

2025-2027

Muscatine County Health Improvement Plan



MUSCATINE COUNTY
Public Health
Prevent. Promote. Protect.



UnityPoint Health
Trinity Muscatine

Improving the health of the people and communities we serve.

Credits and Acknowledgements

We wish to thank those involved for their invaluable collaboration and input toward the 2024 Muscatine County's health assessment and improvement planning process.

Muscatine County Board of Health - 2024

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Community Focus Groups

- Families with School Age Children
- Hispanic/Latino
- LGBTQ+
- Muscatine Elder Consortium
- Persons Living with Mental Health
- Public Health/Healthcare
- Unsheltered/Housing Insecurity
- Young Professionals

Quad Cities Community Health Assessment Collaborative

- Community Health Care
- Genesis Health System
- Muscatine County Board of Health
- Quad City Health Initiative
- Rock Island County Health Department
- Scott County Health Department
- UnityPoint Health – Trinity Quad Cities
- UnityPoint Health – Trinity Muscatine

Community Health Assessment Funded by:

- Genesis Health System
- UnityPoint Health – Trinity Regional Health System

Community Health Assessment Study

- Professional Research Consultants, Inc.
 - 11326 P Street Omaha, NE 68137-2316
 - www.PRCCustomResearch.com
- UnityPoint Health – Trinity Muscatine's Public Health Department

Community Health Improvement Plan Prepared by:

- Jen Craft, UnityPoint Health – Trinity Muscatine’s Public Health Director

Community Leaders and Stakeholders Participation

- June 7th, 2024, Community Health Assessment Stakeholder Kickoff Meeting
- October 2, 2024, PRC Community Health Assessment Presentation
- November 14, 2024, Community Health Assessment Stakeholder Prioritization Event
- January 6, 2025, Behavioral Health Strategy Workgroup
- January 6, 2025, Nutrition, Physical Activity and Weight Management Workgroup
- January 21, 2025, Nutrition, Physical Activity and Weight Management Workgroup
- January 22, 2025, Behavioral Health Workgroup

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Executive Summary

The Community Health Assessment (CHA) was conducted by Trinity Muscatine Public Health and six partner organizations to identify the greatest health needs in the community and to create and operationalize a strategy to best meet these needs. The Muscatine County Community Health Improvement Plan (CHIP) reflects a shared commitment to addressing the county's most pressing health challenges. Developed through the combined efforts of the Public Health Department, Trinity Muscatine, and a diverse group of community members, organizations, and agencies, this plan is rooted in the finding of the Community Health Assessment (CHA). Together, we have crafted a clear and collaborative roadmap to guide actions that improve health and well-being for all residents of Muscatine County.

This CHIP focuses on targeted priorities that have the potential to drive meaningful change in the county. Using community feedback and data-driven analysis, we identified strategies to address critical areas of opportunity, with an emphasis on practical and measurable actions. This plan aligns local efforts with statewide health objectives while recognizing the unique needs and challenges of our community. It also includes a commitment to adaptability, allowing flexibility in leadership, timelines, and strategies to respond to evolving circumstances and needs.

While the CHIP highlights specific priorities, it does not overlook the importance of other health challenges facing our community. Instead, it serves as a rallying point to concentrate efforts on some of the most impactful areas, fostering collaboration across sectors to maximize resources and outcomes. Over the next three years, the CHIP will serve as a living document to inspire collective action, transform systems, and empower Muscatine County to build a healthier future together.

