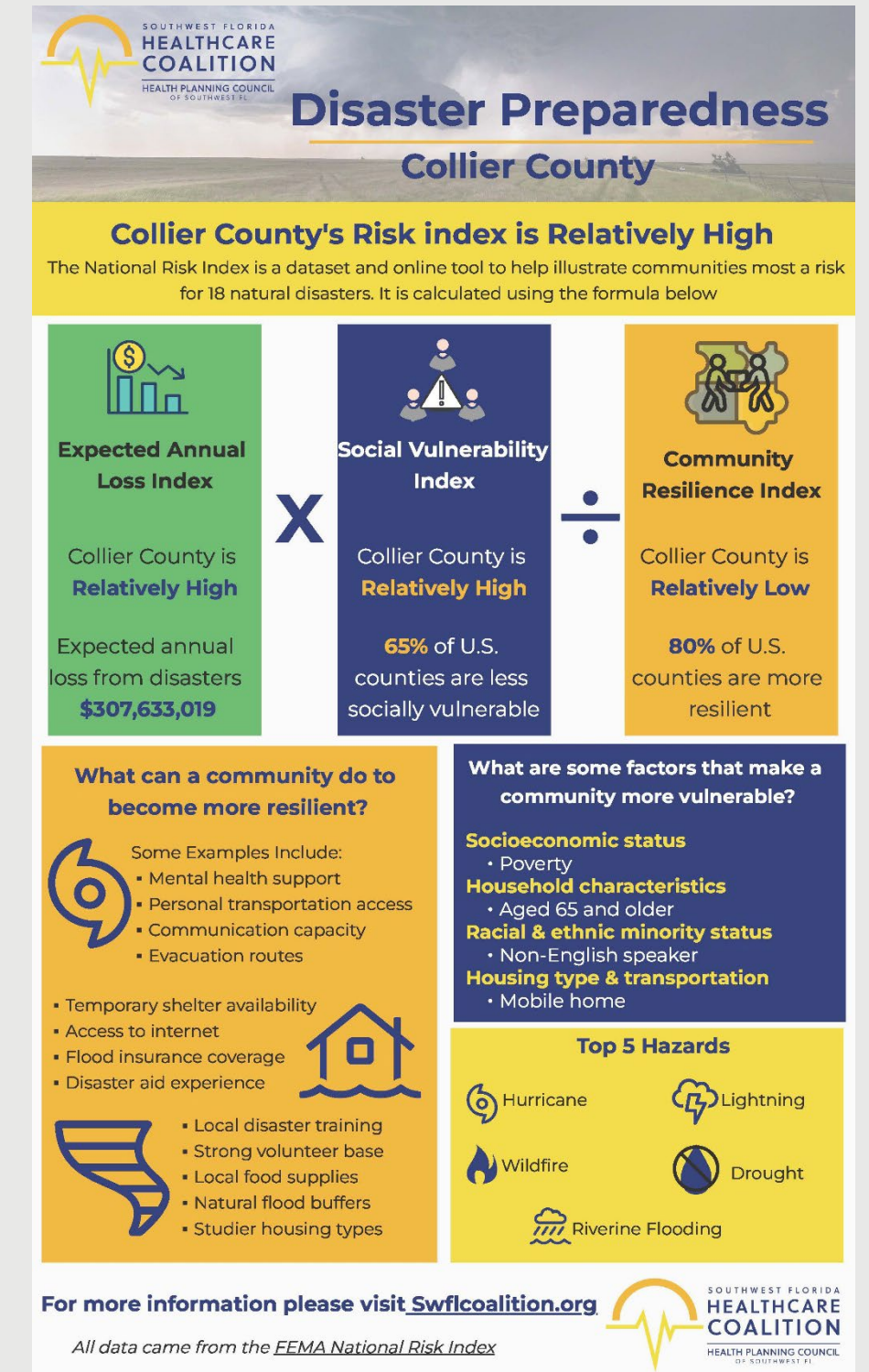
