

# Jones County, Iowa

## Health Improvement Plan

Date Updated: 7/16/2019



**Public Health**  
Prevent. Promote. Protect.

**Jones County, Iowa**

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# Community Priority

## Physical Activity, Nutrition, and Overweight & Obesity

**Goal #1** By 2021, increase physical activity levels among Jones County residents.

National Alignment: Physical Activity

State Alignment: Healthy Living

|               |                                                                                                                                                                                                                                |               |                |             |              |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|-------------|--------------|
| Objective 1-1 | Increase the percentage of Jones County youth in grades 6, 8, and 11 who report being physically active for a total of at least 60 minutes per day seven days a week from 39 percent in 2014 to 44 percent by the end of 2020. | Baseline Year | Baseline Value | Target Year | Target Value |
|               |                                                                                                                                                                                                                                | 2014          | 39%            | 2020        | 44%          |

Report Date: Jul 16, 2019

Year: 2018

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 1-1.1** Collaborate with schools and community partners to promote physical activity and increase awareness about health benefits through health promotion campaigns.

Strategy Type: Counseling & Education

Who's Responsible: Jones County Public Health and Community Partners

Target Date: Jan 1, 2021

Report Date: Jul 16, 2019

**Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: We are continue to promote participation in local physical activity events, and are collaborating with schools to better understand how physical activity is incorporated throughout their curricula. We have also organized a walk for the Healthiest State Walk in October of 2016, 2017, and 2018.

|               |                                                                                                                                                              |               |                |             |              |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|-------------|--------------|
| Objective 1-2 | Reduce the proportion of Jones County adults who engage in no leisure-time physical activity from an average of 24 percent to 20 percent by the end of 2020. | Baseline Year | Baseline Value | Target Year | Target Value |
|               |                                                                                                                                                              | 2012          | 24%            | 2020        | 20%          |

Report Date: Jul 16, 2019

Year: 2015

Value: 26%

**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** Collaborate with existing state and county initiatives to promote outdoor recreation and increase participation.

Strategy Type: Counseling & Education

Who's Responsible: Jones County Public Health and Community Partners

Target Date: Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy  
 Complete    On track    Off track    No progress

Progress notes: We have been working to identify and share outdoor recreation opportunities to residents via social media. Information is also shared through a network of community providers regularly.

Strategy 1-2.2 Develop a resource to help community members find physical activity opportunities available for all fitness levels, ages, and cost. Strategy Type  
Counseling & Education

Who's Responsible Jones County Public Health and Community Partners Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy  
 Complete    On track    Off track    No progress

Progress notes:

**Goal #2** By 2021, reduce the proportion of Jones County residents who are considered overweight or obese.

National Alignment: Nutrition and Weight Status   State Alignment: Healthy Living

|               |                                                                                                                                 |               |                |             |              |
|---------------|---------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|-------------|--------------|
| Objective 2-1 | Reduce the proportion of adults who are considered obese based on BMI from 32 percent in 2012 to 29 percent by the end of 2020. | Baseline Year | Baseline Value | Target Year | Target Value |
|               |                                                                                                                                 | 2012          | 32%            | 2020        | 29%          |

Report Date  
Jul 16, 2019

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:

Strategy 2-1.1 Increase awareness of health-related concerns due to overweight and obesity through health promotion campaigns. Strategy Type  
Counseling & Education

Who's Responsible Jones County Public Health and Community Partners Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy  
 Complete    On track    Off track    No progress

Progress notes: We regularly share information on healthy weight and health-related concerns due to overweight and obesity via social media and literature in our office.

Strategy 2-1.2 Collaborate with at least one school district to increase awareness of youth at risk for overweight/obesity using report cards and/or newsletters for families. Strategy Type  
Counseling & Education

Who's Responsible Jones County Public Health and Community Partners Target Date  
Jan 1, 2021

Report Date

Jul 16, 2019

**Progress on Strategy**

Complete  On track  Off track  No progress

Progress notes: We assisted the Anamosa school district in researching and providing examples of report cards, but the school district did not pursue the project further.

**Objective 2-2** Increase the percentage of adults who consume five or more servings of fruits and vegetables per day from 17.5 percent in 2012 to 20 percent by the end of 2020.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2012          | 17.5           | 2020        | 20           |

Report Date

Jul 16, 2019

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: We are unable to access updated county-level data.

