

Jones County, Iowa Health Improvement Plan

Date Updated: February 24, 2016



Public Health
Prevent. Promote. Protect.

Jones County, Iowa

For additional information, CONTACT:

Name	Organization	Phone	Email
Jenna Lovaas	Jones County Public Health	319-462-6945	publichealth@co.jones.ia.us

Community Priority

Physical Activity, Nutrition, and Overweight & Obesity

Goal #1		National Alignment	State Alignment			
By 2021, increase physical activity levels among Jones County residents.		Physical Activity	Healthy Living			
Objective 1-1	Increase the percentage of Jones County youth in grades 6, 8, and 11 who report being physically active for a total of at least 60 minutes per day seven days a week from 39 percent in 2014 to 44 percent by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	39%	2020	44%	
Strategy 1-1.1	Collaborate with schools and community partners to promote physical activity and increase awareness about health benefits through health promotion campaigns.	<u>Strategy Type</u>		Counseling & Education		
	<u>Who's Responsible</u>			<u>Target Date</u>		
	Jones County Public Health and Community Partners			Jan 1, 2021		
Objective 1-2	Reduce the proportion of Jones County adults who engage in no leisure-time physical activity from an average of 12 percent (2006-2012) to 10 percent by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2012	14%	2020	12%	
Strategy 1-2.1	Collaborate with existing state and county initiatives to promote outdoor recreation and increase participation.	<u>Strategy Type</u>		Counseling & Education		
	<u>Who's Responsible</u>			<u>Target Date</u>		
	Jones County Public Health and Community Partners			Jan 1, 2021		
Strategy 1-2.2	Develop a resource to help community members find physical activity opportunities available for all fitness levels, ages, and cost.	<u>Strategy Type</u>		Counseling & Education		
	<u>Who's Responsible</u>			<u>Target Date</u>		
	Jones County Public Health and Community Partners			Jan 1, 2021		
Goal #2		National Alignment	State Alignment			
By 2021, reduce the proportion of Jones County residents who are considered overweight or obese.		Nutrition and Weight Status	Healthy Living			
Objective 2-1	Reduce the proportion of adults who are considered obese based on BMI from 31.1 percent in 2012 to 29 percent by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2012	31.1	2020	29	
Strategy 2-1.1	Increase awareness of health-related concerns due to overweight and obesity through health promotion campaigns.	<u>Strategy Type</u>		Counseling & Education		
	<u>Who's Responsible</u>			<u>Target Date</u>		
	Jones County Public Health and Community Partners			Jan 1, 2021		
Strategy 2-1.2	Collaborate with at least one school district to increase awareness of youth at risk for overweight/obesity using report cards and/or newsletters for families.	<u>Strategy Type</u>		Counseling & Education		
	<u>Who's Responsible</u>			<u>Target Date</u>		
	Jones County Public Health and Community Partners			Jan 1, 2021		

Objective 2-2 Increase the percentage of adults who consume five or more servings of fruits and vegetables per day from 17.5 percent in 2012 to 20 percent by the end of 2020.

Baseline Year	Baseline Value	Target Year	Target Value
2012	17.5	2020	20

Strategy 2-2.1 Increase awareness of good nutrition and healthful diets through health promotion campaigns.

Strategy Type
Counseling & Education

Who's Responsible
Jones County Public Health and Community Partners

Target Date
Jan 1, 2021

Community Priority

Mental Health & Illness

Goal #1	By 2021, improve the understanding of mental health and mental illness, and increase awareness of available resources and services.	National Alignment	State Alignment
		Mental Health	Mental Health & Mental Disorders

Objective 1-1	Reduce the percentage of Jones County youth in grades 6, 8, and 11 who have experienced sadness or hopelessness lasting two weeks or more that resulted in decreased normal activity from 12 percent in 2014 to 10 percent by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value
		2014	12	2020	10

Strategy 1-1.1	Increase parental and teacher awareness of signs and symptoms of youth depression and available services.	Strategy Type
		Counseling & Education
	<u>Who's Responsible</u>	<u>Target Date</u>
	Jones County Public Health and Community Partners	Jan 1, 2021

Objective 1-2	Reduce the percentage of eleventh graders who seriously consider attempting suicide from 13 percent in 2014 to 11 percent by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value
		2014	13	2020	11

Strategy 1-2.1	Increase parental and teacher awareness of warning signs for suicide and how to connect individuals in crisis with assistance.	Strategy Type
		Counseling & Education
	<u>Who's Responsible</u>	<u>Target Date</u>
	Jones County Public Health and Community Partners	Jan 1, 2021

Objective 1-3	Decrease the number of poor mental health days, as reported in the BRFSS, from 3.7 days per month in 2011 to 2.6 days per month by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value
		2011	3.7	2020	2.6

Strategy 1-3.1	Increase awareness of mental health, mental illness diagnoses, services, and community support through health promotion campaigns and social marketing.	Strategy Type
		Counseling & Education
	<u>Who's Responsible</u>	<u>Target Date</u>
	Jones County Public Health and Community Partners	Jan 1, 2021

Community Priority

Addictive Behaviors

Goal #1		National Alignment	State Alignment			
By 2021, reduce the proportion of Jones County adults who drink excessively.		Substance Abuse	Addictive Behaviors			
Objective 1-1	Reduce the proportion of Jones County adults who drink excessively from 32.4 percent in 2012 to 28 percent by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2012	32.4%	2020	28%	
Strategy 1-1.1	Raise awareness about the beer tax and support efforts to increase the beer tax.	Strategy Type		Environmental / Policy / Systems Change		
	Who's Responsible	Target Date		Jan 1, 2021		
	Jones County Public Health and Community Partners					
Strategy 1-1.2	Help sustain responsible beverage service training in Jones County.	Strategy Type		Environmental / Policy / Systems Change		
	Who's Responsible	Target Date		Jan 1, 2021		
	Jones County Public Health and Community Partners					
Strategy 1-1.3	Use positive education campaigns (e.g., social norms) to promote responsible drinking.	Strategy Type		Counseling & Education		
	Who's Responsible	Target Date		Jan 1, 2021		
	Jones County Public Health and Community Partners					

Goal #2		National Alignment	State Alignment			
By 2021, reduce the proportion of Jones County adults who currently smoke.		Tobacco Use	Addictive Behaviors			
Objective 2-1	Reduce cigarette smoking by adults from 22.1 percent in 2012 to 18 percent by the end of 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2012	22.1%	2020	18%	
Strategy 2-1.1	Increase smoke-free public areas in Jones County, such as parks and other public recreation areas.	Strategy Type		Environmental / Policy / Systems Change		
	Who's Responsible	Target Date		Jan 1, 2021		
	Jones County Public Health and Community Partners					
Strategy 2-1.2	Support efforts to raise the legal smoking age to 21.	Strategy Type		Environmental / Policy / Systems Change		
	Who's Responsible	Target Date		Jan 1, 2021		
	Jones County Public Health and Community Partners					
Strategy 2-1.3	Increase awareness of health-related concerns associated with smoking, benefits of quitting, and available support and resources.	Strategy Type		Counseling & Education		
	Who's Responsible	Target Date		Jan 1, 2021		
	Jones County Public Health and Community Partners					