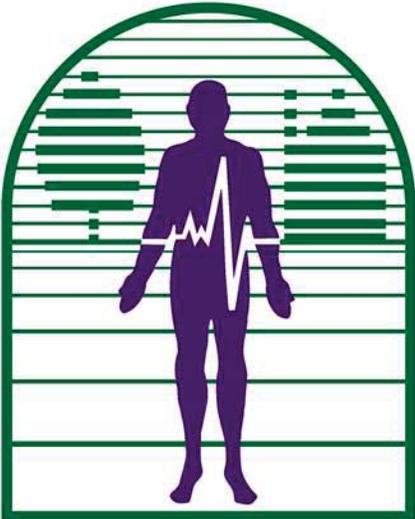


# Cerro Gordo County Health Improvement Plan

Date Updated: May 13, 2016



*Cerro Gordo County  
Department of Public Health*

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# Community Priority

## Overweight and obese adults and physical inactivity

### Goal #1 Decrease chronic disease prevalence.

#### National Alignment

Healthy People 2020: Promote health and reduce chronic disease risks through the consumption of healthful diets & achievement & maintenance of healthy body weights.

#### State Alignment

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Objective 1-1 Reduce the proportion of Cerro Gordo County adults, aged 20 and older, who are obese from 30.1% to 28% by 2021.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015          | 30.1%          | 2021        | 28%          |

Strategy 1-1.1 Provide education on cooking healthy food on a budget to targeted populations (e.g. crockpot program at the Food Bank, recipe handouts at Community Kitchen, etc.)

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2017

Strategy 1-1.2 Initiate Farm-to-School Program(s) & expand farm-to-table programs

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
CGCDPH

Target Date  
Sep 30, 2018

Strategy 1-1.3 Work with and support schools for more healthy school food options

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
CGCDPH

Target Date  
Sep 30, 2018

Strategy 1-1.4 Support & expand community gardens and Farmer's Markets to ensure residents have access to fresh produce

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
North Iowa Food Coalition

Target Date  
Jun 30, 2017

Strategy 1-1.5 Increase access to healthy food choices for food subsidy program users (WIC, SNAP, etc.) and decrease unhealthy options (e.g. reduce usage at convenience stores)

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
CGCDPH

Target Date  
Jun 30, 2019

|                 |  |   |
|-----------------|--|---|
| Strategy 1-1.6  | Create & encourage use of educational waiting room videos and easy recipes in health care & community facilities (i.e. Ped's clinic, NICA0, etc.)  | <u>Strategy Type</u><br>Counseling & Education                  |
|                 | <u>Who's Responsible</u><br>CGCDPH   | <u>Target Date</u><br>Jan 30, 2017                              |
| Strategy 1-1.7  | Create or adapt an existing tool for primary care physicians (e.g. eating healthy on a budget booklet or prescription for nutrition: providers give patients packaged meal with instructions, etc.)                        | <u>Strategy Type</u><br>Clinical Intervention                   |
|                 | <u>Who's Responsible</u><br>CGCDPH   | <u>Target Date</u><br>Dec 31, 2016                              |
| Strategy 1-1.8  | Develop standard practice to identify & engage individuals who are obese or at-risk for obesity (e.g. poor diet, inactivity, etc.) through multiple community agencies   | <u>Strategy Type</u><br>Clinical Intervention                   |
|                 | <u>Who's Responsible</u><br>Mercy North Iowa   | <u>Target Date</u><br>Jun 30, 2017                              |
| Strategy 1-1.9  | Target the high-risk families coming through primary care facilities & begin the discussion  | <u>Strategy Type</u><br>Clinical Intervention                   |
|                 | <u>Who's Responsible</u><br>Mercy North Iowa   | <u>Target Date</u><br>Dec 31, 2017                              |
| Strategy 1-1.10 | Advocate for change in food system (lower subsidies for healthy foods) & built environment   | <u>Strategy Type</u><br>Environmental / Policy / Systems Change |
|                 | <u>Who's Responsible</u><br>North Iowa Community Action Organization   | <u>Target Date</u><br>Jun 30, 2019                              |
| Strategy 1-1.11 | Support Health in All Policies; assess current policies that support healthy lifestyles  | <u>Strategy Type</u><br>Environmental / Policy / Systems Change |
|                 | <u>Who's Responsible</u><br>CGCDPH   | <u>Target Date</u><br>Jun 30, 2018                              |
| Strategy 1-1.12 | Coordinate physical activity & nutrition initiatives with groups working to make Cerro Gordo County healthier (e.g. Blue Zones)  | <u>Strategy Type</u>  |
|                 | <u>Who's Responsible</u><br>All (defined as Cerro Gordo County Department of Public Health, Wellsource, Prairie Ridge Integrated Health, Mercy North Iowa, Mason City Youth Task Force & United Way of North Central Iowa) | <u>Target Date</u><br>Dec 31, 2016                              |

