

Local Public Health Services Contract Performance Measure FY13

The FY13 Contract Performance Measure is the completion and submission of a written report that addresses monitoring and progress in achieving health improvement goals and strategies that have occurred since the completion of the Community Health Needs Assessment and Health Improvement Plan (CHNA & HIP) report in February 2011.

Instructions

- 1) Click on the green heading below. In the text box above, type the County name in spot that says <insert>.
- 2) From the Community Health Improvement Plan submitted by the BOH in 2011, cut and paste **ALL** the goals and strategies into the corresponding sections on this document.
- 3) Complete the Progress Regarding Strategies section for any strategies that have occurred from **February 27, 2012 to February 26, 2013**.
- 4) Type in the date the Board of Health (contractor) approved the FY13 LPHS Performance Measure.
- 5) Upload completed form electronically to SharePoint per instruction provided in Contract Management Guide by March 31, 2013.

Johnson County

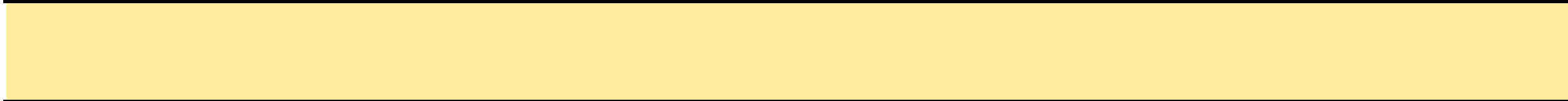
Board of Health (Contractor) Date of Performance Measure Approval

Date: March 28, 2013

Community Health Improvement Plan

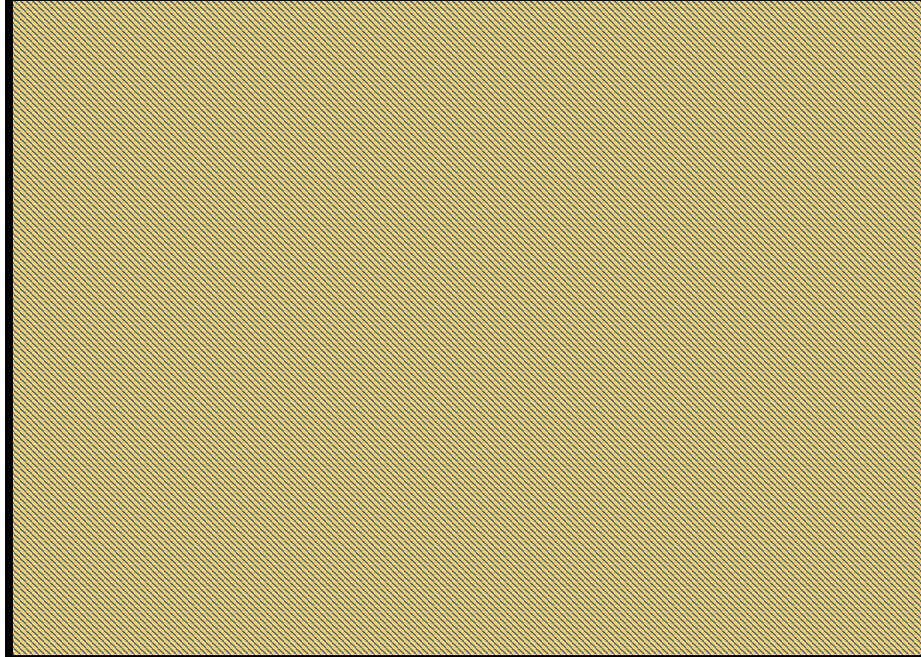
GOAL	Strategies	Progress Regarding Strategies
OBESITY/NUTRITION/PHYSICAL ACTIVITY: JCOTF will support the development of a physical activity promotional program which could be implemented in all school districts with students living in Johnson County.	1. Will pilot a model of Safe Routes to School Walking School Bus in the North Liberty area.	Garner Elementary in North Liberty initiated a Walking School Bus two days/week. Strong school and parent support were key to success. JCPH and an AmeriCorps worker helped to plan routes, conducted training sessions and helped the school kick off the first day. Two additional Elementary schools in the Iowa City School District are organizing a WSB program.
	2. Two times during the year will promote a walk/bike to school day within each school district in Johnson County.	The Alliance for Healthy Living planned and promoted walk/bike to school days with the help of the state's Safe Routes to School staff.
	3. Will support Johnson County area Farm to School. Will support Johnson County area Farm to School chapters' efforts.	There were four Farm to School events held in the Iowa City Community School District in Johnson County. Farmers were invited to give presentations on vegetables, composting and samples were available for children to taste.

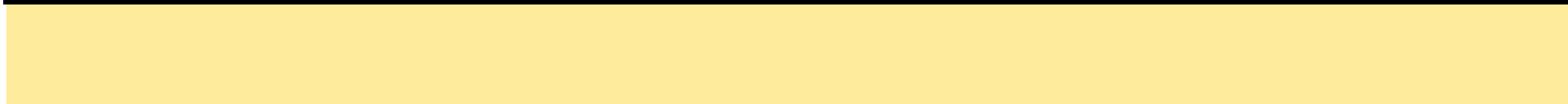
	4. Will explore the possibility of applying to become one of Iowa's Blue Zone Communities.	In November Iowa City was named a Blue Zone demonstration site. Iowa City is in phase two of implementation and will begin formally in 2014.



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<u>OBESITY/NUTRITION/PHYSICAL ACTIVITY</u> : Assess workplace environments & determine how supportive they are in encouraging healthy nutrition and physical activity behaviors by January 1, 2011. Further goals will be set based on environment assessment results	1. Identify the top 10 employers in Johnson County where a workplace environment assessment will take place .	With the addition of the Corridor Worksite Wellness Awards, numerous Johnson County businesses nominated themselves which initiated an onsite assessment of their worksite wellness.
	2. Develop the workplace environment assessment tool.	Numerous assessment tools were incorporated, the CHANGE (Community Health Assessment and Group Evaluation) tool was used as required by our Community Transformation Grant. The DHEW (Designing Healthy Environments at Work) assessment tool was utilized on all of the businesses that were nominated for the Corridor Worksite Wellness Awards. The DHEW was used as it allows for businesses to be compared to one another.
	3. Contact the top 10 employers and assess their workplace environment.	Seven businesses were assessed. Staffing turnover delayed the assessment of all 10 employers.



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<p>ACCESS TO CARE: Gather and summarize at least two new local measurements of uninsured and underinsured citizens in Johnson County by December 2014.</p>	<p>1. Form an ongoing group to discuss data available and collection of needed data</p>	<p>JCPH found a new source of information about IowaCare enrollees and shared it with CHNA/HIP access to care subcommittee members.</p>
	<p>2. Form partnerships with groups already gathering local data (e.g., UI faculty/staff, state/national surveys)</p>	<p>In September 2012, JCPH formed a network of providers for an ongoing medical homes grant that it has received from the Iowa Collaborative Safety Net Provider Network since July 2011.</p>
	<p>3. Gather and summarize the data on a regular basis to help the group select intervention strategies</p>	<p>JCPH shared the IowaCare data with the referral network providers and is asking them to collect data on patients served with Medical Homes grant resources.</p>



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ACCESS TO CARE: Choose and implement an intervention strategy to increase an access to care measure identified as a priority at a local level by December 2014	1. Form an ongoing group to select and implement and access to care intervention	JCPH received funding from the Iowa Collaborative Safety Network for a second year starting July 1, 2012. The second year grant included an initiative to form a network of providers to help control high blood pressure and abnormal cholesterol.
	2. Recruit members from groups already implementing interventions to increase access to care (e.g., UI faculty/staff, social service organizations)	JCPH has continued to update the CHNA/HIP access to care subgroup members on the medical homes projects, but is in the process of combining the CHNA/HIP subgroup with the heart disease referral network.
	3. Select the top two access to care measures, summarized in goal 1, to guide intervention selection	Some of the objectives the referral network has begun implementing include distributing heart disease prevention literature, pharmacy vouchers for uninsured clients of safety net providers, and sharing lifestyle modification interventions among providers.
	4. Summarize interventions with evidence for changing the measures selected in strategy 3	

