

Lee County Community Health Improvement Plan

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Community Priority

Promote Healthy Lifestyles/Healthy Behaviors for all.

Goal #1	Reduce the prevalence of chronic disease by promoting healthy lifestyles/healthy living to the Lee County population by 2019	National Alignment	State Alignment
		Healthy People 2020-HRQOL/WB-1; NWS-14/15; PA-1/13/14: OH-7;	Healthy Iowans HIP-Chronic Disease #4: Healthy Living #6; Oral Health #6

Objective 1-1	Provide health education and the importance of preventive screening awareness topics quarterly through 2017	Baseline value & (year)	Target value & (year)
		NA/2015	4/2017

Strategy 1-1.1	Live Healthy Lee County Coalition members will provide community health education through use of radio, press releases, newsletters, social media, etc. at least 4 times per year to promote healthy living/lifestyles and the importance of preventive screenings	<u>Target Date</u> 2/2017
	<u>Strategy Type</u> Counseling & Education	<u>Who's responsible?</u> Live Healthy Lee County Coalition; Communication/Motivation Task Force

Objective 1-2	Decrease the percentage of the population who self report physical inactivity from 27% to 23% by 2019 according to CDC, National Center for Disease Prevention and Health Promotion (CHNA.org).	Baseline value & (year)	Target value & (year)
		27%/ 2012	23%/2019

Strategy 1-2.1	Provide outdoor recreational events at least 6 times a year.	<u>Target Date</u> annually 2017-2019
	<u>Strategy Type</u> Environmental / Policy Change	<u>Who's responsible?</u> Lee County Conservation Board

Strategy 1-2.2	Develop two new walking/biking trails in county for recreational use to promote walking and biking.	<u>Target Date</u> By 2019
	<u>Strategy Type</u> Environmental / Policy Change	<u>Who's responsible?</u> PORT of Fort Madison; Lee County Conservation Board

Strategy 1-2.3	Organize an active trails development committee in the Keokuk Area.	<u>Target Date</u> By 2018
	<u>Strategy Type</u> Environmental / Policy Change	<u>Who's responsible?</u> Lee County Leadership Group

Strategy 1-2.4	Work with various community partners to plan and offer family fun events encouraging outdoor recreation and physical activities.	<u>Target Date</u> By 2019
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Strategy Type

Environmental / Policy Change

Who's responsible?

Live Healthy Lee County Coalition

Strategy 1-2.5 Encourage worksites to promote healthy activity within their workforce (walking at breaks, gym memberships, walking meetings, stairwell use, through wellness programs and policy, etc.)

Target Date
By 2019

Strategy Type

Environmental / Policy Change

Who's responsible?

Lee County Health Department

Objective 1-3 Decrease the percent of adults who self report inadequate fruit/vegetable consumption from 83.4% to 80% by 2019 according to CDC, BRFFS (CHNA.org).

Baseline value
& (year)

83.4%
(2005-2009)

Target value
& (year)

80%/2019

Strategy 1-3.1 Increase the number of community gardens who offer education on vegetables grown in the gardens.

Target Date
By 2019

Strategy Type

Counseling & Education

Who's responsible?

Hy-Vee; Lee County Conservation; ISU Extension and Outreach; Keokuk Community School District

Strategy 1-3.2 Maintain and support the number of farmer's markets currently available in the county and increase the number of vendors who sell at the markets.

Target Date
By 2019

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

Montrose Riverfront Inc.; Keokuk Chamber of Commerce; FM Main Street; ISU extension and Outreach; LCHD

Strategy 1-3.3 Increase the percentage of healthy foods offered at area concession stands.

Target Date
By 2019

Strategy Type

Environmental / Policy Change

Who's responsible?

LCHD; Live Healthy Lee County Coalition

Strategy 1-3.4 Increase the availability of fresh produce offered at local food pantries.

Target Date
By 2019

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

RSVP; LCHD; ISU Extension and Outreach; Live Healthy Lee County Coalition

Strategy 1-3.5 Work with local food producers and businesses to offer locally grown fresh produce and rural "food deserts" in the county.

Target Date
By 2019

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

LCHD; ISU Extension and Outreach; Live Healthy Lee County Coalition

Strategy 1-3.6 Encourage worksites to promote healthy nutrition within their workforce (providing healthy options in vending machines, offering healthy food and beverage options during meetings, trainings, luncheons, through wellness programs and policy, etc.) Target Date
By 2019

Strategy Type Who's responsible?

Environmental / Policy Change LCHD

Strategy 1-3.7 Offer Buy, Eat, Live Healthy classes to low-income populations. Target Date
By 2019

Strategy Type Who's responsible?

