

2019 Scott & Rock Island County Community Health Improvement Plan (CHIP)

Priority Issue: **Nutrition, Physical Activity, & Weight**

Goal 1: Engage cross-sector community partners and individuals in developing and implementing a comprehensive strategy toward regional health.

| Strategy 1: Align cross-sector strategies and resources. | | Measure: # of attendees at Be Healthy QC Coalition meetings | |
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| Activities | Timeline | Responsible Parties | |
| 1. Convene regular meetings of the Be Healthy QC Coalition. | 2019-2022 | Be Healthy QC Coalition | |
| 2. Maintain membership of Be Healthy QC Coalition to include stakeholders from multiple community sectors. | 2019-2022 | Be Healthy QC Coalition | |
| 3. Maintain and update a dashboard of community data to measure progress in improving nutrition, physical activity, and weight outcomes. | 2019-2022 | Be Healthy QC Coalition | |

| Strategy 2: Engage cross-sector community partners to build commitment and investment in regional health. | | Measure: # of engagements with entities | |
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| Activities | Timeline | Responsible Parties | |
| 1. Strengthen alignment with Quad Cities Chamber's Q2030 vision for creating healthy people. | 2019-2022 | Be Healthy QC Coalition | |
| 2. Provide outreach to business community, civic groups, etc. to share information. | 2019-2022 | Be Healthy QC Coalition | |

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| 3. Identify opportunities to collaborate on community conversations around health. | 2019-2022 | Be Healthy QC Coalition |
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| Strategy 3: Improve coordination of available community services addressing nutrition, physical activity, and weight. | | Measure: # of Be Healthy QC Coalition meetings held |
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| Activities | Timeline | Responsible Parties |
| 1. Support current work in the community to increase coordination of services amongst providers. | 2019-2022 | Be Healthy QC Coalition |
| 2. Promote community conversations around services offered. | 2019-2022 | Be Healthy QC Coalition |

Goal 2: Maximize awareness and connect individuals with nutrition and physical activity resources in the Quad Cities region.

| Strategy 1: Support and Promote Quad Citians to eat well and move more. | | Measure: # of Be Healthy QC Coalition messages to community and stakeholders | |
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| Activities | | Timeline | Responsible Parties |
| 1. Implement the Be Healthy QC Coalition workplan to promote healthy eating and physical activity. | | 2019 | Be Healthy QC Coalition |
| 2. Continue to engage partners in implementation of the workplan through Be Healthy QC Coalition and workgroup meetings. | | 2019-2022 | Be Healthy QC Coalition |
| 3. Share and celebrate success stories broadly across all sectors and communication channels. | | 2019-2022 | Be Healthy QC Coalition |

Goal 3: Promote policy, systems, and environment changes to improve nutrition, physical, activity, and weight in the Quad Cities region.

| Strategy 1: Educate policy makers on importance of a Health in All Policies approach to decision making. | | Measure: # of entities educated on Health in All Policies |
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| Activities | Timeline | Responsible Parties |
| 1. Research evidence-based and best practices related to promoting Health in All Policies in communities. | 2019 | Scott County & Rock Island County Health Departments |
| 2. Promote consideration of health in policymaking to local decision makers. | 2020-2022 | Be Healthy QC Coalition |
| 3. Share evidence-based and best practices with policy makers. | 2020-2022 | Bi-State Regional Commission |
| 4. Monitor the implementation and provide technical assistance. | Ongoing | Bi-State Regional Commission |

| Strategy 2: Promote healthy policies for nutrition, physical activity, and weight | | Measure: # of educational opportunities implemented |
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| Activities | Timeline | Responsible Parties |
| 1. Identify policy opportunities for nutrition, physical activity, and weight in the community. | 2019-2022 | Be Healthy QC Coalition |
| 2. Monitor policy change opportunities and legislation at local, state, and national level. | 2019-2022 | Scott County and Rock Island County Health Departments |
| 3. Educate stakeholders on opportunities to advocate for policy changes. | 2019-2022 | Be Healthy QC Coalition |

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| 4. Develop statements/white papers for nutrition, physical activity, and weight as needed. | 2019-2022 | Scott County and Rock Island County Health Departments and other community experts/partners |
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Alignment with National/State Health Improvement Plans & Best/Promising Practices

Healthy Illinois 2021

- ▶ **Goal 3:**
 - *Focus Area 1:* Adopt policy, systems, and environmental approaches to increasing physical activity opportunities in the built environment.
- ▶ **Goal 4:** Increase community-clinical linkages to reduce chronic disease.

Healthy Iowans 2017-2021

- ▶ **Healthy Living, Goal 9:** Improve the healthy weight status of all Iowans by creating supportive policy, systems, or environments for healthy eating and physical activity.

National Prevention Strategy

- ▶ **Priority:** Active Living, Recommendation 2: Promote and strengthen school and early learning policies and programs that increase physical activity
- ▶ **Priority:** Active Living, Recommendation 4: Support workplace policies and programs that increase physical activity.

Healthy People 2020

- ▶ **Goal:** Improve health, fitness, and quality of life through daily physical activity.
 - *PA-15:* Increase legislative policies for the built environment that enhance access to and availability of physical activity opportunities.

