



2024-2026 Henry County Community Health Improvement Plan

Submitted October 31st, 2023



HENRY COUNTY, IOWA COMMUNITY HEALTH IMPROVEMENT PLAN 2024-2026

PRIORITY: BEHAVIORAL HEALTH

GOAL 1: IMPROVE ACCESS TO BEHAVIORAL HEALTH SERVICES

Objective: Increase the number of Community Health Assessment survey respondents who say it is very easy or easy to access mental health services from 13% in 2023 to 25% in 2026.

Strategy	Who is Responsible?	Target Date
Expand Behavioral Health Services within HCHC Rural Health Clinics (counselors and APPs)	Henry County Health Center	July 2024
Recruit mental health professionals to work in expanded clinic	Henry County Health Center	July 2024
Expand Senior Life Solutions (group therapy for seniors) by adding 1 additional group	Henry County Health Center	July 2024
Develop a public awareness campaign of expanded HCHC services	Henry County Health Center	October 2024
Promote existing transportation services	Henry County Health Center, Henry County Public Health	Ongoing through 2026

Aligns with Iowa's 2023-2027 State Health Improvement Plan and Healthy People 2030

GOAL 2: IMPROVE AWARENESS OF BEHAVIORAL HEALTH SERVICES/RESOURCES

Objective: Promote mental health resources to 2 new sectors each year.

Strategy	Who is Responsible?	Target Date
Promote awareness of 988, Your Life Iowa, mobile crisis response, and ADDS treatment programs around the county	Healthy Henry County Communities, Henry County Public Health	July 2024 and ongoing
Implement a campaign about how to talk to a loved one about substance use/misuse	Healthy Henry County Communities, ADDS	December 2024
Educate school personnel and parents about Narcan and its use for unintentional overdoses	ADDS (Alcohol & Drug Dependency Services)	May 2025
Update as needed and distribute local mental health resource guides	Healthy Henry County Communities	January 2026

Aligns with the Iowa Opioid STR Strategic Plan and Healthy People 2030

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GOAL 3: INCREASE PREVENTION STRATEGIES

Objective: Increase number of locations handing out drug disposal pouches from 4 to 8.

Strategy	Who is Responsible?	Target Date
Implement a campaign to remind all ages about the dangers of alcohol, marijuana, and meth	Healthy Henry County Communities	December 2024
Educate about the importance of proper pill disposal and promote area drug take-back boxes and drug disposal pouches	Healthy Henry County Communities, Henry County Opioid Prevention Alliance, ADDS	December 2026
Implement a campaign to educate all ages about how easy it is to misuse opioids	Healthy Henry County Communities, ADDS	December 2026

Aligns with the Iowa Opioid STR Strategic Plan, US DEA, and Healthy People 2030

GOAL 4: STRENGTHEN MENTAL HEALTH AND RESILIENCE

Objective: Decrease the average poor mental health days from 4.6 in 2023 to 4 in 2026. (County Health Rankings)

Strategy	Who is Responsible?	Target Date
Plan and implement quarterly kindness campaigns	Henry County CPPC	Ongoing
Implement a process to do PHQ and GAD screenings for mothers of newborns during WIC and newborn home visits	Henry County Public Health	July 2024
Develop a handout for new moms educating about postpartum depression, supports, and resources	Henry County Public Health	July 2024
Develop and integrate one mental health screen and intervene process into a community event or outreach activity	Henry County Public Health	December 2024
Provide mental health education in schools regarding stressors, feelings, coping, etc.	Henry County Public Health, ADDS	December 2024
Promote campaigns to reduce stigma and increase support around asking for help	Healthy Henry County Communities	December 2025

Aligns with Iowa's 2023-2027 State Health Improvement Plan and Healthy People 2030

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PRIORITY: CANCER

GOAL 1: INCREASE AWARENESS OF RECOMMENDED CANCER SCREENINGS

Objective: Increase breast and colorectal cancer screening rates by 5% over baseline (2024 data) in 2025 and 10% over baseline in 2026.

Strategy	Who is Responsible?	Target Date
Promote and support programs that provide free or low-cost recommended screenings to people who are uninsured or underinsured	Henry County Public Health	Ongoing
Create a flyer listing preventive health screenings by age to hand out during immunization clinics and at community events	Henry County Public Health	March 2024
Educate the public about cancer screening recommendations by utilizing agency websites, social media, and waiting rooms	Henry County Public Health, Henry County Health Center	December 2024
Work with area primary care providers to ensure preventive health screenings are completed timely	Henry County Public Health, Henry County Health Center	December 2025

Aligns with Iowa Cancer Plan 2023-2027 and Healthy People 2030

GOAL 2: INCREASE CANCER PREVENTION STRATEGIES

Objective: Increase Quitline users by 12% per year.

