



**A LIST OF SIGNIFICANT PROBLEMS AND SIGNIFICANT RESPONSIVE PROGRAMMING DURING PERIOD COVERED JULY 1, 2013 TO SEPTEMBER 30, 2013 BY KFXA-TV, CEDAR RAPIDS, IOWA.**

**Public affairs and news programming televised by KFXA-TV during Third Quarter of 2013:**

**FOX NEWS AT 7AM (Local/News) Televised Monday through Friday, 7:00-8:00 AM**

**FOX NEWS AT NINE (Local/News) Televised Monday through Sunday, 9:00-10:00 PM**

**FOX NEWS SUNDAY (Network/News) Televised Sundays 8:00-9:00 AM**

**AG DAY (Syndicated/Public Affairs) Televised Monday through Friday 4:30-5:00 AM**

The following is a list of some of the more significant community issues addressed by KFXA-TV for the quarter specified. This listing is by no means complete, nor is the order in which these issues appear, intended to imply any degree of priority or significance of the issues.

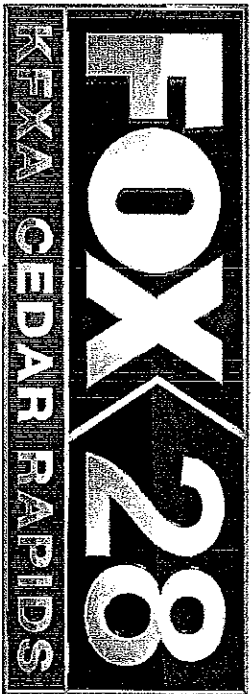
**QUARTERLY ISSUES/PROGRAMS FOR KFXA-TV**      **3<sup>rd</sup> Quarter 2013**

<u>ISSUE DESCRIPTION:</u>	<u>PROGRAM SEGMENT:</u>	<u>DATE/TIME:</u>	<u>DURATION:</u>	<u>DESCRIPTION OF SEGMENT:</u>
SPECIAL COVERAGE	LOCAL NEWS	9/19/13	1:00:00	LIVE PHONE-LINE DISCUSSION REGARDING THE AFFORDABLE CARE ACT IN IOWA. PHONE LINE PROMOTED DURING OUR 9PM LOCAL NEWS. PANEL CONSISTED OF THE FOLLOWING: TIM CHARLES, CEO, MERCY C.R. TED TOWNSEND, CEO, ST. LUKE'S, C.R. CLIFF GOLD, COOPORTUNITY HEALTH DAVE VER WOERT, TRUENORTH COMPANIES NICK GERHART, IOWA INSURANCE COMM.
ECONOMIC GROWTH	LOCAL NEWS	7/9/13	1:22	GOVERNATORIAL CANDIDATE TYLER OLSON (D) ANNOUNCED HE IS RUNNING AGAINST GOVERNOR TERRY BRANSTAD.
ECONOMIC GROWTH	LOCAL NEWS	7/24/13	1:09	IOWA CITY WOULD LIKE TO CHANGE THE CURRENT CITY ORDINANCE REGARDING BARS MUST BE 500 FEET FROM EACH OTHER. WOULD LIKE TO KEEP THE ORDINANCE FOR THE DOWNTOWN DISTRICT, BUT ALLOW BARS CLOSER TOGETHER IN THE OUTLYING AREAS.
EDUCATION CHILDREN	LOCAL NEWS	8/1/13	:22	GOVERNOR BRANSTAD APPOINTS FORMER CEDAR RAPIDS (BRAD BUCK) TO LEAD THE STATE'S EDUCATION DEPARTMENT.
HEALTHCARE	LOCAL NEWS	8/1/13	1:56	A REVIEW OF PUBLIC OPINION ON THE UP-COMING AFFORDABLE CARE ACT.

EDUCATION CHILDREN	LOCAL NEWS	8/6/13	:22	GOVERNOR BRANSTAD HAS ANNOUNCED A NEW WEBSITE (TEACHIOWA.GOV) WHICH WILL BE THE LISTING SERVICE IF YOUR LOOKING FOR A TEACHING JOB IN IOWA
ECONOMIC GROWTH	LOCAL NEWS	8/9/13	1:31	ECONOMIC DEVELOPMENT LEADERS IN IOWA'S CORRIDOR ARE MAKING SURE BUSINESSES LOOKING TO ESTABLISH THEMSELVES IN THE CORRIDOR UNDERSTAND WHAT THE WORKFORCE HAS TO OFFER.
POLICE/COURTS	LOCAL NEWS	8/19/13	1:30	IOWA CITY RESIDENTS CAN EXPECT A GREATER POLICE PRESENCE IN THEIR NEIGHBORHOOD AFTER SEVERAL ARMED ROBBERIES, POLICE ARE PAYING MORE ATTENTION TO CERTAIN AREAS.
ENVIRONMENTAL/CONCERNS	LOCAL NEWS	8/21/13	:25	TWO ENVIRONMENTAL GROUPS ARE NOW CALLING ON THE STATE TO DO MORE TO CLEAN UP IOWA LAKES.
EDUCATION CHILDREN	LOCAL NEWS	8/22/13	:20	AUTOMAKER HYUNDAI PRESENTED THE UNIVERSITY OF IOWA CHILDREN'S HOSPITAL WITH \$75,000 FOR CANCER RESEARCH.
POLICE/COURTS	LOCAL NEWS	8/28/13	1:36	THE ARCHDIOCESE OF DUBUQUE SETTLES WITH 26 MORE VICTIMS OF SEXUAL ABUSE. THE TOTAL IS NOW 83 SETTLEMENTS OVER THE PAST YEARS.
EDUCATION CHILDREN	LOCAL NEWS	8/29/13	1:36	A LOOK AT THE IOWA CHILDREN'S MUSEUM LOCATED IN CORALVILLE.
HEALTHCARE	LOCAL NEWS	8/29/13	2:28	WITH THE CHANGES COMING TO HEALTHCARE, HOW WILL THE HEALTH EXCHANGES WORK.

ENVIRONMENTAL/CONCERNS	LOCAL NEWS	9/4/13	1:29	LINN COUNTY SUPERVISOR SAYS HE HAS NO CHOICE BUT TO LISTEN TO PUBLIC RESPONSE REGARDING THE EXPANSION OF A HOG CONFINEMENT FACILITY.
ENVIRONMENTAL/CONCERNS	LOCAL NEWS	9/10/13	:21	IOWA IS LAUNCHING A TRACKING TOOL, SHOWING POSSIBLE ENVIRONMENTAL HAZARDS; LIKE AIR POLLUTION TRENDS, WATER CONTAMINANTS AND CANCER RATES.
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KFXA-TV Second Generation of Iowa Q3 2013



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**KFXA-TV Second Generation of Iowa Q3 2013**



# COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 1:00 PM

Community Leader: Jim Fawcett

Field Agronomist for Iowa State University Extension in Iowa City  
3260 Lakeview Dr. NE  
Solon, IA 52333

Check categories which best describe interviewees:

- |  |  |
|--|--|
| <input type="checkbox"/> Agriculture                       | <input type="checkbox"/> Minority/Ethnic Group                           |
| <input type="checkbox"/> Business                          | <input type="checkbox"/> Black <input type="checkbox"/> Hispanic/Spanish |
| <input type="checkbox"/> Charities                         | <input type="checkbox"/> American Indian <input type="checkbox"/> Woman  |
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| <input type="checkbox"/> Culture                           | <input type="checkbox"/> Organization For/Of Women                       |
| <input type="checkbox"/> Education                         | <input type="checkbox"/> Organization For/Of Youth & Students            |
| <input checked="" type="checkbox"/> Environment            | <input type="checkbox"/> Professional                                    |
| <input type="checkbox"/> Government                        | <input checked="" type="checkbox"/> Public Safety/Health & Welfare       |
| <input type="checkbox"/> Labor                             | <input type="checkbox"/> Recreation                                      |
| <input type="checkbox"/> Military                          | <input type="checkbox"/> Religion  |
| <input type="checkbox"/> Other _____                       |  |

Community Problems, Needs & Interests As Stated By Community Leader:

(Use Other Side If Necessary)

Water Quality has become a problem with the "Dead Zone" in the Gulf of Mexico.

In Iowa we have an effect on this dead zone by limiting the use of Nitrogen and Phosphorus fertilizers our farmers use on their land.

Also we can help control this by:

- Controlling soil erosion
- Manure run-off from livestock
- By only having plants in the ground for five months of the year, in Iowa we have a great deal of time when the soil is open and available to the elements.

Other problems:

- Urban/Country Rural Life: Need to educate public!
  - People complain about Hog Confinement Facilities regarding smell.
  - Run Off is the problem! (Water Quality)
- Pesticide Resistant Corn: Have created a new generation of superbugs & super weeds farmers must deal with.
  - The pest always adapt!

# Iowa Strategy to Reduce Nutrient Loss: Nitrogen Practices

This table lists practices with the largest potential impact on nitrate-N concentration reduction (except where noted). Corn yield impacts associated with each practice also are shown as some practices may be detrimental to corn production. If using a combination of practices, the reductions are not additive. Reductions are field level results that may be expected where practice is applicable and implemented.

	Practice	Comments	% Nitrate-N Reduction <sup>+</sup>	% Corn Yield Change <sup>++</sup>
			Average (SD*)	Average (SD*)
Nitrogen Management	Timing	Moving from fall to spring pre-plant application	6 (25)	4 (16)
		Spring pre-plant/sidedress 40-60 split Compared to fall-applied	5 (28)	10 (7)
		Sidedress – Compared to pre-plant application	7 (37)	0 (3)
		Sidedress – Soil test based compared to pre-plant	4 (20)	13 (22)
	Source	Liquid swine manure compared to spring-applied fertilizer	4 (11)	0 (13)
		Poultry manure compared to spring-applied fertilizer	-3 (20)	-2 (14)
	Nitrogen Application Rate	Nitrogen rate at the MRTN (0.10 N:corn price ratio) compared to current estimated application rate. (ISU Corn Nitrogen Rate Calculator – <a href="http://extension.agron.iastate.edu/soilfertility/nrate.aspx">http://extension.agron.iastate.edu/soilfertility/nrate.aspx</a> can be used to estimate MRTN but this would change Nitrate-N concentration reduction)	10	-1
	Nitrification Inhibitor	Nitrapyrin in fall – Compared to fall-applied without Nitrapyrin	9 (19)	6 (22)
	Cover Crops	Rye	31 (29)	-6 (7)
		Oat	28 (2)	-5 (1)
Living Mulches	e.g. Kura clover – Nitrate-N reduction from one site	41 (16)	-9 (32)	
Land Use	Perennial	Energy Crops – Compared to spring-applied fertilizer	72 (23)	
		Land Retirement (CRP) – Compared to spring-applied fertilizer	85 (9)	
	Extended Rotations	At least 2 years of alfalfa in a 4 or 5 year rotation	42 (12)	7 (7)
	Grazed Pastures	No pertinent information from Iowa – assume similar to CRP	85	
Edge-of-Field	Drainage Water Mgmt.	No impact on concentration	38 (32)	
	Shallow Drainage	No impact on concentration	32 (15)	
	Wetlands	Targeted water quality	52	
	Bioreactors		43 (21)	
	Buffers	Only for water that interacts with the active zone below the buffer. This would only be a fraction of all water that makes it to a stream.	91 (20)	

<sup>+</sup> A positive number is nitrate concentration or load reduction and a negative number is an increase.

<sup>++</sup> A positive corn yield change is increased yield and a negative number is decreased yield. Practices are not expected to affect soybean yield.

\* SD = standard deviation. Large SD relative to the average indicates highly variable results.

\*\* This increase in crop yield should be viewed with caution as the sidedress treatment from one of the main studies had 95 lb-N/acre for the pre-plant treatment but 110 lb-N/acre to 200 lb-N/acre for the sidedress with soil test treatment so the corn yield impact may be due to nitrogen application rate differences.

# Iowa Strategy to Reduce Nutrient Loss: Phosphorus Practices

Practices below have the largest potential impact on phosphorus load reduction. Corn yield impacts associated with each practice also are shown, since some practices may increase or decrease corn production. If using a combination of practices, the reductions are not additive. Reductions are field level results that may be expected where practice is applicable and implemented.

	Practice	Comments	% P Load Reduction <sup>a</sup>	% Corn Yield Change <sup>b</sup>
			Average (SD) <sup>c</sup>	Average (SD) <sup>c</sup>
Phosphorus Management Practices	Phosphorus Application	Applying P based on crop removal – Assuming optimal STP level and P incorporation	0.6 <sup>d</sup>	0
		Soil-Test P – No P applied until STP drops to optimum	17 <sup>e</sup>	0
	Source of Phosphorus	Liquid swine, dairy, and poultry manure compared to commercial fertilizer – Runoff shortly after application	46 (45)	-1 (13)
		Beef manure compared to commercial fertilizer – Runoff shortly after application	46 (96)	
	Placement of Phosphorus	Broadcast incorporated within 1 week compared to no incorporation, same tillage	36 (27)	0
		With seed or knifed bands compared to surface application, no incorporation	24 (46)	0
	Cover Crops	Winter rye	29 (37)	-6 (7)
	Tillage	Conservation till – chisel plowing compared to moldboard plowing	33 (49)	0 (6)
No till compared to chisel plowing		90 (17)	-6 (8)	
Land Use Change	Perennial Vegetation	Energy Crops	34 (34)	
		Land Retirement (CRP)	75	
		Grazed pastures	59 (42)	
Erosion Control and Edge-of-Field Practices	Terraces		77 (19)	
	Buffers		58 (32)	
	Control	Sedimentation basins or ponds	85	

<sup>a</sup> - A positive number is P load reduction and a negative number is increased P load.

<sup>b</sup> - A positive corn yield change is increased yield and a negative number is decreased yield. Practices are not expected to affect soybean yield.

<sup>c</sup> - SD = standard deviation. Large SD relative to the average indicates highly variable results.

<sup>d</sup> - Maximum and average estimated by comparing application of 200 and 125 kg P<sub>2</sub>O<sub>5</sub>/ha, respectively, to 58 kg P<sub>2</sub>O<sub>5</sub>/ha (corn-soybean rotation requirements) (Mallarino et al., 2002).

<sup>e</sup> - Maximum and average estimates based on reducing the average STP (Bray-1) of the two highest counties in Iowa and the statewide average STP (Mallarino et al., 2011a), respectively, to an optimum level of 20 ppm (Mallarino et al., 2002). Minimum value assumes soil is at the optimum level.

<sup>f</sup> - P retention in wetlands is highly variable and dependent upon such factors as hydrologic loading and P mass input.

# COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 1:15 PM

Community Leader: Myrt Bowers

Associate Executive Director at the Witwer Center, Cedar Rapids  
605 2<sup>nd</sup> Ave. SE  
Cedar Rapids, IA

Check categories which best describe interviewees:

- |  |  |
|--|--|
| <input type="checkbox"/> Agriculture                       | <input type="checkbox"/> Minority/Ethnic Group                           |
| <input type="checkbox"/> Business                          | <input type="checkbox"/> Black <input type="checkbox"/> Hispanic/Spanish |
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| <input type="checkbox"/> Civic/Neighborhood/Fraternal Org. | <input type="checkbox"/> Oriental  |
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| <input type="checkbox"/> Other _____                       |  |

Community Problems, Needs & Interests As Stated By Community Leader:  
(Use Other Side If Necessary)

Senior are living longer; the goal is to keep them engaged in the golden years:

- Health
- Stimulation of Life

Transportation Problems of the elderly:

- Shopping
- Church
- Meetings, being in public

How to live with a health condition:

- Health Education

Isolation is a major problem as older people get segmented out of the mainstream.  
Elderly present a historical perspective on people's lives.

Everyone should visit a elderly neighbor and learn of their life's journey. Elderly use the center to prevent isolation from life.

The flood created problems for the center as the Witwer Center had to move to a new location.

- Funding is needed and the need to partner with elements to provide funding.

# COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 1:30 PM

Community Leader: Shannon Ramsay

Founding President of Trees Forever, based in Marion  
8022 Slide Rock Road  
Anamosa, IA  
319 981-6257

Check categories which best describe interviewees:

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Community Problems, Needs & Interests As Stated By Community Leader:

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Planting trees, shrubs and grass's not just in parks but also along roadways and farms.

32,000 acres of forest lost in Iowa last year due to clearing of forest.

(US Forest Service)

Government farm policy may have farmers clearing trees one year, and planting the following year.

- Trees, shrubs and grasses help filter the streams during storms and protect from water run-off.
- Different trees help keep areas cooler. Even though small trees may look nicer around a house. Large trees help keep homes and areas cooler.

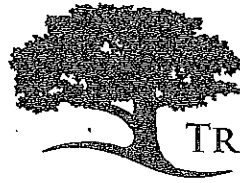
Over focus of engineered solutions:

- Wind Power
- Dams of rivers, etc.

Should use Bioengineering:

- Street Trees
- Bike Lanes
- Park (Good example of Dining Areas in Downtown Cedar Rapids)

Use Trees Forever as a resource for stories!



TREES FOREVER

**Shannon Ramsay**  
Founding President & CEO

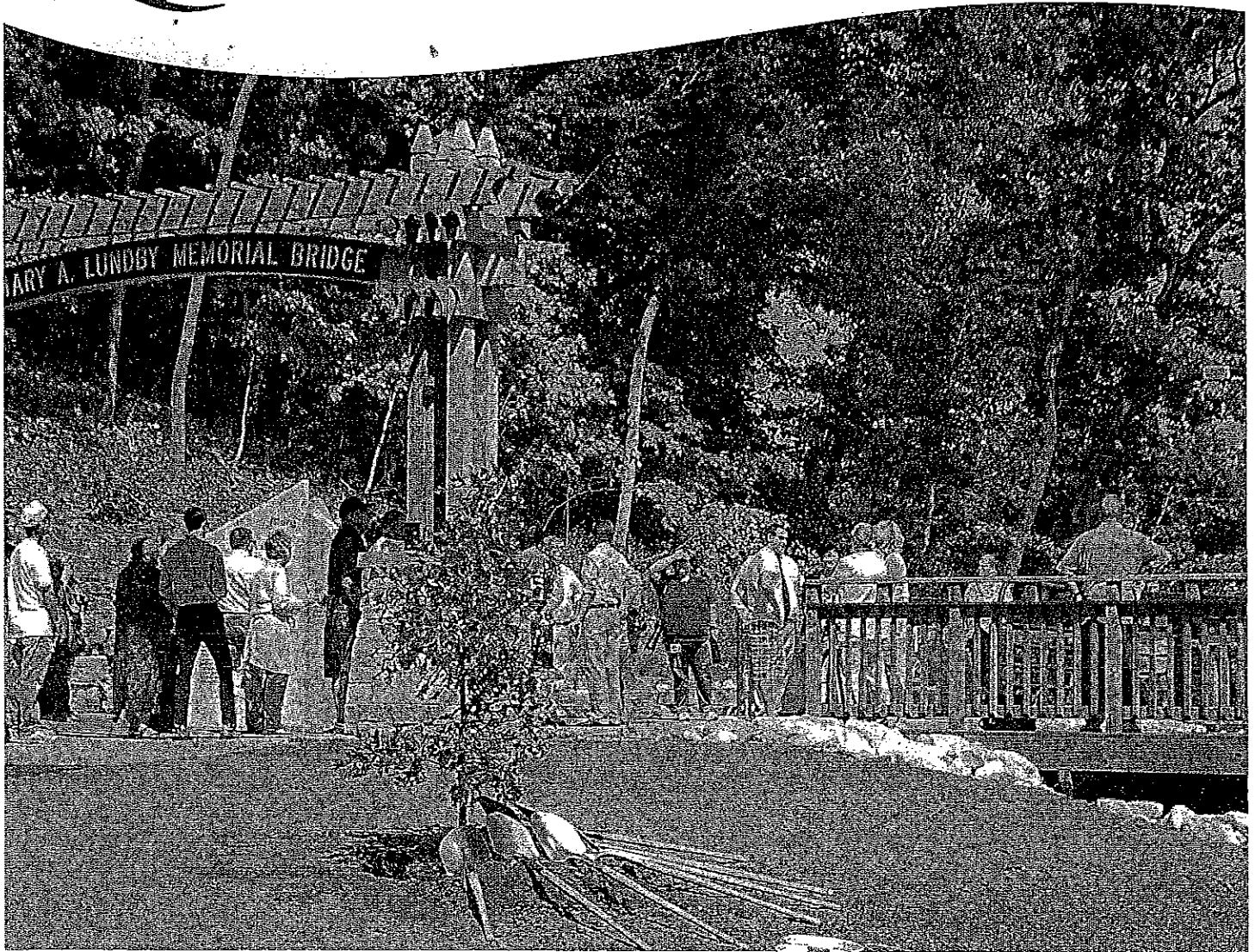
[www.treesforever.org](http://www.treesforever.org)  
770 7<sup>th</sup> Avenue  
Marion, Iowa 52302  
toll free (800) 369-1269

