

HEALTHY TETON COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN





Healthy Teton County Community Health Improvement Plan Published November 2015

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All questions about the contents of this report should be directed to Jodie Pond, Director at Teton County Public Health, 307.732.8461 or jodie.pond@wyo.gov. The most recent version of this document can be found at www.healthytetoncounty.org

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EXECUTIVE SUMMARY

November 30, 2015

Dear Community Members,

The completion of the 2015 Healthy Teton County (HTC) Community Health Needs Assessment (CHNA) marked a momentous step forward in improving the health and quality of life for Teton County residents. The CHNA report, released in May 2015, provided our community with a comprehensive overview of the primary health needs that our region faces today. The CHNA findings indicated that while Teton County is very healthy in certain categories, there is still work to be done in other areas. The full HTC report can be found at www.healthytetoncounty.org.

The HTC coalition is now transitioning into the action phase of our initiative; the first step is to develop community-wide strategies for impacting our local identified health needs. This document summarizes HTC's Community Health Improvement Plan (CHIP), and includes the strategic framework that will guide the action phase of the HTC initiative. The following pages also contain detailed community Action Plans for addressing each of the primary health issues. The CHIP Action Plans were developed by HTC Action Groups and contain outreach activities that are designed to make the greatest collective impact on our common goals.

Following a collective impact model allows health issues to be addressed by diverse sectors that are working towards the shared HTC vision of "a vibrant Greater Teton community where opportunities for excellent health are available to all." The involvement of multiple stakeholders in each Action Plan allows interventions to be implemented at multiple levels of influence: personal, interpersonal, organizational, the social environment, and the physical environment. With this approach, HTC, and the community of Teton County, Wyoming, will be able to work together to focus on what's important, choose effective policies and programs, and implement evaluation strategies.

The list of key health issues to be addressed includes both traditional clinical indicators as well as social determinants of health. Researchers Ockene, et al., state that, "Unhealthy lifestyle behaviors and risk factors, poor delivery of clinical and community preventive services, and environments not conducive to health increase the risk of disease and injury and contribute to the leading causes of death." Similarly, we hope that by addressing health issues from a multifactorial perspective, we will see improved health outcomes that are sustained over time.

The HTC Core Committee thanks all of our community partners for your continued dedication to this initiative and the improvement of health and quality of life in Teton County. We could not do it without you!

Sincerely,

Jodie Pond, MPH, MCHES, Director Teton County Public Health

Lou Hochheiser, MD, CEO St. John's Medical Center

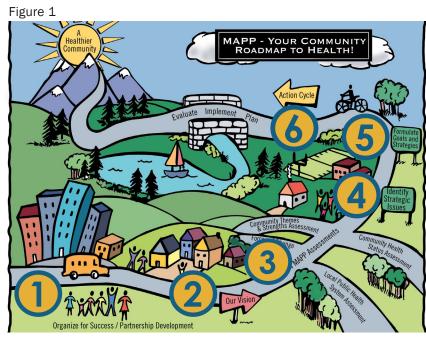
BACKGROUND

In May 2015, the Healthy Teton County (HTC) coalition completed a comprehensive community health needs assessment (CHNA) on the health status of Teton County, Wyoming. This project — led by Teton County Public Health (TCPH) and St. John's Medical Center (SJMC), in partnership with over 35 community organizations — identified and prioritized the primary health issues facing Teton County. After examining both qualitative and quantitative data, the list of key health issues included both traditional clinical indicators as well as social determinants of health. The full CHNA report, including methodology and results, can be found at www.healthytetoncounty.org.

Strategic Planning Framework

Phases 1-3

HTC's 2015 CHNA utilized the Mobilizing for Action through Planning and Partnerships (MAPP) strategic framework as depicted in Figure 1. The MAPP framework guided the HTC coalition through six phases. The first three phases included: (1)Organizing for Success, (2) Visioning, and (3) The Four MAPP Assessments (Community Health Status Assessment, Community Themes and Strengths Assessment, Forces of Change Assessment, and the Local Public Health System Assessment). The initial phases of the HTC project are detailed in the CHNA document referenced above.



Phases 4-6

This document contains HTC's Community Health Implementation Plan (CHIP) and provides a summary of HTC's work in Phases 4-6 of the MAPP framework.

Phases 4-6 included: 4 Identification of Strategic Issues, 5 Formulating Goals and Strategies, and 6 The Action Cycle (Planning, Implementation, and Evaluation). These phases allowed HTC to strategically plan for action around the most pertinent health issues identified in Phases 1-3, ultimately bringing the community together to galvanize around the implementation of evidence-based solutions using a collective impact model.

The methodology used in Phase 4 to identify HTC's strategic issues is described on page 8; the CHIP, which encompasses Phases 5 and 6, follows on pages 13-42.

PHASE FOUR Strategic Issue Identification & Prioritization

TOP 10 HEALTH PRIORITIES

Methodology

The primary health needs in Teton County were identified by the HTC Steering Committee, which was a diverse advisory committee made up of over 30 community stakeholders. Findings from the four assessments in Phase 3 were presented to the Steering Committee at a meeting on January 28, 2015. The presentation included information on whether quantitative indicators were statistically significant. whether specific health issues had been identified in more than one of the four assessments, and whether the Teton County data met Healthy People 2020 (HP2020) goals. HP2020 is a national framework for health improvement that sets quantitative targets for community health indicators.

Following the data presentations and a review of the CHNA report, attendees determined the primary health issues with a weighted voting system. Attendees were prompted to consider three primary criteria: what value the issue had to the community, whether there were proven solutions available for implementation, and the consequences of inaction. Other important criteria that were assessed during the data analysis phase included: number of people affected, seriousness of the health issue, whether there was an observed data trend, and if certain groups were disproportionately affected. Additional criteria that will be considered during the action phase are feasibility of interventions and social determinants of health. All criteria utilized during the data analysis and issue prioritization phases were adopted from a list provided by MAPP.

Primary Health Issues

Figure 2 lists the prioritized health needs for Teton County, which include traditional health factors as well as social determinants of health. Figure 3 indicates areas where Teton County performs better than state and national trends.

