

# HEALTH IMPROVEMENT PLAN - EXECUTIVE SUMMARY

<b>PROJECT TOPIC</b>	<b>Mental Health Priority</b>		
<b>PREPARED BY</b>	Christy Roby Williams, Director of Public Health	<b>DATE</b>	5.8.2019

<b>OVERVIEW</b>	<a href="#">Community Health Improvement Plan 2019-2021</a>																										
<b>PROJECT GOALS</b>	<p><b>Goal:</b> Improve access to mental health services for all populations.</p> <p><b>Objective:</b> Increase Muscatine County residents' ability to identify and access community mental health services by December 2021.</p>																										
<b>PROBLEMS AND SOLUTIONS</b>	According to Professional Research Consultants' 2018 health assessment survey, people citing they had difficulties accessing mental health services in the past year attributed it mostly to poor availability (mentioned by 45.8%) and cost of services/ lack of insurance coverage (36.6%).																										
<b>SUMMARY OF REPORT</b>	<ul style="list-style-type: none"> <li>• Two Root Cause Analysis (A3) meetings held with a follow-up scheduled in June.</li> <li>• <b>People in Muscatine County think people with Mental Health issues can't get the help they need.</b> <ul style="list-style-type: none"> <li>○ Why? Unable to identify &amp; access community Mental Health services</li> <li>○ Why? Lack of comprehensive collaborative structure</li> <li>○ Why? We don't communicate well to the people/families (from early signs to crisis) what the process is to access care</li> <li>○ <b>Why? We don't have a complex process identified for the residents of Muscatine County.</b></li> </ul> </li> </ul>																										
<b>PROGRAMS, PROPOSALS, AND POLICY CHANGES</b>	<p>Action Plan from A3 Team:</p> <table border="1"> <tr> <td>Update Resource Asset Mapping for all Mental Health Providers – CHIP Strategy 1</td> <td>Kim Warren</td> <td>8/30/2019</td> </tr> <tr> <td>Identify Target Condition</td> <td>A3 Team</td> <td>6/24/2019</td> </tr> <tr> <td>Complete Initial A3 – CHIP Strategy 2</td> <td>Elyse Kress</td> <td>6/30/19</td> </tr> <tr> <td>Counselling Psychology Practicum Interns with U of I – CHIP Strategy 3</td> <td>Joe Lilly</td> <td>6/30/19</td> </tr> <tr> <td>Quarterly Provider Support Lunch &amp; Learns Team Kick Off Meeting – CHIP Strategy 5</td> <td>Joe Lilly</td> <td>6/30/19</td> </tr> <tr> <td>Continuation of increasing prescribers (2 FTE's) for people living with mental health diagnosis. – CHIP Strategy 3</td> <td>Joe Lilly</td> <td>12/31/20</td> </tr> <tr> <td>Designate 1616 Cedar St for Mental Health shortage with NHSC – CHIP Strategy 3</td> <td>Joe Lilly</td> <td>12/31/20</td> </tr> <tr> <td>Identify &amp; Implement Prevention/Intervention Programs – CHIP Strategy 5</td> <td>Joe Lilly</td> <td>12/31/21</td> </tr> </table> <ul style="list-style-type: none"> <li>➤ Health Forum held in West Liberty 4.3.2019</li> <li>➤ Expansion of NAMI programs explored</li> <li>➤ Suicide Prevention work by Robert Young Center</li> </ul>			Update Resource Asset Mapping for all Mental Health Providers – CHIP Strategy 1	Kim Warren	8/30/2019	Identify Target Condition	A3 Team	6/24/2019	Complete Initial A3 – CHIP Strategy 2	Elyse Kress	6/30/19	Counselling Psychology Practicum Interns with U of I – CHIP Strategy 3	Joe Lilly	6/30/19	Quarterly Provider Support Lunch & Learns Team Kick Off Meeting – CHIP Strategy 5	Joe Lilly	6/30/19	Continuation of increasing prescribers (2 FTE's) for people living with mental health diagnosis. – CHIP Strategy 3	Joe Lilly	12/31/20	Designate 1616 Cedar St for Mental Health shortage with NHSC – CHIP Strategy 3	Joe Lilly	12/31/20	Identify & Implement Prevention/Intervention Programs – CHIP Strategy 5	Joe Lilly	12/31/21
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<b>OBSTACLES AND OPPORTUNITIES</b>	Completion of A3 process and the development of additional activities to address root cause.																										
<b>VISION AND RECOMMENDATIONS</b>	Public Health, Muscatine County Board of Health, and Trinity Muscatine Board Members and additional Leadership will continue to identify, drive and sustain an improved system for residents of Muscatine county who are in need of mental health care.																										
<b>CONCLUSION</b>	Continuation of root cause analysis.																										

# HEALTH IMPROVEMENT PLAN - EXECUTIVE SUMMARY

PROJECT TOPIC	Substance Abuse Priority	
PREPARED BY	Christy Roby Williams, Director of Public Health	DATE 5.8.2019

OVERVIEW	<a href="#">Community Health Improvement Plan 2019-2021</a>
PROJECT GOALS	<p><b>Goal:</b> Reduce substance abuse to safeguard the wellbeing of children and adults.</p> <p><b>Objective:</b> Decrease the number of Muscatine County residents reporting that their life has been negatively impacted from substance abuse by December 2021.</p>
PROBLEMS AND SOLUTIONS	<p>Professional Research Consultants' 2018 survey identified the following areas of concern.</p> <ul style="list-style-type: none"> <li>• 44.6% Muscatine County residents report that their life has been affected negatively (by self or someone else). <ul style="list-style-type: none"> <li>○ Higher reports from women, young adults, and lower income individuals</li> <li>○ Excessive Drinking was higher among men, young adults, and upper income individuals</li> </ul> </li> <li>• 5.5% reported illicit drug use in the past month (2.5% US)</li> </ul>
SUMMARY OF REPORT	<ul style="list-style-type: none"> <li>• Three Root Cause Analysis (A3) meetings held.</li> <li>• <b>Muscatine County residents feel their lives are negatively impacted by substance abuse.</b> <ul style="list-style-type: none"> <li>○ <i>Why? A high amount of people are using &amp; abusing substances which results in multiple negative impacts listed on the A3</i></li> <li>○ <i>Why? People Start &amp; continue to use/abuse substances due to multiple reasons listed on the A3</i></li> <li>○ <i>Why? Choosing to start using substances in the first place</i></li> <li>○ <i>Why? Social, Family &amp; Environmental Norms</i></li> <li>○ <b>Why? Constant invalid messages that are not factual</b></li> </ul> </li> </ul>
PROGRAMS, PROPOSALS, AND POLICY CHANGES	<ul style="list-style-type: none"> <li>➤ Improve Knowledge of Resources, Access to Care and the Impact of Substance Use Through Valid and Factual Information to Muscatine County Resident.</li> <li>➤ Health Forum held in West Liberty 4.3.2019</li> </ul>
OBSTACLES AND OPPORTUNITIES	Development of task forces to address additional actionable items resulting from the process improvement plan.
VISION AND RECOMMENDATIONS	Public Health, Muscatine County Board of Health, and Trinity Muscatine Board Members and additional Leadership will continue to identify, drive and sustain an improved system for residents of Muscatine county who are in need of mental health care.
CONCLUSION	<p>Develop <b>3 task force teams</b> that will address the strategies associated with the goal and objective.</p> <ol style="list-style-type: none"> <li>1. <b>Resources</b> <ol style="list-style-type: none"> <li>a. Improve on-line platform to a user-friendly platform</li> <li>b. Include substance abuse resources</li> <li>c. ID target audience</li> <li>d. Promote knowledge of Resources</li> </ol> </li> <li>2. <b>Access to Care</b> <ol style="list-style-type: none"> <li>a. Sustain current resources</li> <li>b. Identify opportunity for co-occurring groups</li> <li>c. Partner with MCSA for group services</li> <li>d. Develop work flows/standard work for all pathways to getting mental health services</li> <li>e. Improve referrals through school districts</li> </ol> </li> <li>3. <b>Impact of Substance Use</b> <ol style="list-style-type: none"> <li>a. Assess opportunities to expand prevention dollars (County Match Grants)</li> <li>b. Assess k-12 prevention program opportunities with schools</li> <li>c. Create awareness of impact (prevention education and campaign)</li> <li>d. Explore High School Prescription Drug Safety Program supported by UnityPoint Health.</li> </ol> </li> </ol>

**2019-2021**

**Muscatine County  
Health Improvement Plan**

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



**UnityPoint Health**  
Trinity Muscatine

*Improving the health of the people and communities we serve.*

# Credits and Acknowledgements

We wish to thank those involved for their invaluable collaboration and input toward the Muscatine County's health needs assessment and improvement planning process.

## **Muscatine County Board of Health**

- William Koellner, Chairperson
- Neva Rettig-Baker
- Brian Wright
- Michael Maharry, M.D.
- Karen Harper

## **UnityPoint Health – Trinity Muscatine Board of Directors**

- Daniel Stein, Chairperson
- Rhea Allen, M.D.
- Toni Eller, O.D.
- Stacie Fidler
- Troy Fridley
- Prasad Nadkarni, M.D.
- Scott Natvig
- Suneel Parvathareddy, M.D.
- Mark Peterson
- Jerry Riibe, Ph.D.
- Charla Schafer
- Richard Seidler
- Candace Terrill
- Guadalupe Vazquez
- Robert Weis, M.D.

## **Community Effectiveness Stakeholder Committee**

- Rhea Allen, M.D., Trinity Muscatine Occupational Medicine
- John Beckey, Beckey Insurance and Financial Services, Inc.
- Troy Fridley, Kent Corporation
- Cory Garvin, R.Ph., Pharm.D., Wester Drug
- Angela Johnson, Trinity Regional Health System
- Janell Kassel, O.D., Family Eye Center
- Jay Logel, Community Volunteer
- Scott Natvig, Community Volunteer
- Mark Peterson, WTC Communications
- Jerry Riibe, Muscatine Community School District
- Charla Schafer, Community Foundation of the Greater Muscatine Area

- Daniel Stein, CBI Bank and Trust
- Guadalupe Vazquez, Guadalajara and North Construction, LLC
- Robert Weis, M.D., UnityPoint Clinic Internal Medicine

## **Community Focus Groups**

- Adolescent Prevention Programs Coalition
- Blue Zones Steering Committee
- Muscatine Center for Social Action
- Muscatine Community College
- Muscatine County Board of Health
- Muscatine County Community Services
- Muscatine County residents participating in Focus Group questionnaires
- Muscatine County residents who completed phone surveys
- Senior Resources, Incorporated
- UnityPoint Health – Trinity Muscatine Community Effectiveness Committee
- UnityPoint Health – Trinity Muscatine New Horizons
- UnityPoint Health – Trinity Muscatine Public Health

