

Cherokee County Health Improvement Plan

Date Updated: May 30, 2019



For additional information, CONTACT:

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Community Priority

Obesity prevention and treatment

Goal #1 By 2021, reduce adult obesity rates in Cherokee County.

National Alignment

Nutrition and weight status

State Alignment

Healthy living; nutrition and food

Objective 1-1 Reduce the percentage of Cherokee County adult residents that are obese from 33% in 2015 to 30% in 2021.

Baseline Year	Baseline Value	Target Year	Target Value
2015	33%	2021	30%

Report Date

Jun 1, 2017

Year

2017

Value

38%

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 checked="" type="checkbox"/> Not met, trend in wrong direction |

Progress notes: Data from the County Health and Rankings & Roadmaps, Robert Wood Johnson Foundation program shows the adult obesity rate increasing; 33% in 2015, 36% in 2016, and currently 38% in the 2017 report.

Report Date

May 21, 2018

Year

2018

Value

34%

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 checked="" 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: Data from the County Health and Rankings & Roadmaps, Robert Wood Johnson Foundation program shows that the adult obesity rate decreased in Cherokee County for the first time in several years; 33% in 2015, 36% in 2016, 38% in 2017 report, and 34% in 2018. Although Cherokee County is still not back to the starting point of 33% adult obesity and not yet close to meeting the objective, the percentage of adult obesity decreased in 2018 which shows positive progress.

Report Date

May 30, 2019

Year

2019

Value

34%

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 checked="" 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: Data from the 2019 County Health and Rankings & Roadmaps, Robert Wood Johnson Foundation program shows that the adult obesity rate remained stable at 34%. The stability of the adult obesity rate for Cherokee County is in contrast with the overall trend for Iowa. The State of Obesity Report which was a collaborative project between the Trust for America's Health and the Robert Wood Johnson Foundation shows that Iowa's obesity rate has been trending upward for nearly three decades; 12.2% in 1990, 20.9% in 2000, and 36.4% in 2017. The Cherokee County Local Board of Health is encouraged with the stability of our adult obesity rate and believes that the strategies we began implementing in 2016 are a contributing factor.

Strategy 1-1.1 In 2016, offer a 5K run/walk utilizing the Cherokee Mental Health Center grounds with a minimum of 2.5% (300) of the residents of Cherokee County (County population is approximately 12,000) participating.

Strategy Type

Counseling & Education

Who's Responsible

Cherokee County Planning Council and Drug Endangered Children's Committee will join together to organize the run/walk.

Target Date

Apr 29, 2016

Report Date

Jun 1, 2017

Progress on Strategy

Complete On track Off track No progress

Progress notes: A "Light the Night" 5K run/walk was held at the Cherokee Mental Health Center grounds on April 22, 2016. Over 400 individuals participated.

Strategy 1-1.2

In 2017 and annually thereafter, offer the Live Healthy Iowa 10 Week Wellness Challenge to residents of Cherokee County. Increase participation by 10% each year due to increases in formal marketing efforts as well as informal (word of mouth) marketing via previous participants.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

CRMC Marketing, Wellness, and Public Health Departments

Target Date

Jan 1, 2017

Report Date

Jun 1, 2017

Progress on Strategy

Complete On track Off track No progress

Progress notes: CRMC decided to market their own weight loss challenge modeled after the Live Healthy Iowa 10 Week Wellness Challenge. The CRMC challenge was called "100 Day, 100 Pound Challenge" The challenge was open and marketed to the entire community as well as CRMC employees. Teams of 6-10 members were formed and challenged to lose 100 pounds in 100 days. The results were that 28 teams participated with over 250 individuals. Participants lost a total of 1,205.9 lbs (3% of body weight). The Challenge ran from November 1, 2016 until February 15, 2017. The plan is to either continue with this Challenge or the Live Healthy Iowa Challenge in future years.

