

**2023-2028**

**COMMUNITY NEEDS  
ASSESSMENT  
AND  
HEALTH IMPROVEMENT  
PLAN**

**IOWA COUNTY, IOWA**

# Community Health Assessment

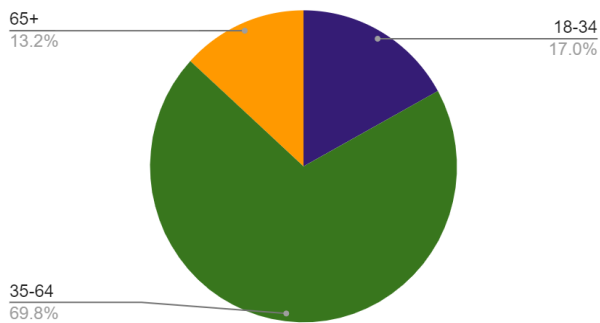
The purpose of a Community Health Assessment (CHA) is to identify the most important factors impacting the health and wellbeing of the community and to develop strategies that build on existing strengths and partnerships to address opportunities for improvements.

## Methods

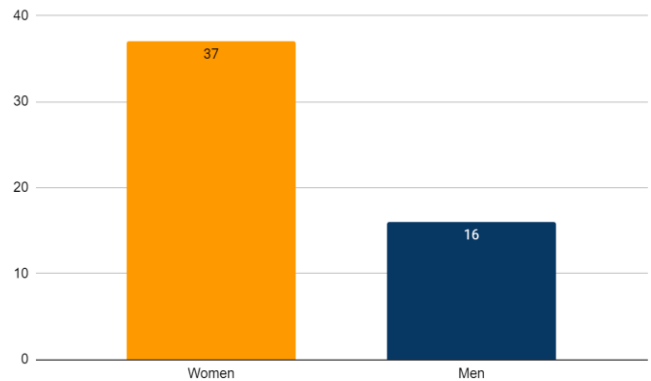
The Iowa County Health Department CHA consisted of two types of data collection: a quantitative data review of health factors and outcomes and an online community survey.

The online community survey was shared with a number of community partners through a variety of local community email distribution lists. Additionally, the survey was also shared on social media platforms. The survey was available for just over two weeks and collected a total of 53 responses.

