

# Community Health Improvement Plan

**2014-2017**



**IOWA COUNTY  
WISCONSIN**

Prepared for Iowa County Health Department by: Jenny Pritchett, Director/Health Officer

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## Message from the Director and Health Officer

Dear Iowa County Residents,

It is my pleasure to share with you the 2014-2017 Iowa County Community Health Improvement Plan (CHIP). The following plan is the result of a community assessment and improvement process that brought together a broad representation of Iowa County residents. This plan should be used as a guide by community agencies interested in improving the health of Iowa County citizens. It is anticipated that this document will be used as a reference and foundation for many efforts within the county.

This plan can be most valuable if action is taken, improvements are measured, and enhanced health status is attained. Community change, and the resulting health improvements, is a process that requires dedication and commitment. In order to meet the health status goals for Iowa County, collective action is necessary among all residents, as well as community and business sectors. I invite all Iowa County residents to use this plan to improve individual, family and community health.

I would like to express my appreciation to the many community partners for their contributions to our Community Health Improvement Process and Plan. Their efforts, insight and knowledge are included in this document.

For online access to the 2014-2017 Iowa County Community Health Improvement Plan and the accompanying 2013 Iowa County Community Health Needs Assessment, please visit our website at [www.iowacounty.org](http://www.iowacounty.org).

I welcome any comments or suggestions you may have for improving the health of Iowa County residents.

Sincerely,

*Jenny Pritchett*

Jenny Pritchett, MPH, RN, CIC  
Director/Health Officer  
Iowa County Health Department

## *Acknowledgements*

Key Stakeholders- Community Health Assessment and Community Health Improvement Plan 2013-2014

Many people and organizations provided information, statistics and opinions during the Community Health Assessment and Community Health Improvement Plan process for Iowa County. The level of cooperation given by the health care professionals, government representatives and community members made it possible to gather a wealth of information for the planning and implementation phases of our initiative.

The primary professional entities involved directly in this 2014 Community Health Improvement Plan:

- Iowa County Health Department
- Upland Hills Health
- Southwestern Wisconsin Community Action Program
- Aging & Disability Resource Center of Iowa County
- Iowa County UW Extension
- Community Connection Free Clinic
- Iowa County Health Coalition
- Iowa County Board of Health
- Healthy Iowa County Initiative



## **Mission Statement:**

Iowa County Health Department is the official agency of the County responsible for the promotion of wellness, prevention of disease and provision of a healthful environment. This is accomplished through activities involving assessment of the community, policy development and evaluation of programs.

## **Core Values:**

- ❖ Prevention
- ❖ Promotion
- ❖ Professionalism
- ❖ Compassion
- ❖ Quality

## **Vision Statement:**

Iowa County Health Department will obtain and secure resources to assure growth and sustainability to meet the needs of our communities and to assist in narrowing the gaps in disease prevention and wellness promotion.

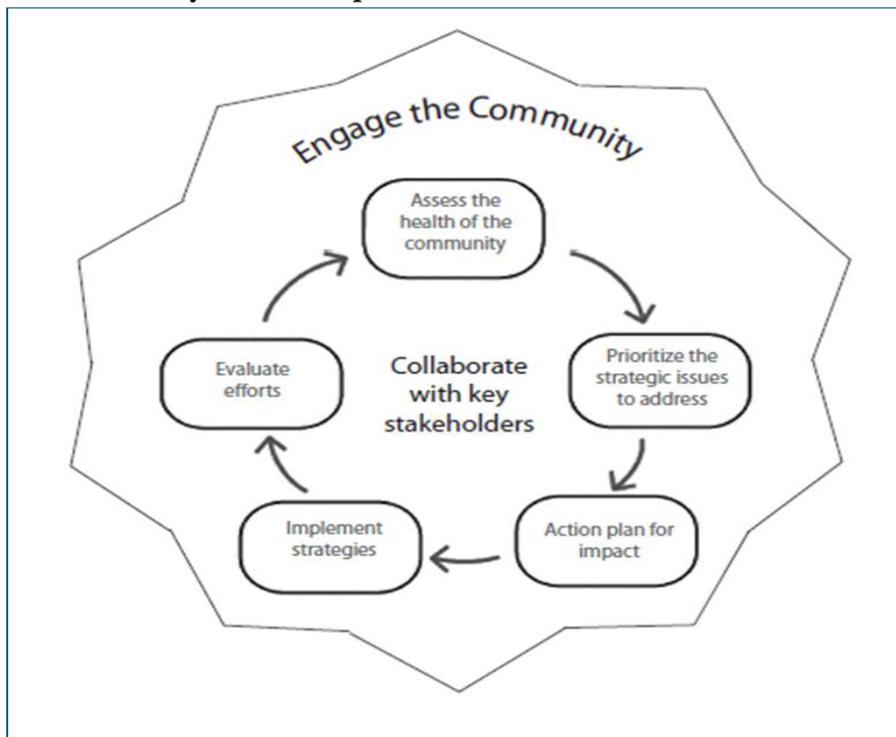


***Blackhawk Lake Recreation Area, Highland, Wisconsin***

## Framework for Community Health Improvement

The Community Health Improvement Process actively engages community partners to work intentionally, strategically and collaboratively at the local level to improve the health of the community.