Address Social Determinant / Disparity ISU Extension and Outreach

Objective 1-4	Increase access to oral health care by increasing the number of dentists in Lee County who serve the Medicaid population by 50% by 2019.	<u>Baseline value & (year)</u>	<u>Target value & (year)</u>
		1/2015	2/2019

Strategy 1-4.1 Develop dentist recruitment strategies and activities to bring new dentists to the area who are willing to accept Title XIX patients as well as Iowa Dental Wellness Plan members. Target Date
By 2019

Strategy Type Who's responsible?

Address Social Determinant / Disparity Keokuk Dental Recruitment Task Force

Strategy 1-4.2 Visit with local dentists about the need for accepting Medicaid and Iowa Health and Wellness Dental Plan members to receive dental care. Target Date
By 2019

Strategy Type Who's responsible?

Address Social Determinant / Disparity LCHD/Dental Community

Strategy 1-4.3 Continue offering gap filling dental screening and Fluoride varnish services to children and pregnant women. Provide dental care coordination services as needed to link families to available dentists in the area. Target Date
By 2019

Strategy Type Who's responsible?

Address Social Determinant / Disparity LCHD

Strategy 1-4.4 Work with long term care facilities and other locations that serve older Iowans to facilitate and promote oral health care/dental services among our senior population. Target Date
By 2019

Strategy Type Who's responsible?

Address Social Determinant / Disparity LCHD; Dental Community; Long term care facilities

Strategy 1-4.5 Evaluate progress on Healthy Behaviors/Healthy Lifestyles goal and objectives annually and revise/update as needed. Target Date
annually

Strategy Type Who's responsible?

Environmental / Policy Change Live Healthy Lee County Coalition/CHNA Task Force members

Community Priority

Improve Mental Health/Behavioral Health Issues/Access to Care.

Goal #1	Increase access to services and supports for individuals experiencing mental health and/or behavioral health symptomology by 2021.	National Alignment	State Alignment
		Healthy People 2020: MH/MD-9/10 HRQOL/WB; ECBP-10.3	Healthy Iowans: Mental Health and Mental Disorder #8

Objective 1-1	Increase the awareness of the existing services and supports available in the county by supporting current jail diversion and community-based provider committee in meeting quarterly.	Baseline value & (year)	Target value & (year)
		23% found access difficult (2015) Lee Co CHNA local survey	15%/2018 10%/2020

Strategy 1-1.1	Market and propagate community resource directories, safety cards, warm/hotlines and behavioral health assistive technology.	<u>Target Date</u> By 2017
	<u>Strategy Type</u> Counseling & Education	<u>Who's responsible?</u> Jail Diversion and Community-based Provider Committee

Strategy 1-1.2	Improve access to Mental Health care by decreasing appointment wait/availability time to be seen/treated.	<u>Target Date</u> By 2021
	<u>Strategy Type</u> Clinical Intervention	<u>Who's responsible?</u> KAH; FMCH; CHC-SEIA; Counseling Associates; Bridgeway; Optima; Inside Out Christian Counseling; Lee Co Jail; Community Connections, and Keokuk Ministerial Association/faith-based providers

Strategy 1-1.3	Look into unique and innovative opportunities to develop mental health/behavioral health services.	<u>Target Date</u> By 2018
	<u>Strategy Type</u> Clinical Intervention	<u>Who's responsible?</u> Mental Health/Behavioral Health Taskforce

Objective 1-2	Assessment tools will be selected to effectively identify individual supports needed related to MH/BH and substance related diagnostics for pediatric birth to 17 year olds.	Baseline value & (year)	Target value & (year)
		34% of proportion of children screened at risk of dev/beh and social delays using a parent reported standardized screening tool (2015)	10% increase of children screened/2020

Strategy 1-2.1 Implement a standardized screening tool across birth to 5 programming to facilitate comparable data collection (ASQ-3, ASQ-SE/SE-2, and/or M-CHAT R/F) Target Date
By 2017

Strategy Type Who's responsible?
 LCHD; CHCSEIA; Young House Family Services

Strategy 1-2.2 Implement a standardized screening tool across 6-10 year old programming to facilitate comparable data collection. Target Date
By 2019

Strategy Type Who's responsible?
 LCHD; CHCSEIA; Young House Family Services

Strategy 1-2.3 Implement a standardized screening tool across 11-17 year old programming to facilitate comparable data collection. Target Date
By 2020

Strategy Type Who's responsible?
 LCHD; CHCSEIA, and Young House Family Services

Objective 1-3	Assessment tools will be selected to effectively identify individual supports needed related to MH/BH and substance related diagnostics for adults.	<u>Baseline value & (year)</u>	<u>Target value & (year)</u>
		<input type="text" value="0/2015"/>	<input type="text" value="1/2020"/>

Strategy 1-3.1 Implement screening tools across all mental health levels of care and programming to facilitate comparable data collection. Target Date
By 2017

Strategy Type Who's responsible?
 KAH; FMCH; CHC-SEIA; Counseling Associates; Bridgeway; Optima; Lee County Jail; Community Connections, Keokuk Ministerial Association and faith-based providers.

