

CERRO
GORDO
COUNTY
DEPARTMENT
OF PUBLIC
HEALTH

Community Health Improvement Plan



Prepared by Kara Vogelson, MHA, CPH kvogelson@cghealth.com

Date Adopted:

Review Frequency: Annual

Table of Contents

Executive Summary	2
Introduction	3
Priorities	5
Social Determinants of Health	5
Health Care Accessibility	5
Substance Use	6
Prevent Disease & Injury	7
System Change	7
Community Health Improvement Planning Teams	9
Partnership Agreement	10
Appendix A: Work Plan	11

Executive Summary

The Cerro Gordo County Community Health Improvement Plan is a call to action for every person in Cerro Gordo County so we may all share in a healthful future. This plan builds on the momentum of a foundational shift towards a culture of health that supports family and community environments ripe to provide opportunities for healthy childhoods and choices throughout life.

Public health and health care services are currently experiencing rapid change. This provides us the opportunity to collaboratively and creatively build a system of health where we live, learn, work and play that works for Cerro Gordo County.

Throughout the development of this health improvement plan, the socio-ecological diagram was referred to and included. The ecological model illustrates levels of influence that affect health, see Figure 1 below. Different Cerro Gordo County organizations operate through varied channels and levels. To affect health change effectively, organizations should and will work together to shift populations to better health outcomes with consideration of the Model. Throughout the following strategies, you will note interventions built on all these levels to recognize different factors that affect health and the change needed. Strategies were also developed with recognition of prevention levels: 1) Primary: reduce susceptibility or exposure to health threats, 2) Secondary: detect & treat disease in early stages, & 3) Tertiary: alleviate the effects of disease & injury.

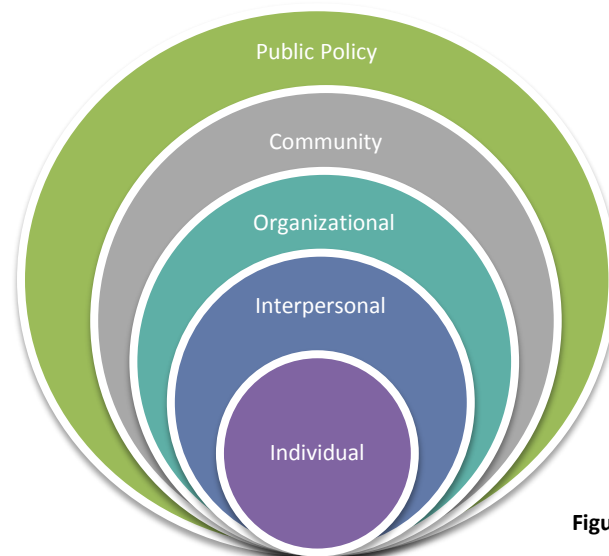


Figure 1 Socio-ecological Model



Introduction

The Cerro Gordo County Community Health Improvement Plan was developed to address the noted concerns in the Community Health Assessment. The Mobilizing for Action through Planning and Partnership (MAPP) framework was utilized to create a community-owned joint health improvement plan for all of Cerro Gordo County. Participants considered social determinants of health, causes of higher health risks for specific population and health inequity. Throughout this process, the community vision and values guided discussion and direction.

Vision: We are a community collaboratively building a healthy, safe, and accepting environment.

Value statements:

- › A community that recognizes the connection between body, mind, & spiritual health and provides opportunity for healthy choices and behaviors.
- › A community where people have access to affordable resources, services, and health care to meet basic needs and attain lifelong wellness.
- › A community that provides the foundation for people to be self-sufficient, and resourceful to minimize disease and substance abuse while increasing emotional health.
- › A community that embraces best practices, creativity, lifelong learning, advocacy and peer support that is inclusive and accepting.
- › A community with a commitment for clean, safe, healthy environments including homes and neighborhoods.
- › A community where working together is embraced to build engagement, inclusivity, resiliency, and community-wide engagement and pride.
- › A community that recognizes early childhood as the foundation for lifelong health.

Methodology of the development of health indicators and priorities is outlined in companion document, Community Health Assessment. During the second community meeting in January 2016, all four MAPP assessments were discussed, health indicators were prioritized and community strategic issues were determined. The strategic issues evolved after a Steering Team meeting discussion in January 2016 to overarching themes; these include:

- Social Determinants of Health

- Health Care Accessibility
- Health Behaviors
- Preventable Disease/Injury
- Systems Change

These themes were used during two community meetings held in February 2016 to develop goals, objectives and strategies and to discuss current work on each topic, foreseeable barriers and solutions and what organizations should be involved. At the end of these meetings, thirteen topics within these concepts remained. Please continue on to review priorities, goals, objectives and strategies.

Priority: SOCIAL DETERMINANTS OF HEALTH (SDH)

Social determinants of health are conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. Conditions (e.g., social, economic, and physical) in these various environments and settings (e.g., school, church, workplace, and neighborhood) have been referred to as “place.” In addition to the more material attributes of “place,” the patterns of social engagement and sense of security and well-being are also affected by where people live.

