

**Johnson County**

**Community Health Improvement Plan**

addresses community-wide health needs and priorities as identified during the community health needs assessment process.

GOAL	Strategies	Who is responsible?	When? (Timeline)
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 .	Diana Preschel, Chuck Dufano, Chris Catney, Pete Wallace, Laurie Walkner, Graham Dameron	To be completed by 1-Jan 2011.
	2. Develop the workplace environment assessment tool.		
	3. Contact the top 10 employers and assess their workplace environment.		

GOAL	Strategies	Who is responsible?	When? (Timeline)
Gather and summarize at least two new local measurements of uninsured and underinsured citizens in Johnson County by December 2014.	1. Form an ongoing group to discuss data available and collection of needed data	Andy Weigel, JCPH	21-Jan-11
	2. Form partnerships with groups already gathering local data (e.g., UI faculty/staff, state/national surveys)	Andy Weigel, JCPH	Dec-11
	3. Gather and summarize the data on a regular basis so trends can be observed	Access to care data subgroup	Fall 2012 Fall 2014

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Decrease by 10%, the number of emergency room visits for non-emergency visits by December 2014	1. Form a group to develop a menu of non-emergency healthcare options and a strategy to market it	Andy Weigel, JCPH	21-Jan-11
	2. Recruit interested providers to distribute menu, refer clients to primary care providers, and collect data on clients with a primary care provider	Access to care primary care subgroup	Spring 2012
	3. Develop a strategy to address the barriers to increase the number of clients with a usual source of care	Access to care primary care subgroup	Fall 2013

GOAL	Strategies	Who is responsible?	When? (Timeline)
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.	JCPH/MECCA	By the end of June 2011

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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)	School Districts/MECCA	Before end of 2010-2011 school year
	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.	Collaboration MECCA/Schools/JCPH/ U of I College of Public Health	Dec-11
	3. Implement a community Awareness Campaign: <ul style="list-style-type: none"> <li>• Identify resources to produce handbooks for hard copy distribution and have printed.</li> <li>• Assemble community partners to identify opportunities to share information (i.e. websites, forums, newsletters, etc)</li> <li>• Roll out campaign with media events</li> </ul>	All Alcohol Community Partners	Jan-12

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Change State policy and legislation to allow more control over liquor licenses at the local level	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	JCPH, municipal leaders, County and City attorneys	2013 – 2014 legislative session
	2. Work with municipal leaders to identify local policies to move towards local consistency (i.e. server training; bar entry age; compliance checks, etc.)	JCPH, municipal leaders, County and City attorneys	Begin 2012 and on-going

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Reduce access to alcohol by underage or intoxicated individuals	1. Assess level of server training currently in place.	MECCA/IABC	2012
	2. Advocate mandatory TIPS training for all persons serving alcohol.	MECCA/IABC	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.	PAS	On-going
	4. Encourage uniform enforcement of underage drinking laws and advocate for strategies as recommended by law enforcement and other municipal leaders.	PAS	On-going
	5. Encourage restriction of marketing of alcoholic beverages clearly targeted to underage persons – alcopops.	Agency directors and other personnel	Begin July 2011 then on-going

GOAL	Strategies	Who is responsible?	When? (Timeline)
Provide information to the public regarding mental health in the hopes of reducing social stigma against people with mental illness.	1. Provide 3 PSAs to the media	Linda Severson	31-Dec-11
	2. Provide 2 Lunch and Learns at the Community Health Center	Shari Zastrow	31-Dec-11
	3. Put on displays at North Liberty, Iowa City, and Coralville Public Libraries	Shari Zastrow	31-Dec-11
	4. Invite someone impacted by mental illness to give a public presentation.	Bruce Juetten	31-Dec-11
	5. Continue participation on Johnson County Suicide Prevention Coalition	Annette Scheib	Ongoing

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Recruit members for the Mental Health Committee	1. Contact NAMI about the opportunity	Keri Neblett	1-Jul-11
	2. Contact University of Iowa and Kirkwood about the opportunity.	Julie Bleecker	1-Jul-11
	3. Contact the school systems in Johnson County about the opportunity.	Julie Bleecker	1-Jul-11

GOAL	Strategies	Who is responsible?	When? (Timeline)
Continue Coordination with the Johnson County Obesity Task Force	1. Contact JC Obesity Task Force facilitator to obtain strategies the Task Force is implementing.	JCPH Obesity, Nutrition, and Physical Activity HIP workgroup facilitator	Each calendar quarter: January, April, July, and October.
	2. Share the strategies of the JC HIP Obesity, Nutrition, and Physical Exercise group is working on.	JCPH Obesity, Nutrition, and Physical Activity HIP workgroup facilitator	Each calendar quarter: January, April, July, and October.
	3. Make sure the two groups' strategies are building on one another and groups are not duplicating efforts.	JCPH Obesity, Nutrition, and Physical Activity HIP workgroup facilitator	Each calendar quarter: January, April, July, and October.

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