

# Shelby County Health Improvement Plan

Date Updated: June 4, 2019



For additional information, CONTACT:

Name	Organization	Phone	Email
Lori Hoch, RN	Shelby County Public Health	712.755.4423	lori.hoch@myrtuemedical.org
Michele Weis, BSN, RN	Shelby County Public Health	712.755.4471	mweis@myrtuemedical.org
Calla Poldberg, MSN, ARNP	Shelby County Public Health	712.755.4423	cpoldberg@myrtuemedical.org

# Community Priority

## Increasing Need for Mental Health and Substance Abuse Services in Shelby County

**Goal #1** Increase substance abuse education for students in grades 6-12 in Shelby County.

National Alignment

Healthy People 2020: SA-4.1

State Alignment

Healthy Iowans 2015: Alcohol and Binge Drinking 3-1.2

**Objective 1-1** By 2021, reduce the percentage of reported alcohol use by 11th grade students to 20% as measured by the Iowa Youth Survey.

Baseline Year	Baseline Value	Target Year	Target Value
2016	27%	2021	20%

Report Date

May 23, 2017

Year

2017

Value

No new data specific to county for 2016 Iowa Youth Survey yet

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

Progress notes: Target year is 2021--working on other priorities

Report Date

05/11/2018

Year

2018

Value

No new county specific data to report since the 2016 Iowa Youth Survey.

Progress on Objective

- |  |   |
|--|---|
| <input type="checkbox"/> Met, trend in right direction | <input checked="" 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            |

Progress notes: Shelby County Public Health is working on securing grant funds to provide a teen health fair. One of the topics covered at the health fair will be aimed at educating parents and teens on the health risks of alcohol use/abuse.

Report Date

06/03/2019

Year

2019

Value

The 2018 Youth Survey shows an improvement in self-reported alcohol use by 11th grade students. The new data shows a 23% self-reported alcohol use by 11th graders

in the past 30 days.

**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: In FY19, Shelby County Public Health wrote grants, collaborated with key partners, organized, and delivered a Teen Health Fair on 3.23.2019. One educational booth at the Teen Health Fair was a alcohol abstinence booth developed and led by MMC Behavioral Health. Another booth was led by Iowa State Trooper, Shelby McCreedy, to emphasize the danger of impaired or distracted driving.

Strategy 1-1.1 By 2018, provide one or more educational programs to students in grades 6-12 on the adverse effects of alcohol consumption, in particular binge drinking. **Strategy Type** Counseling & Education

Who's Responsible Mental health partners, schools, and Shelby County Public Health Target Date Jan 1, 2018

Report Date 5.11.2018 **Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: This objective is targeted for 2018--we are working on a teen health fair for adolescents and their parents to address teen binge drinking.

Report Date 6.3.2019 **Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: On March 23rd, Public Health provided an educational program at the Teen Health Fair on binge drinking and the impact of alcohol consumption. We also had an impaired and distracted driving simulation course that was well attended by teens at the health fair.

Strategy 1-1.2 By 2018, collaborate with law enforcement to offer education to local businesses regarding laws prohibiting the sale of alcohol to minors and strategies to reduce underage drinking. **Strategy Type** Environmental / Policy / Systems Change

Who's Responsible Law enforcement and public health Target Date Jan 1, 2018

Report Date May 23, 2017 **Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: Has not been a priority for FY17.

Report Date May 11, 2018 **Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: We plan to ride the momentum of the proposed teen health fair into this next objective. Law Enforcement has been more involved in PH programming since starting the SC Prevent Child Abuse Council and our work with officers on Narcan Administration and Stop the Bleed Trainings. With a stronger partnership, we are more likely to reach this goal.

Report Date June 3, 2019 **Progress on Strategy**

Complete     On track     Off track     No progress

Progress notes: Through the Teen Health Fair, Stop the Bleed classes, and the Shelby County Prevent Child Abuse Coalition, Public Health built a stronger relationship with local law enforcement. The next step is to have a discussion with our partners on

providing an educational to local businesses on not serving alcohol to those who are underage.

Strategy 1-1.3 By 2019, explore formation of one community coalition targeting strategies to reduce substance abuse among teens in Shelby County.

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
Shelby County Public Health

Target Date  
Jan 1, 2019

Report Date May 23, 2017	<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: Has not been a priority for FY17.

Report Date May 11, 2018	<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: Shelby County Public Health is now part of two new coalitions in Shelby County-- the Shelby County Wellness Alliance and the Shelby County Prevent Child Abuse Council. Adding another council at this time would likely be more than the community wants to take on at this time. Another option would be to discuss this objective with the Wellness and PCA Coalitions to see if teen substance abuse aligns with their mission/vision.

Report Date June 3, 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: In May 2019, I met with Kim Fineran, HCCMS Family Health Services Director and Ashley Folsom, NAP Coordinator, to explore the possibility of forming a Youth Adult Partnership (YAP) Coalition with teens in Shelby County. Further discussion will be ongoing as we look to find a partner willing to host YAP meetings. While we are in the infancy of developing a YAP, we are hopeful that we will be able to successfully implement this strategy to help us address alcohol use, among other health concerns that strongly correlate and resonate with teens.

Strategy 1-1.4 By 2021, form a broad community coalition to address the culture of underage drinking in Shelby County.

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible  
Shelby County Public Health

Target Date  
Jan 1, 2021

Report Date May 23, 2017	<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: Has not been a priority for FY17

Report Date May 11, 2018	<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: Has not been a priority for FY18; will see where this fits with the SCWA and SCPCA Coalitions and go from there.

Report Date 6.3.2019	<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: Now that we have had a discussion on forming a youth coalition, the next step will be to engage agencies that would like to participate in providing a curriculum-based YAP for teens in Shelby County. Members of the Shelby Count Prevent Child Abuse and Wellness Alliance may be interested in helping drive this group. Developing a YAP will be explored and discussed in FY20 with our community partners.

**Goal #2** By 2021, coordinate the formation of a community mental health support group in Shelby County.

National Alignment

Healthy People 2020: MHMD-4.2

State Alignment

Healthy Iowans 2015: Mental and Emotional Well-being 8-1.2

**Objective 2-1** By 2017, develop plans for one community mental health support group in Shelby County.

Baseline Year	Baseline Value	Target Year	Target Value
2016	0	2021	1

Report Date  
May 23, 2017

Year  
2017

Value  
Two community mental health support groups are underway.

Progress on Objective

<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

Progress notes: Meetings helped determine what support group to develop--others were discussed, but the consensus was that a widow/widower support group was what the community desired.

Report Date  
May 11, 2018

Year  
2018

Value  
Two support groups are regularly utilized by community members; meeting a need to connect and support residents of the county.

Progress on Objective

<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

Progress notes: Lean into Life-a widow/widower support group meets every other Tuesday evening and has participation rates from 6-14 residents. This collaboration with Behavioral Health has been a positive experience for all involved. Mothers and Babies Support Groups are being led by Behavioral Health as well, following acceptance into Northwestern University's research grant. In FY18, there have been three support group sessions that work with pregnant mothers through CBT approaches that improve mood and reduce the risk of prenatal and postpartum depression. These groups have targeted at-risk moms, those who have a history of depression, but also anyone who is interested in improving their mental well-being during pregnancy and beyond.

**Strategy 2-1.1** In 2016, meet with community partners to discuss the formulation of a support group in Shelby County.

Strategy Type  
Counseling & Education

Who's Responsible  
Shelby County Public Health and other community partners

Target Date  
Oct 1, 2016

Report Date  
May 23, 2017

Progress on Strategy  
 Complete  
 On track  
 Off track  
 No progress

Progress notes: During the fall of 2016, we partnered with the Shelby County Resource Team, Behavioral health, and the Hospice and Community Grief support team to discuss support for a widow/widower support group.

Strategy 2-1.2 Seek donations and resources from community partners to provide funding for a Shelby County mental health support group in 2017. Strategy Type  
Counseling & Education

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health

Target Date  
Mar 1, 2017

Report Date  
May 23, 2017

Progress on Strategy  
 Complete  
 On track  
 Off track  
 No progress

Progress notes: Resources, more than donations, have been volunteered to support the formation of the widow/widower support group.

Report Date  
May 11, 2018

Progress on Strategy  
 Complete  
 On track  
 Off track  
 No progress

Progress notes: Myrtue Medical Center provides the meeting space, Behavioral Health provides the group facilitator, and Public Health provides outreach and marketing support for this project. Public Health also secures donations for refreshments at each group meeting.

Report Date  
June 3, 2019

Progress on Strategy  
 Complete  
 On track  
 Off track  
 No progress

Progress notes: Cost to provide this group is minimal as we have a new volunteer facilitator for the group, Public Health continues to provide outreach, marketing support, and refreshments for the Lean Into Life widow/widower support group. Myrtue Medical Center provides the meeting space for this group which currently serves eight widowed community members.

Strategy 2-1.3 By 2018, create one mental health support group with a focus on support, community resources, and education regarding various mental issues in Shelby County. Strategy Type  
Counseling & Education

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health

Target Date  
Dec. 31, 2018

Report Date  
May 23, 2017

Progress on Strategy  
 Complete  
 On track  
 Off track  
 No progress

Progress notes: The first Widow/Widower support group meeting is scheduled in June 2017; I will consider it complete after the group is established and regularly meeting. Also, a maternal health support group began on May 23, 2017.

Report Date  
May 11, 2018

Progress on Strategy  
 Complete  
 On track  
 Off track  
 No progress

Progress notes: The Widow/Widower Support Group (Lean Into Life) has been meeting every other Tuesday since June of 2017. Membership is strong at 6-14 members per meeting. Widows/widowers are using this support group to bridge the gap from grief support into adapting to life as a single person again. All informal feedback has been extremely positive.

Strategy 2-1.4 Evaluate the effectiveness and benefit of a Shelby County mental health support group through a qualitative survey process by 2020. Analyze and share results with funders

and community partners.

Strategy Type  
Counseling & Education

Who's Responsible

Behavioral Health and Shelby County Public Health

Target Date

01/15/2020

<u>Report Date</u> May 23, 2017	<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: We will work on the survey after the widow/widower support group has begun to meet.

<u>Report Date</u> May 11, 2018	<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: For FY19, we plan to have a qualitative survey developed and in place to determine how well the Lean Into Life group is meeting the support needs of widowed residents and what quality improvements we need to make to fully respond to their needs.

<u>Report Date</u> June 3, 2019	<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: The Shelby County Public Health Director developed a qualitative survey for the Lean into Life Widow/Widower Support Group. This survey was completed on July 3, 2018 with all members who attended. Participants were asked to use a Likert scale of 1-4 to rate the following areas: Scheduling, Facility, Your Experience, Overall Assessment of the program. Average scores ranged from 3.5-3.875-- indicating that the participants were very satisfied with the group offerings and space allocated for Lean Into Life. In July 2019, we will again evaluate the effectiveness and satisfaction of Lean Into Life for quality assurance.

Strategy 2-1.5 Update and distribute the Shelby County Human Resources Directory to include a list of available providers focusing on behavioral health, suicide hot lines and available substance abuse and addiction services for community-wide distribution by 2017.