**Strategy 2-2.1** Increase awareness of good nutrition and healthful diets through health promotion campaigns.

Strategy Type

Counseling & Education

Who's Responsible

Jones County Public Health and Community Partners

Target Date

Jan 1, 2021

Report Date

Jul 16, 2019

**Progress on Strategy**

Complete  On track  Off track  No progress

Progress notes: We regularly share information on nutrition and healthy lifestyles via social media. We also provided schools with health curricula and lesson plans to be used for elementary and middle school classrooms. Topics included nutrition, trust, injury prevention, underage drinking, germs, and communicable diseases.

# Community Priority

## Mental Health & Illness

**Goal #1** By 2021, improve the understanding of mental health and mental illness, and increase awareness of available resources and services.

National Alignment

Mental Health

State Alignment

Mental Health & Mental Disorders

**Objective 1-1** Reduce the percentage of Jones County youth in grades 6, 8, and 11 who have experienced sadness or hopelessness lasting two weeks or more that resulted in decreased normal activity from 16 percent in 2016 to 14 percent by the end of 2020.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2016          | 16%            | 2020        | 14%          |

Report Date

Jul 16, 2019

Year

2018

Value

19%

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** Increase parental and teacher awareness of signs and symptoms of youth depression and available services.

Strategy Type

Counseling & Education

Who's Responsible

Jones County Public Health and Community Partners

Target Date

Jan 1, 2021

Report Date

Jul 16, 2019

Progress on Strategy

- Complete     On track     Off track     No progress

Progress notes: We have researched a social and emotional screening tool implemented in Scott County. We are working with the Anamosa District Community Leadership Team as they work to implement a social/emotional screening tool throughout their district. In addition, the Jones County Safe and Healthy Youth Coalition has hosted a number of adult and youth Mental Health First Aid Training sessions throughout the county.

**Objective 1-2** Reduce the percentage of eleventh graders who seriously consider attempting suicide from 9 percent in 2016 to 7 percent by the end of 2020.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2016          | 9%             | 2020        | 7%           |

Report Date

Jul 16, 2019

Year

2018

Value

20%

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** Increase parental and teacher awareness of warning signs for suicide and how to connect individuals in crisis with assistance.

Strategy Type

Counseling & Education

Who's Responsible  
Jones County Public Health and Community Partners

Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: We have researched a program implemented in Scott County for training school staff on suicide awareness and prevention. In addition, the Jones County Safe and Healthy Youth Coalition has hosted a number of youth and adult Mental Health First Aid Training sessions in the county. Various school districts have begun implementing different programs and procedures to address youth mental health and suicide.

Objective 1-3 Decrease the number of poor mental health days from 2.7 days per month in 2014 to 2.0 days per month by the end of 2020.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2014          | 2.7            | 2020        | 2.0          |

Report Date  
Jul 16, 2019

Year  
2016

Value  
3.1

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 1-3.1 Increase awareness of mental health, mental illness diagnoses, services, and community support through health promotion campaigns and social marketing.

Strategy Type  
Counseling & Education

Who's Responsible  
Jones County Public Health and Community Partners

Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: We regularly share information on mental health and mental illness via social media. We also make information available on community services and support through our website and office. In addition, the Jones County Safe and Healthy Youth Coalition has hosted a number of adult and youth Mental Health First Aid Training sessions throughout the county.

# Community Priority

## Addictive Behaviors

**Goal #1** By 2021, reduce the proportion of Jones County adults who drink excessively.

National Alignment: Substance Abuse

State Alignment: Addictive Behaviors

|               |                                                                                                                              |               |                |             |              |
|---------------|------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|-------------|--------------|
| Objective 1-1 | Reduce the proportion of Jones County adults who drink excessively from 19 percent in 2015 to 15 percent by the end of 2020. | Baseline Year | Baseline Value | Target Year | Target Value |
|               |                                                                                                                              | 2015          | 19%            | 2020        | 15%          |

Report Date: Jul 16, 2019

Year: 2016

Value: 21%

**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** Raise awareness about the beer tax and support efforts to increase the beer tax.

Strategy Type: Environmental / Policy / Systems Change

Who's Responsible: Jones County Public Health and Community Partners

Target Date: Jan 1, 2021

Report Date: Jul 16, 2019

**Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: The Jones County Safe and Healthy Coalition has been working on educating about the effective strategy of increasing the beer excise tax in Iowa. Surveys have been created and dispersed to educate the public and gain input. A forum was held to educate the public and legislators, as well as hear concerns and reasons for support. An article was written and published in the local newspapers. Work continues at the state level AC4C.

