

# UnityPoint Health – Des Moines 2025-2027 Implementation Strategy in Response to the 2024 Community Health Needs Assessment

February 2025

## EXECUTIVE SUMMARY

This document describes the work we will do during 2025 through 2027 to address the health needs of the residents of Polk, Dallas and Warren Counties. It is the 2025-2027 **Implementation Strategy** in response to the 2024 **Community Health Needs Assessment (CHNA)**. The CHNA and this Implementation Strategy are intended to meet the mandate set forth in the Affordable Care Act (ACA), which requires not-for-profit hospitals to perform these activities every three years.

The health needs were determined in 2024 by surveys and comparisons of local health indicators with national benchmarks. The CHNA was created in collaboration with all the community’s hospitals, public health departments and several other interested organizations. It is up to each of the collaborators to develop their own implementation strategy, i.e., there is singular CHNA that belongs to the community; this Implementation Strategy is UnityPoint Health—Des Moines’ (UPH-DM).

The health needs that emerged, in rank order, were:

Community Health Needs	
1. Mental Health	9. Access to Health Care Services
2. Social Determinants of Health	10. Cancer
3. Nutrition, Physical Activity & Weight	11. Disabling Conditions
4. Substance Abuse	12. Injury and Violence
5. Diabetes	13. Tobacco
6. Oral Health	14. Sexual Health
7. Infant Health & Family Planning	15. Respiratory Diseases
8. Heart Disease and Stroke	

*Source: Community Health Needs Assessment (CHNA) conducted by hospitals, public health departments and other organizations serving Polk, Dallas and Warren Counties, 2024.*

To reduce the list to a manageable number of priorities and to sharpen our focus, we first channeled areas that are squarely addressed by plans already in place, into those existing plans (e.g., heart disease and stroke, are addressed by existing cardiovascular plans). We then combined related categories. This produced the following list of priorities:

UPH-DM’s Priorities
1. Mental Health and Substance Abuse
2. Social Determinants of Health
3. Preventive Services
a. Nutrition, Physical Activity, Weight
b. Injury Prevention
4. Access to Healthcare Services

*Source: UPH-DM analysis of CHNA, 2024.*

It is these four priorities for which UPH-DM has created initiatives and an implementation strategy. A total of 13 initiatives, some addressing multiple priorities, are described later in this document.

To summarize:

- The community has one 2024 **CHNA**, identifying **15 health needs**.
- Each entity that participated in the 2024 CHNA will develop its own **implementation strategy**.
- UPH-DM's implementation strategy has **four priorities** and **13 initiatives**.

## **BACKGROUND**

The Patient Protection and Affordable Care Act, signed into law in March 2010, requires that nonprofit hospitals conduct a Community Health Needs Assessment at least once every three years beginning in March 2012. The Iowa Department of Public Health requires local public health agencies to conduct a CHNA at least every five years.

These requirements present the opportunity for local community health leaders to join forces and identify priorities that can serve as a guide for programs, policies, and investments. Working together often creates efficiencies, new partnerships, and increased collaboration. Ultimately, Central Iowans benefit when data, resources and expertise are shared to attain the common goal of a healthier community. This CHNA was conducted in full partnership with the local health departments, hospitals and many other community health organizations.

Conducting this comprehensive CHNA involved surveying community members and leaders as well as gathering relevant health data. The choice of our priorities reflects the idea that a high quality medical/clinic system is essential to treat people who are sick, and critical to help restore people's health; but it is not where health is created. Health is created in people's homes, workplaces, neighborhoods and communities where people make healthy or unhealthy choices and establish healthy or unhealthy habits. The framework for those choices is the social, economic and built environments we create. These are the Social Determinants of Health (SDoH).

The ACA also requires nonprofit hospitals to complete an **Implementation Strategy** in response to each CHNA. A hospital's implementation strategy must be a written plan that, for each significant health need identified, describes how the hospital facility plans to address the health need. In describing how a hospital plans to address a significant health need identified through the CHNA, the implementation strategy must:

- Describe the actions the hospital facility intends to take to address the health need and the anticipated impact of these actions.
- Identify the resources the hospital plans to commit to address the health need.
- Describe any planned collaboration between the hospital and other facilities or organizations in addressing the health need.
- Be adopted by an authorized body of the hospital facility.

## **FIFTEEN COMMUNITY HEALTH NEEDS**

Fifteen community health needs emerged from 3,065 telephone and online surveys of residents representing all demographic groups in the community, and comparison of community health indicators with national benchmarks. The needs were then shared with 111 individuals in the community whom we had identified as having insight into community needs. These Key Informants then prioritized the needs to identify the most pressing health needs.

