

2022-2024 IOWA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

NOVEMBER 2023



Prepared by:

Iowa County

Health Department

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Acknowledgements

Iowa County Community Health Improvement Partners

The lowa County Health Improvement Plan (CHIP) was completed because of significant input, discussion, collaboration, and participation from a broad array of stakeholders. Contributions as members of *Healthy Iowa County* included representation from community members, board members, elected officials, public health partners, city and county departments, governmental agencies, schools, medical providers and many more. Their contributions and advocacy to make Iowa County a healthier place brought great value to the process. A huge thank you to all of the individuals and organizations involved in *Healthy Iowa County* for providing input and feedback in the development of the CHIP and dedicating their time and expertise to implement goals and objectives listed in the plans.

- Aging and Disability Resource Center (ADRC)
- Community Members
- Dodgeville EMS
- Dodgeville Police Department
- Dodgeville School District
- Faith-based Organizations
- Habitat for Humanity
- · Iowa County Board
- Iowa County Board of Health
- Iowa County Drug Treatment Court
- Iowa County Emergency Management
- Iowa County Health Department
- Iowa County Sheriff's Department
- Iowa County Social Services
- Public Libraries
- Southwestern Wisconsin Community Action Program (SWCAP)
- Southwestern Wisconsin Regional Planning Commission
- Unified Community Services
- Upland Hills Hospital & Clinics
- UW-Extension



Executive Summary

Community health is impacted by so many different factors within a community. The Community Health Needs Assessment (CHNA) describes the current state of health of a specific community. The process involves hearing from stakeholders and community members about their community strengths, resources, gaps, and health needs. The CHNA informs programs and services developed to improve the health of the community.

In 2022, the Iowa County Health Department, Upland Hills Hospital, Aging and Disability Resource Center, and community partners engaged in a collaborative community health needs assessment process. The CHNA aims to prioritize needs, eliminate duplicate efforts, leverage resources, and enable collaborative efforts in implementing and tracking improvement activities. The CHNA identified the community's strengths and areas for improvement. Findings from the assessment served to promote collaboration and innovation, align expertise and partner resources towards developing the Community Health Improvement Plan (CHIP).

In August of 2022, the community partners and stakeholders convened to review the CHNA data and developed a set of four broad priority areas to address the health issues the data revealed. These four areas were prioritized from the CHNA, with consideration for factors such as the scope of the issue, urgency, economic feasibility, potential for impact, availability of community assets, and value to the community.

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Director/Health Officer

Demographics of Iowa County

This Community Health Improvement Plan is about improving the health of all community members in the geographic area of Iowa County, which is located in Southwest Wisconsin.

Top

Priority

Iowa County Public Health Region Community Profile

Arena Avoca Barneveld Blanchardville Cobb Dodgeville Edmund Highland Hollandale Linden Livingston Mineral Point Montfort Muscoda Rewey Ridgeway Spring Green

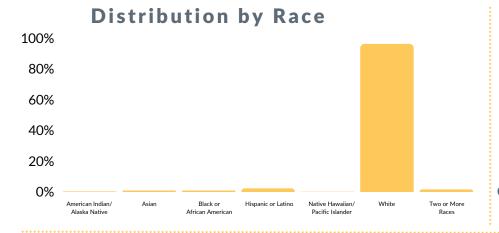




- Behavioral Health (MH/SUD)
- Healthy Living (Nutrition/PA)
- Transportation
 From the 2022 Iowa County Community Survey

of Iowa County adults % rated their health as somewhat healthy, unhealthy, or very