(319) 373-0650 x111  
[shannon@treesforever.org](mailto:shannon@treesforever.org)  
cell (319) 981-6257



TREES FOREVER

# Linn County Roots



## Partnering for a greener, healthier future

Since its beginnings in Cedar Rapids in 1989, Trees Forever has partnered with Linn County and its cities on numerous projects. Over the years we have helped implement energy efficiency plantings, water quality projects, a volunteer training corps, disaster recovery plantings, inventories of street trees, and other projects that improve our environment and the lives of all citizens in Linn County.

Since 1989 Trees Forever has sponsored 394 projects in Linn County, paying out \$1.14 million in grants to

communities that in turn matched those funds with \$1.57 million.

Through these conservation efforts 48,760 trees and seedlings have been planted in Linn County and 19,861 volunteers have contributed 68,511 hours of their time.

Our efforts continue as we partner with municipalities and Linn County to provide citizens a greener, healthier future.

Planting a better tomorrow™

# Initiatives in Linn County

## Planting for Energy Efficiency

Trees Forever's energy efficiency programs have assisted communities to strategically plant trees near buildings to reduce home heating and cooling costs. Linn County has benefitted from:

- 16,656 trees planted
- 18,119 volunteers engaged
- 56,024 volunteer hours contributed

## Ensuring Cleaner Water for Future Generations

Water quality is important to both rural and urban residents. Through Trees Forever's *Working Watersheds: Buffers & Beyond™* program, conservation plantings help protect our streams and waters by filtering and absorbing stormwater run-off. Linn County has benefitted from:

- 14,730 trees and seedlings planted
- 2,693 shrubs planted
- \$15,149.29 total water quality cost share funded

## Training Dedicated Volunteers

A new volunteer training program, the Cedar Rapids-area *TreeKeepers*, started in 2012 to train citizens to become more knowledgeable about urban tree planting and care and to become stronger voices for trees in their neighborhoods and communities.

Thus far, 41 Cedar Rapids TreeKeepers have been trained since spring of 2012, and have carried out planting and maintenance projects in Cedar Rapids and Marion.

“The energy and joy you get from working together to plant and care for trees is special. When you have a clear mission, you get a group together and you get the job done.”

George McClain, Cedar Rapids volunteer



*Jim Ford, rural landowner and participant in Trees Forever's water quality program, explains benefits of conservation efforts at a field day along Indian Creek.*

## Assisting with Flood and Disaster Recovery

After the floods of 2008 Trees Forever assisted communities in recovery efforts through its *Recover, Replant, Restore* (RRR) program. The RRR program began in Linn County as a response to the floods and has since assisted other communities with tree plantings following natural disasters. Linn County has benefitted from:

- 483 trees planted
- 389 volunteers engaged
- 1,049 volunteer hours contributed

## Improving Roadways and Trail Systems

Trees Forever's *Iowa's Living Roadways* (ILR) programs work with rural Iowa communities to enhance roadways and trails, access landscape design services and funding opportunities, and implement projects that promote environmental stewardship. Linn County has benefitted from:

- 34 total projects completed to date in Linn County
- 2,020 total trees planted
- 2,608 total shrubs planted
- 2,095 volunteer hours contributed

Ten Linn County communities have participated in *Community Visioning* and one community has completed *Trails Visioning*.

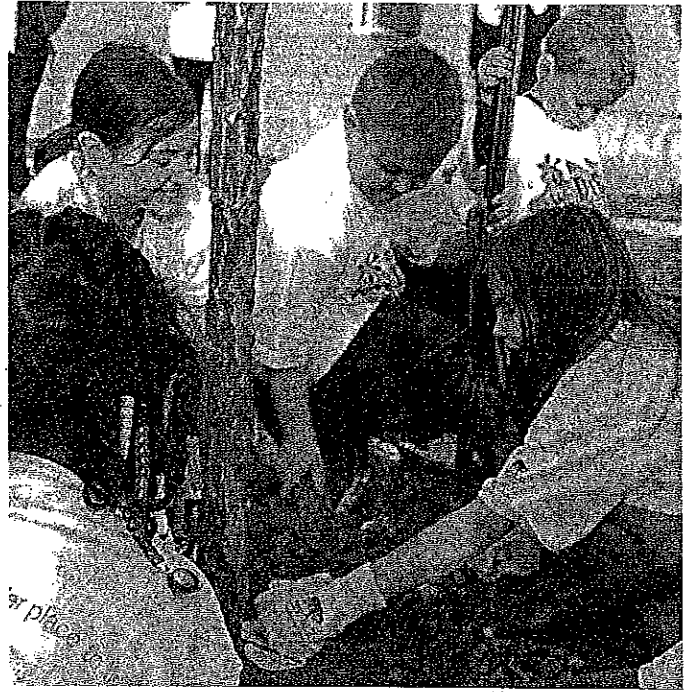


## Engaging Youth in Community Projects

Trees Forever works to actively involve more young people in all the work we support, including planning, decision-making, and hands-on projects.

Youth have played an important part in the successes of Linn County plantings and projects. School plantings are included in all of our programs, and the benefits extend not only to the schools that see improved energy savings, but also to youth who learn the value of tree plantings.

Notable School Plantings	
Erskine Elementary School	Kennedy High School
McKinley Middle School	Mount Vernon Schools
Westfield Elementary School (Robins)	Taylor Elementary School Outdoor Classroom
Kirkwood Community College	Washington High School
Coe College	Mount Mercy University



Youth help plant trees around the Linn County Mary Lundby Townhomes in southwest Cedar Rapids.

## Our Woodland Legacy: Giving Voice and Value to our Natural Assets

*Our Woodland Legacy: Giving Voice and Value to our Natural Assets*, is a Trees Forever program in partnership with Jacque and Denny Holloway and the Holloway Family Environmental Trust. The focus is to raise public awareness of how trees, woodlands, and natural areas are community assets that provide real benefits, and therefore need to be protected in Linn County.

The *Our Woodland Legacy* program focuses on:

- Engaging Policy Makers and the Public
- Supporting Smart Growth Development
- Quantifying the Benefits of Trees and Natural Areas

### Our Woodland Legacy Symposium

Every year the *Our Woodland Legacy* program sponsors a symposium focusing on current issues facing communities striving to conserve woodland areas and to improve the environment in our urban and rural areas.

Elected officials, concerned citizens, business leaders and non-profit organizations learn from national and local leaders and innovators in a setting that promotes open discussion and sharing of ideas.

### Sponsors

Holloway Family  
Environmental Trust

Denny and Jacque  
Holloway



“We are very proud to partner with Trees Forever in the development and funding of *Our Woodland Legacy* for the past 8 years. The goal of the Holloway family is to enhance the voice and value of the natural assets around us.”



AmeriCorps VISTA members help plant trees in the Wellington Heights neighborhood of Cedar Rapids.

## What you can do in Linn County

- Become a TreeKeeper. Contact Heath Hupke at (319) 373-0650 for more information.
- Keep informed on local issues that impact how natural resources affect your quality of life. Visit our website [www.treesforever.org](http://www.treesforever.org) and search for *Our Woodland Legacy* to get to the web page to read supporting articles.
- Attend the *Our Woodland Legacy Symposium* held each December. See our website for information and schedules.
- Be a voice for the value of our natural assets! Tell your elected officials that trees and natural areas are important components of your community's infrastructure.
- Volunteer! Help us with planting and restoration projects.

For more information on Trees Forever programs and how to get involved, visit our website at: [www.treesforever.org](http://www.treesforever.org).

## Major Sponsors:

Thanks to our major sponsors:

Alliant Energy  
 City of Cedar Rapids  
 City of Hiawatha  
 City of Marion  
 Holloway Family Environmental Trust  
 Iowa Department of Natural Resources  
 Iowa Department of Transportation  
 ITC  
 Linn County REC  
 Linn County Witwer Trust  
 Rockwell Collins  
 Syngenta

And thanks to the many individual members of Trees Forever who make our work possible!

Memorable Tree Planting Projects 1989-2012	
Cleveland Park	Lowe Park (Marion)
Redmond Park	Lundby Townhomes Project
Wilderness Park (Mt. Vernon)	Pinicon Ridge Park & Mary Lundby Memorial Bridge (Central City)
Brucemore Historic Site	Squaw Creek Park
Riverfront Amphitheater	Tree of Five Seasons
Czech National Cemetery	Ushers Ferry Historic Village
Ellis Park & Ellis Golf Course	Widkiup Hill Outdoor Learning Area
Gardner Golf Course	Hiawatha Main Street
Indian Creek Nature Center	Oak Hill Cemetery

Join Trees Forever on its mission to plant and care for trees and the environment by empowering people, building community and promoting stewardship.

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(319) 373-0650 • (800) 369-1269  
[www.treesforever.org](http://www.treesforever.org)  
 770 7<sup>th</sup> Avenue • Marion, IA 52302



TREES FOREVER

# Pollinator Primer

## Importance of bees

- Bees are a “keystone” species given the importance of the job they do. It is estimated that they are responsible for every third bite of food we consume.
- Economically, managed honeybees pollinate roughly \$15 billion worth of crops annually; native bees another \$3 billion (2000 est.) Pollinator habitat is also habitat for beneficial insects that provide approximately \$4.5 billion worth of natural pest control annually (2006 est.).
- Pollinators, particularly native and managed honey bees, are in trouble. In the last 50 years, the U.S. has suffered an almost 50 percent decline in the number of managed honeybee colonies.

## Did you know?

- Bees generally fall into two categories: honeybees and native bees. Each are important (see table on back).
- Honeybees are the workhorses providing the bulk of pollination services, which is a highly commercialized industry with managed routes up and down the East and West Coast providing a very distinct service.
- Given their life on the road, honeybees are more susceptible to stress and disease concerns.
- There are roughly 4,000 species of bees that are native to North America.
- Bees are typically either social (most bumble bees) or solitary (mason & leafcutter).
- Native bees tend to be more efficient at pollinating (buzz pollination, more diverse foragers, specialization).



## Managing for pollinators is simple

- Bees need three things: 1) nesting habitat 2) food = pollen 3) habitat protection.
- Ideal nesting habitat for ground nesting bees is undisturbed/untilled ground, basically bare dirt and direct sunlight. Tunnel nesting bees, however, need woody material to make their nests; think old brush piles.
- Nesting habitat should be close to food source; foraging range is anywhere from 50 feet to ½ mile.
- Food needs for managed honeybees is a function of volume, while food needs for native bees is all about diversity.
- Native bees require a diverse mix of forbs (flowers) and woody perennials **all year long**, from early in the season to late in the season. For best results plant a mix of many different colored flowers.

*continued, over*

*Managing for pollinators is simple (continued)*

- Protection of habitat from pesticides is of critical importance. Herbicides kill food habitat while insecticides kill bees directly. Buffers play a crucial role in mitigating damage from drift from adjacent fields.
- Timing of application and formulation of product are also management techniques to protect habitat.

**Top 20 Tree Species for Lepidoptera**

According to Doug Tallamy, a highly respected wildlife biologist from the University of Delaware, trees provide the first available food for pollinators. Here is his list of the top 20 best trees in terms of their ability to support species of Lepidoptera (butterflies and moths).

<i>Quercus</i> -oak
<i>Prunus</i> - cherry, plum
<i>Salix</i> - willow
<i>Betula</i> - birch
<i>Populus</i> - poplar, cottonwood
<i>Malus</i> - crabapple
<i>Vaccinium</i> - blueberry, cranberry
<i>Acer</i> - maple
<i>Alnus</i> - alder
<i>Carya</i> - hickory
<i>Ulmus</i> - elm
<i>Pinus</i> - pine
<i>Crataegus</i> - hawthorn
<i>Rubus</i> - blackberry, raspberry
<i>Picea</i> - spruce
<i>Fraxinus</i> - ash
<i>Tilia</i> - basswood
<i>Pyrus</i> - pear
<i>Rosa</i> - rose
<i>Corylus</i> - filbert



**Examples of selected crops dependence on insect pollinators**

Crop	Pollinator Dependence	Native Pollinator Dependence
Almonds	100%	10%
Apples	100%	10%
Sunflowers	100%	10%
Alfalfa-Hay	100%	5%
Squash	90%	90%
Pumpkin	90%	90%
Cucumber	90%	10%
Raspberry	80%	10%
Watermelon	70%	10%
Soybeans	10%	50%

The table above shows the dependence of selected crops on pollinators for production. As you can see, crops like almonds and apples are entirely dependent on insect pollination to produce a crop.

The column on the right shows the dependence on native pollinators of that total percentage. For example, squash is 90 percent dependent on insects for pollination and of that total, 90 percent is specifically attributed to native pollinators that may have specialized adaptations needed by the crop for proper pollination.

Source: Morse RA, Calderone NW (2000) The value of honey bees as pollinators of U.S. crops in 2000. *Bee Cult* 128: 1-15.

See a link to this study at: [www.treesforever.org](http://www.treesforever.org)

Join Trees Forever on its mission to plant and care for trees and the environment by empowering people, building community and promoting stewardship.

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**TREES FOREVER**  
Planting a better tomorrow™

(319) 373-0650 • (800) 369-1269  
[www.treesforever.org](http://www.treesforever.org)  
770 7<sup>th</sup> Avenue • Marion, IA 52302

# COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 1:45 PM

Community Leader: Tracey Robertson  
Regional Protective Services Coordinator for  
The Heritage Agency at Kirkwood Community  
409 Roly  
Marion, IA

Check categories which best describe interviewees:

- |  |  |
|--|--|
| <input type="checkbox"/> Agriculture                       | <input type="checkbox"/> Minority/Ethnic Group                           |
| <input type="checkbox"/> Business                          | <input type="checkbox"/> Black <input type="checkbox"/> Hispanic/Spanish |
| <input type="checkbox"/> Charities                         | <input type="checkbox"/> American Indian <input type="checkbox"/> Woman  |
| <input type="checkbox"/> Civic/Neighborhood/Fraternal Org. | <input type="checkbox"/> Oriental  |
| <input type="checkbox"/> Consumer Services                 | <input checked="" type="checkbox"/> Organization For/Of Elderly          |
| <input type="checkbox"/> Culture                           | <input type="checkbox"/> Organization For/Of Women                       |
| <input type="checkbox"/> Education                         | <input type="checkbox"/> Organization For/Of Youth & Students            |
| <input type="checkbox"/> Environment                       | <input type="checkbox"/> Professional                                    |
| <input type="checkbox"/> Government                        | <input type="checkbox"/> Public Safety/Health & Welfare                  |
| <input type="checkbox"/> Labor                             | <input type="checkbox"/> Recreation                                      |
| <input type="checkbox"/> Military                          | <input type="checkbox"/> Religion  |
| <input type="checkbox"/> Other _____                       |  |

Community Problems, Needs & Interests As Stated By Community Leader:  
(Use Other Side If Necessary)

Elder Abuse Protective Services:  
-Iowa DOES NOT have an Elder Abuse Law!

Three main areas:  
-Physical Abuse  
-Soft Neglect  
-Financial Abuse

Program can help anyone over 60 years of age. About 40% of elder abuse involves financial abuse. Goal is to help those who fall thru the cracks of the system.

-The Iowa State Legislature is drafting a law to prevent elder abuse.  
Should be out of committee in December.

Heritage Area Agency on Aging

## Elder Abuse Intervention

**Elder Abuse is one of the most under-recognized and under-reported social problems in the US. It's estimated that 1 in 23 elder abuse cases go unreported.**

Elder abuse is defined as the abuse, neglect, or exploitation of an individual age 60 or older. The **Elder Abuse Intervention Program** focuses on the prevention, intervention, detection, and reporting of elder abuse, neglect, and exploitation by presenting seniors with options to enhance their lifestyle choices.

To make a referral to the Elder Abuse Intervention, contact Tracey Robertson, Regional Protective Services Coordinator, The Heritage Agency, at (319) 398-5559.

**ALL Referral Names Will Be Kept Confidential!**

Dependent Adult Abuse, according to Iowa Code, includes the following criteria:

- **Dependent Adult** - a person age 18 and older
- **Caretaker**
- **An allegation of abuse** recognized by Iowa Code 235B or 235E.

To report suspected Dependent Adult Abuse, call (800) 362-2178.

**If imminent danger is suspected, call 911.**

### Types of Elder Abuse

- Denial of Critical Care by a Caretaker
- Self-Denial of Critical Care
- Financial Exploitation
- Physical Abuse
- Sexual Abuse & Exploitation
- Emotional/Psychological Abuse
- Abandonment

### Warning Signs of Possible Elder Abuse:

- Lack of heat and/or water, unsanitary or hazardous conditions
- Lack of clothing to provide protection from the weather
- Lack of cleanliness, grooming, personal, or medical care
- Advancing memory difficulties, confusion
- Significant weight loss, malnutrition, dehydration
- Unexplained injuries or injuries inconsistent with the explanation
- Withdrawal, depression, or isolation
- Mail / newspaper not collected
- Caretaker is evasive about financial arrangements, unusual activity in bank accounts, unpaid bills, new poverty



*For Life After Sixty*

The Heritage Agency • Kirkwood Community College  
6301 Kirkwood Boulevard SW • PO Box 2068 • Cedar Rapids, Iowa 52406  
319-398-5559 • 1-800-332-5934 • Fax: 319-398-5533  
[www.heritagena.org](http://www.heritagena.org)

The Heritage Area Agency on Aging does not discriminate based on age, color, creed, familial status, gender identity, marital status, mental disability, national origin, physical disability, race, religion, sex, sexual orientation, or political affiliation in its employment practices or the provision of services except where it is a requirement of law.

## COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 2:00 PM

Community Leader: "Snooks" Booska  
Mayor of City of Marion  
319 981-2783

Check categories which best describe interviewees:

- |  |  |
|--|--|
| <input type="checkbox"/> Agriculture                       | <input type="checkbox"/> Minority/Ethnic Group                           |
| <input type="checkbox"/> Business                          | <input type="checkbox"/> Black <input type="checkbox"/> Hispanic/Spanish |
| <input type="checkbox"/> Charities                         | <input type="checkbox"/> American Indian <input type="checkbox"/> Woman  |
| <input type="checkbox"/> Civic/Neighborhood/Fraternal Org. | <input type="checkbox"/> Oriental  |
| <input type="checkbox"/> Consumer Services                 | <input type="checkbox"/> Organization For/Of Elderly                     |
| <input type="checkbox"/> Culture                           | <input type="checkbox"/> Organization For/Of Women                       |
| <input type="checkbox"/> Education                         | <input type="checkbox"/> Organization For/Of Youth & Students            |
| <input type="checkbox"/> Environment                       | <input type="checkbox"/> Professional                                    |
| <input checked="" type="checkbox"/> Government             | <input type="checkbox"/> Public Safety/Health & Welfare                  |
| <input type="checkbox"/> Labor                             | <input type="checkbox"/> Recreation                                      |
| <input type="checkbox"/> Military                          | <input type="checkbox"/> Religion  |
| <input type="checkbox"/> Other _____                       |  |

Community Problems, Needs & Interests As Stated By Community Leader:  
(Use Other Side If Necessary)

City of Marion:

- City Manager form of Government
- Mayor position is one of seven votes on City Council

Mayor would like to see Transparency and Full Disclosure on Public Projects:

- 7<sup>th</sup> Ave. project was thrust upon the business community.
- Accountabililty:
  - Taxes went up 8% from the year before.
  - 4.7% increase overall from two items
    - Library tax went from 4% to 22% of increase
    - New police station increased taxes

Marion needs to increase citizen engagement and use the press to notify people:

- Bricks used in street construction in Marion are the wrong type. They break off as snowplows clean the streets. When they break the color underneath is different than the outside skin color.
- Functions in Fitness:
  - YMCA receives City of Marion tax money to help with programs the city sponsors. But in order for citizens to participate they had to purchase a membership with the YMCA.
  - The Mayor questioned this and the status was changed!

Media should highlight items with the City Government early. Get people involved when the process gets started. City of Marion needs a code of ethics to prevent things like the 7<sup>th</sup> Ave. brick project.

# COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 2:15 PM

Community Leader: Joe Wilkenson, Iowa DNR  
116 Lake Side Dr.  
Solon, IA 52333  
319 624-3107

Check categories which best describe interviewees:

- |  |  |
|--|--|
| <input type="checkbox"/> Agriculture                       | <input type="checkbox"/> Minority/Ethnic Group                           |
| <input type="checkbox"/> Business                          | <input type="checkbox"/> Black <input type="checkbox"/> Hispanic/Spanish |
| <input type="checkbox"/> Charities                         | <input type="checkbox"/> American Indian <input type="checkbox"/> Woman  |
| <input type="checkbox"/> Civic/Neighborhood/Fraternal Org. | <input type="checkbox"/> Oriental  |
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| <input type="checkbox"/> Culture                           | <input type="checkbox"/> Organization For/Of Women                       |
| <input type="checkbox"/> Education                         | <input type="checkbox"/> Organization For/Of Youth & Students            |
| <input checked="" type="checkbox"/> Environment            | <input type="checkbox"/> Professional                                    |
| <input type="checkbox"/> Government                        | <input type="checkbox"/> Public Safety/Health & Welfare                  |
| <input type="checkbox"/> Labor                             | <input checked="" type="checkbox"/> Recreation                           |
| <input type="checkbox"/> Military                          | <input type="checkbox"/> Religion  |
| <input type="checkbox"/> Other _____                       |  |

Community Problems, Needs & Interests As Stated By Community Leader:  
(Use Other Side If Necessary)

Funding of DNR:

-Funded by State Taxes, but mostly by Fishing Licenses, Camping Fees, Etc.

DNR would like the media to show what the DNR (Department of Natural Resources) has to offer. Unlike other state agencies the DNR tries to be in-front of people.

- Hunting
- Hog Lots
- Run Offs
- EHD "Blue Tonge" Disease in Deer
- Educating Hunters

DNR would like to see media use the DNR as a better resource for information on topics.

State of Iowa:

- 12 Million visits a year to State Parks in Iowa
- 200,000 Hunters in Iowa
- 1 of 3 Iowans Fish
- Ongoing upgrades to Lakes and Camp Grounds in Iowa

Hunting & Fishing is a Billion Dollar Industry to our State!



# COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 2:30 PM

Community Leader: Katie Jones  
Linn County Public Health  
714 East Davenport Street  
Iowa City, IA  
319 892-6065

Check categories which best describe interviewees:

- |  |  |
|--|--|
| <input type="checkbox"/> Agriculture                       | <input type="checkbox"/> Minority/Ethnic Group                           |
| <input type="checkbox"/> Business                          | <input type="checkbox"/> Black <input type="checkbox"/> Hispanic/Spanish |
| <input type="checkbox"/> Charities                         | <input type="checkbox"/> American Indian <input type="checkbox"/> Woman  |
| <input type="checkbox"/> Civic/Neighborhood/Fraternal Org. | <input type="checkbox"/> Oriental  |
| <input type="checkbox"/> Consumer Services                 | <input type="checkbox"/> Organization For/Of Elderly                     |
| <input type="checkbox"/> Culture                           | <input type="checkbox"/> Organization For/Of Women                       |
| <input type="checkbox"/> Education                         | <input type="checkbox"/> Organization For/Of Youth & Students            |
| <input type="checkbox"/> Environment                       | <input type="checkbox"/> Professional                                    |
| <input type="checkbox"/> Government                        | <input checked="" type="checkbox"/> Public Safety/Health & Welfare       |
| <input type="checkbox"/> Labor                             | <input type="checkbox"/> Recreation                                      |
| <input type="checkbox"/> Military                          | <input type="checkbox"/> Religion  |
| <input type="checkbox"/> Other _____                       |  |

Community Problems, Needs & Interests As Stated By Community Leader:  
(Use Other Side If Necessary)

Focus on preventing disease!

Make environment better:

- Cancer
  - Heart Disease
- (Two leading causes of death in Linn County)

Kids immunization Rates:

- Need more kids to get their basic immunizations!

Sexually transmitted diseases on the rise in Linn County:

- HIV
- Syphilis

Goal to prevent before things happen!



Katie Jones, MPH  
Health Education Specialist  
katherine.jones@linncounty.org  
(319) 892-6065

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

Linn County Public Health

501 13th Street NW  
Cedar Rapids, IA 52405-3700

Phone: (319) 892-6000  
FAX: (319) 892-6099  
[www.linncounty.org/health](http://www.linncounty.org/health)

# Linn County Public Health

## WHAT WE DO IN THE COMMUNITY

Linn County Public Health (LCPH) provides many unique services to the community. We work closely with other organizations within the public health system to provide essential public health services.

LCPH's **mission** is To prevent disease and injuries, promote healthy living, protect the environment and ensure public health preparedness

The **Linn County Board of Health** governs LCPH. LCPH consists of 5 divisions.

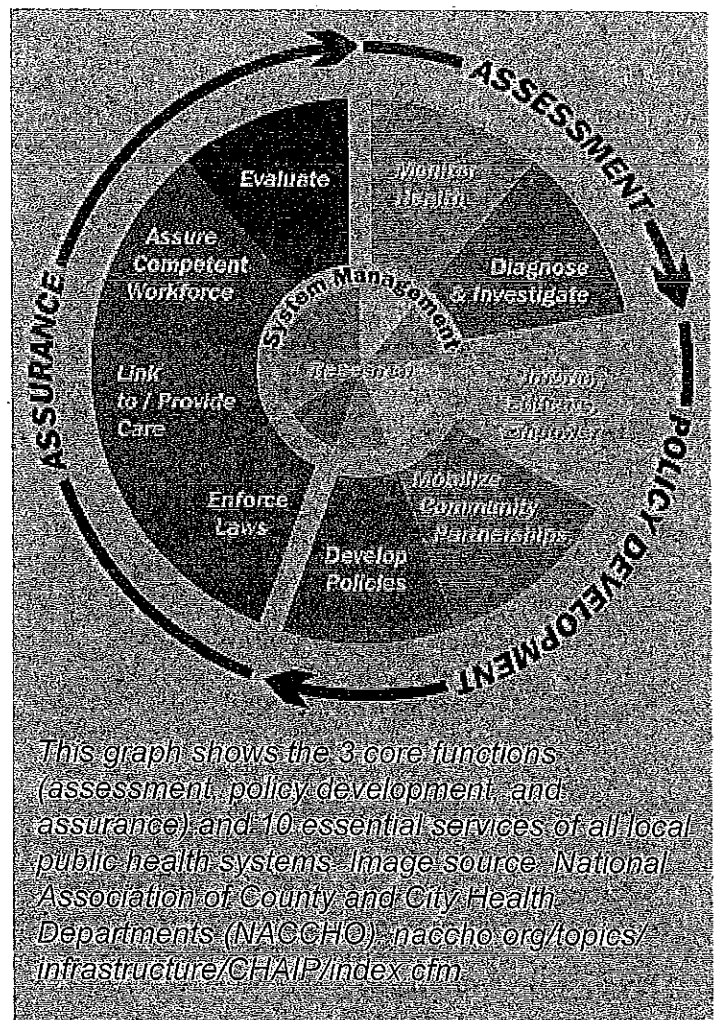
### Administration & Finance

- Manages LCPH's finances and administrative needs
- Office of Emergency Preparedness (EP) helps ensure Linn County is prepared for public health disasters: EP supports community planning and response coalitions and manage the Incident Command System

### Assessment & Health Promotion

- Collaborates with coalitions
- Conducts data assessments
- Coordinates the Community Health Needs Assessment (CHNA) process
- Develops media campaigns
- Implement grant projects
- Provides health education

See the backside for information about the other 3 divisions.



# WHAT WE DO IN THE COMMUNITY

## Clinical Services

- Investigates communicable disease outbreaks
- Provides immunizations; sexually transmitted infection (STI), hepatitis C virus (HCV), and human immunodeficiency virus (HIV) testing; school & sport physicals
- Conducts tuberculosis case management
- Travel clinic services for international travelers
- Office of Chronic Disease manages the Breast & Cervical Cancer Program, Iowa Get Screened (colorectal cancer program), and provides diabetes & heart disease screenings

## Environmental Public Health

### Air Quality:

- Inspects and issues permits to industrial and commercial facilities to limit emissions
- Monitors outdoor air quality
- Provides open burning permits

### Environmental Quality:

- Inspects hotels, pools, restaurants, temporary food vendors, septic systems, wells, tanning facilities, and tattoo facilities
- Handles certain nuisance issues and well closures

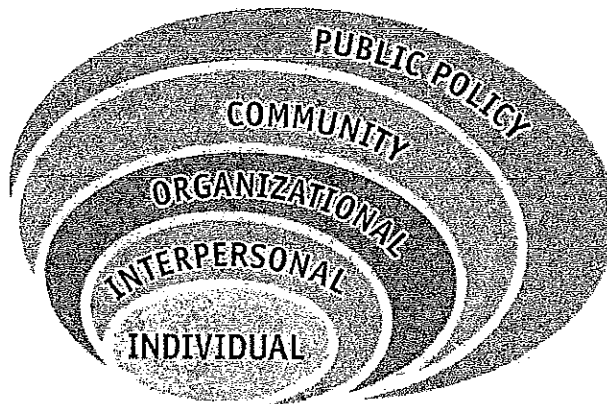
### Healthy Homes:

- Collaborates with community to ensure homes are healthy and safe
- Implement strategies to create healthier homes, resulting in more stable housing, higher quality of life, and better health
- Conducts grant and program management for childhood lead poisoning prevention and asthma programs and indoor air quality
- Investigates and assesses hazards in homes such as lead-based paint, radon and other contaminants that can negatively impact health

## Laboratory Services

- Clinical laboratory support & referral: on-site testing for walk-in clinics
- Blood lead testing
- Water testing: public and private wells, pools and spas, surface waters
- Air quality monitoring: EPA standards, real time public notification, and special studies

## Social Ecological Model



The social ecological model, displayed above, provides a way of understanding how health is impacted by many influences.

LCPH uses this model to guide how to prevent public health problems. LCPH works to target all five levels of the model.

*Image source: National Environmental Health Promotion Network. [nehpnblog.com/wp-content/uploads/2011/09/MattD\\_blog3.jpg](http://nehpnblog.com/wp-content/uploads/2011/09/MattD_blog3.jpg)*

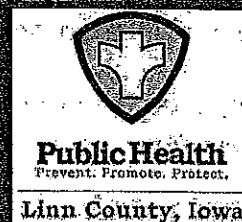
## Linn County Public Health

501 13th St NW  
Cedar Rapids, IA 52405  
General office: (319) 892-6000  
Clinic: (319) 892-6093

[www.linncounty.org/health](http://www.linncounty.org/health)



[www.facebook.com/LCPublicHealth](https://www.facebook.com/LCPublicHealth)



# COMMUNITY LEADER SURVEY:

Date: September 10, 2013

Time: 2:45 PM

Community Leader: Barbara Green, Better Business Bureau  
424 29th Dr. SE  
Cedar Rapids, IA 52403  
319 365-1190

Check categories which best describe interviewees:

- |  |  |
|--|--|
| <input type="checkbox"/> Agriculture                       | <input type="checkbox"/> Minority/Ethnic Group                           |
| <input type="checkbox"/> Business                          | <input type="checkbox"/> Black <input type="checkbox"/> Hispanic/Spanish |
| <input type="checkbox"/> Charities                         | <input type="checkbox"/> American Indian <input type="checkbox"/> Woman  |
| <input type="checkbox"/> Civic/Neighborhood/Fraternal Org. | <input type="checkbox"/> Oriental  |
| <input type="checkbox"/> Consumer Services                 | <input type="checkbox"/> Organization For/Of Elderly                     |
| <input type="checkbox"/> Culture                           | <input type="checkbox"/> Organization For/Of Women                       |
| <input type="checkbox"/> Education                         | <input type="checkbox"/> Organization For/Of Youth & Students            |
| <input type="checkbox"/> Environment                       | <input type="checkbox"/> Professional                                    |
| <input type="checkbox"/> Government                        | <input checked="" type="checkbox"/> Public Safety/Health & Welfare       |
| <input type="checkbox"/> Labor                             | <input type="checkbox"/> Recreation                                      |
| <input type="checkbox"/> Military                          | <input type="checkbox"/> Religion  |
| <input type="checkbox"/> Other _____                       |  |

Community Problems, Needs & Interests As Stated By Community Leader:  
(Use Other Side If Necessary)

History: Four years ago the Better Business Bureau was opened in Cedar Rapids.  
-The BBB office was closed 20 years earlier.

Services are Free and Non-Profit.

Many scams, most targeting Poor or Elderly!

Current Scams going thru the community:

- Check Scam: People send you a \$2000 check. You must cash the check and send back \$1700; you keep \$300. The problem is the original check is a fake and the consumer is responsible for the full amount.
- Medical Alert Scam: Constant charges on your credit card. People say you need to pay a small \$2 charge and they need a credit card number to apply the amount to. The credit card is now used for extra charges.
- Lottery Scams
- Work from Home Scams

Calls regarding scams have increased 27% over the last four years.

Call Better Business Bureau if you're looking for a good plumber, painter, etc.

Remember we have some businesses which are bad; but we also have bad customers. This is why the Better Business Bureau investigates claims.