

Jackson County Health Improvement Plan for 2024-2028

3 areas selected for Health Improvement plan after survey and reviewing community services presently available in county

1-Mental Health- Brain Health

2-Substance Abuse

3-Obesity- Healthy Behaviors

#1-Mental Health-Brain Health

Goal #1- Decrease Stigma of Mental Health Diagnoses by increasing community awareness by 6-30-2027. Measurement to increase community members attending classes for the next 3 years.

Objective- Collaborate with Eastern Iowa Mental Health/Disability Services (MHDS) and Area Substance Abuse Council (ASAC) to explore increasing educational opportunities in Jackson County regarding brain health by June 30, 2027

Strategy: By 6/30/27 Brain Health Classes will be offered 3 times to Jackson County Community populations. Classes include 1. Mental Health First Aide (MHFA)-Youth 2. MHFA- adults 3. Adverse Childhood experiences (ACES)

Responsible/coalition members: Eastern Iowa Health/Disability Services (MSDS) in Jackson County, Public Health and Area Substance Abuse Council-Maquoketa Iowa. Jackson county police and emergency department, Osterhaus Pharmacy, Jackson County Regional Health Center.

#2 Substance Abuse

Goal #2- Decrease the rate of 11th graders reporting it is easy or very easy to access prescription medications not prescribed for them from 36% in 2018 to 30% in 2026. Measurement from Youth Surveys completed in Jackson County.

Strategy: 1. By 2026, explore a media campaign to prevent Youth and Adult Substance abuse in Jackson County 2. Conduct a media campaign aimed at encouraging community members to lock up their prescribed medications in homes. 3. Provide parent training on recognizing the signs of opioid and substance misuse in youth with an evidence based training/campaign by 12-27.

Responsible Party: Opioid workgroup

#3 Obesity- Healthy Behaviors

Goal #3 Reduce/maintain overweight rate in Jackson County, by making residents more aware of eat healthy and increasing physical activity by December 31, 2027.

Objective #1. By 12-27, Raise awareness on Jackson County wellness activities and healthy eating by using social media posts and just talk radio. Usage will be tracked by PH.

Strategy: 1.Help raise awareness and promote the local Farmers Markets with social media and radio shows. Monitor usage of Farmer's Market Vouchers program - Data: 2019 base value- 927, target -2026-945.

2. Increase Social media posts on education/programing about a healthy diet, healthy lifestyle, and exercise programs in Jackson County by 2027.

Objective #2 - Encourage people of all ages to exercise and read by 6-2027.

Strategy #2-Explore/develop/implement "Story Walk" in Jackson County by June of 30, 2027.

Responsible Party: public health, Farmers Market workers, Preston Librarian