In the Cerro Gordo County Community Health Assessment, multiple factors that rose to priority issues related to social determinants of health including access to health care, poverty, substandard housing, social acceptance of substance use, and others.

Cerro Gordo County community survey data indicates that respondents felt the top social issue that people deal with in the County is poor parenting skills. Throughout community discussions, the topic of resiliency persisted. These two issues are intertwined and led the stakeholders to develop strategies to address SDOH with a focus on resiliency, thereby enhancing quality of life by having a significant influence on population health outcomes. This priority is sprinkled throughout all goals; however one goal is directly linked to SDOH: increase access to safer housing.

Figure 2: Social Determinants of Health Model - adapted from the Centers for Disease Control and Prevention

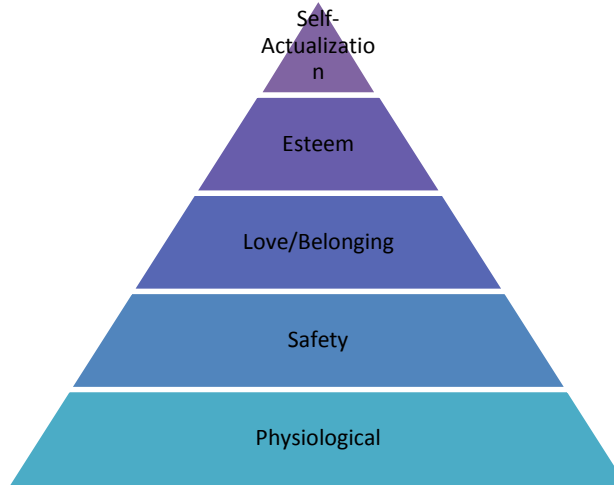


Priority: HEALTH CARE ACCESSIBILITY

Health care accessibility is often defined as access to primary care; however, in this instance it encompasses the basic tenants of community-based care. Accessibility impacts overall physical, social and mental health and is also directly associated with disease prevention, treatment detection, quality of life, preventable death and life expectancy. Community-based care addresses access and utilization barriers such as transportation, housing, health literacy, access to food, lack of a primary care provider and the inability to access medication. Health care accessibility builds off of the social determinants of health in that it treats the whole patient. Our group focused this topic on Maslow’s Hierarchy of Need, see Figure 3. The most fundamental of needs at the bottom must be met before the individual will strongly desire or focus motivation upon higher level needs. Initiatives included in this priority focus on integration of services on a community level to address foundational needs while addressing health needs. Physiological needs are the physical requirements for human survival and must be met first. These include needs like air, water, food, shelter, sleep and clothing. Safety includes health, employment, property, family and social stability. Love and belonging include meeting social needs like friendship and family. Esteem is about confidence, achievement and respect of others. Self-actualization is the discovery of a person’s full potential and realization of that potential.

Participants felt strongly that the hierarchy is a framework that should be utilized openly and routinely. The community survey indicates that Cerro Gordo County residents feel that lack of access to health care is the number one health problem in our community. Accessibility spans a number of subtopics including geographic availability, price, social and cultural acceptance.

Figure 3 Maslow's Hierarchy of Need



Priority: SUBSTANCE USE

Alcohol over-consumption and tobacco use were both top priorities in the Cerro Gordo County Community Health Assessment. Often, these are co-occurring risky behaviors that lead to several poor outcomes. Excessive alcohol use has immediate effects that increase the risk of many harmful health conditions. These immediate effects are most often the result of binge drinking and include:

- Unintentional injuries
- Violence, including intimate partner violence and child maltreatment.
- Risky sexual behaviors, including unprotected sex, sex with multiple partners, and increased risk of sexual assault.
- Legal implications such as DUI, public intoxication, and providing alcohol to minors.

Over time, excessive alcohol use can lead to the development of chronic diseases, neurological impairments and social problems. These include but are not limited to:

- Dementia, stroke and neuropathy.
- Cardiovascular problems.
- Psychiatric problems, including depression, anxiety, and suicide.
- Social problems, including unemployment, lost productivity, and family problems.

- Cancer of the mouth, throat, esophagus, liver, colon, and breast.
- Cirrhosis.

Tobacco use has many long term side effects as well, including cancer, chronic bronchitis, emphysema, stroke and heart disease. In Cerro Gordo County, both alcohol use and tobacco use are higher than the state average and the social acceptance of each is unacceptable.

