

Page County Health Improvement Plan

Date Updated: June 17, 2019



For additional information, CONTACT:

Name	Organization	Phone	Email
Jessica Erdman	Page County Public Health	712-850-1212	publichealth@co.page.ia.us

Community Priority

Promote Healthy Behaviors

Goal #1 Reduce obesity with fitness, and nutrition by incorporating healthier food selection/ purchase and preparation

National Alignment

Increase access to healthy and affordable foods in communities.

State Alignment

Where possible, align the resources for healthy eating, and exercise to reach the goal of Iowa as the healthiest state in the nation. Improve access to locally grown fresh fruits and vegetables by increasing the redemption rate of WIC farmer's market checks from 52% to 55% for Women, Infants, and Children (WIC) participants Increase by 2% Iowans' overall participation rate in more physically active, natural resources-based outdoor recreation activities as listed in Iowa's Statewide Comprehensive Outdoor Recreation Plan. Where possible, align the resources for healthy eating, and exercise to reach the goal of Iowa as the healthiest state in the nation. Improve access to locally grown fresh fruits and vegetables by increasing the redemption rate of WIC farmer's market checks from 52% to 55% for Women, Infants, and Children (WIC) participants Increase by 2% Iowans' overall participation rate in more physically active, natural resources-based outdoor recreation activities as listed in Iowa's Statewide Comprehensive Outdoor Recreation Plan.

Objective 1-1 Reduce the percentage of Page County residents who are rated as obese from 33% in 2015 to 28% in 2018.

Baseline Year	Baseline Value	Target Year	Target Value
2015	33%	2018	28%

Report Date
Jun 17, 2019

Year
2018

Value
41%

Progress on Objective

- | | |
|--|---|
| <input type="checkbox"/> Met, trend in right direction | <input type="checkbox"/> Not met, trend in right direction |
| <input type="checkbox"/> Met, no trend | <input type="checkbox"/> Not met, no trend |
| <input type="checkbox"/> Met, trend in wrong direction | <input checked="" type="checkbox"/> Not met, trend in wrong direction |

Progress notes:

Strategy 1-1.1 Create a list of local partners in reaching this goal.

Strategy Type
Counseling & Education

Who's Responsible
Page County Public Health

Target Date
Dec 31, 2016

Report Date
12-31-16

Progress on Strategy
 Complete On track Off track No progress

Progress notes:

Strategy 1-1.2 Develop and implement a comprehensive education plan for agencies and appropriate partners. Strategy Type
Counseling & Education

Who's Responsible
Page County Public Health

Target Date
Dec 31, 2016

Report Date
Jun 17, 2019

Progress on Strategy
 Complete On track Off track No progress

Progress notes:

Strategy 1-1.3 Create a media campaign focusing on physical activity and nutrition. Strategy Type
Counseling & Education

Who's Responsible
Page County Public Health

Target Date
Jul 1, 2017

Report Date
Jun 17, 2019

Progress on Strategy
 Complete On track Off track No progress

Progress notes: Facebook posts regarding nutrition and physical activity. Working with County Wellness Committee to promote healthy eating, nutrition and physical activity.

Strategy 1-1.4 Partner with WIC and Maternal Child Health Programs to promote better nutrition in children and mothers. Strategy Type
Counseling & Education

Who's Responsible
Page County Public Health

Target Date
Jul 1, 2017

Report Date
Jun 17, 2019

Progress on Strategy
 Complete On track Off track No progress

Progress notes: Promoting Farmers Market throughout the county. Discussed with local schools about the summer food programs.

Strategy 1-1.5 Promote the 60/30 rule: school age children having at least 60 minutes of physical activity a day, and adults 30 minutes a day of physical activity. Strategy Type
Counseling & Education

Who's Responsible
Page County Public Health

Target Date
Apr 1, 2016

Report Date
Jun 17, 2019

Progress on Strategy
 Complete On track Off track No progress

Progress notes: During health fairs, we hand out flyers on healthy eating, and exercise for various age groups, promoting the walking trail at the Lied Center in Clarinda. Also worked with Page County Wellness Committee to promote walking during lunch.

Strategy 1-1.6 Investigate and apply for funding opportunity to expand obese/overweight prevention. Strategy Type
Environmental / Policy / Systems Change

Who's Responsible
Page County Public Health

Target Date
Jan 1, 2018

<u>Report Date</u> May 31, 2017	<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: Partnering with Shenandoah Medical Center to apply for the State Innovative Model Grant.

Strategy 1-1.7 Partner with Hy-Vee Dietitian and WIC programs to promote healthy foods and preparing health meals/snacks to young mothers and children. Strategy Type
Address Social Determinant / Health Inequity

Who's Responsible
Page County Public Health Target Date
Jan 1, 2018

<u>Report Date</u> 5-31-17	<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: Will schedule meeting with Matura, Hy-Vee Dietician, and Page County Nurse to create meal plan/snack resource for families using approved WIC food items.

Strategy 1-1.8 Promote at work sites healthy snacking days especially during the holidays. Strategy Type
Counseling & Education

Who's Responsible
Page County Public Health Target Date
Oct 1, 2017

<u>Report Date</u> Jun 17, 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
------------------------------------	---

Progress notes: Page County Public Health in conjunction with Page County Wellness committee has created healthy snack packs for employees.

Community Priority

Prevent Epidemics and the Spread of Disease

Goal #1 Educate on Sexually Transmitted Infections

National Alignment

State Alignment

Promote healthy sexual behaviors, strengthen community capacity, and increase access to quality services to prevent sexually transmitted diseases (STD) and their complications.

Reduce the rate of reported cases of sexually transmitted infections. Reduce the rate of reported cases of gonorrhea from 60 cases per 100,000 to fewer than 45 cases per 100,000

Objective 1-1 Reduce the number of Page County residents who have reported having a sexually transmitted infection from 382 in 2015 to 300 in 2018.

Baseline Year	Baseline Value	Target Year	Target Value
2015	382	2018	300

Report Date

Year

2018

Value

277

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 Create a list of local and regional partners in reaching this goal.

Strategy Type

Counseling & Education

Who's Responsible

Page County Public Health

Target Date

Dec 1, 2016

Report Date

12-1-2016

Progress on Strategy

- Complete On track Off track No progress

Progress notes:

Strategy 1-1.2 Partner with Shenandoah Medical Center to promote Sexually Transmitted Disease Testing Clinic.

Strategy Type

Long-Lasting Protective Intervention

Who's Responsible

Page County Public Health and Shenandoah Medical Center

Target Date

Sep 1, 2016

Report Date

9-1-2016

Progress on Strategy

- Complete On track Off track No progress

Progress notes: Due to low usage, IDPH withdrew the STD testing clinic from SMC.

Strategy 1-1.3 Promote Community Advisory Board on Teen Pregnancy Prevention.

Strategy Type

Long-Lasting Protective Intervention

Who's Responsible

Page County Public Health and TPPI/Planned Parenthood of the Heartland

Target Date

Sep 1, 2016

Report Date

8-1-2016

Progress on Strategy

- Complete On track Off track No progress

Progress notes: TPPI/Planned Parenthood of the Heartland withdrew from Page County due to the overwhelming lack of community support.

Strategy 1-1.4 Partner with Linda McQuinn Disease Prevention Specialist, to distribute free condoms and condom dispensers

throughout Page County.

Strategy Type

Long-Lasting Protective Intervention

Who's Responsible

Page County Public Health

Target Date

Feb 1, 2017

Report Date

Jun 17, 2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Page County is distributing free condoms at our agency, and assisting other locations with handing out condoms. Still searching for additional locations to install condom dispensers throughout the county. Promoting the MyIACondoms.org site.

Strategy 1-1.5 Work with TPPI to educate high school and middle school students on preventing STI's and teen pregnancy.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible

Page County Public Health

Target Date

Sep 1, 2017

Report Date

8-1-16

Progress on Strategy

Complete On track Off track No progress

Progress notes: With TPPI no longer servicing Page County and resistance from school officials in regards to this issue, we can not move forward.