

2023



# COMMUNITY HEALTH NEEDS ASSESSMENT

Audubon and Guthrie, Iowa

Sponsored by  
Audubon County Memorial Hospital  
Audubon County Board of Health  
Audubon Board of Supervisors  
County Health Services (Audubon and Guthrie Public Health)  
Guthrie County Hospital  
Guthrie County Board of Health  
Guthrie County Board of Supervisors

# Needs Assessment

## Our Goals

The community needs assessment process is a methodical approach to gather information and data pertaining to Audubon and Guthrie, with the aim of identifying their strengths, weaknesses, and priority areas for enhancement. This process is crucial for understanding the community's needs, interests, and available resources, and serves as a foundation for developing effective programs, services, and interventions.

The primary objective of conducting a community needs assessment is to obtain a comprehensive understanding of the community's characteristics, including demographics, social dynamics, economic factors, and environmental influences. Furthermore, it aims to identify specific challenges and gaps in services or resources. This assessment involves active engagement with community members, organizations, and stakeholders, utilizing various methods such as surveys, interviews, focus groups, observation, and data analysis.

The Community Health Needs Assessment serves as a valuable tool in achieving the following objectives:

- **Enhancing residents' well-being and overall quality of life, leading to extended lifespans:** Our goal is to foster a vibrant community where residents experience minimal physical and mental illness while enjoying a high standard of living.
- **Addressing health disparities in the community:** Through the collection of demographic data, health status information, and behavioral insights, we can identify specific segments of the population that face increased risks of various diseases and injuries. Armed with this understanding, we can devise tailored intervention strategies that cater to the unique needs of these individuals, while also tackling socio-economic factors that have historically adversely affected the health of residents.
- **Increasing accessibility to preventive services for the entire community is our utmost priority.** Our aim is to ensure that every individual can easily access these vital services. By improving accessibility, we are committed to achieving our main objective of enhancing overall health, prolonging lifespans, and improving the overall quality of life. Furthermore, this approach plays a crucial role in mitigating the financial strain caused by late-stage diseases that arise due to the absence of preventive care.

By conducting a comprehensive community needs assessment and leveraging the insights gained, we can proactively address the challenges and disparities present within Audubon and Guthrie. Through targeted interventions, improved accessibility to services, and a focus on enhancing residents' well-being, we aim to create a thriving community where everyone can lead healthy, fulfilling lives.

## Methodology

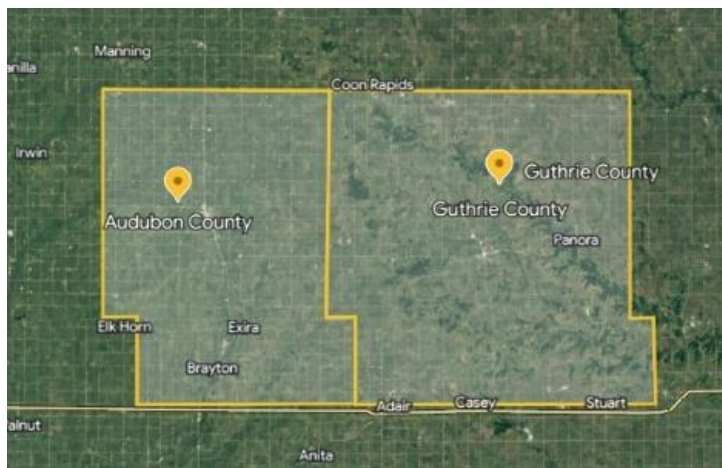
The assessment incorporated information from various sources, comprising primary research conducted through the Community Health Needs Assessment Survey and County Listening Sessions. Additionally, secondary research with county health rankings data and other community level health-related data was utilized. The assessment was created to allow comparisons with benchmark data at county to county, state and national levels.

## Community Health Needs Survey

### Survey

The survey used for this assessment was developed by county health services and focused on three areas health outcomes, health factors and socioeconomic factors. Each question was developed to gauge specific perceptions of these three areas throughout the community.

## Community Definition



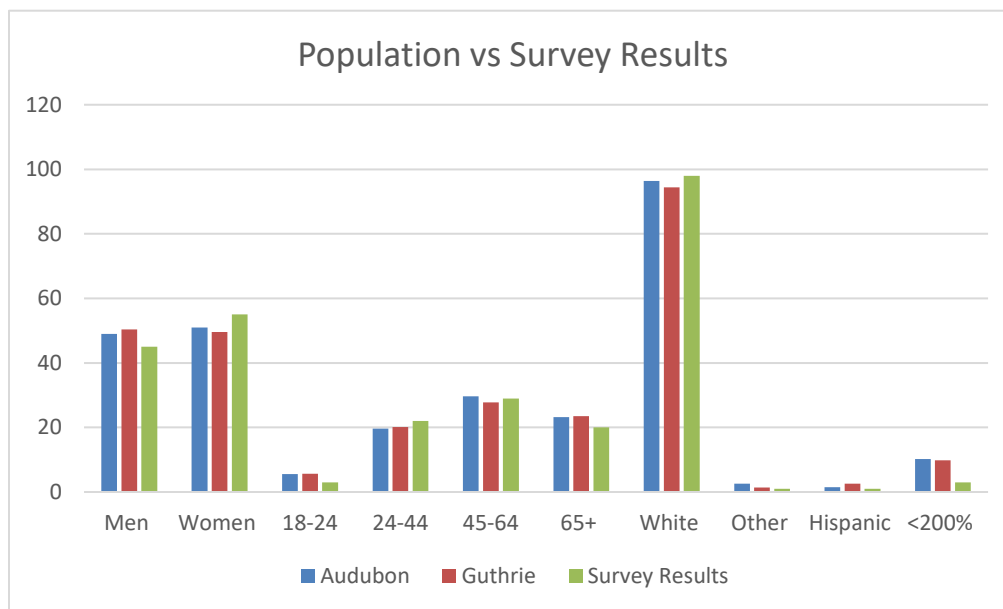
The Community Health Assessment Area included Audubon and Guthrie counties in Iowa. This community definition was determined via zip codes and county lines in which residents were served by county health services and the local hospitals. The service area is illustrated in the outlined map above.

## Design and Sample

Ensuring the accuracy and credibility of the results obtained from the Community Health Needs Assessment Survey relies heavily on a meticulous and well-executed methodology. Consequently, a mixed-mode approach was employed to achieve the most comprehensive representation of the surveyed population. This involved utilizing online questionnaires, conducting in-person interviews, and distributing paper forms throughout the counties. To enhance participation, a link to the online survey was shared via social media, direct email, and other platforms, resulting in an additional 400 surveys being collected through this method.

In total, the Community Health Survey was completed by 825 individuals aged 18 and older in Guthrie and Audubon counties, with 469 respondents from Guthrie County and 356 from Audubon County. Subsequently, the interviews were weighted proportionally to reflect the actual population distribution of the two counties, ensuring an accurate representation of the entire region. The entire process of survey administration, data collection, and data analysis was conducted by county health services

## Population & Survey Characteristics (Audubon and Guthrie, 2023)



## Key Informant Survey

In order to gather input from key individuals who possess a strong interest in the well-being of the community, a Key Informant Survey was conducted as part of this process. A comprehensive list of participants was compiled, encompassing healthcare providers, public health representatives, other health professionals, social service providers, and various community leaders. These potential participants were selected based on their capacity to identify the primary concerns of the populations they serve, as well as those of the community as a whole.

To initiate the survey, key informants were contacted via email, where they were introduced to the survey's purpose and provided with a link to participate online. Reminder emails were sent as necessary to encourage participation. Ultimately, the Online Key Informant Survey attracted a diverse group of community stakeholders, as outlined in the following section.

