

## Business Leadership Network



# Community Forums Summary

**Fall 2014**

Charles City and Fairfield

# BUSINESS LEADERSHIP NETWORK

The Business Leadership Network is comprised of Iowans who are leaders in business, educators, public health professionals, health care professionals, and community leaders who are interested in improving the health and well-being of their community through a mutually beneficial relationship with the College of Public Health. The Network is guided by a Business Leadership Steering Committee which serves in a primary advisory role and assists the College in building meaningful and practical initiatives and support with Iowa's businesses and communities.

## WHAT IS PUBLIC HEALTH?

Public Health is the science and art of protecting and improving the health of communities through education, promotion of healthy lifestyles, and research for disease and injury prevention. Public health helps improve the health and well-being of people in local communities and often, while operating in the background, helps meet the public expectation for ensuring a quality of life – safe water, clean air, and protection from injury. See <https://www.youtube.com/watch?v=KAPtLiDx-7I>. The dramatic achievements of public health in the 20th and 21st centuries have improved our quality of life: an increase in life expectancy, worldwide reduction in infant and child mortality, and the elimination or reduction of many communicable diseases.

[WWW.PUBLIC-HEALTH.UIOWA.EDU](http://WWW.PUBLIC-HEALTH.UIOWA.EDU)

## MESSAGE FROM THE DEAN

*In late fall 2014, the College of Public Health continued to reach out to communities regarding local business and community public health issues. We understand that our work is very place based. Our recent Community Forums in Charles City and Fairfield, which were conducted in cooperation with the College's Business Leadership Network, provided opportunities for area leaders to engage in planning for their communities and to develop network opportunities and potential partner opportunities with the College of Public Health and its faculty. Our faculty and students who participated in the forums gained meaningful knowledge of these Iowa communities and their public health interests.*

*This is the fourth set of community forums conducted by the College and Business Leadership Network since 2012. Steering Committee Members Gerald Edgar of Charles City and Michael Halley of Fairfield were instrumental in the planning and success of both community forums. This summary of the Charles City and Fairfield Forums provides a focus on key local community issues and glimpse into the days' discussions.*



**Sue Curry**  
Dean  
University of Iowa College of Public Health

**The Mission of the University of Iowa College of Public Health is to promote health and prevent injury and illness through commitment to education and training, excellence in research, innovation in policy development, and devotion to public health practice.**

# SUMMARY OF FORUM DISCUSSIONS

The highlight of the Business Leadership Network Forums is the interactive and engaging discussions in small groups. In each community, a small planning group, led by Business Leadership Steering Committee members, met with the College to plan each forum to ensure that the subject matter and discussions were well-suited for Charles City and Fairfield. Discussion topics for the two community forums were:



## Charles City

- » Behavioral Health
- » Building a Healthy Community
- » Using Data – Know What Works
- » Health Systems and Population Health: Making Health a Part of Everyday Life



## Fairfield

- » Community and Behavioral Health
- » Local County Health Assessment
- » Sustaining the Health and Wellness of the Community
- » Workplace Safety and Wellness

## PRESENTATIONS

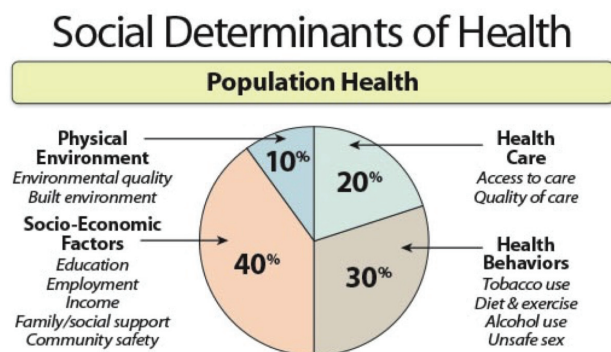
Forum luncheon presentations were made in Charles City by Keith J. Mueller, PhD, Professor and Head of the Department of Health Management and Policy; and in Fairfield by Edith A. Parker, MPH, DrPH, Professor and Head of Department of Community and Behavioral Health. The following are summaries of the presentations.

### Health Systems and Population Health

*Keith Mueller*

Dr. Mueller challenged forum participants to prepare for continuing change, driven largely by health care systems that are refinancing, restructuring, and reorganizing to meet quality objectives. In responding to those impending changes, it is important for communities to understand that the value in health care goes beyond the hospital and clinic walls and extends into the community where people live and work. That value is in creating and maintaining the health of individuals. This requires collaborations across all community activities and programs that influence health.

