

**CAPE GIRARDEAU COUNTY PUBLIC HEALTH  
CENTER**

**COMMUNITY HEALTH IMPROVEMENT PLAN**

**2019 - 2022**



**Prevent. Promote. Protect.**

*An advanced level accredited Health Center since 2015.*

## Introduction / Definitions

A multitude of factors, including physical and social environments, can affect a community's health. The Centers for Disease Control and Prevention defines healthy communities as "A community that is continuously creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential."

Both the Missouri Institute for Community Health (MICH) and the Public Health Accreditation Board (PHAB) define a Community Health Improvement Plan as "a long-term, systematic effort to address public health problems on the basis of the results of a community health assessment." Further they identify that the plan "addresses at least three (3) priority health problems identified by the assessment," and that it be "an action-oriented plan outlining these issues and how they will be addressed to improve the health of a community." In concert with those definitions, the Cape Girardeau County Community Health Improvement Plan is the result of a community assessment process conducted by the Cape Girardeau County Public Health Center and a representation of community/county stakeholders.



## Health Center Participation in Community Planning

Cape Girardeau County Public Health Center has, since its' organization, been an active partner in the community, supporting and participating in community improvement processes and planning.

**2002:** A Comprehensive Community Assessment was initiated by the Community Caring Council and the United Way of Southeast Missouri. This assessment surveyed over 800 residents and community leaders in Cape Girardeau County in an attempt to determine issues of greatest concern to individuals and families. Through focus groups, the collected data and information were combined to yield the top four priority issues. As a result, a Community Plan was developed for each issue and four Priority Issues Councils were created to establish goals, objectives and strategies for each priority area. The Health Center was and remains an active participant in this process and serves on the various coalitions created by the process. The complete process and resulting plan can be viewed at [www.communitycaringcouncil.org/Plan](http://www.communitycaringcouncil.org/Plan).

**2002-2018:** Cape Girardeau County Public Health Center has conducted a Community Health Assessment (CHA) every three years and develops a Health Improvement plan for the Health Center based on the top three priority issues identified.

**2019:** In February 2019, Community Stakeholders and Board of Trustees members joined Cape Girardeau County Public Health Center staff to review the findings of the completed Community Health Assessment. An additional review was completed by Cape Girardeau County Public Health Center staff that was not present for the community meeting. (See Participant List). The Community Health Assessment process included a review of existing health data / indicators and input from community members. The prioritization process began with a review of all indicators and key findings in the CHA. For each Health Indicator local data was reviewed as well as comparisons to state and national benchmarks. Health Indicators reviewed are listed in the following table:

## 2018 Community Health Assessment Indicators

<p><b>Demographic/Education/ Socioeconomic Indicators</b></p> <p>Age Analysis Race/Ethnicity Analysis Household Demographics Education Socio-Economic Indicators Household Incomes Poverty Levels Unemployment</p> <p><b>ENVIRONMENTAL HEALTH RISK INDICATORS</b></p> <p>Housing Blood Lead Levels Water Supply Hazardous Waste Sites Physical Environment</p> <p><b>PUBLIC SAFETY / DOMESTIC VIOLENCE</b></p> <p>Juvenile Crime Rates Illegal Drug Use / Alcohol Abuse Child Abuse &amp; Neglect Domestic Partner Violence</p> <p><b>UNINTENDED INJURY</b></p> <p>Types of Injuries Seat Belt Use Traffic Accidents Work Related Injuries</p> <p><b>MATERNAL and CHILD HEALTH INDICATORS</b></p> <p>Late Prenatal Care Births to Teens Smoking During Pregnancy Low Birth Weight Infant Mortality Prenatal Educational Levels Immunization Rates Childhood Emergency Room Visits Childhood Hospitalizations</p> <p><b>INFECTIOUS DISEASES</b></p> <p>Sexually Transmitted Diseases Communicable Diseases Vaccine Preventable Diseases</p>	<p><b>CHRONIC DISEASES and RISK FACTORS</b></p> <p>Behavioral Risk Factors: Tobacco use Physical Activity Obesity Preventable Hospitalizations Diabetes Screenings and Detection of Diseases</p> <p><b>BEHAVIORAL / OCCUPATIONAL RISK FACTORS</b></p> <p>Types of Employment</p> <p><b>LEADING CAUSES OF DEATH</b></p> <p>Average Life Expectancy Rates of Premature Death Risk Factors for Premature Death</p> <p><b>COMMUNITY HEALTH IMPROVEMENT CAPACITY</b></p> <p>Health Care Delivery System Health Care Coverage Mental Health Services Dental Health Services Health Care Access Demand Response Vehicles Fixed Routes Courier Services Service Contracts Sight and Hearing Impaired Services</p> <p><b>ALCOHOL, TOBACCO, AND SUBSTANCE USE / ABUSE</b></p> <p>Smoking / Tobacco Use Opioid Use</p> <p><b>COMMUNITY HEALTH RESOURCE INDICATORS</b></p> <p>County Health Rankings</p>
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### Community Prioritization Process

After the review, attendees were requested to complete three tasks:

1. Identify and prioritize the three leading priority issues that the Health Center, and the community as a whole, should focus on over the next three years;
2. Review the Health Center's Strategic Plan;
3. Initiate an outline for a Community Health Improvement Plan

The three priority areas identified for health improvement planning are:

1. **MENTAL HEALTH**
2. **WELLNESS & PREVENTION**
  - a. Substance Abuse
  - b. Obesity: Adult and Childhood
  - c. Smoking
  - d. Dental Health
  - e. Chronic Disease Care
3. **ACCESS TO CARE**
  - a. Transportation

While the Cape Girardeau County Public Health Center's current Community Health Improvement Plan focuses on the three leading priority issues identified through its' CHA, the agency also continues to work with community partners to address issues identified through other processes. The intent of the plan is to outline goals, objectives, and strategies for those identified priority issues and to be utilized as a guide to improving the health of all residents.

**References:**

Centers for Disease Control and Prevention  
Missouri Institute for Community Health  
Public Health Accreditation Board

## Cape Girardeau County CHA and Community Health Improvement Plan Development Partners

<b>Bollinger County</b>	
Juanita Walker, RN BSN	Bollinger County Health Center
Kylee Jones, RN	Bollinger County Health Center
Dianne Holzum, RN BSN	Bollinger County Health Center
Eve Dunn, BS	Bollinger County Public Library
<b>Cape Girardeau County</b>	
Dwain Hahs	City of Jackson
Jane Wernsman, RN	Cape Girardeau Public County Health Center
Emily Goodin	Cape Girardeau County Health Department
April Koerber, RN	Oak Ridge K-11 School District
Minyo Ticer, DNP FNP-BC	Southeast Urgent Care - Jackson
Rob Stephens	Heartland Custom Flooring
Clint Tracy	Cape Girardeau County Commissioner
Brian Gerau	Jackson Chamber of Commerce
Alex Broch	Jackson Police Department
Charlene Foeste, BS RRT	Jackson Manor
Joey Keys	Southeast Missouri Food Bank
Richard K. Couch	Cape Girardeau Police Department
Bradley Smith	Cape Girardeau Police Department
Jim Keusenkothen	St. Mary Cathedral/Catholic Social Ministries Food Pantry
Ashley Lipke, RN BSN CDE	Cross Trails Medical Center
Mandy Keys	Cape Girardeau Public Schools
Ginny Chapman	Cross Trails Medical Center
Carol Steffens, RN BSN CCM	Saint Francis Medical Center
Julie Metzger, MSW LCSW ACM	Southeast Hospital
Kyle Schott, LPC	Catholic Charities
Jennifer Wood, MSW	Southeast Missouri Food Bank
Tony Robinson,	Cape Girardeau School District
Elizabeth Shelton	United Way of Semo
Rebecca Garris, RN	Cross Trails Medical Center
Ryan Essex, CCTP SWP MARS	Gibson Recovery Center
Salena Hamilton	Community Caring Counsel/MMP Program
Dotty Gholson	Community Caring Council/Cape County Health Center
Amy Bradshaw, BSN	MO DHSS
Emily Goodin	Cape Girardeau Public Health Center
Ellen Gipson, Registered Dietician/Fitness Instructor	Jackson R-2 School District
Nicolette Brennan	City of Cape Girardeau
Linda Garner, RN PHD	SEMO
Jeremey Barnes, PHD	Southeast Missouri State University
Sarah Shanahan, BS	Saint Francis Medical Center
Sandy Duncan, FMFA ACSM C-EP	Saint Francis Medical Center
Amy Smith, RN BSN	Cape Girardeau County Public Health Center
Laura Parker, BS	Coalter Insurance Group
Bethany Bachmann, BS M.ED.	University of Missouri Extension
Joel Ramidal, RD	Southeast Missouri State University
<b>Stoddard County</b>	
Ben Godwin	Stoddard County Public Health Center
Amy Hector, BSN RN	Stoddard County Public Health Center

## Community Health Improvement Plan 2019-2022

**County Covered by LPHA:** Cape Girardeau County Public Health Center  
**Size of Population:** 78,913 (US Census 2017)

### Priority Health Issue: Mental Health

#### Jurisdiction Information:

Cape Girardeau County, located in Southeast Missouri, is a First Class County with a jurisdictional service area of 579 square miles. The county is predominantly rural (78,913) with the City of Cape Girardeau being the largest community. Population Profiles indicate that the majority (48%) of the population are in the 25-64 year old age group, the county poverty rate is 17.7 (a 4.90% increase from 2015), a 3.0 unemployment rate (decrease from 2.4 in 2016).

#### Supporting Data:

Individuals struggling with serious mental illness are at higher risk for homicide, suicide, and accidents, as well as chronic conditions including cardiovascular disease, respiratory disease, and substance use disorders. In 2017, 1,868 Cape Girardeau County residents received treatment for serious mental illness.

Numbers Served in Cape Girardeau County		
	2016	2017
<b>Total</b>	2,014	1,868
Adjustment Disorder	126	98
Anxiety Disorder	368	455
Developmental Disorder	6	*
Impulse Control Disorder	281	21
Mood Disorder	1,099	1,059
Psychotic Disorder	226	240
These numbers indicate the number of clients seen with each diagnosis per year. An individual client may have more than one admission within a year.  *Counts under 5 suppressed to protect identities		

In 2016, 17 Cape Girardeau County residents died by suicide. Typically, white males are most at risk of suicide. Approximately 21.7% of youth had considered suicide in the last year, 17.4% made a plan, and 2.9% actually attempted, resulting in an injury.

According to the Community Commons Report, adults aged 18 and older self-reported that they receive insufficient social and emotional support all or most of the time. This is relevant because social and emotional support is critical for navigating the challenges of daily life as well as for good mental health. Social and emotional support is also linked to educational achievement and economic stability.

Report Area	Total Population Age 18	Estimated Population Without Adequate Social / Emotional Support	Age-Adjusted Percentage
<b>Cape Girardeau County, MO</b>	58,527	10,652	17.5%
<b>Missouri</b>	4,532,155	865,642	19.1%
<b>United States</b>	232,556,016	48,104,656	20.7%

Data Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System. Accessed via the Health Indicators Warehouse. US Department of Health Human Services, Health Indicators Warehouse. 2006-12. Source geography: County



### Priority Health Issue: Mental Health

Action/Activity	Person/Partner Responsible	Partners / Responsibilities	Time Line	Desired Outcome	Benchmarks	Evaluation
Research Mental Health Coalitions in the area. If there isn't a coalition, work with local organizations on the development of a Mental Health Coalition	Cape Girardeau County Public Health Center	Southeast HEALTH – coalition member; SFMC – coalition member; Univ. of MO Extension – coalition member; SEMO University – coalition member; Behavioral Health Centers – coalition member	3-6 months	Join coalition that address mental health behaviors / Organized coalition that addresses mental health behaviors	First meeting of coalition attended / scheduled	* Minutes from Coalition meetings * List of partners participating * Activities of Coalition
Work with School District on implementing a mental health behavior education class / program. Research school programs / class that address mental health behaviors	Cape Girardeau County Public Health Center, Cape Girardeau School Districts	Cape Girardeau School Districts – allow CGCPHC to implement program; Behavioral Health Centers – work with CGCPHC on finding and facilitating program within the school district	12 months	Hold a mental health behavior class / program at each school district. Depending on the program (and school decision) will determine what grade to target	*Scheduled dates for classes / programs	*Number of school districts participating *Number of classes / programs held *Pre/Post surveys
Work with Mental Health Coalition on a workshop open to the public on mental health behaviors	Cape Girardeau County Public Health Center, Mental Health Coalition	Mental Health Coalition – plan and facilitate public workshop on mental health behaviors	6-12 months	Workshop addressing mental health behaviors / resources / needs that is open to the public	Scheduled event	*Advertisement of event *Number of participants

## Community Health Improvement Plan 2019-2022

**County Covered by LPHA:** Cape Girardeau County Public Health Center  
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### Priority Health Issue: Wellness and Prevention

#### Jurisdiction Information:

Cape Girardeau County, located in Southeast Missouri, is a First Class County with a jurisdictional service area of 579 square miles. The county is predominantly rural (78,913) with the City of Cape Girardeau being the largest community. Population Profiles indicate that the majority (48%) of the population are in the 25-64 year old age group, the county poverty rate is 17.7 (a 4.90% increase from 2015), a 3.0 unemployment rate (decrease from 2.4 in 2016).

#### Supporting Data:

Rates of morbidity, mortality, and emergency hospitalizations can be reduced if community residents access services such as health screenings, routine tests, and vaccinations. Prevention indicators can call attention to a lack of access or knowledge regarding one or more health issues and can inform program interventions.

According to the 2018 County Health Rankings and Roadmaps, Poor or Fair Health measures the percentage of adults in a county who consider themselves to be in poor or fair health. This measure is based on responses to the Behavioral Risk Factor Surveillance Survey (BRFSS) question: “In general, would you say that your health is excellent, very good, good, fair, or poor?” The value reported in the County Health Rankings is the percentage of respondents who rated their health “fair” or “poor.” In Cape Girardeau County, 19% reported they were in poor or fair health. Several factors play a part in a declining health status; smoking, physical inactivity, chronic disease and obesity to name a few.

	Cape Girardeau County	Missouri
<b>Obesity</b>	30%	32%
<b>Physical Inactivity</b>	29%	26%
<b>Smoking</b>	21%	22%
<b>Diabetes Prevalence</b>	12%	10%
<b>Alcohol / Substance Abuse (deaths)</b>	18%	23%
<b>No Influenza Vaccination (within last 12 months)</b>	60%	59%

*Source: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevent and Health Promotion, 2018; County Health Rankings and Roadmaps, 2018*

## Priority Health Issue: Wellness and Prevention

Action/Activity	Person/Partner Responsible	Partners / Responsibilities	Time Line	Desired Outcome	Benchmarks	Evaluation
Alternative media campaigns related to obesity awareness and intervention / wellness and prevention / overall healthy lifestyle	Cape Girardeau County Public Health Center, Obesity Coalition	Obesity Coalition – assist with messaging	Ongoing	*Obesity prevention displays / Media campaign throughout the county	*Media campaign / displays throughout the county /local organizations	* Advertisements
Obesity awareness and intervention / wellness and prevention / overall healthy lifestyle activities hosted by community partners / stakeholders	Cape Girardeau County Public Health Center, City of Cape Girardeau Parks & Rec, Obesity Coalition	City of Cape Girardeau Parks & Rec – host activities, Obesity Coalition – assist with creating activities	12 months	*Survey community on what types of events are needed / wanted *Creating wellness campaigns / events	*Commitment from partners *Scheduled date for event *Actual event occurs	*Number of events held *Number of participants *Advertisements
Provide “free” Smoking Cessation Classes for Prenatals	Cape Girardeau County Public Health Center Health Educator	American Lung Association, WIC Coordinator	12 months	Provide at least one “free” smoking cessation class for prenatals at the Health Center	*Identify program content *Arrange class dates	*Program / class content identified *Number of classes held *Participant data
WIC Nutrition Education Classes	WIC Nutritionist WIC Breastfeeding Peer Counselor	University of MO Extension – assist with facilitating educational classes	Ongoing	Clients receive nutrition education	Nutrition Education classes scheduled	*Number of sessions held *Participant data
Work with School District on implementing a substance abuse education class / program. Research school programs / class that address substance abuse	Cape Girardeau County Public Health Center, Cape Girardeau School Districts	Cape Girardeau School Districts – working with CCPHC on the implementation of substance abuse educational classes	12 months	Hold a substance abuse class / program at each school district. Depending on the program (and school decision) will determine what grade to target	*Scheduled dates for classes / programs	*Number of school districts participating *Number of classes / programs held *Pre/Post surveys

Increase the number of drug disposal drop off sites	Cape Girardeau County Public Health Center, Cape Girardeau Police Department, Cape Girardeau County Sheriff's Department, local pharmacies	Cape Girardeau Police Department – facilitate one day disposal sites; Cape Girardeau County Sheriff's Department – facilitate one day disposal sites; local pharmacies – provide ongoing drug disposal at their sites	12 months	To increase the number of sites where the general public can drop off their prescription drugs	*Determine where sites are currently *Agreements with local pharmacies to serve as a disposal site	*Increase in number of drug disposal sites *Advertisement of sites
Train staff on Naloxone training to train first responders (MORE) and general public (HOPE) on how to administer naloxone.	Cape Girardeau County Public Health Center	MO DHSS – offer train the trainer Naloxone training / dispense Naloxone to those who have been trained; first responders – attend Naloxone training	Ongoing	First responders and general public receive naloxone training	MORE and HOPE classes scheduled	*Number of sessions held *Participant data
Increase the number of vaccination clinics	Cape Girardeau County Public Health Center	CGCPHC – hold on site / off site clinics	Ongoing	Increase the number of vaccination clinics throughout the community	Scheduled of clinics / Doses administered	*Schedule of all vaccination clinics *Completed forms *Doses administered
Develop and implement indoor air quality assessment to identify potential triggers (secondhand smoke) for referred asthma patients	Cape Girardeau County Public Health Center, Southeast Missouri State University (SEMO)	SEMO would provide training and assessment tool development, Cape Girardeau County Public Health Center to conduct in-home assessments	12 months	Increased awareness of asthma triggers in the home environment and removal or mitigation of triggers	*Heath Center staff complete training *Assessment completed *Educate physicians on referral process *Conducting ni-home assessments	*Reduction in number of ER visits for enrolled patients *Decrease the number of triggers in household



## Community Health Improvement Plan 2019-2022

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**Size of Population:** 78,913 (US Census 2017)

**Priority Health Issue: Access to HealthCare**

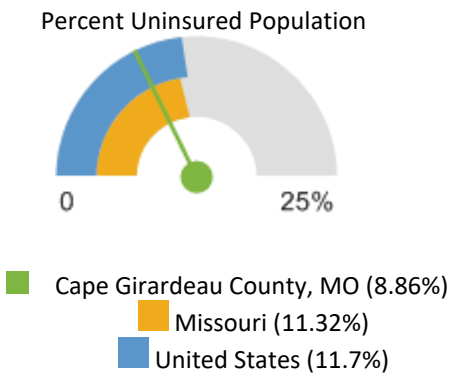
### Jurisdiction Information:

Cape Girardeau County, located in Southeast Missouri, is a First Class County with a jurisdictional service area of 579 square miles. The county is predominantly rural (78,913) with the City of Cape Girardeau being the largest community. Population Profiles indicate that the majority (48%) of the population are in the 25-64 year old age group, the county poverty rate is 17.7 (a 4.90% increase from 2015), a 3.0 unemployment rate (decrease from 2.4 in 2016).

### Supporting Data:

Several factors play a role in the need for greater access to healthcare, including, lack of insurance, lack of transportation and lack of resources.

According to the Community Commons report, 8.86% of Cape Girardeau County residents do not have health insurance coverage. This indicator is relevant because lack of insurance is a primary barrier to healthcare access including regular primary care, specialty care, and other health services that contributes to poor health status.

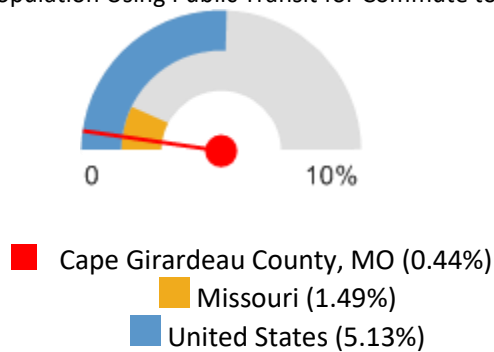


Data Source: US Census Bureau, American Community Survey. 2012-16. Source geography: Tract

Report Area	Total Population Age 18 - 64	Total Population Under Age 19	Percent Uninsured Population
Cape Girardeau County, MO	46,486	17,369	8.86%
Missouri	3,615,438	1,424,500	11.32%
United States	194,808,251	76,219,054	11.7%

Community Commons reports the percentage of population using public transportation as their primary means of commute to work. Public transportation includes buses or trolley buses, streetcars or trolley cars, subway or elevated rails, and ferryboats.

Percent Population Using Public Transit for Commute to Work



Data Source: US Census Bureau, American Community Survey. 2012-16. Source geography: Tract

Priority Health Issue: Access to Healthcare

Action/Activity	Person/Partner Responsible	Partners / Responsibilities	Time Line	Desired Outcome	Benchmarks	Evaluation
Research Access to Healthcare Coalitions in the area. If there isn't a coalition, work with local organizations/hospitals on the development of a Coalition	Cape Girardeau County Public Health Center; Southeast HEALTH, St. Francis Medical Center	Southeast HEALTH – coalition member / recruitment, St. Francis Medical Center – coalition member / recruitment	6-9 months	Join coalition that address access to healthcare = medical resources / Organized coalition that addresses medical resource issues	First meeting of coalition attended / scheduled	* Minutes from Coalition meetings * List of partners participating * Activities of Coalition
Public survey to determine priority issues within the county	Cape Girardeau County Public Health Center, Coalition	Coalition – create / distribute / tally survey	12 months	Conduct survey (mail / phone / social media)	*Survey created *Survey sent out to public	*Number of surveys sent out *Number of surveys completed and returned *Completed survey data
Improvement of top priority issues from public survey	Cape Girardeau County Public Health Center, Coalition	Coalition – work to improve top priority issues based on survey results	Ongoing	Coalition to take top priority issues and make efforts on improvements	*Coalition meetings scheduled *Timeline of issue completion date	*Documentation of improvements