

Annual Updates: 2012-2015

GOAL	Strategies	Progress Updates			
		2012	2013	2014	2015
<p>Decrease the prevalence of overweight and/or obese categorized adults by 2% and decrease the obese categorized children by 2%. BASELINE: 63% of Cerro Gordo County adults are considered overweight and/or obese. 26.9% of Cerro Gordo County adults are considered obese.</p>	Expand physical activity programming in schools to promote healthy behavior.	The Cerro Gordo County Department of Public Health (the Department) initially implemented and has aided preschools in sustaining the Animal Trackers physical activity program in their curriculum. We received an award from the Iowa Department of Transportation to implement a Walking School Bus (WSB) at 2 area schools. We partnered with the Mason City Youth Task Force for their application for 2 additional schools to join with ours. Those WSBs will begin in early spring 2012.	The Health Department has aided 15 area preschools in sustaining a physical activity program in their program since 2009. Additionally, Walking School Buses have been established at 4 area schools through the Health Department. In the Spring, it raised the active means to school from 7% to 10% of children. We have worked with Blue Zones for those to be sustained into the next few years.	Continue to coordinate the Walking School Bus. We have about 60 kids in 4 schools participating on 6 routes. Additionally we currently have 22 volunteers. Mason City School District discontinued Food Fundraisers and replaced with a District wide Walk-A-Thon fundraiser each year - (Blue Zones initiative). Childcare Resource & Referral instructed 30 providers in Drums Alive - a physical activity curriculum for preschool-aged children through a Health Department grant. Health Department staff offered I Am Moving I Am Learning Physical Activity curriculum to 50 providers in 2013.	Expanded Safe Routes to School initiatives by incorporating a Bicycle Safety and Education component to 3rd Graders in Mason City (Public and Catholic) ~400 students. Also plan to hold an annual Bike Rodeo, teaching bicycle traffic skills to youth to supplement school education. Partners: MCCSD, Newman Schools, MC Blue Zones Project, North Iowa Spin, MCPD, River City Kiwanis
	Motivate the Community Wellness Committee to continue to serve in a guiding capacity for the County.	Ongoing; A Blue Zones Advisory Committee provides wellness direction for Mason City, with the Health Department extrapolating the efforts into neighboring communities throughout Cerro Gordo County.	The CTG has a Wellness Coalition working on initiatives. With the CTG the Coalition was broken into 4 subgroups community, healthcare, worksite and environment. The worksite wellness and environmental committees have taken off and are thriving through activities. The overall coalition has been rather inactive; however, it is being rebuilt through a 2 year process. Also the Blue Zones Advisory Committee is working on planning efforts for Mason City.	The Wellness Coalition continues to meet and work on several issues within the county.	Coalition not meeting; Joined partnership (North Iowa Local Foods Coalition) working to bridge collaborations among food system partners.
	Agencies will collaborate to speak with one voice regarding incorporating healthy physical activity, nutrition and fitness into lifestyle behaviors.	Many organizations make up the community wellness committee and are working on Blue Zones initiatives; therefore, collaboration is underway to move toward healthy behaviors.		Many agencies serve on this Coalition and the Wellness Coalition Coordinator serves on the Mercy North Iowa committee for wellness purposes.	LEAN Expectation and LEAN Essential trainings offered in community to educate on physical activity and nutrition behaviors to new and expecting mothers and childcare providers.
	Make a dietician or nutritionist available for consultation at little or no cost to the public.	Hy-Vee Grocery Stores have added dieticians to their staff within the last year. The Department has no dietician or nutritionist available at no cost yet; however, the Health Department will be partnering with the Hy-Vee Dieticians to offer free counseling/education sessions at the annual Health Fest in Spring 2012.	We partner often with the Hy-Vee dieticians, often at no charge to the Health Department. Dieticians have worked with us on promotions including creating videos and outreach.	The Health Department received a Wellmark grant to hire a dietitian to begin developing a community-based dietetics program.	Dietitian Hired! Initiatives have included community cooking demonstrations, community educational seminars (Food Bank, Senior Center, Community Kitchen, Schools, Worksites). Exploring possibility of one-on-one counseling for the general public or specific populations.
