

# IOWA COMMUNITY TRANSFORMATION GRANT

## FINAL BRIEFING - SUPERSIZED

The Iowa CTG team (Vickie Strosahl, Kala Shipley, Shaela Meister, Heather Bombei, Cathy Lillehoj) pictured with CDC Project Officer Carlene Graham. Team members not pictured: Marilyn Jones, Angie Tagtow, Brenda Dobson.

### CTG Wrap Up and Recap

The Iowa Community Transformation Grant (CTG) wraps up in September 2014, and this is the official, last edition of the "Bimonthly Briefing." For our final farewell, we are taking one last look back at a few of the accomplishments made during the grant period.

### Comprehensive Food System Assessment

CTG staff led a comprehensive food system assessment project with the 25 CTG grantee counties. This project brought a new health-focused perspective to the food system and enhanced the work previously developed by regional food system working groups across the state.

After an initial overview and training the grantee counties completed a community food system assessment and planning initiatives. This comprehensive examination used an evidence-based approach that allowed the counties and their partners to identify the interconnections within the food system, including human, environmental, social and economic health impacts. CTG programs were able to work closely with food system stakeholders to gather and analyze data and develop a food system plan. Understanding these connections led to broader awareness of food system-related issues, stronger public health program development and coordination, and greater capacity to create healthier food environments.

### Dental Referral Project

The Iowa CTG team partnered with the University of Iowa College of Dentistry to provide training workshops to the local public health (LPH) CTG staff, I-Smile™ Coordinators, and Iowa Primary Care Association. The LPH CTG staff and I-Smile™ Coordinators used the information from the workshops to train local dental practices in rural counties on blood pressure and tobacco use screening and referrals.

As a part of this project, the Iowa Primary Care Association has trained six Community Health Center Dental Clinics on documenting blood pressure, tobacco use, and Quitline referrals in electronic dental records. The Community Health Centers which are now tracking screenings have to date documented 4022 blood pressure screenings. Of those screenings, 6 percent were referred for high blood pressure with 72 percent reported completing the referral. In turn, 16 percent of patients reporting tobacco at dental exams in a Community Health Center conveyed interest in quitting and were referred to Quitline Iowa.

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**MEDICATION THERAPY MANAGEMENT  
THANK YOU, THANK YOU!  
MARK YOUR CALENDARS**

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**RURAL COUNTY SUCCESS STORIES**

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**METROPOLITAN COUNTY SUCCESS STORIES**

### Active Community Design Workshop

National transportation and community design expert, Mark Fenton, led a one-day training for the 25 CTG county teams consisting of city planners, local government officials, transportation planners, and other community members. During the training, participants learned how to incorporate more walking and biking opportunities into their city designs, and the groups were able to network and enhance local partnerships to continue their work after the training. To help implement an active community design in your community, visit [www.idph.state.ia.us/ctg/SafeAndHealthyEnvironments.aspx](http://www.idph.state.ia.us/ctg/SafeAndHealthyEnvironments.aspx) for downloadable materials.

### Let's Get Healthy Campaign

The Iowa CTG program has been able to promote healthy choices through its "Let's Get Healthy" educational campaign, which targets men over 50 years old who live in rural communities. By the end of the grant period, this campaign will have had five phases that have focused on heart health, the benefits of walking, limiting consumption of sugary drinks, access to fruits and vegetables, and being physically active. The 25 grantee counties have used the educational campaign materials in local placements such as newspapers, outdoor billboards, banners, and radio spots.

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.

## Thank You, Thank You!

As the Iowa Community Transformation Grant comes to a close, the team at the Iowa Department of Public Health would like to thank our partners who have supported the program.

First, our CTG Leadership Team members deserve a huge thank you. These individuals have devoted extra time to our group and have provided excellent feedback on our project's activities. We appreciate them for their guidance and for sharing their expertise with the program.

Past and current members of the CTG Leadership Team include:

- Shelley Bickel (2013 - present)
- Nicole Bruce (2011 - present)
- Sarah Dixon Gale (2011 - 2013)
- Chris Estle (2011 - 2013)
- Dr. Jennifer Groos (2013 - present)
- Kevin Grieme (2013 - present)
- Deb Kazmerzak (2013 - present)
- Binnie LeHew (2011 - present)
- Stephanie Neff (2011 - 2013)
- Dr. Sonali Patel (2011 - 2013)
- Carlene Russell (2011 - present)

The Iowa CTG team also thanks members of the CTG Advisory Committee. The final Advisory Committee meeting was held in April 2014, and there will be no committee meetings in August or November 2014. We appreciate your part in advancing the work of the Iowa CTG. We have enjoyed getting to know each of you and value the strong, multi-sector partnerships that have been created. Thank you for your commitment to building healthy Iowa communities now and in the future.

Finally, the Iowa CTG team thanks the grantee counties who have worked diligently to implement community changes in their areas. These counties, through their Local Boards of Health and their community coalitions, have improved the availability of healthy options for their local residents, helping to achieve our IDPH vision of *Healthy Iowans Living in Healthy Communities*.

## Mark Your Calendars!

- The 2014 American Planning Association Upper Midwest Conference, *Making Places Great: Embracing the Past and Staging the Future* will be held in Mason City October 22nd-24th. For more information, visit [www.iowa-apa.org/events/conference-information.html](http://www.iowa-apa.org/events/conference-information.html).
- Falls Prevention Awareness Day is September 23, 2014. Falls are the leading cause of injury death for older Americans. Falls Prevention Awareness Day materials can be found at: [www.ncoa.org/improve-health/center-for-healthy-aging/falls-prevention/falls-prevention-awareness.html](http://www.ncoa.org/improve-health/center-for-healthy-aging/falls-prevention/falls-prevention-awareness.html).

## Spotlight on Health: Medication Therapy Management

In order to improve statewide awareness for clinical prevention screening and healthy lifestyle behaviors, the Iowa Community Transformation Grant sought to engage Iowa pharmacists in providing quality clinical services to patients with high blood pressure, high cholesterol, and diabetes. Through medication therapy management (MTM) services, pharmacists provide patient care services synergistic with the patient-centered medical home model and other innovative models of team-based care.

MTM describes a broad range of health care services provided by pharmacists, who serve as the medication experts on the health care team. A consensus definition, adopted by the profession in 2004, defines MTM as a "service or group of services that optimize therapeutic outcomes for individual patients." Pharmacists provide MTM across practice settings to help patients improve their health by actively managing drug therapy regimens and identifying, preventing, and resolving medication-related problems.

Through outreach with key stakeholders including the Iowa Pharmacy Association, two self-insured employer groups incorporated MTM services into their employee health benefit with technical assistance and resources provided through the Iowa CTG program. Mi-T-M Corporation (Peosta, IA) and NuCara Pharmacies (Conrad, IA) implemented MTM services through the Iowa Community Transformation Grant and are already receiving positive feedback. "We have had a very positive experience here with the pharmacist-provided MTM services," said the human resources manager at Mi-T-M. "I have had several employees comment about a phone call they received from the pharmacy after they filled a new prescription."

These two groups are key examples of how pharmacists extend the health care team to the local community by providing patients with resources and care they need.

Research across the country continually shows engaging pharmacists as members of the health care system can significantly improve the treatment of diabetes, high blood pressure, and high cholesterol, while reducing overall health care costs. To learn more about how you can incorporate pharmacists as part of your health care team, please contact the Iowa Pharmacy Association by email at [ipa@iarx.org](mailto:ipa@iarx.org) or by phone at 515-270-0713.

In this edition, the Iowa CTG team is highlighting one of the many successes made during the grant from each of the grantee counties. Below are the 14 rural counties.

## Rural Counties

**Cass** - In an effort to encourage more physical activity among its employees, the City of Atlantic and Cass County worked together to create walking maps. Employees can use the maps for walking during lunch, breaks, and after hours. The local YMCA is also distributing these maps to their members.

**Cerro Gordo** - Using the Nutrition Environment Measures Survey for Vending (NEMS-V)\* assessment, the Mason City Recreation Department was able to revamp their concession stand menu to make healthier options an easier choice.

**Decatur** - To help encourage more physical activity in the community, the Decatur County CTG program approached local medical providers for assistance. As a result, local physicians have begun writing prescriptions for physical activity for their patients, especially for those who are at-risk for chronic disease.

**Hancock** - With the help of the NEMS-V assessment tool, one worksite in Garner, Iowa, was able to begin the first steps in creating a healthier workplace. They were able to meet their goal of offering 25 percent healthy options in all vending machines.

**Henry** - As part of the Iowa CTG Tobacco and Blood Pressure Screening in Dental Clinics Project, a CTG coordinator contacted dental clinics in the county to participate in the Southeast Iowa Blood Pressure Initiative. Four clinics participated and included blood pressure screenings in their routine checkups.

**Jefferson** - As part of a collaborative project, the city of Fairfield established a community greenhouse. The produce grown will be incorporated into school salad bars for students to enjoy year round.

**Lee** - Lee County voluntarily changed their employee smoking policies to include banning any and all products with tobacco and nicotine.

**Marion** - A manufacturing company faced the challenge of implementing healthier options in their vending machines. Now, all vending machines offer more healthy snacks and beverages to choose from and free water stations are available to all employees.

**Poweshiek** - CTG staff in Poweshiek County wanted to incorporate the Stanford Chronic Disease Self-Management referral system into discharge orders for patients with diabetes, chronic obstructive pulmonary disease, and congestive heart failure. After meeting with Grinnell Regional Medical Center, Chronic Disease Self-Management classes are now included on discharge orders for these patients and have been incorporated into their electronic health records.

**Ringgold** - In an effort to encourage physical activity during the winter season, CTG staff worked with the Mount Ayr school district to create indoor walking paths. Signage was developed and posted throughout the schools to show walking paths and distances.

**Van Buren** - One of the busiest convenience stores in Van Buren County participated in a Nutrition Environment Measures Survey in Stores (NEMS-S) assessment. As a result, they decided to include Green Smart Choice Checkmark signs on their healthy items to encourage consumers to make healthier choices on the run.

**Wapello** - Since Wapello County is ranked eighth in the state for poverty and many families face food insecurity, the development of community gardens was proposed by CTG staff. After partnering with the United Way and City of Ottumwa, several community gardens have been established throughout the community.

**Wayne** - Along with local government, the Wayne County CTG program and the Iowa Department of Transportation increased pedestrian signage for a busy intersection on Highway 2 across from the high school and the convenience store. As a result, this area has increased accessibility and is safer for pedestrians.

**Webster** - In Fort Dodge, mile markers will be added along their expanding trail system. The goal of the mile markers is to encourage more physical activity and usage of the expanding trail systems.

\*For more information on the Nutrition Environment Measures Survey for Vending (NEMS-V), visit [www.nems-v.com](http://www.nems-v.com).

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### Metropolitan Counties

**Black Hawk** - With information from CTG staff, the Black Hawk County Board of Supervisors voluntarily passed a wellness policy. One of the components of the policy stated that "Black Hawk County shall promote and give preference in all county-owned facilities to the access of healthy food and beverages for employees and the public during the workday in a manner that makes the healthy choice the easy choice."

**Dallas** - Since parks are a shared community resource and a free opportunity that encourages physical activity, many citizens felt that the parks should also promote safety and healthy living to their children, and this did not include tobacco use. The American Lung Association in Iowa and the Dallas County CTG program provided information on the benefits of smoke free parks for health, safety and maintenance to the city council. As a result, the Perry City Council voluntarily passed a resolution prohibiting any form of tobacco in city parks, trails, playground, athletic fields, and other city recreational areas. Since the adoption of Perry's tobacco-free parks policy in 2012, the cities of Adel, Dallas Center, Redfield, and Van Meter have also passed tobacco-free park policies.

**Dubuque** - To encourage use of the "My Healthy Pathway" and Stanford Chronic Disease Self-Management programs, Dubuque County used a coalition and appointed a Physician Champion to educate other health professionals about the programs and their benefits for patients. Referral systems were also developed and the programs were added to electronic medical records in a large area medical office.

**Grundy** - The Grundy County CTG program and Grundy County Memorial Hospital provided Nutrition Environment Measures Survey for Restaurant (NEMS-R) assessments for two local eateries. The assessments looked at both portion sizes and nutritional value. After reviewing the results of their individual assessments, both restaurants worked to provide more healthy options and now offer entrees that have less calories or smaller portions.

**Johnson** - As one of Iowa's fastest growing communities, the city of Tiffin looked to incorporate projects that encouraged more physical activity into their ongoing city development plans. Through a partnership with the Johnson County CTG program, the city council voluntarily passed a city ordinance in early 2014 that all businesses, including non-profits and churches, must include a bike rack in front of their location.

**Linn** - HOMZ Management voluntarily adopted a 100 percent smoke-free policy for Hilltop Manor and Five Seasons Senior Housing, two affordable senior living multi-unit residential complexes in Linn County. Each building has 54 units. After consulting with the Linn County CTG program, HOMZ Management voluntarily adopted the policy, posted signs, and submitted the buildings to be included in the online smoke free housing registry.

**Mills** - The Healthy Mills County Coalition along with the ISU Extension hosted education sessions for local farmers to increase produce available to low income residents and increase vendor participation. As a result, fifteen new vendors participated in the meeting and committed to providing produce at area farmer's markets. These education sessions also helped find a farmer's market vendor willing to become certified for WIC, EBT (Electronic Benefit Transfer, and senior vouchers.

**Polk** - Children and Family Urban Ministries (CFUM) teamed up with a CTG coalition member to implement strategies to provide healthier meals to attendees. Because 70 percent of attendees suffered some kind of chronic illness, CFUM felt it was necessary to make providing healthy meals a priority. Volunteers are now watching portion sizes and including fruits and vegetables in every meal.

**Scott** - From a Community Health Assessment and Group Evaluation (CHANGE), Scott County CTG staff identified that the lactation room accommodations could be improved for Scott County employees. Through collaboration of CTG staff and Scott County, a comfortable, private area is now available for new mothers to nurse and store milk.

**Washington** - In Washington, Iowa, low-income housing through the Hawkeye Area Community Action Program (HACAP) prohibited smoking outdoors on their property but allowed smoking inside the rental units. After consultation with the Washington County CTG Coordinator, the HACAP director met with their advisory council to discuss ways the housing units could become smoke-free. After multiple meetings and workgroup discussions, the advisory council voluntarily approved a smoke-free policy for the housing units. Currently, the policy is on the agenda for approval with their executive board.

**Woodbury** - After completing a Nutrition Environment Measures Survey for Vending (NEMS-V) assessment, the Siouxland District Health Department CTG program partnered with UnityPoint Health - St. Luke's and found that only 11 percent of their vending options were in the green or yellow categories. A goal of 30 percent healthy options was set, and after contacting their vending companies to increase healthy options, they surpassed their goal and were awarded a Bronze Site Award.

For more information, please contact Kala Shipley, Project Manager at [kala.shipley@idph.iowa.gov](mailto:kala.shipley@idph.iowa.gov)

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