# Cass County 2022 Health Improvement plan

**Date Revised: May 2022**

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## Topic 1

## Mental Health

*Mental Health*

### Goal 1

Identify vision and gaps in mental health services in Cass County AND establish an organization or coalition to lead or guide mental health work in Cass County.

**Alignment with National Plans**

**Alignment with State/Other Plans**

*Mental Health*

### Objective 1.1

Over the next five years an organization or coalition in Cass County leading mental health work will be identified, and a vision and gaps in mental health services will be explored.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | No coalition | 2027 | Coalition formed, vision and gaps in mental health services explored |

**Data Source and Location**

*Mental Health*

### Strategy 1.1-1

Healthy Cass County, Public Health, and Iowa State University Extension and Outreach will be responsible for identifying and including organizations addressing mental health in Cass County and facilitating collaboration.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass, Public Health, Cass ISU Extension | 5/3/2024 |

*Mental Health*

**Strategy 1.1-2**

Work with partners to prioritize and address gaps in services.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass, Public Health, Cass ISU Extension | 5/2/2025 |

*Mental Health*

## Goal 2

Reduce stigma and increase support and understanding for both talking about mental health and getting help.

### Alignment with National Plans

Make It OK - Stop mental illness stigma - “Make It OK” is a campaign to reduce the stigma of mental illnesses. The organizations listed here have pledged their commitment to change the hearts and minds about the misperceptions of mental illnesses by encouraging open conversations and education on the topic

### Alignment with State/Other Plans

https://namiiowa.org/about-nami-iowa/mission/ - “Advocate at the county, state and national levels for non-discriminatory access to quality healthcare, housing, education and employment for people with mental illness.”

*Mental Health*

**Objective 2.1**

Reduce stigma by implementing anti-stigma programming.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | | 2027 | 5 anti-stigma programs |

**Data Source and Location**

*Mental Health*

**Strategy 2.1-1**

Healthy Cass County will work with partners to distribute messages about the importance of reducing stigma across the county via social media, news outlets, and events such as food pantries, farmers markets, the county fair, etc.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
| --- | --- |
| Healthy Cass | 5/3/2023 |

*Mental Health*

**Objective 2.2**

Promote at least two research-based resources per year.

| Baseline Year | Baseline Value | Target Year | Target Value |
| --- | --- | --- | --- |
| 2022 | 1 | 2024 | 2 programs |

**Data Source and Location**

*Mental Health*

**Strategy 2.2-1**

Healthy Cass County will work with partners to distribute messages about resources and services via social media, news outlets, and events such as food pantries, farmers markets, the county fair, etc.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
| --- | --- |
| Healthy Cass | 5/2/2024 |

*Mental Health*

## Goal 3

Strengthen mental health and resilience.

**Alignment with National Plans**

**Alignment with State/Other Plans**

*Mental Health*

**Objective 3.1**

Promote existing and/or develop new locations and opportunities for people to re-connect safely.

| Baseline Year | Baseline Value | Target Year | Target Value |
| --- | --- | --- | --- |
| 2021 | none promoted due to pandemic | 2027 | promote or develop at least one location where people can safely connect |

**Data Source and Location**

*Mental Health*

**Strategy 3.1-1**

Healthy Cass County will work with partners to promote and/or develop locations and programming for people to safely connect.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

## Topic 2

## Quality, Affordable Childcare

*Quality, Affordable Childcare*

### Goal 1

Increase the availability of quality, affordable childcare.

**Alignment with National Plans**

**Alignment with State/Other Plans**

https://earlychildhood.iowa.gov/
Goal 1: Infrastructure: Promote a coordinated infrastructure to advance the early childhood system.
Goal 4: Equitable Access: Ensure that young children and families receive the services they need when they need them.
Goal 5: Quality: Improve the quality of early childhood services for young children and their families across early care and education; health, mental health, and nutrition; and family support services.