Strategy Type  
Counseling & Education

Who's Responsible

Shelby County Public Health and HMS Early Childhood Iowa

Target Date

Dec 30, 2016

<u>Report Date</u> May 23, 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: The resource directory is complete and at the printer as we speak. We will have them available for distribution by June 1, 2017. Additionally, we plan to put the resource directory on MMC website with regular updates.

<u>Report Date</u> May 11, 2018	<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: The Resource Book has been added to the MMC website. Anyone interested in this information can access it and print it off, if desired.

<u>Report Date</u> June 3, 2019	<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: The 2019 Resource Directory has been updated by Public Health, the Resource Team, and the Shelby County Emergency Preparedness and Planning Coalition. It will be printed before the end of FY19 and distributed to community members and updated on Myrtue Medical Center's website.

**Goal #3** By 2021, provide mental health education for primary care providers in Shelby County that can be utilized to incorporate and improve screening and treatment of mental health issues in the primary care setting.

National Alignment

Healthy People 2020: MHMD-5

State Alignment

Healthy Iowans 2015: Mental and Emotional Well-Being 8-1.3

Objective 3-1	By 2017, provide at least one training for an audience of primary care providers on trauma-informed care, adverse events of childhood, and/or mental health promotion during pregnancy.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	0	2021	1

Report Date  
May 23, 2017

Year  
2017

Value  
Three educational opportunities were presented to primary health care providers in 2016-2017.

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: Providers have had three educational opportunities now. Trauma-Informed care in April 2016; Promoting Mental Health during Pregnancy in May 2017 and ACES in April 2017.

Report Date  
05/11/2018

Year  
2018

Value  
One additional training was held in FY18 to address mental wellness during pregnancy.

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: This objective has been met. In total, Shelby County Public Health has sponsored four educational opportunities on mental wellness and adverse childhood experiences. The training held in FY18 was Mothers and Babies Intervention for Parent Education and Home Visitation providers and Public Health Nurses. We had over 20 participants for the training as well as six months of implementation support from NWU for this curriculum. Not only have staff been trained in this mental wellness intervention, they are actively engaged in providing Mothers and Babies Curriculum in their daily work.

Strategy 3-1.1 Collaborate with primary care providers in Shelby County to make them aware of educational opportunities.

Strategy Type  
Clinical Intervention

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health.

Target Date  
Sep 1, 2016

Report Date  
May 23, 2017

Progress on Strategy

Complete     On track     Off track     No progress

Progress notes: Primary care providers were recruited for training opportunities with CME or CEU's provided.

Strategy 3-1.2 Update primary care clinicians on the progress in the formation of the mental health support group as a potential patient referral source.

Strategy Type  
Clinical Intervention

Who's Responsible  
Shelby County Public Health and Behavioral Health.

Target Date  
Jan 2, 2017

<u>Report Date</u> May 23, 2017	<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: During BOH meetings, we have shared this information with our medical director, but we will also ask to be on the agenda for the July Med-staff meeting to share the establishment and progress of the widow/widower support group.

<u>Report Date</u> May 11, 2018	<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: Shelby County Public Health regularly shares mental health support group progress (Mothers and Babies and the Widow/Widower Groups) at med-staff meetings and with our BOH medical director. Support group updates will be an ongoing part of our reports to the Myrtue's Board of Trustees, Myrtue Medical Center's medical providers, and BOH members.

Strategy 3-1.3 Develop one system-wide protocol for primary care clinicians to refer patients to the mental health support group.

Strategy Type  
Clinical Intervention

Who's Responsible  
Myrtue Medical Center Rural Health Clinics, Behavioral Health, and Shelby County Public Health

Target Date  
Jul 1, 2019

<u>Report Date</u> May 23, 2017	<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: The referral system is yet to be developed.

<u>Report Date</u> May 11, 2018	<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: Shelby County Public Health's Maternal Health Nurse provides in-clinic services as a part of the health care delivery system at Myrtue Medical Center. Her presence at all initial OB visits facilitates and absorbs the referral system. The MH nurse takes or initiates referrals and assures that appropriate referrals are completed.

**Goal #4** By 2021, increase awareness of the Employee Assistance Programs (EAP) to the residents of Shelby County.

National Alignment  
Healthy People 2020: MHMD-9.1

State Alignment  
Healthy Iowans 2015: Mental Illness 8-1.4

**Objective 4-1** By 2018, complete two educational campaigns to the community on the availability of behavioral health services and available employee assistance programs in Shelby County.

Baseline Year	Baseline Value	Target Year	Target Value
2016	0	2018	2

Report Date  
May 23, 2017

Year  
2017

Value  
We have not begun a process to provide educational campaigns for

behavioral health services and EAP programs in Shelby County.

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: This goal has not been a priority of our Health Improvement Plan yet. We will work on this in the fall of 2017.

Report Date

May 11, 2018

Year

2018

Value

No progress on this objective, other than commitment by Behavioral Health to partner with Shelby County Public Health to provide educational opportunities for businesses.

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: There is continued support by Behavioral Health to work on this objective. Our own Public Health team members assigned to this objective have this item on their priority list to address in FY19.

Report Date

6.3.2019

Year

2019

Value

In March 2019, one EAP educational was completed.

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: The MMC Human Resources Director collaborated with Shelby County Public Health and addressed use of the Employee Assistance Program at a quarterly employee forum at Myrtue Medical Center. Myrtue Medical Center is the largest employer in the county and employee forums are highly attended by employees. We will look to target another large business in FY20 to raise further awareness on the benefits of an Employee Assistance Program.

Strategy 4-1.1 Collaborate with Occupational Health Outreach at Myrtue Medical Center to identify, plan, develop, and promote employee assistance programs to the business community by 2017.

