

Van Buren County Health Improvement Plan

Planning Period: 2026-2029

MENTAL HEALTH

CHIP Section Owner: **Lisa Peck** & Krystle Evans

SMART GOALS	STRATEGIES	Tactics	DEADLINE	RESPONSIBLE	STATUS
By December 1 st 2026 we will provide at least 3 outreach connections regarding mental health crisis and resources available in VB County.	1. Provide school district with magnets and resources for mental health support	1. Provide VBCSD with magnets	June 30, 2027	Lisa & Krystle	Planning
		2. Attend local events/Back to school night and Family night each year of plan		Lisa & Krystle	Completed July 2026
		3. Provide counselors with resources at the beginning of each school year.		Lisa & Krystle	Completed September 2026
		4. Presentation, undetermined where		Lisa & Krystle	Ongoing for VA breakfast
		5. Attending a lunch and learn or similar style meeting		Lisa & Krystle	Ongoing
By June 30 th , 2027, increase suicide/crisis awareness and/or response.	1. Increase resources available for mobile crisis services and SIMHC crisis unit.	1. Identify pathways	06/30/2027	Lisa & Krystle	Planning
		2. Network – establish connections		Lisa & Krystle	
		3. Distribute crisis resources throughout VB County			
	2. Build a trusting connection with community members and referral sources through resources and communication	1. HHS communication, networking with referral sources		Lisa & Krystle	
		2. Ongoing communication with hospital, sheriff office, and various community resources to help those in crisis		Lisa & Krystle	Ongoing
		3. Collaborating with Thrive Iowa			Ongoing

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POPULATION HEALTH					
CHIP Section Owner: Haley Brewington , Rhonda Fellows, Liz Wilson, Lindee Thomas, Melissa Daugherty, Marissa Greenfield					
SMART GOALS	STRATEGIES	Tactics	DEADLINE	RESPONSIBLE	STATUS
Combat Cancer By October 30, 2026 the Contractor will purchase, deploy, and operationalize at least one telehealth-enabled tablet in each of Iowa's 87 designated rural counties to improve availability and access to healthcare services.	1. L. Thomas consulting with the workgroup on locations for VB Counties tablet to be located to provide to Combat Cancer Project.	1. Will submit locations for telehealth tablet to combat cancer	October 30 th 2026	VBCPH	In Process
		2. Will provide updates at each meeting on status of telehealth tablet and how to market the availability in our county	Next Meeting	VBCPH	Not yet started
Combat Cancer Increase awareness and understanding of lung, colorectal, and skin cancer risk reduction strategies to support informed prevention behaviors among rural Iowans by disseminating evidenced-based cancer prevention messaging and available resources through Local Public Health Departments in all 87 identified rural Iowa counties by October 30, 2026	1. VBCPH to bring this messaging to VB County	2. At CHIP meetings and workgroup meetings update the workgroup on updates from Combat Cancer and messaging we can get out and how to get out to our community.	October 30 th 2026	VBCPH	Not yet started
Combat Cancer	1. VBCPH will determine for our	1.	October 30 th 2026	VBCPH	Not Yet Started

Distribute and track 30,000 NRPP/NRSB-approved in-home radon test kits to rural Iowa households through Local Public Health Departments by October 30 th 2026, with complete county-level documentation of distribution and test results to identify elevated radon exposure and support mitigation actions	county how many kits and to whom the kits distribute to				
Combat Cancer Distribute and track 3,000 FIT kits to uninsured rural Iowans through participating provider sites by October 30 th , 2026 with a greater than 90% follow-up for positive results to impact both screening reach and effectiveness in improving early detection of colorectal cancer.	1.				

