

Regional Health Services of Howard County

Health Improvement Plan

Date Updated: December 31, 2019



For additional information, CONTACT:

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Community Priority

Reduce texting while driving

Goal #1 Reduce texting while driving in Howard County through county-wide initiatives. National Alignment State Alignment

Objective 1-1	Educate teenagers and young adults and parents of teenagers and young adults on the danger of texting while driving. (baseline is number of accidents where the driver was distracted by a phone in Iowa. www.1owadot.gov)	Baseline Year	Baseline Value	Target Year	Target Value
		2015	1100	2018	1090

Report Date
12/31/2019

Year
2018

Value
1090

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: Simulator at National night night out, info shared with school. Will engage law enforcement to assist with trending.

Strategy 1-1.1 Give contact information to the schools so they can bring the "Texting while driving" simulator to special events. Strategy Type
Counseling & Education

Who's Responsible
Jennalee Pedretti Target Date
Mar 1, 2017

Report Date
12/31/2019

Progress on Strategy

Complete On track Off track No progress

Progress notes:

Strategy 1-1.2 Discuss with HEROES group at the high school to see if they are willing to also take texting while driving as a focus and look for ways to educate both junior high and high school students on the dangers of texting while driving and riding with someone who is texting while driving. In April 2017, all 10,11,12 graders (330) students were educated on dangers of texting while driving. Strategy Type
Counseling & Education

Who's Responsible
Jen Kimber Target Date
Apr 1, 2017

Report Date
12/31/2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: April 2017, Moch crash at high scholl. with vidoe on texting and driving. Upcoming campaigns with HEROES for next year. (330 students educated)

Strategy 1-1.3 Meet with Kristy Teslow to discuss the lack of knowledge for parents on apps available to help eliminate texting while driving. Find appropriate route to get this information to parents, i.e.conferences. Strategy Type
Counseling & Education

Who's Responsible
Lisa Kammerer Target Date
Mar 1, 2017

Report Date
12/31/2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Meeting with Kristy on ongoing basis. Mobile Mamma is a newly developed program that teaches how to use settings that are already on phone which produces visual reminders about texting and driving. There have been free educational opportunities offered in the community to educate on cell phone apps available to cub/block phone use when driving. A process is being presently being developed to monitor access=key words used in texts. Schools that have signed contracts with Mobile Mamma include Riceville and out of area Sumner. 6 adult presentations on parent apps available to help eliminate texting while driving. Number of adults not available.

Objective 1-2 Collaborate with local law enforcement to increase awareness of the dangers of texting while driving. (baseline is number of accidents in 2015 in Iowa caused by distracted drivers using phones, www.iowadot.gov).

Baseline Year	Baseline Value	Target Year	Target Value
2015	1100		

Report Date
12/31/2019

Year

Value

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: No specific response from law enforcement. Although, law enforcement is supportive of Mobile Momma Campaign. No information available

Strategy 1-2.1 Meet with local law enforcement to get involved with a texting while driving campaign. Met with law enforcement supportive but no active involvement

Strategy Type

Who's Responsible
Jen Kimber

Target Date
Apr 1, 2017

Community Priority

Decrease obesity

Goal #1 Decrease obesity in Howard County.

National Alignment

2016=32% in Howard county

State Alignment

2019=31% in Howard county

Objective 1-1 Increase access to affordable, healthy food. Baseline is average servings of vegetables eaten per day by lowans. www.cdc.gov

Baseline Year	Baseline Value	Target Year	Target Value
2013	<1.5	2019	<2.0

Report Date
12/31/2019

Year
2016 <1.5

Value
2019=<2

Progress on Objective

- Met, trend in right direction Not met, trend in right direction
 Met, no trend Not met, no trend
 Met, trend in wrong direction Not met, trend in wrong direction

Progress notes:

Strategy 1-1.1 Check into feasibility of a "container garden."

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible
Lisa Kammerer

Target Date
Apr 1, 2017

Report Date
Dec 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: Seed Savers donated seeds. Through our local backpack school program, seeds and brochures about container gardens were sent home with 140 students. Hope to continue this program and coming up with ways to evaluate how many used seeds. A Wisdom and Wellness Program was developed and is being offered for June4-Jun29. This program will address many subjects from science infor to physical activities to gardening.

