

Clayton County Community Health Improvement Plan

Date Updated: January 26, 2016



For additional information, CONTACT:

Name	Organization	Phone	Email
Nancy Yelden	Clayton Co. Visiting Nurse Association	563-245-1145	nancy.yelden@unitypoint.org

Community Priority

Obesity in Children and Adults- Physical Inactivity / Lack of Good Food Choice/Access/Food Insecurity

Goal #1		National Alignment	State Alignment			
By 2021 to improve physical, emotional & social well being through promotion of walking & walk-ability in Clayton County.		22.6%	24.2%			
Objective 1-1	To increase county wide awareness of health benefits of walking. To decrease the % of population with no leisure time for physical activity from 27% in 2015 to 22% in 2021. (Source: CDC NCCDPHP 2012)	Baseline Year	Baseline Value	Target Year	Target Value	
		2012	27%	2021	22%	
Strategy 1-1.1	Develop consistent message regarding importance of walking/walkability to be utilized by all community partners.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Subcommittee (NEIF&F, NEICAC Head Start, CCH, GMH, CCVNA)	<u>Target Date</u> Mar 31, 2016				
Strategy 1-1.2	Develop messaging campaign using social media: websites, face-book, e-mail blast as well as newsletters and press releases.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Subcommittee (NEIF&F, NEICAC Head Start, CCH, GMH, CCVNA)	<u>Target Date</u> Dec 31, 2016				
Strategy 1-1.3	Share our message campaign regionally with community partners including public health agencies and community hospitals to encourage regional collaboration.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Subcommittee (NEIF&F, NEICAC Head Start, CCH, GMH, CCVNA)	<u>Target Date</u> Dec 31, 2017				
Strategy 1-1.4	To engage community development and advocacy for walking and walkable communities by hosting community meetings/forums.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Subcommittee(NEIF&F, NEICAC Head Start, CCH, GMH, CCVNA)	<u>Target Date</u> Dec 31, 2018				
Strategy 1-1.5	To investigate & secure future funding to support walking and walkable community environments.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Subcommittee(NEIF&F, NEICAC Head Start, CCH, GMH, CCVNA, Local officials, business leaders)	<u>Target Date</u> Dec 31, 2019				
Objective 1-2	To address food access and food insecurity. (Food Insecurity Rate Data from Feeding America 2013. Source geography: County-Regional : 12.02%, Iowa: 12.6%, US: 15.21%)	Baseline Year	Baseline Value	Target Year	Target Value	
		2013	12.67%	2018	12%	
Strategy 1-2.1	To partner with Northeast Iowa Food and Fitness to increase access to healthy, local food in early childhood, schools, and communities by increasing knowledge regarding local food procurement and farmers markets.	<u>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> NEIF&F, Iowa Food Hub	<u>Target Date</u> Dec 31, 2016				