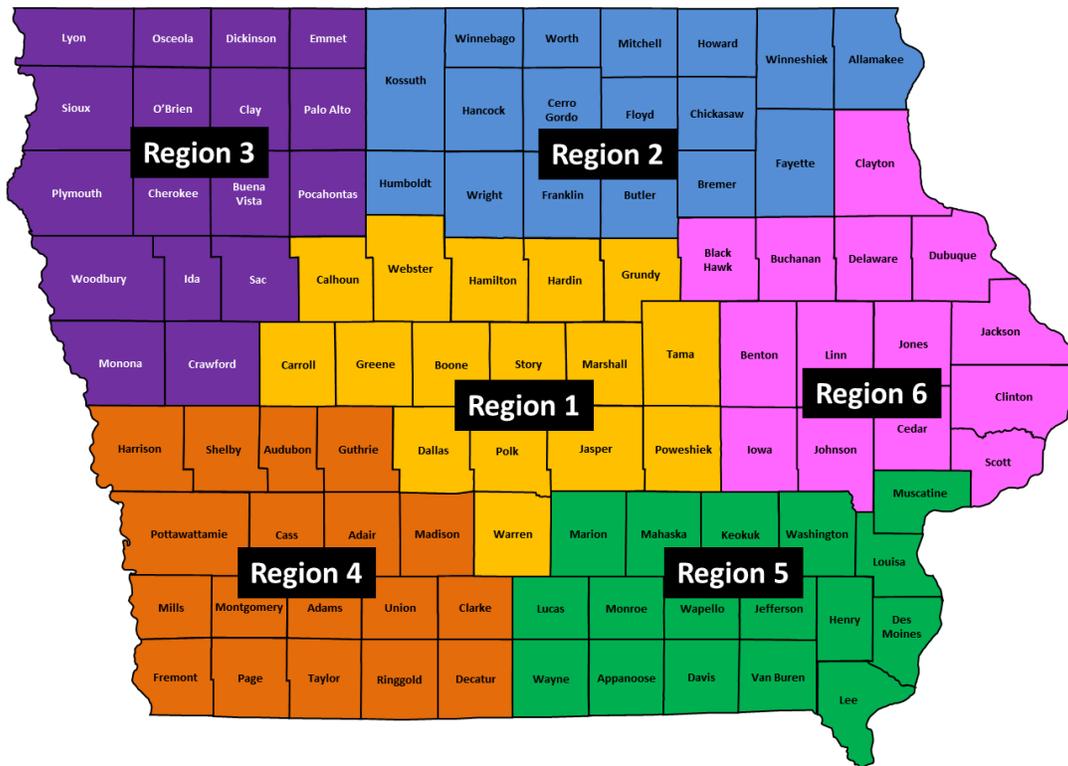


## Strategies for Implementing Health Improvement Plans

### *Highlights from County HIP 2018 Progress Reports*



Compiled by the Bureau of Planning Services



### Introduction

The community health needs assessment and health improvement planning (CHNA&HIP) process incorporates three core functions of public health—assessment, assurance, and policy development—responsibilities of Iowa’s local boards of health. Under the leadership of the boards of health, local public health agencies, together with their partners, identify their community’s pressing health needs and take action that assures these needs are addressed. In many cases, the action requires policy changes.

In 2018, local public health agencies submitted progress reports on their health improvement objectives and strategies. Again this year, agencies are using solid, evidence-based strategies, but also are trying out innovative approaches to improve their community’s health status. Cross-sector collaboration characterizes what is happening in nearly every county for advancing the health of Iowans.

In general, these themes run through many of the reports:

- Local public health agencies (LPHAs) have been successful in fulfilling the role of chief health strategist by organizing coalitions to tackle such underlying causes of disease and injury as hunger, literacy, transportation, and housing.
- Although many counties have taken action to reduce obesity, most of them have found that the problem has deep roots requiring additional resources and a long-term commitment.
- Telemedicine has permitted wider access to health services, particularly in rural areas.
- Hospitals and local public health agencies are working in tandem on needs assessments and plan implementation.
- Many counties can take pride in their successful efforts to reduce smoking.
- Some counties have been able to increase their mental health providers; other counties have organized support groups, secured telepsychiatry and published resource guides.

### County Highlights

The Iowa Department of Public Health wishes to acknowledge the hard work counties have done in their efforts to address health issues and needs. What follows is a selective list of one initiative from county health improvement progress reports that were submitted to the department in spring of 2018. To view progress on a county’s entire HIP, the full reports are posted on the [CHNA&HIP website](#). Local public health agencies welcome inquiries about details of the initiative, which is part of a more comprehensive effort to address the county’s needs. Note: The font color for the county name matches the color for the region of the state in the map on the cover sheet. An asterisk (\*) after the county’s name signifies that a 2018 Progress Report is not yet available.

- Adair** The county has initiated Senior Life Solutions, an intensive outpatient program that provides support and coping skills related to the emotional and behavioral health of patients 65 and older dealing with grief and loss, crying, loneliness, difficulty sleeping and decreased energy, and a variety of other symptoms
- Adams** The Behavioral Health Coalition has hosted Adult and Youth Mental Health First Aid classes, trained over 140 community members, and completed Capturing Kids Hearts training for 60 school staff.
- Allamakee** The county's partners have been remarkably successful in reducing adult obesity from 38.5% in 2014 to 34% in 2018 through free or inexpensive ways to increase physical activity with new hiking trails in city parks, a new education center promoting the driftless region, and implementing the 5-2-1-0 concept.
- Appanoose\***
- Audubon\***
- Benton** Partnership activities include holding a town hall meeting working with the hospital to implement screening for patients 12 years of age or older, mentoring students, developing classes on mental, emotional, and wellness topics, a series of childhood experiences training, and mental health peer support.
- Black Hawk** Consumption of fresh fruits among youth increased from 6%\$ to 8%. The county has expanded a large network of organizations to form a Regional Food and Farm Partnership. Innovations included a low-cost mobile fruit stand in underserved neighborhoods and a pop-up farmers' market as well as local food sourcing for school cafeteria food tastings and Fresh Fruits and Vegetables Program tastings.
- Boone** All hospital department heads are now given a copy of the mental health training schedule and send staff to the training when schedules allow.
- Bremer** Bremer County successfully taught preK-4th graders about health hazards and public health.
- Buchanan** The percentage of females, ages 13 to 15, receiving the HPV series has increased from 38% in 2013 to 44% in 2016; for males, the increase was from 21% to 31%. For both groups, the recommended vaccine series increased from 53% to 72%.
- Buena Vista\***
- Butler\***
- Calhoun** Bullying was reduced from 70% for females and 54% for males in 2014 to 31.9% in 2017.
- Carroll** Again this past year, the CHNA & HIP group has organized a Pizza Ranch fundraiser to provide transit vouchers that are given to social workers and facilities for distribution to those who need transportation.
- Cass** Walking maps for all eight communities were developed, printed, and distributed.
- Cedar** Reasons why the county has been successful in reducing adult smoking from 23% in 2014 to 17% in 2017 may include tobacco-free/nicotine-free work places and changed park policies.

