

IOWA Community Transformation Grant Briefing

The next phase of the CTG media campaign was released in May 2013. The new campaign builds upon the “Let’s Get Healthy” theme from last fall and once again, targets all Iowans, especially older males who live in rural communities.

“Show Your Body Who’s Boss” is the new slogan for this phase of the media campaign, and it emphasizes the importance of being physically active every day. A simple, no cost activity, such as walking, has been incorporated in the advertisements to show how easy it can be to become physically active every day.

The 26 CTG grantee counties will have the opportunity to place billboards, newspaper advertisements, and radio spots featuring the “Show Your Body Who’s Boss” materials in their local advertising venues. The CTG team at IDPH will work on placing the ads in the other counties, too. The “Show Your Body Who’s Boss” phase of the campaign is planned to run through August 2013.

Look for this media campaign in your area, and let’s get healthy!



ON PAGE 2 -
Check out the Spotlight article on how a CTG project is promoting blood pressure screenings in Iowa dental practices.

Recent News

- On April 19, the Iowa Food Systems Council’s Food Access and Health Work Group (FAHWG) launched Cultivate Iowa at the Iowa Arboretum. Cultivate Iowa is an initiative promoting the benefits of food gardening and produce donation to create a sustainable future and healthier communities in Iowa. Visit the website at www.cultivateiowa.org to learn more about the campaign.
- The CTG Grantee Meeting was held May 7 in Altoona. The CTG team shared information on reporting guidelines, new media materials, food system assessment, community food environments, and worksite wellness ideas.
- The CTG Advisory Committee Meeting was held May 15 in Ankeny. Updates were provided on the CTG Nutrition Environment Measurement Survey, the Community Referral Project, and the Safe and Healthy Environments Project.
- A monthly E-Bulletin on heart health topics, resources and links for healthcare providers that work with the WISEWOMAN/Care for Yourself program is available. <http://www.idph.state.ia.us/IdphArchive/Archive.aspx?channel=HeartToHeart>

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 Lee County CTG program partnered with its local I-Smile™ Coordinator and health department staff nurse to present information to seven dental offices on the importance of blood pressure and tobacco use screenings. The Lee County Health Department team offered continuing education credits to the offices, and each staff was very receptive to the information on screenings. In fact, one dentist stated that he supported this practice and already provided both blood pressure and tobacco use screenings. He also mentioned that patients did not seem to mind these additional things added to their appointment.

Since the seven Lee County presentations, two dental practices reported an increase in the number of referrals to Quitline Iowa for patients interested in quitting tobacco use. One of these offices also requested Quitline Iowa brochures to give to patients in their practice.

Metropolitan County Success Story

The Black Hawk County CTG program completed assessments with nine local multi-unit housing complexes to determine interest in implementing smoke-free policies. Upon request of property managers, CTG staff provided information on the benefits of becoming a smoke-free complex, a sample smoke-free policy, property owner's guide to smoke-free housing, and a tenant post-implementation survey.

Of all the properties assessed, Liberty Manor, an income-eligible, elderly and/or physically-challenged residence, was most ready to voluntarily adopt a policy. Using the resources provided by CTG staff, the property manager at Liberty Manor formalized a written smoke-free policy in December 2012 for the fifty-seven unit housing complex in Waterloo.

Spotlight on Clinical Preventive Services: CTG Dental Project

One of CTG's strategic directions is to increase clinical preventive screenings. The CTG Dental Project is offering training for rural dental practices to incorporate screenings for high blood pressure and tobacco use at each adult dental visit. The dental project was initiated in six counties in southeast Iowa last fall. CTG partnered with the University of Iowa, College of Dentistry to provide a train-the-trainer session for local public health (LPH) and I-Smile™ Coordinators working in the six counties. The LPH and I-Smile™ representatives worked together to contact dental practices in their counties. Dental providers who volunteered to participate in the project were given a one-hour, CEU-approved training in their practices.

To date, over 21 dental practices have voluntarily taken the training and are now incorporating routine screening for high blood pressure and tobacco use into patient recall dental visits. Follow-up data from participating dental practices will be collected at the end of this grant year.

For the 2013-2014 year, the project will expand to include dental practices in nine additional Iowa counties. Counties selected for this project are all rural and have an identified higher rate of heart disease or stroke or are one of the 26 CTG grantee counties. The University of Iowa, College of Dentistry will provide a second train-the-trainer session for the local public health representatives and the I-Smile™ Coordinators of these nine counties.

Look for further developments and more information on the CTG Dental Project in future months.



Made possible with funding from the Centers for Disease Control and Prevention

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