## **Quad Cities Community Health Assessment Collaborative**

- Community Health Care
- Genesis Health System
- Muscatine County Board of Health
- Quad City Health Initiative
- Rock Island County Health Department
- Scott County Health Department
- UnityPoint Health – Trinity Quad Cities
- UnityPoint Health – Trinity Muscatine

## **Community Health Assessment Funded by:**

- Genesis Health System
- UnityPoint Health – Trinity Regional Health System

## **Community Health Assessment Study**

- Professional Research Consultants, Inc.  
11326 P Street Omaha, NE 68137-2316  
[www.PRCCustomResearch.com](http://www.PRCCustomResearch.com)
- UnityPoint Health – Trinity Muscatine’s Public Health Department

## **Community Health Improvement Plan Prepared by:**

- UnityPoint Health – Trinity Muscatine’s Public Health Director

## **Community Leaders and Stakeholders Participation**

- October 1, 2018 Community Health Assessment Prioritization Event
- October 8, 2018 Community Priorities and Interventions Planning Event
- A special thank you to Musser Public Library and HNI Community Center for the utilization of your exceptional facilities and dedicated staff that supported the community events.

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## Executive Summary

Trinity Muscatine and the Public Health Department are pleased to present the Muscatine County Community Health Improvement Plan (CHIP) 2019-2021. A community's CHIP is developed collaboratively by a partnership of community members (individuals, organizations, agencies) and the local health department. A CHIP is a systematic effort to address health problems in a community based on results from a community health assessment (CHA). The plan recommends priorities for action and is used by health and other governmental, business, education, social service agencies, and organizations to implement policies and programs that promote health.

The improvement plan guides policy and program decisions that optimize health and well-being. Analysis of health, social and economic data as well as direct input from the community led to the identification of the top needs for improved community health and the selection of priorities that will address these areas of opportunity. The CHIP is a realistic plan that will assist Trinity Muscatine Hospital and the Public Health Department in its role to improve the health of the people and communities they serve. It is designed to provide clear direction based on community and statewide goals. It includes strategies that are measurable and appropriate for influencing policies, systems, and environments to bring optimal change to the county. At the same time, the CHIP plan is flexible. It allows for adjustments in timing, leadership, strategy initiation, and planning.

Because this plan focuses on a restricted number of priorities, not all health issues or community initiatives are identified in the plan. This does not negate the importance of other public health identified needs; nor does it imply that resources and services should not continue for other opportunities as identified in the health needs assessment. The plan is intended to bring the community together around a limited number of issues with the greatest opportunity for health improvement through collective efforts within a three-year timeframe.

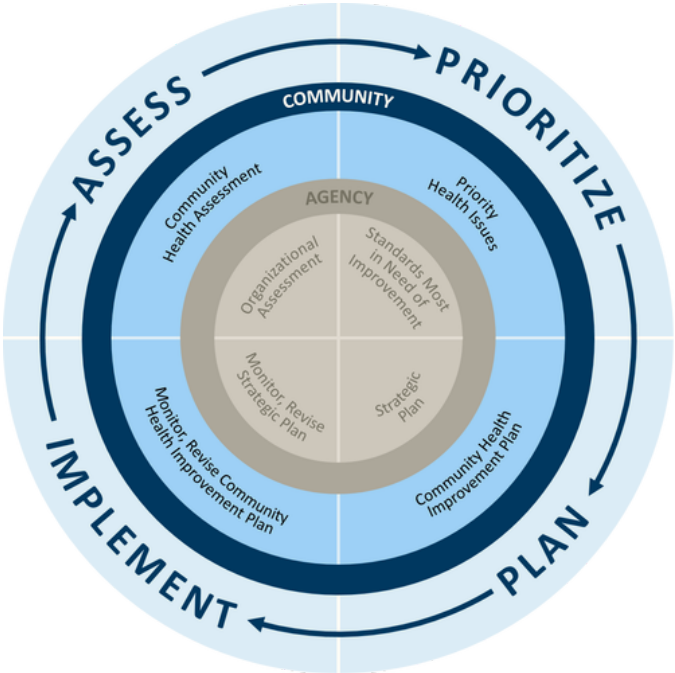
## Purpose

A Community Health Assessment (CHA) is a process by which community members gain an understanding of the health concerns and needs of the community through their input and participation in community surveys and focus group questionnaires. The steps for conducting our recent CHA can be found within the *2018 Community Health Assessment* available at <https://www.unitypoint.org/quadcities/muscatine-public-health.aspx>. The community health assessment provided information for problem and asset identification. The data regarding demographic information and health outcomes for the residents of Muscatine County gathered through the CHA, along with other national data, guided the validation of the health priorities chosen by Muscatine County residents, leaders, and stakeholders.

The purpose of this Community Health Improvement Plan (CHIP) is to inform Muscatine County residents of goals and strategies for addressing the priority opportunities identified in the CHA. Initiated in December 2017, the assessment process is part of a broad community initiative to ultimately improve health and quality of life in Muscatine County, Iowa. This plan will provide the strategic framework to guide the communities toward optimal health outcomes and wellness for all residents. It is a broad strategic framework for community health and should be modified and adjusted as conditions, resources and external environmental factors change.

