

# AUDUBON AND GUTHRIE HEALTH IMPROVEMENT PLAN

2023-2025





***“Working together today  
for a healthier tomorrow!”***

Health Improvement Plan participation included representatives of the organizations outlined below

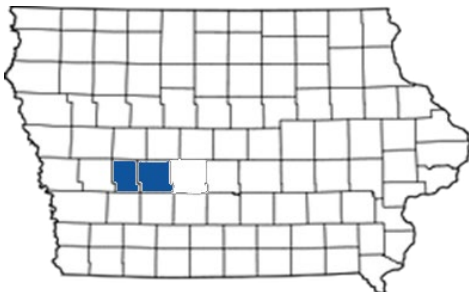
<p>American Cancer Society          Alzheimer’s Association          Audubon Community High School          Audubon County Memorial Hospital          Audubon County Public Health          Audubon Nest          Allen Family Chiropractic          Caring and Sharing          Department of Human Services          Dowd Drug          Elder bridge Agency on Aging          Exira Care Center          Family Development Center          Family Resource Center          Fay Pharmacy          Guthrie County General Assistance          Guthrie County Babies Nest          Guthrie County Commission of Veteran Affairs</p>	<p>Guthrie County Hospital          Guthrie County Public Health          Hospice of Central Iowa          Hospice of the Midwest          The New Homestead          Iowa Compass          The Friendship Home          Iowa Workforce Development          Lutheran Social Services          Medicap Pharmacy          New Opportunities, Inc.          Partnership 4 Families          Panora Nursing and Rehab Center          Region XII Council of Governments          Schreiber Chiropractic          The Stalk Chiropractic          Wright Pharmacy</p>
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# Our Community

Guthrie County, nestled in the heart of Iowa, boasts a rich blend of rural landscapes, vibrant communities, and a strong agricultural heritage. With a population of around 10,000 residents, Guthrie County embodies the quintessential Midwestern charm. Guthrie's economy thrives on agriculture, featuring expansive farms producing corn, soybeans, and livestock, while also embracing small businesses and industries that contribute to its economic diversity. We take pride in the county's natural beauty, enjoying outdoor activities at places like Springbrook State Park and the Raccoon River Valley Trail, fostering a strong sense of community and appreciation for the great outdoors.

Audubon County, adjacent to Guthrie County in western Iowa, exemplifies a close-knit community of approximately 6,000 individuals. Agriculture remains a cornerstone of the local economy, with farms producing corn, soybeans, and livestock while also embracing sustainable practices. Residents of Audubon County take pleasure in our area's scenic beauty, including the picturesque landscapes along the rolling hills, fostering a sense of pride and connection among its inhabitants.

While Audubon and Guthrie County cherish our agricultural heritage, it also faces contemporary challenges. Like many rural areas, our counties encounter issues such as access to healthcare services, attracting younger demographics to stay, and diversifying the economy beyond agriculture. Efforts to address these challenges have been ongoing, with initiatives aimed at enhancing healthcare accessibility and promoting small business development. Despite these challenges, Audubon and Guthrie remain an embodiment of Midwestern hospitality, where the beauty of nature intertwines with a resilient and close-knit community spirit.



# Community Health Improvement Planning

While the responsibility for completing the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) falls upon the local public health agency and hospitals, the ultimate goal is to ensure these endeavors are genuinely advantageous for the community they serve. This plan has been crafted to provide a resource for agencies seeking to enhance the health and quality of life for residents in Audubon and Guthrie County. To effect substantial and enduring improvements in health outcomes, a collaborative effort across all sectors is indispensable. The Community Health Improvement Plan spanning from 2023 to 2025 is designed to serve multiple purposes. It serves as a compass directing strategic planning and agency objectives, guides the implementation and assessment of programs, aids in securing funding, articulates the health-related needs within the county, and offers valuable insights to shape policies.

This plan is not exclusively meant for agencies; it extends to the involvement of everyone in promoting public health. Within each priority area outlined, there are potential action items tailored for individuals, organizations, communities, and policymakers. The strategies enumerated within this plan aren't exhaustive; they represent a starting point to positively impact the health and well-being of Audubon and Guthrie County.


## Health Improvement Plan: 2023-2025 Summary

The Audubon County Health Department, in collaboration with community partners dedicated to serving Audubon County, has meticulously addressed the primary concerns identified within the Community Health Assessment. This concerted effort has culminated in the creation of the Community Health Improvement Plan (CHIP), which delineates our strategic approach to effecting change over the upcoming three years. The CHIP not only outlines these priorities but also offers suggestions for individuals, organizations, communities, and policymakers on how they can actively contribute to enhancing community health. For comprehensive insights into trends and regional disparities, supplementary data is available in the appendix.



