

Lee County Community Health Improvement Plan

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For additional information, CONTACT:

Name	Organization	Phone	Email
Michele Ross	Lee County Health Department	319-372-5225	mross@leecountyhd.org
Julie Schilling	Lee County Health Department	319-372-5225	jschilling@leecountyhd.org
Amy Conlee	Keokuk Area Hospital	319-526-8762	aconlee@keokukhospital.org
Angie Budnik	Fort Madison Community Hospital	319-372-6530	abudnik@FMCHOSP.COM

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 Year	Baseline Value	Target Year	Target Value
		2015	NA	2017	4

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>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Live Healthy Lee County Coalition; Communication/Motivation Task Force	<u>Target Date</u> 2/2017

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 Year	Baseline Value	Target Year	Target Value
		2012	27%	2019	23%

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

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

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

Strategy 1-2.4	Work with various community partners to plan and offer family fun events encouraging outdoor recreation and physical activities.	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Live Healthy Lee County Coalition	<u>Target Date</u> By 2019

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.)	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Lee County Health Department	<u>Target Date</u> By 2019

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 Year	Baseline Value	Target Year	Target Value
		2005-2009	83.4%	2019	80%

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

Strategy Type
Counseling & Education

Who's Responsible

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

Target Date

By 2019

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.

Strategy Type
Address Social Determinant / Health Inequity

Who's Responsible

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

Target Date

By 2019

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

Strategy Type
Environmental / Policy / Systems Change

Who's Responsible

LCHD; Live Healthy Lee County Coalition

Target Date

By 2019

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

Strategy Type
Address Social Determinant / Health Inequity

Who's Responsible

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

Target Date

By 2019

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

Strategy Type
Address Social Determinant / Health Inequity

Who's Responsible

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

Target Date

By 2019

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.)

Strategy Type
Environmental / Policy / Systems Change

Who's Responsible

LCHD

Target Date

By 2019

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

Strategy Type
Address Social Determinant / Health Inequity

Who's Responsible

ISU Extension and Outreach

Target Date

By 2019

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.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	1	2019	2

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.

Strategy Type
Address Social Determinant / Health Inequity

	<u>Who's Responsible</u> Keokuk Dental Recruitment Task Force	<u>Target Date</u> By 2019
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.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> LCHD/Dental Community	<u>Target Date</u> By 2019
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.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> LCHD	<u>Target Date</u> By 2019
Strategy 1-4.4	Work with long term care facilities and other locations that serve older lowans to facilitate and promote oral health care/dental services among our senior population.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
	<u>Who's Responsible</u> LCHD; Dental Community; Long term care facilities	<u>Target Date</u> By 2019
Strategy 1-4.5	Evaluate progress on Healthy Behaviors/Healthy Lifestyles goal and objectives annually and revise/update as needed.	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Live Healthy Lee County Coalition/CHNA Task Force members	<u>Target Date</u> annually

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 Year	Baseline Value	Target Year	Target Value
		2015 Lee Co CHNA local survey	23% found access difficult	2018 2020	15% 10%

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

Strategy 1-1.2	Improve access to Mental Health care by decreasing appointment wait/availability time to be seen/treated.	<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	<u>Target Date</u> By 2021

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

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 Year	Baseline Value	Target Year	Target Value
		2015	34% of proportion of children screened at risk of dev/beh and social delays using a parent reported standardized screening tool	2020	10% increase of children screened

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)	<u>Strategy Type</u> Clinical Intervention
	<u>Who's Responsible</u> LCHD; CHCSEIA; Young House Family Services	<u>Target Date</u> By 2017

Strategy 1-2.2	Implement a standardized screening tool across 6-10 year old programming to facilitate comparable data collection.	<u>Strategy Type</u> Clinical Intervention <u>Target Date</u> By 2019 <u>Who's Responsible</u> 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.	<u>Strategy Type</u> Clinical Intervention <u>Target Date</u> By 2020 <u>Who's Responsible</u> 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.	<table border="1"> <thead> <tr> <th>Baseline Year</th> <th>Baseline Value</th> <th>Target Year</th> <th>Target Value</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>0</td> <td>2020</td> <td>1</td> </tr> </tbody> </table>	Baseline Year	Baseline Value	Target Year	Target Value	2015	0	2020	1
Baseline Year	Baseline Value	Target Year	Target Value							
2015	0	2020	1							
Strategy 1-3.1	Implement screening tools across all mental health levels of care and programming to facilitate comparable data collection.	<u>Strategy Type</u> Clinical Intervention <u>Target Date</u> By 2017 <u>Who's Responsible</u> 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.	<u>Strategy Type</u> Clinical Intervention <u>Target Date</u> By 2019 <u>Who's Responsible</u> 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.	<u>Strategy Type</u> Clinical Intervention <u>Target Date</u> By 2020 <u>Who's Responsible</u> 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.	<u>Strategy Type</u> Clinical Intervention <u>Target Date</u> Annually <u>Who's Responsible</u> 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 Year	Baseline Value	Target Year	Target Value	
		2015	0	2016	12	
Strategy 1-1.1	Distribute surveys to local businesses and industries in Lee County area.	<u>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> Southeast Iowa Regional Planning Commission (SEIRPC) and Chamber of Commerce	<u>Target Date</u> 6/2016				
Strategy 1-1.2	Analyze survey results to identify the barriers and the available resources to alleviate barriers	<u>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> SEIRPC	<u>Target Date</u> 6/2017				
Strategy 1-1.3	Develop and implement plan/system for addressing transportation needs of our workforce	<u>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> Lee Co Transportation Task Force; Lee County Economic Development group; SEIRPC; Chambers	<u>Target Date</u> 1/2019				
Strategy 1-1.4	Evaluate Plan at least annually	<u>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> Lee County Transportation Task Force	<u>Target Date</u> 2016-2019				
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 Year	Baseline Value	Target Year	Target Value	
		2015	0	2016-2019	4	
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>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> SEIRPC; Lee Co Transportation Taskforce	<u>Target Date</u> 2016-2019				
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.	<u>Strategy Type</u> Address Social Determinant / Health Inequity				
	<u>Who's Responsible</u> Lee Co Transportation Taskforce	<u>Target Date</u> 3/2016-2019				

Strategy 1-2.3	<p>Complete messaging through local media outlets about available transportation systems in the county such as through organization websites, face book, press releases, fliers, etc.</p> <p><u>Who's Responsible</u> SEIRPC; LCHD; Lee County Transportation and Communication Task Force groups</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p> <p><u>Target Date</u> 6/2016-2019</p>								
Strategy 1-2.4	<p>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.</p> <p><u>Who's Responsible</u> Lee County Transportation Task Force</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p> <p><u>Target Date</u> 11/2016-2019</p>								
Objective 1-3	<p>Distribute a survey to at least 500 citizens of Lee County to identify and address transportation barriers/needs of our community by 2017.</p>	<table border="1"> <thead> <tr> <th>Baseline Year</th> <th>Baseline Value</th> <th>Target Year</th> <th>Target Value</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>0</td> <td>2016</td> <td>500</td> </tr> </tbody> </table>	Baseline Year	Baseline Value	Target Year	Target Value	2015	0	2016	500
Baseline Year	Baseline Value	Target Year	Target Value							
2015	0	2016	500							
Strategy 1-3.1	<p>Distribute surveys via Lee County Transportation Taskforce member agencies, through email/survey monkey and other contact points in public.</p> <p><u>Who's Responsible</u> Lee County Transportation Taskforce</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p> <p><u>Target Date</u> 6/2016</p>								
Strategy 1-3.2	<p>Analyze survey results to identify public barriers and available resources to alleviate barriers.</p> <p><u>Who's Responsible</u> SEIRPC</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p> <p><u>Target Date</u> 6/2017</p>								
Strategy 1-3.3	<p>Develop and implement Transportation plan/systems for addressing the transportation needs of our citizens.</p> <p><u>Who's Responsible</u> SEIRPC, Lee Co Transportation Task Force and others to be identified</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p> <p><u>Target Date</u> 1/2019</p>								
Strategy 1-3.4	<p>Evaluate Lee County Transportation plan annually and revise/update as needed.</p> <p><u>Who's Responsible</u> Lee Co Transportation TaskForce; CHNA partners</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p> <p><u>Target Date</u> Annually</p>								

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	State Alignment
	Healthy People 2020: HC/HIT-13; HC/HIT-9	Healthy lowans: 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 Year	Baseline Value	Target Year	Target Value
	2016	0	2017	5

Strategy 1-1.1 Develop list of five top targeted populations to reach in county who could benefit most from communication/education outreach messaging.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
<u>Who's Responsible</u> Communication/Education Taskforce	<u>Target Date</u> By 2017

Strategy 1-1.2 Develop five locations to reach the targeted populations based on priority needs.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
<u>Who's Responsible</u> Communication/Education Taskforce	<u>Target Date</u> By 2017

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.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
<u>Who's Responsible</u> Communication/Education Taskforce	<u>Target Date</u> By 2017

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.	<u>Strategy Type</u> Address Social Determinant / Health Inequity
<u>Who's Responsible</u> KAH; FMCH; LCHD	<u>Target Date</u> By 2017

Objective 1-2 Provide our general population with motivational health messaging related to our health need priorities at least four times per year.	Baseline Year	Baseline Value	Target Year	Target Value
	2016	0	2017	4

Strategy 1-2.1 Align with transportation task force to develop outreach messages to increase awareness of available transportation systems in county.	<u>Strategy Type</u> Counseling & Education
<u>Who's Responsible</u> Communication/Education Taskforce- other CHNA task force groups	<u>Target Date</u> By 2017

<p>Strategy 1-2.2</p>	<p>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.</p> <p><u>Who's Responsible</u> Communication/Education Taskforce- other CHNA task force groups</p>	<p><u>Strategy Type</u> Counseling & Education</p> <p><u>Target Date</u> By 2017</p>
<p>Strategy 1-2.3</p>	<p>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.</p> <p><u>Who's Responsible</u> Communication/Education Taskforce- other CHNA task force groups; other</p>	<p><u>Strategy Type</u> Counseling & Education</p> <p><u>Target Date</u> By 2017</p>
<p>Strategy 1-2.4</p>	<p>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.</p> <p><u>Who's Responsible</u> Communication/Education Taskforce- other CHNA task force groups</p>	<p><u>Strategy Type</u> Counseling & Education</p> <p><u>Target Date</u> By 2017</p>
<p>Strategy 1-2.5</p>	<p>Evaluate progress on Communication/Education Goal and Objectives annually and revise/update as needed.</p> <p><u>Who's Responsible</u> Communication/Education CHNA Task Force</p>	<p><u>Strategy Type</u> Address Social Determinant / Health Inequity</p> <p><u>Target Date</u> Annually</p>