**Exhibit 1: How a Community Can Become Healthier: The Community Health Improvement Process**



As shown in Exhibit 1, the Community Health Improvement Process is an ongoing cycle. Engaging the community and collaborating with key stakeholders happens throughout the process. The cycle begins with assessing the health of the community. To accomplish this, the Iowa County Health Department, in collaboration with area partners, conducted a Community Health Needs Assessment to collect and analyze community health data in 2013. (For online access to the 2013 Iowa County Community Health Needs Assessment, please visit [www.iowacounty.org](http://www.iowacounty.org))

Source: <http://www.walhdab.org/CHIPPIInfrastructure.htm>

## Iowa County Community Needs

The Community Needs Assessment for Iowa County in 2013 identified 7 health focus areas with 13 areas for improvement. Out of these 13 areas for improvement, 3 top priorities were chosen unanimously by the Iowa County Health Coalition, Healthy Iowa County Initiative, Board of Health, and other area community members and partners in early 2014.

The top 3 health priorities in Iowa County are:

- ❖ Promoting physical activity and nutrition (reducing obesity)
- ❖ Alcohol and drug abuse prevention
- ❖ Increasing access to mental health services

The Community Health Improvement Process cycle will begin with assessment again in 2016, as Iowa County Health Department is statutorily required to conduct periodic public health needs assessments and improvement plans to identify and address the health needs of local residents. In addition to improving the health of the community, there are many benefits to the Community Health Improvement Process:

- Increase community engagement and awareness around health issues
  - Increase effectiveness of efforts through collaboration
  - Reduce duplication of efforts in the community
  - Reduce health care costs (both direct costs and indirect costs, such as lower productivity and absenteeism due to poor health)
  - Build the community's infrastructure (Doing so may draw new residents and businesses to the community. For example, bike and walking paths increase residents' access to local businesses.)
- Iowa County's Community Health Improvement Process and Plan adheres to best practices as defined by the Wisconsin CHIPP Infrastructure Improvement Project. This is accomplished by:
- Choose effective (evidence-informed) strategies
  - Actively engage stakeholders to make it a community-driven process and to increase impact
  - Focus on the underlying forces that influence health outcomes. For example, focus on nutrition and physical activity rather than cancer or heart disease
  - Have multi-level approaches to change, including policy approaches
  - Consider health disparities, as some populations in the community may have a noticeable greater challenge in a particular health area.

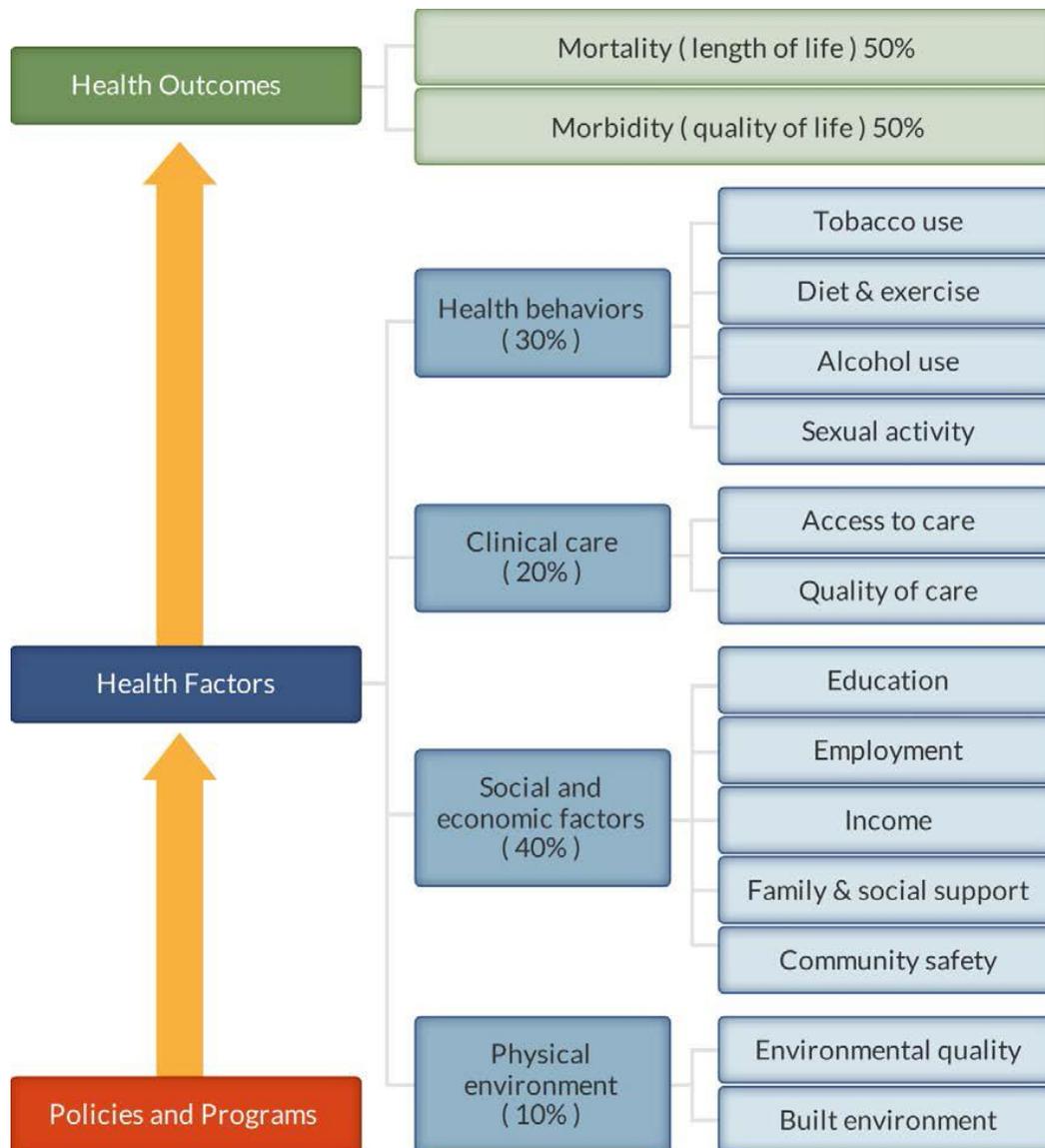
## **What makes a community healthy?**

**Exhibit 2** illustrates the County Health Rankings model for community health. The model measures health outcomes by mortality (length of life) and morbidity (quality of life) and focuses on those health factors (or determinants) that are modifiable and measurable at the community level: health behaviors, clinical care, social and economic factors, and the physical environment. Many people assume that health behaviors and access to quality health care are what shape our health-- and these

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do account for 50% of health outcomes-- but there are two other major influences: social and economic factors, which account for 40% of health outcomes; and the physical environment, which accounts for 10% of health outcomes and includes both the natural environment (air, water, and soil) and the built environment (housing, roads, buildings, parks, and access to food). Our Community Health Improvement Process examined the multiple determinants of health using the County Health Rankings model.

## Exhibit 2: The County Health Rankings Model: What Makes a Community Healthy?



County Health Rankings model ©2012 UWPHI

## Iowa County Community Health Improvement Plan 2014-2017

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Iowa County's Community Health Improvement Plan provides a framework for partners working together to improve our community's health in the three areas selected by key stakeholders:

1) Promoting physical activity and nutrition (reducing obesity). 2) Alcohol and drug abuse prevention. 3) Increasing access to mental health services.

For each of these three health priorities, our plan identifies a mission, vision, goal, measurable objectives, suggested strategies, and evaluation measures through 2017.

Our Plan uses these terms:

**GOAL:** A goal is a broad and high-level statement of general purpose to guide planning around an issue. It is focused on the end result of the work.

**OBJECTIVE:** An objective narrows the goal by specifying the who, what, when and where associated with obtaining the goal or clarifies by how much, how many, or how often. Ideally, an objective offers measurable milestones or targets and is very specific— it clearly identifies what is to be achieved.

**ACTIVITIES:** Activities specify how objectives will be reached. They are the “things that will be done” to ensure that the goals and objectives are met.





## Health Priority: Promoting physical activity and nutrition (reducing obesity)

Iowa County local data from the Upland Hills Health Community Health Needs Assessment and Iowa County Health Department Community Health Assessments in 2013 revealed that poor nutrition and sedentary behaviors in Iowa County are an issue. Obesity is associated with several serious health conditions including heart disease, diabetes, and some cancer, and 80% of these conditions are preventable. According to the 2013 *County Health Rankings*, Iowa County reported higher rates of adult and considerably higher low-income preschool obesity than the state and national averages. Residents also led more sedentary lifestyles compared to Wisconsin residents as a whole. There is limited access to healthy foods and recreational exercise opportunities noted in Iowa County.

Access to nutritious foods, reduced poor food choices, and increased outlets for physical activity are essential in Iowa County to reduce obesity and the subsequent health impacts that result.

### **Objectives: Promoting physical activity and nutrition**

1. The Iowa County Health Department will collaborate with UW Extension, Upland Hills Health and other partners to continue to provide wellness programs in the workplace, for the elderly, and in our schools.
2. Healthy Iowa County Initiative will promote projects and programs that will offer our communities the tools and resources needed to engage in physical activities and healthy nutrition.
3. To address nutrition and sedentary behavior related issues, Upland Hills Health will utilize “Community Links” Seminars. These are free programs regarding nutrition education which will be offered to the public.





## Health Priority: Alcohol and Drug Abuse Prevention

An estimated 22 million people per year in the US have drug and alcohol problems. An astounding 95% of them are unaware that they have a problem. Approximately 80,000 deaths annually in the US are attributed to excessive drinking. It is the third leading life-style related cause of death.

Drug and alcohol problems can lead to:

- Alcohol and drug dependencies
- Alcohol poisoning
- Fetal alcohol spectrum disorder
- Hypertension
- Heart attack
- Liver, brain, and heart disease

Substance abuse has a major impact on individuals, families and communities. Drug and alcohol use can also lead to costly physical, mental and public health problems including:

- Teenage pregnancy
- HIV/AIDS and other STDs
- Domestic violence
- Child abuse
- Motor vehicle crashes
- Crime
- Suicide, Homicide
- Physical fights

Wisconsin's rates for various measures of alcohol use and abuse are among the highest, if not the highest, in the nation. *Sources: Healthiest Wisconsin 2020; Healthy People 2020*

According to the 2013 *County Health Rankings* data, Iowa County ranked higher in excessive drinking than the U.S Top Performers and in the state. Residents of Iowa County exhibited high rates of excessive alcohol use compared to the national average and the Healthy People 2020 target.

Illegal drug use is an issue, with an increased use of heroin and synthetic drugs. Misuse of prescription drugs is also an issue, but one that is difficult to measure. Misuse in the community includes using prescription drugs at different rates than prescribed, exhibiting drug-seeking behaviors at the emergency room or from other clinics, and using drugs prescribed to a different

individual. Prescription drug misuse is facilitated by high volume dispensing from mail order pharmacies and a focus on “patient satisfaction” among providers.

### **Objectives: Alcohol and Drug Abuse Prevention**

1. Facilitate the implementation of school-based programs aimed at reducing alcohol and other drug use and impaired driving.
2. Work closely with the Iowa County OWI program in providing education to offenders and area partners.
3. Promote alcohol-free community events.
4. Promote community education about substance abuse and advertise community AODA resources.





## Health Priority: Increasing Access to Mental Health Services

The need for mental health services is high, as evidenced by suicides and substance abuse. Residents delay treatment due to a lack of knowledge of mental disorders and stigma surrounding mental illness. An insufficient supply of providers compounds these issues. Absent treatment, individuals may self-medicate with substances such as alcohol, drugs and/or food.

### **Objectives: Increasing Access to Mental Health Services**

1. Upland Hills Health is working with SSM of Wisconsin to institute a tele-mental health program which will provide remote access to mental health programs. Upland Hills Health has been investigating this system and is utilizing the consultation of SSM of Wisconsin to best determine the implementation of this program.
2. Southwest Wisconsin Community Action Program (SWCAP) is also looking for opportunities for tele-health services in surrounding counties to increase access to mental health care.
3. Promote community education about substance abuse and advertise community AODA resources.
4. Promote screening tools for area providers and encourage discussion and awareness to reduce the stigma attached to mental illness.



## Resources

Iowa County Community Health Needs Assessment, 2013:

<http://www.iowacounty.org/departments/health/health.shtml>

County Health Rankings and Roadmaps, University of Wisconsin Population Health Institute:

<http://www.countyhealthrankings.org/roadmaps> Healthiest Wisconsin 2020, Wisconsin

Department of Health Services: <http://www.dhs.wisconsin.gov/hw2020/> Healthy People 2020,

U.S. Department of Health and Human Services: <http://www.healthypeople.gov/2020/default.aspx>

What Works for Health, County Health Rankings and Roadmaps, University of Wisconsin Population Health Institute:

<http://www.countyhealthrankings.org/roadmaps/what-works-for-health> Wisconsin CHIPP

Infrastructure Improvement Project

<http://www.walhdab.org/CHIPPInfrastructure.htm> Wisconsin Guidebook on Improving the

Health of Local Communities, Wisconsin CHIPP Infrastructure Improvement Project:

<http://www.walhdab.org/documents/WisconsinGuidebook2013v1.2.pdf>

Wisconsin CHIPP Infrastructure Improvement Project:

<http://www.walhdab.org/CHIPPInfrastructure.htm>

Wisconsin Guidebook on Improving the Health of Local Communities, Wisconsin CHIPP Infrastructure Improvement Project:

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