

Shelby County Health Improvement Plan

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Community Priority

Increasing Need for Mental Health and Substance Abuse Services in Shelby County

Goal #1 Increase substance abuse education for students in grades 6-12 in Shelby County.		National Alignment Healthy People 2020: SA-4.1		State Alignment Healthy Iowans 2015: Alcohol and Binge Drinking 3-1.2			
Objective 1-1	By 2021, reduce the percentage of reported alcohol use by 11th grade students to 20% as measured by the Iowa Youth Survey.	Baseline Year	Baseline Value	Target Year	Target Value		
		2016	27%	2021	20%		
Strategy 1-1.1	By 2018, provide one or more educational programs to students in grades 6-12 on the adverse effects of alcohol consumption, in particular binge drinking.	Strategy Type Counseling & Education					
	Who's Responsible Mental health partners, schools, and Shelby County Public Health	Target Date Jan 1, 2018					
Strategy 1-1.2	By 2018, collaborate with law enforcement to offer education to local businesses regarding laws prohibiting the sale of alcohol to minors and strategies to reduce underage drinking.	Strategy Type Environmental / Policy / Systems Change					
	Who's Responsible Law enforcement and public health	Target Date Jan 1, 2018					
Strategy 1-1.3	By 2019, explore formation of one community coalition targeting strategies to reduce substance abuse among teens in Shelby County.	Strategy Type Address Social Determinant / Health Inequity					
	Who's Responsible Shelby County Public Health	Target Date Jan 1, 2019					
Strategy 1-1.4	By 2021, form a broad community coalition to address the culture of underage drinking in Shelby County.	Strategy Type Address Social Determinant / Health Inequity					
	Who's Responsible Shelby County Public Health	Target Date Jan 1, 2021					
Goal #2 By 2021, coordinate the formation of a community mental health support group in Shelby County.		National Alignment Healthy People 2020: MHMD-4.2		State Alignment Healthy Iowans 2015: Mental and Emotional Well-being 8-1.2			
Objective 2-1	By 2017, develop plans for one community mental health support group in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value		
		2016	0	2021	1		

Strategy 2-1.1 In 2016, meet with community partners to discuss the formulation of a support group in Shelby County.

Strategy Type
Counseling & Education

Who's Responsible
Shelby County Public Health and other community partners

Target Date
Oct 1, 2016

Strategy 2-1.2 Seek donations and resources from community partners to provide funding for a Shelby County mental health support group in 2017.

Strategy Type
Counseling & Education

Who's Responsible
Myrtue Medical Center and Shelby County Public Health

Target Date
Mar 1, 2017

Strategy 2-1.3 By 2018, create one mental health support group with a focus on support, community resources, and education regarding various mental issues in Shelby County.

Strategy Type
Counseling & Education

Who's Responsible
Myrtue Medical Center and Shelby County Public Health

Target Date
Dec. 31, 2018

Strategy 2-1.4 Evaluate the effectiveness and benefit of a Shelby County mental health support group through a qualitative survey process by 2020. Analyze and share results with funders and community partners.

Strategy Type
Counseling & Education

Who's Responsible
Behavioral Health and Shelby County Public Health

Target Date
01/15/2020

Strategy 2-1.5 Update and distribute the Shelby County Human Resources Directory to include a list of available providers focusing on behavioral health, suicide hot lines and available substance abuse and addiction services for community-wide distribution by 2017.

Strategy Type
Counseling & Education

Who's Responsible
Shelby County Public Health and HMS Early Childhood Iowa

Target Date
Dec 30, 2016

Goal #3 By 2021, provide mental health education for primary care providers in Shelby County that can be utilized to incorporate and improve screening and treatment of mental health issues in the primary care setting.

National Alignment
Healthy People 2020: MHMD-5

State Alignment
Healthy Iowans 2015: Mental and Emotional Well-Being 8-1.3

Objective 3-1	By 2017, provide at least one training for an audience of primary care providers on trauma-informed care, adverse events of childhood, and/or mental health promotion during pregnancy.	Baseline Year	Baseline Value	Target Year	Target Value
		2016	0	2021	1

Strategy 3-1.1 Collaborate with primary care providers in Shelby County to make them aware of educational opportunities.

Strategy Type
Clinical Intervention

Who's Responsible
Myrtue Medical Center and Shelby County Public Health.

