2020 COUNTY SERVICE LEARNING PROJECTS

HS 430 – COMMUNITY HEALTH PROGRAM PLANNING

This document includes abstracts describing the 12-week Service Learning Projects completed by senior-level Community Health majors at Iowa State University in collaboration with 6 Iowa County Health Agencies during the Fall 2020 semester (Cerro Gordo County, Crawford County, Dickinson County, Madison County, Harrison County and Mills County)

Greg Welk, Ph.D. – Professor and Instructor
gwelk@iastate.edu
WORKING WITH THE TAMA COUNTY HEALTH DEPARTMENT, ALONG WITH LINDA ROSENBERGER AND LORI JOHNSON HAS BEEN AN EXTREMELY BENEFICIAL EXPERIENCE FOR US THAT WE ARE VERY THANKFUL FOR. IT HAS HELPED US GROW IN OUR KNOWLEDGE AND EXPERIENCE IN PUBLIC HEALTH, AND WE ARE EXTREMELY GRATEFUL WE HAD THE OPPORTUNITY TO WORK WITH TAMA COUNTY.

SINCERELY,
CARLEE CUTLER, CARSON SPARKMAN, AND SARA KNEE
For this Service-Learning Project for Cerro Gordo County, we were asked to create step by step guides on how to use the website GivePulse for their specific needs. This included how to use it for recruiting volunteers, creating volunteer events, and creating internship applications. It is important for county public health departments to know how to reach community members and recruit volunteers for help when needed. GivePulse is a more efficient way to achieve this compared to paper spreadsheets as they used before. GivePulse is a great tool to use when connecting with members of the community and coordinating events.

Once these forms were completed, we were assigned to create tutorial videos that walked through the GivePulse website. We walked through how to make volunteering events, how to recruit volunteers, how to track volunteer hours, and how to create internship applications. We also explained how to sign up for GivePulse since this is the first step for people who do not have an account yet. Providing both paper and video templates will allow staff to complete these tasks more efficiently. This project focuses mostly on increasing outreach into the community, which is an important aspect of a successful public health event or program. Even after the COVID-19 pandemic has passed, the tools we have created for Cerro Gordo county will still be beneficial to their efforts and they will in turn have the ability to recruit faster and reach a greater number of individuals.
STUDENT SERVICE-LEARNING OUTCOMES
Hannah Espeland, Jenna Ashley, Alex Sinclair

This Service-Learning Project helped us learn the importance of having efficient ways to recruit help in response to public health crises. Proper communication is important so that opportunities reach a variety of audiences with various credentials. Some events may require certain individuals, such as nurses, and GivePulse will allow volunteering opportunities to reach these populations.

We learned how important communication is in the public health field. From coordinating meetings each week with our community partner and sharing what we were working on, we learned just how vital effective communication is to get things done in the real world. We feel that we are now better prepared to enter the workforce due to the further development of core competencies of public health.

This project helped us further develop our community dimensions of practice skills. This project allowed us to engage community members to improve health in a community. This informed Cerro Gordo County public health leaders about a resource, GivePulse, that can help improve the health of the county as well.

Another core competency that was developed through this project was communication skills. The forms and tutorial videos conveyed information to professionals through a variety of approaches. This information will help encourage people to volunteer throughout the county for various public health needs.

Something we enjoyed about this semester long project is that we were able to create something that we had little to no background knowledge in. This gave us a great opportunity to learn new things and see what goes into coordinating events in the community. Overall, this project introduced us to new concepts and ideas in public health that we never got first-hand experience with until this class.

WE WOULD LIKE TO THANK ALYSE FOR HER GUIDANCE THROUGHOUT THIS PROJECT AND FOR TEACHING US MORE ABOUT THE PUBLIC HEALTH FIELD. WE APPRECIATED THE OPPORTUNITY TO LEARN AND GROW.
SINCERELY,
HANNAH ESPELAND, JENNA ASHLEY, ALEX SINCLAIR

“We feel that we are not better prepared to enter the workforce due to the further development of core competencies of public health.”
Throughout our project we had the opportunity as a group to analyze past data and health needs within Crawford County. Crawford County is located in midwestern Iowa and has a population of about 17,000 people. Around 66.5% of the county is white, 27.8% is Hispanic, and 2.5% is black. For our project, we looked into the Community Health Needs Assessment (CHNA) and Health Improvement Plan (HIP) templates from previous years in order to determine what factors we should focus on. Previous assessments showed that there were many different areas we could choose to focus on throughout the semester. As a group we decided to choose three specific health needs, including; 2-year-old immunizations rates, HPV vaccination rates, and mammogram screenings in women. There was a great need for this because in 2019, only 63.1% of 2 year olds were up to date on their immunizations. This is about 27% below the county goal. Along similar lines, in 2018 only 43% of people within the county had their HPV vaccinations. In 2019, only 49% of women had gotten a mammogram screening. These numbers illustrated in Crawford county in those specific needs, were much lower than the other counties in Iowa. Quality of life was ranked 89th out of the 99 counties in Iowa, and 73 out of 99 for health outcome. Focusing on vaccination and screenings, we will help prevent the diseases from getting any worse and hopefully make an improvement in the future. Researching this data allowed us to create two separate infographics with the information we discovered. These were submitted to Kim and she will use them to begin to spread the word to the community and to hopefully promote more awareness to the citizens. These infographics also include information about how people can locate walk-in clinics as well as providing ways that they can contact someone if they have any questions. By noticing and preventing the severity of diseases, Crawford will be able to increase the data within the county.

Another thing we did was to create a rough draft of an updated CHNA document that Kim can use going forward. She will be able to utilize what we found and build on it when creating the final version that she will then submit for the county. We believe that immunization rates and screenings should be made a priority in the HIP, but have not in the past due to other issues taking priority as well as lack of promotion from local medical providers. It is for this reason that building a relationship with the local medical services could be very beneficial and asking them to promote these vaccinations and screenings could be very beneficial to the health of the community. This relationship building could be something a future group decides to choose and work on.
STUDENT SERVICE LEARNING OUTCOMES
Grace Cunningham, Katherine Mcginn, Karly Ackley, and Larry Roberts

This project gave us real world experience of what it is like to be a public health professional. Working with Kim gave us insight into how busy she truly is and how much time she spends trying to make the health of those around her better. With the current pandemic going on, we got to see it even more in depth. There were days that she couldn’t even meet with us due to being overwhelmed with work trying to get the pandemic under control in her community. We now see how impactful her position can be.

We got to see hands on how a County Health Needs Assessment is created. Although we didn’t do the whole needs assessment and did not assist in the HIP, it was good insight into what the process of making one is like.

This experience has allowed us to apply our communication skills in a professional manner. We communicated with our county health partner via zoom every Wednesday morning. When one member was unable to meet, we valued using Cybox for them to catch up on what they missed. This was a professional setting so we all agreed the responsibility of communicating when we would not be in class. In the time of COVID, I believe we all learned and feel confident to use technology to communicate.

As mentioned above, we used zoom to communicate weekly. This is an important tool for our future because it taught us another option for communication when meeting in person is not an option. Outside of the zoom discussions, we also used email and Groupme, which is an app to talk to others. Both of these options allow for professional communication. I believe that all members in our group feel comfortable using all of these methods. Fortunately we did not see many struggles about technology or communication.

Overall, I think that every group member expanded their communication skills from the service learning experience. We all feel confident in our abilities to speak online to other professionals, and work with people from a distance.

The skills we learned from this experience have been invaluable and we cannot thank Kim enough for her time and experience.

[THE SKILLS WE LEARNED FROM THIS EXPERIENCE ARE INVALUABLE… ]

WE CAN’T THANK KIM ENOUGH FOR ALL OF THE HELP SHE OFFERED TO US THROUGHOUT THIS SEMESTER AND PROJECT. HER GUIDANCE HELPED US LEARN SO MUCH ABOUT WHAT PUBLIC HEALTH IS ALL ABOUT

SINCERELY,
Grace Cunningham, Katherine Mcginn, Karly Ackley, and Larry Roberts
During the service learning experience, the group focused on flu vaccine promotion for all of Dickinson County, Iowa. One of the driving factors that this project is necessary now is due to the COVID-19 pandemic and the anticipated increase in transmission rates during the fall and winter seasons. In order to promote preventative health and protect community members from the flu, vaccination is a key step that can help reduce the spread of illness within Dickinson County. In order to achieve this goal, the team worked to promote flu vaccination rates by creating a promotional campaign to be used within the community.

Prior to beginning this project, epidemiologists and public health professionals worried about rising transmission rates of COVID-19 and the influenza virus, as compounding infections could be lethal. During initial collaboration with our county partner, Katy Burke, the student team felt drawn towards taking disease prevention measures. Not having any experience in this process, Burke and a partner in the communications department, Jennifer Gustafson, aided us in the development of a vaccine promotion program.

Our program produced tangible results—designed posters and infographics for public posting, public service announcement scripts, and customized social media content for the county to post. Creating these deliverables involved campaign planning, researching data to use in campaign content, and designing the visual content. These deliverables were directly used in advertising the importance of vaccination in communities and resources for individuals to make an appointment to get their flu vaccination.

The program helped Dickinson County achieve successful vaccine clinics, and wider populations were reached than in previous years. Dickinson County Public Health reported that most, if not all, flu vaccine appointments were filled. The data is currently unavailable to measure total vaccination rates in the county, but Burke projects that Dickinson County will surpass previous vaccination rates.

**STUDENT SERVICE LEARNING OUTCOMES**
Abdulrahman Abusharkh, Bethany Doom, Hannah Michurski, and Molly Rumpf
When we started meeting with our county service learning partner, we collaborated ideas for the first two sessions, then we began to understand what type of events Burke was looking for. We were given a list of tasks that the Department of Population Health and Communications came up with for us to complete by a specific date, so they could use our projects to meet the needs of their community. We found ourselves under a time crunch to complete the list, but we did what we were capable of doing and submitted our best work. What we learned from this experience is that in Burke’s job she was responsible for organizing and facilitating many events in Dickinson County, and sometimes we couldn’t meet so we had to do what we can to communicate and figure out what we can successful accomplish from the list of tasks in a timely manner in order to prepare for the flu season. We were able to complete the majority of the tasks by utilizing the resources we had available from school. The most interesting thing was being able to collaborate with multiple departments and coming up with our own creative ideas and quotes for the campaign, presenting our ideas and work to build a better community was fun and highly interactive. It was also interesting to see what kind of tasks the population health was most concerned with in Dickinson, we discussed a lot of issues in our weekly meetings, and we always came to a consensus. We are better prepared to enter the workforce thanks to our collaboration experience with the service learning team in Dickinson County. Making promotional ads with appropriate content was one part of getting better prepared for the workforce, also taking our submitted work and improving on it was key in the service learning.

From the beginning of the project we met with Katy to discuss what CHNA goal we wanted to focus on for Dickinson County in which we chose to construct a campaign designed to continue to promote fly vaccinations during COVID-19.

From there we collaborated as a group to come up with ideas as to how we would campaign the promotion of flu shots. Some ideas we had were to construct surveys across social media platforms asking people whether or not they had received their flu shot for the 2020-2021 flu season. By incorporating this strategy into our campaign it would help in gaining more accurate data through self report of community members. Other ideas for the way we would reach the public about the promotion of getting your flu vaccination were through social media posts. This is where the majority of our efforts and work come from.

As a group we divided work up the graphic workload among the four of us. Each member either focused on creating flyers, infographics, videos, radio ads, or posters on flu myths, importance, other ways to stop the spread of flu and more. These were all created through Canva which is an online graphic design tool that. This was the most effective tool our team used and helped us reach our end goal.

“When Keep the Virus Away. Get Your Flu Shot Today!”

Why it did for you? – This experience provided us with the opportunity to practice this critical communication skill in a real-world setting. We are now more confident in our abilities to lead online meetings and to effectively move programming forward when working with colleagues from a distance. We now also have a high degree of comfort with interacting in meetings using online platforms. We were also able to learn more about the Public Health field and the variety of jobs that go along with it. We also learned how to use a new tool “Canva” which helps with graphic design projects.

Why is this important? -- The experience from this project will help us be better prepared for our future careers and have more experience in implementing Health Improvement Plans. This project showed us how many different portals lead to a county running successfully and in a healthy manner. It also showed us how important it is to get information out to a county
and promote what is best for the residents. It’s important for only facts to be shared to the public or false accusations can be made. This project also opened our eyes to see how important our future jobs in the Public Health field are.

WE WOULD LIKE TO THANK KATY BURKE AND JENNIFER GUSTAFSON FOR GUIDING US THROUGH THIS EXPERIENCE. WE ARE THANKFUL FOR THE SKILLS WE HAVE GAINED BY WORKING WITH YOU. WE WOULD ALSO LIKE TO THANK TO LOUISE LEX FOR HELPING FACILITATE THIS EXPERIENCE.

SINCERELY,

ABDULRAHMAN ABUSHARKH, BETHANY DOOM, HANNAH MICHRUSKI, AND MOLLY RUMPF
Throughout this semester, our group worked with Brad Brake, who is the current Harrison County Public Health Administrator. Very quickly, Brad decided that with our resources, we could spend the semester addressing problems surrounding rural volunteering. Around this same time, Dr. Welk taught the class about GivePulse, an all comprehensive platform that allows individuals and organizations to list, find, organize and measure the impact of service-learning and volunteerism. Volunteerism is essential to any community's health because it offers crucial assistance to worthwhile causes, people in need, and the greater good. We worked week by week to become educated on how GivePulse functions and developed two flyers for organizations and volunteers in Harrison County to navigate GivePulse.

Eventually, COVID-19 got more severe in Harrison County, so our health leader decided it would be best to focus on something that could be realistically used given the county's resources. We hope that next semester's service-learning group can pick up where we left off and continue implementing GivePulse in the county. Brad decided he wanted us to construct a report to help him and other health professionals confront their county's lack of volunteering through evidence-based practices. The purpose of the literature review is to educate county health personnel on what factors contribute to a lack of community engagement in rural areas and describes ways to increase volunteer participation. We found that while there is much to learn in rural areas, there is a lack of written research specifically on volunteering. We located articles focused on volunteering and information on rural communities and why volunteers would be beneficial. In the review, we also included a list of recommendations that we created with Brad to strengthen relationships between public health and the community and get people interested in participating in GivePulse. This list was created for the next service-learning group. The literature review is available to Brad and will be shared with the Healthy Harrison Coalition once it has been finalized. Because of the work we’ve done, county health professionals will be able to use the recommendations we provided to increase community readiness/engagement. The progress we’ve made will have a ripple effect on the population because individuals will live happier, healthier, longer lives.
This experience with Brad has taught each of us what it's like to really work in public health, something we would have never learned from a lecture. Overall, we learned that tackling health challenges requires education, experience, collaboration, patience, and consistency to be successful. There is no clear-cut path to solve community engagement, but there are evidence-based resources out there for support and guidance. Working collaboratively and following our health leader's guidance allowed us to produce an application and a document that will help solve one of Harrison County's most pressing needs; community readiness/engagement. Additionally, we helped lay the roots for a Harrison County GivePulse page that another service-learning group can develop even further.

Even though it was hard to visualize our end product at times, our slow but essential research and discussions created a meaningful report that will undoubtedly serve as a tool to Harrison County health professionals. Though this was an interesting and unique semester due to the pandemic, we were able to work around any obstacles thrown at us and even experienced the process by which the Harrison County Health Department handled COVID-19 and rapidly increasing positive cases.

To gain the required teamwork to work in healthcare, you must be willing to step out of your comfort zone and dedicate your time and energy to succeed in your profession. We witnessed how much work and thought goes into policy change, program/intervention, or even sharing information. As future health professionals, we are better prepared to enter the healthcare field because of our new public health perspective, ultimately shaping us into more equipped health professionals. Our newfound knowledge from service-learning will be valuable to us in the future if we ever become passionate about an issue and want to do our part in solving it. In light of this learning, we will never take for granted what it takes to work in community and public health. Overall, we will move forward with a better understanding of how interventions can affect health determinants and impact health outcomes. This service-learning experience has allowed us to solve real-life problems. Similar to working with a group this semester to fulfill the requirements of a county health administrator, working as a professional will require significant teamwork and problem-solving skills. The work we completed has given us a glimpse into what it will be like fighting for positive community change every day as health professionals. Our weekly collaborative discussions with members of a multidisciplinary and multi-perspective thinking team have further exposed us to the array of ideas we will encounter as future healthcare providers. Toward the end of the semester, we learned that our work would immediately benefit Harrison County when Brad stated that he plans to share our comprehensive document with a board of health professionals. We were excited to know that our report will lead others to create meaningful change in the county as soon as next week.

WE WOULD LIKE TO SEND A SINCERE THANK YOU TO BRAD BRAKE FOR CONTINUING TO SUPPORT OUR GROUP THROUGHOUT THESE LAST FEW HECTIC MONTHS. WE WOULD ALSO LIKE TO THANK LOUISE LEXX FOR MAKING THIS SERVICE-LEARNING EXPERIENCE POSSIBLE.

SINCERELY,
AMANDA FISH, AMY NGO, HALEY BELL, AND OLIVIA SIGNOR
MADISON COUNTY SERVICE LEARNING PROJECT

ACCOMPLISHMENTS & OUTCOMES FROM MADISON COUNTY SERVICE LEARNING PROJECT

Emily Grote, Alexis Taplin, Jacqueline Ochoa-Jordan, Bailey Brodersen & Sharon Miller

Our service learning project group collaborated with Sharon Miller, the Public Health Coordinator for Madison County, to help expand on the issue of food insecurity within this region of Iowa. Last year, it was discovered that Madison County struggled with this specific health disparity. Sharon explained to our group that she was interested in starting a community garden in the backyard of the Madison County Public Health Building in Winterset using the 54210 Grant that promotes healthy eating activities, and reduced obesity risk. Easier access to fresh fruits and vegetables has been proven to fight the battle of food insecurity and would greatly benefit the communities within Madison County.

We began our project by discussing with Sharon what she believed were the main goals of Madison County and how our group could help her reach them. Of the two goals she had, we chose to move forward with the goal of improving food insecurity by implementing a community garden due to the amount of evidence and reasons why this decision would greatly assist the county.

Next, our group brainstormed the key ways we could make a community garden successful. First, we started by finding ways to establish good lines of communication with those who would potentially volunteer and take part in the community garden. This included creating a draft/mock ad that could be advertised in the Madison County Paper, printed on materials to mail out to individuals, and developing a link for the county website. Second, the county would need to develop partnerships within the community. Sharon gave us a list of groups that would be interested in partnering with the garden like 4-H/FFA students, Veterans, Girl Scouts, and the Iowa State Extension. Our group created a template letter for Sharon to send out in the future that would be mailed to these groups, asking if they would be interested in partnering with the community garden. Other discussions that took place over the course of the semester included how to keep the garden well maintained year round, educational opportunities for volunteer gardeners like the Master Gardener’s Program, and gardening details (measurements, supplies, budget costs, selection, preservation, and assistance).

Our goal is to make a positive impact on the food insecurity issue in Madison County with the implementation of a community garden now and for years to come.
Through this experience, we were able to meet with Sharon through the use of the online platform Zoom. This allowed us to communicate weekly needs and discuss the progression of our project with someone from the actual workforce. Sometimes our schedules did not align with Sharon’s schedule, which led to our meetings being rescheduled to a different day. This helped us learn more about flexibility. We learned that it is important to be flexible when collaborating with other people in the workforce. With the world’s current situation, we understand that we will be using online platforms in our upcoming internships. From collaborating with Sharon, we are more prepared to use our professional communication skills through online platforms during our internships.

We also learned more about community health. We learned that community health looks different in each community. For example, Madison County community health is different from community health in a county that has a large population. Madison County community members have different needs, due to the small population size. Madison County residents have limited or no access to resources that pertain to community health, whereas residents in a larger county, may have unlimited access. We also learned that a lot of planning goes into improving community health. It is important to plan with enough time in advance in order to initiate change in a county.

Our group found this experience interesting. We enjoyed hearing Sharon’s input and were excited to learn from her. We all found that we were more interested in community health after the completion of our project. It was interesting to learn how food insecurity affects the residents of Madison County and how a community garden could help them.

**MADISON COUNTY COMMUNITY MEMBERS HAVE LESS ACCESS TO RESOURCES THAN COUNTIES WITH LARGER POPULATIONS.**

From this experience, we have had the opportunity to work with someone from the actual workforce. We can now apply what we have learned in the classroom to real world situations. We are very thankful that Sharon guided us through this experience and helped us grow as community and public health experts. We all feel ready to enter the workforce from this project. We are excited to promote community change and make a difference in the lives of others.

**WE WOULD LIKE TO THANK OUR COUNTY HEALTH PARTNER, SHARON MILLER, FOR GUIDING US THROUGH THIS EXPERIENCE AND HELPING US LEARN MORE ABOUT COMMUNITY AND PUBLIC HEALTH!**

**SINCERELY,**

**JACQUELINE OCHOA-JORDAN, BAILEY BRODERSSEN, EMILY GROTE, AND ALEXIS TAPLIN**
Our group, in cooperation with Julie Lynes - the Public Health Administrator of Mills County, Iowa, worked diligently throughout the semester to analyze 4 sectors: Healthcare, Worksites, School and Community, in order to better understand the public health needs in Mills County. Gathering this information is essential in understanding which aspects of the county need improvement and where to focus the attention for upcoming need assessments and health improvement plans.

At the beginning of our project, each group member took responsibility for one of the 4 sectors mentioned above. We were then tasked with gathering information and data surrounding said sector. Our partner provided weekly assignments to encourage us to dive deeper into our research. Our weekly tasks included compiling material on available resources and organizations in Mills County, looking at demographics, providing a list of key informants for each sector, brainstorming beneficial questions for each sector that help move Mills County forward in the CHNA/HIP. Additionally, we explored health assessment surveys and used the information to design our own, examined action plans and came up with possible action plans of our own, and lastly, we analyzed different public health campaigns. Our work over the course of the semester helped our understanding of how to move forward in preparing a CHNA/HIP report.
The CHNA report is essential, because it provides the community health leaders with the key problems and concerns for its’ community. With the information gathered the public health department can recognize and target specific needs/concerns that their residents are facing.

The service-learning project has provided us with experience we can use in our future careers and will help us to communicate efficiently within our field of interest, public health, where good communication is important in all areas of the field. For example, we provided information to the public and presented community health needs assessment to co-workers to carefully implement changes. Also, the critical communication skills gained from this project will help with reporting research data in this time of COVID, where communication is done virtually.

We now possess these skills as our partner Julie, had us presenting weekly on our different sector research data we collected. This experience was great, as we improved overtime with finding research data to present to our partner and also to apply to our future work field. Additionally, we learned how important collaboration and communication are when accomplishing a common goal. Collaboration ensures productivity, and communication will allow you to move forward. This is key to any project involving public health.

**THROUGH THIS EXPERIENCE, WE WERE ABLE TO DEVELOP KNOWLEDGE AND SKILLS THAT STRONGLY IMPACTED OUR ACADEMIC AND PROFESSIONAL SKILLS.**

Through this experience, we were able to develop knowledge and skills that strongly impacted our academic and professional skills. It has made us aware of the importance of the time and work put in by community health leaders. We have discovered many useful tools and skills that better prepare us in our future career in the community and public health field.

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**A SPECIAL THANK YOU TO JULIE LYNES, OUR MILLS COUNTY HEALTH PARTNER FOR FACILITATING THIS LEARNING EXPERIENCE FOR US. WE ARE EXTREMELY GRATEFUL FOR YOUR GUIDANCE AND SUPPORT THROUGHOUT THE SEMESTER AND WE HAD A GREAT TIME WORKING WITH YOU.**

SINCERELY,
GRACE BURK, ABBY THAI, ZACH PRATT, MEHZORE GWEH