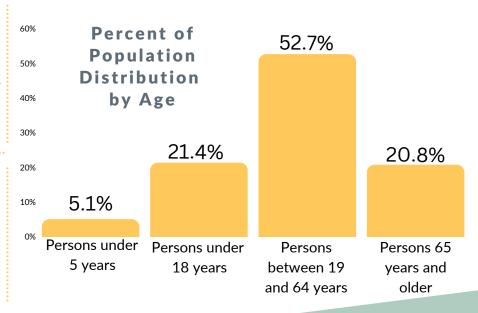


7.5% of residents live in poverty

8.1% of residents (under age 65) have a disability

2.3% of households speak a language besides English at home

5.4% of persons (under age 65) do not have health insurance



The CHIP Process

Iowa County's 2022-2024 Community Health Improvement Plan (CHIP) is a community wide, systemic plan to improve the health in Iowa County. The plan addresses findings from the 2022 Community Health Needs Assessment (CHNA). The CHIP process involved many stakeholders including the Iowa County Health Department and Upland Hills Hospital and took place over a series of meetings throughout 2023. The plan describes how the Healthy Iowa County stakeholder committee and community partners will work to improve the health in the county. The CHIP includes goals, objectives, strategies, and resources to help improve health in Iowa County in the prioritized focus areas identified through the CHNA including:

- Aging Concerns
- Behavioral Health (Mental Health and Substance Use)
- Healthy Living (Physical Activity and Nutrition)
- Transportation Concerns

The Iowa County Health Department and Upland Hills Hospital have conducted joint CHNAs since 2016 to measure and better understand community health in the county. The CHIP is an extension of the work and represents the ongoing efforts of Iowa County's community partners to create and implement a shared vision for providing and maintaining quality healthcare for all Iowa County residents. The 2022-2024 CHIP planning process included participation from a broad set of community partners from sectors including behavioral health, housing, those serving older adult populations, veterans, and individuals with disabilities. Findings from the most recent CHNA were carefully considered to help identify strategies that can help improve the health and advance healthy equity in Iowa County.

The Healthy Iowa County Partnership hopes that agencies and collaboratives serving Iowa County can utilize the CHIP to assist in aligning agency and community plans.

The CHIP Purpose

The purpose of this CHIP is to identify goals, objectives, and strategies for prioritized health areas identified in the most recent CHNA:

- 1) Aging Concerns
- 2) Behavioral Health (Mental Health and Substance Use)
- 3) Healthy Living (Physical Activity and Nutrition)
- 4) Transportation Concerns

For each prioritized health area, overarching goals and community-level indicators were developed to ensure alignment and consistency across collaborative partner organizations. The plans were thoughtfully developed to leverage current community assets, mobilize partners to address the priorities, and prepare a community-wide health improvement strategic plan that provides direction for the whole community and not just a single agency. A series of in-person and virtual meetings were conducted to gather consensus on goals, objectives and strategies documented in this plan.



The two guiding principles of the process were:

- 1) priorities and strategies would be determined based upon the findings of the community health assessment, and
- 2) the process would be community driven with significant involvement from a broad set of stakeholders and partners from a variety of community agencies.

A collaborative planning process fosters a shared sense of ownership and responsibility for the plan's implementation. Collaboration to address community health priorities provides unique perspectives and additional expertise. Other community agencies and stakeholders bring valuable perspectives to the planning process and may have access to useful resources. Collaboration provides the opportunity to leverage resources, coordinate activities, and employ community assets in new and effective ways. Collaboration includes engagement with community members so that they are participants in the process and feel connected to the decisions made and actions taken. The community health improvement process is a vehicle for developing partnerships and for understanding roles and responsibilities.

Community Health Improvement Framework

Iowa County Health Department reviewed several models, tools, and framework for guidance in developing a planning process. The following were incorporated and/or adapted and used in an approach that works for Iowa County: University of North Dakota-Center for Rural Health Community Engagement Toolkit, Mobilizing for Action through Planning and Partnership (MAPP), County Health Rankings & Roadmaps: Roadmaps to Health Action Center, Healthy People 2030, and the National Association of County and City Health Officials (NACCHO) CHIP Resource Center. With guiding principles from these resources in mind, a CHIP work plan was developed outlining the framework.

The county's community health improvement initiative was named Healthy Iowa County. Healthy Iowa County unites diverse partners to collectively work to improve the health of all who live, work, worship, and play in Iowa County.





About Healthy Iowa County

Vision: Every person, family and community in Iowa County experiencing lifelong health and well-being.