|  |   |   |   |  |   |
|--|---|---|---|--|---|
| Strategy 1-1.13  | Ensure that food access is "healthy" food access in all related strategies  | <u>Strategy Type</u><br><br><u>Target Date</u><br>Jun 30, 2017  |   |  |   |
| <u>Who's Responsible</u><br>CGCDPH                               |   | <u>Strategy Type</u><br>Counseling & Education                  |   |  |   |
| Strategy 1-1.14  | Educate the public what healthy food is and develop several promotional items and/or tools for organizations to use to reach people who need to eat healthily, but eat a special diet (i.e. food allergy, diabetes, etc.) | <u>Target Date</u><br>Jun 30, 2017                              |   |  |   |
| <u>Who's Responsible</u><br>CGCDPH                               |   | <u>Strategy Type</u><br>Environmental / Policy / Systems Change |   |  |   |
| Objective 1-2  | Reduce the proportion of Cerro Gordo County adults, aged 20 and older, who engage in no leisure time activity from 26.5% to 22% by 2021.  | <u>Baseline Year</u><br><input type="text"/>                    | <u>Baseline Value</u><br><input type="text"/> | <u>Target Year</u><br><input type="text"/> | <u>Target Value</u><br><input type="text"/> |
| Strategy 1-2.1   | Advocate for alternative leisure time activities available in the county (i.e. yoga, parks & rec, fitness centers, Lime Creek --biking trails, cross-country skiing, pickle ball, Frisbee, etc.)                          | <u>Target Date</u><br>Dec 31, 2017                              |   |  |   |
| <u>Who's Responsible</u><br>CGCDPH & Mason City Youth Task Force |   | <u>Strategy Type</u><br>Environmental / Policy / Systems Change |   |  |   |
| Strategy 1-2.2   | Encourage additions of exercise equipment to local parks to encourage cardiovascular activities   | <u>Target Date</u><br>Dec 31, 2017                              |   |  |   |
| <u>Who's Responsible</u><br>Mason City Youth Task Force          |   | <u>Strategy Type</u><br>Environmental / Policy / Systems Change |   |  |   |
| Strategy 1-2.3   | Support and coordinate efforts with the City of Mason City, City of Clear Lake, County Conservation and other entities to implement built environment and related plans, including trail development                      | <u>Target Date</u><br>Dec 31, 2016                              |   |  |   |
| <u>Who's Responsible</u><br>CGCDPH                               |   |   |   |  |   |

# Community Priority

## Adult type 2 diabetes

### Goal #1 Decrease chronic disease prevalence

#### National Alignment

Healthy People 2020: Reduce the disease and economic burden of diabetes mellitus (DM) and improve the quality of life for all persons who have, or are at risk for, DM.

#### State Alignment

IDPH Diabetes Statewide Plan: Prevent diabetes from occurring in Iowans (primary prevention)

**Objective 1-1** In Cerro Gordo County, by 2021, reduce by 2% the percent of adults who have been told by their medical provider that they have diabetes

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2012          | 9.4%           | 2021        | 7.4%         |

**Strategy 1-1.1** Align with existing statewide prevention-focused efforts including the State Innovation Model

Collaborate with partners & stakeholders to support and implement effective primary prevention efforts

#### Strategy Type

Environmental / Policy / Systems Change

#### Who's Responsible

Mercy North Iowa

#### Target Date

Dec 31, 2020

**Strategy 1-1.2** Develop standard care guidelines to assess readiness for diabetes programs for community organizations and health care facilities

#### Strategy Type

Clinical Intervention

#### Who's Responsible

Mercy North Iowa

#### Target Date

Dec 31, 2017

**Strategy 1-1.3** Increase participation in diabetes primary prevention programs (National Diabetes Prevention Program)

1.) Educate providers & consumers about the purpose and locations of services; this includes shared messaging for community partners via social media & community educational materials distribution (e.g. grocery, drug & convenience stores)

2.) Increase provider early identification and referral to primary prevention programming

#### Strategy Type

Counseling & Education

#### Who's Responsible

CGCDPH

#### Target Date

Jun 30, 2017

|                       |  |  |
|-----------------------|--|--|
| <p>Strategy 1-1.4</p> | <p>Remove barriers to care: Ensure access to medication/ consumable supplies for at-risk populations</p>   | <p><u>Strategy Type</u><br/>Address Social Determinant / Health Inequity</p> <p><u>Who's Responsible</u><br/>CGCDPH</p> <p><u>Target Date</u><br/>Jun 30, 2017</p> |
| <p>Strategy 1-1.5</p> | <p>Investigate working with pharmacies and other wellness providers to provide screening assessment and referral into diabetes prevention programming</p>                        | <p><u>Strategy Type</u><br/>Environmental / Policy / Systems Change</p> <p><u>Who's Responsible</u><br/>CGCDPH</p> <p><u>Target Date</u><br/>Jun 30, 2017</p>      |
| <p>Strategy 1-1.6</p> | <p>Advocate for healthy environments that promote health and wellness (e.g. physical activity opportunities)</p>   | <p><u>Strategy Type</u><br/>Environmental / Policy / Systems Change</p> <p><u>Who's Responsible</u><br/>CGCDPH</p> <p><u>Target Date</u><br/>Jun 30, 2017</p>      |
| <p>Strategy 1-1.7</p> | <p>Provide education on healthy diabetic-friendly food purchase &amp; preparation through release of information to other providers and services (i.e. grocery stores, YMCA)</p> | <p><u>Strategy Type</u><br/>Counseling &amp; Education</p> <p><u>Who's Responsible</u><br/>CGCDPH</p> <p><u>Target Date</u><br/>Dec 31, 2017</p>                   |