Target Date
Sep 1, 2016

Strategy 3-1.2 Update primary care clinicians on the progress in the formation of the mental health support group as a potential patient referral source.

Strategy Type
Clinical Intervention

Who's Responsible
Shelby County Public Health and Behavioral Health.

Target Date
Jan 2, 2017

Strategy 3-1.3 Develop one system-wide protocol for primary care clinicians to refer patients to the mental health support group.

Strategy Type
Clinical Intervention

Who's Responsible
Myrtue Medical Center Rural Health Clinics, Behavioral Health, and Shelby County Public Health

Target Date
Jul 1, 2019

Goal #4 By 2021, increase awareness of the Employee Assistance Programs (EAP) to the residents of Shelby County.

National Alignment
Healthy People 2020: MHMD-9.1

State Alignment
Healthy Iowans 2015: Mental Illness 8-1.4

Objective 4-1 By 2018, complete two educational campaigns to the community on the availability of behavioral health services and available employee assistance programs in Shelby County.

Baseline Year	Baseline Value	Target Year	Target Value
2016	0	2018	2

Strategy 4-1.1 Collaborate with Occupational Health Outreach at Myrtue Medical Center to identify, plan, develop, and promote employee assistance programs to the business community by 2017.

Strategy Type
Clinical Intervention

Who's Responsible
Shelby County Public Health and Myrtue Medical Center

Target Date
Dec 30, 2016

Strategy 4-1.2 Inform the community about the availability of behavioral health services and employee assistance programs in Shelby County through print, radio, and social media campaigns through 2017.

Strategy Type
Counseling & Education

Who's Responsible
Myrtue Medical Center and Shelby County Public Health

Target Date
Dec 29, 2017

Community Priority

Physical Inactivity Among Adults and Children in Shelby County

Goal #1 By 2021, reduce use of screen time by adults and children living in Shelby County.

National Alignment: Healthy People 2020: PA-8

State Alignment: Healthy Iowans 2015: Physical Activity 6-1.28

Objective 1-1	By 2021, provide three community-based educational opportunities that address the adverse health effects of prolonged, regular screen.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2021	3

Strategy 1-1.1 Provide community health education on reducing screen time for children and adults by using social media and other media outlets by 2017.

Strategy Type: Counseling & Education

Who's Responsible: Myrtue Medical Center and Shelby County Public Health

Target Date:

Strategy 1-1.2 By 2017, develop a plan to collaborate with the Learning for Life home visitation staff to provide written and verbal education to families during home visits or a group connection meeting on reduction strategies for decreasing screen time.

Strategy Type: Counseling & Education

Who's Responsible: Learning for Life and Shelby County Public Health

Target Date: Dec 30, 2016

Strategy 1-1.3 By 2018, collaborate with the local Child Care Nurse Consultant (CCNC) and Child Care Resource and Referral to provide education to all licensed child care centers and registered child-care providers on strategies to reduce screen time and reduce physical inactivity periods.

Strategy Type: Address Social Determinant / Health Inequity

Who's Responsible: Child Care Nurse Consultant and Shelby County Public Health; Child Care Resource and Referral

Target Date: Dec 29, 2017

Goal #2 Increase physical activity opportunities for children and families in Shelby County by 2021.

National Alignment: Healthy People 2020: PA-1

State Alignment: Healthy Iowans 2015: Physical Activity 6-1.26

Objective 2-1	By 2017, plan or participate in two or more events that promote low-cost physical activity for children and families.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2017	2

Strategy 2-1.1 By 2016, hold a health fair to promote safe physical activity for children and families.

Strategy Type: Counseling & Education

Who's Responsible: Shelby County Public Health

Target Date: Sep 1, 2016

Strategy 2-1.2 During 2016, collaborate with the Blue Zones Power of Nine group to promote physical activity opportunities across the lifespan through assistance in implementation of the Harlan Blue Zones Blueprint strategies.

Who's Responsible
Shelby County Public Health and Blue Zones

Strategy Type
Environmental / Policy / Systems Change

Target Date
Dec 30, 2016

Strategy 2-1.3 Through 2017, collaborate with the Petersen Family Wellness Center to promote physical activity opportunities across the lifespan.

Who's Responsible
Shelby County Public Health

Strategy Type
Long-Lasting Protective Intervention

Target Date
Jan 1, 2018

Strategy 2-1.4 Through 2018, collaborate with Shelby County Trails Committee, Prairie Rose State Park, Shelby County Conservation, and other recreational organizations to promote physical activity opportunities across the lifespan.