*Quality, Affordable Childcare*

### Objective 1.1

Increase capacity of licensed centers and/or registered child development homes.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | 627 | 2027 | 700 |

**Data Source and Location**

Cass County provider capacity 2022: 627(http://ccmis.dhs.state.ia.us/ClientPortal/ProviderSearch.aspx
Related: 2021 kids 0-5 in Cass County 841. If the population continues to change at the rate it has over the past 5 years, there will be approximately 757 children age 0-5 in Cass County in 2026.
https://iowaccrr.org/resources/files/Data/FY21/Trend%202016-21/FY21%20Cass%20Co%205%20yr%20trend.pdf

*Quality, Affordable Childcare*

### Strategy 1.1-1

Approximately 60-70 people in the Griswold area are working on the Griswold Child Development Center (breaking ground fall 2022, with plans to open to 85-100 kids by August 2023). The group continues to raise local funding and as of April 2022 has secured just over 50% of the $2.3M in total project cost.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
| --- | --- |
| Griswold team | 8/31/2023 |

## Topic 3

## Quality, Affordable Housing

*Quality, Affordable Housing*

### Goal 1

Reduce the affordable housing with substandard conditions.

### Alignment with National Plans

Reduce the proportion of families that spend more than 30 percent of income on housing — SDOH-04
https://health.gov/healthypeople/objectives-and-data/browse-objectives/housing-and-homes/reduce-proportion-families-spend-more-30-percent-income-housing-sdoh-04

### Alignment with State/Other Plans

ESD-5 Neighborhood, the built environment, and safe, affordable housing: Decrease the percentage of substandard housing units.* https://idph.iowa.gov/healthy-iowans/plan
ESD-6 Neighborhood, the built environment, and safe, affordable housing: Increase the percentage of children living in neighborhoods with no poorly kept or rundown housing. https://idph.iowa.gov/healthy-iowans/plan (Data Source: Child and Adolescent Health Measurement Initiative. www.cahmi.org. Data Resource Center for Child and Adolescent Health. National Survey of Children's Health. Indicator 7.5. https://www.childhealthdata.org/browse/survey https://www.childhealthdata.org/browse/survey/results?q=8802&r=17 )

*Quality, Affordable Housing*

### Objective 1.1

Reduce the percentage of occupied housing units with one or more substandard conditions.

| Baseline Year | Baseline Value | Target Year | Target Value |
| --- | --- | --- | --- |
| 2020 | 19.97% | 2027 | 15% |

**Data Source and Location**

https://idph.iowa.gov/Portals/1/userfiles/91/CHNA%26HIP/Data%20Reports/Cass%20-%20CARES%20Engagement%20Network%20-%20Full%20Report%202020.pdf
(This indicator reports the number and percentage of owner- and renter-occupied housing units having at least one of the following conditions: 1) lacking complete plumbing facilities, 2) lacking complete kitchen facilities, 3) with 1 or more occupants per room, 4) selected monthly owner costs as a percentage of household income greater than 30%, and 5) gross rent as a percentage of household income greater than 30%. Selected conditions provide information in assessing the quality of the housing inventory and its occupants. This data is used to easily identify homes where the quality of living and housing can be considered substandard. )

*Quality, Affordable Housing*

### Strategy 1.1-1

SWIPCO and other partners will work with City Council's throughout the county to pass ordinances pertaining to rental inspections. These inspections will address building health and safety concerns. The inspections hold landlords accountable to keep their properties livable, improving the health of those occupying the home.

**Strategy Source and Location**

**Strategy Type:** Policy-focused

| Who's Responsible | Target Date |
|---|---|
| SWIPCO and partners | 5/3/2027 |

*Quality, Affordable Housing*

## Goal 2

Reduce lead -based paint exposure in Cass County housing.

### Alignment with National Plans

Reduce blood lead levels in children aged 1 to 5 years — EH-04 https://health.gov/healthypeople/objectives-and-data/browse-objectives/housing-and-homes/reduce-blood-lead-levels-children-aged-1-5-years-eh-04

### Alignment with State/Other Plans

https://idph.iowa.gov/Environmental-Health-Services/Childhood-Lead-Poisoning-Prevention

*Quality, Affordable Housing*

### Objective 2.1

Reduce the percentage of children with confirmed elevated blood lead levels.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2020 | 6.32% | 2027 | 4% |

**Data Source and Location**

https://tracking.idph.iowa.gov/Health/Lead-Poisoning/Annual-Blood-Lead-Testing-Children-Under-6/Children-Tested

*Quality, Affordable Housing*

### Strategy 2.1-1

SWIHTF will assist owner occupied households in improving health concerns by eliminating lead based paint hazards in their homes. Priority will be given to homes with children who have elevated blood lead levels.