### **Priority rankings of community health needs by key informants:**

<b>Community Health Needs</b>	
1. Mental Health	9. Access to Health Care Services
2. Social Determinants of Health	10. Cancer
3. Nutrition, Physical Activity & Weight	11. Disabling Conditions
4. Substance Abuse	12. Injury and Violence
5. Diabetes	13. Tobacco
6. Oral Health	14. Sexual Health
7. Infant Health & Family Planning	15. Respiratory Diseases
8. Heart Disease and Stroke	

## **FOUR PRIORITIES**

To identify the specific priorities that UPH-DM will focus on, the following steps were what formed our consideration:

- Considered Key Informants' priority rankings of the needs
- Combined needs that may be associated or have similar response efforts
- CHNA survey data
- Input from Community Conversations
- Focus on prevention
- Focus on broader community-based impact potential
- Opportunity to lead to mutually supportive strategies and tactics
- Selected priorities that can impact disabling and overall health conditions
- UPH-DM has unique capacity to address the identified priorities

This resulted in identifying **four priorities** for UPH-DM. These are as follows:

1. Mental health and substance abuse
2. Social Determinants of Health
3. Preventive services
  - a. Nutrition, physical activity, and weight
  - b. Injury prevention
4. Access to healthcare services

The CHNA also identified several other areas of need regarding cancer, heart disease and stroke, respiratory diseases (including COVID-19) and infant health. In our consideration of priorities, these were seen as needs that UPH-DM continuously addresses through well-established service lines within the hospital. John Stoddard Cancer Center, Younker Rehab and Blank Children’s Hospital along with other services to continuously provide high quality care to our community members. Services here are continuously engaged in process improvement to best address these priorities clinically.

## **THIRTEEN INITIATIVES**

An internal committee of leaders across UPH-DM reviewed existing initiatives that supported the priorities, and crafted new initiatives. This process produced 13 initiatives, shown in the table below, to support the four priorities.

<b>2025-2027 Initiatives to Address Community Health Needs</b>				
<b>Initiative</b>	<b>Priority Supported</b>			
	<b>Mental Health &amp; Substance Abuse</b>	<b>SDOH</b>	<b>Prevention</b>	<b>Access to Care</b>
1. Increase access to behavioral health and substance abuse services	X			X
2. Provision of Pediatric Mental Health	X		X	X
3. Provide community-focused mental health wellness opportunities	X		X	
4. Advocate for Financial Stability		X		X
5. Support for Housing		X		X
6. Support Food Access Opportunities		X		X
7. Support of and Participation in Community and Partner Efforts to Improve Environmental Safety (Home and Community)		X	X	
8. Promotion of Blank Advocacy and Outreach Children and Families Safety Programming	X	X	X	X
9. Community Wellness Programming and Partnerships	X		X	
10. Organization Health Equity and DEI Initiatives and Partnerships to Address Minority and Underrepresented Population Access and Experience	X			X
11. Work Force Development Initiatives and Health Equity Partnerships to Address Staffing/Provider Needs	X	X		X
12. Provide community building through financial and in-kind contributions	X	X	X	X
13. Resource and Referral Coordination	X	X	X	X

## **IMPLEMENTATION**

To facilitate the implementation strategy, the attached work plan templates will be used as a guide to identify the initiatives, actions, anticipated impact, partners and resources for each priority. These templates will serve as a working document as we carry out this plan over the next three years. The initial development of these templates started with identifying existing tactics that UPH-DM has in place to address each priority. Capitalizing on existing work provided a solid point to start as we continue the work.

Two internal groups will be responsible for advancing this work. These are:

- **Community Engagement Team**, which consists of dedicated UPH-DM staff focused on identifying and addressing community need for the organization.
- **Community Health Implementation Partners**, which consists of hospital team leaders from administration, business development, various service lines, outreach, human resources, wellness, process improvement and communications. This groups serves to help advise the Community Engagement Team in carrying out the implementation strategy.

The Community Health Implementation Partners will convene bi-annually to:

1. Identify new tactics that may have been implemented that align with the work.
2. Identify progress and measures that align with the identified initiatives.
3. Consider changes or additions that may need to be made within the initiatives.
4. Consider new opportunities for tactics, partners and resources.

Coordination and follow-up will be the responsibility of the Community Engagement Team. The implementation of many of these tactics will require its own strategic plan. In many cases various partners will be needed to move the work forward. It is anticipated that would include community partners such as foundations, healthcare systems, public health and government agencies. It will also at times require closer local and regional UnityPoint Health partners. Some of the tactics identified will require collaboration with UnityPoint Health System Services and UnityPoint Clinic to be successful.

