

# CLINTON COUNTY



Plattsburg, Missouri

# HEALTH DEPARTMENT

## Community Health Improvement Plan

Clinton County, Missouri Health Department 2024-2027

## Credits and Acknowledgements

We thank our many partners who have invested in the communities we so deeply value. This ongoing effort is only possible with the commitment of our coalition, community stakeholders, and community. The last three years have been challenging for our residents, communities, businesses, and organizations. We wish to thank our communities that entrust us as the Public Health system in Clinton County.

We want to acknowledge the following individuals and organizations for their assistance in our ongoing assessment and health improvement activities:

- The Clinton County Board of Health
- The Clinton County Local Emergency Planning Committee
- The Clinton County Commission
- Cameron Regional Medical Center
- The Staff of the Clinton County Health Department
- The Missouri Center for Public Health Excellence
- The Missouri Association of Local Public Health Agencies
- The Ozarks Public Health Institute
- A.T. Still University, College of Graduate Health Studies
- Tri-County Ambulance District

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## Executive Summary

The Clinton County Health Department presents the 2024-2027 Community Health Improvement Plan (CHIP) as part of our ongoing community health assessment and improvement process. This plan was developed collaboratively with numerous community partners, including the general public, organizations, and partner agencies.

What is a CHIP? "A community health improvement plan is a long-term, systematic effort to address public health problems based on the results of community health assessment activities and the community health improvement process. A plan is typically updated every three to five years" (Centers for Disease Control and Prevention, 2022, para. 5).

This plan prioritizes health issues identified by the Community Health Assessment completed in 2023 and identifies goals, strategies, objectives, and activities to target and improve health outcomes associated with these issues.

The Identified Health Strategic Issues are:

1. Healthy Behaviors
2. Mental Health
3. Substance and Prescription Drug Misuse

This plan guides the development of policy and programmatic decision-making within the Clinton County Health Department and as part of a coordinated effort with all agencies and groups interested in the health of Clinton County residents.

Objectives with quantifiable performance measures have been authored for each goal, and planned activities to achieve each performance measure have been undertaken. A structured and strategic approach is being undertaken to improve these areas.

This plan is not static. Ongoing assessment will allow activities and objectives to be modified to meet an ever-changing health landscape. By combining a structured approach with continued assessment, we can effectively address known health issues while maintaining flexibility to tackle evolving or emerging health threats.

## Community Health Assessment

The Clinton County Health Department, with the assistance of the Missouri Center for Public Health Excellence (MOCPHE), community partners, and county residents, completed a comprehensive community health assessment in 2023. A community health assessment identifies health issues and needs through comprehensive and diverse data collection and analysis (Centers for Disease Control and Prevention, 2022). This plan is part of the ongoing assessment, policy development, and assurance process.

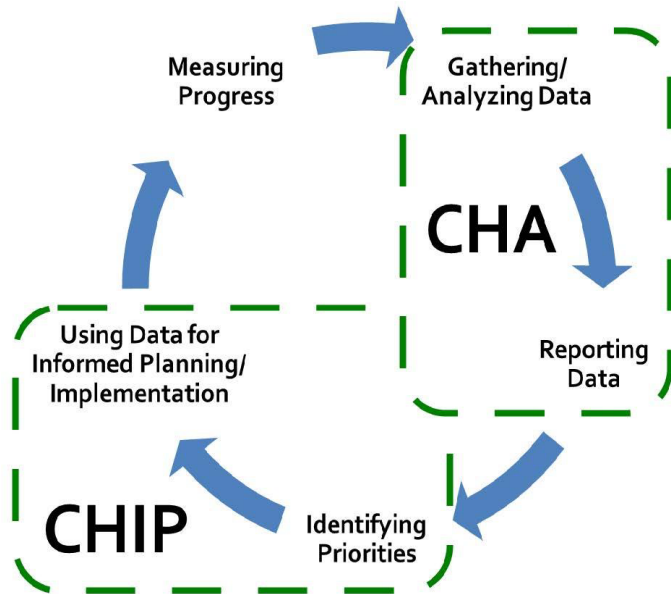


Figure 1: CHA/CHIP Cycle Source: Yamhill County Oregon Health and Human Services, n.d.

The Community Health Assessment was completed using the National Association of City and County Health Organizations' (NACCHO) Mobilizing for Action through Planning and Partnerships 2.0 (MAPP) framework.

The MAPP framework utilizes a three-phase model for health improvement. Phase 1 is an ongoing process of developing a foundation for community health improvement by building relationships with the community

and community organizations.

Phase 2, Tell the Community Story, comprises three assessments that, in concert, are the community health assessment. These are the Community Partner Assessment (CPA), which is an assessment of qualitative and quantitative data with a focus on existing systems, processes, and their capabilities; The Community Status Assessment (CSA), which is an assessment of quantitative data from reliable sources; The Community Context Assessment (CCA), an assessment derived from quantitative and qualitative data with a focus on county residents and

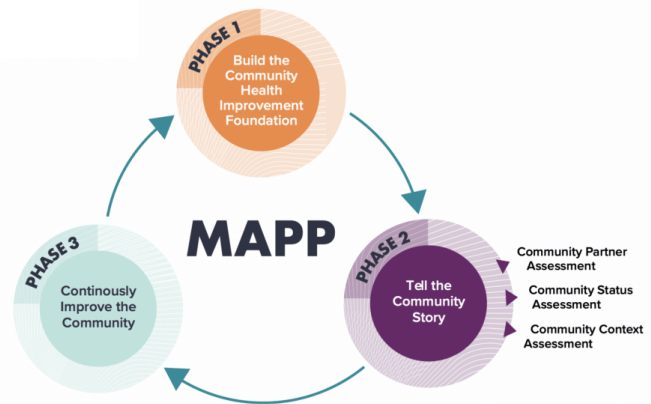


Figure 2: MAPP Phases Source: National Association of County and City Health Officials, 2023



communities designed to understand the strengths, weaknesses, and forces of change within our community (National Association of County and City Health Officials, 2023).

This assessment was adopted and published in July 2023 and is available for review at: <https://clintoncohealth.org/community-health-assessment/>

## Purpose of Plan

This Community Health Improvement Plan provides an overall guiding foundation for interventions to improve Clinton County's health outcomes over the next four years. It is not all-inclusive nor exclusive in guiding Public Health efforts in this task. Instead, it is intended to provide a strategic framework for improving community health. It is not static but will be modified as part of the ongoing assessment, policy development, and assurance process.

We recognize that health is not static, nor are the forces impacting our health. Numerous factors impact our health, including where we live, work, homes, activities,



Figure 3: Social Determinants of Health Source: Centers for Disease Control and Prevention, 2023

