

# FY2015 CHNA&HIP Progress Report

## Cerro Gordo County

### Community Health Improvement Plan

GOAL	Strategies	Progress on Strategies
<p>Decrease the prevalence of overweight and/or obese categorized adults by 2% and decrease the obese categorized children by 2%. BASELINE: 63% of Cerro Gordo County adults are considered overweight and/or obese. 26.9% of Cerro Gordo County children are considered obese.</p>	<p>Expand physical activity programming in schools to promote healthy behavior.</p>	<p>The Cerro Gordo County Department of Public Health (Health Department) expanded the Safe Routes to School initiatives beyond a Walking School Bus by incorporating a Bicycle Safety and Education component to 3rd Graders in Mason City (Public and Catholic). About 400 students were reached. The Health Department will host an annual Bike Rodeo, teaching bicycle traffic skills to youth to supplement school education with our partners to include the Mason City School District, Newman Schools, Mason City Blue Zones Project, North Iowa Spin, Mason City Police Department, the River City Kiwanis, etc.</p>
<p>(This goal area is shaded in the original document)</p>	<p>Motivate the Community Wellness Committee to continue to serve in a guiding capacity for the County.</p>	<p>Coalition currently not meeting; the Health Department joined a partnership (North Iowa Local Foods Coalition) working to bridge collaborations among food system partners.</p>
	<p>Agencies will collaborate to speak with one voice regarding incorporating healthy physical activity, nutrition and fitness into lifestyle behaviors.</p>	<p>LEAN Expectation and LEAN Essential trainings are offered in community to educate on physical activity and nutrition behaviors to new and expecting mothers and childcare providers.</p>
	<p>Make a dietician or nutritionist available for consultation at little or no cost to the public.</p>	<p>The Health Department hired a public health dietitian! Initiatives this year have included community cooking demonstrations, community educational seminars (Food Bank, Senior Center, Community Kitchen, Schools, Worksites). The Health Department is exploring possibility of one-on-one counseling for the general public or specific populations.</p>
	<p>NEW in 2013: Promote and aid in implementing employee wellness programs.</p>	<p>Eight worksites were assisted in wellness programming reaching 1,100 employees.</p>

**Cerro Gordo County**

**Community Health Improvement Plan**

GOAL	Strategies	Progress on Strategies
<p>Reduce Cerro Gordo's chronic disease rates - heart disease mortality rate by 5% and diabetes associated discharge rate by 2%. BASELINE: 2008 data indicates Cerro Gordo's heart disease mortality rate is 354 per 100,000 and the diabetes discharge rate is 16.9.</p>	<p>Establish senior adult exercise, nutrition and risk factor intervention programming</p>	
	<p>Establish a relationship with area medical providers for a physical activity prescription program.</p>	<p>The Health Department hired a Registered Dietitian in September 2014 to provide community-based nutritional services and work with local coalitions to increase assess and use of healthy foods.</p>
	<p>Agencies will collaborate to speak with one voice regarding cardiovascular health and will develop an annual marketing campaign to address.</p>	<p>In February, the Health Department completed a month-long educational campaign on Heart Disease Awareness and Prevention (radio clips, editorials, social media blurbs, newsletters, emails).</p>
	<p>Establish a Community Wellness Calendar</p>	
	<p>NEW 2014 STRATEGY: Nutrition education to childcare providers to improve nutrition standards in childcare settings</p>	
	<p>NEW 2013 STRATEGY: develop a diabetes education program</p>	<p>A formal diabetes plan (prevention and case management) is in development stages to determine future direction. The Health Department has an RN and RD eligible to become certified diabetic educators.</p>

**Cerro Gordo County**

**Community Health Improvement Plan**

GOAL	Strategies	Progress on Strategies
<p><b>Create a system to provide comprehensive cancer screening access for all citizens of Cerro Gordo County and ensure case management when needed. BASELINE: services are fragmented as to type of cancer screened and population served.</b></p>	<p>Promote available services for breast and cervical cancer.</p>	<p>The Health Department conducted outreach education via a Komen grant, distributed through posters, media interviews, editorials, electronic newsletters, bus wraps, &amp; park benches. The Health Department received additional funding for outreach education from the Breast &amp; Cervical Cancer Early Detection Program targeting the Hispanic population. The Health Department contracted Spanish translation services to try to increase the enrollment of Hispanic/Latina women. The direct patient care service reimbursement program continues for women through Komen grant.</p>
<p></p>	<p>Locate funding to develop a colorectal and/or prostate cancer early detection program.</p>	<p>The Iowa Get Screened program continued this year. The program supported 15 fit tests and 1 colonoscopy.</p>
	<p>Partner to provide comprehensive services.</p>	<p>Mercy North Iowa Foundation dollars remain available for individuals in need of financial assistance and do not fall within the Care for Yourself or Komen guidelines.</p>
	<p></p>	<p></p>