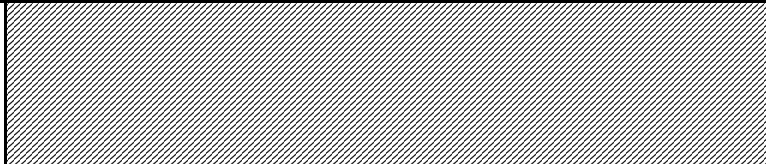
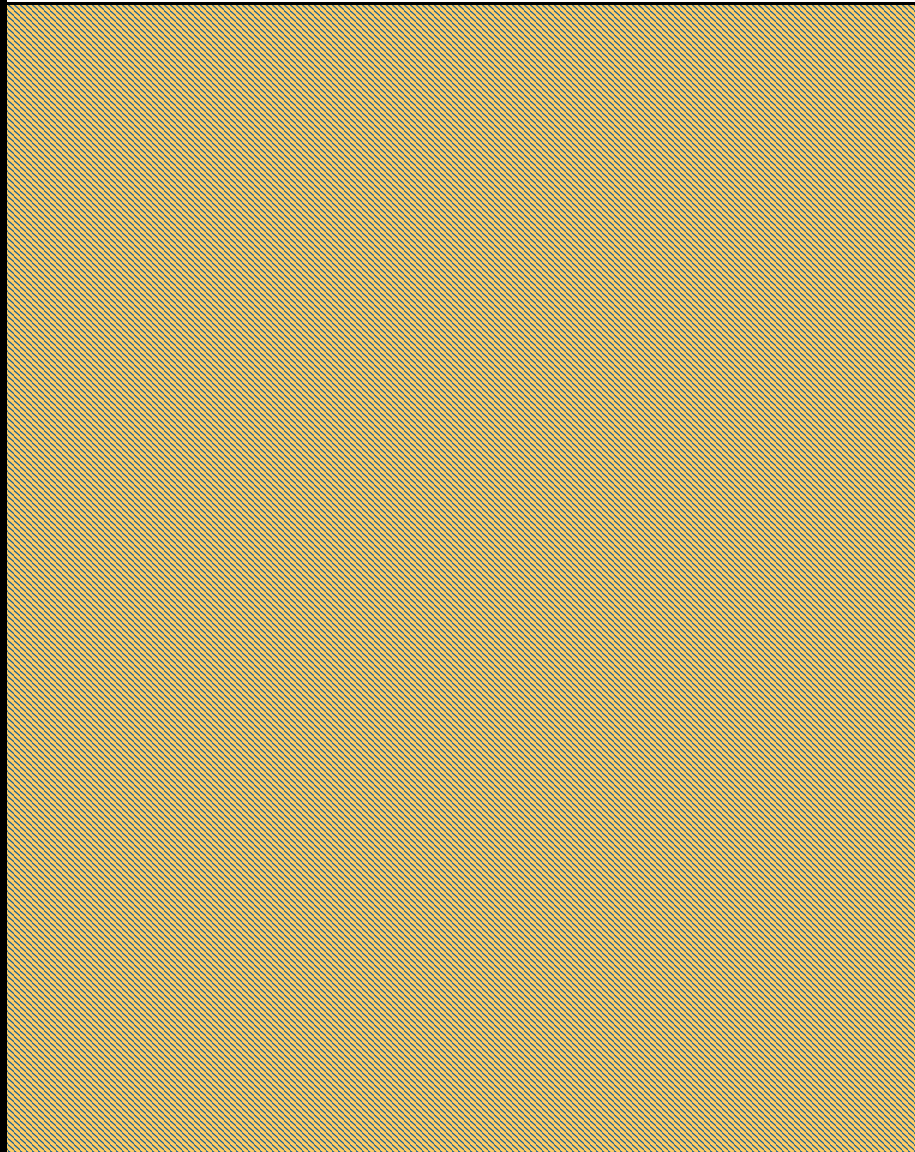
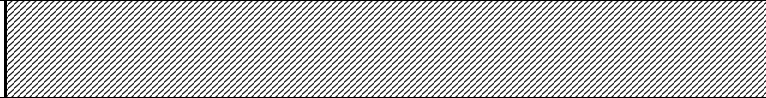
GOAL	Strategies	Progress Regarding Strategies
ACCESS TO CARE: Increase community awareness of low-cost or free health care options	1. Form a group to develop a series of resource listings for low-cost and free health care and a strategy to market it	JCPH drafted three resource lists in 2012 for free and low-cost healthcare (general medical care, urgent or emergency care, and prescription assistance with feedback from the access to care subgroup.

2. Develop a series of resource listings for low-cost and free healthcare options(e.g., general care, prescriptions, urgent/emergency)

JCPH also distributed the general medical care list to the access to care subgroup members and the heart disease provider referral network.

3. Recruit interested providers to distribute developed material in print and online

In progress.

