

XIV. STRATEGIES TO MEET HEALTH NEEDS (2022-2025)

Key Findings

- 1) Chronic Disease Management:
 - Heart Disease (including high blood pressure and high cholesterol)
 - Stroke
 - Diabetes
- 2) Access to Mental Health Services
- 3) Wellness and Aging Services:
 - Obesity Reduction
 - Preventative Exams and Vaccinations
- 4) Unintentional Injuries (falls and motor vehicle accidents)

Strategies:

Strategy #1 (strategy for key findings 1 and 3)

Enhance community awareness of healthy lifestyle choices, and chronic disease prevention and management.

Action Plan: Sponsor community activities that promote healthy lifestyle choices and chronic disease prevention and management. Provide health education to the community in the forms of classes, speaking events and health fairs. Continue to provide education and classes to promote smoking cessation.

Owner: Community Relations

Action Plan: Help lead the ongoing efforts of the Waverly Area Partnership for Healthy Living (WAPHL) to enhance the health status and well-being of the people of Bremer County and surrounding region. WHC community relations staff will serve as active members of the partnership. Use results of community health needs assessment to create programs focused on improving health and wellness in Waverly and Bremer County.

Owner: Community Relations

Strategy #2 (strategy for key findings 1 and 3)

Evaluate, create and grow primary care and specialty clinics to meet the area's demand for services.

Action Plan: Use results of community health needs assessment, Iowa Hospital Association databases and industry trends to define appropriate opportunities. As appropriate, new or expanded specialists are recruited (as employees or visiting specialists) based on market needs and industry trends.

Owner: Administration

Strategy #3 (strategy for key findings 1 and 3)

Engage patients to become advocates for their own health care to attain optimal health and wellness.

Action Plan: Increase use of patient portal to enhance access to medical information and communication with health care provider.

Owner: Clinic Administration and Community Relations

Strategy #4 (strategy for key finding 4)

Educate and provide support to prevent unintentional injuries including falls and motor vehicle accidents.

Action Plan: Enhance fall prevention assessments and patient education activities. Consider opportunities for in-home assessments for inpatients after discharge.

Owner: Administration

Action Plan: Develop a social media-based community education campaign on the dangers of distracted driving.

Owner: Community Relations

Strategy #5 (strategy for key finding 3)

Encourage preventative exams and screenings to prevent and detect potential health issues.

Action Plan: Increase percentage of wellness and preventative screenings for all clinic patients through effective communication and scheduling. Encourage walk-in wellness testing as appropriate. Increase focus on immunizations for adults (COVID-19, flu, pneumonia, etc.).

Owner: Clinic Administration

Action Plan: Develop and implement a plan to effectively use patient messaging, Messenger and campaigns to communicate with and educate patients on the importance of health screenings.

Owner: Clinic Administration

Strategy #6 (strategy for key finding 2)

Enhance access to mental health services.

Action Plan: Continue community outreach programs and collaborative educational programs with Alzheimer's Association, Bremer County Community Partners, Bremer County Veterans Affairs, Foundation 2, Pathways Behavioral Services, Waverly-Shell Rock School District and other organizations.

Owner: Social Services, Behavioral Health Services and Community Relations

Action Plan: Advocate for enhanced mental health resources throughout the region, state and nation.

Owner: Administration, Behavioral Health Services.