



Adair County  
Health System  
we surround you with care

# COMMUNITY HEALTH NEEDS ACTION PLAN

2013-2016

*Adair County Health System is committed to surrounding the community with quality care.*

# Areas of Focus

- ❖ Decrease the percentage of population that is overweight and obese to enhance overall health
- ❖ Decrease the cancer death rates within the county through prevention and early detection efforts

# Goals

- ❖ Decrease the cancer and chronic disease rates through increase in preventive screens.
  - Develop a speaker's bureau to increase awareness of health risks and benefits of early identification of health problems.
    - Develop three 10 to 15 minute programs to create awareness of priorities annually
    - Recruit and train a core of professionals and volunteers to deliver programs.
    - Take programs to the community through presentations at library events, chamber/business gatherings, meal sites, service clubs, church groups, and worksites.
  - Promote awareness through community events.
    - Develop or purchase displays with information about the priority issues for use at community events.
    - Participate in community events such as Ag Day and Senior Health Day.

- Develop a better understanding of the barrier to make participation in preventive health care and identify ways to overcome barriers.
  - Organize and conduct 2-3 focus groups of male residents.
  - Analyze data collected from groups to develop specific plans.
- Strengthen partnerships to provide education concerning prevention benefits of health insurance.
  - Meet with HR staff from major community employers. Explore ways to increase employee's understanding of the benefits of preventative care including physicals and screenings. Provide information about preventative care offered through Adair County Health System.
  - Partner with SHIP volunteers to provide education for Medicare covered citizens concerning preventative care benefits.
- Increase the use of preventative care and screens by current users of Adair County Health System.
  - Work with providers to develop a preventative and screening practice checklist based on risk factors.
  - Explore the use of software package(s) to identify and notify current patients of the need for physicals, immunizations, and screenings.
- Create awareness through the use of mass media and social media.

- Prepare news releases for all newspapers serving Adair County.
  - Arrange for radio interviews of professional staff to discuss health priorities.
  - Maintain webpage with current information.
  - Develop a Facebook page and promote followership.
- ❖ Increase the number of community members making lifestyle changes that reduce obesity and cancer risks.
- Engage residents in physical activity through community events.
    - Meet with potential community partners to plan and host at least 4 activities/initiatives during the year to encourage physical activity.
      - Possible activities could include: Challenge to reduce screen time for all ages, stroller walks, community walks, summer youth programs with physical activity, health clubs at school, physical activity at meal sites, discounted rates at Fitness Center, and walking school bus.
  - Increase healthy eating choices (food selection and portion sizes) through community collaboration activities.
    - Develop partnerships with other community groups to offer nutrition education to at least 2 targeted populations each year.

- Possible activities could include: cooking classes for empty nesters or families of 1 or 2; cooking classes for families with young children; working with local food banks to collect and distribute health food options complete with simple recipes.
  - Provide services of the Health Coach for residents with chronic conditions.
- ❖ Continue to provide high quality services for prevention, early detection, and treatment of health problems through Adair County Health System.
  - Maintain strong infrastructure including state-of-the-art laboratory equipment and highly skilled staff.
  - Explore feasibility for expanding or providing additional services such as health coaching, cancer treatment and eye surgery.

## Contact Information

If you have any questions or would like to be part of making Adair County healthy please contact us.

Adair County Health System

Attn: Tiffany Johnson

609 SE Kent | Greenfield, IA 50849

641-743-2123