# Community Priority

## Substance use (including tobacco use) in adults

| Goal #1 Reduce substance use/abuse among adults   | National Alignment<br>Healthy People 2020: Reduce substance abuse to protect the health, safety, and quality of life for all, especially children. Healthy People 2020: Reduce illness, disability and death related to tobacco use and secondhand smoke exposure. | State Alignment         |                                    |                       |  |
|---|--|-------------------------|------------------------------------|-----------------------|--|
| Objective 1-1 In Cerro Gordo County, reduce the heavy alcohol consumption rate from 21.5% to 19.5% by 2021.   | Baseline Year<br>2006-2012   | Baseline Value<br>21.5% | Target Year<br>2021                | Target Value<br>19.5% |  |
| Strategy 1-1.1 Increase outreach and education on adult binge drinking through environmental strategies, identification and referral to treatment<br><br><u>Who's Responsible</u><br>Prairie Ridge Integrated Health Services | <u>Strategy Type</u><br>Counseling & Education   |                         | <u>Target Date</u><br>06/31/17     |                       |  |
| Strategy 1-1.2 Determine why adults are consuming alcohol heavily (as defined by data source)<br><br><u>Who's Responsible</u><br>Prairie Ridge Integrated Health Services   | <u>Strategy Type</u>   |                         | <u>Target Date</u><br>Jun 30, 2017 |                       |  |
| Strategy 1-1.3 Adopt use of SBIRT throughout Mercy system and independent providers; make referrals out (this applies to the next objective as well)<br><br><u>Who's Responsible</u><br>Mercy North Iowa                      | <u>Strategy Type</u><br>Clinical Intervention  |                         | <u>Target Date</u><br>Dec 31, 2017 |                       |  |
| Strategy 1-1.4 Promote and encourage use of adult coping skills via available counseling and treatment<br><br><u>Who's Responsible</u><br>Prairie Ridge Integrated Health Services  | <u>Strategy Type</u><br>Counseling & Education   |                         | <u>Target Date</u><br>Jun 30, 2018 |                       |  |
| Strategy 1-1.5 Bring awareness of alcohol use/abuse with the adult population<br><br><u>Who's Responsible</u><br>Prairie Ridge Integrated Health Services   | <u>Strategy Type</u><br>Counseling & Education   |                         | <u>Target Date</u><br>Dec 31, 2016 |                       |  |

Objective 1-2 In Cerro Gordo County, reduce the adult smoker percentage from 19.6% to 16% by 2021.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2006-2012     | 19.6%          | 2021        | 16%          |

Strategy 1-2.1 Develop a standard plan of care to identify tobacco/nicotine (T/N) users, address T/N use and refer for services; the plan should be applicable to multiple organizations

Strategy Type  
Clinical Intervention

Who's Responsible  
Mercy North Iowa

Target Date  
Dec 31, 2016

Strategy 1-2.2 Support & enhance the Cerro Gordo County comprehensive tobacco control program: 1) Provide assistance to the coalition to pursue programming and policies to reduce T/N use & **policy, 2)** Implement a mass-reach health communication intervention to inform individual and public attitudes about T/N use and second-hand smoke; share messaging across organizations & include e-cigarette information

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2016

Strategy 1-2.3 Promote and expand existing evidenced-based cessation services (e.g. Freedom from Smoking) by training more individuals to teach as well as increasing & enhancing screening to improve referrals & attendance

Strategy Type  
Clinical Intervention

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2016

Strategy 1-2.4 Write relevant **policies** (i.e. a retailer/outlet maximum number policy) and advocate for change

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2017

Strategy 1-2.5 Lobby to pass Tobacco-21 through Trinity Health across Iowa

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
Mercy North Iowa

Target Date  
Jan 31, 2020

Strategy 1-2.6 Research and review existing family-focused cessation programming. If relevant, consider implementing in Cerro Gordo County & target homes with parents who smoke

Strategy Type

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2017

Strategy 1-2.7 Prevent youth from starting via after-school programs and supporting in-school curriculum