Priority: PREVENT DISEASE & INJURY

Preventing disease and injury encompasses a range of health concerns that includes chronic disease prevention and the behaviors that contribute to a healthy lifestyle. Data indicates that prevention is the most cost-effective way to lessen the chances of acquiring a preventable disease or injury; however, traditional funding of health costs focuses on prevention the least. Chronic diseases and injuries are responsible for the majority of all deaths in Cerro Gordo County and greatly contribute to premature death. Cancer, heart disease, stroke, non-transport accidents, chronic lung disease and unintentional injuries make up the highest causes of death for Cerro Gordo County residents; moreover, most of these county rates are higher than Iowa's average. Many deaths in Cerro Gordo County are preventable and involve risky behaviors or lifestyles. Among the leading risk factors of preventable disease are tobacco use, unhealthy diet/physical inactivity, alcohol and drug abuse and misuse, and motor vehicle crashes.

Priority: SYSTEM CHANGE

This final priority topic made its first appearance at the first meeting held and blazed the way through all other meetings. Repeatedly, participants argued in favor for change in Cerro Gordo County. The conversation led to this priority which will shift the way that our community makes decisions about policies, programs, and the allocation of its resources and, ultimately, in the way it delivers services to its citizens. Organizations need to work in partnership versus silos and truly collaborate on initiatives if we are to positively impact the health of Cerro Gordo County residents ranging from infants to older adults. Topics in this priority ranged from disaster preparedness and partnering to aging in place; these may be the topics that challenge stakeholders the most.

From these priorities, the Cerro Gordo County Health Improvement Plan outlines several goals. In the next five years, the public health system will improve to:

1. Increase safe, stable, nurturing relationships and environments for children.
2. Increase access to safer housing.
3. Broaden health care to include mental health and promote health outside the medical system
4. Reduce substance abuse among adults.
5. Decrease chronic disease prevalence.
6. Improve the health, function & quality of life of older adults.

7. Improve the County's ability to prepare for and recover from a major incident.
8. Strengthen community organization and individual partnerships.

Please see Appendix A for the related objectives, strategies, measurable and time-framed targets along with alignment to national and state plans and priorities like Healthy People 2020, Million Hearts Initiative, Iowa Department on Aging, Iowa Department of Public Health and others. Policy implications are noted in bold as they may have the largest impact.



Community Health Improvement Planning Teams

The Strategy Planning Team consisted of community partners representing various community sectors. These individuals reviewed the data from the community health assessment and stakeholder prioritization of themes to develop the initial list of goals, objectives and strategies. When applicable, national standards such as Healthy People 2020 and Iowa Department of Public Health standards were used to develop the document.

Strategy Planning Team		
Molly Anderegg RSVP	Liz Conley YMCA	Andrew Eastwood* Wellsource
Barb Kellogg* NICA0	Kelly Grunhovd* Prairie Ridge Integrated Health Services	Jodee O'Brien* United Way of NCI
Jen Butler United Way of NCI	Mary Schissel* Mason City Youth Task Force	Karen Crimmings CG Health Department
Jenna Willems* CG Health Department	Chi Martin Mercy Medical Center N. IA	Kara Vogelsson* CG Health Department
Kelli Huinker CG Health Department	Katelyn Nicholson CG Health Department	Laurel Clement NIACOG
	Ron Osterholm* CG Health Department	

Steering Team members noted by asterisk.

Other groups and individuals that were integral to the development of this plan included experts :









- The Partnership for a Tobacco Free Cerro Gordo County (18 member team)
- The Cerro Gordo County Department of Public Health (44 employees)
- Community Members

Public Health Improvement Partnership Agreement

Purpose: The Public Health Improvement Partnership serving Cerro Gordo County is committed to working together to help Cerro Gordo County residents achieve optimal health and overall well-being. The Partnership is convened by the Cerro Gordo County Health Department to participate in implementing strategies outlined in the Health Improvement Plan and participating in annual strategy review and revision. As priorities emerge and change from the assessment data, stakeholders will work together to plan, implement and evaluate strategies that are in alignment with the mission and activities of the stakeholder's organization and group.

Methods: The process to complete and implement the community health assessment and health improvement plan is the Mobilizing for Action through Planning and Partnerships (MAPP) process.

When: During implementation the Partnership will meet every 6 months to share progress. Implementation of action plans will begin in May 2016; annual Plan assessment will occur along with a final evaluation of progress and the next community assessment beginning in 2020.

Signature	Printed Name	Organization
	Kelly Grunhard	Prairie Ridge IBH
	Mary Schissel	Mason City Youth Task Force
	Debbie Abben	Mercy Medical Center
	Ronald J. Osterholm	Cerro Gordo Co. Dept. Public Health
	Kara Vegelson	Cerro Gordo Co. Dept. Public Health
	Jenna Willem	Cerro Gordo Co. Dept. Public Health
	Jodee O'Brien	United Way of North Central Iowa
	ANDY EASTWOOD	WELLSOURCE

