

**2023-2026 SHELBY COUNTY, IOWA
COMMUNITY HEALTH NEEDS
ASSESSMENT + HEALTH
IMPROVEMENT PLAN**



Table of Contents

- Page 3: Shelby County Data and Demographic Breakdown
- Page 4: County Health Rankings
- Pages 4-5: What is a Community Health Improvement Plan
- Page 5: Community Participation
- Pages 6-7: The Community Health Needs Assessment Forum
- Pages 7-8: Next Steps: Formation of the Health Improvement Plan
- Page 9: Commitment to Implement and Communicate Health Improvement Plan progress.

Myrtue Medical Center Process Map



https://www.welldorado.org/content/sites/eldorado/EI_Dorado/Images/CNAProcessChart_021714.jpg

Shelby County Data and Demographic Breakdown

Shelby County is located in west central Iowa. The county includes the cities of Defiance, Earling, Elk Horn, Irwin, Kirkman, Panama, Portsmouth, Shelby, Tennant, Westphalia, and its county seat, Harlan. The county encompasses approximately 590.78 square miles.

Agriculture is the primary industry in Shelby County. Other major industries include banking, technology, insurance, food, education, manufacturing, and health care. These industries contribute significantly to the local economy.

As of 2020, there were 11,746 people in Shelby County, according to the U.S. Census Bureau. The population percent change from April 1, 2010 to April 1, 2020 was a drop of 3.46%. The population density is 19.9 people per square mile.

In 2022, the racial makeup of the county was 93% White, 1.1% Black or African American, 0.7% Native American/Alaska Native, 0.6% Asian, 0.1% Native Hawaiian/Pacific Islander, 3.5% of the population was Hispanic or Latino, and 1.6% from two or more races. 3.3% of the population speaks a language other than English at home. (U.S. Census Bureau)

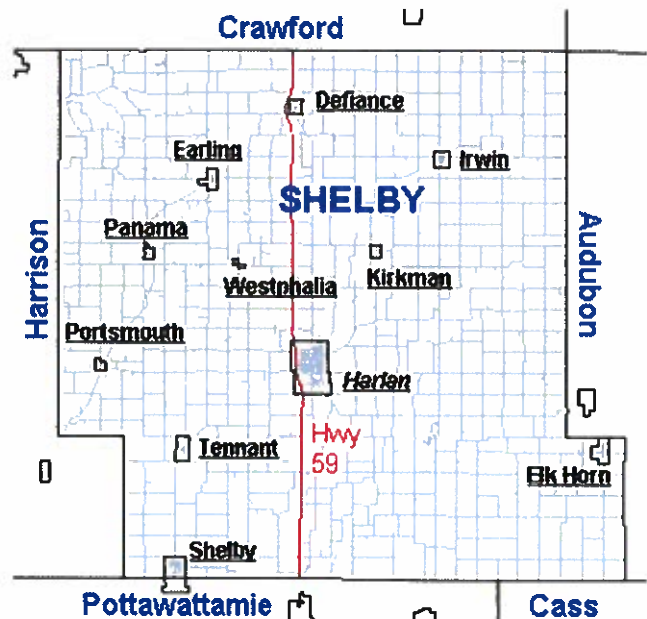
Persons over 65 years of age made up 22.8% of the population, 22.9% of the population was 18 years or under.

There were 5,455 housing units in 2022, with the homeownership rate being 75.2% between 2017-2019. 89.8% of the population lives in the same house for 1 year or more. Average persons per household from 2017-2021 was 2.35.

The median income for a household from 2017-2021 in the county was \$62,222 compared to the state of Iowa's median being \$65,429. 8.0% of the population of Shelby County was living below the poverty line.

A high degree of educational achievement is noted in Shelby County. 93.5% of the population had a high school degree. 22.0% had a bachelor's degree or higher.

Shelby County households with a computer in 2017-2021 was 87.8%. Residents with broadband internet subscription in 2017-2021 was 80.4%.



County Health Rankings

County Health Rankings is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. The data provided through the County Health Rankings program is a starting point for health change in communities across the nation. In Iowa, the rankings are given to all 99 counties, comparing strengths and weaknesses based on standardized criteria. The rankings look at a variety of factors that affect health, like smoking, obesity rates, and high school graduation rates. Each county receives two rankings determined by health outcomes and health factors. Health outcomes represent how healthy a county is while health factors represent what influences the health of the county. Shelby County rankings in 2023 were 33th out of 99. Shelby County is ranked in the 2nd Quartile: 50-75% range for health outcomes and top Quartile: 75-100% in health factors. In 2020, Shelby County ranked 20th in health outcomes and 8th in health factors. In 2019, Shelby County was ranked 29th in health outcomes and 13th in health factors.

Some notable comparative data for Shelby County in 2023 includes:

Measure	Shelby County	Iowa
65 years and older	23%	17%
Diabetes	9%	9%
Smoking	18%	17%
Obesity	39%	37%
Physical Inactivity	23%	23%
Limited Access to Healthy Foods	9%	9%
Injury Deaths	64	70
Primary Care Physician	1910:1	1360:1
Mental Health Provider	780:1	530:1

What is a Community Health Improvement Plan?

Every three years, nonprofit hospitals are required to conduct community health needs assessments to assess population health needs in their communities. In order to identify needs and craft strategies for meeting them, a health needs assessment survey is developed to gain input from the community. Survey results and county-wide health data are utilized by community members/key stakeholders to ascertain gaps and identify unmet needs via a Community Forum. During that meeting, county data and survey results are reviewed, priorities

MYRTUE MEDICAL CENTER COMMUNITY HEALTH IMPROVEMENT PLAN

are identified, and recommendations are made for the health improvement plan. Identified priorities and recommendations are taken back to the Community Health Improvement Plan team

At Myrtue Medical Center to develop evidenced-based objectives and strategies to address the priority needs. This two-part process, Community Health Needs Assessment and Health Improvement Plan (CHNA & HIP), is a fundamental population health element and represents local action to promote and protect the health of Iowans.

Community Participation

The process of assessing community health needs began with a community wide survey that asked participants to evaluate the community's health status. Some questions that were asked were:

- What would a healthier Shelby County look like?
- What do you see as barriers to prevent Shelby County from becoming healthier?
- What are the biggest health issues or concerns in your community?
- What keeps people in your community from seeking medical treatment?
- How well does your health care system meet the community's health needs?



Surveys were distributed to the general population through Shelby County Chamber, Myrtue Medical Center and other community partners. Outreach efforts included social media post and a newspaper press release. 148 residents of Shelby County responded to the survey.

After collecting data through surveys and analyzing trends and common responses, a community forum was held on June 9, 2023 to discuss related community data. From this discussion, community members were tasked with identifying unmet needs and health priorities to improve population health measures in the community. Various members and organizations were invited

MYRTUE MEDICAL CENTER COMMUNITY HEALTH IMPROVEMENT PLAN

to be part of the Community Forums. These members included service organizations such as the Shelby County Wellness Alliance, Behavioral Health, Emergency Management, Medivac, EMS, Law Enforcement, Green Hills Area Education Agency, Board of Supervisors, Department of Health and Human Services, Ministerial Association, Harlan Community Schools, City officials, West Central Community Action, Iowa Western Community College, Harlan Fire Department, Chamber of Commerce, Environmental Health, Long-term care facilities, Catholic Charities, Shelby County Trail Committee, Board of Health, Iowa State Extension, Iowa HHS, business representatives, medical providers, school administrators and personnel, and residents of Shelby County.

The Community Forum

On June 9, 2023, Myrtue Medical Center and their Public Health Department hosted a Community Health Forum. The purpose of this forum was to review survey results, evaluate community health data, and determine the priority health needs of the community. Seth Piro, from Northwest AEA, facilitated discussion to provide community members with the structure, process, and environment to identify health priorities for the Community Health Improvement Plan.

All community participants were given a packet of information prior to the Community Forum upon registration. This information included the CHNA Survey Report and the 2023 CHNA Health Data Review PowerPoint documents; this information provided participants with baseline information needed to be able to fully participate in discussions necessary to identify priorities.

Information Review and Small Group Discussion

The participants were given a summary of the Community Health Needs Assessment process after introductions were made. Public Health provided a review of the 2023 CHNA Survey Data and Demographic Report and the 2023 Community Health Needs Assessment Data PowerPoint. Groups were given individual copies of these documents at their tables for use while discussing health needs and priority issues for resource support for group discussions.

The small groups were asked to answer the question: How can we make Shelby County a healthier community? Each small group selected a moderator and recorder to help discuss and document discussions. The small groups came up with the following suggestions:

- * Increase access to healthcare services by increasing availability and transportation options for residents of Shelby County.
- * Address Environmental Health Issues that negatively influence health outcomes for Shelby County residents.
- * Instill and promote Community Protective Factors to promote healthy brain.

MYRTUE MEDICAL CENTER COMMUNITY HEALTH IMPROVEMENT PLAN

- *Reduce health inequities by addressing social determinants of health through economic development, access to affordable housing, quality childcare, and food security.
- *Reduce the health burden of obesity through proper nutrition and physical exercise.
- *Reduce chronic disease burden in the community through primary prevention and effective health interventions.
- *Decrease alcohol and other drug use in Shelby County among teens and adults.
- *Reduce community violence and interpersonal abuse in Shelby County.
- *Promote vaccinations as recommended by the Advisory Committee on Immunization Practices (ACIP) for all ages in Shelby County.
- *Reduce sexually transmitted infection rates in Shelby County.

Large Group Discussion and Priority Identification

Small groups identified their top priority community health needs. Each small group presented to the large group their identified needs. Each group voted on the needs presented to identify the priorities of the community. Further discussion and brainstorming lead to the following four priorities that Myrtue Medical Center and its Public Health Department will work on in the 2023 Health Improvement Plan:

1. Access to healthcare service
2. Environmental health issues
3. Community protective factors
4. Social determinant of health

Next Steps: Formation of the Health Improvement Plan

A follow-up meeting was held with Barry Jacobsen, CEO of Myrtue Medical Center in early July to discuss the results of the Community Forum. Work groups were set up to look at each of each of the four target areas. These groups will continue to meet to work on plans and processes throughout the next three years along with guidance from the MMC Administrative Team.

The Community Health Improvement Committee chose the following strategic issues to focus on for improvement. The goal is to improve health and wellness services to grow the public value of Myrtue Medical Center. Strategies will be implemented for the priority issues over the course of the three-year length of the 2023-2026 Health Improvement Plan.

Access to Healthcare Services

Overall goal: Improve access to healthcare and support services for all Shelby County Residents

Strategy 1: Utilize a variety of outreach opportunities to facilitate health maintenance.

Strategy 2: Partner with local resources to increase access to transportation for healthcare.

Strategy 3: Develop and implement a transportation that will fill identified gaps.

Strategy 4: Provide promotional activities including education, workshops, integrating

MYRTUE MEDICAL CENTER COMMUNITY HEALTH IMPROVEMENT PLAN

preventative care.

Strategy 5: Expand mental health services to Shelby County residents.

Strategy 6: Myrtue Medical Center will review after-hour options to ensure our patients have convenient availability when needed.

Strategy 7: Myrtue Medical Center will strive to maintain the current services offered and recruit needed and new beneficial service.

Environmental Health issues

Overall goal: Make Shelby County residents aware of ongoing concerns about water access in the midst of continued drought.

Strategy 1: Collaborate with the Shelby County EMA and local fire departments about alternative water sources for fire suppression.

Strategy 2: Provide education to Shelby County residents about ways to conserve water.

Strategy 3: Identify resources in Shelby County to assist with healthy water supply for residential, commercial, and agricultural use.

Strategy 4: Collaborate with community resources to increase community education on well rehab, testing and water testing results.

Overall goal: Increase awareness about radon in Shelby County.

Strategy 1: Collaborate with Shelby County Public Health and Shelby County Environmental Health to educate the public about radon and health effects.

Strategy 2: Inform Shelby County residents where to purchase radon test kits. Assist persons with increase radon level with mitigation resources.

Strategy 3: Research funding sources for radon services.

Community Protective Factors

Overall Goal: Increase awareness of health information, life styles, and chronic illnesses.

Strategy 1: Enhance protective factors for Shelby County residents.

Strategy 2: Collaborate with current community resources to increase community education on the following topics:

- Vaping/Tobacco Use
- Chronic Health Conditions
- Risky Health Behaviors
- Mental Health Issues

Social Determinants of Health

Overall goal: Address social determinants to reduce health inequities.

Strategy 1: Collaborate with childcare providers to educate on community resources.

Strategy 2: Explore opportunities to share information in multiple media platforms.

Strategy 3: Continue screenings to identify depression, suicide risk, and substance use.

Strategy 4: Continue to collaborate with Shelby County Wellness Alliance to document existing programs and resources for healthy food.

Strategy 5: Provide consistent messaging, with a focus of long-term benefits, regarding consumption of healthy food and beverages throughout the community.

Strategy 6: Identify what we need to build and who we need to build for.

Commitment to Implement the CHNA Health Improvement Plan and Communicate Progress

The strategies identified for each priority will require ongoing planning and work to realize improvements anticipated by the community. Each committee will begin the work detailed in the Health Improvement Plan following formal approval. The Community Health Needs Assessment and Health Improvement Plan will be made available on the Myrtue Medical Center website [Harlan Hospital | Myrtue Medical Center](#) and in the Hospital Administration Office. Annual Health Improvement Plan updates will be posted on the Myrtue Medical Center website to communicate ongoing work to the community.