Survey Respondents by Age



Survey Respondents by Gender

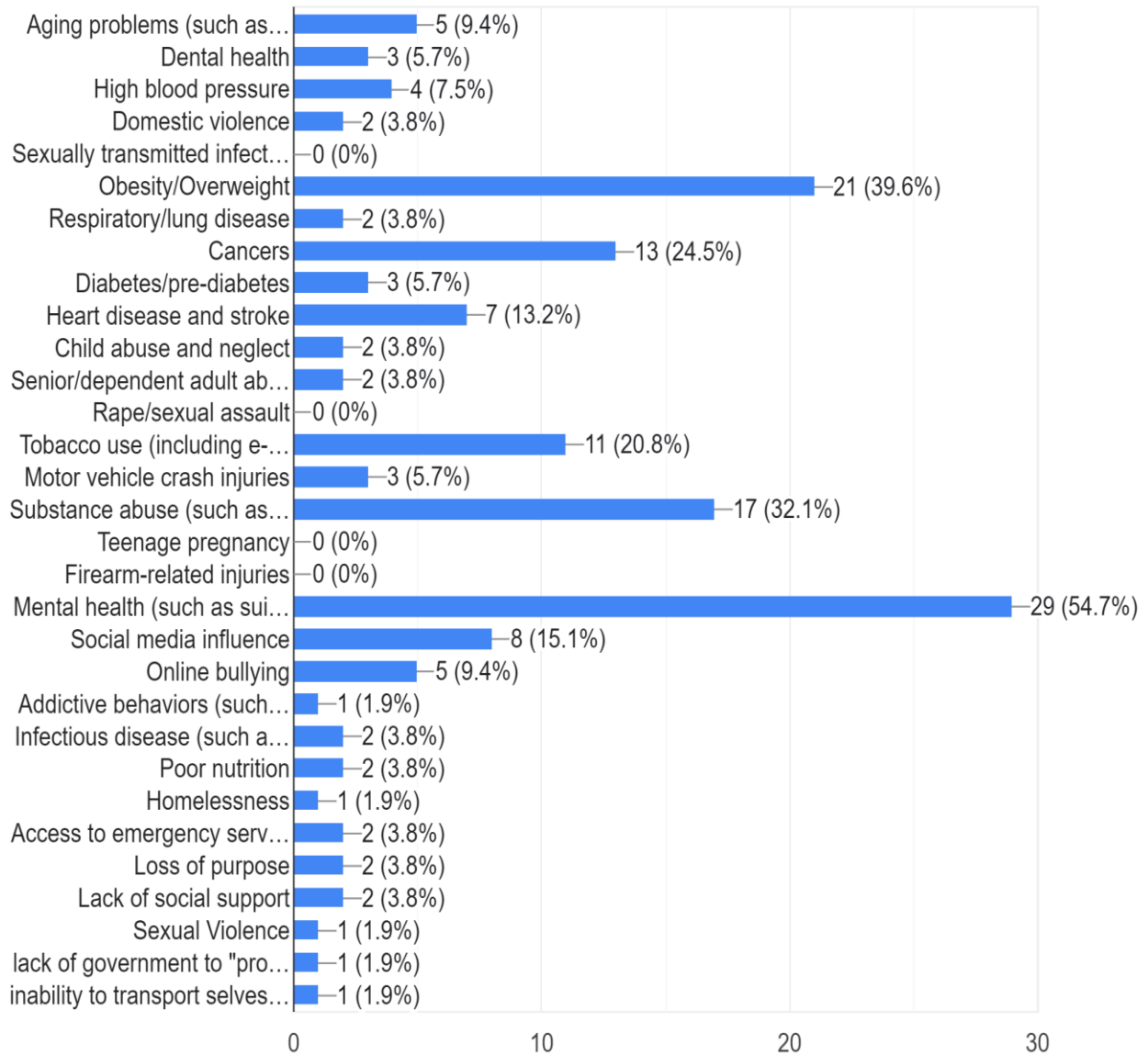


One of the questions asked in the community health survey was what do you think are the top health concerns in our community? The results are listed below with the top five concerns being:

1. Mental health (such as suicide)
2. Obesity/Overweight
3. Substance Abuse (such as alcohol, marijuana, other drugs)
4. Cancers
5. Tobacco use (including e-cigarettes)