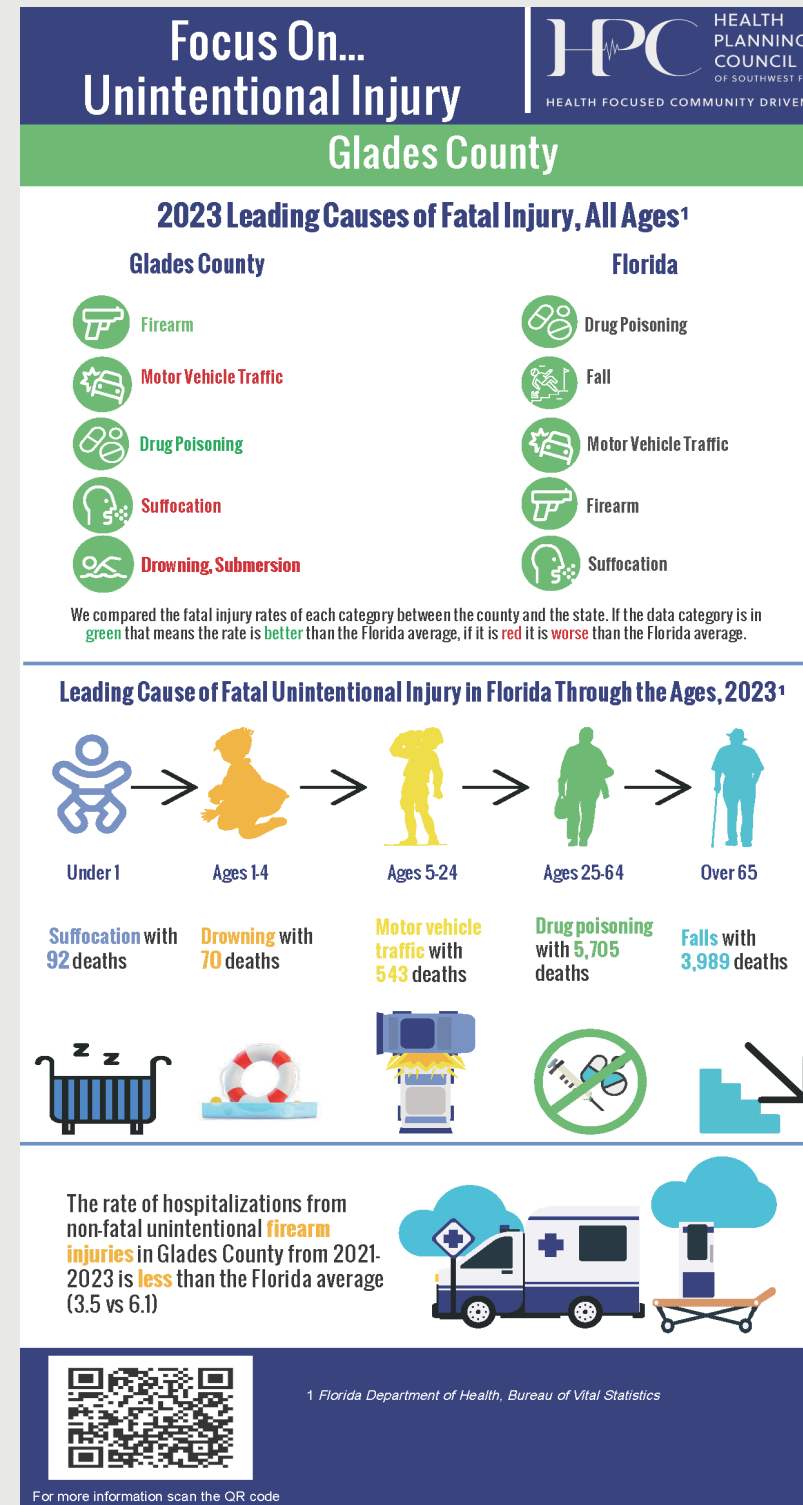