Figure 2	
Top 10 Health Issues in Teton County, WY	Figure 3
1. Access to health services	Positive Hea
2. Severe housing	in Teton
3. Food insecurity	» Cancer inci
4. Routine screenings	» General hec
5. Transportation	» Mental heal
6. Immunizations for 65+	» Obesity and
7. Sexually transmitted infections	» Physical act
8. Smokeless tobacco	» Prenatal car
9. Radon	» Quality of life
10. Youth alcohol use	» Smoking rat
	» Suicide rate
	» Teen birth ra

alth Indicators County, WY

- dence and mortality
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PHASE FIVE Formulate Goals and Strategies

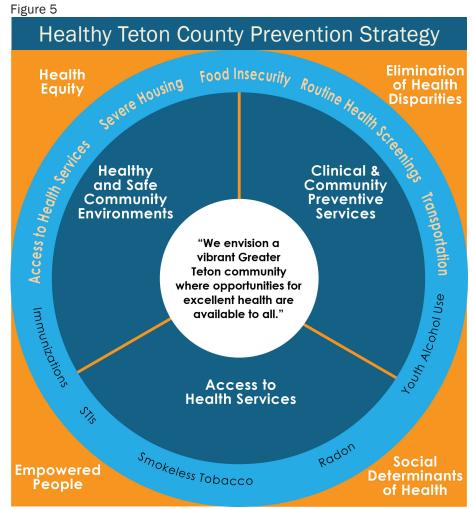
HTC PREVENTION STRATEGY

In order to address the top 10 health issues in a strategic and organized manner, HTC turned to the National Prevention Strategy (NPS). The NPS (Figure 4), created by the Office of the Surgeon General of the United States, "envisions a prevention-oriented society where all sectors recognize the value of health for individuals, families, and society and work together to achieve better health for Americans." This framework provides evidence-based solutions to common health problems and was developed "to guide the United States in the most effective and achievable means for improving health and well-being."

Figure 4.

The HTC Prevention Strategy (Figure 5), a modification of the NPS, is centered around the HTC vision of, "a vibrant Greater Teton community where opportunities for excellent health are available to all." This

customized prevention strategy also contains three strategic directions and is based upon four basic pillars: health equity, elimination of health disparities, empowered people, and the social determinants of health. The four basic pillars of the HTC Prevention Strategy are listed in the orange corners of Figures 5 & 6, and describe key considerations when addressing each of the top 10 health issues. They are explained in detail on page 11.



HTC PREVENTION STRATEGY

Health Equity

Health equity is defined by the Center for Disease Control (CDC) as the, "attainment of the highest level of health for all people." The CDC goes on to say that when health equity exists, no one is "disadvantaged from achieving their highest potential because of social position or other socially determined circumstances." Health inequities are reflected through differences in length of life; quality of life; rates of disease, disability, and death; severity of disease; and access to treatment. Health equity is achieved when health disparities, described below, are eliminated.

Elimination of Health Disparities

The NPS describes health disparities as, "differences in health outcomes across subgroups of the population, often linked to social, economic, or environmental disadvantages (e.g., less access to good jobs, unsafe neighborhoods, and lack of affordable transportation options). Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health on the basis of their racial or ethnic groups, religion, socioeconomic status, gender, age, mental health, cognitive, sensory or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion."

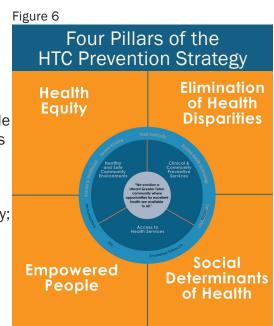
Empowered People

HTC also recognizes that individuals must be supported in taking an active role to improve their health. The NPS states that, "people

become empowered when they have the knowledge, ability, resources, and motivation to identify and make healthy choices. When people are empowered, they are better able to improve their health, support their families and friends in making healthy choices, and lead community change."

Social Determinants of Health

HTC aims to create social and physical environments that create good health for all. Understanding the relationship between how population groups experience "place" and the impact of "place" on health is fundamental to the social determinants of health — including both social and physical influences. The term Social Determinants of Health (SDOH) is defined by the World Health Organization as, "the conditions in which people are born, grow, live, work and age." SDOH include factors such as the built environment, access to health services, social connections, education, and economic stability.



STRATEGIC DIRECTIONS

The four basic pillars of the HTC Prevention Strategy are complemented by three guiding strategic directions. These strategic directions align with the NPS, streamlining the task of researching best practices as HTC moves towards taking action. Each of the 10 prioritized health needs fit into or encompass one of the three strategic directions.

Strategic Directions

HTC's three strategic directions are:

- Access to Health Services
- 2) Healthy and Safe Community Environments
- Clinical and Community Preventive Services

Strategic Questions and Areas of Focus

Each strategic direction is accompanied by a strategic question. The strategic questions provide additional context and help to guide the community through the implementation phase. The strategic directions, strategic questions, and prioritized health issues for each strategic direction are listed in Table 1.

Table 1

HTC Strategic Questions

Access to Health Services

How does the community ensure that all individuals have timely access to affordable, quality, comprehensive health and wellness services?

- Lack of insurance coverage
- Cost of care

Healthy and Safe Community Environments

How does the community create conditions that promote healthy and safe community environments?

- Severe housing
- Transportation
- Food insecurity
- Radon

Clinical and Community Preventive Services

How does the community create a culture of prevention throughout the lifespan?

