

# Shelby County Health Improvement Plan

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# Community Priority

## Increasing Need for Mental Health and Substance Abuse Services in Shelby County

Goal #1		National Alignment		State Alignment	
Increase substance abuse education for students in grades 6-12 in Shelby County.		Healthy People 2020: SA-4.1		Healthy Iowans 2015: Alcohol and Binge Drinking 3-1.2	
Objective 1-1	By 2021, reduce the percentage of reported alcohol use by 11th grade students to 20% as measured by the Iowa Youth Survey.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	27%	2021	20%
Strategy 1-1.1	By 2018, provide one or more educational programs to students in grades 6-12 on the adverse effects of alcohol consumption, in particular binge drinking.	Strategy Type Counseling & Education			
	Who's Responsible Mental health partners, schools, and Shelby County Public Health	Target Date Jan 1, 2018			
Strategy 1-1.2	By 2018, collaborate with law enforcement to offer education to local businesses regarding laws prohibiting the sale of alcohol to minors and strategies to reduce underage drinking.	Strategy Type Environmental / Policy / Systems Change			
	Who's Responsible Law enforcement and public health	Target Date Jan 1, 2018			
Strategy 1-1.3	By 2019, explore formation of one community coalition targeting strategies to reduce substance abuse among teens in Shelby County.	Strategy Type Address Social Determinant / Health Inequity			
	Who's Responsible Shelby County Public Health	Target Date Jan 1, 2019			
Strategy 1-1.4	By 2021, form a broad community coalition to address the culture of underage drinking in Shelby County.	Strategy Type Address Social Determinant / Health Inequity			
	Who's Responsible Shelby County Public Health	Target Date Jan 1, 2021			
Goal #2		National Alignment		State Alignment	
By 2021, coordinate the formation of a community mental health support group in Shelby County.		Healthy People 2020: MHMD-4.2		Healthy Iowans 2015: Mental and Emotional Well-being 8-1.2	
Objective 2-1	By 2017, develop plans for one community mental health support group in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	0	2021	1
Strategy 2-1.1	In 2016, meet with community partners to discuss the formulation of a support group in Shelby County.	Strategy Type Counseling & Education			
	Who's Responsible Shelby County Public Health and other community partners	Target Date Oct 1, 2016			

Strategy 2-1.2 Seek donations and resources from community partners to provide funding for a Shelby County mental health support group in 2017.

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health

Strategy Type  
Counseling & Education

Target Date  
Mar 1, 2017

Strategy 2-1.3 By 2018, create one mental health support group with a focus on support, community resources, and education regarding various mental issues in Shelby County.

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health

Strategy Type  
Counseling & Education

Target Date  
Dec. 31, 2018

Strategy 2-1.4 Evaluate the effectiveness and benefit of a Shelby County mental health support group through a qualitative survey process by 2020. Analyze and share results with funders and community partners.

Who's Responsible  
Behavioral Health and Shelby County Public Health

Strategy Type  
Counseling & Education

Target Date  
01/15/2020

Strategy 2-1.5 Update and distribute the Shelby County Human Resources Directory to include a list of available providers focusing on behavioral health, suicide hot lines and available substance abuse and addiction services for community-wide distribution by 2017.

Who's Responsible  
Shelby County Public Health and HMS Early Childhood Iowa

Strategy Type  
Counseling & Education

Target Date  
Dec 30, 2016

**Goal #3** By 2021, provide mental health education for primary care providers in Shelby County that can be utilized to incorporate and improve screening and treatment of mental health issues in the primary care setting.

National Alignment  
Healthy People 2020: MHMD-5

State Alignment  
Healthy Iowans 2015: Mental and Emotional Well-Being 8-1.3

Objective 3-1	By 2017, provide at least one training for an audience of primary care providers on trauma-informed care, adverse events of childhood, and/or mental health promotion during pregnancy.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	0	2021	1

Strategy 3-1.1 Collaborate with primary care providers in Shelby County to make them aware of educational opportunities.

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health.

Strategy Type  
Clinical Intervention

Target Date  
Sep 1, 2016

Strategy 3-1.2 Update primary care clinicians on the progress in the formation of the mental health support group as a potential patient referral source.

Who's Responsible  
Shelby County Public Health and Behavioral Health.

Strategy Type  
Clinical Intervention

Target Date  
Jan 2, 2017

Strategy 3-1.3 Develop one system-wide protocol for primary care clinicians to refer patients to the mental health support group.