Heart Disease Develop and Implement a Remote Patient Monitoring Program in Van Buren County for weight tracking and blood pressure tracking by June 30 th 2027	By June 30 th 2027, implement and scale a county-wide RPM program for weight and blood pressure management, enrolling at least 50 qualified patients to improve chronic disease outcomes and	1. Establish RPM program infrastructure, vendor partnership, and clinical protocol by 9/30/2026	September 2026	VBCH/VBCPH	October 1 st will have software selected
		1. Train healthcare providers and care teams in RPM workflows and patient engagement	October 2026	VBCH/VBCPH	

	reduce preventable hospitalizations.				
Heart Disease Develop and Implement a Remote Patient Monitoring Program in Van Buren County for weight tracking and blood pressure tracking by June 30 th 2027	By June 30 th 2027, implement and scale a county-wide RPM program for weight and blood pressure management, enrolling at least 50 qualified patients to improve chronic disease outcomes and reduce preventable hospitalizations.	2. Establish RPM program infrastructure, vendor partnership, and clinical protocol by 9/30/2026	September 2026	VBCH/VBCPH	Not yet started
		2. Train healthcare providers and care teams in RPM workflows and patient engagement	October 2026	VBCH/VBCPH	Not yet started
Diabetes Design and implement a comprehensive, patient-centered diabetes care model that includes standardized assessment protocols, individualized care plans, patient education resources, and a multidisciplinary approach by June 30 th 2027		1. Conduct a needs assessment (review current diabetes outcomes, identify care gaps)	September 2026	Diabetic Education Workgroup	In process, Liz tracking data
		2. Use evidence-based guidelines- build framework using ADA standards incorporate best practices such as: HgbA1c monitoring protocols, foot, eye, and kidney screening schedules, medication management algorithms.	October 2026	Diabetic Education Workgroup	Not yet started
		3. Define Core Components of the Care Model • Standardized intake/assessment templates • Risk stratification • Care Pathways • Patient education modules	October 2026	Diabetic Education Workgroup	Not yet started

Obesity By June 30th 2026, we will conduct targeted promotional activities and 1 in person outreach activity to increase awareness of local health resources that support obesity prevention.	1. Collect Local Data and identify our target audience.	June 30th 2026		
	2.			

ACCESS TO HEALTHCARE

CHIP Section Owner: **Mindy Cormier** and Carry Holtkamp

SMART GOALS	STRATEGIES	Tactics	DEADLINE	RESPONSIBLE	STATUS
By June 30, 2027, identify and implement two high impact-My Chart functionality improvements and deliver community education resulting in a 10% increase in My Chart usage from patients	1. Implement Ticket Scheduling for wellness appointments.	1. Engage with involved departments to create new process, then educate both staff and patients.	6/30/27	Carry Holtkamp and Mindy Cormier	MyChart workgroup continues to work with UIHC EPIC team to implement ticket scheduling for our wellness appointments. Along with this we are working on a lab panel that will attach to the wellness visit in order for the labs to be scheduled for patient as well. We are doing this to improve the quality of our visits by having patient complete their lab work prior to their annual wellness appointment, up to 7 days in advance. Then the provider will have the results to discuss with the patient at their annual wellness appointment. We

					are still in the implementation phase of getting this set up within the EPIC and MyChart environment.
	2. Implement process for on-line check in.	1. Engage with involved departments to create process, then educate both staff and patients.	6/30/27	Carry Holtkamp, Gladi Moore, and Mindy Cormier	We are working with UIHC to explore the options that are available with the Welcome tablets and how this can be utilized in the MyChart environment for patients to use their own phone to check in once they arrive at their appointment. This will continue to be a topic that we are meeting about in the coming months.
	3. Implement Lab scheduling functionality to coordinate with wellness appointments.	1. Coordinate with patient access, lab, and business development departments at VBCH to work with EPIC for lab scheduling to be enabled within the EMR.	6/30/27	Carry Holtkamp and Mindy Cormier	In process

		2.Engage with community to promote new availability.	6/30/27	Heidi Bainbridge, Carry Holtkamp and Mindy Cormier	Not started yet
By June 30,2027, develop and implement a standardized pre-visit testing process and provide education to staff and patients on its importance and workflow to achieve a 50% completion rate of required tests before schedule appointments to ensure high-quality patient visits.	1. Develop clinic process and implement for patients to have pre-visit testing to improve the quality of their visit.	1. Begin to have patients schedule future annual wellness and labs at clinic check out	6/30/27	Carry Holtkamp	We are working with the different providers to start the process to implement pre-visit testing and have all but one provider starting to do the process. Along with having patients come before the visit for their labs, we are having providers and nursing staff do pre-charting to prepare for the appointments to really get that quality appointment by having all of the testing done prior to the visit.
		2. Implement provider led, face to face, care model for more proactive approach.	6/30/27	Carry Holtkamp and Mindy Cormier	Not started yet