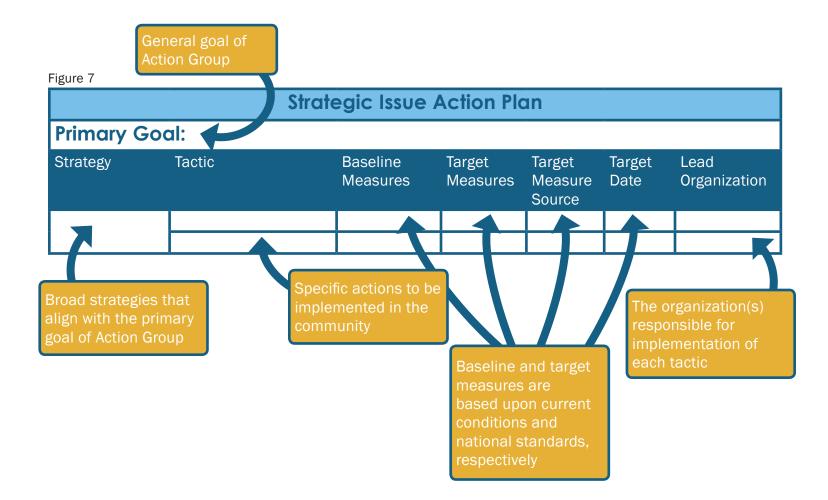
- Routine screenings
- Immunizations for 65+
- Sexually transmitted infections
- Smokeless tobacco
- Youth alcohol use

THE ACTION PLAN

The final CHNA report, the list of the top 10 prioritized health issues, and the strategic directions were officially released to the public on May 13, 2015. At this time Action Groups were formed to address each of the top 10 health issues, with each Action Group being chaired by a member of the HTC Core Committee. If community initiatives were already underway around a top 10 issue, HTC integrated its Action Groups into existing efforts in order to avoid duplication. Media outreach included specific messaging on how community members could sign up for Action Groups.

Each Action Group was tasked with completing an Action Plan; Action Plans include a broad primary goal, general strategies, and specific tactics for each strategy. Action Plans also list target measures and indicate which organizations or individuals will be participating in each tactic. The basic Action Plan framework is shown below in Figure 7, with each component labeled for reference. This model will be followed for each of the top 10 issues on the following pages.

Definitions of key terminology can be found in Appendix B.



THE ACTION PLAN

Action Plan Components

The establishment of all HTC Action Plans was guided by three primary community development principles: evidence-based best practices, standardized national target measures, and Collective Impact. These guiding principles utilize proven health improvement strategies and are explained in detail below.

1) Evidence-based Best Practices

The HTC Action Groups developed their Action Plans with interventions that were grounded in peer-reviewed research and that had been proven to be effective in similar community settings. The primary resources that were used during the selection of these evidence-based best practices included: County Health Rankings and Roadmaps, The Community Guide, and the Center for Disease Control's Community Health Improvement Navigator.

2) National Target Measures

Data from the HTC Community Health Needs Assessment report were analyzed against state and national data sets as often as possible. This data analysis strategy provided a broad context for Teton County's health indicators and allowed local results to be compared to similar data across the nation.

Healthy People 2020 Similarly, the HTC Action Groups developed elements of their plans based upon nationally-accepted target measures. The Healthy People 2020 (HP2020) initiative was the primary source of target measures; HP2020 is a federal program focused on,

"providing science-based, 10-year national objectives for improving the health of all Americans." These national objectives are listed in each Action Plan, when applicable. In cases where HP2020 target measures did not exist, the Action Groups developed other target measures based upon other published research or upon local measures.

3) Collective Impact

The Collective Impact (CI) framework provides guidelines for organizations or individuals who are working together towards a common goal. CI was first introduced in an article of the Stanford Social Innovation Review by researchers who observed, "that large-scale social change comes from better cross-sector coordination rather than from the isolated intervention of individual organizations." This community development model emphasizes: setting a common agenda, using common performance measures, implementing mutually-reinforcing activities, focusing on clear communications, and utilizing a backbone organization.

THE ACTION PLAN: Access to Health Services

Access to Health Services

Key Actions

- » Pilot a Patient Guide program at SJMC
- Section 2018 Se
- Continue to facilitate Affordable Care Act sign-ups in Teton County

Access to Health Services encompasses two components: 1) insurance coverage and 2) cost as a barrier to care. Individuals or families without adequate insurance coverage may delay or completely forgo preventive care, leading to more complex health needs and therefore higher health care costs down the road. Similarly, if cost is a barrier to receiving care, both the insured and uninsured may not visit providers as often as they should for optimal health. The Access to Health Services Action Plan addresses both of these issues.

Chairpersons: Jodie Pond, MPH, MCHES Teton County Public Health jodie.pond@wyo.gov

> Julia Heemstra St. John's Medical Center jheemstra@tetonhospital.org

THE ACTION PLAN: Access to Health Services

Insurance Coverage

	Access to Health Services Action Plan								
Primary Goal Increase insurance coverage rates for all populations HP2020 Target 100% of population insured									
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization			
Continue to facilitate and expand	Promote ACA navigation services through media outlets	23.0% uninsured	0.0% uninsured	HP2020	2020	SJMC			
Affordable Care Act (ACA) sign- ups	Work with community partners to serve as many community members as possible	2,722 sign- ups during 2014- 2015 open enrollment			Ongoing				

Cost as a Barrier to Care

	Access to Health Services Action Plan							
Primary Goal Eliminate cost as a barrier to receiving treatment HP2020 Target 9.0% of people reporting cost as a barrier to care								
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization		
Implement patient access strategies	Pilot a trial patient guide program	Cost is a barrier to care for 11.0% of population	Cost is a barrier to care for 9.0% of population	HP2020	Fall 2015	SJMC		
	Explore the possibility of developing a local community health center (CHC)	0 CHCs in Teton County	1 CHC in Teton County	N/A	2016			

Radon

Key Actions

» Increase community awareness about the dangers of radon

» Promote radon testing and mitigation

Radon is an odorless, tasteless, and invisible gas produced by the decay of naturally occurring uranium in soil and water. This gas is a form of ionizing radiation and a proven carcinogen. (Source: http://www.epa.gov/radon/aboutus.html) Long-term exposure to elevated levels of radon has been linked to lung cancer in humans. Radon is measured in picocuries per liter (pCi/L), and levels are considered elevated if they are above 4 pCi/L.