The health priorities for improvement between 2023 and 2025 for both counties encompass access to care, mental health, cancer rates, nutrition, physical activity, heart disease, vaccination rates and addressing substance use. The CHIP is broken out for each county as each county prioritized slightly different priorities. The plan is designed to provide a roadmap for targeted interventions, fostering collaborative actions aimed at addressing these critical areas and driving positive changes throughout Audubon and Guthrie counties.




# Audubon

**Access to Care Objective:** Increase the percentage of individuals having a consistent primary care provider to ensure continual access to preventive healthcare in Audubon.



Primary Tracking Measure	Trend	Current	Target
Proportion of people with a usual primary care provider		80%	95%

**Mental Health Objective:** Decrease the rate of people experiencing mental health distress by increasing the number of mental health providers and resources residents can access.


Primary Tracking Measure	Trend	Current	Target
Percentage of adults reporting Frequent Mental Distress		14%	10%
Percentage of adults experiencing depression		12 %	8%

<b>Key:</b>	 Improving	 Little or No Detectible Change	 Getting Worse
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**Nutrition & Physical Activity Objective:** Increase healthy lifestyle factors and community environments to reduce the risk of chronic health conditions

Primary Tracking Measure	Trend	Current	Target
Percentage of youth that are physically active for 60 minutes 7 days a week		35%	50%
Proportion of youth that eat an average of 3 servings of vegetables daily		11%	25%

**Heart Disease Objective:** Decrease the number of Cardiovascular disease death rates by increasing education and access to preventative care.

Primary Tracking Measure	Trend	Current	Target
Rate of coronary heart disease deaths (per 100,000)		194	175

**Vaccination Objective:** Reduce tobacco and alcohol use to decrease substance related illness or injury.

Primary Tracking Measures	Trend	Current	Target
Trend rate of seasonal flu vaccination		22 %	54 %
Proportion of fully vaccinated children 0-2		64.6 %	90%



# Guthrie

**Access to Care Objective:** Increase the percentage of individuals having a consistent primary care provider to ensure continual access to preventive healthcare for Guthrie



Primary Tracking Measure	Trend	Current	Target
Percentage of people with a usual primary care provider		76%	95%

**Cancer Objective:** Decrease the age-adjusted death rate of all cancers in Guthrie County by increasing access to early detections and prevention services


Primary Tracking Measure	Trend	Current	Target
Age-adjusted death rate deaths per 100,000 people		150	140
Age-adjusted cancer incidence rate deaths per 100,000		473.5	450

<b>Key:</b>	Improving	Little or No Detectible Change	Getting Worse
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**Mental Health Objective:** Decrease the rate of people experiencing mental health distress by increasing the number of mental health providers and resources residents can access.

Primary Tracking Measure	Trend	Current	Target
Percentage of adults reporting Frequent Mental Distress		13.4%	11%
Percentage of adults experiencing depression		14.8 %	12%

**Heart Disease Objective:** Decrease the number of Cardiovascular disease death rates by increasing education and access to preventative care.

Primary Tracking Measure	Trend	Current	Target
Rate of coronary heart disease deaths (per 100,000)		214	180

**Nutrition & Physical Activity Objective:** Increase healthy lifestyle factors and community environments to reduce the risk of chronic health conditions

Primary Tracking Measure	Trend	Current	Target
Percentage of youth that are physically active for 60 minutes 7 days a week		29%	50%
Proportion of youth that eat an average of 3 servings of vegetables daily		12%	25%





# Action Plan for Improvement

**Access to Care Objective:** Increase the percentage of individuals having a consistent primary care provider to ensure continual access to preventive healthcare in Audubon and Guthrie County.

Action

Responsible Partner

<p><b>1. Community Health Fairs:</b> Organize health fairs in both counties to facilitate easy access to primary care provider information and encourage enrollment.</p>	<p>County Health Services Guthrie County Hospital Audubon County Hospital New Opportunities</p>
<p><b>2.Resource Directories:</b> Create and distribute updated directories listing resources, care services, and contact information for easy reference by residents.</p>	<p>County Health Services IHHS New Opportunities All Partners contributions</p>
<p><b>3.Outreach Programs:</b> Launch outreach programs within communities to educate residents about the importance of having a primary care provider and the benefits of preventive healthcare.</p>	<p>County Health Services Guthrie County Hospital Audubon County Hospital New Opportunities</p>
<p><b>4.Collaboration with Clinics:</b> Foster partnerships with local clinics and healthcare facilities to promote the importance of regular check-ups and primary care involvement.</p>	<p>County Health Services</p>
<p><b>5.Telemedicine Services:</b> Expand telemedicine services to provide easier access to primary care, especially in remote areas or for individuals with limited mobility.</p>	<p>Guthrie County Hospital Audubon County Hospital</p>
<p><b>6.Health Insurance Education:</b> Offer educational sessions to help individuals navigate health insurance</p>	<p>County Health Services</p>

<p><b>Key:</b></p>	<p>Improving</p>	<p>Little or No Detectible Change</p>	<p>Getting Worse</p>
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options and understand the benefits of having a primary care provider within their network.