Strategy	Who is Responsible?	Target Date
Promote and increase tobacco/nicotine cessation	ISU Extension and Outreach	December 2026
Educate community members on harms of tobacco and nicotine	ISU Extension and Outreach	December 2026
Reduce adult and youth exposure to secondhand smoke	ISU Extension and Outreach	December 2026

Aligns with Iowa Cancer Plan 2023-2027 and Healthy People 2030

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GOAL 2: INCREASE CANCER PREVENTION STRATEGIES (CONTINUED)

Objective: Increase vaccination completion rates of the HPV vaccine for 13-15 year olds from 32.6% in 2022 to 38% in 2025. (Iowa Public Health Tracking Portal)

Strategy	Who is Responsible?	Target Date
Implement adolescent reminder mailings to increase the number of kids who initiate and complete the HPV vaccination series	Henry County Public Health	April 2024
Encourage providers to strongly recommend the HPV vaccine as a cancer prevention strategy	Henry County Public Health	July 2024
Increase public awareness of HPV vaccine recommendations and role in cancer prevention	Henry County Public Health	August 2024

Aligns with Iowa Cancer Plan 2023-2027 and Healthy People 2030

Objective: Decrease 5 year melanoma of the skin incidence from an age-adjusted rate of 31.8 per 100,000 to the state average of 29.22 per 100,000 by 2026. (Iowa Public Health Tracking Portal)

Strategy	Who is Responsible?	Target Date
Encourage availability of sunscreen at outdoor events	Henry County Public Health	Summer 2024, 2025, 2026
Increase awareness about skin cancer prevention and screening	Henry County Public Health	August 2025
Increase targeted skin cancer education for Iowans who work outside	Henry County Public Health	August 2025

Aligns with Iowa Cancer Plan 2023-2027 and Healthy People 2030

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PRIORITY: HEALTHY FOOD ACCESS AND AWARENESS

GOAL 1: REDUCE FOOD INSECURITY

Objective: Reduce the food insecurity rate from Feeding America from 7.7% to 7% by 2026.

Strategy	Who is Responsible?	Target Date
Support and promote farmers markets and community gardens	Healthy Henry County Communities	October 2024 and ongoing
Support and promote Grow Another Row and home-garden produce donations	Healthy Henry County Communities	October 2024 and ongoing
Promote food pantries and explore food rescue efforts to increase donations	Healthy Henry County Communities	December 2024
Promote food assistance programs such as SNAP, WIC, free and reduced lunch programs, farmers market vouchers, congregate meal sites, and Double Up Food Bucks	Healthy Henry County Communities, Henry County Public Health	December 2025

Aligns with Iowa's 2023-2027 State Health Improvement Plan, Feeding America, and Healthy People 2030

GOAL 2: INCREASE AWARENESS OF HEALTHIER FOOD CHOICES

Objective: Provide at least 10 nutrition education sessions in various settings each year.

Strategy	Who is Responsible?	Target Date
Increase exposure to and education about healthy foods and drinks in schools	ISU Extension and Outreach, Henry County Public Health, MPCSD Wellness Committee	May 2025
Develop and implement community-based nutrition education classes	Healthy Henry County Communities	December 2025
Increase participation levels of HCHC Diabetes Education programs	Henry County Health Center	December 2025

Aligns with Iowa's 2023-2027 State Health Improvement Plan, Iowa Cancer Plan 2023-2027, Healthy People 2030, and the Dietary Guidelines for Americans, 2020-2025

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PRIORITY: ACTIVE LIVING

GOAL 1: INCREASE PHYSICAL ACTIVITY AMONG ALL RESIDENTS

Objective: Reduce the number of adults in Henry County reporting little or no leisure time physical activity from 24% in 2023 to 20% in 2026. (County Health Rankings)

Strategy	Who is Responsible?	Target Date
Host, participate in, and promote free community activities	Healthy Henry County Communities	Ongoing
Update wellness resource guide to include free opportunities like tennis and basketball courts	Healthy Henry County Communities	May 2024
Encourage regular physical activity for kids and adults using existing campaigns (SWITCH, 5-2-1-0, Play Your Way, Move Your Way)	Healthy Henry County Communities, ISU Extension and Outreach, MPCSD Wellness Committee	June 2024 and ongoing
Increase usage of activity stencils at public locations	Healthy Henry County Communities, ISU Extension and Outreach	October 2024
Promote outdoor facilities such as pools, splash pad, tennis courts, playgrounds, etc.	Healthy Henry County Communities	October 2025
Increase participation in existing recreational opportunities	Healthy Henry County Communities, Mt. Pleasant Parks and Recreation	January 2026
Explore shared use agreements for school facilities	Healthy Henry County Communities, MPCSD Wellness Committee	June 2026
Create educational opportunities to learn how to play outdoor sports like pickleball, disc golf, and tennis	Healthy Henry County Communities	June 2026
Encourage development of trails, sidewalks, and park enhancements	Healthy Henry County Communities	December 2026

