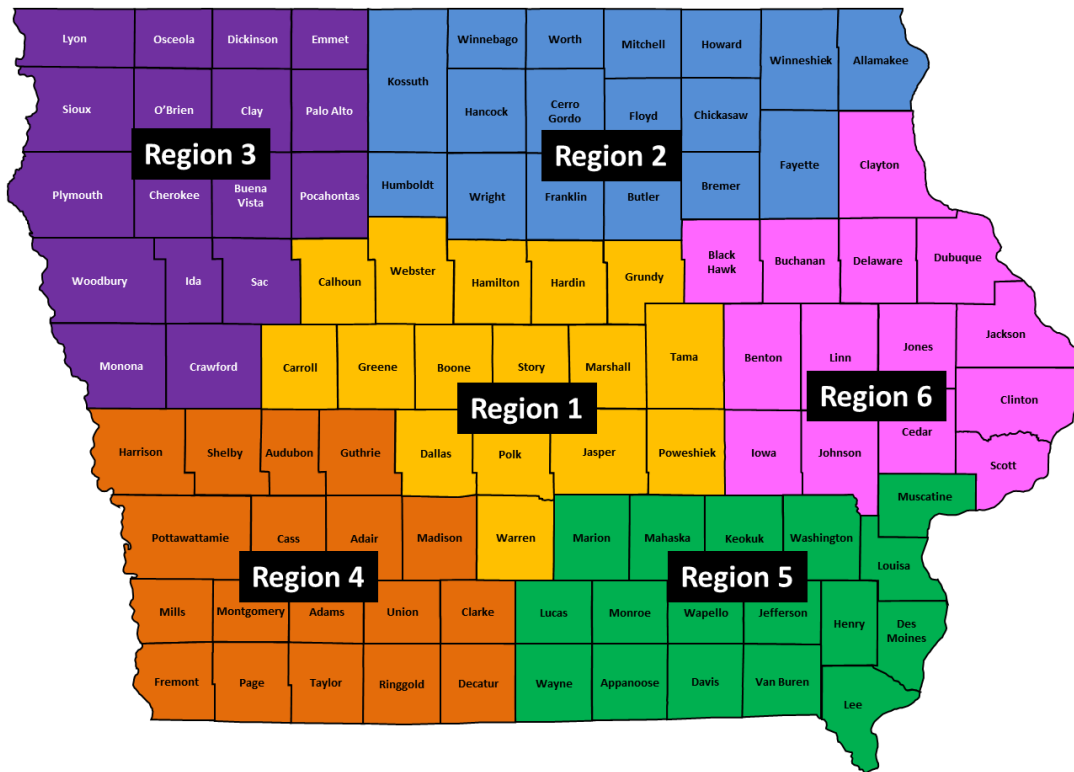




Strategies for Implementing Health Improvement Plans

Highlights from County HIP 2019 Progress Reports



Compiled by the Bureau of Public Health Performance



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 2019, 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.

The following themes run through many of the reports:

- Local public health agencies (LPHAs) have been very successful in fulfilling the role of chief health strategist by convening 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 to develop needs assessments and health improvement plans.
- Counties have joined forces to develop such outdoor recreation facilities as trails and parks.
- 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 2019. 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 2019 Progress Report was not provided to IDPH.

County Name	Highlights
Adair	Schools have become involved in reducing childhood obesity. Examples include agreement on healthy snacks, a grant for equipment to increase physical activity in the gym classes, and because of the weather, indoor recesses.
Adams	For the past year, a Behavioral Health Coalition meets monthly, has hosted adult and youth mental health and first aid classes for 140 community volunteers, and trained over 60 school staff. In one school, the efforts have resulted in fewer absentees than in the previous year.
Allamakee	The percentage of adolescents who received three doses of HPV vaccine has increased from 11% in 2015 to 38% in 2019.
Appanoose*	
Audubon	The county executed a counter marketing media campaign affecting acceptance of alcohol use that included radio PSAs, a billboard on Highway 71, portable posters, Facebook, Instagram and posters in the schools.
Benton	Although efforts to improve obesity rates and reduce intentional injuries were substantial and successful, the most significant improvement was an increase in immunization rates for 2-year-olds. In 2014, the rate for the recommended vaccine series was 69%; by 2017, the rate had increased to 75%.
Black Hawk	Finally having resources to begin addressing health literacy has been exciting. We are really happy to be working closely with the health systems and our FQHC (federally qualified health center) on the MAPP process, because this strengthens our joint efforts on things like health literacy, even if that topic doesn't rise to the HIP level. Strategically using the work and intellect of interns has been an additional benefit.
Boone	Walk in Wellness labs, panels of labs that can be done at the request of any customer without a doctor's order, have reduced healthcare costs for the insurance companies as well as the consumer.
Bremer	In an effort to increase resident preparedness for natural and man-made disasters, the health department continued to work to educate children and special needs populations on how to recognize and prepare for these disasters.
Buchanan	Deaths from motor vehicle crashes have decreased from the baseline of 17 to 11—a major achievement since 34% of county residents have long commutes to work.
Buena Vista*	
Butler*	
Calhoun*	
Carroll	Transportation has been a recurring problem. Again this 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	A wellness coordinator has been hired as a direct result of funding from a partnership with the Cass County Board of Supervisors, Iowa State University Extension, Cass County Memorial Hospital and Nishna Valley Family YMCA.
Cedar*	

County Name	Highlights
Cerro Gordo	One of the things we are most proud of throughout this CHIP is our growing collaboration with community organizations and our department's convening efforts. In our mental health shortage area priority, you will see reference in strategy 1-1.1 to a collaborative grant for opioid prevention. While we collaborate regularly on grants, this one came directly from our Health Improvement Coalition's efforts to work together seamlessly. Our coalition is comprised of several agencies and organizations, both private, public and governmental, as well as community members. Although the health department wouldn't necessarily lead an opioid prevention grant in our community per se, we have the capacity to write and facilitate this planning grant. With this grant, our health department is stepping more firmly into our role as conveners. We were able to bring a large amount of funding to our community to plan for opioid use prevention and treatment to better serve our residents.
Cherokee	The county is tackling the weight loss issue by expanding the county's trails. A \$1,000,000 trail expansion is proposed, and \$500,000 has been raised in grants, fundraisers and donations.
Chickasaw	Community partners have expanded mental health resources. Law enforcement has worked on transportation to other health providers to find better placement. MercyOne New Hampton has a new psych holding room for patients until appropriate placement is found. Transportation is provided through successful collaboration instead of through the sheriff's office. A Life Solution program at MercyOne for older Iowans offers counseling for coping and support. Integrated Mental Health Youth Services assists school districts with behavioral issues. Northeast Iowa Area Agency on Aging has started a support group.
Clarke*	
Clay	Every year since 2016, there has been an additional 100 mammogram screenings, a result of Spencer Hospital's intense marketing with the consistent message: "yearly mammogram recommended, beginning at age 40."
Clayton	Hospitals and the County Visiting Nurse Association are working with Integrated Telehealth Partners to provide telepsychiatry consults for emergency room patients in crisis. In addition, a subcommittee is partnering with County Social Services to identify any additional needs that aren't being met and identifying possible solutions to address them.
Clinton	With a Prevent Child Abuse grant, the Clinton County Trauma Informed Alliance trained 32 Connection Matter trainers responsible for educating the community to recognize that caring relations with children, families and adults lead to healthy brains and thriving communities.
Crawford*	

County Name	Highlights
Dallas	<p>In FY19, DCHD has implemented several nutrition programs to increase access to, and reverse the negative trend of, fruit and vegetable consumption. The Pop Up Produce stand, through partnership with the Hunger Free Dallas County Coalition, brings quality fruits and vegetables to communities lacking optimal grocery options. This produce is sold at wholesale prices so that it is affordable to most residents. In the 2019 fiscal year, 89 families from 15 different communities participated in the produce stand. The health department is also working to increase access to healthy foods among our older adults through the Senior Produce Box program. Several community gardens around the county donate produce, which is then delivered to anyone over 60 interested in receiving fresh vegetables and fruits. Our health navigation team further partners with Aging Resources to sign up residents for the Senior Farmers Market Nutrition Program so they can use vouchers to purchase local produce. Staff also aim to change nutritional habits from a young age. Pick A Better Snack programming is provided to one of the local elementary schools to help students get excited about trying and eating new fruits and vegetables. Pick A Better Snack lessons have also been incorporated into the Waukee Summer Meal Program to provide healthy treats to children throughout the summer.</p>
Davis*	
Decatur*	
Delaware	<p>A couple of years ago, one of the church leaders became worried about tetanus and the immunization status of his community. There was a case of tetanus in another community he was aware of and knew the financial cost. He sought out public health, and we agreed to come to the community. We had several clinics at their local general store, but did not get much participation. We also scheduled different families in our clinic, but were getting almost 100% no-show. Then, this past winter, the community had a pertussis outbreak—that’s what really opened the door this time. And we have changed our attitude on how we might best service families on one day. We have babies who are on a 3, 5, 7 month schedule and some on a 2, 4, 6. We have discussed all vaccines, but are concentrating on a Dtap/IPV/HepB combination vaccine with plans to administer MMR when age-appropriate. On new babies, we are doing Hib vaccine. Family referrals have also opened a couple of doors.</p>
Des Moines*	
Dickinson	<p>Since 2014, the adolescent (13- to 15-year-olds) immunization rate all for 3 Hepatitis B, 1 Meningitis, 2 MMR, 1 Td or Tdap, and 2 Varicella has grown from 31% to 89% in 2019, a result of CQI and school clinics, which have a latent effect of making vaccines more normal. The HPV immunization rate for 13 to 15-year-olds also has grown from 18% in 2014 to 61% in 2019.</p>
Dubuque	<p>The following are some of the strategies that have been taken to establish substance abuse treatment and resources through multi-disciplinary agency coordination: a subcommittee on opioids appointed by the board of health has met every four weeks to respond to the crisis along with an opioid response team of county agencies, law enforcement, hospitals, and legislators that meet every six weeks; MercyOne-sponsored Narcan training for the community, a referral process for the methadone clinic and use of Vivitrol injections; and training of medical staff.</p>
Emmet	<p>The county has reduced underage drinking from 15% in 2014 to 11% in 2018 by collaborating with two groups—the Emmet County Making Optimal Choices for Successful Youth and the Emmet County Wellness Coalition.</p>

County Name	Highlights
Fayette	The county reduced the adult obesity rate of 40% in 2014 to 32% in 2019, a result of a community effort that involved collaboration with local community health and hospital staff, volunteers, businesses, city government and volunteers
Floyd*	
Franklin*	
Fremont*	
Greene	A coordinated system for homeless adults now is in place for meeting basic needs of safe housing, health care, food and reliable transportation to pursue employment.
Grundy	Two coalitions are engaged in connecting local resources and social supports to benefit county residents.
Guthrie*	
Hamilton*	
Hancock	A major effort that included passing ordinances, a campaign by school teen council members, and multiple educational activities resulted in a reduction in adult smoking from 20% in 2015 to 14% in 2019, and a reduction in smoking among 11th graders from 12% in 2015 to 4.4% in 2018.
Hardin*	
Harrison*	
Henry*	
Howard*	
Humboldt	Barriers to accessing transportation have been met by the hospital purchasing a bus to take patients to the hospital and clinic, and a volunteer program to drive patients to appointments and the grocery store.
Ida*	
Iowa	Increasing the immunization rate of children 24 months of age from 63% in 2016 to 81% in 2018 is the result of flexible and on-demand vaccination scheduling, identification of pockets of under-immunized and un-immunized children, and collaboration with other healthcare providers.
Jackson	With funding from public and private partner contributions of \$8,440,973, the county has completed a park trail, bike lanes, a pavilion, a shower building replacement, pedestrian bridge, playground renovation, trail development, trail construction and ball field renovation.
Jasper	As part of increasing local mental health services, free mental health literacy workshops called Lose Your Mind, were aimed at reducing the stigma of mental illness by giving everyone an insight into what it might be like to live with a mental health disorder.
Jefferson*	
Johnson	Two culturally-relevant community engagement efforts included focus groups on radon education materials and focus groups with food operators regarding barriers to food program compliance.
Jones	The county has been successful in passing ordinances to make city parks tobacco and nicotine free and including electronic smoking devices in the Anamosa School District tobacco policies.
Keokuk*	

County Name	Highlights
Kossuth*	
Lee	The county has successfully reduced the percent of residents who self-report physical inactivity from 27% to 23.3% through a multi-pronged approach that includes outdoor recreation events, completing a trail to connect two walking/biking trails, gardening projects, offering health at the farmers' markets, and encouraging worksites to promote healthy activity by offering incentives to participate in the annual wellness assessment.
Linn*	
Louisa*	
Lucas	In addition to volunteer transportation services, the 10-15 transit service has extended hours and the service area for those who need transportation to out-of-town providers--a result of collaboration between the Lucas County Health Center, the Charlton Senior Citizens Center and public health.
Lyon	A Resource Advocate Program links county residents who have high blood pressure to medical insurance and access to medical care, a key step in helping those at risk.
Madison*	
Mahaska*	
Marion*	
Marshall	The tornado on 7/18/19 demonstrated public health's ability to communicate emergency notification through EMA, the hospital and community partners.
Mills*	
Mitchell	The percentage of adults receiving influenza vaccine gradually has been increasing, possibly because clinics were open in the evening and on weekends and there was more promotion on social media.
Monona*	
Monroe*	
Montgomery	It wasn't easy getting a lead ordinance passed in the county. It was a must because we always seemed to have several high-lead children every year. We had to educate and ask the board of supervisors to pass the lead ordinance three times. We had the project director of our maternal health project attend one meeting, and then Kevin Officer, Bureau of Environmental Health and Lead, IDPH, spoke to the board. On the third time it was brought up, our board passed the ordinance.
Muscatine	Based on a survey showing that 44.6% of residents are negatively affected by substance abuse, three task force teams are taking action on resources, access to care and the impact of substance abuse.
O'Brien*	
Osceola*	
Page	The county is distributing free condoms, assisting other locations in their distribution, promoting MyIACondoms.org, and searching for additional locations to install condom dispensers.

County Name	Highlights
Palo Alto	Since 2015 when the rate for recommended immunizations for 24-month-olds was 84%, the rate has increased to 88% in 2019, due to staff consistency, education and follow-up phone calls to families for scheduling immunizations.
Plymouth*	
Pocahontas*	
Polk*	
Pottawattamie*	
Poweshiek	The Grinnell Errand Service provides transportation at a modest fee for community and out-of-county medical appointments.
Ringgold*	
Sac*	
Scott	The community's work to realign community collaboration around mental health through the launch of the Quad Cities Behavioral Health Coalition is one of the biggest achievements to highlight. The implementation of this coalition signifies support within the community to ensure the inclusion of all community partners at the table to have hard discussions and determine how best to impact mental health needs in the community. Additionally, because this effort is being facilitated by the leading mental health providers, as well as planning organizations within the community, the sustainability of this collaborative is significantly increased. We anticipate big strides to take place as a result of this effort in the community!
Shelby	The Teen Health Fair gave us an opportunity to provide education on suicide prevention, alcohol, bullying, safe driving, self-defense, immunizations and online safety. It was a highly-regarded event. The kids rated it higher than the adults, which is hard to do—especially when the adults loved it. The project has led to closer relationships with law enforcement in particular. Reduction of alcohol use in teens may or may not be attributed to the Teen Health Fair work or collaboration with the police, but if YAP (Youth Alcohol Prevention) can get off the ground because of the Teen Health Fair, that will be very exciting.
Sioux	To reduce the percentage of stress housing from 20% to 10%, four communities have developments that include low-income property. The aim is to reduce the percentage of residents with high housing costs from 18.2% in 2014 to 15% by 2021. The progress is a testament to communities recognizing a massive housing need in general, not specifically targeting low-income housing. Some committed people worked very hard to address housing needs on behalf of vulnerable people. The CHNA & HIP may have helped identify the need and move the conversation forward.
Story	The following new programs have been developed based on needs identified by the Story County Mental Health Task Force: formation of an Opioid Task Force, a New Transitional Housing Program thorough ERP, Mobile Crisis Response Unit through Eyerly Ball, offering CIT trainings for Local Law Enforcement sponsored by NAMI, and the upcoming Crisis Stabilization Center through Mary Greeley Medical Center.
Tama	The one big thing we did in the county was a Senior Senior Prom to promote physical activity and socialization opportunity with 60 attendees. An event such as this one can improve social interaction among a group that often experiences isolation and loneliness.

County Name	Highlights
Taylor	Since 2014, there has been an increase of flu shots among schoolchildren in every age group who attend schools in Bedford and Lenox. The improvement required close collaboration of the schools and the pharmacies.
Union	Pharmacies are working with public health to assure that children receive influenza vaccine regardless of pay source.
Van Buren*	
Wapello*	
Warren	Under a contract with Eyerly Ball, a crisis team assists schools, public officials and law enforcement in responding to a mental health crisis in the most appropriate manner that includes consideration for the client, costs and efficiency of resolution for the situation.
Washington	The Wellness Coalition partnered with Healthy Hometown powered by Wellmark. Successes include a grant to expand trail pavement in a new Wellness Park, the YMCA increasing safe walking facilities for non-members, and a bike lane with signage and sharrows to promote safe biking.
Wayne*	
Webster	The I-Smile coordinator offers dental education to all third graders; discussion is underway to hire a dentist and hold a dental clinic at the Webster County Public Health Department.
Winnebago*	
Winneshiek	One important effort to address mental health needs was putting behavioral health interventionists in each school building.
Woodbury	To improve healthy food and beverage consumption in the community, the department continued to work with two additional childcare centers in 2018 to complete the Nutrition and Physical Activity Self-Assessment for Child Care (NAPSACC). Four nutrition improvements were made at the centers along with two new policies being adopted. From 2016-2018, 12 childcare centers have participated in NAPSACC, making a combined 110 nutrition improvements at their centers.
Worth	The county has successfully reduced adult smoking from 17% in 2015 to 15% in 2019; the success can be attributed to policy changes and grant funding to “get the word out.”
Wright	The county has placed special emphasis on increasing breast cancer screening and mammograms for the Latino population by developing partnerships with the Iowa Specialty Hospital-Clarion and Belmond, participating in community events, and working with a local business to raise funds for breast cancer awareness and screening.