

# Delaware County Community Health Improvement Plan

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For additional information, CONTACT:

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# Community Priority

## Obesity/Overweight of adults 18 and older

<b>Goal #1</b> By 2021 reduce Delaware County obesity rate.	National Alignment	State Alignment
	Prevent inappropriate weight gain in adults aged 20 years and older	Align resources for healthy eating and exercise to reach the goal of Iowa as the healthiest state in the nation.

Objective 1-1	Reduce the obesity rate in Delaware County of adults 18 and older from 37% in 2015 to 35% by 2021.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	37%	2020	35%
Strategy 1-1.1	Educate Regional Family Health Staff (providers/nurses) on techniques to discuss obesity/weight with patients.	<u>Strategy Type</u> Counseling & Education			
	<u>Who's Responsible</u> Regional Family Health Nursing Department Manager and Regional Medical Center dietician.	<u>Target Date</u> October 2015			
Strategy 1-1.2	Regional Family Health providers will initiate routine communication of BMI results at annual well visit.	<u>Strategy Type</u> Counseling & Education			
	<u>Who's Responsible</u> Regional Family Health Providers and Nurses	<u>Target Date</u> Nov 2015			
Strategy 1-1.3	Initiate routine I-Pad use at annual Regional Family Health provider visit for patients to view CDC video on obesity .	<u>Strategy Type</u> Counseling & Education			
	<u>Who's Responsible</u> Regional Family Health Providers and Nurses	<u>Target Date</u> July 2016			
Strategy 1-1.4	Initiate poster displays in Regional Family Health and Regional Medical Center patient room that explains BMI with meaning of results and encouraging action.	<u>Strategy Type</u> Counseling & Education			
	<u>Who's Responsible</u> Regional Medical Center Marketing Department	<u>Target Date</u> Nov 2015			
Strategy 1-1.5	Develop and provide tri-fold with information about BMI, steps to take, Commit to Wellness program, and space for current and goal BMI numbers, to be given at annual Regional Family Health well check visit.	<u>Strategy Type</u> Counseling & Education			
	<u>Who's Responsible</u> Regional Medical Center Marketing Department	<u>Target Date</u> Nov 2015			
Strategy 1-1.6	Provide educational resources on Regional Medical Center's public website, including BMI calculator and phone/ tablet applications.	<u>Strategy Type</u> Counseling & Education			
	<u>Who's Responsible</u> Regional Medical Center Marketing Department	<u>Target Date</u> February 2017			
Strategy 1-1.7	Develop healthy food options on Regional Medical Center's internal website, for food choices in meetings.	<u>Strategy Type</u> Environmental / Policy / Systems Change			
	<u>Who's Responsible</u> Regional Medical Center food service.	<u>Target Date</u> Dec 2016			

Strategy 1-1.8 Provide and promote "For the Health of It" program tools on Regional Medical Centers external website for the community businesses and public to use.

Strategy Type  
Counseling & Education

Who's Responsible  
Regional Medical Center Marketing, Public Health

Target Date  
August 2016

Strategy 1-1.9 Public Health will collaborate with health care providers and hospital strategic planning and provide county data.

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
Public health staff

Target Date  
February 2017

# Community Priority

## Underage Alcohol Use

Goal #1	By 2021 reduce underage alcohol use in Delaware County.	National Alignment	State Alignment			
		Increase the proportion of adolescents who perceive great risk associated with substance abuse	Reduce current alcohol use in youth, grades 6, 8 and 11.			
Objective 1-1	Reduce 30 day alcohol use of 11th grade youth in Delaware county from 27% in 2014 to 17% in 2020. (Iowa Youth Survey)	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	27%	2020	17%	
Strategy 1-1.1	Public health will attend Delaware County Drug Abuse Coalition monthly meetings, and reinforce and promote alcohol prevention strategies.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Public Health staff.	<u>Target Date</u> February 2017				
Strategy 1-1.2	Educate retailers in Delaware County on best practices for alcohol advertising.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Helping Services for Northeast Iowa	<u>Target Date</u> Sep 2019				
Strategy 1-1.3	Support policy change for alcohol advertising; 50% of non chain retailers will modify policy.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Helping Services for Northeast Iowa, Delaware County Drug Abuse Coalition.	<u>Target Date</u> Sep 2019				
Strategy 1-1.4	Promote the Iowa Department of Public Health media campaign for underage drinking; 90% of youth reached with media message.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Helping Services for Northeast Iowa	<u>Target Date</u> Sep 2019				
Objective 1-2	Reduce 30 day binge drinking rates among 11th grade youth in Delaware County from 16% in 2014 to 12% in 2020.( Iowa Youth Survey)	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	16%	2020	12%	
Strategy 1-2.1	Educate community event organizers in Delaware County on best practices for alcohol use at community events.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Helping Services for Northeast Iowa	<u>Target Date</u> Sep 2019				
Strategy 1-2.2	Support and assist policy change around alcohol use at community events; 50% of the 6 community event organizers will revise or adopt best practices policy.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Helping Services for Northeast Iowa, Delaware County Drug Abuse Coalition.	<u>Target Date</u> Sep 2019				

Strategy 1-2.3 Conduct 8 party patrols and 26 retailer walk throughs annually.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

County Sheriff's office and Manchester Police

Target Date

Sep 2019

# Community Priority

## Adult Binge Drinking

<b>Goal #1</b> By 2021 reduce heavy alcohol use in adults in Delaware County.	National Alignment	State Alignment
	Reduce the proportion of individuals engaging in heavy alcohol use.	Reduce adult binge drinking.

<b>Objective 1-1</b>	Reduce the percentage of adults 18 and older in Delaware County who self report heavy alcohol consumption from 22.8% in 2015 to 21% by the year 2021.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	22.8%	2020	21%

<b>Strategy 1-1.1</b>	Public health will attend Delaware County Drug Abuse Coalition monthly meetings and reinforce and promote alcohol prevention strategies.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Public Health Staff	<u>Target Date</u> February 2017

<b>Strategy 1-1.2</b>	Offer and facilitate responsible beverage server training for at least one alcohol license holder in Delaware County	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Helping Services for Northeast Iowa	<u>Target Date</u> June 2016

<b>Strategy 1-1.3</b>	Conduct alcohol retailer risk assessment in 5 establishments in Manchester and assess policy.	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Helping Services for Northeast Iowa.	<u>Target Date</u> June 2016

# Community Priority

## Child and Adolescent immunization rates.

Goal #1		National Alignment	State Alignment			
Increase the adolescent immunization rate in Delaware County by 2021.		Reduce, eliminate, or maintain elimination of cases of vaccine preventable diseases.	Increase the immunization rate for all universally recommended vaccines.			
Objective 1-1	Increase the 3-1-2-1-2 immunization rate of 13 - 15 yr olds from 66% in 2014 to 90% by 2021	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	66%	2020	90%	
Strategy 1-1.1	Send recall and reminder letters for adolescent vaccines to all 13-15 yr old Delaware County Immunization patients.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Public health staff.	<u>Target Date</u> February 2017				
Strategy 1-1.2	Provide Delaware County immunization audit data to immunization partners.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Public health staff.	<u>Target Date</u> February 2017				
Strategy 1-1.3	Provide Tdap information and reminders to parents of sixth graders through schools.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Public Health staff	<u>Target Date</u> June 2016				
Objective 1-2	Increase the HPV immunization rate of 13-15 year old females in Delaware County from 40% in 2014 to 90% by 2021.	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	40%	2020	90%	
Strategy 1-2.1	Collaborate with Immunization partners to promote HPV vaccine in both female and male adolescent population.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Public health staff	<u>Target Date</u> February 2017				
Strategy 1-2.2	Promote catch up schedule for HPV immunization in both female and male population.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Public health staff.	<u>Target Date</u> February 2017				
Goal #2		National Alignment	State Alignment			
By 2021 increase the immunization rate of children 19 to 35 months old in Delaware County		Reduce, eliminate, or maintain elimination of cases of vaccine preventable diseases.	Increase the immunization rate of all universally recommended vaccines.			
Objective 2-1	Increase the 4-3-1-3-3-1-4 immunization rate of 2 yr olds from 82% in 2014 to 90% by 2021.	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	82%	2020	90%	

Strategy 2-1.1	Send recall and reminder letters for age appropriate vaccines to Delaware County Immunization patients.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Public health staff.	<u>Target Date</u> February 2017
Strategy 2-1.2	Provide Delaware County immunization audit data to immunization partners.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Public health staff	<u>Target Date</u> February 2017
Strategy 2-1.3	Collaborate with immunization providers in Delaware county and encourage assessment of vaccine needs at every visit	<u>Strategy Type</u> Clinical Intervention
	<u>Who's Responsible</u> Public health staff.	<u>Target Date</u> February 2017
Strategy 2-1.4	Collaborate with health care providers not utilizing IRIS and complete IRIS data entry for Delaware County children.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Public Health Staff	<u>Target Date</u> February 2019

