



2019 – 2021

**Community Health Needs Assessment
Community Health Improvement Plan**

MercyOne Elkader Medical Center

Clayton County Public Health

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About Clayton County, MercyOne Elkader Medical Center and Clayton County Public Health

Clayton County

Clayton County is a county located in the U.S. State of Iowa. Its county seat is Elkader. The county was established in 1837 and was named in honor of John M. Clayton, United States Senator from Delaware and later Secretary of State under President Zachary Taylor.

Clayton County has a total population of 18,129 and is 96.6% rural according to the 2010 United States Census. Within Clayton County, approximately 50% of the population is 18-64 years of age and 22.9% of the population is 65 and older. According to the US Census, 97.8% of the population is Non-Hispanic White and 9.9% of the population is in poverty.

Clayton County ranks 20th overall for Health Outcomes (Length of Life, Quality of Life) and 52nd overall for Health Factors (Health Behaviors, Clinical Care, Social & Economic Factors, Physical Environment) out of 99 total counties in the State of Iowa. There are two critical access hospitals that reside in Clayton County and serve its residents – MercyOne Elkader Medical Center in Elkader and Guttenberg Municipal Hospital in Guttenberg.

MercyOne Elkader Medical Center

Founded in 1961 by community members of Elkader, MercyOne Elkader Medical Center is a non-profit, critical access hospital (CAH) governed by a board of directors. MercyOne Elkader Medical Center became a critical access hospital in 2001 and is one of eighty-two in the State of Iowa. In October of 2018, MercyOne Elkader Medical Center was acquired by Mercy Health Network. The mission of MercyOne Elkader Medical Center is *Every Patient Matters*. The hospital employs approximately 100 staff members that work in the hospital and on the ambulance crew.

Service Area

MercyOne Elkader Medical Center is located in Elkader, Clayton County, IA. The primary service area includes the following communities: Elkader (52043) Farmersburg (52047) Monona (52159) and St. Olaf (52057). The secondary service area includes the following communities: Elkport (52044) Garnavillo (52049) Luana (52156) McGregor (52157) and the rest of Clayton County.

Community Benefits

In Fiscal Year 2018, MercyOne Elkader Medical Center provided \$139,168 in community benefits to Elkader, Monona and surrounding communities. This dollar value includes charges foregone for the services provided under the charity care policy as well as in-kind donations or time dedicated to needs in the community identified by the Community Health Needs Assessment (CHNA).

MercyOne Elkader Medical Center offers a charity care program for those patients unable to pay for their hospital-related services and who meet certain criteria under the policy. MercyOne Elkader Medical Center's financial assistance policy, a plain language summary and application

are available on our website at <https://www.mercyone.org/elkader/for-patients/billing-and-financial-information/financial-assistance> or may be obtained by mail by calling (1-563-245-7026). Because the hospital does not pursue collection of amounts determined to qualify as charity care, they are not reported as revenue. The amount of charges foregone for the services provided under the charity care policy were \$80,773 for the year ending June 30, 2018.

MercyOne Elkader Medical Center offers the following benefits to the community:

- Athletic Training Programs at MFL MarMac School District and Central Community School District
- Sponsorship of the Senior Health Insurance Information Program (SHIIP) for Medicare Part D beneficiaries – Space, Coordinator/Counseling Time
- On-Call Emergency Medical Services for the Community & Community Events
- Babysitting classes
- Healthcare Education Classes at Central Community School
- Community CPR Classes
- Health Fairs, Blood Drives

Clayton County Public Health

Clayton County Public Health educates and protects the community through programs that promote environmental safety, healthy life choices, safe food, immunization, disease control, WIC program, Child Health and Maternal Health program, First Five and Childcare Nurse Consultant for pre-schools and daycares. In addition, the Clayton County Public Health staff play a prominent role in partnering with the community to initiate innovative programs to address specific health issues. To learn more about Clayton County Public Health, please visit the following website:

<http://claytoncountytia.gov/317/Public-HealthVisiting-Nurses-Association>

Community Health Needs Assessment (CHNA) and Community Health Improvement Plan Process

The Patient Protection and Affordable Care Act (ACA) was passed into law in 2010. The ACA requires non-profit hospitals to conduct a Community Health Needs Assessment (CHNA) every three years. To complete the assessment, it is required to take into account input from persons who represent the community and who have expertise in public health. This assessment ensures hospitals are aware of community health priorities and work collaboratively with community organizations to address unmet health needs.

In February 2018, MercyOne Elkader Medical Center and Clayton County Public Health met to begin planning the CHNA process. In March 2018, representatives from MercyOne Elkader Medical Center, Guttenberg Municipal Hospital, Clayton County Public Health, Clayton County Emergency Management, Medical Associates, Clayton County Visiting Nurses Association and Home Health met to formulate a survey that could be sent out to residents and organizations of Clayton County. The survey was developed and marketed to the community and local business through email, Facebook and the MercyOne Elkader Medical Center community newsletter (county-wide distribution) in the months of April and May. The survey closed on May 25, 2018.

On May 30, 2018, Clayton County Public Health and MercyOne Elkader Medical Center hosted a meeting for Clayton County stakeholders to review the results of the survey as well bring additional relevant data that could help in the CHNA process. During this meeting, the group reviewed and updated the 2016-2018 health improvement plans, reviewed the results of the survey as well as other data brought to the meeting by stakeholders and prioritized areas of need based on the data.

On August 30, 2018 this same group met again to review the prioritized areas of need based on the data and create a 2019 – 2021 community health improvement plan. This plan is a collaborative effort that addresses health problems in the community over a period of time and defines a vision of health of the community. For each priority area, existing efforts and resources were examined, new efforts identified, and goals and objectives established.

Between September and December 2018, the community health improvement plan was developed and refined. In January 2019, the community health improvement plan received support from the MercyOne Elkader Medical Center Board of Directors. The report was made available in February 2019. The complete CHNA report can be viewed by visiting <https://www.mercyone.org/elkader/about-us/community-benefit>.

2019 – 2021 Community Health Improvement Plan

Five priority areas were identified in the Community Health Needs Assessment, all of which are addressed in the following 2019 – 2021 Community Health Improvement Plan for MercyOne Elkader Medical Center and Clayton County Public Health. The number and scope of the priorities selected are reasonable to address given the time and resources available in Clayton County. Below is a listing of the five priorities identified along with a summary of the goals that were set for the 2019 – 2021 timeframe. Following this summary is a detailed section for each priority area that defines the goals, objectives, strategies and partners needed to achieve results.

Priority Area #1: Mental Health

1. By 2021, improve communication within the community on current entry points into Mental Health Services and work towards creating additional entry points.
2. By 2021, collaborate with community partners to reduce nicotine use and the misuse of alcohol and drugs, including prescription drugs (ex. Opioids).
3. By 2021, increase awareness of signs and symptoms of suicidal thoughts and behaviors.

Priority Area #2: Emergency Preparedness

1. By 2021, increase community awareness of the “Stop the Bleed” program.
2. By 2021, strengthen the EMS system in Clayton County.
3. By 2021, increase communication between hospitals, EMS, local agencies and law enforcement during community emergencies.
4. By 2021, increase community awareness of CPR training and recertification classes.
5. By 2021, all law enforcement and fire departments within Clayton County have AED units in their response vehicles.
6. By 2021, research and implement other types of training and/or resources that might be able to be offered to assist first responders as they deal with the after effects of emergencies.

Priority Area #3: Obesity

1. By 2021, reduce the risk for obesity and chronic disease through health promotion programs which facilitate healthy lifestyle changes.

Priority Area #4: Caregiver Support

1. By 2021, improve communication regarding available resources for caregivers in Clayton County. (Baseline: No county wide resource list)
2. By 2021, investigate potential community partners for assisting with disease related caregiver support groups.

Priority Area #5: Environment

1. By 2021, increase community awareness of incidence and mitigation of Radon gas.
2. By 2021, increase community awareness of water quality and testing.
3. By 2021, increase the availability of sharps containers in public areas in Clayton County.

Priority Area #1: Mental Health

Goal #1: By 2021, improve communication within the community on current entry points into Mental Health Services and work towards creating additional entry points.

- Objective: Partner with County Social Services to ensure that those community members that are in crisis have access to psychiatry services and counseling throughout Clayton County.
 - Strategy: Identify current outpatient counseling and psychiatry resources and communicate to the public through direct mailings, newspaper, radio ads, etc. by 06/30/2019.
 - Strategy: Clayton county hospitals start or continue to work with Integrated Telehealth Partners to provide telepsychiatry consults for emergency room patients that are in crisis by 12/31/2019.
 - Strategy: Partner with County Social Services to identify any additional needs that aren't being met and identify possible solutions to address them by 03/31/2020.

*Community Partners: County Social Services – Bob Lincoln, Northeast Iowa Behavioral Health, Integrated Telehealth Partners, MercyOne Elkader Medical Center, Guttenberg Municipal Hospital, Sherriff's Department, Local Police, Representative from local schools – social worker.

Goal #2: By 2021, Collaborate with community partners to reduce nicotine use and the misuse of alcohol and drugs, including prescription drugs (ex. Opioids).

- Objective: Support and promote National Prescription Drug Take-Back Days
 - Strategy: Align to the dates on the website: <https://takebackday.dea.gov> and market to the county. Drop off location at the Clayton County Sheriff's Office, Hartig Drug in Guttenberg by 12/31/2019.
 - Strategy: Educate and provide materials to funeral home directors to distribute to the family of deceased by 12/31/2019.
- Objective: Clayton County hospitals and healthcare entities increase monitoring of controlled substances and implement safeguards against abuse.
 - Strategy: Educate & Encourage local providers to utilize the prescription drug monitoring program (in Wisconsin too) before prescribing controlled substances by 12/31/2019.
 - Strategy: Implement electronic controlled substance prescribing by 12/31/2020.
- Objective: Partner with the 5C Coalition to continue to educate the community about underage drinking and drug use.
 - Strategy: Host the "Hidden in Plain Sight" exhibit within the county 2-3 times each year.

- Strategy: Host the “Escape Room” exhibit within the county 2-3 times each year with area youth.
- Objective: Promote smoking cessation resources.
 - Strategy: Promote Quitline Iowa within the County by posting information in public areas and promoting in agency newsletters by 12/31/19.

*Community Partners: Substance Abuse Services for Clayton County, Inc. - Holds IDPH grant for Tobacco Cessation (SAS4CC), Clayton County Community Collaboration Council (5C Coalition), Helping Services for Youth and Families, Quitline Iowa (Educational Coaching), Quitline Iowa (Clayton County Resource Education)

Goal #3: By 2021, Increase awareness of signs and symptoms of suicidal thoughts and behaviors.

- Objective: Partner with the Mental Health Region (County Social Services) and outside agencies to offer Mental Health First Aid Training and Youth Mental Health First Aid Training.
 - Strategy: Schedule two to four trainings per year in the County.
 - Strategy: Prioritize training of healthcare staff in the county as trainings are available.
- Objective: Promote the local, statewide and national suicide helplines and resources in the area.
 - Strategy: Market to the community using various methods – Facebook, Newspaper, Radio, Direct Mail by 12/31/2019.

*Community Partners: Keystone Area Education Agency - Amy Holst, Jill Kluesner Consulting, Your Life Iowa (IDPH) - <https://yourlifeiowa.org/>, Foundation 2, National Suicide Prevention Hotline 1-800-273-8255, Kari Harbaugh – Family Resource Center.

Priority Area #2: Emergency Preparedness

Goal #1: By 2021, increase community awareness of the “Stop the Bleed” program.

- Objective: Increase the number of “Stop the Bleed” trainers in Clayton County.
 - Strategy: Offer training in two communities in Clayton County for “Stop the Bleed” Program by 12/31/2019.
- Objective: Offer classes to area organizations or community meetings for Stop the Bleed program.
 - Strategy: Trainers will offer classes to organizations or community meeting 2x/year by 01/31/2020.
- Objective: Increase the number of Stop the Bleed kits in Clayton County.
 - Strategy: Research funding sources to be able to provide stop the bleed training kits and stop the bleed kits that can be used in emergency situations to organizations and employers in Clayton County by 12/31/2019.

*Community Partners: MercyOne Elkader Medical Center, MercyOne Elkader Ambulance, Guttenberg Municipal Hospital/EMS, Clayton County VNA, 6A Healthcare Preparedness Coalition, ICAP Grant Funding, Upper Mississippi Gaming Association

Goal #2: By 2021, strengthen the EMS system in Clayton County.

- Objective: Increase the pool of EMS providers in the County (private or hospital based).
 - Strategy: MercyOne Elkader Medical Center transition to 24/7/365 employed Paramedic coverage in the ER setting and available for 911 calls coordinated with volunteer resources by 06/30/2019.
 - Strategy: Clayton County hospitals and EMS agencies to partner with area colleges to set up affiliations for students to complete clinicals during their studies by 12/31/2019.
 - Strategy: Hold 2 EMT courses per year in Clayton County for volunteers to be trained. Help with subsidize the training costs through grant funding or scholarships.

*Community Partners: MercyOne Elkader Medical Center, MercyOne Elkader Ambulance, Guttenberg Municipal Hospital/EMS, County EMS Agencies, NICC, Kirkwood Community College, Foundations/Grant Funding

Goal #3: By 2021, Increase communication between hospitals, EMS, local agencies and law enforcement during community emergencies.

- Objective: By the end of 2020, establish a strategy for communicating quickly within Clayton County agencies.
 - Strategy: Work with essential agencies and EMA to add contact information into the WENS notification system by 12/31/2019.
- Objective: Partner with faith-based organizations and integrate them into hospital operations and emergency planning.
 - Strategy: Establish an on-call system for pastoral care resources for hospitals and county agencies by 12/31/2019.
 - Strategy: Research models for family assistance centers throughout the USA by 12/31/2019.

*Community Partners: Clayton County EMA, MercyOne Elkader Medical Center, MercyOne Elkader Ambulance, Guttenberg Municipal Hospital/EMS, 6A Healthcare Preparedness Coalition, Clayton County EMA, Clayton County Spiritual Group, Clayton County VNA

Goal #4: By 2021, increase community awareness of CPR training and recertification classes.

- Objective: Offer classes to area organizations or communities.
 - Strategy: Offer 2-4 trainings per year in the county.

*Community Partners: Clayton County EMS, MercyOne Elkader Medical Center, MercyOne Elkader Ambulance, Guttenberg Municipal Hospital/EMS, Clayton County VNA.

Goal #5: By 2021, all law enforcement and fire departments within Clayton County have AED units in their response vehicles.

- Objective: Increase the number of AED's available to law enforcement personnel and fire departments in Clayton County.
 - Strategy: Apply for grants to purchase AED's. Provide education to community leaders on importance of budgeting for AEDs and supplies by 12/31/21.
- Objective: Increase the AEDs that are available in public areas (ie. Churches)
 - Strategy: Apply for grants to purchase AED's. Provide education to community leaders on importance of budgeting for AEDs and supplies by 12/31/21.

*Community Partners: Clayton County EMA - ICAP Grant Funding, Upper Mississippi Gaming Association, Local Foundations, MercyOne Elkader Medical Center, Guttenberg Municipal Hospital, Clayton County VNA.

Goal #6: By 2021, research and implement other types of training and/or resources that might be able to be offered to assist first responders as they deal with the after effects of emergencies.

- Objective: Offer additional resources to first responders post- emergencies.
 - Strategy: Research best practice in this area. (ie. Crisis Intervention training, Resiliency resources) by 12/31/2019.
 - Develop protocol/procedures to assist first responders dealing with after effects of emergencies by 12/31/2019.

*Community Partners: Keystone AEA, MercyOne Elkader Medical Center, MercyOne Elkader Ambulance, Guttenberg Municipal Hospital/EMS, Clayton County EMS, Clayton County EMA.

Priority Area #3: Obesity

Goal #1: By 2021, Reduce the risk for obesity and chronic disease through health promotion programs which facilitate healthy lifestyle changes.

- Objective: Community education events focused on health eating will be held 2x/year between January 2020-December 2021
- Objective: Improve access to healthy food choices for Clayton County families.
 - Strategy: Work towards getting an Elkader location for the mobile food bank by 12/31/21.
 - Strategy: Research creative ways to partner with CSAs and funding sources to make healthy choices accessible for families in need by 12/31/21.

*Community Partners: Northeast Iowa Food Bank (St. Olaf), Northeast Iowa Food Bank – Mobile Pantry, Northeast Iowa Food Bank – Backpack program, Turkey River Farms CSA, Family Resource Center, Northeast Iowa Community Action Corporation.

Priority Area #4: Caregiver Support

Goal #1: By 2021, improve communication regarding available resources for caregivers in Clayton County. (Baseline: No county wide resource list)

- Objective: Develop a community resource listing that can be available for any resident in our service area by 12/31/2019.
 - Strategy: Develop a county wide committee to develop a reference listing. Compile current lists from organizations and condense into one resource list that is user friendly by 3/31/2019.
 - Strategy: Distribute resource list to community partners – hospitals, care facilities, home care, visiting nurses association, community action etc... to be utilized by 12/31/2019.

*Community Partners: MercyOne Elkader Medical Center, Guttenberg Municipal Hospital, Clayton County VNA

Goal #2: By 2021, investigate potential community partners for assisting with disease related caregiver support groups.

- Objective: Create new support groups in Clayton County.
 - Strategy: Partner with the NE Iowa Area Agency on Aging

*Community Partners: Elkader Care Coalition, Iowa Caregivers Conference, Northeast Iowa Area Agency on Aging, Northeast Iowa Community Action Corporation.

Priority Area #5: Environment

Goal #1: By 2021, increase community awareness of incidence and mitigation of Radon gas.

- Objective: Provide education to community residents regarding radon testing and mitigation.
 - Strategy: Provide educational training through news release in local papers, newsletters, etc... regarding the risks of Radon gas by 12/31/20.
 - Strategy: Offer Radon kits to the public at little or no cost by 12/31/20.

Community Partners: Clayton County VNA, Clayton County Environmental Health & Zoning, Iowa Department of Public Health, Upper Mississippi Gaming Association

Goal #2: By 2021, increase community awareness of water quality and testing.

- Objective: Provide education to community residents regarding water quality and testing.
 - Strategy: Provide educational training through news release in local papers, newsletters, etc... regarding the importance of testing your water quality annually.

*Community Partners: Iowa Department of Public Health, Clayton County Environmental Health & Zoning

Goal #3: By 2021, increase the availability of sharps containers in public areas in Clayton County

- Objective: Ensure that there are safe and secure places to dispose of needles for community members that have to utilize needles/sharps for their healthcare needs.
 - Strategy: Investigate funding sources and work towards distribution to high risk areas by 12/31/2020.
 - Strategy: Provide education through news releases to Clayton County residents regarding the implementation of public disposal site by 12/31/2020.

*Community Partners: MercyOne Elkader Medical Center, Guttenberg Municipal Hospital, Clayton County VNA, Clayton County Board of Supervisors, Clayton County Board of Health.

Next Steps for Achieving Health Priorities in Clayton County

Improving the health of the county is a shared responsibility. Everyone plays an important role in improving community health whether it is in the home, school, workplace, church or healthcare setting. MercyOne Elkader Medical Center and Clayton County Public Health encourages and supports all Clayton County residents to live a healthy lifestyle. Please join us in helping to achieve these priorities and improve the health of Clayton County.

Over the next three years, progress toward achieving the goals and objectives outlined in the Community Health Improvement Plan will be tracked and monitored. An annual plan update will ensure that implementation of the health improvement plan is meaningful and measurable; it will also help to determine if the desired community health impact is being achieved.

For more information or to request a copy of the Health Improvement plan, please contact MercyOne Elkader Medical Center at 563-245-7000 or Clayton County Public Health at 563-245-1145.

References

The following references were used to complete the Health Improvement Plan for MercyOne Elkader Medical Center and Clayton County Public Health. For more information related to community health in Clayton County, please click on the links below:

- <http://claytoncountyiowa.gov/317/Public-HealthVisiting-Nurses-Association>
- <https://www.mercyone.org/elkader/about-us/>
- <https://gutttenberghospital.org/about-us/>
- <https://gutttenberghospital.org/family-resource-center/>
- <http://claytoncountyiowa.gov/175/Emergency-Management>
- <http://www.countyhealthrankings.org/app/iowa/2018/rankings/clayton/county/outcomes/over-all/snapshot>
- <https://www.census.gov/quickfacts/fact/table/claytoncountyiowa/PST045217>
- <http://idph.iowa.gov>
- <http://idph.iowa.gov/radon>
- <https://yourlifeiowa.org/>
- <http://www.7Riversalliance.org/wise-project/>
- www.sas4cc.com
- <http://www.keystoneaea.org/>
- <https://www.countysocialservices.org/>
- <http://claytoncountyiowasheriff.com/223/Sheriff>
- <https://www.epa.gov/radon>
- <https://www.neibh.org/>
- <http://www.neicac.org/>

Participating Agencies and Organizations

MercyOne Elkader Ambulance
MercyOne Elkader Medical Center
Clayton County Emergency Management
Clayton County Health and Zoning
Clayton County Ministerial Group
Clayton County Visiting Nurses Association (Public Health)
Clayton County VNA Women's Infant and Children Program
County Social Services
Freedom Bank
Guttenberg Municipal Hospital
Guttenberg Family Resource Center
Medical Associates
Substance Abuse Services for Clayton County
Unity Point at Home - Elkader