GOAL #1: Increase safe, stable, nurturing relationships and environments for children.			
Tie to National or State Improvement Plans, if any	Healthy People 2020: Prevent violence and reduce its consequence.		
Objective 1: By 2021, reduce the child abuse rate from 24.1 per 1,000 population to 21.1 per 1,000 population in Cerro Gordo County.			
<i>Brainstormed root causes, if available: poor parenting, limited resilience in children</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Adopt the CDC's Essentials for Childhood Framework	July 2016	All	Evidence Based http://www.cdc.gov/violenceprevention/childmaltreatment/essentials.html
Build awareness to 1.) adopt the vision to assure safe, stable, nurturing relationships and environments for every child, and 2.) make the connection with alcohol/drug abuse	June 2017	Wellsource & Prairie Ridge	
Identify all development and social-emotional screening tools that are being used to assess children ages 0-5 (e.g. Ages & Stages)	June 2017	Wellsource	
Develop a system to gather and synthesize relevant data from the tools	June 2017	Wellsource	
Identify critical screening gaps	December 2017	Wellsource	
Promote use of screening in healthcare & other settings and ensure that the data collected is used	June 2018	Wellsource & Prairie Ridge	
Support the use of Nurtured Heart Approach (NHA) and other programs for children, parents, caregivers, teachers and other stakeholders	July 2016	North Iowa Community Action Organization	Neither, but working toward recognition: http://difficultchild.com/nurture-d-heart-approach/nha-research/
Support NHA area trainings & other trainings that specifically focus in 1.) increasing parenting skills, 2.) increasing self-calming abilities, and 3.) increasing emotional capability - encourage attendance for parents and caregivers	July 2018	North Iowa Community Action Organization	
Inventory current & support promising practice or evidence based parenting programs	June 2017	Prairie Ridge & All	

Teach children to deal with stress through school-based and health care interventions	December 2019	Wellsorce	
Develop a model to show opportunities for building resiliency along the continuum (determine all points in life for intervention) along with hand-offs to different agencies	July 2018	Wellsorce	

GOAL #2: Increase access to safer housing.			
Tie to National or State Improvement Plans, if any	Healthy People 2020: Promote health for all through a healthy environment		
Objective 1: By 2021, reduce the proportion of substandard housing in Cerro Gordo County from 24.51% to 22%.			
<i>Brainstormed root causes, if available: Mason City serves as a regional hub for low-skilled people who are seeking work & health services which may be causing higher demand for housing, including substandard</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Assess current code requirements for cities and rural areas in Cerro Gordo County	December 2016	Cerro Gordo County Department of Public Health	
Locate and/or create GIS Mapping of substandard housing, socioeconomic factors, housing age, HUD supported homes & other pertinent health factors (Prioritize by highest percentage Census tracts N&W MC-1 st , N&E MC-2 nd , then county-wide)	December 2017	Cerro Gordo County Department of Public Health	
Provide targeted education and/or training for landlords, tenants and owners regarding housing concerns in identified area(s)	December 2018	Cerro Gordo County Department of Public Health	
Seek funding sources to address healthy homes (including lead) issues for residents via methods that are evidence based	December 2017	Cerro Gordo County Department of Public Health	National Center for Healthy Housing: http://www.nchh.org/Portals/0/Contents/Housing%20Interventions%20and%20Health.pdf

As necessary, work with local officials to develop policy and methods for enforcement	December 2018	Cerro Gordo County Department of Public Health	
Partner with traditional and non-traditional area agencies to pool resources and funding to address substandard housing needs	December 2017	Cerro Gordo County Department of Public Health	
Objective 2: By 2021, reduce the emergency department carbon monoxide poisoning visit rate from 19.07 per 100,000 population to 10 per 100,000 population in Cerro Gordo County.			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Advocate for a bill in legislature to increase carbon monoxide detector requirements in homes	June 2018	Cerro Gordo County Department of Public Health	Policy implication: To improve public health outcomes, evidence-based policy is developed through a continuous process that uses the best available quantitative and qualitative evidence
Work with insurance companies to change their policy to allow for discount on premiums if you can prove it	June 2018	Cerro Gordo County Department of Public Health	
Educate the public on the dangers of carbon monoxide poisoning and sources of it to increase awareness of, demand for, and appropriate use of detectors. The messages will be delivered through multiple channels, one of which must be mass media, to provide multiple opportunities for exposure	December 2016	Cerro Gordo County Department of Public Health	Community Guide http://www.thecommunityguide.org/healthcommunication/campaigns.html
Locate funding to purchase and give-away carbon monoxide and/or combination detectors	December 2017	Cerro Gordo County Department of Public Health	

GOAL #3: Broaden health care to include mental health and promote health outside the medical system			
Tie to National or State Improvement Plans, if any		Healthy People 2020: Improve mental health through prevention and by ensuring access to appropriate, quality mental health services.	
Objective 1: By 2021, integrate psychiatry into a holistic medical care model in Cerro Gordo County.			
<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Research existing models for primary & mental health integration	December 2017	Wellsource & Mercy North Iowa	
Select a model to utilize and develop a plan for the whole-health approach/integration	December 2019	Wellsource & Mercy North Iowa	Select evidence-based model: http://www.integration.samhsa.gov/integrated-care-models https://www.medicaid.gov/State-Resource-Center/Medicaid-State-Technical-Assistance/Health-Homes-Technical-Assistance/Downloads/HH-IRC-Collaborative-5-13.pdf
Pilot the integration; <ul style="list-style-type: none"> At a minimum the piloted project will emphasize a shift to prevention and coping versus prescription use for treatment. 	December 2020	Wellsource & Mercy North Iowa	
Bring community awareness to local mental health needs	December 2017	Wellsource	
Work with economic expansion leaders and legislators to make Cerro Gordo County attractive to mental health providers	December 2019	Wellsource	
Develop relationships with schools where mental health graduates could be recruited	June 2017	Wellsource	