	NEW in 2013: Promote and aid in implementing employee wellness programs.		The CTG has provided the opportunity to work with several businesses to develop a worksite wellness program. 24 representatives of businesses met with Kelli to identify potential businesses to work with. Kelli held a 1 day worksite wellness training with 6 attendees, 4 of those representatives completed assessments, & audits. This affected 850 employees!! 2 businesses implemented policy/system change at their worksites which impacted 800 people. In our worksite wellness program a total of 218 (duplicated) employees participated in STRIDE each month. Kelli has drafted 3 policies to impact systems change.		Nine worksites assisted in wellness programming.
<p>Reduce Cerro Gordo's chronic disease rates - heart disease mortality rate by 5% and diabetes associated discharge rate by 2%. BASELINE: 2008 data indicates Cerro Gordo's heart disease mortality rate is 354 per 100,000 and the diabetes discharge rate is 16.9.</p>	Establish senior adult exercise, nutrition and risk factor intervention programming	Partnered with the Area Agency on Aging for a senior chronic disease self management program, Better Choices, Better Health.	Janae, our AmeriCorps member was trained in Better choices, Better Health which was offered from July-August at Mercy and in January at the Coop.; 16 people achieved one of their goals through this. 2 more staff members have been trained in CDSMP. Additionally, the Department has a service section dedicated to Chronic Disease Prevention and Self-Management as of July 1, 2012.	February - Health Promotion and Chronic Disease Prevention Service Section did a month long educational campaign on Heart Disease Awareness and Prevention (radio clips, editorials, social media blurbs, newsletters, emails).	
	Establish a relationship with area medical providers for a physical activity prescription program.	For the Care For Yourself Program, appropriate women are referred from the CFY screenings to the Health Department's Wellness Manager for consultations. Those women get physical activity sessions and plans to follow. The Wellness Manager sends fitness summaries with the clients to give to their providers for discussion. Also the Wellness Manager has communication with a few providers if the clients have certain restrictions, recommendations, etc.	no progress	In May 2014, the Health Department began an Exercise is Medicine campaign replete with prescription pads, participating medical providers and participating area fitness facilities. For the Care For Yourself Program, appropriate women are referred from the CFY Health Department screenings to the Health Department's Wellness Manager for consultations. Those women get physical activity sessions and plans to follow. The Wellness Manager sends fitness summaries with the clients to give to their providers for discussion. Also the Wellness Manager has communication with a few providers if the clients have certain restrictions, recommendations, etc.	Registered Dietitian was hired in Sept 2014 to provide community based nutritional services and work with local coalitions to increase assess and use of healthy foods.
	Agencies will collaborate to speak with one voice regarding cardiovascular health and will develop an annual marketing campaign to address.	No progress	Linda Read is on a task force with Elderbridge, Mercy, Good Shepherd, Telligen and others to develop a program to reduce hospitalization of those with CHF; though, it isn't reducing the disease rate, it is working with others on cardiovascular health. The CTG focuses on cardiovascular health & through it has an annual campaign.	The CCC grant the Health Department has in conjunction with Mercy Medical Center North Iowa directly deals with cardiovascular disease. The Health Department implemented a 27 Day Social Media Campaign on Cardiovascular Health delivered via Social Media Channels in February 2014.	

	Establish a Community Wellness Calendar	Completed and available on the Cerro Gordo County Department of Public Health website at www.cghealth.com .	completed in previous year	Established on the Health Department website	
	NEW 2014 STRATEGY: Nutrition education to childcare providers to improve nutrition standards in childcare settings			Health Department staff instructed 150 childcare providers in the North Iowa area on the LEAN Start and LEAN Essentials Nutrition Training, equipping providers with skills and knowledge in healthy meal and snack planning and preparing for children ages 1-12.	
	NEW 2013 STRATEGY: develop a diabetes education program		The Chronic Disease Prevention and Self Management service manager is developing a diabetes education programming and earning her certificate as a diabetes educator.		A formal diabetes plan (prevention and case management) is in development stages to determine future direction. The service section has an RN and RD eligible for CDE.
GOAL	Strategies	Progress on Strategies			
Create a system to provide comprehensive cancer screening access for all citizens of Cerro Gordo County and ensure case management when needed. BASELINE: services are fragmented as to type of cancer screened and population served.	Promote available services for breast and cervical cancer.	Completed via outreach events, on the Cerro Gordo County Department of Public Health's website, through guest editorials and television interviews. Program flyers are distributed to various partner agencies and businesses and brochures are available in the hospital and local medical clinics for promotion.	We received a Komen grant that allowed for more partnership and consumer awareness. Completed via outreach events, on the Cerro Gordo County Department of Public Health's website, through guest editorials and television interviews. Program flyers are distributed to various partner agencies and businesses and brochures are available in the hospital and local medical clinics for promotion.	Completed via outreach events, on the Cerro Gordo County Department of Public Health's website, through guest editorials and television interviews. Program flyers are distributed to various partner agencies and businesses and brochures are available in the hospital and local medical clinics for promotion. We have continued to receive annual Komen funding awards for increased promotion.	Outreach education via Komen distributed through posters, media interviews, editorials, electronic newsletters, bus wraps, & park benches. Received additional funding for outreach education targeting Hispanic population. Contracted Spanish translation services obtained. Direct patient care service reimbursement program continues for women through Komen grant.
	Locate funding to develop a colorectal and/or prostate cancer early detection program.	Staff members have worked with IDPH to research the possibility of providing colorectal screenings through the Health Department. Currently, IDPH is working on improvements to their reimbursement schedule to provide more payment per patient to the medical provider. Once the reimbursements increase, the Health Department will again attempt to get a program here.	The Chronic Disease Prevention & Self Management Manager is working with IDPH to become a "get screened" colorectal cancer site. Staff members have worked with IDPH and a local medical provider to discuss reimbursement. Hopefully, this July, the program will be established. No progress on prostate cancer.	We became part of the Iowa Get Screened program in July of 2013.	IGS program continued this year. The program support 15 fit tests and 1 colonoscopy.
	Partner to provide comprehensive services.	Partner with many agencies to include Mercy Medical Center North Iowa, North Iowa Community Action Organization, private medical provider offices, Radiologists of North Iowa, the Breast Health Task Force, the American Cancer Society, Cerro Gordo County Free Health Care Clinic and others. A special fund has been developed to assist women with bills from screenings and diagnostics. The program coordinator has also worked with the hospital to increase access to financial assistance there for women in need.	Partner with many agencies to include Mercy Medical Center North Iowa, North Iowa Community Action Organization, private medical provider offices, Radiologists of North Iowa, the Breast Health Task Force, the American Cancer Society, Cerro Gordo County Free Health Care Clinic and others. A special fund has been developed to assist women with bills from screenings and diagnostics. The program coordinator has also worked with the hospital to increase access to financial assistance there for women in need. We have a Komen grant as well that has taken partnering to multiple other counties.	Partner with many agencies to include Mercy Medical Center North Iowa, North Iowa Community Action Organization, private medical provider offices, Radiologists of North Iowa, the Breast Health Task Force, the American Cancer Society, Cerro Gordo County Free Health Care Clinic and others. A special fund has been developed to assist women with bills from screenings and diagnostics. The program coordinator has also worked with the hospital to increase access to financial assistance there for women in need. We have continued to receive annual Komen funding awards for increased partnership.	MMC-NI foundation dollars remain available for individuals in need of financial assistance and do not fall within the CFY or Komen guidelines.
GOAL	Strategies	Progress on Strategies			
Stop the trend of increasing teen birth rates. BASELIND: Vital statistics indicate the County rate is 96.4 per 1,000 for 2009.	Provide education in the schools regarding teen pregnancy and sexually transmitted disease.	There was a 14.6% decrease in teen birth rates from 2009 to 2010. County data indicates that the 2010 rate is 82.3/1,000.	No progress	The Cerro Gordo County Department of Public Health was awarded an IDPH Personal Responsibility education program grant that addresses these issues. The grant is projected to be in place for the next 3 years.	The CGCDPH received the Personal Responsibility Education Program again this year. The curriculum focuses on delaying the onset of sexual activity and reduce the rate of pregnancy, birth and STI's to high risk, vulnerable and sexually active youth (ages 10-19). The program also strives to empower youth to make health decisions and positive choices regarding sexual behavior as they prepare for successful adulthood.