Strategy 1-3.2 Implement screening tools across all substance abuse levels of care and programming to facilitate comparable data collection. Target Date
By 2019

Strategy Type Who's responsible?
 ADDS and other substance abuse service providers

Strategy 1-3.3 Implement screening tools across all co-occurring levels of care and programming to facilitate comparable data collection. Target Date
By 2020

Strategy Type Who's responsible?
 KAH; FMCH; CHC-SEIA; Counseling Associates; Bridgeway; Optima; Lee County Jail; Community Connections, Keokuk Ministerial Association; other faith-based providers; ADDS, and other substance abuse service providers.

Strategy 1-3.4 Evaluate progress on Mental Health/Behavioral Health Goal and Objectives annually and revise/update as needed.

Target Date
Annually

Strategy Type

Clinical Intervention

Who's responsible?

Mental Health/Behavioral Health Taskforce; CHNA partners

Community Priority

Reduce Transportation Barriers of our Workforce and those with Access to Care issues.

Goal #1	Increase usage and reduce barriers to accessing transportation systems by 2019.	National Alignment	State Alignment
		Healthy People 2020: AHS-6.1	Healthy Iowans-Access to Quality Health Services and Support-Transportation Services #1.1.10/11

Objective 1-1	Distribute a survey to at least 12 Lee County employers and their employees to identify and address transportation barriers/needs of our workforce by 2017.	Baseline value & (year)	Target value & (year)
		0/2015	12/2016

Strategy 1-1.1	Distribute surveys to local businesses and industries in Lee County area.	<u>Target Date</u> 6/2016
	<u>Strategy Type</u> Address Social Determinant / Disparity	<u>Who's responsible?</u> Southeast Iowa Regional Planning Commission (SEIRPC) and Chamber of Commerce

Strategy 1-1.2	Analyze survey results to identify the barriers and the available resources to alleviate barriers	<u>Target Date</u> 6/2017
	<u>Strategy Type</u> Address Social Determinant / Disparity	<u>Who's responsible?</u> SEIRPC

Strategy 1-1.3	Develop and implement plan/system for addressing transportation needs of our workforce	<u>Target Date</u> 1/2019
	<u>Strategy Type</u> Address Social Determinant / Disparity	<u>Who's responsible?</u> Lee Co Transportation Task Force; Lee County Economic Development group; SEIRPC; Chambers

Strategy 1-1.4	Evaluate Plan at least annually	<u>Target Date</u> 2016-2019
	<u>Strategy Type</u> Address Social Determinant / Disparity	<u>Who's responsible?</u> Lee County Transportation Task Force

Objective 1-2	Promote the existing non-emergency medical transportation services available in Lee County through outreach and education at least four times per year.	Baseline value & (year)	Target value & (year)
		0-2015	4/2016-2019

Strategy 1-2.1	Promote SEIBUS website/schedules and contact information to general public in key locations (hospitals, grocery stores, DHS offices, clients, provider offices, service organizations, etc.)	<u>Target Date</u> 2016-2019
	<u>Strategy Type</u> Address Social Determinant / Disparity	<u>Who's responsible?</u> SEIRPC; Lee Co Transportation Taskforce

Strategy 1-2.2 Increase awareness of the Iowa Medicaid Non-Emergency Medical Transportation (NEMT) systems that will be utilized by the four MCOs and the requirements for utilizing each specific NEMT service provider for transportation to medical/dental/mental health appointments. Target Date
3/2016-2019

Strategy Type
Address Social Determinant / Disparity

Who's responsible?
Lee Co Transportation Taskforce

Strategy 1-2.3 Complete messaging through local media outlets about available transportation systems in the county such as through organization websites, face book, press releases, fliers, etc. Target Date
6/2016-2019

Strategy Type
Address Social Determinant / Disparity

Who's responsible?
SEIRPC; LCHD; Lee County Transportation and Communication Task Force groups

Strategy 1-2.4 Invite SEIBUS, cab companies, others to annually evaluate and address transportation access barriers and needs within the local transportation system. Revise and update HIP as needed. Target Date
11/2016-2019

