

Dallas County, Iowa Health Improvement Plan

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Community Priority

Social connection and participation/willingness to act for the common good

Goal #1 By 2021, Dallas County residents are connected with local resources and social supports, and participate in community life.

National Alignment

National Prevention Strategy

State Alignment

United Way of Central Iowa Health Strategy Map, Healthiest State Initiative

Objective 1-1 By 2021, increase the number individuals and families in Dallas County who report having networks of support during times of stress and need, from 3.5 to 4.0, as measured by the weighted average from the community health needs assessment survey.

Baseline Year	Baseline Value	Target Year	Target Value
2015	3.5	2021	4.0

Strategy 1-1.1 Provide technical assistance to community partners and providers for implementing system-level changes to screen and refer clients to the Health Navigation program and other community resources

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

Dallas County Public Health

Target Date

Ongoing

Strategy 1-1.2 Utilize the Health Navigation Program to provide residents with hands-on assistance in overcoming access and utilization barriers, and provide connections to community resources to meet their health and social needs

Strategy Type

Counseling & Education

Who's Responsible

Dallas County Public Health, Clinical and Community Partners

Target Date

Ongoing

Strategy 1-1.3 Engage and empower people and communities to plan and facilitate policies and programs to promote social connectedness and community engagement across the lifespan

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Dallas County Public Health, Municipal Leaders, Youth Group Leaders

Target Date

Ongoing

Strategy 1-1.4 Use quantitative and qualitative data, satisfaction surveys, & client experience stories to guide the development of additional community-specific strategies for improving community connectedness and social support, including: timebanking, time-dollar exchange, resident to resident grant making program, or other evidence-based strategies.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Dallas County Public Health, Community and Clinical Partners

Target Date

Ongoing

Community Priority

Safe, reliable, accessible and affordable ways to move around

Goal #1 By 2021, Dallas County residents have increased access to safe, reliable, accessible, and affordable ways to move around.	National Alignment American Public Transportation Association	State Alignment United Way of Central Iowa Opportunity Plan, MPO Mobilizing Tomorrow Plan, CIRTPA Long Range Transportation Plan and Transportation Improvement Program
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Objective 1-1 By 2021, increase the number of residents using public or other community-based transportation option by 10%.	Baseline Year	Baseline Value	Target Year	Target Value
	2015	31,847	2021	35,032

Strategy 1-1.1 Convene town-hall meetings to engage residents, community advocates, business leaders, and service providers in conversation about transportation needs, health equity and long-term planning	Strategy Type Address Social Determinant / Health Inequity
<u>Who's Responsible</u> HIRTA, Transportation Advisory Group	<u>Target Date</u> Ongoing

Strategy 1-1.2 Sustain funding and expand the implementation of a voucher program to provide free HIRTA bus rides to low-income residents without other means of transportation	Strategy Type Address Social Determinant / Health Inequity
<u>Who's Responsible</u> Dallas County Public Health	<u>Target Date</u> Ongoing

Strategy 1-1.3 Identify and pilot at least one additional evidence-based transportation intervention, such as a volunteer health taxi, rural shuttle, or fixed route taxi to improve transportation options	Strategy Type Environmental / Policy / Systems Change
<u>Who's Responsible</u> Transportation Advisory Group	<u>Target Date</u> Jan 1, 2018

Community Priority

Cultural competence and understanding of diversity/disparities

Goal #1 By 2021, organizations, leaders, residents of Dallas County understand the County's growth, diversity, and disparities; are more culturally competent

National Alignment

Healthy People 2020

State Alignment

United Way of Central Iowa Opportunity Plan

Objective 1-1 By 2021, Dallas County leaders and residents will increase their understanding of the County's growth and diversity, and improve their cultural competence, as measured by pre-and post-surveys (TBD).