Mission: Healthy Iowa County will work to engage community members and organizations to focus resources and develop and strengthen partnerships to establish sustainable, safe and healthy communities.

Kickoff Meeting

The purpose of the first CHIP meeting was to provide an overview of the purpose of the Community Health Improvement Plan, review community health needs assessment data and begin to discuss the identified priorities for action.

Community partners and stakeholders were invited to participate in a CHIP kickoff meeting on February 8, 2023. During the stakeholder meeting, participants were introduced to the CHIP planning process and informed about the Healthy Iowa County Initiative. This was an opportunity to establish a foundation of engaged stakeholders and invigorate community partners invested in creating a healthier Iowa County.

Community Action Teams (CATs)

Healthy Iowa County is comprised of four community action teams. Each action team includes diverse membership, and is focused on implementing specific strategies outlined in the CHIP. The action teams each have a specific focus and meet monthly to plan, discuss, and share progress on implementation.

The teams discussed findings from the CHNA specific to the prioritized health areas, identified root causes of health needs and disparities, current activities, and potential activities to be included in the CHIP. Group members explored the current services and gaps in the core areas of work selected for the CHIP and outlined priority strategies. During the subsequent meetings, participants refined goals, strategies, objectives, and resources within the context of the CHIP framework.

Get Involved

Visit healthyiowacounty.org to learn more about our community health improvement initiatives. Email healthinfo@iowacounty.org to sign up to join one of the community action teams.

Health Assets, Resources, and Barriers

Assets and Resources

- Engaged nonprofits
- Active coalitions for behavioral health
- Community Partnerships
- Primary Care Access
- Active Civic Groups/Social Clubs
- Food Pantries throughout the county





Barriers

- Lack of behavioral health services, especially for crises
- Lack of volunteers
- Lack of affordable childcare and early childhood activities and education
- Difficulty reaching underserved communities
- Erosion of trust and social cohesion

COMMUNITY HEALTH IMPROVEMENT PLAN

AGING CONCERNS

t-a-Glance

GOAL Reduce Falls by Increasing Awareness – Help us Help You Stay Safe in Your Home

OBJECTIVES:

- 1) By December 31, 2024, decrease the number of repeat emergency response calls to clients who continue to fall and call 911 by 10%.
- 2) By November 1, 2023, determine data we currently collect and data we desire collecting to facilitate the identification of the contributors to falls and associated process improvements.
- 3) By December 15, 2023, define a plan to address gaps in the referral process to connect those in need to resources.
- 4) By December 31, 2024, increase the number of events, posts, awareness opportunities to provide information and awareness regarding falls prevention.

STRATEGIES:

- Identify our baseline number of emergency response calls through exploring/specifying who is (or could) track statistics. Measure the impact of the program and help determine where adjustments need to be made.
- Investigate and determine a tool to streamline the referral process (explore options such as a referral app or JotForm).
- Develop a referral form/system between EMS and ADRC.
- Identify numbers and brainstorm on the specific events and awareness opportunities.

BEHAVIORAL HEALTH (MENTAL HEALTH AND SUBSTANCE USE)

GOAL

The Mental Health Matters, Iowa County Coalition is formed for the betterment of communication, education, and the implementation of programs with a common goal of creating a healthier Iowa County for all residents.

OBJECTIVES:

- 1) Create and maintain a coalition of Iowa County residents that work together to improve mental/behavioral health opportunities in Iowa County.
- 2) Bring awareness to and educate on mental/behavioral health needs of Iowa County residents to reduce the stigma of mental health.
- 3) Support efforts of agencies, organizations and groups with a focus on improving mental/behavioral health in Iowa County.

At-a-Glance

COMMUNITY HEALTH IMPROVEMENT PLAN

HEALTY LIVING

GOALS

Increase community awareness of resources, services and programs in Iowa County. Increase and support safe and healthy spaces/events.

OBJECTIVES:

- 1) By October 1, 2023, define and assemble an action plan for building an inventory of existing resources and services.
- 2) By November 1, 2023, assemble a plan to partner with community organizations to support events and infuse wellness to in the community.

STRATEGIES:

- Build the Healthy Iowa County website which will include an inventory of existing resources, services, and programs.
- Identify partners we wish to explore opportunities with and the wellness topics/habits we wish to infuse.

TRANSPORTATION

GOAL I

Increase access to community services by reducing transportation barriers.

OBJECTIVES:

1) By the end of quarter two of 2024, we will recruit 3-5 additional volunteer drivers.

STRATEGIES:

- Explore opportunities for volunteerism.
- Create a brochure to recruit volunteers.
- Increase visibility by attending community events.
- Develop as video promoting volunteerism.

Alignment with National and State Initiatives

Alignment with Healthy People 2023

Priorities and strategies identified in the 2022-2024 Iowa County CHIP aligns with national initiatives including Healthy People 2030. Figure 1 shows alignment between Iowa County CHIP and Healthy People 2030 goals.

Figure 1: Iowa County CHIP Alignment with Healthy People 2030

2022-2024 Iowa County CHIP	Healthy People 2030 Goals
Aging Concerns	 Improve health and well-being for older adults. Reduce fall-related deaths among older adults. Reduce the rate of emergency department visits due to falls among older adults.
Behavioral Health (Mental Health and Alcohol and Drug Use)	Improve mental health.Reduce misuse of drugs and alcohol.
Healthy Living (Nutrition and Physical Activity)	 Improve health, fitness, and quality of life through regular physical activity. Improve health by promoting healthy eating and making nutritious foods available.
Transportation Issues	 Promote safe and active transportation. Increase access to comprehensive, high-quality health care services.

Alignment with State Health Improvement Plan (SHIP)

Priorities and strategies identified in the 2022-2024 Iowa County CHIP aligns with the Wisconsin State Health Improvement Plan (SHIP). Figure 2 shows alignment between Iowa County CHIP and Wisconsin SHIP goals.

Figure 2: Iowa County CHIP Alignment with SHIP

2022-2024 Iowa County CHIP	SHIP
Behavioral Health (Mental Health and Alcohol and Drug Use)	Improve mental health.Reduce misuse of drugs and alcohol.

Wisconsin's local and tribal health departments are essential partners who understand the health and well-being, hopes, and concerns of their communities, as well as how the SHIP may be most useful to their work and that of local partners. In a series of Community of Practice conversations, intended to promote collective learning and improvement, local and tribal health departments considered how the priorities described by statewide community members aligned with the issues they've heard expressed by their own local community members. They also shared opportunities for how the SHIP may best be framed to support the development of their own community health improvement plans to address root causes of health related to their own priorities.

Figure 2: Wisconsin State Health Improvement Plan (SHIP)



Source: https://www.dhs.wisconsin.gov/publications/p01791-2023.pdf

Aging Concerns

Fall prevention programming is a health priority in lowa County because falls are the leading cause of injury and death in Wisconsin. In 2022, EMS responded to over 130,000 falls in WI and 412 in Iowa County. (Source: Wisconsin EMS and Falls Report) Wisconsin has the highest fall death rate among older adults in the US. In Wisconsin from 2016-2020, there were 7,742 fall-related deaths. That's an average of 1,548 deaths per year and more than 2.5x the number of unintentional motor vehicle deaths for all age groups during the same time period. (Source: Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Older Adult Falls Data) In addition to fatal injuries, falls can cause long-term health conditions stemming from injuries.

Private residences are the most common place that EMS respond to falls or fall-related injuries while nursing homes are also common locations. In 2022, private residences were the location of 68% of all fall calls and nursing home locations, 14.4% of all fall calls. (Source: Wisconsin EMS and Falls Report) Efforts to prevent falls at home could have the largest impact on reducing the number of fall injuries and the number of ambulance runs for falls.

