

Cass County Health Improvement Plan 2017-2021



Date Updated: May 31, 2019

For additional information, CONTACT:

| Name | Organization | Phone | Email |
|------------|---------------------------|--------------|----------------------|
| Beth Olsen | Cass County Public Health | 712-243-7552 | olsea@casshealth.org |

Strategic Priority:

Promote Healthy Living

Promote Healthy Living

Goal #1 By 2021 increase Cass County health ranking for health outcomes from 88th to 75th in the state of Iowa.

Alignment with National Plans

Alignment with State / Other Plans

Promote Healthy Living

Objective 1-1 Increase the length and quality of life for residents of Cass County by focusing on education and promotion of preventative health measures.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015 | 88 | 2021 | 75 |

Data Source & Location: County Health Rankings

Report Date

May 31, 2019

Year

2019

Value

73

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: Cass County ranks 73rd out of 99 counties in health outcomes.

Promote Healthy Living

Strategy 1-1.1 Implement 3 of the "Blue Zones Power 9" strategies county wide in the next 5 years focusing on Move Naturally, Eat Wisely and Family First. We will develop/implement strategies and identify partners over the first year then revisit and adjust annually.

Strategy Type

Community-focused

Strategy Source & Location

Who's Responsible

Healthy Cass County

Target Date

01/31/2017

Report Date

May 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: Move Naturally -Held Walking Audit Workshop with Healthy Hometown powered by Wellmark, Developed walking maps for all 8 Cass County towns, Healthy Kid's Day at YMCA, Healthiest State Walks, Cass County Conservation hosting over 40 free outdoor activity programs reaching 660 people, sending one representative to Iowa Walking College program
 Eat Wisely- Farmers Markets with weekly attendance sometimes over 400, Backpack program, Local Food Policy Council, Harvest Market, Farm to School Program, Celebration of Local Foods Day at schools; Kiwanis Childhood Hunger Program partnering with Head Start.

Family First- promoting family focused events (ex: Family Fun/Skate Nights at YMCA, town holiday celebrations, Harvest Market, Movies in Park, etc.); ISU received Prosper grant to educate at risk families/youth in schools re: substance abuse education/prevention

Promote Healthy Living

Strategy 1-1.2 Work in cooperation with county health and other officials to make sure links/access to current preventative health resources are accessible on the Cass County website and other commonly accessed sites. Review and update twice per year.

Strategy Type
Community-focused

Strategy Source & Location

Who's Responsible
Healthy Cass County

Target Date
10/01/2016

Report Date
May 31, 2019

| <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: Cass County Public Health program information available on the County web page and the Cass County Health System page. Healthy Cass County now has an active website located on county page and social media page. Developed a Community Urgent Need Resource guide for distribution, updated biannually. Started a "Healthy Cass County Highlights" newspaper column for monthly meeting highlights

Promote Healthy Living

Strategy 1-1.3 Focus on oral health through education and policy support by increasing the number of providers in the county who regularly accept under served audiences to at least one.

Strategy Type
Professional/provider-focused

Strategy Source & Location

Who's Responsible
HCCMS i-Smile Coordinator, Healthy Cass County

Target Date
07/31/2020

Report Date
May 31, 2019

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

Progress notes: No dental providers consistently see understerved population. Healthy Cass County shares free dental clinic information within driving distance when available.

Promote Healthy Living

Goal #2 By 2021 decrease the obesity rate in Cass County.

Alignment with National Plans

Alignment with State / Other Plans

Promote Healthy Living

| | | | | | |
|----------------------|--|---------------|----------------|-------------|--------------|
| Objective 2-1 | Decrease the rate from 32% to 30% by 2018 and then maintain the lower rate for the next 3 years. | Baseline Year | Baseline Value | Target Year | Target Value |
| | | 2015 | 32 | 2018 | 30 |

Data Source & Location: County Health Rankings

Report Date: May 31, 2019
 Year: 2019
 Value: 35

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: Obesity in Cass County remains at 35%

Promote Healthy Living

Strategy 2-1.1 Initiate/coordinate/publicize obesity prevention activities and educate public on topics. **Strategy Type** Community-focused

Strategy Source & Location

Who's Responsible: Healthy Cass County

Target Date: 07/31/2021

Report Date: May 31, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: The public continues to receive education through various media sources. We now have an active Healthy Cass County Facebook page to spread health information and events to our county. We have walking maps for all 8 communities in Cass County. Trail infrastructure/development continues at Schildberg Rec Area.