To carry out some of these tactics will require a dynamic approach as some of them respond to issues that can be fluid within the changing environment of healthcare and communities. Some of the tactics are also bold and large in scale. This will require leveraging significant resources and partners.

## UNITYPOINT HEALTH-DES MOINES COMMUNITY HEALTH IMPLEMENTATION STRATEGY

### Mental Health and Substance Abuse:

PRIORITY: MENTAL HEALTH AND SUBSTANCE ABUSE				
INITIATIVE	FOCUSED TACTICS	ANTICIPATED IMPACT	EXISTING OR PLANNED COLLABORATIONS	RESOURCES
<b>Increase Access to Behavioral Health and Substance Abuse Services</b>	<ul style="list-style-type: none"> <li>• Psychiatric Residency Program</li> <li>• BH Urgent Care Clinic</li> <li>• Eyerly-Ball Walk-In assessments</li> <li>• Eyerly-Ball Navigators</li> <li>• Eyerly-Ball Expansion</li> <li>• OWI evaluations</li> <li>• Blank STAR Center – Drug Endangered Children Program</li> <li>• LGBTQ Clinic</li> <li>• Free counseling services and support groups for oncology patients at JSCC</li> <li>• Partial and In-patient Behavioral Health services available for children, adolescents, and adults</li> <li>• Full spectrum of Substance Abuse Disorder treatment available at Powell CDC</li> <li>• Increased mental health professional support in the ILH ED</li> </ul>	Improve opportunities for community members to access Mental Health and Substance Abuse services and resources. Including clinical, community based, and resource assistance.	Iowa Court Improvement Project, UnityPoint Clinics, One Iowa, Polk County Law Enforcement Hospital Collaboration Team, State of Iowa SWAT team for adult and pediatric complex case collaboration, Iowa Reach Committee	Financial, staff and technical support Annual Iowa DEC Conference coordination Substance Abuse and Mental Health Services Administration (SAMHSA) Grant Funding
<b>Provision of Pediatric Mental Health</b>	<ul style="list-style-type: none"> <li>• Blank Psychiatry</li> <li>• Blank STAR Center</li> <li>• Developmental Center</li> <li>• Blank Psychology</li> <li>• Iowa Reach Committee</li> <li>• ACEs Screening in Blank Clinic</li> <li>• Blank Children’s Hospital Conferences</li> </ul>	Strategic alignment of Blank’s pediatric behavioral health-related services will allow greater coordination of care, increased mental health education and awareness for patients, families and pediatric and family practice providers, and ultimately improved access to behavioral health services for children and families.	UPH Behavioral Health Service Line, UPH Child & Adolescent Psychiatry Taskforce, Polk County Health Services Pediatric Mental Health Collaborative. Polk County Health Services Children’s Advisory Board	Financial, staff & technical support
<b>Resource and Referral Coordination</b>	<ul style="list-style-type: none"> <li>• Together We Care and <i>findhelp</i></li> <li>• Community Health Workers</li> <li>• Eyerly-Ball Navigators</li> </ul>	Patients referred to appropriate community support services based on need. This can promote sustained or improved health outcomes.	<i>findhelp</i> , MercyOne, Amerigroup, United Way of Central Iowa, 211 of Iowa, Iowa Chronic Care Consortium	Financial support of IT system, staff support

PRIORITY: MENTAL HEALTH AND SUBSTANCE ABUSE				
INITIATIVE	FOCUSED TACTICS	ANTICIPATED IMPACT	EXISTING OR PLANNED COLLABORATIONS	RESOURCES
<b>Provide Community Focused Mental Health Wellness Opportunities</b>	<ul style="list-style-type: none"> <li>• Rooted in Nature</li> <li>• Yoga in the Park</li> <li>• Wellness Coaching</li> <li>• Youth Summer Camps</li> <li>• JSCC Support of Mental Health</li> </ul>	Community programs implemented with partner organizations will be developed to promote physical movement, and mental health promotions. These will contribute to improved mental wellbeing.	Cities of Des Moines and Ankeny, Des Moines Parks and Recreation, Polk County Conservation, Spirit Art Move, Ames Writers Collective	Financial and Staff Support
<b>Provide Community Building through Financial and In-Kind Contributions</b>	<ul style="list-style-type: none"> <li>• Organizational Support of Partner Agencies and Initiatives</li> <li>• Community Engagement Financial Support Process</li> </ul>	UPHDM will provide support to community partner organizations working to address this priority. Targeted organizational resources will help to increase partner impact.	American Heart Association, Greater Des Moines Partnership, Child Serve, American Cancer Society, NAMI of Iowa, United Way, EveryStep, Arthritis Foundation	Financial, Staff and Technical support.

