

Worth County Health Improvement Plan

Date Updated: February 25, 2016



For additional information, CONTACT:

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Community Priority

The negative impact of tobacco, alcohol and illegal drug use on healthy living.

Goal #1 By 2021, reduce cigarette smoking by Worth County adults.	National Alignment (Healthy People 2020)TU-1.1 Reduce cigarette smoking by adults.	State Alignment 4. 3-7 A reduction in current smoking among adults.			
Objective 1-1	Decrease the number of adults that smoke from 17% to 15% by 2021.	Baseline Year 2015	Baseline Value 17%	Target Year 2021	Target Value 15%
Strategy 1-1.1	By June 2017 and ongoing, provide education to students in the schools on tobacco to help prevent initiating of tobacco use. <u>Who's Responsible</u> Worth County Public Health	<u>Strategy Type</u> Counseling & Education <u>Target Date</u> Jun 1, 2017			
Strategy 1-1.2	By June 2017 and ongoing, provide life skills education to students in the schools to assist them in making good choices to prevent initiation of tobacco use. <u>Who's Responsible</u> Worth County Public Health	<u>Strategy Type</u> Counseling & Education <u>Target Date</u> Jun 1, 2017			
Strategy 1-1.3	By June 2017 and ongoing, promote cessation messages through social media and print media promoting Quitline Iowa. <u>Who's Responsible</u> Worth County Public Health	<u>Strategy Type</u> Counseling & Education <u>Target Date</u> Jun 1, 2017			
Strategy 1-1.4	By June 2017, offer cessation materials, resources, and quitline information to community residents. <u>Who's Responsible</u> Worth County Public Health	<u>Strategy Type</u> Counseling & Education <u>Target Date</u> Jun 1, 2017			

Community Priority

Our aging population is needing more services to remain in their home safely.

Goal #1	By 2021, Worth County Public Health will meet the increasing demands for home care to maintain the aging population in their homes safely until they need a higher level of care.	National Alignment	State Alignment
		Healthy People 2020 OA HP2020-2 (Developmental) Reduce the proportion of unpaid caregivers of older adults who report an unmet need for caregiver support services.	NA

Objective 1-1	Meet the increasing need for supportive services for the aging population by 2021.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	TBD	2021	TBD increase from baseline

Strategy 1-1.1	By 2018, increase funding to provide services to the aging population to be maintained in their home safely.	<u>Strategy Type</u>
		Address Social Determinant / Health Inequity
	<u>Who's Responsible</u>	<u>Target Date</u>
	Worth County Public Health	Jan 1, 2018

Community Priority

Physical inactivity can have a negative effect on your health.

Goal #1 By 2021, increase the number of adults who engage in leisure-time physical activity.	National Alignment	State Alignment
	National Healthy People 2020 Physical Activity and Fitness PAF HP2020-1 Reduce the proportion of adults who engage in no leisure-time physical activity.	6-5 Increase the proportion of adults who get the recommended levels of aerobic physical activity.

Objective 1-1 Decrease the number of adults who are inactive from 30% to 25% by 2021.	Baseline Year	Baseline Value	Target Year	Target Value
	2015	30%	2021	25%

Strategy 1-1.1 By 2021, funding will be secured to develop programs to initiate physical activity opportunities for the public.	<u>Strategy Type</u> Environmental / Policy / Systems Change
<u>Who's Responsible</u> Worth County Public Health	<u>Target Date</u> Jan 1, 2021

Strategy 1-1.2 By 2021, funding will be secured to develop programs to educate the public on the benefits of physical activities.	<u>Strategy Type</u> Counseling & Education
<u>Who's Responsible</u> Worth County Public Health	<u>Target Date</u> Jan 1, 2021

Strategy 1-1.3 By 2019, social media will be utilized to educate citizens with targeted materials and resources that promote physical activity.	<u>Strategy Type</u> Counseling & Education
<u>Who's Responsible</u> Worth County Public Health	<u>Target Date</u> Jan 1, 2019

Community Priority

Worth County's ability to prepare, respond and recover from public health emergencies.

Goal #1 By 2021, the Cerro Gordo and Worth County Preparedness Coalition will increase their coalition members.

National Alignment

NA

State Alignment

Healthy People 2020 9-1.4 Provide evidence that all 99 county public health agencies have joined or formed health care coalitions with appropriate local partners to provide a comprehensive, sustained response to public health emergencies.

Objective 1-1 Increase the number of coalition members from 6 to 8 by July 2017.

Baseline Year	Baseline Value	Target Year	Target Value
2016	6	2017	8

Strategy 1-1.1 Discuss potential partners to join the coalition with our newly formed coalition of Cerro Gordo and Worth by January 2017.

Strategy Type

Long-Lasting Protective Intervention

Who's Responsible

Worth County and Cerro Gordo County Public Health

Target Date

Jan 1, 2017

Strategy 1-1.2 Add 2 partners to the coalition by July 2017.

Strategy Type

Long-Lasting Protective Intervention

Who's Responsible

Worth County and Cerro Gordo County Public Health

Target Date

Jul 1, 2017