It is important to recognize that multiple factors affect health and there is a dynamic relationship between people and their environments. Where and how we live, work, play and learn are interconnected aspects that are critical to consider. That is, not only do people’s genetics and lifestyle behaviors affect their health but additional influences such as employment status, food security, or quality of housing correlate to the impact of overall wellness outcomes. The social determinant of health framework addresses the distribution of wellness and illness among a population; its patterns, origins, and implications. The CHIP uses this framework to determine who is healthiest and least healthy in the community, as well as examine the larger social and economic factors associated with outcomes.

This plan uses the assessment-prioritize-planning-implementation-evaluation/reassessment process. This continuous cycle of improvement, also identified through the Ten Essential Public Health Services framework, seeks to move the needle on key health priorities over the course of time.



Graphic Source: Minnesota Department of Health



The improvement plan is intended to align and strengthen each organization’s commitment to improving the health of the community. Through a collective effort on this overarching framework, a wide range of public health partners and stakeholders who are involved in assessment, planning, and implementation will be able to document measured improvement on these key issues over the next few years. Collaborative partners and residents are encouraged to review the assessed needs, priorities, and goals. The public is encouraged to reflect on the suggested intervention strategies, and consider how all can join this call to action: individually, within organizations, and collectively as a community.

## History

### Introduction

Unity HealthCare was formed January 1, 1999. It was created as a result of the merger of three distinct entities: Muscatine General Hospital (not for profit county hospital), Muscatine Health Center (for profit physician clinic), and Community Nursing Services (not for profit community nursing and home health/public health service). The intent of this new health care system was to: (1) insure the continued local presence of quality primary health care; (2) make recruiting and retention of health care professionals easier; and (3) maintain community focus and governance of the integrated health care system.

In July 2009, Unity HealthCare became part of Trinity Regional Health System, a senior affiliate of Iowa Health System, the state's first and largest integrated system that serves the health care needs of one-in-three Iowans. In March of 2010, Unity HealthCare’s name became known as (dba) Trinity Muscatine. In 2013, Iowa Health System adopted the name of (dba) UnityPoint Health to more accurately reflect a coordinated system of healthcare delivery throughout three states.

### About Trinity and Public Health

Today, Trinity Muscatine is one of four full-service hospitals operated by UnityPoint Health-Trinity Regional Health System. Together, the four hospitals, Trinity Rock Island, Trinity Moline, Trinity Bettendorf, and Trinity Muscatine provide a total of 584 licensed inpatient beds, serve over 100,000 visitors in the emergency departments and admit nearly 20,000 patients each year.

Unique to Trinity Muscatine is the partnership with the local public health department that was created when the Muscatine County Board of Supervisors and Board of Health contracted with Unity HealthCare (now dba Trinity Muscatine) to provide the essential public health services. Working effectively together to address the needs of the community resulted in the two entities collaborating on the Community Health Needs Assessments and Health Improvement Plans (CHNA/HIP).

The Public Health Department delivers over 30 services to optimize health outcomes for Muscatine County and surrounding communities through four basic functions: (1) health surveillance and investigations, planning, and program development; (2) promotion of local health coverage and access to care (medical, dental and mental health); (3) setting and enforcement of standards; and (4) providing health services to populations while continuously assessing social determinants that may impact health equity. The Public Health Department employ over 30 highly qualified and experienced workforce who deliver exceptional care to the people and communities they serve.

UnityPoint Health-Trinity Muscatine continues to provide a full continuum of services that includes a network of physicians, inpatient and outpatient diagnostic care and treatment, home health, hospice, public health, occupational medicine, medical nutrition therapy, diabetes self-management education, and substance abuse services. Regional services include access to a heart care program ranked among the top 10 percent in the country by Health Grades, the nation's leading independent health care ratings organization, a cancer treatment center consistently accredited by the American College of Surgeons Commission on Cancer, and enhanced behavioral and mental health services offered through the Robert Young Center for Community Mental Health.

## **Mission, Vision, and Values**

The Mission of UnityPoint Health-Trinity Muscatine and the Public Health Department are to improve the health of the people and the communities we serve. Our Vision is to deliver the best outcome, every patient, every time.

### **Statement of Values**

#### **Foster Unity**

- Use the skills and abilities of each person to enable great teams.
- Collaborate across departments, facilities, business units and regions.
- Seek to understand and be open to diverse thoughts and perspectives.

#### **Own the Moment**

- Connect with each person treating them with courtesy, compassion, empathy and respect.
- Enthusiastically engage in our work.
- Be accountable for our individual actions and our team performance.
- Take responsibility for solving problems, regardless of origin.

## Champion Excellence

- Commit to the best outcomes and highest quality.
- Have a relentless focus on exceeding expectations.
- Believe in sharing our results, learning from our mistakes and celebrating our successes.

