

Updated: 10-05-2020

## HENRY COUNTY MASTER PLAN

**VISION:** Henry County – A welcoming, safe community where residents enjoy a healthy, active lifestyle and strong multi-generational social connections

TACTICS AND IMPLEMENTATION STATUS							
Eat Well (Accessing healthier foods, Changing food environments, Promoting healthier options, Nutrition education)							
Tactic	Champion(s)	Objectives	Start Date	Target Date	Status (Red, Yellow, Green)	Completed Date	Status Notes
1. Increase nutrition education*	Jennifer Striegel, Sadie Martin, Erin Heaton	Add X nutrition education offerings in the county by XX/XX/2021.				Ongoing	<ul style="list-style-type: none"> <li>Includes School Wellness Integration Targeting Child Health (SWITCH), Pick a Better Snack, 5-2-1-0 bracelets, Fresh Conversations at Milestones Area Agency on Aging</li> </ul>
2. Increase water access	?	<p>Increase access to water at Iowa Wesleyan by adding two water filling stations and providing X water bottles by XX/XX/2021..</p> <p>Check if still a need at IW or other schools, HCHC Foundation gave \$2500 to MPCSD 11/20</p>	July 2019				<ul style="list-style-type: none"> <li>Researching</li> <li>Consulting Cindy Walljasper</li> <li>Seeking additional funding</li> </ul>

3. Increase healthy restaurant options	Anita Hampton, Elise Klopfenstein, Kelly Carr	Increase healthy options at X local restaurants and coffee shops by XX/XX/2021.					Need to restart Your Plate. Your Health.
4. Increase access to healthy foods	Kelly Carr	Increase availability of healthy foods in one convenience store, a new community garden, or other location by 06/30/2022.					Smaller community in Henry County

### TACTICS AND IMPLEMENTATION STATUS

Move More (Changing your surroundings, Planning, Education and engagement, )							
Tactic	Champion(s)	Objectives	Start Date	Target Date	Status (Red, Yellow, Green)	Completed Date	Status Notes
1. Promote opportunities for physical activity*	Kelly Carr, Sadie Martin, Jordie Dingman MPCSD	Create 4 outdoor school walking tracks at MPCSD elementary schools by 12/31/2021.	03/2019	12/2021	Yellow		<ul style="list-style-type: none"> <li>School Wellness Committee is developing</li> <li>Van Allen – Summer; Lincoln – raising funding</li> </ul>
2. Promote opportunities for physical activities*	Sadie Martin, MPCSD	Install sensory paths in 4 MPCSD elementary schools by 06/30/2020.	03/2019	06/2020	Green		2 test paths installed, waiting on ISU to purchase the rest
3. Promote opportunities for physical activity*	Kelly Carr	Install activity stencils and paint sidewalks to encourage physical activity by 10/2020.	03/2020	10/2020	Green		<ul style="list-style-type: none"> <li>Completed at library, one elementary school, near nursing home at hospital.</li> <li>Pending – additional elementary school, park</li> </ul>

4. Promote physical activity social support networks	Kelly Carr, Sadie Martin, Jordie Dingman	Add physical activity social support networks connection to Healthy Henry County website by 10/31/2020.	09/2019	10/2020	Green		<ul style="list-style-type: none"> <li>If a brochure is developed, Chamber will stock in office.</li> <li>Developing section on web page; start with bike club</li> </ul>
5. Review and update pedestrian/bike master plan	Ed Kropa, Brent Schleisman, Kelly Carr, Kansha Tiwari, Zach James	Review the pedestrian/bike master plan, gather community feedback, and build support.  Develop Saunders Park trail connection by 10/30/2020.	06/2019	10/2020	Green	On-going	<ul style="list-style-type: none"> <li>Include on-street space for bicyclists</li> <li>Advocacy points developed; advocacy plan in process</li> <li>Research multi-faceted funding approach</li> <li>Grant to Washington</li> </ul>
6. Create sidewalk/rec trail policy	Ed Kropa, Brent Schleisman, Bob Griffith, Kelly Carr, Kansha Tiwari, Zach James	Promote sidewalk and trails development and maintenance policy by XX/XX/2020.					<ul style="list-style-type: none"> <li>Initial focus – sidewalk repairs and trail maintenance</li> <li>\$15,000 available for materials</li> <li>Required at new construction</li> <li>Develop promotion plan; Feb. agenda topic</li> </ul>
7. Develop safe routes to parks plan*	Ed Kropa, Kelly Carr, Kansha	Develop safe routes to parks plan by XX/XX/XXXX.					South Street connection is needed; City/County partnership

	Tiwari, Zach James						
8. Increase place for physical activity	Bob Griffith	Develop new city park by XX/XX/2021.					4 acres
<b>TACTICS AND IMPLEMENTATION STATUS</b>							
<b>Feel Better</b> (Social connectedness and community engagement, Tobacco/nicotine prevention and cessation, Community, school and worksite wellness)							
<b>Tactic</b>	<b>Champion(s)</b>	<b>Objectives</b>	<b>Start Date</b>	<b>Target Date</b>	<b>Status</b> (Red, Yellow, Green)	<b>Completed Date</b>	<b>Status Notes</b>
1. Expand volunteering in the community	Ken Brown, Anita Hampton	Develop volunteer opportunities database by XX/XX/2021.	Winter 2020				<ul style="list-style-type: none"> <li>Assess current opportunities; student involvement</li> <li>Future coalition meeting topic</li> <li>Considering Volunteer Iowa</li> </ul>
2. Enhance community anti-bullying initiatives*	Arin Jones, Rose Lauer	Develop community inspire kindness initiative by XX/XX/XXXX.	05/2019	2020	Green		<ul style="list-style-type: none"> <li>Future coalition meeting topic</li> <li>Kindness focus</li> <li>Quarterly promotion</li> </ul>
3. Improve community spaces for social interaction	Ed Kropa, Bob Griffith, Anita Hampton, Kansha Tiwari	Create one new space for social interaction by XX/XX/2020.	09/2019				<ul style="list-style-type: none"> <li>Pocket Park; Winfield, Mt. Pleasant</li> <li>Review ideas from other communities</li> <li>Dog Park at East Lake</li> </ul>
4. Promote nicotine-free policies	Chris Kempker	Implement nicotine-free policies at X area worksites and day cares by XX/XX/XXXX.					

5. Promote health and wellbeing	Kelly Carr	Utilize coalition members to post to the new healthy blog on the HHCC website.					
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**Potential Future Tactics:**

Eat Well –

- Farmers’ Markets
- Cooking demos
- Healthy meal kits for food pantries
- Nutrition prescriptions

Move More –

- High-visibility crosswalks – countywide
- Zoning codes; joint/shared-use agreements
- Physical activity prescriptions
- Pickelball learning groups
- Safe routes to school

Feel Better –

- Smoke-free multi-unit housing
- Welcome committee

**COMPLETED TACTICS**

**Eat Well** (Accessing healthier foods, Changing food environments, Promoting healthier options, Nutrition education)

<b>Tactic</b>	<b>Completed Date</b>	<b>Notes</b>
1. Increase food pantry fruit and vegetable distribution by 100 pounds by May 2019.	05/2019	
2. Increase healthy food options at X Old Threshers Reunion vendors by 09/03/2019.*	09/2019	
3. Add additional healthy food options at two community events by 07/31/2019.*	09/2019	
4. Increase the number of community garden plots utilized from eight in 2018 to 21 by May 2019.	05/2019	
5. Increase the number of healthy options at school concession locations by 09/2020.	09/2020	

**Move More** (Changing your surroundings, Planning, Education and engagement, )

<b>Tactic</b>	<b>Completed Date</b>	<b>Notes</b>
1. Develop a partnership between Mt. Pleasant schools and the REC Center to offer at least one class focused on lifetime physical activity by May 31, 2019.*	05/2019	
2. Construct six pickleball courts at the middle school by Summer 2020.*	07/2020	
3.		
4.		

**Feel Better** (Social connectedness and community engagement, Tobacco/nicotine prevention and cessation, Community, school and worksite wellness)

<b>Tactic</b>	<b>Completed Date</b>	<b>Notes</b>
1.		
2.		
3.		

<b>Other HHCC Network Initiatives</b>			
<b>Lead Committee</b>	<b>Focus Areas</b>	<b>Objectives</b>	<b>How can we help?</b>
HHCC	<ul style="list-style-type: none"> <li>• Community health-focused events</li> </ul>	<ul style="list-style-type: none"> <li>• Support S.O. Fun Day</li> <li>• Coordinate Healthy Halloween Walk</li> <li>• Promote Live Healthy Iowa challenges</li> <li>• Host LHI 5K</li> <li>• Promote Healthiest State Walk in schools and communities</li> <li>• Participate in other events when applicable to provide education and/or healthy snacks</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Volunteers</li> <li>• Planning committee for Healthy Halloween Walk</li> <li>• Championing for LHI</li> </ul>
Community Partnerships for Protecting Children	<ul style="list-style-type: none"> <li>• Child abuse prevention</li> <li>• ACES education/prevention</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
Substance Abuse Coalition/Tobacco Coalition	<ul style="list-style-type: none"> <li>• Youth alcohol and drug use prevention</li> <li>• Vaping education/prevention</li> <li>• Smoking cessation</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
The Family Connection	<ul style="list-style-type: none"> <li>• 1-on-1 parenting education and support for parents of children 0-5</li> <li>• Boot Camp for New Dads</li> </ul>	<ul style="list-style-type: none"> <li>• Provide home visitation services with group component and promote connection to community resources.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing on HHCC website</li> <li>• Promote Boot Camp for New Dads</li> <li>• Serve on Advisory Board to help direct program to community needs</li> </ul>

<p>Health Pulse Alliance</p>	<ul style="list-style-type: none"> <li>• CARE LINKS program/care coordination</li> <li>• Medical transportation</li> <li>• Awareness of resources and services</li> <li>• Mental health support promotion</li> </ul>	<ul style="list-style-type: none"> <li>• CARE LINKS staff will meet with referred clients to help connect them to and navigate resources and services</li> <li>• Fund and promote free medical transportation through SEIBUS</li> <li>• Support RSVP medical transportation</li> <li>• Create and update adult and youth mental health resource guides</li> <li>• Update and distribute community services directory</li> <li>• Create messaging slides for display tv's around Mt. Pleasant</li> <li>• Marketing of services and resources</li> </ul>	<ul style="list-style-type: none"> <li>• Learn about CARE LINKS to know who/when to refer</li> <li>• Promote SEIBUS transportation</li> <li>• Recruit drivers and promote RSVP medical transportation</li> <li>• Distribute resource guides</li> <li>• Create and/or forward messaging slides about community resources</li> <li>• Send ideas for newspaper/radio ads to promote related services</li> </ul>
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Goal	Source	Baseline Measure	Current/Updated Measure
Economic development	<b>Chamber Metrics:</b> TBD		
Increase in new county residents	<b>Population:</b> (U.S. Census Bureau)	20,145 (Henry Co. – 2010)	
Improved health indicators / decrease in chronic disease indicators	<p><b>Adult Obesity:</b> Percentage of adults that report BMI of 30 or more. (County Health Rankings – Centers for Disease Control and Prevention)</p> <p><b>Diabetes Prevalence:</b> Percentage of adults age 20 or above with diagnosed diabetes. (County Health Rankings – Centers for Disease Control and Prevention)</p> <p><b>Poor Physical Health Days:</b> Average number of physically unhealthy days reported in past 30 days. (County Health Rankings – Centers for Disease Control and Prevention)</p> <p><b>Poor Mental Health Days:</b> Average number of mentally unhealthy days reported in the past 30 days. (County Health Rankings – Centers for Disease Control and Prevention)</p>	<p>34.0% (Henry Co. – 2014)</p> <p>10.0% (Henry Co. – 2014)</p> <p>3.1 days (Henry Co. – 2016)</p> <p>3.4 days (Henry Co. --2016)</p>	<p>35.0% (Henry Co. – 2016)</p> <p>7.0% (Henry Co. – 2016)</p> <p>3.2 days (Henry Co. – 2017)</p> <p>3.5 days (Henry Co. – 2017)</p>
Increased access to and consumption of healthy foods\	<b>Food Environment:</b> Food Environment Index (access to healthy foods and food insecurity) from 0 (worst) to 10 (best).	7.5 (Henry Co. – 2015)	7.7 (Henry Co. – 2015 & 2017)

	(County Health Rankings – Community Population Survey, Bureau of Labor Statistics, and American Community Survey)		
<b>Increased access and utilization of places for physical activity</b>	<p><b>Physical Inactivity:</b> Percentage of adults age 20 and over reporting no leisure-time physical activity. (County Health Rankings – Centers for Disease Control and Prevention)</p> <p><b>Access to Exercise Activities:</b> Percentage of population with adequate access to locations for physical activity. (County Health Rankings – Baseline = Population Data, North American Information Classification System Standard Industry Classification (SIC) Codes; New=Population Data)</p>	<p>24% (Henry Co. -- 2014)</p> <p>80% (Henry Co. – 2010 population, 2016 SIC, 2016 recreation facilities and parks)</p>	<p>29% (Henry Co. – 2016)</p> <p>83% (Henry Co. -- 2010 &amp; 2019)</p>
<b>Increased social connectedness</b>	<p><b>Social Associations:</b> Number of social associations per 10,000 population. (County Health Rankings – North American Information Classification System Standard Industry Classification (SIC) Codes)</p>	<p>15.5 (Henry Co. – 2015)</p>	<p>12.6 (Henry Co. – 2017)</p>