Purpose

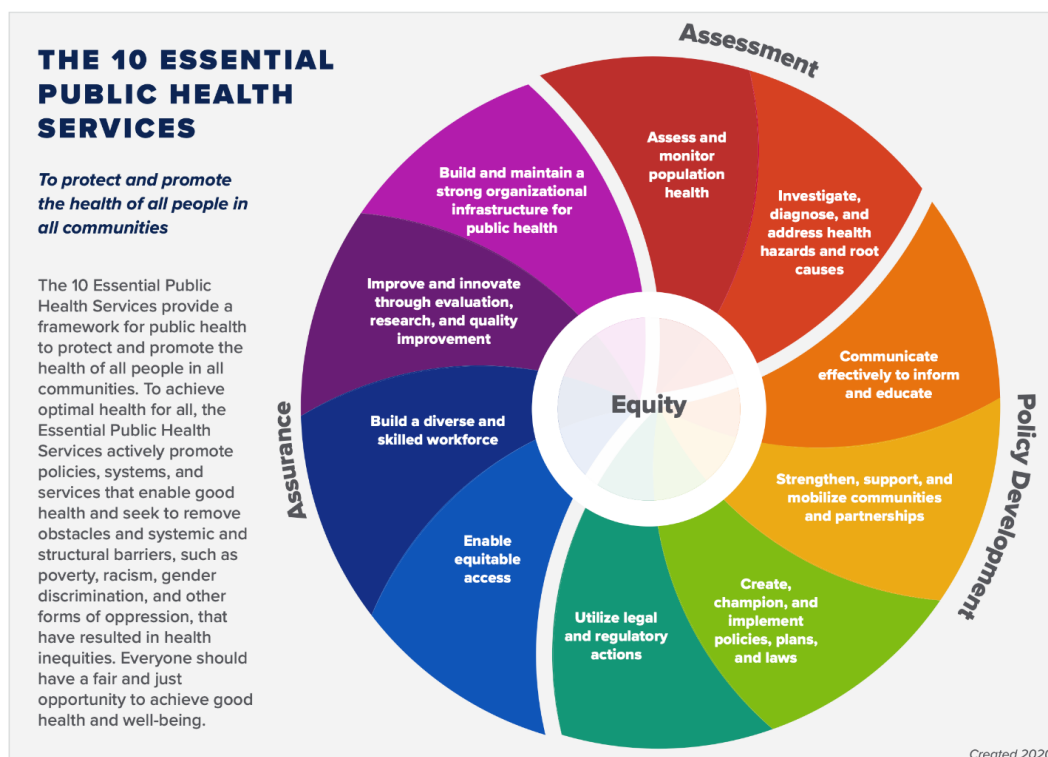
The Muscatine County Community Health Improvement Plan (CHIP) serves as a strategic roadmap to address the most pressing health priorities identified through the Community Health Assessment (CHA). This plan reflects the voices of community members, leaders, and stakeholders, combining their input with data on demographics, health outcomes, and social determinants of health to create actionable goals.

The CHIP aims to enhance health and quality of life for all residents in Muscatine County by focusing on strategies that address the root causes of wellness and illness. Recognizing the interconnected nature of factors like lifestyle, food security, housing, and employment, this plan adopts a holistic approach to improving community health. By using the social drivers of health framework, the CHIP helps to identify disparities, understand their origins, and develop solutions that promote equity.

The improvement plan is designed to align and strengthen organization commitments to community health. Through this collective effort, public health partners, stakeholders, and residents are invited to review the assessed needs, priorities, and goals. This shared framework enables measurable progress

on key health issues, encouraging collaboration and action at every life- individually, within organizations, and as a united community.

Following a continuous cycle of assessment, prioritization, planning, implementation, and evaluation, the CHIP aligns with the Ten Essential Public Health Services framework. It is a dynamic, adaptable tool designed to evolve alongside changing community needs and resources, fostering collective action to drive meaningful, long-term improvements in health outcomes.



Graphic Source: <https://www.cdc.gov/public-health-gateway/php/about/index.html>

History

Unity HealthCare was formed January 1, 1999. It was created because of the merger of three distinct entities: Muscatine General Hospital (not for profit county hospital), Muscatine Health Center (for profit physician clinic), and Community Nursing Services (not for profit community nursing and home health/public health service). The intent of this new health care system was to: (1) insure the continued local presence of quality primary health care; (2) make recruiting and retention of health care professionals easier; and (3) maintain community focus and governance of the integrated health care system.

In July 2009, Unity HealthCare became part of Trinity Regional Health System, a senior affiliate of Iowa Health System, the state's first and largest integrated system that serves the health care needs of one-in-three Iowans. In March of 2010, Unity HealthCare became known as (dba) Trinity Muscatine. In 2013, Iowa Health System adopted the name of (dba) UnityPoint Health to reflect a coordinated system of healthcare delivery more accurately throughout Illinois, Iowa, and Wisconsin.

About Trinity and Public Health

Trinity Muscatine is one of four full-service hospitals operated by UnityPoint Health-Trinity Regional Health System. Alongside Trinity Rock Island, Trinity Moline and Trinity Bettendorf, these hospitals collectively offer 528 licensed inpatient beds, serve over 90,000 visitors in the emergency departments, and admit nearly 17,000 patients each year.

What sets Trinity Muscatine apart is its unique partnership with the local Public Health Department. This collaboration was established when Muscatine County Board of Supervisors and Board of health contracted with Unity HealthCare (now Trinity Muscatine) to provide essential public health services. This effective partnership has allowed the two entities to address community health needs collaboratively, culminating in joint efforts on Community Health Assessments and Community Health Improvement Plans (CHA/CHIP).

The Public Health Department delivers over thirty vital services aimed at optimizing health outcomes for Muscatine County and surrounding areas. Its work spans four core functions: health surveillance and investigations, promotion of access to medical, dental, and mental health care, enforcement of health standards, and the provision of services tailored to address social determinants of health and equity. Supported by a dedicated team of 20 highly skilled professionals, the department ensures exceptional care and proactive community support.

UnityPoint Health-Trinity Muscatine continues to provide comprehensive range of services, including a robust network of physicians, advanced diagnostic and treatment options, home health and hospice care, public health initiatives, mental health treatment, occupational medicine, medical nutrition therapy, diabetes management education, and substance use disorder services. Regional resources include a nationally ranked heart care program, an accredited cancer center, and enhanced behavioral and mental health services through Robert Young Center for Community Mental Health. Together, these offerings make Trinity Muscatine a cornerstone of health and wellness for the region.

