

2019 to 2021



# Health Improvement Plan

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FOR THE SIOUXLAND COMMUNITY

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## Executive Summary

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Dunes Surgical Center, MercyONE, Siouxland District Health Department and UnityPoint Health St. Luke's is pleased to present the 2019-2021 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 five priority areas for the HIP. The priority areas identified for the Siouxland Area are:

- Homelessness/Healthy Homes
- Mental Health Care
- Sexual Health
- Substance Abuse
- Obesity/Chronic Health Conditions
- Access to Care

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 2019-2021 Siouxland Area Community Health Needs Assessment, which can be located at [www.healthsiouxland.org](http://www.healthsiouxland.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 2019-2021 Health Improvement Plan cycle, a community meeting was held at Briar Cliff University in June of 2018. Nearly 40 local partners convened for a "Strategic Issues Gallery Walk" activity. Attendees spent 10 minutes at each of the eight large posters reviewing outlined key health issues within the community. They were asked to provide additional insight and input around the outlined issues, and then through a simple sticker voting process, collectively determine key health issues of focus. Poster topics included the following: Housing/Homelessness, Obesity, Sexual Health, Access to Care, Cancer Screenings, Domestic Violence, Substance Abuse and Mental Health.

## 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 six identified areas of need.

Five different focus groups were held in August 2018 with local content experts to assist in formulating possible goals, objectives and strategies for the selected areas of need: Access to Care, Substance Abuse, Mental Health, Housing/Homelessness, Obesity/Chronic Health Conditions and Sexual Health. Content experts reviewed the results of the June “Strategic Issues Gallery Walk” activity, reviewed current data and trends, and then participated in a “7 Ideas Brainstorming,” activity.

The recommended goals, objectives and strategies that were developed from the brainstorming activity were then provided to both local hospitals and Siouxland District Health Department. Each entity then selected which areas of need they would focus on and finalized their strategies based off recommendations from the content expert focus groups. 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 several community partners will implement their identified strategies to make a positive impact on the health and well-being for the residents of Siouxland. The table below provides a high-level summary of which areas of need each organization will be focusing their efforts on through 2021.

	MercyOne/Dune Surgical Hospital	Siouxland District Health Department	UnityPoint Health – St. Luke’s
<b>Housing/Homelessness</b>	X	X	X
<b>Substance Abuse/Tobacco</b>	X	X	X
<b>Obesity/Chronic Disease</b>	X	X	X
<b>Sexual Health</b>		X	X
<b>Mental Health</b>	X		X
<b>Access to Care</b>	X	X	X

Community Priority Issue:  
**Homelessness/Healthy Homes**  
**GOALS & STRATEGIES**

*The six 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, “A community of collaborative relationships that provide access to wholistic health and wellness.”*



## **Community Need #1**

*How do we recognize and meet the needs of our diverse population and ensure access to safe and secure housing?*

*What needs to happen to ensure that affordable, secure, and safe housing is achieved in our community?*

### **GOAL**

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Decrease homelessness and improve housing environments within Siouxland

### **OBJECTIVE**

Decrease the number of homeless individuals in Sioux City from 298 to 250 by 2021.

### **STRATEGIES**

Provide all homeless patients with homeless/housing resources in the area. (1, 2, 4, 5)\*

Develop a PSA in collaboration with Sioux City Housing Authority regarding low cost housing options or shelters. (2, 8)

Create strong and direct referral linkages and relationship between the crisis response system - local shelters, outreach programs, hospitals, police departments, EMS, etc. and supportive housing. (2, 4, 6, 9)

Foster coordination across the health care continuum to address the multiple difficulties of individual and families experiencing homelessness. (2, 4, 5)

### **OBJECTIVE**

Assist with community efforts in opening one 24/7 facility by 2021 that expands access to programs and services to reduce homelessness.

### **STRATEGIES**

Assist with community awareness and education to support the Warming Shelter’s initiative to expand to a 24/7 emergency shelter for those experiencing homelessness. (2, 4, 5, 10, 11)

\*Number indicates which partner organizations are working on strategy. Complete list of partners can be found on page 16.

Advocate for a Sober Living facility in Sioux City. (2, 4, 11, 28)

Increase the resources at current emergency shelters by providing increased hours/days, transportation, case management, and support services (11, 12)

#### **OBJECTIVE**

Improve the shelter living environment within the Siouxland Area by providing a minimum of one presentation a year on pertinent public health issues.

