

## Sioux County

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### Community Health Needs Assessment Snapshot

#### Promote Healthy Behaviors

##### Problems/Needs:

- The colorectal cancer rate in Sioux County is 67.75/100,000, well above the state rate of 54.31. The death rate from colon cancer in Sioux County is higher than in peer counties.
- Survey respondents and forum attendees report space for community physical activity events is limited, especially for families and older adults.
- 83.5% of Sioux County adults report they eat few fruits and vegetables (<5 per day).
- 11% of Sioux County 11th graders report they have made a suicide plan.
- Lack of access to, and affordability of, mental health services was identified as a top health care need among all surveyed and among health care providers and key stakeholders.
- The duration of exclusive breastfeeding in Sioux County is currently 18.29% at 3 months and breast feeding at all 27.2% at 6 months compared to Healthy People 2020 goals of exclusive breastfeeding 44.3% at 3 months and breast feeding at all 60.5% at 6 months.
- According to Pediatric Nutrition Surveillance (PedNSS) data, in Sioux County 18.1% of 2-5 year olds are overweight and 17.1% of 2-5 year olds are obese.
- Lack of access to and affordability of, dental health services was identified as a significant health concern by health care providers and key stakeholders.
- Lack of accessibility to, and affordability of, contraception for the under and un-insured (identified by surveys and key stakeholders).

#### Prevent Injuries

##### Problems/Needs:

- Sioux County's rate of MVI is 20.9/100,000, higher than the Healthy People 2010 goal of 8/100,000, and unfavorable compared to peer counties.
- 20% of Sioux County's adults and 16% of 11th graders report binge drinking in the past year.
- 97% of attendees of the I-29 Dairy Consortium-sponsored worker health and safety workshops reported they would be interested in follow-up farm worker health and safety workshops. Key stakeholders report there is little opportunity for farm workers to obtain safety training.

## Protect Against Environmental Hazards

### Problems/Needs:

- 74% of homes in Sioux County have radon levels above 4 (the level above which radon mitigation is recommended). The average radon level in homes in Sioux County is 11 compared to an average radon level of 1.3 nationally.
- Sioux County's childhood lead screening level is 96.5% and should be at 100%.

## Prevent Epidemics and the Spread of Disease

### Problems/Needs:

- There is no free or low cost STD testing available in Sioux County. This emerged as a need on community surveys and amongst surveyed health care providers.
- The need for sexual health education emerged from focus groups and surveys, particularly among Spanish-speaking women.
- Sioux County has high rates of communicable disease (particularly salmonella, crypto, and e-coli) compared to the state and other counties in Region 3 according to the CADE annual report.
- Immunization rates for Sioux County adolescents (aged 13-18) are below the Healthy People 2010 target of 90% for the following: HepB3: 81%; MMR2: 80%; Td: 6%; and Var2: 3%.

## Prepare for, Respond to, and Recover from Public Health Emergencies

### Problems/Needs:

- Coordination of emergency planning and consistent risk communication is complex because the county is served by 4 hospitals, each with their own providers. 11 EMS units serve the county.
- Accurate up-to-date communication regarding public emergencies is complex because of numerous sub-populations (Spanish-speaking, colleges, elderly communities).

## Strengthen the Public Health Infrastructure

### Problems/Needs:

- Lack of public transportation in and between towns emerged as a top need in community forums, needs assessment surveys and from within the Spanish-speaking community.
- Lack of diversity in the health care workforce with an accompanying lack of cultural sensitivity was one of the top needs identified in the community forums and from the surveys completed by the Hispanic community members.
- Difficulty navigating the health care/human services/insurance systems was one of the top needs identified in community forums and on surveys.

## Community Health Improvement Plan

Goal	Strategies	Who is responsible?	When? (Timeline)
Reduce Sioux County's colon cancer rate to the state rate of 54.31%.	Public education re: diet/nutrition's role in cancer prevention through poster campaign, radio and newspaper messages and presentations at senior citizen centers	CHP, Coalition for a Healthy Sioux County, Latina Health Coalition	Spring 2012
	Promote fruit and vegetable consumption among school-aged children as well as adults	CHP, Coalition for a Healthy Sioux County, local schools, ISU Extension Office	Fall 2011/Fall 2012
	Promote physical activity	CHP, local schools	winter 2011-2015
	Encourage early detection and screening through the means described above	CHP, local hospitals and clinics, Coalition for a Healthy Sioux County	Fall 2013