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Aug 31, 2017

# Community Priority

## Asthma hospitalization rates for those aged 5-64

| Goal #1 Reduce asthma hospitalizations  | National Alignment<br>Healthy People 2020: Promote respiratory health through better prevention, detection, treatment, and education efforts. | State Alignment  |                         |                                    |                     |
|---|---|--|-------------------------|------------------------------------|---------------------|
| <b>Objective 1-1</b> In Cerro Gordo County for those aged 5-64, reduce emergency department asthma visit rate from 165.3 per 10,000 to 145 per 10,000, by 2021.   |   | Baseline Year<br>2015  | Baseline Value<br>165.3 | Target Year<br>2021                | Target Value<br>145 |
| <b>Strategy 1-1.1</b> Work with area asthmatics to understand their barriers to controlling asthma (e.g. financial, understanding of medication use, proper nebulizer treatment, second hand smoke etc.)<br><br><u>Who's Responsible</u><br>CGCDPH  |   | <u>Strategy Type</u><br>Counseling & Education                       |                         | <u>Target Date</u><br>Jun 30, 2017 |                     |
| <b>Strategy 1-1.2</b> Develop a plan of care for asthma control addressing the barriers; the plan of care should include: 1. environmental risk assessment, 2. training/education for healthcare providers, 3. education for schools, & 4. education for homes<br><br><u>Who's Responsible</u><br>CGCDPH & Mercy North Iowa |   | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity |                         | <u>Target Date</u><br>Dec 31, 2017 |                     |
| <b>Strategy 1-1.3</b> Seek funding for and pilot the action plan/plan of care<br><br><u>Who's Responsible</u><br>CGCDPH   |   | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity |                         | <u>Target Date</u><br>Jun 30, 2018 |                     |
| <b>Strategy 1-1.4</b> Develop an education campaign for asthmatics to include: Environmental affects (tobacco smoke, air quality, pest control, soft materials, etc.), exercising, & air quality<br><br><u>Who's Responsible</u><br>CGCDPH  |   | <u>Strategy Type</u><br>Counseling & Education                       |                         | <u>Target Date</u><br>Dec 31, 2017 |                     |

# Community Priority

## Adult heart disease

|   |   |   |  |   |  |
|---|---|---|--|---|--|
| <b>Goal #1</b> Improve cardiovascular health for adults   | <b>National Alignment</b><br>Improve cardiovascular health and quality of life through prevention, detection, and treatment of risk factors for heart attack and stroke; early identification and treatment of heart attacks and strokes; and prevention of repeat cardiovascular events. | <b>State Alignment</b><br><div style="border: 1px solid black; height: 20px; width: 100%;"></div> |  |   |  |
| <b>Objective 1-1</b> With a large aging population, maintain Cerro Gordo County coronary heart disease death rate at 188.54 per 100,000.  | <b>Baseline Year</b><br><div style="border: 1px solid black; padding: 2px;">2015</div>  | <b>Baseline Value</b><br><div style="border: 1px solid black; padding: 2px;">188.54</div>         | <b>Target Year</b><br><div style="border: 1px solid black; padding: 2px;">2021</div> | <b>Target Value</b><br><div style="border: 1px solid black; padding: 2px;">188.54</div> |  |
| <b>Strategy 1-1.1</b> Identify and assess current heart disease education in Cerro Gordo County<br><br><u>Who's Responsible</u><br>CGCDPH   | <u>Strategy Type</u><br><br><u>Target Date</u><br>Jun 30, 2017  |   |  |   |  |
| <b>Strategy 1-1.2</b> Implement a community awareness campaign including community education and shared messaging among partners. Marketing visuals will emphasize cost-benefit of physical activity programs/services<br><br><u>Who's Responsible</u><br>CGCDPH  | <u>Strategy Type</u><br>Counseling & Education<br><br><u>Target Date</u><br>Jan 30, 2018  |   |  |   |  |
| <b>Strategy 1-1.3</b> Support and enhance current heart disease programs that prevent risk factors (high blood pressure & cholesterol, tobacco use, physical inactivity & poor nutrition)<br><br><u>Who's Responsible</u><br>All  | <u>Strategy Type</u><br>Counseling & Education<br><br><u>Target Date</u><br>Jan 30, 2018  |   |  |   |  |
| <b>Strategy 1-1.4</b> Develop & ensure a heart disease specific care path is followed by all entities including referrals for risk factors noted above (Long Term Care, Hospitals, home care, clinics, fitness facility, etc.)<br><br><ul style="list-style-type: none"> <li>Ensure that the care path is evidence based: health risk assessment &amp; feedback combined with health education programs (reduce risk of cholesterol &amp; blood pressure)</li> </ul> <u>Who's Responsible</u><br>Mercy North Iowa | <u>Strategy Type</u><br>Clinical Intervention<br><br><u>Target Date</u><br>Jan 30, 2018   |   |  |   |  |

Strategy 1-1.5 Work with worksites to select high-impact strategies for cardiovascular health promotion:

Strategy Type

Environmental / Policy / Systems Change

- High blood pressure & cholesterol management (health insurance coverage for no or low costs for control medications and home-monitoring)
- Tobacco Control: implement no-tobacco policies & ensure insurance coverage for cessation devices
- Nutrition: make >50% of food and beverage choices available be healthier; subsidize healthier foods & beverages
- Physical Activity: provide environmental supports for physical activity, provide individual or group activity for employees

Who's Responsible

CGCDPH

Target Date

Jan 30, 2018

Strategy 1-1.6 Identify barriers to access to healthy food and fitness activities & address these

Strategy Type

Who's Responsible

CGCDPH

Target Date

Jul 31, 2017

# Community Priority

## Child abuse

**Goal #1 Increase safe, stable, nurturing relationships and environments for children.**

National Alignment

Healthy People 2020: Prevent violence and reduce its consequence.