- Cerro Gordo** With the closing of Wellsource, the state mental health center, multiple agencies worked together, exchanged information, built new programs, and ensured that people received care so that the system is more holistic in care provisions and the community has a more mature sense of mental health illness and needs.
- Cherokee** The county reduced the obesity rate from 38% in 2017 to 34% in 2018 by sponsoring a 5k run/walk for 2.5% of its residents, a 10-week wellness challenge, presentations to community groups, a 14-week program for persons with disabilities, assistance from ISU students, and increasing awareness of bike trails.
- Chickasaw** Successfully reducing ER visits from 154 in 2014 to 63 in 2017 required working with the hospital and social services to provide housing until a bed placement was found, adding a psych holding room in the hospital, telemedicine services and a grant for services in three school districts.
- Clarke\***
- Clay** The Community Care Coalition has had a multiplier effect, enhancing efforts of every participating agency. Examples include a crisis line and a partnership with the Food Bank of Iowa that provided food for 40 families who needed psychiatric and behavioral health services.
- Clayton** Six counties are working together on a Walk More. Connect More. campaign using social media and regular news releases. A test of the campaign's effectiveness is a decrease since 2013 of the population with no leisure time for physical activity.
- Clinton** The percentage of adult smoking has dropped from 28% in 2014 to 16% in 2018, a possible result of numerous smoking cessation classes, adoption of smoke-free housing policies and an aggressive referral system to the classes by the health provider community.
- Crawford\***
- Dallas** Efforts to address food insecurity and poverty include facilitating the Hunger-free Dallas County Coalition and partnering with stakeholders to create a new community garden producing 2,000 pounds of produce for local food pantries, launching eight mobile food pantries in rural communities, creating school-based food pantries, and convening a community meeting on poverty.
- Davis** By combining resources, the county has developed a list of mental health providers, improved referral channels and increased understanding among agencies.
- Decatur** The county is attacking poverty head-on with its successful effort to add five new businesses to the economy.
- Delaware** Adult smoking in 2016 is 16%, a substantial reduction since 2015 when it was 22%; some of the credit goes to the increasing number of businesses that have adopted tobacco-free policies.
- Des Moines** In an effort to increase interagency involvement, the health department has coordinated a regularly held interagency meeting and educated providers and agencies about community resources, programs, and the impact of social determinants of health.

<b>Dickinson</b>	As a result of school clinics, school nurses' support, and post cards sent to all families with adolescents, the county has continued to achieve a 60% immunization coverage rate for adolescents, ages 13-15.
<b>Dubuque</b>	Implementation of the Marshall Islands program entails a care coordination team with a community health worker/interpreter and a nurse to educate, support, and triage services that enhance patients' knowledge and participation in care after they are discharged.
<b>Emmet</b>	In a continuing effort to reduce emergency room visits for people 65-84 years old, the county has trained class facilitators and recruited class participants who have been hospitalized.
<b>Fayette</b>	An all-out community effort reduced the obesity rate from 39% in 2016 to 33% in 2018; city government applied for infrastructure grants, policy changes fostered a walkable community, the 5-2-1-0 program was piloted in preschools, schools, and the community; and 5 communities adopted the walking school bus concept.
<b>Floyd</b>	Through the Nurtured Heart Approach, 180 teachers, administrators, and support staff as well as 125 parents received training to work with children and facilitate parenting and classroom success.
<b>Franklin</b>	La Luz Hispania is part of a wellness coalition that held a women's health fair for Hispanic women and a series of cooking classes geared to reducing caloric intake.
<b>Fremont</b>	Again this year, 30 volunteers from community agencies supported the 2018 Day of Play at an elementary school for the purpose of conveying a message of the importance of physical activity and nutrition to 125 family members.
<b>Greene</b>	In response to a needs assessment survey identifying homelessness as a priority health issue, a Greene County Homelessness Coalition has been established to develop a coordinated community response to persons identified as homeless and in need of assistance.
<b>Grundy</b>	A very strong organization, Community Partners, meets on a monthly basis to share service information and collaborate on mutual areas of interest.
<b>Guthrie</b>	Guthrie County Public Health and Panora EMS have partnered to have 2 paramedics trained to serve the Panora, Guthrie Center and Stuart areas.
<b>Hamilton</b>	The percentage of adult smokers has dropped from 23% in 2015 to 15% in 2018.
<b>Hancock</b>	Smoking rates for adults and 11th graders have dropped. In 2015, 20% of the adults smoked compared with 14% in 2016. In 2015, 12% of 11th graders smoked, and in 2016, the percent was 9%.
<b>Hardin*</b>	
<b>Harrison*</b>	
<b>Henry*</b>	
<b>Howard</b>	To combat texting while driving, public health is working with a high school student group to use a Texting While Driving simulator.

