

Jackson County Health Improvement Plan

Date Updated: May 24, 2019



For additional information, CONTACT:

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Community Priority

Goal #1 By 2021, improve the ranking of Jackson County residents as measured on the annual county health rankings of healthy behaviors
 2016 rank: 62
 2017 rank: 50
 2018 rank : 65
 2019 rank: 54

National Alignment

Physical activity Nutrition and weight. Improve the health, function, and quality of life of older adults.

State Alignment

Nutrition and Food. Falls. Physical Activity

Objective 1-1 By January 1, 2021 there will be an increase in use of Farmers' Markets in Jackson County

Baseline Year	Baseline Value	Target Year	Target Value
2015	252	2021	TBD

Report Date
May 24, 2019

Year
2019

Value
927

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:

Strategy 1-1.1 By January 1, 2021 there will be an increased distribution of vouchers for the Farmers' Markets given out by Maquoketa Community Cupboard, and NEI3A.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Communtiy Cupboard, NEI3A and Farmer's Market partners.

Target Date

01/01/2021

Report Date
May 24, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: By 2021, increase distribution of vouchers for the farmer's market that are given out by Community Cupboard and NEI3A (to Jackson County seniors). Vouchers for the farmer's market from the community cupboard are funded by a variety of businesses and the Community Foundation of Jackson County. The JC Master Gardeners offer recipes, samples and conversation about the Veggie of the Week at the market.

Objective 1-2 By January 1, 2021, decrease or maintain the percentage of adults over the age of 18 in Jackson County that report no physical activity on the County Health Rankings.

Baseline Year	Baseline Value	Target Year	Target Value
2015	24%	2021	24% or less

Report Date
May 24, 2019

Year
2019

Value
31%

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:

Strategy 1-2.1 By 2021, community partners will increase community-wide participation in physical activity programs already established such as at the YMCA, JCRHC fitness center, and County Conservation park usage. This will be measured by usage and participation numbers in the YMCA and JCRHC

fitness center, Hurstville Interpretive Center use, and campground rental numbers.

Strategy Type
Counseling & Education

Who's Responsible

YMCA, JCRHC, Public Health, and other community partners.

Target Date

Jan 1, 2021

Report Date

May 24, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: This is measured by usage and participation numbers in the YMCA and JCRHC fitness center, Hurstville Interpretive Center use, and campground rental numbers.
Hurstville Interpretive Center
FY 15/16 - 6,842 visitors
FY 16/17 - 7,838 visitors
FY 17/18 - 7,261 visitors
Program numbers
FY 15/16 - 528 programs 9,157 participants
FY 16/17 - 652 programs, 11,384 participants
FY 17/18 - 11,933 participants
Campground numbers
FY 15/16 - 2,204 campsites, 26,749 campers.
FY 16/17 - 2,160 campsites, 23,8321 campers
FY 17/18 - 2,160 campsites, 17,043 campers (flooding of the Mississippi River decreased use of campgrounds)
b. JCRHC fitness center numbers:
Year 2016- 8,904 total visits
Year 2017- 8,938 total visits.
Year 2018 - 7,058 total visits
c. Maquoketa YMCA usage numbers :
Year 2015 - 64,132
Year 2016 - 67,527
Year 2017 - 70,327
Year2018 - 70,200

Strategy 1-2.2 By January 1, 2021 community partners will continue to support the Parks to People Coalition; focus activities: outdoor activity stations at Prairie Creek Park, informational signage to increase awareness of facilities, trail out to Hurstville Interpretive Center.

Strategy Type
Environmental / Policy / Systems Change

Who's Responsible

Jackson County Conservation, Maquoketa Betterment, Jackson County Economic Alliance, and partners.

Target Date

01/01/2021

Report Date

May 24, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Grant Wood Loop was designated in 2016 as a pilot region for Parks to People. The overall theme is to connect existing facilities with communities creating a destination region. Our Grant Wood Loop region consists of Jackson, Jones and Dubuque Counties. State provided \$1.9 million with a 5:1 required match. All projects in the 3 counties were completed or under contract at the end of 2018, to date we have completed over \$54,000,000 in projects which relates to a 25:1 match ratio. Which far exceeds the required minimum of 5:1.
In Jackson County we have completed over \$8,440,973 in projects with multiple private and public partners. Some of the major projects include: Prairie Creek, (phase 1), Felderman Park to Bellevue State Park trail, US 52 highway shoulder paving for bike lanes, Hurstville Trail (phase 1) Prairie Creek pavilion, Spruce Creek Park shower building replacement, Bellevue State Park shower building replacement, Prairie Creek pedestrian bridge construction, City of Bellevue Cole

Park playground renovation, Preston West side trail development, Bellevue Rivervue Trail construction, Bellevue Ball field renovation.
 Project partners include: Jackson County Conservation, Iowa DNR, City of Bellevue, City of Maquoketa, City of Preston, Iowa Parks Foundation, Jackson County Community Foundation, Friends of Jackson County Conservation, Wellmark Foundation, Maquoketa State Bank, Bellevue State Bank, Fidelity Bank, Izaak Walton League, Pheasants Forever, Whitetails Unlimited, REAP, Land and Water Conservation Fund, Black Hills Energy, Maquoketa Municipal Electric, Iowa DOT Recreational Trails grant, many other private donors too numerous to mention.
 With these added facilities we expect increased use in many recreational facilities in the future.

Strategy 1-2.3 By January 1, 2021 Jackson County community partners will develop and distribute a resource that promotes wellness events, activities and services in the area; i.e.. parks, walks and special events. **Strategy Type**
 Counseling & Education

Who's Responsible Target Date
 Local cable, Public Health, local media and partners. 01/01/2021

Report Date Progress on Strategy
 May 24, 2019 Complete On track Off track No progress

Progress notes: a. Report- Maquoketa Chamber of Commerce re promoting its website as the go-to site to inform residents and visitors of physical activity events occurring in the area. Maquoketa Cable will help with this promotion.
 b. Resource checklist to promote wellness events; local papers, radio, cable TV, Jackson County tourism, Facebook not yet addressed.

Objective 1-3 By January 1, 2021 Jackson County community partners will promote and educate medical practitioners and public about chronic disease management and fall prevention. **Baseline Year** **Baseline Value** **Target Year** **Target Value**
 2015 0 2021 3 classes

Report Date Year Progress on Objective
 May 24, 2019 2019 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
Value
 5 MOB classes

Progress notes:

Strategy 1-3.1 By January 1, 2021 there will be 2 Matter of Balance classes will be coached in Jackson County each year. **Strategy Type**
 Counseling & Education

Who's Responsible Target Date
 Public Health, NEI3A, JCRHC, and partners. 01/01/2021

Report Date Progress on Strategy
 May 24, 2019 Complete On track Off track No progress

Progress notes: 5 classes total have been coached in Jackson County since 2016 . No further classes have been held related to lack of interest by residents.

Strategy 1-3.2 Increase referrals and participants to JCRHC Cardiac/ Pulmonary Rehab. and Diabetic Education. **Strategy Type**
 Counseling & Education

Who's Responsible Target Date
 JCRHC Cardiac/ Pulmonary Rehab. and Diabetic Education. Jan 1, 2021

<u>Report Date</u> May 24, 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
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Progress notes: Calendar year referrals to JCRHC Cardiac/ Pulmonary Rehab. and Diabetic Education.
 Cardiac/ Pulmonary Rehab. referrals- 121
 Cardiac/ Pulmonary Rehab. participants - 62
 Diabetic Education referrals - 92
 Diabetic Education participants - 77

