

REGIONAL MEDICAL CENTER & DELAWARE COUNTY PUBLIC HEALTH



2025

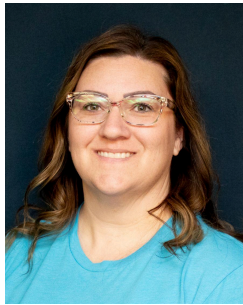
**Community Health Needs Assessment (CHNA)
Implementation Strategy / Improvement Planning**

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COMMUNITY HEALTH NEEDS ASSESSMENT ADVISORY COMMITTEE

Based upon the results of the 2024-2025 Community Health Needs Assessment (CHNA), the following professionals collaborated with Regional Medical Center (RMC) Leadership to define the strategies documented in this report. Many of the healthcare needs identified for Delaware County are broad topics that RMC and Delaware County Public Health (DCPH) cannot solve alone. However, documented are the strategies RMC and DCPH will put into place to help address the top five identified needs based upon survey respondents.



Krystle DeShaw, RN, Delaware County Public Health Manager



Valerie Lindsay, BS, RMC Volunteer Services & Fund Development Manager



Amy Mensen, MBA, RMC Chief Operations Officer

Anyone interested in providing feedback or comments related to Regional Medical Center and Delaware County Public Health's Community Health Needs Assessment (CHNA) Implementation Strategy is invited to submit written responses to [Valerie Lindsay](#) or [Krystle DeShaw](#) at Regional Medical Center, PO Box 359, Manchester, IA 52057.

MENTAL HEALTH

Mental health was identified as the #1 concern. RMC and DCPH strategies include:

- Continue to collaborate with and share feedback from the 2024-2025 CHNA with local healthcare providers, mental health community partners, legislative representatives, law enforcement and schools.
- Continue to have representation from RMC and/or DCPH on [Healthy Delaware County](#).
- Continue to share local resources available to better educate our community on the mental health services available to them.
- Continue to share educational materials and mental health tips on our communication platforms. Consider sharing these materials with local school districts.
- Identify and implement a more prominent location on RMC's website for mental health resources.
- Schedule quarterly communications to highlight a key topic for that quarter related to mental health.
 - Year One Topics
 - Topic: Being Overweight & Mental Health
 - Topic: Loneliness & Mental Health
 - Topic: Illegal Drug Use & Mental Health
 - Topic: *To be determined by Behavioral Services and Public Health teams*
 - Year Two Topics
 - Topic: Technology Addiction & Mental Health
 - Topic: Elderly Wellness & Mental Health
 - Topic: Poor Eating Habits & Mental Health
 - Topic: *To be determined by Behavioral Services and Public Health teams*
 - Year Three Topics
 - Topic: Gambling & Mental Health
 - Topic: Financial Insecurity & Mental Health
 - Topic: Physical Activity & Mental Health
 - Topic: *To be determined by Behavioral Services and Public Health teams*
- Schedule bi-annual communications specific to suicide prevention and mental health.
- Schedule bi-annual communications specific to abuse prevention (verbal, physical, sexual) and mental health.
- Schedule bi-annual communications specific to adult substance abuse (alcohol/vaping) and mental health.
- Schedule bi-annual communications specific to underage substance abuse (alcohol/vaping) and mental health.
- Continue to collaborate with Healthy Delaware County: Delaware County Suicide Prevention Coalition.
- Continue to collaborate and engage with the Law Enforcement Mental Health Liaison working out of the Delaware County Sheriff's Department. The role of this position is to

follow up on mental health issues for law enforcement and help local healthcare facilities, personnel and patients navigate through mental health challenges and needs.

Anticipated Impact: RMC and DCPH strive to reduce the stigma surrounding mental health in our community, normalizing the need for mental healthcare and sharing how important it is to both understand and accept mental health needs. By actively sharing the resources, educational materials and key topics in our community, our residents and key stakeholders will be more knowledgeable on the mental health resources available and hopefully, more willing to seek help when it is needed.

Impact Evaluation: Statistics will be recorded and analyzed for mental health usage within Regional Family Health. Key trending in our county will be reviewed.

CANCER

Cancer was identified as the #2 concern. RMC and DCPH strategies include:

- Share feedback from the 2024-2025 CHNA with local healthcare providers and legislative representatives.
- Continue to have representation from RMC and/or DCPH on [Healthy Delaware County](#).
- Host a public viewing of the Iowa Cancer Registry's "[Cancer in Iowa: 99 Counties Project](#)" Delaware County specific data results.
- Following review of the Iowa Cancer Registry's "[Cancer in Iowa: 99 Counties Project](#)", evaluate if there are any additional cancer screening services that could be offered.
- Continue sharing educational materials, prevention tips, screenings and resources on our communication platforms. According to the 2024 Cancer in Iowa report, the top five cancers in the state are Breast, Prostate, Lung, Colon & Rectum and Skin Melanoma. Our communication will primarily focus on information related to these specific cancers during the noted months below:
 - March: Colon & Rectum Cancer
 - May: Skin Melanoma Cancer
 - September: Prostate Cancer
 - October: Breast Cancer
 - November: Lung Cancer
- Continue to evaluate and hold current and new cancer screening events. (i.e. Twilight Mammograms, etc.)
- Research, develop and/or share educational materials related to obesity and cancer through communication platforms.
- Research, develop and/or share educational materials related to alcohol use and cancer.
 - Engage with Healthy Delaware County to share their Alcohol & Cancer campaign resources.
- Research, develop and/or share educational materials related to vaping and tobacco use and cancer.
- Research, develop and/or share educational materials related to physical inactivity and cancer.
- Research, develop and/or share educational materials related to chronic disease (i.e. diabetes) and cancer.
- Share educational materials related to family history and cancer.
- Collaborate with [Delaware County Water and Sanitation](#) on the education and promotion of well water testing.

- Support [Healthy Delaware County](#) initiatives related to Cancer. (i.e. billboard)



Anticipated Impact: Increase in cancer screening procedures at RMC. Increased awareness of cancer prevalence and preventive measures, including screening services available.

Impact Evaluation: Statistics will be recorded and analyzed for the number of cancer screenings conducted at RMC. Statistical county-specific cancer data will be evaluated.

ILLEGAL DRUG USE

Illegal drug abuse was identified as the #3 concern. RMC and DCPH strategies include:

- Continue to collaborate with and share feedback from the 2024-2025 CHNA with local healthcare providers, community partners such as [Healthy Delaware County](#), pharmacies, legislative representatives, law enforcement and schools.
- Continue to share support resources and medication drop sites available to better educate our community.
- Continue to have representation from RMC and/or DCPH on [Healthy Delaware County](#).
- Participate in the Delaware County Opioid Awareness Committee.
- Develop focused quarterly educational marketing campaigns on the dangers of illegal drug use, targeting the following as individual messages/campaigns:
 - Methamphetamine
 - Marijuana
 - Opioids
 - Underage vaping
- Share bi-annual communications showing the relationship between illegal drug use and mental health, highlighting prevention strategies or coping methodologies.
- Share bi-annual information showing the relationship between illegal drug use and instances of cancer.
- Share community events and activities not involving alcohol to highlight recreational opportunities for our community to participate in.
- Support [Healthy Delaware County](#) initiatives related to Illegal Drug Use.

Anticipated Impact: More awareness of the dangers of illegal drug use, addiction and how to get help.

Impact Evaluation: Record and analyze statistical data including county-wide trends, review interaction and engagement of social media educational content related to illegal drug use.

BEING OVERWEIGHT

Being Overweight was identified as the #4 concern. RMC and DCPH strategies include:

- Share feedback from the 2024-2025 CHNA with local healthcare providers, gym facilities, community partners, pharmacies, legislative representatives, daycare centers and schools.
- Share quarterly wellness materials and resources in communication mediums, touching on specific aspects that can affect an individual's weight:
 - Topic: Nutrition
 - Topic: Physical Inactivity
 - Topic: Sleep
 - Topic: Stress
 - Topic: Poor Eating Habits
- Share community wellness activities and events in communication mediums.
- Share personal wellness stories, highlighting success stories and struggles. Testimonials from the Bob Holtz Wellness Center and Nutrition departments can effectively help promote others to seek steps in improving their wellness.
- Consider implementing Motivational Monday where we feature a wellness and/or nutritional activity/tip in communication mediums.
- Continue holding current sponsored wellness events and evaluate new events to hold.
- Share routine messages with staff, encouraging them to be active and take walking breaks.
- Share bi-annual tips and encouragement for addressing being overweight as it relates to mental health.
- Share bi-annual updates detailing the correlation between being overweight and cancer diagnoses.
- Share bi-annual updates detailing the correlation with being overweight and consuming alcohol.
- Continue holding programs and classes in the Bob Holtz Wellness Center for staff and the public.
- Continue expanding the equipment available in the Bob Holtz Wellness Center.

Anticipated Impact: Delaware County residents will be better informed on wellness resources and activities in our community to help combat being overweight which is attributed to many other health conditions.

Impact Evaluation: Data will be reviewed to evaluate the usage at the RMC Bob Holtz Wellness Center. Data will be recorded and analyzed for the number of program participants and/or community involvement at various events and key statistical data in our county will be reviewed.

ATV / UTV / RECREATIONAL VEHICLE INJURIES

ATV/UTV/Recreational Vehicle Injuries was identified as the #5 concern. RMC and DCPH strategies include:

- Share feedback from the 2024-2025 CHNA with RMC's executive team, providers, law enforcement, legislative representatives, Delaware County ATV Group, city offices, extension office and local ATV/UTV businesses and recreation groups.
- Consider holding free Stop The Bleed training sessions for the public and interested groups such as the Delaware County ATV group.
- Consider sharing local testimonials of families affected by an ATV/UTV/recreational vehicle injury to help stress the need for safety first.
- Develop educational information, including statistics, to share in communication mediums on a quarterly basis.

Anticipated Impact: Increased awareness of the need for safety first when considering the use of ATV/UTV/Recreational Vehicles.

Impact Evaluation: Review statistical information (if available) to identify trending in Delaware County. Review engagement and interaction with social media content.

OTHER HEALTHCARE NEEDS

Additional healthcare needs were identified through the 2024-2025 CHNA conducted by RMC and DCPH. However, RMC and DCPH are addressing only those needs identified as the top 5 in priority based upon survey respondents. Below are other healthcare needs identified (in alphabetical order).

- Access to dental services
- Access to healthcare (e.g. family provider, specialty)
- Access to mental/behavioral healthcare (e.g. provider)
- Affordable care
- Affordable healthy food options
- Affordable housing
- Affordable medication
- Alcohol abuse
- Aluminum concentrations high
- Bed bugs
- Childcare
- Community kindness (adults and minors)
- Dental Care
- Diabetes
- Disease-carrying animals and insects control
- Distracted driving (e.g. texting)
- Diversity integration / awareness
- Drivers (poor)
- Drowning
- Elderly wellness
- Emergency medical services (e.g. lack of first responders)
- Financial insecurity
- Firearm injuries
- Food access
- Food assistance
- Gambling
- Health insurance
- Heart disease & stroke
- Hospital patient transferring ability to higher level of care
- Human trafficking
- Lead poisoning
- Loneliness
- Mold
- Not getting shots to prevent disease (immunizations/vaccines)
- Parenting
- Pharmacies (lack of)
- Physical activity
- Poor eating habits
- Prenatal OB care
- Prescription drug use
- Radon
- Rape / Sexual abuse
- Respiratory / Lung disease
- Safe drinking water
- Senior resources (e.g. senior center, adult day care)
- Sexually transmitted infections (STIs/STDs)
- Student school behavior
- Suicide
- Technology addiction
- Tick-borne disease (e.g. Lyme disease)
- Tobacco
- Transportation
- Underage drinking / vaping
- Vaping
- Violent & abusive behavior
- Water quality