

Cherokee County Health Improvement Plan

Date Updated: November 30, 2015



For additional information, CONTACT:

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Community Priority

Obesity prevention and treatment

Goal #1 By 2021, reduce adult obesity rates in Cherokee County.	National Alignment Nutrition and weight status	State Alignment Healthy living; nutrition and food			
Objective 1-1	Reduce the percentage of Cherokee County adult residents that are obese from 33% in 2011 to 30% in 2021.	Baseline Year 2011	Baseline Value 33%	Target Year 2021	Target Value 30%
Strategy 1-1.1	<p>In 2016, offer a 5K run/walk utilizing the Cherokee Mental Health Center grounds with a minimum of 2.5% (300) of the residents of Cherokee County (County population is approximately 12,000) participating.</p> <p><u>Who's Responsible</u> Cherokee County Planning Council and Drug Endangered Children's Committee will join together to organize the run/walk.</p>	<p><u>Strategy Type</u> Counseling & Education</p>		<p><u>Target Date</u> Apr 29, 2016</p>	
Strategy 1-1.2	<p>In 2017 and annually thereafter, offer the Live Healthy Iowa 10 Week Wellness Challenge to residents of Cherokee County. Increase participation by 10% each year due to increases in formal marketing efforts as well as informal (word of mouth) marketing via previous participants.</p> <p><u>Who's Responsible</u> CRMC Marketing, Wellness, and Public Health Departments</p>	<p><u>Strategy Type</u> Environmental / Policy / Systems Change</p>		<p><u>Target Date</u> Jan 1, 2017</p>	
Strategy 1-1.3	<p>Beginning in 2016, expand the Loving Your Family Feeding Their Future nutrition program to interested parent education agencies throughout Cherokee County by having the trained instructor from the CRMC Public Health Department make a presentation to at least two community groups per year; presentations will include an explanation of the overall objectives of the program, a mini-session and handouts, criteria for qualifying, and contact information for the program coordination/contract personnel from ISU Extension.</p> <p><u>Who's Responsible</u> CRMC Public Health Department</p>	<p><u>Strategy Type</u> Environmental / Policy / Systems Change</p>		<p><u>Target Date</u> Mar 1, 2016</p>	
Strategy 1-1.4	<p>Beginning in 2017, promote awareness and use of the National Center on Health, Physical Activity and Disability (NCHPAD)'s 14-week web-based program by marketing via face-to-face presentations, fliers, email, CRMC website, radio spots, and newsprint. Marketing efforts will be directed to disability supported living and employment services; aging apartment complexes and services; mental health services; congregate meal sites; and case-managers. A directory of these services will be developed and marketing efforts will be extended to all known services within one calendar year.</p> <p><u>Who's Responsible</u> MRC Unit Coordinator, MRC Unit, Cherokee Healthcare Coalition</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p>		<p><u>Target Date</u> Jan 1, 2017</p>	

Strategy 1-1.5 Beginning in 2016, promote awareness and increase use of the Cherokee County bike trails by creating maps of the trails and making them available a variety of ways throughout the county. After creation, the maps will be posted electronically on the Chamber of Commerce and CRMC websites; in paper format at area business that sell bikes and biking equipment as well as other interested businesses and at area health and wellness centers.

Strategy Type
Counseling & Education

Who's Responsible

CRMC marketing, Wellness, and Public Health Departments

Target Date

May 1, 2016