Report Date

May 21, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: Due to the great response in 2017, CRMC decided to again market their own weight loss challenge modeled after the Live Healthy Iowa 10 Week Wellness Challenge from January 15th to March 26th, 2018. The CRMC challenge was called "Maintain, Don't Gain." The challenge was open and marketed to the entire community as well as CRMC employees. Over 50% of the participants were community members. All combined, 69% of the participants either maintained their starting weight or lost weight.

Report Date

May 30, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: CRMC offered the annual holiday weight loss challenge, "Maintain, Don't Gain" from November 1, 2018 to January 14, 2019. The challenge was open and marketed to the entire community as well as CRMC employees via email list serves, fliers, Face Book posts and live video, on the CRMC website, and on local radio spots. The challenge was well received and 68% of the participants either maintained their starting weight or lost weight.

Strategy 1-1.3

Beginning in 2016, expand the Loving Your Family Feeding Their Future nutrition program to interested parent education agencies throughout Cherokee County by having the trained instructor from the CRMC Public Health Department make a presentation to at least two community groups per year; presentations will include an explanation of the overall objectives of the program, a mini-session and handouts, criteria for qualifying, and contact information for the program coordination/contract personnel from ISU Extension.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible
CRMC Public Health Department

Target Date
Mar 1, 2016

Report Date
Jun 1, 2017

Progress on Strategy
 Complete On track Off track No progress

Progress notes: A presentation of the Loving Your Family Feeding Their Future nutrition program was given to the Cherokee County Decategorization/Early Childhood Iowa Planning Council on May 19, 2016. A similar presentation was delivered to Cherokee Early Head Start during a socialization on January 10, 2017. One development that may slow progress on this strategy is that the Iowa SNAP-Education Grant Coordinator at Iowa State University Extension and Outreach informed that funding that supports the program will end September 30, 2017. CRMC plans to continue offering the program, but may need to consider revising this strategy as agencies may be hesitant to adopt a program that is not funded.

Report Date
May 21, 2018

Progress on Strategy
 Complete On track Off track No progress

Progress notes: 7/6/17: Sara Wester made a presentation to the Grace United Methodist Women's Church group in Marcus, Iowa. An overview of the Loving Your Family, Feeding Their Future Program as well as an overview of the Healthy Families, Cherokee County Program was given. The church offers many educational programs to families within Cherokee County and some of these involve education on nutrition. 2018 calendars from the Loving Your Family Feeding Their Future Program detailing healthy recipes were left with the Church members for use as they saw fit.

Report Date
May 30, 2019

Progress on Strategy
 Complete On track Off track No progress

Progress notes: The Loving your Family, Feeding Their Future Program offered by Iowa State University and Outreach lost funding September 30, 2017. The program has been replaced with a website entitled, "My Plate for My Family." This website provides family nutrition information and handouts designed for lower-income families with children ages 2-18 but no formal training or funding is available for agencies wishing to utilize the program. CRMC Public Health employs two individuals that were trained as instructors under the Loving Your Family, Feeding Their Future program and they have been instrumental in tailoring information from the My Plate for My Family website for use with our Healthy Families Cherokee County Program. We are recommending the website during collaborative meetings with other appropriate agencies, but we have not made formal presentations as of 2017 when funding was discontinued.

Strategy 1-1.4 Beginning in 2017, promote awareness and use of the National Center on Health, Physical Activity and Disability (NCHPAD)'s 14-week web-based program by marketing via face-to-face presentations, fliers, email, CRMC website, radio spots, and newsprint. Marketing efforts will be directed to disability supported living and employment services; aging apartment complexes and services; mental health services; congregate meal sites; and case-managers. A directory of these services will be developed and marketing efforts will be extended to all known services within one calendar year.

Strategy Type
Address Social Determinant / Health Inequity

Who's Responsible
MRC Unit Coordinator, MRC Unit, Cherokee Healthcare Coalition

Target Date
Jan 1, 2017

<u>Report Date</u> Jun 1, 2017	<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
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Progress notes: We are considering pursuing a partnership with Community Health students at ISU to help with the implementation of this strategy.