Promote Healthy Living

Strategy 2-1.2 Continue the Cass County Local Food Policy Council's support of County Farmers Markets, including cooking demonstrations and coupons for produce. **Strategy Type** Community-focused

Strategy Source & Location

Who's Responsible: Healthy Cass County

Target Date: 07/31/2021

Report Date: May 31, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Our Local Food Policy Council continues to promote and support County Farmers Markets. Master Gardeners donated over 2,000 pounds of fresh produce to area daycares and senior centers. Cass County also received funding for a USDA Farm to School Planning grant who worked with all school districts throughout the county. Master Gardeners Food Insecurity grant has been used to teach individuals at food pantries throughout the county how to freeze extra produce for later use.

Promote Healthy Living

Strategy 2-1.3 Encourage CCHS OB department and the medical practitioners in the county to promote breast feeding because of its relationship with obesity.

Strategy Type
Professional/provider-focused

Strategy Source & Location

Who's Responsible
Healthy Cass County

Target Date
07/31/2021

| | |
|------------------------------------|---|
| <u>Report Date</u> May 31, 2019 | <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: Providers and Nurses encourage breast feeding and provide resources to all expectant mothers at prenatal visits and during their hospital stay.

Promote Healthy Living

Strategy 2-1.4 Strengthen partnerships/links with each school district to promote healthy activities in Cass County working with young people to understand the health risks of obesity and encourage participation with Healthy Cass County.

Strategy Type
Community-focused

Strategy Source & Location

Who's Responsible
Healthy Cass County

Target Date
07/31/2021

| | |
|------------------------------------|---|
| <u>Report Date</u> May 31, 2019 | <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: Two Atlantic school representatives attend the Healthy Cass County meetings and show their support of county-wide initiatives. All county schools participate with Farm to School initiatives. CCMH Diabetes Center talks with all county 5th graders about diabetes prevention on a yearly basis.

Promote Healthy Living

Goal #3 By 2021 decrease Tobacco/Nicotine use in Cass County.

Alignment with National Plans

Alignment with State / Other Plans

Promote Healthy Living

| | | | | | |
|----------------------|--|---------------|----------------|-------------|--------------|
| Objective 3-1 | Reduce youth usage from 19.8% to state level of 18.1% to bring us in line with the state average based on the Iowa Youth Survey results. | Baseline Year | Baseline Value | Target Year | Target Value |
| | | 2015 | 19.8 | 2021 | 18.1 |

Data Source & Location: Iowa Youth Survey

Report Date: May 31, 2019

Year: 2019

Value: NA

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: No new results from Tobacco division

Promote Healthy Living

Strategy 3-1.1 Provide education in the school setting, including Kiwanis Builders Club, to show the effects of tobacco/nicotine usage.

Strategy Type: Community-focused

Strategy Source & Location

Who's Responsible: Health Promotion Strategies group, Healthy Cass County

Target Date: 07/31/2021

Report Date: May 31, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Local Kiwanis group provides tobacco prevention work through Builders Club/Key Club in the Atlantic School district. All county schools and many local organizations are now TF/NF campuses. Continue to work closely with the daycares and preschools on adopting a TF/NF policy.

Promote Healthy Living

| | | | | | |
|----------------------|--|---------------|----------------|-------------|--------------|
| Objective 3-2 | Reduce adult tobacco/nicotine usage from 15% to 13%. | Baseline Year | Baseline Value | Target Year | Target Value |
| | | 2015 | 15 | 2021 | 13 |

Data Source & Location: County Health Rankings

Report Date: May 31, 2019

Year: 2019

Value: 16

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: Adult smoking percentage is at 16% in Cass County

Promote Healthy Living

Strategy 3-2.1 Provide education and resources to adults wanting to stop using tobacco/nicotine products.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Who's Responsible
Health Promotion Strategies group, Healthy Cass County

Target Date
07/31/2021

Promote Healthy Living

Objective 3-3 Increase Quit line contacts by 15% in Cass County.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015 | NA | 2021 | NA |

Data Source & Location
Iowa Quitline Data

Report Date
May 31, 2019

Year
2019

Value
NA

Progress on Objective

| | |
|--|--|
| <input type="checkbox"/> Met, trend in right direction | <input type="checkbox"/> Not met, trend in right direction |
| <input 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: No recent Quitline numbers available. It should be noted that there was a change in the reporting system, so true increase in numbers is hard to calculate from baseline