healthcare
network

Fact Sheets

Topic-based fact sheet on the topics of:

- Health insurance
- Disaster preparedness
- Unintentional injury
- Youth substance abuse
- Social determinants of health
- Vaccine-preventable diseases
- HIV & expecting mothers
- Diabetes
- Hunger
- Housing



HPC Strategies

Building Stronger Nonprofits Together: Strategic planning services that make a difference

As a fellow nonprofit, we understand your challenges. We provide expert guidance to:

- Clarify your mission
- Set achievable goals
- Develop actionable plans
- Maximize your impact



HPC Strategies

Collaborative process for tailored solutions

Tier 1

Half-day planning session:

- ✓ Define target population
- ✓ Review mission and vision
- ✓ Quickly review selected data
- ✓ Brainstorm strategies
- ✓ Brief prioritization
- ✓ Determine goals and objectives

Tier 2

Multi-session approach allows for research, external input, discussion, contemplation, and review

- ✓ 3-4 planning sessions
- ✓ Data collection and review
- ✓ Survey of community, staff and/or Board of Directors
- ✓ Interview with key individuals
- ✓ Development of detailed goals and objectives with associated actions steps, measures, and owners

Tier 3

Most thorough process includes previous tiers but allows for additional elements to assist in the execution.

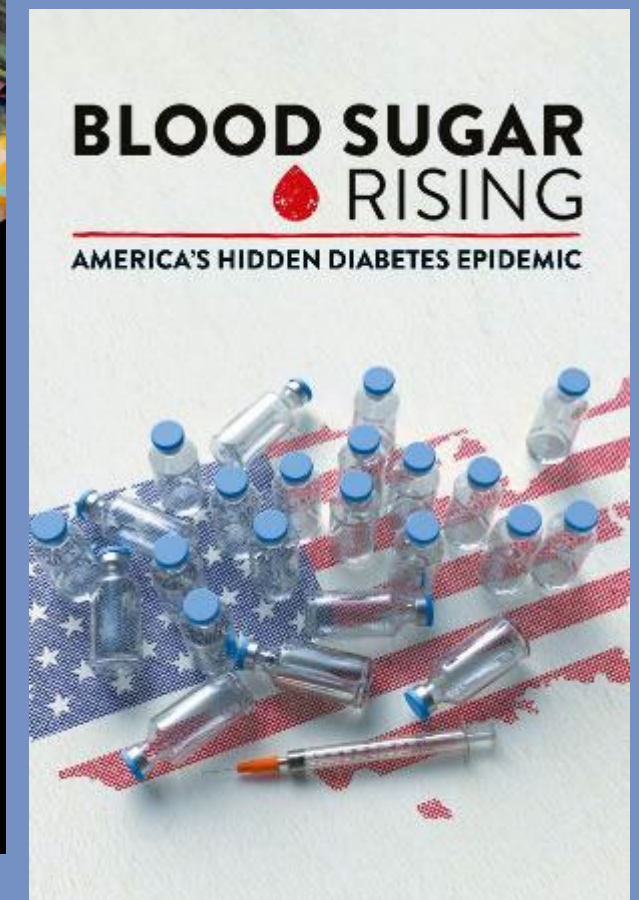
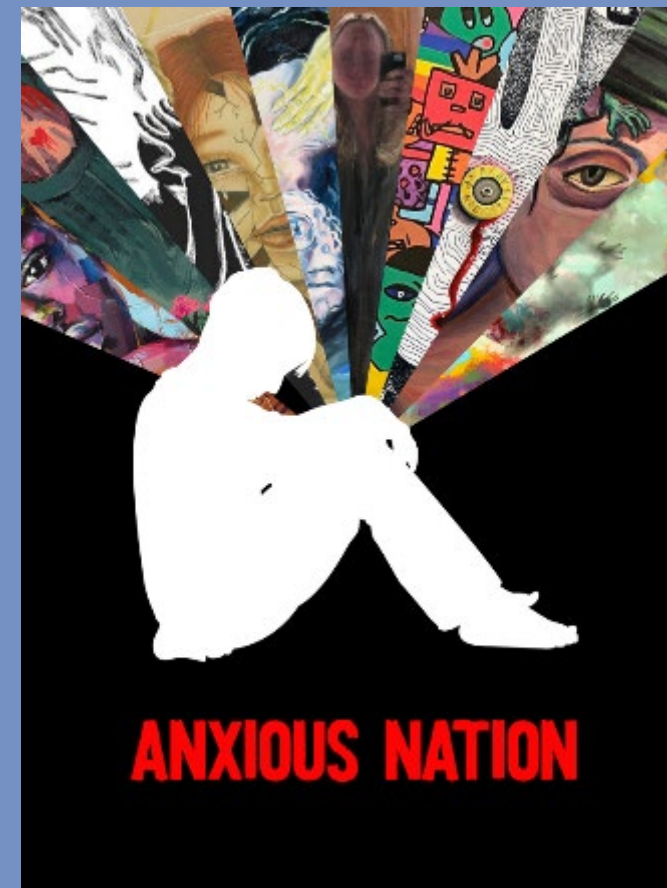
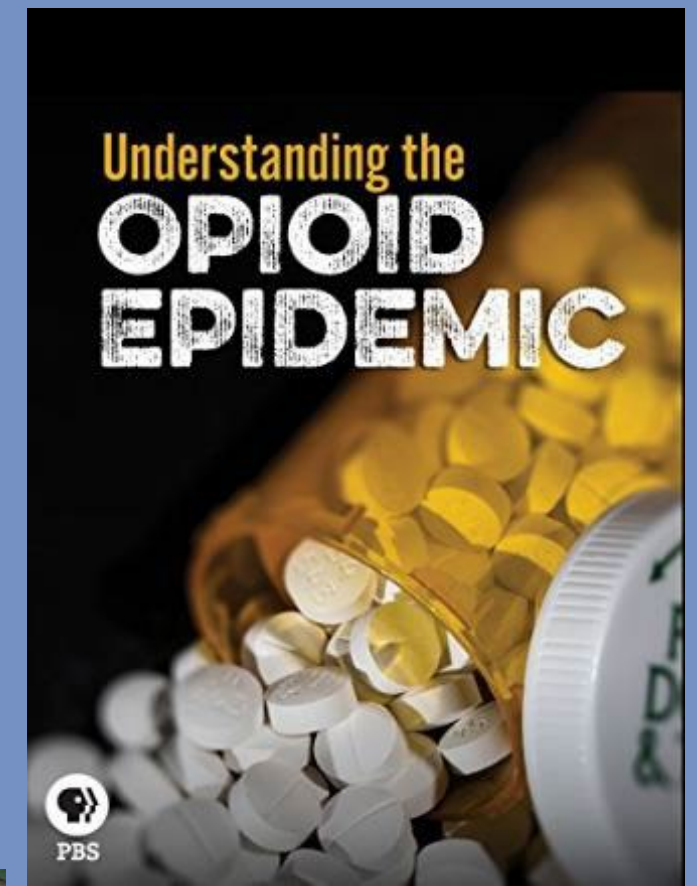
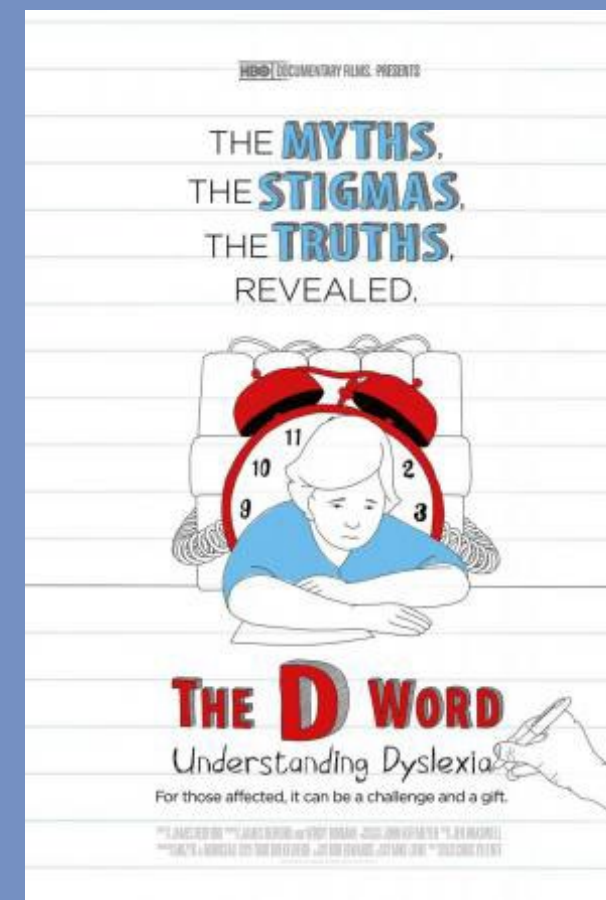
- ✓ Implementation or operating plan
- ✓ Case statement for fundraising
- ✓ Marketing plan
- ✓ Ongoing evaluation
- ✓ Cost analysis of potential projects