#### **STRATEGIES**

Provide Shelter Administrator Training on Healthy Shelter topics annually. (3)

#### **OBJECTIVE**

Over the next three years, a minimum of 300 rural Woodbury County homes will have a radon test completed.

#### **STRATEGIES**

Increase the number of off-site radon kit sale locations to include local city halls within Woodbury County. (3)

#### **OBJECTIVE**

Increase percentage of children that receive a blood lead test before their third birthday from 85% to 88% utilizing birth cohort data.

#### **STRATEGIES**

Provide Lead education to various community businesses/organizations. (3, 29)

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## **Community Needs # 2**

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

*What needs to happen to ensure that linkage and access to mental health care is achieved in our community?  
Do you feel that access to mental health care is lacking in the Siouxland Region?  
How would a patient know there is access or available services across the continuum of care?*

## **GOAL**

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Improve Mental Health landscape in the Siouxland area

### **OBJECTIVES**

Increase communication mechanisms amongst existing mental health care providers to provide a clear understanding of all available resources throughout the continuum of care by a minimum of 3 by 2021.

### **STRATEGIES**

Develop a "Community Mental Health Care Provider" roundtable meeting to take place quarterly. (2, 4, 5, 6)

Hospitals will collaborate with Siouxland Mental Health Care to provide a gap free continuum of care while eliminating duplications of services. (2, 4, 6)

### **OBJECTIVES**

Provide Siouxland residents with appropriate, reliable and affordable mental health care by increasing the number of Mental Health Prescribers in Sioux City from 11 to 13 by 2021.

### **STRATEGIES**

Support efforts of recruitment to bring psychiatric and other mental health providers to the area. (2, 4, 6, 31)

Support therapeutic services provided by the Mercy Child Advocacy Center for children. (2)

### **OBJECTIVE**

Increase awareness of mental health topics and services available to the Siouxland community by a minimum of two strategies by 2021.

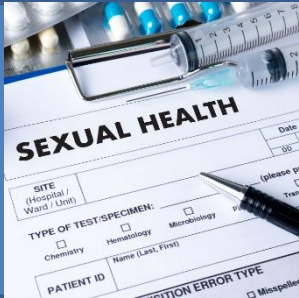
### **STRATEGIES**

Educate health coaches of mental health services available in the community to assist with access. (2, 4, 6)

Develop a Siouxland Region Resource Guide for all citizens to access. (4, 32)

Support local and existing programs through joint fundraising efforts and/or financial support. (4)

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### Community Need # 3

*How do we recognize and meet the needs of our diverse population and ensure access to sexual health education, services and prevention?*

*What needs to happen to ensure that access to accurate sexual health education, services and prevention services are available in our community?*

## **GOAL**

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Provide accurate sexual health education, services and prevention services in the Siouxland Area

### **OBJECTIVES**

Provide awareness and access to free/affordable sexual health resources and education in a minimum of 5 new locations by 2021.

### **STRATEGIES**

Enhance condom distribution "network" within the community. (3, 5, 7, 30, 32)

Explore mobile sexual health resources and services. (4, 5, 32)

Provide sexual health education to parents via various organizations. (3, 4, 5, 7, 32)

### **OBJECTIVES**

Collaborate with a minimum of 5 new community partners in Siouxland, with regards to sexual health topics by 2021.

### **STRATEGIES**

Utilize students as mentors for sexual health education (7, 13)

Interface with high school/college systems on opportunities for advanced sexual health education/access to resources onsite. (3, 5, 14, 15)

Develop standards of sexual health practices across the region (testing, treatment, etc) (3, 4, 16)



Enhance our "community advisory group" to discuss objectives, issues, initiatives around sexual health. (3, 4, 5, 7, 30, 32)

Enhance collaborative efforts with minority populations to include Hispanic, African American and Native American. (3, 4, 5, 7, 32)

### **OBJECTIVES**

Collaborate with community partners in Siouxland, with regards to sexual health topics, to assist in decreasing the Chlamydia rate by 100 by 2021 in Woodbury County.

### **STRATEGIES**

Implement Expedited Partner Therapy with regards to STD treatment. (3)

Encourage medical providers to complete multi-site testing. (3, 16)

Increase awareness and the need for STD testing in physician offices. (3)

Develop a media campaign addressing the harmful effects of STDs on the body. (3, 5, 7)

### **OBJECTIVES**

Decrease teen pregnancy numbers in Woodbury County to 75 annually by 2021.

