

Cass County 2022 Health Improvement plan

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Topic 1

Mental Health

Mental Health

Goal 1

Identify vision and gaps in mental health services in Cass County AND establish an organization or coalition to lead or guide mental health work in Cass County.

Alignment with National Plans

Alignment with State/Other Plans

Mental Health

Objective 1.1

Over the next five years an organization or coalition in Cass County leading mental health work will be identified, and a vision and gaps in mental health services will be explored.

Baseline Year	Baseline Value	Target Year	Target Value
2022	No coalition	2027	Coalition formed, vision and gaps in mental health services explored

Data Source and Location

Mental Health

Strategy 1.1-1

Healthy Cass County, Public Health, and Iowa State University Extension and Outreach will be responsible for identifying and including organizations addressing mental health in Cass County and facilitating collaboration.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible

Healthy Cass, Public Health, Cass ISU Extension

Target Date

5/3/2024

Mental Health

Strategy 1.1-2

Work with partners to prioritize and address gaps in services.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible

Healthy Cass, Public Health, Cass ISU Extension

Target Date

5/2/2025

Mental Health

Goal 2

Reduce stigma and increase support and understanding for both talking about mental health and getting help.

Alignment with National Plans

Make It OK - Stop mental illness stigma - "Make It OK" is a campaign to reduce the stigma of mental illnesses. The organizations listed here have pledged their commitment to change the hearts and minds about the misperceptions of mental illnesses by encouraging open conversations and education on the topic

Alignment with State/Other Plans

<https://namiiowa.org/about-nami-iowa/mission/> - "Advocate at the county, state and national levels for non-discriminatory access to quality healthcare, housing, education and employment for people with mental illness."

Mental Health

Objective 2.1

Reduce stigma by implementing anti-stigma programming.

Baseline Year

2022

Baseline Value

Target Year

2027

Target Value

5 anti-stigma programs

Data Source and Location

Mental Health

Strategy 2.1-1

Healthy Cass County will work with partners to distribute messages about the importance of reducing stigma across the county via social media, news outlets, and events such as food pantries, farmers markets, the county fair, etc.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2023

Mental Health**Objective 2.2**

Promote at least two research-based resources per year.

Baseline Year	Baseline Value	Target Year	Target Value
2022	1	2024	2 programs
Data Source and Location			

Mental Health**Strategy 2.2-1**

Healthy Cass County will work with partners to distribute messages about resources and services via social media, news outlets, and events such as food pantries, farmers markets, the county fair, etc.

Strategy Source and Location**Strategy Type:** Community-focused**Who's Responsible**

Healthy Cass

Target Date

5/2/2024

Mental Health**Goal 3**

Strengthen mental health and resilience.

Alignment with National Plans**Alignment with State/Other Plans**Mental Health**Objective 3.1**

Promote existing and/or develop new locations and opportunities for people to re-connect safely.

Baseline Year	Baseline Value	Target Year	Target Value
2021	none promoted due to pandemic	2027	promote or develop at least one location where people can safely connect
Data Source and Location			

Mental Health**Strategy 3.1-1**

Healthy Cass County will work with partners to promote and/or develop locations and programming for people to safely connect.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible
Healthy Cass

Target Date
5/3/2027

Topic 2

Quality, Affordable Childcare

Quality, Affordable Childcare

Goal 1

Increase the availability of quality, affordable childcare.

Alignment with National Plans

Alignment with State/Other Plans

<https://earlychildhood.iowa.gov/>

Goal 1: Infrastructure: Promote a coordinated infrastructure to advance the early childhood system.

Goal 4: Equitable Access: Ensure that young children and families receive the services they need when they need them.

Goal 5: Quality: Improve the quality of early childhood services for young children and their families across early care and education; health, mental health, and nutrition; and family support services.

Quality, Affordable Childcare

Objective 1.1

Increase capacity of licensed centers and/or registered child development homes.

Baseline Year	Baseline Value	Target Year	Target Value
2022	627	2027	700

Data Source and Location

Cass County provider capacity 2022: 627(<http://ccmis.dhs.state.ia.us/ClientPortal/ProviderSearch.aspx>)

Related: 2021 kids 0-5 in Cass County 841. If the population continues to change at the rate it has over the past 5 years, there will be approximately 757 children age 0-5 in Cass County in 2026.