	Develop a sexual health and teen pregnancy prevention consumer awareness campaign by researching and using other effective available messages.	The Cerro Gordo County Department of Public Health was awarded an IDPH Personal Responsibility education program grant that addresses these issues. The grant is projected to be in place for the next 4 years.	No progress	The Cerro Gordo County Department of Public Health was awarded an IDPH Personal Responsibility education program grant that addresses these issues. The grant is projected to be in place for the next 3 years.	

GOAL	Strategies	Progress on Strategies				
Attain a rank of 5th or higher for Cerro Gordo County in alcohol sales. BASELINE: for 5 years Cerro Gordo County has ranked in the top four counties.	Aid schools and workplaces to assist those struggling with alcohol use and addiction	no progress	no progress	Prairie Ridge Addiction and Treatment Services and other organizations continue to work on this.		
	Develop media campaigns highlighting the alcohol sales issue in Cerro Gordo County.	no progress	no progress	The Mason City Youth Task force continues to spearhead this issue; has brought in national speakers; and uses youth to create campaigns.		
GOAL	Strategies	Progress on Strategies				
Decrease Cerro Gordo County's mental health provider shortage designation by 1 provider. BASELINE: Designated as short by 2 providers	Determine mental health programming needs in light of the Health Care Reform Act.	no progress	no progress	The Mental Health Center of North Iowa has become an Integrated Health Home for mental health due to the ACA and subsequent funding. Mercy Medical & the MHCNI have been working together toward collaborative services & mental health is being integrated into the Community Care Coordination program spearheaded by Mercy and the Health Department.		
	Locate funding sources to incentivize mental health care providers to locate to Cerro Gordo County.	no progress	no progress			
GOAL	Strategies	Progress on Strategies				
Decrease Cerro Gordo County's unintentional injury rate by 5%. BASELINE: 45.9 per 100,000.	Develop programming to deliver to senior citizens to address trips & falls, medication errors, accidental poisonings and other unintentional injury risks.	The Healthy Homes Coordinator has begun development of a program, began coordinating with public health nurses and aides to address different components, and has completed much research on the subject.	no progress	The Health Homes Coordinator has Healthy Homes Guidelines developed to use in home assessments. Slip, trip, fall hazards fit into this along with poisoning, smoke detectors, CO monitoring and many other factors.	Systems Change Strategic Committee drafted Action Plan to develop an Aging in Place model to assist in falls prevention among high risk and senior populations.	
	Develop & implement programming focused on unintentional injuries in the healthy homes/environment program to deliver.	The Healthy Homes Coordinator has begun development of a program, began coordinating with public health nurses and aides to address different components, and has completed much research on the subject.	no progress	The program is developed.		
GOAL	Strategies	Progress on Strategies				
Over the next 5 years, decrease the private water coliform test failure rate on average by 5% and fecal coliform failure rate by 1%. BASELINE: 2008-2009 average rate for coliform failure is 32.15% and fecal coliform is 6.4%.	Work with homeowners to install updated septic systems. This includes finding resources for updates, contractor partnering and education for the homeowner.	The Environmental Health Specialist in charge of septic systems works with homeowners and contractors on a daily basis as needed. The EHS promotes the OSWAP program and the available financing through Cerro Gordo County.	The entire community of Portland had to replace all of their septic systems due to improper discharge into a creek. All homeowners paid for their own septic except for one who took advantage of the onsite sewer bonding program offered through the county.	Under Chapter 69 and our local county ordinance, staff at the Health Department continuously work with home owners to update septic systems. Time-of-transfer requirements further stresses the needs for updates. The county financing system has been re-established for updating septic systems.	The private bacteria coliform test failure rate in the current fiscal year (6/30/2014-5/8/2015) was decreased to 19.6% and the fecal coliform failure rate to 1.6%. A total of 372 bacteria tests have been in fiscal year 14/15 as of May 2015.	
	Integrate available GIS mapping for a comprehensive view of Cerro Gordo County water. Layers will include aquifers, confined animal feeding operations, failed water tests for various constituents, agricultural drainage wells, sinkholes and other variables.	Wells with arsenic test and location information have been digitized into a GIS system. Additional layers that are available include aquifers, CAFO's, groundwater vulnerability and soil types.	no progress		GIS mapping is updated regularly to include private well test results and other layers as deemed appropriate. Additionally, we received CDC funding to upgrade our private well and septic databases into one with a pro	CDC funding used to combine septic system and water well databases into a single system. GIS mapping enhancements are in the works.
