

Monroe County Health Improvement Plan

Date Updated: February 11, 2016



For additional information, CONTACT:

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Community Priority

Decrease stigma associated with mental health. Increase awareness of MH issues.

Goal #1 Provide Mental Health First Aid training on two occasions to a total of 50 community members/leaders. One training with a youth/adolescent focus and one with an adult focus for a comprehensive awareness and knowledge base in our community.

National Alignment
The National Council for Behavioral Health has a goal for Mental Health First Aid training; "Help Make Mental Health First Aid 1 Million Strong. Be 1 in a million. #1in1m."

State Alignment

Objective 1-1	Contact staff to provide Mental Health First Aid classes within Monroe County and encourage attendance of at least 50 community members from the community with classes to be completed by May 31, 2016. Specifically encouraging youth class to teachers and coaches, 4-H and Extension staff and members/leaders.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0 Community members educated	2018	50

Strategy 1-1.1 If more community members have some knowledge of mental health first aid, there will be greater awareness of mental health issues within our community and the opportunity to provide the necessary referrals.

Strategy Type
Counseling & Education

Who's Responsible
Public Health will set up the class and distribute flyers to invite participation.

Target Date
May 31, 2016

Report Date
02/11/2016

Progress on Strategy

Complete On track Off track No progress

Progress notes: Classes have been scheduled for April 22, 2016 and May 2, 2016. Flyers have been developed and are currently being distributed to encourage participation. Monroe County Hospital and Clinics have agreed to provide a meal during the training.

Goal #2 Monroe County Public Health will promote mental health awareness through advertising. ie.. newspaper article, radio spots, newspaper ads.

National Alignment

State Alignment

Objective 2-1	Increase awareness and decrease stigma of mental illness.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0 articles	2016	1 article

Strategy 2-1.1 Write 1 article for the newspaper r/t mental health to increase awareness.

Strategy Type
Counseling & Education

Who's Responsible
Monroe County Public Health or designee

Target Date
08/31/2016

Objective 2-2	Increase awareness of mental illness and decrease stigma.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0 radio spots	2016	10 radio spots

Strategy 2-2.1 Put 10 radio spots on local radio.

Strategy Type
Counseling & Education

Who's Responsible
Monroe County Public Health

Target Date
08/31/2016

Report Date

02/11/2016

Progress on Strategy

Complete

On track

Off track

No progress

Progress notes: Currently running mental health spots 5x daily for the next 6 weeks on local radio station. Ads focused on highest listening periods of Monday through Friday from 7am to 9pm.

Objective 2-3

Increased awareness of mental health issues and decrease stigma.

Baseline Year

2015

Baseline Value

0 ads

Target Year

2016

Target Value

1 ad

Strategy 2-3.1

Put ad in local newspaper related to mental health.

Strategy Type

Counseling & Education

Who's Responsible

Public Health or designee

Target Date

08/31/2016

Community Priority

Obesity reduction in Monroe County

Goal #1 Decrease obesity rates in Monroe County by 5% by 2018.

National Alignment

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State Alignment

Very in-line with the Healthiest State Initiative. The Healthiest State Initiative states, "The Healthiest State Initiative is intended to inspire Iowans and their communities throughout the state to improve their health and happiness. To achieve our goal, individuals, families, businesses, faith-based organizations, not-for-profits and the public sector will unite in a community-focused effort to make Iowa the healthiest state in the nation."

Objective 1-1 Provide nutrition education and/or healthy cooking demonstrations to Monroe County residents. We have partnered with the Hy-Vee Dietitian, from the Ottumwa, IA stores, to provide education regarding healthy food choices and cooking, food labels and nutrition information, and portion distortion.

Baseline Year	Baseline Value	Target Year	Target Value
2015	0	2016	20 residents

Strategy 1-1.1 Initiate system for physicians to refer patients for nutrition education by April 2016.

Strategy Type
Counseling & Education

Who's Responsible
Public Health

Target Date

Strategy 1-1.2 Monroe County Public Health staff will set up a time to meet with local physicians about referral system for patients needing nutrition education.

Strategy Type
Counseling & Education

Who's Responsible
Public Health

Target Date
08/31/2016

Report Date
02/11/2016

Progress on Strategy

Complete On track Off track No progress

Progress notes: We currently have an appointment to meet with local physicians on February 16, 2016 to discuss nutrition education program and referral process.

Strategy 1-1.3 Provide healthy cooking demonstrations or education for anyone referred by their physician or self referred.

Strategy Type
Counseling & Education

Who's Responsible
Public Health, ISU extension, Hy-Vee dietician

Target Date
08/31/2016

Strategy 1-1.4 Using funds from CHNA HIP Unmet Needs grant, provide scholarships for clients referred by their physician to attend nutrition education and/or healthy cooking classes.

Strategy Type
Counseling & Education

Who's Responsible
Monroe County Public Health, local physicians

Target Date
08/31/2016