



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1604

1. **Title of Project:** Foundation for Healthy Floridians

2. **Senate Sponsor:** Anitere Flores

3. **Date of Submission:** 02/13/2019

4. **Project/Program Description:**

In an effort to curtail escalating health care costs, this program seeks to leverage the state’s network of primary care physicians to distribute high quality nutrition education resources to hundreds of thousands of Floridians. A significant percentage of Florida’s population is obese. Each year, obesity-related diseases drive up health care costs. Enabling physicians to assist patients take responsibility for their own health could help avoid or modify behaviors affecting health care costs.

5. **State Agency to receive requested funds :** Department of Health

State Agency Contacted? Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	750,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>750,000</b>

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	750,000	60.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	500,000	40.00%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>1,250,000</b>	<b>100.0%</b>

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		750,000	542A	Yes

9. **Is future-year funding likely to be requested?** Yes

a. If yes, indicate non-recurring amount per year. \$750,000

10. **Details on how the requested state funds will be expended**



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Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Executive Staff to oversee the project and development of nutrition education resources.	33,542
Other Salary and Benefits	Administrative Staff to manage administrative, accounting, and operational tasks.	28,071
Expense/Equipment/Travel/Supplies/Other	Facilities expenses for Executive Director and other Administrative Staff.	9,242
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	Field staff to provide outreach to physicians.	255,527
Expense/Equipment/Travel/Supplies/Other	Travel, equipment, laptop, internet, and phone for field staff. Printed materials and shipping.	412,710
Consultants/Contracted Services/Study	Physician and nutritionist consulting services	10,908
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>750,000</b>

**11. Program Performance:**

**a. What is the specific purpose or goal that will be achieved by the funds requested?**

In an effort to curtail escalating health care costs, this program seeks to leverage the state’s network of primary care physicians to distribute high quality nutrition education resources to hundreds of thousands of Floridians. A significant percentage of Florida’s population is obese. Each year, obesity-related diseases drive up health care costs. Enabling physicians to assist patients take responsibility for their own health could help avoid or modify behaviors affecting health care costs.

**b. What are the activities and services that will be provided to meet the intended purpose of these funds?**

These funds will be spent to develop and distribute high quality nutrition education resources. Anticipated costs include: operational expenses such as printed materials, shipping, travel, and equipment; consultant services for physician and nutritionist expertise; salaries and benefits for field staff to provide outreach to physicians; and administrative costs for executive oversight of the project.

**c. What are the direct services to be provided to citizens by the appropriations project?**

These funds will be spent to develop and distribute high quality nutrition education resources that would come directly from primary care physicians to their patients to educate them on healthy living.

**d. Who is the target population served by this project? How many individuals are expected to be served?**

With 25,000 primary care physicians in the state, we would like to target 7,500-10,000 physicians a year for 3 to 4 years with appropriate healthy living information for them to give to their network of patients to reduce



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overall obesity rates in state. With the average panel size of 1,500 patients per physician, this initiative could conservatively reach 5-7 million people a year.

**e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?**

This initiative will potentially reach all patients in a physician's panel which includes persons of all ages and income levels. We will aggregate the number of educational resources distributed to patients by primary care physicians during or following an in-person appointment.

**f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?**

Have claw back provision for not meeting distribution goals.

**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

N/A

**13. Requestor Contact Information:**

- a. **Name:** Kristy Jones
- b. **Organization:** Foundation for Healthy Floridians
- c. **E-mail Address:** kjones@flmedical.org
- d. **Phone Number:** (850)224-6496

**14. Recipient Contact Information:**

- a. **Organization:** Foundation for Healthy Floridians
- b. **County:** Statewide
- c. **Organization Type:**
  - For Profit
  - Non Profit 501(c) (3)
  - Non Profit 501(c) (4)
  - Local Entity
  - University or College
  - Other (Please specify)
- d. **Contact Name:** Kristy Jones
- e. **E-mail Address:** kjones@flmedical.org
- f. **Phone Number:** (850)224-6496

**15. Lobbyist Contact Information**

- a. **Name:** Chris Clark
- b. **Firm Name:** Florida Medical Association



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**c. E-mail Address:** [cclark@flmedical.org](mailto:cclark@flmedical.org)

**d. Phone Number:** (850)224-6496