Determine expansion of mental health services at other sites where the integration is not being targeted <ul style="list-style-type: none"> Integrate use of ACES tool across multiple programs/organizations Investigate expansion of tele-health Determine a plan of action for expansion	June 2017	Wellsource	
Objective 2: By 2021, expand the organizations actively engaged in the Cerro Gordo County community care coordination (CCC) model to impact better health outcomes.			
Seek funding source and/or support self-sufficiency to support the current CCC model for all partners	December 2019	Mercy North Iowa	
Add new Steering Team members/stakeholders and convene at least quarterly	December 2019	Mercy North Iowa	
Work as a team for patient care in community based and clinical settings	December 2019	Mercy North Iowa	
Maintain utilization of TAV Connect for share documentation of CCC efforts	December 2019	Mercy North Iowa	

GOAL #4: Reduce substance abuse among adults.			
Tie to National or State Improvement Plans, if any	Healthy People 2020: Reduce substance abuse to protect the health, safety, and quality of life for all, especially children.		
Objective 1: In Cerro Gordo County, reduce the heavy alcohol consumption rate from 21.5% to 19.5% by 2021.			
<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Increase outreach and education on adult binge drinking through environmental strategies, identification and referral to treatment	June 2017	Prairie Ridge	
Determine why adults are consuming alcohol heavily (as defined by data source)	June 2017	Prairie Ridge	
Adopt use of SBIRT throughout Mercy system and independent providers; make referrals out (this applies	December 2017	Mercy North Iowa	

to the next objective as well)			
Promote and encourage use of adult coping skills via available counseling and treatment		June 2018	Prairie Ridge
Bring awareness of alcohol use/abuse with the adult population		December 2016	Prairie Ridge
Tie to National or State Improvement Plans, if any	Healthy People 2020: Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.		
Objective 2: In Cerro Gordo County, reduce the adult smoker percentage from 19.6% to 16% by 2021.			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Develop a standard plan of care to identify tobacco/nicotine (T/N) users, address T/N use and refer for services; the plan should be applicable to multiple organizations	December 2016	Mercy North Iowa	
Support & enhance the Cerro Gordo County comprehensive tobacco control program: <ul style="list-style-type: none"> • Provide assistance to the coalition to pursue programming and policies to reduce T/N use & policy • Implement a mass-reach health communication intervention to inform individual and public attitudes about T/N use and second-hand smoke; share messaging across organizations & include e-cigarette information 	December 2016	Cerro Gordo County Department of Public Health	The Community Guide: http://www.thecommunityguide.org/tobacco/comprehensive.html
Promote and expand existing evidenced-based cessation services (e.g. Freedom from Smoking) by training more individuals to teach as well as increasing & enhancing screening to improve referrals & attendance	December 2016	Cerro Gordo County Department of Public Health	The Community Guide: http://www.thecommunityguide.org/tobacco/comprehensive.html
Write relevant policies (i.e. a retailer/outlet maximum number policy) and advocate for change	December 2017	Cerro Gordo County Department of Public Health	
Lobby to pass Tobacco-21 through Trinity Health across Iowa	January 2020	Mercy North Iowa	https://www.legis.iowa.gov/le

			gislation/BillBook?ba=SF2016&ga=86
Research and review existing family-focused cessation programming. If relevant, consider implementing in Cerro Gordo County & target homes with parents who smoke	December 2017	Cerro Gordo County Department of Public Health	
Prevent youth from starting via after-school programs and supporting in-school curriculum	August 2017	Cerro Gordo County Department of Public Health	

Goal #5: Decrease chronic disease prevalence.			
Tie to National or State Improvement Plans, if any	Healthy People 2020: Promote health and reduce chronic disease risks through the consumption of healthful diets & achievement & maintenance of healthy body weights.		
Objective 1: Reduce the proportion of Cerro Gordo County adults, aged 20 and older, who are obese from 30.1% to 28% by 2021.			
Objective 2: Reduce the proportion of Cerro Gordo County adults, aged 20 and older, who engage in no leisure time activity from 26.5% to 22% by 2021.			
<i>Brainstormed root causes, if available: lack of accessibility with food & physical activity, knowledge/education</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
<i>Physical Activity</i>			
Advocate for alternative leisure time activities available in the county (i.e. yoga, parks & rec, fitness centers, Lime Creek—biking trails, cross-country skiing, pickle ball, Frisbee, etc.)	December 2017	Cerro Gordo County Department of Public Health & Mason City Youth Task Force	
Encourage additions of exercise equipment to local parks to encourage cardiovascular activities	December 2017	Mason City Youth Task Force	CDC: recommended community strategies & measurements to prevent obesity #16: www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm

Support and coordinate efforts with the City of Mason City, City of Clear Lake, County Conservation and other entities to implement built environment and related plans, including trail development	December 2016	Cerro Gordo County Department of Public Health	CDC: recommended community strategies & measurements to prevent obesity #17 & #18: www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm
<i>Nutrition</i>			
Provide education on cooking healthy food on a budget to targeted populations (e.g. crockpot program at the Food Bank, recipe handouts at Community Kitchen, etc.)	December 2017	Cerro Gordo County Department of Public Health	
Initiate Farm-to-School Program(s) & expand farm-to-table programs	September 2018	Cerro Gordo County Department of Public Health	CDC: recommended community strategies & measurements to prevent obesity #5: www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm
Work with and support schools for more healthy school food options	September 2018	Cerro Gordo County Department of Public Health	
Support & expand community gardens and Farmer's Markets to ensure residents have access to fresh produce	June 2017	North Iowa Food Coalition	CDC: recommended community strategies & measurements to prevent obesity #5: www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm
Increase access to healthy food choices for food subsidy program users (WIC, SNAP, etc.) and decrease unhealthy options (e.g. reduce usage at convenience stores)	June 2019	Cerro Gordo County Department of Public Health	Policy implication
Create & encourage use of educational waiting room videos and easy recipes in health care & community facilities (i.e. Ped's clinic, NICA0, etc.)	January 2017	Cerro Gordo County Department of Public Health	

Create or adapt an existing tool for primary care physicians (e.g. eating healthy on a budget booklet or prescription for nutrition: providers give patients packaged meal with instructions, etc.)	December 2016	Cerro Gordo County Department of Public Health	
<i>Both</i>			
Develop standard practice to identify & engage individuals who are obese or at-risk for obesity (e.g. poor diet, inactivity, etc.) through multiple community agencies	June 2017	Mercy North Iowa	
Target the high-risk families coming through primary care facilities & begin the discussion	December 2017	Mercy North Iowa	
Advocate for change in food system (lower subsidies for healthy foods) & built environment	June 2019	North Iowa Community Action Organization	Policy implication: To improve public health outcomes, evidence-based policy is developed through a continuous process that uses the best available quantitative and qualitative evidence
Support Health in All Policies; assess current policies that support healthy lifestyles	June 2018	Cerro Gordo County Department of Public Health	
Coordinate physical activity & nutrition initiatives with groups working to make Cerro Gordo County healthier (e.g. Blue Zones)	December 2016	All	
Objective 3: Reduce the Cerro Gordo County household food insecurity rate from 13.34% to 10% by 2021 by increasing access to healthy food.			
<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Pledge to increase access to foods in healthful ways	December 2016	All	
Align initiatives with the North Iowa Local Foods Coalition Strategic Plan & support each other	December 2016	All	
GIS map related food locations & data (listed above and additional items) to show gaps and/or needs	June 2017	Cerro Gordo County Department of Public Health	

Develop a plan based on those needs to include at a minimum working with local grocers to increase local food purchase and sale	August 2017	Cerro Gordo County Department of Public Health & North Iowa Local Foods Coalition	
Bring awareness to food insecurity as an issue and speak with one voice	August 2017	Cerro Gordo County Department of Public Health	
Work with the food banks to educate staff, volunteers and donators on what healthy food is and to implement environmental changes at the bank	August 2017	Cerro Gordo County Department of Public Health	
Develop an initiative/plan to teach children to grow and eat healthy foods by working with the school systems to 1.) ensure that no child begins a school day on an empty stomach, 2.) support schools to offer healthy foods, & 3.) educate regarding what healthy food is	June 2017	Cerro Gordo County Department of Public Health	
Objective 4: Ensure that food access is “healthy” food access in all related strategies.			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Educate the public on what healthy food is	June 2017	Cerro Gordo County Department of Public Health	
Develop several promotion items and/or tools for organizations to use to reach people who need to eat healthily, but eat a special diet (i.e. food allergy, diabetic, etc.)	June 2017	Cerro Gordo County Department of Public Health	
Tie to National or State Improvement Plans, if any	Healthy People 2020: Reduce the disease and economic burden of diabetes mellitus (DM) and improve the quality of life for all persons who have, or are at risk for, DM. IDPH Diabetes Statewide Plan: Prevent diabetes from occurring in lowans (primary prevention)		
Objective 5: In Cerro Gordo County, by 2021, reduce by 2% the percent of adults who have been told by their medical provider that they have diabetes (baseline 9.4%)			
<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Align with existing statewide prevention-focused efforts including the State Innovation Model	December 2020	Mercy North Iowa	