Strategy Type  
Clinical Intervention

Who's Responsible  
Shelby County Public Health and Myrtue Medical Center

Target Date  
Dec 30, 2016

Report Date  
May 23, 2017

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: Due to OHO RN staffing issues/RN health issues--this has been placed on the back burner until we have more human capital to commit to this objective.

Report Date  
May 11, 2018

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: With the implementation of a new electronic health record and all the workflow changes associated with this conversion, there has been little time to work on this strategy. Due to current human capital constraints, this objective will be addressed in FY20.

Report Date  
June 3, 2019

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: With the addition of a new Occupational Health Lead, we are now staffed well enough to begin this initiative. In the summer of 2019, the OHO lead will meet with contracted businesses to discuss current protocols and ask businesses to consider adding an EAP program for overall employee well-being.

Strategy 4-1.2 Inform the community about the availability of behavioral health services and employee assistance programs in Shelby County through print, radio, and social media campaigns through 2017.

Strategy Type  
Counseling & Education

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health

Target Date  
Dec 29, 2017

Report Date  
May 23, 2017

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: With our marketing director at MMC, we have initiated some outreach strategies to include Behavioral health month social media recognition. We need to collaborate with Behavioral Health to develop a consistent strategy to raise awareness of the services we have available in the county.

Report Date  
May 11, 2018

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: The next step of working with Behavioral Health to develop a strategy to raise awareness of EAP services has not been accomplished. Currently, Behavioral Health is booking six weeks out for mental health appointments due to demand. BH is adding additional therapist (4) this spring. Once the therapists are on-board, our timing will be better to focus on this objective and engage them in pursuit of this strategy.

Report Date  
June 3, 2019

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: This strategy will align nicely with face-to-face educationals with local business leaders. The Shelby County Public Health Director will collaborate with Behavioral Health to develop press releases and radio advertisements for EAP's during the fall of 2019.

# Community Priority

## Physical Inactivity Among Adults and Children in Shelby County

**Goal #1** By 2021, reduce use of screen time by adults and children living in Shelby County.

National Alignment

Healthy People 2020: PA-8

State Alignment

Healthy Iowans 2015: Physical Activity 6-1.28

**Objective 1-1** By 2021, provide three community-based educational opportunities that address the adverse health effects of prolonged, regular screen.

Baseline Year	Baseline Value	Target Year	Target Value
2015	0	2021	3

Report Date

May 23, 2017

Year

2017

Value

0 community-based educational opportunities have been provided on the adverse health effects of prolonged, regular screen time.

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: For FY18, this will be a priority of the Public Health team.

Report Date

May 11, 2018

Year

2018

Value

We have not had any community-based educational on the adverse health effects of screen time for FY18

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: Our plan was to utilize the Child Care Nurse Consultant to help us with this goal, however there was not a reciprocal collaborative effort to our request for assistance. Failing that, we will need to find an alternative, qualified person to provide community trainings for screen time.

Report Date

06-04-2019

Year

2019

Value

We have not had any community-based educational on the

adverse health effects of screen time for FY19.

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: This Objective was targeted for 2021 and will be a priority for FY20.

Strategy 1-1.1 Provide community health education on reducing screen time for children and adults by using social media and other media outlets by 2017.

Strategy Type  
Counseling & Education

Who's Responsible  
Myrtue Medical Center and Shelby County Public Health

Target Date  
March 2020

Report Date    Progress on Strategy  
May 23, 2017     Complete     On track     Off track     No progress

Progress notes: Social media/media campaign strategy has not been developed yet.

Report Date    Progress on Strategy  
May 11, 2018     Complete     On track     Off track     No progress

Progress notes: Resources for screen time education have been identified. Social media education will begin in May 2018 on our Myrtue Medical Center Facebook page.

Report Date    Progress on Strategy  
6.3.2019     Complete     On track     Off track     No progress

Progress notes: Social media education on screen time has not been completed. Other competing objectives took priority in FY19. This is a strategy that we can work on with collaborative partners in the Wellness Alliance.

Strategy 1-1.2 By 2017, develop a plan to collaborate with the Learning for Life home visitation staff to provide written and verbal education to families during home visits or a group connection meeting on reduction strategies for decreasing screen time.

Strategy Type  
Counseling & Education

Who's Responsible  
Learning for Life and Shelby County Public Health

Target Date  
Dec 30, 2016

Report Date    Progress on Strategy  
May 23, 2017     Complete     On track     Off track     No progress

Progress notes: Once we begin the other strategies in this area, we will address the provision of decreased screen time with Learning for Life clients.

Report Date    Progress on Strategy  
May 11, 2018     Complete     On track     Off track     No progress

Progress notes: Learning for Life staff provided educational information on reducing screen time and increasing family time/physical activity in September 2017 for families receiving home visitation services. Learning for Life Staff plan to share this information as part of their curriculum going forward so all families have access to this important health information.

Strategy 1-1.3 By 2018, collaborate with the local Child Care Nurse Consultant (CCNC) and Child Care Resource and Referral to provide education to all licensed child care centers and registered child-care providers on strategies to reduce screen time and reduce physical inactivity periods.

Strategy Type  
Address Social Determinant / Health Inequity

Who's Responsible

Child Care Nurse Consultant and Shelby County Public Health; Child Care Resource and Referral

Target Date

Dec 29, 2017

Report Date

May 23, 2017

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: We met with the Child Care Nurse Consultant to address increased physical activity and reduced screen time, but that has not yet translated into action.

