



A MATTER OF SUBSTANCE

APRIL 2012

A PUBLICATION OF THE IDPH
DIVISION OF BEHAVIORAL HEALTH

STAFF SPOTLIGHT: ROBIN MISEL

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Robin Misel joined IDPH in 2008 after 26 years in private industry, including 13 years with General Motors in Waterloo. Robin serves as administrative assistant to Kathy Stone and the Division of Behavioral Health and has recently taken on contract management duties for Brain Injury, Child Protection Centers, Disability and

Violence Prevention, the Iowa Substance Abuse Information Center, and Training Resources. Robin enjoys doing the "little things" that help others do their jobs proficiently. She enjoys the constant challenge of keeping up with the changing world of public health.

When asked about her job, Robin said "I enjoy working with the staff in Behavioral Health as no day is ever the same. I'm a bit over-competitive so I love the aspect of always being challenged to make things better for others. My father was a great mentor in teaching me how to work with others and to embrace each job as a reflection of yourself.

Robin grew up on a farm in Iowa County with two sisters (she has the middle child syndrome!) and was the tomboy of the family, involved in 4-H and showing cattle at the local county fair. She attended American Institute of Business earning her associate degree. She lives in Ankeny with her husband Todd and has two children - Jacob at Iowa State and MacKenzie at the University of Minnesota. Ernie, their toy poodle, keeps her company now that she is an empty-nester. In her free time, Robin enjoys flower gardening, reading, and attending sporting events. In the fall, you will likely find her at a soccer match cheering for the Gophers!

IOWA DEPARTMENT OF PUBLIC HEALTH DIVISION OF BEHAVIORAL HEALTH

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Kathy Stone is the Director of the Division of Behavioral Health

DIRECTOR'S CORNER

Nearly 500 people attended last week's **35th Annual Governor's Conference on Substance Abuse!** Those in attendance heard welcoming remarks from **Governor Terry Branstad, Lt. Governor Kim Reynolds,** and **IDPH Director, Dr. Mariannette Miller-Meeks.**

1st Lady **Chris Branstad** was also on hand to present awards to honorees as part of the lunch program on day one. That's a real show of support for Iowa's substance abuse/ problem gambling service system -- and for you!

Thank you to Training Resources and to everyone who made the conference a success!

As always, the conference offered a wide range of presentations. The best attended breakout sessions:

- Pharmageddon: The RX Drug Abuse Crisis -- **Linda Kalin**
- K2, JWH, 2C-E, MDVP ... the Alphabet Soup of Emerging Drug Trends -- **Linda Kalin**
- Gambling, Sex and Process Addictions: Brain Disease or just an Excuse for Bad Behavior -- **Scott Hambleton, MD**
- US Hispanic Gangs: Drug Cartels and Trafficking and Health-based Efforts -- **Samuel Garcia** and **Candace Peters**

And finally, awards!

- **Mary Sloan**, Compass Pointe - *Excellence in Leadership* award from the Iowa Substance Abuse Supervisors Association.
- And from the Iowa Behavioral Health Association:
- **Andrew Allen** - *Business Leader*
- **JoAnn DeYoung**, Compass Pointe - *Tressa Youngbear Above and Beyond Scholarship Award*
- **Mike Polich**, United Community Services - *Excellence in Substance Abuse Services.*
- **Kathy Stone** and the IDPH **Division of Behavioral Health** - *Champion Award.* (Thank you very much!)

DIVISION OF BEHAVIORAL HEALTH UPDATES

I-STEP Youth Summit

On March 2, the Division of Tobacco Use Prevention and Control's youth tobacco prevention program, ***Iowa Students for Tobacco Education and Prevention (I-STEP)*** co-hosted a youth summit with the Department of Education's Team Nutrition. This was the first time these two groups, as well as ISU Extension, the Midwest Dairy Council and the State of Iowa Youth Advisory Council (SIYAC) joined together for a Students Taking Charge conference.