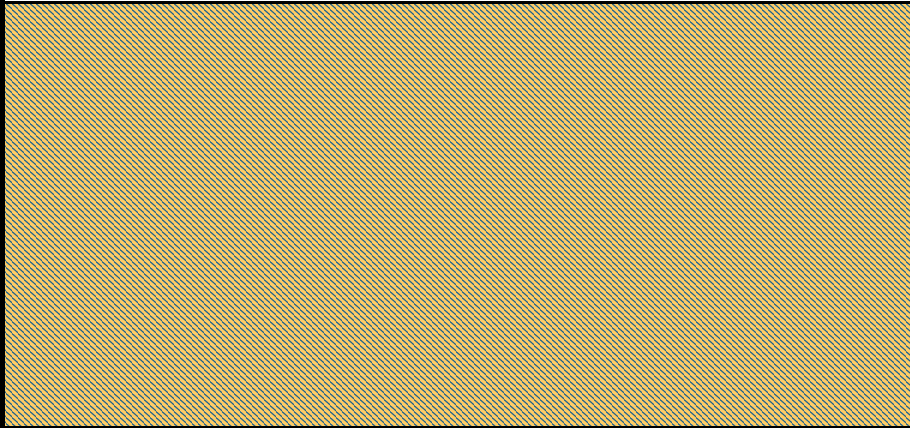
GOAL	Strategies	Progress Regarding Strategies
<p><u>MENTAL HEALTH: Develop and implement a public awareness campaign about suicide to reduce stigma and increase access to care.</u></p>	<p>1. Create/find locally based suicide prevention materials such as handouts, brochures with key suicide prevention messages, websites, resources information, etc.</p>	
	<p>a) Create a general display of prevention information and resource materials for use at resource fairs and community events.</p>	<p>It was decided that the first step to creating a display board would be to create an updated logo for the JCSPC (Johnson County Suicide Prevention Coalition). The committee hired a local graphic designer to create the new logo, it was approved by the overall JCSPC membership, and now the logo is in use on JCSPC social and print media materials. Committee has brainstormed ideas for content and style of the display and has been working with the graphic designer to move forward with this objective. A temporary display board is currently in use. Additionally, Vision and Values statements for JCSPC were drafted and adopted by vote of the Coalition.</p>
	<p>b) Identify and engage appropriate community groups and leaders to support information distribution.</p>	<p>The committee advocated to library staff, the Johnson County Board of Supervisors, and City of Iowa City elected officials to help with information distribution (i.e., proclamations and displays). Information was also distributed at the local Out of the Darkness Walk (in participant bags) and at University of Iowa and Kirkwood College health fair booths. The Crisis Center partnered with NAMI in updating the Tell Me Where to Turn resource booklets, and with local hospitals (University of Iowa, Mercy, and the VA) in handing out information packets to families of suicidal patients at time of discharge. Also, one committee member worked with the national coordinator of Crisis Chat to run some Google Ads and to improve Google search results in the hopes of leading more people to the Crisis Chat website.</p>
	<p>2. Engage local media in publicizing suicide as a public health problem.</p>	
	<p>a) Produce PSAs, news articles, public speaking opportunities focused on specific at-risk populations.</p>	<p>Every parent of a high schooler in the Iowa City Community School District got a notice about their child participating in TeenScreen, a depression/suicide screening tool for teenagers. This program alerted parents and their children about the risk of suicide among youth.</p>

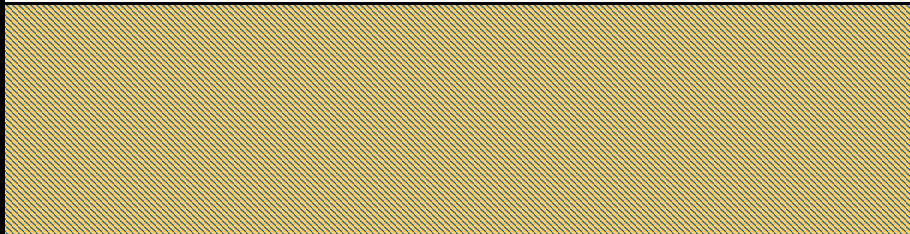
<p>b) Partner with the media on their critical role in suicide prevention, recommending the use of the new recommendations for reporting on suicide.</p>	<p>A 7-8 page media kit about suicide prevention was sent to members of the local media this year. This media kit included Suicide Prevention Awareness Week proclamation language. Crisis Center of Johnson County staff spoke about local crisis services and bringing national speakers on suicide (Dr. Michael Myers and Carla Fine) to the area on Iowa Public Radio's River to River episode titled "Coping with Suicide and Prevention" in October 2012. Crisis Center staff also appeared on the Dottie Ray radio show and were featured in an Iowa City Press-Citizen article in October 2012.</p>
<p>c) Hold a Lunch and Learn with someone impacted by mental illness; promote to local media.</p>	<p>The committee decided against this strategy, as NAMI already holds regular Lunch and Learns in the area.</p>
<p>3. Plan suicide prevention week activities in the community.</p>	
<p>a) Include information in church bulletins and company newsletters for suicide prevention week.</p>	<p>A list of local worksite and church bulletin contact information was assembled for use in future years. The committee used social media to get the word out this year. The Johnson County Suicide Prevention Coalition made twenty posts relating to suicide prevention and awareness on its Facebook page during the month of September alone.</p>
<p>b) Create suicide prevention displays for the month of September at the Coralville, Iowa City and North Liberty libraries.</p>	<p>Suicide Prevention and Awareness information displays were placed in Coralville, Iowa City, and North Liberty public libraries during the month of September. These displays included free coalition-branded wrist bands, honor beads (purple = lost someone to suicide, blue = support the cause), lists of recommended library books relating to suicide, and resource information.</p>
<p>c) Write city and county proclamations declaring suicide prevention week.</p>	<p>City and County proclamations were prepared for Iowa City and Johnson County. The Johnson County Board of Supervisors read the proclamation at a September meeting. A proclamation was also submitted to the City of Iowa City, but it was past the deadline for submission.</p>


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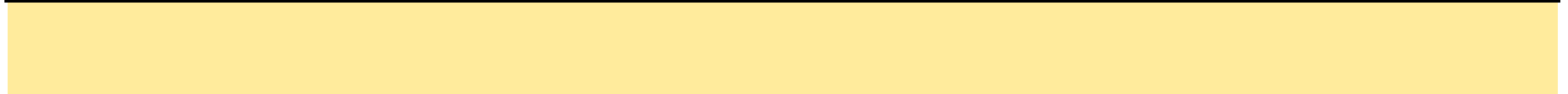
MENTAL HEALTH: Increase awareness of mental health and substance abuse services.

<p>1. Promote the use of the Crisis Center's 24-hour crisis line, the National Suicide Prevention Lifeline, and crisis chat services.</p>	
<p>a) Develop/find a business-size card with the emergency phone numbers and distribute it in public places. --(Use Crisis Center magnets and/or NAMI's cards)</p>	<p>This project was abandoned because we decided to instead use Crisis Center's existing magnets and NAMI of Johnson County's existing resource cards for this purpose. Crisis Center brochures and magnets were distributed to over 100 Resident Assistants at the University of Iowa.</p>
<p>b) Create a general display of prevention information and resource materials for use at resource fairs and community events.</p>	<p>It was decided that the first step to creating a display board would be to create an updated logo for the JCSPC (Johnson County Suicide Prevention Coalition). The committee hired a local graphic designer to create the new logo, it was approved by the overall JCSPC membership, and now the logo is in use on JCSPC social and print media materials. Committee has brainstormed ideas for content and style of display and has been working with the graphic designer to move forward with this objective. A temporary display board is currently in use. Additionally, Vision and Values statements for JCSPC were drafted and adopted by vote of the Coalition.</p>
<p>c) Produce radio and television PSAs that encourage the use of crisis services.</p>	<p>No PSAs were produced. However, Johnson County Suicide Prevention Coalition members were featured at least three times in print and seven times on the radio during 2012. Topics covered included Suicide Prevention Awareness Week, Crisis Chat (online messaging), the national suicide prevention hotline, and the Out of the Darkness Walk.</p>

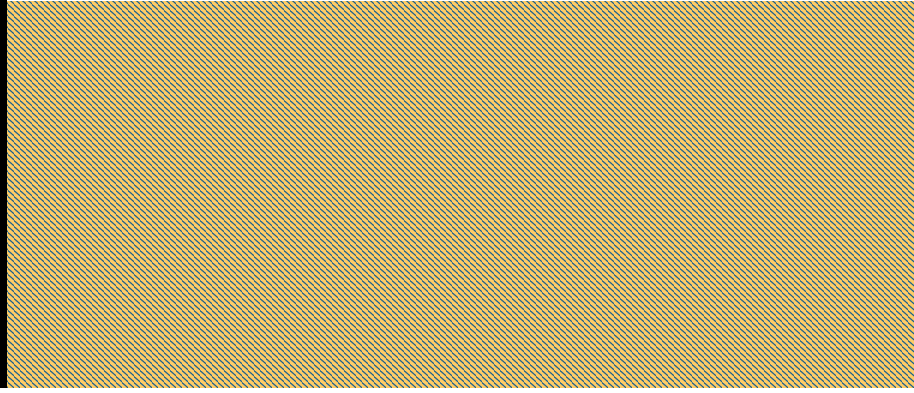
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ALCOHOL SAFETY: Assemble compendium of strategic plans and initiatives addressing alcohol problems in Johnson County.	1. Contact Partnership for Alcohol Safety (PAS), University of Iowa, JJYD, MECCA, and other partners for copies of plans. Assemble electronically.	Completed in previous years
		

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ALCOHOL SAFETY: Increase awareness of alcohol risk among students in K-12 and college freshmen and their parents.	1. Assess current status of alcohol education: a) University of Iowa- freshmen alcohol education; b)K-12 requirements (elementary status unknown; LifeSkills used in Jr. Highs; HS has mandatory health classes but extent of alcohol education unknown)	No action in 2012
	2. Develop a Guidebook for Talking to Students About Alcohol Use. Provide the Guidebook electronically on HD, schools, MECCA and other organization websites. Provide printed guidebook as needed. Use graduate student under mentorship of community orgs to pull together information.	Guidebook developed in 2011

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<p>ALCOHOL SAFETY: Change State policy and legislation to allow more control over liquor licenses at the local level</p>	<p>1. Work with municipalities to develop model legislative language needed to effect local control. Explore models from other States on liquor license policies. Enlist support of League of Cities, ISAC and other advocacy groups to develop legislative strategy</p>	<p>The Partnership for Alcohol Safety (PAS) coordinator attended Iowa Alcoholic Beverages Division (ABD) commission meetings and the ABD Symposium in Sioux City to advocate for research-based policies at the state level that would benefit Iowa City in terms of reducing high-risk drinking and its negative consequences.</p>
	<p>2. Work with municipal leaders to identify local policies to move towards local consistency (i.e. server training; bar entry age; compliance checks, etc.)</p>	<p>Several meetings were held during 2012 between Iowa City police officers, City officials, and downtown bar owners to continue opening lines of communication and facilitate greater collaborative problem solving.</p>



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<p>ALCOHOL SAFETY: Reduce access to alcohol by underage or intoxicated individuals</p>	<p>1. Assess level of server training currently in place.</p>	<p>In the summer of 2012, a UI student volunteered for PAS by conducting a survey with downtown alcohol licensees to determine their awareness of the new I-PACT program and the extent to which they were using it to train their employees. The process of conducting the survey increased awareness of and participation in I-PACT among downtown licensees and their employees.</p>



2. Advocate mandatory TIPS training for all persons serving alcohol.

a. PAS and Strategic Prevention Framework - State Incentive Grant (SPF-SIG) partners have been discussing the need for training with policy makers and license holders (see above). In the meantime, ABD has made available a free server training on-line. Local partners have been encouraging and marketing that training. Completion of I-PACT by employees of Iowa City alcohol licensees was among the highest in the state with over 1300 employees from Johnson County completing the training in 2012.

3. Decrease the density of downtown Iowa City alcohol outlets. a) Review bar density requirements in IC zoning ordinance to identify potential weaknesses; b) Continue to work with the Downtown Diversity group from PAS to explore and promote non-alcohol-based business for the downtown area.

a. In 2012, the downtown took a leap forward with the formation of the Iowa City Downtown District (ICDD), a non-profit organization funded through contributions from property taxes assessed to properties in downtown Iowa City and the Northside Marketplace and financial support from the University of Iowa.

b. The City Council, in partnership with the ICDD, approved a new police officer walking beat position (paid in part by ICDD) that will start in 2013 and exclusively serve the district during afternoon and evening hours.

c. The "Vito's" property is being rehabilitated to convert a ground floor drinking establishment with no upper floor uses into a retail and cinema entertainment center with second floor professional offices.

d. The single story "Wells Fargo" property on the Pedestrian Mall is being redeveloped to accommodate a 14-story retail, office and residential mixed-use building scheduled for completion in late 2013.

e. The City is currently negotiating a development agreement for the repurposing of the former "Fieldhouse" property that would convert the space from a large drinking establishment to retail and office use.


f. In addition to the specific projects mentioned above, the City Council created a density based zoning incentive that encourages the construction of Class A office space in the central business district. City staff members are currently working on a façade improvement program that will further

4. Encourage uniform enforcement of underage drinking laws and advocate for strategies as recommended by law enforcement and other municipal leaders

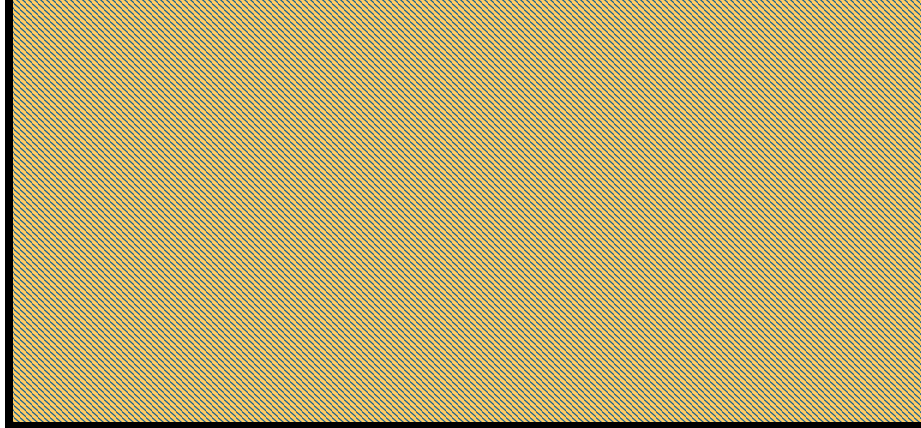
a. The City of Iowa City made some technical changes to its nuisance property ordinance making it easier to hold property owners responsible for underage drinking and parties taking place on their property.
b. The SPF-SIG began development of materials to be used in discussing Social Host ordinances in the County and municipalities which currently do not have comparable tools. Model legislation and ordinances from other municipalities and counties in Iowa have been collected and a first draft of the Social Host toolkit has been assembled.

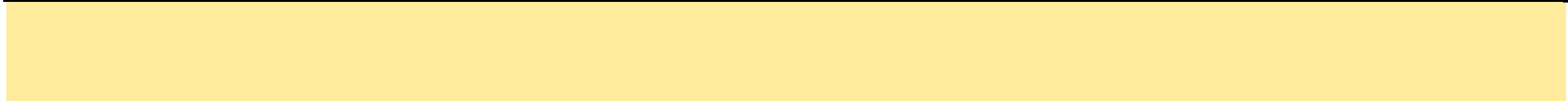
5. Encourage restriction of marketing of alcoholic beverages clearly targeted to underage persons – alcopops.

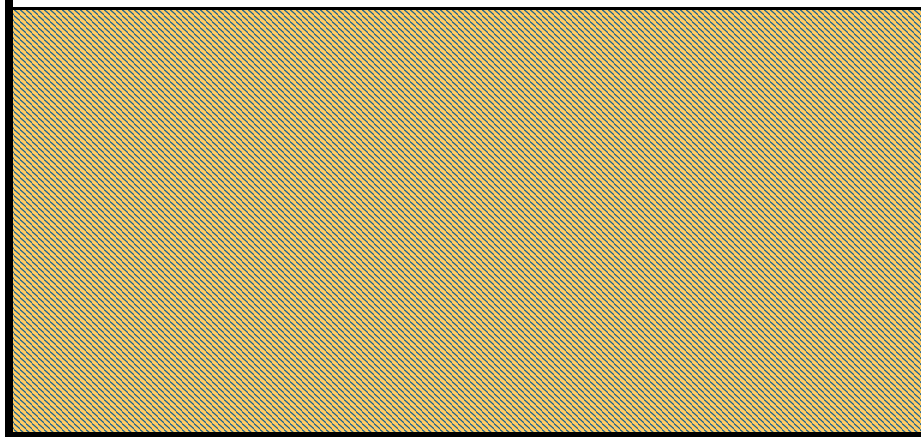
No action in 2012

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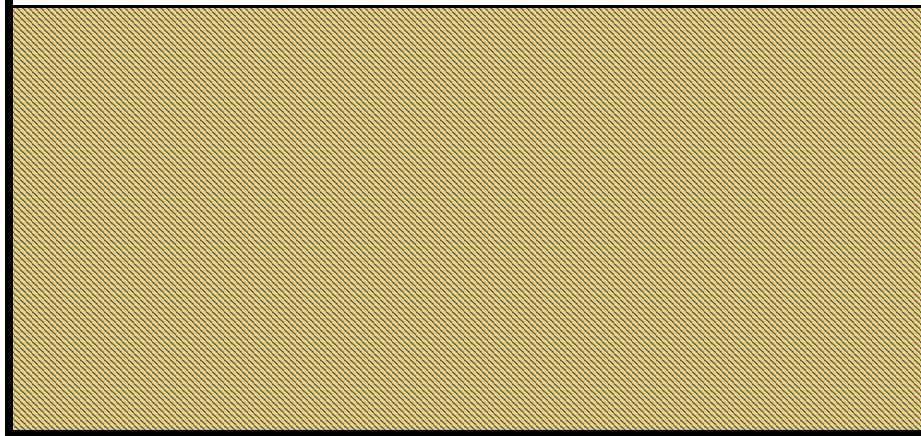


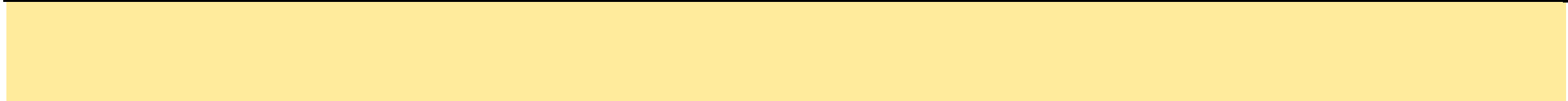
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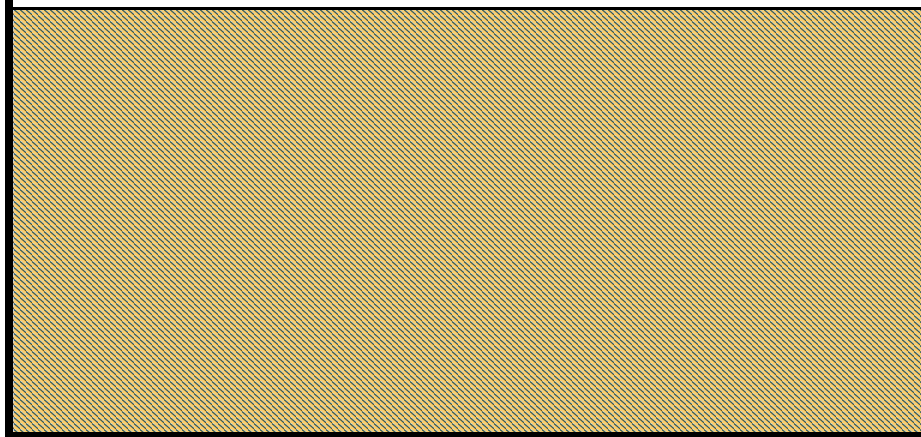


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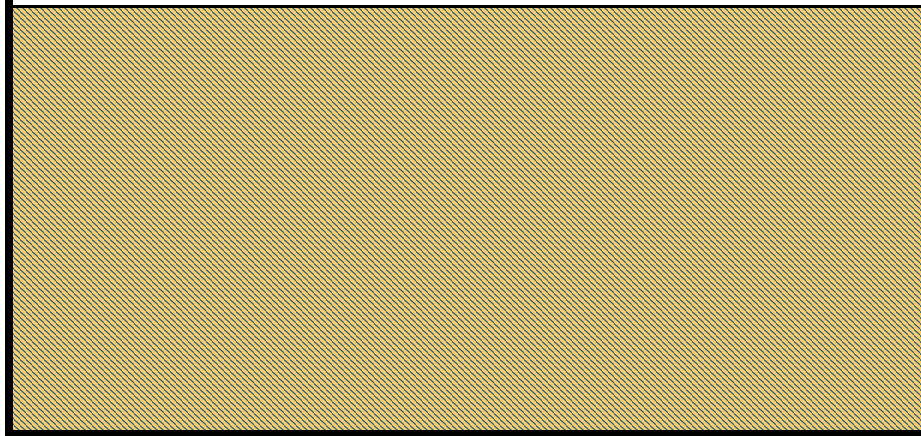


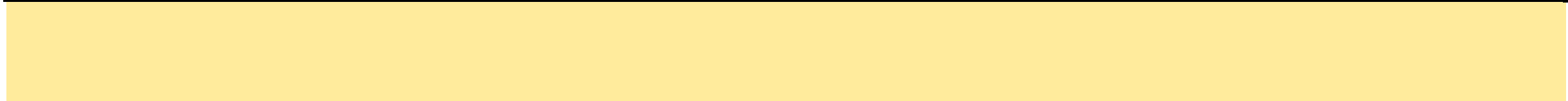
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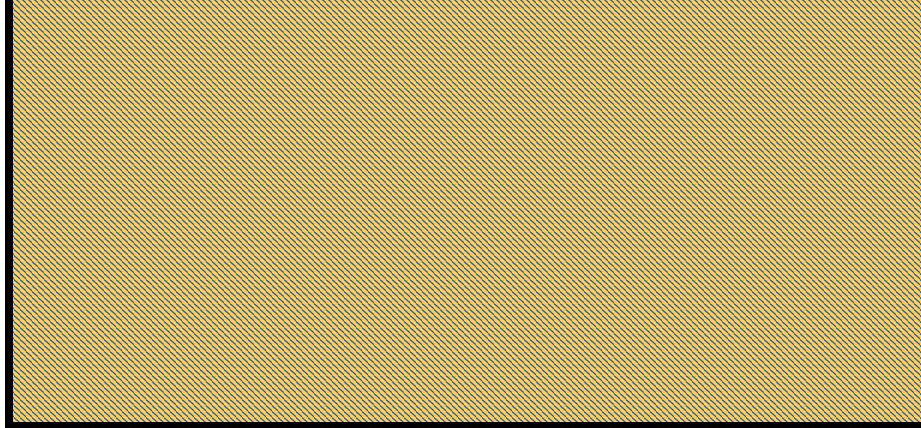


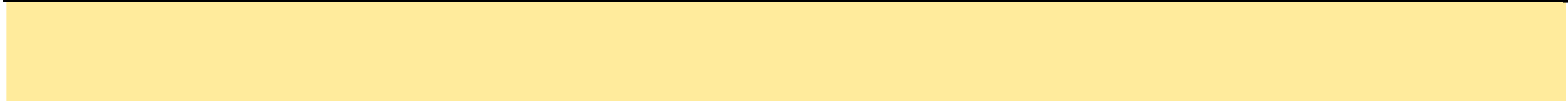
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