

IOWA COMMUNITY TRANSFORMATION GRANT BIMONTHLY BRIEFING



































Community Transformation Grant: A Year in Review

As the calendar year wrapped up for 2013, the Community Transformation Grant (CTG) looked back on key meetings and milestone events that occurred for the program.

CTG Advisory Committee

The CTG Advisory Committee met four times this year to learn more about the many facets of CTG and to discuss how they play a role in making the community a healthier place. Members on the committee represent different areas such as public health, nutrition, health and wellness organizations, city planners, bicycle and physical activity advocates, disability advocates, and others. This year, topics for committee meetings have covered the food systems assessment, school meals, Affordable Care Act, smoke-free multi-unit housing, clinical prevention strategies, safe and healthy environment strategies, and more.

CTG Leadership Team

The CTG Leadership Team continues to meet regularly. This team is a nine-person committee that provides input on the CTG project and the advisory committee meetings. This year, membership was refreshed, and new members were welcomed. The CTG staff thanks past members for their service and valued input.

CTG Grantee Trainings and Regional Meetings

Throughout the year, CTG grantees meet together to discuss updates, latest news, and workplans. CTG grantee trainings were held twice in 2013 to convene all 25 grantee counties. Regional meetings were held quarterly with the six different regions to allow counties to network and discuss similar issues.

Media Campaigns

The Let's Get Healthy media campaign continued in 2013, and two new phases were released. A physical activity phase, "Show Your Body Who's Boss," was released during the summer. An adapted "Pouring on the Pounds" campaign, which focused on sugary beverages, was used from October through December.

Active Community Design Workshop

National planning, public health, and transportation expert, Mark Fenton, facilitated the Active Community Design workshop in September. Community teams from 25 counties attended the one-day workshop and learned tips on how to incorporate walking and biking opportunities into their city master plans.

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Recent News

The CTG Advisory Committee met on November 14 in Ankeny, Iowa. Presentations topics included an update on the food systems assessment, Live Healthy Iowa, the status of disability in Iowa, Adaptive Sports Iowa, and Decatur County Healthy Living.

CTG project manager, Kala Shipley, presented at the Iowa Public Health Association's (IPHA) webinar, "Making Connections for a Healthier lowa: Your Place at the Table." on November 26. IPHA has been awarded a separate, projectbased CTG grant. Their project is focused on the inclusion of health considerations in decisions. To learn more about IPHA's CTG project, visit www.iowapha.org/HiAP.

In December, the IDPH CTG team submitted their annual report to the Centers for Disease Control and Prevention.

The Live Healthy Iowa - 10 Week Challenge registration opened on December 16. The challenge runs from January 27 through April 4. To find out more information or to sign up, visit www.livehealthyiowa.org/.

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 CTG program in Ringgold County has met with several worksites and educated on the benefits of employee wellness committees. The local CTG staff then reached out to the health champions and members of newly-formed wellness committees at worksites to help with promotion and energy building for Live Healthy Iowa, a statewide, teambased physical activity and weight-loss challenge. This helped to engage some new partners and participants through word of mouth. Word of mouth and personal conversations often go farther in the rural county.

Local CTG Staff formed a group specifically for Ringgold County worksites which allowed them to have a Live Healthy Iowa leaderboard unique to them. This helped with the friendly competitiveness side of the promotion. It fostered a feeling of all the worksites being on one big team. When individual worksites participated in the past they often had no idea there were other teams in the building next to them or other places in their communities with a Live Healthy Iowa team.

Metropolitan County Success Story

To generate interest and enthusiasm for Live Healthy lowa, the Grundy County CTG program worked with the Grundy Center Wellness Community and the Grundy County Wellness Coalition to promote the program and to increase participation.

Materials, such as brochures and posters, were delivered to businesses, schools, worksites, and other public places by the committee and coalition They also promoted the challenge through face-to-face networking and at the annual county-wide health fair.

The partners also applied for a small Live Healthy Iowa Community Outreach grant through the Iowa Sports Foundation in order to provide incentives to participate in the 10-week challenge. With their \$250 Live Health Iowa grant, the committee and council held two events. First, a healthy breakfast was supplied to a local worksite which had the most employees complete the 10-week challenge. Oatmeal with topping, yogurt, fruit, and juice were served to the site's employees, who finished first in the Corporate Cup Challenge for businesses. The second event provided a fun Zumba dance activity for third graders who finished ninth in the K-12 Cup Challenge for Live Healthy Iowa.

Grundy County finished second in the Community Cup Challenge.

New Year's Resolution: A Healthier Worksite

With the early days of 2014 now under way, it is the perfect time to think about potential ways to make your worksite a healthier place. Since many adults spend a large amount of time in the workplace, offering healthy options can greatly benefit an employee's overall health. The Iowa CTG program has assisted with worksite wellness improvements across the state. A few inspiring recent projects are listed below.

- The Cerro Gordo County Health Department inserted the Nutrition Practice Guidelines into their employee handbook for use and compliance by employees who are charged with purchasing department meals. In addition to these guidelines, a supplemental catering directory was created to help employees plan healthier catered meals for meetings. The Cerro Gordo County Health Department plans to educate other county departments on this model and to increase the availability of healthy foods for employees and guests.
- The Linn County CTG program assisted the county government by providing technical assistance in the voluntary adoption of an employee wellness policy. The policy provides flex-time and a lactation room for new mothers, gym membership benefits, and healthy food and beverages at meetings and in vending machines.
- In Johnson County, the CTG program provided the worksites with suggestions on system-level changes for worksite wellness. One worksite decided to make it a corporate goal to increase healthy vending machine options in all of their business locations throughout the United States. The worksite's goal is no more than 20 percent of vending items will be categorized as "red," the least healthy criteria within the Nutrition Environment Measures Survey for Vending (NEMS-V). CTG program provided the worksite with point of purchase signage, vendor talking points, and recommendations for healthier vending.
- 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 countyowned 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."
- Ringgold County also voluntarily passed a worksite wellness policy that includes provisions for physical activity and healthier food options.
- Mills County's government worksite wellness policy now includes offering healthy food options to employees.