**Strategy Source and Location**

**Strategy Type:** Demographic/socioeconomic-focused

| Who's Responsible | Target Date |
|---|---|

# Topic 4

## Services and Support for Older Adults

*Services and Support for Older Adults*

## Goal 1

Increase access to and awareness of resources for older adults.

### Alignment with National Plans

https://www.ncoa.org/

## Alignment with State/Other Plans

Iowa Department on Aging: https://iowaaging.gov/ The Iowa Department on Aging strives to improve the quality of life of older Iowans by connecting them to services provided by Iowa's six Area Agencies on Aging.

*Services and Support for Older Adults*

### Objective 1.1

Identify and promote existing locations and/or seek out and create additional spaces and opportunities for older adults to gather and connect with others.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | no locations promoted | 2027 | 3 locations promoted |

**Data Source and Location**

*Services and Support for Older Adults*

### Strategy 1.1-1

Work with local organizations considering facilities projects to encourage creation of spaces for older adults to gather and access resources.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

*Services and Support for Older Adults*

### Strategy 1.1-2

Reach out to existing older adult groups that are meeting formally and informally to identify where they meet and what resources they use or need.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2024 |

*Services and Support for Older Adults*

### Strategy 1.1-3

Expand and promote volunteer opportunities for older adults.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

*Services and Support for Older Adults*

### Objective 1.2

Identify and mitigate barriers to older adults accessing services such as lack of transportation, limited internet access, or financial constraints.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | no barriers mitigated | 2027 | barriers identified and at least one barrier mitigated |

**Data Source and Location**

*Services and Support for Older Adults*

## Goal 2

Increase services available to older adults.

**Alignment with National Plans**

**Alignment with State/Other Plans**

*Services and Support for Older Adults*

### Objective 2.1

Identify top priorities and implement one new service by 2026.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | no increase in services | 2027 | 2 services expanded or implemented |

**Data Source and Location**

*Services and Support for Older Adults*

### Strategy 2.1-1

Review Formal programs (Senior meal sites, meals on wheels, mental health services, transportation access), Informal programs (Support programs such as pen pals, physical activity groups).

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2024 |

*Services and Support for Older Adults*

### Strategy 2.1-2

Review/Expand and promote volunteer opportunities for people in the community to support older adults.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/4/2026 |

## Topic 5

## Healthy Food Access and Awareness

*Healthy Food Access and Awareness*

### Goal 1

Reduce food insecurity.

### Alignment with National Plans

Reduce household food insecurity and hunger — NWS-01 https://health.gov/healthypeople/objectives-and-data/browse-objectives/nutrition-and-healthy-eating/reduce-household-food-insecurity-and-hunger-nws-01

### Alignment with State/Other Plans

HL-4 Decrease the percentage of Iowans who are food insecure. ( Data Source: Feeding America. Map the Meal Gap. https://map.feedingamerica.org/)

*Healthy Food Access and Awareness*

### Objective 1.1

By 2027, increase the SNAP participation rate from 38.5% to 50%.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | 38.5% | 2027 | 50% |

**Data Source and Location**

https://dhs.iowa.gov/reports/food-assistance-reports/f1-report-v2
*Participation Rate is the percentage of individuals at or below 160% FPL who are receiving SNAP in a given area (County/SA/State). It is calculated by dividing the number of SNAP Recipients in an area (County/SA/State) by the number of persons in that area at or below 160% of the Federal Poverty Level (as counted in the 2015 American Community Survey)

*Healthy Food Access and Awareness*

### Strategy 1.1-1

Explore options for offering additional service hours and additional transportation and/or delivery options for supplemental food services.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

*Healthy Food Access and Awareness*

**Strategy 1.1-2**

Expand accessible locations (equitable coverage and access) for supplemental food services and providers through Grow Another Row and similar programming.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

*Healthy Food Access and Awareness*

**Strategy 1.1-3**

Promote supplemental food sources such as SNAP and WIC programs.