More than 120 youth, representing 37 schools from around the state, participated in the daylong event at the FFA Enrichment Center in Ankeny. Conference sessions focused on nutrition, physical activity, and school gardens. I-STEP youth leaders led a tobacco prevention session. Highlights of the day included 120 youth and 70 adults simultaneously doing the 'Interlude Dance', a room of high school students doing Pilates, and the Tobacco Underground Game Show.

IDPH and the Department of Education hope to collaborate on similar events in the future. All agreed that the overarching wellness theme of the event is an idea whose time has come.

For more information, contact Garin Buttermore at garin.buttermore@idph.iowa.gov.

National Prescription Drug Take-Back Day

The Drug Enforcement Administration (DEA) has scheduled the **2012 National Prescription Drug Take-Back Day** for **Saturday, April 28, from 10:00am - 2:00pm**. This is this spring's best opportunity to safely dispose of unused and unwanted prescription medications.

Americans who participated in the DEA's 3rd National Prescription Drug Take-Back Day on October 29, 2011, turned in more than 377,086 pounds (188.5 tons!) of unwanted or expired medications for safe and proper disposal at the 5,327 take-back sites available in all 50 states and U.S.

territories. Safe disposal gets those drugs out of homes where they are vulnerable to misuse by youth and others.

To learn more about the National Take-Back Initiative or collection sites in your area, go to http://www.deadiversion.usdoj.gov/drug_disposal/takeback/index.html

Recovery Peer Coaching Provider Spotlight

Jackson Recovery Centers and **Siouxland Mental Health Center** hosted a Recovery Coaching Academy (RCA), in Sioux City from October 31-November 4, 2011. The RCA was facilitated by Sarah Deck of Jackson Recovery Centers and Kim Fischer-Culver of Siouxland Mental Health Center. Participants came from agencies across the state, including: Bridges of Iowa, The Center for Behavioral Health, Integrated Counseling Practice, and Living Recovery LLC, as well as Jackson Recovery Centers and Siouxland Mental Health Center.

Jackson Recovery Centers is in the initial planning stages of how to use the Recovery Peer Coaching program in a way that best supports Jackson's vision and mission. According to Sarah Deck, "We envision Peer Coaches as support persons for people in recovery, on an individualized basis. Some people in recovery may need short-term support to attend initial 12-Step meetings, find a sponsor, or make connections with people in a recovering community. Other individuals may need longer-term support to navigate formal systems, to adjust to life clean and sober, or to have support carrying out activities of daily living in their recovery."

Jackson Recovery Centers is excited at the prospect of providing Recovery Peer Coaching as a service to support people suffering from addictions to find and to develop sobriety, fellowship, and a life of recovery.

SPF SIG Media Campaigns

IDPH, through Strategic Prevention Framework State Incentive Grant (SPF SIG) funding, recently launched two campaigns to raise awareness and combat underage and binge drinking in 23 SPF SIG funded counties.

The underage drinking campaign focuses on 13-16 year olds and challenges them to take control of their lives. See below for an example of a billboard for the "**What Do You Throw Away**" campaign.



The binge drinking campaign focuses on the 18-24 year old age group and encourages personal evaluation of drinking and helps the target population understand that their drinking may be binge drinking. An example of a billboard for the "**Stay Classy**" campaign is shown below.



SPF SIG counties have been provided with media materials including billboards, posters, radio and television ads, and web banners. A website is being created for each campaign and will be available in the coming weeks at www.whatdoyouthrowaway.org and www.stayclassyiowa.org.

All agencies and coalitions are welcome to use these media campaign materials. To request materials or to learn more about either media campaign, contact Julie Hibben at julie.hibben@idph.iowa.gov.

Problem Gambling: A Call to Innovators

On April 5, IDPH hosted an interdisciplinary workgroup to generate innovations -- big and small -- to improve problem gambling prevention and treatment services across the state. Invitees included a broad range of stakeholders: community mental health, the Iowa Racing and Gaming Commission, the National Guard, problem gambling and substance abuse prevention and treatment, and the recovery community. Several state agencies in addition to IDPH sent representatives, including the Iowa Departments of Aging, Corrections, Human Services, and Public Safety and the Iowa Lottery.

The innovations meeting follows an intensive two-year NIATx initiative to increase treatment enrollment and the effectiveness of outreach and prevention services. The goal envisioned is an Iowa where all citizens know the risks and responsibilities of gambling and where the prevention and treatment network spans the state to serve anyone who needs and wants help.

For more information, contact Mark Vander Linden at mark.vanderlinden@idph.iowa.gov.

Pediatric Brain Injury Summit

The Governor's Advisory Council on Brain Injuries exhibited at the Iowa Brain Injury Association Conference March 7-9. The event included a pre-conference Pediatric Brain Injury Summit, focused on the needs of Iowa children with brain injuries and their families. The summit report will be available on the **Advisory Council on Brain Injuries (ACBI)** website http://www.idph.state.ia.us/bh/brain_injury.asp when it is completed. The ACBI will use the report to develop the next State Plan for Brain Injury.

Brain Injury Resources

Check out the Center for Disease Control's "**Head's Up TBI Film Festival**" at <http://www.youtube.com/>

RELATED NEWS

[user/CDCFoundationTBI](#). The festival was put together to help celebrate Brain Injury Awareness month and give survivors and their families a creative way to show the world how brain injury has shaped their lives.

You can find great CDC resources on TBI at: <http://www.cdc.gov/TraumaticBrainInjury>.

For more information, contact Megan Hartwig at megan.hartwig@idph.iowa.gov.

Accessibility Stories

IDPH Disability and Health staff partnered with Polk County Emergency Management (PCEM) in 2011 to evaluate disaster shelters for compliance with the accessibility standards of the Americans with Disabilities Act (ADA). A written report was generated for each location surveyed, including recommended temporary modifications to increase accessibility.

Several locations surveyed were affiliated with the Des Moines Public Schools (DMPS). In 1999, DMPS began a district-wide effort to renovate and upgrade all of its school buildings, a process that continues to this day and into the future. One aspect of this work has been to make all buildings more accessible as they are renovated, from the installation of elevators to sound-enhancement systems in many classrooms. In order to further the goal of making all schools in the district more accessible, DMPS requested surveys of its school buildings along with a needs assessment to further guide their improvements relating to ADA criteria. Those surveys were completed in 2011 by IDPH and John TenPas, LCC.

Something as simple as providing accessible parking can make a significant difference for people with a disability. The changes may seem small, but can lead to an accessible environment for everyone.

For more information, contact Karin Ford at karin.ford@idph.iowa.gov.

Fast Facts from the Consortium

IDPH contracts with the Iowa Consortium for Substance Abuse Research and Evaluation for the Outcomes Monitoring System project (OMS). The OMS provides an independent evaluation of substance abuse treatment outcomes in Iowa. The Consortium conducts follow-up interviews with randomly selected clients from IDPH-funded substance abuse treatment agencies. Interviews occur approximately six months after discharge from the substance abuse treatment program and provide follow-up data to determine outcomes as well as analyze changes between admission and follow-up.

In the January 2012 edition of *A Matter of Substance*, we highlighted some of the results from the 2011 OMS Trend Report. Below are more highlights from this report:

- The three primary substances that clients reported most often at admission through all years were alcohol, marijuana, and methamphetamine respectively.
- More clients are employed six months following discharge from treatment compared to admission. Although employment has been declining recently, consistent with the increase in the unemployment rate in Iowa, over all years, an average of 68% of clients reported employment at follow-up.
- From 1999 through 2008, females were more likely to be abstinent than males; however that trend may be changing. In 2009 and 2010, the percentages of males and females indicating abstinence at follow-up were the same.
- Over 90% of clients interviewed who were admitted in 2009 and 2010 reported the substance abuse treatment they received was either very beneficial or beneficial overall.

Watch for more "fast facts" from the **Iowa Consortium for Substance Abuse Research and Evaluation** at the University of Iowa.

SMVF Policy Academy

The **Service Members, Veterans and their Families Policy Academy** workgroup recently took part in a one-day training on the use of data in determining service needs. While several data-related topics were discussed, much of the training focused on Geographic Information System (GIS) mapping. By combining the power of a database with the visualization capabilities offered by maps, GIS allows users to view and interpret data in ways that reveal relationships and patterns. Through this approach, services and resources can be better targeted based on need, and information can be presented to decision-makers in an efficient and effective way. The **Iowa Consortium for Substance Abuse Research and Evaluation** at the University of Iowa has been assisting the Policy Academy with this effort.

For more information on GIS mapping or the SMVF Policy Academy, contact Kevin Gabbert at kevin.gabbert@idph.iowa.gov.

Healthy Iowans: Available for Public Comment

Iowa's five-year plan for improving the health of its citizens has been released for public comment. More than a year in the making, [Healthy Iowans: Iowa's Health Improvement Plan 2012-2016](#), focuses on [39 critical health needs](#) based on input from local public health partners in all Iowa counties and more than 70 public and private organizations. More than 60 organizations provided baseline data and strategies that can be used to address the critical health needs.

"Healthy Iowans belongs to everyone," said **IDPH Director Dr. Mariannette Miller-Meeks**. "Not only is the plan the result of broad input from across the state, but it also implies a collective effort over the next five years to address these 39 critical health needs.

Whether you represent an employer, business association, community coalition, or governmental entity, Healthy Iowans can help you do your part in improving the health of individuals and communities in our state."

The draft plan is now available on the "Get Involved" tab on the Healthy Iowans website, www.idph.state.ia.us/adper/healthy_iowans.asp. It has been posted as a single document and as 11 topic-specific PDF files.

Comments are welcome by April 13 at HealthyIowans@idph.iowa.gov.

EPI Profile Update

The most recent State of Iowa Substance Abuse Epidemiological Profile is now on the IDPH website at www.idph.state.ia.us/bh/common/pdf/substance_abuse/state_epi_profile.pdf.

The State Epidemiological Workgroup released previous profiles in 2006, 2007, 2008, and 2009. The workgroup works closely with the Strategic Prevention Framework State Incentive Grant (SPF SIG) Advisory Council in setting project priorities.

The 2011 profile concludes with the following: "The Iowa SPF SIG selected underage alcohol use and adult binge drinking as its main priorities ... Despite an increase of the scope of this profile with the inclusion of other consumption and consequence indicators, the chosen SPF SIG priorities remained the key issues that needed to be cared for. Even though tobacco mortality and morbidity are still recognized as among the most challenging issues in modern times, this EPI Profile found over 10,000 hospitalizations occurring in Iowa because of alcohol with increasing trends. Meanwhile, tobacco or drug morbidity stayed constant."

For more information, contact Ousmane Diallo at ousmane.diallo@idph.iowa.gov.

TRAININGS AND CONFERENCES

Governor's Conference on Public Health

April 17-18. Ames - Scheman Conference Center. For more information, go to www.iowapha.org.

Protecting Families Spring Conference

April 20. Sioux City Convention Center. For more information, contact the Mercy Medical Center's Education Department at 712-279-2507.

ATTC Webinar: Home Health Model

April 25. For more information contact Candace Peters at 319-335-5362.

Many Faces of Mental Illness

May 10. Sioux City Convention Center. For more information, contact Kim Fischer-Culver at 712-202-0173.

Problem Gambling Webinar: Designing a Successful Problem Gambling Prevention Program

May 21. 12:00 -1:30pm Central Time. For more information, go to www.trainingresources.org.

Problem Gambling Webinar: Youth Gambling - From Research to Practice

June 15. 12:00 -1:30pm Central Time. For more information, go to www.trainingresources.org.

SAVE THE DATE - 2012 Mental Health Conference

October 9-10. Ames - Scheman Conference Center. Watch for more details at www.trainingresources.org.

And don't forget these useful resources:

<http://www.trainingresources.org/>

<http://www.drugfreeinfo.org/index.html>

For more information about the Division of Behavioral Health, visit www.idph.state.ia.us/bh

For questions related to "A Matter of Substance," contact the editors:

Kevin Gabbert (kgabbert@idph.state.ia.us) or Julie Hibben (jhibben@idph.state.ia.us)