- Humboldt** A Live Healthy Humboldt County Coalition is being expanded to represent new community partners beyond EMS, the hospital and public health.
- Ida\***
- Iowa** To increase the immunization rate of children 24 months of age, the county has flexible and on- demand vaccination scheduling, identification of pockets of under-immunized and un-immunized children, and collaboration with other healthcare providers.
- Jackson** In an effort to increase the percentage of adults engaged in physical activity, a trail has been built, another one is being built, a new park has opened, and \$55 million has been raised for a three-county park project.
- Jasper** Skiff Medical Center has hired a coordinator to lead a collaborative process with community providers for increasing access to mental health services and promoting mental health and wellbeing.
- Jefferson** A countywide disaster team has been formed and meets quarterly.
- Johnson** Through a partnership with the Iowa Harm Reduction Coalition and the University of Iowa Mobile Clinic, 46 volunteers were trained to administer HIV tests at six regular locations within Iowa City and Cedar Rapids. Request for services can be made via text messages.
- Jones\***
- Keokuk** The River Hills Community Health Center with two full-time clinical therapists has significantly increased mental health services by adding psychiatry, and a County Mental Health Coalition has brought together groups who are training public safety officers and adults.
- Kossuth\***
- Lee** The Live Healthy Iowa Lee County Coalition plays a central role in establishing bike/walking trails, providing health information through many channels, hosting 5k and other outdoor events, and assisting with worksite wellness activities.
- Linn** The county has been tackling the problem of affordable housing by detailing housing disparities, becoming involved in a review of low-income housing tax credit projects, organizing tenant education classes, training social service providers, and connecting clients with needed services.
- Louisa\***
- Lucas** The Healthy Partnership of Lucas County added fun to public health by organizing a 10-week wellness challenge for 30-50 participants which included education on healthy eating, weight measurements, and an hour of Zumba classes.
- Lyon\***
- Madison** A mental health awareness campaign has been designed to increase access to information and promote a 24-hour crisis line and telepsych services at the hospital. Another related effort includes an anti-bullying campaign in the schools.
- Mahaska\***

### Marion\*

### Marshall

An adolescent pregnancy team and the Child Abuse Prevention Program have been focusing on reducing adolescent pregnancies with youth development approaches and sexual health education

### Mills

The Mills County Foods Council is holding a "Harvest Dinner" provided at a local winery showcasing local growers; funds raised will be used to establish a website to increase communication through the council to the public.

### Mitchell

The county has increased the percentage of adults who receive their annual influenza vaccine, a possible outcome of clinics held through the county offering the vaccine.

### Monona

The county has been very successful in reducing child neglect and abuse from 14.2/1000 to 10.6/1,000 and has organized a poverty coalition that has developed a backpack program for school-age children, a make a meal nights with budget tips, money for mammograms, and connecting people in financial need with resources. As part of this effort, the hospital has a loan forgiveness program for new employees.

### Monroe

To decrease the stigma associated with mental health issues, public health sponsored radio spots five times a day for six weeks, using NAMI-created messages to match the national campaigns.

### Montgomery

To combat high lead levels in older and rental homes, a lead ordinance has been followed with a media campaign, a display at the county fair, and educating WIC and home visit providers.

### Muscatine\*

### O'Brien

A booklet on substance abuse resources is being used to increase referrals to smoking cessation programs and alcohol and other addiction programs and supports.

### Osceola

With support of the board of health and the school nurse, the county has increased the rate of full immunization for adolescents from 16% in 2015 to 76% in 2018.

### Page\*

### Palo Alto

All new parents in the hospital and clinics are provided with continuing prenatal and postnatal education on immunization information through the first OB appointments, childbirth education, and postpartum home visits.

### Plymouth\*

### Pocahontas

The Pocahontas County Healthcare Coalition meets monthly to focus on educating the public about emergency preparedness; another effort brought together 29 partners for a tabletop exercise on a flu epidemic.

### Polk\*

### Pottawattamie\*

- Poweshiek** The Capstone Mental Health Clinic now has two full-time physician assistants recruited through the National Health Service Corps, two licensed mental health counselors and staff who do screening for disorders such as dementia.
- Ringgold\***
- Sac\***
- Scott** Great strides have been made in improving healthy living and addressing obesity in youth and adults in Scott County. A few examples of efforts include the following: The Community Transformation Program has successfully increased the number of communities in Scott County that implemented a policy or environmental improvement as identified in a community wellness assessment. The Be Healthy QC Worksite Wellness workgroup is actively promoting a recognition program of worksites that practice worksite wellness. The Be Healthy QC Coalition has developed and placed many educational materials and messages that encourage healthy eating and active living
- Shelby** Several initiatives are underway to increase mental health services. These include two mental health support groups (one for widows/widowers and another for at risk moms), a behavioral health resources directory, mental health training for primary care providers.
- Sioux** The county has achieved three of its 2021 objectives: 100% of its schools are tobacco-free and nicotine-free; the ratio of mental health service providers is 1,000:1; the percentage of stress housing (revised to severe housing problems) have been reduced from 20% in 2014 to 9% in 2016. Developments in Orange City, Sioux Center, Rock Valley and Hull have included low-income property.
- Story** A workgroup, Hunger Collaboration, has generated ideas about unmet needs to be implemented by partner organizations. These initiatives include a backpack program serving 252 children, meals for seniors, and financial support to families for day care for children or for an aging parent.
- Tama\***
- Taylor** Pharmacies are working with public health to assure that children receive influenza vaccine regardless of pay source.
- Union** A psychiatrist, hired in 2016 at the Greater Regional Medical Center, has improved mental health services.
- Van Buren\***
- Wapello\***
- Warren** A very active Warren County Wellness Coalition is used as a resource center to encourage members to share information learned with those they serve. This need was identified through a CHNA needs assessment survey.
- Washington** The Washington County Mental Health Coalition, a 31-member community-driven coalition, has developed two different resource guides--one for primary care providers to make patient referrals and another for community members seeking services; both were widely disseminated.

- Wayne** To encourage greater communication and a more comprehensive treatment approach, public health provides hospital patients who are discharged with a white board or magnet with such information as DNR status, medications, and care providers in their care.
- Webster** The I-Smile coordinator offers dental education to all 3rd graders; discussion is underway to hire a dentist and hold a dental clinic at the Webster County Public Health Department.
- Winnebago** Dental offices are connected with a Quitline fax referral system for ease of patient access.
- Winneshiek** Twice a month, public health has radio spots and paid advertisements providing health information.
- Woodbury** In a continuing effort to increase physical activity opportunities for those with disabilities, Sioux City Parks and Recreation cooperated with Siouxland District Health to purchase adaptable climbing wall equipment and provided training for the climbing wall staff, improved the tennis court entrance for individuals with mobility devices, and purchased two-person tubes for the new tubing hill to allow individuals needing assistance to tube with an assistant.<sup>1</sup>
- Worth** A grant and smoke-free/tobacco-free policies at daycares and businesses throughout the county, the percent of adults smoking has dropped from 17% in 2015 to 15% in 2017.
- Wright** A partnership with Proteus and the Iowa Specialty Hospital Clarion have helped with referring Latinas for breast cancer mammograms and funded with vouchers.
- 

<sup>1</sup> Carroll County and Siouxland District Health Department are featured in a CDC report on "[Reaching People with Disabilities through Healthy Communities.](#)"