Guthrie County Hospital  
Audubon County Hospital

**7.Resource Navigator Programs:** Implement resource navigator programs to assist residents in finding and establishing relationships with primary care providers.

County Health Services

**8.School-Based Programs:** Establish programs in schools that encourage families to enroll in primary care services, ensuring children and parents have access to preventive healthcare.

County Health Services  
Guthrie and Audubon County  
Schools

**9.Mobile Clinics:** Introduce mobile clinics or pop-up healthcare centers to reach underserved areas and provide on-site primary care consultations.

County Health Services  
Guthrie County Hospital  
Audubon County Hospital

**10. Community Partnerships:** Collaborate with local community organizations, churches, and businesses to spread awareness and encourage enrollment with primary care providers through informational campaigns and events.

County Health Services  
Guthrie County Hospital  
Audubon County Hospital  
All Partners

**Mental Health Objective:** Decrease the rate of people experiencing mental health distress by increasing the number of mental health providers and resources residents can access in Audubon and Guthrie County.

<p><b>1. Increase Services:</b> Implement and promote options for mental health services to overcome geographical barriers and ensure widespread access to counseling and therapy sessions for residents in Guthrie County.</p> <p><b>2. Expand Mental Health Provider Network:</b> Collaborate with local healthcare organizations and institutions to recruit and retain mental health professionals, such as psychologists, psychiatrists, counselors, and social workers, ensuring a more comprehensive and available network of specialists within the county.</p> <p><b>3. Community Outreach and Education:</b> Organize workshops, seminars, and community programs to increase awareness about mental health issues, reduce stigma, and educate residents on available resources and how to access mental health services in Guthrie County.</p> <p><b>4. Develop Support Groups:</b> Facilitate the creation of support groups or peer support networks for individuals experiencing mental health distress, providing a safe space for sharing experiences, providing mutual encouragement, and offering coping strategies.</p> <p><b>5. Enhance Crisis Intervention Services:</b> Strengthen emergency mental health response systems by collaborating with local law enforcement, hospitals, and crisis hotlines to ensure timely and appropriate support for individuals in acute mental health crises, reducing the risk of escalating distress situations.</p>	<p>County Health Services Heart of Iowa</p>  <p>County Health Services Guthrie County Hospital Audubon County Hospital</p>  <p>County Health Services Heart of Iowa</p>  <p>County Health Services Guthrie County Hospital Audubon County Hospital</p>  <p>County Health Services Heart of Iowa</p>
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**Nutrition & Physical Activity Objective:** Increase healthy lifestyle factors and community environments to reduce the risk of chronic health conditions in Audubon and Guthrie County.

- 1. Implement Educational Programs:** Launch community-wide educational initiatives focused on promoting healthy eating habits and the benefits of regular physical activity. Offer workshops, seminars, and informational sessions to spread awareness and provide practical guidance on nutrition choices and exercise routines.
- 2. Develop Community Recreational Spaces:** Create and improve accessible recreational areas such as parks, walking trails, and fitness zones. Invest in infrastructure that encourages physical activity, making it convenient and appealing for residents to engage in regular exercise.
- 3. Collaborate with Local Schools and Institutions:** Partner with schools and educational institutions to introduce health-focused curriculum components and extracurricular activities. Implement nutrition education programs and promote physical activity within school settings to instill healthy habits in children and adolescents.
- 4. Bolster Community Gardens or Farmers' Markets:** Encourage the availability of fresh, locally grown produce by supporting community gardens or organizing farmers' markets. This initiative not only increases access to nutritious foods but also promotes healthy eating habits within the community.
- 5. Engage in Community Wellness Challenges:** Organize community-wide wellness challenges or events that encourage participation in physical activities and healthier eating habits.

County Health Services  
 Guthrie and Audubon County  
 Schools  
 Guthrie County Hospital  
 Audubon Hospital

County Health Services  
 Guthrie and Audubon County  
 Conservation  
 Guthrie and Audubon County  
 Supervisors  
 Rec Centers

County Health Services  
 Guthrie and Audubon County  
 Schools

New Opportunities  
 All Partners contributions

County Health Services

**Heart Disease Objective:** Decrease the number of Cardiovascular disease death rates by increasing education and access to preventative care in Audubon and Guthrie County.

**1. Community Health Workshops:** Host regular educational workshops and seminars focusing on heart health, covering topics such as healthy eating habits, exercise routines, stress management, and early warning signs of cardiovascular issues. Engage healthcare professionals to conduct these sessions and offer guidance on preventive measures.

County Health Services  
Guthrie County Hospital  
Audubon County Hospital

**2. Health Screenings and Check-ups:** Organize free or low-cost health screenings for blood pressure, cholesterol levels, and other cardiovascular risk factors within communities. Collaborate with local clinics or healthcare providers to offer regular check-ups and consultations, promoting early detection and intervention.

County Health Services  
Guthrie County Hospital  
Audubon County Hospital  
New Opportunities

**3. Promote Lifestyle Modifications:** Develop community-based programs that encourage healthier lifestyles, emphasizing the importance of a balanced diet, regular exercise, smoking cessation, and stress reduction techniques. Provide resources, support groups, and incentives to motivate individuals to adopt and sustain these changes.

County Health Services  
Guthrie County Hospital  
Audubon County Hospital  
New Opportunities

**4. Enhance Access to Healthcare Services:** Establish mobile clinics or expand outreach programs to reach underserved areas, ensuring equitable access to healthcare services. Facilitate transportation options for individuals facing barriers to accessing medical care, ensuring they receive necessary preventive treatments and screenings.

County Health Services  
Guthrie County Hospital  
Audubon County Hospital

**5. Public Awareness Campaigns:** Launch targeted awareness campaigns using various media channels (such as social media, local newspapers, and community events) to disseminate information about heart disease prevention. Empower the community with knowledge about the significance of regular health check-ups, risk factors associated with heart disease, and the benefits of early intervention.

County Health Services

**Vaccination Objective:** Increase the rates of vaccinations in both adults and children in Audubon County

**1. Community Outreach and Education:** Organize community events, seminars, and workshops to raise awareness about the importance of vaccinations. Provide accurate information regarding vaccine safety, efficacy, and the benefits of immunization for both adults and children. Engage with local schools, healthcare providers, and community centers to disseminate information and address concerns.

County Health Services  
Audubon County Hospital  
All Partners

**2. Mobile Vaccination Clinics:** Establish mobile vaccination clinics to bring immunization services directly to underserved or remote areas within the community. This initiative can facilitate easier access to vaccines for individuals who face transportation barriers or live in areas with limited healthcare facilities.

County Health Services  
Audubon County Hospital

**3. Partnerships with Healthcare Providers:** Collaborate closely with healthcare providers, clinics, and hospital to streamline vaccination efforts. Encourage routine vaccine assessments during regular medical visits for both adults and children. Implement reminder systems to notify patients about upcoming or overdue vaccinations.

County Health Services  
Audubon County Hospital

**4. Public Health Campaigns:** Launch targeted public health campaigns using various media platforms (social media, TV, radio, posters, etc.) to promote the importance of vaccinations. Highlight success stories, testimonials, and factual information to dispel myths or misconceptions surrounding vaccines.

County Health Services

**Cancer Objective:** Decrease the age-adjusted death rate of all cancers in Guthrie County by increasing access to early detections and prevention services

**1. Community Outreach Programs:** Develop and implement community-based programs that raise awareness about the importance of regular screenings for various cancers. These programs could include educational seminars, workshops, and information sessions held in local neighborhoods, schools, and community centers.

County Health Services  
Guthrie County Hospital

**2. Mobile Screening Units:** Organize and deploy mobile screening units equipped to offer on-site cancer screenings and preventive services to underserved areas within Guthrie County. This initiative can bring vital screenings, such as mammograms or colonoscopies, directly to individuals who might face barriers to accessing healthcare facilities.

County Health Services  
Guthrie County Hospital

**3. Partnerships with Healthcare Providers:** Collaborate with all local healthcare providers and clinics to ensure that screenings for various cancers are readily available, affordable, and widely promoted. Encourage routine check-ups for early detection.

County Health Services

**4. Promotion of Healthy Lifestyles:** Launch community-wide campaigns promoting healthy lifestyle choices that reduce the risk of cancer, such as advocating for tobacco cessation programs, encouraging regular physical activity, promoting healthy diets, and limiting exposure to known carcinogens.

County Health Services  
Guthrie County Hospital  
New Opportunities

**5. Support Programs:** Create or expand programs that provide support services to guide individuals through the screening process and ensure follow-ups are completed.

County Health Services  
Guthrie County Hospital