

# Page County Health Improvement Plan

Date Updated: February 24, 2016



For additional information, CONTACT:

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# Community Priority

## Promote Healthy Behaviors

**Goal #1** Reduce obesity with fitness, and nutrition by incorporating healthier food selection/purchase and preparation

### National Alignment

Increase access to healthy and affordable foods in communities.

### State Alignment

Where possible, align the resources for healthy eating, and exercise to reach the goal of Iowa as the healthiest state in the nation. Improve access to locally grown fresh fruits and vegetables by increasing the redemption rate of WIC farmer's market checks from 52% to 55% for Women, Infants, and Children (WIC) participants Increase by 2% Iowans' overall participation rate in more physically active, natural resources-based outdoor recreation activities as listed in Iowa's Statewide Comprehensive Outdoor Recreation Plan. Where possible, align the resources for healthy eating, and exercise to reach the goal of Iowa as the healthiest state in the nation. Improve access to locally grown fresh fruits and vegetables by increasing the redemption rate of WIC farmer's market checks from 52% to 55% for Women, Infants, and Children (WIC) participants Increase by 2% Iowans' overall participation rate in more physically active, natural resources-based outdoor recreation activities as listed in Iowa's Statewide Comprehensive Outdoor Recreation Plan.

**Objective 1-1** Reduce the percentage of Page County residents who are rated as obese from 33% in 2015 to 28% in 2018.

Baseline Year	Baseline Value	Target Year	Target Value
2015	33%	2018	28%

**Strategy 1-1.1** Create a list of local partners in reaching this goal.

Strategy Type  
Counseling & Education

Who's Responsible  
Page County Public Health

Target Date  
Dec 31, 2016

**Strategy 1-1.2** Develop and implement a comprehensive education plan for agencies and appropriate partners.

Strategy Type  
Counseling & Education

Who's Responsible  
Page County Public Health

Target Date  
Dec 31, 2016

Strategy 1-1.3	Create a media campaign focusing on physical activity and nutrition.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Page County Public Health	<u>Target Date</u> Jul 1, 2017
Strategy 1-1.4	Partner with WIC and Maternal Child Health Programs to promote better nutrition in children and mothers.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Page County Public Health	<u>Target Date</u> Jul 1, 2017
Strategy 1-1.5	Promote the 60/30 rule: school age children having at least 60 minutes of physical activity a day, and adults 30 minutes a day of physical activity.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Page County Public Health	<u>Target Date</u> Apr 1, 2016
Strategy 1-1.6	Investigate and apply for funding opportunity to expand obese/overweight prevention.	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Page County Public Health	<u>Target Date</u> Jan 1, 2018
Strategy 1-1.7	Partner with Hy-Vee Dietitian and WIC programs to promote healthy foods and preparing health meals/snacks to young mothers and children.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> Page County Public Health	<u>Target Date</u> Jan 1, 2018
Strategy 1-1.8	Promote at work sites healthy snacking days especially during the holidays.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Page County Public Health	<u>Target Date</u> Oct 1, 2017

# Community Priority

## Prevent Epidemics and the Spread of Disease

**Goal #1** Educate on Sexually Transmitted Infections

National Alignment

State Alignment

Promote healthy sexual behaviors, strengthen community capacity, and increase access to quality services to prevent sexually transmitted diseases (STD) and their complications.

Reduce the rate of reported cases of sexually transmitted infections. Reduce the rate of reported cases of gonorrhea from 60 cases per 100,000 to fewer than 45 cases per 100,000

Objective 1-1	Reduce the number of Page County residents who have reported having a sexually transmitted infection from 382 in 2015 to 300 in 2018.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	382	2018	300

Strategy 1-1.1 Create a list of local and regional partners in reaching this goal.

Strategy Type  
Counseling & Education

Who's Responsible  
Page County Public Health

Target Date  
Dec 1, 2016

Strategy 1-1.2 Partner with Shenandoah Medical Center to promote Sexually Transmitted Disease Testing Clinic.

Strategy Type  
Long-Lasting Protective Intervention

Who's Responsible  
Page County Public Health and Shenandoah Medical Center

Target Date  
Sep 1, 2016

Strategy 1-1.3 Promote Community Advisory Board on Teen Pregnancy Prevention.

Strategy Type  
Long-Lasting Protective Intervention

Who's Responsible  
Page County Public Health and TPPI/Planned Parenthood of the Heartland

Target Date  
Sep 1, 2016

Strategy 1-1.4 Partner with Linda McQuinn Disease Prevention Specialist, to distribute free condoms and condom dispensers throughout Page County.

Strategy Type  
Long-Lasting Protective Intervention

Who's Responsible  
Page County Public Health

Target Date  
Feb 1, 2017

Strategy 1-1.5 Work with TPPI to educate high school and middle school students on preventing STI's and teen pregnancy.

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
Page County Public Health

Target Date  
Sep 1, 2017