2022-2024

Muscatine County
Health Improvement Plan

MUSCATINE COUNTY
Public Health
Prevent. Promote. Protect.

UnityPoint Health
Trinity Muscatine

Improving the health of the people and communities we serve.

Credits and Acknowledgements

We wish to thank those involved for their invaluable collaboration and input toward the 2021 Muscatine County's health needs assessment and improvement planning process.

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Community Focus Groups
- Mississippi Valley Child Protection Center
- Mobilizing for Action through Planning and Partnerships (MAPP) process
- Muscatine Community YMCA – Mujeres Latinas
- Muscatine County Residents
- Muscatine County Stakeholder Committee
- National Public Health Performance Standards Assessment by National Association of County & City Health Officials

- Professional Research Consultants, Inc.
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- Senior Resources, Inc.
- UnityPoint Health – Trinity Muscatine Steering Committee
- UnityPoint Health-Trinity Muscatine Public Health
- Vision 2020 Muscatine
- West Liberty Immigration Coalition

Quad Cities Community Health Assessment Collaborative
- Community Health Care
- Genesis Health System
- Muscatine County Board of Health
- Quad City Health Initiative
- Rock Island County Health Department
- Scott County Health Department
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- UnityPoint Health – Trinity Muscatine

Community Health Assessment Funded by:
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- UnityPoint Health – Trinity Regional Health System

Community Health Assessment Study
- Professional Research Consultants, Inc.
  - 11326 P Street Omaha, NE 68137-2316
  - www.PRCCustomResearch.com
- UnityPoint Health – Trinity Muscatine's Public Health Department

Community Health Improvement Plan Prepared by:
- Christy Roby, UnityPoint Health – Trinity Muscatine's Public Health Director

Community Leaders and Stakeholders Participation
- November 16, 2021 Community Health Assessment Prioritization Event

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Executive Summary

Trinity Muscatine and the Public Health Department are pleased to present the Muscatine County Community Health Improvement Plan (CHIP) 2022-2024. A community's CHIP is developed collaboratively by a partnership of community members (individuals, organizations, agencies) and the local health department. A CHIP is a systematic effort to address health problems in a community based on results from a community health assessment (CHA). The plan recommends priorities for action and is used by health and other governmental, business, education, social service agencies, and organizations to implement policies and programs that promote health.

The improvement plan guides policy and program decisions that optimize health and well-being. Analysis of health, social and economic data, as well as direct input from the community led to the identification of the top needs for improved community health and the selection of priorities that will address these areas of opportunity. The CHIP is a realistic plan that will assist Trinity Muscatine Hospital and the Public Health Department in its role to improve the health of the people and communities they serve. It is designed to provide clear direction based on community and statewide goals. It includes strategies that are measurable and appropriate for influencing policies, systems, and environments to bring optimal change to the county. At the same time, the CHIP plan is flexible. It allows for adjustments in timing, leadership, strategy initiation, and planning.

Because this plan focuses on a restricted number of priorities, not all health issues or community initiatives are identified in the plan. This does not negate the importance of other public health identified needs; nor does it imply that resources and services should not continue for other opportunities as identified in the health needs assessment. The plan is intended to bring the community together around a limited number of issues with the greatest opportunity for health improvement through collective efforts within a three-year timeframe.

Purpose

A Community Health Assessment (CHA) is a process by which community members gain an understanding of the health concerns and needs of the community through their input and participation in community surveys and focus group questionnaires. The steps for conducting our recent CHA can be found within the *2021 Community Health Assessment* available at https://www.unitypoint.org/quadcities/muscatine-public-health.aspx. The community health assessment provided information for problem and asset identification. The data regarding demographic information and health outcomes for the residents of Muscatine County gathered through the CHA, along with other national data, guided the validation of the health priorities chosen by Muscatine County residents, leaders, and stakeholders.

The purpose of this Community Health Improvement Plan (CHIP) is to inform Muscatine County residents of goals and strategies for addressing the priority opportunities identified in the CHA. Initiated in December 2020, the assessment process is part of a broad community initiative to ultimately improve health and quality of life in Muscatine County, Iowa. This plan provides the strategic framework to guide the communities toward optimal health outcomes and wellness for all residents. It is a broad strategic framework for community health and should be modified and adjusted as conditions, resources, and external environmental factors change.