**Cerro Gordo County**

**Community Health Improvement Plan**

GOAL	Strategies	Progress on Strategies
<p><b>Stop the trend of increasing teen birth rates. BASELIND: Vital statistics indicate the County rate is 96.4 per 1,000 for 2009.</b></p>	<p>Provide education in the schools regarding teen pregnancy and sexually transmitted disease.</p>	<p>The Health Department received the Personal Responsibility Education Program (PREP) again this year. The curriculum focuses on delaying the onset of sexual activity and reduce the rate of pregnancy, birth and STI's to high risk, vulnerable and sexually active youth (ages 10-19). The program also strives to empower youth to make health decisions and positive choices regarding sexual behavior as they prepare for successful adulthood. This curriculum continues to be provided to 2 classes at the Mason City Alternative High School.</p>
	<p>Develop a sexual health and teen pregnancy prevention consumer awareness campaign by researching and using other effective available messages.</p>	

GOAL	Strategies	Progress on Strategies
<p><b>Attain a rank of 5th or higher for Cerro Gordo County in alcohol sales. BASELINE: for 5 years Cerro Gordo County has ranked in the top four counties.</b></p>	<p>Aid schools and workplaces to assist those struggling with alcohol use and addiction</p>	
	<p>Develop media campaigns highlighting the alcohol sales issue in Cerro Gordo County.</p>	

## Cerro Gordo County

### Community Health Improvement Plan

GOAL	Strategies	Progress on Strategies
Decrease Cerro Gordo County's mental health provider shortage designation by 1 provider. BASELINE: Designated as short by 2 providers.	Determine mental health programming needs in light of the Health Care Reform Act.	
	Locate funding sources to incentivize mental health care providers to locate to Cerro Gordo County.	

GOAL	Strategies	Progress on Strategies
Decrease Cerro Gordo County's unintentional injury rate by 5%. BASELINE: 45.9 per 100,000.	Develop programming to deliver to senior citizens to address trips & falls, medication errors, accidental poisonings and other unintentional injury risks.	The Systems Change Strategic Committee at the Health Department drafted an action plan to develop an Aging in Place model to assist in falls prevention among high-risk and senior populations.
	Develop & implement programming focused on unintentional injuries in the healthy homes/environment program to deliver.	

GOAL	Strategies	Progress on Strategies
Over the next 5 years, decrease the private water coliform test failure rate on average by 5% and fecal coliform failure rate by 1%. BASELINE: 2008-2009 average rate for coliform failure is 32.15% and fecal coliform is 6.4%.	Work with homeowners to install updated septic systems. This includes finding resources for updates, contractor partnering and education for the homeowner.	The private bacteria coliform test failure rate in the current fiscal year (6/30/2014-5/8/2015) was decreased to 19.6% and the fecal coliform failure rate to 1.6%. A total of 372 bacteria tests have been in fiscal year 14/15 as of May 2015.
	Integrate available GIS mapping for a comprehensive view of Cerro Gordo County water. Layers will include aquifers, confined animal feeding operations, failed water tests for various constituents, agricultural drainage wells, sinkholes and other variables.	The Health Department received CDC funding which was used to combine septic system and water well databases into a single system. This will allow for future GIS mapping capability; enhancements are in the works.
	Locate other funding sources to test wells for contaminants and aid in plugging wells, as Grants to Counties funding is extremely limited.	The CDC funding was also used to test 500 wells that have never been tested before for BacT, Nitrates, and Arsenic. Education provided to all project participants.

**Cerro Gordo County  
Community Health Improvement Plan**

GOAL	Strategies	Progress on Strategies
<p>Decrease Cerro Gordo County's level of tests that are at 4 picocuries per liter (pCi/L) or higher by 2% over the next five years. BASELINE: In 2009, 49% of returned tests resulted in levels of 4 pCi/L.</p>	<p>Educate the construction community in installation of passive radon system during initial construction.</p>	<p>A presentation on radon was given to 50 senior citizens members at the Mason City Community Center.</p>
	<p>Locate funding sources to provide short term radon test kits to residents along with service to place, pick up and mail kits.</p>	<p>From 09/15/2014-05/01/2015, 208 self-test kits distributed to residents were completed. Eight continuous radon monitor tests were performed for residents in Cerro Gordo County. Approximately 59% of self-test kits that were completed resulted in an unsafe level of 4 picocuries per liter of air or greater. The Health Department was a recipient of 20 free radon kits from the Iowa Cancer Consortium; the remainder of the kits were purchased from the Department.</p>
	<p>Work with the Building Trades program at NIACC to educate students regarding radon issues in this area</p>	<p>No additional updates for this issue.</p>
	<p>Draft a policy for radon resistant construction in Cerro Gordo County</p>	<p>No additional updates for this issue.</p>

GOAL	Strategies	Progress on Strategies
<p>Reduce the 'unhealthy for sensitive groups' and 'moderate' air quality combined days by 3%. BASELINE: The days in these combined categories equal 21.9% of total days.</p>	<p>Create and implement a local air quality monitoring program.</p>	<p>No additional updates for this issue.</p>

