

# Lakes Regional Healthcare Community Health Needs Assessment

2013



An Avera Partner

# Lakes Regional Healthcare Community Health Needs Assessment

This report details the findings from investigations into the health care needs of individuals who reside in and around the service area of Lakes Regional Healthcare (LRH), Dickinson County, Spirit Lake, Iowa. A total of four surveys and/or focus group interviews were conducted from January 2011 – November 2011.

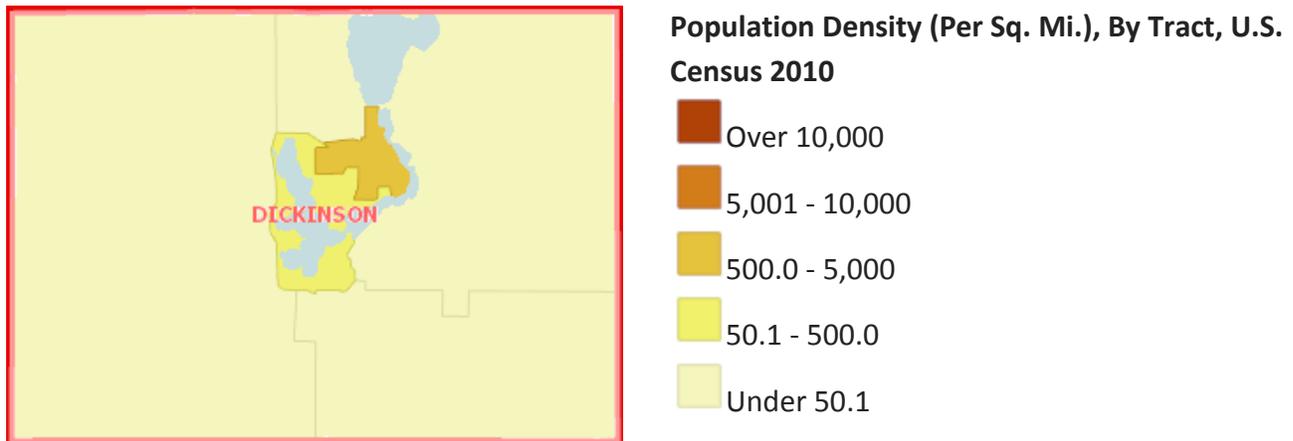
Lakes Regional Healthcare is the sole hospital in Dickinson County, providing health care services to a population for 55,986 people that includes all of Dickinson County (16,672), and approximately 50% of the people in the surrounding counties of Clay, Emmet, Osceola, O'Brien in Iowa and Nobles and Jackson counties in Minnesota. In the seven county area, there is an average of approximately 26 persons per square mile, compared to about the 43.79 per square mile in Dickinson County alone and 80 per square mile across the United States. Lakes Regional Healthcare strives to provide access to the best quality of care, regardless of geographic barriers. Dickinson County has a total of 12 primary care providers, three long term care facilities, two assisted living facilities, and Dickinson County Public Health.

**Population Served:** Lakes Regional Healthcare serves a rural population. The primary service area is in the heart of the Iowa Great Lakes when, on any summer weekend, can have an influx of greater than 60,000 people. On a holiday weekend the population swells to greater than 110,000 people. This increases the average population density from 43.79 people per square mile in the spring, fall and winter months to up to 289 people per square mile in the summer months making staffing and access very challenging.

A challenge to disease follow-up, whether it is acute or chronic, can be the transient population we serve being a resort area. Another challenge we are faced with is being a border state and the follow-up that may be needed for acute and chronic disease management as well as continuation of care.

## Demographic and Socioeconomic Characteristics of Dickinson County:

Dickinson County's population is 16,665, resulting in a population density of 43.79 per square mile.



*Data Source: [U.S. Census Bureau, 2006-2010 American Community Survey 5-Year Estimates](#). Source geography: Tract.*

**Socio-Economic Status:** The socioeconomic status of the primary service area residents has 6% of the population at or below the Federal Poverty Level (FPL), compared to 12.4% for the entire population of the United States.

**Race and Ethnicity:** 96.3% of the population in the counties served is white.

**Age, Physical Ability:** In the primary service area of Dickinson County the population over age 65 is 3,389 or 20.6% in comparison to 12.4% in the United States. The combined population in the seven counties of the service area over the age of 65 is 19,097 for an average percentage of 19.41%, compared to the national average of 12.4%.

The disability rate of the primary service area of Dickinson County is 15.8% compared to the national rate of 19.3%. Lakes Regional Healthcare's entire service area, average disability rate for the seven counties is 16.1% compared to the national rate of 19.3%.

The civilian veteran population for Dickinson County is 15.4% compared to the national rate of 12.7%. The average civilian veteran population for the seven counties served by Lakes Regional Healthcare is 13.8% compared to the national rate of 12.7%.

**Language:** The vast majority of residents report English as their primary language in Dickinson County at 98%, compared to the national average of 82%.

## Community Health Care Needs Assessment Process

The first part of the report details the findings from the Community Health Needs Assessment conducted by Dickinson County Public Health, a Department of Lakes Regional Healthcare. The multidisciplinary meetings included representation from the following members of the community: Dickinson County Public Health, Lakes Regional Healthcare, Okoboji Community School, Dickinson County Community Services, Dickinson County Environmental Health, Dickinson County Board of Health, Dickinson County Board of Supervisors, Compass Pointe, Lakes Area Law Enforcement, Dickinson County Emergency Services, Dickinson County Emergency Management, Regional Transit Authority, local media, the Bedell Family YMCA, Lakes Regional Healthcare Hospice, local citizen(s), and Northwest Aging Association.

The second part of the report details finding from focus groups conducted by Hill Simonton Bell with the purpose of determining ways to increase Lakes Regional Healthcare's market share based on health needs. The goals were to identify past, current, and potential LRH users' perceptions of LRH, including reputation, strengths, and areas for improvement. The population for this research was adults in the LRH service area, with sub-sets based on a) age and b) whether they or an immediate family member used LRH services in the past two years. The information obtained through these focus groups will be used to provide direction for future healthcare services.

The third part of the report details results of focus groups from Blue Zones™ Project. Our community is a Blue Zones™ demonstration site. Blue Zones™ is collaboration between Blue Zones™ and Healthways in sponsorship with Wellmark Blue Cross and Blue Cross and Blue Shield. The Blue Zones project is a community well-being improvement initiative designed to make healthy choices easier through permanent changes in the environment, policy and social networks. By helping people live longer and better through behavior changes, Iowa communities can lower healthcare costs, improve productivity, and boost national recognition as a great place to live, work, and play. Blue Zones™ utilizes evidenced-based ways to help people live healthier and longer. The structure of involvement includes community members from city and state government, hospital, business and industry, school, banking, spiritual, and the YMCA.

The fourth part of the report details results of the survey from three churches in one of our communities doing a "Parish Needs Assessment". The churches are of various denominations and provide worship experience for citizens throughout our service area.

## Community Health Needs Assessment by Dickinson County Public Health

Dickinson County Public Health utilized the 11-Step CHNA and HIP Model. In building the foundation the community stakeholders were engaged. Multidisciplinary meetings were held in January and February of 2011. Community partners included Dickinson County Public Health, Lakes Regional Healthcare, Okoboji Community School, Community Services, Dickinson County Environmental Health, Dickinson County Board of Health, Dickinson County Board of Supervisors, Compass Pointe, Lakes Area Law Enforcement, Dickinson County Emergency Services, Dickinson County Emergency Management, Regional Transit Authority, local media, the Bedell Family YMCA, Lakes Regional Healthcare Hospice, local citizen(s), and Northwest Aging Association. A planning structure was created, and opportunities for improvement, strategies and resources were identified. A health improvement plan was put into place.

Opportunities for improvement identified included:

- Promote Healthy Behaviors
- Prevent Injuries
- Protect Against Environmental Hazards
- Prevent Epidemics and the Spread of Disease
- Prepare for, respond to, and recover from Public Health Emergencies
- Strengthen the Public Health Infrastructure
- Improve Dickinson County's prevalence rate of drug and alcohol use, currently ranked 26<sup>th</sup> in the State of Iowa.
- Mental Health Access to Care – Ranked 58<sup>th</sup> in Clinical Care in the State of Iowa.
- Develop and implement wellness programs to address cardiovascular, cancer, asthma, diabetes, and suicide rates.

A goal of the Community Health Improvement Plan is to become an Iowa Healthy Community regardless of socio-economic background.

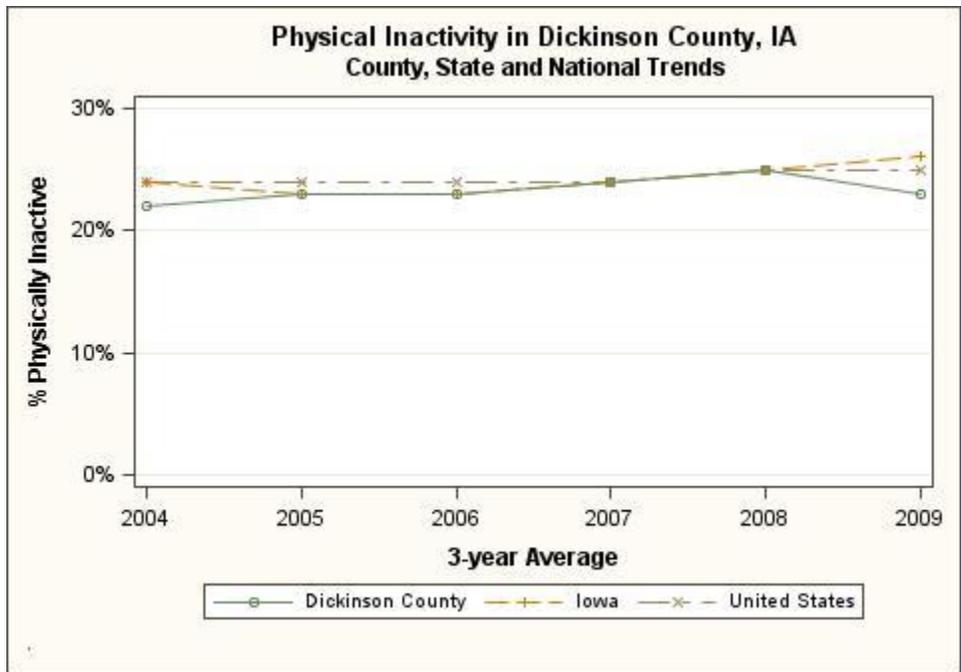
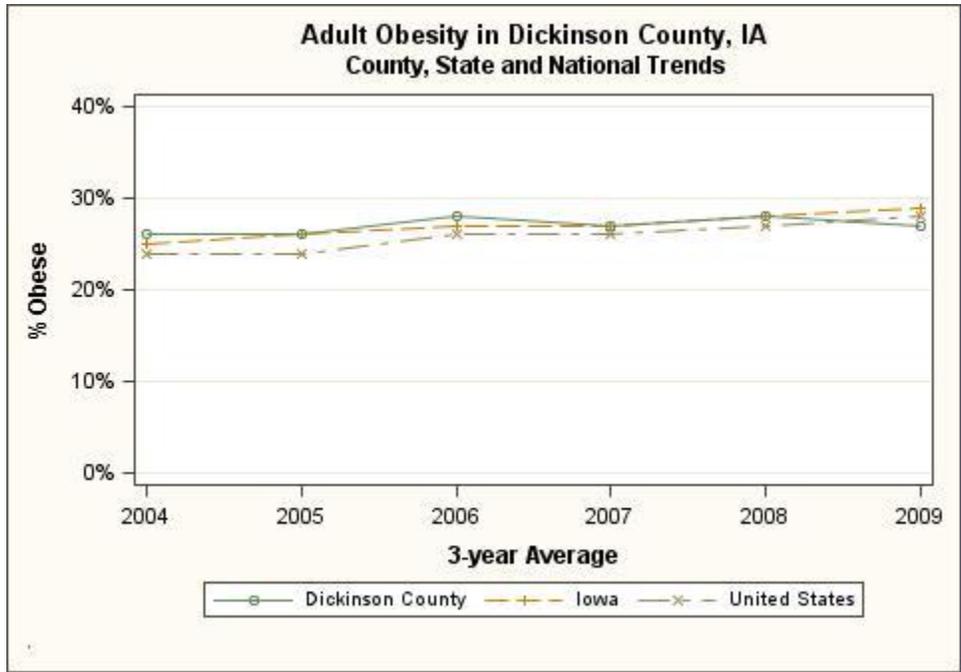
Strategies include:

- Educate the public on the purpose of the assessment by meeting with businesses, service groups, Iowa State University Extension, local Chambers of Commerce, etc.
  - In 2011, Lakes Regional Hospital and the Bedell Family YMCA partnered to develop a Blue Zones Project™ proposal.
  - Dickinson County Public Health has provided collaboration with three Milford churches to develop a "Parish Needs Assessment". Needs and interests were identified with plans underway to implement ecumenical wellness initiatives.
- Provide prevention screening each year, such as Peripheral Arterial Scans and health profiles.
  - A number of employers in Dickinson County offer Health Risk Assessments to their employees through relationships with Lakes Regional Healthcare.
  - Lakes Regional Healthcare hired a certified Occupational Health Nurse in 2011 to provide improved wellness services to area businesses.

- Peripheral Arterial Screening began being offered by LRH Imaging Services in March 2010.
- Lakes Regional Healthcare’s dietician is providing health nutrition education. A series of weekly classes open to the public were held in January and February 2011. A Women’s Okoboji Weekend in the fall of 2011 offered information on healthy eating.
- Diabetes Self-Management Training is offered at LRH. In November of 2011 we received our Certificate of Accreditation from the American Association of Diabetic Educators.
- Provide and complete assessment testing.
  - Lakes Regional Healthcare and the Bedell Family YMCA developed a personal wellness assessment to be offered to area business and industry for use.
- FAN Camp developed in conjunction with Camp Foster YMCA.
- Camp Foster YMCA of the Okoboji’s scholarships.
  - An annual Strong Kids Campaign is held by Camp Foster YMCA to provide subsidies to children who otherwise would not be able to attend summer camps or participate in YMCA activities.
- Provide mass communication on services and activities available.
  - Dickinson County has a number of venues for communication available such as various community websites and social media, local radio stations KUOO and Y100, the local weekly print newspaper and the Lakes TV and Dicko Cable News television stations. All of the media options run/air health related reports.
- Publicize Seasons Center helpline:
  - Seasons is a comprehensive non-profit Behavioral Health Center offering a broad range of psychiatric and behavioral health services to the people and communities in Northwest Iowa.
  - Seasons provides free 24-hour crisis assistance with trained counselors available to help with life’s challenges and hardships. The phone line is posted on brochures and on their website.

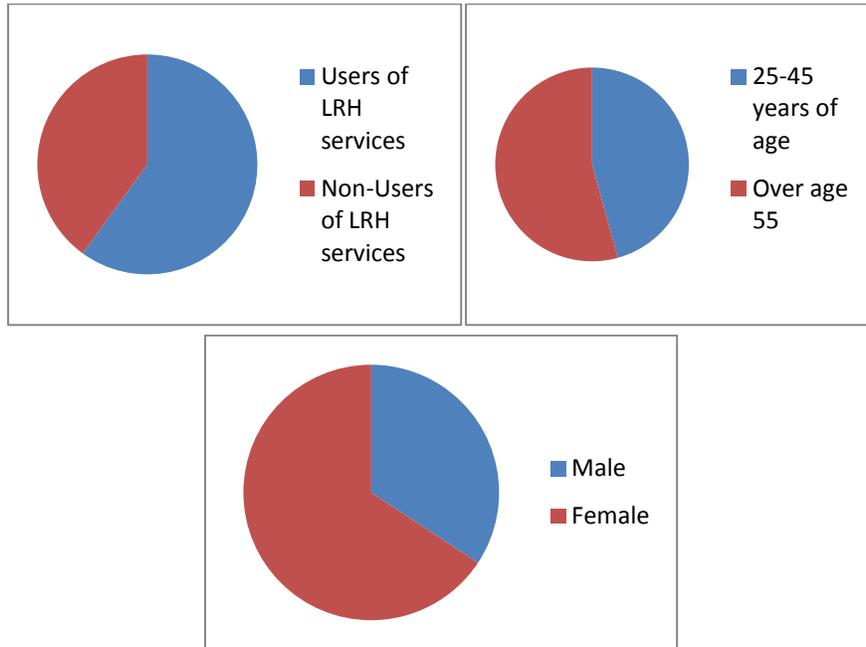
Also utilized during the Community Health Needs Assessment was the 2011 County Health Rankings and Roadmaps which is a collaboration between the [Robert Wood Johnson Foundation](#) and the [University of Wisconsin Population Health Institute](#). In 2011 Dickinson County ranked 24 out of 99 overall in Health Outcomes. Areas of identified concern were:

- Adult smoking at 21% versus the State of Iowa at 20% and National Benchmark (at the 90<sup>th</sup> percentile) at 15%;
- Motor vehicle crash death rate at 21% versus the State of Iowa at 15% and national benchmark at 12%;
- Uninsured adult rate is 14% versus the State of Iowa and national benchmarks both at 13%;
- Primary care physician rate at 2,774:1 versus the State of Iowa at 1,492:1 and national benchmark at 631:1;
- Mammography screening at 70% versus the state of Iowa at 67% and national benchmark at 74%.



## Hill Simonton Bell Focus Groups

A second focus group was done with the purpose of determining ways to increase LRH's market share based on needs of the population. The population for this research was adults in the LRH service area, with sub-sets based on a) age and b) whether they or an immediate family member used LRH services in the last two years and gender. The focus groups were done face to face in a neutral location.



Findings: The overall perception of LRH among users and non-users is extremely positive and comes through personal experience or by accompanying family members for services. The ER has the most awareness of all LRH services. There is a perception by younger non-LRH users that a hospital in close proximity does more community outreach such as, screenings and education programs. Identified areas of opportunity include:

- ER physicians
- Registration process
- ER access to patients' clinic records
- Wait times
- Colonoscopy scheduling
- OB physicians and facility security for newborns
- Pre and post-op curtain set up – lack of privacy
- Maze like facility, where it's easy to get lost
- Lack of someone at the front desk at all times

The follow-up done to address the findings include:

- ER physicians - Increased regularity of specific physicians in the ER through the Contracted Service provided.
- Registration process – hours of registration staff was addressed. Availability of two people during times of increased activity addressed.
- ER access to patients' clinic records – continue to review this with the IT system.
- OB physicians and facility security for newborns – additional Family Practice physicians providing OB services were recruited. A security system was installed in the OB department with an enhanced system to be installed within the new construction slated to be completed in 2014.
- Pre and post-op curtain set up – lack of privacy – this has been a long standing concern. A new Surgery Center is being planned for completion in 2014 with private rooms.
- Maze like facility, where it's easy to get lost – this was addressed with the new construction plan.
- Lack of someone at the front desk at all times – currently there is a person at the west entrance desk at all times.

## The Blue Zones Project™ by Healthways

Our community is choosing to create a place where people can live longer, better lives. We call this effort the Blue Zones Project™ by Healthways. The purpose of this initiative, a partnership between Blue Zones, Healthways, and Wellmark® Blue Cross® and Blue Shield®, is to improve the well-being of our community by optimizing physical surroundings, policy, and social connections. Our goal is to bring real and tangible changes to people's lifestyles by making the healthy choice the easy choice.

Blue Zones Project™ aims to adopt nine lifestyle principles (known as the Power 9) to transform towns and communities like ours into Blue Zones™ Communities, increasing overall well-being and adding productive, active years to citizens' lives. We hope to revitalize our area on the personal, organizational, and community level.

Success of Blue Zones Project™ will be measured using the Gallup-Healthways Well-Being Index®. The Well-Being Index is a survey that was developed in 2008 to establish official statistics on the status of well-being (physical, social, and emotional health) in the United States and around the world.

Our community's Power 9 and Leadership Team include people from:

- City and state government including Spirit Lake Mayor, Spirit Lake City Administrator and State Representative;
- Business leaders including bank, Chamber of Commerce, and local large business employers;
- Schools including the Spirit Lake Superintendent of Schools;
- Healthcare and Public Health including the Hospital CEO, Vice President of Patient Care, Public Health Manager and the Director of the YMCA;
- Spiritual representation with a local pastor
- Project Organizers are from Lakes Regional Healthcare and the YMCA.

Our Community Structure and Leadership Team strategies are:

- School policy;
- Community Policy;
- Worksites;
- Restaurants;
- Grocery;
- Engagement/Volunteering;
- Purpose;
- Faith initiative;
- Walking Moai Teams; and
- Gardening/Plant Slant.

Community leaders planning the Blue Zones Project™ met with residents various times over the last 18 months. This team gathered information through:

- Focus groups and informal discussions with citizens, elected and appointed officials, and business and civic leaders.
- Discussions with potential partner organizations, including city governments, school districts, Chambers of Commerce, non-profits, restaurants, and others
- In-depth discussion with an advisory board
- Well-being related data sources such as the County Health Rankings & Roadmaps and Gallup-Healthways Well-Being Index

We began our Blue Zones™ journey with Focus Group Summit meetings on November 11, 2011. Utilizing facilitators from our Power 9 Team, we addressed the following Power 9 principles:

- Move Naturally
- Know Your Purpose
- Down Shift
- Eat Wisely
- Family first
- Belong
- Right Tribe

Below is the feedback received from the focus groups.

**Move Naturally:**

- Bike to School and to Work
- Walk to school punch card with incentives
- Walking Clubs
- Transportation: walking spots/drop off community
- Bike racks throughout the community – lockable racks
- Change parent perceptions re: biking/walking to school
- Make sure we have sidewalks in the new developments
- Indoor: walk at night or Wii games – at the Senior Center
- Promote and expand the trail system
- Start with yourself
- Involve everyone
- Pet walking groups
- More winter activities outside
  - Kayaking/snowshoe/cross country skiing
- Encourage community & Individual gardening
- Provide garden knowledge and make garden plots available

- Encourage walkable community
  - No leaf burning
  - Well maintained sidewalks: snow removal and repairs
- Blue Zone™ parking at businesses – located furthest from entrance
- Encourage employers/businesses to allow breaks for walking
- Marking stairs (like LRH)
- Walking Bus
- Public ice skating rink
- Use mall for walking – have it mapped for distance
- 5K or jump roping for kids – fundraiser
- Bike rodeo

### **Know Your Purpose:**

- Having meetings like the summit – awareness
- Reminders – support groups – communication
  - Occupational & recreational
- Ministerial Groups – meetings/awareness
- Network for encouragement
- Purpose Inventory
- Engage retirees
- Provide volunteer opportunities/education/asking people to get involved
- Publicize
  - KUOO – early morning
    - Book review message
  - Channel 7 – Quick start
    - Quote, diet
  - Social media
- Change through lifecycles
- Cultural events
- Daily email/daily incentive
- Morning motivational

### **Down Shift:**

- Community gardens
  - Introduce to children at earlier age
- Communicate gathering opportunities
- Wednesday night gatherings
- Encourage people to turn TV off
  - Community “turn off TV night”
- Establish family night – and encourage

- Partner with faith based organizations
- Sample Saturdays
- Fishing Clinics
- Naps
- Mandatory no cell phones so many times/day
- No emails during certain hours
- Daily meditation
- Encourage 10 minutes of spiritual time per day
- Use the 5 senses as a focus for a time period
- Nature center
- Green space use – yoga night, music
- Lake activities
- Classes

### **Eat Wisely**

- Improve school lunches – soup/salad
- Work with nutrition experts
- Fresh – not processed – local vendors
- Re-do menu at eating establishments
- More green
- More community gardens
- “Fed Up” book about quality food at schools
- Partner with local wineries
- Educate on serving size –smaller plates and portions
- Meals with family
  - Promote benefits
  - Teach people how to manage time
  - Provide food & cooking education
- Make healthy food convenient & easy
- Aisle in grocery store/partner with food retailer
  - Use Hy-Vee dietician
- Mobilize our nutritionists
- Healthy community potlucks/boils
- Healthy foods in vending machines at eye level
- Cooking classes
- Non-meat menu choices
- Neighborhood summer picnics

**Family First:**

- Employers:
  - Events
  - Family leave
  - Encourage family involvement/activities
- Community Family Nights & communication
- Family activities
  - Walks
  - Potlucks
  - Meals together
  - Schools – churches – YMCA – Camps – Art Centers – Sports/extra-curricular
- Create opportunities for single parents/working parents
- Education for family
- “un-busy” kids
- Designate one night per week with no activities
- Encourage free play
- Kiwanis builders club – nursing homes
- Technology “off time” – once per month – community wide
- Retire back in community
- Assisted/independent living

**Belong:**

- Ministerial Association
- Communicate opportunities available and build awareness
- Encourage neighborhood events - promote
- Avoid scheduling events on Sundays
- Family church services
- Make it “okay” to be faith based
- Put God back into everyday life
- Support Systems
  - Churches, substance abuse groups
- Give folks the opportunity to say “yes”
- Invite people
- Tribe – intergenerational opportunities to get together
- Get kids with older folks working together
- Faith based to reach out beyond members
- Community-wide youth gathering
- Church involvement
- Drive-in, boat-in, walk-in “church”

**Right Tribe:**

- Expand and create your social circle – look for healthy minded
- New-comers club – welcome to the area
- Moais
  - Walking groups
  - Nutrition groups
  - Music groups
  - Bridge groups
  - Quilters
  - Majan
  - Golf
  - Book
  - Tennis
  - Exercise
  - Make commitment to each other
- Promotion of groups like Kinship
- Encourage healthy activities through school and social groups
- Teach students to eat well and MODEL good behaviors
- Talent/passion Inventory & then connect (like on-line dating)
- Social media/social networking
- Check on our neighbors

The second Summit utilized work groups and a “gallery walk”. The goal was to identify where the needs and desires of the community were and work through the process for developing a plan. The results of the Summit follow. A check mark (✓) equals the amount of popularity identified during the gallery walk:

**Plant Slant:**

- Schools
  - Offer healthy options for lunch, vending, and fundraisers ✓✓✓✓
  - Garden projects ✓
  - Curriculum focus on healthy eating
- Worksites
  - Offer healthy vending, food for meetings, etc. ✓✓
- Restaurants/Grocery Stores
  - Appealing presentation of more healthy options ✓✓✓
  - Nutritional contents displayed ✓✓
  - Menu items and recipes featuring locally grown ✓
- Community Gardens ✓
- Connections & Access to local growers and their produce
  - Link and share best practices between schools, worksites, restaurants, grocery stores, community gardens ✓
- Affordability for those to purchase or receive more locally grown produce ✓✓✓✓✓

- Utilize nutritionists in all areas ✓

### Right Tribe:

- Social Hours – Nonalcoholic too ✓✓✓✓✓
- Step out of our comfort zones ✓✓✓✓
  - Exercisers anonymous
- Reading Club ✓✓✓✓
- Senior Outreach ✓✓✓✓
- Walking Club ✓✓✓✓
- Golf ✓
- Bridge Club – with lessons

### Move Naturally:

- Expand Infrastructure ✓✓
  - Sidewalks ✓✓
  - Trails ✓
  - Municipality cooperation to develop walking access ✓
- School programs – Walking School Bus ✓✓✓✓✓✓✓✓
- Community Gardening – Corporate Sponsorship ✓✓✓✓
- Winter – More Active Lifestyle options – Get Outdoors ✓✓✓
- Race Series ✓✓
  - Hike, bike, run, etc.

### Belonging:

- Families come together for meals at church ✓✓✓✓✓
- Engage teenagers – Random Acts of Kindness ✓✓✓✓✓
- Mentor, Model, and Monitor ✓✓✓✓✓
- Church sponsored Wellness ✓✓✓✓
  - 3 Milford churches presently working
  - Strengthening Families
    - Prayer/devotion: families pray for each other certain times of the day
- Utilize camps in area ✓✓✓
- “60 seconds to a better you” ✓✓
  - Radio spots

### 80 % Rule: Hara hachi bu

- Restaurants – nutritional information, knowledge ✓✓✓✓✓
- Farmer’s Market ✓✓✓✓✓
  - Support and utilize
- Grocery Stores – NuVal example at Hy-Vee ✓✓✓
- Educate on how to read and understand labels ✓✓
- Everything in moderation ✓
- Smaller plates ✓
- Cooking Classes ✓
- Convenient on-the-go merchandise/healthy alternatives ✓

- To – Go Box right away
- Pack lunches
- No Bread Baskets
- Eat what children eat

### **Know Your Purpose:**

- Connect Generations – students with elders VVVVVVVV
- Help young people find their direction VVVVV
- Educate and ASK volunteers how they can help VV
- Connect Needs with those who can help – Resource Guide VV

### **Wine at 5:**

- Find restaurants/wineries to assist with wine tasting events at 5 VVVVVVVV
- Create a “wine club” that investigates different aspects of wines VVVVVVV
- Learn about wines VVVV
  - Red vs. White
  - Benefits of each or trade-offs
- Designate a group that may meet at 5:00, wine provided!

### **Down Shift:**

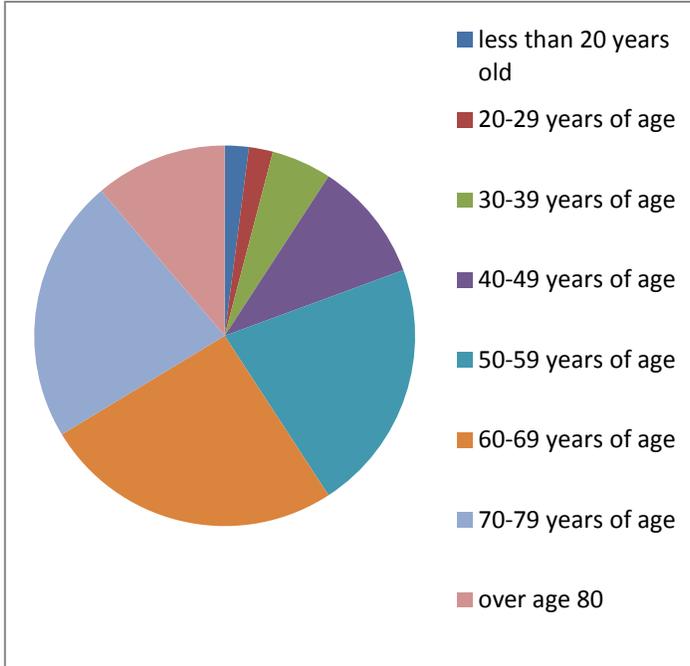
- Outdoor Activities (seasonal) V
  - Winter VVVV
    - Make snowmen, build forts, snowshoe, dig tunnels, snowball fights, etc.
  - Spring
    - Tai chi (outside) VVV
    - Bird watching VV
    - Spring hike in search of wild edibles V
    - Listening to nature V
    - Plants and gardening V
    - Watching for new & returning wildlife
    - Rock hunting
  - Summer
    - Walking VVVVV
    - Kayak VV
    - Biking VV
    - Fish VV
    - Tai chi
    - Swimming
    - Hiking
  - Fall
    - Sensorial experiences V
    - Raking leaves
    - Trees – colors
    - Tai chi
    - Hike
    - Enjoy weather

A strategic plan, or “blueprint”, to implement these initiatives was developed in spring 2013. We are in the waiting phase of approval. The Power 9 and Leadership Teams are recruiting volunteers to assist in all areas. Local grocery stores, businesses, restaurants, and individuals have already started pursuing actions to meet Blue Zones™ principles. As we look to population health and the health and well-being of the people of the Iowa Great Lakes, the Blue Zones™ project makes sense for our community. Environments are settings that influence behavior, influencing the daily surrounding of people will help to inspire them and make change sustainable.

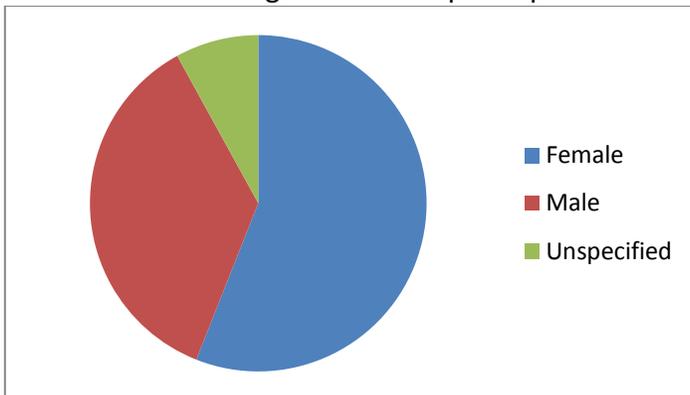
## Faith Based Health and Wellness Survey

In October of 2011, a survey was distributed to members of three churches in Dickinson County. The survey asked about health behaviors in the areas of: self-care, activity for physical, social, emotional, and spiritual health, nutrition, and emergency preparedness. The survey was completed by 595 people.

- Below is the age breakdown of the participants:



- Below is the gender of the participants:



The top five areas identified as contributing to health and wellness included:

- Wearing a seatbelt when driving or as a passenger in a car
- Attend church/worship
- Get an average of 6-8 hours of sleep
- Eat healthy foods to maintain health
- Spend time with others whose company I enjoy

Other areas identified as being important are:

- Vaccinations
- Follow prescribed steps for managing a chronic health problem – nearly 90% of participants answered this as frequently and sometimes.
- Do prescribed exercise or go to the YMCA or gym regularly – approximately 25% of women up to the age of 40 rarely or never exercise. Over 33% of men between the ages of 20 and 60 rarely or never exercise.
- Take steps to decrease stress in my life – the majority of the respondents answered they do nothing to decrease stress in their life, therefore increasing the probability of health issues.
- Spend time in prayer, meditation, and reflection – Greater than 50% of the participants do this on a regular basis.
- Aware of foods that fight cancer and promote heart health and include them in my diet – Nearly 90% responded sometimes or frequently.
- Make Health food choices when shopping and or dining out – Several comments about portion size, menu options, and extra sodium in restaurant and fast food meals.

The conclusion is that working with the Blue Zones™ initiative will tie very well with the results of the survey. The Faith Based Community will also assist in a variety of ways including:

- Promote immunizations at certain times of the year;
- Assist with medication management as appropriate for chronic health issues;
- Encourage neighborhood network walking groups or family biking groups;
- Bible studies;
- Small groups;
- Cooking school;
- Heart healthy potluck;
- Information about garden crops good for health and how to prepare fresh vegetables;
- Encourage eating as a family at home;
- Farmers Market;
- Promote a community wide effort to increase health options on the menus of local restaurants or at least label menu items that are healthy.

## Overall Summary and Conclusions

This assessment identifies areas of potential health improvement including:

- Promotion of healthy behaviors
- Prevention of epidemics and the spread of disease
- Provide updated facilities
- Focus on chronic disease management in collaboration with primary care providers

As a facility, Lakes Regional Healthcare’s strategic initiatives include Improved Population Health. As we address the needs identified in the various surveys, attention to population health will be a guiding force. Continuation on the journey as a Blue Zones™ demonstration site will enhance the health and well-being of people in our service area. Attention to chronic disease management will be a focus of the combined efforts of the health care providers in the area.

Specific action plans in the development stages are:

### Analysis of the Existing Environment

<b>4/2013</b>	City to pass resolution in support of the Blue Zones Project	City Council Members, City Mayor and City Administrator
<b>5/2013</b>	Begin drafting policies for consideration by the Spirit Lake City Council	Community Policy Committee, City Mayor and City Administrator
<b>1/2014</b>	Policies are drafted and adopted by the Spirit Lake City Council	City Council Members, City Mayor and City Administrator
<b>1/2014</b>	Develop Walkability/Bikeability Plan	Local citizens City Officials
<b>1/2014</b>	Timeline will be identified for policy implementation on each individual action (budget factors)	Community Policy Committee, City Mayor and City Administrator, and City Council Members
<b>6/2014</b>	Make two changes to the built environment <ul style="list-style-type: none"> <li>• Completion of 8 foot pathway from 35<sup>th</sup> Street to the Spirit Lake Schools</li> <li>• Completion of three segments of trails along Highway 86 near the shore of West Okoboji.</li> </ul>	Community Policy Committee, City Mayor and City Administrator, and City Council Members

### School Strategy

<b>4/2013</b>	School Board to pass resolution in support of the Blue Zones Project	School Board members, Superintendent and Angela Olsen
<b>8/2013</b>	Incorporate nutrition education into the curriculum at the elementary and middle school	School Policy committee, building principals, Angela Olsen, and teachers
<b>8/2013</b>	Require that students are physically active during the majority of time in physical education class at the elementary school	School Policy committee, PE Teacher, and elementary principal
<b>9/2013</b>	Schedule Walk to School Day and Bike To School Day	School Policy committee, Yvonne Taylor, Elem/MS PIE groups, and Angela Olsen
<b>9/2013</b>	Spirit Lake Elementary School will become a Blue Zones Project designated school	School Policy committee, Angela Olsen, and elementary principal
<b>9/2013: ES/MS 11/2013: HS</b>	Redesign school lunchroom to encourage students to make healthier choices	School Building and Grounds Lead and Food and Nutrition Lead
<b>9/2013: ES/MS 11/2013: HS</b>	Update cafeteria equipment to support provision of healthier foods	School Building and Grounds Lead and Food and Nutrition Lead
<b>11/2013</b>	The current Wellness Committee will be extended to all buildings	School Policy committee, Angela Olsen, building principals and school staff
<b>4/2014</b>	Spirit lake Middle School will become a Blue Zones Project designated school	School Policy committee, Angela Olsen, and middle school principal

### Worksite Strategy

<b>3/2013</b>	Develop and administer worksite survey	Steve Goodenow, Jason Harrington, Blain Andera, Tom Kuhlman, Jen Gustafson
---------------	--	--

<b>3/2013</b>	Collaborate with other Committee action plans to generate cross-pollination ideas and eliminate redundancy	Steve Goodenow, Jen Gustafson, Jason Harrington
<b>6/2013</b>	12 of the top 20 identified worksites will begin the designation process	Steve Goodenow and Jason Harrington, Cissa Tusa
<b>6/2013</b>	Organize quarterly, community-wide education series	Steve Goodenow and Jason Harrington, Cissa Tusa
<b>6/2013</b>	Additional employers in Spirit Lake and surrounding Iowa Great Lakes communities will be approached through a worksite summit	Worksite Committee/SHRM, Chambers, designated employers
<b>9/2013</b>	Four of the top 20 identified worksites will become designated	Steve Goodenow and Jason Harrington, Cissa Tusa
<b>12/2013</b>	Six additional top 20 identified worksites will become designated	Worksite Committee/SHRM
<b>2/2014</b>	Four additional top 20 identified worksites will become designated	Worksite Committee/SHRM
<b>4/2014</b>	Six remaining top 20 identified worksites will become designated	Worksite Committee/SHRM

### **Restaurant Strategy**

<b>7/2013</b>	Two restaurants will become Blue Zones designated	Two specified restaurant owners
<b>12/2013</b>	Three more restaurants will become Blue Zones designated	Two specified restaurant owners
<b>2/2014</b>	Support will be provided to other Iowa Great Lakes area restaurants	Blue Zones designated restaurant owners and the restaurant strategy committee
<b>4/2014</b>	Continue to work with restaurants in Spirit Lake area to work towards designation	Blue Zones designated restaurant owners and the restaurant strategy committee

### Grocery Store Strategy

<b>6/2013</b>	Hy-Vee and Fareway will be designated as Blue Zones Grocery Stores	Grocery Store Strategy Committee – store managers
<b>12/2013</b>	A third grocery store will be registered and working toward designation	Grocery Store Strategy Committee – store managers
<b>5/2013</b>	Power 9 Advisory Board and Leadership Team each approach 5 people to volunteer as Ambassadors and ask 5 more people to do the same	Power 9 Advisory Board and Leadership Team

### Engagement Strategy

<b>6/2013</b>	Ambassadors Training	Community Health Consultant
<b>7/2013</b>	250 additional citizens pledge and complete an action at BZ Kickoff	Ambassadors
<b>7/2013</b>	50 additional citizens (from SL) pledge and complete an action via LRH drive	Jason Harrington and Jen Gustafson – Lakes Regional Healthcare
<b>8/2013</b>	100 additional citizens (from SL) pledge and complete an action via YMCA email blast	Sonja Hamm and Norm Johnson
<b>5/2014</b>	200 additional citizens (from SL) pledge and complete an action via school email to staff, parents and students	Sonja Hamm and Angela Olsen
<b>6/2014</b>	200 additional citizens (from SL) pledge and complete an action via worksite drives	Ambassadors/SHRM

### Volunteering

<b>4/2013</b>	Identify volunteers needed and job descriptions	Co-Chairs
<b>5/2013</b>	Determine contacts for each volunteer opportunity/process to match people	Jen Gustafson and Sonja Hamm

<b>5/2013</b>	Power 9 Advisory Board and Leadership Team each approach 5 people to volunteer as Ambassadors and ask 5 more people to do the same	Power 9 Advisory Board and Leadership Team
<b>6/2013</b>	Develop Memorandum of Understanding with the Voluntary Action Center to help match people with volunteer opportunities	Jen Gustafson and Christina Ostovic
<b>6/2013</b>	Schedule and organize Purpose Workshops and Sample Saturday events	Pat/Josh/Event Volunteers
<b>6/2013</b>	Publicize volunteers needed (radio, flyers, emails, etc.)	Jen Gustafson and Sonja Hamm
<b>8/2013</b>	Approach businesses about volunteer opportunities	SHRM or Steve Goodenow and Jason Harrington
<b>10/2013</b>	Utilize data base of Volunteer Action Center to facilitate volunteer needs of the Blue Zones project	Jen Gustafson and Christina Ostovic

### **Purpose Activity**

<b>6/2013</b>	Identify interest for Purpose Workshops	Task Force and Purpose Committee
<b>6/2013 and ongoing</b>	Blue Zones Project Spirit Lake will help to promote existing opportunities:  NW Bank Ladies Luncheons  WE: Women Entrepreneurs  Local Women's retreats	Engagement Chairs
<b>6/2013</b>	Members of the task force and purpose committee begin to formulate Purpose Moai plans	Task Force and Purpose Committee
<b>7/2013</b>	Purpose Committee will review Purpose Moai playbook and research online tracking tool for Moai registrants	Task Force and Purpose Committee, Pat McGill to facilitate workshop

<b>9/2013</b>	Implement small-group Purpose Moai series	Task Force and Purpose Committee, Pat McGill to facilitate workshop
<b>11/2013</b>	Utilize participant evaluations to move forward with purpose planning and continue to track Purpose Moai participation	Task Force and Purpose Committee
<b>12/2013</b>	Faith Based Family Fun Nights and Sunday Luncheon Gatherings calendar will be established and publicized within the BZ Project	Jen Hesebeck, Clint Loveall, area churches, Sonja Hamm and Jen Gustafson

### **Walking Moai Activity**

<b>5/2013</b>	Develop a Walking Moai Committee	Josh Carr and Norm Johnson
<b>5/2013</b>	Determine neighborhood geographies/borders and walking routes with mileage	Walking Moai Committee
<b>5/2013</b>	Identify Neighborhood Volunteer Coordinators	Walking Moai Committee
<b>5/2013</b>	Identify Sample Saturday Event Manager and Event Planners	Josh Carr and Norm Johnson, Jen Gustafson, Sonja Hamm
<b>5/2013</b>	Organize Summer Checklist Competition (locations, rules, prizes)	Josh Carr, Norm Johnson, Engagement Co-Chairs
<b>6/2013</b>	Organize Sample Saturday events	Josh Carr, Norm Johnson, Event Manager, Event Planners
<b>6/2013</b>	Information distributed to homes in each neighborhood	Neighborhood Volunteer Coordinators
<b>6/2013</b>	Flyers distributed publicly encouraging involvement in walking moais	Walking Moai Committee
<b>7/2013</b>	Sample Saturdays to begin	Josh Carr, Norm Johnson, Event Volunteers

<b>8/2013</b>	Walking begins (goal of 25-50 participants)	Walking Moai Committee and Neighborhood Volunteer Coordinators
<b>Weekly 7/2013 to 9/2013</b>	Participation per group, news, and photos submitted to Neighborhood Volunteer Coordinators and Walking Moai Committee	Team Leaders and Neighborhood Volunteer Coordinators
<b>11/2013</b>	Evaluate Walking Moai program	Walking Moai Committee
<b>11/2013</b>	Evaluate Sample Saturdays program	Josh Carr, Norm Johnson, Event Volunteers

### Walking School Bus

<b>5/2013</b>	Survey staff and parents	Angela Olsen, Sonja Hamm, School Officials
<b>8/2013</b>	Volunteers recruited to implement Walking Wednesdays by 2013-2014 school year start. This includes: <ul style="list-style-type: none"> <li>• Training volunteers</li> <li>• Establish routes</li> <li>• Recruiting participants</li> </ul>	Walkability Committee and School Officials
<b>9/2013</b>	Launch Walking Wednesdays for the elementary school students/families	Walkability Committee and School Officials
<b>11/2013</b>	Evaluate fall routes to consider adding additional routes and additional volunteers	Walkability Committee and School Officials

Sustaining change can be difficult with the many challenges faced on a day to day basis. People seem to know what they should do to be healthier, but our surroundings and routines can get in the way of being proactive about our health and well-being. If we change our surroundings to support an active and healthy lifestyle, we will become more self-motivated, our habits healthier, and our years more prolonged and vital.

As quoted in our Blue Zones blueprint, “Research shows that by improving sidewalks, planting trees, and making streets more appealing, biking and walking increase. By making nutritious, wholesome foods more prevalent and accessible, more people will begin to eat healthier food where it is available—whether in schools, grocery stores, restaurants, or at work. By helping people discover and connect with their purpose, they’ll live a longer, more fruitful life. By encouraging deep relationships with friends and family, you’ll find a happier, more productive community.”