### **STRATEGIES**

Implement a pathway for teen moms to have access to Long Acting Reversible Contraception (LARC) (4, 5)

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## **Community Need #4**

*How do we meet the needs of an ever changing and growing population stricken with addiction and a lack of resources to help those in recovery?*

### **GOAL**

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Decrease use of substance abuse in the Siouxland Area

#### **OBJECTIVES**

Assist with community efforts in opening one 24/7 facility that expands access to programs and services to reduce public intoxication arrests in Sioux City from 925 to 850 by 2021.

#### **STRATEGIES**

Assist in the development and sustainability of an appropriate sober living facility or detox center (2, 4, 11)

#### **OBJECTIVES**

Increase collaborative mechanisms between local chemical dependency service providers to increase services and communication to eliminate gaps and barriers each agency may face by a minimum of 3 by 2021.

#### **STRATEGIES**

Explore street medicine opportunities in the community (1, 2, 3, 11)

Explore opportunities to support local law enforcement to obtain grant or federal funding for underage detection of vaping (3, 17, 26)

#### **OBJECTIVES**

Enhance outreach and education to community residents on the impact of tobacco use to reduce adult smoking to 15% in Woodbury County by 2021.

### **STRATEGIES**

Provide educational posters regarding harmful effects of tobacco/nicotine to local provider offices. (3, 17)

Utilize hand held tablets within SDHD clinic exam rooms to educate clients on tobacco education. (3)

Partner with local law enforcement to hold "Hidden in Plain Sight" events. (3, 9, 17)

Collaborate with other community services in providing smoking cessation programs. (1, 2, 3)

### **OBJECTIVES**

Decrease the percent of pregnant women who smoke during any trimester from 17% to 15% in Woodbury County by 2021.

### **STRATEGIES**

Incorporate additional tobacco education with the Maternal Health Program. (3, 4, 5)

Provide tobacco education/cessation information to SDHD dietitians and nursing staff. (3)

Incorporate tobacco education and screening within family practice clinics. (2, 3, 4)

### **OBJECTIVES**

Implement a minimum of 3 programs/curriculum in educational settings from preschool - college in the Siouxland Community by 2021.

### **STRATEGIES**

Provide education on the harmful effects of tobacco, alcohol, e-cigarettes, and other substances do students. (3, 17, 18, 26)

Support the implementation of the EVERFI project into targeted Siouxland Schools. (4, 18)

Community Priority Issue:  
**Obesity/Chronic Health Condition**  
**GOALS & STRATEGIES**

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## **Community Need #5**

*How do we recognize and meet the needs of our diverse population to decrease the burden of obesity?*

*What needs to happen to ensure that the obesity rates do not continue to climb in the Siouxland Area?*

### **GOAL**

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Ensure obesity rates do not continue to climb in the Siouxland area.

### **OBJECTIVES**

Increase awareness and expand access to programs & services to help reduce obesity from 35% to 33% in Woodbury County by 2021.

### **STRATEGIES**

Provide education/outreach to medical providers regarding available services and programs and clients. (2, 3, 4, 23)

Encourage an increase of referrals from medical facilities for prevention programs (diabetes prevention, weight loss, etc.) (1, 2, 3, 4, 23)

Increase physical activity, by improving the built environment to popular community destinations for all abilities. (3, 19, 20, 23)

Increase physical activity by reducing barriers and improving access for all. (3, 23)

Implement 5-2-1-0 program strategies within various settings. (3, 18, 21, 23)

Collaborate with community partners to promote community gardens and fresh produce in food pantries. (1, 2, 3, 4, 22, 23, 32)

Screen and educate community members using the BMI on maintaining a healthy weight. (1, 2, 4, 23)

Educate child care providers about healthy eating and activity habits, and also to provide a healthy environment for children to eat, play and grow. (3, 4, 23, 32)

## **OBJECTIVE**

Increase the number of business community entities in Siouxland with the knowledge, skills, and support to a healthier and more active lifestyle from 96 to 102 by 2021.