Movie Series

Host monthly documentary screenings

Past documentary topics include:

- Mental health
- Opioid epidemic
- Diabetes
- HIV
- Food access
- Access to healthcare
- Adverse childhood experiences (ACEs)
- Early childhood development
- Sickle cell disease






Educational Webinars


Webinars from the past year:

The Opioid Epidemic and Narcan: Learn, Act, Save Lives - Partnered with Kimmie's Recovery Zone

Demystifying Health Insurance: Insurance 101 and Marketplace Overview - Partnered with HPC Navigators

Protecting Our Children: A Webinar on Preventing Fatal Injuries - Partnered with Safe Kids Southwest Florida




**HEALTH PLANNING COUNCIL**
OF SOUTHWEST FL.
HEALTH FOCUSED COMMUNITY DRIVEN




The Opioid Epidemic and Narcan: Learn, Act, Save Lives


Presented by the Health Planning Council of Southwest Florida, Inc. in partnership with Kimmie's Recovery Zone


BENEFITS OF THIS WEBINAR

-  **Educate**
Receive education about the opioid epidemic
-  **Awareness**
Learn how this is affecting our communities
-  **Training**
Learn how to access and use Narcan

WHEN IS THE WEBINAR?
September 19, 2024
3:00 - 4:30 PM



Free to attend
 [Click here to register](#)



Scan to Register

**HEALTH PLANNING COUNCIL**
OF SOUTHWEST FL.
HEALTH FOCUSED COMMUNITY DRIVEN

Demystifying Health Insurance: Insurance 101 and Marketplace Overview

Presented by the Health Planning Council of Southwest Florida, Inc., with a speaker from the HPC Navigator Program

BENEFITS OF THIS WEBINAR

- Learn the basics of health insurance
- Better understanding of the health insurance marketplace
- Stay up-to-date on recent changes
- Gain knowledge to make decisions for yourself and educate others

WHEN IS THE WEBINAR?
October 30, 2024
3:00 - 4:30 PM



Free to attend
 [Click here to register](#)



Scan to Register

**HEALTH PLANNING COUNCIL**
OF SOUTHWEST FL.
HEALTH FOCUSED COMMUNITY DRIVEN

Protecting Our Children: A Webinar on Preventing Fatal Injuries

Presented by the Health Planning Council of Southwest Florida, Inc., with speakers from Safe Kids Southwest Florida

TOPICS COVERED IN THIS WEBINAR

- Injury and fatality data
- Child passenger safety
- Safe sleep
- Water safety
- Shaken baby syndrome
- Injury prevention

WHEN IS THE WEBINAR?
April 22, 2025
2:00 - 3:30 PM



Free to attend
 [Click here to register](#)