Promote Healthy Living

Strategy 3-3.1 Monitor Quit line website for number of contacts.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Who's Responsible
Health Promotion Strategies group, Healthy Cass County

Target Date
07/31/2021

Report Date
May 31, 2019

Progress on Strategy

| | | | |
|-----------------------------------|-----------------------------------|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Complete | <input type="checkbox"/> On track | <input type="checkbox"/> Off track | <input type="checkbox"/> No progress |
|-----------------------------------|-----------------------------------|------------------------------------|--------------------------------------|

Progress notes: Cass County: 5 Quitline Calls (July-Dec); 13 Quitline Fax (July-Dec). These numbers are significantly less than the previous year.

Strategic Priority:

Protect Against Environmental Hazards

Protect Against Environmental Hazards
Goal #1 By 2021 provide fluoridated water in all communities in the county.

Alignment with National Plans

Alignment with State / Other Plans

Protect Against Environmental Hazards

| | | | | | |
|----------------------|--|---------------|----------------|-------------|--------------|
| Objective 1-1 | All communities will have fluoridated water at recommended levels. | Baseline Year | Baseline Value | Target Year | Target Value |
| | | 2015 | 30 | 2021 | 100 |

Data Source & Location

Report Date

May 31, 2019

Year

2019

Value

30

Progress on Objective

- | | |
|--|--|
| <input type="checkbox"/> Met, trend in right direction | <input type="checkbox"/> Not met, trend in right direction |
| <input 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: Atlantic and Griswold remain the only two cities with fluoridated water. Atlantic Municipal Utilities was awarded for 50 years of water fluoridation

Protect Against Environmental Hazards

Strategy 1-1.1 Create a position statement and explore funding options to ensure all residents have access to fluoridated water. **Strategy Type** Policy-focused

Strategy Source & Location

Who's Responsible

Cass County Board of Health, HCCMS i-Smile Coordinator

Target Date

07/31/2021

Report Date

May 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: Funding opportunities are known, currently no other communities are interested in water fluoridation.

Report Date

May 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: BOH has created a position statement on water fluoridation.

Report Date

May 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: HCCMS i-Smile coordinator continues to offer sealant programs at area Elementary schools and daycare facilities

Strategic Priority:

Prepare for, Respond to, & Recover from Public Health Emergencies

Prepare for, Respond to, & Recover from Public Health Emergencies
Goal #1 By 2021 increase knowledge of residents of how to respond to a Public Health Emergency.

Alignment with National Plans

Alignment with State / Other Plans

Prepare for, Respond to, & Recover from Public Health Emergencies

| | | | | | |
|----------------------|---|---------------|----------------|-------------|--------------|
| Objective 1-1 | Educate public with effective messaging that defines the Public Health Emergency and how they should respond. | Baseline Year | Baseline Value | Target Year | Target Value |
| | | 2015 | NA | 2021 | NA |

Data Source & Location

Report Date

May 31, 2019

Year

2019

Value

NA

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: Enrolling public into the WEN system which allows mass-spread of emergent information quickly. Cass County EMA and Healthy Cass County plug the WEN system on social media when possible.

Prepare for, Respond to, & Recover from Public Health Emergencies

Strategy 1-1.1 Cass County Healthcare Coalition will put out a quarterly PSA with articles in the newspaper, radio, and social media on what to do in case of an emergency. Strategy Type

Strategy Source & Location

Who's Responsible

Cass County Healthcare Coalition, Healthy Cass County

Target Date

07/31/2021

Report Date

May 31, 2019

Progress on Strategy

- Complete
- On track
- Off track
- No progress

Progress notes: Emergency preparedness messages and community events held to inform public on emergency situations. Cass County EMA has active Facebook page with frequent updates regarding handling emergency situations. Healthy Cass County members continue to be involved in tabletop exercises, Storm Spotter Training, ALICE training in schools and Every 15 Minutes program. Cass County Public Health has trained over 700 individuals in Stop the Bleed/Bleeding Control techniques.