Goal #2 Decrease alcohol use by minors in Jackson County	<u>National Alignment</u> Reduce substance abuse to protect the health, safety, and quality of life for all, especially children.	<u>State Alignment</u> Alcohol and Binge drinking.
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Objective 2-1	Increase Jackson county's 11 th graders' response to the question on the Iowa Youth survey "I have not used alcohol in the past 30 days" by 5% above the 2014 survey by 2020	<u>Baseline Year</u>	<u>Baseline Value</u>	<u>Target Year</u>	<u>Target Value</u>
		2014	63%	2021	68%

<u>Report Date</u> May 24, 2019	<u>Year</u> 2018	<u>Progress on Objective</u> <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
	<u>Value</u> 62%	

Progress notes: Last Youth Survey was 2016, the next one will be 2018. 2016 percentage was 77%.

Strategy 2-1.1 By January 1, 2021 eight educational Shoulder Tap events will be conducted at a minimum of 8 convenience stores each year to reach at least 50% of Jackson County convenience stores that sell alcohol.

Strategy Type
Counseling & Education

Who's Responsible
Jackson County Prevention Coalition, ASAC, and partners.

Target Date
01/01/2021

<u>Report Date</u> May 24, 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
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Progress notes: This strategy will be completed by Sept. 2019, and will be deleted in 2020 report.

8 Shoulder tap events were carried out in years FY17 and FY18. 9.8% of those approached to buy alcohol by underage individuals agreed to do so in FY 18. FY 17 was the baseline year and the rate was 9.4% yes responses. The goal would be 5% or less yes responses from targets approached. Individuals who consented to purchase alcohol for a minor were given education; those who refused were given a thank-you. 7 will be completed by September 30, 2019 during peak times when college students will have returned to Jackson County and are accessible with youth to ask them to buy for them.

Strategy 2-1.2 By January 1, 2021 there will be a county wide policy impacting 100% of the county population limiting alcohol outlet density, or policies in Bellevue, Maquoketa, Preston and Sabula that impact a minimum of 50% of the county population.

Strategy Type
Environmental / Policy / Systems Change

Who's Responsible
Jackson County Prevention Coalition and partners

Target Date
01/01/2021

Report Date

May 24, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Report: On April 2nd, 2019 the County Attorney and a coalition staff will present an ordinance to the board of supervisors and ask them to adopt it. The ordinance restricts new alcohol outlets within 500 feet of a school in the unincorporated areas of the county. The ordinance will then need to be adopted by the 5 communities in Jackson County that have a school in them (Maquoketa, Miles, Andrew, Bellevue and Preston). Coalition staff has had an initial meeting with Miles and Preston City Councils. Maquoketa City Council referred the matter to the Public Safety Committee to work on before it goes to the council as a whole.

Strategy 2-1.3 By January 1, 2021 Jackson County will have a counter-marketing campaign that reflects a negative image of underage drinking and reaches a minimum of 50% youth ages 13-16.

Strategy Type
Counseling & Education

Who's Responsible
Jackson County Prevention Coalition and partners

Target Date
01/01/2021

Report Date

May 24, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: This strategy is completed, and will be deleted in 2020 report. IDPH updated the media campaign with new materials and new look. The revised materials have been implemented at schools countywide and media outlets. New outlets have included the drive in and Voy Theater as a preview, a full page add in the shopper, radio PSAs and table tents. Posters will be refreshed in the schools before the end of the school year. Students will be surveyed via survey monkey to measure reach and impact of the media campaign.

Strategy 2-1.4 By January 1, 2021 at least 80% of sixth, seventh, and eighth grade students at Bellevue Middle School will participate in the 3 year program of Project Northland.

Strategy Type
Counseling & Education

Who's Responsible
Jackson County Prevention Coalition , schools and partners

Target Date
01/01/2021

Report Date

May 24, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Project Northland - The 2018-2019 school year is the third year that the Bellevue School district has implemented the Project Northland Curriculum. This is the first year that the 8th grade will have participated in the curriculum, the 2nd year for the 7th and the 3rd year for the 6th grade as it is a structured program done sequentially. Maquoketa Middle School is doing the 6th grade curriculum for the 2nd year. Andrew School District had 100% of 6th, 7th and 8th graders complete the curriculum this year.

Strategy 2-1.5 By January 1, 2020 will have 3 safety check points and 3 saturation patrols completed per year to result in a decrease in impaired driving citations by 5% for the established baseline.

Strategy Type
Counseling & Education

Who's Responsible
Jackson County Prevention Coalition and partners

Target Date
01/01/2021

Report Date

May 24, 2019

Progress on Strategy

Complete

On track

Off track

No progress

Progress notes:

This strategy will be complete Sept. 2019.
Since April, 2018 we have done 3 safety checks and 4 saturations patrols with the result of 1 minor in possession of alcohol and 1 OWI as a baseline. We have 3 safety checks scheduled for 2019 and 2 more saturation patrols to do.

Community Priority

Goal #1 Decrease percentage of Jackson County 11th graders who reported one or more days use of e-cigarettes in last 30 days (vape-pens, JUUL, hookah-pens, e-hookahs, e-cigars, e-pipes, personal vaporizers or mods) on the Iowa Youth Survey.

National Alignment

Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.

State Alignment

Reduce tobacco use and the toll of tobacco-caused disease and death by preventing youth from starting, helping Iowans to quit, and preventing exposure to secondhand smoke.

Objective 1-1 Decrease percentage of Jackson County 11th graders who reported one or more days use of e-cigarettes in last 30 days (vape-pens, JUUL, hookah-pens, e-hookahs, e-cigars, e-pipes, personal vaporizers or mods) on the Iowa Youth Survey.

Baseline Year	Baseline Value	Target Year	Target Value
2018	31%	2021	

Strategy 1-1.1 By 2021 establish 2 ISTEP programs in Jackson County.

Strategy Type
Counseling & Education

Who's Responsible
ASAC, Jackson County Prevention Coalition and partners.

Target Date
Jan 1, 2021

Strategy 1-1.2 Educate 5 schools (that contain 6th grade classes) about e-cigarette/ nicotine delivery systems, risks, and to discourage use.

Strategy Type
Counseling & Education

Who's Responsible
ASAC, Jackson County Prevention Coalition and partners.

Target Date
Jan 1, 2021

Community Priority

Goal #1 Jackson County residents will have access to a 24 hour Behavioral Health crisis line.

National Alignment

Prevent unintentional injuries and violence, and reduce their consequences

State Alignment

Protect against injury and its consequences.

Objective 1-1 By January 1, 2021 Eastern Iowa MHDS Region and partners will establish a 24 hour crisis hotline that will be available to all residents, and information will be disseminated through out the county.

Baseline Year	Baseline Value	Target Year	Target Value
2015	0	2021	1

Report Date

May 24, 2018

Year

2018

Value

0

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:

Strategy 1-1.1 By January 1, 2021 Eastern Iowa MHDS Region and partners will establish a 24 hour crisis hotline that will be available to all residents, and information will be disseminated through out the county.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible

Eastern Iowa MHDS Region, Disability Services of Jackson County, and these agencies' partners.

Target Date

01/01/2021

Report Date

May 24, 2019

Progress on Strategy

- Complete
 On track
 Off track
 No progress

Progress notes: Continue marketing the Crisis Line for Easter Iowa Mental Health and Disability Services Region. This line is staffed with counseling professionals who can counsel, refer for services, and in the event of eminent harm, call 911 for the caller. This is an entry point for help for individuals in a crisis. When a Pediatric crisis line is established, then work will begin to market this as well. If a state wide crisis line is implemented, then work to promote that service will occur. Continue to market Iowa Warm Line, which is a peer run, non-crisis, confidential, listening line for anyone struggling with mental health or substance abuse issues.