Objective 1-2 Increase access to affordable fitness equipment, classes, and centers. Baseline is percent of adults in Iowa that get recommended physical activity time. www.cdc.gov

Baseline Year	Baseline Value	Target Year	Target Value
2013	15-20%	2018	15-20%

Strategy 1-2.1 Work with law enforcement to start a program where they will give "reward tickets" to kids that are obeying biking safety and laws.

Strategy Type

Counseling & Education

Who's Responsible
Spiff Slifka

Target Date
Apr 1, 2017

Report Date
Dec 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: Complete law enforcement and reward tickets. Our plan is to monitor the number of tickets rewarded. Law enforcement failed to monitor tickets numbers.

Strategy 1-2.2 Get more information on the food and fitness program and what is offered, to who, and how can people be involved.

Strategy Type

Address Social Determinant / Health Inequity

Who's Responsible
Lisa Kammerer

Target Date
Apr 1, 2017

Report Date
12/31/2019

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: In motion. was sent through school brochure.

Strategy 1-2.3 Check with Cresco Fitness Center on use of stroller on the indoor track and if there are strollers available for members to use when they bring their children.

Strategy Type
Counseling & Education

Who's Responsible
Jen Kimber

Target Date
Mar 1, 2017

Report Date
12/31/2019

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: There is two strollers at the Cresco Fitness Center that members can use. They can also bring in their own strollers to use on the track. We would like more strollers available and determine how much they are actually used.

Strategy 1-2.4 Work with local businesses to offer a bike safety class and sponsored bike rides throughout the summer for a physical activity kids can be a part of.

Strategy Type
Address Social Determinant / Health Inequity

Who's Responsible
Spiff Slifka

Target Date
Apr 1, 2017

Report Date
Dec 31, 2019

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

Progress notes: There was discussion about getting a walking school bus off the ground, however id did not. We are hoping to create a walking school bus for summer school and see how it goes. Discussion is off table at present.

Community Priority

Environmental Issues

Goal #1 Determine ways to create better air quality for Howard County.	National Alignment	State Alignment
		not available

Objective 1-1	Make the air quality better in Howard County (baseline is average individuals cumulative hazard index for Howard County residents, www.scorecard.goodguide.com)	Baseline Year	Baseline Value	Target Year	Target Value
		2016	0.38		

Report Date
12/31/2019

Year
Not available

Value
Not available

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: Monitoring website not available

Strategy 1-1.1 Work with City Council on the possibility of making the trails and parks of Howard County tobacco free. Strategy Type
Environmental / Policy / Systems Change

Who's Responsible: Kim Mccarville and Jen Kimber Target Date
Mar 1, 2017

Report Date: 12/31/2019

Progress on Strategy

Complete On track Off track No progress

Progress notes: Tessa put a letter together, however through a series of e-mails, the local medical facility was not comfortable showing specific individual support for this. Tess readdressed the support letters in fall of 2019 and was able to receive several letters of support to include Board of supervisors, board of health and local hospital and more.

Report Date: May 29, 2018

Progress on Strategy

Complete On track Off track No progress

Progress notes: Tess Willie along with high school students re-presented tobacco free parks and trails presentation to board along with community support members. In Dec,2019, the Cresco City council approved for parks/trails to be tobacco free. By Dec 31,2019, 3 parks will become nicotine free according to the documentation of policy resolution. 2016=4 of 25 parks are nicotine free. Dec 31,2019 12/25 parks/trails are nicotine free. Protivein passes resolutin June 2017, Cresco council passed resolutin Dec 2019 coving 5 parks.

Community Priority

Increase Mental Health Resources

Goal #1 Increase mental health resources in Howard County.

National Alignment

State Alignment

Objective 1-1 Increase access to mental health resources and knowledge of current resources available. (baseline is number of mental health beds available in Iowa, both public and private. (www.whotv.com)

Baseline Year	Baseline Value	Target Year	Target Value
2016	731		

Report Date
12/31/2019

Year
2016=0

Value
2019=3

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: # new mental health resources to include Howard County Behavioral Health committee, senior life solutions, Provider with Telehealth. Howard county resource list was updated and distributed.

Strategy 1-1.1 Send out resource guide to all participants of CHNA HIP focus group for them to share with Howard County residents.

Strategy Type
Counseling & Education

Who's Responsible
Jen Kimber

Target Date
Mar 1, 2017

Report Date
12/31/2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: The Resource list was sent out in Jan of 2017 and the PREVENTION 5 Coalitions is continuously sharing this resource list with schools and community.