By June 30, 2027, increase utilization of hospital-wide services by 10% through implementation and community awareness effort on newly added or existing service lines such as OB/GYN, Wound Care, Pediatrics, and other services that ensure care “close to home” for our community.	1. Implement additional services to include OB/GYN, pediatrics, and expand wound clinic availability.	1. Create templates and coordinate with new service providers to ensure that appropriate supplies, staff, and equipment are available	6/30/27	Kristina Rodgers, Carry Holtkamp and Mindy Cormier	We are working hard to get our OB/GYN providers started at VBCH. OB/GYN provider will be onsite for the first time on 9/24. We are working on marketing that will come out the end of this week, beginning of next week for this.
	2. Promote new service offerings to the community.	1. Market to the community by utilizing television, radio, newspaper, social media and in person speaking engagements.	6/30/27	Heidi Bainbridge, Carry Holtkamp, and Mindy Cormier	Promotion planned in September 2026

DEVELOPMENT

CHIP Section Owner: Garen Carpenter, Jeremy Hissem, Jasmine Padgett

SMART GOALS	STRATEGIES	Tactics	DEADLINE	RESPONSIBLE	STATUS
DAYCARE By June 30, 2027, increase the average daily census in the daycare program by 15% compared to the FY26 baseline average daily census through strategic expansion and optimization of childcare contracts, improved staffing recruitment and retention efforts, and enhanced scheduling capacity management. Progress will be monitored monthly through census reports, staffing metrics, and contract utilization data to ensure the program maintains safe staffing ratios and operational sustainability.	Optimize capacity utilization	1. Strategically optimize childcare contracts to maximize utilization of available days. · Requiring deposit for new families to increase probability of slot utilization – minimize cancellations. · Expanding contract options to include 1 and 2 day contracts. · Exploring same-day options.	First phase – July 2026 Second phase – September 2026	Garen Carpenter/ Caitlyn Boller	FY27 contracts due on June 30, 2026. Once the first phase of contracts are implemented, will analyze availability and advertise shorter contracts to fill the open slots.
		2. Partnering with First Children’s Finance to conduct operational analysis with grant funding – additional tactics likely following final optimization report.	September 2026	Garen Carpenter/ Caitlyn Boller	Agreement signed and initial information provided to First Children’s Finance. A series of meetings will be taking place over the next few months to collect data. Review completed and recommendations provided. Will be working to incorporate recommendations into FY28 contract period.
		3. Ensure staffing levels are appropriate for the number of children being cared for to minimize unused capacity due to staffing	September 2026	Garen Carpenter/ Caitlyn Boller	Awaiting contracts to be returned to better understand staffing needs.

					Will be analyzed as part of the optimization plan.
DAYCARE By December 31, 2027, raise \$200,000 to support the purchase and installation of new playground equipment and safety flooring for the daycare program through coordinated fundraising efforts led by the BABBLE Parent Council and Van Buren County Hospital. Funding sources will include grant applications, local business sponsorships, community fundraising events, and individual donations. Progress toward the fundraising target will be tracked quarterly through donation reports, grant submission outcomes, and campaign participation metrics to ensure timely achievement of the project goal.	Community Fundraising	1. Coordinated fundraising efforts led by the BABBLE Parent Council and Van Buren County Hospital. · Request quotes for playground equipment safety flooring. · Identify appropriate project phasing based on anticipated cost. · Funding sources: ○ Grant applications ○ Local business sponsorships ○ Community fundraising events ○ Individual donations.	December 2027	Garen Carpenter	Current funding raised ~\$50,000 Funding campaign established and open to contributions. BABBLE will be leading the fundraising efforts. We continue to look at grants as well to assist in funding. Total project is quoted at ~\$250,000.