State Alignment

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**Objective 1-1** By 2021, reduce the child abuse rate from 24.1 per 1,000 population to 21.1 per 1,000 population in Cerro Gordo County.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2009-2013     | 24.1           | 2021        | 21.1         |

**Strategy 1-1.1** Adopt the CDC's Essentials for Childhood Framework

Strategy Type

Who's Responsible

All

Target Date

07/31/2016

**Strategy 1-1.2** Build awareness to 1.) adopt the vision to assure safe, stable, nurturing relationships and environments for every child, and 2.) make the connection with alcohol/drug abuse

Strategy Type

Counseling & Education

Who's Responsible

Wellsource & Prairie Ridge Integrated Health Services

Target Date

Jun 30, 2017

**Strategy 1-1.3** Identify all development and social-emotional screening tools that are being used to assess children ages 0-5 (e.g. Ages & Stages)

Strategy Type

Clinical Intervention

Who's Responsible

Wellsource

Target Date

06/30/2017

**Strategy 1-1.4** Develop a system to gather and synthesize relevant data from the tools & identify critical screening gaps

Strategy Type

Clinical Intervention

Who's Responsible

Wellsource

Target Date

Dec 31, 2017

**Strategy 1-1.5** Promote use of screening in healthcare & other settings and ensure that the data collected is used

Strategy Type

Clinical Intervention

Who's Responsible

Wellsource & Prairie Ridge Integrated Health Services

Target Date

Jun 30, 2018

**Strategy 1-1.6** Support the use of Nurtured Heart Approach (NHA) and other programs for children, parents, caregivers, teachers and other stakeholders

Strategy Type

Counseling & Education

Who's Responsible

North Iowa Community Action Organization

Target Date

Jul 31, 2018

|                        |   |  |
|------------------------|---|--|
| <p>Strategy 1-1.7</p>  | <p>Support NHA area trainings &amp; other trainings that specifically focus in 1.) increasing parenting skills, 2.) increasing self-calming abilities, and 3.) increasing emotional capability - encourage attendance for parents and caregivers</p> <p><u>Who's Responsible</u><br/>North Iowa Community Action Organization</p> | <p><u>Strategy Type</u><br/>Counseling &amp; Education</p> <p><u>Target Date</u><br/>Jul 31, 2018</p>              |
| <p>Strategy 1-1.8</p>  | <p>Inventory current &amp; support promising practice or evidence based parenting programs</p> <p><u>Who's Responsible</u><br/>Prairie Ridge Integrated Health Services</p>   | <p><u>Strategy Type</u></p> <p><u>Target Date</u><br/>Jun 30, 2017</p>   |
| <p>Strategy 1-1.9</p>  | <p>Teach children to deal with stress through school-based and health care interventions</p> <p><u>Who's Responsible</u><br/>Wellsorce</p>  | <p><u>Strategy Type</u><br/>Counseling &amp; Education</p> <p><u>Target Date</u><br/>Dec 31, 2019</p>              |
| <p>Strategy 1-1.10</p> | <p>Develop a model to show opportunities for building resiliency along the continuum (determine all points in life for intervention) along with hand-offs to different agencies</p> <p><u>Who's Responsible</u><br/>Wellsorce</p>   | <p><u>Strategy Type</u><br/>Environmental / Policy / Systems Change</p> <p><u>Target Date</u><br/>Jul 31, 2018</p> |

# Community Priority

## Older adults safe at home with support

**Goal #1** Improve the health, function & quality of life of older adults

National Alignment

Healthy People 2020: Improve the health, function and quality of life of older adults.

State Alignment

Iowa State Plan on Aging, Goal 2: Enable Iowans to remain in their own homes with high quality of life for as long as possible through the provision of home and community-based services, including supports for family caregivers

**Objective 1-1** By 2021, create and implement an aging-in-place, financially supported model in Cerro Gordo County.

Baseline Year

2015

Baseline Value

0

Target Year

2021

Target Value

1

Strategy 1-1.1 Develop a vision statement and definition for aging-in-place

Strategy Type

Who's Responsible

CGCDPH

Target Date

Jun 30, 2017

Strategy 1-1.2 Assess current in-home care providers and services offered that help keep people in their homes; include home maintenance. Provide a report of current services and gaps in service

Strategy Type

Who's Responsible

CGCDPH

Target Date

Jan 31, 2018

Strategy 1-1.3 Work with the community to build support for aging-in-place models. Inform community about steps they can take to age in place or help others: focus on preventive measures, improve environments, increasing safety in neighborhoods; also educate about this initiative

Strategy Type

Counseling & Education

Who's Responsible

CGCDPH

Target Date

Jun 30, 2018

Strategy 1-1.4 Commence a group of organizations (e.g. Elderbridge) and the target population to develop an aging-in-place strategic plan