# Community Priority

## Adult Immunization Rate

<b>Goal #1</b>	By 2021 increase the adult immunization rate in Delaware County.	National Alignment	State Alignment
		Increase the percentage of adults who are vaccinated against pneumococcal disease.	Increase the immunization coverage of all universally recommended vaccines. adults 65+ 90%

Objective 1-1	Increase the pneumonia vaccine rate of adults 65 and older from 57.2 % in 2015 to 90% by 2021.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	57.2%	2020	90%

Strategy 1-1.1	Assess pneumonia vaccine rate of adults 65+ through Regional Family Health providers and county specific rates through IRIS.	Strategy Type
		Clinical Intervention
	<u>Who's Responsible</u> Public Health staff	<u>Target Date</u> February 2017

Strategy 1-1.2	Collaborate with health care providers not utilizing IRIS and complete IRIS data entry for pneumonia vaccine of 65+ residents in Delaware County.	Strategy Type
		Counseling & Education
	<u>Who's Responsible</u> Public health staff	<u>Target Date</u> February 2019

# Community Priority

## Tobacco use of Adults 18 and older.

Goal #1	By 2021 reduce the % of adults 18 and older who are currently smoking in Delaware County.	National Alignment	State Alignment			
		Reduce cigarette smoking by adults.	Reduce current smoking among adults.			
Objective 1-1	Decrease the percentage of adults 18 and older who are currently smoking cigarettes.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	22%	2020	12%	
Strategy 1-1.1	Promote quit line Iowa to adult groups through workplace and media.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Helping Services of Northeast Iowa	<u>Target Date</u> June 30, 2016				
Strategy 1-1.2	Promote quit line Iowa to medical and dental providers in Delaware County using the ask, advise and refer training.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Helping Services of Northeast Iowa	<u>Target Date</u> June, 30 2016				
Strategy 1-1.3	Public health will attend coalition meetings and promote and support tobacco prevention and intervention strategies.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Public Health Staff	<u>Target Date</u> February 2017				
Objective 1-2	Increase the number of businesses in Delaware County who have a tobacco free work site from 42 to 54.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	42	2016	54	
Strategy 1-2.1	Make face to face visit with Delaware County businesses and instruct policy.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Helping services of Northeast Iowa	<u>Target Date</u> June 30, 2016				
Objective 1-3	Increase the number of Parks and trails in Delaware County who have a tobacco free policy from 4 to 5.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	4	2016	5	
Strategy 1-3.1	Attend city council meetings in Delaware County and present tobacco free policy/resolution and provide tobacco data.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Helping Services of Northeast Iowa	<u>Target Date</u> June 30, 2016				

# Community Priority

## Cancer Screening -Sigmoidoscopy or Colonoscopy rates.

<b>Goal #1</b> By 2021 increase the cancer screening rate of adults 50 and older in Delaware County.	<b>National Alignment</b> Increase the proportion of adults who receive a colorectal cancer screening based on the most recent guidelines	<b>State Alignment</b> Increase colorectal cancer screenings for men and women aged 50 and older.		
<b>Objective 1-1</b> Increase the colonoscopy rate of adults 50 and older from 52.6% in 2015 to 80% by 2021.	<b>Baseline Year</b> 2015	<b>Baseline Value</b> 52.6%	<b>Target Year</b> 2020	<b>Target Value</b> 80%
<b>Strategy 1-1.1</b> Develop and place billboard in Delaware County promoting colonoscopies.	<b>Strategy Type</b> Counseling & Education  <b>Who's Responsible</b> Regional Medical Center marketing department.		<b>Target Date</b> March 2016	
<b>Strategy 1-1.2</b> Initiate direct mailings to Regional Family Health patients, 50 and older promoting colonoscopy.	<b>Strategy Type</b> Counseling & Education  <b>Who's Responsible</b> Regional Medical Center marketing department		<b>Target Date</b> March 2016	
<b>Strategy 1-1.3</b> Provide Cologaurd information if patient refuses colonoscopy.	<b>Strategy Type</b> Counseling & Education  <b>Who's Responsible</b> Regional Family Health providers.		<b>Target Date</b> February 2017	