Baseline Year	Baseline Value	Target Year	Target Value
2016	TBD	2021	TBD

Strategy 1-1.1 Coordinate community listening sessions/focus groups to identify the needs of disparate populations, including: newcomers, immigrants and refugees

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Dallas County Public Health, Waukee Health Dialogue Committee, United Way of Central Iowa

Target Date

Ongoing

Strategy 1-1.2 Compile quantitative and qualitative data regarding the County's growth and diversity and share with relevant stakeholder groups

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Dallas County Public Health, Waukee Health Dialogue Committee, United Way of Central Iowa

Target Date

Jan 1, 2018

Strategy 1-1.3 Host community summits/training opportunities, such as: 'Connections Matter,' 'Bridges out of Poverty,' and 'Culturally-Adapted Health Care'

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Dallas County Public Health

Target Date

Ongoing

Community Priority

Physical activity and nutrition to prevent the onset or worsening of related chronic diseases (obesity, diabetes, hypertension, heart disease, etc.)

Goal #1 By 2021, Dallas County residents are physically active.	National Alignment	State Alignment
	Healthy People 2020, National Prevention Strategy	Healthy Iowans, Iowa Obesity State Plan, Iowa Diabetes State Plan, United Way Health Strategy, Healthiest State Initiative

Objective 1-1 By 2021, increase the percentage of adults in Central Iowa who exercise 3 or more days per week for at least 30 minutes by 10%, as measured by the Central Iowa Well-Being Index.	Baseline Year	Baseline Value	Target Year	Target Value
	2014	52%	2021	62%

Strategy 1-1.1	Align with existing statewide programs including the Iowa Healthiest State Initiative, Live Healthy Iowa, and DNR Healthy & Happy Outdoors	Strategy Type Environmental / Policy / Systems Change
<u>Who's Responsible</u> Dallas County Public Health		<u>Target Date</u> 9/30/2016

Strategy 1-1.2	Assess physical activity levels, screen for chronic disease and provide education, counseling, and referrals (YMCA, Parks and Rec, Trails, Walk with Ease, DEEP, Better Choices, Better Health, etc.)	Strategy Type Counseling & Education
<u>Who's Responsible</u> Dallas County Public Health, Community and Clinical partners		<u>Target Date</u> Ongoing

Strategy 1-1.3	Educate municipal leaders on evidence-based strategies/policies to support physical activity, (complete streets, bike lanes, crosswalks, sidewalks, shared-use agreements, safe routes to school); as indicated, provide technical assistance for implementation, as indicated	Strategy Type Environmental / Policy / Systems Change
<u>Who's Responsible</u> Des Moines Metropolitan Planning Organization, Dallas County Public Health		<u>Target Date</u> 1/1/2017

Strategy 1-1.4	Implement at least one volunteer-led walking school bus program to increase opportunities for physical activity among children and adult volunteers	Strategy Type Environmental / Policy / Systems Change
<u>Who's Responsible</u> Dallas County Public Health, Perry Public Library		<u>Target Date</u> Ongoing

Goal #2 By 2021, Dallas County residents have access to and consume healthy food.	National Alignment	State Alignment
	Healthy People 2020, National Prevention Strategy	Healthy Iowans, Iowa Obesity State Plan, Iowa Diabetes State Plan, United Way Health Strategy

Objective 2-1 By 2020, increase the percentage of Central Iowans who eat 5 servings of produce 4 or more days per week by 10%, according to the Central Iowa Well-Being Index.	Baseline Year	Baseline Value	Target Year	Target Value
	2014	53.6%	2021	63.6%

Strategy 2-1.1	Implement an awareness campaign to encourage local growers and backyard gardeners to donate produce to pantries/ human service organizations	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Eat Greater Des Moines, Hunger-Free Dallas County	<u>Target Date</u> 1/1/2017
Strategy 2-1.2	Assess nutrition and chronic disease status and provide education, counseling, and referrals	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Dallas County Public Health, ISU Extension and Outreach, Clinical and Community Partners	<u>Target Date</u> Ongoing
Strategy 2-1.3	Convene 'Hunger-Free Dallas County' coalition to identify gaps and priorities for intervention to increase access to healthy food	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> Dallas County Public Health	<u>Target Date</u> Ongoing
Strategy 2-1.4	Provide technical assistance for at least one healthy corner store initiative using IDPH's Compre Saludable (Shop Healthy Iowa) Toolkit	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Dallas County Public Health, AmeriCorps, ISU Extension and Outreach	<u>Target Date</u> 1/1/2017
Strategy 2-1.5	Promote incentives/mechanisms for the production, distribution, and procurement of foods from local farms	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Eat Greater Des Moines, ISU Extension and Outreach	<u>Target Date</u> 1/1/2021
Strategy 2-1.6	Evaluate offerings in at least two concession stands and provide assistance in sourcing healthier options	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Dallas County Public Health	<u>Target Date</u> 1/1/2018
Strategy 2-1.7	Identify and pilot at least one additional evidence-based intervention to increase access to healthy foods in under-served areas (mobile pantry/grocery, community gardens, SNAP 'Double Up Bucks' farmers market incentive program, etc).	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> Hunger-Free Dallas County	<u>Target Date</u> Jan 1, 2018
Strategy 2-1.8	Explore the potential implementation of policies related to improving access to healthy foods	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Dallas County Public Health	<u>Target Date</u> 1/1/2018

Community Priority

Substance abuse among youth

Goal #1 By 2021, Dallas County residents do not abuse alcohol or use tobacco and other drugs.	National Alignment	State Alignment
	Healthy People 2020, National Prevention Strategy	Healthy Iowans, Iowa Tobacco State Plan

Objective 1-1 By 2021, reduce the percentage of Dallas County youth who currently use tobacco by 3% according to the Iowa Youth Survey.	Baseline Year	Baseline Value	Target Year	Target Value
	2014	6%	2021	3%

Strategy 1-1.1 Implement school-based tobacco prevention programming in at least three school districts	<u>Strategy Type</u> Counseling & Education
<u>Who's Responsible</u> American Lung Association, Employee and Family Resources	<u>Target Date</u> Jan 1, 2021

Strategy 1-1.2 Provide at least 10 schools, worksites, and organizations in Dallas County with technical assistance in establishing tobacco-free worksite policies and/or updating existing policies to include tobacco and e-cigarettes	<u>Strategy Type</u> Environmental / Policy / Systems Change
<u>Who's Responsible</u> American Lung Association, American Cancer Society, Employee and Family Resources	<u>Target Date</u> Jan 1, 2021

Strategy 1-1.3 Implement systems-level changes to facilitate referrals to Quitline Iowa	<u>Strategy Type</u> Environmental / Policy / Systems Change
<u>Who's Responsible</u> American Lung Association, Dallas County Public Health	<u>Target Date</u> Jan 1, 2021

Strategy 1-1.4 Support tobacco-free policies in federally sponsored multi-unit housing	<u>Strategy Type</u> Environmental / Policy / Systems Change
<u>Who's Responsible</u> American Lung Association, Dallas County Public Health	<u>Target Date</u> Jan 1, 2021

Objective 1-2 By 2021, reduce the percentage of Dallas County youth who currently use alcohol by 10%, as measured by the Iowa Youth Survey.	Baseline Year	Baseline Value	Target Year	Target Value
	2014	17%	2021	7%

Strategy 1-2.1 Implement school-based alcohol prevention programming in at least three school districts	<u>Strategy Type</u> Counseling & Education
<u>Who's Responsible</u> Employee and Family Resources	<u>Target Date</u> Ongoing

Strategy 1-2.2 Implement media campaigns to increase awareness of underage drinking, associated consequences, and prevention strategies

Who's Responsible
Dallas County for Positive Choices Coalition

Strategy Type
Environmental / Policy / Systems Change

Target Date
Ongoing

Strategy 1-2.3 Host community town hall forums on the issue of underage drinking

Who's Responsible
Dallas County for Positive Choices Coalition

Strategy Type
Counseling & Education

Target Date
Ongoing

Strategy 1-2.4 Collaborate with law enforcement to address access and availability through best practices, including: responsible beverage server training for retailers, alcohol compliance checks, party patrols, etc.

Who's Responsible
Dallas County Sheriff's Department, Dallas County for Positive Choices Coalition

Strategy Type
Environmental / Policy / Systems Change

Target Date
Ongoing