Who's Responsible  
Myrtue Medical Center Rural Health Clinics, Behavioral Health, and Shelby County Public Health

Strategy Type  
Clinical Intervention

Target Date  
Jul 1, 2019

**Goal #4** By 2021, increase awareness of the Employee Assistance Programs (EAP) to the residents of Shelby County.

National Alignment

Healthy People 2020: MHMD-9.1

State Alignment

Healthy Iowans 2015: Mental Illness 8-1.4

**Objective 4-1** By 2018, complete two educational campaigns to the community on the availability of behavioral health services and available employee assistance programs in Shelby County.

Baseline Year	Baseline Value	Target Year	Target Value
2016	0	2018	2

**Strategy 4-1.1** Collaborate with Occupational Health Outreach at Myrtue Medical Center to identify, plan, develop, and promote employee assistance programs to the business community by 2017.

Strategy Type  
Clinical Intervention

Who's Responsible  
Shelby County Public Health and Myrtue Medical Center

Target Date  
Dec 30, 2016

**Strategy 4-1.2** Inform the community about the availability of behavioral health services and employee assistance programs in Shelby County through print, radio, and social media campaigns through 2017.

Strategy Type  
Counseling & Education

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health

Target Date  
Dec 29, 2017

# Community Priority

## Physical Inactivity Among Adults and Children in Shelby County

<b>Goal #1</b>	By 2021, reduce use of screen time by adults and children living in Shelby County.	National Alignment Healthy People 2020: PA-8	State Alignment Healthy Iowans 2015: Physical Activity 6-1.28			
<b>Objective 1-1</b>	By 2021, provide three community-based educational opportunities that address the adverse health effects of prolonged, regular screen.	Baseline Year 2015	Baseline Value 0	Target Year 2021	Target Value 3	
Strategy 1-1.1	Provide community health education on reducing screen time for children and adults by using social media and other media outlets by 2017.	Strategy Type Counseling & Education				
	Who's Responsible Myrtue Medical Center and Shelby County Public Health	Target Date				
Strategy 1-1.2	By 2017, develop a plan to collaborate with the Learning for Life home visitation staff to provide written and verbal education to families during home visits or a group connection meeting on reduction strategies for decreasing screen time.	Strategy Type Counseling & Education				
	Who's Responsible Learning for Life and Shelby County Public Health	Target Date Dec 30, 2016				
Strategy 1-1.3	By 2018, collaborate with the local Child Care Nurse Consultant (CCNC) and Child Care Resource and Referral to provide education to all licensed child care centers and registered child-care providers on strategies to reduce screen time and reduce physical inactivity periods.	Strategy Type Address Social Determinant / Health Inequity				
	Who's Responsible Child Care Nurse Consultant and Shelby County Public Health; Child Care Resource and Referral	Target Date Dec 29, 2017				
<b>Goal #2</b>	Increase physical activity opportunities for children and families in Shelby County by 2021.	National Alignment Healthy People 2020: PA-1	State Alignment Healthy Iowans 2015: Physical Activity 6-1.26			
<b>Objective 2-1</b>	By 2017, plan or participate in two or more events that promote low-cost physical activity for children and families.	Baseline Year 2015	Baseline Value 0	Target Year 2017	Target Value 2	
Strategy 2-1.1	By 2016, hold a health fair to promote safe physical activity for children and families.	Strategy Type Counseling & Education				
	Who's Responsible Shelby County Public Health	Target Date Sep 1, 2016				
Strategy 2-1.2	During 2016, collaborate with the Blue Zones Power of Nine group to promote physical activity opportunities across the lifespan through assistance in implementation of the Harlan Blue Zones Blueprint strategies.	Strategy Type Environmental / Policy / Systems Change				
	Who's Responsible Shelby County Public Health and Blue Zones	Target Date Dec 30, 2016				

Strategy 2-1.3 Through 2017, collaborate with the Petersen Family Wellness Center to promote physical activity opportunities across the lifespan.

Who's Responsible  
Shelby County Public Health

Strategy Type  
Long-Lasting Protective Intervention

Target Date  
Jan 1, 2018

Strategy 2-1.4 Through 2018, collaborate with Shelby County Trails Committee, Prairie Rose State Park, Shelby County Conservation, and other recreational organizations to promote physical activity opportunities across the lifespan.