Who's Responsible
Shelby County Public Health

Strategy Type
Long-Lasting Protective Intervention

Target Date
Jan. 1, 2019

Community Priority

Access to Quality Health Care in Shelby County

Goal #1 Improve access to quality health care services for residents in Shelby County.	National Alignment	State Alignment
	Healthy People 2020: AHS-6.1	Healthy Iowans 2015: Availability and Quality of the Health Care Workforce 1-1.17

Objective 1-1	By 2018, collaborate with Myrtue Medical Center to explore opportunities to extend clinic hours in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2018	1

Strategy 1-1.1	By 2017, meet with hospital administration on plans to pursue extended clinic hours in Harlan.	<u>Strategy Type</u> Clinical Intervention
	<u>Who's Responsible</u> Myrtue Medical Center and Clinics and Shelby County Public Health	<u>Target Date</u> 1/1/2017

Objective 1-2	By 2018, promote and expand access to a patient electronic health record portal for appointment scheduling and electronic health record access.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2017	1

Strategy 1-2.1	Provide education on the availability of the patient electronic health portal through media and face-to-face opportunities through 2020.	<u>Strategy Type</u> Counseling & Education
	<u>Who's Responsible</u> Myrtue Medical Center and Clinics; Shelby County Public Health	<u>Target Date</u> 1/1/2018

Objective 1-3	By 2018, explore opportunities to extend pharmacy hours in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2018	1

Strategy 1-3.1	By 2017, meet with local pharmacies to promote a coordinated system of extended clinic hours and pharmaceutical access to prescribed medication treatment.	<u>Strategy Type</u> Clinical Intervention
	<u>Who's Responsible</u> Myrtue Medical Center and Clinics; Shelby County Public Health	<u>Target Date</u> 12/31/2016

Objective 1-4	By 2021, provide ten educational opportunities to increase public awareness of community health benefits and resources in Shelby County.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	0	2021	10

Strategy 1-4.1	By 2017, assess community resources and benefits in place and identify deficits.	<u>Strategy Type</u> Environmental / Policy / Systems Change
	<u>Who's Responsible</u> Shelby County Public Health along with other community partners.	<u>Target Date</u> 12/31/2016

Strategy 1-4.2 By 2018, increase community awareness awareness and education regarding available benefits and services in Shelby County through Public Service Announcements (PSA's), social media posts, website links, and newspaper releases.

Strategy Type
Counseling & Education

Who's Responsible

Shelby County Public Health along with other community partners

Target Date

12/31/2017

Strategy 1-4.3 Actively engage and reach out to the community as partners in health education by providing four educational offerings by 2020 .

Strategy Type
Counseling & Education

Who's Responsible

Myrtue Medical Center, Harlan Community Schools, Shelby County Public Health; ISU Extention; HCCMS Family Health Services

Target Date

12/31/2019

Community Priority

High Levels of Environmental Radon in Shelby County

Goal #1	By 2021, reduce radon exposure in Shelby County through community health education and increased radon testing.	National Alignment	State Alignment
		Healthy People 2020: EH-14	Healthy Iowans 2015: Healthy Homes 5-1.4

Objective 1-1	By 2020, increase sales of radon test kits sold in Shelby County by 20%.	Baseline Year	Baseline Value	Target Year	Target Value
		2015	225	2018	270

Strategy 1-1.1 By 2016, collaborate with Shelby County Environmental Health to promote radon home testing and provide affordable radon testing kits.

Strategy Type
Clinical Intervention

Who's Responsible
Shelby County Environmental Health and Shelby County Public Health

Target Date
Dec. 31, 2020

Strategy 1-1.2 Review the Shelby County Radon Ordinance with the Shelby County Board of Health by 2017.

Strategy Type
Long-Lasting Protective Intervention

Who's Responsible
Shelby County Environmental Health and Shelby County Public Health

Target Date
Dec 30, 2016

Strategy 1-1.3 Increase community awareness of the health risks of radon exposure through public information campaigns during health fairs, trade shows, and at other opportunities through 2020.

Strategy Type
Counseling & Education

Who's Responsible
Shelby County Environmental Health and Shelby County Public Health

Target Date
Dec 31, 2020