



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



## **Health Issue #1: Chronic Disease**

### **Strategic Partners:**

- Salem Memorial Hospital
- Four Rivers
- Phelps Health
- Dent County Health Center
- Compass Health
- Faith-Based Organizations
- Healthy Dent County

**Goal 1:** Increase opportunities for residents to build healthy habits through physical activity and nutrition education that promote lifelong wellness and reduce the risk of chronic disease.

### **Objectives**

- **Objective 1.1:** By June 2028, promote at least four recurring virtual physical wellness programs (e.g., yoga, stretching, or low-impact fitness) available to Dent County residents, with participation of at least 50 unique users per quarter.
- **Objective 1.2:** By 2027, establish a community walk group and/or run club that engages at least 75 unique participants per quarter, and increase the number of residents who report walking or biking for transportation or leisure at least 3 days per week by 15% as measured by community survey data.
- **Objective 1.3:** By June 2028, develop and/or distribute nutrition education to reach at least 1,500 Dent County Residents through community partners and health care practitioners.

### **Outcomes:**

- Residents incorporate more movement into daily routines.
- Increase access to free and inclusive fitness opportunities.
- Greater awareness of the connection between physical activity and chronic disease prevention.
- Growth in local participation in active transportation and outdoor recreation.
- Increase community connectedness and motivation around health movement.
- Improved nutrition knowledge and access among residents who identified nutrition services as a community need.
- Increased participation in local nutrition programs and education.

### **Strategies:**

- Promote “Walk Dent County” challenges and family-friendly group walks.
- Launch an “Active Dent County” social media campaign highlighting local routes, parks, and success stories.
- Collaborate with local employers to create workplace “walking breaks” or step challenges.
- Offer participation incentives (recognition posts, milestone badges, community giveaways).



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



- Partner with local schools, city of Salem parks and recreation to host weekly or monthly walk/run events (Walk with a Doc, 5K Fridays/Saturdays, Dent County Steps Challenges)
- Promote Virtual events (Heros' Marathon, 100 miles in 100 days, Go Girl Run, etc.)
- Distribute healthy recipe cards and nutrition education materials at the Salem Farmers Market and other community events to provide residents with practical, affordable ways to prepare healthy meals using locally available foods.
- Seek grant funding to sustain nutrition education programs previously offered by MU Extension, ensuring continued community access to evidence-based nutrition resources.
- Collaborate with local healthcare providers and community partners to integrate nutrition messaging into outreach and wellness events.
- Highlight seasonal produce and healthy meal ideas through social media, newsletters, and partner communications to reinforce nutrition education beyond in-person events.

**Goal 2:** Improve early detection and prevention of chronic diseases by expanding and promoting participation across all ages.

### **SMART Objectives**

- **Objective 2.1:** By December 2028, increase the number of community and worksite wellness fairs in Dent County from 4 to 8, providing at least 3 on-site screening and education opportunities per event to improve access for working residents.
- **Objective 2.2:** By 2027, decrease the percentage of Dent County Residents who have not received an annual wellness exam in the past 2 years from 18% to 12% through community outreach, reminder systems, and partnerships with local providers.
- **Objective 2.3:** By 2028, maintain and expand existing prevention programs (community screenings, health fairs, vaccination clinics, ShowMe Healthy Woman, lead screenings, etc.) to reach at least 1,000 residents annually.

### **Outcomes**

- More residents receive early screening and intervention.
- Better detection of preventable chronic diseases
- Increase connection between preventive care and long-term wellness.

### **Strategies:**

- Provide on-site biometric screenings during worksite wellness health fairs.
- Distribute reminder postcards or text alerts for annual checkups and immunizations.
- Offer health fair incentives (raffles, giveaways, recognition) for screening participation.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



**Goal 3:** Help residents know what local programs, services, and supports are available to help them stay healthy and manage chronic conditions.

**SMART Objectives:**

- **Objective 3.1:** By August 2026, develop and maintain a “Healthy Dent County Resource Guide” featuring chronic disease management programs, nutrition classes, walking routes, and support groups.
- **Objective 3.2:** By 2027, increase social media and website engagement on chronic disease education materials by 25% through consistent digital outreach and storytelling campaigns.

**Outcomes**

- Residents can easily find local resources and supports.
- Increased engagement with community health programs.
- Better continuity between healthcare providers and wellness initiatives.

**Strategies**

- Create a “Where to go For Health” map in print and online listing clinics, trails, and programs.
- Highlight local success stories of residents improving their health through community programs.
- Partner with schools and libraries to display information about chronic disease prevention and management.
- Further develop the available health care resource guides and events centralized to a Facebook group.

**Goal 4:** Advocate for infrastructure and community design that supports active transportation and safe physical activity opportunities.

**SMART objectives:**

- **Objective 4.1:** By 2028, collaborate with City of Salem to identify and prioritize at least 3 infrastructure improvements (e.g., sidewalks, bike racks, lighting, trail connectivity) that make walking and biking safer and more accessible.
- **Objective 4.2:** By 2027, develop at least one joint grant proposal or partnership plan to support active transportation improvements (e.g., Missouri Foundation for Health, MoDOT, or Safe Routes to School funding)

**Outcomes**

- Safer walking and biking routes for residents of all ages.
- Increased collaboration between public health and local planning.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



- Long-term sustainability of healthy lifestyle initiatives.

### **Strategies**

- Join or create a “Healthy Built Environment” working group including DCHC, City Planning, Honoring our Heros, Parks and Recreation, and Healthy Dent County.
- Conduct a Walkability/Bikeability Assessment to identify barriers and opportunities.
- Promote community advocacy campaigns encouraging residents to support infrastructure for health (e.g., Complete Street policies).
- Identify grants that would support paving the Tiger Trail.

**Goal 5:** Strengthen prevention and chronic disease management efforts through education and early detection.

### **SMART Objectives**

- **Objective 5.1:** Increase the percentage of adults who receive recommended preventive vaccines (flu, COVID-19, shingles, pneumococcal) from 48% to 60% by 2028.
- **Objective 5.2:** Increase participation in local screening or prevention programs (diabetes, cancer, heart disease) by 20% by 2027.
- **Objective 5.3:** Launch a community cancer awareness initiative to increase local screening participation by 15% by 2027 in collaboration with SMDH and MU Extension.

### **Outcomes**

- Higher vaccination and screening rates among adults and older adults.
- Earlier detection and management of chronic conditions.
- Increased participation in screening events (Health Fair, Back to School).

### **Strategies**

- Coordinate “Prevention Pop-Ups” or mobile screening events with local clinics, pharmacies, and community centers.
- Develop monthly social media education campaigns (e.g., “Check It Out: Cancer Screening Month,” “Vaccinate for Health,” “Know Your Numbers”).
- Offer flu shot and wellness clinics during high-traffic community events (health fairs, back-to-school nights).
- Partner with schools, workplaces, and senior centers to provide on-site education on preventive care, nutrition, and chronic disease management.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



### **Key Performance Indicators (KPIs)**

- Baseline assessment of current prevention program attendance.
- The development of a dashboard to showcase prevention program reach.
- Number of people who report more movement in their daily routines.
- Number of free and inclusive fitness opportunities
- Number of people who report utilization of active transportation or outdoor recreation opportunities.
- Number of worksite wellness fairs provided
- Percent of people who report having an annual wellness exam within the past year.
- An online resource guide/Facebook group
- Number of local success stories of residents improving their health through community programs.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



## **Health Issue #2: Substance Use and Tobacco**

### **Strategic Partners:**

- **Healthy Dent County: Prevention Coalition**
- **Phelps Health**
- **Dent County Health Center**
- **Compass Health**
- **Four Rivers**
- **Centerstone – Juvenile Office**
- **Salem Police Department**
- **Dent County Sheriff’s Office**
- **Region I Emergency Management**
- **Region I Missouri Highway Patrol**

### **Goal 1: Reduce substance use and related harms among Dent County Residents**

#### **Smart Objectives:**

- **Objective 1.1:** Decrease the adult binge/heavy drinking rate from 15% to 12% by 2027 through expanded education, recovery support, and community awareness.
- **Objective 1.2:** Reduce the percentage of adults using cigarettes from 25% to 20% by 2027 through local cessation campaigns and access to nicotine replacement support.
- **Objective 1.3:** Decrease the proportion of motor vehicle crashes involving alcohol from 19% to 15% by 2027 through prevention messaging and enforcement collaboration.
- **Objective 1.4:** By 2027, increase community knowledge of how bloodborne diseases (such as Hepatitis B, Hepatitis C, and HIV) spread through shared needles or injection equipment by 25%, measured through pre/post survey data from outreach events.
- **Objective 1.5:** By 2027, obtain sustainable funding to host annual Teen Maze and Mini Maze events for 12<sup>th</sup>, 8<sup>th</sup>, and 5<sup>th</sup> grade students, engaging at least 300 youth per year in interactive prevention education focused on decision making, mental health, and substance use awareness.
- **Objective 1.6:** By 2029, ensure youth prevention education services are sustained and expanded to reach at least 95% of Dent County students annually, and establish a relationship with home-school and private schools, promoting substance use awareness, resilience, and positive decision-making skills.
- **Objective 1.7:** By 2029, engage at least 20 local businesses, public entities, including a minimum of 5 city or county-owned buildings or properties, in smoke free air education, policy assessment, or implementation support to reduce tobacco exposure and chronic disease risk in Dent County.

#### **Outcomes**

- Fewer alcohol-related injuries and hospitalizations
- Increased use of cessation recovery programs and resources.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



- Safer roads and reduced emergency responses.
- Improved understanding of communicable disease transmission among at-risk groups.
- Increased student knowledge and resilience against substance use through interactive, evidence-based learning experiences.
- Increased awareness among business owners and public entities of the health impacts of secondhand smoke and poor outdoor air quality.
- Improved understanding of smoke-free air policies as an environmental strategy to prevent tobacco related chronic disease

### **Strategies**

- Partner with law enforcement, Compass health, and Teens on Prevention to launch quarterly community education campaigns on the risks of substance misuse.
- Expand Show-Me Smokefree and Missouri Tobacco Quitline Services via social media, schools, and workplaces.
- Integrate alcohol-safe driving messaging into local events (eg., parades, festivals, Teen Maze,)
- Collaborate with faith-based organizations to create peer-led “sober support” meetups.
- Distribute safe use and prevention materials (e.g. how to avoid disease spread, where to access testing or vaccination).
- Seek grant funding and local sponsorships (MFH, state prevention grants, local banks/businesses, Opioid Settlement) to sustain the Teen Maze and Mini Maze prevention series for 5<sup>th</sup>, 8<sup>th</sup>, and 12<sup>th</sup> graders, incorporating evidence-based prevention lessons, life skills, and local partner engagement.
- Collaborate with schools, TOP students, and local coalitions to evaluate Maze event, Too Good for Drugs and additional youth substance prevention activities impact annually and track youth knowledge gains around substance use, mental health, and safety.
- Offer youth education events in partnership with Dent County schools and community organizations to provide age-appropriate prevention messaging on substance use, decision-making, and mental health.
- Identify and prioritize businesses and public entities for smoke-free air outreach based on CHA data and community settings with high public exposure.
- Review existing local smoke-free air policies, ordinances, or voluntary practices to identify gaps and opportunities.
- Provide tailored smoke-free air education to businesses, worksites, and public entities through meetings, site visits, or informational sessions.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



- Offer technical assistance and evidence-based resources to business or public entities interested in adopting or strengthening smoke-free air policies.
- Highlight smoke-free air efforts and participating partners through CHIP updates, community newsletters, or social media.

**Goal 2:** Strengthen community-based recovery and treatment access.

**SMART Objectives:**

- **Objective 2.1:** Increase the number of community-led recovery meetings (AA, Celebrate Recovery, NA) from 1 to 3 active groups by 2027.
- **Objective 2.2:** Establish a local Substance Use Resource Guide and distribute to at least 500 Residents by 2026.
- **Objective 2.3:** Increase referrals to Centerstone, Four Rivers and Compass Health for treatment by 25% by 2027 through coordinated outreach and screening.
- **Objective 2.4:** By 2028, develop and implement a “Voices of Recovery” storytelling initiative that engages at least 3 Dent County residents with lived experience to share their recovery journeys through community events, social media, or coalition meetings to reduce stigma and encourage treatment-seeking.

**Outcomes:**

- Residents can access treatment or recovery resources closer to home.
- Reduced Stigma and improved help-seeking behaviors.
- Stronger collaboration among healthcare professionals and faith groups.

**Strategies:**

- Partner with local churches and peer specialists to expand Celebrate Recovery and other community-based supports.
- Develop and maintain a Resource Directory listing local MAT providers, recovery groups, and crisis services.
- Create a warm-handoff referral system between Healthcare Providers and Four Rivers/Compass/Centerstone to track connections.
- Host quarterly “Recovery Roundtables” to share updates and strengthen partnerships.
- Partner with Centerstone, Four Rivers, Compass Health, and Celebrate Recovery to identify and support participants willing to share their stories.
- Feature stories through local media, social campaigns, coalition newsletters, or community panels (ex. National Recovery Month)
- Offer stipend or recognition to participants to honor their time and lived expertise.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



**Goal 3:** Reduce overdose mortality and improve early intervention.

- **Objective 3.1:** Reduce Dent County's overdose mortality from an estimate of 4 to 3 total overdoses by 2027.
- **Objective 3.2:** Facilitate training for 100 community members (including law enforcement, family members, and service providers) in Naloxone administration by 2028.
- **Objective 3.3:** Increase early identification and referrals for at-risk individuals through screenings by 30% by 2027.

**Outcomes:**

- Fewer fatal overdoses.
- Greater community confidence in responding to substance-related crises.
- Increase access to treatment at earlier stages.

**Strategies**

- Continue supporting Treatment Court and expand DCHC's UDS and referral services.
- Offer harm reduction/bloodborne disease transmission education through in-person education, social media campaigns, and community outreach events.
- Offer Naloxone training and distribution events, social media campaigns, and online trainings in partnership with local EMS, pharmacies, and schools.
- Incorporate SBRIT (Screening, Brief Intervention, and Referral to Treatment) in DCHC, Four Rivers, Compass Health, Phelps, Mercy, and local PCP, Health assessments and outreach programs.
- Use CHA/CHIP data to advocate for telehealth-based recovery access point.

**Key Performance Indicators:**

- Percentage of adults reporting binge or heavy drinking.
- Percentage of adults reporting cigarette/vaping use.
- Percentage of youth reporting cigarette/vaping use.
- Number of motor vehicle crashes involving alcohol.
- Number of residents receiving education on bloodborne disease transmission. Social media reach, and distribution count of harm reduction handouts.
- Number of Teen Maze and Mini Maze events are held annually.



**Dent County Health Center**  
 1010 E. Scenic Rivers Blvd  
 Salem, Mo 65560  
 Phone 573-729-3106 Fax 573-729-3546



**Public Health**  
 Prevent. Promote. Protect.

- Number of schools and home school co-ops enrolled in or engaged with Too Good for Drugs, Teens Teach, or other prevention related programs.
- Percentage of youth reached.
- Number of active recovery or support groups (AA, NA, Celebrate Recovery).
- Number of referrals to Centerstone, Compass Health, or Four Rivers for treatment.
- Number of residents trained in Naloxone administration.
- Number of screenings (SBRIT or similar) conducted across partners.

**Health Issue #3 Care Access (Mental Health, Prevention, Primary Care)**

**Strategic Partners**

- |   |                                    |
|---|------------------------------------|
| - <b>Four Rivers</b>                      | - <b>Dent County Health Center</b> |
| - <b>Salem Memorial District Hospital</b> | - <b>Centerstone</b>               |
| - <b>Phelps Health</b>                    | - <b>Compass Health</b>            |
| - <b>AHEC</b>                             |                                    |

**Goal 1:** Improve access to affordable and comprehensive healthcare services for all Dent County Residents.

**SMART Objectives**

- **Objective 1.1:** By 2027, reduce the percentage of residents who report concern about their ability to pay for healthcare by 10% through local resource navigation, outreach, and financial assistance education.
- **Objective 1.2:** Increase awareness and use of local primary care and preventative health services by 20% , by 2027 measured by clinic referrals or resource guide distribution.
- **Objective 1.3:** Partner with local organizations to assist uninsured or underinsured residents in applying for Medicaid, Marketplace plans, or charity care programs, reaching at least 100 individuals per year.
- **Objective 1.4:** By 2028, increase and maintain the number of full-time practicing primary care providers serving Dent County residents by 20%, through recruitment, retention incentives, and telehealth partnerships improving access to primary and preventative care.
- **Objective 1.5:** By 2027, establish a partnership with AHEC (Area Health Education Center) to bring healthcare, nursing, and public-health students to shadow local providers and community health staff, with the goal of retaining at least 25% of participating students in Dent County’s healthcare workforce after program completion.

**Outcomes**

- Increased healthcare coverage and use of preventive services
- Decreased ER visits for non-urgent care.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



- Improved connection between residents and local care providers.
- Strengthened healthcare workforce pipeline and long-term provider retention.

### **Strategies:**

- Develop a Dent County Health Resource Guide (print + online) highlighting local providers, telehealth options, and financial assistance.
- Host quarterly “Access to Care” events or health fairs.
- Train front-line staff as “resource navigators” to help residents connect with insurance, transportation, and primary care services.
- Partner with local pharmacies and providers to promote preventive screenings (BP, cholesterol, diabetes).
- Collaborate with AHEC, local colleges, and clinical partners to create shadowing, internship, and rotation opportunities for medical, nursing, and behavioral-health students.
- Provide mentorship and exposure to rural public health careers, highlighting Dent County’s programs, quality-of-life benefits, and community impact to encourage graduates to stay and practice locally.
- Explore tuition-for-service or loan repayment partnerships with regional hospitals to incentivize students who commit to returning to work in rural areas.

**Goal 2:** Expand access to mental and behavioral health services across the lifespan.

### **SMART Objectives**

- **Objective 2.1:** Increase the number of mental health providers or accessible services (in-person or telehealth) in Dent County by 10% by 2027.
- **Objective 2.2:** Increase community participation in mental health education or wellness events by 25% by 2027 through collaborative programs with Compass Health, schools, and DCHC.
- **Objective 2.3:** Establish a mental health first aid or QPR (suicide prevention) training series reaching at least 100 residents per year by 2028.

### **Outcomes**

- More residents are aware of and able to access mental health support.
- Reduced stigma and earlier intervention for mental health issues.
- Stronger collaboration between schools, providers, and public health strategies
- Partner with Compass Health and Healthy Dent County to co-host community workshops and group sessions (stress management, coping skills, youth mental health).
- Promote tele-mental health options through local clinics and libraries.



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



- Integrate mental health screening questions into DCHC community outreach events and resource fairs.
- Increase crisis hotline awareness in the community.

### **Goal 3: Increase Dental Care Services**

#### **Smart Objectives**

- **Objectives 3.1:** By 2027, increase the utilization of the SMILE mobile dental clinic at non-school events in Dent County from 0 to 2 events per year to expand dental care access for children.
- **Objective 3.2:** By 2028, provide oral health education or preventive screenings to at least 500 Dent County residents annually through community events and partnerships with local dental providers.

#### **Outcomes**

- Improved access to pediatric dental care services within Dent County.
- Increased awareness of the importance of oral health as part of overall wellness.
- Reduced barriers to dental services among uninsured or underserved populations.

#### **Strategies**

- SMILE mobile clinic will come to, but not limited to, Dent County Health Center's Back to School Bash, and I Can Too Learning Center each year.
- Collaborate with local dental providers, schools, and faith-based organizations to deliver oral health education and promote proper hygiene practices among children and families.
- Seek grant funding or sponsorships to support expanded dental screenings and preventive services for low-income or uninsured residents.

### **Key Performance Indicators**

#### *Primary Care and Prevention*

- Percentage of residents reporting concern about ability to pay for care.
- Number of individuals assisted with Medicaid, Marketplace, or financial aid applications.
- Number of residents using the Dent County Health Resource Guide.
- Number of Access to Care events or health fairs conducted.
- Number of primary care providers or telehealth providers serving Dent County full time.

#### *Mental Health*

- Number of mental health providers or accessible tele-mental health options.
- Number of residents participating in mental health education or wellness events.
- Number of individuals trained in Mental Health First Aid or QPR.
- Number of community outreach events including basic mental health screening questions.

#### *Dental Care*



**Dent County Health Center**  
1010 E. Scenic Rivers Blvd  
Salem, Mo 65560  
Phone 573-729-3106 Fax 573-729-3546



**Public Health**  
Prevent. Promote. Protect.

- Number of SMILE mobile dental clinics held annually in Dent County.
- Number of residents receiving dental education or preventive dental screenings.
- Number of dental partners engaged in school or community education.