Who's Responsible  
Shelby County Public Health

Strategy Type  
Long-Lasting Protective Intervention

Target Date  
Jan. 1, 2019

# Community Priority

## Access to Quality Health Care in Shelby County

<b>Goal #1</b> Improve access to quality health care services for residents in Shelby County.	National Alignment	State Alignment
	Healthy People 2020: AHS-6.1	Healthy Iowans 2015: Availability and Quality of the Health Care Workforce 1-1.17

Objective 1-1	By 2018, collaborate with Myrtue Medical Center to explore opportunities to extend clinic hours in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2018	1

Strategy 1-1.1	By 2017, meet with hospital administration on plans to pursue extended clinic hours in Harlan.	Strategy Type
		Clinical Intervention
	<u>Who's Responsible</u>	<u>Target Date</u>
	Myrtue Medical Center and Clinics and Shelby County Public Health	1/1/2017

Objective 1-2	By 2018, promote and expand access to a patient electronic health record portal for appointment scheduling and electronic health record access.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2017	1

Strategy 1-2.1	Provide education on the availability of the patient electronic health portal through media and face-to-face opportunities through 2020.	Strategy Type
		Counseling & Education
	<u>Who's Responsible</u>	<u>Target Date</u>
	Myrtue Medical Center and Clinics; Shelby County Public Health	1/1/2018

Objective 1-3	By 2018, explore opportunities to extend pharmacy hours in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2018	1

Strategy 1-3.1	By 2017, meet with local pharmacies to promote a coordinated system of extended clinic hours and pharmaceutical access to prescribed medication treatment.	Strategy Type
		Clinical Intervention
	<u>Who's Responsible</u>	<u>Target Date</u>
	Myrtue Medical Center and Clinics; Shelby County Public Health	12/31/2016

Objective 1-4	By 2021, provide ten educational opportunities to increase public awareness of community health benefits and resources in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2021	10

Strategy 1-4.1	By 2017, assess community resources and benefits in place and identify deficits.	Strategy Type
		Environmental / Policy / Systems Change
	<u>Who's Responsible</u>	<u>Target Date</u>
	Shelby County Public Health along with other community partners.	12/31/2016

Strategy 1-4.2	By 2018, increase community awareness awareness and education regarding available benefits and services in Shelby County through Public Service Announcements (PSA's), social media posts, website links, and newspaper releases.	Strategy Type
		Counseling & Education
	<u>Who's Responsible</u>	<u>Target Date</u>
	Shelby County Public Health along with other community partners	12/31/2017

Strategy 1-4.3 Actively engage and reach out to the community as partners in health education by providing four educational offerings by 2020 .

Strategy Type  
Counseling & Education

Who's Responsible

Myrtue Medical Center, Harlan Community Schools, Shelby County Public Health; ISU Extension HCCMS Family Health Services

Target Date

12/31/2019

# Community Priority

## High Levels of Environmental Radon in Shelby County

<b>Goal #1</b>	By 2021, reduce radon exposure in Shelby County through community health education and increased radon testing.	National Alignment	State Alignment			
		Healthy People 2020: EH-14	Healthy Iowans 2015: Healthy Homes 5-1.4			
<b>Objective 1-1</b>	By 2020, increase sales of radon test kits sold in Shelby County by 20%.	Baseline Year	Baseline Value	Target Year	Target Value	
		2015	225	2018	270	
Strategy 1-1.1	By 2016, collaborate with Shelby County Environmental Health to promote radon home testing and provide affordable radon testing kits.	<u>Strategy Type</u>		Clinical Intervention		
	<u>Who's Responsible</u>	Shelby County Environmental Health and Shelby County Public Health		<u>Target Date</u>		Dec. 31, 2020
Strategy 1-1.2	Review the Shelby County Radon Ordinance with the Shelby County Board of Health by 2017.	<u>Strategy Type</u>		Long-Lasting Protective Intervention		
	<u>Who's Responsible</u>	Shelby County Environmental Health and Shelby County Public Health		<u>Target Date</u>		Dec 30, 2016
Strategy 1-1.3	Increase community awareness of the health risks of radon exposure through public information campaigns during health fairs, trade shows, and at other opportunities through 2020.	<u>Strategy Type</u>		Counseling & Education		
	<u>Who's Responsible</u>	Shelby County Environmental Health and Shelby County Public Health		<u>Target Date</u>		Dec 31, 2020