

BLACK HAWK COUNTY Health Improvement Plan

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For additional information, CONTACT:

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Community Priority

Limited health literacy specific to preventive measures and early warning signs of cardiovascular disease and stroke in disproportionate low-income populations.

Goal #1 By 2021, use health communication strategies to improve health literacy of persons at risk for stroke.

Health Literacy Interventions and Outcomes, Update. December 2014. Agency for Healthcare Research and Quality, Rockville, MD. <http://www.ahrq.gov/research/findings/evidence-based-reports/er199-abstract.html>

National Alignment

Healthy People 2020

Health Communication & Health Information Technology (HC/HIT)

1.0: Improve the Health Literacy of the Population

1.1: Increase the proportion of persons who report their health care provider always gave them easy to understand instructions about what to do to take care of their illness or health condition.

1.2: Increase the proportion of persons who report their health care provider always asked them to report how they will follow instructions.

<http://www.healthypeople.gov/2020/topics-objectives/topic/health-communication-and-health-information-technology>

State Alignment

Healthy Iowans, 2012 -2016

Chronic Disease - Decrease in coronary heart disease deaths (4-8)

Chronic Disease - Decrease in deaths attributed to stroke (4-9)

http://www.idph.iowa.gov/Portals/1/Files/HealthyIowans/chronic_disease.pdf

Objective 1-1 By 2021, control (maintain or reduce) the rate of hospitalization for stroke in Black Hawk County at ≤ 200 per 100,000 persons.

Baseline Year	Baseline Value	Target Year	Target Value
2013	200 per 100,000	2018	≤ 200 per 100,000

Strategy 1-1.1 Collaborate on the development and implementation of a multi-medium health promotion and education campaign to communicate risk factors, signs and symptoms of cardiovascular disease and stroke.

- a. Assemble a partnership consisting of multi-health system, public health, and regional association representatives, including communications expert.
- b. Secure a commitment of seed funds.
- c. Utilizing the process improvement framework, Plan - Do - Study - Act, develop a problem statement, AIM; identify stakeholders; analyze current and proposed work flows; develop and test multi-medium messaging to reach target population; evaluate; and make recommendations for common messaging to reach disproportionate low-income and low health literate populations.
- d. Coordinate messaging campaign with stakeholder group.
- e. Sustain messaging through commitment of ongoing resources.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Black Hawk County Board of Health

Target Date

Jan 1, 2021

Strategy 1-1.2

Collaborate on the education and dissemination of cardiovascular disease and stroke action plans, including signs, symptoms, emergency action steps, healthy living skills (preparation of nutritious foods and physical activity).

- a. Assemble representatives of primary care, public health, agency on aging, faith based organizations, and regional associations.
- b. Identify available multi-medium resources based on evidence-based best practice.
- c. Develop role play scenario to assist clients in reporting how they will follow instructions if symptoms present.
- d. Design work flow(s) for use in collaboration with health care provider visits and community-based interventions.
- e. Pilot work flows in each setting.
- f. Evaluate and make recommendations for widespread dissemination and implementation through primary care and community outlets.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Black Hawk County Board of Health

Target Date

Jan 1, 2021

Community Priority

Prevalence of mental health conditions within the community sectors of K-12 education, correctional and health care systems.

Goal #1 By 2017, understand the association of environmental, physical and mental health factors contributing to a cycle of poor health.

National Alignment

Healthy People 2020

Cycle of Poor Health (leading health indicator)
<http://www.healthypeople.gov/2020/topics-objectives/topic/mental-health-and-mental-disorders>

State Alignment

Healthy Iowans, 2012-2016

Mental & Emotional Well-being (8.0)
 8 - 1.2: Develop an infrastructure that includes the following: a) establishment of a state professional association; b) a public awareness campaign; and c) implementation of evidence-based programs and practices to improve the social, emotional, and behavioral health of young children and their families in Iowa.
http://www.idph.iowa.gov/Portals/1/Files/HealthyIowans/mental_health.pdf

Objective 1-1 By 2017, identify at least one factor contributing to a cycle of poor health in persons who are at risk for a mental health condition.

Baseline Year	Baseline Value	Target Year	Target Value
2015	None	2017	At least one factor

Strategy 1-1.1

Commission a review of the literature to understand the association of environmental, physical and mental health factors contributing to a cycle of poor health.

- a. Board of Health to identify academic institution to assist with the review of the literature.
- b. Board of Health to finalize scope of literature review.
- c. Invited/selected academic institution to complete the study.
- d. Board of Health to review findings, collaborate with local stakeholder group(s), and make recommendations.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

Black Hawk County Board of Health

Target Date

Jan 1, 2017

Community Priority

Enhance capacity for public health non-pharmaceutical strategies for disease and exposure control.

Goal #1 By 2021, control the spread of highly infectious diseases through non-pharmaceutical strategies of risk assessment, isolation, and quarantine.

National Alignment

Centers for Disease Prevention and Control, Public Health Preparedness Capabilities

11: Non-Pharmaceutical Interventions

<http://www.cdc.gov/phpr/capabilities/DSLRCapabilitiesJuly.pdf>

State Alignment

Iowa Department of Public Health, Bureau of Emergency and Trauma Services

Same as national alignment

Objective 1-1 By 2021, maintain compliance with voluntary isolation (and quarantine) protocol for persons referred to public health for control of communicable disease.

Baseline Year	Baseline Value	Target Year	Target Value
2015	100% voluntary isolation of persons referred to public health	2021	100%

Strategy 1-1.1 Assess the severity of exposure and/or transmission at the jurisdictional level and determine non-pharmaceutical intervention.