SUBSTANCE USE

CHIP Section Owner: Kris Rankin

SMART GOALS	STRATEGIES	Tactics	DEADLINE	RESPONSIBLE	STATUS
The coalition will continue to collect community substance use data from community stakeholders for 2026, 2027, and 2028, and report it to community stakeholders by May of each year (2027, 2028, and 2029)	1. Collect Data from the VBC Sheriff's Office	1. Email VBCSO for their annual data.	5/31/2027 5/31/2028 5/31/2029	Kris Rankin	
	2. Collect Data from VBCH	1. Email VBCH for their 2024 data.	5/31/2027 5/31/2028 5/31/2029	Kris Rankin	
	3. Collect Data from Juvenile Justice	1. Email Juvenile Probation Officer for annual data.	5/31/2027 5/31/2028 5/31/2029	Kris Rankin	
	4. Collect Data from VBC Middle/High School	1. Email VBCCSD for MS/HS for the annual data.	5/31/2027 5/31/2028 5/31/2029	Kris Rankin	
Provide media campaigns addressing substance use, including billboards in Keosauqua, articles in the VBC Register, and postings on Social Media beginning July 1, 2026, through June 30, 2029.	1. Have three rotating billboards addressing alcohol use, nicotine use, and marijuana use from July 1, 2026, to June 30, 2029.	1. Complete Contract with billboard company	12/31/2026 12/31/2027 12/31/2028	Kris Rankin	In Progress
	2. Submit at least 3 articles to VBC Register monthly	1. Email articles to the Editor.	On-going	Kris Rankin	In Progress
	3. Post Information on the coalition's social media at least weekly.	1. Schedule articles and information monthly.	On-going	Amanda Rodgers	In Progress
The coalition staff will host Youth Leadership Council Meetings at least monthly during the school years (2026-27, 2027-28, and 2028-29).	1. Host Monthly 7th Grade YLC Meetings	1. Meet with 7th grade students at the VBCCSD Middle School	On-going	Kris Rankin & Marissa Greenfield	In Progress
	2. Host Monthly 8th Grade YLC Meetings	1. Meet with 8th grade students at the VBCCSD Middle School	On-going	Kris Rankin & Marissa Greenfield	In Progress
	3. Host Bi-Monthly High School YLC Meetings	1. Meet with High School students at the VBCCSD High School	On-going	Kris Rankin & Marissa Greenfield	In Progress

	4. Implement activities with the YLC Members at school.	1. Hold activities that the youth and staff choose at the VBCCSD Middle/High School	On-going	Kris Rankin & Marissa Greenfield	In Progress
	5. Take YLC Members on Educational Prevention Trips (In State and Out of State)	1. Take YLC Members to the ISTEP Summit, AC4C Prevention Conference, CADCA Forum, AC4C Day on the Hill, and AC4C Summer Youth Retreat.	On-going	Kris Rankin & Marissa Greenfield	In Progress
The CAPC and SAFE Coalition will host activities throughout the year to provide substance-free, family-friendly activities for the community.	1. Host the Safe & Healthy Kids Fair(July 2026, July 2027, and July 2028)	1. Plan the Safe & Health Kids Fair	Throughout each year	Coalition Members	Complete for 2026
		2. Purchase supplies for the Kids Fair	Throughout each year	Marissa Greenfield	Complete for 2026
		3. Provide the Kids Fair	7/2026 7/2027 7/2028	Coalition Members	Complete for 2026
		4. Purchase School Supplies	7/2026 7/2027 7/2028	Marissa Greenfield	Complete for 2026
		5. Distribute School Supplies	8/2026 8/2027 8/2028	Coalition Members	Complete for 2026
	2. Host Community Baby Shower (Annually)	1. Plan the Baby Shower	Throughout each year	Coalition Members	In progress
		2. Invite presenters to present	Annually	Kris Rankin	
		3. Provide the Baby Shower	Annually	Kris Rankin	
		4. Distribute incentives for the Baby Shower	Annually	Kris Rankin & PAT providers	
	3. Host Family Fun Night Night (April 2027, April 2028, and April 2029)	1. Plan Family Fun Night	Throughout each year	Coalition Members	In Progress
		2. Purchase supplies for Family Fun Night	Annually	Kris Rankin & Marissa Greenfield	
		3. Host Family Fun Night	Annually	Coalition Members	
The coalition will work to implement policies/ordinances in	1. Implement ordinances with city councils and local businesses to	1. Meet with City Councils and present education on why this ordinance is important.	Quarterly until implemented	Kris Rankin	In Progress