Report Date

May 11, 2018

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: The Child Care Nurse Consultant did not provide technical assistance to child care providers for reducing screen time for children in their care. The CCNC assigned to Shelby County retired this spring and HCCMS is working to replace her. Once the new CCNC is in place, we will renew our efforts to engage the new CCNC for the purpose of providing TA to child care centers for reducing screen time and increasing physical activity opportunities.

Report Date

6.3.2019

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: The new CCNC has been in place for 9 months now. The Shelby County Public Health Director reached out to her to discuss providing technical assistance for our two local child care centers. The plan is to collaborate on this strategy together during FY20.

**Goal #2** Increase physical activity opportunities for children and families in Shelby County by 2021.

National Alignment

Healthy People 2020: PA-1

State Alignment

Healthy Iowans 2015: Physical Activity 6-1.26

**Objective 2-1** By 2017, plan or participate in two or more events that promote low-cost physical activity for children and families.

Baseline Year	Baseline Value	Target Year	Target Value
2015	0	2017	2

Report Date

May 23, 2017

Year

2017

Value

One event promoting low-cost physical activity for children and families has been provided in Shelby County.

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: Kidsfest in April of 2016 is one event we held that promoted physical activity. We began a collaborative process with the town of Shelby and the Harlan Bike Club to host a bicycle rodeo/bike ride family fun day tied to the Shelby celebration. We hoped to have it ready for 2017, but it looks like it will be 2018 at this time. Other priorities trumped the bike ride for this year.

Report Date

May 11, 2018

Year

2018

**Value**  
 Three events have been held to promote physical activity for adults and children through Public Health and community coalitions.

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:** In addition to the April 2016 Kidsfest event, the Shelby County Wellness Alliance hosted the first annual Winter Games in February of 2018. This event was well-attended, primarily by adults. In May 2018, Public Health hosted Fishing for Fun, which is a fatherhood initiative to engage with their children in a recreational activity, such as fishing. Licenses were given to 37 families to promote outdoor activity and connect them to our naturalists who offer many physical activities throughout the year.

Report Date  
 6.3.2019

**Year**  
 2019

**Value**  
 A total of five events that promote low-cost physical activity have been planned by Shelby County Public Health.

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:** In FY19, Shelby County Public Health planned, organized and staffed the Teen Health Fair and Kidsfest. Both of these events encouraged parent participation so that the benefits of healthy activity could be shared with the whole family and used to build stronger parent-child bonds. Adolescents who attended the Teen Health Fair participated in cornhole, pickleball, yoga and zumba. Children at Kidsfest learned about healthy eating habits and physical activity at educational booths and were also able to participate in the Animal Olympics and Bounce Houses. Children at Kidsfest received helmets that promote bike riding to increase physical activity in a safe manner.

Strategy 2-1.1 By 2016, hold a health fair to promote safe physical activity for children and families.

Strategy Type  
 Counseling & Education

Who's Responsible  
 Shelby County Public Health

Target Date  
 Sep 1, 2016

Report Date  
 May 23, 2017

Progress on Strategy

Complete     On track     Off track     No progress

**Progress notes:** The health fair was held in April 2016. We had over 700 children and adults participate in the health fair.

Report Date  
 June 3, 2019

Progress on Strategy

Complete     On track     Off track     No progress

**Progress notes:** Two additional health fairs were held this year to promote physical activity for children and families.

Strategy 2-1.2 During 2016, collaborate with the Blue Zones Power of Nine group to promote physical activity opportunities across the lifespan through assistance in implementation of the Harlan Blue Zones Blueprint strategies.

Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible  
Shelby County Public Health and Blue Zones

Target Date  
Dec 30, 2016

Report Date  
May 23, 2017

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: We faced a hiccup this year as Blue Zones funding and support through Wellmark has dissipated. Wellmark is now encouraging participation in Healthy Hometowns, which we are now moving to implement. As Healthy Hometowns, we are now deciding on priorities for eating better, moving more or feeling better. We should have more community feedback on what areas to focus on following a qualitative survey at the Shelby County Fair in 2017. Based on participant feedback, our Harlan Healthy Hometown will begin work on physical activity goals and implementation strategies.

Report Date  
May 11, 2018

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: During FY18, Blue Zones morphed into the Shelby County Wellness Alliance (SCWA). SCWA has three pillars-Eat Well, Move More and Feel Better. All three pillars are moving forward with community activities. In the Move More arena, activities include yoga in the park, wellness walks with the public 3x per week, a Winter Games Event, and plans to support Summer Games for all ages of participants.

Report Date  
June 3, 2019

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: In FY19, the Shelby County Wellness Alliance was a collaborative partner for the Teen Health Fair, explored and applied for grants for adult exercise equipment and a storybook walk, participated in the Senior Health Fair. Our partnership with the SCWA helps drive education and outreach activities that promote healthy eating, overall well-being, and moving more.

Strategy 2-1.3 Through 2017, collaborate with the Petersen Family Wellness Center to promote physical activity opportunities across the lifespan.

Strategy Type  
Long-Lasting Protective Intervention

Who's Responsible  
Shelby County Public Health

Target Date  
Jan 1, 2018

Report Date  
May 23, 2017

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: In May of each year (2016-2017) we collaborate with the Petersen Family Wellness Center on a Senior Health Day. This includes physical activity, healthy eating, health promotion activities and community resource awareness. The PFWC also provides martial arts classes, spinning classes and access to personal trainers to promote lifelong activity. This year, Myrtue Medical Center opened the PFWC to all employees/spouses/dependent children for free annual passes to the Wellness Center.

Report Date  
May 11, 2018

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: In FY18, the PFWC, in collaboration with Public Health and the Harlan Community School District (HCSD), added a swim team for children in elementary school. HCSD

provides a bus to the PFWC--for a total of 60 children. Not only has the swim team been an effective way to increase physical activity at the PFWC, it has promoted a county-wide networking opportunity for children. SCPH continues to support the Senior Health Day annual event and uses PFWC day passes as door prizes for outreach activities, such as the Home and Garden Show and KidsFest.

Strategy 2-1.4 Through 2018, collaborate with Shelby County Trails Committee, Prairie Rose State Park, Shelby County Conservation, and other recreational organizations to promote physical activity opportunities across the lifespan.

Strategy Type  
Long-Lasting Protective Intervention

Who's Responsible  
Shelby County Public Health

Target Date  
Jan. 1, 2019

Report Date  
May 23, 2017

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: After an initial surge in interest, we have lost some steam promoting the Shelby County Trails Committee, Prairie Rose and Shelby County Conservation. Prairie Rose has had a change in leadership, which was a loss for the community, but we are engaging with the new park manager to continue discussions. Our Learning for Life program hosted their annual Fishing for Fun Day in both 2016 and 2017-- collaborating with Shelby County Conservation--- to provide free fishing licenses and social networking to engage in recreational activities.

Report Date  
May 11, 2018

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: The Shelby County Wellness Alliance and Shelby County Trails collaborated on a Wellmark grant and received \$100,000 to build a bicycle trail from Panama to Portsmouth. This trail will be constructed in 2019. This is a huge project and win for the residents of Shelby County who desire a safe biking trail in their county. Shelby County Public Health continues to promote all of the activities happening at Prairie Rose State Park on the Myrtue Facebook page on a weekly basis. Public Health also worked with Shelby County Conservation by hosting a Fishing for Fun Night that encourages families to utilize the park system and enjoy recreational opportunities in the parks, such as fishing.

Report Date  
June 3, 2019

Progress on Strategy  
 Complete     On track     Off track     No progress

Progress notes: Shelby County Public Health continues to partner with the Shelby County Conservation by advertising their activities on Myrtue Medical Center's Facebook page. We continue to work within the Shelby County Wellness Alliance to promote opportunities for physical activities for all Shelby County residents.

# Community Priority

## Access to Quality Health Care in Shelby County

**Goal #1** Improve access to quality health care services for residents in Shelby County.

National Alignment

Healthy People 2020: AHS-6.1

State Alignment

Healthy Iowans 2015: Availability and Quality of the Health Care Workforce 1-1.17

**Objective 1-1** By 2018, collaborate with Myrtue Medical Center to explore opportunities to extend clinic hours in Shelby County.

Baseline Year	Baseline Value	Target Year	Target Value
2015	0	2018	1

Report Date

May 23, 2017

Year

2017

Value

Myrtue Medical Center now offers extended clinic hours on weeknights and Saturday mornings.

Progress on Objective

- |   |  |
|---|--|
| <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 |

**Progress notes:** Extended hours have been ongoing since the summer of 2016 with the hire of Sarah Mgonga, ARNP. Sarah Mgonga, ARNP, is primarily responsible for after-hours clinics but has coverage from other mid-level practitioners and physicians as needed. This objective has been met.

Report Date

May 11, 2018

Year

2018

Value

Myrtue Medical Center Harlan RHC continues to offer extended weeknight clinics and Saturday morning access to clinic care.

Progress on Objective

- |   |  |
|---|--|
| <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 |

**Progress notes:** Myrtue has heard many positive public comments about how providing extended hours clinics has helped families meet multiple responsibilities by increasing accessibility to health care. At this time, Myrtue Medical Center remains committed to extended hours, fulfilling this objective.

**Strategy 1-1.1** By 2017, meet with hospital administration on plans to pursue extended clinic hours in Harlan.

Strategy Type

Clinical Intervention

Who's Responsible

Myrtue Medical Center and Clinics and Shelby County Public Health

Target Date

1/1/2017

<u>Report Date</u> May 23, 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: Myrtue Medical Center provides extended hour clinics for the residents of Shelby County.

Objective 1-2	By 2018, promote and expand access to a patient electronic health record portal for appointment scheduling and electronic health record access.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2017	1

<u>Report Date</u> May 23, 2017	<u>Year</u> 2017	<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> A health record portal is now available to patients of Myrtue Medical Clinics.		

Progress notes: The portal was developed and pushed out in December 2016.

<u>Report Date</u> May 11, 2018	<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> The health portal remains available for patients of Myrtue Medical Center RHC's.		

Progress notes: With the conversion to a new EHR, Myrtue Medical Center placed promotion of the portal on hold from December 2017 to present. There are plans to work with patients individually to promote a greater understanding of how to access the portal at blood analysis screenings and other public health fairs in the fall of 2018.

Strategy 1-2.1 Provide education on the availability of the patient electronic health portal through media and face-to-face opportunities through 2020. Strategy Type  
Counseling & Education

Who's Responsible  
Myrtue Medical Center and Clinics; Shelby County Public Health Target Date  
1/1/2018

<u>Report Date</u> May 23, 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: Patients receive individual education through face-to-face meetings. Also, paper and social media education campaigns promoted awareness in fall 2016 and winter 2017.

<u>Report Date</u> May 11, 2018	<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: Continued education is needed to promote the portal. However, many patients have been offered individual education through health coaches during FY17.

Report Date  
June 3, 2019

Progress on Strategy			
<input checked="" type="checkbox"/> Complete	<input type="checkbox"/> On track	<input type="checkbox"/> Off track	<input type="checkbox"/> No progress

Progress notes: During the spring Blood Analysis Clinics, staff from Myrtue Medical Center dedicated time to educate and sign patients up to the Electronic Health Portal. This was a tremendous opportunity to raise awareness of this method of communicating health information in a secure, timely manner. Portal education will continue at the rural health clinics throughout the year and during Blood Analysis Screening clinics.

**Objective 1-3** By 2018, explore opportunities to extend pharmacy hours in Shelby County.

Baseline Year	Baseline Value	Target Year	Target Value
2015	0	2018	1

Report Date  
May 23, 2017

<u>Year</u> 2017
---------------------

<u>Value</u> MMC Pharmacy now offers extended pharmacy support for rural health clients.
---

Progress on Objective			
<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		

Progress notes: MMC pharmacy provides initial medication for those who have evening appointments until the prescription can be filled the next morning. There may be additional opportunities to work with local pharmacies to rotate evening hours for medication availability for Shelby County residents.

**Strategy 1-3.1** By 2017, meet with local pharmacies to promote a coordinated system of extended clinic hours and pharmaceutical access to prescribed medication treatment.

Strategy Type  
Clinical Intervention

Who's Responsible  
Myrtue Medical Center and Clinics; Shelby County Public Health

Target Date  
12/31/2016

Report Date  
May 23, 2017

Progress on Strategy			
<input type="checkbox"/> Complete	<input type="checkbox"/> On track	<input type="checkbox"/> Off track	<input checked="" type="checkbox"/> No progress

Progress notes: With MMC taking the lead on extending pharmacy hours, the focus has been to sustain this position before reaching out to local pharmacies.

Report Date  
May 11, 2018

Progress on Strategy			
<input checked="" type="checkbox"/> Complete	<input type="checkbox"/> On track	<input type="checkbox"/> Off track	<input type="checkbox"/> No progress

Progress notes: This goal has been super-ceded by Myrtue Medical Center's extended pharmacy hours. Other pharmacies are welcome to extend hours as well. The community need has been met by MMC Pharmacy availability.

**Objective 1-4** By 2021, provide ten educational opportunities to increase public awareness of community health benefits and resources in Shelby County.

Baseline Year	Baseline Value	Target Year	Target Value
2015	0	2021	10

Report Date  
May 23, 2017

<u>Year</u> 2017
---------------------

<u>Value</u> No educational
--------------------------------

opportunities have been established to increase awareness of community health benefits and resources in Shelby County.

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: MMC Community Health is leading a project to deliver video educationals on all of the community health benefits available in Shelby County. This will be aired on HMU cable television and promoted through other media outlets. The plan is to show the video presentation to local business as well. This objective is well on the way to being met.

Report Date  
May 11, 2018

Year  
2018

Value  
Six Community Health/Resource Educationals have been held to this point of the health improvement plan, including Teal Out, Pink Out, Senior Health Fair, Sun Safety, Employee Health Fair, and Radon health risk educationals.

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: Our initial plan was to do videos for the community to share resources via HMU cable TV. However, MMC marketing budget was not sufficient to meet this objective. Instead, Shelby County Public Health has attended health fairs/school health events to share resources and has offered a radon health risk educational and radon kit giveaway to improve the knowledge base of health risks associated with radon, breast cancer, ovarian cancer, fall prevention, reduction of vaccine preventable disease and sun safety. By 2021, we will have met this goal if not well before.

Report Date  
06.03.2019

Year  
2019

Value  
12 educational events have been provided to increase public awareness of

community health benefits and resources in Shelby County.

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: Additional educational/community resource events include the Teen Health Fair (March 2019), Darkness to Light (2018-2019) Kidsfest 19 (April 2019), the Senior Health Fair (May 2018/2019) and a Community Radon Educational (November 2018). At each event, community resources were available to families and opportunities to improve health outcomes were discussed with Shelby County residents.

Strategy 1-4.1 By 2017, assess community resources and benefits in place and identify deficits. Strategy Type  
Environmental / Policy / Systems Change

Who's Responsible Target Date  
Shelby County Public Health along with other community partners. 12/31/2016

Report Date Progress on Strategy  
May 23, 2017  Complete     On track     Off track     No progress

Progress notes: Through work on the Resource Directory and the development of the MMC resource video, we have identified what we have available and what we need to continue to work on. Overall, the group felt that we have a lot of available resources, but many residents aren't aware of them. We need to actively promote what we have currently available.

Strategy 1-4.2 By 2018, increase community awareness and education regarding available benefits and services in Shelby County through Public Service Announcements (PSA's), social media posts, website links, and newspaper releases. Strategy Type  
Counseling & Education

Who's Responsible Target Date  
Shelby County Public Health along with other community partners 12/31/2017

Report Date Progress on Strategy  
May 23, 2017  Complete     On track     Off track     No progress

Progress notes: This is an ongoing strategy, but Public Health completes 1-5 media releases per month in various media settings to increase awareness of services through education.

Report Date Progress on Strategy  
May 11, 2018  Complete     On track     Off track     No progress

Progress notes: Continues to be an ongoing strategy for Public Health, MMC, and the Shelby County Wellness Alliance. There are regular

Strategy 1-4.3 Actively engage and reach out to the community as partners in health education by providing four educational offerings by 2020 . Strategy Type  
Counseling & Education

Who's Responsible Target Date  
Myrtue Medical Center, Harlan Community Schools, Shelby County Public Health; ISU Extension HCCMS Family Health Services 12/31/2019

Report Date

May 23, 2017

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: ACES was also offered to the community in 2017; Behavioral Health, the school and other members of the Circle of Support team offered a well-attended educational for parents on drug use, sexting, and human trafficking in March 2017. In June 2017, our Learning for Life staff, MMC CPR/FA trainers and ISU extension is offering a community based child care training class for youth ages 11 and up. Lastly, we plan to do a community car seat educational in October 2017, pending Love Our Kids Grant funding.