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

CGCDPH

Target Date

Mar 31, 2018

Strategy 1-1.5 Develop a model & include provision of public policies to re-vamp property tax for seniors

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

CGCDPH

Target Date

Jun 30, 2018

Objective 1-2 In Cerro Gordo County, reduce the number of emergency department visit falls among older adults (65-84) from 3,975 to 3,775 per 100,000 population.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015          | 3975           | 2021        | 3775         |

Strategy 1-2.1 Support and/or implement older adult, community-based fall prevention initiatives to include exercise-based, home modification and multifaceted interventions

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Jun 30, 2019

Strategy 1-2.2 Develop a system between hospital discharge and home setting assessment inspection

Strategy Type  
Clinical Intervention

Who's Responsible  
CGCDPH

Target Date  
Jun 30, 2018

Strategy 1-2.3 Increase the use of fall risk assessment & risk reduction in the target populations' homes

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Jun 30, 2018

# Community Priority

## Carbon monoxide exposure

**Goal #1** Increase access to safer housing

National Alignment

Healthy People 2020: Promote health for all through a healthy environment

State Alignment

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**Objective 1-1** By 2021, reduce the emergency department carbon monoxide poisoning visit rate from 19.07 per 100,000 population to 10 per 100,000 population in Cerro Gordo County.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015          | 19.07          | 2021        | 10           |

**Strategy 1-1.1** Advocate for a bill in legislature to increase carbon monoxide detector requirements in homes

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
CGCDPH

Target Date  
6/31/18

**Strategy 1-1.2** Work with insurance companies to change their **policy** to allow for discount on premiums if you can prove it

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
CGCDPH

Target Date  
6/31/18

**Strategy 1-1.3** Educate the public on the dangers of carbon monoxide poisoning and sources of it to increase awareness of, demand for, and appropriate use of detectors. The messages will be delivered through multiple channels, one of which must be mass media, to provide multiple opportunities for exposure

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2016

**Strategy 1-1.4** Locate funding to purchase and give-away carbon monoxide and/or combination detectors

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2016

# Community Priority

## Sub-standard housing

| Goal #1 Increase access to safer housing  | National Alignment<br>Healthy People 2020: Promote health for all through a healthy environment                | State Alignment          |                     |                     |  |
|---|--|--------------------------|---------------------|---------------------|--|
| <b>Objective 1-1</b> By 2021, reduce the proportion of substandard housing in Cerro Gordo County from 24.51% to 22%.  | Baseline Year<br>2009-2013   | Baseline Value<br>24.51% | Target Year<br>2021 | Target Value<br>22% |  |
| <b>Strategy 1-1.1</b> Assess current code requirements for cities and rural areas in Cerro Gordo County<br><br><u>Who's Responsible</u><br>CGCDPH   | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>Dec 31, 2016 |                          |                     |                     |  |
| <b>Strategy 1-1.2</b> Locate and/or create GIS Mapping of substandard housing, socioeconomic factors, housing age, HUD supported homes & other pertinent health factors (Prioritize by highest percentage Census tracts N&W MC-1 <sup>st</sup> , N&E MC-2 <sup>nd</sup> , then county-wide)<br><br><u>Who's Responsible</u><br>CGCDPH | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>Dec 31, 2017 |                          |                     |                     |  |
| <b>Strategy 1-1.3</b> Provide targeted education and/or training for landlords, tenants and owners regarding housing concerns in identified area(s)<br><br><u>Who's Responsible</u><br>CGCDPH   | <u>Strategy Type</u><br>Counseling & Education<br><br><u>Target Date</u><br>Dec 31, 2018                       |                          |                     |                     |  |
| <b>Strategy 1-1.4</b> Seek funding sources to address healthy homes (including lead) issues for residents via methods that are evidence based<br><br><u>Who's Responsible</u><br>CGCDPH   | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>Dec 31, 2017 |                          |                     |                     |  |
| <b>Strategy 1-1.5</b> As necessary, work with local officials to develop <b>policy</b> and methods for enforcement<br><br><u>Who's Responsible</u><br>CGCDPH  | <u>Strategy Type</u><br>Environmental / Policy / Systems Change<br><br><u>Target Date</u><br>Dec 31, 2018      |                          |                     |                     |  |

Strategy 1-1.6 Partner with traditional and non-traditional area agencies to pool resources and funding to address substandard housing needs

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2017

# Community Priority

## Individual disaster preparedness

**Goal #1** Improve the County's ability to prepare for and recover from a major incident

### National Alignment

Healthy People 2020: Improve the Nation's ability to prevent, prepare for, respond to, and recover from a major incident.