<https://iowaccrr.org/resources/files/Data/FY21/Trend%202016-21/FY21%20Cass%20Co%205%20yr%20trend.pdf>

Quality, Affordable Childcare

Strategy 1.1-1

Approximately 60-70 people in the Griswold area are working on the Griswold Child Development Center (breaking ground fall 2022, with plans to open to 85-100 kids by August 2023). The group continues to raise local funding and as of April 2022 has secured just over 50% of the \$2.3M in total project cost.

Strategy Source and Location

Strategy Type: Community-focused

Topic 3

Quality, Affordable Housing

Quality, Affordable Housing

Goal 1

Reduce the affordable housing with substandard conditions.

Alignment with National Plans

Reduce the proportion of families that spend more than 30 percent of income on housing — SDOH-04

<https://health.gov/healthypeople/objectives-and-data/browse-objectives/housing-and-homes/reduce-proportion-families-spend-more-30-percent-income-housing-sdoh-04>

Alignment with State/Other Plans

ESD-5 Neighborhood, the built environment, and safe, affordable housing: Decrease the percentage of substandard housing units.* <https://idph.iowa.gov/healthy-iowans/plan>

ESD-6 Neighborhood, the built environment, and safe, affordable housing: Increase the percentage of children living in neighborhoods with no poorly kept or rundown housing. <https://idph.iowa.gov/healthy-iowans/plan> (Data Source: Child and Adolescent Health Measurement Initiative. www.cahmi.org. Data Resource Center for Child and Adolescent Health. National Survey of Children's Health. Indicator 7.5. <https://www.childhealthdata.org/browse/survey> <https://www.childhealthdata.org/browse/survey/results?q=8802&r=17>)

Quality, Affordable Housing

Objective 1.1

Reduce the percentage of occupied housing units with one or more substandard conditions.

Baseline Year	Baseline Value	Target Year	Target Value
2020	19.97%	2027	15%

Data Source and Location

<https://idph.iowa.gov/Portals/1/userfiles/91/CHNA%26HIP/Data%20Reports/Cass%20-%20CARES%20Engagement%20Network%20-%20Full%20Report%202020.pdf>

(This indicator reports the number and percentage of owner- and renter-occupied housing units having at least one of the following conditions: 1) lacking complete plumbing facilities, 2) lacking complete kitchen facilities, 3) with 1 or more occupants per room, 4) selected monthly owner costs as a percentage of household income greater than 30%, and 5) gross rent as a percentage of household income greater than 30%. Selected conditions provide information in assessing the quality of the housing inventory and its occupants. This data is used to easily identify homes where the quality of living and housing can be considered substandard.)

Quality, Affordable Housing

Strategy 1.1-1

SWIPCO and other partners will work with City Council's throughout the county to pass ordinances pertaining to rental inspections. These inspections will address building health and safety concerns. The inspections hold landlords accountable to keep their properties livable, improving the health of those occupying the home.

Strategy Source and Location

Strategy Type: Policy-focused

Who's Responsible
SWIPCO and partners

Target Date
5/3/2027

Quality, Affordable Housing

Goal 2

Reduce lead -based paint exposure in Cass County housing.

Alignment with National Plans

Reduce blood lead levels in children aged 1 to 5 years — EH-04 <https://health.gov/healthypeople/objectives-and-data/browse-objectives/housing-and-homes/reduce-blood-lead-levels-children-aged-1-5-years-eh-04>

Alignment with State/Other Plans

<https://idph.iowa.gov/Environmental-Health-Services/Childhood-Lead-Poisoning-Prevention>

Quality, Affordable Housing

Objective 2.1

Reduce the percentage of children with confirmed elevated blood lead levels.

Baseline Year	Baseline Value	Target Year	Target Value
2020	6.32%	2027	4%

Data Source and Location

<https://tracking.idph.iowa.gov/Health/Lead-Poisoning/Annual-Blood-Lead-Testing-Children-Under-6/Children-Tested>

Quality, Affordable Housing

Strategy 2.1-1

SWIHTF will assist owner occupied households in improving health concerns by eliminating lead based paint hazards in their homes. Priority will be given to homes with children who have elevated blood lead levels.