	Locate other funding sources to test wells for contaminants and aid in plugging wells, as Grants to Counties funding is extremely limited.	no progress	no progress	We received a CDC grant to test up to 500 private wells over the next couple of years	Funding also used to test 500 wells that have never been tested before for BacT, Nitrates, and Arsenic. Education provided to all project participants.	
GOAL	Strategies	Progress on Strategies				
Decrease Cerro Gordo County's level of tests that are at 4 picocuries per liter (pCi/L) or higher by 2% over the next five years. BASELINE: In 2009, 49% of returned tests resulted in levels of 4 pCi/L.	Educate the construction community in installation of passive radon system during initial construction.	Several meetings have been conducted with local building association committee members regarding radon resistant new construction (RRNC).	no progress	Participated in North Iowa Area Community College Design build event in 2014 and educated nearly 150 students with our radon model.	A presentation on radon was given to 50 senior citizens members at the Mason City Community Center.	
	Locate funding sources to provide short term radon test kits to residents along with service to place, pick up and mail kits.	Applied for and was awarded a small IDPH radon grant that allowed for a small amount of radon test kits to be distributed to the public.	no progress	The state or regional level funding for this program is no longer available (limited funding). The Health Department offer low-cost test kits for purchase to the public. The Health Department purchased a continuous radon monitor (SunNuclear) and offer it to constituents free of charge.	From 09/15/2014-05/01/2015; 208 self test kits distributed to residents were completed. Eight continuous radon monitor tests were performed for residents in Cerro Gordo County. Approximately 59% of self-test kits that were completed resulted in an unsafe level of 4 picocuries per liter of air or greater.	

	Work with the Building Trades program at NIACC to educate students regarding radon issues in this area	Building Trades students and Instructor at North Iowa Area Community College (NIACC) built a radon mitigation system model for the Cerro Gordo County Department of Public Health to utilize in public education. NIACC staff has been utilized to present the radon message to all of its students.	no progress	We continue to work with staff at NIACC when able to educate students.	No additional updates for this issue
	Draft a policy for radon resistant construction in Cerro Gordo County	Legislative language is at the capitol regarding RRNC.	no progress	We have worked with the North Iowa Builders Exchange to stress the need for radon resistant new construction.	No additional updates for this issue
GOAL	Strategies	Progress on Strategies			
Reduce the 'unhealthy for sensitive groups' and 'moderate' air quality combined days by 3%. BASELINE: The days in these combined categories equal 21.9% of total days.	Create and implement a local air quality monitoring program.	The Department has the support of the Board of Health with an ordinance for air quality (passed 3-2 in April 2010); however, the Board determined the program needed to be presented to the public prior to presenting it to the Board of Supervisors. The program was presented to the public in June 2011 and a follow up meeting was held in October 2011. The public verbally supported monitoring, but did not support an enforcement component. Significant amounts of research and analysis have gone into developing the program. In January 2012, the Department offered a report on outdoor air quality to a proposed new business moving to Mason City.	no progress	no progress	No program to assess outdoor air quality.
GOAL	Strategies	Progress on Strategies			
Reduce the prevalence of lead poisoning among Medicaid children age 6 or younger by 3%. BASELINE: 2003 birth cohort data shows the prevalence of lead poisoning for Medicaid children is at 7.1%.	Continue to provide services through the IDPH CLPPP.	Grant services are still being provided to an average of 20+ lead poisoned children per year. 2003 was the first cohort data that showed a 100% testing rate in this program. The CLPPP changed to the HHCLPPP to include healthy homes programming as well.	no progress	We reduced case management efforts have proven successful with cases dropping from 11 in 2011 to 7 in April of 2014.	No additional updates for this issue
	Expand healthy homes/environment services to other venues and populations.	The Healthy Homes Coordinator has researched and developed an outline expanding the program's services. Services are shifting in policy to include science-based testing to offer in workplaces.	no progress	We are in discussions with our local healthcare facility to develop a connection between healthy homes services and those who are utilizing the healthcare system.	We continue with discussions with our local healthcare facility to develop a connection between healthy homes services and those who are utilizing the healthcare system. Meetings were held with three doctors about the program and including their patients in a pilot study. All are interested.