## **STRATEGIES**

Provide technical assistance and program services to local businesses to adopt wellness programs for their employees and families. (3, 23, 33)

## **OBJECTIVE**

Increase education and support of community members in maintaining a healthy lifestyle and the proper management of chronic health conditions by decreasing the percentage of individuals with diabetes from 9% to 8% in Woodbury County by 2021

## **STRATEGIES**

Provide education on healthy living for the diabetic community (1, 2, 3, 4, 5, 16, 23, 24)

Utilize community opportunities to provide nutrition education and physical activity at pop-up parks, 5K runs, farmer's market, teen health fair, community gardens, etc. (1, 2, 3, 4, 5, 7, 19, 23)

Decrease the burden of chronic disease by implementing health & safety programs within faith-based organizations including AED installation and training. (3, 27)

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## **Community Need #6**

*How do we recognize and meet the needs of our diverse population and ensure access to the health care system?*

*What needs to happen to ensure that access to health care services is achieved in our community?*

### **GOAL**

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Improve access to care within Siouxland

#### **OBJECTIVES**

Enable our community to access all levels of healthcare in a timely and efficient fashion by offering a minimum of 7 new avenues to access care by 2021.

#### **STRATEGIES**

Collaborate with Siouxland mental Health Center to explore options for mobile crisis and/or mental health urgent care. (6)

Collaborate with Siouxland Community Health Center to promote and/or initiate a mobile birth control opportunity for all Siouxland women. (4, 5, 7)

Provide annual teen health fair to provide education & resources to Siouxland youth. (4, 5, 7)

Promote preventative cancer screenings (2, 3, 4, 5, 25)

Provide assistance for helping under-insured and mentally ill population obtain identification for medical purposes. (2, 4, 5)

Seek transportation methods for those in need of transportation for follow-up appointments. (1, 2, 3, 4, 25)

Increase convenience in accessing physicians and physician extenders. (2, 4, 5)

Increase STD appointment availability within SDHD clinic. (3, 31)

Expand Oral Health Sealant Program to additional 2nd & 3rd grade classrooms in Woodbury County. (3, 18)

Provide public health visits that include WIC, Immunizations and Oral health services in one visit. (3)

Collaborate with Siouxland YMCA to offer cholesterol blood screening. (23)

### **OBJECTIVES**

Increase health service touch points with homeless individuals in Sioux City to 2,350 per year by 2021.

### **STRATEGIES**

Provide exam rooms, supplies, and/or staff & students for Street Medicine program. (1, 2, 3, 5, 31)

Provide immunizations for the homeless and their children. (1, 3)

### **OBJECTIVES**

Decrease patient/primary care physician ratio in Woodbury County to 1,320:1 by 2021.

### **STRATEGIES**

Continue recruitment efforts for providers in all specialty and primary care to the Siouxland community. (1, 2, 4, 5)

## Partner Codes

1. Dunes Surgical Hospital
2. MercyOne
3. Siouxland District Health Department
4. UnityPoint St. Luke's
5. Siouxland Community Health Center
6. Siouxland Mental Health Center
7. Community Advisory Group – CAG
8. Sioux City Housing Authority
9. Local Law Enforcement
10. Four Connections
11. Siouxland Street Project
12. Local Area shelters
13. Lutheran Services in Iowa
14. Planned Parenthood
15. Wester Iowa Tech Community College
16. Local Medical Clinics
17. Jackson Recovery Center
18. Local School Districts
19. Local Parks and Rec
20. Local City Planning
21. Local Worksites
22. Foodbank of Siouxland
23. YMCA
24. Community Area Agency on Aging
25. June E Nylén Cancer Center
26. Siouxland CARES
27. Local faith-based organizations
28. Hope Street of Siouxland
29. Iowa Poison Control
30. Siouxland Pride Alliance
31. Briar Cliff University
32. Mary J Treglia Community House
33. MercyOne Siouxland Occupational Health





### Siouxland Community Health Improvement Plan Scorecard

Community Health Needs Focus areas for 2019-2021:

Homelessness/Healthy Homes	Mental Health
Obesity/Chronic Conditions	Substance Abuse
Access to Care	Sexual Health