Mission, Vision, and Values

The Mission of UnityPoint Health-Trinity Muscatine and the Public Health Department are to improve the health of the people and the communities we serve. Our Vision is to deliver the best outcome, every patient, every time.

Statement of Values

Foster Unity

- Use the skills and abilities of each person to enable great teams.
- Collaborate across departments, facilities, business units and regions.
- Seek to understand and be open to diverse thoughts and perspectives.

Own the Moment

- Connect with each person treating them with courtesy, compassion, empathy, and respect.
- Enthusiastically engage in our work.

- Be accountable for our individual actions and our team performance.
- Take responsibility for solving problems, regardless of origin.

Champion Excellence

- Commit to the best outcomes and highest quality.
- Have a relentless focus on exceeding expectations.
- Believe in sharing our results, learning from our mistakes, and celebrating our successes.

Seize Opportunities

- Embrace and promote innovation and transformation.
- Create partnerships that improve care delivery in our communities.
- Have the courage to challenge the status quo.

UnityPoint Health Strategic Plan



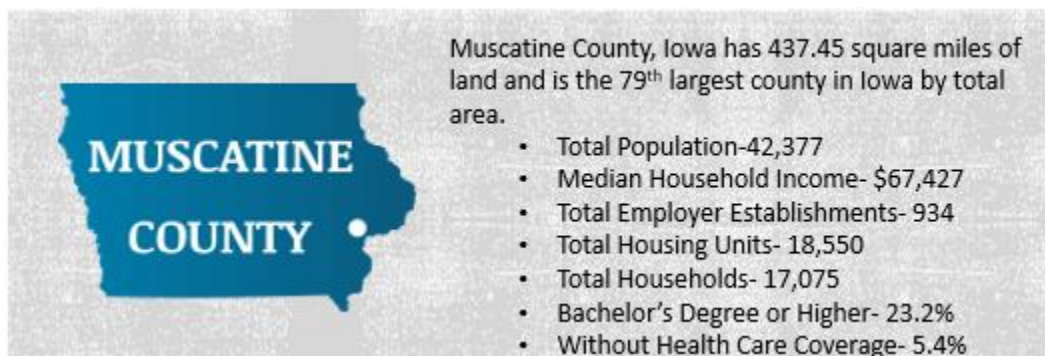
Exceptional Patient Experience: Provide high quality, low cost, and patient-centered care, that anticipates the needs of our patient and is intentionally designed to improve their health and wellbeing.

Exceptional Team Member Experience: Create a seamless career journey that attracts and retains top talent, fosters career growth, and promotes our culture.

Exceptional Community Experience: Be the preferred healthcare provider in our communities by creating destinations that allow our patients to access care when, where, and how they want it, and by developing comprehensive growth service lines.

Exceptional Business Service: Be the most operationally efficient and effective not-for-profit health system in the United States.

Muscatine County



v2023 Population, Source: US Census Bureau

Muscatine County Demographics	County	State
Population	42,377	3,200,517
% below 18 years of age	23.9%	22.6%
% 65 and older	18.3%	18.3%
% Non-Hispanic Black	2.8%	4.2%
% American Indian and Alaskan Native	0.8%	0.6%
% Asian	1.0%	2.8%
% Native Hawaiian/Other Pacific Islander	0.2%	0.2%
% Hispanic	19.1%	6.9%
% Non-Hispanic White	75.5%	83.7%
% not proficient in English	3%	2%
% Females	49.8%	49.8%
% Rural	41.8%	36.8%

Source: US Census Bureau and County Health Rankings & Roadmap 2021

Muscatine County is the fifteenth most populated county in the state of Iowa. The population per square mile is 98.8 and the land area is 437.3 square miles with 42.8% being a rural area. There are approximately 42,377 people residing in the county from the most current estimated date from the US Census Bureau.

Further socioeconomic characteristics of Muscatine County from the US Census Bureau are as follows:

- Children ages 0-17 years 29.1%
- Adults 18 to 64 years 47.8%
- Adults 65 years and over 18.7%
- Hispanic population is 19.2% (Iowa is 7.4%)
- Persons with health insurance under age 65 years 94.6%
- Number of veterans residing in the county 2,147
- Persons living in poverty- 12.3%
- Median household income \$67,427
- Population age 25+ with a high school diploma or greater 90.1%
- Population age 25+ with a bachelor's degree or higher 23.2%
- Unemployment rate 3.2% *Source: Bureau of Labor Statistics, November 2024*

Process and Methodology

The 2024 Community Health Assessment was conducted by UnityPoint Health- Trinity Muscatine’s hospital and Public Health department in collaboration with the Quad Cities regional partners: Genesis Health System, UnityPoint-Trinity, Community Health Care, Inc., Rock Island County Health Department, Scott County Health Department and Quad City Health Initiative. Information obtained through these assessments help guide each organization to collectively develop health improvement plans that meet the needs of the community and counties they serve.