<u>Report Date</u> May 21, 2018	<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
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Progress notes: A partnership with Community Health students at ISU to help with the implementation of this strategy. We were assigned a group of three students. We met by Zoom (a type of go-to-meeting technology) four times beginning early September and ending November 30, 2017.

- We all joined the 14-week web-based program. Unfortunately, the web-site did not work correctly for any of the four; a complaint was made, but was not resolved timely. The Cherokee Public Health Supervisor/MRC Unit Leader came up with a new but related project for the students: they each researched and made a brochure detailing an on-line program designed for individuals with a physical or cognitive disability.
- They did a very nice job.

- 1). The ability app: This mobile app does not deal exclusively with physical activity programs. It is being developed by a 12-year-old boy from Idaho who noticed a person in a wheelchair struggling to open a door. He wondered if there was some type of mobile app that disabled individuals could use to find services and features in their specific community to accommodate specific disabilities. Cherokee Public Health does not plan to market this app until it is fully developed and functional.
- 2). Inclusive Fitness Coalition Website: Partner of NCHPAD and the American College of Sports Medicine, promotes physical and emotional well-being for people with disabilities. Offers physical activity guidelines for people with disabilities and ways to overcome barriers in a fitness setting. Cherokee Public Health will collaborate with CRMC Marketing Department to adjust the mock-up brochure for use.
- 3). Healthfinder.gov: A website created by the Office of Disease Prevention and Health Promotion. There is a link for individuals with disabilities to get connected with resources for physical activity and healthy living. Cherokee Public Health will collaborate with CRMC Marketing Department to adjust the mock-up brochure for use.

<u>Report Date</u> May 30, 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
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Progress notes: No progress due to lack of funds for recruitment of Cherokee Medical Reserve Corps (MRC) Unit volunteers that were delegated responsibility for carrying out this strategy. MRC Unit Leader recently wrote for and was awarded a Challenge Award for \$2,500 from the National Association of County and City Health Officials. The monies will be used to recruit, train, and retain MRC volunteers as well as make it possible to advance this strategy.

<p>Strategy 1-1.5 Beginning in 2016, promote awareness and increase use of the Cherokee County bike trails by creating maps of the trails and making them available a variety of ways throughout the county. After creation, the maps will be posted electronically on the Chamber of Commerce and CRMC websites; in paper format at area business that sell bikes and biking equipment as well as other interested businesses and at area health and wellness centers.</p>	<p><u>Strategy Type</u> Counseling & Education</p>
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<u>Who's Responsible</u> CRMC marketing, Wellness, and Public Health Departments	<u>Target Date</u> May 1, 2016
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Report Date

Jun 1, 2017

Progress on Strategy

Complete On track Off track No progress

Progress notes: A community health fair was held by CRMC at the CRMC Wellness Center in November of 2016. Maps of the City of Cherokee bike trails system were available to the health fair participants. The maps are also available on a continuous basis at the CRMC Wellness Center as well as posted on a bulletin board. Future plans are to increase awareness of the maps by posting them on websites and distributing them to area businesses.

Report Date

May 21, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: The Maps of the City of Cherokee bike trails systems are still available on a continuous basis at the CRMC Wellness Center as well as posted on their bulletin board. The maps were forwarded to the CRMC Marketing Department, but due to a change in personnel have not yet been posted on the CRMC website or forwarded to area businesses. Now that the Marketing vacancy has been filled, the Public Health Supervisor will visit with the Marketing Department and make them aware of the information .

Report Date

May 30, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Cherokee County has proposed a \$1,000,000 Trail Expansion Project. To date, \$500,000 has been raised to fund this expansion. The expansion proposal includes an additional 2.25 miles of paved trail to connect existing segments of trail, a trail head kiosk, a natural environmental area with logs, ropes, and play scape equipment along with an outdoor classroom and edible garden. \$100,000 of the monies raised is a grant from Wellmark, a \$10,000 Legacy Grant, and the rest from local banks and businesses. As a part of the fundraising campaign, use and awareness of the trails has greatly increased. The trail maps are on the city website, available at the wellness center, and also at many area business. T-shirts advertising the trails are also for sale.