## What do you think are the top 3 health concerns in our community?

53 responses



## Demographics



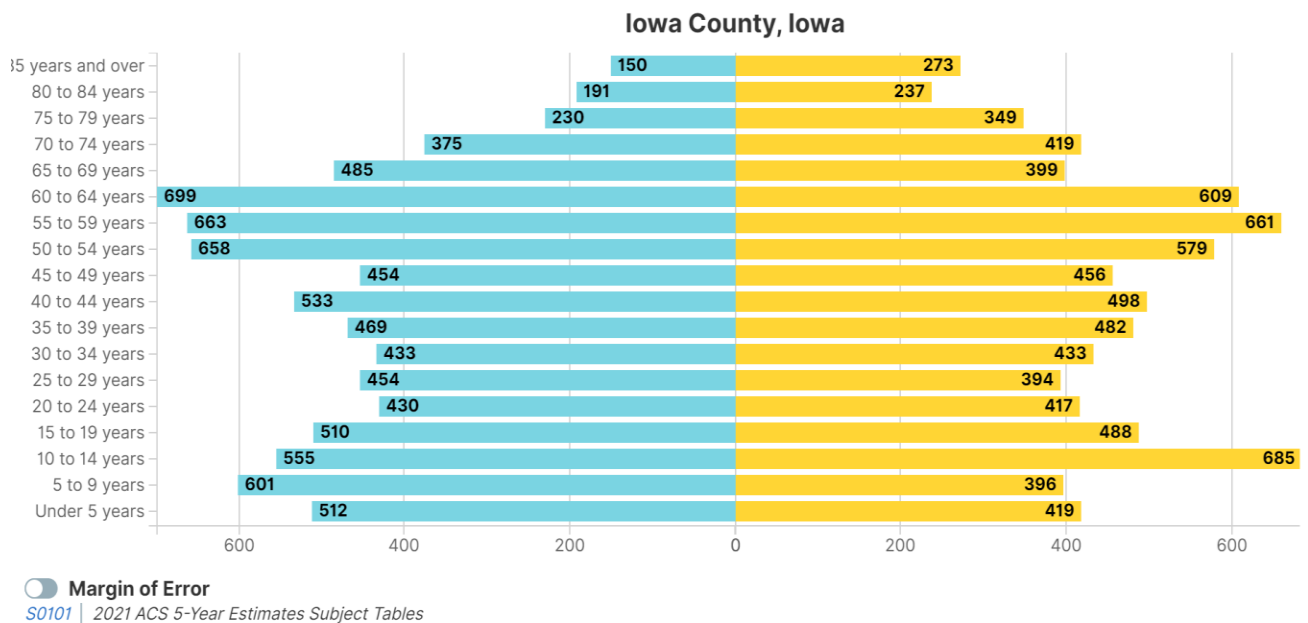
Iowa County, Iowa has 586.5 square miles of land area and is the 26th largest county in Iowa by total area. Iowa County is bordered by Poweshiek County, Linn County, Washington County, Johnson County, Keokuk County, Benton County and Tama County (US Census Bureau).

In Iowa County, 82.2% of the population lives in a low population density area (500 or fewer people per square mile and less than 2,500 people).

## Age and Sex

According to the US Census Bureau, there are 16,662 people estimated to live in Iowa County. The median age is 42.9 years compared to the State median age of 38.9 years. The population pyramid shows the breakdown of age and sex in Iowa County, Iowa.

**Population Pyramid: Population by Age and Sex in Iowa County, Iowa**

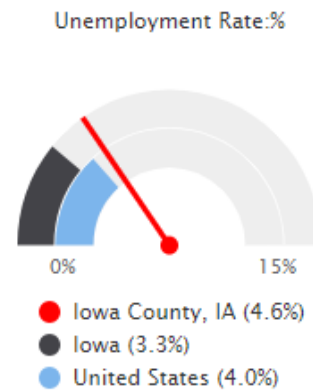


## Race and Ethnicity

<b>Total population in Iowa County, Iowa:</b>	16,662
White alone	15,571
Black or African American alone	111
American Indian and Alaska Native alone	35
Asian alone	94
Native Hawaiian and other Pacific Islander alone	1
Some other race alone	223
Two or more races	627
Hispanic or Latino origin	495

## Unemployment Rate

Total unemployment in Iowa County for August 2023 was 472, or 4.6% of the civilian non-institutionalized population age 16 and older (non-seasonally adjusted). Iowa County had a slightly higher unemployment rate than the State of Iowa and the United States as shown to the right. This indicator is relevant because unemployment creates financial instability and barriers to access including insurance coverage, health services, healthy food, and other necessities that contribute to poor health status.



## Income & Poverty

The Median Household income in Iowa County has estimated income and earnings of \$64,720 compared to the State Median Household income of \$69,588.

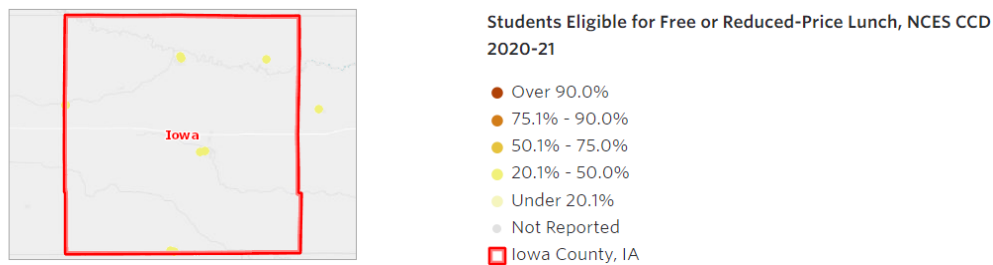
The poverty rate is 9.3% in Iowa County compared to the State rate of 11%. According to the US Census Bureau, 12% of poverty is in under 18 years of age, 9% in 18-64 years of age, and 6.5% in the 65 years and older population.

