

Clay County Health Improvement Plan

Date Updated: June 5, 2019



For additional information, CONTACT:

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Community Priority

Behavioral health services for adults and children

Goal #1 Increase access to behavioral health services in Clay County.

National Alignment

Healthy People 2020: Improve mental health by prevention and ensuring access to appropriate, quality mental health services

State Alignment

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Objective 1-1 By 2021, the number of adults served by Season's Center for Behavioral Health will increase by 5%.

Baseline Year	Baseline Value	Target Year	Target Value
2015	581	2021	610

Report Date

<u>Year</u>	2018
<u>Value</u>	2200

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: The number of adults served by Season's Center has increased significantly. However, the number reported in 2018 includes ALL those who accessed services in Clay County, not only Clay County residents.

Strategy 1-1.1 Increase community awareness of available services for adults with psychiatric disorders or behavioral health issues.

Strategy Type

Counseling & Education

Who's Responsible

Season's Center, Avera Medical Group-Spencer, Clay County Public Health, Spencer Hospital Behavioral Health Unit

Target Date

02/01/2019

Report Date

Progress on Strategy

<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: Season's Center continues to market new and existing services through print media, social media (FaceBook), interviews with newspapers, radio and television stations, presentations at community service groups, and visits with legislators. Public awareness of new services was enhanced through several community partnerships and referrals.

New services implemented in 2017 continued to see notable increases in use:

The 24/7 Crisis Line took 375 calls from 272 individuals (up from 222 & 132 respectively). In addition, Mobile Crisis services were expanded to serve Clay County and 8 other surrounding counties. There were 18 deployment calls for this new service.

The Food Bank, serving clients and families of Season's Center, assisted 355 households and 906 individuals in support of their health and wellness. The Food Bank is located in Clay County, but serves clients in other counties in the service area.

Strategy 1-1.2 Explore options for enhancing care coordination efforts among community partners involved in the care of behavioral health clients.

Strategy Type

Clinical Intervention

Who's Responsible

Season's Center, Avera Medical Group-Spencer, Clay County Public Health, Spencer Hospital Behavioral Health Unit

Target Date

02/01/2019

Report Date **Progress on Strategy**
 Complete On track Off track No progress

Progress notes: Improvements in communication and point of contact identification between all providers is ongoing. The recent addition of an outpatient behavioral health clinic through Avera Medical Group Spencer has enhanced care coordination. In addition, a substance abuse counselor was added at Spencer Hospital to consult with inpatients.

Objective 1-2	By 2021, the number of children served by Season's Center for Behavioral Health will increase by 10%.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	387	2021	426

Report Date Year:
 Value:
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: The number of children served by Season's Center has increased significantly. However, the number reported in 2018 includes ALL those who accessed services in Clay County, not only Clay County residents.

Strategy 1-2.1 Increase community awareness of available services for children with psychiatric disorders or behavioral health issues. **Strategy Type**
 Counseling & Education

Who's Responsible Target Date
 Season's Center, Autumns Center (children), Avera Medical Group-Spencer, Clay County Public Health, Spencer Hospital, Members of the Children's Well-Being Collaborative. 02/01/2019

Report Date **Progress on Strategy**
 Complete On track Off track No progress

Progress notes: The Children's Well-Being Collaborative Project was implemented in October 2017 and is ongoing. The purpose of this multi-agency/community partner project is to facilitate the coordination and collaboration of prevention and early intervention services among children and family service systems to improve well-being outcomes. A key portion of the project was the creation of Public Awareness documents to inform and educate about helping resources, signs and symptoms, and stigmas.

Strategy 1-2.2 Explore options for enhancing care coordination efforts among community partners involved in the care of children with behavioral health issues. **Strategy Type**
 Clinical Intervention

Who's Responsible Target Date
 Season's Center, Autumns Center (children), Avera Medical Group-Spencer, Clay County Public Health, Spencer Hospital, Members of the Children's Well-Being Collaborative. 02/01/2019

Report Date **Progress on Strategy**
 Complete On track Off track No progress

Progress notes: Services for children with psychiatric or behavioral health issues has grown substantially since Autumn's Center opened in late 2016. Autumn's Center offers an array of evidence-based, comprehensive services to children and their families, including Camp Autumn, a therapeutic camp for children ages 4-21.

In 2018, a Community Needs Assessment was completed to identify gaps in service and training needs. The results will be used to improve and enhance overall

services to children in the service area.

One area of need identified were Specialty Clinics. In 2018, an autism clinic was established for diagnosis and care coordination.

Communication between all providers was improved. Points of contact were established for ease making referrals and information sharing.

Community Priority

Breast cancer mortality in women

Goal #1 Through timely screenings and early diagnosis, decrease the mortality rate from breast cancer in women ages 40 and over.

National Alignment

Healthy People 2020: Reduce the number of new cancer cases, as well as the illness, disability, and death caused by cancer.

State Alignment

Iowa's Health Improvement Plan, 2012-2016: Increase screenings for breast cancer in women aged 50 and older by having a mammogram in the past two years. Target 88%; Baseline 77.3%

Objective 1-1	By 2021, the number of screening mammograms completed on Clay County women ages 40 and over will increase by 10%	Baseline Year	Baseline Value	Target Year	Target Value
		2015	1,373	2021	1,510

Report Date

Year
2018

Value
1,461

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: Overall screening mammogram numbers increased 7% from 2017. The increase has been steady with an increase of approximately 100 screenings per year since 2016.