The process for the Muscatine County Community Health Assessment was guided by the Mobilizing for Action through Planning and Partnerships (MAPP) framework. MAPP is a community strategic planning process that helps communities achieve health equity and understand the most pressing population health issues.

The first phase of the MAPP process is “build the community health improvement foundation.” This was done by six partners throughout the Muscatine, Rock Island, and Scott County areas coming together to form a Steering Committee. The Steering Committee met consistently throughout the year to ensure representation from each health care system and county approached the health assessment in a collaborative structure. Along with the Steering Committee from the region, a local steering committee comprised of Public Health Leadership team guided efforts in the Muscatine County area.

In addition to the region Steering Committee and the local Steering Committee, the Muscatine County Stakeholder group was formed and invited to participate in health assessment, lead focus groups, and drive the health improvement plan. The Muscatine County Stakeholders are representatives of the following sectors in the county; industry, small business, community non-profit, health care, pharmacy, school districts and academic institutes, transportation, health and human services, emergency management, law enforcement, faith-based organizations, diversity and equity, foundations and philanthropy, civic departments, and elected officials.

The second part of phase one reviewed the community’s vision, a process of the MAPP framework. In alignment with our region and reviewed by the Muscatine County Stakeholders, the vision for the 2024 community health assessment is: “The Quad Cities region is united as one vibrant, collaborative community with engaged citizens, safe, thriving neighborhoods, and equitable access and opportunities for overall health and social well-being.”

Phase two of MAPP consisted of conducting assessments to gather both quantitative and qualitative data to create a comprehensive view of health in our community, or “tell the community story.” The “Community Health Status Assessment” was conducted by Professional Research Consultants (PRC) through a telephone survey of residents from Muscatine, Rock Island, and Scott Counties. The region Steering Committee worked extensively with PRC to ensure consistent and appropriate survey questions, with comparative national data, were deployed to best meet the comprehensive health assessments for all counties and communities involved.

In following the recommendation of the MAPP process, the Public Health Department and Muscatine County Stakeholder Committee, distributed the Community Themes and Strengths Assessment to sub-

populations within the community to ensure representation from diverse perspectives were captured. The phone surveys being completed by PRC capture feedback from a larger population of residents in the county. The Community Themes and Strengths Assessment request was provided to the following sub-population groups within Muscatine County through leaders from their respective communities as identified by the Muscatine County Stakeholders. Fifteen (15) sub-populations were invited to participate and eight that were invited, voluntarily participated. The sub-populations that participated in the Focus Groups included: Families of School Aged Children, Hispanic/Latino, LGBTQIA+, Persons working with Seniors (65+), Persons impacted by Mental Health Condition(s), Public Health/Healthcare, Unsheltered/Housing Insecurity and Young Professionals. These sub-populations were asked to complete the assessments in small groups through in person discussion. The groups that participated also submitted copies of their group discussion summaries and demographic surveys.

The final phase of MAPP includes identifying strategic issues to “Continuously Improve the Community.” Common themes that need to be addressed were identified and prioritized by the stakeholder committee throughout phase 3. From there, goals and strategies on how to achieve those goals have been outlined. The final phase, “Action Cycle,” is where the community will implement these strategies to achieve the defined community vision.

Summary of Assessment Findings

The following areas of opportunity represent the qualitative and quantitative findings conducted by Professional Resource Consultants, Inc. (PRC).

Mental health
Access to Health Care
Nutrition, Physical Activity & Weight
Diabetes
Heart Disease & Stroke
Housing
Infant Health & Family Planning
Cancer
Substance Use
Oral Health
Injury & Violence
Disabling Conditions
Sexual Health
Respiratory Disease
Tobacco Use

2024 full assessment: [Trinity Muscatine Public Health](#)

Results gathered by the public health department through focus groups were analyzed through a prioritizing process that tagged common themes of community concerns and assets. The following results outline the themes across all sub-groups from Muscatine County.

Primary Health Concerns Themes:

- Increased education on preventative care
- Access to specialty providers
- Affordable healthy food and exercise
- Mental Health and Substance Use Disorder

Primary Health Concern Solutions:

- Transportation supports
- Access and education on how to use healthy foods and fresh produce
- Increase resources related to Social Determinants of Health
- Increased walkability for Muscatine County

Mental Health Impact Concerns and Challenges:

- Suicide and substance use in adolescents
- Incarceration
- Not enough prevention and education

Mental Health Resources to Consider:

- Multi-lingual resources
- Better coverage by insurance
- Help with social determinants of health
- Preventive care for mental health

Mental Health Concern Solutions:

- Holistic care/chiropractic care
- Engage substance use providers
- Preventative care education for mental health

Physical Activity, Nutrition, and Weight Impact Concerns and Challenges:

- Expense of healthy foods
- High obesity rating in Muscatine County
 - Increased rate of diabetes, heart conditions etc.
- Minimal access to free and safe physical activity options

Physical Activity, Nutrition, and Weight Resources to Consider:

- Affordability for gym memberships and healthy foods
- Education on how to cook healthy food that are inexpensive
- Education on how to break unhealthy habits

Physical Activity, Nutrition and Weight Solutions:

- Teach kids about healthy lifestyle in school
- Partner with local farmers and food markets
- Community gardens and free exercise classes

Access to Healthcare Impact Concerns and Challenges:

- Expensive and not local which causes more expense
- No specialty providers
- No education and focus on social determinants of health and prevention

Access to Healthcare Resources to Consider:

- More diversity
- More holistic approaches
- Transportation is a challenge
- Be more proactive

Access to Healthcare Solutions:

- Invest in the healthcare professionals
- Preventative care coordination
- Support in addressing social determinants of health

Additional Themes to Improve Muscatine County Health:

- Education, being proactive and prevention were all themes in all areas
- Need for services for the LGBTQIA+ Community
- Dental care
- Insurance and transportation

Community Prioritization

Prioritization is a critical step in developing a community health improvement plan, ensuring that efforts are focused on the most pressing health challenges. The final three phases of the Mobilizing for Action through Planning and Partnerships (MAPP) framework guided Muscatine County through the process of identifying key priorities, defining strategies, and developing an action plan.

On November 14, 2024, Trinity Muscatine and the Public Health Department lead an in-person Muscatine County Stakeholder Committee Forum to present findings from the Community Health Assessment (CHA) and identify areas of opportunity. During the forum, community members engaged in a structured, data-driven discussion to assess health concerns and determine where the greatest impact could be made. A prioritization framework was used to evaluate potential focus areas based on both the severity of the need and the community's ability to drive meaningful change. To ensure inclusivity, stakeholders who were unable to attend in person had an additional two weeks to submit their votes.

Through this collaborative process, the community selected two top health priorities that will serve as the foundation for the health improvement efforts over the next three years. These priorities are grounded in strategies that address the broader social and systemic factors that shape health outcomes, including:

Health Equity- Ensuring that all individuals have access to opportunities and resources needed to achieve optimal health. This includes addressing avoidable inequalities, historical and contemporary injustices, and health disparities related to income, education, race, gender, and geography.

Access to Care- Promoting timely and affordable access to comprehensive, integrated, and high-quality health services. This includes improving insurance coverage, provider availability, and transportation options to remove barriers to care.

Prevention- Prioritizing proactive health interventions and education to prevent disease, injury and disability before they occur. Given that five of the top ten leading causes of death in the US are, or are strongly associated with, preventable and treatable chronic disease, focusing on early intervention and education will improve quality of life and long-term health outcomes in Muscatine County (CDC, 2024).

By aligning strategies with these guiding principles, the CHIP will drive targeted, measurable improvements that foster a healthier, more equitable Muscatine County.



Priority 1: Behavioral Health

Background

According to the Centers for Disease Control and Prevention (CDC), behavioral health encompasses mental distress, mental health conditions, suicidal thoughts and behaviors, and substance use. It refers to an individuals' mental, social, and emotional well-being, as well as the behaviors and actions that influence overall wellness. As a fundamental aspect of overall health, behavioral health plays a critical role in a person's quality of life and well-being.

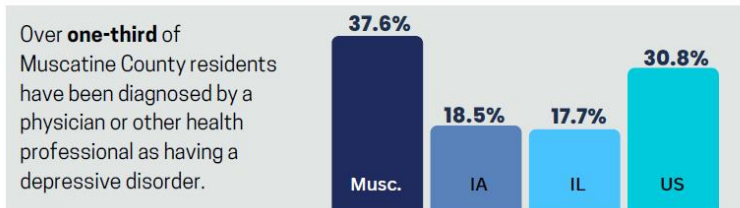
Behavioral health is closely linked to physical health. poor mental health can contribute to chronic conditions such as heart disease, diabetes, and obesity, and vice versa. (CDC, "Mental health and Chronic Diseases") Furthermore, research conducted by the National Institute of Mental Health found that untreated behavioral health issues also affect overall life expectancy. Studies show that individual with several mental illness die 10-20 years earlier than those without, often due to preventable physical health conditions.

The World Health Organization states that mental health challenges also affect productivity and economic stability. Depression and anxiety alone cost the global economy an estimated \$1 trillion annually in lost productivity. (World Health Organization, "Mental Health in the Workplace).

Additionally, behavioral health disparities exist across different population. Social drivers of health- such as income, education, and access to care- play a major role in the mental health outcomes, often leading to inequities in treatment and overall well-being (Substance Abuse and Mental Health Services Administration, "Behavioral Health Equity). Addressing these disparities is crucial to ensuring that all individuals have the opportunity to achieve optimal mental health.