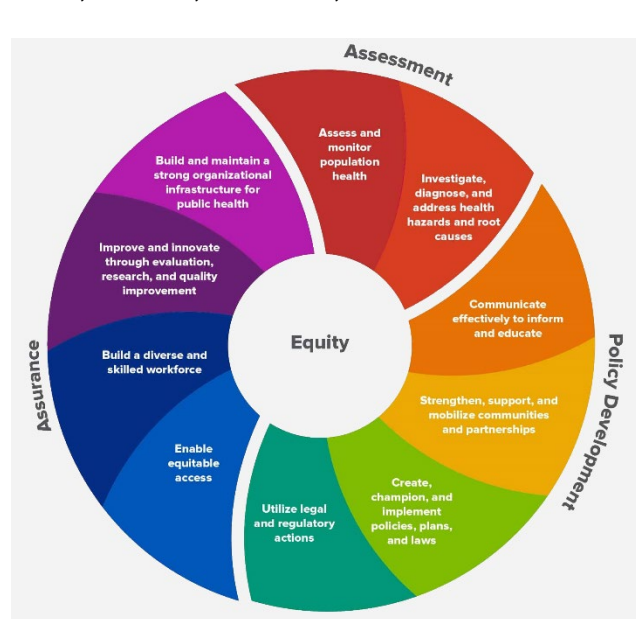


Figure 4: Essential Public Health Services Source: de Beaumont Foundation, 2020

and habits. Other not-so-often-considered factors also influence our health. These include where and how we receive our healthcare, the quality of education we receive, our economic condition, and the quality of our environment. We as a community must acknowledge and address these social determinants of health if our residents are to be enabled to live healthy, whole lives.

This plan aims to utilize the assessment, policy development, and assurance cycle associated with the ten essential public health services to effectively catalyze positive change in health outcomes related to the identified health priorities.

## Processes and Methods

A community health assessment (CHA) was completed in July 2023. This assessment provided valuable insight into the health and determinants of health of the residents of Clinton County.

The stakeholders committee utilized the Mobilizing Action through Planning and Partnerships 2.0 (MAPP 2.0) model for the Community Health Assessment and Improvement Plan. This model was chosen due to its emphasis on community engagement and collaborative model for identifying assets, health needs, and interventions (National Association of County and City Health Officials, 2023).

The MAPP 2.0 framework is scalable based on the size and function of the activities undertaken. Resource and time limitations in a rural county are significant. As such, the use of subcommittees for specific issue interventions and processes was omitted, with the entire stakeholders committee completing these tasks. We found this to be the most efficient and effective way of completing the necessary steps for assessment and planning.

After the CHA was published in July 2023, Health Department staff met with stakeholders individually and as a committee from August through December 2023. During these meetings, health issues were analyzed and prioritized via a multi-voting or ranked-choice voting process, where issues deemed the most important to the highest number of stakeholders received more weight than those with less importance to fewer stakeholders.

The prioritization results were then presented to the stakeholders committee for discussion and were accepted as aligning with the overall public and stakeholder priorities hierarchy.

Following prioritization, additional activities were completed by the stakeholders' committee, including power mapping of stakeholders for each issue to determine which stakeholders would focus on which priority issue and the development of goals, strategies, objectives, and activities related to each issue.

The committee members then proceeded to develop a logic model and health



Figure 5: SMARTIE Goals Source: University of Minnesota, n.d.

improvement plan structure for each strategic issue, along with timelines and performance measures to allow for ongoing assessment of activities. Objectives or

steps necessary to complete a goal were written using the SMARTIE methodology, which ensures each actionable item is specific, measurable, attainable, relevant, time-bound, inclusive, and equitable. Equitable means that item or goal is achievable by all people, no matter their social or economic standing in our communities.

Other matters that were considered included:

- Potential significance of the impact on community health
- Feasibility of implementation
- Duplication of effort
- Addressing high-risk or underserved populations both directly and indirectly
- Impacts of root causes of associated behaviors and health outcomes

As a result of these efforts, the stakeholder committee identified the following strategic health issues:

1. Healthy Behaviors
2. Mental Health
3. Substance and Prescription Drug Misuse

The stakeholders acknowledge that these strategic health issues are interconnected in numerous ways. The committee believes their importance necessitated individual identification, though plan-associated activities may be cross-issue.



## Priority 1 – Healthy Behaviors

### Background

Healthy behavior is a broad-reaching term that includes choices that impact individuals' health. These choices include diet, exercise, and detrimental behaviors such as the use of tobacco, alcohol, high-risk sexual behavior, and many others. Healthy behaviors reduce the risk of numerous chronic and acute health conditions, including obesity, heart disease, diabetes, and stroke. Conversely, unhealthy behavioral choices increase the risk of developing these conditions.

It is important to note that we fundamentally believe that healthy choices are, by nature, an individual right that each person should make without coercion or interference. We also fundamentally believe that more individuals would make healthier choices if social and environmental factors allowed them to do so.