2019 Scott & Rock Island County Community Health Improvement Plan (CHIP)

Priority Issue: **Access to Healthcare**

Goal 1: Improve and enhance education and outreach to healthcare consumers in the Quad Cities region.

| Strategy 1: Establish a coalition addressing health access. | | Measure: # of Health Access Coalitions | |
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| Activities | Timeline | Responsible Parties | |
| 1. Establish the Health Access Coalition. | 2019 | CHIP Access to Healthcare Workgroup | |
| 2. Invite members of community organizations and the public to participate in the coalition. | 2019 | CHIP Access to Healthcare Workgroup | |
| 3. Convene regular coalition meetings and communication. | 2019 | Health Access Coalition | |
| 4. Establish vision, mission, values, priorities, and an action plan of the coalition. | 2019 | Health Access Coalition | |
| 5. Create measures and methods for tracking progress. | 2019 | Health Access Coalition | |

| Strategy 2: Increase use of technology platforms to educate on how to access healthcare in the Quad Cities region. | | Measure: TBD by Health Access Coalition | |
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| Activities | Timeline | Responsible Parties | |

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| 1. Identify target audiences in the community to reach with health access information. | 2019-2022 | Health Access Coalition |
| 2. Investigate available media platforms to use to distribute messages to target audiences. | 2019-2022 | Health Access Coalition |
| 3. Research funding opportunities to support the identified media platforms. | 2019-2022 | Health Access Coalition |
| 4. Develop messages for identified target audiences and timelines for distribution. | 2019-2022 | Health Access Coalition |
| 5. Test messages with members of target audiences. | 2019-2022 | Health Access Coalition |
| 6. Implement targeted messages in the community using identified platforms. | 2019-2022 | Health Access Coalition |

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| Strategy 3: Identify existing gaps in consumers' knowledge of healthcare. | | Measure: TBD by Health Access Coalition |
| Activities | Timeline | Responsible Parties |
| 1. Survey community partners who serve targeted populations to identify gaps in knowledge of healthcare. | 2020 | Health Access Coalition |
| 2. Analyze results of community partners' survey. | 2020 | Health Access Coalition |
| 3. Determine strategies to eliminate gaps in knowledge of healthcare. | 2020 | Health Access Coalition |
| 4. Implement identified strategies in the community. | 2020-2022 | Health Access Coalition |

Strategy 4: Develop and promote a healthcare guide to support consumers in accessing the healthcare system.

Measure: # of consumer healthcare guides distributed

| Activities | Timeline | Responsible Parties |
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| 1. Explore existing resources for educating healthcare consumers on accessing and utilizing the healthcare system. | 2020 | Health Access Coalition |
| 2. Establish content for guide based on what information is most beneficial for the consumer. | 2020 | Health Access Coalition |
| 3. Develop draft consumer healthcare guide. | 2020 | Health Access Coalition |
| 4. Test the guide with a targeted group of healthcare consumers. | 2020 | Health Access Coalition |
| 5. Promote the finalized consumer healthcare guide to consumers, healthcare providers, and community partners. | 2020-2022 | Health Access Coalition |

Goal 2: Promote the use of the right care at the right time at the right place at the right cost.

| Strategy 1: Assess and utilize technology and services to increase appropriate access to healthcare services. | | |
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| Measure: TBD by Health Access Coalition | | |
| Activities | Timeline | Responsible Parties |
| 1. Identify existing non-traditional healthcare service approaches that support access to healthcare. | 2020 | Health Access Coalition |
| 2. Research best practices and innovations in healthcare technology and services (telehealth, onsite assessment tools, 24-7 access options, transportation options, community-based service locations, mobile healthcare). | 2020 | Health Access Coalition |
| 3. Identify opportunities to implement innovative technology and services. | 2021-2022 | Health Access Coalition |
| 4. Share identified opportunities with local health care systems and providers. | 2021-2022 | Health Access Coalition |

Goal 3: Improve coordination of wraparound service and education for providers.

| Strategy 1: Maintain a coordinated resource system to connect providers and services in the community. | | Measure: # of community platforms connecting providers and services | |
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| Activities | | Timeline | Responsible Parties |
| 1. Identify existing healthcare and community resources (e.g. United Way, Health Departments, care managers) that support successful use of the healthcare system. | | 2020 | Health Access Coalition |
| 2. Invite key contacts for identified resources to information gathering meetings. | | 2020 | Health Access Coalition |
| 3. Explore electronic platform options for service sharing and coordination of healthcare and community resources. | | 2020-2021 | Health Access Coalition |
| 4. Gather resource information for identified platform. | | 2022 | Health Access Coalition |
| 5. Implement and maintain identified platform. | | 2022 | Health Access Coalition |
| 6. Identify opportunities for promoting the platform to providers (e.g. annual summit, lunch and learn, existing provider meeting). | | 2022 | Health Access Coalition |
| 7. Investigate long-term sustainability for continued use of the platform (e.g. core competencies for providers, community campaigns for information maintenance). | | 2022 | Health Access Coalition |

Alignment with National/State Health Improvement Plans & Best/Promising Practices

Healthy Illinois 2021

- ▶ **Goal 1, Maternal and Child Health:** Assure accessibility, availability, and quality of preventive and primary care for all women, adolescents, and children, including children with special health care needs, with a focus on integration, linkage, and continuity of services through patient-centered medical homes.
 - *Focus Area 2:* Engage providers in understanding how to provide a medical home.
 - *Focus Area 3:* Promote understanding of the benefits of medical homes among consumers and families.

Healthy Iowans 2017-2021

- ▶ **Health System Improvement, Transportation, Goal 1:** Provide transportation to health care services by making available State Transit Assistance Special Project funds to Iowa's 35 public transit agencies.
- ▶ **Health System Improvement, Lack of Primary Care Services, Goal 1:** Coordinate care for children and youth with special health care needs through a medical home.

Healthy People 2020

- ▶ **Goal:** Improve access to comprehensive, quality health care services.
 - *AHS-4:* (Developmental) Increase the number of practicing primary care providers.
 - *AHS-6:* Reduce the proportion of persons who are unable to obtain or delay in obtaining necessary medical care, dental care, or prescription medicines.