Chairperson: Eric Baird, MPH Teton County Public Health <u>eric.baird@wyo.gov</u>

Radon Action Plan

Primary Goal

Increase the number of homes and establishments in Teton County that test for radon and mitigate if necessary

HP2020 Target

30% of homes in high radon areas utilize radon mitigation strategies

Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Reduce radon in Teton County homes & establishments to acceptable levels	Promote awareness about the risks of radon through Eco- Fair, Home Show, Sustainability Project, and January as Radon Month	No current active outreach	5 events attended	ТСРН	2016 and ongoing	ТСРН
	Continue to offer radon test kits at TCPH and provide education and material to Building and Planning Department, hardware stores, and schools	161 tests distributed	200 tests distributed	ТСРН	Same as above	

	Radon	Action Plan	(Continu	ed)		
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
(Continued) Reduce radon in Teton County homes & establishments to acceptable levels	Provide concise instructions for radon kit usage to reduce error, and follow-up with homes that have high levels of radon	No data	80% of homes in Teton County test for radon	ТСРН	2016	ТСРН
Policy	Explore implementing real estate testing and disclosure as a requirement	No policy	Enact policy	N/A	2016	ТСРН
Support & promote radon mitigation efforts locally	Cooperate with Building & Planning Department and independent professionals to determine success of passive systems and other technology	No data	30% of homes in high radon areas utilize mitigation strategies	Healthy People 2020	Ongoing	ТСРН
	Work with radon professionals to have a common understanding and relationship. Reach out to housing organizations to encourage radon testing and mitigation	No data	100% of new homes built in Teton County constructed with radon- reducing features	Healthy People 2020	Same as above	

Severe Housing

Key Actions

- Section 2 Sec
- Support the exploration of creative housing solutions
- >> Develop community advocates for housing and health

Severe housing is defined by County Health Rankings as "A household that has one or more of the following: Housing unit lacks complete kitchen facilities; lacks complete plumbing; severely overcrowded (1.5 persons or more per room); severely cost burdened (monthly costs including utilities exceed 50% of monthly income)."

Housing conditions impact health in a number of ways. According to the Robert Wood Johnson Foundation, physical conditions of the home, neighborhood conditions, and housing affordability have the potential to affect health both directly and indirectly. The World Health Organization reports that a number of preventable chronic diseases including cancer, respiratory, nervous system, and cardiovascular conditions are often associated with living conditions. Homes that are not up to building code standards pose additional safety risks and contribute to accidents and injury.

Good health depends on having homes that are safe and free from physical hazards. When adequate housing protects individuals and families from harmful exposures and provides them with a sense of privacy, security, stability and control, these factors can make important contributions to health. In contrast, the Robert Wood Johnson Foundation states that poor quality and inadequate housing contributes to health problems such as infectious and chronic diseases, injuries and poor childhood development.

Chairperson: Mary Erickson Community Resource Center (CRC) <u>mary@crc.org</u>

Severe Housing Action Plan

Primary Goal

Help our community ensure that our diverse workers can afford to live in safe and quality homes - with a special focus on low-income community members

Primary HTC Housing Strategies

- » Promote community involvement in the public planning process, including local housing policy initiatives and the Teton County Housing Action Plan (HAP).
- » Educate the public on the connection between health and housing.

Scope of HTC Severe Housing Action Plan

This Action Plan was designed by the HTC Severe Housing Action Group and shares many elements with Teton County's HAP, as indicated below. In order to avoid duplication of efforts, HTC intends to support the current efforts underway. Strategies or tactics not contained in the HAP will be pursued by the HTC Action Group.

Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization			
	Housing Policy Goal: Support a regulatory and policy environment that encourages housing for low-income and middle-class workers								
Promote zoning regulations	Density bonuses for deed-restricted housing		the HAP: <u>http:/</u> g-action-plan/2		wyo.org/(<u>compp/</u>			
	Relax requirements for deed restricted housing, especially Category 1, such as parking, landscape surface ratio, setbacks, and planning and development fees	HTC Severe H with the HAP	ousing Action (timeline.	Group will al	ign advo	cacy efforts			
	Allow and encourage dense rental units								

	Severe Hous	sing Actior	n Plan (Cor	ntinued)		
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Encourage incentives for housing-centric	icentives for height, etc; streamline with the HAP timeline.					cacy efforts
development	Subsidies to non-profit and private developers to build low-income housing	Same as abo	ve			
	Low-income housing tax credits	Same as abo	ve			
Explore the implementation of new policy tools	Rent stabilization		lousing Action ed Town/Count			
	iding Goal: Creat g - at least \$5M p		ue stream t	that can	buy lc	and and
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Support sales tax proposal to help fund housing efforts	Determine best uses of revenue – create a plan and process for how the funds will be managed, prioritized, and allocated	topics/housir	the HAP: <u>http:/</u> ng-action-plan/ lousing Action timeline.	<u>253228/</u>		
	Work with community leaders to determine ballot timeline	Same as abo	ve			
Continue to consider other ideas	Investigate possibility of Real Estate Transfer Tax or a mortgage "tax"	Same as abo	ve			
	Look into whether the Town of Jackson could issue long-term bonds	Same as abo	ve			

	Severe Hous	sing Action	Plan (Cor	ntinued)	1	
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
(Continued) Continue to consider other ideas	Develop a local Housing and Urban Development (HUD) or USDA "like" model for development loans (i.e. USDA 515 loan), subsidies, and tax credits that are reliable/predictable	HTC Severe Ho newly-propose	-			
Explore Federal funding options and private resources	Explore resources such as HUD, Wyoming Community Development Authority, and tax credits	Same as abov	e			
	vocacy Goal: Cre municate strongly P					
Build advocacy group in coordination	Coordinate advocacy efforts with the Housing Director/HAP	None existing	Ongoing	Meeting minutes	Dec 2015	HTC Action Group/HAP
with HAP efforts	Develop a Statement of Purpose	None existing	Statement completed	Meeting minutes	Dec 2015	HTC Action Group/HAP
	Target organizations and individuals with similar housing goals	None existing	Ongoing	Meeting minutes	Dec 2015	HTC Action Group/HAP
Communicate message	Frame the issue	None existing	Ongoing	Meeting minutes	July 2016	HTC Action Group/HAP
message	Issue statement in response to the Housing Summit Action Plan	None existing	Statement issued	Meeting minutes	TBD	HTC Action Group/HAP
	Release White Paper on the connection between housing and health	None existing	Paper published	Meeting minutes	TBD	HTC Action Group/HAP

