

IOWA COMMUNITY TRANSFORMATION GRANT

BIMONTHLY BRIEFING



The hallways at Ringgold County Hospital have been designated as walking routes and can be used by both employees and the local community.

CTG Worksite Wellness Initiatives

Since a large part of many people's lives are spent on the job, worksites are key places to encourage healthy choices. The Iowa CTG program has adopted this perspective and has incorporated many local worksites within the 25 grantee counties into their community health assessments.

A sample of local worksite wellness initiatives are detailed within this edition of the *Iowa Community Transformation Grant - Bimonthly Briefing*. Activities cover a variety of health initiatives such as tobacco-free living, physical activity, and healthy eating.

- **Lee County** - The Lee County CTG program worked with Lee County Benefits Clerk and the County Board of Supervisors to educate on the benefits of replacing their existing smoke-free policy to tobacco-free for all government worksites in their county.
- **Johnson County** - The Johnson County CTG program has worked with an area manufacturing employer to increase the number of healthy eating options within their vending machines. Using the Nutrition Environment Measurement Survey for Vending (NEMS-V), the worksite is aiming for no more than 20 percent of the vending options categorized as "red" or unhealthy.
- **Cass County** - After the results of the NEMS-V assessment were presented by the Cass County CTG program, a local manufacturing company overhauled their vending options in their cafeteria. The company changed from traditional vending machines to a market system which provided more opportunities to provide healthier food options such as fresh fruits, salads, and wraps. Since the introduction of the new market system, fresh fruit sales have increased by up to 35 percent.

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 - METROPOLITAN - BLACK HAWK COUNTY

Recent News

- Five members of the Iowa CTG team attended the CDC Division of Community Health Awardee Training from August 26-29 in Atlanta, Georgia. Learning tracks included topics on CTG implementation and sustainability, evaluation, communication, strategic directions, and health equity.
- The CTG Advisory Committee meeting was held September 4. Details and local county stories on the smoke-free multi-unit housing initiative and the dental pilot project were shared.
- The Iowa CTG team hosted a September training session with Mark Fenton on how to promote active community designs. CTG grantee counties and other local community members attended the workshop and learned different ways to increase walking, biking, and overall physical activity in their areas.
- Other recent grantee trainings have occurred during August and September. Trainings covered Better Choices, Better Health (Stanford Chronic Disease Self-Management Program), food systems assessment, and health promotion activities for employees with disabilities.
- During August and September, outdoor billboards, newspaper advertisements, and radio spots featuring the "Let's Get Healthy - Show Your Body Who's Boss" (SYBWB) materials were placed in rural areas outside of the 25 CTG grantee counties. This helped ensure statewide coverage of the CTG messaging. If you are interested in using the free SYBWB materials, please contact Shaela Meister at shaela.meister@idph.iowa.gov.

The Community Transformation Grant 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 percent of the grant funds, distributed to 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 Cerro Gordo County Board of Supervisors voluntarily approved additional funding for the County's Wellness Program and agreed to explore the use of a health insurance incentive program to promote participation.

The proposed wellness incentive policy will increase the annual Flex Benefit Spending Account for employees who achieve the following criteria:

- Complete a biometric screening
- Complete a health risk appraisal
- Participate in a health behavior or education program if the individual has an unmanaged chronic disease.

Voluntary implementation of the new resolution began July 2013 and is a great beginning for improving the health of employees in Cerro Gordo County.

Metropolitan County Success Story

The Black Hawk County CTG program completed CHANGE (Community Health Assessment and Group Evaluation) and NEMS-V assessments with three county government worksites. From these assessments the county leadership was very interested in implementing wellness solutions, and Black Hawk CTG program provided technical assistance for their implementation. First, the CTG staff assisted the county leaders in assembling a wellness committee comprised of champions from the health department, human resources, and the Auditor's office.

Next, using the results from the CHANGE and NEMS-V assessments, the CTG staff helped establish priorities for health-promoting systems and environmental changes and provided sample wellness policy language. Using these resources, the committee drafted a comprehensive wellness policy for the Board of Supervisors to review.

On March 19, 2013, the Black Hawk County Board of Supervisors voluntarily approved the proposed wellness policy. Through the policy, the Black Hawk County Wellness Committee will:

- Annually establish defined, specific objectives for the wellness program based on Black Hawk County goals and feedback from employers.
- Coordinate periodical well-being educational events.
- Encourage employees to complete well-being assessments and communicate aggregate company well-being metrics annually.
- Communicate program participation levels, positive experiences, and outcomes.

Spotlight on Worksite Wellness: How Healthy Workplace Changes Helped Change Community Perceptions

Many of the grantee counties have begun their worksite initiatives where they know best – at the county level. One such successful initiative utilized an existing partnership between the Ringgold County CTG program and the local county hospital. Ringgold County Hospital was working on a marketing campaign that would change how the community viewed its use of the hospital. Mostly, the hospital has been perceived as a destination for only the sick or injured, and they wished to re-establish their image as more of a community partner in health.

A worksite wellness initiative was an important piece in changing the hospital's impression within the community. It helped demonstrate wellness activities the hospital wanted to promote to the public. The Ringgold County CTG program met with hospital staff and their marketing firm to brainstorm on the worksite wellness ideas. As a result, the hospital developed several themes for a healthy worksite and voluntarily worked to craft a worksite plan. One activity included in their plan involved designating their hallways as walking routes. Along with the employees who can use the walking routes during break times for physical activity, the public has also been invited to use them (*Pictured on page 1*).

Next steps for the Ringgold County Hospital incorporate facility-wide implementation of the wellness efforts and include:

- Formalization of the committee with a Ringgold County Hospital policy to be voluntarily adopted by the board of trustees.
- The health and wellness committee expanded to include a wider range of staff.
- Wellness committee will develop a plan to follow the public marketing plan.
- A means of plan evaluation will be voluntarily adopted.

The Ringgold County Hospital is excited for the implementation of these worksite changes that affect not only the employees but also the community.



For more information, please contact Kala Shipley, Project Manager at kala.shipley@idph.iowa.gov

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