## Social Determinants of Health:

PRIORITY: SOCIAL DETERMINANTS OF HEALTH (Housing, Food Access, Financial Stability)				
INITIATIVE	FOCUSED TACTICS	ANTICIPATED IMPACT	EXISTING OR PLANNED COLLABORATIONS	RESOURCES
<b>Resource and Referral Coordination</b>	<ul style="list-style-type: none"> <li>• Together We Care and <i>findhelp</i></li> <li>• Community Health Workers</li> <li>• Eyerly-Ball Navigators</li> <li>• Iowa Community HUB Network</li> <li>• Collective Impact Des Moines</li> <li>• Oncology Navigation Team at JSCC</li> </ul>	Patients referred to appropriate community support services based on need. This can promote sustained or improved health outcomes.	<i>findhelp</i> , MercyOne, Iowa Community HUB, UPH System Services, Iowa Family Resources Collaborative	Financial support of IT system, staff support
<b>Advocate for Financial Stability</b>	<ul style="list-style-type: none"> <li>• Financial Aid Advocates</li> <li>• HR Career Development and Recruiting Programs</li> <li>• Fair Compensation Practice (\$15 min. start, merit adjustments)</li> <li>• Volunteer Income Tax Assistance</li> <li>• Financial Assistance Policies</li> <li>• <i>findhelp</i> referrals from Epic</li> <li>• SDOH impact educational campaign</li> <li>• Compassion Funds</li> </ul>	Improving financial stability and alleviating financial stressors can help patients and community members maintain a better sense of physical and mental wellbeing. Addressing these can also lead to improved health outcomes after medical care.	MercyOne, Broadlawn, Local Public Health, Mid Iowa Health Foundation, EveryStep, Iowa Center for Economic Development,	Staff and volunteer support, community and individual philanthropy, grant support, organizational financial support

PRIORITY: SOCIAL DETERMINANTS OF HEALTH (Housing, Food Access, Financial Stability)				
INITIATIVE	FOCUSED TACTICS	ANTICIPATED IMPACT	EXISTING OR PLANNED COLLABORATIONS	RESOURCES
<b>Support for Housing</b>	<ul style="list-style-type: none"> <li>• Healthy Homes Iowa</li> <li>• <i>findhelp</i> referrals from Epic</li> <li>• SDOH impact educational campaign</li> </ul>	Eliminating barriers such as housing through appropriate services and referrals will increase accessibility healthcare services and adherence to care plans.	MercyOne, Broadlawns, Local Public Health, Mid Iowa Health Foundation, EveryStep, YMCA Supportive Housing, Polk County Housing Trust Fund, Iowa Department of Health and Human Services	Staff and volunteer support, community and individual philanthropy, grant support (HUD, IDHHS), organizational financial support
<b>Support Food Access Opportunities</b>	<ul style="list-style-type: none"> <li>• <i>findhelp</i> referrals from Epic</li> <li>• SDOH impact educational campaign</li> <li>• Meals that Matter</li> <li>• Hy-Vee grocery gift cards for cancer patients at JSCC</li> <li>• Blank Pediatric Clinic Food Shelf</li> <li>• Iowa Lutheran Gardens</li> <li>• Downtown Farmers' Market</li> </ul>	Access to food and nutrition help patients and community members maintain a better sense of physical and mental wellbeing. It also helps to prevent a variety of chronic conditions. Addressing these can also lead to improved health outcomes after medical care.	MercyOne, Broadlawns, Local Public Health, Mid Iowa Health Foundation, EveryStep, Capital City Fruit, Downtown Farmers Market	Staff and volunteer support, community and individual philanthropy, grant support, organizational financial support
<b>Provide Community Building through Financial and In-Kind Contributions</b>	<ul style="list-style-type: none"> <li>• Organizational Support of Partner Agencies and Initiatives</li> <li>• Community Engagement Financial Support Process</li> </ul>	UPHDM will provide support to community partner organizations working to address this priority. Targeted organizational resources will help to increase partner impact.	YMCA Supportive Housing, Polk County Housing Trust Fund, EveryStep, Iowa Center for Economic Development	Financial, staff and technical support.



