A Path to a Healthier Community
2015 Community Health Needs Implementation Plan
OUR MISSION

Wheaton Franciscan Healthcare is committed to living out the healing ministry of the Judeo-Christian tradition by providing exceptional and compassionate health care that promotes the dignity and well-being of the people we serve.

ABOUT WHEATON FRANCISCAN HEALTHCARE-IOWA

Started by the Wheaton Franciscan Sisters more than 140 years ago, Wheaton Franciscan Healthcare (WFH) is a Catholic, not-for-profit organization with nearly 100 health and shelter organizations in Wisconsin, Iowa, Colorado, and Illinois. Wheaton Franciscan Healthcare-Iowa (Wheaton Iowa) includes hospitals in Black Hawk and Fayette Counties; Covenant Medical Center (Covenant), Waterloo; Sartori Memorial Hospital (Sartori), Cedar Falls; and Mercy Hospital (Mercy), Oelwein. The organization also includes Covenant Clinic with more than 100 primary and specialty physicians providing care with other health care professionals at 26 sites throughout Northeast Iowa. In addition, services are provided through outpatient centers, an extended care facility in Oelwein, and home health services. The Iowa system employs nearly 3,000 associates, making it one of the largest employers in the area.

ABOUT MERCY HOSPITAL

Mercy Hospital was founded by the Sisters of Mercy in 1926 in the rural community of Oelwein, Iowa. In 1982, the Sisters of Mercy transferred sponsorship of the hospital to the Wheaton Franciscan Sisters as part of WFH. Mercy is a 25-bed, critical access hospital that provides acute care, outpatient services, and a 24-hour, physician-staffed emergency room. The Mercy ambulance serves as the emergency 911 responder to Oelwein and surrounding communities including Arlington, Maynard, Westgate, Oran and Fayette. The hospital is also home to a 39-bed, long-term care facility, Mercy Living Plus, and a Covenant Clinic office staffed with physicians and mid-level providers, including a licensed social worker and visiting specialists.

According to the 2016 Iowa Hospital Association, in FY 2015, Mercy had an impact of over $10 million dollars on the local economy in Fayette County. This means the hospital and its associates purchase a large amount of goods and services from local businesses. To get this value, the association uses the IMPLAN software tool which can analyzes county level data using an economic input-output model. Employment and income (sum of payroll and employee benefits expense) are important direct economic impact created from the hospital. Hospitals are vital assets to communities; providing access to essential health care services.

In 2015, Mercy Hospital had an impact of over $10M on the local economy in Fayette County
Impacting Our Community

With a focus on well-designed strategies, we expect to positively impact health concerns and the overall health of our community.
SUMMARY

The purpose of a community health needs assessment is to gather specific data on behaviors and lifestyles of Fayette County residents so as to assess the health status of communities. All primary and secondary data is compared, where appropriate, to previous health studies, as well as county, state, and national measurements. The information provides a better understanding of the prevalence of risk factors and disease conditions existing within the population.

The first assessment was completed in 2012 and revealed health disparities prevalent in Fayette County. Through evaluation of primary and secondary data, opportunities to make a positive impact were identified. With a focus on stewardship, Mercy Hospital (Mercy) selected key areas of concentration: health behaviors, clinical care, and social factors. In 2015, another community health needs assessment was conducted showing progress; yet work remains in those same key areas.

Mercy partnered with local community leaders, Palmer Community Health, and Palmer Lutheran Health Center to conduct a survey to obtain insight from residents, compare collected data, and discuss future collaborations to reduce disparities.

PROGRESS REPORT 2013-2016

Mercy is proud of advancements made throughout FY13 to FY16, and understands its role in identifying and creating collaborative relationships to advance these efforts further. Since the first assessment in 2013, progress in the key areas identified are outlined on the following pages. Mercy is committed to providing human and financial resources during the assessment and development of the implementation plan. The expertise of our health care providers adds perspective in creating tactics to advance efforts. With partners, Mercy has the ability to support area agencies and programs.

For more in-depth information on the progress made by Mercy, please visit our website and review the full Community Health Needs Assessment Implementation Plan, found at: wheatoniowa.org/about-us/community-outreach-benefit/community-health-needs-assessment.

Defining Our Community
Fayette County at a glance:

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20,343</td>
</tr>
<tr>
<td>Median household income</td>
<td>$45,443</td>
</tr>
<tr>
<td>Persons in poverty</td>
<td>14%</td>
</tr>
<tr>
<td>Persons under 18 years</td>
<td>21%</td>
</tr>
<tr>
<td>Persons 65 years and over</td>
<td>20%</td>
</tr>
<tr>
<td>High school graduate or higher</td>
<td>89%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>5%</td>
</tr>
</tbody>
</table>

(Sources: United States Census Bureau, Quick Facts, 2015; Bureau of Labor Statistics, April 2015)
OUR ASSESSMENT PROCESS
There were several components in assessing the community to ensure we were identifying the needs of those we serve. This report was compiled by Wheaton Iowa as required for Mercy in Oelwein, one of two hospitals in Fayette County, and in partnership with Palmer Community Health and Palmer Lutheran Health Center. Additional insight came from meetings with future health partners and other partners involved with the Northeast Iowa Food & Fitness Initiative.

METHODOLOGY
The hospitals and community health partners developed a survey, made available to the public on-line and in paper form. The public was invited through advertising, publicity, and mass emailing efforts on behalf of the partners, community chamber organizations, etc., to take the survey November 11-30, 2015.

Paper surveys were distributed and made available at the hospitals and clinics, chamber offices, mobile food pantry line, etc. Information on how to access the link for the on-line survey was promoted, and emailed to internal and external audiences, chamber members, etc.

A total of 323 electronic and paper surveys were collected, with paper responses being entered into the electronic survey database. Attempts were made to ensure a cross-section of residents completed the survey.

SECONDARY RESEARCH
The primary data, combined with secondary data, provided the basis for identifying opportunities to improve the health of Fayette County. Secondary data sources include, but are not limited to, Robert Wood Johnson Foundation (RWJF) County Health Rankings & Roadmaps; previous data collected from Oelwein Area Health Needs Assessment conducted by the Iowa State University Extension and Outreach Office in 2012; the Center for Disease Control and Prevention; Healthy People 2020, the Iowa Hospital Association, internal planning and utilization data and other sources noted herein.

EXPERT RESEARCH
Wheaton Iowa leaders contributed their expertise in analyzing data, research, and other information taking into account trends within their community and their practice setting, hospital utilization data, and the voice of their patients to help finalize the strategies.

IMPACTING OUR COMMUNITY
Wheaton Iowa devotes resources and expertise to tackle the health needs we feel most qualified to address. With a focus on well-defined strategies, we expect to have a positive impact on specific health concerns and the overall health of our community.

EVALUATION STAGE
Wheaton Iowa is committed to tracking all efforts and including progress in the Mission Integration Plan which is reviewed and approved by the Mercy Hospital Board of Directors.

ONGOING PARTNERSHIPS
• Palmer Community Health
• Palmer Lutheran Health Center
• Community Leaders/Chamber of Commerce
• Educational System
• Northeast Iowa Food & Fitness Initiative

APPROVAL
All information was compiled and reviewed, culminating in an Implementation Plan for Mercy. The documents were presented to and approved by the Mercy Hospital Board of Directors in June 2016.

Our value of stewardship calls us to focus our efforts and resources on identified health needs in which Mercy can positively impact. Although progress was made over the past three years, work remains in the key areas identified previously: social factors, health behaviors, and clinical care. Mercy will adjust tactics, broaden partnerships, and continue efforts to reduce disparities impacting these key areas.
**SELECT KEY FINDINGS – COMMUNITY SURVEY**

As rated by 323 respondents:

**OVERALL HEALTH OF COMMUNITY**

- Healthy ................................................................. 22%
- Somewhat Healthy .................................................. 61%
- Unhealthy .............................................................. 13%

**FOUR MOST IMPORTANT FACTORS FOR A HEALTHY COMMUNITY**

- Access to Health Care ............................................ 76%
- Good Jobs/Economy ................................................ 49%
- Healthy Behaviors and Lifestyle .............................. 38%
- Access to Fresh, Affordable Food .............................. 31%

**TOP HEALTH PROBLEMS IN THE COMMUNITY**

- Obesity ................................................................. 56%
- Aging (arthritis, hearing/vision, dementia, etc.) .................. 46%
- Cancer ..................................................................... 34%
- Poor Nutrition .......................................................... 29%
- Limited/No Access to Mental Health Services .......... 28%
- Diabetes .................................................................... 27%
- Heart Disease/Stroke .............................................. 21%

**MOST IMPORTANT RISKY BEHAVIORS**

- Illegal Drug Use ....................................................... 59%
- Alcohol Abuse .......................................................... 52%
- Physical Inactivity ...................................................... 40%
- Texting/Cell Phone Use While Driving ....................... 38%
- Driving While Drunk/High ......................................... 22%

**TOP HEALTH CONCERNS RELATED TO CHILDREN**

- Healthy Diets ............................................................. 41%
- Structured/Safe/Supportive Living Environment .......... 38%
- Bullying (physical, emotional, cyber) ......................... 37%
- Screen Time .............................................................. 27%
- Affordable Health Insurance ..................................... 23%
- Access to Mental Health Services ............................. 22%
- Affordable Fresh Food ............................................. 19%

Our value of stewardship calls us to focus our efforts and resources on health needs where we are most able to have a significant impact. Wheaton Iowa has chosen to address improving health behaviors related to obesity, high blood pressure, and diabetes specifically as they relate to accessing healthy foods and increasing activity. Mercy is committed to supporting area agencies to promote prevention programs and services.
PRIORITIES IN FAYETTE COUNTY

Living a healthy lifestyle through the practice of healthy behaviors is necessary to reverse trends. Each person has the power to make simple life-style changes to become healthier.

SMOKING

- Smoking rates among adults is 21%, much higher than the national benchmark at 14% and the State at 18%.
- The tobacco-related death rate per disease in 2015 (age adjusted rate per 100,000/population):
  - 147 deaths related to cancer
  - 211 deaths related to heart disease
  - 40 deaths related to stroke
  - 44 deaths related to COPD/emphysema
  - 164 hospitalizations from COPD/emphysema
  - 55 hospitalizations related to asthma

Sources: RWJF County Health Rankings & Roadmaps, Helping Services of North East Iowa

EXCESSIVE DRINKING

- 22% of the population reported they binge drink (4-5 drinks at single occasion or drink heavily 1-2 drinks per day), as compared to 8% nationally.
- Excessive alcohol use drains the American economy costing the U.S. $249 billion (2010), leading to additional costs from lost workplace productivity, health care expenses, law enforcement and criminal justice expenses, and motor vehicle crashes.
- Survey participants pointed to alcohol abuse as the second most risky behavior.

Sources: RWJF County Health Rankings & Roadmaps, Center for Disease Control, Survey

OBESITY

- 39% of Fayette County residents are obese.
- 56% of survey respondents cite obesity as the leading health problem in the community.
- 41% of survey respondents are concerned about the diets of local children.
- 15,803 Fayette County adults (over 88%) are consuming less than five servings of fruits and vegetables per day.

Obesity is a major health crisis in the country and in Fayette County, and contributes to many health issues cited as concerns by survey participants including poor nutrition, cancer, mental health, heart disease/stroke, and diabetes. Many of the health issues cited by respondents can be minimized by focusing on better nutrition, drinking more water, and increasing activity. Not only can they improve one’s physical well-being, but they can also aid in reducing stress and improving mental health.
PHYSICAL INACTIVITY

• 28% of adults age 20 years or more self-reported no time for leisure activity, other than their regular job.

• The number of recreational facilities (per 100,000 persons) in Fayette County is only three.

Sources: iowa.gov, Behavioral Risk Factor Surveillance (BRFSS)

The lack of facilities and additional recreational options in this rural county is significant because access to recreation and fitness facilities encourages physical activity and other healthy behaviors. With survey respondents citing lack of motivation and time, residents need education on simple ways to increase physical activity during their daily lives, ways to eat healthy, and how these two changes can positively impact their mental health and well-being.

OUR COMMITMENT TO CHANGE

• Educate community on how to achieve a healthier lifestyle through increasing awareness of healthy eating, diabetes trends, and how to improve their cardiovascular health.

• Provide screenings and education at community events.

• Partner with the Northeast Iowa Food & Fitness Initiative and the school system on creating awareness and providing tools for change.

• Support local programs to improve access to healthy foods.

• Continue diabetes education to impact diabetes rates.

• Continue partnership with Helping Services of Iowa to educate about the negative effects of tobacco use, and provide access to tools to stop.

• Participate in educational programs centered on the effects of alcohol/drug abuse, and the development of chronic conditions related to tobacco use.

Many of the health issues cited by respondents can be minimized by focusing on better nutrition, drinking more water, and increasing activity.
EXPANDING ACCESS TO CLINICAL CARE

Health Professional Shortage Areas (HPSA) are an issue throughout Iowa, and widen in rural counties like Fayette, greatly impacting much of the measured data.

Fayette County is a HPSA:
- Primary care provider shortage ratio equals 2,599:1 compared to the state’s ratio of 1,375:1.
- The deficit grows wider with a 4,100:1 ratio for mental health providers.

Source: RWJF County Health Rankings & Roadmaps

Access to health care providers has improved in Fayette County. Covenant Clinic has added providers and a licensed social worker to the primary care setting. The Covenant Midwives & Women’s Health Center has made a significant impact as well, providing care to local women needing obstetric and gynecological care through an outreach clinic.

EARLY DETECTION OF CANCER GREATLY INCREASES THE CHANCES FOR SUCCESSFUL TREATMENT

- Mammography screening has decreased in Fayette County and the State of Iowa since 2013 although screening has significantly increased throughout Iowa.
- Annual incidence rate of colorectal cancer in Fayette County is 58.4 per 100,000 population; higher than Iowa’s incidence rate of 47.2 per 100,000.

Evidence suggests mammography screening reduces breast cancer mortality, especially among older women. Newly published guidelines may discourage some women from starting mammograms at age 40, and has caused provider/patient confusion. According to the American Cancer Society, two-thirds of breast cancers are diagnosed in women without a family history.

Of greater concern is the incident rate of colorectal cancer in Fayette County. With insurance coverage expansion, education on preventive health is imperative to begin reversing the high rate of colorectal cancer in Fayette County.

OUR COMMITMENT TO CHANGE

- Continue to recruit physicians to the rural setting.
- Expand days/hours of operation by utilizing midwives at the outreach clinic.
- Provide women’s health education, specifically to expectant mothers to enhance understanding of healthy behaviors and the health impact for mother and baby.
- Provide education and access to wellness screenings.

Sources: RWJF County Health Rankings & Roadmaps, Community Commons
Survey respondents identified poor parenting skills (67%), poverty (49%), single-parent families (48%), and unemployment (35%) as the top four social issues facing people in the community.

The percent of adults reporting inadequate social support in Fayette County is 22%.

Respondents cited single-parent households and structured, safe, or supportive living environments as key concerns for children.

14% of Fayette County residents live in households with income below 100% Federal Poverty Level (FPL); and 38% below 200% FPL.

Families are relying heavily on the Food Stamp Program with 12% of residents being food insecure in Fayette County, the highest among surrounding counties except Black Hawk County, whose population more than quadruples that of Fayette County.

1,613 public school students in Fayette County (48%) are eligible for free/reduced lunches.

This validates the poor Quality of Life ranking of 73rd among 99 counties on the RWJF County Health Rankings, and underscores the need for support of young women during and after pregnancy. Social support networks have been identified as powerful predictors of health behaviors, suggesting that individuals without a strong social network are less likely to make healthy lifestyle choices than individuals with a strong network.

With diminished incomes and limited access to healthy food, the physical and mental health of area families is impacted. These socioeconomic factors negatively impact health factors and outcomes.

**OUR COMMITMENT TO CHANGE**

- Continue our partnership with community leaders and the Northeast Iowa Food Bank to expand the Mobile Food Pantry.
- Provide education to expectant mothers to promote healthy behaviors, and ensure access to prenatal care.
- Partner with schools to provide children and families with education focused on safety, respect, and support of each other.

*Sources: RWJF County Health Rankings & Roadmaps, U.S. Census Bureau, Feeding America, Survey, Community Commons*