

2025 – 2027



# COMMUNITY HEALTH IMPROVEMENT PLAN

FOR THE  
SIOUXLAND COMMUNITY



UnityPoint Health  
St. Luke's

## Executive Summary

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Dunes Surgical Center, MercyOne Siouxland Medical Center, Siouxland District Health Department and UnityPoint Health St. Luke's is pleased to present the 2025 - 2027 Community Health Improvement Plan (CHIP). The CHIP is a community-driven, strategic and measurable work plan. It defines how community partners across sectors will come together to address priority health issues identified through a comprehensive assessment of local data.

In coordination with nearly 40 diverse Siouxland community organizations, we have identified five priority areas for the CHIP. The priority areas identified for the Siouxland Area are:

- Mental Health
- Cancer Prevention
- Substance Use
- Nutrition & Physical Health
- Sexual Health

To develop our CHIP, community partners worked together to address identified health issues as well as identify conditions needed to support and improve health. Strong, effective partnerships are necessary for our community to create the conditions that will lead to improving the health and well-being of Siouxland area residents and the health of our community.

The CHIP is a living document that will be implemented and monitored over a three-year period and continuously assessed, evaluated and revised based on the evaluation results and feedback from our community partners and community members.

## Process

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Mobilizing for Action through Planning and Partnerships (MAPP) is a strategic approach to community health improvement, utilizing 3 phases. This tool helps communities improve health and quality of life through community-wide strategic planning. MAPP is generally led by multiple organizations and is completed with the input and participation of many individuals. Facilitated by public health leadership, MAPP provides a framework that helps communities prioritize public health issues, identify resources for addressing them, and develop, implement, and evaluate community health improvement plans.

Work completed during phases 1 – 2 are outlined in the 2025-2027 Siouxland Area Community Health Needs Assessment, which can be located at:

- <https://www.siouxlanddistricthealth.org/community/community-health-needs-assessment-and-statistics>
- [UnityPoint Community Health Needs Assessments](#)
- <https://www.mercyone.org/about-us/community-health-and-well-being>

## Phase 3 Identify Strategic Issues

### Community Meeting

To assist in providing feedback to the Community Health Assessment findings, and to also assist in identifying and confirming the strategic issues that should be focused on during the 2025 - 2027 Health Improvement Plan cycle, a community meeting was held in Aug. of 2024. Nearly 50 local partners convened for a “Strategic Issues Poster Presentation.”

Attendees were briefed on eight different broad health topics through a visual poster presentation. Poster topics included the following: Obesity & Nutrition, Sexual Health, Cancer, Substance Use, Oral Health, Lead Poisoning, Disability and Health and Mental Health.

After each poster presentation, attendees spent time discussing the data. Attendees discussed resources and partners available to address each topic and the top issues they felt needed to be addressed as a community utilizing prioritization guidelines.

Prior to leaving, attendees were asked to identify their top 3 health issues from the list that was compiled during the meeting. This was done utilizing the Mentimeter online platform. Based upon the scoring of this process, five broad topic categories emerged as the greatest needs: Mental Health, Substance Use, Sexual Health, Cancer Prevention, and Nutrition and Physical Activity.

### Content Expert Groups

Five different focus groups were held in Oct 2024 with local content experts to assist in formulating possible goals, objectives and strategies for the selected areas of need: Substance Abuse, Mental Health, Cancer Prevention, Sexual Health and Nutrition & Physical Health. Content experts reviewed the results of the August “Strategic Issues Poster Presentation”, reviewed current data and trends, evidence-based strategies and examples from other local public health departments, and then participated in a consensus brainstorming activity.

The recommended goals, objectives and strategies that were developed from the brainstorming activity were then reviewed by local hospitals and Siouxland District Health Department. Final strategies were then presented to the general public via social media postings, web page postings for open comments, SDHD Quarterly newsletter and various e-mail distribution lists.

### Implementation and Workgroups

Over the next three years both hospitals and Siouxland District Health Department along with community coalitions will work on identified objectives and strategies to make a positive impact on the health and well-being for the residents of Siouxland.

*The five community needs along with the accompanying goals and strategies are the issues that need to be addressed by all the organizations and coalitions in the Siouxland area to achieve our vision of, “an inclusive, thriving community of healthy, educated individuals with access to care.*



## Community Needs # 1

*How do we recognize and meet the needs of the growing mental health care needs in our community?*

### **GOAL**

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Improve Mental Health landscape in the Siouxland area

#### **OBJECTIVE #1**

Strengthen collaboration with community organizations to implement various mental health interventions aiming to improve mental health by 2027.

#### **STRATEGIES**

1. Identify mental health POC for various organizations
2. Establish systems to dissemination mental health resources to parents
3. Investigate options for offering evidence-based mental health curricula to adolescents
4. Strengthen process and awareness for utilization of possible onsite therapy services at local organizations\*

#### **OBJECTIVE #2**

Increase community mental health awareness and knowledge by delivering educational training sessions to at least 500 community members within the next three years.

#### **STRATEGIES**

1. Host community workshops on mental health topics
2. Develop targeted training sessions for specific groups, including parents, childcare providers, and law enforcement, to equip them with skills for supporting individuals facing mental health challenges.
3. Collaborate with local organizations (e.g., libraries, community centers, faith-based groups, local media) to offer free monthly “Lunch and Learn” webinars or segments on mental health topics, featuring mental health professionals.

Core Coalition – Mental Health Roundtable

\* Evidence Based Strategies listed in the What Works Through County Health Rankings website.

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## Community Need # 2

*How do we address the rising cancer incident rates in our community?*

### **GOAL**

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Decrease the incidence and mortality rates of colon, cervical, and breast cancer in the community through enhanced prevention, early detection, and access to treatment.

#### **OBJECTIVE #1**

Increase screening rates for colon, cervical and breast cancer by 3% from 2025 to 2027 in Siouxland.

#### **STRATEGIES**

1. Partner with local businesses to provide employee incentives or rewards, for participating in preventative cancer screenings.\*
2. Launch educational campaigns with culturally tailored materials through community partners to emphasize the importance of cancer screenings across diverse populations.
3. Partner with schools and community clinics to increase HPV vaccination rates among adolescents and young adults.

Core Coalition – Cancer Prevention Coalition

\* Evidence Based Strategies listed in the What Works Through County Health Rankings website

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### **Community Need #3**

*How do we address the growing concern of THC use in our community?*

## **GOAL**

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Decrease prevalence of substance misuse in our community

### **OBJECTIVE #1**

Decrease THC use in Siouxland youth, pregnant females and the general population by 2027.

### **STRATEGIES**

1. Launch community campaigns\*
2. Work with local school regarding diversion programs and education
3. Continue to work with healthcare/mental health providers to screen and refer for treatment.

Core Coalition – Tobacco Free Siouxland

\* Evidence Based Strategies listed in the What Works Through County Health Rankings website



Community Priority Issue:  
**Nutrition & Physical Health**  
**GOALS & STRATEGIES**

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### **Community Need #4**

*How do we recognize and meet the needs of our diverse population to improve physical health?*

## **GOAL**

Promote physically active lifestyles and healthy eating throughout Siouxland

### **OBJECTIVE #1**

Address the increasing adult obesity levels in Siouxland from 2025 – 2027, through education and community-based interventions.

#### **STRATEGIES**

1. Increase adult physical activity options in siouxland
2. Expand a more comprehensive trail and park system\*
3. Offer Diabetic education throughout the community
4. Chronic disease prevention – hospital

Core Coalition – Quarterly Healthy Siouxland, All Abilities Health & Wellness Coalition

### **OBJECTIVE #2**

Increase access to healthy food in the Siouxland area by developing or expanding food initiatives and strategies throughout 2025-2027.

#### **STRATEGIES**

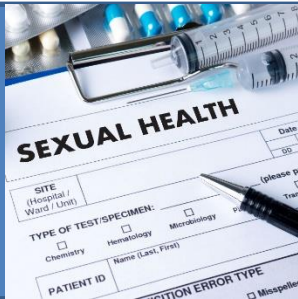
1. Offer a variety of education, training and outreach regarding food access options

Core Coalition - Food and Nutrition Coalition

\* Evidence Based Strategies listed in the What Works Through County Health Rankings website

Community Priority Issue:  
**Sexual Health**  
GOALS & STRATEGIES

The five community needs along with the accompanying goals and strategies, are the issues that need to be addressed by all the organizations and coalitions in the Siouxland area to achieve our vision of, “an inclusive, thriving community of healthy, educated individuals with access to care.”