	Severe Housing Action Plan (Continued)									
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization				
Educate public about ongoing	Develop target list/ mailing list	None existing	List completed	Meeting minutes	July 2016	HTC Action Group/HAP				
issues	Letters to the editor, editorials, etc.	None existing	Ongoing	Meeting minutes	July 2016	HTC Action Group/HAP				
	Conduct Collective Impact and Advocacy training for committee members	No prior trainings	1 annual training	CRC	Fall 2015	CRC				

Transportation

Key Actions

- Set the community about the connection between transportation and health
- Inform the community about opportunities to learn about local transportation policy initiatives

Transportation issues have the potential to impact social, physical, mental, and environmental health in a number of ways. According to the United States Department of Transportation, the five primary connections between transportation and health are: active transportation options that promote physical activity, less accidents due to safer roads, cleaner vehicles result in cleaner air which affects respiratory illnesses, multi-modal networks allow easy access to health-related destinations, and equity. Three out of four HTC Assessments identified transportation as a concern of local residents. The primary issues identified by community members included: impacts of traffic congestion, access to public transportation, desire to travel around the county by means other than a personal vehicle, and expanded availability of alternative transportation options.

Chairperson: No Action Group has been formed at this time. Please contact <u>jodie.pond@</u> wyo.gov or <u>ssalo@tetonhospital.org</u> if you are interested in becoming involved.

Transportation Action Plan

Primary Goal

Promote and support local efforts to diversify and expand alternative transportation options

Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Inform the community about local transportation policies and opportunities to be a part of the public planning process	<u>Teton County</u> <u>Integrated</u> <u>Transportation Plan</u>	Approved	N/A	Teton County	N/A	N/A

	Transporte	ition Action I	Plan (Conti	nued)		
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
(Continued) Inform the community	Town of Jackson 2015 Community Streets Plan	Under consideration	Approval	Town of Jackson	N/A	N/A
about local transportation	<u>Teton County</u> Pathways Master Plan	Approved	N/A	Teton County	N/A	N/A
policies and opportunities	<u>Town of Jackson Bike</u> <u>Network</u>	Approved	N/A	Town of Jackson	N/A	N/A
to be a part of the public planning process	<u>Teton County</u> Comprehensive Plan Chapter 3	Approved	N/A	Teton County	N/A	N/A
Communicate to influencers and decision- makers how transportation impacts health of residents and visitors	Conduct a Collective Impact and Advocacy training with community partners	No existing program	One training by Fall 2015	N/A	Fall 2015	TCPH, Community Resource Center, Jackson Hole Conservation Alliance
	Create a transportation and health info sheet for general distribution	No existing info sheet	Create info sheet by Fall 2016	N/A	Fall 2016	TCPH, SJMC
Support transportation options for those with limited mobility	Create a handout that describes transportation options in a clear and concise manner	No existing handout	Handout created and distributed	Age Friendly Jackson Hole	Fall 2015	Age Friendly Jackson Hole

Food Insecurity

Key Actions

- >>> Create a comprehensive list of food insecurity resources
- >>> Connect hungry children with appropriate programs

Conduct community education and outreach

Food insecurity is defined by Feeding America as, "Lack of access, at times, to enough food for an active, healthy life for all household members, and limited or uncertain availability of nutritionally adequate food." Individuals or families that suffer from food insecurity may experience more stress and more negative health outcomes.

Chairperson: Jordan McCoy University of Wyoming Extension jmccoy@tetonwyo.org

Food Insecurity Action Plan

Primary Goal

Reduce food insecurity in Teton County, currently reported at 13.5% **HP2020 Target**

6.0% of population reporting food insecurity

Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Disseminate information about available food security resources to the community	Compile food security resources into a "Community Eats" list with an attached map	Measure participation in local meals/ programs	Change in meal/ program participation	Local organizations	Fall 2015	SJMC and the Senior Center of Jackson Hole

	Food Ir	nsecurity A	ction Plan	(Continued)	
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
(Continued) Disseminate information about available food security	Disseminate list/map via social services and community venues	Same as above	Same as above	Same as above	2016	All members of Food Insecurity Action Group
resources to the community	Develop online presence – website, social media, etc.	Same as above	Same as above	Same as above	2016	
	Increase awareness about food insecurity and the resources available (seasonal campaigns, documentaries, events, etc.)	Same as above	Same as above	Same as above	TBD	
Connect hungry children with appropriate	Pilot a Friday Backpack Program	One program	Expand current program	Friday Backpack Program	Fall 2015	Community volunteers
programming and support	Assist with promotion of summer lunch program at Colter Elementary	No previous program	Summer lunch program at one location	Teton County School District	Summer 2015	All members of Food Insecurity Action Group
	Increase enrollment in free/reduced lunch program	Current lunch participation	Increase lunch participation by 10%	Teton County School District	Fall 2015	Food Insecurity

	Food Ir	nsecurity A	ction Plan	(Continued	l)	
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Educate the community on cooking, gardening, and healthy eating (Programming will focus on simple themes such as eating more whole vs. highly processed foods, plant- strong and colorful plates. When appropriate weave in how to shop, budget, plan and create healthy meals that taste good.)	Conduct culturally- appropriate cooking classes in English and Spanish, including information on buying on a budget. Utilize Hole Food Rescue food when possible. Locations to include Jackson Whole Grocer, University of Wyoming Extension Office, with exploration of additional locations.	2 series of classes annually	Add an additional 2 classes each year	UW Extension	Ongoing	University of Wyoming Extension, Beyond Broccoli, Jackson Whole Grocer, Hole Food Rescue
5000.)	Connect with the Rec. Center cooking class program for kids to incorporate healthy eating ideas	1 class	Add an additional 2 classes each year	UW Extension	Ongoing	

	Food II	nsecurity A	ction Plan	(Continued)	
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Educate the community on cooking, gardening, and	Explore offering simple gardening classes	2 classes per growing season	4 classes per growing season	UW Extension	Ongoing	University of Wyoming Extension, Beyond
healthy eating (Continued)	Additional education strategies to include: flyers/ posters, food sampling, social media	No current efforts	Varies by campaign	N/A	Ongoing	Broccoli, Jackson Whole Grocer, Hole Food Rescue

Routine Screenings

Key Actions

- » Educate community members on the importance of preventive screenings
- >> Reduce cost barriers by promoting financial assistance programs

Routine preventive screenings such as mammographies, colorectal screenings, and diabetic screenings have the potential to catch the development of disease before it progresses.