Scan to Register

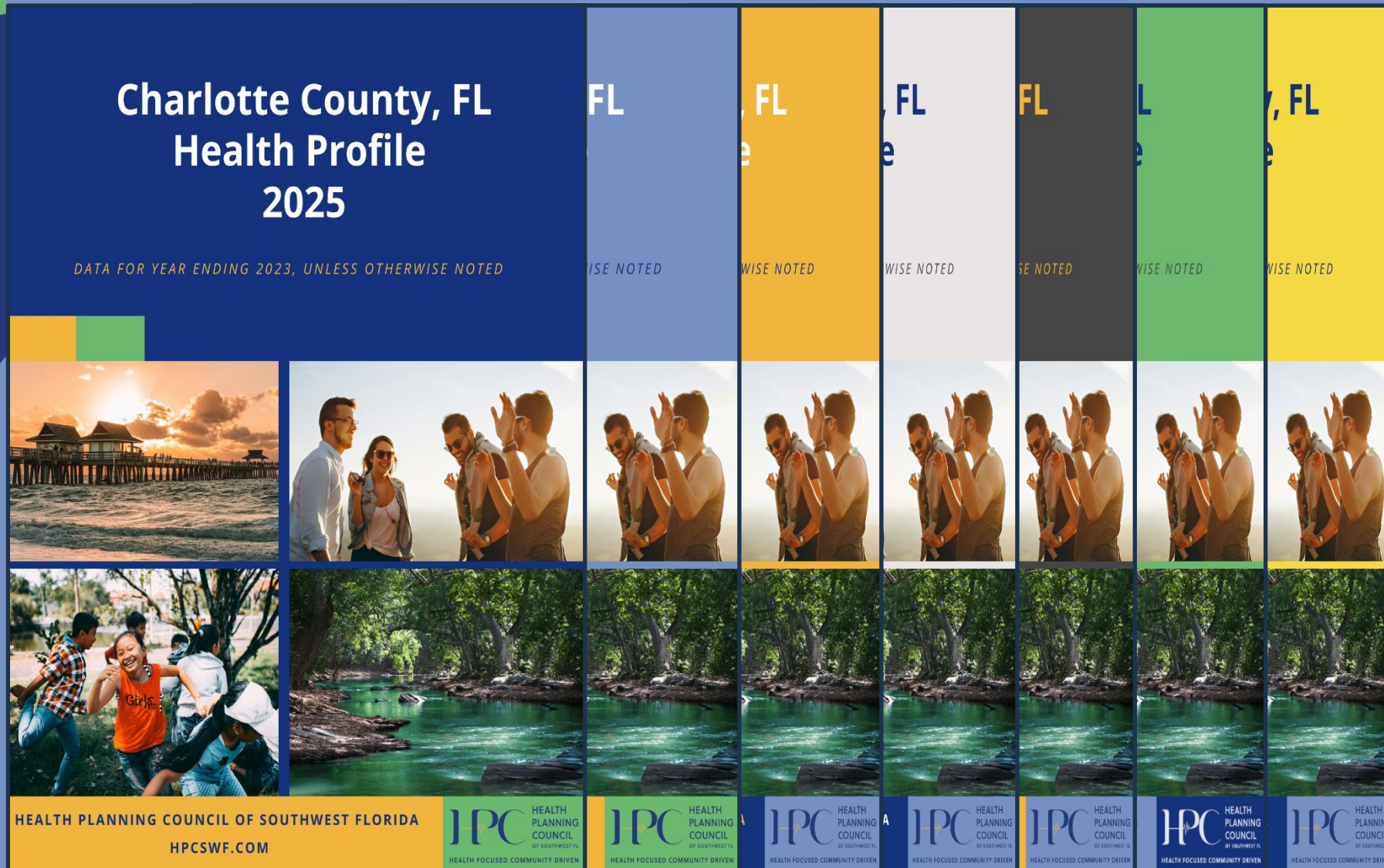
County Health Profiles

Updated annually for Charlotte, Collier, DeSoto, Glades, Hendry, Lee, and Sarasota Counties.

Provide an overall snapshot of the county

Data includes:

- Demographics
- Socioeconomic and Workforce
- Health Indicators
- Healthcare Access
- Community Context



[To view profiles click here](#)

Aligning with County Health Priorities



Mental Health, Well-being, and Substance Abuse

Counties with this priority: Charlotte, Collier, Glades, Hendry, Lee, and Sarasota

- Participated in the Lee County CHIP Mental Health quarterly meetings
- Participated in a Behavioral Health Regional Action Team Meeting, which is part of the regional Health & Wellness Coalition
- Provided education and outreach to preschools and daycares about infant mental health
- Co-chair of the Florida Association for Infant Mental Health (FAIMH)
- Participated in the quarterly Healthier Hendry/Glades Taskforce meeting
- Participated in the bi-monthly Lee County Minority Health Taskforce meetings
- Hosted and facilitated a documentary called *The Big Picture: Rethinking Dyslexia*, which focuses on people with Dyslexia
- Hosted and facilitated a documentary screening of *How We Really Make Decisions*
- Hosted and facilitated a documentary screening of *Understanding the Opioid Epidemic*
- Hosted and facilitated *The Opioid Epidemic and Narcan: Learn, Act, Save Lives* webinar

Aligning with County Health Priorities



Chronic Diseases

Counties with this priority: Collier and DeSoto

- Participated in statewide HIV advocacy efforts
- Participated in statewide FCPN Needs Assessment Committee meetings
- Participated in the Area 8 Ryan White Advisory Council Meetings
- Co-chair of the Area 8 RHAC Prevention Committee
- Area 8 Prevention Alternate to the statewide planning body
- Participated in the quarterly DeSoto County CHIP group meeting
- Planning for Diabetes Self-Management Education and Services (DSMES) project
- Hosted and facilitated a documentary called *Spilled Milk*, which focuses on Sickle Cell disease
- Hosted and facilitated a documentary screening of *Ending HIV in America*, which focuses on the HIV epidemic