**Strategy 1-1.2** Help sustain responsible beverage service training in Jones County.

Strategy Type: Environmental / Policy / Systems Change

Who's Responsible: Jones County Public Health and Community Partners

Target Date: Jan 1, 2021

Report Date: Jul 16, 2019

**Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: Jones County Public Health has helped purchase materials for the responsible beverage service training provided by ASAC and the Jones County Safe and Healthy Youth Coalition. TIPS Responsible Beverage Service Trainings continue to be held in the county on a regular basis.

**Strategy 1-1.3** Use positive education campaigns (e.g., social norms) to promote responsible drinking.

Strategy Type: Counseling & Education

Who's Responsible  
Jones County Public Health and Community Partners

Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: Jones County Public Health is actively involved with the Safe and Healthy Youth Coalition, and its Marketing Committee. The Jones County Safe and Healthy Coalition has created numerous campaigns geared to both parents and near peers (young adults providing alcohol to teens). They also have created promotional items that will be given out around places where youth have told them they receive alcohol from near peers. For drinking and floating the river, items with a positive message will be given out at canoe rental businesses. The Coalition has also been working on a campaign to address all youth substance use through the positive activities to be done instead of alcohol and drugs: "What's Your Natural High?"

**Goal #2** By 2021, reduce the proportion of Jones County adults who currently smoke.

National Alignment

Tobacco Use

State Alignment

Addictive Behaviors

Objective 2-1 Reduce cigarette smoking by adults from 15 percent in 2015 to 13 percent by the end of 2020.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---------------|----------------|-------------|--------------|
| 2015          | 15%            | 2020        | 13%          |

Report Date  
Jul 16, 2019

Year

2016

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:

Strategy 2-1.1 Increase smoke-free public areas in Jones County, such as parks and other public recreation areas.

Strategy Type

Environmental / Policy / Systems Change

Who's Responsible  
Jones County Public Health and Community Partners

Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: Educational efforts undertaken with the support of Jones County Public Health, the Area Substance Abuse Council and the Jones County Safe and Healthy Youth Coalition have focused extensively on promoting the health benefits of tobacco free parks. Four communities have been approached thus far, with two communities, Onslow and Anamosa, opting to revise their city code to make their city park tobacco and nicotine free. Assistance was given on how to draft said ordinance and signage was placed and promoted.

In addition, assistance is also on-going for Jones County public schools to help make sure they have the most comprehensive and up-to-date tobacco policies that are best for their respective districts. The Anamosa School District, through assistance with the Area Substance Abuse Council, realized their policy made no mention with regard to electronic smoking devices, which are often nicotine based.

Support was given to help update the policy and it was officially revised and updated to include said language.

Unfortunately, with a decrease in funding for ASAC it is unclear if these outreach activities will continue.

Strategy 2-1.2 Support efforts to raise the legal smoking age to 21.

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
Jones County Public Health and Community Partners

Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: There was a bill introduced for this in a previous year. The Jones County Safe and Healthy Youth Coalition has continued to promote the idea, but with a decrease in funding, it is unclear if outreach and education on this issue will continue.

Strategy 2-1.3 Increase awareness of health-related concerns associated with smoking, benefits of quitting, and available support and resources.

Strategy Type  
Counseling & Education

Who's Responsible  
Jones County Public Health and Community Partners

Target Date  
Jan 1, 2021

Report Date  
Jul 16, 2019

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: All Jones County healthcare facilities and businesses were supplied information on the free Quitline Iowa program. This program features free tobacco cessation tele-counseling, as well as free nicotine replacement therapy to select Medicaid recipients. Providers can make direct referrals, and so all clinics were given fax referral materials and encouraged to take a proactive approach with their patients.

Worksites were also approached regarding the benefits of the program for their clients and patients, with one home health business agreeing to use the direct referral method for their clients, and the Jones County Auditor's office agreed to disseminate promotional materials to all employees regarding the program as well.

Assistance was also offered to an additional 18 work sites in Jones County to promote the benefits of cessation to their employees and look at policies addressing tobacco use on site, with all declining. However efforts continue to reach out to businesses and relevant community stakeholders to promote such services and identify work sites for which such education would be beneficial.

In addition, presentations using evidenced based curricula were conducted at four Jones County schools, which were all shown to raise the perception of harm of various substances, including smoking, and also contained information on the dangers of tobacco.

Jones County Public Health continues to promote Quitline Iowa, and ASAC continues to work on tobacco-free daycare and work sites. In addition, ASAC staff are continuing their programming at schools throughout the county.