A community may act and be motivated to action if it knows what is adversely impacting health outcomes in the community. Research and scoring of social determinants of health are measured against other communities, but the challenge is how the community might



Source: Authors' analysis and adaption from the University of Wisconsin Population Health Institute's *County Health Rankings* model ©2010, <http://www.countyhealthrankings.org/about-project/background>



be compared to a “gold standard” of community health. Consideration of how a community compares with another, as well as to the highest “gold standard”, forms the basis for community action strategies that are tied to measurable goals for achievement. Measurable community health goals can be developed by reviewing key research and assessment efforts by local public health agencies, health care providers, the Robert Wood Johnson Foundation County Health Rankings, the UI College of Public Health, as well as others. Mueller gave examples of communities from across the country who have developed coalitions and collaborations with a number of public and private entities to develop action plans that improve the health of a community.

## Community Health Assessments – Collecting Public Health Data at the County Level

*Edith Parker*

Dr. Parker provided an overview and discussed the critical value of community health assessments for cities and counties in Iowa. Without assessments, communities would not have a baseline of information to come together to build the foundation for action strategies and measurable goals. Comprehensive assessments measure health outcomes, health behavior, and access to quality health care. The assessment extends beyond the health of the individual and seeks to address the communities’ issues of social and economic environment that include education, employment, income, family and social support, as well as community safety and air and water quality. Housing and transportation availability is also important in moving toward a safe and healthy community.

Dr. Parker pointed out that there has been considerable work in conducting a local health assessment led by the Jefferson County Public Health Department. In review, there are eight generic steps of a community assessment:

- » Establish a community team;
- » Collect secondary data;
- » Collect primary data;
- » Analyze and interpret the data;
- » Determine health priorities;
- » Compile information into a usable document;
- » Disseminate the assessment document within the community; and
- » Develop a Community Health Action Plan.

Parker reviewed the work in Ottumwa of the College of Public Health’s Prevention Research Center for Rural Health. It included a community survey, which also serves as a means for primary data collection. It was emphasized that for a community to improve its health rankings, which is an indicator of a healthier and safer community, community engagement to create the Action Plan is essential. That should involve a cross-section of individuals, agencies, and organizations who can also work on its implementation. For information regarding county health rankings, see the Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute data:

<http://www.countyhealthrankings.org/about-project/rankings-background>



The forums in both communities drew a cross-section of business owners and managers, health care providers, public health professionals, economic and community development leaders, and representatives from a number of local organizations. As a result of collaborative planning with local community leaders, Business Leadership Network members, and the College of Public Health, the forums in each community had a distinct focus.

### CHARLES CITY

In Charles City, attention was given to how best the community could use research and other communities’ best practices to improve health and wellness to ensure that Charles City grows to be strong as a community in which multiple generations will benefit. Keith Mueller, Professor and Head of the College’s Health Management and Policy gave the luncheon presentation – *Health Systems and Population Health: Making Health a Part of Everyday Life*. Great appreciation is extended to Mark Wicks, Executive Director of the Charles City Chamber of Commerce, Mayor Jim Erb, and Business Leadership Network Steering Committee member Gerald Edgar for their assistance in planning and promoting the forum.

# FORUMS

## Charles City Forum

In planning for the Charles City Forum, there was special attention given to focusing on “developing a multi-generational community.” The participants agreed that in order to do that, it was critical that a “balance of generations” always be considered as Charles City continues to move toward a healthier and safer community. As the area’s population grows, but also grows older, access to health care, behavioral health support, and wellness become even more of an issue.

Participants recognize that people who have behavioral health issues often lack access to mental health treatment. Behavioral health issues (at all ages) come often as a result of drug and prescription drug abuse, as well as spousal and child abuse. Poverty and economic stress also result in poor outcomes. Smoking, alcohol abuse, and obesity remain health and behavioral health risk factors. While telemedicine may provide better access and support, these unhealthy behaviors often result in problems in the workplace, in school, in the home, and for the community.

It is important for the community and the public and private sectors to recognize these issues and determine how best to provide more attention and support. Suggestions for supporting health and wellness include the development of walking and biking trails by employers, the city, and the county; shared access for company employees and the public to health center/gym memberships; healthy options in vending machines throughout the community; and strong advocacy for community efforts through the churches, the newspaper, civic groups, and organizations. To be successful in building a healthy community, it is essential that health and wellness become part of the fabric of the community. That requires a deliberate effort driven by community and business leaders, health and public health professionals, elected officials, and volunteer organizations. This kind of advocacy should be multi-faceted in how it engages with all age groups.

Shortages of health care providers are increasing in the area. Independent physicians are aging and some are retiring. Recruiting (and retaining) physicians and other providers to most rural areas is difficult. Like building a healthy community, this also requires a collaborative effort and deliberate strategy among hospitals, the community, and the public sector to ensure adequate health care access.

