



Avoca



Carson



Macedonia



Council Bluffs

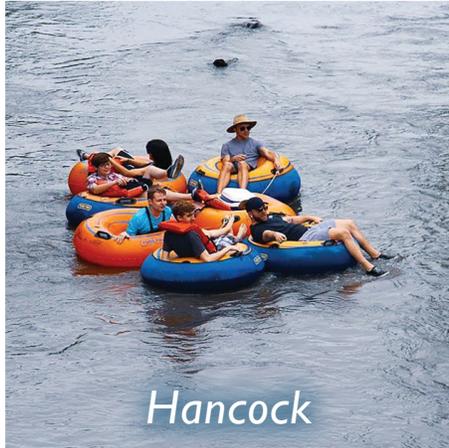
Pottawattamie County

Community Health Improvement Plan

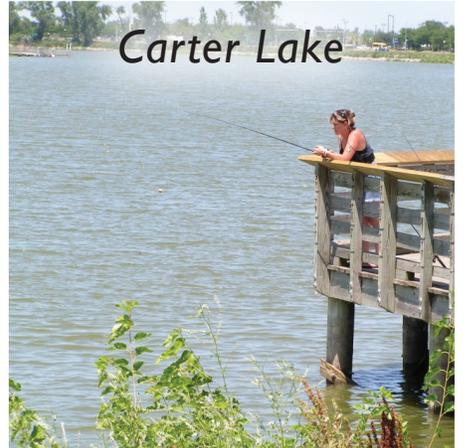
2023 – 2025



Crescent



Hancock



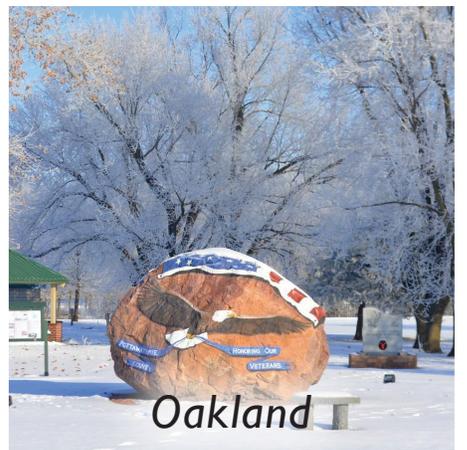
Carter Lake



Treynor



Neola



Oakland

**“Public Health is what we as a society do
collectively to assure the conditions in
which people can be healthy”**

Institute of Medicine, 1988

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ACKNOWLEDGEMENTS

Pottawattamie County Public Health would like to thank all individuals, organizations, elected officials, and community members whose input and insight led to the community health priorities identified in this report.

INTRODUCTION

An extensive community health assessment was performed in 2021 to identify the highest concerns for residents in Pottawattamie County. Based on the numerous responses from community members, **mental health** was again identified as a primary issue for many residents. In partnership with the County-wide Regional Health Council (consisting of Douglas, Sarpy, and Cass facilitated by The Wellbeing Partners), the issue of mental health was broken down into four priority areas to better address the disparity in the community. The Regional Health Council, along with the counties individually, are performing ongoing action planning and evaluation to support mental health.

The CHIP is an action-oriented, living document to mobilize the community in areas where we can be the most impactful on improving the mental health of all Pottawattamie County residents, where they live, learn, work, and play, particularly those most vulnerable. It serves as a comprehensive set of policy and program recommendations for our community, based on the most current information we have regarding the mental health status of our communities.

The 2023 CHIP highlights vital components where we can focus our shared resources to have small, yet synergistic effects on decreasing stigma and improving the overall mental health of Pottawattamie County residents. All commitments will be documented in writing and signed agreements.

The plan is intended to be used by the entire community, such as: government, health, education, community, social services, faith-based organizations, and residents county-wide. We encourage community champions from all settings to support and become part of our ongoing mission. Ultimately, we will strive towards plans and solutions to mitigate health disparities and inequities in our communities of Pottawattamie County, one neighborhood at a time.



EXECUTIVE BACKGROUND

The Pottawattamie County Community Health Improvement Plan (CHIP) is a living document that is consistently refined as new and pertinent details and information emerge. The CHIP is constructed and modeled to reflect the priorities of the Regional CHIP, consisting of three other collaborating counties, Douglas, Sarpy, and Cass. The CHIP was developed using a 10-step resident-centered, health priority focused approach. During the 2021 Community Health Needs Assessment, over 3,000 residents participated and concluded that mental health and accessing resources to mental health was the main concern for community members. A Pottawattamie County Steering Committee was created to better orchestrate the drive and mission of the county CHIP. Individuals consisted of professionals from the Council Bluffs School District, faith-based organizations, SWIAMHDS, and nonprofit service organizations.

Residents in Pottawattamie participated in local and regional activities that helped with the development of the CHIP including:

- Community Health Listening Sessions
- 3 Regional focus groups
- Survey completions with a total of 636 participants
- 15 Regional Committee Meetings, 2 Pottawattamie Steering Committee meetings, Sub-Action Plan Meetings to collect and review data, and identify priorities, goals, objectives, and strategies.

Pottawattamie County Public Health (PCPH) teamed up with The Wellbeing Partners by offering two mental health community conversation virtual meetings for Douglas, Sarpy, Cass, and Pottawattamie County residents and stakeholders. The goal of these interactive sessions was to get community input on the current strategic priorities and learn more about participant thoughts on mental health. Each breakout-room consisted of an open discussion on who you turn to in a crisis, what mental health resources are available in your community, and what activities do you participate in to support your mental health well-being.

The turnout of the two sessions included input from 53 attendees, with an average age of 40 years old who were representative of Cass, Sarpy, Douglas, and Pottawattamie Counties. Participants were also given the opportunity to rank the four mental health priority areas.

Community Rankings of the Four Mental Health Priority Areas

	1	2	3	4	NA
Reduce the stigma of mental health and substance use	172 27%	181 28.5%	139 21.9%	140 22%	4 .6%
Connect people to increased social supports	242 38.1%	182 28.6%	131 20.6%	75 11.8%	6 .9%
Increased connections to mental health and preventive resources	81 12.7%	152 23.9%	230 36.2%	166 26.1%	7 1.1%
Reduce trauma	137 21.5%	116 18.2%	129 20.3%	248 39%	6 1%

(continued on next page)

EXECUTIVE BACKGROUND *(continued)*

The COVID-19 Pandemic derailed most efforts of the CHIP while each Health Department focused on response activities. In 2021, the Regional Health Council in partnership with Professional Research Consultants Inc. (PRC) conducted the Community Health Needs Assessment of the metro area. Mental Health again rose to the top of the needs assessment for our area. This assessment brought 4 priority areas:

- Reduce stigma of mental health and substance use disorders
- Increase connections to mental health and preventive resources
- Connect residents to increased social supports
- Reduce trauma



In coordination with the Regional Health Council, a series of meetings were held virtually with community partners and residents to ensure the priority areas were in alignment with current conditions. The Regional Health Council's main objective is to have community partners line their organizational goals to align with the priority areas as well as the individual health departments.

TAKE A BRIEF

Mental Health Survey

Mental health is a priority issue in our community.

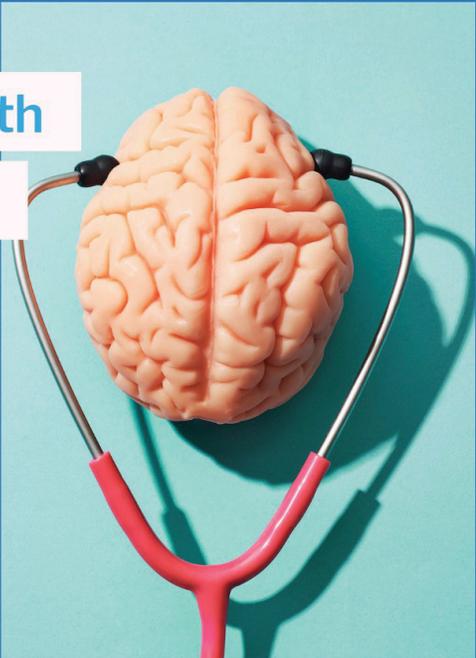
We want to hear from YOU about your experiences related to mental health.

SURVEY LINK → 

www.flowcode.com/page/metroareamh-survey

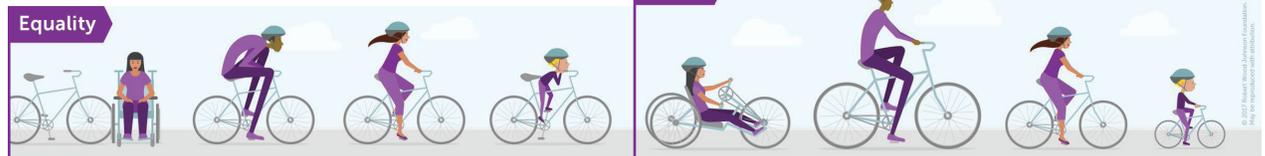
Take this quick survey using the QR code, the survey is available in English, Spanish, and French.