- a. Complete risk assessment using non-direct contact triage, education and intervention; and if necessary, direct contact triage and intervention.
- b. Assess non-pharmaceutical needs for isolation and quarantine and follow local ordinance procedure, if indicated.
- c. Coordinate with health partners, governmental agencies, community sectors and jurisdictional authorities to implement and, if necessary, enforce the plan of action.
- d. Monitor and evaluate non-pharmaceutical interventions for the control of highly infectious disease.

Strategy Type

Long-Lasting Protective Intervention

Who's Responsible

Black Hawk County Board of Health

Target Date

Jan 1, 2021

Community Priority

Reduce food insecurity and increase access to nutritious foods (fruits and vegetables).

Goal #1 By 2021, increase fruit & vegetable access and consumption among youth.

National Alignment

Healthy People 2020

Nutritional & Weight Status
2.2: Increase the proportion of school districts that require schools to make fruits or vegetables available whenever other food is offered or sold.
<http://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status/objectives>

State Alignment

Healthy Iowans, 2012-2016

Healthy Living - Nutrition & Food: An increase in the percentage of persons who eat 5 or more fruits and vegetables each day (6-3).
6-1.18: Continue providing fresh and minimally processed Iowa-grown food in school meals and snacks.
http://www.idph.iowa.gov/Portals/1/Files/HealthyIowans/healthy_living.pdf

Objective 1-1 By 2021, increase the percentage of youth from 6% to 8% who consume \geq 5 fruits/day.

Baseline Year	Baseline Value	Target Year	Target Value
2012	6%	2018	8%

- Strategy 1-1.1** Collaborate with Black Hawk County School districts to increase farm - to - school programming.
- Organize a work group of Cedar Valley school district leadership and community stakeholders.
 - Engage representatives of school districts with successful farm - to - school programs.
 - Evaluate system of nutritious food procurement, storage, preparation and distribution.
 - Implement system changes to increase access and consumption of nutritious foods to K-12 students.
 - Evaluate opportunities for integrated instructional curricula about healthy food, gardening and cooking.
 - Organize school-based gardens in support of curricula and to increase access to seasonal fruits and vegetables.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

University of Northern Iowa - Center for Energy and Environmental Education

Target Date

Jan 1, 2021

Goal #2 By 2021, reduce food insecurity and increase access to nutritious foods.

National Alignment

Healthy People 2020

13.0 Reduce household food insecurity and in doing so reduce hunger.
<http://www.healthypeople.gov/2020/topics-objectives/topic/nutrition-and-weight-status/objectives>

State Alignment

Healthy Iowans, 2012-2016

Healthy Living - Nutrition & Food
6 - 1.15: 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. (Revised from original 6-1.15)
http://www.idph.iowa.gov/Portals/1/Files/HealthyIowans/healthy_living.pdf

Objective 2-1 By 2021, reduce the food insecurity rate (overall) from 14.8% to \leq 14.3%.

Baseline Year	Baseline Value	Target Year	Target Value
2011	14.8%	2018	\leq 14.3%

Strategy 2-1.1 Strengthen the community food web through access and consumption of nutritious foods.

- a. Educate the public on how to prepare and cook fresh vegetables and fruit.
- b. Increase the number of mobile produce stands reaching low resource neighborhoods.
- c. Collaborate on the planning and redesign of the Public Market (Waterloo).
- d. Engage legislative representatives to sponsor an evidence-based program, "Double Up Food Bucks," to increase access and consumption of nutritious foods to persons enrolled in food assistance programs.
- e. Sustain capacity for a robust system of farmer's markets.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

University of Northern Iowa - Center for Energy and Environmental Education

Target Date

Jan 1, 2021

Strategy 2-1.2 Collaborate on the development and implementation of a community food hub network to support the local food economy.

- a. Identify Northern Iowa Food and Farm Partnership (NIFFP) stakeholders to organize a feasibility study of a regional food hub network.
- b. Engage business, education, municipal, and philanthropy leaders in the process to increase awareness and resource commitment.
- c. Visit neighbor regions/states (Michigan initiative) to observe food hub operations and dialogue about lessons learned.
- d. Complete feasibility study.
- e. Communicate recommendations.
- f. Develop financial and operational implementation plan.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

University of Northern Iowa - Center for Energy and Environmental Education

Target Date

Jan 1, 2021

Community Priority

Promote policy and environmental change strategies in support of a pedestrian master plan and complete streets.

Goal #1 By 2021, improve health, fitness, and quality of life through daily physical activity.

National Alignment

Healthy People 2020

Physical Activity 13.0: Increase the proportion of trips made by walking.
Physical Activity 13.2: Increase the proportion of trips of one mile or less made to school by walking by children and adolescents ages 5 - 15 years.

<http://www.healthypeople.gov/2020/topics-objectives/topic/physical-activity/objectives>

State Alignment

Healthy Iowans, 2012-2016 Healthy Living - Physical Activity: An increase in the proportion of adults who get the recommended levels of aerobic physical activity (6-5). 6 - 1.26: 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. http://www.idph.iowa.gov/Portals/1/Files/HealthyIowans/healthy_living.pdf

Objective 1-1 By 2021, increase the percent of parents with school-age children who report their children walk to school on a regular basis from 12.5% to \geq 14%.

Baseline Year	Baseline Value	Target Year	Target Value
2015	12.5%	2020	14%

Strategy 1-1.1 Complete the pedestrian master plan.

- a. Engage the public to provide feedback to the master plan.
- b. Provide task force recommendations.
- c. Secure funding
- d. Adoption by local municipalities in 12/2016.
- e. Plan for implementation of pedestrian master plan.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

Iowa Northland Regional Council of Governments

Target Date

Jan 1, 2021