## Prevention Services:

PRIORITY: PREVENTION				
INITIATIVE	FOCUSED TACTICS	ANTICIPATED IMPACT	EXISTING OR PLANNED COLLABORATIONS	RESOURCES
<b>Support of and Participation in Community and Partner Efforts to Improve Environmental Safety (Home and Community)</b>	<ul style="list-style-type: none"> <li>• Healthy Homes Iowa</li> <li>• Fall Prevention Programming</li> <li>• Hanna Geneser Learning and Safety Store</li> <li>• ICON/Central Iowa Water Trails</li> </ul>	Work to create safer home and community environments to support safety, accessibility, and awareness to increase health outcomes and decrease accidents and acute conditions.	EveryStep, Polk County Health Department, HUD, Polk County Housing Trust Fund, Geneser Foundation, Great Outdoors Foundation	Financial and Staff Support, Federal Grants (HUD), Private Grants
<b>Promotion of Blank Advocacy and Outreach Children and Families Safety Programming</b>	<ul style="list-style-type: none"> <li>• Hannah Geneser Learning and Safety Store</li> <li>• Medication Safety and Poison Prevention</li> <li>• Safe Sleep</li> <li>• Prevent Childhood Injury Conference</li> <li>• Fire Safety House- fire safety and severe weather education</li> <li>• Vehicular Heat Stroke- Hot Car display</li> <li>• Child Assault Prevention Program (CAP)</li> <li>• Bullying, Personal Safety, and Stranger Awareness education</li> <li>• Bike and wheeled sports safety- helmets &amp; pediatrician safety</li> <li>• Child Passenger Safety Program- conventional and special needs car seats</li> <li>• Adaptive safety beds- children with special needs</li> </ul>	Programs within Blank Advocacy and Outreach will provide the community with ways to ensure child safety by providing education and tools to children and families.	Safe Kids, Hannah Geneser Foundation, Des Moines Fire Department, Des Moines Parks and Recreation, Des Moines Police Department, Iowa SIDS Foundation, Governor’s Traffic Safety Bureau (GTSB), and Lutheran Services of Iowa	Financial support from GTSB for CPS and bike safety, Funds from Hannah Geneser Foundation, staff support, Funds from Safekids Worldwide
<b>Community Wellness Programming and Partnerships</b>	<ul style="list-style-type: none"> <li>• Rooted in Nature with Polk County Conservation</li> <li>• Yoga in the Park</li> <li>• Farmers Market</li> <li>• Youth Summer Camps</li> </ul>	Community programs implemented with partner organization will be developed to promote healthy eating, physical movement, and mental health promotions.	Cities of Des Moines and Ankeny, Des Moines Parks and Recreation, Polk County Conservation, Capital City Fruit for Meals, Above + Beyond Cancer, Iowa Digestive Disease,	Financial and Staff Support

PRIORITY: PREVENTION				
INITIATIVE	FOCUSED TACTICS	ANTICIPATED IMPACT	EXISTING OR PLANNED COLLABORATIONS	RESOURCES
	<ul style="list-style-type: none"> <li>• Meals That Matter at Home</li> <li>• 12-week scholarship to cancer survivors to YMCA</li> <li>• Dish with Nish Podcasts</li> <li>• John Stoddard Cancer Center Screenings</li> <li>• Various Departmental Community Screening Events</li> <li>• Tobacco Cessation</li> <li>• Stop the Bleed</li> <li>• Tai Chi for Fall Prevention</li> <li>• Healthy Kids and 5210 community education</li> <li>• Childbirth Education &amp; Postpartum Support Group</li> <li>• Easter Lake North Shore Project</li> <li>• Trauma Center screening for SA and PTSD</li> </ul>	<p>These will lead to improved health status and lower incidence of chronic medical conditions and health utilization.</p>	<p>The Iowa Clinic, Iowa Radiology, Album Health, Juneteenth, My City My Health</p>	
<p><b>Provide Community Building through Financial and In-Kind Contributions</b></p>	<ul style="list-style-type: none"> <li>• Organizational Support of Partner Agencies and Initiatives</li> <li>• Community Engagement Financial Support Process</li> </ul>	<p>UPHDM will provide support to community partner organizations working to address this priority. Targeted organizational resources will help to increase partner impact.</p>	<p>American Heart Association, Greater Des Moines Partnership, Child Serve, American Cancer Society, NAMI of Iowa, United Way, EveryStep, Arthritis Foundation, My City My Health</p>	<p>Financial, staff and technical support.</p>