**Cerro Gordo County**

**Community Health Improvement Plan**

GOAL	Strategies	Progress on Strategies
<p>Reduce the prevalence of lead poisoning among Medicaid children age 6 or younger by 3%. BASELINE: 2003 birth cohort data shows the prevalence of lead poisoning for Medicaid children is at 7.1%.</p>	<p>Continue to provide services through the IDPH CLPPP.</p>	<p>The Health Department did not sign the CLPPP lead contract this past year.</p>
<p>[Redacted]</p>	<p>Expand healthy homes/environment services to other venues and populations.</p>	<p>The Health Department continues discussions with the local healthcare facility to develop a connection between healthy homes services and those who are utilizing the healthcare system. Meetings were held with three doctors about the program and including their patients in a pilot study. All are interested.</p>
	<p>[Redacted]</p>	<p>[Redacted]</p>

**Cerro Gordo County**

**Community Health Improvement Plan**

GOAL	Strategies	Progress on Strategies
<p><b>Increase the percent of children fully immunized by 24 months of age to 95%. BASELINE: 2008 data shows a rate of 89.3%.</b></p>	<p>Create a marketing plan for the childhood immunization program.</p>	<p>The Health Department continues to promote the importance of childhood vaccinations by celebrating Infant Immunization Week through promotions which include bus wraps, electronic billboard, Facebook, radio ads as well as benches where messages are displayed. We have been awarded a few grant applications that allow for promotions.</p>
	<p>Educate daycares, childcare centers, new parents and other stakeholders as to the importance in vaccinations</p>	<p>The Health Department continues to sponsor a page in the Toddling Times (a booklet distributed to mothers of newborns and made available at OBGYN through MMCNI) stressing the importance of infant immunizations. The Immunization Clinic provides outreach and education to several stakeholders as part of her daily duties.</p>
	<p>Partner with Family Connections to ensure accurate vaccination information is given to each new mother</p>	<p>The Health Department continues to participate in the Vaccines for Children program where children are able to receive vaccines for free if they are uninsured or underinsured. The Health Department is also able to bill most commercial insurance companies for reimbursement of vaccinations.</p>
	<p>Offer parents appropriate immunizations at the time their children are receiving them</p>	<p>The Health Department is a walk-in clinic where anyone can receive a vaccine during working hours without an appointment.</p>
	<p>Offer vaccines at appropriate times and places for children</p>	<p>The Health Department continues to receive an empowerment area grant, which focuses on updating vaccinations for children identified as being behind on vaccines per the ACIP vaccine schedule. The Health Department has worked with 5 Mercy clinics in the past two years in which public health nurses obtain patient lists from Mercy clinics, utilize IRIS to look up patients and identify vaccination needs, and then provide those needs back to Mercy so they can follow up with the patient when they arrive for their appointment. In 2015/2016 the Health Department will be expanding to assist 7 clinics with this look up service.</p>

**Cerro Gordo County**

**Community Health Improvement Plan**

	NEW 2013 STRATEGY: work with private providers to determine children who are under or unimmunized and implement a reminder/recall system	See above; Through the Health Department's immunization grant, the patient receives a reminder letter when the next immunization(s) are due and/or may receive text messages, emails or phone calls reminding them of immunizations past due.

GOAL	Strategies	Progress on Strategies
<p><b>Decrease the STD rate by 5%. BASELINE: 2009 data indicates a rate of 338 per 100,000 for Cerro Gordo County.</b></p>	Screen and educate young adults (age 15-25) for STDs, particularly, chlamydia.	The Health Department continues to provide chlamydia, gonorrhea, and syphilis testing free to Cerro Gordo County residents. Free medication is also provided for individuals that test positive for chlamydia, gonorrhea or syphilis. The department also works with partners in providing information and services to those in need. The Health Department has also begun to look into ways in which we could bill insurance companies for testing services to expand our ability to serve additional clientele.
	<p>Provide education in the schools regarding teen pregnancy and sexually transmitted disease.</p> <p>Develop a sexual health and teen pregnancy prevention consumer awareness campaign by researching and using other effective available messages.</p>	<p>The Health Department was awarded the fourth year of the Personal Responsibility Education Program grant which addresses STDs with the young adult population. The department will be re-applying for this grant to continue to provide education.</p> <p>Education is provided to the through the health department's social media sites. Interviews are provided to television and radio stations to promote HIV testing day, AIDS day, STD Awareness month and Viral Hepatitis month.</p>

**Cerro Gordo County**

**Community Health Improvement Plan**

GOAL	Strategies	Progress on Strategies
<p><b>Increase the percentage of Cerro Gordo County residents who are prepared for a disaster by 10%. BASELINE: 62.8% of survey respondents indicated they were ready for a disaster.</b></p>	<p>Increase timely and effective communication capabilities to include development of methods to communicate - via website, Facebook, Twitter, etc.</p>	<p>The Health Department continues to participate in community events such as the Fire Department open house to promote preparedness to individuals in our area. The Health Department will be participating in the Public Health Emergency Preparedness grant in FY 15/16 which will help to promote preparedness within the Health Department and the community.</p>