

Palmer Community Health, Fayette County Health Improvement Plan

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For additional information, CONTACT:

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Community Priority

Reduce adult and child obesity in Fayette County

Goal #1		National Alignment	State Alignment			
By 2020, support healthy activities in county communities to decrease obesity in adults and children		Healthy People 2020	Healthy Iowans			
Objective 1-1	Reduce the percentage of Fayette County adults who are classified as obese according to the county health ranking from 40% in 2014 to 35% by 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	40	2020	35	
Strategy 1-1.1	Continue to strengthen collaboration with existing partners in Fayette County to support physical activity, health fairs, health classes and healthy meal choices for adults.	<u>Strategy Type</u>		Address Social Determinant / Health Inequity		
	<u>Who's Responsible</u> Community Health, County Hospitals, Major Employers, Schools	<u>Target Date</u>		Dec 31, 2019		
Objective 1-2	Reduce the percentage of Fayette County 3rd grade children with a BMI classified as overweight or obese according to the NE Iowa Food and Fitness Initiative (FFI) and Luther College project from 44% in 2014 to less than 40% by 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	44	2020	40	
Strategy 1-2.1	Continue collaboration with IWALK Committee at North Fayette High School to support staff and students activities, health fairs, health classes and healthy meal choices during and after school hours.	<u>Strategy Type</u>		Address Social Determinant / Health Inequity		
	<u>Who's Responsible</u> Community Health and School Wellness Committee	<u>Target Date</u>		Dec 31, 2019		
Strategy 1-2.2	Assist in sustaining the current Walking School Buses in five communities in Fayette County.	<u>Strategy Type</u>		Address Social Determinant / Health Inequity		
	<u>Who's Responsible</u> Community Health, IWALK committee, School Wellness Committees, Volunteers	<u>Target Date</u>		Dec 31, 2019		
Strategy 1-2.3	Continue and look for ways to expand "A Healthier Youth" program offered to 3rd graders in our county.	<u>Strategy Type</u>		Address Social Determinant / Health Inequity		
	<u>Who's Responsible</u> Community Health, PLHC	<u>Target Date</u>		Dec 31, 2019		

Community Priority

Consistent Messaging

Goal #1 By 2020, create and deliver a consistent marketing message in collaboration from county health partners to the residents of Fayette County

National Alignment

Healthy People 2020

State Alignment

Healthy Iowans

Objective 1-1 Increase community and organization engagement by use of consistent messaging. (Currently no consistent messaging county-wide pertaining to health, wellness, and nutrition. Numerous messages exist county wide and vary between healthcare, school, and community organizations.)

Baseline Year	Baseline Value	Target Year	Target Value
2014	0	2020	1

Strategy 1-1.1 Attend area health fairs and community meetings to deliver consistent message and education.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Community Health, marketing, collaboration partners

Target Date

Dec 31, 2019

Strategy 1-1.2 Continue to support/provide Community Health web page.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Community Health, PLHC

Target Date

Dec 31, 2019

Strategy 1-1.3 Become involved in area interdisciplinary meetings to learn about various organizations and ways in which to collaborate consistent messaging and services

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Community Health, Fayette County Schools, Coalitions, and organizations

Target Date

Dec 31, 2019