STATE AND NATIONAL COMPARISONS



According to Healthy People 2030, about half of the people in the United States will be diagnosed with a mental disorder at some point in their lifetime. According to Professional Research Consultants’ 2024 health assessment survey, 30.9% of Muscatine County adults rated their overall mental health as “fair” or “poor.” This is up by 10% since the 2021 health assessment survey. Furthermore, a total of 37.6% of Muscatine County adults have been diagnosed with depression, compared to 18.5% in Iowa and 30.8% in the United States.

Further community discussion regarding root causes associated with fair/poor behavioral health included:

- Stigma
- Lack of clarity on what resources are available
- Lack of education
- Lack of preventative care related to behavioral health

Priority 1: Behavioral Health: Promote mental well-being and access to behavioral health resources by reducing barriers, increasing awareness, and fostering a supportive community that prioritizes emotional and psychological wellness.

Initiative 1: Improve access and awareness of behavioral health resources in Muscatine County to reduce barriers and ensure timely, appropriate care for all residents

Focused Tactics: Trinity Muscatine Public Health and Community Partners

- Launch an education media campaign focusing on who to contact, where to go, how to access behavioral health services.
- Expand Mental Health First Aid training to community members, educators, and first responders to improve crisis intervention
- Market “Together We Care” UnityPoint resource hub and engage community partners in utilization.

Initiative 2: Improve ease and timely access to behavioral health services.

Focused Tactics: Robert Young Center (RYC)

-Robert Young Center will expand access to care through implementation of Certified Community Behavioral Health Clinic (CCBHC) required services.
Initiative 3: Expand evidence-based practices to screen, assess, and treat chronic depression.
<p>Focused Tactics: Robert Young Center</p> <p>-Screen all patients for Social Drivers of Health (SDOH)</p> <p>-Screen all patients twelve and older seeking behavioral health services for depression using PHQ-9</p> <p>Reassess for depression remission in 6 month intervals</p>
Initiative 4: Implement early detection and interventions to address alcohol related deaths.
<p>Focused Tactics: Robert Young Center</p> <p>-Integrate mental health and substance use treatment</p> <p>-Complete Alcohol Use Disorders Identification Test (AUDIT) screenings</p> <p>Deliver interventions based upon risk stratification</p>
Initiative 5: Enhance Crisis Services
<p>Focused Tactics: Robert Young Center</p> <p>-Increase access to Community-Based crisis services such as Mobile Crisis Response. Assess all patients in crisis using the Columbia Suicide Severity Rating Scale (C-SSRS)</p> <p>-Complete safety planning with all consumers dealing with a behavioral health crisis</p> <p>-Planning for behavioral health urgent care centers with observation units</p>

Performance Indicators:

- Increase current messaging surrounding where to go for behavioral health care to a minimum of ten per month
- Provide at least 4 Mental Health First Aid trainings by 2027
- Increase utilization of “Together We Care” from Muscatine County residents by 20%
- Increase the of individuals in Muscatine County receiving the appropriate service, at the appropriate time and the appropriate place.
- RYC: 2025 - Conduct 1500 PHQ-9s. Conduct SDOH for 200 clients.
- RYC: 2026: Conducting and monitoring the PHQ-9s and SDOHs
- RYC: 2025: Conduct 200 AUDITs.
- RYC: 2025: Conduct 75 mobile crisis responses.
- RYC: 2025: Provide 400 crisis evaluations and safety plans.
- RYC: 2026: Adequate timely responses to crises and conducting crisis evaluations with safety plans will enhance crisis services which will improve access to care for those in crisis, reduce emergency department visits, reduce suicide rates, and improve mental health outcomes.

“The easy answer is funding directed towards prevention. Teach kids the basic skills...coping, mental health. It would help solve problems for generations.”
- Focus Group Respondent

ACCESS TO SERVICES

Over a quarter of adults are currently taking medication or receiving treatment from a healthcare professional for some type of mental health condition or emotional problem.

31.6%



Over a third of adults reported “fair” or “poor” ratings of the ease of accessing local mental health services.