### State Alignment

|  |
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|  |
|--|

**Objective 1-1** Increase from 50% to 60% the percentage of Cerro Gordo County residents who self-report they are ready for a disaster by 2021.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015          | 50%            | 2021        | 60%          |

**Strategy 1-1.1** Involve the community, organizations, individuals in planning and a mock drill (exercising)

Strategy Type  
Long-Lasting Protective Intervention

Who's Responsible  
CGCDPH

Target Date  
Aug 31, 2020

**Strategy 1-1.2** Market preparedness awareness, signing up for Code Red, keeping a weather radio in home & general preparedness; share messages among partners

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2016

**Strategy 1-1.3** Work with families to create a communication plan and implement that in their homes

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Jun 30, 2018

**Strategy 1-1.4** Locate funding and work with schools to prepare "go-kits" for distribution

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Aug 31, 2020

**Strategy 1-1.5** Create a preparedness app for Smartphones as a mobile resource for use during & after disaster

Strategy Type  
Counseling & Education

Who's Responsible  
CGCDPH

Target Date  
Aug 31, 2020

**Strategy 1-1.6** Support the Emergency Management Authority in organizing as a 501(c)3 for funding

Strategy Type

Who's Responsible  
CGCDPH

Target Date  
Dec 31, 2017

# Community Priority

## Food insecurity for adults and children

| Goal #1 Reduce food insecurity rates for adults and children.  | National Alignment  | State Alignment  |                     |                     |  |
|--|---|--|---------------------|---------------------|--|
| <b>Objective 1-1</b> Reduce the Cerro Gordo County household food insecurity rate from 13.34% to 10% by 2021 by increasing access to healthy food. | Baseline Year<br>2012   | Baseline Value<br>13.34%   | Target Year<br>2021 | Target Value<br>10% |  |
| <b>Strategy 1-1.1</b>  | Pledge to increase access to foods in healthful ways<br><br><u>Who's Responsible</u><br>All   | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>Dec 31, 2016 |                     |                     |  |
| <b>Strategy 1-1.2</b>  | Align initiatives with the North Iowa Local Foods Coalition Strategic Plan & support each other<br><br><u>Who's Responsible</u><br>All  | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>Dec 31, 2016 |                     |                     |  |
| <b>Strategy 1-1.3</b>  | GIS map related food locations & data (listed above and additional items) to show gaps and/or needs<br><br><u>Who's Responsible</u><br>CGCDPH   | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>Jun 30, 2017 |                     |                     |  |
| <b>Strategy 1-1.4</b>  | Develop a plan based on those needs to include at a minimum working with local grocers to increase local food purchase and sale<br><br><u>Who's Responsible</u><br>CGCDPH & North Iowa Food Coalition | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>08/31/2017   |                     |                     |  |
| <b>Strategy 1-1.5</b>  | Bring awareness to food insecurity as an issue and speak with one voice<br><br><u>Who's Responsible</u><br>CGCDPH   | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>08/31/2017   |                     |                     |  |
| <b>Strategy 1-1.6</b>  | Work with the food banks to educate staff, volunteers and donators on what healthy food is and to implement environmental changes at the bank<br><br><u>Who's Responsible</u><br>CGCDPH               | <u>Strategy Type</u><br>Address Social Determinant / Health Inequity<br><br><u>Target Date</u><br>Aug 31, 2017 |                     |                     |  |

Strategy 1-1.7 Develop an initiative/plan to teach children to grow and eat healthy foods by working with the school systems to 1.) ensure that no child begins a school day on an empty stomach, 2.) support schools to offer healthy foods, & 3.) educate regarding what healthy food is

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

CGCDPH

Target Date

Jun 30, 2017

# Community Priority

## Mental Health Shortage Area

| Goal #1<br>Broaden health care to include mental health and promote health outside the medical clinic   | National Alignment<br>Healthy People 2020: Improve mental health through prevention and by ensuring access to appropriate, quality mental health services. | State Alignment     |                     |                   |  |
|---|--|---------------------|---------------------|-------------------|--|
| Objective 1-1<br>By 2021, integrate psychiatry into a holistic medical care model in Cerro Gordo County.  | Baseline Year<br>2015  | Baseline Value<br>0 | Target Year<br>2021 | Target Value<br>1 |  |
| Strategy 1-1.1<br>Research existing models for primary & mental health integration<br><br><u>Who's Responsible</u><br>Wellsource & Mercy North Iowa   | <u>Strategy Type</u><br>Clinical Intervention<br><br><u>Target Date</u><br>Dec 31, 2017  |                     |                     |                   |  |
| Strategy 1-1.2<br>Select a model to utilize and develop a plan for the whole-health approach/integration<br><br><u>Who's Responsible</u><br>Wellsource & Mercy North Iowa   | <u>Strategy Type</u><br>Clinical Intervention<br><br><u>Target Date</u><br>Dec 31, 2019  |                     |                     |                   |  |
| Strategy 1-1.3<br>Pilot the integration. At a minimum the piloted project will emphasize a shift to prevention and coping versus prescription use for treatment.<br><br><u>Who's Responsible</u><br>Wellsource & Mercy North Iowa | <u>Strategy Type</u><br>Clinical Intervention<br><br><u>Target Date</u><br>Dec 31, 2020  |                     |                     |                   |  |
| Strategy 1-1.4<br>Bring community awareness to local mental health needs<br><br><u>Who's Responsible</u><br>Wellsource  | <u>Strategy Type</u><br><br><u>Target Date</u><br>Dec 31, 2017   |                     |                     |                   |  |
| Strategy 1-1.5<br>Work with economic expansion leaders and legislators to make Cerro Gordo County attractive to mental health providers<br><br><u>Who's Responsible</u><br>Wellsource   | <u>Strategy Type</u><br><br><u>Target Date</u><br>Dec 31, 2019   |                     |                     |                   |  |
| Strategy 1-1.6<br>Develop relationships with schools where mental health graduates could be recruited<br><br><u>Who's Responsible</u><br>Wellsource   | <u>Strategy Type</u><br><br><u>Target Date</u><br>Jun 30, 2017   |                     |                     |                   |  |

