

Cass County Health Improvement Plan

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For additional information, CONTACT:

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Community Priority

Promote Healthy Living

Goal #1	By 2021 increase Cass County health ranking for health outcomes from 88th to 75th in the state of Iowa.	National Alignment	State Alignment
		Health Related Quality of Life and Well-Being	Healthy Living

Objective 1-1	Increase the length and quality of life for residents of Cass County by focusing on education and promotion of preventative health measures.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	88	2021	75

Strategy 1-1.1	Implement 3 of the "Blue Zones Power 9" strategies county wide in the next 5 years focusing on Move Naturally, Eat Wisely and Family First. We will develop/implement strategies and identify partners over the first year then revisit and adjust annually.	Strategy Type	Address Social Determinant / Health Inequity
<u>Who's Responsible</u>		<u>Target Date</u>	
Healthy Living Steering Committee, Healthy Cass County		01/31/2017	

Strategy 1-1.2	Work in cooperation with county health and other officials to make sure links/access to current preventative health resources are accessible on the Cass County website and other commonly accessed sites. Review and update twice per year.	Strategy Type	Counseling & Education
<u>Who's Responsible</u>		<u>Target Date</u>	
Healthy Living Steering Committee, Healthy Cass County		10/01/2016	

Strategy 1-1.3	Focus on oral health through education and policy support by increasing the number of providers in the county who regularly accept under served audiences to at least one.	Strategy Type	Address Social Determinant / Health Inequity
<u>Who's Responsible</u>		<u>Target Date</u>	
Jen Macke, I-Smile Coordinator, HCCMS; Healthy Cass County		07/31/2020	

Goal #2	By 2021 decrease the obesity rate in Cass County.	National Alignment	State Alignment
		Nutrition and Weight Status	Healthy Living

Objective 2-1	Decrease the rate from 32% to 30% by 2018 and then maintain the lower rate for the next 3 years.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	32%	2018	30%

Strategy 2-1.1	Monitor and report activities quarterly and the obesity rate annually to Healthy Cass County, BOH, and the public. Data source: County Health Rankings, IDPH	Strategy Type	Address Social Determinant / Health Inequity
<u>Who's Responsible</u>		<u>Target Date</u>	
Obesity subcommittee, Healthy Cass County		Feb 15, 2017	

Strategy 2-1.2	Educate public on the topics, through media and classes, including but not limited to Awareness of healthy weight, Meal Planning, Budgeting, and cooking.	Strategy Type	Counseling & Education
<u>Who's Responsible</u>		<u>Target Date</u>	
Healthy Cass County, Cass County Local Foods Policy Council, County Farmers Markets		07/31/2021	

Strategy 2-1.3	Initiate/coordinate/publicize obesity prevention activities, this will include, but not be limited to, Care For Yourself weight control benefits. Many types of publicity will be used including Social Media.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Healthy Cass County, Obesity subcommittee	<u>Target Date</u> 07/31/2021
Strategy 2-1.4	Continue the Cass County Local Food Policy Council's support of County Farmers Markets, including cooking demonstrations and coupons for produce.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> Cass County Local Food Policy Council	<u>Target Date</u> 07/31/2021
Strategy 2-1.5	Educate and encourage CCHS OB department and the medical practitioners in the county to promote breast feeding because of its relationship with obesity.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Healthy Cass County, Obesity subcommittee	<u>Target Date</u> 07/31/2021
Strategy 2-1.6	Strengthen partnerships/links with each school district to promote healthy activities in Cass County working with young people to understand the health risks of obesity and encourage participation with Healthy Cass County.	<u>Strategy Type</u> Long-Lasting Protective Intervention
	<u>Who's Responsible</u> Healthy Cass County, Obesity subcommittee	<u>Target Date</u> 07/31/2021

Goal #3	By 2021 decrease Tobacco/Nicotine use in Cass County.	National Alignment	State Alignment			
		Tobacco Use	Addictive Behaviors			
Objective 3-1	Reduce youth usage from 19.8% to state level of 18.1% to bring us in line with the state average based on the Iowa Youth Survey results.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	19.8%	2021	18.1%	
Strategy 3-1.1	Provide education in the school setting, including Kiwanis Builders Club, to show the effects of tobacco/nicotine usage.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Health Promotion Strategies group, Healthy Cass County	<u>Target Date</u> 07/31/2021				
Objective 3-2	Reduce adult tobacco/nicotine usage from 15% to 13%.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	15%	2021	13%	
Strategy 3-2.1	Provide education and resources to adults wanting to stop using tobacco/nicotine products.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Health Promotion Strategies group, Healthy Cass County	<u>Target Date</u> 07/31/2021				

Objective 3-3 Increase Quit line contacts by 15% in Cass County.

Baseline Year	Baseline Value	Target Year	Target Value
2015	TBD	2021	15% increase from baseline

Strategy 3-3.1 Monitor Quit line website for number of contacts.

Strategy Type
Counseling & Education

Who's Responsible
Health Promotion Strategies group, Healthy Cass County

Target Date
07/31/2021

Community Priority

Protect Against Environmental Hazards

Goal #1 By 2021 provide fluoridated water in all communities in the county.	National Alignment	State Alignment			
	Oral Health	Healthy Living			

Objective 1-1 All communities will have fluoridated water at recommended levels.	Baseline Year	Baseline Value	Target Year	Target Value
	2015	30%	2021	100%

Strategy 1-1.1 Adopt policy and explore funding options to ensure all residents have access to fluoridated water.	<u>Strategy Type</u>
	Environmental / Policy / Systems Change

<u>Who's Responsible</u>	<u>Target Date</u>
Board of Health, Environmental Specialist, Jen Macke, I-Smile Coordinator, HCCMS	07/31/2021

Community Priority

Prepare for, Respond to, & Recover from Public Health Emergencies

Goal #1		National Alignment	State Alignment			
By 2021 increase knowledge of residents of how to respond to a Public Health Emergency.		Preparedness	Preparedness and Response			
Objective 1-1	Educate public with effective messaging that defines the Public Health Emergency and how they should respond.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	0	2021	20	
Strategy 1-1.1	Cass County Healthcare Coalition will put out a quarterly PSA with articles in the newspaper, radio, and social media on what to do in case of an emergency.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Cass County Healthcare Coalition, Healthy Cass County	<u>Target Date</u> 07/31/2021				
Objective 1-2	Increase by 33% the number of volunteers in Cass County who are registered on I-Serve with their credentials.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	3	2021	4	
Strategy 1-2.1	Develop Standard Operating Guides and drills to deal with credentialed volunteers.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Cass County Healthcare Coalition, Healthy Cass County	<u>Target Date</u> 07/31/2021				
Strategy 1-2.2	Complete After Action Reports after each drill/incident to document how the emergency and volunteers were handled.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Public Health/Hospital/EMA Emergency Preparation Leads, Healthy Cass County	<u>Target Date</u> 07/31/2021				

Community Priority

Strengthen the Health Infrastructure

Goal #1	BY 2021 develop a Leadership Team to disseminate information to residents.	National Alignment	State Alignment
		Public Health Infrastructure	Access to Quality Health Services and Support

Objective 1-1	By 2021 hire a Wellness Coordinator to work with Healthy Cass County.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2021	1

Strategy 1-1.1	Develop a job description and secure sustainable funding for a Wellness Coordinator by 12/31/2016.	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Healthy Cass County/ Board of Supervisors	<u>Target Date</u> 12/31/2016

Strategy 1-1.2	Hire a Wellness Coordinator to work with Healthy Cass County on Health Improvement Plan, look for grant opportunities, and provide community education with Healthy Cass County members.	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> County BOS/Healthy Cass County Infrastructure Team	<u>Target Date</u> 12/31/2021

Objective 1-2	Coordinator and designated committee to oversee Health Improvement Plan, providing education to businesses and other entities on how to support a healthy community.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2021	1

Strategy 1-2.1	Identify and support businesses/entities in the community with strategies to communicate and strengthen the bonds with businesses, Public Health and Healthy Cass County.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> Healthy Cass County Infrastructure Team	<u>Target Date</u> 07/31/2021