Priority 2: Nutrition, Physical Activity and Weight Management

Background

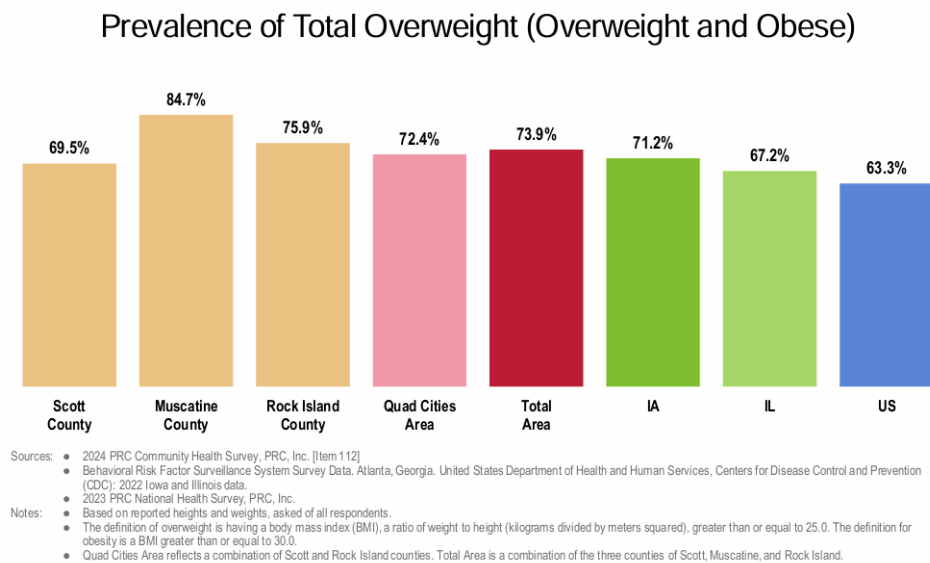
According to Healthy People 2030, obesity is linked to many serious health conditions, including type 2 diabetes, heart disease, stroke, and certain types of cancer. Additionally, some racial and ethnic groups are more likely to experience obesity, putting them at higher risk for chronic disease and related complications.

Nutrition, physical activity, and weight management play a critical role in overall health and disease prevention. Poor nutrition and sedentary lifestyles contribute to rising obesity rates, increased healthcare costs, and reduced quality of life. The Centers for Disease Control and Prevention (CDC) reports that obesity-related conditions account for hundreds of thousands of preventable deaths annually and significantly impact both individual health and public health systems (CDC, “Adult Obesity Causes and Consequences”).

The economic impact of obesity is also significant. The National Institutes of Health (NIH) estimates that obesity-related healthcare costs exceed \$173 billion annually in the United States (NIH, “The Economic Impact of Obesity”). These costs include hospitalizations, medication, lost productivity, and the increased burden on healthcare infrastructure.

In addition to physical health concerns, obesity and poor nutrition contribute to mental and emotional health challenges. Studies have shown a strong link between obesity, depression, and anxiety, further reinforcing the need for comprehensive, community-wide strategies to promote healthy eating, physical activity, and weight management (CDC, "Obesity and Mental Health").

Addressing nutrition, physical activity, and weight management requires a multifaceted approach that removes barriers to healthy choices, expands access to affordable and nutritious foods, and increases opportunities for physical activity. By prioritizing education, access, and sustainable behavior change, communities can improve long-term health outcomes and reduce the burden of chronic disease.



According to Professional Research Consultants’ 2024 health assessment survey, overweight is defined as a BMI of 25.0 to 29.9 kg/m² and obesity as BMI ≥ 30 kg/m². The prevalence of obesity in Muscatine County is 55.4%, compared to 37.4% in Iowa and 33.9% in the United States. Obesity is more often reported among women and LGBTQ+ respondents.

Further community discussion regarding root causes associated with nutrition, physical activity and weight management include:

- Lack of clarity on what resources are available
- Lack of education
- A “reactive” instead of “proactive” mindset
- Food insecurity
- Location of and access to healthy foods
- Affordability

Priority 2: Nutrition, Physical Activity and Weight: Weight-Create a culture of health in Muscatine County by increasing access to nutritious foods, promoting physical activity, and empowering individuals to make sustainable lifestyle choices that improve overall well-being.

Initiative 1: Create a culture of health in Muscatine County and for a community that wants to eat well, move well and be well.

Focused Tactics: Trinity Muscatine Public Health and Community Partners

- Launch an education media campaign with messaging “selling the WHY” of health living, emphasizing risks such as health weight and chronic disease.
- Partner with local business, schools, and community groups to integrate wellness-focused policies and practices (i.e., Healthy Meeting Guidelines)
- Market the “*Together We Care*” resource hub and engage community partners
- Partner with schools to launch programming surrounding family- focused nutrition and exercise programs
- Organize community fitness challenges, walking clubs, cooking classes, etc. to build sustainable healthy lifestyle habits.

Initiative 2: Educate children and parents on healthy weight for children as well as provide education on healthy lifestyles.

Focused Tactics: Unity Point Clinics

- Patients under 18 years that have any type of well visit with a UPC family medicine or pediatrician will receive healthy lifestyle information (automatically added to their after-visit summary).
- Increase the number of patients with a recorded BMI to increase educational information dissemination.

Initiative 3: Increase community outreach offering community members education regarding lasting changes to manager their heart and health with a focus on prevention.

Focused Tactics: UPH Trinity Muscatine

- Through UPH Trinity Muscatine Cardiac Rehab program offer a comprehensive lifestyle modification program focused on cardiac rehabilitation, significant dietary changes, medically supervised exercise, and education on health behavior patterns to make lasting lifestyle changes.

Initiative 4: offer community education presentations about behaviors that lead to a healthy lifestyle, including health eating, physical movement, and mental health.