It is important to recognize that multiple factors affect health and there is a dynamic relationship between people and their environments. Where and how we live, work, play, and learn are interconnected aspects that are critical to consider. That is, not only do people's genetics and lifestyle behaviors affect their health, but additional influences such as employment status, food security, or quality of housing correlate to the impact of overall wellness outcomes. The social determinant of health framework addresses the distribution of wellness and illness among a population; its patterns, origins, and implications. The CHIP uses this framework to determine who is healthiest and least healthy in the community, as well as examine the larger social and economic factors associated with outcomes.

This plan uses the assessment-prioritize-planning-implementation-evaluation/reassessment process. This continuous cycle of improvement, also identified through the Ten Essential Public Health Services framework, seeks to move the needle on key health priorities over the course of time.
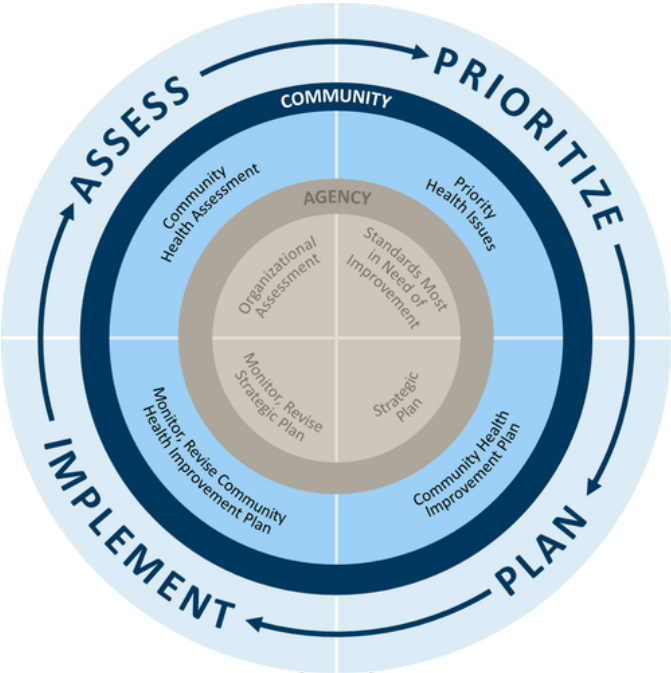
Graphic Source: Minnesota Department of Health

The improvement plan is intended to align and strengthen each organization's commitment to improving the health of the community. Through a collective effort on this overarching framework, a wide range of public health partners and stakeholders who are involved in assessment, planning, and implementation will be able to document measured improvement on these key issues over the next few years. Collaborative partners and residents are encouraged to review the assessed needs, priorities, and goals. The public is encouraged to reflect on the suggested intervention strategies and consider how residents can join this call to action: individually, within organizations, and collectively as a community.

History

Introduction

Unity HealthCare was formed January 1, 1999. It was created as a result of the merger of three distinct entities: Muscatine General Hospital (not for profit county hospital), Muscatine Health Center (for profit physician clinic), and Community Nursing Services (not for profit community nursing and home health/public health service). The intent of this new health care system was to: (1) insure the continued local presence of quality primary health care; (2) make recruiting and retention of health care professionals easier; and (3) maintain community focus and governance of the integrated health care system.

In July 2009, Unity HealthCare became part of Trinity Regional Health System, a senior affiliate of Iowa Health System, the state's first and largest integrated system that serves the health care needs of one-in-three Iowans.   In March of 2010, Unity HealthCare became known as (dba) Trinity Muscatine. In 2013, Iowa Health System adopted the name of (dba) UnityPoint Health to reflect a coordinated system of healthcare delivery more accurately throughout three states.

About Trinity and Public Health

Today, Trinity Muscatine is one of four full-service hospitals operated by UnityPoint Health-Trinity Regional Health System. Together, the four hospitals, Trinity Rock Island, Trinity Moline, Trinity Bettendorf, and Trinity Muscatine provide a total of 584 licensed inpatient beds, serve over 100,000 visitors in the emergency departments, and admit nearly 20,000 patients each year.

Unique to Trinity Muscatine is the partnership with the local public health department that was created when the Muscatine County Board of Supervisors and Board of Health contracted with Unity HealthCare (now dba Trinity Muscatine) to provide the essential public health services.   Working effectively together to address the needs of the community resulted in the two entities collaborating on the Community Health Needs Assessments and Health Improvement Plans (CHNA/HIP).

The Public Health Department delivers over 30 services to optimize health outcomes for Muscatine County and surrounding communities through four basic functions: (1) health surveillance and investigations, planning, and program development; (2) promotion of local health coverage and access to care (medical, dental and mental health); (3) setting and enforcement of standards; and (4) providing health services to populations while continuously assessing social determinants that may impact health equity. The Public Health Department employs over 30 highly qualified and experienced individuals who deliver exceptional care to the people and communities they serve.

UnityPoint Health-Trinity Muscatine continues to provide a full continuum of services that includes a network of physicians, inpatient and outpatient diagnostic care and treatment, home health, hospice, public health, occupational medicine, medical nutrition therapy, diabetes self-management education, and substance abuse services. Regional services include access to a heart care program ranked among the top 10 percent in the country by Health Grades, the nation's leading independent health care ratings organization, a cancer treatment center consistently accredited by the American College of Surgeons Commission on Cancer, and enhanced behavioral and mental health services offered through the Robert Young Center for Community Mental Health.

Mission, Vision, and Values

The Mission of UnityPoint Health-Trinity Muscatine and the Public Health Department are to improve the health of the people and the communities we serve. Our Vision is to deliver the best outcome, every patient, every time.

Statement of Values

Foster Unity

- Use the skills and abilities of each person to enable great teams.
- Collaborate across departments, facilities, business units and regions.
- Seek to understand and be open to diverse thoughts and perspectives.

Own the Moment

- Connect with each person treating them with courtesy, compassion, empathy and respect.
- Enthusiastically engage in our work.
- Be accountable for our individual actions and our team performance.
- Take responsibility for solving problems, regardless of origin.

Champion Excellence

- Commit to the best outcomes and highest quality.
- Have a relentless focus on exceeding expectations.
- Believe in sharing our results, learning from our mistakes and celebrating our successes.
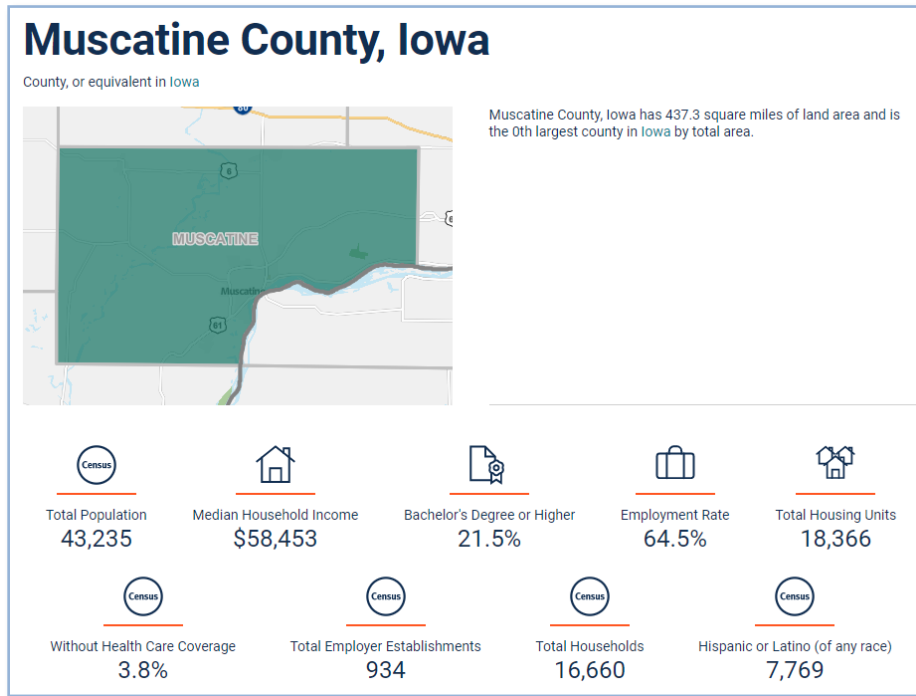
Seize Opportunities

- Embrace and promote innovation and transformation.
- Create partnerships that improve care delivery in our communities.
- Have the courage to challenge the status quo.

UnityPoint Health Roadmap

Muscatine County

Muscatine County, Iowa

County, or equivalent in Iowa

Muscatine County, Iowa has 437.3 square miles of land area and is the 0th largest county in Iowa by total area.

Total Population 43,235	**Median Household Income** $58,453	**Bachelor's Degree or Higher** 21.5%	**Employment Rate** 64.5%	**Total Housing Units** 18,366
Without Health Care Coverage 3.8%	**Total Employer Establishments** 934	**Total Households** 16,660	**Hispanic or Latino (of any race)** 7,769	

v2021 Population, Source: US Census Bureau

Muscatine County Demographics	County	State
Population	43,235	3,155,070
% below 18 years of age	24.7%	23%
% 65 and older	17.2%	17.5%
% Non-Hispanic African American	2.6%	3.9%
% American Indian and Alaskan Native	0.7%	0.5%
% Asian	1.2%	2.7%
% Native Hawaiian/Other Pacific Islander	0.2%	0.2%
% Hispanic	18.3%	6.3%
% Non-Hispanic White	76.2%	85%
% not proficient in English	3%	2%
% Females	49.9%	50.2%
% Rural	25.6%	36%

Source: US Census Bureau and County Health Rankings & Roadmap 2021

Muscatine County is the thirteenth most populated county in the state of Iowa. The population per square mile is 98.18 and the land area is 437.3 square miles with 25.6% being a rural area. There are approximately 43,235 people residing in the county from the most current estimated data from the US Census Bureau.

Further socioeconomic characteristics of Muscatine County as outlined in the Community Health Needs Assessment as obtained through the US Census Bureau are as follows:

- Children ages 0-17 years 24.7%
- Adults 18 to 64 years 58.1%
- Adults 65 years and over 17.2%
- Hispanic population is 17.9% (Iowa is 6%)
- Persons with health insurance under age 65 years 93.9%
- Number of veterans residing in the county 2,066
- Persons living below 100% of the poverty level 10.2%
- Median household income $58,453
- Population age 25+ with a high school diploma or greater 89%
- Population age 25+ with a bachelor's degree or higher 21.5%
- Unemployment rate 2.9% *Source: Bureau of Labor Statistics, November 2021*

Process and Methodology

The 2021 Community Health Assessment was conducted by UnityPoint Health-Trinity Muscatine's Hospital and Public Health Department in collaboration with the Quad Cities regional partners: Genesis Health System, UnityPoint Health-Trinity Quad Cities, Community Health Care, Inc., Rock Island County Health Department, Scott County Health Department, and Quad City Health Initiative. Information obtained through these assessments helped to guide each organization on how to collectively develop health improvement plans that meet the needs of their communities and counties they serve. This was the second collaboration for UnityPoint Health-Trinity Muscatine's Hospital and Public Health Department. The aligned process between counties and healthcare systems provides opportunity for experts to collaborate, a utilization of a national model on strategic planning for city and county health departments, and the opportunity to work with a reputable consultant who conducts qualitative and quantitative research for all areas involved.

This process was guided by the Mobilizing for Action through Planning and Partnerships (MAPP) framework. MAPP is a national strategic model that aims to improve the health of communities by forming partnerships, identifying important issues, and formulating strategies to address these issues.

The first phase of the MAPP process is "Organizing for Success and Partnership Development". This was done by identifying representatives from the regional health care systems and local public health

partners from Rock Island, Scott, and Muscatine Counties. These partners comprised a Core Team to lead the assessment process who met regularly starting in December 2017.

In addition to the Core Team, Trinity Muscatine selected a panel of community stakeholders to participate in the health needs assessments and drive the health improvement plan. This committee consists of representatives of the following sectors in the Muscatine County area: industry, small business owners, civic and community not-for-profit, Diversity/Equity/Inclusion leaders, elected officials, emergency management, emergency medical services, faith-based, foundations, health and human services, law enforcement, pharmacies, health care providers, academic institutes, mental health and substance abuse services, senior services, and transportation.

The second phase was to review a collective community vision, a process of the MAPP framework. This visioning statement was completed with input from Stakeholder Committees with final vetting from the Core Team. The following statement for this health assessment aligns with the Quad City Region for a common vision. The vision for the 2021 community health assessment is: "Muscatine County is united as one vibrant, collaborative community with engaged citizens, safe, thriving neighborhoods, and equitable access and opportunities for overall health and social well-being."

Phase three of MAPP is conducting four assessments gathering both quantitative and qualitative data to create a comprehensive view of health in our community. The "Community Health Status" assessment was conducted by Professional Research Consultants (PRC) through telephone and internet surveys of residents from Muscatine, Scott, and Rock Island Counties. The Core Team worked extensively with PRC to ensure consistent and appropriate survey questions, with comparative national data, were deployed to best meet the comprehensive health assessments for all counties and communities involved. The other assessments in Muscatine County were led by the Public Health Department at Trinity Muscatine which included Community Themes and Strengths.

In following the recommendation of the MAPP process the public health department distributed the Community Themes and Strengths assessments to sub-populations within the community that represent diverse perspectives, knowing that the phone surveys being completed by PRC will capture feedback from a larger population of residents in the county. The Community Themes and Strengths assessment request was provided to the following sub-population groups within Muscatine County through leaders from the respective communities as identified by the Muscatine County Stakeholders. These sub-populations included: African American, Hispanic, Immigrant and Refugee, LGBTQIA+, Seniors (65+), Healthcare, Faith-Based, Individuals Experiencing Food Insecurity, Individuals Experiencing Housing Insecurity, Individuals Managing Mental Health Condition/s, Law Enforcement, Families with School Age Children. These sub-populations were asked to complete the assessments in small group settings in-person or virtually. The groups that participated returned electronic copies of their group discussion summaries.

Summary of Assessment Findings

The following areas of opportunity represent the qualitative and quantitative findings conducted by Professional Resource Consultants, Inc. (PRC).

Access to Health Services
Cancer
Diabetes
Heart Disease & Stroke
Housing
Infant Health & Family Planning
Injury & Violence
Kidney Disease
Mental Health
Nutrition, Physical Activity & Weight
Oral Health
Respiratory Disease
Substance Abuse

2021 full assessment: **https://www.unitypoint.org/quadcities/muscatine-public-health.aspx**

Results gathered by the public health department were analyzed through a prioritizing process that tagged common themes of community concerns and assets that align with findings through PRC. The following results outline the themes across all sub-groups from Muscatine County.

Primary Health Concern Themes:
- COVID-19 pandemic impacts
- Mental Health services and access

Primary Health Concern Solutions:
- Increase education on health and available resources
- Lower barriers to accessing care and services

Mental Health Impact Concerns and Challenges:
- Access Barriers
- Negative Social Determinants of Health (SDOH) impacts
- Need for outreach and education

Mental Health Resources to Consider:
- Education and Outreach
- School Nurses and School Social Workers
- Increased Resources and Services
- Support Groups and Peer Connections

Mental Health Solutions:
- Mental Health Education and Outreach
- Centralization of care, services, and referrals
- Mental Health Center

Physical Activity, Nutrition, and Weight Impact Concerns and Challenges:
- Health Impacts and Chronic Disease
- Ease and Affordability of Processed Foods/Inaccessibility and Expense of Healthy Foods
- Need for Nutrition and Cooking Education

Physical Activity, Nutrition, and Weight Resources to Consider:
- Nutrition, Cooking and Fitness Education and Outreach
- Group Fitness Activities

Physical Activity, Nutrition, and Weight Solutions:
- Free and Low-Cost Nutritional and Activities

Access to Healthcare Impact Concerns and Challenges:
- Insufficient Insurance
- Difficulty Navigating Complex Systems
- Need to Increase Local Healthcare Workforce

Access to Healthcare Resources to Consider:
- Mobile and Community Integrated Resources
- Education on Healthcare Resources and Access
- Growing Local Healthcare Workforce

Access to Healthcare Solutions:
- Grow Local Healthcare Workforce

Additional Themes to Improve Muscatine County Health:
- Increase Education and Outreach
- Coordination of and Collaboration Between Care and Service Providers

Community Prioritization

Prioritization is one of the final steps in creating a health improvement plan for the community. The last three phases of the Mobilizing for Action through Planning and Partnerships (MAPP) framework assisted our community with identifying priorities, defining strategies, and developing an action plan. On November 16, 2021, Trinity Muscatine and the Public Health Department conducted a virtual public forum to introduce the data and areas of opportunities from the health needs assessments and to seek community input on the data. With a coordinated decision-making process, the community strategically prioritized the top two needs that will be the drivers to improve the health of communities over the next three years. The virtual public forum consisted of over 48 residents, leaders, and stakeholders from the Muscatine County area. The participants were armed with prioritization framework when discussing and determining the top priorities. The priorities chosen include objectives and strategies that address the following factors that shape health outcomes for all populations.

Health Equity: By assuring the equal distribution of opportunity and resources, all people can attain the highest level of health. This includes addressing avoidable inequalities, historical and contemporary injustices, and the elimination of health and healthcare disparities; thus providing all residents the opportunity to make choices that allow them to live a long, healthy life, regardless of income, educational achievement, ethnic background, race, gender, age, and place of residence.

Access: All people have timely use of comprehensive integrated and appropriate health services to achieve the best possible health outcome. All residents have access to affordable care, insurance coverage, quality healthcare providers and appropriate transportation.

Prevention: Addresses health problems before they occur rather than after people have shown signs of disease, injury, or disability. 7 out of 10 deaths among Americans each year are from chronic illnesses which are preventable. Therefore, focusing on prevention in our community will help improve health, quality of life and prosperity (CDC, 2014).

Source: www.cdc.gov

Priority 1: Access to Healthcare

Background

According to the National Academy of Sciences, access to health care is defined as having timely use of health services to obtain the best health outcomes. This includes being able to locate a health care system, getting specialty care, and finding providers in which patients can establish a mutually trust. Clinicians note that easy access to health care is important to patients and physicians so they can collectively prevent illness, control urgent episodes, and/or manage lingering conditions, any of which could avoid complications associated with the health conditions.
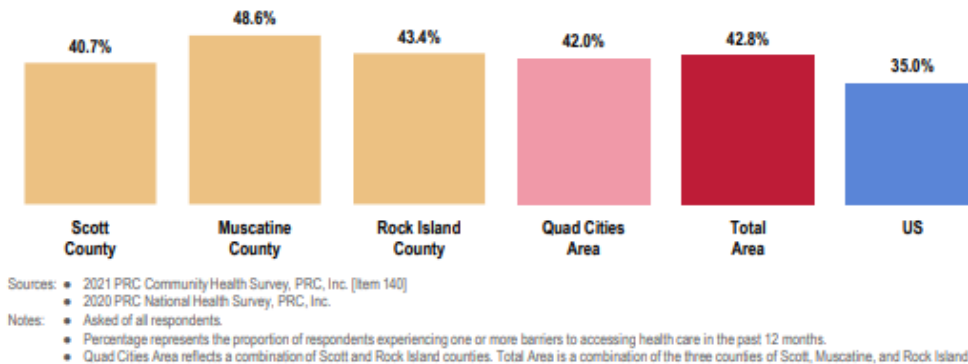
The Office of Disease Prevention and Health Promotion identifies the following as key barriers that negatively impact a person's ability to access care.

• Lack of health insurance coverage

• Limited or reliable transportation

• Shortage of physicians

While expanding access to health care is an important strategy, it is vital to consider ways communities can collectively increase the efficiency of health care delivery.

Community Chosen Priority Area

Experienced Difficulties or Delays of Some Kind in Receiving Needed Health Care in the Past Year

Scott County	Muscatine County	Rock Island County	Quad Cities Area	Total Area	US
40.7%	48.6%	43.4%	42.0%	42.8%	35.0%

Sources: • 2021 PRC Community Health Survey, PRC, Inc. [Item 140]
• 2020 PRC National Health Survey, PRC, Inc.
Notes: • Asked of all respondents.
• Percentage represents the proportion of respondents experiencing one or more barriers to accessing health care in the past 12 months.
• Quad Cities Area reflects a combination of Scott and Rock Island counties. Total Area is a combination of the three counties of Scott, Muscatine, and Rock Island.

According to Professional Research Consultants' 2021 health assessment survey, people cited they had difficulties or delays of some kind in receiving health care in the past year which accounted for nearly half of our Muscatine County residents (48.6%). This is worse than the national figure (35%). Decreases with age and income level are reported more often among women and communities of color. In addition, 7.3% of Muscatine County residents ages 18 to 64 report having no health insurance, 8.6% of all adults reported skipping prescription doses to save money, 13.4% consider their access to be fair to poor, and only 46.6% report that they have access to primary care while 46.5% of our county reported needing to leaving the area for some of their health care needs.

Further community discussion regarding root causes associated with perceived ease of access included:

- Insufficient Insurance
- Difficulty Navigating Complex Systems
- Need to Increase Local Healthcare Workforce

PRIORITY 1: ACCESS TO HEALTH CARE
Goal: Improve access in obtaining health care services for all populations.
Objective: Increase Muscatine County residents' ability to identify, obtain, and access health care services by December 2024.
UnityPoint Health care in 2021. Determine areas of progress and adjustments needed.
Strategy 2: Explore recruitment strategies through local partnerships for loan forgiveness programs or incentives for medical providers to practice in Muscatine County.
Strategy 3: Executive Director of the UPH-Trinity hospital will collaborate with city, county officials, and businesses to align efforts toward this goal.
Strategy 4: Develop an Access to Healthcare Task Force that will create a collaborative approach to recruit and retain quality providers through a collective impact model.

Performance Indicators:
- o   Outmigration for care/Professional Research Consultants, INC. Baseline 2021 Muscatine County: 46.5%
- o   Difficulty obtaining health care/Professional Research Consultants, INC. Muscatine County Baseline 2021: 48.6%
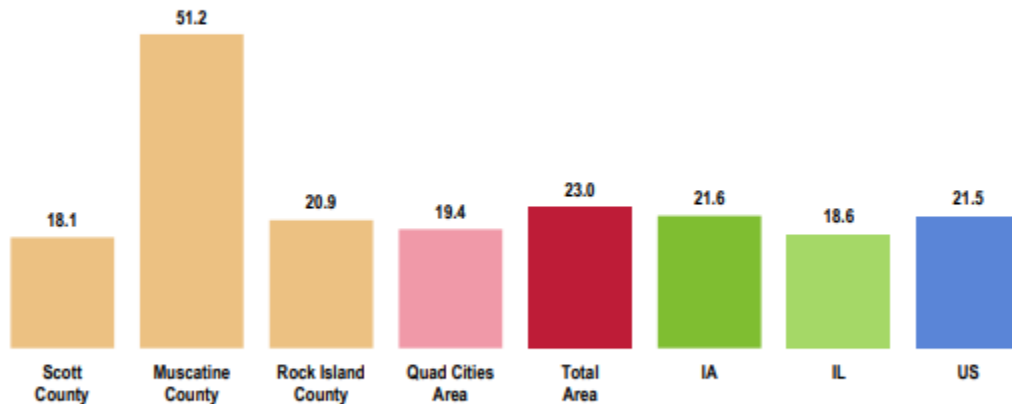
Priority 2: Diabetes

Background

According to Health People 2030, more than 30 million people in the United States have diabetes, and it's the seventh leading cause of death. Often individuals with diabetes don't know they have it which can negatively impact additional health outcomes. For example, poorly controlled or untreated diabetes can lead to leg or foot amputations, vision loss, kidney damage, and other health conditions.

Scientific evidence shows that interventions to help people manage diabetes can help reduce the risk of complications. In addition, there are effective preventative strategies to help people eat healthier, get physical activity, and lose weight which can reduce the on-set of diabetes.

Community Chosen Priority Area

Diabetes: Age-Adjusted Mortality
(2017-2019 Annual Average Deaths per 100,000 Population)

Scott County	18.1
Muscatine County	51.2
Rock Island County	20.9
Quad Cities Area	19.4
Total Area	23.0
IA	21.6
IL	18.6
US	21.5

Sources: • CDC WONDER Online Query System. Centers for Disease Control and Prevention, Epidemiology Program Office, Division of Public Health Surveillance and Informatics. Data extracted August 2021.

Note: • Quad Cities Area reflects a combination of Scott and Rock Island counties. Total Area is a combination of the three counties of Scott, Muscatine, and Rock Island.

Additional community discussion included the data provided by Professional Research Consultants' 2021 survey that identified the following areas of concern.

- Between 2017-2019, there was an annual average age-adjusted diabetes mortality rate of 51.2 deaths per 100,000 population in Muscatine County.
  - Considerably higher in Muscatine County compared to Iowa at 21.6 and the US at 21.5
- 11.2% of Muscatine County adults report having been diagnosed with diabetes.
  - Prevalence increases with age and decreases with income level.
- 10.3% of the Total Area adults have been diagnosed with "pre-diabetes".
- 48.6% of Muscatine County adults report some type of difficulty or delay in obtaining health care services in the past year.
  - Decreases with age and income level and reported more often among women and communities of color.

PRIORITY 2: DIABETES
Goal: Reduce diabetes mortality rates in Muscatine County.
Objective: Increase access to preventative health care in Muscatine County by December 2024.
Strategy 1: Develop a Muscatine Diabetes and Chronic Disease Prevention Task Force.
Strategy 2: Evaluate process of National Diabetes Prevention Programs for Muscatine County.
Strategy 3: Collaborate with community partners to provide education on prevention and intervention serbvices available in Muscatine County.
Strategy 4: Develop public/private partnerships to increase awareness, provide community education and outreach regarding the impact Diabetes.
Strategy 5: Explore additional prevention and intervention programs (best practice or evidence-based) that will be sustainable for communities.

Performance Indicators:
- Prevalence of Diabetes/Professional Research Consultants, INC. Muscatine County Baseline 2021: 11.2%
- Age-Adjusted Diabetes Deaths/Professional Research Consultants, INC. Muscatine County Baseline 2021: 51.2%

Alignment

Muscatine County Health Priorities	Healthy Iowans 2017-2021 Priorities *Revised August 2019* Iowa Department of Public Health	Healthy People 2030
Access to Healthcare	Lack of Primary Care Services	Health Care Access & Quality
Diabetes	Diabetes	Diabetes

Sources: Healthy Iowans - Iowa's Health Improvement Plan and https://health.gov/healthypeople

Sustainability

Sustainability is an important consideration in plan development. Sustaining implementation efforts of the CHIP is an integral component of its success.

1) Creating a strong local public health system by maintaining and developing community partnerships. These partnerships create a platform for ongoing community health improvement.
2) Creating a coordinated health improvement effort that broadens and builds upon successful local initiatives. Engages partners to align efforts and resources to address identified priorities.
3) In creating the plan, significant efforts were made to keep the strategies and actions realistic and manageable for the community and its partners.
4) The CHIP is a living document that will be revised as resources, environment, and situations evolve.

The challenge of "moving the needle" on our health status is great, but together we can have a collective impact on a healthier community.

How to use the CHIP

Healthcare partners can:

Understand the priority health issues within Muscatine County and assist with the implementation of strategies or interventions.
Assist in coordinating programs to reduce redundancy or duplication of efforts.
Share evaluation data on programs that are addressing the prioritized health issues.
Assist with evaluation of strategies in the county.
Remove barriers by seeking to understand and navigate social determinants of health for the people you serve.

Government agencies can:

Use this document in preventative and educational efforts throughout the county.
Work with and collaborate with healthcare partners in evaluating and updating of strategies per health issue.
Evaluate strategies, outcomes, and outputs.
Remove barriers by seeking to understand and navigate social determinants of health for the people you serve.
Share public health data with partners that target the health issues identified in the county.

Community and Faith-Based organizations can:

Understand the prioritized health issues identified and get involved in improving community health.
Advocate with members of your organization about the importance of overall wellness and local community health improvement efforts.
Remove barriers by seeking to understand and navigate social determinants of health for the people you serve.
Identify opportunities within your organization where you can support and encourage participation in the strategies and interventions.
Provide information or evaluation data on efforts of strategies implemented.

Academia (Schools & Colleges) can:

Understand the prioritized health issues identified in the county and help by integrating them into your school or college program curriculum planning.
Remove barriers by seeking to understand and navigate social determinants of health for the students you serve.
Create a healthier academic environment by aligning the CHIP strategies in your wellness plans or policies.
Assist in the promotion or creation of resources that promote community health.

Businesses can:

Use the recommended strategies to make your business a healthy place to work.
Educate your workers on the link between employee health and productivity.
Provide opportunities for wellness and healthy living for their employees.

Residents can:

Become familiar with the CHIP and prioritized health issues in the county.
Get involved in improving community health by volunteering to be part of an initiative or program targeting one of the health issues identified through a community or faith-based organization.
Take an active role in your health and well-being through healthy lifestyles and preventative screenings.

Our Community Matters.