Strategy Type
Address Social Determinant / Disparity

Who's responsible?
Lee County Transportation Task Force

Objective 1-3	Distribute a survey to at least 500 citizens of Lee County to identify and address transportation barriers/needs of our community by 2017.	<u>Baseline value & (year)</u>	<u>Target value & (year)</u>
		0/2015	500/2016

Strategy 1-3.1 Distribute surveys via Lee County Transportation Taskforce member agencies, through email/survey monkey and other contact points in public. Target Date
6/2016

Strategy Type
Address Social Determinant / Disparity

Who's responsible?
Lee County Transportation Taskforce

Strategy 1-3.2 Analyze survey results to identify public barriers and available resources to alleviate barriers. Target Date
6/2017

Strategy Type
Address Social Determinant / Disparity

Who's responsible?
SEIRPC

Strategy 1-3.3 Develop and implement Transportation plan/systems for addressing the transportation needs of our citizens. Target Date
1/2019

Strategy Type
Address Social Determinant / Disparity

Who's responsible?
SEIRPC, Lee Co Transportation Task Force and others to be identified

Strategy 1-3.4 Evaluate Lee County Transportation plan annually and revise/update as needed. Target Date
Annually

Strategy Type
Address Social Determinant / Disparity

Who's responsible?
Lee Co Transportation TaskForce; CHNA partners

Community Priority

Improve Communication, provide Education, and Motivate our population for Change

Goal #1 Provide community education and outreach on the established CHNA health priorities (transportation, mental health, behavioral health, healthy lifestyles) and other population health needs identified in Lee County over the next three years.

National Alignment

Healthy People 2020: HC/HIT-13; HC/HIT-9

State Alignment

Healthy Iowans: 4.1.2, 4.1.4, 6.1.1, 6.1.24, 6.1.26, and 6.6.1.28

Objective 1-1 Develop five alternative communication/educational methods to reach our vulnerable populations who have various social determinants of health that create barriers for access or motivation for change by 2017.

Baseline value & (year)

0/2016

Target value & (year)

5/2017

Strategy 1-1.1 Develop list of five top targeted populations to reach in county who could benefit most from communication/education outreach messaging.

Target Date
By 2017

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

Communication/Education Taskforce

Strategy 1-1.2 Develop five locations to reach the targeted populations based on priority needs.

Target Date
By 2017

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

Communication/Education Taskforce

Strategy 1-1.3 Work with other invested groups to provide quarterly messaging to the targeted populations aligning topics according to priority needs involving transportation, mental health, behavioral health, healthy lifestyles or other.

Target Date
By 2017

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

Communication/Education Taskforce

Strategy 1-1.4 Provide community health information and outreach education during hospital emergency department visits, inpatient discharges, during urgent or prompt care visits and/or during home visits as needed.

Target Date
By 2017

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

KAH; FMCH; LCHD

Objective 1-2 Provide our general population with motivational health messaging related to our health need priorities at least four times per year.

Baseline value & (year)

0/2016

Target value & (year)

4/2017

Strategy 1-2.1 Align with transportation task force to develop outreach messages to increase awareness of available transportation systems in county.

Target Date
By 2017

Strategy Type

Counseling & Education

Who's responsible?

Communication/Education Taskforce- other CHNA task force groups

Strategy 1-2.2 Align with Mental Health/Behavioral Health Task force to develop outreach messages to increase awareness of available resources and systems in place in county; develop health messages based on needs identified in group.

Target Date
By 2017

Strategy Type

Counseling & Education

Who's responsible?

Communication/Education Taskforce- other CHNA task force groups

Strategy 1-2.3 Align with task force groups and other service organizations who are addressing behavioral health issues and develop outreach messages to increase awareness of available resources and systems in place in county; develop health messages based on needs identified in group.

Target Date
By 2017

Strategy Type

Counseling & Education

Who's responsible?

Communication/Education Taskforce- other CHNA task force groups; other

Strategy 1-2.4 Align with Live Healthy Lee County coalition to develop outreach messages such as promoting trail use, farmers markets, healthy eating, promoting physical activity, accessing health and dental care, etc. based on needs identified in group.

Target Date
By 2017

Strategy Type

Counseling & Education

Who's responsible?

Communication/Education Taskforce- other CHNA task force groups

Strategy 1-2.5 Evaluate progress on Communication/Education Goal and Objectives annually and revise/update as needed.

Target Date
Annually

Strategy Type

Address Social Determinant / Disparity

Who's responsible?

Communication/Education CHNA Task Force