Strategy 1-1.1 Increase public education and awareness of the importance of mammogram screenings through promotional campaigns and events. **Strategy Type** Counseling & Education

Who's Responsible

Spencer Hospital's Women's Health Center, Diagnostic Imaging, Community Outreach Team and Public Relations/Marketing Department. Also, partnership with Avera Medical Group-Spencer and Spencer Hospital's rural clinics

Target Date

02/01/2019

Report Date

Progress on Strategy

Complete On track Off track No progress

Progress notes: Spencer Hospital continued with enhanced marketing in 2018, providing women with a consistent message regarding mammography: "yearly mammogram recommended beginning at age 40". Marketing efforts are as follows:

- o Periodically displayed posters encouraging screening mammograms at Spencer Hospital in elevators and in waiting/reception areas of three family practice clinics – Avera Medical Group Spencer, Milford Family Care and Sioux Rapids Family Care.
- o Periodically encouraged mammograms on Facebook, including an appeal during "no school days" to check for spur-of-the-moment appointment availability.
- o Annual community breast cancer awareness walk in October
- o Participation in several "pink out" events at area school events
- o News release and website posting on the American College of Radiology's accreditation of the hospital's mammography services, which also encouraged scheduling of screening mammograms
- o Information provided to local free clinic
- o Information shared with local public library
- o Information booth at CAASA's Women's Night Out
- o Pamphlets to all hospitalized women over the age of 40 during wellness rounds
- o Mammography techs continued to educate each patient about breast density and routinely include an informational pamphlet with their mailed results
- o New patient incentives were added in 2018: cozy robes for diagnostic/biopsy patients, and mammogram "goody bags" as a token "thank you" for patients taking the time to get their recommended screening.

Strategy 1-1.2 Increase the availability of mammogram appointment options outside of normal business hours (i.e. evenings)

Strategy Type
Clinical Intervention

Who's Responsible
Spencer Hospital Diagnostic Imaging and Women's Health Center staff

Target Date
02/01/2019

Report Date

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

Progress notes: Appointment options were expanded in 2016 to include one evening per month and early morning appointments (7:30 a.m.). Schedulers offered increased flexibility of appointments when available.

Strategy 1-1.3 Improve the current yearly mammogram reminder system at Spencer Hospital.

Strategy Type
Clinical Intervention

Who's Responsible
Spencer Hospital Diagnostic Imaging and Women's Health Center staff

Target Date
02/01/2019

Report Date

<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: Annual reminders continue to be sent. No other enhancements of the reminder system were made in 2018.

Community Priority

Colon and rectum cancer mortality

Goal #1 Through timely screenings and early diagnosis, decrease the mortality rate from colon and rectum cancer in both males and females in Clay County

National Alignment

Healthy People 2020: Reduce the number of new cancer cases, as well as the illness, disability, and death caused by cancer.

State Alignment

Iowa's Health Improvement Plan, 2012-2016: Increase screenings for colorectal cancer in both men and women aged 50 and older. Target 70%; Baseline 64.1%

Objective 1-1 By 2021, the number of screening colonoscopies completed on Clay County men and women ages 50 and over will increase by 10%

Baseline Year	Baseline Value	Target Year	Target Value
2015	356	2021	424

Report Date

Year
2018

Value
406

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: Colonoscopy screenings were down 7% (31 screenings) from 2017, yet up 12% from our baseline year of 2015. This objective had been met in 2017, but 2018 data shows a trend back in the wrong direction.

Strategy 1-1.1 Increase public education and awareness of the importance of colonoscopy screening through promotional campaigns and events.

Strategy Type
Counseling & Education

Who's Responsible

Spencer Hospital Community Outreach Team, Public Relations/Marketing Department, and Surgery Department. Spencer Hospital's Women's Health Center, Diagnostic Imaging, Community Outreach Team and Public Relations/Marketing Department. Also, partnership with Avera Medical Group-Spencer and Spencer Hospital's rural clinics.

Target Date

Feb 1, 2019

Report Date

Progress on Strategy

Complete On track Off track No progress

Progress notes: Spencer Hospital's Public Relations & Marketing Department continued efforts to promote colonoscopies as well as FIT kits (take home tests that check for hidden blood in the stool). Marketing efforts are as follows:

- o Periodic display of posters encouraging colon screenings – displayed at hospital and local clinics
- o Promotional print materials disseminated through the hospital, local providers, health fairs, corporate wellness screenings and to various community groups.
- o Periodic promotion of colon screenings on social media
- o News release during March posted and distributed regarding screening options and availability
- o FIT kits were available to the public through the Community Health and Women's Health Departments at Spencer Hospital.

Strategy 1-1.2 Explore methods that will increase compliance with physician recommended colonoscopy screenings.

Strategy Type
Clinical Intervention

Who's Responsible

Spencer Hospital Community Outreach Team; Avera Medical Group-Spencer

Target Date

Feb 1, 2019

Report Date

Progress on Strategy

Complete

On track

Off track

No progress

Progress notes: Meetings with local providers/nurses have taken place to discuss innovative ways to increase compliance with recommended screenings.