Community Priority

Decrease Illegal Drug Use

Goal #1 Decrease illegal drug use in Howard County.

National Alignment

State Alignment

Objective 1-1 Create awareness of the signs and symptoms of illegal drug use, resources to use, and make local facts more readily available. Baseline is number of 11th graders in Iowa that have self reported using non-prescription drugs illegally. www.publications.iowa.gov

Baseline Year	Baseline Value	Target Year	Target Value
2016	4%	2018	2%

Report Date
12/31/2019

Year
2016 4%

Value
2018 2%

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:

Strategy 1-1.1 Check into the use of PMP (prescription monitoring program) at RSHHC.

Strategy Type
Clinical Intervention

Who's Responsible
Carol Kerian-Masters

Target Date
Jan 1, 2020

Report Date
Dec 31, 2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: Pharmacists have access to state website that covers 13 states and has information on patients using opioids. Very recently (MAY 2018), new state laws have been signed that MD's will be required to look up patients prior to prescribing opioids. Mandatory process along with electronic prescribing.

Strategy 1-1.2 Compile and publish Howard County drug facts more often through multiple avenues so that residents are aware.

Strategy Type
Counseling & Education

Who's Responsible
Jen Kimber and Denise Headington

Target Date
Mar 1, 2017

Report Date
12/31/2019

Progress on Strategy

- Complete On track Off track No progress

Progress notes: We have been working to educate Howard County on drug facts through multiple avenues. Jen is working on a drug fact brochure that will be specific to Howard County. Plan is to discuss it with law enforcement. Distributed to 10 organization in Howard county on proper storage and where they can safely dispose of medication in Howard County. They include Cresco Family Pharmacy, Sterling Druc, Sheriff's office, Board of Health, Riceville pharmacy, RSHHC, Friends of the Family, Community Partnerships for Protecting Children Crestwood schools and Hospital Board of Trustees.

Strategy 1-1.3 Educate in-home providers about the signs of drug use and how and who to report that to.

Strategy Type
Counseling & Education

Who's Responsible
Karla O'Connell

Target Date
Apr 1, 2017

Report Date

12/31/2019

Progress on Strategy



Complete



On track



Off track



No progress

Progress notes: Complete through In-services, Checklist, disposal, follow up calls and HIDDEN IN PLAIN site exercises at local fair and school.

Community Priority

Reduce Excessive Drinking

Goal #1 Reduce excessive drinking in Howard County.

National Alignment

State Alignment

Objective 1-1	Increase awareness of effects of excessive drinking and the effects of drinking and driving. Baseline is number of adults who binge drink. 17% is the number of youth who use alcohol based off 2011 data. (www.idph.iowa.gov)	Baseline Year	Baseline Value	Target Year	Target Value
		2011	23%	2018	19%

Strategy 1-1.1 Check into the feasibility and process of a "buzzed driving" campaign. Strategy Type
Counseling & Education

Who's Responsible
Mark Grinhaug

Target Date
Apr 1, 2017

Report Date
Dec 31, 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: Strategy 1-1.1
Plan and implement 2 alcohol awareness campaigns.
COMPLETE
Parent's Who Host, Lose the Most and What Do You Throw Away
2017: Parents Who Host, Lose the Most - 75% of those who took the survey reported having increased awareness on the Social Host Law in Iowa.
2018: Parents Who Host, Lost the Most - Of the Howard County community members who took the survey, 88.3% reported having an increased knowledge on the Social Host Law through the 'Parents Who Host, Lose the Most' media campaign.
2018: What Do You Throw Away - 158 Howard County high school students took a survey asking if they had seen the campaign and 97.5% of students reported that they had.
2019: Parents Who Host, Lose the Most – An electronic survey was created and sent out to approximately 300 11th and 12th grade parents at both of the school districts in the county. 93% of the 11th and 12th grade parents who responded gained awareness on the Social Host Law in Iowa through the campaign.
2019: What Do You Throw Away - 284 students in the county completed the survey and of these students 97% reported having been reached with the media campaign through one route or another.

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Report Date

Dec 31, 2019

Year

Value

Progress on Objective

- Met, trend in right direction
- Met, no trend
- Met, trend in wrong direction
- Not met, trend in right direction
- Not met, no trend
- Not met, trend in wrong direction

Progress notes:

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