

Jackson County Health Improvement Plan

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For additional information, CONTACT:

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Community Priority

Promote an increase in healthy behaviors

Goal #1	By 2021, improve the ranking of Jackson County residents as measured on the annual county health rankings of healthy behaviors	National Alignment	State Alignment			
		Physical activity, Nutrition and weight. Improve the health, function, and quality of life of older adults.	Nutrition and Food. Falls. Physical Activity			
Objective 1-1	By January 1, 2021 there will be an increase in use of Farmers' Markets in Jackson County	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	252	2021	TBD	
Strategy 1-1.1	By January 1, 2021 there will be an increased distribution of vouchers for the Farmers' Markets given out by WIC and NEISA.	<u>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> WIC and NEISA	<u>Target Date</u> 01/01/2021				
Objective 1-2	By January 1, 2021, decrease or maintain the percentage of adults over the age of 18 in Jackson County that report no physical activity on the County Health Rankings.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	24%	2021	24% or less	
Strategy 1-2.1	By January 1, 2021 there will be an increase in participation in Live Healthy Iowa program by Jackson County Residents.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> YMCA, JCRHC, Public Health, and other community partners.	<u>Target Date</u> 01/01/2021				
Strategy 1-2.2	By January 1, 2021 community partners will continue to support the Parks to People Coalition; focus activities: outdoor activity stations at Prairie Creek Park, informational signage to increase awareness of facilities, trail out to Hurstville Interpretive Center.	<u>Strategy Type</u> Environmental / Policy / Systems Change				
	<u>Who's Responsible</u> Fit for Life coalition, Jackson County Conservation, Maquoketa Betterment	<u>Target Date</u> 01/01/2021				
Strategy 1-2.3	By January 1, 2021 Jackson County community partners will develop and distribute a resource that promotes wellness events, activities and services in the area; i.e.. parks, walks and special events.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> Local cable, Public Health, local media.	<u>Target Date</u> 01/01/2021				
Objective 1-3	By January 1, 2021 Jackson County community partners will promote and educate medical practitioners and public about chronic disease management and fall prevention.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	0	2021	3 classes	
Strategy 1-3.1	By January 1, 2021 establish one Better Choice/Better Health class in Jackson County.	<u>Strategy Type</u> Counseling & Education				
	<u>Who's Responsible</u> NEISA and local partners	<u>Target Date</u> 01/01/2021				

Strategy 1-3.2 By January 1, 2021 there will be 2 Matter of Balance classes will be coached in Jackson County each year.

Strategy Type
Counseling & Education

Who's Responsible
Public Health, NEI3A, JCRHC, and partners.

Target Date
01/01/2021

Goal #2 Decrease alcohol use by minors in Jackson County

National Alignment

State Alignment

Reduce substance abuse to protect the health, safety, and quality of life for all, especially children.

Alcohol and Binge drinking.

Objective 2-1 Increase Jackson county's 11 th graders' response to the question on the Iowa Youth survey "I have not used alcohol in the past 30 days" by 5% above the 2014 survey by 2020

Baseline Year	Baseline Value	Target Year	Target Value
2014	63%	2021	68%

Strategy 2-1.1 By January 1, 2021 eight educational Shoulder Tap events will be conducted at a minimum of 8 convenience stores each year to reach at least 50% of Jackson County convenience stores that sell alcohol.

Strategy Type
Counseling & Education

Who's Responsible
Jackson County Prevention Coalition and partners.

Target Date
01/01/2021

Strategy 2-1.2 By January 1, 2021 there will be a county wide policy impacting 100% of the county population limiting alcohol outlet density, or policies in Bellevue, Maquoketa, Preston and Sabula that impact a minimum of 50% of the county population.

Strategy Type
Environmental / Policy / Systems Change

Who's Responsible
Jackson County Prevention Coalition and partners

Target Date
01/01/2021

Strategy 2-1.3 By January 1, 2021 Jackson County will have a counter-marketing campaign that reflects a negative image of underage drinking and reaches a minimum of 50% youth ages 13-16.

Strategy Type
Counseling & Education

Who's Responsible
Jackson County Prevention Coalition and partners

Target Date
01/01/2021

Strategy 2-1.4 By January 1, 2021 at least 80% of sixth, seventh, and eighth grade students at Bellevue Middle School will participate in the 3 year program of Project Northland.

Strategy Type
Counseling & Education

Who's Responsible
Jackson County Prevention Coalition , schools and partners

Target Date
01/01/2021

Strategy 2-1.5 By January 1, 2021 Jackson County will have a policy that increases administrative penalties for license holders in violation of liquor laws.

Strategy Type
Environmental / Policy / Systems Change

Who's Responsible
Jackson County Prevention Coalition and partners

Target Date
01/01/2021

Community Priority

Access to behavioral health services

Goal #1 Jackson County residents will have access to a 24 hour Behavioral Health crisis line.	National Alignment Prevent unintentional injuries and violence, and reduce their consequences	State Alignment Protect against injury and its consequences.			
Objective 1-1	By January 1, 2021 Eastern Iowa MHDS Region and partners will establish a 24 hour crisis hotline that will be available to all residents, and information will be disseminated through out the county.	Baseline Year 2015	Baseline Value 0	Target Year 2021	Target Value 1
Strategy 1-1.1	By January 1, 2021 Eastern Iowa MHDS Region and partners will establish a 24 hour crisis hotline that will be available to all residents, and information will be disseminated through out the county.	Strategy Type Environmental / Policy / Systems Change <u>Who's Responsible</u> Eastern Iowa MHDS Region, Disability Services of Jackson County, and these agencies' partners. <u>Target Date</u> 01/01/2021			