

2022 - 2024



# Health Improvement Plan

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FOR THE SIOUXLAND COMMUNITY

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UnityPoint Health  
St. Luke's

## Executive Summary

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Dunes Surgical Center, MercyOne Siouxland Medical Center, Siouxland District Health Department and UnityPoint Health St. Luke's is pleased to present the 2022-2024 Health Improvement Plan (HIP). The HIP is a community-driven, strategic and measurable work plan. It defines how community partners across sectors will come together to address priority health issues identified through a comprehensive assessment of local data.

In coordination with nearly 40 diverse Siouxland community organizations, we have identified four priority areas for the HIP. The priority areas identified for the Siouxland Area are:

- Mental Health Care
- Preventative Care
- Substance Misuse
- Physical Health

To develop our HIP, community partners worked together to address identified health issues as well as identify conditions needed to support and improve health. Strong, effective partnerships are necessary for our community to create the conditions that will lead to improving the health and well-being of Siouxland area residents and the health of our community.

The HIP is a living document that will be implemented and monitored over a three-year period and continuously assessed, evaluated and revised based on the evaluation results and feedback from our community partners and community members.

## Process

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Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic approach to community health improvement, utilizing 6 phases. This tool helps communities improve health and quality of life through community-wide strategic planning. MAPP is generally led by multiple organizations and is completed with the input and participation of many individuals. Facilitated by public health leadership, MAPP provides a framework that helps communities prioritize public health issues, identify resources for addressing them, and develop, implement, and evaluate community health improvement plans.

Phases 1 – 3 work are outlined in the 2022-2024 Siouxland Area Community Health Needs Assessment, which can be located at [www.siouxlanddistricthealth.org](http://www.siouxlanddistricthealth.org)

## Phase 4 Identify Strategic Issues

To assist in providing feedback to the Community Health Needs Assessment findings, and to also assist in identifying and confirming the strategic issues that should be focused on during the 2022 - 2024 Health Improvement Plan cycle, a community meeting was held virtually June of 2021. Nearly 40 local partners convened for a "Strategic Issues Gallery Walk" activity.

Attendees were briefed on nine different broad health topics through a visual poster presentation. Poster topics included the following: Housing/Homelessness, Obesity & Food Access, Sexual Health, Access to Care, Cancer, Domestic Violence, Substance Abuse, Safety & Accidents and Mental Health.

After the briefings had concluded attendees were randomly assigned to breakout groups where they spent time digging further into the data of a particular topic and utilizing prioritization guidelines had to determine the top 3-5 health issues within their assigned topic.

Groups reconvened into the large group towards the end of the meeting where all the health issues were merged onto one survey. Attendees were then asked to identify their top 5 health issues from that list.

## Phase 5 Formulate Goals and Strategies

Phase 5 of the MAPP process involves the development of a Health Improvement Plan, which is a supporting document that includes actionable performance measures keyed to the four identified areas of need.

Four different focus groups were held in August 2021 with local content experts to assist in formulating possible goals, objectives and strategies for the selected areas of need: Substance Abuse, Mental Health, Preventative Care and Physical Health. Content experts reviewed the results of the June “Strategic Issues Gallery Walk” activity, reviewed current data and trends and then participated in a brainstorming activity.

The recommended goals, objectives and strategies that were developed from the brainstorming activity were then reviewed by local hospitals and Siouxland District Health Department. Final strategies were then presented to the general public via social media postings, web page postings for open comments, SDHD Quarterly newsletter and various e-mail distribution lists.

## Phase 6 Action Cycle

Over the next three years both hospitals and Siouxland District Health Department along with community coalitions will work on identified objectives and strategies to make a positive impact on the health and well-being for the residents of Siouxland.

*The four community needs along with the accompanying goals and strategies are the issues that need to be addressed by all the organizations and coalitions in the Siouxland area to achieve our vision of, “an inclusive, thriving community of healthy, educated individuals with access to care.*



## **Community Needs # 1**

*How do we recognize and meet the needs of the growing mental health care needs in our community?*

### **GOAL**

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Improve Mental Health landscape in the Siouxland area

#### **OBJECTIVE #1**

Destigmatize mental health in the community via hosting and promoting various trainings, community education and campaigns from 2022 – 2024.

#### **STRATEGIES**

1. Coordinate and promote trainings that are available in the tri-state area to local mental health providers and community partners
2. Educate locals on where they can seek mental health care and education
3. Utilizing partnerships, promote and coordinate local mental health campaigns

#### **OBJECTIVE #2**

Improve networking amongst mental health providers and referrals between mental health and health care community throughout 2022 - 2024.