GOAL	Strategies	Progress on Strategies			
Increase the percent of children fully immunized by 24 months of age to 95%. BASELINE: 2008 data shows a rate of 89.3%.	Create a marketing plan for the childhood immunization program.	There has been a 7.3% decrease from 2008 to 2010 in the number of children fully immunized by 24 months. 2010 data shows a rate of 82%. Immunization grant funding was significantly cut in 2011 which has left little funding to create and implement a marketing plan and reduced staff hours. The reduction directly impacted the overall rate of children who are fully vaccinated. The Department did run a back-to-school vaccine marketing plan to include press release and media interviews. Staff members also conducted a vaccine safety media interview and an interview on the importance of getting children vaccinated.		Public awareness for childhood vaccination is completed during Infant Immunization Week and Back to School Immunizations. Billboards, media releases, radio ads, posters, and bus wraps were developed to highlighted the importance of vaccinating children via the Health Department.	The department continues to promote the importance of childhood vaccinations by celebrating Infant Immunization Week through promotions which include bus wraps, electronic billboard, facebook, radio ads as well as benches where messages are displayed.
	Educate daycares, childcare centers, new parents and other stakeholders as to the importance in vaccinations	Educational packets about Iowa's immunization laws were sent out to all licensed child care centers. The intent is to assist the centers in preparing for their fall annual immunization audit.		Health Department provided information about childhood vaccinations is included in a book given to mothers of newborns at the Mercy Birthing Center. Information is provided to daycares on vaccination requirements each year during immunization audits.	The health department continues to sponsor a page in the Toddling Times (a booklet distributed to mothers of newborns and made available at OBGYN through MMCNI) stressing the importance of infant immunizations.
	Partner with Family Connections to ensure accurate vaccination information is given to each new mother	Staff have begun to collaborate with Family Connections. Though no formal process in giving vaccination information to new mothers has been developed, progress is being made.		Family Connections staff follow up with participating families on various health issues, including vaccination information, during home visitation services.	The department continues to participate in the Vaccines for Children program where children are able to receive vaccines for free if they are uninsured or underinsured. The department is also able to bill most commercial insurance companies for reimbursement of vaccinations.
	Offer parents appropriate immunizations at the time their children are receiving them	Each time a parent visits the Immunization Clinic, vaccine information sheets are provided.	Completed during visits	Little has been completed in this strategy. Health Department staff sporadically assess parent vaccination needs during the time of a child's appointment but this effort has not been become standard operating procedures.	The health department is a walk in clinic where anyone can receive a vaccine during working hours without an appointment.

	Offer vaccines at appropriate times and places for children	The Immunization Clinic is a walk-in clinic that allows parents from any geographical location to utilize our services. Hours of operation are 10-4 Monday through Friday and evening clinic hours are offered until 6:30 the first Monday of each month.	During the Pertussis outbreak this past year, Tdap vaccines were offered on-site at schools. We also offer influenza clinics at schools & during that time, children can receive other vaccines they need, too.	A vaccine program, Calling the Shots, was established in 2012 through a partnership between the Health Department and 6 Mercy clinics. The program focuses on updating vaccinations for children identified as being behind on vaccines per the ACIP vaccine schedule.	The CGCDPH continues to receive the Calling the Shots grant, which focuses on updating vaccinations for children identified as being behind on vaccines per the ACIP vaccine schedule. The department has worked with 5 Mercy clinics in the past two years in which public health nurses obtain patient lists from Mercy clinics, utilize IRIS to look up patients and identify vaccination needs, and then provide those needs back to Mercy so they can follow up with the patient when they arrive for their appointment. In 2015/2016 the department will be expanding to assist 8 clinics with this look up service.
	NEW 2013 STRATEGY: work with private providers to determine children who are under or unimmunized and implement a reminder/recall system		Through an empowerment grant, the Health Department is working with 5 area medical clinics to utilize IRIS and institute a routine reminder/recall system.		Through our immunization grant, the patient receives a reminder letter when the next immunization(s) are due and/or may receive text messages, emails or phone calls reminding them of immunizations past due.