What is the problem associated with Healthy Behaviors?

The Community Health Assessment noted that over half of the population who responded to assessment questionnaires reported their physical health as good or average. In contrast, only about one-third reported it to be excellent.

Additionally, the following were noted:

- Nearly 70% of residents reported having access to exercise opportunities, but only 30% reported exercising regularly.
- Over 90% of residents reported having access to fresh fruits and vegetables, but most reported consuming only 1-2 servings daily.

Goal: Increase Opportunities for Clinton County Residents to Make Healthy Choices Associated with Diet, Exercise, and High-Risk Activities.

Objective 1A: Increase the percentage of the population reporting that they consume at least three servings of fresh fruits and vegetables daily.

*Performance Measures*

- Increase the percentage of residents who report they consume three or more servings of fresh fruits and vegetables daily from 33.75% to 35% by December 2026.

*Strategies*

- Encourage low-cost access to fresh fruits and vegetables from sources that transcend socioeconomic barriers, such as local farmers markets, produce stands, community gardens, and faith-based/volunteer organizations.
- Improve public education on healthy lifestyle choices, including diet and exercise.

*Activities*

- By July 31, 2023, complete an inventory of available fresh fruit and vegetable sources within Clinton County, including commercial establishments, food banks, faith-based distribution sources, farmers markets, and produce stands.
- Analyze fresh fruit and vegetable availability by geography by September 31, 2024, to determine if and where disparities in availability exist.
- Develop and implement a culturally appropriate public education advertising campaign to improve public knowledge of the consumption of fresh fruits and vegetables utilizing multiple forms of media, including print, online, and outdoor advertising, as available by February 28, 2025.

*Collaborators*

- School districts within Clinton County
- Cameron Regional YMCA
- Cameron Regional Medical Center
- Faith-based organizations within Clinton County
- Food Pantries within Clinton County
- Second Harvest Community Food Bank of St. Joseph

Objective 1B: Increase the percentage of the population who report they exercise three or more times per week.

*Performance Measures*

- Increase the percentage of Clinton County residents who report exercising three or more times per week from 35.02% to 39% by December 2027.

*Strategies*

- Work with municipalities to identify residential neighborhoods far from outdoor exercise and recreation facilities.
- Continue work on a county-based greenway and trails program to improve outdoor recreation opportunities for rural county residents.
- Explore funding opportunities to provide match funds for Department of Transportation sidewalk grants.
- Improve access to existing exercise facilities within Clinton County.

*Activities*

- Continue ongoing Clinton County Smithville Lake trail initiative throughout the improvement plan.
- Explore match-funding opportunities for municipality sidewalk grant programs by December 31, 2025.
- Form a committee to explore the expansion of exercise opportunities at facilities within Clinton County by December 31, 2024.

*Collaborators*

- Clinton County Government
- School districts within Clinton County
- Clay County Parks
- US Army Corps of Engineers
- Cameron Regional YMCA
- Cameron Regional Medical Center

## Priority 2 – Mental Health

### Background

Mental health issues profoundly impact health outcomes and overall well-being, including the physical health of individuals (Aarons et al., 2008). Missourians have increasingly reported declines in mental health for nearly a decade (Missouri Department of Health and Senior Services, 2023). Almost 16% of Clinton County residents surveyed as part of the 2023 CHA reported poor mental health (Clinton County Health Department, 2023).

Despite decreases in overall mental health, the availability of mental healthcare in Clinton County is severely limited. The ratio of mental health providers in Clinton County to residents is very poor compared to Missouri and National averages, with Clinton County having six times fewer providers than the State average and eight times fewer than the national average (Clinton County Health Department, 2023, p. 19).

Additionally, the following were noted during the Clinton County Community Health Assessment:

- More than 30% of surveyed residents reported their mental health as average or poor.
- More than 62% of surveyed residents reported that they either could not access needed mental healthcare services or did not know how to if needed.
- More than 63% of surveyed residents reported a desire for further health education on mental and behavioral health.