Aligning with County Health Priorities



Access to Care

Counties with this priority: Collier and Sarasota

- Participated in the Health Systems Regional Action Team meeting, which is part of the regional Health & Wellness Coalition
- Participated in the Collier County CHIP Access to Care Workgroup meeting
- Participated in the Rural Health Network meeting
- Provided education, outreach, and enrollment services related to the ACA marketplace through the Healthcare Navigators program
- Chairman of the board of the Collier County Rural Health Network
- Hosted and facilitated a documentary called *The Invisible Patients*, which focuses on access to care for hard-to-reach populations
- Participated in the bi-monthly Human Services Information Network meeting
- Hosted a presentation on public health messaging and the positive impact of social media
- Hosted and facilitated the *Demystifying Health Insurance: Insurance 101 and Marketplace Overview* webinar

Aligning with County Health Priorities



Child Health, Safety, and Adverse Childhood Experiences (ACEs)

Counties with this priority: Charlotte, DeSoto, Glades, and Hendry

- Lead Southwest Florida Healthcare Coalition Pediatric Readiness Task Force monthly meetings
- Facilitated the Pediatric Emergency Preparedness Initiative
- Provided early intervention and therapy services through the Early Steps program
- Facilitated Augmentative and communication programs to empower communication for children 0-3
- Facilitated therapeutic playgroups open to all children under the age of five at playgrounds and libraries throughout the area
- Participated in the quarterly Safe Kids Southwest Florida Coalition meeting
- Participated in the quarterly Healthy Charlotte Stakeholder meeting
- Hosted and facilitated training on human trafficking for community partners throughout the state
- Hosted and facilitated *Protecting Our Children: A Webinar on Preventing Fatal Injuries*

Aligning with County Health Priorities

Social and Economic Conditions Impacting Health

Counties with this priority: Charlotte and DeSoto

- Project sponsor for the Housing Opportunity with Persons with AIDS (HOPWA) for area 8
- Participated in the Florida Philanthropic Network (FPN) Civic Engagement Learning sessions



Environmental Health

Counties with this priority: Sarasota

- Project sponsor for the Southwest Florida Healthcare Coalition
- Participated in a Climate for Health Ambassador Training, hosted by the American Public Health Association (APHA)
- Hosted a presentation from the National Weather Service on the 2024 hurricane season



Aligning with County Health Priorities

Health of Older Adults

Counties with this priority: Collier

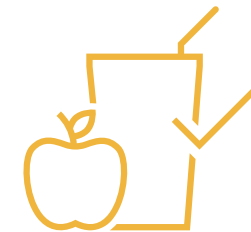
- Participated in the Age-Friendly Collier County quarterly meeting
- Continuing internal Age-Friendly Public Health System Champion Educational Series
- Facilitated a discussion on the needs of those who need dialysis during disasters



Nutrition, Physical Activity, and Weight

Counties with this priority: Lee

- Participated in the Lee County CHIP Nutrition, Physical Activity, & Weight quarterly meetings



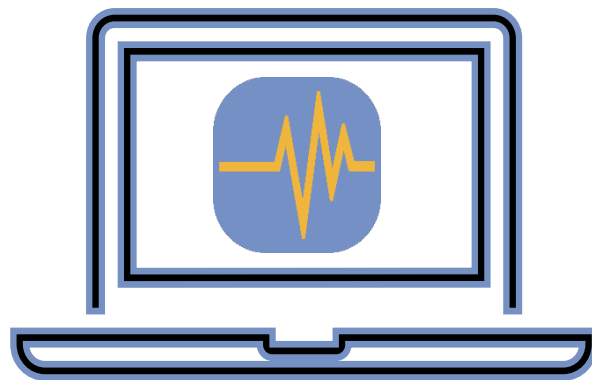


Questions?

Provide Feedback!

Two ways to complete the Feedback & Impact Survey

Click here to
access survey



Scan QR
Code



How to Contact Us



Health Planning Council of Southwest Florida



Phone: 239-433-6700



Email: Planning@hpcswf.com



Website: Hpcswf.com