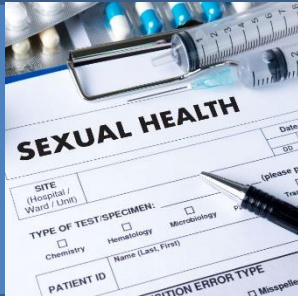
#### **STRATEGIES**

1. Create Community Resource Guide that outlines services and eligibility of different mental health providers.
2. Create and send out quarterly newsletter to medical providers, childcare providers, school personnel, EAPs, employers and chamber that includes mental health topics, education and resources.

Core Coalition – Mental Health Roundtable

**Preventative**  
**GOALS & STRATEGIES**

*The four community needs along with the accompanying goals and strategies are the issues that need to be addressed by all the organizations and coalitions in the Siouxland area to achieve our vision of, “an inclusive, thriving community of healthy, educated individuals with access to care.”*



**Community Need # 2**

*How do we recognize and meet the needs of our diverse population and ensure access to preventative services?*

**GOAL**

Increase preventative care service utilization in Siouxland to address the growing need of preventable conditions

**OBJECTIVE #1**

Increase awareness of screening recommendations, timelines and availability to increase the percentage of individuals who receive preventative care from 2022 - 2024.

**STRATEGIES**

1. Encourage residents to have a primary care provider and to attend annual physicals to stay abreast of current recommended health screenings.
2. Work with local employers on accommodating/being more flexible with staff to have time off or paid time off for screenings. Hold business challenges for screening participation.
3. Promote and educate on appropriate screening timelines and opportunities throughout the community
4. Work with medical providers who perform screenings to have evenings/weekend appointments.

Core Coalition – Discover Worksite Wellness

## **OBJECTIVE #2**

Increase awareness of sexually transmitted infection (STI) rates, STI health issues and community resources to decrease STI rates in the Siouxland Area from 2022 – 2024.

### **STRATEGIES**

1. Promote the principle of universal testing and best practice protocol for screening to the medical community
2. Media/ad campaign focused on adolescent and young adults
3. Reach out to immigrant/newcomers on the importance of prenatal care and STI screenings.
4. Discuss with local school boards opportunities for sexual health education and services.

Core Coalition – STI Community Coalition

*The four community needs along with the accompanying goals and strategies are the issues that need to be addressed by all the organizations and coalitions in the Siouxland area to achieve our vision of, “an inclusive, thriving community of healthy, educated individuals with access to care.”*



### **Community Need #3**

*How do we meet the needs of an ever changing and growing population to avoid the misuse of substances?*

## **GOAL**

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Decrease prevalence of substance use in our community

### **OBJECTIVE #1**

Decrease substance misuse (alcohol, TCH/marijuana, tobacco) in the maternal health population from 2022 - 2024

### **STRATEGIES**

1. Survey local medical providers on thoughts/opinions/recommendations on substance use while pregnant.
2. Screen all adults 18 years or older including pregnant individuals, in primary care settings and refer for behavioral counseling if needed.
3. Promote media campaign against any and all substance use while pregnant

### **OBJECTIVE #2**

Decrease substance misuse (alcohol, TCH/marijuana, tobacco/vaping) among teens and adults in the Siouxland area throughout 2022 - 2024.

### **STRATEGIES**

1. Work with local law enforcement to implement a standardized compliance check process with recognition for those that do not sell.
2. Promote use of ID scanners at all licensed retail establishments.
3. Promote enrollment in and use of internet-based tobacco/vaping cessation programs
4. Offer school-based prevention skill-building programs
5. Explore options of additional detoxication centers

Core Coalitions – Siouxland CARES, Tobacco Free Siouxland

Community Priority Issue:  
**Physical Health**  
**GOALS & STRATEGIES**

*The four community needs along with the accompanying goals and strategies, are the issues that need to be addressed by all the organizations and coalitions in the Siouxland area to achieve our vision of, “an inclusive, thriving community of healthy, educated individuals with access to care.”*



## Community Need #4

*How do we recognize and meet the needs of our diverse population to improve physical health?*

## GOAL

Improve the physical wellbeing of individuals in Siouxland

### OBJECTIVE #1

Decrease obesity of Siouxland residents, including the disabled, by implementing various initiatives and strategies throughout 2022 - 2024.