In 2022, Iowa County EMS responded to 240 falls per 10,000 residents. In 2021, Iowa County's age adjusted emergency department visits for fall injuries was 14.8 (per 10,000 residents). (Source: Wisconsin EMS and Falls Report) The average cost of falls per person for emergency department visits in Iowa County from 2020-2021 was \$1,758 and for hospitalizations the cost per person was \$18,628. (Source: Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services, Hospital Discharge Data)

EMS often respond to the same addresses for repeated injuries or emergencies. Repeat calls indicate that an individual may not have access to the resources to prevent their falls or to address the underlying cause behind their fall, or they are not using the resources available to them. These repeated calls are not only an indicator of poor access to prevention systems and unique events that could result in injury or death for the patient but they also can create strain on EMS and health care resources in the community. In 2022, 13.8 private addresses had repeated fall ambulance runs per 10,000 lowa County residents. (Source: Wisconsin EMS and Falls Report)

There are a variety of steps that people can take to reduce their chance of falling. These include improving lighting, reducing clutter, and making commonly used items easily accessible. People should also consider working with an occupational therapist, their local aging and disability resource center, or other specialists for more advice.

Aging Concerns Community Action Team Goals

Members of the Aging Concerns Community Action Team identified the following goals and objectives based on root causes, evidence, assets and partner capacity. This action team will work to; reduce the number of falls by increasing awareness and education of evidence-based programs and resources, decrease the number of repeat emergency response calls, address gaps in the referral process to connect those in need to resources, and review data collection methods to investigate contributors to falls.

Aging Concerns

Goal 1: Reduce Falls by Increasing Awareness – Help us Help You Stay Safe in Your Home

Objectives:

- 1. By December 31, 2024, decrease the number of repeat emergency response calls to clients who continue to fall and call 911 by 10%.
- 2. By November 1, 2023, determine data we currently collect and data we desire collecting to facilitate the identification of the contributors to falls and associated process improvements.
- 3. By December 15, 2023, define a plan to address gaps in the referral process to connect those in need to resources.
- 4. By December 31, 2024, increase the number of events, posts, awareness opportunities to provide information and awareness regarding falls prevention.

Strategies:

- Identify our baseline number of emergency response calls through exploring/specifying who is (or could) track statistics. Measure the impact of the program and help determine where adjustments need to be made.
- Investigate and determine a tool to streamline the referral process (explore options such as a referral app or JotForm).
- Develop a referral form/system between EMS and ADRC.
- Identify numbers and brainstorm on the specific events and awareness opportunities.

Possible Evaluation Metrics:

- number of fall calls EMS responds to
- number of repeat fall calls EMS responds to
- number of referrals from EMS to ADRC
- number of referrals to Habitat for Humanity for safety assessments



Behavioral Health (Mental Health/Alcohol/Drug Use)

Behavioral Health is a health priority in Iowa County because 13% of adults report that they consider themselves in fair or poor health. Adults report that their mental health was not good on 4.3 of the previous 30 days and 14% of adults report experiencing poor mental health for 14 or more of the last 30 days. There were 11 deaths by suicide per 100,000 people between 2016-2020. In addition, there is only one mental health provider per 1,310 people in Iowa County. Twenty-seven percent of adults report binge or heavy drinking and 19% of motor vehicle crash deaths involved alcohol. (Source: University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2023. www.countyhealthrankings.org.)

According to the Youth Behavior Risk Survey (YRBS), 2% of all high school students and 6% of high school seniors drove after drinking and 3% of high school students attended school under the influence of alcohol or drugs. Furthermore, 4% of high school students were offered, sold, or given drugs on school property. Eight percent of high school students reported binge drinking in the past 30 days and 21% have had at least one drink in the past 30 days. In addition, 4% of middle school students and 9% of high school students report misusing overthe-counter and/or prescription pain medicines.

