

Madison County Health Improvement Plan

Date Updated: May 16, 2018



For additional information, CONTACT:

Name	Organization	Phone	Email
Sharon Miller	Madison County Public Health	515-462-9051	smiller@madisoncoia.us

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

Report Date
May 16, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: Developed a Mental Health resource guide and distributed to community partners and public. Updated resource guide distributed 5/2018.

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

Report Date
May 16, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: Distributed to communities during Suicide Prevention Week in 2016. Distributed to partners during community meetings. Distributed to local businesses in 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

Report Date
May 16, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: Relayed information at community partners meetings.

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

Report Date

May 16, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: School Administrator and partners developed a "Rude, Mean or Bullying" program in the Winterset School District. Worked with ISU students to implement a Bullying campaign in Earlham School District. Students promoted SAMHSA's "KnowBullying" app, and developed an informational flyer about the signs of bullying.

Goal #2 Decrease substance abuse rates for youth in Madison County.

National Alignment

Healthy People 2020

State Alignment

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%

Report Date

May 16, 2018

Year

2016

Value

78.5

Progress on Objective

Met, trend in right direction Not met, trend in right direction
 Met, no trend Not met, no trend
 Met, trend in wrong direction Not met, trend in wrong direction

Progress notes: Compilation of IYS questions and data indicate a slight decrease in the right direction.

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

Report Date

May 16, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes:

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: May 16, 2018

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

Report Date: May 16, 2018

Progress on Strategy: Complete On track Off track No progress

Progress notes: Utilizing social media to inform public and share resources.

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: May 16, 2018

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

Report Date

May 16, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: Worked with Polk County Health Department to promote a Breast Cancer Awareness display in October 2017 at the Winterset Public Library. Promoted the "Know Your Normal" campaign and distributed information during this event.

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

Report Date

May 16, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: Health Women grant is offered in Madison County

Community Priority

Prevent Epidemics & The Spread of Disease Assessment

Goal #1 Reduce the percentage of influenza related pneumonia hospitalizations in Madison County.

National Alignment: Healthy People 2020

State Alignment: 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. Strategy Type: Long-Lasting Protective Intervention

Who's Responsible: Madison County Public Health, local pharmacies, local providers
Target Date: Jul 1, 2020

Report Date: May 16, 2018
Progress on Strategy: Complete On track Off track No progress

Progress notes: Routinely promote vaccination October through March via websites and social media.

Strategy 1-1.2 Offer pneumococcal and influenza vaccinations to home bound clientele. Strategy Type: Clinical Intervention

Who's Responsible: Madison County Public Health
Target Date: Aug 1, 2018

Report Date: May 16, 2018
Progress on Strategy: Complete On track Off track No progress

Progress notes:

Strategy 1-1.3 Expand flu clinics to outlying towns in Madison County. Strategy Type: Clinical Intervention

Who's Responsible: Madison County Public Health
Target Date: Aug 1, 2018

Report Date: May 16, 2018
Progress on Strategy: Complete On track Off track No progress

Progress notes: Additional clinics were offered in multiple towns in Madison County.

Strategy 1-1.4 Distribute hand sanitizers and education on influenza to local businesses. Strategy Type: Long-Lasting Protective Intervention

Who's Responsible: Madison County Public Health
Target Date: Sep 1, 2016

Report Date

May 16, 2018

Progress on Strategy

Complete

On track

Off track

No progress

Progress notes: