

Story County 2025 Community Health Improvement Plan (CHIP)

ACTION PLAN

1. Mental Health

Initiatives, strategies, **leading measures:**

- *Make It OK* initiative to reduce stigma of mental health conversations and increase awareness of mental health resources. Continue community presentations and event tabling. **# events tabled; # engaged. # presentations; # participated.**
- Educational resources such as 988, QPR, Mental Health First Aid, 211, NAMI, My Life Iowa and the Iowa Office of Recovery Services. Provide in lobby and at community events. **# given out in response to survey; # given at community outreach.**
- Distribute gun locks at no cost (supplied by the VA) and promote gun safety with *Talk It Up*, *Lock It Up* and *Be SMART* literature and social media messaging. Provide in lobby and at community events. **# gun locks given out.**

Metric:

Goal—Story County will be below the U.S. average in suicide mortality indicators by 2030 with the goal of zero.

2. Nutrition, Physical Activity & Weight

Initiatives and strategies:

- Bingocize for seniors: free classes combining exercise, bingo, and nutrition education. Continue at community locations. **# classes offered; # participated.**
- Pick a Better Snack: nutrition education for K–2 students beginning January 2026. Begin with K in Roland Story, Nevada, and Collins-Maxwell. **# students educated. PABS metrics including # students not previously tried fruit or vegetable offered.**
- Keys to Dementia Prevention: continue these classes in the community that promote the MIND diet and regular physical activity. **# classes offered; # participated. Keys metrics including SYB Quiz & CDC Fit tests.**

- Rural at Heart Program: promotes heart-healthy habits through community events and Heart Healthy Hubs. # events; # participants. If no Community Connector hired – nurses will conduct education, tabling and use same metrics.
- Senior Health Clinics: provide blood pressure screenings, healthy lifestyle education, and offer resources to healthy living programs. # resources & education provided. # BP screenings completed.

Metric:

Goal—Reduce prevalence of overweight children (children 5-17) and “No leisure-time for physical activity in the past month” related indicators by 5% by 2030.

3. Substance Use

Initiatives

- Distribute Narcan (provided by Iowa HHS) free of charge with training. #Narcan given.
- Provide prevention and recovery resources through collaborations with Youth & Shelter Services, Community & Family Resources, and others. # of resources provided.
- Participate in community awareness events, including the Ames Overdose Awareness Event and Hidden in Plain Sight trailer program. # events tabled; # of engagements.
- Continue education on the brain impacts of alcohol and substance use through the Keys to Dementia Prevention program. # of Keys participants; # improved on ETOH use on SYB Quiz.
- Promote Iowa Cancer Consortium social media materials on the risks of alcohol, smoking, and vaping. # posts regarding substance use; # resources provided.

Metric:

Goal—Story County will be below the state average for “Individuals currently using vaping products (every day or on some days)” by 2030.

4. Access to Health Care Services

Initiatives

- Continuing memberships with Iowa Public Health Association (IPHA) and Iowa Immunizes to advocate for continued health access programs. **Attend annual conference, continue committee memberships of Iowa Immunizes.**
- Refer patients to Primary Health Care (PHC) and Obria for low- or no-cost medical services. **# Clients referred.**
- Promote Vaccines for Children and Adults programs, MMR Initiative, and Farm Worker Flu Initiative. **# of vaccines provided.**
- Provide prescription savings cards, translation services, and culturally appropriate educational materials. **# cards provided.**
- Provide patient education encouraging routine medical checkups. **# educated.**
- Maintain membership in Story County Immigrant and Refugee Collaboration.
- Maintain membership in NAACP Ames Health Committee. **# events with education, health promotion**
- Maintain membership in Story County Transportation Collaboration.

Metric:

Goal—Improve the metric of “Child has visited a Physician for a Routine Checkup in the past year (children 0-17)” by 2030.