Bullying is also a concern for area youth as 20% of middle school students and 18% of high school students experienced bullying at school. In addition, 15% of middle school students and 16% of high school students were bullied through electronic means. Twenty-seven percent of middle school students and 32% of high school students agree that bullying is a problem at their school. Anxiety and depression are also concerns in our youth as 50% of middle school students and 48% of high school students experienced significant problems with anxiety of the past year, and 22% of middle school students and 26% of high school students experienced prolonged, disruptive sadness. (Source: YRBS)

Suicidal ideation and self-harm statistics in Iowa County are alarming, as 19% of middle school students and 15% of high school students have intentionally engaged in self-harming measures. Thirteen percent of middle school students have seriously considered suicide in the past year, while 9% have made a plan for a suicide attempt, and 4% have attempted suicide. Fifteen percent of high school students have seriously considered suicide in the past year, while 10% have made a plan for a suicide attempt, and 5% have attempted suicide. (Source: YRBS)

Behavioral Health Community Action Team Goals

Members of the Behavioral Health Community Action Team will work to support the Mental Health Matters Iowa County Coalition and the Substance Use Prevention Committee in their efforts to improve the health and wellbeing of all Iowa County residents.

An Iowa County Mental Health AODA Stakeholder meeting was held on October 24, 2023 to discuss what challenges our community is facing and how we can work as a community to combat these challenges. Representatives from Unified, Iowa County Sheriff's Office, Iowa County Health Department, SWCAP, and Iowa County Criminal Justice Collaboration Council were in attendance. Some issues identified were the need for the individual to engage in services, need for continued follow-up, facilities not accepting those in mental health crisis who will not go voluntarily, consequently falling on law enforcement, and need for connecting more people to drug treatment court.

Healthy Living (Nutrition and Physical Activity)

Healthy Living is a health priority in Iowa County because 35% of adults are considered obese and 22% of adults do not engage in any leisure-time physical activity. In addition, 13% of adults consider themselves in fair or poor health and 8% are living with a diagnosis of diabetes. (Source: University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2023. www.countyhealthrankings.org.)

According to the Youth Behavior Risk Survey (YRBS), 9% of high school students and 2% of middle school students do not engage in any physical activity. In addition, only 35% of high school students eat breakfast daily and 41% eat breakfast less than half the time (0-3 days per week). While 38% of middle school students eat breakfast daily and 32% eat breakfast less than half the time (0-3 days per week). Furthermore less than half of high school students eat fruits and vegetables every day. Only 44% of students reported eating fruit every day the past week and only 41% reported eating vegetables every day the past week.

While missing breakfast may be a choice for some of these students, lack of food is also an issue for a number of these students. Fourteen percent of high school students experience food insecurity (students who experience hunger due to lack of food in the home in the past 30 days) and 2% report being hungry most of the time or always; while 28% of middle school students experience food insecurity and 1% report being hungry most of the time or always. (Source: YRBS)

Inadequate level of physical activity contributes to obesity, one of the largest causes of preventative chronic disease. Unhealthy eating habits lead to obesity, which leads to chronic disease and premature death.

Healthy Living Community Action Team Goals

Members of the Healthy Living Community Action Team identified the following goals and objectives based on root causes, evidence, assets and partner capacity. This action team will work to; define and assemble an action plan for building an inventory of existing resources and services and assemble a plan to partner with community organizations to support events and infuse wellness into the community.



Healthy Living

Goal 1: Increase community awareness of resources, services and programs in Iowa County. Goal 2: Increase and support safe and healthy spaces/events.

Objectives:

- 1. By October 1, 2023, define and assemble an action plan for building an inventory of existing resources and services.
- 2. By November 1, 2023, assemble a plan to partner with community organization to support events and infuse wellness into the community.

Strategies:

- Build the Healthy Iowa County website which will include an inventory of existing resources, services, and programs.
- Identify partners we wish to explore opportunities with and the wellness topics/habits we wish to infuse.

Possible Evaluation Metrics:

- completion of website
- analytic data tracking number of views on the website
- number of community events attended



Access to Transportation

Access to transportation is a health priority in Iowa County because transportation services throughout Iowa County are limited, especially outside of traditional business hours (nights and weekends).

According to the Healthy Aging in Rural Towns (HeART) Coalition Community Survey (2018), about 10% of older adults need transportation services and 5.4% have missed appointments or have experienced unmet needs because of transportation issues.

The ADRC and Southwestern Wisconsin Community Action Program-Lift (SWCAP-Lift) are the agencies that provide transportation services within the county and both have had to turn down services to potential customers due to a lack of volunteer drivers.