the community to limit youth access to substances and decrease overuse by adults by June 30, 2029.	increase their smoke-free ordinances to nicotine-free ordinances.	2. Have 2 City Councils implement this ordinance.	6/30/2029	Kris Rankin	
	2. Implement zoning ordinances with city councils for marijuana businesses if marijuana becomes legal nationally or in the state of Iowa.	1. Meet with City Councils and educate them on marijuana dangers and the ordinance.	Quarterly until implemented	Kris Rankin	In Progress
		2. Have 2 City Councils implement this ordinance.	6/30/2029	Kris Rankin	

AWARENESS OF HEALTHCARE SERVICES

CHIP Section Owner: Heidi Bainbridge

SMART GOALS	STRATEGIES	Tactics	DEADLINE	RESPONSIBLE	STATUS
Increase medical staff visibility (marketing promotions) from <25 in FY26 to 265 in FY26. This will be a one year project unless it is determined to continue into year 2 & 3	1. Reels with Providers on social media	1. Set up video shoots with all medical staff- primary and specialty as needed	6/31/26	Heidi Bainbridge	Ongoing, released every Monday
		2. Create 10-12 reels per medical staff member	12/31/26	Heidi Bainbridge	Ongoing
		3. Begin posting reels in July- at least one per week on social media. 52 total by the end of FY27	6/30/2027	Heidi Bainbridge	Ongoing
	2. Magazine Highlights of medical staff and services	1. Schedule months for medical staff and determine topics	7/31/26	Heidi Bainbridge	Released August 2026, will continue quarterly
		2. Work with medical staff on their content each quarter	June 2026, Sept 2026, December 2026 & March 2027	Heidi Bainbridge	Ongoing
		3. Work with vendors to publish & distribute magazines Quarterly	June 2026, Sept 2026, December 2026 & March 2027	Heidi Bainbridge	Ongoing
	3. Commercials that medical staff are featured in	1. Schedule 4 medical staff for commercials this year	7/31/26	Heidi Bainbridge	Done quarterly
		2. Work with medical staff to prepare for their commercial	June 2026, Sept 2026, December 2026 & March 2027	Heidi Bainbridge	Done quarterly
		3. Work with Vendors to create, edit and air commercials	June 2026, Sept 2026, December 2026 & March 2027	Heidi Bainbridge	Done quarterly
	4. Community Events- Schedule medical staff present	1. Schedule medical staff at community events 1x per month	Monthly- June 30, 2027	Heidi Bainbridge	Two presentations scheduled for September 2026

	5. Still graphics	2. Photos on Patient Point, Social and Newspaper Corner. These photos will align with the reels created. "Did you know" series that are still images- created monthly.	Monthly- June 30, 2027	Heidi Bainbridge	Ongoing, promoting new OBGYN
Increase the number of community speaking engagements outside of Keosauqua from 70/year to 100/year by June 30, 2029 as measured by the Community Meeting Reports.	1. Seek additional speaking opportunities for staff and continue to plan/schedule and organize speaking opportunities	1. Continually look for and seek out places where VBCH staff can speak and present to the public about our services.	Ongoing	Heidi Bainbridge	Started going to Stockport Library and Dutchman's
		2. Continue to sign up staff for speaking engagements each month. At least one medical staff member and 6-9 other staff members.	Ongoing	Heidi Bainbridge	Ongoing
Distribute Service Guide and Community Resource Directory. Distribute at least 100 guides each year. Update the directory as needed and market at least 12 times each year.	1. Update Service Guide	1. Update Service Guide annually	July each year	Heidi Bainbridge	Completed July 2026
		2. Distribute Service Guide Quarterly	August, November, February, May	Heidi Bainbridge	Ongoing
	2. Update Resource Directory	1. Review and update monthly	Monthly	Heidi, Haley, Lindee	Ongoing
	3. Market Resource Directory	1. On a regular basis, quite a bit in July and August and then monthly after that.	Ongoing	Heidi Bainbridge	Ongoing