**Strategy Source and Location**

**Strategy Type:** Individual/interpersonal-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

*Healthy Food Access and Awareness*

**Objective 1.2**

Increase utilization of resources and programs on growing fresh produce.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | Establish baseline | | |

**Data Source and Location**

*Healthy Food Access and Awareness*

**Strategy 1.2-1**

Establish a baseline for participation in 2022 by tracking participation in programs such as Cass County ISU Extension food gardening programs, GAR, in addition to grower programs and resources.

**Strategy Source and Location**

**Strategy Type:** Individual/interpersonal-focused

| Who's Responsible | Target Date |
|---|---|
| Cass County ISU Extension | 5/3/2023 |

*Healthy Food Access and Awareness*

## Goal 2

Increase awareness of healthier food choices.

**Alignment with National Plans**

Dietary Guidelines for Americans 2020-2025 (www.dietaryguidelines.gov/)
Healthy People 2030 (https://health.gov/healthypeople)
Increase the proportion of worksites that offer an employee nutrition program — ECBP-D05
https://health.gov/healthypeople/objectives-and-data/browse-objectives/workplace/increase-proportion-worksites-offer-employee-nutrition-program-ecbp-d05

### Alignment with State/Other Plans

https://idph.iowa.gov/healthy-iowans/plan
HL-5 Increase the percentage of adults who eat fruits and/or vegetables five or more times per day. (Data Source: Iowa Behavioral Risk Factor Surveillance System (BRFSS). https://idph.iowa.gov/brfss)
HL-6 Increase the percentage of adults who eat fruit at least one time per day.
HL-7 Increase the percentage of adults who eat vegetables at least one time per day.

*Healthy Food Access and Awareness*

**Objective 2.1**

implement a nutrition (and physical activity) prescription program in the county.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | no program | 2027 | nutrition (and physical activity) prescription program piloted. |

**Data Source and Location**

*Healthy Food Access and Awareness*

**Strategy 2.1-1**

Establish one partnership with a healthcare provider who is willing to implement the nutrition (and physical activity) program into their practice.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2023 |

*Healthy Food Access and Awareness*

**Strategy 2.1-2**

Establish a baseline for participation in the nutrition (and physical activity) program by tracking referrals to listed programs.

**Strategy Source and Location**

**Strategy Type:** Individual/interpersonal-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

## Topic 6

## Physical Fitness and Outdoor Recreation

*Physical Fitness and Outdoor Recreation*

## Goal 1

Enhance or expand physical fitness and outdoor recreation opportunities in Cass County

### Alignment with National Plans

Reduce the proportion of adults who do no physical activity in their free time — PA-01
https://health.gov/healthypeople/objectives-and-data/browse-objectives/physical-activity/reduce-proportion-adults-who-do-no-physical-activity-their-free-time-pa-01

### Alignment with State/Other Plans

HL-12 Increase the percentage of the population with adequate access to locations for physical activity.*
https://idph.iowa.gov/Portals/1/userfiles/91/Healthy%20Iowans/2019%20Revisions/Healthy%20Iowans%202017-2021%20SHIP%202019-8.pdf

*Physical Fitness and Outdoor Recreation*

## Objective 1.1

Implement a nutrition and physical activity prescription program in the county.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | no program | 2027 | physical activity prescription program piloted |

**Data Source and Location**

*Physical Fitness and Outdoor Recreation*

### Strategy 1.1-1

Establish one partnership with a healthcare provider who is willing to implement the nutrition and physical activity program into their practice.