### ONLINE KEY INFORMANT SURVEY PARTICIPATION

KEY INFORMANT TYPE	NUMBER PARTICIPATING
Health Care Providers	12
Public Health Representatives	10
Other Health Providers	23
Social Services Providers	10
Community Leaders	21

Community Health Assessment participation included representatives of the organizations outlined below

American Cancer Society	Guthrie County Hospital
Alzheimer's Association	Guthrie County Public Health
Audubon Community High School	Hospice of Central Iowa
Audubon County Memorial Hospital	Hospice of the Midwest
Audubon County Public Health	The New Homestead
Audubon Nest	Iowa Compass
Allen Family Chiropractic	The Friendship Home
Caring and Sharing	Iowa Workforce Development
Department of Human Services	Lutheran Social Services
Dowd Drug	Medicap Pharmacy
Elderbridge Agency on Aging	New Opportunities, Inc.
Exira Care Center	Partnership 4 Families
Family Development Center	Panora Nursing and Rehab Center
Family Resource Center	Region XII Council of Governments
Fay Pharmacy	Schreiber Chiropractic
Guthrie County General Assistance	The Stalk Chiropractic
Guthrie County Babies Nest	Wright Pharmacy
Guthrie County Commission of Veteran Affairs	

During this procedure, feedback was collected from numerous individuals affiliated with organizations that serve low-income, minority, or medically underserved communities. Key informants were asked to assess the extent to which different health issues pose problems in their respective communities.

Please note that these findings present qualitative data rather than quantitative data. The Key Informant Survey aimed to gather insights into participants' opinions and perceptions regarding the health requirements of the local residents.

## Public Health, Vital Statistics & Other Data

A variety of existing (secondary) data sources was consulted to complement the research quality of this Community Health Needs Assessment. Data for the Total Service Area were obtained from the following sources:

- Centers for Disease Control & Prevention, Office of Infectious Disease, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
- Centers for Disease Control & Prevention, Office of Public Health Science Services, Center for Surveillance, Epidemiology and Laboratory Services, Division of Health Informatics and Surveillance (DHIS)
- Centers for Disease Control & Prevention, Office of Public Health Science Services, National Center for Health Statistics
- County Health Ranking Data
- Iowa State University Extension Office Demographic Information
- Iowa Department of Public Health
- Iowa Public Health Tracking Portal
- National Cancer Institute, State Cancer Profiles
- US Census Bureau 2020, American Community Survey
- US Department of Agriculture, Economic Research Service
- US Department of Health & Human Services, Health Resources and Services Administration (HRSA)
- US Department of Justice, Federal Bureau of Investigation
- US Department of Labor, Bureau of Labor Statistics

## Benchmark Data

### Iowa Data

Statewide health data are provided from the BRFSS (*Behavioral Risk Factor Surveillance System*) *Prevalence and Trends Data* gained directly from the Iowa BRFSS team. This data is provided for comparison of secondary data.

### Nationwide Data

Nationwide data, are taken from the *County Health Rankings data*. This data is provided for comparison of secondary data.

## Identified Gaps

This health assessment provides a detailed analysis but it has limitations in gathering all aspects of community health and representing every population group. It is important to note that these gaps in information may hinder a complete assessment of the community's health needs.

Specific population groups such as the homeless, incarcerated, or non-English/Spanish speakers are not fully included in the survey data. Additionally, population subsets like LGBTQ+ residents, undocumented residents, and specific racial/ethnic or immigrant groups may be difficult to identify or have insufficient representation.

This Health assessment aims to offer as comprehensive an overview of the community's health as possible. It however it may fail to address specific needs of under represented populations.

## Public Comment

The Community Health Assessment (CHA) will be made available on the websites of County Health Services and its hospital partners. Through this platform, the hospitals have invited the public to provide written comments and feedback regarding the CHNA and the implementation strategy.

# SUMMARY

## Identified Health Needs of Guthrie and Audubon

Based on the information collected during this Community Health Assessment, the following "Areas of Opportunity" highlight the major health requirements of the community. These data indicate potential avenues for enhancing health outcomes in the region, particularly in relation to the following health concerns.