## Community Need #5

*How do we recognize and meet the needs of our diverse population to improve sexual health?*

## GOAL

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Reduce the prevalence and incidence of STIs in Siouxland

### OBJECTIVE #1

Decrease STI (Gonorrhea, Chlamydia and Syphilis) rates by 5% by 2027, by implementing a community-wide awareness campaign to destigmatize sexual health discussions by normalizing safe sex, STI testing, and healthy relationships.

### STRATEGIES

1. Community-wide campaign through earned media, social media, digital media and print campaigns.\*
2. Create sexual health toolkit for both teens and parents that include where to get tested, condom availability and how to openly talk about sexual health.
3. Work with providers to increase education opportunities and increase number of local providers who have implemented Expedited Partner Therapy (EPT)\*
4. Nontraditional testing locations geared towards Native American, African American and Homeless individuals.

Core Coalition – STI Health Coalition

\* Evidence Based Strategies listed in the What Works Through County Health Rankings website





**Siouxland Community Health Improvement Plan Scorecard  
Woodbury County 2025 -2027**

	Right Direction
	Stable
	Wrong Direction

Indicator	Baseline	End of Year 1	End of Year 2	End of Year 3
<b>Mental Health</b>				
Decrease Suicide Deaths in Woodbury County, IA	18			
Decrease frequent mental health distress days in Woodbury County	4.8			
Number of mental health trainings provided in the tri-state area				
<b>Sexual Health</b>				
Decrease Gonorrhea rates in Woodbury County (per 100,000)	168			
Decrease Syphilis cases in Woodbury County (per 100,000)	150			
Decrease Chlamydia rates in Woodbury County (per 100,000)	640			
<b>Cancer Prevention</b>				
Increase Medicare enrollees ages 65-74 that received 1 mammogram in previous 2 years in Woodbury County	52%			
Increase adults 50-75 who had a colonoscopy in the past 10 years in Iowa	68%			
Increase number of women who have had a Pap Test in Woodbury County	77%			
HPV Completed Vaccination Rate in Woodbury County	62%			
<b>Substance Abuse</b>				
Decrease number of drug exposed infants born in local hospitals exposed to THC	73			
Decrease number of THC related school arrests by Sioux City School SROs	75			
Decrease number of ER visits with THC as the primary diagnosis	121			
<b>Obesity/Chronic Disease</b>				
Reduce obesity in Woodbury County	39%			
Reduce adults who report no leisure time physical activity in Woodbury County	29%			
Reduce diabetes prevalence for Woodbury County Adults	11.6%			
Decrease food insecurity rates in Woodbury County	12%			
Decrease individuals with high cholesterol in Woodbury County	32.6%			

## Community Coalitions responsible for Objectives

Priority Area	Coalition	Meeting Contact Person
Mental Health	Mental Health Roundtable	Jennifer Jackson <a href="mailto:jennifer@heartlandcounselingservices.com">jennifer@heartlandcounselingservices.com</a> Amy Bloch <a href="mailto:abloch@cathchar.com">abloch@cathchar.com</a>
Sexual Health	STI Coalition	Brandi Steck <a href="mailto:bsteck@slandchc.com">bsteck@slandchc.com</a>
Substance Use	Tobacco Free Siouxland	Anais Mares <a href="mailto:amares@siouxlanddistricthealth.org">amares@siouxlanddistricthealth.org</a>
Physical Health	Quarterly Healthy Siouxland All Abilities Health & Wellness Coalition Food & Nutrition Coalition	Michelle Lewis <a href="mailto:mlewis@siouxlanddistricthealth.org">mlewis@siouxlanddistricthealth.org</a> Angela Drent <a href="mailto:adrent@siouxlanddistricthealth.org">adrent@siouxlanddistricthealth.org</a> Anais Mares <a href="mailto:amares@siouxlanddistricthealth.org">amares@siouxlanddistricthealth.org</a>
Cancer Prevention	Cancer Prevention Coalition	Christie Finnegan <a href="mailto:finneganc@jecc.com">finneganc@jecc.com</a> Krista McCullough <a href="mailto:McCulloughK@jecc.com">McCulloughK@jecc.com</a>