Collaborate with partners & stakeholders to support and implement effective primary prevention efforts	December 2017	Cerro Gordo County Department of Public Health	
Develop standard care guidelines to assess readiness for diabetes programs for community organizations and health care facilities	December 2020	Mercy North Iowa	
Increase participation in diabetes primary prevention programs (National Diabetes Prevention Program) <ul style="list-style-type: none"> Educate providers & consumers about the purpose and locations of services; this includes shared messaging for community partners via social media & community educational materials distribution (e.g. grocery, drug & convenience stores) Increase provider early identification and referral to primary prevention programming 	June 2017	Cerro Gordo County Department of Public Health	NDPP: http://www.cdc.gov/diabetes/prevention/index.html
SDH: Remove barriers to care: Ensure access to medication/consumable supplies for at-risk populations	June 2017	Cerro Gordo County Department of Public Health	
Investigate working with pharmacies and other wellness providers to provide screening assessment and referral into diabetes prevention programming	June 2017	Cerro Gordo County Department of Public Health	
Advocate for healthy environments that promote health and wellness (e.g. physical activity opportunities)	December 2017	Cerro Gordo County Department of Public Health	
Provide education on healthy diabetic-friendly food purchase & preparation through release of information to other providers and services (i.e. grocery stores, YMCA)	December 2017	Cerro Gordo County Department of Public Health	
Tie to National or State Improvement Plans, if any	Healthy People 2020: Improve cardiovascular health and quality of life through prevention, detection, and treatment of risk factors for heart attack and stroke; early identification and treatment of heart attacks and strokes; and prevention of repeat cardiovascular events.		
Objective 6: With a large aging population, maintain Cerro Gordo County coronary heart disease death rate at 188.54 per 100,000.			

<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Identify and assess current heart disease education in Cerro Gordo County	June 2017	Cerro Gordo County Department of Public Health	
Implement a community awareness campaign including community education and shared messaging among partners. Marketing visuals will emphasize cost-benefit of physical activity programs/services	January 2018	Cerro Gordo County Department of Public Health	
Support and enhance current heart disease programs that prevent risk factors (high blood pressure & cholesterol, tobacco use, physical inactivity & poor nutrition)	January 2018	All	
Develop & ensure a heart disease specific care path is followed by all entities including referrals for risk factors noted above (Long Term Care, Hospitals, home care, clinics, fitness facility, etc.) <ul style="list-style-type: none"> Ensure that the care path is evidence based: health risk assessment & feedback combined with health education programs (reduce risk of cholesterol & blood pressure) 	January 2018	Mercy North Iowa	https://www.healthypeople.gov/2020/tools-resources/evidence-based-resource/recommendations-for-worksite-based-interventions-to-1
Work with worksites to select high-impact strategies for cardiovascular health promotion: <ul style="list-style-type: none"> High blood pressure & cholesterol management (health insurance coverage for no or low costs for control medications and home-monitoring) Tobacco Control: implement no-tobacco policies & ensure insurance coverage for cessation devices Nutrition: make >50% of food and beverage choices available be healthier; subsidize 	January 2018	Cerro Gordo County Department of Public Health	Million Hearts Initiative: http://millionhearts.hhs.gov/files/MH_Employer_Action_Guide.pdf

healthier foods & beverages			
<ul style="list-style-type: none"> Physical Activity: provide environmental supports for physical activity, provide individual or group activity for employees 			
SDH: Identify barriers to access to healthy food and fitness activities & address these	July 2017	Cerro Gordo County Department of Public Health	
Tie to National or State Improvement Plans, if any	Healthy People 2020: Promote respiratory health through better prevention, detection, treatment, and education efforts.		
Objective 7: In Cerro Gordo County for those aged 5-64, reduce emergency department asthma visit rate from 165.3 per 10,000 to 145 per 10,000, by 2021.			
<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
SDH: Work with area asthmatics to understand their barriers to controlling asthma (e.g. financial, understanding of medication use, proper nebulizer treatment, second hand smoke etc.)	June 2017	Cerro Gordo County Department of Public Health	
Develop a plan of care for asthma control addressing the barriers; the plan of care should include: <ul style="list-style-type: none"> environmental risk assessment training/education for healthcare providers education for schools education for homes 	December 2017	Cerro Gordo County Department of Public Health & Mercy North Iowa	The Community Guide: http://www.thecommunityguide.org/asthma/multicomponent.html
Seek funding for and pilot the action plan/plan of care	June 2018	Cerro Gordo County Department of Public Health	
Develop an education campaign for asthmatics to include: <ul style="list-style-type: none"> Environmental affects (tobacco smoke, air quality, pest control, soft materials, etc.) Exercising Air quality 	December 2017	Cerro Gordo County Department of Public Health	