Chairperson:

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Routine Screenings Action Plan

Primary Goal

Increase rates of mammography and colonoscopy screenings

Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Educate community members on the importance of routine screening	Media campaign in collaboration with community partners	Mammography: 75.7% Colorectal: 66.3%	Mammography: 81.1% Colorectal: 70.5%	HP2020	2017	SJMC
	Distribute relevant information at events where target populations attend in high numbers	Same as above	Same as above	Same as above	Ongoing	

	Routine Sc	reenings Act	tion Plan (Co	ontinued)	
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
(Continued) Educate community members	Share screening information with Worksite Wellness clients	Same as above	Same as above	Same as above	Ongoing	SJMC
Reduce cost barriers by promoting financial	Share financial assistance information with providers	Same as above	Same as above	Same as above	Ongoing	SJMC
assistance programs	Distribute financial assistance information at community events	Same as above	Same as above	Same as above	Ongoing	
Assist providers with implementation of screening reminder mechanisms	Explore how electronic medical records can be utilized to remind providers about patient screening dates	Same as above	Same as above	Same as above	Ongoing	SJMC

Immunizations for 65+

Key Actions

- » Increase written reminders for vaccines
- » Educate the community on the importance of vaccines

» Increase availability of vaccines

Immunizations for individuals over the age of 65 can keep themselves and others safe from the spread of communicable diseases. Seniors, youth, and those with compromised immune systems are all populations who are vulnerable to common illnesses such as influenza and pneumonia.

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	Immu	Unizations fo	r 65+ Action	Plan						
Primary Goo	Primary Goal									
Increase imr	Increase immunization rates for individuals over the age of 65									
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization				
Increase written reminders for influenza and pneumococcal vaccinations	Ads in the daily and weekly newspaper with information about "flu season"; include a list and map of vaccine distributors and immunization clinic locations	Pneumococcal: 60.0% Influenza: 49.3%	Pneumococcal: 90.0% Influenza: 90.0%	Healthy People 2020	Ongoing	ТСРН				
	Distribute paper flyers around Teton County with a focus on locations that are frequently visited by the 65+ population	Same as above	Same as above	Same as above	Same as above					

	Immunizati	ons for 65+ A	ction Plan (Continue	ed)	
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Increase communication between vaccine distributors	Coordinate group emails between vaccine distributors to share information regarding immunization brands that are or are not available	Pneumococcal: 60.0% Influenza: 49.3%	Pneumococcal: 90.0% Influenza: 90.0%	Healthy People 2020	Ongoing	TCPH
	Increase entities that use a common shared database	Same as above	Same as above	Same as above	Same as above	
Improve education surrounding influenza and	Staff educational booth at walk-in and off-site mass clinics	Same as above	Same as above	Same as above	Same as above	
pneumococcal vaccinations	Publish article discussing common immunizations for those over 65 years of age	Same as above	Same as above	Same as above	Same as above	
Increase volume of influenza and pneumococcal vaccinations	Increase the number of off-site mass vaccination clinics; increase days and hours of walk- in vaccination clinics	Same as above	Same as above	Same as above	Same as above	

Sexually Transmitted Infections

Key Actions

» Increase STI screening rates for teens and young adults

Provide prevention resources to teens and young adults

The category of Sexually Transmitted Infections (STIs) is made up of many different diseases. County Health Rankings report that chlamydia is the most common bacterial STI in North America, therefore chlamydia incidence rates are used to estimate the overall presence of STIs. The Centers for Disease Control state that untreated chlamydia as well as other untreated STIs are associated with increased morbidity and mortality and often lead to long-term health problems.

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Sexually Transmitted Infections (STIs) Action Plan

Primary Goal

Reduce STI rates in Teton County

Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Increase screening of target population (teens and young adults aged 14-24)	All adult and teen family planning clients complete sexual risk assessment form and are offered screening at low to no cost	No baseline established	90% complete risk assessment and offered screening	Public Health Nurse (PHN) Family Planning Google log	Ongoing	TCPH; Wyoming Department of Health

Se	xually Transmit	ed Infection	s (STIs) Ac	tion Plan (C	ontinue	ed)
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Increase screening of target population (Continued)	Increase community education about STIs, including screening resources	Established	Established	Number of presentations and numbers served	Ongoing	ТСРН
	Continue to develop messaging and advertising to target populations in culturally/age sensitive manner	Communicable Diseases meetings at TCPH monthly to brainstorm and assign tasks	Increase meetings to 2x/month	ТСРН	Ongoing	
	Increase Google search rank for TCPH STI & Family Planning (FP) services	TCPH services for STI testing and FP services currently not top ranked	STI and FP services at TCPH will be first response when searching key words	Google search with keywords	Ongoing	
	Create a teen/ young adult friendly environment at TCPH; youth focus groups will be used to obtain information on how best to access and serve that population. Set up a separate sexual health focused clinic at TCPH	Youth focus groups scheduled for August 2015	Youth- focused groups completed and data analyzed	TCPH compared to youth- friendly clinics checklist	2016	

	xually Transmit					
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Increase screening of target population (Continued)	Translation made available in Spanish for screening/testing services	Established	100% of Spanish- speaking clients will be offered translation	Schedule	Ongoing	ТСРН
	Increase availability of screenings at TCPH by increasing appointment slots and ability to accommodate urgent walk-ins and youth	Current offering is 4-6 per week	Offer 6-8 slots	Schedule	Ongoing	
	Partner notification and testing for STI+ clients through TCPH and other providers; partner- delivered therapy available	Established	90% of STI+ clients will notify partners	PRISM database	Ongoing	
	Continue to provide low to no cost testing through Knowyo.org voucher program	Established	100% of eligible clients will utilize knowyo.org program	C&T Google log	Ongoing	
	Mobile mass screenings	No mass screenings currently	1 mass screening by Sept 2016	PHN report	Ongoing	
	Staff booth at events and sites frequented by teens/young adults	Not currently established	PHNs will be present at 1 youth- friendly event by Sept 2016	PHN report	Ongoing	

Se	xually Transmit	ed Infection	s (STIs) Ac	tion Plan (C	ontinue	ed)
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Provide prevention activities to teens and young adults ages 14-24	Deliver evidence- based School Sexual Health Curriculum at Jackson Hole High School, Red Top and other schools	Currently no program	Making Proud Choices training 8/24- 8/27/15	TCPH	2016	TCPH, Wyoming Department of Health, Teton County School District, Turning Point
	Increase the number of condom dispensers through the Free Condom Distribution program	4 dispensers in the county	Increase to 8 by July 2015	ТСРН	2015	ТСРН
	TCPH to host prevention messages on website	Maintain website - currently with messages	Maintain website and update yearly	ТСРН	Ongoing	
	Update and re-size resource cards to be distributed at presentations and in clinics	Current card is odd sized and not up to date	New resource card by October 2015	ТСРН	2015	
	Offer HPV and Hepatitis B vaccines at no to low cost through TCPH clinic	Vaccines through Vaccines for Children and VUA	Initiate including HPV in Family Planning legislation	ТСРН	Ongoing	

Se	xually Transmit	ed Infection	s (STIs) Ac	tion Plan (C	ontinue	ed)
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
prevention activities	Safer Sex Intervention for STI+ clients at TCPH	Safer Sex offered to STI+clients not done routinely	Offer Safe Sex intervention to all STI+ clients and log data in Google log	TCPH	Ongoing	ТСРН
(Continued)	Research comprehensive programming including Peer to Peer program and Families Talking Program	Initiated research July 2015	Continue research and initiate training by July 2016	TCPH	2016	
	Motivational Interviewing skills and Resource referral for clients served through TCPH	Established. New nurses to receive training and mentoring	New nurses receive training and current nursing staff maintains high level of standard	TCPH	Ongoing	
	Individual Sexual Health classes for special populations	Established as needed	As needed	ТСРН	Ongoing	
	Counseling & Testing nurses receive Cessation Training and offer cessation counseling to appropriate clients as determined by the nurse and client	Training initiated	Training obtained by August 2016	TCPH	2016	

Smokeless Tobacco

Key Actions

» Utilize media outlets to promote tobacco cessation resources

» Research potential tobacco free ordinances

The use of smokeless tobacco is associated with cancer and diseases of the mouth, and may cause nicotine addiction and increased risk of heart attack or stroke.

Chairperson: Matt Stech

Prevention Management Organization of Wyoming - Teton County (PMO WY) mstech@pmowyo.org

	Smokele	ess Tobacc	o Action	Plan	1	
HP2020 Targ	es of smokeless to					
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Media and Advocacy: Promotion of cessation resources and	Media: Smokeless tobacco cessation supports	9.0% of population use smokeless tobacco	0.3% of population use smokeless tobacco	HP2020	2020	PMO WY
education on consequences of tobacco use	Media: Health-related reasons to quit or not start tobacco	Same as above	Same as above	Same as above	Same as above	Same as above
	Media: Social reasons to quit or not start tobacco	Same as above	Same as above	Same as above	Same as above	Same as above
	Investigate and promote cessation options for youth	Same as above	Same as above	Same as above	Same as above	Same as above

Smokeless Tobacco Action Plan (Continued)						
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Structural: smoke/vape/ tobacco free ordinances	Research potential areas for ordinances	10.0% of Teton County residents identify as current smokers	5.0% of Teton County residents identify as current smokers	Wyoming Tobacco Survey	2020	PMO WY

Youth Alcohol Use

Key Actions

- Reduce social and retail availability of alcohol to teens
- Implement campaigns to change social norms around youth alcohol use

Youth who use alcohol are more likely to experience social, physical, and mental health problems.

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Youth Alcohol Use Action Plan

Primary Goal

Decrease percentage of youth who report alcohol usage

Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Change community norms around alcohol and reduce retail availability to youth through structural	Investigate and pursue Responsible Beverage Server Training Ordinance/ Code	Teen alcohol use in 30 day time period: 55% 12th grade, 45% 10th grade	Reduce teen alcohol use rates to 35%	Prevention Needs Assessment	2020	PMO WY
change	Investigate and pursue more rigorous liquor licensing codes regarding serving underage drinkers	385 alcohol- related arrests in Teton County	Reduce alcohol- related arrests by 10% to 347	WASCOP Alcohol and Crime Report	2020	
	Promote prominent display of laws at liquor stores	Same as above	Same as above	Same as above	2020	

	Youth Alcoho	l Use Acti	ion Plan	(Continue	d)	
Strategy	Tactic	Baseline Measures	Target Measures	Target Measure Source	Target Date	Lead Organization
Conduct community norms campaign around alcohol and youth	Distribute media with community statistics and information about situations that present increased risks of youth alcohol problems	Teen alcohol use in 30 day time period: 55% 12th grade, 45% 10th grade	Reduce teen alcohol use rates to 35%	Prevention Needs Assessment	2020	PMO WY
	Media literacy	Same as above	Same as above	Same as above	2020	
	Conduct education about laws (Social Host Liability, Furnishing to Minors)	Same as above	Same as above	Same as above	2020	
	Distribute media geared towards parents	Same as above	Same as above	Same as above	2020	
	Engage nonprofits in conversations about how certain types of messaging can promote alcohol; suggest guidelines	Same as above	Same as above	Same as above	2020	

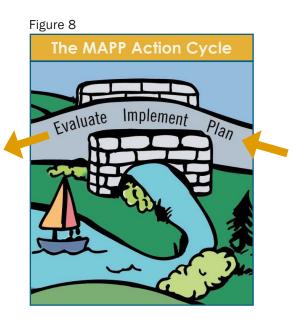
PHASE SIX Take Action: Evaluate, Implement, and Plan

TAKING ACTION

MAPP Action and Evaluation Framework

Evaluation is an integral component of any community health improvement plan. Assessing progress should occur at regular intervals throughout the timeline. Following an evaluation plan allows those who are implementing programming to measure improvement and adjust strategies when necessary. Phase six of the MAPP framework outlines action and evaluation in three steps (Figure 8):





Planning

Planning for action was addressed on pages 13-42 of this report. Each Action Plan provides a detailed explanation about how the Action Groups plan to move forward.

Implementation

The implementation timeline for each Action Plan varies across all of the top 10 health issues. Duration, scale, and type of intervention were based upon best practices within specific research areas. Organizations and individuals responsible for implementation are listed in the Action Plans.

Evaluation

The evaluation methods used to assess each Action Plan vary according to the types of data that will be most useful for addressing the top 10 issues. However, each Action Plan includes both process and outcome evaluation measures.

Process Measures

Process evaluation measures assess how well a program is working logistically. Common measures include: program participation rates, number of contacts at an event, participant feedback, estimated campaign reach, etc.

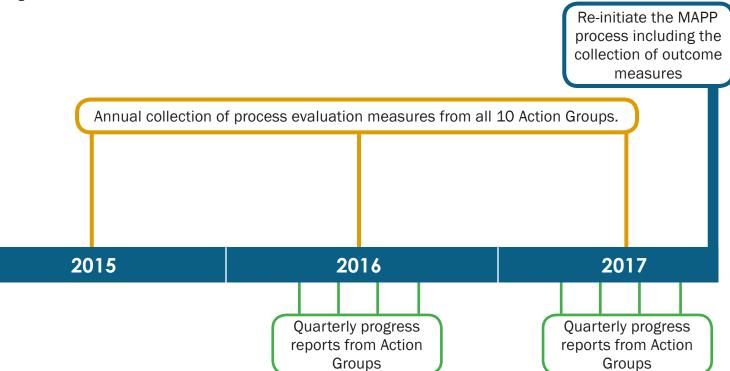
Outcome Measures

Outcome evaluation measures can focus on short-term or long-term goals. Short-term outcome evaluation measures may assess an individual's change in attitude, behavior, or their readiness to change. Long-term outcome evaluation measures focus on health indicators such as biometrics or population-level data.

TAKING ACTION

Evaluation Timeline

Figure 9



Evaluating whether the HTC Action Plans have improved health behaviors or biometric indicators will be a progressive process. In 2016 and 2017, process measures will be collected from each Action Group on a quarterly basis. These data will assist in tracking how effectively the chosen strategies were implemented and will allow for adjustments when necessary. Outcome measures will be assessed when HTC begins its second iteration of the MAPP process at the end of 2017.

APPENDICES

APPENDICES A: Additional Resources

The resources listed below provide tools for community health improvement planning, implementation, and evaluation.

The Center for Disease Control: Community Health Improvement Navigator	The Community Health Improvement Navigator is an online resource that provides expert-vetted community health resources for hospitals, health departments, communities, and organizations. www.cdc.gov/chinav
The Center for Disease Control: Program Evaluation Guide	The Program Evaluation Guide provides a summary of evaluation techniques and strategic resources for public health programs and initiatives. www.cdc.gov/eval/guide/introduction/index.htm
The Cochrane Reviews	The Cochrane Reviews focus on clinical-based best practices by "gathering and summarizing the best evidence from research." www.cochrane.org
The Community Guide	The Community Guide provides scientific and systematic reviews of community-based health interventions. www.thecommunityguide.org
County Health Rankings and Roadmaps	The County Health Rankings and Roadmaps, "provides communities with information to help select and implement evidence-informed policies, programs, and system changes." www.countyhealthrankings.org
Healthy People 2020	Healthy People 2020 is a federal program focused on "providing science-based, 10-year national objectives for improving the health of all Americans." www.healthypeople.gov
The Institute of Medicine	The Institute of Medicine publishes a wide variety of reports on community health best practices. <u>www.iom.nationalacademies.org</u>

APPENDICES A: Additional Resources

The National Association for County and City Health Officials: Community Health Improvement Matrix	The Community Health Improvement Matrix, "enables local health departments and non-profit hospitals to work together on planning improvement/implementation activities, designating appropriate leads and addressing the social determinants of health." www.naccho.org/topics/infrastructure/healthy-people/community-health-improvement.cfm
The National Prevention Strategy	The National Prevention Strategy was developed by the United States Surgeon General's office and "prioritizes prevention by integrating recommendations and actions across multiple settings to improve health and save lives." www.surgeongeneral.gov/priorities/prevention/strategy
The United States Preventive Services Task Force	"The United States Preventive Services Task Force is an independent, volunteer panel of national experts in prevention and evidence-based medicine that works to improve the health of all Americans by making evidence-based recommendations about clinical preventive services such as screenings, counseling services, and preventive medications." www.uspreventiveservicestaskforce.org

APPENDICES B: Glossary

Affordable Care Act	Federal legislation passed in 2010 that expanded health insurance coverage options for Americans
Alternative Transportation	Transportation methods other than single-car use (e.g. biking, walking, public transportation, rideshare, etc.)
Category 1 Housing	In Teton County, a two-person household is eligible for Category 1 Housing if their combined income is \$58,048 or less (tetonwyo.org)
Community Health Center	A health clinic that provides care to patients who are both insured and uninsured
Deed-restricted Housing	According to www.huduser.gov, "The deed-restricted housing model typically involves resale-restricted homes developed through various local mandates or initiatives, such as inclusionary zoning."
Low-income	Those who are at or below 200% of the Federal Poverty Threshold
Low-income Housing Tax Credits (LIHTC)	According to www.huduser.gov, "The LIHTC program gives State and local LIHTC-allocating agencies the equivalent of nearly \$8 billion in annual budget authority to issue tax credits for the acquisition, rehabilitation, or new construction of rental housing targeted to lower-income households'
Patient Guide	A patient guide is an individual who assists a medical patient with navigating all aspects of their care including appointment scheduling, payments, and follow-up care

APPENDICES B: Glossary

Radon Mitigation	Strategies to minimize the amount of radon gas that enters a building, therefore preventing inhalation of high radon levels. For example: vent pipes from the ground to the air above the building.
Real Estate Transfer Tax	Taxes imposed when the title of real estate property is transferred to another owner
Rent Stabilization	Rules that set maximum levels of rent increases
Zoning Regulations	Restrictions on the type, size, and use of a real estate property

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Teton County Public Health Teton District Board of Health