Goal: Improve Mental Health and Access to Mental Healthcare for Residents of Clinton County.

Objective 2a: Increase access to harm reduction interventions for individuals experiencing mental health crises in Clinton County.

*Performance Measures*

- Increase the number of medical first responders trained to provide mental first aid to mental health crisis patients in the pre-hospital environment. No baseline data for current training or number of responders is available.
- Implement non-traditional interventional resources for mental health crises as a measure to bolster local mental health resources.

*Strategies*

- Increase training for pre-hospital medical providers and laypersons in mental health crisis recognition and response.
- Develop long-term strategies to improve mental healthcare access in Clinton County.

*Activities*

- Health Department staff, with partner agencies, will source and provide adult and youth mental health first aid training to pre-hospital medical first responders, including law enforcement, fire, EMS, school staff, and laypersons, by December 31, 2025. The performance of this activity will be ongoing.

*Collaborators*

- Missouri Department of Mental Health
- Clinton County Sheriff's Office
- Fire Departments within Clinton County
- EMS agencies within Clinton County
- School Districts within Clinton County
- Northwest Health Services
- Cameron Regional Medical Center
- Family Guidance Center for Behavioral Health
- Volunteer and faith-based organizations within Clinton County

Objective 2b: Reduce social stigma associated with mental health and encourage individuals to seek mental health care when needed.

*Performance Measures*

- By December 31, 2027, the number of Clinton County residents who report they do not know where or how to access mental healthcare resources when needed will decrease from 35.65% to 28%.

*Strategies*

- Improve education to destigmatize mental healthcare and improve utilization of mental crisis healthcare resources.

*Activities*

- Develop and implement a structured community education campaign utilizing numerous forms of media targeting mental health issues, including the destigmatization of mental illness and resources for acute and long-term treatment.

*Collaborators*

- Missouri Department of Mental Health
- Missouri Department of Health and Senior Services
- EMS agencies within Clinton County
- School Districts within Clinton County
- Northwest Health Services
- Cameron Regional Medical Center
- Family Guidance Center for Behavioral Health
- Volunteer and faith-based organizations within Clinton County



Objective 2c: Improve access to mental healthcare for residents of Clinton County.

*Performance Measures*

- The number of licensed mental healthcare providers will increase from two to five by December 31, 2027.

*Strategies*

- Develop a long-term, multi-agency plan to improve mental healthcare access in Clinton County and surrounding areas.
- Identify and mitigate determinants that prevent residents from accessing available mental health resources.

*Activities*

- Coalition members will develop a long-term framework to improve mental healthcare resources in Clinton County by December 31, 2026.
- Coalition members will develop and enact a plan to attract and retain licensed mental health providers in Clinton County by December 31, 2027.

*Collaborators*

- Cameron Regional Medical Center
- Northwest Health Services
- Missouri Department of Mental Health
- Clinton County Sheriff's Office
- Fire Departments within Clinton County
- EMS agencies within Clinton County
- School Districts within Clinton County
- Family Guidance Center for Behavioral Health
- Volunteer and faith-based organizations within Clinton County

## Priority 3 – Substance & Prescription Drug Misuse

### Background

Substance misuse is not only a health issue but a societal one with diverse impacts not only on the individual's health but also economically impacts individuals, families, and communities and creates burdens both individually and societally regarding health and criminal justice perspectives (Daley, 2013). While convenient, treating substance abuse as only a criminal justice matter does little to improve the problem (National Institute on Drug Abuse, 2018). While there are various and nuanced implications to drug misuse, addiction should be treated as the chronic disease that it is, and as such, should be used under the lens of prevention, harm-reduction, and treatment (National Institute on Drug Abuse, 2018). Only when this approach is embraced will the resulting societal factors associated with drug misuse be effectively mitigated (National Institute on Drug Abuse, 2018).

What is the problem associated with Substance and prescription Drug Misuse?

Besides the numerous societal issues created by substance misuse, numerous health outcomes associated with substance misuse were noted in the Clinton County Community Health Assessment and the Missouri State Health Assessment (Clinton County Health Department, 2023; Missouri Department of Health and Senior Services, 2023). Additionally, opioid overdose is the leading cause of death for Missouri residents aged 18-44 (Missouri Department of Health and Senior Services, n.d.).

The Clinton County Community Health Assessment noted the following regarding substance misuse:

- More than 75% of surveyed community members in Clinton County believe teens in the County consume alcohol regularly.
- Nearly 80% of surveyed community members in Clinton County believe residents under the age of 21 use e-cigarette or vape devices regularly.
- More than half of surveyed county residents believe opioid and prescription drug use in Clinton County is a problem that needs to be addressed.

Goal: Decrease Substance and Prescription Drug Misuse in Clinton County.

Objective 3a: Increase public knowledge and awareness of the dangers associated with opioid misuse.

*Performance Measures:*

- By December 31, 2024, at least 50% of Clinton County residents will have been served or viewed educational materials associated with educational efforts to improve knowledge and awareness, as evidenced by social media and media advertisement viewership data.

*Strategies*

- Develop and deploy educational campaigns that focus on high-risk groups.
- Collaborate with other organizations to ensure coordination of educational efforts.

*Activities*

- By August 31, 2024, a public education campaign will be enacted to increase public knowledge of the dangers of opioid abuse.

*Collaborators*

- Clinton County School Districts
- Clinton County Sheriff's Office
- Clinton County Government
- Municipal Police Departments in Clinton County
- EMS Agencies within Clinton County
- Fire Agencies within Clinton County
- Missouri Department of Health and Senior Services
- Missouri Department of Mental Health
- University of Missouri St. Louis – Addiction Science
- Volunteer and Faith-Based Organizations in Clinton County

Objective 3b: Decrease the impact of opioid overdoses in Clinton County

*Performance Measures:*

- Annual opioid overdoses and overdose deaths within Clinton County will decrease from 5 to 3 by December 31, 2026.

*Strategies*

- Improve access to harm reduction interventions, including naloxone, throughout Clinton County.
- Provide education on harm reduction to decrease common misconceptions about harm reduction and behavior recidivism.

*Activities*

- By July 31, 2024, the Clinton County Health Department will begin publicly distributing naloxone.
- By August 31, 2024, a public education campaign will be enacted to encourage the receipt and use of naloxone and to decrease misperceptions associated with opioid harm reduction interventions.

*Collaborators*

- Clinton County Sheriff's Office
- Clinton County Government
- Municipal Police Departments in Clinton County
- EMS Agencies within Clinton County
- Fire Agencies within Clinton County
- School districts within Clinton County
- Missouri Department of Health and Senior Services
- Missouri Department of Mental Health
- University of Missouri St. Louis – Addiction Science

Objective 3c: Reduce the incidence of tobacco and e-cigarette use by Clinton County residents.

*Performance Measures:*

- By December 31, 2017, the number of Clinton County residents who report that tobacco products and e-cigarettes are commonly used will decrease from 65.3% to 60%.

*Strategies*

- Provide targeted education on high-risk groups, including school-aged students.
- Utilize targeted law enforcement strategies to focus on the distribution of tobacco and e-cigarette products to underage individuals.

*Activities*

- Ensure all school-aged children in Clinton County aged ten and older receive regular tobacco and e-cigarette health education by August 31, 2025.
- Law enforcement will provide regular enforcement activities targeting the illegal distribution of tobacco and e-cigarette products to underage individuals by August 31, 2024. This enforcement campaign will be ongoing.

*Collaborators*

- School Districts within Clinton County
- Clinton County Sheriff's Office
- Municipal Police Departments in Clinton County
- EMS Agencies within Clinton County
- Fire Agencies within Clinton County
- Missouri Department of Health and Senior Services
- Missouri Department of Mental Health
- University of Missouri Extension
- Northwest Missouri Underage Alcohol and Tobacco Task Force

## Alignment with State Health Priorities

The Missouri Department of Health and Senior Services (DHSS) released its 2024 State Health Assessment (SHA) and State Health Improvement Plan (SHIP) in late 2023 and early 2024, respectively. Notable findings from the SHA include significant weaknesses in access to care, chronic diseases, infant and maternal health, mental health and substance abuse, and infectious and communicable diseases (Missouri Department of Health and Senior Services, 2023). The Clinton County CHA noted similar, though not identical, findings (Clinton County Health Department, 2023).

The 2024 State Health Improvement Plan has six stated priority health issues. These issues include Public Health System Building, Infant and maternal Health, Health Behaviors, Emerging Public Health Threat preparedness, Social Drivers of Health, and Whole-Person Health Access. The three selected priority health issues in Clinton County align very well with these statewide priorities.

Clinton County's priority health issue of healthy behaviors is mirrored in the State's issue of healthy behaviors. This alignment continues with Clinton County and DHSS, including objectives aimed at consuming fruits and vegetables, engaging in exercise, and reducing unhealthy behaviors contributing to poor health outcomes (Missouri Department of Health and Senior Services, 2024). Activities associated with this priority diverge, as expected when considering the geographies concerned.

Clinton County's priority issue of mental health aligns with the State's priority of whole-person health access. The State approaches mental health via its first goal in this priority issue: "Improve the health of Missourians by increasing equitable access to medical, dental, maternal, and mental health services" (Missouri Department of Health and Senior Services, 2024, p. 54). Some SHIP activities related to this priority may improve Clinton County's long-term mental healthcare availability. These include activities aimed at recruiting and retaining the healthcare workforce, including mental



Figure 6: Missouri SHA and SHIP Source: Missouri Department of Health and Senior Services, 2023; Missouri Department of Health and Senior Services 2024



health workers (Missouri Department of Health and Senior Services, 2024). Again, divergence in activities associated with this priority is noted. The State is taking a long-term strategic approach to resolving access to care issues, which we agree with given their position and ability to leverage long-term improvements via statewide policy. We are approaching this priority from a more short-term perspective, attempting to provide more acutely focused activities while long-term solutions are implemented.

Clinton County's priority issue of substance and prescription drug misuse aligns with several of the State's priorities, including a focus on opioid addiction and overdose prevention under the State's strategic priority four, which focuses on emerging Public Health threats (Missouri Department of Health and Senior Services, 2024). Planned activities in this category focus on improvements to Public Health surveillance and Public Health system development and competency improvements. These activities are necessary to allow the Public Health system to respond adequately to this threat and other emerging and ongoing threats to health. The State does not articulate any opioid or drug issues-specific activities in its plan.

After reviewing State priorities, we conclude that Clinton County's selected health priorities, goals, strategies, and activities align with and complement the State Health Improvement Plan. Furthermore, we conclude that State Health Improvement Plan activities will strengthen and assist in completing Clinton County Health Improvement Plan activities.

## Glossary

<b>CDC</b>	The Centers for Disease Control and Prevention
<b>CHA</b>	Community Health Assessment
<b>CHIP</b>	Community Health Improvement Plan
<b>DHSS</b>	Missouri Department of Health and Senior Services
<b>MAPP</b>	Mobilizing Action through Planning and Partnerships
<b>MOALPHA</b>	Missouri Association of Local Public Health Agencies
<b>MOCPHE</b>	Missouri Center for Public Health Excellence
<b>OPHI</b>	Ozarks Public Health Institute
<b>SHPG</b>	State Health Partner Group
<b>SHA</b>	State Health Assessment
<b>SHIP</b>	State Health Improvement Plan
<b>SMARTIE</b>	Specific, Measurable, Attainable, Relevant, Time-Bound, Inclusive, Equitable

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