Goal #6: Improve the health, function & quality of life of older adults.			
Tie to National or State Improvement Plans, if any	Healthy People 2020: Improve the health, function and quality of life of older adults. Iowa State Plan on Aging, Goal 2: Enable Iowans to remain in their own homes with high quality of life for as long as possible through the provision of home and community-based services, including supports for family caregivers https://www.iowaaging.gov/sites/files/aging/documents/Iowa%20State%20Plan%20on%20Aging%20FFY2014-2015.pdf		
Objective 1: By 2021, create and implement an aging-in-place, financially supported model in Cerro Gordo County.			
<i>Brainstormed root causes, if available: support the shift from medical to holistic/public policy change; revitalize neighborhoods</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Develop a vision statement and definition for aging-in-place	June 2017	Cerro Gordo County Department of Public Health	
Assess current in-home care providers and services offered that help keep people in their homes; include home maintenance.	December 2017	Cerro Gordo County Department of Public Health	
Provide a report of current services and gaps in service	January 2018	Cerro Gordo County Department of Public Health	
Research models in use	January 2018	Cerro Gordo County Department of Public Health	https://www.huduser.gov/portal/periodicals/em/fall13/highlight3.html#title
Work with the community to build support for aging-in-place models	June 2018	Cerro Gordo County Department of Public Health	
Inform community about steps they can take to age in place or help others: focus on preventive measures, improve environments, increasing safety in neighborhoods; also educate about this initiative	June 2018	Cerro Gordo County Department of Public Health	

Commence a group of organizations (e.g. Elderbridge) and the target population to develop an aging-in-place strategic plan	March 2018	Cerro Gordo County Department of Public Health	
Develop a model & include provision of public policies to re-vamp property tax for seniors	June 2018	Cerro Gordo County Department of Public Health	
Objective 2: In Cerro Gordo County, reduce the number of emergency department visit falls among older adults (65-84) from 3,975 to 3,775 per 100,000 population.			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Support and/or implement older adult, community-based fall prevention initiatives to include exercise-based, home modification and multifaceted interventions	June 2019	Cerro Gordo County Department of Public Health	http://www.cdc.gov/HomeandRecreationalSafety/pdf/CDC_Falls_Compendium_lowres.pdf
Develop a system between hospital discharge and home setting assessment inspection	June 2018	Cerro Gordo County Department of Public Health	
Increase the use of fall risk assessment & risk reduction in the target populations' homes	June 2018	Cerro Gordo County Department of Public Health	

Goal #7: Improve the County's ability to prepare for and recover from a major incident.			
Tie to National or State Improvement Plans, if any	Healthy People 2020: Improve the Nation's ability to prevent, prepare for, respond to, and recover from a major incident.		
Objective 1: Increase from 50% to 60% the percentage of Cerro Gordo County residents who self-report they are ready for a disaster by 2021.			
<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Involve the community, organizations, individuals in	August 2020	Emergency Management	

planning and a mock drill (exercising)		Agency	
Market preparedness awareness, signing up for Code Red, keeping a weather radio in home & general preparedness; share messages among partners	December 2016	Cerro Gordo County Department of Public Health	
Work with families to create a communication plan and implement that in their homes	June 2018	Cerro Gordo County Department of Public Health	
Locate funding and work with schools to prepare “go-kits” for distribution	August 2020	Cerro Gordo County Department of Public Health	
Create a preparedness app for Smartphones as a mobile resource for use during & after disaster	August 2020	Cerro Gordo County Department of Public Health	
Support the Emergency Management Authority in organizing as a 501(c)3 for funding	December 2017	Cerro Gordo County Department of Public Health	

Goal #8: Strengthen community organization & individual partnerships.			
Tie to National or State Improvement Plans, if any			
Objective 1: By 2021, as a partnership, change one policy or program to better serve constituents’ needs.			
<i>Brainstormed root causes, if available: N/A</i>			
Strategies	Timeline	Lead Agency	Promising Practice or Evidence Base, if applicable
Make a concerted effort to not duplicate programs and/or compete for funding/programming	Ongoing	All	
Align agency and community strategic and/or health improvement plans; prepare a calendar of community plans	Ongoing	All	
Meet quarterly to discuss Health Improvement Plan (HIP) initiatives and other pertinent or emerging	Ongoing	All	

community programs, issues or strategies			
Publish HIP progress and other strategies' progress via combined press releases, similar social media messaging and other methods	Annually 2016-2021	All	
Incorporate lessons learned, strategies and new plans on community bulletin boards and in community groups	Ongoing	All	
Keep the focus on: family-oriented initiatives, youth-centered initiatives	Ongoing	All	
Work on community-wide messaging and promotion initiatives as a group (e.g. something as simple as a jeans day to promote more walking)	Annually 2016-2021	All	
Create a relational resource database locally to identify available resources and inventory of programs (including funding sources) to be user-friendly so organizations will actively utilize	June 2018	All	
Research a software program, social media tool, survey, etc. to help us communicate better	December 2017	All	
Support workplaces who have wellness initiatives & encourage incentives for those who adopt changes	June 2018	All	