Private sector companies can play a major role in shaping the attitudes and practices to build a healthy community. Their practices, such as goal-setting for weight loss, exercise activities, and healthy vending machine choices can be models for others. Various incentives, which may include competitiveness, financial incentives or rewards, or recognition, provide a sharing of goals and sense of accomplishment when a part of a community-wide effort. Bringing the people together in the Charles City area, and, in an organized fashion, letting them determine how to become a healthy community, is a critical first step in becoming a multi-generational, healthy, community.



## FAIRFIELD

Fairfield has organized and worked diligently in recent years to strengthen opportunities for health and wellness activities in their community. Very recently, they were designated as a Blue Zone Community, but, in their forum planning process, sought to emphasize strategies to strengthen and sustain their efforts to make Fairfield a model healthy community. Edith Parker, Professor and Head of the Department of Community Behavior and Health gave the luncheon presentation – *Sustaining the Health and Wellness of the Community*. Special appreciation to Ken Daley, MED, Chairman of the Department of Exercise and Sports Science at Maharishi University of Management; Marty Chandler, Jefferson County Health Center; Chris Estle, Jefferson County Public Health Director; and Steering Committee member Michael Halley for their assistance in the planning and promotion of the forum.

## Fairfield Forum

The City of Fairfield was notified of its designation as a Blue Zone Community and was proud of that accomplishment. But it was also noted that it was very important to sustain the efforts and move on to the next level to continue to make and keep Fairfield and Jefferson County a healthy community.

As in many rural communities and regions, behavioral health remains a critical issue. It is an issue of access to specialist providers, as well as one of stigma. For Fairfield, as a result of recent youth and adult suicides in the community, a committee has already been working to address the issue. Prescription drugs and hardline drugs have become apparent in the area. A crisis center is being formed as a result of the work done by the recently formed Fairfield Mental Health Alliance and in cooperation with other organizations. It is anticipated that as a result of increased attention on mental health and substance abuse, efforts will be made to improve data and bring additional mental health services to the community.

The Jefferson County Public Health Department is working on a strategic plan and is also in the process of completing its County Health Assessment. The department has brought together key individuals from throughout the county to work on these efforts. Across the state, it was noted, there is no consistent template for counties to gather data for their assessments that will allow better data and better county-by-county comparisons. Changing that is a priority of the Jefferson County Public Health Department Director. One tool that would add value to the data collection would be a community survey that will help the community develop a health improvement plan.

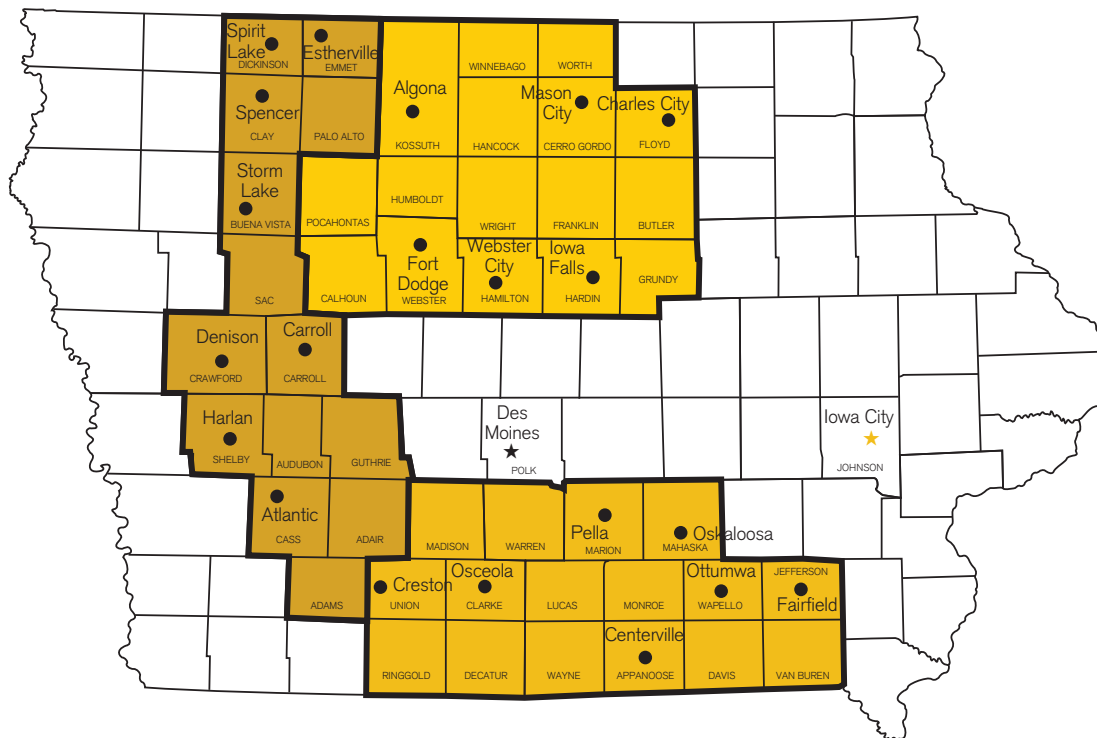
Clean air, clean water, and safe work environments ensure a healthier community. Fairfield and Jefferson County business and industry and other institutions have set the bar high in addressing these particular public health issues. Change in the workplace is not always easy, but creating various employee incentives, employee/employer working and support groups, advocating for healthier eating, and being aware of behavioral health issues help take away fear and improve lives and productivity, as well as reduce absenteeism and limit turnover.