	Target Met/Right Direction
	Stable
	Target Not Met/Wrong Direction

Indicator	2018/2019 Baseline	2020	2021	2021 Goal
<b>Homelessness/Healthy Homes</b>				
Decrease the number of homeless individuals in Sioux City	298			250
24/7 facility that expands access to programs and services to reduce homelessness	No facility			24/7 facility
Improve the shelter living environment within the Siouxland Area by providing a minimum of one presentation a year on pertinent public health issues	0			3
Over the next three years, a minimum of 300 rural Woodbury County homes will have a radon test completed	99			399
Increase percentage of children that receive a blood lead test before their third birthday	85%			88%
<b>Mental Health</b>				
Increase communication mechanisms amongst existing mental health care providers to provide a clear understanding of all available resources throughout the continuum of care by a minimum of 3.	0			3
Provide Siouxland residents with appropriate, reliable and affordable mental health care by increasing the number of Mental Health Prescribers in Sioux City	11			13
Increase awareness of mental health topics and services available to the Siouxland community by a minimum of two strategies.	0			2
<b>Sexual Health</b>				
Provide awareness and access to free/affordable sexual health resources and education in a minimum of 5 new locations.	0			5
Collaborate with a minimum of 5 new community partners in Siouxland, with regards to sexual health topics.	0			5
Decrease the Chlamydia rate in Woodbury County	510			410
Decrease annual teen pregnancy numbers in Woodbury County	98			75

<b>Substance Abuse</b>			
Reduce public intoxication arrests in Sioux City	925		850
Increase collaborative mechanisms between local chemical dependency service providers to increase services and communication to eliminate gaps and barriers each agency may face by a minimum of 3.	0		3
Reduce adult smoking in Woodbury County	17%		15%
Decrease percent of pregnant women who smoke during any trimester in Woodbury County	17%		15%
Implement a minimum of 3 programs/curriculum in educational settings from preschool - college by 2021	0		3
<b>Obesity/Chronic Disease</b>			
Reduce obesity in Woodbury County	35%		33%
Increase the number of business community entities with the knowledge, skills, and support to a healthier and more active lifestyle	96		102
Decrease the percentage of individuals with diabetes in Woodbury County	9%		8%
<b>Access to care</b>			
Enable our community to access all levels of healthcare in a timely and efficient fashion by offering a minimum of 7 new avenues to access care	0		7
Increase health service touch points with homeless individuals in Sioux City	2,018		2,350
Decrease patient/primary care physician ratio in Woodbury County	1,510:1		1,320:1

Community Coalition Chart shows where community partners can become involved at a coalition level.

## Community Coalition Information

Area of Need	Meeting Name	Meeting Location	Meeting Contact Person
<b>Obesity/Chronic Disease</b>	Healthy Siouxland	Siouxland District Health Department	Michelle Lewis mlewis@siouxlanddistricthealth.org
<b>Obesity/Chronic Disease</b>	Worksite Wellness Coordinating Council	Siouxland District Health Department	Angela Drent adrent@siouxlanddistricthealth.org
<b>Obesity/Chronic Disease</b>	All Abilities Health and Wellness Coalition	Siouxland District Health Department	Angela Drent adrent@siouxlanddistricthealth.org
<b>Obesity/Chronic Disease</b>	Bicycle/Pedestrian Roundtable	SIMPCO	Michelle Bostinelos mbostinelos@simpco.org
<b>Obesity/Chronic Disease</b>	Food Policy	Siouxland District Health Department	Steve Beekman sbeekman@siouxlanddistricthealth.org
<b>Substance Abuse</b>	Tobacco Free Siouxland	Siouxland District Health Department	Steve Beekman sbeekman@siouxlanddistricthealth.org
<b>Substance Abuse</b>	Siouxland CARES	Long Lines Family Rec Center	Britney Book siouxlandcaresdirector@gmail.com
<b>Substance Abuse</b>	Siouxland Council for Child Abuse & Neglect	Siouxland District Health Department	Erin Binneboese ebinneboese@siouxlandship.org
<b>Housing/Homelessness</b>	Siouxland Street Project	Various Locations	Matt Ohman mohman@siouxlandship.org
<b>Housing/Homelessness</b>	Healthy Homes	Siouxland District Health Department	Alicia Sanders asanders@siouxlanddistricthealth.org
<b>Housing/Homelessness</b>	Siouxland Council to End Homelessness	Sioux City – City Hall	Susan McGuire Susan.mcguire@centerforsiouxcity.org
<b>Sexual Health</b>	Community Advisory Group	Girls Inc.	Mandy Engel Cartie mandy@girlsincofsiouxcity.org
<b>Mental Health</b>	Rolling Hills Core Services Task Force		Megan Simpson Megan.simpson@unitypoint.org