### Poverty - Children Below 100% FPL

In the report area, 12.03% or 459 children aged 0-17 are living in households with income below the Federal Poverty Level (FPL). This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

### Poverty - Children Eligible for Free/Reduced Price Lunch

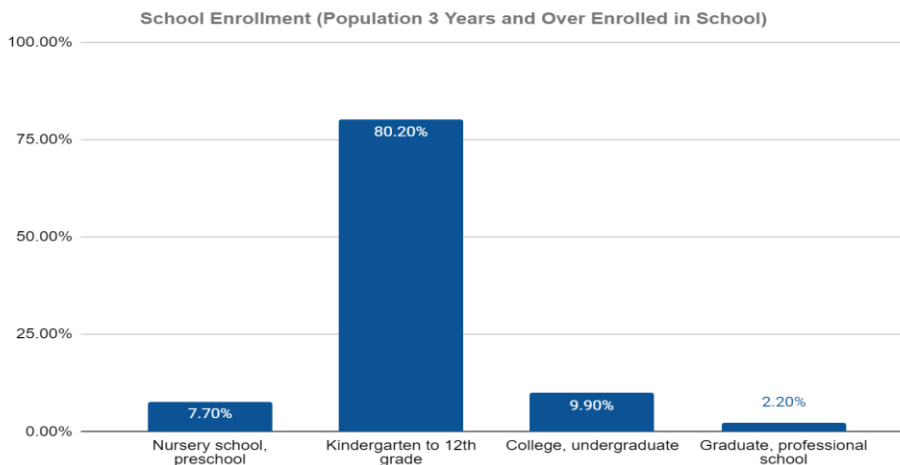
Free or reduced-price lunches are served to qualifying students in families with income under 185 percent (reduced-price) or under 130 percent (free lunch) of the US federal poverty threshold as part of the federal National School Lunch Program (NSLP).



Out of 2,689 public-school students in the report area, 794 children were eligible for the free or reduced-price lunch program in the latest report year. This represents 29.5% of public-school students, which is lower than the state average of 40.1%. *Note: States with more than 80% records "not reported" are suppressed for all geographic areas, including hospital service area, census tract, zip code, school district, county, state, etc.*

### Education & Graduation

According to the US Census Bureau, 80.2% of the school enrolled population in Iowa County is enrolled in kindergarten to 12th grade. The chart below shows a breakdown of the population 3 years and older enrolled in school.



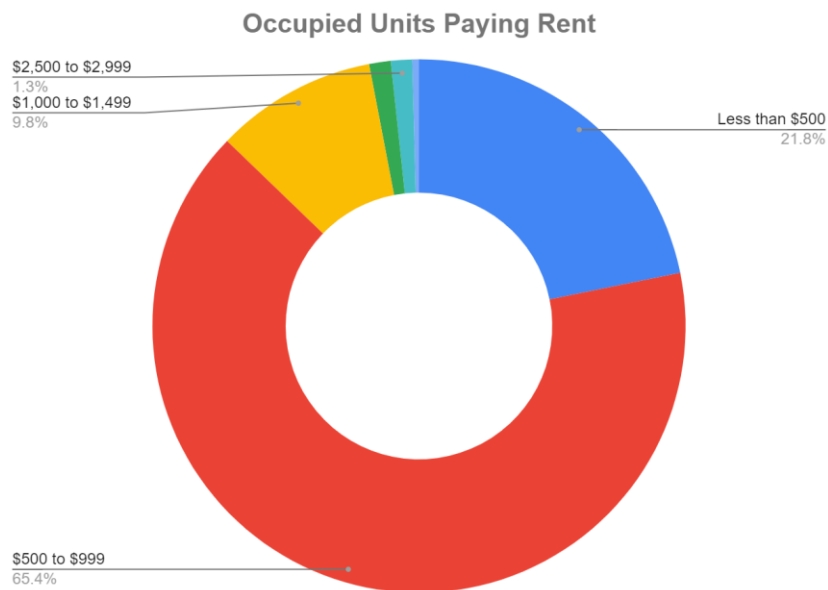
According to the Iowa Department of Education, there are 4 School Districts located entirely in Iowa County. The graduation rates for the 4 school districts in 2022:

School District	Graduation Rate
English Valleys Community School District	93.5%
H-L-V Community School District	91.3%
Iowa Valley Community School District	95.7%
Williamsburg Community School District	96.3%

Of the population 25 years and older, 36.6% have a high school or equivalent degree, 22.5% have some college but no degree, 12.3% have an Associate’s degree, 16.7% have a Bachelor’s degree, and 6.4% have a Graduate or professional degree.

### Housing

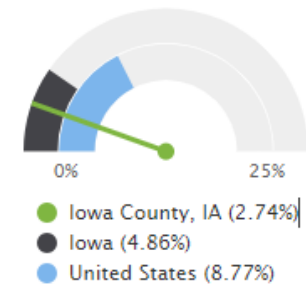
Iowa County has a homeownership rate of 78.7% compared to the State homeownership rate of 72%. Median gross rent in Iowa County is \$650 compared to State Median gross rent of \$891.



## Uninsured Population

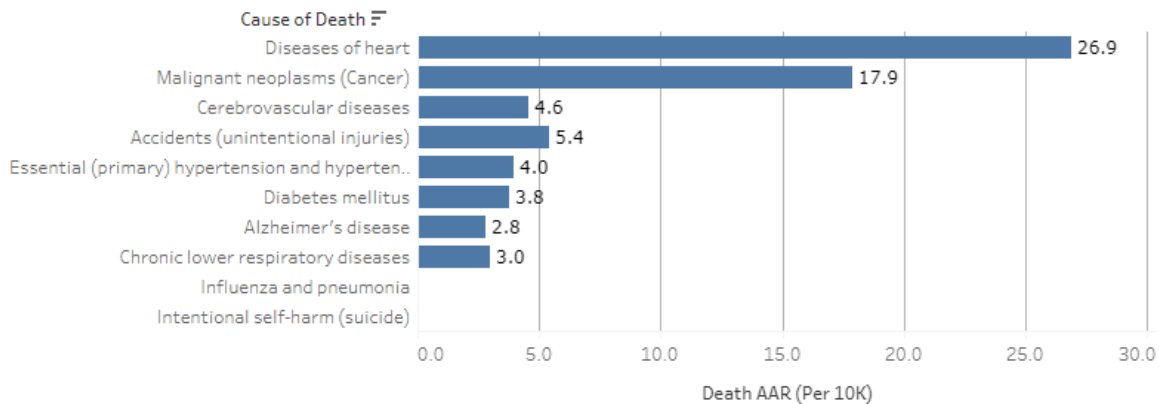
For 2017-2021, there were a total of 448 or 2.74% without health insurance in Iowa County, which is less than the State insured rate of 4.86%. Of the total uninsured, 286 (3.44%) are male and 162 (2.01%) are female. The largest age segment without insurance is 18-64 years with a total of 367 (3.94%) uninsured, followed by less than 18 years with a total of 80 (1.95%) uninsured.

Uninsured Population, Percent



## Health Profile

### County Top 10 Causes of Death - 2021 Iowa County

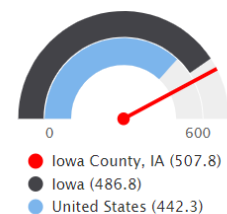


## Cancer

Of the 53 community respondents of the 2023 Community Health Assessment survey, 13 or 24.5% listed cancer as one of the five top health concerns in their community. There were 114 new cases of cancer reported in Iowa County. This means there is a rate of 507.8 for every 100,000 total population<sup>1</sup>.

