

# Monroe County Health Improvement Plan

Date Updated: July 9, 2018



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

Report Date  
July 9

Year  
2018

Value  
40

**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: We sponsored 2 "Mental Health First Aid" classes with 1 focusing on adolescents and 1 focusing on adults. There were 20 participants registered in each session. We encouraged participation by contacting schools, the hospital, local coaches, churches, law enforcement, and ISU extension.

**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

Report Date  
July 9

Year  
2018

Value  
1 article

**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: We put an article in the paper during Mental Health month about "Mental Health Awareness".

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

Report Date  
July 9

Year  
2018

Value  
210 Radio spots

Progress on Objective

<input type="checkbox"/> Met, trend in right direction	<input type="checkbox"/> Not met, trend in right direction
<input checked="" type="checkbox"/> Met, no trend	<input type="checkbox"/> Not met, no trend
<input type="checkbox"/> Met, trend in wrong direction	<input type="checkbox"/> Not met, trend in wrong direction

Progress notes: We ran Mental Health radio spots on the radio 5x daily for 6 weeks for a total of 210 airings. We utilized 1 in 5 minds and NAMI created radio spots to be in-line with nation messages and other media strategies. We wanted to match the national campaigns to prevent mixed or confused messaging.

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

<input checked="" type="checkbox"/> Complete	<input type="checkbox"/> On track	<input type="checkbox"/> Off track	<input type="checkbox"/> No progress
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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	Baseline Value	Target Year	Target Value
2015	0 ads	2016	1 ad

Report Date  
July 9

Year  
2018

Value  
1 ad

Progress on Objective

<input type="checkbox"/> Met, trend in right direction	<input type="checkbox"/> Not met, trend in right direction
<input checked="" type="checkbox"/> Met, no trend	<input type="checkbox"/> Not met, no trend
<input type="checkbox"/> Met, trend in wrong direction	<input type="checkbox"/> Not met, trend in wrong direction

Progress notes: We had an ad in the paper to promote mental health month.

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

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

Report Date

July 9

Year

2018

Value

34

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:** We provided a nutrition education opportunity with the Hy-Vee dietitian. This event was held at the Monroe County Hospital conference room. MCHC assisted by providing a healthy snack for those in attendance. We reached out to the physicians at MCHC to encourage referrals to the educational opportunity. There were 14 attendees ranging in age from 44 to 83. Also for the obesity piece, we provided healthy cooking demonstrations for parents and their children who attended a Healthy Kids Carnival at the Family Life Center. There were approximately 20 adults that watched the healthy cooking demonstrations and were able to sample the recipes.

Report Date

July 9

Year

2018

Value

Decreased by 2%

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:** According to countyhealthrankings.org/, Monroe Co., IA data showed 34% of adults 30 years and older in report year 2015 with a BMI of 30 or greater. We have decreased that percentage to 32% as of report year 2017 and we have continued to hold steady on that progress for the 2018 report year. We continue to stay at 32% and are in-line with the state average. The ongoing goal is to continue to work on decreasing this percentage, but we are celebrating this move and maintenance as a success.

**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