Strategy 1-1.7 Determine expansion of mental health services at other sites where the integration is not being targeted

Strategy Type  
Clinical Intervention

- Integrate use of ACES tool across multiple programs/organizations
- Investigate expansion of tele-health
- Determine a plan of action for expansion

Who's Responsible  
Wellsource

Target Date  
Jun 30, 2017

Objective 1-2 By 2021, expand the organizations actively engaged in the Cerro Gordo County community care coordination (CCC) model to impact better health outcomes.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015          | 9              | 2021        | 18           |

Strategy 1-2.1 Seek funding source and/or support self-sufficiency to support the current CCC model for all partners

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
Mercy North Iowa

Target Date  
Dec 31, 2019

Strategy 1-2.2 Add new Steering Team members/stakeholders and convene at least quarterly

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
Mercy North Iowa

Target Date  
Dec 31, 2019

Strategy 1-2.3 Work as a team for patient care in community based and clinical settings

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
Mercy North Iowa

Target Date  
Dec 31, 2019

Strategy 1-2.4 Maintain utilization of TAV Connect for share documentation of CCC efforts

Strategy Type  
Clinical Intervention

Who's Responsible  
Mercy North Iowa

Target Date  
Dec 31, 2019

# Community Priority

## Strengthen community partnerships

| Goal #1 Strengthen community organization and individual partnerships   | National Alignment  | State Alignment   |                     |                     |                   |
|---|---|---|---------------------|---------------------|-------------------|
| <b>Objective 1-1</b> By 2021, as a partnership, change one <b>policy</b> or program to better serve constituents' needs.  | Baseline Year<br>2015   | <table border="1"> <tr> <td data-bbox="1112 304 1258 430">           Baseline Value<br/>           0         </td> <td data-bbox="1258 304 1388 430">           Target Year<br/>           2021         </td> <td data-bbox="1388 304 1578 430">           Target Value<br/>           1         </td> </tr> </table> | Baseline Value<br>0 | Target Year<br>2021 | Target Value<br>1 |
| Baseline Value<br>0   | Target Year<br>2021   | Target Value<br>1   |                     |                     |                   |
| Strategy 1-1.1 Make a concerted effort to not duplicate programs and/or compete for funding/programming<br><br><u>Who's Responsible</u><br>All  | <u>Strategy Type</u><br><br><br><u>Target Date</u><br>Ongoing |   |                     |                     |                   |
| Strategy 1-1.2 Align agency and community strategic and/or health improvement plans; prepare a calendar of community plans<br><br><u>Who's Responsible</u>  | <u>Strategy Type</u><br><br><br><u>Target Date</u><br>Ongoing |   |                     |                     |                   |
| Strategy 1-1.3 Meet quarterly to discuss Health Improvement Plan (HIP) initiatives and other pertinent or emerging community programs, issues or strategies; publish HIP progress and other strategies' progress via combined press releases, similar social media messaging and other methods<br><br><u>Who's Responsible</u><br>All | <u>Strategy Type</u><br><br><br><u>Target Date</u><br>Ongoing |   |                     |                     |                   |
| Strategy 1-1.4 Incorporate lessons learned, strategies and new plans on community bulletin boards and in community groups<br><br><u>Who's Responsible</u><br>All  | <u>Strategy Type</u><br><br><br><u>Target Date</u><br>Ongoing |   |                     |                     |                   |
| Strategy 1-1.5 Keep the focus on: family-oriented initiatives, youth-centered initiatives<br><br><u>Who's Responsible</u><br>All  | <u>Strategy Type</u><br><br><br><u>Target Date</u><br>Ongoing |   |                     |                     |                   |
| Strategy 1-1.6 Work on community-wide messaging and promotion initiatives as a group (e.g. something as simple as a jeans day to promote more walking)<br><br><u>Who's Responsible</u><br>All   | <u>Strategy Type</u><br><br><br><u>Target Date</u><br>Ongoing |   |                     |                     |                   |

Strategy 1-1.7 Create a relational resource database locally to identify available resources and inventory of programs (including funding sources) to be user-friendly so organizations will actively utilize

Strategy Type

Who's Responsible

All

Target Date

6/31/18

Strategy 1-1.8 Research a software program, social media tool, survey, etc. to help us communicate better

Strategy Type

Who's Responsible

All

Target Date

Dec 31, 2017

Strategy 1-1.9 Support workplaces who have wellness initiatives & encourage incentives for those who adopt changes

Strategy Type

Who's Responsible

All

Target Date

6/31/18