#### STRATEGIES

1. Develop online platform to collect and disseminate current physical activity and nutrition related events.
2. Develop and or expand community walking programs among different populations.
3. Expand physical activity options for those that have a disability
4. Provide education and support to community members in maintaining a healthy lifestyle and the proper management of chronic health conditions

Core Coalition – Quarterly Healthy Siouxland, All Abilities Health & Wellness Coalition

### OBJECTIVE #2

Decrease food insecurity in the Siouxland area by developing or expanding food initiatives and strategies throughout 2022-2024.

#### STRATEGIES –

1. Expand Fruit and Vegetable Rx program in duration and locations



2. Assist with the promotion of food pantry locations and to help them in offering healthier food options at their locations.

3. Expand network of community gardens in securing resources to initiate and sustain them in the tri-state area.

Core Coalition - Food Policy



**Siouxland Community Health Improvement Plan Scorecard  
Woodbury County 2022 -2024**

	Right Direction
	Stable
	Wrong Direction

Indicator	Baseline	End of Year 1	End of Year 2	End of Year 3
<b>Mental Health</b>				
Decrease Suicide Deaths in Woodbury County, IA	31 (2020)			
Decrease frequent mental health distress days in Woodbury County	12% (2017)			
Increase the number of mental health trainings provided in the tri-state area	No baseline			
<b>Preventative Health</b>				
Decrease Gonorrhea rates in Woodbury County	411 (2020)			
Decrease Syphilis cases in Woodbury County	12 (2020)			
Increase Medicare enrollees ages 65-74 that received 1 mammogram in previous 2 years in Woodbury County	49% (2020)			
Increase adults 50-75 who had a colonoscopy in the past 10 years in the MSA area	61.2 % (2018)			
Decrease number of individuals who site they don't have a personal doctor in Woodbury County	16.2% (2015/2018)			
<b>Substance Abuse</b>				
Decrease number of drug exposed infants born in local hospitals	73 (2020)			
Increase 11 <sup>th</sup> grade prevalence of never used vaping in the tri-state area	89% (2019)			
Decrease percent of pregnant women who smoke during Pregnancy in Woodbury County	489 (2018)			
<b>Obesity/Chronic Disease</b>				
Reduce obesity in Woodbury County	35% (2017)			
Reduce adults who report no leisure time physical activity in Woodbury County	26% (2017)			
Decrease food insecurity rates in Woodbury County	8.9% (2019)			
Increase access to exercise opportunities in Woodbury County	94% (2010/2019)			



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**Siouxland Community Health Improvement Plan Scorecard  
Plymouth County 2022 - 2024**

	Right Direction
	Stable
	Wrong Direction

Indicator	Baseline	End of Year 1	End of Year 2	End of Year 3
<b>Mental Health</b>				
Decrease Suicide Deaths in Plymouth County	8 (2020)			
Decrease frequent mental health distress days in Plymouth County	8% (2017)			
Increase the number of mental health trainings provided in the tri-state area	No baseline			
<b>Preventative Health</b>				
Decrease Gonorrhea rates in Plymouth County	99 (2020)			
Decrease Syphilis cases in Plymouth County	3 (2020)			
Increase Medicare enrollees ages 65-74 that received 1 mammogram in previous 2 years in Plymouth County	49% (2020)			
Increase adults 50-75 who had a colonoscopy in the past 10 years in the MSA area	61.2 % (2018)			
Decrease number of individuals who site they don't have a personal doctor in Plymouth				
<b>Substance Abuse</b>				
Decrease number of drug exposed infants born in local hospitals	73 (2020)			
Increase 11 <sup>th</sup> grade prevalence of never used vaping in the tri-state area	89% (2019)			
Decrease percent of pregnant women who smoke during Pregnancy in Plymouth	67 (2018)			
<b>Obesity/Chronic Disease</b>				
Reduce obesity in Plymouth County	33% (2017)			
Reduce adults who report no leisure time physical activity in Plymouth	29% (2017)			
Decrease food insecurity rates in Plymouth County	7.6% (2019)			
Increase access to exercise opportunities in Plymouth	76% (2010/2019)			



**Siouxland Community Health Improvement Plan Scorecard  
Union County 2022 - 2024**

	Right Direction
	Stable
	Wrong Direction

Indicator	Baseline	End of Year 1	End of Year 2	End of Year 3
<b>Mental Health</b>				
Decrease Suicide Deaths in Union County – need source				
Decrease frequent mental health distress days in Union County	9% (2017)			
Increase the number of mental health trainings provided in the tri-state area	No baseline			
<b>Preventative Health</b>				
Decrease Gonorrhea rates in Union County – need source				
Decrease Syphilis rates in Union County – need source				
Increase Medicare enrollees ages 65-74 that received 1 mammogram in previous 2 years in Union County	56% (2020)			
Increase adults 50-75 who had a colonoscopy in the past 10 years in the MSA area	61.2 % (2018)			
Decrease number of individuals who site they don't have a personal doctor in Union County – need source				
<b>Substance Abuse</b>				
Decrease number of drug exposed infants born in local hospitals	73 (2020)			
Increase 11 <sup>th</sup> grade prevalence of never used vaping in the tri-state area	89% (2019)			
Decrease percent of pregnant women who smoke during Pregnancy in Union County – Need source				
<b>Obesity/Chronic Disease</b>				
Reduce obesity in Union County	34% (2017)			
Reduce adults who report no leisure time physical activity in Union County	24% (2017)			
Decrease food insecurity rates in Union County	8.7% (2019)			
Increase access to exercise opportunities in Union County	72% (2010/2019)			



**Siouxland Community Health Improvement Plan Scorecard  
Dixon County 2022 - 2024**

	Right Direction
	Stable
	Wrong Direction

Indicator	Baseline	End of Year 1	End of Year 2	End of Year 3
<b>Mental Health</b>				
Decrease Suicide Deaths in Dixon County – Need source				
Decrease frequent mental health distress days in Dixon County	10% (2017)			
Increase the number of mental health trainings provided in the tri-state area	No baseline			
<b>Preventative Health</b>				
Decrease Gonorrhea rates in Dixon County – Need source				
Decrease Syphilis rates in Dixon County – Need Source				
Increase Medicare enrollees ages 65-74 that received 1 mammogram in previous 2 years in Dixon County	48% (2020)			
Increase adults 50-75 who had a colonoscopy in the past 10 years in the MSA area	61.2 % (2018)			
Decrease number of individuals who site they don't have a personal doctor in Dixon County – Need Source				
<b>Substance Abuse</b>				
Decrease number of drug exposed infants born in local hospitals	73 (2020)			
Increase 11 <sup>th</sup> grade prevalence of never used vaping in the tri-state area	89% (2019)			
Decrease percent of pregnant women who smoke during Pregnancy in Dixon County – Need Source				
<b>Obesity/Chronic Disease</b>				
Reduce obesity in Dixon County	35% (2017)			
Reduce adults who report no leisure time physical activity in Dixon County	33% (2017)			
Decrease food insecurity rates in Dixon County	10.7% (2019)			
Increase access to exercise opportunities in Dixon County	37% (2010/2019)			



**Siouxland Community Health Improvement Plan Scorecard  
Dakota County 2022-2024**

	Right Direction
	Stable
	Wrong Direction

Indicator	Baseline	End of Year 1	End of Year 2	End of Year 3
<b>Mental Health</b>				
Decrease Suicide Deaths in Dakota County – need source				
Decrease frequent mental health distress days in Dakota County	11% (2017)			
Increase the number of mental health trainings provided in the tri-state area	No baseline			
<b>Preventative Health</b>				
Decrease Gonorrhea rates in Dakota County – need source				
Decrease Syphilis rates in Dakota County – need source				
Increase Medicare enrollees ages 65-74 that received 1 mammogram in previous 2 years in Dakota County	50% (2020)			
Increase adults 50-75 who had a colonoscopy in the past 10 years in the MSA area	61.2 % (2018)			
Decrease number of individuals who site they don't have a personal doctor in Dakota County – Need Source				
<b>Substance Abuse</b>				
Decrease number of drug exposed infants born in local hospitals	73 (2020)			
Increase 11 <sup>th</sup> grade prevalence of never used vaping in the tri-state area	89% (2019)			
Decrease percent of pregnant women who smoke during Pregnancy in Dakota County – Need source				
<b>Obesity/Chronic Disease</b>				
Reduce obesity in Dakota County	38% (2017)			
Reduce adults who report no leisure time physical activity in Dakota County	32% (2017)			
Decrease food insecurity rates in Dakota County	11.9% (2019)			
Increase access to exercise opportunities in Dakota County	86% (2010/2019)			



**Siouxland Community Health Improvement Plan Scorecard  
Thurston County 2022-2024**

	Right Direction
	Stable
	Wrong Direction

Indicator	Baseline	End of Year 1	End of Year 2	End of Year 3
<b>Mental Health</b>				
Decrease Suicide Deaths in Thurston County – need source				
Decrease frequent mental health distress days in Thurston County	16% (2017)			
Increase the number of mental health trainings provided in the tri-state area	No baseline			
<b>Preventative Health</b>				
Decrease Gonorrhea rates in Thurston County – need source				
Decrease Syphilis rates in Thurston County – need source				
Increase Medicare enrollees ages 65-74 that received 1 mammogram in previous 2 years in Thurston County	34% (2020)			
Increase adults 50-75 who had a colonoscopy in the past 10 years in the MSA area	61.2 % (2018)			
Decrease number of individuals who site they don't have a personal doctor in Thurston County – Need Source				
<b>Substance Abuse</b>				
Decrease number of drug exposed infants born in local hospitals	73 (2020)			
Increase 11 <sup>th</sup> grade prevalence of never used vaping in the tri-state area	89% (2019)			
Decrease percent of pregnant women who smoke during Pregnancy in Thurston County – Need source				
<b>Obesity/Chronic Disease</b>				
Reduce obesity in Thurston County	47% (2017)			
Reduce adults who report no leisure time physical activity in Thurston County	32% (2017)			
Decrease food insecurity rates in Thurston County	18.8% (2019)			
Increase access to exercise opportunities in Thurston County	38% (2010/2019)			

## Community Coalitions responsible for Objectives

Objective	Coalition	Meeting Contact Person
Destigmatize mental health in the community via hosting and promoting various trainings, community education and campaigns from 2022 – 2024	Mental Health Roundtable	Jennifer Jackson <a href="mailto:jennifer@heartlandcounselingservices.com">jennifer@heartlandcounselingservices.com</a> Amy Bloch <a href="mailto:abloch@cathchar.com">abloch@cathchar.com</a>
Improve networking amongst mental health providers and referrals between mental health and health care community throughout 2022 - 2024	Mental Health Roundtable	Jennifer Jackson <a href="mailto:jennifer@heartlandcounselingservices.com">jennifer@heartlandcounselingservices.com</a> Amy Bloch <a href="mailto:abloch@cathchar.com">abloch@cathchar.com</a>
Increase awareness of sexually transmitted infection (STI) rates, STI health issues and community resources to decrease STI rates in the Siouxland Area from 2022 – 2024	STI Coalition	Brandi Steck <a href="mailto:bsteck@slandchc.com">bsteck@slandchc.com</a>
Increase awareness of screening recommendations, timelines and availability to increase the percentage of individuals who receive preventative care from 2022 - 2024	Discover Worksite Wellness	Heidi Reinking <a href="mailto:hreinking@siouxlandchamber.com">hreinking@siouxlandchamber.com</a> Angela Rogers <a href="mailto:arogers@siouxlandchamber.com">arogers@siouxlandchamber.com</a>
Decrease substance misuse (alcohol, TCH/marijuana, tobacco) in the maternal health population from 2022 - 2024	Tobacco Free Siouxland	Anais Adame <a href="mailto:aadame@siouxlanddistricthealth.org">aadame@siouxlanddistricthealth.org</a>
Decrease substance misuse (alcohol, TCH/marijuana, tobacco) among teens and adults in the Siouxland area throughout 2022 - 2024	Siouxland CARES  Tobacco Free Siouxland	Rachel Lundgren <a href="mailto:Siouxlandcaresdirector@gmail.com">Siouxlandcaresdirector@gmail.com</a> Anais Adame <a href="mailto:aadame@siouxlanddistricthealth.org">aadame@siouxlanddistricthealth.org</a>
Decrease obesity of Siouxland residents, including the disabled, by implementing various initiatives and strategies throughout 2022 - 2024	Quarterly Healthy Siouxland  All Abilities Health & Wellness Coalition	Michelle Lewis <a href="mailto:mlewis@siouxlanddistricthealth.org">mlewis@siouxlanddistricthealth.org</a> Angela Drent <a href="mailto:adrent@siouxlanddistricthealth.org">adrent@siouxlanddistricthealth.org</a>
Decrease food insecurity in the Siouxland area by developing or expanding food initiatives and strategies throughout 2022-2024	Food Policy	Anais Adame <a href="mailto:aadame@siouxlanddistricthealth.org">aadame@siouxlanddistricthealth.org</a>