Rural communities have few options for public transportation. Rural residents often have issues in accessing health services due to the lack of transportation.

Transportation Community Action Team Goals

Members of the Transportation Community Action Team identified the following goals and objectives based on root causes, evidence, assets and partner capacity. This action team will work to; define and assemble an action plan for building an inventory of existing resources and services and assemble a plan to partner with community organizations to support events and infuse wellness into the community.

Goal 1: Increase access to community services by reducing transportation barriers.

Objectives:

1. By the end of quarter two of 2024, we will recruit 3-5 additional volunteer drivers.

Strategies:

- Explore opportunities for volunteerism.
- Create a brochure to recruit volunteers.
- Increase visibility by attending community events.
- Develop as video promoting volunteerism.

Possible Evaluation Metrics:

- number of recruited volunteer drivers
- number of community events attended to promote program
- number of brochures distributed
- location where video is shown

To learn more about Healthy Iowa County, visit

https://healthyiowacounty.org/

What can you do as a resident of Iowa County?

Communicate: Share the information in this document with your friends, family, neighbors, and coworkers. Share the top health issues and social determinants of health. Challenge yourself to learn more about these issues and how they impact the health of our community.

Get Involved: Think about ways you can become part of the solution, whether they are small or big changes. Every bit counts, and everyone should be inspired to be part of the conversation. Encourage others to work together to improve the health of our community.

What can you do as an organizational partner?

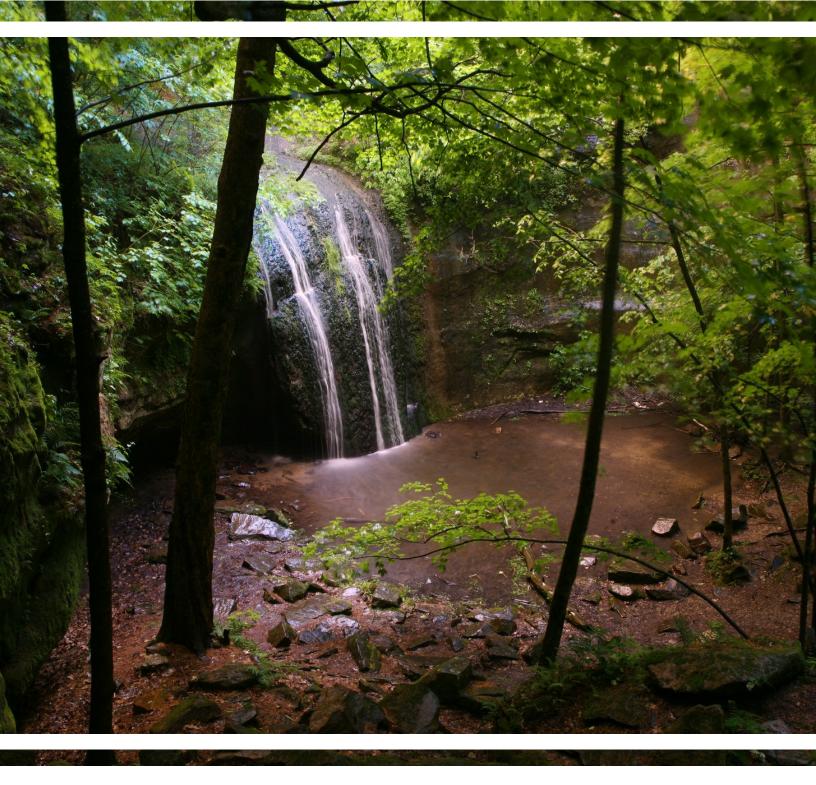
Align: Reflect on how much of your strategic planning efforts align with the needs of the community you serve.

Innovate: Challenge your organization to think about how they can come up with innovative solutions to improve the health of our community.

Partner: Work done together is more impactful, and often reduces duplication. Find others that are willing to work together in new or different ways!

Advocate: Lead your peers in advocating for actions that will improve the health of our community.







2022-2024 IOWA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN