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 SARTORI MEMORIAL HOSPITAL

Sartori Memorial Hospital, is a 100-bed, full service hospital providing acute, sub-acute, and outpatient care to the people living in and near Cedar Falls, Iowa. In 1996, Sartori became a part of Wheaton Iowa system. Sartori and Wheaton Iowa are part of Wheaton Franciscan Healthcare, a Catholic, and not-for-profit organization with nearly 100 health and shelter organizations in Wisconsin, Iowa, Colorado and Illinois.

According to the 2016 Iowa Hospital Association, in FY 15, Sartori had an economic impact of over $18M on the local economy in BH County. The hospital and the 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 analyze county level data using an economic input-output model. Employment and income (sum of payroll and employee benefits expense) are the important direct economic impacts created from the hospital. Hospitals are vital assets to communities; providing access to essential health care services.

In 2015, Sartori Memorial Hospital had an impact of over $18M on the local economy in Black Hawk 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 Black Hawk 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 Black Hawk County. Through evaluation of primary and secondary data, opportunities to make a positive impact were identified. With a focus on stewardship, Sartori selected key areas of concentration: access and education, health behaviors and community wellness (obesity, physical activity, substance abuse, etc.), mental health, cardiovascular disease, and cancer.

In 2015, Sartori partnered with local community leaders, UnityPoint Health-Allen Hospital, and the Black Hawk County Health Department to reassess community health needs, obtain insight from residents, compare collected data, and discuss future collaborations to reduce disparities. This process confirmed the need to remain focused in these same key areas.

PROGRESS REPORT 2013-2016

Sartori 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 below. Sartori 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.

For more in-depth information on the progress made by Sartori 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
Black Hawk County at a glance:

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>132,546</td>
</tr>
<tr>
<td>Median household income</td>
<td>$47,002</td>
</tr>
<tr>
<td>Persons in poverty</td>
<td>15%</td>
</tr>
<tr>
<td>Persons under 18 years</td>
<td>22%</td>
</tr>
<tr>
<td>Persons 65 years and over</td>
<td>22%</td>
</tr>
<tr>
<td>High school graduate or higher</td>
<td>90%</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 Sartori in Cedar Falls, one of three hospitals in Black Hawk County, and in partnership with UnityPoint-Allen Hospital and the Black Hawk County Health Department. Additional insight came from meetings with local businesses and organizations throughout the county.

METHODOLOGY
The hospitals and community health partners developed a survey, made available to the public online 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 December 1-20, 2015.

Paper surveys were distributed and made available at the hospitals and clinics, and community service organizations. Information on how to access the link for the online survey was promoted, and emailed to internal and external audiences, chamber members, etc., to take the survey December 1-20, 2015.

SECONDARY RESEARCH
The primary data, combined with secondary data, provided the basis for identifying opportunities to improve the health of Black Hawk County. Secondary data sources include, but are not limited to, Robert Wood Johnson Foundation (RWJF) County Health Rankings & Roadmaps; the Center for Disease Control and Prevention; Healthy People 2020, the Iowa Hospital Association, and other sources noted herein.

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

IMPACTING OUR COMMUNITY
Wheaton Iowa devotes resources and expertise to health needs we are 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 our Mission Integration Plan which is reviewed and approved by the Sartori Memorial Hospital Board of Directors.

ONGOING PARTNERSHIPS
- Black Hawk County Health Department
- UnityPoint Health–Allen Hospital
- Community Leaders/Chamber of Commerce
- Educational Systems
- Northeast Iowa Food Bank
- Black Hawk County Tobacco Free & Clean Indoor Air Coalition
- University of Northern Iowa (Center for Energy & Environmental Education and Healthy Campus Coalition)

APPROVAL
All information was compiled and reviewed, culminating in an Implementation Plan for Sartori. The documents were presented to and approved by the Sartori Memorial Hospital in May 2016.

Our value of stewardship calls us to focus our efforts and resources on identified health needs in which Sartori can positively impact. Although progress was made over the past three years, work remains in the key areas identified previously: access and education, health behaviors and community wellness, mental health, cardiovascular and cancer. Sartori will adjust tactics, broaden partnerships, and continue efforts to reduce disparities impacting these key areas.
SELECT KEY FINDINGS – COMMUNITY SURVEY
As rated by more than 600 respondents:

OVERALL HEALTH OF COMMUNITY
- Healthy................................................................. 24%
- Somewhat Healthy ................................................. 61%
- Unhealthy.............................................................. 14%

THREE MOST IMPORTANT FACTORS FOR A HEALTHY COMMUNITY
- Access to Health Care............................................. 44%
- Healthy Behaviors and Lifestyle.............................. 23%
- Religious & Spiritual Values.................................... 22%

TOP HEALTH PROBLEMS IN THE COMMUNITY
- Gun Violence ......................................................... 42%
- Limited/No Access to Mental Health Services............ 27%
- Aging (arthritis, hearing/vision, dementia, etc.) ........... 21%
- Obesity ................................................................. 23%
- Diabetes................................................................. 13%
- Limited/No Access to Doctor................................. 13%

MOST IMPORTANT RISKY BEHAVIORS
- Violence (guns, gangs, etc.) .................................... 37%
- Alcohol Abuse....................................................... 24%
- Physical Inactivity ................................................. 21%
- Illegal Drug Use ..................................................... 20%
- Texting/Cell Phone Use While Driving .................... 16%
- Dropping Out of School......................................... 14%
- Use of Tobacco/Other Nicotine............................... 12%

TOP HEALTH CONCERNS RELATED TO CHILDREN
- Access to Health Care............................................. 46%
- Structured/Safe/Supportive Living Environment ........ 34%
- Affordable Health Insurance ................................... 24%
- Access to Mental Health Services........................... 22%
- Affordable Fresh Food .......................................... 20%
- Violence (guns, gangs, etc.) .................................... 19%
- Healthy Diets ......................................................... 15%

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. Sartori will remain focused on improving health behaviors related to obesity, high blood pressure, and diabetes, access to healthy foods and increasing physical activity. Other areas include access to health care and education, engaging in initiatives to impact the mental health crisis in our community, and supporting initiatives that positively impact children.
PRIORITIES IN BLACK HAWK COUNTY

According to the World Health Organization, obesity is preventable. Living a healthy lifestyle through the practice of healthy behaviors is necessary to reverse trends. Each person has the power to make simple lifestyle changes to become healthier.

OBESITY

- 29% of Black Hawk County residents are obese.
- 23% of survey respondents cite obesity as the leading health problem in the community.
- 20% of survey respondents cite access to health foods as an issue for local children.
- Only one in five are eating the recommended five or more fruits and vegetables a day.

Sources: RWJF County Health Rankings & Roadmaps, Black Hawk County CHNA HIP, Survey

Obesity is a major health crisis in our country and our county, and is a contributor 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 these improve one's physical well-being, but they can also aid in reducing stress and improving mental health.

PHYSICAL INACTIVITY

- 78% of adults (5,692 adults in Iowa) stated they do not get in three or more days of physical activity per week (or 20 or more minutes of vigorous physical activity).
- 66% of survey respondents want to get more physical activity.
- 51% of survey respondents lack motivation.

Sources: Behavioral Risk Factor Surveillance (BRFSS), Survey

SMOKING

Smoking prevalence is highest in the Midwest at 20% attributing to more chronic disease such as heart disease, lung cancer and emphysema, as well as low birth weight.

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):
  - 165 deaths related to cancer
  - 177 deaths related to heart disease
  - 37 deaths related to stroke
  - 51 deaths related to COPD/emphysema
  - 197 hospitalizations from COPD/emphysema
  - 119 hospitalizations related to asthma

Source: Iowa Department of Public Health

Unfortunately only a small amount of funds reserved from tobacco taxes and tobacco industry legal settlements are used on prevention of tobacco related deaths (Center for Disease Control (CDC), 2015). It is estimated that in FY16, states will collect $25.8 billion from tobacco taxes and legal settlements but will only spend $46 million (less than two percent) on prevention and cessation.

Residents are in need of education on simple ways to increase physical activity
EXCESSIVE DRINKING

• 20% of Black Hawk County’s population reported they binge drink (4-5 drinks at single occasion or drink heavily 1-2 drinks per day), as compared to eight percent 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 accidents.

• 24% of survey participants pointed to alcohol abuse as the top risky behavior.

Sources: RWJF County Health Rankings & Roadmaps, CDC, Survey

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 cardiovascular health.

• Provide screenings and education at community events.

• Partner with local organizations and the school system to create awareness and impact change.

• Support local programs to improve access to healthy foods.

• Continue diabetes education to impact diabetes rates.

• Continue education and advocacy efforts, with local partners to raise awareness of the negative effects of tobacco use and promote health benefits of quitting.

• Participate in educational programs centered on the effects of alcohol/drug abuse and overall health.

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

Transportation is a barrier related to access, even in the metro areas of Black Hawk County. Access to services, including a lack of health care providers, mental health providers, beds and services, were cited by 35 counties. In Iowa, Health Professional Shortage Areas (HPSAs) exists throughout the state, and then intensify in highly-rural communities. Although Black Hawk County has a higher population than other surrounding counties, obtaining and maintaining qualified medical professionals to work in the state is a challenge for many reasons.

- Primary care provider shortage ratio in Black Hawk County = 1,038:1 compared to the state’s ratio of 1,375:1.
- The mental health provider ratio in Black Hawk County = 920:1.
- Access to services was identified by 92 of the 99 counties in Iowa with more than 41% of the counties noting lack of transportation as a need.

Source: RWJF County Health Rankings & Roadmaps

For some, access is impeded by the community’s transportation infrastructure, especially among the poor. Even in metro areas, public transportation is not always feasible depending on routes, costs, schedules, etc. In Black Hawk County, a local Transit Advisory Committee is working collaboratively to enhance transportation options.

Health literacy (education) is another issue facing many, specifically those refugees 65 years and over entering the community with limited English proficiency. This impacts the ability for people to understand preventive measures and/or early warning signs of various diseases, and is exacerbated among low-income populations. Health literacy also impacts a person’s ability to navigate health care systems and understand discharge information when leaving a provider’s office or the hospital.

OUR COMMITMENT TO CHANGE

- Continue to recruit primary care providers.
- 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.
- Collaborate with other organizations to enhance understanding and communication.

CARDIOVASCULAR DISEASE

The CDC reports that annually in the United States, an estimated 610,000 people die of heart disease. According to the 2011 Iowa Chronic Disease Report Supplement; the Iowa Department of Public Health reported nearly 7,000 Iowans died of heart disease in 2009. Coronary heart disease has been the leading cause of death in Iowa since 1920 and is responsible for one of every five deaths in Iowa.

- The number one cause of death in Black Hawk County is heart disease at a rate of 29%.
- Smoking, obesity, physical inactivity and
drinking are prevalent among adults ages 18 and older in Black Hawk County putting residents at high risk for cardiovascular disease.

Sources: CDC (2015), Iowa Chronic Disease report (2011)

OUR COMMITMENT TO CHANGE

• Maximize the American Heart Association Mission: Lifeline® program to ensure all emergency medical services that can transmit vital patient information from the field.

• Participate in the American Heart Association’s ACTION Registry® program to share data for high effectiveness.

• Continue to invest in life saving measures, as well as collaborate with various area organizations to educate and promote signs and symptoms of heart disease.

Mental illness was the number one health need assessed during local interviews, impacting every age group from youth to the elderly. Social and economic pressures have greatly impacted the number of residents seeking mental health services throughout the state.

According to an article published in The Gazette (2014), there is a nationwide shortage of child psychiatrists, and the demand for services is expected to double by 2020. This is exacerbated by the reduction in mental health facilities within the state of Iowa, greatly impacting bed availability for those in need of services. Lower reimbursement rates cripple Iowa hospitals expected to fill the gap of services for patients presenting at local emergency departments. This shortage has made Iowa’s emergency departments a ‘revolving door’ to highly-acute patients in desperate need of advanced mental health services.

• It is estimated about 17% of U.S. adults are considered to be in a state of optimal mental health.

• Depression is the most common type of mental illness, and the CDC estimates by 2020, depression will be the second leading cause of disability throughout the world.

• Iowa is among the states with the fewest mental health beds at 5 per 100,000.

Sources: Office of Research & Public Affairs (2010), CDC (2013)

OUR COMMITMENT TO CHANGE

• Continue our partnership with community leaders to develop strategies to positively impact the mental health issues facing the community and state.

• Promote and educate residents on the benefits of a nutritious diet and exercise to improve mental health.
CANCER
Cancer has a tremendous impact in the state of Iowa; it is the second leading cause of death in Black Hawk County and the state. The state cancer death rate is 22.6% and 17.7% in Black Hawk County. In 2010, an estimated 6,400 Iowans died from cancer, 14 times the number of auto fatalities (The University of Iowa Hospitals and Clinics, 2010).

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 have caused provider/patient confusion. According to the American Cancer Society, two thirds of breast cancers are diagnosed in women without a family history.

- Mammography screening has decreased in Black Hawk County and in the State of Iowa since 2013.

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

- Annual incidence rate of colorectal cancer in Black Hawk County is 45 per 100,000 population; Iowa's incidence rate of colorectal cancer is 47 per 100,000 both higher than the national and Healthy People 2020 (HP2020) target rates of 42 and 39 per 100,000 respectively.

The Iowa Cancer Plan sets forth four goals:
- Whenever possible, prevent cancer from occurring.
- If cancer does occur, find it in its earliest stages.
- Improve the accessibility, availability, and quality of cancer treatment services and programs.
- Ensure optimal quality of life for people impacted by cancer.

While risk factors like family history or age cannot be avoided, the National Cancer Institute estimates that 50% to 75% of cancer deaths are caused by human behaviors (obesity, smoking, etc.), with 90% of all lung cancer cases being directly correlated with smoking alone (CDC, 2015). Health disparities exist in cancer services among every population in Iowa, including those based on geography, age, socioeconomic status, race, ethnicity, and culture. The top five cancers diagnosed within Wheaton Iowa system are breast, lung, prostate, bladder and melanoma.

OUR COMMITMENT TO CHANGE
- Partner with area agencies to reduce tobacco use, and promote tobacco cessation and prevention programs.
- Enhance collaboration with the Black Hawk County Tobacco Free and Clean Indoor Air Coalition.

Sources: RWJF County Health Rankings & Roadmaps, Community Commons
Survey respondents identified crime/violence (41%), poor parenting skills (21%), poverty (21%), single-parent families (16%), and lack of health education (16%) as the top five social issues facing people in the community.

Findings directly correlate with RWJF's high ranking in Black Hawk County for overall quality of life (84 of 99), and health outcomes (68 of 99).

Respondents cited single-parent households and unstructured, unsafe, or unsupportive living environments as key concerns for children.

13% of Black Hawk County residents live in households with income below 100% Federal Poverty Level (FPL); and 33% below 200% FPL.

Families are relying heavily on the Food Stamp Program with 15% of residents being food insecure, the highest among surrounding counties.

48% of public school students in the Waterloo Community School District are eligible for free/reduced lunch.

MANY STUDIES REVEAL THAT ONE’S ABILITY TO ACHIEVE AND MAINTAIN GOOD HEALTH CORRELATES DIRECTLY TO ONE’S SOCIOECONOMIC STATUS

This validates the poor Quality of Life ranking of 84th among 99 counties on the RWJF County Health Rankings, and underscores the need for support of 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

- 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