Your participation enters you into a drawing for a \$50 Amazon gift card!





HEALTH EQUITY



Health Equity:

The attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities.



Social Determinants of Health:

The conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.



Adapted from: Healthy People 2020

Health Disparities:

A particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.



Pottawattamie County Public Health has and continues to ensure that every individual has access to the resources required to achieve and maintain a state of optimal health for themselves and the community. PCPH works in partnership with federal, state, and local agencies to prevent disease, injury, disability and to promote health for every person in Pottawattamie County.

PCPH Health Equity Guiding Principles:

To reduce health disparities and focus on health where people live, learn, work, play and worship.

PCPH Health Equity Vision:

Building Health Equity for all.

PCPH Health Equity Mission:

To ensure that all people in Pottawattamie County have the knowledge and resources to attain their highest level of health.

MENTAL HEALTH

Mental health is influenced by a variety of factors, from age, to genetics, to social interactions. Other factors such as education, living conditions, access to food, and employment also have an impact. To shape mental health positively in our community, it is imperative that every person has an awareness of what mental health is, factors that can improve or impede your overall mental health, and how to optimize your mental health to foster your overall health.



Mental Health Priorities (2020)

Priority 1: Reduce stigma of mental health and substance use disorders

Priority 2: Increase connections to mental health and preventive resources

Priority 3: Connect residents to increased social supports

Priority 4: Reduce trauma

The 2023 Community Health Improvement Plan is a 3-year, resident focused plan, that was implemented due to the desire of the community to have more of a focus on mental health per 2018 & 2021 Community Health Needs Assessments. The Health Improvement Plan rubric shows step by step plans, procedures, roles, and outcomes for the target objectives.

PCPH as well as their partnering organizations are responsible for the implementation of the CHIP and are leaders in the charge to bring it to life.

Implementation and revision of the CHIP will continue throughout Pottawattamie County in 2023 and beyond. A resident-focused approach that engages community members and stakeholders in addressing the health of Pottawattamie County will continue to be the focus of the plan. The collaborative effort to improve the health of Pottawattamie County was initiated by the Community Health Needs Assessment and serves as a foundation for ongoing planning. Mental health is our community's largest hurdle and encompasses a wide defi-

inition within the community. The identified target priorities in the CHIP will provide direction to Pottawattamie County in determining the allocation of public health resources and will serve to inform and stimulate greater collaboration across southwestern Iowa.

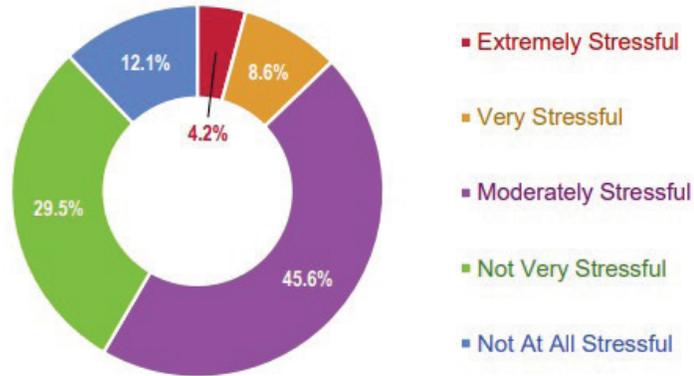
Mission/Vision

Our mission is to create a health improvement plan that will reduce mental health stigma and empower Pottawattamie County residents to take an active role in their health. We envision a community where everyone thrives in a state of well-being in which every individual realizes their potential, can cope with normal life stressors, can work productively, and is able to positively contribute to the community. It is evident that we cannot reach our vision without input and guidance from not only community stakeholders, but from everyday residents at the school, workplace, and community level.

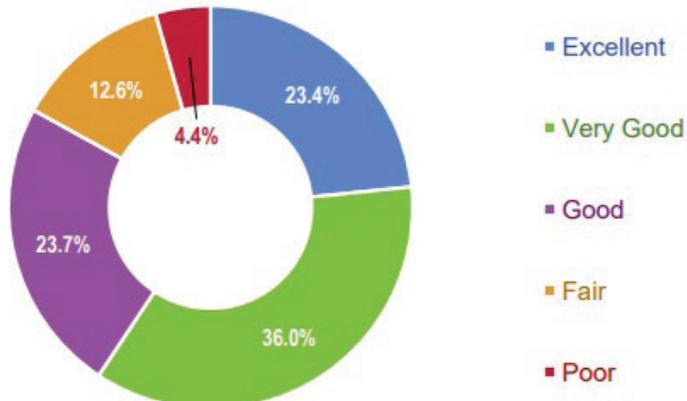
Perceptions of Mental Health as a Problem in the Community (Key Informants, 2021)



Perceived Level of Stress On a Typical Day (Metro Area, 2021)



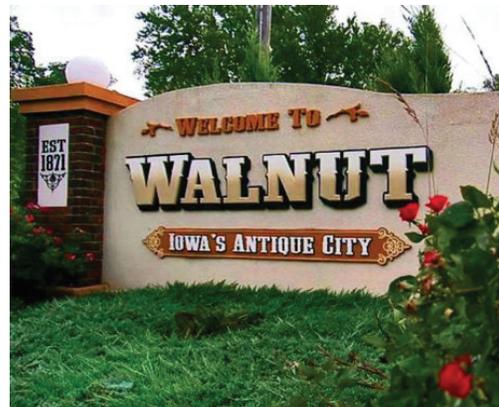
Self-Reported Mental Health Status (Metro Area, 2021)



POTTAWATTAMIE COUNTY BACKGROUND

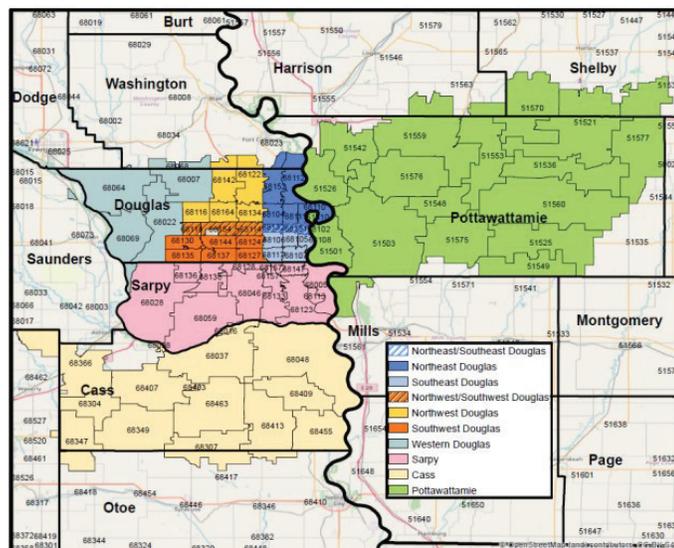
A part of the Pottawattamie Purchase of 1847, the county was originally named after the Native American tribe that once existed and lived within the Iowa Territory. Pottawattamie is a traditional word meaning “Fire Keepers” or “Keepers of the Council Fires.” Pottawattamie County extends 959 square miles and is near the Omaha Metro, which holds 1.3 million people. Per The U.S Census Bureau of 2020, Pottawattamie County is the second largest county in Iowa and has a population of 93,667. 73.6% live in urban regions of the county, while 26.4% of Pottawattamie County residents live in rural regions.

The ethnic composition of the population of Pottawattamie County is composed of 80,840 white residents (86.6%), 7,808 Hispanic or Latino residents (8.4%), 1,794 two or more races (1.9%), and 1,587 African American residents (1.7%) (© 2022 County Health Rankings). 13.6% of Pottawattamie County residents are adolescents (ages 10-19). Education, family, community support, healthcare access, and poverty influence adolescent health outcomes. These barriers may increase depression, isolation, and violence. In Pottawattamie County, births to ages 15-19 is the highest compared to other counties in the metro (a rate of 28.4 per 1000). Fifteen percent of children (ages 0-17) in Pottawattamie County live in poverty, and 27% of children live in single-parent households.



Regional Health Council Background

In 2017, Douglas, Sarpy/Cass, and Pottawattamie Counties came together with support from The Wellbeing Partners to form the Regional Health Council. The goal of the partnership is to increase results of the Community Health Improvement Plan by focusing the attention of each health department on the same issues. This council meets every other month to discuss current health topics, emergency planning, and future planning.



Regional Health Assessment Area

CHIP OPERATION

Description of CHIP

The Pottawattamie County Community Health Needs Assessment as well as the Health Improvement Plan are a result of using a resident-centered health priority focused approach. The approach is derived from using a patient-centered care, a multidimensional concept that produces better patient and organizational outcomes. The resident centered health priority focused approach has ten steps:

1. Implement a data management system
2. Complete community health assessment
3. Identify and engage partners
4. Develop results statements
5. Prioritize issues
6. Define indicators
7. Create population-level strategies
8. Partners create organizational-level strategies
9. Partners define performance measures
10. Continually evaluate progress on indicators and performance measures and hold community convenings



PURPOSE, PARTNERSHIPS, AND PROCESSES

Purpose

The “Promote Healthy Living Assessment” is a data driven survey tool from Professional Research Customs (PRC). The topics covered include, but are not limited to, addictive behaviors, chronic diseases, aging, family planning and mental health.

The plan is intended to be used by the entire community, such as: government, health, education, community, social services, faith-based organizations, and residents county wide. We encourage community champions from all settings to support and become part of our ongoing mission. Ultimately, we will strive towards plans and solutions to mitigate health disparities and inequities in our communities of Pottawattamie County.

Partnerships

The planning process is led by the Pottawattamie County Public Health Department and includes county stakeholders who represent organizations such as health systems, community elected and unelected leaders, School Districts, faith-based organizations, SWIAMDHS, and nonprofit service organizations. The stakeholders are very adept in strategic thinking to prioritize mental health issues and identify resources to address them. Partner-

ships help to focus the entire community in making progress on shared goals, align multiple efforts, and allocate existing resources to increase effectiveness and impact.

Processes

Every three years, PRC conducts the Promote Healthy Living Assessment in conjunction with area health departments, health systems and federally qualified health centers. This effort is led by The Wellbeing Partners in the pursuit to better understand the overall quality of residents’ lives regarding pressing issues. This information is then presented to stakeholders and residents in community meetings. Beginning in October of the presentation year another series of meetings are held with stakeholders and residents to have them rank the priority areas.

The Regional Health Council then develops the Regional Community Health Improvement Plan for release by January of the following year. Each of the member health departments uses the regional plan to form the internal plan for the represented counties. All with the continued focus towards the Regional Health Improvement Plan.



PRIORITIES 2023 - 2025

The Second Regional Community Health Needs Assessment was released and analyzed with partners virtually to reinforce the commitment to mental health and the four top priorities identified. A separate meeting was held with mental health providers and organizations to capture what has changed in their work that could be better represented in the health improvement plans. Resident engagement was also sought out through survey opportunities and virtual meetings. Engagement was inclusive to all known area languages and timeframes for shift work to be able to attend was considered. The four priority areas are:

Priority 1: Reduce stigma of mental health and substance use disorders

Priority 2: Increase connections to mental health and preventive resources

Priority 3: Connect residents to increased social supports

Priority 4: Reduce trauma

CHIP IMPLEMENTATION PLAN 2023-2025

Health Priority

#1

Reduce stigma of mental health and substance use disorders

Goals: Better utilize outreach metrics for planning public health decisions

Objectives: Have 93% of clients at clinic take public health services survey

Health Priority

#2

Increase connections to mental health and preventive resources

Goals: Establish Title X program and referral process

Objectives: Schedule 5 presentations to community and coalition partners to introduce the Title X services

Health Priority

#3

Connect residents to increased social supports

Goals: Strengthen our role in the CFOC coalition to develop a more supported community approach

Objectives: Hold 1 retreat with all members of Caring for our Communities (CFOC) for funding

Health Priority

#4

Reduce trauma

Goals: Achieve a 5% reduction in trauma across the four-county region

Objectives: Stay engaged in the Regional Health Council. Have staff in attendance at every community meeting in 2023.

THRIVING SOLUTIONS

Collective Impact Model

Ongoing implementation of the Pottawattamie County CHIP is carried out through a resident-centered, community focused approach. Utilizing the CHIP Implementation Plan as a road map. The community focused approach brings people and organizations together to share the responsibility of achieving the priority goal of improving mental health overall.

In a resident-centered approach, a community's specific health needs and desired health outcomes are the driving force behind all health care decisions and quality measures. Residents are seen as partners with community stakeholders and their health care providers. The primary goal and benefit of resident-centered approach is to improve {community} population health outcomes, not specific individual health outcomes.

Organizational Structure

Pottawattamie County Public Health Department's role in the Community Health Improvement Plan is to serve as the backbone organization, acting as a catalyst for achieving community-level progress. Public Health lends its centralized infrastructure, dedicated staff, and structured processes, to facilitate, link and leverage resources to improve population health and safety. The agency invests time,

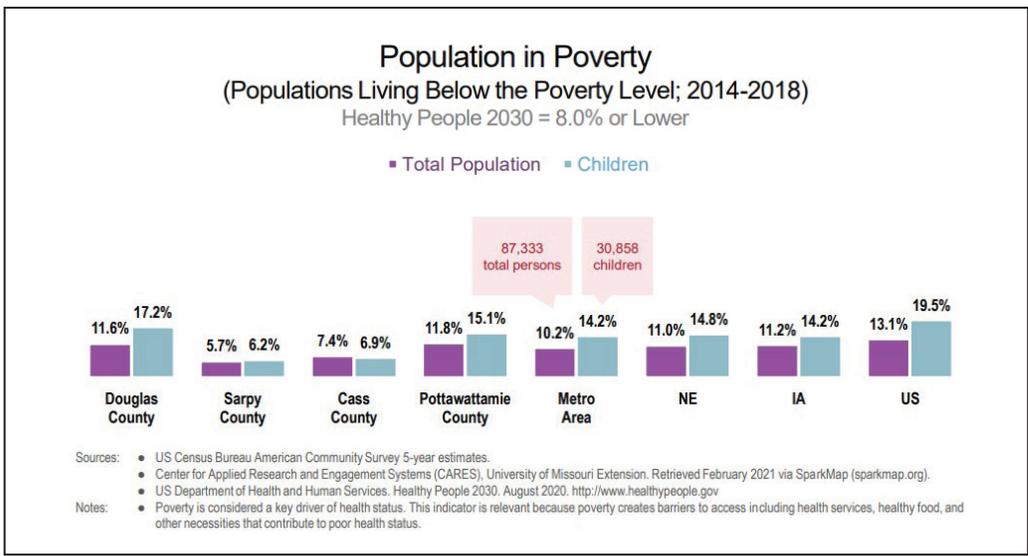
expertise and energy in community stakeholders, recognizing that partnership is essential given the current financial landscape.

Mental Health as a Whole

Where the mind goes, the body and soul will follow. Mental Health is the foundation of what maintains a person's spirit and vitality, and it is unavoidably linked to the growth and development of our communities.

Over the past decade, mental health problems have become more widespread. As analyzed by the Center for Disease Control and Prevention, an estimated 50% of all Americans are diagnosed with a mental illness or disorder at some point in their lifetime. It impedes children from developing properly, and it has the potential to prevent adults from taking care of their families. Mental illnesses, such as depression are the third most common cause of hospitalization in the United States for those aged 18-44 years old.

Mental health problems have no bias in who they effect, but it more commonly affects those in poverty-stricken situations. This is a critical point as it pertains to the Pottawattamie County, Iowa communities. 11.8% of our population and 15% of our children are living in poverty.



FUTURE NEEDS

The Community Health Improvement Plan is an ongoing effort to be revisited every three years based on changing needs and mental health status of the community, progress made towards existing priority areas, and changes in assets and resources. Omaha and Council Bluffs communities and their respective health departments and hospital districts expressed the importance of engaging both community members and nontraditional stakeholders specific to each community to more fully develop community specific measurable objectives and strategies to reach them.

As the CHIP project partners move into the action phase, we will focus our efforts on each of the four priority issues. The Pottawattamie County Community Health Needs Assessment will be updated annually and will form the basis by which improvement may be measured in the priority areas.

CHIP project partners will work to implement and evaluate each priority area and related objectives for success and impact. Implementation of the

action plans will ultimately strengthen the public health infrastructure, enhance the planning and development of community health partnerships, and promote and support the mental health, wellbeing, and quality of life of Pottawattamie County residents. CHIP partners will agree to review the implementation on an annual basis to update the information and to continually, and collaboratively, improve the mental health of Pottawattamie County.

In completing this phase of the CHIP, project partners will gain a great deal of insight directly from the communities we serve. Community members and new stakeholders will demonstrate a great deal of enthusiasm for engaging with their local health system. This certainly provided great motivation to move the process forward and remains a constant reminder of the commitment across multiple sectors of the community to improve the mental health and wellbeing of Pottawattamie County residents through collaboration with others.