Strategy Source and Location

Strategy Type: Demographic/socioeconomic-focused

Who's Responsible

Target Date

Topic 4

Services and Support for Older Adults

Services and Support for Older Adults

Goal 1

Increase access to and awareness of resources for older adults.

Alignment with National Plans

<https://www.ncoa.org/>

Alignment with State/Other Plans

Iowa Department on Aging: <https://iowaaging.gov/> The Iowa Department on Aging strives to improve the quality of life of older Iowans by connecting them to services provided by Iowa's six Area Agencies on Aging.

Services and Support for Older Adults

Objective 1.1

Identify and promote existing locations and/or seek out and create additional spaces and opportunities for older adults to gather and connect with others.

Baseline Year	Baseline Value	Target Year	Target Value
2022	no locations promoted	2027	3 locations promoted

Data Source and Location

Services and Support for Older Adults

Strategy 1.1-1

Work with local organizations considering facilities projects to encourage creation of spaces for older adults to gather and access resources.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2027

Services and Support for Older Adults

Strategy 1.1-2

Reach out to existing older adult groups that are meeting formally and informally to identify where they meet and what resources they use or need.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2024

Services and Support for Older Adults

Strategy 1.1-3

Expand and promote volunteer opportunities for older adults.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2027

Services and Support for Older Adults

Objective 1.2

Identify and mitigate barriers to older adults accessing services such as lack of transportation, limited internet access, or financial constraints.

Baseline Year	Baseline Value	Target Year	Target Value
2022	no barriers mitigated	2027	barriers identified and at least one barrier mitigated

Data Source and Location

Services and Support for Older Adults

Goal 2

Increase services available to older adults.

Alignment with National Plans

Alignment with State/Other Plans

Services and Support for Older Adults

Objective 2.1

Identify top priorities and implement one new service by 2026.

Baseline Year	Baseline Value	Target Year	Target Value
2022	no increase in services	2027	2 services expanded or implemented

Data Source and Location

Services and Support for Older Adults

Strategy 2.1-1

Review Formal programs (Senior meal sites, meals on wheels, mental health services, transportation access), Informal programs (Support programs such as pen pals, physical activity groups).

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2024

Services and Support for Older Adults

Strategy 2.1-2

Review/Expand and promote volunteer opportunities for people in the community to support older adults.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible
Healthy Cass

Target Date
5/4/2026

Topic 5

Healthy Food Access and Awareness

Healthy Food Access and Awareness

Goal 1

Reduce food insecurity.

Alignment with National Plans

Reduce household food insecurity and hunger — NWS-01 <https://health.gov/healthypeople/objectives-and-data/browse-objectives/nutrition-and-healthy-eating/reduce-household-food-insecurity-and-hunger-nws-01>

Alignment with State/Other Plans

HL-4 Decrease the percentage of Iowans who are food insecure. (Data Source: Feeding America. Map the Meal Gap. <https://map.feedingamerica.org/>)

Healthy Food Access and Awareness

Objective 1.1

By 2027, increase the SNAP participation rate from 38.5% to 50%.

Baseline Year	Baseline Value	Target Year	Target Value
2022	38.5%	2027	50%

Data Source and Location

<https://dhs.iowa.gov/reports/food-assistance-reports/f1-report-v2>

*Participation Rate is the percentage of individuals at or below 160% FPL who are receiving SNAP in a given area (County/SA/State). It is calculated by dividing the number of SNAP Recipients in an area (County/SA/State) by the number of persons in that area at or below 160% of the Federal Poverty Level (as counted in the 2015 American Community Survey)

Healthy Food Access and Awareness

Strategy 1.1-1

Explore options for offering additional service hours and additional transportation and/or delivery options for supplemental food services.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible
Healthy Cass

Target Date
5/3/2027

Healthy Food Access and Awareness

Strategy 1.1-2

Expand accessible locations (equitable coverage and access) for supplemental food services and providers through Grow Another Row and similar programming.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2027

Healthy Food Access and Awareness

Strategy 1.1-3

Promote supplemental food sources such as SNAP and WIC programs.

Strategy Source and Location

Strategy Type: Individual/interpersonal-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2027

Healthy Food Access and Awareness

Objective 1.2

Increase utilization of resources and programs on growing fresh produce.

Baseline Year	Baseline Value	Target Year	Target Value
2022	Establish baseline		

Data Source and Location

Healthy Food Access and Awareness

Strategy 1.2-1

Establish a baseline for participation in 2022 by tracking participation in programs such as Cass County ISU Extension food gardening programs, GAR, in addition to grower programs and resources.

Strategy Source and Location

Strategy Type: Individual/interpersonal-focused

Who's Responsible

Cass County ISU Extension

Target Date

5/3/2023

Healthy Food Access and Awareness

Goal 2

Increase awareness of healthier food choices.

Alignment with National Plans

Dietary Guidelines for Americans 2020-2025 (www.dietaryguidelines.gov/)

Healthy People 2030 (<https://health.gov/healthypeople>)

Increase the proportion of worksites that offer an employee nutrition program — ECBP-D05

<https://health.gov/healthypeople/objectives-and-data/browse-objectives/workplace/increase-proportion-worksites-offer-employee-nutrition-program-ecbp-d05>

Alignment with State/Other Plans

<https://idph.iowa.gov/healthy-iowans/plan>

HL-5 Increase the percentage of adults who eat fruits and/or vegetables five or more times per day. (Data Source: Iowa Behavioral Risk Factor Surveillance System (BRFSS). <https://idph.iowa.gov/brfss>)

HL-6 Increase the percentage of adults who eat fruit at least one time per day.

HL-7 Increase the percentage of adults who eat vegetables at least one time per day.

Healthy Food Access and Awareness

Objective 2.1

implement a nutrition (and physical activity) prescription program in the county.

Baseline Year	Baseline Value	Target Year	Target Value
2022	no program	2027	nutrition (and physical activity) prescription program piloted.

Data Source and Location

Healthy Food Access and Awareness

Strategy 2.1-1

Establish one partnership with a healthcare provider who is willing to implement the nutrition (and physical activity) program into their practice.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2023

Healthy Food Access and Awareness

Strategy 2.1-2

Establish a baseline for participation in the nutrition (and physical activity) program by tracking referrals to listed programs.

Strategy Source and Location

Strategy Type: Individual/interpersonal-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2027

Topic 6

Physical Fitness and Outdoor Recreation

Physical Fitness and Outdoor Recreation

Goal 1

Enhance or expand physical fitness and outdoor recreation opportunities in Cass County

Alignment with National Plans

Reduce the proportion of adults who do no physical activity in their free time — PA-01

<https://health.gov/healthypeople/objectives-and-data/browse-objectives/physical-activity/reduce-proportion-adults-who-do-no-physical-activity-their-free-time-pa-01>

Alignment with State/Other Plans

HL-12 Increase the percentage of the population with adequate access to locations for physical activity.*

<https://idph.iowa.gov/Portals/1/userfiles/91/Healthy%20Iowans/2019%20Revisions/Healthy%20Iowans%202017-2021%20SHIP%202019-8.pdf>

Physical Fitness and Outdoor Recreation

Objective 1.1

Implement a nutrition and physical activity prescription program in the county.

Baseline Year	Baseline Value	Target Year	Target Value
2022	no program	2027	physical activity prescription program piloted

Data Source and Location

Physical Fitness and Outdoor Recreation

Strategy 1.1-1

Establish one partnership with a healthcare provider who is willing to implement the nutrition and physical activity program into their practice.

Strategy Source and Location

Strategy Type: Professional/provider-focused

Who's Responsible
Healthy Cass

Target Date
5/3/2024

Physical Fitness and Outdoor Recreation

Objective 1.2

Renovate, expand, or develop indoor and outdoor recreation facilities.

Baseline Year	Baseline Value	Target Year	Target Value
2022	none developed, renovated, or expanded	2026	one facility renovated, expanded, or developed

Data Source and Location

Physical Fitness and Outdoor Recreation

Strategy 1.2-1

Recreation and Quality of Life Steering Committee will identify opportunities, costs, and funders for one recreation facility by 2026.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible

Recreation and Quality of Life Steering Committee

Target Date

1/1/2026

Physical Fitness and Outdoor Recreation

Objective 1.3

Meet goals in the Cass County Trails Plan.

Baseline Year	Baseline Value	Target Year	Target Value
2022	no goals met	2027	one goal in Cass County Trails plan met

Data Source and Location

Physical Fitness and Outdoor Recreation

Strategy 1.3-1

Nishna Valley Trails, Cass County Conservation, Atlantic Parks & Rec, and Healthy Cass County will work together to pursue one goal laid out in the plan by 2027.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible

Nishna Valley Trails, Cass County Conservation, Atlantic Parks & Rec, and Healthy Cass County

Target Date

5/3/2027

Physical Fitness and Outdoor Recreation

Objective 1.4

Work with at least one city or municipality to upgrade or implement a sidewalk improvement/walkability plan.

Baseline Year	Baseline Value	Target Year	Target Value
2022	No improvements or walkability plans	2027	one in progress

Data Source and Location

Physical Fitness and Outdoor Recreation

Strategy 1.4-1

Healthy Cass County will contact the cities about current plans and needs, and then move forward with finding grants and resources for interested cities.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible
Healthy Cass

Target Date
5/3/2024

Physical Fitness and Outdoor Recreation

Objective 1.5

Promote or create at least 3 scheduled community recreation events county-wide every year through 2027.

Baseline Year	Baseline Value	Target Year	Target Value
2021	Mental Health Walk, Color Run (with libraries), Suicide Awareness Walk	2027	3 events

Data Source and Location

Physical Fitness and Outdoor Recreation

Strategy 1.5-1

Healthy Cass County will host one event per year.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible
Healthy Cass

Target Date
5/3/2023

Physical Fitness and Outdoor Recreation

Strategy 1.5-2

Intentional focus and promotion of activities and opportunities in communities outside of Atlantic.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible
Healthy Cass

Target Date
5/3/2024

Topic 7

Substance Misuse and Addiction

Substance Misuse and Addiction

Goal 1

Reduce Substance Misuse and Addiction in Cass County residents.

Alignment with National Plans

Healthy People 2030 (<https://health.gov/healthypeople>)

Reduce the proportion of people who had alcohol use disorder in the past year — SU-13

Reduce the proportion of people who had marijuana use disorder in the past year — SU-14

Reduce the proportion of people who had drug use disorder in the past year — SU-15

Reduce the proportion of people who had opioid use disorder in the past year — SU-18

Substance Abuse and Mental Health Services Administration <http://www.samhsa.gov/priorities>

Alignment with State/Other Plans

<https://idph.iowa.gov/healthy-iowans/plan>

Goal #4 Reduce excessive and disordered use of alcohol and other drugs, through prevention, treatment, and recovery supports.

Substance Misuse and Addiction

Objective 1.1

Decrease substance misuse and addiction.

Baseline Year	Baseline Value	Target Year	Target Value
2020	Excessive drinking 18%	2027	15%

Data Source and Location

<https://idph.iowa.gov/Portals/1/userfiles/91/CHNA%26HIP/Data%20Reports/Cass%20-%20County%20Health%20Rankings%202020.pdf>

Substance Misuse and Addiction

Strategy 1.1-1

Publicize local and regional substance misuse and addiction services, such as Quitline, Your Life Iowa, Zion Integrated Behavioral Health Services.

Strategy Source and Location

Strategy Type: Individual/interpersonal-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2024

Substance Misuse and Addiction

Strategy 1.1-2

Establish or strengthen at least one partnership with a local school district that will allow local experts to educate youth yearly on the dangers of substance misuse and addiction.

Strategy Source and Location

Strategy Type: Community-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2027

Substance Misuse and Addiction

Strategy 1.1-3

Establish at least one event open to the public to educate county residents on the dangers of substance misuse and addiction.

Strategy Source and Location

Strategy Type: Individual/interpersonal-focused

Who's Responsible

Healthy Cass

Target Date

5/3/2024