Focused Tactics: UPH Heart-to-Heart, Trinity Muscatine Public Health

- Connect with community members via Heart-to-Heart program to provide healthy lifestyle education.

Initiative 5: Increase community member referrals to medical care who have been screened and found to be at high risk for controllable risk factors related to high blood pressure, overweight/obesity, nutrition and exercise.

Focused Tactics: UPH Heart-to-Heart, Trinity Muscatine Public Health

Provide community blood pressure screenings and education around healthy lifestyle choices through Heart-to-Heart program to identify community members at risk and refer to medical care.

Performance Indicators:

- Increase current messaging to at a minimum of ten per month.
- Work with at least three organizations to actively adopt or re-instate Healthy Workplace initiatives
- Increase utilization of *Together We Care* by Muscatine County residents by 20%

- Conduct/Support at least two school-based activities annually, with participation tracked.
- Implement 3 Community Challenges per year.
- Increase the number of patients that are seen for well child visits to increase the number of families that receive healthy lifestyle education (Baseline-86%-UPH).
- Heart-to-Heart will increase community outreach to 2 a year in 2025 and 4 in 2026.
- Increase attendance at Heart-to-Heart events and growth in readership for digital online heart health monthly newsletter year over year.
- Provide blood pressures at community events and track by blood pressure category. Each blood pressure category has a protocol for referral.

Alignment

Muscatine County Health Priorities	Healthy Iowans 2023-2027 Priorities <i>Updated May 2024</i> Iowa Department of Health and Human Services	Healthy People 2030
Behavioral Health	Access to Care: Behavioral Health	Improve Mental Health
Nutrition, Physical Activity, Weight Management	Healthy Eating & Active Living	Nutrition and Health Eating; Physical Activity

- Sources: [Iowa Health and Human Services- SHIP](#) and <https://health.gov/healthypeople>

Sustainability

Sustainability is a key factor in the success of the Community Health Improvement Plan (CHIP). Ensuring that implementation efforts remain effective over time requires collaboration, strategic planning, and adaptability. The following principles guide the long-term sustainability of the CHIP:

1. Strengthening the Local Public Health System – Building and maintaining strong community partnerships creates a foundation for ongoing health improvement efforts. These relationships provide a platform for continued collaboration and impact.
2. Coordinating Health Improvement Efforts – Aligning resources and initiatives across organizations helps expand successful programs and reduce duplication of efforts. A unified approach maximizes effectiveness and broadens community reach.
3. Ensuring Realistic and Actionable Strategies – Strategies and actions outlined in the CHIP are designed to be practical and achievable, making implementation feasible for community partners.
4. Adapting to Evolving Needs – The CHIP is a dynamic document that will be updated as resources, priorities, and community needs change over time.

Improving the overall health of Muscatine County is a complex challenge, but through collective action and sustained commitment, we can make a lasting impact.

How to Use the CHIP

The CHIP serves as a roadmap for action, providing guidance to various sectors on how they can contribute to improving community health. Below are ways different groups can engage with and support the plan:

Healthcare Partners

- Identify and implement strategies that address the county's priority health issues.
- Collaborate with other organizations to streamline efforts and reduce program redundancy.
- Share evaluation data to measure the impact of health initiatives.
- Assist in assessing and refining county-wide health improvement strategies.
- Address barriers to care by understanding and addressing social determinants of health.

Government Agencies

- Incorporate CHIP strategies into preventative and educational efforts throughout the county.
- Partner with healthcare providers to evaluate and refine health initiatives.
- Assess the effectiveness of strategies by monitoring health outcomes and data trends.
- Support public health initiatives by removing barriers to care and improving access to services.
- Share relevant public health data with community partners working on priority health issues.

Community and Faith-Based Organizations

- Advocate for community health priorities within your networks and organizations.
- Actively participate in local health initiatives and programs.
- Identify opportunities to integrate wellness strategies into organizational programs and services.
- Provide data and feedback on community-led health interventions.
- Address barriers by recognizing and navigating social determinants of health for the populations you serve.

Academia (Schools & Colleges)

- Integrate priority health issues into school curricula and college program planning.
- Foster a healthier academic environment by aligning school wellness policies with CHIP strategies.
- Promote and develop resources that support student and community health initiatives.
- Address social determinants of health by removing barriers to student well-being.

Businesses

- Implement workplace wellness programs based on CHIP recommendations.
- Educate employees on the link between health, well-being, and productivity.
- Provide opportunities for employees to engage in healthy lifestyle practices.

Residents

- Learn about the CHIP and the priority health issues impacting Muscatine County.
- Get involved in improving community health by volunteering with local organizations.
- Take an active role in personal health through healthy lifestyle choices and preventive screenings.

By working together, healthcare providers, government agencies, businesses, educators, and residents can create a healthier, more vibrant Muscatine County. The CHIP provides a framework for change—but it is community action that will drive lasting improvement.