

Madison County Health Improvement Plan

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For additional information, CONTACT:

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Community Priority

Healthy Living

Goal #1	Improve mental health awareness and resources to Madison County residents.	National Alignment	State Alignment			
		Healthy People 2020	Healthy Iowans			
Objective 1-1	Increase awareness of mental health resources, diagnosis and treatments by 6% from current rates by January 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2013	16%	2020	10%	
Strategy 1-1.1	Develop a public awareness campaign to increase the community's access to information regarding mental wellness, mental health resources, diagnosis and treatment.	Strategy Type Counseling & Education				
	Who's Responsible Madison County Public Health, CHNA-HIP Steering Committee	Target Date Feb 1, 2017				
Strategy 1-1.2	Promote 24 hour Crisis Line for mental health emergencies	Strategy Type Counseling & Education				
	Who's Responsible Madison County Public Health, CHNA-HIP Steering Committee	Target Date Feb 1, 2017				
Strategy 1-1.3	Promote use of Tele-psych in local hospital.	Strategy Type Counseling & Education				
	Who's Responsible Madison County Public Health, CHNA-HIP Steering Committee, Madison County Health Care System	Target Date Feb 1, 2017				
Objective 1-2	Reduce the percentage of 11th graders who seriously considered attempting suicide by 4% from current rates by January 2020.	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	20%	2020	16%	
Strategy 1-2.1	Develop an educational outreach campaign to the schools in Madison County.	Strategy Type Counseling & Education				
	Who's Responsible Madison County Public Health, CHNA-HIP Steering Committee, Employee & Family Resources	Target Date Feb 1, 2017				
Goal #2	Decrease substance abuse rates for youth in Madison County.	National Alignment	State Alignment			
		Healthy People 2020	Healthy Iowans			
Objective 2-1	Decrease percentage of 11th graders who perceived the access to alcohol, tobacco and all drug products as being 'easy or very easy' from the current 79% indicated in the 2014 Iowa Youth Survey, to 75% for the 2018 report.	Baseline Year	Baseline Value	Target Year	Target Value	
		2014	79%	2018	75%	
Strategy 2-1.1	Develop an educational outreach campaign to the schools in Madison County.	Strategy Type Counseling & Education				
	Who's Responsible Madison County Public Health, CHNA-HIP Steering Committee, Employee & Family Resources	Target Date Feb 1, 2017				

Strategy 2-1.2 Raise community awareness through media articles. Strategy Type
Counseling & Education

Who's Responsible
Madison County Public Health

Target Date
Apr 1, 2016

Report Date
January 2016

Progress on Strategy
 Complete
 On track
 Off track
 No progress

Progress notes: Two articles were published with a local newspaper in January 2016.

Strategy 2-1.3 Develop a public awareness social media educational campaign. Strategy Type
Counseling & Education

Who's Responsible
Madison County Public Health, CHNA-HIP Steering Committee

Target Date
Feb 1, 2017

Objective 2-2	Maintain or decrease current below-state-average rating of 4% for electronic cigarette use in youth for 2018 data.	Baseline Year	Baseline Value	Target Year	Target Value
		2014	4%	2018	4%

Strategy 2-2.1 Align with community partners to develop an educational outreach campaign to the schools in Madison County. Strategy Type
Counseling & Education

Who's Responsible
Madison County Public Health, CHNA-HIP Steering Committee, Iowa Lung Association

Target Date
Feb 1, 2017

Report Date

Progress on Strategy
 Complete
 On track
 Off track
 No progress

Progress notes: "10 Things You Need to Know" on electronic smoking devices and "Youth and Tobacco: Starting the Conversation" brochures are being distributed in the schools by the ALA.

Goal #3 Reduce the percentage of breast cancer incident rates in Madison County.

National Alignment	State Alignment
National Comprehensive Cancer Control Program	Iowa Comprehensive Cancer Control Program

Objective 3-1	Increase the percentage of mammography screenings by 5% from current rates by January 2020.	Baseline Year	Baseline Value	Target Year	Target Value
		2012	61.8%	2020	56.8%

Strategy 3-1.1 Provide community health education through media campaigns. Strategy Type
Long-Lasting Protective Intervention

Who's Responsible
Madison County Public Health, Madison County Health Care System

Target Date
Feb 1, 2017

Strategy 3-1.2 Align with local physicians to participate in mammography screening grants. Strategy Type
Long-Lasting Protective Intervention

Who's Responsible
Madison County Public Health

Target Date
Feb 1, 2017

Community Priority

Prevent Epidemics & The Spread of Disease Assessment

Goal #1 Reduce the percentage of influenza related pneumonia hospitalizations in Madison County.	National Alignment	State Alignment
	Healthy People 2020	IDPH - Acute Disease Epidemiology Program

Objective 1-1 Decrease influenza-related pneumonia hospitalizations rates by 50 (age adjusted per 100,000) from current rate by July 1, 2020.	Baseline Year	Baseline Value	Target Year	Target Value
	2013	491.79	2020	441.79

Strategy 1-1.1 Promote pneumococcal and influenza vaccinations annually through public awareness campaigns.	<u>Strategy Type</u> Long-Lasting Protective Intervention
<u>Who's Responsible</u> Madison County Public Health, local pharmacies, local providers	<u>Target Date</u> Jul 1, 2020

Strategy 1-1.2 Offer pneumococcal and influenza vaccinations to home bound clientele.	<u>Strategy Type</u> Clinical Intervention
<u>Who's Responsible</u> Madison County Public Health	<u>Target Date</u> Aug 1, 2018

Strategy 1-1.3 Expand flu clinics to outlying towns in Madison County.	<u>Strategy Type</u> Clinical Intervention
<u>Who's Responsible</u> Madison County Public Health	<u>Target Date</u> Aug 1, 2018

Strategy 1-1.4 Distribute hand sanitizers and education on influenza to local businesses.	<u>Strategy Type</u> Long-Lasting Protective Intervention
<u>Who's Responsible</u> Madison County Public Health	<u>Target Date</u> Sep 1, 2016

<u>Report Date</u>	<u>Progress on Strategy</u>
	<input type="checkbox"/> Complete <input checked="" type="checkbox"/> On track <input type="checkbox"/> Off track <input type="checkbox"/> No progress

Progress notes: