

Henry County Health Improvement Plan 2020-2025



HENRY COUNTY HEALTH CENTER
CARE YOU TRUST. COMPASSION YOU DESERVE.

IOWA STATE
UNIVERSITY
Extension and Outreach

Date Updated: May 29, 2020

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Strategic Priority:

Mental Health

Mental Health

Goal #1 Improve access to mental health services

Alignment with National Plans

Healthy People 2020 - Mental Health and Mental Disorders; <https://www.healthypeople.gov/2020/topics-objectives/topic/mental-health-and-mental-disorders>

Alignment with State / Other Plans

Healthy Iowans - Mental Health, Illness, & Suicide; <https://idph.iowa.gov/healthy-iowans>

Mental Health

Objective 1-1	Increase the number of CHNA survey respondents who say it is very easy or easy to access mental health services from 11% to 20% by 2023.	Baseline Year	Baseline Value	Target Year	Target Value
		2020	11%	2023	20%

Data Source & Location | Henry County CHNA survey

Mental Health

Strategy 1-1.1 Promote and educate on existing mental health and transportation resources **Strategy Type**
Community-focused

Strategy Source & Location

Henry County Public Health (unpublished)

Who's Responsible

Henry County Public Health, Health Pulse Alliance

Target Date

Jan 1, 2021

Mental Health

Strategy 1-1.2 Implement telemental health in one Rural Health Clinic **Strategy Type**
Professional/provider-focused

Strategy Source & Location

SAMHSA-HRSA Center for Integrated Health Solutions; www.integration.samhsa.gov/operations-administration/telebehavioral-health

Who's Responsible

Henry County Health Center

Target Date

Dec 31, 2022

Mental Health

Strategy 1-1.3 Develop and integrate one mental health screen and intervene process into a community event or outreach activity. **Strategy Type**
Individual/interpersonal-focused

Strategy Source & Location

SAMHSA-HRSA Center for Integrated Health Solutions; <https://www.integration.samhsa.gov/clinical-practice/screening-tools>

Who's Responsible

Henry County Public Health

Target Date

Jan 1, 2022

Mental Health

Goal #2 Improve Henry County residents' mental health and well-being

Alignment with National Plans

Healthy People 2020 - Mental Health and Mental Disorders; <https://www.healthypeople.gov/2020/topics-objectives/topic/mental-health-and-mental-disorders>

Alignment with State / Other Plans

Healthy Iowans - Mental Health, Illness, & Suicide; <https://idph.iowa.gov/healthy-iowans>

Mental Health

Objective 2-1 Decrease the average poor mental health days from 3.5 to 3.0 by 2023.

Baseline Year	Baseline Value	Target Year	Target Value
2020	3.5	2023	3.0

Data Source & Location | County Health Rankings; www.countyhealthrankings.org

Mental Health

Strategy 2-1.1 Grow the Bridges Out of Poverty program participation to foster resilience and self-sufficiency.

Strategy Type

Individual/interpersonal-focused

Strategy Source & Location

Fellowship Cup

Who's Responsible

Health Pulse Alliance, Fellowship Cup

Target Date

12/31/2023

Mental Health

Strategy 2-1.2 Expand the number and variety of support groups offered in Henry County to increase community connections.

Strategy Type

Community-focused

Strategy Source & Location

NAMI; <https://www.nami.org/Support-Education/Support-Groups>

Who's Responsible

Health Pulse Alliance, NAMI

Target Date

12/31/2023

Mental Health

Strategy 2-1.3 Increase the number of community members trained in Mental Health First Aid.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Mental Health First Aid; www.mentalhealthfirstaid.org

Who's Responsible
Health Pulse Alliance, SEIL, CPPC

Target Date
Dec 31, 2023

Mental Health

Strategy 2-1.4 Increase the number of first responders/EMS trained in Mental Health First Aid.

Strategy Type
Professional/provider-focused

Strategy Source & Location

Mental Health First Aid; www.mentalhealthfirstaid.org

Who's Responsible
Henry County Health Center, Henry County EMS, SEIL

Target Date
Dec 31, 2023

Mental Health

Strategy 2-1.5 Develop and implement a kindness campaign to help decrease bullying

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

HHCC Healthy Hometown master plan; healthyhenrycounty.org/about-us

Who's Responsible
ISU Extension and Outreach, CPPC, Healthy Henry County Communities (HHCC)

Target Date
Dec 31, 2023

Strategic Priority:

Obesity/Poor Nutrition

Obesity/Poor Nutrition

Goal #1 Henry County residents will have access to and will consume healthy food.

Alignment with National Plans

Healthy People 2020 - Nutrition and Weight Status

Alignment with State / Other Plans

Healthy Iowans - Obesity, Nutrition & Physical Activity, Healthiest State Initiative

Obesity/Poor Nutrition

Objective 1-1	Reduce the number of overweight/obese adults in Henry County from 35% in 2020 to 32% in 2023 as reported in the county health rankings.	Baseline Year	Baseline Value	Target Year	Target Value
		2020	35%	2023	32%

Data Source & Location | County Health Rankings; www.countyhealthrankings.org

Obesity/Poor Nutrition

Strategy 1-1.1 Identify opportunities in at least one small community to increase and promote healthy options at a convenience store, food pantry, or community garden

Strategy Type
Community-focused

Strategy Source & Location

HHCC Healthy Hometown master plan; healthyhenrycounty.org/about-us

Who's Responsible

Henry County Public Health, Healthy Henry County Communities (HHCC)

Target Date

Jun 30, 2022

Obesity/Poor Nutrition

Strategy 1-1.2 Expand Your Plate. Your Health. program to identify and promote healthy choices in three new restaurants or coffee shops.

Strategy Type
Community-focused

Strategy Source & Location

HHCC Healthy Hometown master plan; healthyhenrycounty.org/about-us

Who's Responsible

Henry County Public Health, HHCC

Target Date

Jan 1, 2022

Obesity/Poor Nutrition

Strategy 1-1.3 Support and promote local farmer's markets, CSAs, and community gardens to increase access to fresh produce.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

HHCC Healthy Hometown master plan; healthyhenrycounty.org/about-us

Who's Responsible

ISU Extension and Outreach, Henry County Public Health, HHCC

Target Date

Oct 1, 2021

Obesity/Poor Nutrition

Strategy 1-1.4

Collaborate with community partners to increase nutrition education, counseling, and referrals provided to residents.

Strategy Type

Individual/interpersonal-focused

Strategy Source & Location

SWITCH, 5-2-1-0, Fresh Conversations (Area Agency on Aging)

Who's Responsible

Henry County Public Health, Henry County Health Center (HCHC), ISU Extension and Outreach

Target Date

Dec 31, 2021

Obesity/Poor Nutrition

Strategy 1-1.5

Develop and implement a nutrition education campaign using waiting room tvs, social media, and outreach at community events.

Strategy Type

Individual/interpersonal-focused

Strategy Source & Location

Henry County Public Health (unpublished)

Who's Responsible

Henry County Public Health

Target Date

Dec 31, 2020

Obesity/Poor Nutrition

Strategy 1-1.6

Increase exposure to healthy foods in schools to build healthy habits early.

Strategy Type

Demographic/socioeconomic-focused

Strategy Source & Location

Iowa Department of Education School Wellness; educateiowa.gov/pk-12/nutrition-programs/school-wellness

Who's Responsible

ISU Extension and Outreach, HHCC, School wellness committees

Target Date

Dec 31, 2023

Obesity/Poor Nutrition

Goal #2 Henry County residents are physically active.

Alignment with National Plans

Healthy People 2020 - Physical Activity

Obesity/Poor Nutrition

Objective 2-1	Reduce the number of adults in Henry County reporting little or no leisure time physical activity from 29% in 2020 to 24% in 2023.	Baseline Year	Baseline Value	Target Year	Target Value
		2020	29%	2023	24%

Data Source & Location | County Health Rankings; www.countyhealthrankings.org

Obesity/Poor Nutrition

Strategy 2-1.1 Encourage development of trails, sidewalks, sensory paths and park enhancements in Mt. Pleasant and at least one small community. Strategy Type
Community-focused

Strategy Source & Location

HHCC Healthy Hometown master plan; healthyhenrycounty.org/about-us

Who's Responsible

Henry County Public Health, HHCC

Target Date

Jun 30, 2023

Obesity/Poor Nutrition

Strategy 2-1.2 Utilize and promote existing statewide programs including the Iowa Healthiest State Initiative, 5-2-1-0, SWITCH, Live Healthy Iowa, and Healthy Hometown. Strategy Type
Community-focused

Strategy Source & Location

HHCC Healthy Hometown master plan; healthyhenrycounty.org/about-us

Who's Responsible

Henry County Public Health, ISU Extension and Outreach, HHCC

Target Date

Oct 31, 2021

Obesity/Poor Nutrition

Strategy 2-1.3 Continue to host, participate in, and promote free community activities focusing on physical activity. Strategy Type
Community-focused

Strategy Source & Location

HHCC Healthy Hometown master plan; healthyhenrycounty.org/about-us

Who's Responsible

Henry County Public Health, HHCC

Target Date

Oct 31, 2021

Strategic Priority:

Cancer

Cancer

Goal #1 Increase knowledge of and screening for cancer-causing infections

Alignment with National Plans

Healthy People 2020

Alignment with State / Other Plans

Iowa Cancer Plan

Cancer

Objective 1-1	Increase colon cancer and breast cancer screening rates to match Healthy People 2020 target.	Baseline Year	Baseline Value	Target Year	Target Value
		2019	25%	2023	70.5%

Data Source & Location | ENLI

Cancer

Strategy 1-1.1 Educate the public about the importance of screening guidelines for cancer and cancer-causing infections. Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

Henry County Public Health, Henry County Health Center, Health Pulse Alliance

Target Date

Dec 31, 2021

Cancer

Strategy 1-1.2 Encourage providers and clinics to use evidence-based strategies, such as system-based patient reminder tools to increase screenings for cancer and cancer-causing infections. Strategy Type
Professional/provider-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

Henry County Health Center; Henry County Public Health, Health Pulse Alliance

Target Date

Dec 31, 2021

Cancer

Strategy 1-1.3 Promote and support programs that provide free or low-cost recommended screenings to people who are uninsured or underinsured. Strategy Type
Demographic/socioeconomic-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

Henry County Public Health, Regional primary care providers

Target Date

Dec 31, 2021

Cancer

Goal #2 Increase cancer prevention strategies

Alignment with National Plans

Healthy People 2020

Alignment with State / Other Plans

Iowa Cancer Plan

Cancer

Objective 2-1 Decrease tobacco and nicotine use and exposure from 16.7% of adults to 15% of adults in Henry County.

Baseline Year	Baseline Value	Target Year	Target Value
2020	16.7%	2023	15%

Data Source & Location: Iowa Public Health Tracking Portal - Tobacco; tracking.idph.iowa.gov

Cancer

Strategy 2-1.1 Educate the public, including parents, teachers, students, retailers and local leaders on the dangers of tobacco and nicotine products.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

ISU Extension and Outreach, Substance Abuse Coalition

Target Date

Dec 31, 2023

Cancer

Strategy 2-1.2 Increase referrals to and participation in Quitline Iowa tobacco cessation services for all tobacco and nicotine users.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

ISU Extension and Outreach, Substance Abuse Coalition

Target Date

Dec 31, 2021

Cancer

Strategy 2-1.3 Collaborate with local Tobacco Community Partnerships to further tobacco prevention, cessation, and control efforts. Strategy Type
Community-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

ISU Extension and Outreach, Substance Abuse Coalition

Target Date

Dec 31, 2022

Cancer

Strategy 2-1.4 Increase the number of school districts, workplaces, housing units, and parks that implement comprehensive tobacco and nicotine-free policies. Strategy Type
Policy-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

ISU Extension and Outreach, Substance Abuse Coalition

Target Date

Dec 31, 2023

Cancer

Objective 2-2	Increase vaccination completion rates of the HPV vaccine for 13-15 yr olds from 22.8% to 25%.	Baseline Year	Baseline Value	Target Year	Target Value
		2019	22.8%	2023	25%

Data Source & Location | Iowa Public Health Tracking Portal - Immunizations; tracking.idph.iowa.gov

Cancer

Strategy 2-2.1 Increase public awareness of HPV vaccine recommendations and role in cancer prevention. Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

Henry County Public Health

Target Date

Jun 30, 2021

Cancer

Strategy 2-2.2 Encourage providers to strongly recommend the HPV vaccine as a cancer prevention strategy. Strategy Type
Professional/provider-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

Henry County Public Health

Target Date

Jun 30, 2021

Cancer

Strategy 2-2.3 Implement health care system strategies and office-based reminder systems to increase the number of patients who initiate and complete the HPV vaccination series.

Strategy Type
Policy-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible
Henry County Health Center, Henry County Public Health

Target Date
Jun 30, 2021

Cancer

Strategy 2-2.4 Investigate possible collaboration with Iowa Wesleyan University to offer the HPV vaccine to students.

Strategy Type
Demographic/socioeconomic-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible
Henry County Public Health

Target Date
Jun 30, 2021

Cancer

Objective 2-3 Decrease five year melanoma of the skin incidence from an age-adjusted rate of 29.6 per 100,000 to the state average of 26.17 per 100,000

Baseline Year	Baseline Value	Target Year	Target Value
2020	29.6	2023	26.17

Data Source & Location IDPH Tracking Portal 2012-2016 data; tracking.idph.iowa.gov

Cancer

Strategy 2-3.1 Increase awareness of the harms of ultraviolet exposure.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible
Henry County Public Health

Target Date
Oct 1, 2022

Cancer

Strategy 2-3.2 Increase availability of sunscreen at outdoor events.

Strategy Type
Community-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible
Henry County Public Health

Target Date
Oct 1, 2022

Cancer

Strategy 2-3.3 Increase targeted skin cancer education for lowans who work outside.

Strategy Type

Individual/interpersonal-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

Henry County Public Health

Target Date

Oct 1, 2022

Cancer

Strategy 2-3.4 Increase public education about the harms of exposure to ultraviolet light from tanning beds.

Strategy Type

Individual/interpersonal-focused

Strategy Source & Location

Iowa Cancer Plan - https://canceriowa.org/wp-content/uploads/2019/09/2018-2022_Iowa-Cancer-Plan.pdf

Who's Responsible

Henry County Public Health

Target Date

Oct 1, 2022

Strategic Priority:

Access to Health Care

Access to Health Care

Goal #1 Improve access to health care for all Henry County residents.

Alignment with National Plans

Healthy People 2020 - Access to Health Services

Alignment with State / Other Plans

Healthy Iowans - Health System Improvement

Access to Health Care

Objective 1-1 Lower average access score to 2.1 for primary care providers and 2.5 for specialty doctors.

Baseline Year	Baseline Value	Target Year	Target Value
2020	2.29	2023	2.1

Data Source & Location | 2020 Henry County CHNA survey

Access to Health Care

Strategy 1-1.1 Improve local access to specialty care through provider collaboration.

Strategy Type
Professional/provider-focused

Strategy Source & Location

Henry County Health Center 2017-2020 Strategic Plan (internal document)

Who's Responsible

Henry County Health Center

Target Date

Dec 31, 2023

Access to Health Care

Strategy 1-1.2 Promote local Rural Health Clinics and survey patient needs to identify areas for improved access.

Strategy Type
Demographic/socioeconomic-focused

Strategy Source & Location

Henry County Health Center 2017-2020 Strategic Plan (internal document)

Who's Responsible

Henry County Health Center

Target Date

Dec 31, 2021

Access to Health Care

Strategy 1-1.3 On-going promotion of CARE LINKS care coordination program.

Strategy Type
Community-focused

Strategy Source & Location

Henry County Public Health (unpublished)

Who's Responsible

Henry County Public Health, Health Pulse Alliance

Target Date

Dec 31, 2023

Access to Health Care

Strategy 1-1.4 On-going promotion of SEIBUS and other public transportation services.

Strategy Type

Community-focused

Strategy Source & Location

Henry County Public Health (unpublished)

Who's Responsible

Henry County Public Health, Health Pulse Alliance

Target Date

Dec 31, 2023

Access to Health Care

Strategy 1-1.5 Increase number of referrals of high utilizers to CARE LINKS and promote preventative care to low-utilizers.

Strategy Type

Professional/provider-focused

Strategy Source & Location

Henry County Health Center 2017-2020 Strategic Plan (internal document)

Who's Responsible

Henry County Health Center, Regional primary care providers

Target Date

12/31/2021

Access to Health Care

Strategy 1-1.6 Implement presumptive eligibility process in Rural Health Clinics for uninsured patients.

Strategy Type

Policy-focused

Strategy Source & Location

Henry County Health Center 2017-2020 Strategic Plan (internal document)

Who's Responsible

Henry County Health Center

Target Date

12/31/2022

Strategic Priority:

Infectious Disease Mitigation

Infectious Disease Mitigation

Goal #1 Limit community exposure of the coronavirus and spread of COVID-19.

Alignment with National Plans

CDC National Pandemic Strategy

Alignment with State / Other Plans

Infectious Disease Mitigation

Objective 1-1 Create and implement a public awareness campaign on best practices for containing the spread of the coronavirus.

Baseline Year	Baseline Value	Target Year	Target Value
2020	0	2021	1

Data Source & Location | To be developed

Infectious Disease Mitigation

Strategy 1-1.1 Create website with local resources and evidence-based information on best practices for containing spread.

Strategy Type
Individual/interpersonal-focused

Strategy Source & Location

New strategy

Who's Responsible
Henry County Public Health

Target Date
Jul 1, 2020

Infectious Disease Mitigation

Strategy 1-1.2 Engage with local media outlets, community partner coalitions and use social media to reach a diverse audience.

Strategy Type
Community-focused

Strategy Source & Location

Henry County Public Health (unpublished)

Who's Responsible
Henry County Public Health

Target Date
Oct 1, 2020

Infectious Disease Mitigation

Strategy 1-1.3 Implement targeted education for high-risk environments, populations, and workplaces.

Strategy Type
Demographic/socioeconomic-focused

Strategy Source & Location

CDC; <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>

Who's Responsible

Henry County Public Health

Target Date

Dec 31, 2020