Report Area	Estimated Total Population	New Cases (Annual Average)	Cancer Incidence Rate (Per 100,000 Population)
Iowa County, IA	22,449	114	507.8
Iowa	3,943,508	19,197	486.8
United States	383,976,486	1,698,328	442.3

Cancer Incidence Rate (Per 100,000 Pop.)



<sup>1</sup> This indicator reports the age adjusted incidence rate (cases per 100,000 population per year) of cancer (all sites) adjusted to 2000 U.S. standard population age groups (Under age 1, 1-4, 5-9, ..., 80-84, 85 and older).



The table below shows counts and age-adjusted incidence rates of the five most common newly diagnosed cancers by site for the 5-year period 2016-2020.

Area Name	Cancer Site	New Cases (Annual Average)	Cancer Incidence Rate (Per 100,000 Population)
Iowa County, Iowa	1 - Breast (All Stages^), 2016-2020	15	131.9
Iowa County, Iowa	2 - Lung & Bronchus (All Stages^), 2016-2020	15	64.4
Iowa County, Iowa	3 - Prostate (All Stages^), 2016-2020	11	100.1
Iowa County, Iowa	4 - Colon & Rectum (All Stages^), 2016-2020	8	38.5
Iowa County, Iowa	5 - Bladder (All Stages^), 2016-2020	8	33.1

### Obesity/Overweight

Of the 53 community respondents of the 2023 Community Health Assessment survey, 21 or 39.6% listed Obesity/Overweight as one of the three top health concerns in their community. In Iowa County, 39% of adults (age 18 and older) had a BMI of 30 or greater (CHR, 2023).



22% of adults reported participating in no physical activity outside of work.

69% of people lived close to a park or recreation facility.

7% of people did not have a reliable source of food.

1% of people had low incomes and did not live close to a grocery store, limiting their ability to access healthy foods.

### Mental Health

Of the 53 community respondents of the 2023 Community Health Assessment survey, 29 or 54.7% listed Mental Health as the top health concern in their community. According to County Health Rankings, Iowa County adults reported that their mental health was not good on 4.4 of the previous 30 days. When looking at frequent mental distress, 44% of Iowa County adults reported experiencing poor mental health for 14 or more of the last 30 days. In 2022, there was 1 mental health provider per 1,040 people registered in Iowa County.

According to the Iowa Tracking Portal in 2021, the State of Iowa had 541 deaths by suicide. Data on suicides was not available for Iowa County due to privacy restrictions for low numbers for adult and teen suicides.

### Youth Mental Health

In 2021, students (in 6th grade, 8th grade, and 11th grade) participated in the Iowa Youth Survey and were asked about their general mental health and presence of suicidal ideation in the past twelve months. Of the Iowa County youth participating in the

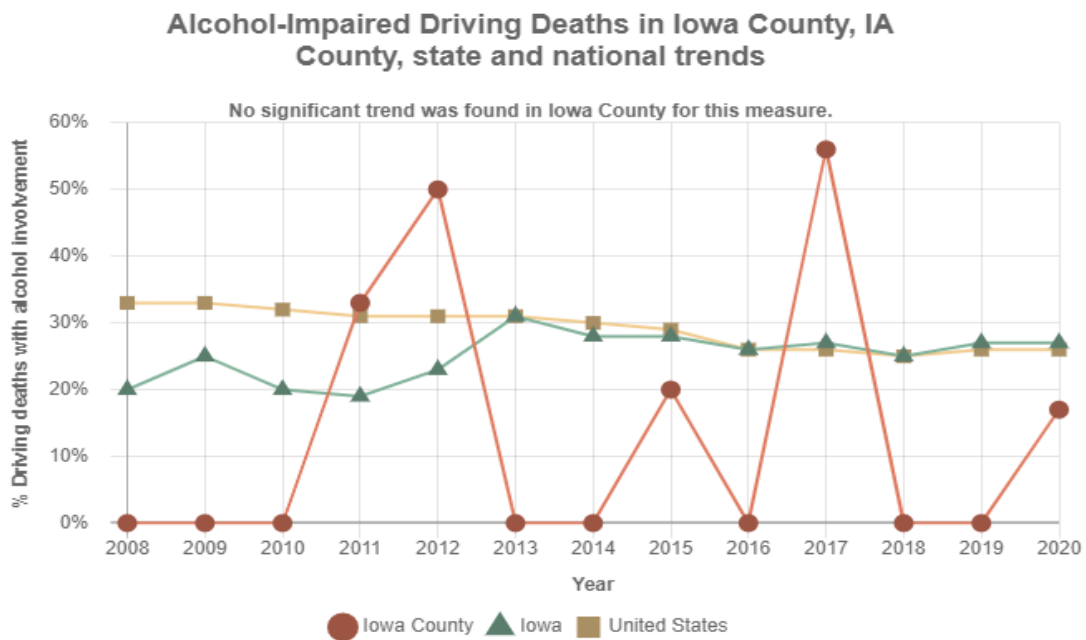
survey; 44% of 6th graders, 37% of 8th graders, and 47% of 11th graders reported feeling sad or hopeless almost every day for 2 weeks or more. 32% of 6th graders, 18% of 8th graders, and 21% of 11th graders responded yes to having thoughts about suicide in the past 12 months. The table below compares Iowa County youth responses to State of Iowa youth responses.

General mental health status measured by feeling sad or hopeless, by grade

	6th Grade		8th Grade		11th Grade	
	State	County	State	County	State	County
Yes	27%	44%	29%	37%	36%	47%
No	73%	56%	71%	63%	64%	53%
# Responding	15,396	48	16,957	54	13,502	38

### Substance Use

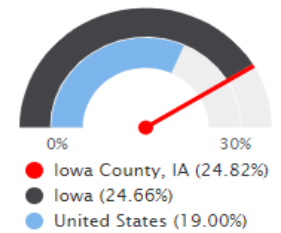
Of the 53 community respondents of the 2023 Community Health Assessment survey, 17 or 32.1% listed Substance Use (such as alcohol, marijuana, other drugs) as one of the three top health concerns in their community.



## Alcohol Consumption

In Iowa County, 3,071, or 24.82% adults self-report excessive drinking<sup>2</sup> in the last 30 days, which is greater than the state rate of 24.66%. Additionally, 18.90% of Iowa County adults aged 18+ reported binge drinking<sup>3</sup> in the last month. The graph above shows motor vehicle crash deaths that involved alcohol in Iowa County compared to the State of Iowa, and the US.

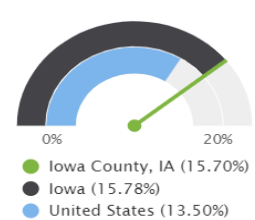
Percentage of Adults Self-Reporting Excessive Drinking, 2020



## Tobacco Use

Of the 53 community respondents of the 2023 Community Health Assessment survey, 11 or 20.8% listed tobacco use as one of the five top health concerns in their community. Iowa County had 15.70% adults (18 years+) report they currently smoke.

Percentage of Adults Age 18+ who are Current Smokers



Iowa County youth (in 6<sup>th</sup>, 8<sup>th</sup>, and 11<sup>th</sup> grades) that participated in the 2021 Iowa Youth Survey were asked if they ever used tobacco or nicotine products. The table below represents the youth survey responses.

	6th Grade		8th Grade		11th Grade	
	Iowa County	State	Iowa County	State	Iowa County	State
Smoked tobacco or used any tobacco products (not including electronic cigarettes)	2%	1%	13%	4%	0%	1%
Used electronic cigarettes, JUUL, vape-pens, e hookah, modbox, or other electronic cigarettes	6%	4%	18%	10%	0%	2%
Used heated tobacco products, heat tobacco sticks or capsules to produce vapor	9%	10%	20%	24%	3%	4%

<sup>2</sup> Excessive drinking is defined as the percentage of the population who report at least one binge drinking episode involving five or more drinks for men and four or more for women over the past 30 days, or heavy drinking involving more than two drinks per day for men and more than one per day for women, over the same time period.

<sup>3</sup> Binge drinking is defined as having five or more drinks (men) or four or more drinks (women) on an occasion in the past 30 days.