Prepare for, Respond to, & Recover from Public Health Emergencies

| | | | | | |
|----------------------|---|---------------|----------------|-------------|--------------|
| Objective 1-2 | Increase by 33% the number of volunteers in Cass County who are registered on I-Serve with their credentials. | Baseline Year | Baseline Value | Target Year | Target Value |
| | | 2015 | NA | 2021 | NA |

Data Source & Location

Report Date

May 31, 2019

Year

2018

Value

132

Progress on Objective

- | | |
|---|--|
| <input checked="" type="checkbox"/> Met, trend in right direction | <input type="checkbox"/> Not met, trend in right direction |
| <input 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: Increased I-Serve medical/non-medical volunteer enrollment from 3 to 132. Continue to encourage community members to enroll in I-Serve.

Prepare for, Respond to, & Recover from Public Health Emergencies

Strategy 1-2.1 Develop Standard Operating Guides and drills to deal with credentialed volunteers. Strategy Type
Policy-focused

Strategy Source & Location

Who's Responsible

Cass County Healthcare Coalition, Healthy Cass County

Target Date

07/31/2021

Report Date

May 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: County EMA has badging system to check credentialed volunteers in/out in an emergent situation. No volunteer specific drill conducted to date.

Prepare for, Respond to, & Recover from Public Health Emergencies

Strategy 1-2.2 Complete After Action Reports after each drill/incident to document how the emergency and volunteers were handled. Strategy Type

Strategy Source & Location

Who's Responsible

Public Health/Hospital/EMA

Target Date

0/31/2021

Report Date

May 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: AAR completed after each drill/incident

Strategic Priority:

Strengthen the Health Infrastructure

Strengthen the Health Infrastructure
Goal #1 BY 2021 develop a Leadership Team to disseminate information to residents.

Alignment with National Plans

Alignment with State / Other Plans

Strengthen the Health Infrastructure

| | | | | | |
|----------------------|---|---------------|----------------|-------------|--------------|
| Objective 1-1 | By 2021 hire a Wellness Coordinator to work with Healthy Cass County. | Baseline Year | Baseline Value | Target Year | Target Value |
| | | 2015 | 0 | 2021 | 1 |

Data Source & Location: NA

Report Date: May 31, 2019

Year: 2021

Value: NA

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: Interviews are underway for a PT County Wellness Coordinator position. The position is funded by a partnership between Cass County Board of Supervisors, ISU Extension, Nishna Valley Family YMA and Cass County Memorial Hospital.

Strengthen the Health Infrastructure

Strategy 1-1.1 Develop a job description and secure sustainable funding for a Wellness Coordinator by 12/31/2016. **Strategy Type** Community-focused

Strategy Source & Location

Who's Responsible: Healthy Cass County, Board of Supervisors Target Date: 12/31/2016

Report Date: May 31, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Job description/coordinator role developed and funding is secured for FY20

Strengthen the Health Infrastructure

Strategy 1-1.2 Hire a Wellness Coordinator to work with Healthy Cass County on Health Improvement Plan, look for grant opportunities, and provide community education with Healthy Cass County members. **Strategy Type** Community-focused

Strategy Source & Location

Who's Responsible
Healthy Cass County, Board of Supervisors

Target Date
12/31/2021

Report Date
May 31, 2019

| <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: Interviews are underway for a PT County Wellness Coordinator position.

Strengthen the Health Infrastructure

| Objective 1-2 | Coordinator and designated committee to oversee Health Improvement Plan, providing education to businesses and other entities on how to support a healthy community. | Baseline Year | Baseline Value | Target Year | Target Value |
|----------------------|--|---------------|----------------|-------------|--------------|
| | | 2015 | NA | 2021 | NA |

Data Source & Location

Report Date
May 31, 2019

| Year | <u>Progress on Objective</u> | |
|-------|--|---|
| 2019 | <input type="checkbox"/> Met, trend in right direction | <input checked="" type="checkbox"/> Not met, trend in right direction |
| Value | <input type="checkbox"/> Met, no trend | <input type="checkbox"/> Not met, no trend |
| NA | <input type="checkbox"/> Met, trend in wrong direction | <input type="checkbox"/> Not met, trend in wrong direction |

Progress notes: Interviews are underway for a PT County Wellness Coordinator position.

Strengthen the Health Infrastructure

Strategy 1-2.1 Identify and support businesses/entities in the community with strategies to communicate and strengthen the bonds with businesses, Public Health and Healthy Cass County.

Strategy Type
Community-focused

Strategy Source & Location

Who's Responsible
Healthy Cass County

Target Date
07/31/2021

Report Date
May 31, 2019

| <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: Interviews are underway for a PT County Wellness Coordinator position.