Aligns with Iowa's 2023-2027 State Health Improvement Plan, Iowa Cancer Plan 2023-2027 and Healthy People 2030

HENRY COUNTY, IOWA COMMUNITY HEALTH IMPROVEMENT PLAN 2024-2026

PRIORITY: OLDER ADULT HEALTH AND AGING ISSUES

GOAL 1: INCREASE AWARENESS AND EXPAND KNOWLEDGE AROUND FALL RISKS AND PREVENTION TO REDUCE FALLS AND FALL-RELATED INJURIES

Objective: Decrease the number of fall-related hospitalizations (45 in 2022) and ED visits (253 in 2022) of 65+ population over the next 3 years. (Iowa Public Health Tracking Portal)

Strategy	Who is Responsible?	Target Date
Promote the Henry County Lifeline service and investigate funding opportunities	Henry County Health Center, Henry County Public Health	December 2024
Develop a plan to promote fall risks & prevention	Henry County Public Health	December 2025
Develop a fall prevention program in Henry County	Henry County Public Health	December 2026

Aligns with Iowa Falls Prevention Coalition Action Plan Goals 2022-2024 and Healthy People 2030

GOAL 2: PROVIDE HEALTH MANAGEMENT EDUCATION TO OLDER ADULTS

Objective: Create at least 6 education opportunities per year.

Strategy	Who is Responsible?	Target Date
Develop a plan to check blood pressures and provide health education at senior apartment sites and other community locations around Henry Co.	Henry County Public Health	July 2024
Develop an annual senior health fair	Henry County Public Health	October 2024
Promote financial assistance programs that may free up dollars for health management expenses (Affordable Connectivity Program, energy assistance, low-income housing, food assistance, waiver programs, Medicare preventive health services, etc.)	Henry County Public Health	December 2024
Increase the number of community members taught to monitor their blood pressure at home	Henry County Public Health	July 2025
Explore being trained in or hosting Better Choices Better Health workshops	Henry County Public Health	December 2025

Aligns with Iowa State Plan on Aging 2022-2025 and Healthy People 2030

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PRIORITY: ACCESS TO CARE

GOAL 1: IMPROVE ACCESS TO HEALTH CARE FOR ALL HENRY COUNTY RESIDENTS

Objective: Increase the number of Community Health Assessment survey respondents who say it is very easy or easy to access specialty care from 23% to 40% and to access primary care from 56% to 70% by 2026.

Strategy	Who is Responsible?	Target Date
Promote SEIBUS, RSVP, and other public transportation services	Henry County Public Health	Ongoing
Promote SHIP (Senior Health Insurance Information Program) to help seniors sign up for appropriate Medicare plans	Henry County Health Center, Henry County Public Health	Fall 2024, 2025, 2026
Promote available health insurance resources (HHS, Marketplace, etc.) to uninsured individuals	Henry County Public Health	October 2024
Promote prescription delivery services as an alternative to finding transportation	Henry County Public Health	June 2025
Increase number of trained staff members to provide presumptive eligibility for Medicaid	Henry County Public Health	June 2025
HCHC Rural Health Clinics to develop a chronic care management program for Medicare recipients	Henry County Health Center	December 2025
Increase number of primary care, mental health, and long-term care specialty providers in Henry County	Henry County Health Center	December 2026

Aligns with Iowa State Health Assessment 2022 and Healthy People 2030

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GOAL 2: HELP RESIDENTS NAVIGATE/REMOVE BARRIERS FOR BETTER HEALTH

Objective: Admit at least 10 CARE LINKS clients per year.

Strategy	Who is Responsible?	Target Date
Educate both the public and new referral sources about the CARE LINKS health navigation program	Henry County Public Health	July 2024
Increase number of referrals to CARE LINKS from health care professionals	Henry County Public Health	December 2024
Promote and update as needed the Henry County Community Resource Guide to support residents in finding available services	Henry County Public Health, Healthy Henry County Communities	July 2026

Aligns with Iowa State Health Assessment 2022 and Healthy People 2030

CONCLUSION:

This Community Health Improvement Plan was developed by Henry County Public Health, Healthy Henry County Communities, and Henry County Health Center in response to the 2023 Community Health Assessment for Henry County. You may view the health assessment at HealthyHenryCounty.org/PublicHealth. This plan will be on the same webpage and updated periodically with progress notes. In addition to the entities listed as responsible for carrying out this plan, we will form several topic-specific committees to develop and implement action plans. If you would like to be involved in any way, please contact Henry County Public Health at publichealth@henrycountyiowa.us or 319-385-0779. Follow our progress at Facebook.com/HealthyHenryCounty.