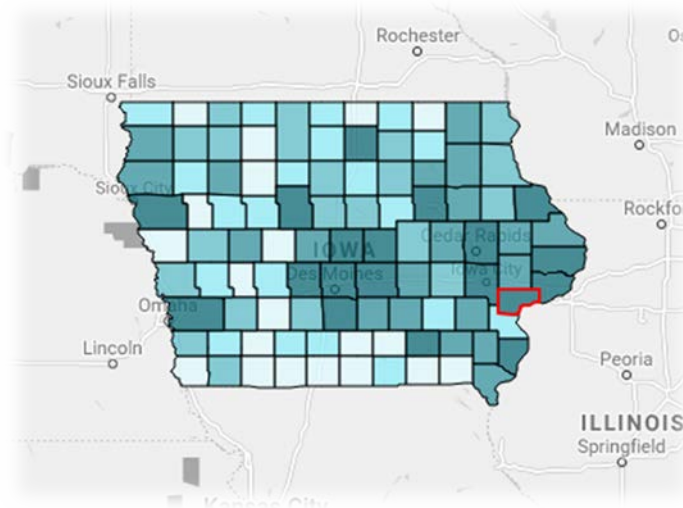
## Seize Opportunities

- Embrace and promote innovation and transformation.
- Create partnerships that improve care delivery in our communities.
- Have the courage to challenge the status quo.

## UnityPoint Health Roadmap



# Muscatine County



v2017 Population, Source: US Census Bureau

Muscatine County Demographics	County	State
<b>Population</b>	42,940	3,134,693
<b>% below 18 years of age</b>	25.4%	23.3%
<b>% 65 and older</b>	16%	16.4%
<b>% Non-Hispanic African American</b>	2.1%	3.5%
<b>% American Indian and Alaskan Native</b>	0.7%	0.5%
<b>% Asian</b>	1.2%	2.5%
<b>% Native Hawaiian/Other Pacific Islander</b>	0.1%	0.1%
<b>% Hispanic</b>	17.5%	5.8%
<b>% Non-Hispanic White</b>	77.7%	86.2%
<b>% not proficient in English</b>	3%	2%
<b>% Females</b>	50.1%	50.3%
<b>% Rural</b>	25.6%	36%

Source: County Health Rankings & Roadmap 2018 <http://www.countyhealthrankings.org>

Muscatine County is the fourteenth most populated county in the state of Iowa. The population per square mile is 98.18 and the land area is 437.44 square miles. There are approximately 42,940 people residing in the county. The percent of change in total population from 2000 to 2010 was a 2.5% increase. In Muscatine County, 74.5% of the population is considered to be urban while 25.6% is rural (*Professional Resource Consultants, Inc. 2018*).

Further socioeconomic characteristics as outlined in the Community Health Needs Assessment completed by Professional Research Consultants, Inc. and obtained through the US Census Bureau are as follows:

- Children ages 0-17 years 25.4%
- Adults 18 to 64 years 59.4%
- Adults 65 years and over 15.2%
- Median age is 38
- Persons with health insurance under age 65 years 94.3%
- Number of veterans residing in the county 2,399
- Persons living below 100% of the poverty level 11.4%
- Persons living below 200% of the poverty level 28.3%
- Children 0-17 years living below 200% of the poverty level 38.6%
- Population age 25+ with a high school diploma or greater 86.9%
- Population age 25+ with a bachelor's degree or higher 20.5%
- Unemployment rate 2.5% *Source: Bureau of Labor Statistics, May 2018*

## Process and Methodology

The 2018 Community Health Assessment was conducted by UnityPoint Health-Trinity Muscatine's Hospital and Public Health Department in collaboration with the Quad Cities regional partners: Genesis Health System, UnityPoint Health-Trinity Quad Cities, Community Health Care, Inc., Rock Island County Health Department, Scott County Health Department, and Quad City Health Initiative. Information obtained through these assessments helped to guide each organization on how to collectively develop health improvement plans that meet the needs of their communities and counties they serve. This was a new collaboration for UnityPoint Health-Trinity Muscatine's Hospital and Public Health Department. The process brought guidance from the experienced Quad Cities collaborative partners, a national model on strategic planning for city and county health departments, and the opportunity to work with a reputable consultant who conducted qualitative and quantitative research for all areas involved.

This process was guided by the Mobilizing for Action through Planning and Partnerships (MAPP) framework. MAPP is a national community strategic planning process model that aims to improve the health of communities by forming partnerships, identifying important issues, and formulating strategies to address these issues.

The first phase of the MAPP process is "Organizing for Success and Partnership Development". This was done by identifying representatives from the regional health care systems and local public health partners from Rock Island, Scott and Muscatine Counties. These partners comprised a Core Team to lead the assessment process. A Core Team of 12 individuals was finalized in the fall of 2017 and met regularly starting in December 2017.

In addition to the Core Team, the Community Effectiveness Committee of Trinity Muscatine's Hospital was selected as the Stakeholder Committee to participate in the health needs assessments and drive the health improvement plan. This committee consists of representatives of the following sectors in the Muscatine County area: industry, small business owners, community not-for-profit, health care providers, pharmacies, optometry, academic institutes, insurance and financial resource groups, human and mental health services, and elected officials.

The second phase was to create a community vision, a process of the MAPP framework. This visioning statement was completed with input from the Stakeholder Committee meeting held in Scott County in May of 2018, with final vetting from the Core Team. The following vision statement for this health assessment embraces the greater region to include the Muscatine County area. The vision for the 2018 community health assessment is: "The Quad Cities region is united as one vibrant, collaborative community with engaged citizens, safe, thriving neighborhoods, and equitable access and opportunities for overall health and social well-being."

Phase three of MAPP is conducting four assessments gathering both quantitative and qualitative data to create a comprehensive view of health in our community. The "Community Health Status" assessment was conducted by Professional Research Consultants (PRC) through telephone and internet surveys of residents from Muscatine, Scott and Rock Island Counties. The Core Team worked extensively with PRC to ensure consistent and appropriate survey questions, with comparative national data, were deployed to best meet the comprehensive health assessments for all counties and communities involved. The other three assessments in Muscatine County were led by the Public Health Department at Trinity Muscatine. These included Community Themes and Strengths, Local Public Health System, and Forces of Change.

## Summary of Assessment Findings

The following areas of opportunity represent the qualitative and quantitative findings conducted by Professional Resource Consultants, Inc. (PRC).

Areas of Opportunity Identified
Access to Health Services
Cancer
Diabetes
Heart Disease & Stroke
Housing
Injury & Violence
Kidney Disease
Mental Health
Nutrition, Physical Activity & Weight
Oral Health
Substance Abuse
Tobacco Use

2018 full assessment: <https://www.unitypoint.org/quadcities/muscatine-public-health.aspx>

The results from the qualitative assessments conducted in Muscatine County showed similar themes to the PRC assessment. For the Community Themes and Strengths assessment conducted through focus groups, common concerns included drug and alcohol use, access to mental health services, obesity, air quality, diabetes, and affordable housing. Helpful community assets identified included the caring culture of small communities, outdoor recreational areas, and access to reliable community resources. Areas of strength identified in the Local Public Health System assessment included a competent workforce, successful utilization of care coordination models, and a commitment to population-based education that is responsive to varying health literacy levels. Areas of opportunity include increasing participation in local policy development that has positive impacts and outcomes on the overall health and safety of residents. Finally, the Forces of Change assessment also identified Equity and Opportunity Forces as important, specifically in relation to reducing health disparities.



## Community Prioritization

Prioritization is one of the final steps in creating a health improvement plan for the community. The last three phases of the Mobilizing for Action through Planning and Partnerships (MAPP) framework assisted our community with identifying priorities, defining strategies and developing an action plan. On October 1, 2018, Trinity Muscatine and the Public Health Department conducted a public forum to introduce the data and areas of opportunities from the health needs assessments and to seek community input on the data. With a coordinated decision making process, the community strategically prioritized the top two needs that will be the drivers to improve the health of communities over the next three years. The public forum consisted of over 40 residents, leaders and stakeholders from the Muscatine County area. The participants were armed with prioritization framework when discussing and determining the top priorities. These included criteria such as impacting the largest amount of people affected, degree to which a priority impacts quality of life, trends, equity, effective interventions, feasibility, value of community, consequences of inaction, and social determinant root cause.



Again on October 8, 2018, a planning meeting was convened with Trinity Muscatine’s Community Effectiveness Committee, Muscatine County Board of Health and key stakeholders from the county to provide input into the goals, objectives and strategies aligned with the top priorities identified by the public.

The priorities chosen include objectives and strategies that address the following factors that shape health outcomes for all populations.



**Health Equity:** By assuring the equal distribution of opportunity and resources, all people are able to attain the highest level of health. This includes addressing avoidable inequalities, historical and contemporary injustices, and the elimination of health and healthcare disparities; thus providing all residents the opportunity to make choices that allow them to live a long, healthy life, regardless of income, educational achievement, ethnic background, race, gender, age, and place of residence.

**Access:** All people have timely use of comprehensive integrated and appropriate health services to achieve the best possible health outcome. All residents have access to affordable care, insurance coverage, quality healthcare providers and appropriate transportation.

**Prevention:** Addresses health problems before they occur rather than after people have shown signs of disease, injury or disability. 7 out of 10 deaths among Americans each year are from chronic illnesses which are preventable; therefore focusing on prevention in our community will help improve health, quality of life and prosperity (CDC, 2014).



Source: [www.cdc.gov](http://www.cdc.gov)

# Priority 1: Mental Health

## Background

According to the United States Department of Health and Human Services in 2017, mental health includes emotional, psychological, and social well-being. It affects how people think, feel and act. It also helps determine how people handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. Over the course of your life, mental health problems can affect thinking, mood, and behavior. Many factors contribute to mental health problems:

- Biological factors, such as genes or brain chemistry
- Life experiences, such as trauma or abuse
- Family history of mental health problems

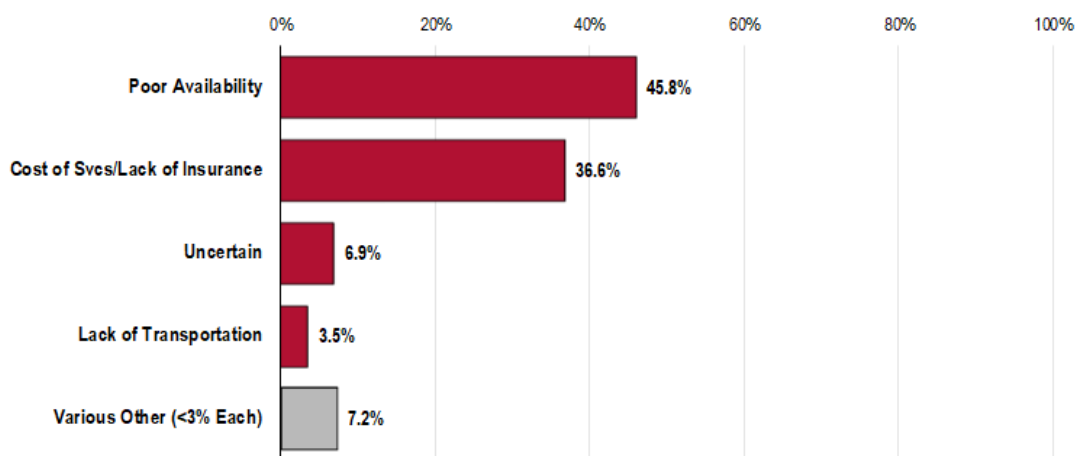
Mental health plays a major role in people’s ability to maintain good physical health. Mental illnesses, such as depression and anxiety, affect people’s ability to participate in health-promoting behaviors.

## Community Chosen Priority Area



PRC Community Health Needs Assessment

### Barrier to Accessing Mental Health Services in the Past Year (Among Those Reporting Problems w/Access; Total Area, 2018)



Sources: • 2018 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 106]  
Notes: • Asked of those respondents reporting problems obtaining mental health services in the past year.

According to Professional Research Consultants’ 2018 health assessment survey, people citing they had difficulties accessing mental health services in the past year attributed it mostly to poor availability (mentioned by 45.8%) and cost of services/ lack of insurance coverage (36.6%). Lack of transportation was mentioned much less frequently.

Further community discussion regarding root causes associated with perceived ease of access included:

- Service gaps/understaffing
- Wait times to access services
- Awareness of all services and resources available to community
- No mental health/substance abuse courts currently available in Muscatine County

<b>PRIORITY 1: MENTAL HEALTH</b>
Goal: Improve access to mental health services for all populations.
Objective: Increase Muscatine County residents' ability to identify and access community mental health services by December 2021
Strategy 1: Obtain resource asset mapping from Aligned Impact Muscatine to better understand services available and gaps in care.
Strategy 2: Complete a root cause analysis to better understand barriers associated with access to mental health services including provider availability and cost/insurance coverage.
Strategy 3: Continuation of increasing prescribers (2FTEs) for people living with mental health diagnosis.
Strategy 4: Collaborate with Eastern Iowa Region Mental Health services to coordinate and support actions toward increasing access to mental health care for all residents.
Strategy 5: Explore additional prevention and intervention programs (best practice or evidence-based) that will be sustainable for communities.

Performance Indicators:

- Health Resources and Services Administration/Health Professional Shortage Areas <https://data.hrsa.gov/tools/shortage-area/hpsa-find> Muscatine County Baseline 2017: Designated area
- County Health Rankings/National Provider Identification Muscatine County Baseline 2017: 2,260:1 (Iowa = 760:1)
- Access to mental health services/Professional Research Consultants, INC. Baseline 2018 Total Area: Poor Availability 45.8% & Cost of Services/Lack of Insurance 36.6%
- Ease of obtaining local mental health services/Professional Research Consultants, INC. Muscatine County Baseline 2018: 29.1%

# Priority 2: Substance Abuse

## Background

According to Health People 2020, substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse are collective, having a significant impact on costly social, physical, mental, and public health problems. Problems associated with substance abuse include:

Teenage Pregnancy	Motor Vehicle Crashes
HIV/AIDS	Physical Fights
STDs	Crime
Domestic Violence	Homicide
Child Abuse	Suicide

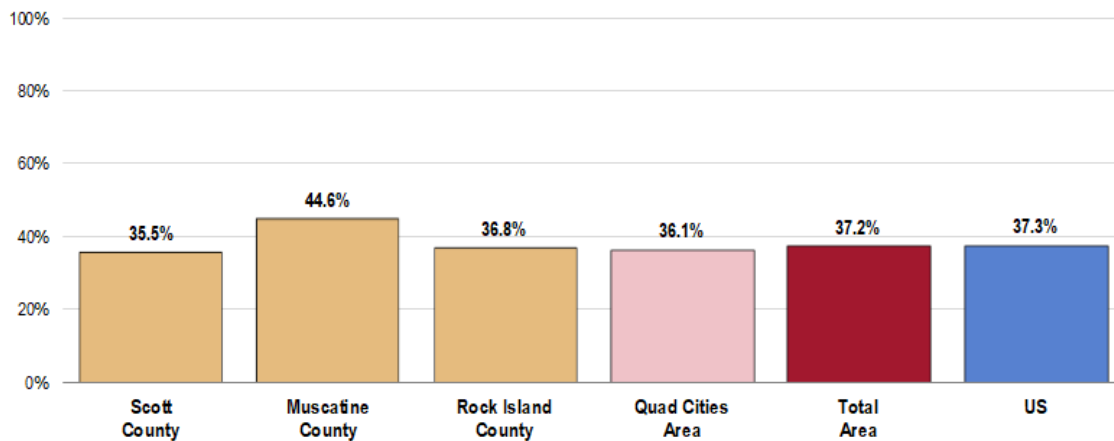
Substance abuse refers to a set of related conditions associated with the consumption of mind and behavior-altering substances that have negative behavioral and health outcomes. Social attitudes and political and legal responses to the consumption of alcohol and illicit drugs make substance abuse one of the most complex public health issues.

## Community Chosen Priority Area



PRC Community Health Needs Assessment

### Life Has Been Negatively Affected by Substance Abuse (by Self or Someone Else)



- Sources:
- 2018 PRC Community Health Survey, Professional Research Consultants, Inc. [Item 61]
  - 2017 PRC National Health Survey, Professional Research Consultants, Inc.
- Notes:
- Asked of all respondents.
  - Includes response of "a great deal," "somewhat," and "a little."
  - Quad Cities Area reflects a combination of Scott and Rock Island counties. Total Area is a combination of the three counties of Scott, Muscatine, and Rock Island.

Additional community discussion included the data provided by Professional Research Consultants' 2018 survey that identified the following areas of concern.

- 44.6% Muscatine County residents report that their life has been affected negatively (by self or someone else).
  - Higher reports from women, young adults, and lower income individuals
- Excessive Drinking was higher among
  - Men, young adults, and upper income individuals
- 5.5% reported illicit drug use in the past month (2.5% US)

<b>PRIORITY 2: SUBSTANCE ABUSE</b>
Goal: Reduce substance abuse to safeguard the wellbeing of children and adults.
Objective: Decrease the number of Muscatine County residents reporting that their life has been negatively impacted from substance abuse by December 2021.
Strategy 1: Obtain resource asset mapping from Aligned Impact Muscatine to better understand services available and gaps in care.
Strategy 2: Complete a root cause analysis in order to understand why our residents' lives are being impacted by substance abuse.
Strategy 3: Implement high school prescription drug safety program from UnityPoint Health
Strategy 4: Collaborate with community partners to provide education on substance abuse support groups and services available.
Strategy 5: Develop public/private partnerships to increase awareness, provide community education and outreach regarding the impacts of substance abuse (alcohol, illicit and prescription drugs).
Strategy 6: Explore additional prevention and intervention programs (best practice or evidence-based) that will be sustainable for communities.

Performance Indicators:

- Behavioral Risk Factor Surveillance System (BRFSS)/Percentage of adults reporting binge or heavy drinking. Muscatine County Baseline 2016: 22%
- CDC/National Center for Health Statistics: Drug Poisoning Mortality. Muscatine County Baseline 2016: death rate range 8-9.9
- Life has been negatively affected by substance abuse (by self or someone else)/Professional Research Consultants, INC. Muscatine County Baseline 2018: 44.6%

# Alignment

<b>Muscatine County Health Priorities</b>	<b>Healthy Iowans 2017-2021 Priorities Iowa Department of Public Health</b>	<b>Healthy People 2020</b>
Mental Health	Mental Health, Illness, & Suicide	Mental Health & Health Disorders
Substance Abuse	Addictive Behaviors	Substance Abuse

Sources: <http://idph.iowa.gov/healthy-iowans> and [www.healthypeople.gov/2020](http://www.healthypeople.gov/2020)

# Sustainability

Sustainability is an important consideration in plan development. Sustaining implementation efforts of the CHIP is an integral component of its success.

- 1) Creating a strong local public health system by maintaining and developing community partnerships. These partnerships create a platform for ongoing community health improvement.
- 2) Creating a coordinated health improvement effort that broadens and builds upon successful local initiatives. Engages partners to align efforts and resources to address identified priorities.
- 3) In creating the plan, significant efforts were made to keep the strategies and actions realistic and manageable for the community and its partners.
- 4) The CHIP is a living document that will be revised as resources, environment, and situations evolve.

The challenge of “moving the needle” on our health status is great, but together we can have a collective impact on a healthier community.

# How to use the CHIP

## Healthcare partners can:

Understand the priority health issues within Muscatine County and assist with the implementation of strategies or interventions.

Assist in coordinating programs to reduce redundancy or duplication of efforts.

Share evaluation data on programs that are addressing the prioritized health issues.

Assist with evaluation of strategies in the county.

Remove barriers by seeking to understand and navigate social determinants of health for the people you serve.

### **Government agencies can:**

Use this document in preventative and educational efforts throughout the county.  
Work with and collaborate with healthcare partners in evaluating and updating of strategies per health issue.  
Evaluate strategies, outcomes and outputs.  
Remove barriers by seeking to understand and navigate social determinants of health for the people you serve.  
Share public health data with partners that target the health issues identified in the county.

### **Community and Faith-Based organizations can:**

Understand the prioritized health issues identified and get involved in improving community health.  
Advocate with members of your organization about the importance of overall wellness and local community health improvement efforts.  
Remove barriers by seeking to understand and navigate social determinants of health for the people you serve.  
Identify opportunities within your organization where you can support and encourage participation in the strategies and interventions.  
Provide information or evaluation data on efforts of strategies implemented.

### **Academia (Schools & Colleges) can:**

Understand the prioritized health issues identified in the county, and help by integrating them into your school or college program curriculum planning.  
Remove barriers by seeking to understand and navigate social determinants of health for the students you serve.  
Create a healthier academic environment by aligning the CHIP strategies in your wellness plans or policies.  
Assist in the promotion or creation of resources that promote community health.

### **Businesses can:**

Use the recommended strategies to make your business a healthy place to work.  
Educate your workers on the link between employee health and productivity.  
Provide opportunities for wellness and healthy living for their employees.

### **Residents can:**

Become familiar with the CHIP and prioritized health issues in the county.  
Get involved in improving community health by volunteering to be part of an initiative or program targeting one of the health issues identified through a community or faith-based organization.  
Take an active role in your health and well-being through healthy lifestyles and preventative screenings.

*Community* Matters.