

Hancock County Health Improvement Plan

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For additional information, CONTACT:

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Community Priority

Smoking Reduction

Goal #1 Reduce the current smoking rate among adults.	National Alignment	State Alignment
	According to the County Health rankings, Iowa is slightly above the national rate of smokers at 14%.	According to the BRFSS report (2012) and the County Health Rankings 18% of Iowans are smokers.

Objective 1-1	Reduce the current percentage of adult smokers in Hancock County from 20% to 10% in 2020.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	20%	2020	10%

Strategy 1-1.1	Collaborate with Community partners to provide Landlord informational meetings regarding smoke free rental properties in Hancock County.	Strategy Type
		Environmental / Policy / Systems Change
<u>Who's Responsible</u>		<u>Target Date</u>
Allies for Substance Abuse Prevention (ASAP)		Dec 31, 2016

Strategy 1-1.2	Provide information through social media regarding Quitline Iowa and access to Nicotine Replacement Therapy	Strategy Type
		Counseling & Education
<u>Who's Responsible</u>		<u>Target Date</u>
Public Health Services Grant Coordinator		12/31/2020

Goal #2 Reduce the smoking rates among 11th grade students.	National Alignment	State Alignment
	National data shows 16% of 9th-12 graders smoke cigarettes.	According to the 2014 National Youth Survey, 14% of 11th graders in Iowa are smokers.

Objective 2-1	Reduce the rate of 11th grade smokers in Hancock County from 12% to 8%.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	12%	2020	8%

Strategy 2-1.1	Working with 2 county schools through the Tobacco Community Partnership to provide education on smoking health risks	Strategy Type
		Counseling & Education
<u>Who's Responsible</u>		<u>Target Date</u>
Public Health Services Grant Coordinator		12/31/2020