**Strategy Source and Location**

**Strategy Type:** Professional/provider-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2024 |

*Physical Fitness and Outdoor Recreation*

## Objective 1.2

Renovate, expand, or develop indoor and outdoor recreation facilities.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | none developed, renovated, or expanded | 2026 | one facility renovated, expanded, or developed |

**Data Source and Location**

*Physical Fitness and Outdoor Recreation*

### Strategy 1.2-1

Recreation and Quality of Life Steering Committee will identify opportunities, costs, and funders for one recreation facility by 2026.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Recreation and Quality of Life Steering Committee | 1/1/2026 |

*Physical Fitness and Outdoor Recreation*

## Objective 1.3

Meet goals in the Cass County Trails Plan.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | no goals met | 2027 | one goal in Cass County Trails plan met |

**Data Source and Location**

*Physical Fitness and Outdoor Recreation*

## Strategy 1.3-1

Nishna Valley Trails, Cass County Conservation, Atlantic Parks & Rec, and Healthy Cass County will work together to pursue one goal laid out in the plan by 2027.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Nishna Valley Trails, Cass County Conservation, Atlantic Parks & Rec, and Healthy Cass County | 5/3/2027 |

*Physical Fitness and Outdoor Recreation*

## Objective 1.4

Work with at least one city or municipality to upgrade or implement a sidewalk improvement/walkability plan.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2022 | No improvements or walkability plans | 2027 | one in progress |

**Data Source and Location**

*Physical Fitness and Outdoor Recreation*

## Strategy 1.4-1

Healthy Cass County will contact the cities about current plans and needs, and then move forward with finding grants and resources for interested cities.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2024 |

*Physical Fitness and Outdoor Recreation*

**Objective 1.5**

Promote or create at least 3 scheduled community recreation events county-wide every year through 2027.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2021 | Mental Health Walk, Color Run (with libraries), Suicide Awareness Walk | 2027 | 3 events |

**Data Source and Location**

*Physical Fitness and Outdoor Recreation*

**Strategy 1.5-1**

Healthy Cass County will host one event per year.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2023 |

*Physical Fitness and Outdoor Recreation*

**Strategy 1.5-2**

Intentional focus and promotion of activities and opportunities in communities outside of Atlantic.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2024 |

## Topic 7

## Substance Misuse and Addiction

*Substance Misuse and Addiction*

**Goal 1**

Reduce Substance Misuse and Addiction in Cass County residents.

## Alignment with National Plans

Healthy People 2030 (https://health.gov/healthypeople)
Reduce the proportion of people who had alcohol use disorder in the past year — SU-13
Reduce the proportion of people who had marijuana use disorder in the past year — SU-14
Reduce the proportion of people who had drug use disorder in the past year — SU-15
Reduce the proportion of people who had opioid use disorder in the past year — SU-18
Substance Abuse and Mental Health Services Administration http://www.samhsa.gov/priorities

## Alignment with State/Other Plans

https://idph.iowa.gov/healthy-iowans/plan
Goal #4 Reduce excessive and disordered use of alcohol and other drugs, through prevention, treatment, and recovery supports.

*Substance Misuse and Addiction*

### Objective 1.1

Decrease substance misuse and addiction.

| Baseline Year | Baseline Value | Target Year | Target Value |
|---|---|---|---|
| 2020 | Excessive drinking 18% | 2027 | 15% |

**Data Source and Location**
https://idph.iowa.gov/Portals/1/userfiles/91/CHNA%26HIP/Data%20Reports/Cass%20-%20County%20Health%20Rankings%202020.pdf

*Substance Misuse and Addiction*

### Strategy 1.1-1

Publicize local and regional substance misuse and addiction services, such as Quitline, Your Life Iowa, Zion Integrated Behavioral Health Services.

**Strategy Source and Location**

**Strategy Type:** Individual/interpersonal-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2024 |

*Substance Misuse and Addiction*

### Strategy 1.1-2

Establish or strengthen at least one partnership with a local school district that will allow local experts to educate youth yearly on the dangers of substance misuse and addiction.

**Strategy Source and Location**

**Strategy Type:** Community-focused

| Who's Responsible | Target Date |
|---|---|
| Healthy Cass | 5/3/2027 |

*Substance Misuse and Addiction*

### Strategy 1.1-3

Establish at least one event open to the public to educate county residents on the dangers of substance misuse and addiction.

**Strategy Source and Location**

**Strategy Type:** Individual/interpersonal-focused

| **Who's Responsible** | **Target Date** |
| --- | --- |
| Healthy Cass | 5/3/2024 |