Goal	Strategies	Who is responsible?	When? (Timeline)
Identify 1 additional family or older adult physical activity opportunity in each Sioux County community	Coalition for a Healthy Sioux county will make development of community rec centers and/or community trails a priority for the next 5 years. Continue walkability assessments in communities.	CHP, Coalition for a Healthy Sioux County, area schools	by 2015
	Partner with interested and trained community members to provide arthritis yoga and/or modified exercises to seniors in a community setting	CHP, Coalition for a Healthy Sioux County	begin spring 2011
	Continue county-wide efforts to engage families in Live Healthy Sioux County program	CHP, Coalition for a Healthy Sioux County, 4 County hospitals	winter 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase the number of adults consuming > 5 fruits and vegetables per day to 25%.	Initiate a poster campaign using materials from the Iowa Cancer Consortium--hanging posters on community bulletin boards, in worksites, libraries, etc.	CHP	begin: spring 2011
	Promote increased access to fresh fruits and vegetables through CSAs, farmer's markets, NEMS surveys. Encourage produce sharing at food banks, senior centers, churches, MOPS groups.	CHP, Coalition for a Healthy Sioux County, area colleges	spring 2011 (and ongoing)
	Encourage diabetes educators and community members who work or live with chronic disease to register for the on-line Self-Management Course "Better Health/Better Choices		winter 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Decrease to 5% the number of Sioux County 11th graders who say they have a suicide plan.	Collaborate with parents, school counselors, and mental health providers to provide information about warning signs of stress, anxiety, mental illness; how to respond to warning signs; referral sources.	CHP, area mental health providers, area health care professionals, area churches, area schools	fall 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase public awareness of mental health as a public health issue	Provide area health care providers with the PHQ Depression screening tool	CHP	summer 2011
	Publicize the county mental health services available to qualifying resident of the county	CHP, Shane Walter	begin: winter 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase the duration of exclusive breast feeding at 3 months of age to 44.3% and breastfeeding at all at 6 months to 60.5 %.	Complete public perception of breastfeeding surveys--initiated by CHP and administered by trained Dordt College students	CHP, Dordt College	spring 2011
	Continue Breast Feeding Friendly Workplace initiatives	CHP, Coalition for a Healthy Sioux County, WIC/MCH	spring 2011
	Continue to seek funding to implement an in-home lactation support program and to develop a community-based lactation peer support program	CHP, Coalition for a Healthy Sioux County, WIC/MCH	spring 2011
	Facilitate a lactation educator support group and encourage CHP home visitors' and hospital breastfeeding educators' membership in Iowa Breastfeeding Coalition	CHP, WIC/MCH, local hospitals	winter 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Decrease the number of overweight and obese children in Sioux County to 10%.	Promote prolonged breast feeding and the delay of introducing solid foods before 6 months.	CHP, Healthy Families, WIC/MCH, local medical clinics	spring 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase the knowledge of the general public, particularly Spanish speaking women, about contraception methods and ways of accessing contraception.	Provide education about birth control methods at Healthy Families parent meetings	CHP	winter 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Reduce to 10% the number of adults and to 5% the number of 11th graders who report binge drinking	Educate parents about how to spot signs of alcohol use in teens, about how to converse with teens about the dangers of alcohol use, and about where to refer teens who abuse alcohol	CHP, Coalition for a Healthy Sioux County	spring 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase training opportunities for farm workers.	Partner with ISU to seek funding to provide workplace safety education	CHP, ISU	summer 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Decrease the rate of MVIs in Sioux County to 10/100,000.	Share video on distracted driving with local employers, school districts, and post video on the CHP website.	CHP, Coalition for a Healthy Sioux County	summer 2012
	Partner with the Sheriff's office to educate the public about the dangers of distracted driving and about Iowa laws regarding texting and distracted driving.	CHP, Coalition for a Healthy Sioux County	summer 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase to 100% the children in Sioux County screened for lead poisoning before age 6.	"Post-it" note campaign on applications for DHS services	CHP, DHS	summer 2011
	Send out lead testing reminder from public health (CHP) with 1 year immunization reminder card and with 18 month HepB reminder card	CHP	spring 2011
	Maintain the 5 county Northwest Iowa Lead Coalition	CHP	winter 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase the number of radon test kits sold in Sioux County to 295	Provide free radon test kits via IDPH radon grant in collaboration with WIC.	CHP, WIC	winter 2011
	Post radon mitigation information on CHP website	CHP	winter 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase the number of public health (CHP) initiated educational forums where sexual health is discussed from 0 to 4.	Provide sexual health information including contraception-through the Latina Health Coalition and monthly "Para Ti Mujer" meetings.	CHP, Healthy Families Program	summer 2011
	Pursue funding to provide a "Project Truth" like program in towns in the county with hospitals	CHP, Coalition for a Healthy Sioux County	winter 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Work to ensure that all Sioux County health care providers will provide interpreters, or a minimum, access to the Language Line to patients for who English is not a first language.	Continue to host open discussions of the importance of providing culturally appropriate services in the patients' language.	CHP, Coalition for a Healthy Sioux County	winter 2011
	Implement a new CHP policy requiring all staff members to attend at least 1 cultural diversity training per year		
	Advocate for local employer policy changes to include mandatory cultural diversity/sensitivity training.	CHP	begin: fall 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase the percentage of Sioux County adolescents aged 13-18 who are up to date on the following immunizations: HepB3, MMR2, Td, and Var2 to 90%.	Send out postcards to parents of 16 & 17 year olds reminding them of the need to obtain the immunizations.	CHP	winter 2013
	Collaborate with schools to send out notices to parents of 11th and 12th graders informing them of the importance of immunizations for this age group.	CHP, High School in the county	fall 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Formulate a plan for accurate, culturally appropriate, and timely communication with sub-populations in Sioux County	Brainstorm with the Coalition for a Healthy Sioux County on this issue.	CHP, Coalition for a Healthy Sioux County	begin: spring 2011