
2023
Polk County
Community Health Improvement Plan



Community Services Public Health Department

April 2023

CHIP introduction

Polk County Health Department is pleased to present the 2023-2024 Community Health Improvement Plan (CHIP) which is the companion paper to the Community Health Assessment (CHA). For more information click this link to the [Polk County Community Health Assessment](#). This plan will guide the actions of Polk County to address the health priorities that were brought forward to the Health Department during the 2022 CHA. The health priorities that will be focused on are Substance Use and Misuse, Mental Health, and Nutrition and Physical Activity. A CHA should be part of an ongoing larger process that uses data to identify top issues, develop and start actions, and establish responsibility to make sure that measurable health improvements are made. These improvements are defined in the form of a Community Health Improvement Plan (CHIP). This plan is a long-term, systematic effort to address public health problems based on the results of community health assessment activities. The plan is typically developed with partners and defines a vision for the community's health¹. It is used by the community, including governmental agencies and community partners, to set priorities, coordinate resources, and organize a response. The plan is critical for developing policies and defining actions to target efforts that promote health. The CHIP is typically updated every three to five years.

August 2022	Health Department meets to plan CHA and timeline, Selection of survey questions
September through November 2022	Community Survey Distributed; Community Forums Held
December 2022 through February 2023	CHA Report Drafted, Selected Health Priorities
March 2023	Distribute CHA Report and begin CHIP Process
April 2023	Create CHIP
May 2023	Distribute CHIP report and begin work on plan
June 2023 - December 2023	Prepare for 2024 CHA/CHIP process with community partners

Our goal is to reunite with our partners for the next CHA/CHIP cycle. Keeping in mind that our time frame is accelerated for this cycle, the decision was made to have one overarching goal with three objectives, one for each health priority.

Goal- The Polk County Health Department will promote and protect the mental and physical health of its residents by beginning to address the Health Priorities from the 2022 CHA by 12/31/24.

Objective 1 - Substance Use and Misuse Priority

Promote substance use prevention among Polk County residents by performing or expanding at least five actions by 12/31/24.

Action/Strategy	Likely Effect	Resources	Partners
Work with community partners to explore and begin the process of building a community partner group to address substance use and misuse issues in our county by 12/31/23	Expand community engagement and widen community view regarding the problem Collaboration of resources	Staff and time to work on community partnerships Collaboration from partners	Polk County Sheriff's Department Criminal Justice Coordinating Council (CJCC) School Partners Medical Centers
Facilitate community workshops around substance use prevention/education by 12/31/24 <ul style="list-style-type: none"> – Impact Speaker presentations – Community presentations on using Narcan – Parent/community education presentations – Increase promotion of Narcan education and distribution 	Increased awareness and knowledge of Substance use and misuse in the community Increased use and understanding of Narcan for Opioid overdose	Staff and time to work on community partnerships Collaboration from partners	Tobacco Alliance Polk United Coalition Polk County Sheriff's Department Mental Health Task Force School Partners Religious Organizations Medical Centers
Conduct alcohol compliance checks for alcohol retailers in Polk County by 12/31/24	Decrease in alcohol sales to minors with educational reinforcement of laws	Volunteers Staff time to oversee compliance checks	Polk County Sheriff's Department CJCC Polk United Coalition
Conduct tobacco compliance checks for tobacco retailers in Polk County by 12/31/24	Decrease in tobacco sales to minors with educational reinforcement of the laws	Volunteers Staff time to oversee compliance checks	Polk County Sheriff's Department Tobacco Alliance
Promote/implement alternative to suspension programs to schools to be implemented into their tobacco free school policies by 12/31/24	Schools in Polk County will integrate alternative to suspension programs into their tobacco free school policy	Staff time to build relationships with the schools and promote alternative programming Staff time to be available for consultation	Schools Partners Tobacco Alliance CJCC Polk United Coalition

Objective 2 - Mental Health Priority

Increase Mental Health Awareness among Polk County residents by performing or expanding at least three actions by 12/31/24.

Action/Strategy	Likely Effect	Resources	Partners
Promote the Mental Health screening link by 7/1/23	<p>Increased community awareness of online screening availability with resources based on results</p> <p>Increase access to Mental Health information</p> <p>Increased equity of access for all the community</p>	<p>Utilize link provided</p> <p>Resources based on link results</p> <p>Staff time to maintain link</p>	<p>CSD Behavioral Health</p> <p>Mental Health Task Force</p> <p>Take a Mental Health Test - MHA Screening (mhanational.org)</p>
Provide access to and increase distribution of mental health resources to the public by 7/1/23	<p>Increase access to Mental Health information</p> <p>Increased equity of access for all the community</p> <p>Increased awareness of mental health issues and resources</p>	<p>Post mental health resources on website</p> <p>Social media content creation</p> <p>Staff time to maintain postings</p>	<p>CSD Marketing Specialist</p> <p>CSD Behavioral Health</p> <p>Mental Health Task Force</p>
Work with community partners to explore the process of building a community partner group to address Mental Illness and Mental Health issues in our county by 12/31/23	<p>Expanded Community engagement and a wider community view regarding the problem</p> <p>Collaboration of resources</p>	<p>Staff time to develop partnerships</p> <p>Staff time to work on community partnerships</p> <p>Collaboration from partners</p>	<p>CSD Behavioral Health</p> <p>Mental Health Task Force</p>

Objective 3 - Nutrition and Physical Activity Priority

Increase awareness of local opportunities for Polk County residents to improve their nutrition and physical activity habits by performing or expanding at least five actions by 12/31/24

Action/Strategy	Likely Effect	Resources	Partners
Promote and expand PoP outreach at local farmers markets by 10/31/24	<p>Increased awareness of fresh fruits and vegetables for community</p> <p>Increased equity of access to fresh fruits and vegetables</p> <p>Farm to table concept brought to children in the community</p>	<p>Staff time to promote at farmers markets</p> <p>Volunteers</p> <p>Educational resources</p> <p>Promotional items</p>	<p>Polk County farmers markets</p> <p>WIC</p> <p>Community Hospitals and Clinic</p> <p>EBT- Food Share Initiative</p> <p>St. Croix Valley Food Alliance</p> <p>UW-Extension</p> <p>Medical Centers</p>
Promote and expand WIC Farmers market participation by 10/31/24	<p>Increased awareness of fresh fruits and vegetables for community</p> <p>Increased equity of access to fresh fruits and vegetables</p> <p>Farm to table concept brought to the community</p>	<p>WIC farmers market vouchers</p>	<p>WIC</p> <p>Polk County farmers market</p> <p>Community Hospitals and Clinic</p> <p>St. Croix Valley Food Alliance</p> <p>Food Share Initiative</p> <p>UW-Extension</p> <p>Medical Centers</p>
Promote online food access resources by linking Polk residents to food finder sites by 12/31/24	<p>Increased awareness of resources for summer meals and food in the community</p> <p>Increased equity of access for all the community</p>	<p>Utilize link provided for access to local resources</p> <p>Staff time to maintain link, consult</p>	<p>USDA</p> <p>Hunger hotline from the US Department of Agriculture (USDA)</p>

Action/Strategy	Likely Effect	Resources	Partners
<p>Promote local resources for physical activity opportunities in Polk County quarterly by 12/31/24</p> <ul style="list-style-type: none"> • Polk County Recreation viewer • Community Education booklets/ school websites <p>Town events, 5ks, bike runs, etc.</p>	<p>Increased awareness by the community of local recreation activities</p> <p>Increased equity to access recreational activities</p>	<p>Staff time to post and update the recreational information quarterly.</p> <p>Utilize and highlight information from the Polk County Recreational viewer</p> <p>Information on local events</p> <p>School websites and community education catalogs</p>	<p>Polk County</p> <p>Local event coordinators</p> <p>Local schools</p> <p>Local Libraries</p> <p>Medical Centers</p>
<p>Work with community partners to explore the process of building a community partner group to address Nutrition and Physical Activity issues in our county by 12/31/24</p>	<p>Increased awareness within the community of local fresh food and recreational activities</p> <p>Expanded Community engagement and a wider community view regarding the problem</p> <p>Collaboration of resources</p>	<p>Staff and time to work on community partnerships</p> <p>Collaboration from partners</p>	<p>Polk County</p> <p>WIC</p> <p>Medical Centers</p> <p>Schools</p> <p>Libraries</p> <p>UW-Extension</p>

Next Steps-

The Polk County Health Department CHIP is a living document that will be reviewed and revised annually, through our annual report. Our county is constantly changing, and we want to make sure that our work always mirrors what is happening in the community. Data collection will begin in 2024 for the next CHA, while the CHIP work will continue through the end of the cycle.