## Access to Health Care Services:

PRIORITY: ACCESS TO CARE				
INITIATIVE	FOCUSED TACTICS	ANTICIPATED IMPACT	EXISTING OR PLANNED COLLABORATIONS	RESOURCES
<b>Resource and Referral Coordination</b>	<ul style="list-style-type: none"> <li>• Together We Care and <i>findhelp</i></li> <li>• Community Health Workers</li> <li>• Navigator Services (Eyerly-Ball, Stoddard, STAR Center)</li> </ul>	Patients referred to appropriate community support services based on need. This can promote sustained or improved health outcomes.	<i>findhelp</i> , MercyOne, Amerigroup, United Way of Central Iowa, 211 of Iowa, Iowa Chronic Care Consortium	Financial support of IT system, staff support
<b>Organization Health Equity and DEI Initiatives and Partnerships to Address Minority and Underrepresented Population Access and Experience</b>	<ul style="list-style-type: none"> <li>• LGBTQ Clinic</li> <li>• West Des Moines School Clinic</li> <li>• Grandview University Clinic</li> <li>• Black Women 4 Healthy Living</li> <li>• Health Equity Steering Committee</li> <li>• Inclusion Summit</li> <li>• Personal/culturally inclusive skin &amp; hair products for hospital patients</li> </ul>	These efforts and partnerships will increase individuals comfortably and confidently utilizing medical homes to increase health outcomes through coordinated care.	One Iowa, Healthy Birthdate, Inc., Capital City Pride, Greater Des Moines Partnership, Iowa Safe Schools, West Des Moines Schools, Grandview University, Proteus, Hola Center, Iowa Asian Alliance, Iowa Public Health	Financial and staff support, technical assistance, research
<b>Work Force Development Initiatives and Health Equity Partnerships to Address Staffing/Provider Needs</b>	<ul style="list-style-type: none"> <li>• Learner Observations Program</li> <li>• Career Opportunities in Health</li> <li>• Breakthrough to Leadership</li> <li>• UPHDM Mentorship Program</li> <li>• Project SEARCH</li> <li>• Patient Care Tech Trainee Program</li> <li>• Polk County Healthcare Workforce Collaborative</li> <li>• Nursing Camp</li> <li>• Future Doctors of Iowa</li> <li>• UPH Clinic Mentoring</li> <li>• Health Equity Steering Committee</li> </ul>	Provide programs to community members of color to gain exposure to and opportunity to engage in medical professions and career planning. These efforts will lead to diversification of healthcare workforce.	Des Moines Public Schools, By Degrees Foundation, Greater Des Moines Partnership,	Financial and staff support, technical assistance, research
<b>Provide Community Building through Financial and In-Kind Contributions</b>	<ul style="list-style-type: none"> <li>• Organizational Support of Partner Agencies and Initiatives</li> <li>• Community Engagement Financial Support Process</li> </ul>	UPHDM will provide support to community partner organizations working to address this priority. Targeted organizational resources will help to increase partner impact.	American Heart Association, Greater Des Moines Partnership, Child Serve, American Cancer Society, NAMI of Iowa, United Way, EveryStep, Arthritis Foundation	Financial, Staff and Technical support.

## **UnityPoint Health-Des Moines Community Engagement Team**

- Jen Ellis Regional Marketing Director
- Angie Fagervik-Chia Senior Community Relations Specialist
- Chris McCarthy Community Health Project Manager

## **UnityPoint Health-Des Moines Community Health Implementation Partners**

- Angela Claytor Sr. Clinic Administrator-Blank
- Della Guzman Wellness Services Manager
- Gina Mandernach Nursing Program Coordinator, Oncology Administration
- Natalie McNaught Retention Specialist, Human Resources
- Laura Mears Sr. Clinic Administrator-Blank WDM Schools
- Megan Simpson Director Behavioral Services
- Cynthia Steidl President, Eyerly Ball
- Nandita Srivatsa Business Development Strategist
- Joni Thornton Manager, Physician and Hospital Liaison/Blank Comm. Relations
- Andrew Trau Nursing Program Coordinator, Trauma Services
- Erin Wendt Sr. Director of Development, Health Foundation
- Chaney Yeast Director of Government Relations, Blank Administration