Given that Fairfield was awarded the distinction of Blue Zone Community designation, the challenge is to support and sustain the current projects and initiatives, as well as prepare for the future. Fairfield has a long history of community engagement and support. These efforts have also been instrumental in a number of initiatives to improve the health, wellness, and safety in the community. It will be important to the Fairfield community, if it is to sustain and improve the community, to bring together individuals and organizations who have worked on such projects. Like other communities, there is recognition of the changing demands for a city; becoming a livable, age-friendly, and healthy community will be truly essential in the future. The community has a reputation for entrepreneurship. Strategic plans were completed in 2003 and 2009, and there is a general agreement that the next strategic plan for the community should be initiated. The Blue Zone designation and work with the College of Public Health are very important and serve as a new “start-up” in health and wellness planning.





# Business Leadership Network Regions



The Business Leadership Network, formed in 2012, is expanding to an additional 14 counties in west central and northern Iowa. The Business Leadership Network is led by a Steering Committee comprised of business and community leaders from across the 46 counties.

## COLLEGE OF PUBLIC HEALTH FACULTY – COMMUNITY FACILITATORS



**Sue Curry**



**Natoshia Askelson**



**Chris Atchison**



**Nate Fethke**



**Brandi Janssen**



**Miesha Marzell**



**Ian Montgomery**



**Keith Mueller**



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**Leah Wentworth**



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**Chris Atchison** – Associate Dean for Public Health Practice and Clinical Professor in Health Management and Policy; Director of the State Hygienic Laboratory

**Nate Fethke** – Assistant Professor, Occupational and Environmental Health

**Brandi Janssen** – Clinical Assistant Professor, Occupational and Environmental Health

**Miesha Marzell** – Assistant Professor, Community and Behavioral Health

**Ian Montgomery** – Clinical Associate Professor, Health Management and Policy

**Keith Mueller** – Professor, Health Management and Policy

**Edith Parker** – Professor and Department Head, Community and Behavioral Health

**Leah Wentworth** – PhD Student, Occupational and Environmental Health

**Mitch Overton** – Business Leadership Network Coordinator and Alumni Relations Coordinator

## NORTH CENTRAL REGION BUSINESS LEADERSHIP NETWORK MEMBERS



**Gerald  
Edgar**



**Maureen  
Elbert**



**Mona  
Everson**



**Don  
Woodruff**

**Gerald Edgar** – Charles City; Environmental, Health & Safety Manager for Mitas Tires North America

**Maureen Elbert** – Algona; Executive Director of Kossuth/Palo Alto County Economic Development Corporation

**Mona Everson** – Webster City; Founder and CEO of Life and Health

**Don Woodruff** – Fort Dodge; President of Woodruff Construction

## SOUTH CENTRAL REGION BUSINESS LEADERSHIP NETWORK MEMBERS



**Jill  
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**Greg  
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**Claudia  
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**Michael  
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**Kevin  
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**Rich  
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**Jill Baze** – Centerville; Human Resources Manager for Van Gorp in Pella

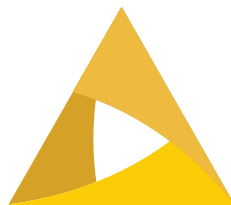
**Greg Fenton** – Centerville; Former Mayor of Centerville

**Claudia Gates** – Ottumwa; Manager of the Pickwick Branch at US Bank

**Michael Halley** – Fairfield; City Council Member and Founder of Natural Selections

**Kevin Klemesrud** – Osceola; President and CEO of American State Bank

**Rich Paulsen** – Creston; Publisher for Creston News Advertiser & Southwest Iowa Advertiser



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