Report Date

May 11, 2018

Progress on Strategy

Complete  On track  Off track  No progress

Progress notes: Online safety, through SmartGirls, community educational was held on April 11, 2018 for all parents and middle school/high school children. This educational was intended to keep children safe from on-line predators and to improve parent knowledge of applications available on Smartphones and other technology. In addition, Shelby County Public Health has two community educationals planned for 2018-2019 include Darkness to Light (child sexual abuse prevention) and Radon-induced lung cancer prevention. Our community health education goals will be met many times over by 2020.

# Community Priority

## High Levels of Environmental Radon in Shelby County

**Goal #1** By 2021, reduce radon exposure in Shelby County through community health education and increased radon testing.

National Alignment: Healthy People 2020: EH-14

State Alignment: Healthy Iowans 2015: Healthy Homes 5-1.4

Objective 1-1	By 2020, increase sales of radon test kits sold in Shelby County by 20%.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	225	2018	270

Report Date: May 23, 2017

Year: 2017

Value: 53% increase in radon test kit sales.

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: Environmental health has reported an increase in radon test kit sales following PH educational offerings and MMC Board of Trustee televised meeting included Dr. Erlbacher's encouragement of the community to test for radon to reduce the incidence of lung cancer. In FY16, EH reported that they sold 191 kits. In FY17, 360 kits have been sold through April 2017.

Report Date: May 11, 2018

Year: 2018

Value: 20% increase in radon kit sales for FY18 over FY16 baseline.

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: For FY18, this objective was met, but not at the rate of FY17. Assuming that radon kits sold would have remained at roughly 191 kits per year (382 kits/2 years), 54% more radon kits have been sold since beginning the radon awareness project.

Strategy 1-1.1 By 2016, collaborate with Shelby County Environmental Health to promote radon home testing and provide affordable radon testing kits.

Strategy Type: Clinical Intervention

Who's Responsible: Shelby County Environmental Health and Shelby County Public Health

Target Date: Dec. 31, 2020

Report Date: May 23, 2017

Progress on Strategy

Complete     On track     Off track     No progress

Progress notes: This is an ongoing process--but we are full steam ahead on this strategy. Terri Darringer provides a few free test kits at every in-person educational that we do to promote radon testing.

Report Date: May 11, 2018

Progress on Strategy

Complete     On track     Off track     No progress

Progress notes: In FY18, Shelby County Public Health received a donation for 50 radon kits. These radon kits were provided to Shelby County home owners who agreed to share results and remediation plans (if necessary) with Public Health staff. Of the results we received, all but three homes tested were in excess of 4.0 pCi/L. Many of the responses related to plans for remediation were dependent on financial support.

<u>Report Date</u> 6/3/2019	<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: Environmental Health attended Kidsfest 19 and provided free radon kits to attendees as door prizes. Environmental Health also provides radon tests for \$8/ each to residents and has been an active partner in radon testing and mitigation throughout this Health Improvement Plan.

Strategy 1-1.2 Review the Shelby County Radon Ordinance with the Shelby County Board of Health by 2017. Strategy Type  
Long-Lasting Protective Intervention

Who's Responsible  
Shelby County Environmental Health and Shelby County Public Health Target Date  
Dec 30, 2016

<u>Report Date</u> May 23, 2017	<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: This will be accomplished by December of 2017. Too many other HIP priorities took precedence this past year. We are hoping to write for a community grant to support more time and effort on radon awareness and Ordinance review.

<u>Report Date</u> 05/11/2018	<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: At the April 2018 BOH meeting, the BOH voted to require homeowners to test home radon levels and share results with buyers at the point of sale during a real estate transaction. Environmental Health and Public Health will be working with the County Attorney to implement this ordinance in FY19.

<u>Report Date</u> 06/04/2019	<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: Two ordinances were approved by the Shelby County Board of Health at approximately the same time in April 2018. After consultation with the Shelby County Attorney, it was decided to work on an e-cigarette ordinance first and then work on the radon ordinance. In May 2019, the Board of Supervisors passed a county-wide e-cigarette ordinance for unincorporated areas of Shelby County. As we complete work on e-cigarette ordinances, we will pursue the Board of Health-approved radon ordinance and complete this strategy.

Strategy 1-1.3 Increase community awareness of the health risks of radon exposure through public information campaigns during health fairs, trade shows, and at other opportunities through 2020. Strategy Type  
Counseling & Education

Who's Responsible  
Shelby County Environmental Health and Shelby County Public Health Target Date  
Dec 31, 2020

<u>Report Date</u> May 23, 2017	<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: So far, we have had three opportunities to promote radon testing including KidsFest, Senior Health Fair and MMC Employee Health Fair. We will continue to address other community agencies for the purpose of radon testing, mitigation and education.

<u>Report Date</u> May 11, 2018	<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: In FY18, we wrote a Iowa Cancer Coalition grant to integrate radon education and testing in rural health clinics. While this grant was not received, a similar proposal was funded in Linn County. We have been in touch with Linn County to learn from

their experience and plan to hold a community educational for Shelby County residents in November of 2018. This awareness educational will include information on remediation financial supports available in Shelby County as well as no-cost radon kits provided by a private donor personally impacted by radon-induced lung cancer.

Report Date

06/03/2019

Progress on Strategy

Complete    On track    Off track    No progress

Progress notes: Shelby County Public Health hosted a Radon Educational for the Community in November 2018. Dr. Brian Anderson and Dr. Bill Fields provided presentations on the health risks of radon and Laurie Staiert Westergaard presented on the impact of personal loss due to her husband's diagnosis of radon-induced lung cancer.