## **Glossary of Focused Tactics Addressing CHNA Priorities and Initiatives**

1. **ACEs Screening in Blank Clinic:** Children are screened with the Blank Clinics for Adverse Childhood Experiences (ACEs).
2. **BH Urgent Care Clinic:** The behavioral health urgent care clinic in central Iowa provides services to individuals who are needing mental health services. Both pediatric and adult patients can be seen at Urgent Care. Patients under 18 years of age must have a parent or guardian with them.
3. **Bike Safety:** This Blank A & O program offers helmets, bike kits, and free education for families about bike safety. They also offer low-cost bike helmets to communities and organizations in need.
4. **Black Women 4 Healthy Living:** Partnering with Local Medical Professionals, Patient Advocates, Counselors and Community Resources; to help close the gap between Black Women and Health Care. Promoting Unity will help decrease Health Disparities while promoting Healthy Living Habits.
5. **Blank Advocacy and Outreach Injury Prevention Outreach:** Safety Store, Child Assault Prevention (CAP), Safe Kids Iowa coordination, Safe Kids Greater Des Moines coordination, Inpatient Child Passenger Safety coordination, Special Needs Child Passenger Safety Coordination, All Heads Covered Bike Safety Program coordination, Fire Safety House, Car Seat Safety & Fit Stations, Reach Out & Read, West Des Moines School Nurses.
6. **Blank Children's Hospital Conferences:** Breastfeeding conference, Spring Conference, Pediatric Nursing Conference, School Nurse Conference, Cooperative Caregiving Conference, & Prevent Childhood Injury Conference.
7. **Blank Pediatric Clinic Food Shelf:** Several clinics within Blank have established food shelves stocked through donations. This food is made available to patients and families who are experiencing food insecurity.
8. **Blank Psychiatry:** The child and adolescent psychiatry team at Blank Children's Psychiatry, a hospital outpatient department of UnityPoint Health – Des Moines – Iowa Methodist Medical Center, cares for children and teens with mental health and behavior problems.
9. **Blank STAR Center:** (formerly the Regional Child Protection Center) works as a team with experts in child health, development, and welfare to provide services and support to children which increase their resiliency and improve their health and well-being. To fulfill this mission, the STAR Center houses a Child Advocacy Center, and three specialized clinics designed to meet the needs of children and their caregivers.
10. **Blank Developmental Center:** For infants and children with developmental, learning, or behavioral problems, our developmental pediatrics team has the training and expertise to evaluate, diagnosis and care for your child. Our team takes a close look at the medical and psychosocial aspects of developmental and behavioral problems to offer appropriate intervention and treatment options.
11. **Blank Psychology:** Psychological services at Blank Children's is a service offered to support patients and their families experiencing a wide range of difficulties.
12. **Child Passenger Safety Program:** The CPS Program is a program that distributes car seats to families in need.
13. **Community Engagement Financial Support Process:** Requests for limited financial support and or partnership proposals are accepted by Community Engagement. Proposals must support CHNA initiatives.
14. **Community Health Worker/Navigators:** Community Health Workers and Navigators are dedicated staff assigned to help specific patients address the Social Determinants of Health that

may be keeping them from optimal health outcomes. These positions are embedded within such services as Blank, JSCC and Eyerly-Ball.

15. **Dish with Nish Podcasts:** Dish with Nish Podcast is a series exploring topics of interest in cancer prevention, the human spirit and how new ideas are changing cancer care. Dr. Andrew Nish, Medical Director at the John Stoddard Cancer Center, hosts insightful conversations with doctors, health care workers and patients discussing various aspects of health and cancer care
16. **Easter Lake North Shore Project (Athene):** North Shore is an adaptive park designed so people of all ages and abilities can explore and participate in outdoor activities at their own pace.
17. **Eyerly Ball Navigators:** Health professionals available to assist patients with accessing and using various health services and community support resources.
18. **Eyerly Ball OWI Evaluations:** Eyerly Ball also provides OWI screenings to Medicaid-eligible individuals and to those willing to pay the screening fee.
19. **Eyerly Ball Walk-In Assessments:** Substance abuse evaluations and/or individual outpatient therapy is available to individuals with Medicaid, Medicare, certain Private Insurance Plans, or those willing to pay for services out of pocket.
20. **Eyerly Ball Certified Community Behavioral Health Center:** Mental health therapy services are offered at all 4 of our Central Iowa clinic locations, while medical services are provided at Polk, Story and Warren County clinics. Our clinicians provide high quality, recovery-focused treatment including individual, couple and group counseling as well as psychiatric assessments, medication management and substance abuse treatment in a confidential and supportive environment to children, adolescents, and adults.
21. **Fall Prevention through Tai Chi:** Host Tai Chi class that is geared to help prevent participants from injury. It helps to work on balance, coordination, and finding your center (proprioception). This will help to decrease the number #1 cause of injury in the state of Iowa.
22. **Diversity and Inclusion Committee:** Employee Resource Group that supports the organization with developing HR policy, education and community involvement opportunities that promote a diverse and inclusive environment.
23. **Downtown Farmers Market:** Sponsorship of the Des Moines Downtown Farmers Market that also features UnityPoint Health Des Moines services providing health education each Saturday.
24. **Future Doctors of Iowa:** Mentoring program with North High School to connect students interested in health professions with UPHDM staff to explore career development.
25. **Hanna Geneser Learning and Safety Store:** The Hannah Geneser Safety Learning and Safety Store offers a variety of child safety products to families at a low cost. They also have experts in store to provide education on best practice for each safety item.
26. **Health Equity Steering Committee:** The purpose of the Health Equity Steering Committee is to bring awareness and education to providers, team members, executive leadership, and board members about health care disparities. Also, to identify and prioritize initiatives to eliminate those disparities in care provided at our facilities.
27. **Health Screenings:** Many service lines across the organization offer a variety of health screening opportunities at no or low charge to our community. This includes skin screenings, mammograms, blood screenings, colorectal screenings, and many others.
28. **Healthy Homes Iowa:** This project works with healthcare providers and the community to identify children suffering from asthma that may see health improvements through housing mitigation to reduce asthma triggers. It also assesses and addresses children's safety and aging in place issues allowing for mitigation of physical dangers.

