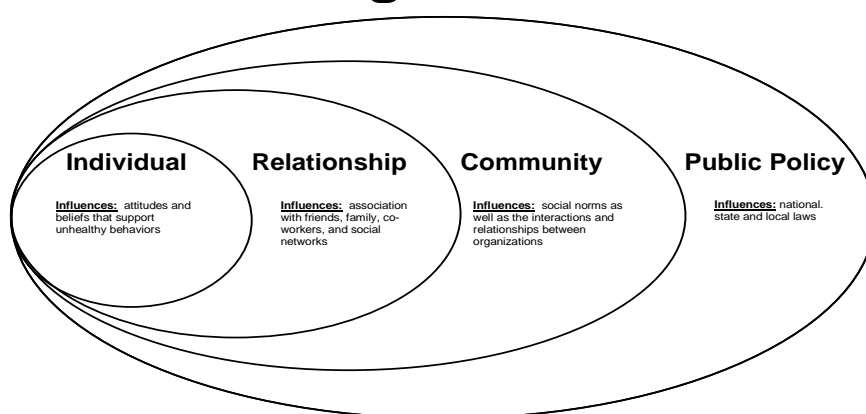


ABOUT THE JACKSONVILLE METROPOLITAN COMMUNITY BENEFIT PARTNERSHIP

In July 2011, leaders from Baptist Health, Brooks Rehabilitation, the Clay County Health Department, the Duval County Health Department, Mayo Clinic, the Nassau County Health Department, the Putnam County Health Department, Shands Jacksonville Medical Center, St. Vincent's HealthCare and Wolfson Children's Hospital came together and formed the Jacksonville Metropolitan Community Benefit Partnership (The Partnership) to conduct the first-ever multi-hospital system and public health sector collaborative community health needs assessment. The Partnership consists of a network of five health care systems (nine nonprofit hospitals) and four public health departments that stand for a shared voice and vision of improving population health and wellness in the Jacksonville Metropolitan area. The Partnership's vision is to improve population health in the region by eliminating the gaps that prevent access to quality, integrated health care and to improve access to resources that support a healthy lifestyle.

The Health Planning Council of Northeast Florida (Health Planning Council) was engaged to assist The Partnership with this ground breaking community driven process. The Health Planning Council works for a better balance of public health policies directed at community development including the equitable provision of essential public health services; the protection of environmental resources; and the promotion of economic sustainability. Their role as an unbiased community convener affords them the ability to mobilize civic leaders, businesses and citizens to play a meaningful role in creating healthy communities that enrich people's lives. The Health Planning Council is the only non-partisan, nongovernmental planning organization in the region mandated to dedicate resources and expertise to regional health utilization data management; manage health-related quality of life indicators and health planning and research; conduct community connecting projects; and provide input on proposed land use and environmental development projects to local government.

Ecological Model



Since each community is unique, The Partnership's approach to better understanding a community's need is aligned with the Social-Ecological Model. The Social-Ecological Model is a comprehensive approach to health and urban planning that not only addresses a community's or individual's risk factors, but also the norms, beliefs, and social and economic systems that create the conditions for poor community health outcomes.