GOAL	Strategies	Progress on Strategies			
Decrease the STD rate by 5%. BASELINE: 2009 data indicates a rate of 338 per 100,000 for Cerro Gordo County.	Screen and educate young adults (age 15-25) for STDs, particularly, chlamydia.	There has been an 18.6% decrease in reported rates of STDs as 2010 data indicates a rate of 275/100,000 in Cerro Gordo. We continue to provide STD testing and counseling services for young adults in our clinic and educate at outreach events as we are able. Also, the STD clinic nurse formed a new collaboration with the faculty advisor for the Mason City High School's Gay Straight Alliance.	no progress	Chlamydia, Gonorrhea, and Syphilis testing continues to be offered free of charge to all Cerro Gordo County residents age 15-25 via the Health Department. Free medication is also provided for individuals that test positive for Chlamydia, Gonorrhea, or Syphilis. North Iowa Community Action Organization through Family Planning Services also offers screening for Chlamydia & Gonorrhea.	The department continues to provide chlamydia, gonorrhea, and syphilis testing free to Cerro Gordo county residents. Free medication is also provided for individuals that test positive for chlamydia, gonorrhea or syphilis. The department also works with partners in providing information and services to in need (North Iowa Community Action). The department has also begun to look into ways in which we could bill insurance companies for testing services to expand our ability to serve additional clientele.
	Provide education in the schools regarding teen pregnancy and sexually transmitted disease.	The Cerro Gordo County Department of Public Health was awarded an IDPH personal responsibility education program that addresses these issues. The grant is projected for the next 4 years.	no progress	The Cerro Gordo County Department of Public Health was awarded an IDPH Personal Responsibility education program grant that addresses these issues. The grant is projected to be in place for the next 3 years.	The department was awarded the Personal Responsibility Education Program grant which addresses STD's with the young adult population. The department will be re-applying for this grant to continue to provide education.
	Develop a sexual health and teen pregnancy prevention consumer awareness campaign by researching and using other effective available messages.	Consumer awareness campaign was developed and implemented this past year. Components included a media interview for HIV testing in teens; hosting educational booth at the local community college for two events - literature and condoms were distributed; presenting on STDs and HIV at the local high school; and providing information regarding our services to the Parents Families and Friends of Lesbians and Gays meeting.	no progress	Limited funding to support a STD consumer awareness campaign has resulted in depending on the Health Department's social media sites and press releases. Public information is shared during HIV testing day, AIDS Day, STD Awareness Month, and Viral Hepatitis Month.	Education is provided to the through the health departments social media sites. Interviews are provided to television and radio stations to promote HIV testing day, AIDS day, STD Awareness month and Viral Hepatitis month.
GOAL	Strategies	Progress on Strategies			
Increase the percentage of Cerro Gordo County residents who are prepared for a disaster by 10%. BASELINE: 62.8% of survey respondents indicated they were ready for a disaster.	Increase timely and effective communication capabilities to include development of methods to communicate - via website, Facebook, Twitter, etc.	The Health Department has worked to increase awareness pertaining to disaster readiness through various venues to include the following over the past year: -Health Fest – April 7th, 2010 – provided preparedness information at a booth -Preparedness Interview (KISS Country & The Fox) – September 15th, 2010 -National Preparedness displays in grocery stores – September 16th – 18th, 2010 – information provided to the public in six grocery stores within Cerro Gordo County -Billboards throughout the county to promote preparedness during September - drove people to the website for additional information - YouTube video submitted to the CDC & posted to our website. We received an honorable mention from the CDC for this video - Winter weather preparedness bulletin boards at the Health Department - E-newsletter article in January for new years resolution, in November for winter weather awareness & September -WOW Expo - February 2011 provided education at a booth	The Health Department continues to utilize Facebook , Twitter, Public Health Communicator as well as our website daily to provide information to the public in regards to preparedness. These avenues would also be used during times of emergency in quickly disseminating information via a Twitter message as well as posting information to our Facebook page and website. The Health Department also has the ability to send information out to the public through the Code Red system. This high speed communication system can deliver emergency messages and distribute information in all or specific areas of the county. We have also increased our capacity to communicate with other organizations both within and outside of Cerro Gordo County (to include local health departments) through use of the Smartboard and the Bridgit software we purchased. The department has also developed a QR code which can be scanned by smart phones to be taken directly to our website to obtain information.		The department continues to participate in community events such as the Fire Department open house to promote preparedness to individuals in our area. The department will be participating in the Public Health Emergency Preparedness grant in FY 15/16 which will help to promote preparedness within the department and the community.