

IOWA Community Transformation Grant Briefing

In the second year of the grant, the Iowa Community Transformation Grant (CTG) has already seen several positive outcomes. One of these successful initiatives has been the Community Referral Project.

For this project, the IDPH CTG team partnered with the Iowa Primary Care Association. The goal of this partnership was to create local referral systems in Safety Net communities. Enhanced training and technical assistance was provided to help improve the implementation of local referral systems within the six Safety Net counties. One example of the project's success came from Dallas County.

In Dallas County, a community utility known as Health Navigation was created through a project outside of the Community Transformation Grant to help health providers connect patients with local resources and services. However, after initial implementation, it was discovered that health care providers were not directly using the program. Instead, referrals were coming from residents, or providers just told patients to contact Health Navigation directly. As a result, providers were not a part of the process and did not receive feedback about the outcome of the Health Navigation intervention.

Through assistance from the CTG Community Referral Project, Health Navigation received technical assistance and training that focused on improving the integration of primary health care providers with the program. By recognizing that each provider clinic is unique and adding a clinic liaison, providers have been using the program more. This will benefit not only the program, but more importantly, the patients in the community.

Recent News



Spanish version of brochure

- A Spanish version of the blood pressure toolkit brochure (“Make a Pledge to Your Heart”) is now available in the “Blood Pressure” toolkit on the IDPH cardiovascular disease – providers page. http://www.idph.state.ia.us/hpcdp/hdsp_providers.asp
- The next phase of the educational campaign will focus on physical activity and is currently in development and testing. We anticipate the new ads will be available in April.
- The Iowa Governor’s Conference on Public Health is April 9-10 at the Scheman Center at Iowa State University. The IDPH CTG team will be exhibiting during the conference with their new interactive display. To register for the conference, go to: www.iowapha.org/.
- The American Heart Association has unveiled a new My Heart. My Life.™ Walking Path App. By uploading the paths in their area, the app helps users find walking paths and track their distance. Users can also create their own paths. Download the free app at: www.startwalkingnow.org/WalkingPathApp.jsp

The Community Transformation Grant (CTG) is intended to prevent leading causes of death and disability through evidence-based initiatives, environmental and systems change, and strengthening the health infrastructure. A minimum of 50% of the grant funds, distributed to 26 local boards of health, must be used for four strategic directions: Tobacco free living, active living and healthy eating, healthy and safe physical environments, and increased use of high impact clinical prevention services.

Rural County Success Story:

The Decatur County CTG program found the perfect opportunity to collaborate with local physicians when a local medical clinic began to upgrade to electronic medical records. CTG staff proposed to the clinic's executives the idea of an exercise prescription. They explained that if a doctor has a patient with high blood pressure, obesity, or depression, a recommendation for exercise could be prescribed. In response, the clinic created a "drop down" menu option for an exercise prescription in the new medical records system that physicians can select for their patients. When choosing this selection, instructions for the patient print off with their summary visit sheet, and data are formulated for the clinic and CTG staff to see the effectiveness of the exercise prescription.

Along with the development and distribution of the brochure, "Decatur County Health Living," this venture has proven to be a great initiative for the community, and fitness centers in the area have even seen an increase in memberships.

Metropolitan County Success Story:

The Johnson County CTG program has worked with a manufacturing business in their area on worksite wellness. The Centers for Disease Control and Prevention's CHANGE (Community Health Assessment and Group Evaluation) tool was completed by the CTG program and assessed the business's strategies and environment related to physical activity, nutrition, tobacco use, chronic disease, and leadership, and a report of the evaluation results were presented to the business leaders.

Since this business had recently acquired two blood pressure cuffs for employees to use, the Johnson County CTG program provided them with the Let's Get Healthy posters to help promote preventive services – such as blood pressure screenings. These materials helped to remind employees the importance of checking their blood pressure and heart health.

Spotlight on Clinical Preventive Services: Better Choices, Better Health Update

When the Polk County Health Department (PCHD) received its Community Transformation Grant, they had to look at how to best align what the department was already doing with the Better Choices, Better Health (BCBH) Program and the grant initiatives. Prior to receiving the grant, PCHD had successfully graduated over 500 participants since implementing the program in 2007, and currently it has two T-Trainers, four Master Trainers, and seven active Peer Leaders. The CTG Coordinator and the department's Program Manager decided that in order to create a sustainable change that successfully aligns with the grant initiatives, they needed to identify their most engaged BCBH partners and start moving towards embedding and sustaining BCBH (also known as Stanford's Chronic Disease Self-Management Program) into those organizations.

In October 2012, the PCHD held its first BCBH stakeholders meeting. This brought to the table the department's most committed partners and volunteers. Out of this collaboration, it was determined the best fit was to adopt and implement the program into Mercy Hospital, affiliate clinics, and the YMCA Healthy Living Center (YMCA HLC). With Mercy's established relationship and current referral system with the YMCA Healthy Living Center, this seemed like an ideal partnership.

A plan has been put into place to have Mercy's health coaches and the YMCA HLC's wellness coaches trained as BCBH Peer Leaders and to begin making internal referrals with their patients/clients. Patients/clients will be referred to both the workshops being held at the hospital and clinics, as well as at the YMCA HLC. The Peer Leader Training is set to take place Spring 2013, and the implementation of the BCBH into both organizations is set to begin Summer 2013.

For more information on Better Choices, Better Health, visit www.idph.state.ia.us/BetterChoicesBetterHealth/.



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