When youth participants were asked what types of tobacco/nicotine products were used in the past 30 days, 7% of 6th graders reported using electronic cigarettes followed by 2% used smokeless tobacco. For 8th grade participants, 14% responded with electronic cigarettes and 2% for both smokeless tobacco and smoked cigarettes. For the participants in 11th grade, 17% reported using electronic cigarettes.

## Community Health Improvement Plan

The Community Health Improvement Plan (CHIP) is a process that Local Public Health Agencies engage in every five years and requires community member involvement to make decisions about improving their health. The Health Improvement Plan is developed using the identified areas of need (new and existing) from the Community Health Assessment. The CHA identifies areas of strength and areas in need of improvement for a healthier community in Iowa County. Some of the themes identified and the resulting strategies are in alignment with other local agencies who share a vision of protecting and improving the health of the community.

The top three priorities the CHIP addresses are mental health & illness, nutrition & overweight/obesity, and substance use & addictive behaviors. The goals, objectives, and strategies to address each of the selected health priorities are outlined below. Iowa County Health Department will work with a variety of community partners to implement strategies to meet the objectives.

### **PRIORITY 1: MENTAL HEALTH AND ILLNESS**

Goal: By 2028, improve the understanding of mental health and mental illness, and increase awareness of available resources and services.

*Objective 1-1*: Reduce the percentage of Iowa County youth in grades 6, 8, and 11 who have experienced sadness or hopelessness lasting two weeks or more that resulted in decreased participation in normal activities from 47 percent in 2021 to 30 percent by 2028.

*Strategy 1-1*: Increase parental and teacher awareness of signs and symptoms of youth depression and available services.

*Objective 1-2*: Reduce the percentage of sixth graders who seriously consider attempting suicide from 32 percent in 2021 to 30 percent by 2028.

*Strategy 1-2*: Increase parental and teacher awareness of warning signs for suicide and how to connect individuals in crisis with assistance.

*Objective 1-3:* Decrease the number of poor mental health days, as reported in the Behavioral Risk Factor Surveillance System, from 4.4 days per month in 2021 to 3.0 days per month by 2028.

*Strategy 1-3:* Increase awareness of mental health, mental illness diagnoses, services, and community support through health promotion and social marketing campaigns.

## **PRIORITY 2: NUTRITION AND OVERWEIGHT/OBESITY**

Goal: By 2028, reduce the proportion of Iowa County residents who are considered overweight or obese based on BMI.

*Objective 2-1:* Reduce the proportion of adults who are considered obese based on BMI from 39 percent in 2021 to 35 percent by 2028.

*Strategy 2-1:* Increase awareness of health-related concerns due to overweight and obesity through health promotion and social marketing campaigns.

*Strategy 2-2:* Increase awareness of good nutrition and healthful diets through health promotion and social marketing campaigns.

## **PRIORITY 3: SUBSTANCE USE AND ADDICTIVE BEHAVIORS**

Goal 1: By 2028, reduce the proportion of Iowa County adults who drink excessively.

*Objective 3-1:* Reduce the proportion of Iowa County adults who drink excessively from 25 percent in 2021 to 20 percent by 2028.

*Strategy 3-1:* Use positive education and social marketing campaigns to promote responsible drinking.

Goal 2: By 2028, reduce the proportion of Iowa County adults who currently smoke.

*Objective 3-2:* Reduce tobacco and vaping products by adults from 16 percent in 2021 to 12 percent by 2028.

*Strategy 3-2.1:* Increase awareness of health-related concerns associated with smoking, benefits of quitting, and available support and resources.

*Strategy 3-2.2:* Increase the number of smoke-free public areas in Iowa County, such as parks and other public recreation areas.

*Strategy 3-2.3:* Support efforts to raise the legal smoking age to 21.

## Contact Information

This document is available online at <https://iowacounty.iowa.gov/public-health/>, and upon request. For additional information regarding the Iowa County Health Department 2023-2028 Community Health Assessment and Community Health Improvement Plan, please contact:

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