AREAS OF OPPORTUNITY IDENTIFIED FOR AUDUBON COUNTY THROUGH THIS ASSESSMENT	
ACCESS TO /ACCESSING HEALTH CARE SERVICES	<ul style="list-style-type: none"> <li>• Office Hours</li> <li>• Urgent Care Not available</li> <li>• Not a clinic in every town</li> <li>• Accepting Appointments</li> <li>• Lack of Transportation</li> <li>• Drug costs</li> </ul>
MENTAL HEALTH/ MENTAL HEALTH PROVIDERS	<ul style="list-style-type: none"> <li>• High Number of poor Mental Health days</li> <li>• High number of depression diagnosis</li> <li>• High number of anxiety disorders</li> </ul>
NUTRITION, EXERCISE, OBESITY	<ul style="list-style-type: none"> <li>• Access to exercise facilities in smaller towns</li> <li>• Nutrition Deserts</li> <li>• Low physical activity among residents</li> <li>• Older population</li> <li>• "Have to drive everywhere for things"</li> </ul>
CANCER	<ul style="list-style-type: none"> <li>• High Death Rate</li> </ul>
HEART DISEASE & STROKE	<ul style="list-style-type: none"> <li>• High Death Rate</li> </ul>
FEMALE HEALTH	<ul style="list-style-type: none"> <li>• Few Female Health Providers</li> <li>• Lack of information on services</li> </ul>
SEXUAL HEALTH	<ul style="list-style-type: none"> <li>• Few perceived resources for sexual health products/testing</li> <li>• Hesitance to seek sexual healthcare</li> <li>• Increasing number of STI's</li> </ul>
SUBSTANCE ABUSE	<ul style="list-style-type: none"> <li>• Increasing illegal and legal Drug Use</li> <li>• Increase number of reported family Impacted by Substance Abuse</li> </ul>
VACCINATION RATES	<ul style="list-style-type: none"> <li>• Decreased routine vaccination rates year over year</li> <li>• High reports of mistrust of vaccinations</li> </ul>
ADULT SMOKING	<ul style="list-style-type: none"> <li>• Increased number of adolescents to adult smoking</li> <li>• High rates of adult smokers</li> </ul>

## AREAS OF OPPORTUNITY IDENTIFIED FOR GUTHRIE COUNTY THROUGH THIS ASSESSMENT

ACCESS TO HEALTH CARE SERVICES	<ul style="list-style-type: none"> <li>• Office Hours</li> <li>• Urgent Care Not available on Weekends</li> <li>• Accepting Appointments</li> <li>• Lack of Transportation</li> <li>• Drug costs</li> <li>• Lack of Insurance</li> </ul>
CANCER	<ul style="list-style-type: none"> <li>• High Death Rate</li> </ul>
HEART DISEASE & STROKE	<ul style="list-style-type: none"> <li>• High Death Rate</li> </ul>
ADULT OBESITY	<ul style="list-style-type: none"> <li>• Nutrition Deserts</li> <li>• Cost of Food</li> <li>• Low physical activity among residents</li> <li>• Older population</li> <li>• Lack of perceived opportunities for exercise</li> </ul>
INJURY & VIOLENCE	<ul style="list-style-type: none"> <li>• Unintentional Injury Deaths</li> <li>• Road accidents/ DUI</li> <li>• Domestic Violence increases</li> </ul>
MENTAL HEALTH/ MENTAL HEALTH PROVIDERS	<ul style="list-style-type: none"> <li>• “High Number of poor Mental Health days</li> <li>• Lack of Mental Health Providers</li> <li>• High number of depression diagnosis</li> <li>• High number of anxiety disorders</li> </ul>
VACCINATION RATES	<ul style="list-style-type: none"> <li>• Decreased routine vaccination rates year over year</li> <li>• High reports of mistrust of vaccinations</li> </ul>
ADULT SMOKING	<ul style="list-style-type: none"> <li>• Increased number of adolescents to adult smoking</li> <li>• High rates of adult smokers</li> </ul>
SEXUAL HEALTH	<ul style="list-style-type: none"> <li>• Chlamydia Incidence increase</li> <li>• Few perceived resources for sexual health products/testing</li> <li>• Hesitance to seek sexual healthcare</li> <li>• Increasing number of STI’s</li> </ul>
SUBSTANCE ABUSE	<ul style="list-style-type: none"> <li>• Increasing illegal and legal Drug Use</li> <li>• Increase number of reported family Impacted by Substance Abuse</li> </ul>

## Community Feedback on Prioritization of Health Needs

The identification of health needs mentioned in this assessment was followed by a prioritization exercise. This exercise involved community stakeholders, who represented a diverse range of community-based agencies and organizations.

### AUDUBON

1. ACCESS TO /ACCESSING HEALTH CARE SERVICES
2. MENTAL HEALTH/ MENTAL HEALTH PROVIDERS
3. NUTRITION, EXERCISE, OBESITY
4. CANCER
5. HEART DISEASE & STROKE
6. FEMALE HEALTH
7. SEXUAL HEALTH
8. SUBSTANCE ABUSE
9. VACCINATION RATES
10. ADULT SMOKING

### GUTHRIE

1. ACCESS TO HEALTH CARE SERVICES
2. CANCER
3. HEART DISEASE & STROKE
4. ADUULT OBESITY
5. INJURY & VIOLENCE
6. MENTAL HEALTH/ MENTAL HEALTH PROVIDERS
7. VACCINATION RATES
8. ADULT SMOKING
9. SEXUAL HEALTH
10. SUBSTANCE ABUSE

## Implementation Strategies

The data gathered from this Community Health Assessment will be utilized by all health partners to create Implementation Strategies aimed at tackling the notable health requirements within the community. Although it is not possible for the hospitals and county health services to implement strategies for every health concern mentioned earlier, the prioritization of needs will serve as valuable insights for developing action plans. These plans will serve as a roadmap for efforts in improving community health over the next 3 years.

## Summary Tables: Comparisons With Benchmark Data

	Audubon	Guthrie	Iowa	United States
<b>Health Outcomes</b>				
Length of Life	8600	5200	65000	7300
Life Expectancy	77.7	80.4	78.7	78.5
Premature Age-Adjusted Mortality	400	280	340	360
Child Mortality			50	50
Infant Mortality			5	6
<b>Quality of Life</b>				
Poor or Fair Health	12%	11%	12%	12%
Poor Physical Health Days	2.9	2.7	2.8	3
Poor Mental Health Days	4.3	4.2	4.4	4.4
Low Birthweight	5%	7%	7%	8%
Frequent Physical Distress	9%	9%	8%	9%
Frequent Mental Distress	15%	14%	14%	14%
Diabetes Prevalence	9%	8%	9%	9%
HIV Prevalence	129		111	380
<b>Health Factors</b>				
Adult Smoking	19%	18%	17%	16%
Adult Obesity	36%	39%	37%	32%
Food Environment Index	8.9	9	8.6	7
Physical Inactivity	24%	24%	23%	22%
Access to Exercise Opportunities	65%	49%	79%	84%
Excessive Drinking	24%	24%	25%	19%
Alcohol-Impaired Driving Deaths	33%	0%	27%	27%
Sexually Transmitted Infections	254.7	336.8	478.5	481.3
Teen Births	17	12	16	19
<b>Clinical Care</b>				
Uninsured	7%	6%	6%	10%
Primary Care Physicians	1,370:1	3,580:1	1,360:1	1,310:1
Dentists	2,820:1	2,640:1	1,430:1	1,380:1
Mental Health Providers		5,280:1	530:01:00	340:01:00
Preventable Hospital Stays	926	1,173	2,400	2,809
Mammography Screening	39%	39%	47%	37%
Flu Vaccinations	37%	56%	57%	51%

	Audubon	Guthrie	Iowa	United States
<b>Social And Economic Factors</b>				
High School Completion	92%	94%	93%	89%
Some College	75%	72%	70%	67%
Unemployment	3.20%	4.20%	4.20%	5.40%
Children in Poverty	15%	11%	12%	17%
Income Inequality	3.7	4	4.2	4.9
Children in Single-Parent Households	29%	17%	21%	25%
Social Associations	20.1	20.5	14.5	9.1
Injury Deaths	137	84	70	76
<b>Physical Environment</b>				
Air Pollution - Particulate Matter	6.9	7	7.4	7.4
Severe Housing Problems	7%	12%	12%	17%
Driving Alone to Work	78%	81%	79%	73%
Long Commute - Driving Alone	21%	44%	21%	37%