29. **ICON/Central Iowa Water Trails:** The project leverages relationships, partnerships, and collaborations from throughout the state. The goal is to develop advocates and invest in infrastructure that will safeguard our waterways for generations to come.
30. **Iowa Lutheran Garden:** This is an employee and volunteer operated produce garden on the ILH campus. Harvested produce is donated to the East Des Moines Family Clinic.
31. **John Stoddard Cancer Center mental Health Support:** Programs for mindfulness, Art Therapy, Writing Through Cancer and Integrative Oncology.
32. **Learner Observations Program:** (previously known as Student Observation Program) creates a standard process for applicants and will also allow us to connect with the participant before, during and after for a potential employment relationship in the future.
33. **LGBTQ Clinic:** UnityPoint Health will be opening a new LGBTQ Clinic in April 2019 to meet the medical needs of the LGBTQ community.
34. **Meals that Matter:** Free meals to cancer patients twice a week. Meals That Matter at Home: free produce to cancer patients and survivors.
35. **Nursing Camp:** A two-day immersive experience for students entering 7<sup>th</sup> and 8<sup>th</sup> grade to discover what it is to be a nurse.
36. **Oncology Navigation Team at JSCC:** Oncology nurses, social workers and financial navigator.
37. **Organizational Support of Partner Agencies and Initiatives:** UPHDM helps to provide both financial and in-kind support to community organizations addressing health priorities. Online applications are accepted and evaluated for receiving this support.
38. **Personal Culturally Inclusive Skin and Hair Products:** Culturally appropriate personal care products are made available for our patients of various races and ethnicities.
39. **Psych Residency Program:** Broadlawns Medical Center and UnityPoint Health – Des Moines offers a jointly-administered psychiatry residency program that has earned full accreditation from the Accreditation Council for Graduate Medical Education. The Broadlawns UnityPoint Health Psychiatry Residency program welcomed the first class of four residents into its four-year training program in July 2018.
40. **Rooted in Nature with Polk County Conservation:** Rooted in Nature is a wellness program designed to improve individual's overall health and well-being by getting outdoors and immersing themselves in nature while exercising. Some of the activities include, Fitness in the Park, Mindfulness and Movement, Hike for Health, Shinrin Yoku (forest bathing) and Sunset Yoga.
41. **Safe Sleep:** This program distributes pack and plays for safe sleep for infants and children. The program also offers education on the ABCs of safe sleep.
42. **Stoddard assistance with transportation and housing:** The Oncology Navigation Team can assist with transportation arrangements for patients who are in need of rides to or from appointments and treatments by utilizing transportation resources in the community. They can also assist with lodging arrangements if patients need to travel for days in a row and driving back and forth from the Cancer Center is not feasible. Many of these transportations and lodging arrangements are funded by the John Stoddard Cancer Center Compassion Fund.
43. **Stoddard Cancer Center Screenings:** John Stoddard Cancer Center, in collaboration with other organizations, offers free cancer screenings for breast, colon and skin cancers. Many of these screenings are available to those who are uninsured or underinsured.
44. **Stop the Bleed:** Program to help inform the public about strategies and ways to help stop life threatening injuries.

45. **Together We Care and *findhelp***: Online tool that connects individuals to area organizations offering free and reduced-cost social services and programs. The resource is completely free and can be accessed by visiting [TogetherWeCare.UnityPoint.org](https://TogetherWeCare.UnityPoint.org).
46. **Volunteer Income Tax Assistance**: Supporting the Iowa Center for Economic Development to provide free tax preparation and counseling to individuals earning less than \$67,000 annually.
47. **Wellness Coaching**: Health coaching is available to all employees and spouses at UPHDM and available to all Corporate Wellness Businesses. Health coaches are trained in the Intrinsic Coaching Methodology which assists individuals in using best thinking to identify steps and create results that are important for them.
48. **Yoga in the Park**: Partnership with Ankeny Parks and Recreation to provide free yoga classes in local parks on Saturdays during the summer months.
49. **Youth Summer Camps – Des Moines Park and Rec**: This 10-week program is intended for youth looking to have the day camp experience. Site locations were selected based on community need, partnerships, and safe spaces. Activities will include arts & crafts, sports, field trips, STEM programs, nature-based programs, swim lessons, and more! Blank Children’s Hospital will be a proud supporter of these camps and will provide educational programming through advocacy and outreach.