



## Healthy Iowans 5-year health improvement plan released

You're writing a grant application. Where can you find out how your proposal fits into the larger scheme of health improvement in Iowa?

You're involved in a grassroots effort to guide local policy development. Where can you find support for your goals?



You're looking for resources on a particular health issue. Where can you find organizations that have credible data and strategies to address this topic?

Whatever your method for improving health at the local or state level, Iowa has a five-year plan you may find useful. Released in early May, [Healthy Iowans: Iowa's Health Improvement Plan 2012-2016](#), focuses on 39 critical health needs deemed important to the health of our communities and our state.

"Anyone familiar with the dynamic nature of public health knows the importance of planning," said Iowa Department of Public Health (IDPH) Director Dr. Mariannette Miller-Meeks. "For many of us, each day brings new opportunities and challenges in addressing the needs of those we serve. Healthy Iowans helps keep us focused on what really matters."

More than a year in the making, Healthy Iowans is the product of input from local public health partners in all Iowa counties and more than 70 public and private sector organizations. To address the 39 critical needs, more than 60 organizations provided baseline data and strategies that can be used by a wide variety of partners. In addition, more than 40 comments received during a 20-day public comment period helped fine tune many areas of the plan.

### More than 50 goals featured with nearly 150 strategies

Healthy Iowans is organized into nine topic areas. For example, one of the topic areas identified is Injury and Violence. This topic includes five critical health needs: Falls, Interpersonal Violence, Motor Vehicle Injuries and Death, Occupational Health and Safety, and Poisoning.

Each of the nine topic areas is comprised of two sections. The first section lists baseline data, general objectives and specific targets to be achieved by 2016. The entire plan includes 51 such objectives, called "Measures of Progress." The second section, "What Our State Is Doing to

Improve,” provides strategies submitted by contributing organizations for reaching specific targets by 2016. These 147 strategies are accompanied by the names of the organizations responsible for carrying out the strategies.

For example, under the Chronic Disease topic area, one measure of progress is to “increase the proportion of persons with diabetes who report receiving a dilated eye examination in the last year.” The baseline in 2010 was 77 percent and the target is to raise this number to 85 percent by 2016. Under What Our State Is Doing to Improve, a strategy has been provided for achieving this objective. That is, “increase by 10 percent health literacy-based interventions for managing diabetes among target outpatient settings.” The organization cited as taking responsibility for ensuring that this strategy is completed is Health Literacy Iowa. In addition, many topic areas include links to related health planning efforts.

### Next steps

Health is not static; health planning shouldn't be either. Iowa's health improvement plan must be flexible and reflect changes in Iowa's health needs, emerging issues, and changes in health improvement efforts. Beginning one year from now, progress will be tracked and reported on annually. Strategies will be updated to reflect the most current efforts to improve the health of Iowans.

For more information on Healthy Iowans and to join the mailing list for regular updates, please visit [www.idph.state.ia.us/adper/healthy\\_iowans.asp](http://www.idph.state.ia.us/adper/healthy_iowans.asp). Questions? Please contact Jonn Durbin at 515-281-8936 or [Jonathan.Durbin@idph.iowa.gov](mailto:Jonathan.Durbin@idph.iowa.gov).

Save the date!

Join us for an informational training about the 'Body & Soul' program:

## Body & Soul:

### 'Train-the-Trainer' Session

Body & Soul is an evidence-based program specifically designed for African-American churches which encourages congregations to eat a healthy diet rich in fruits and vegetables for better health. Join us for this informational train-the-trainer session to learn how to implement the 'Body & Soul' program in your community!

**Date:** June 5, 2012

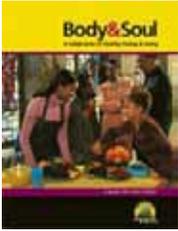
**Location:** Raccoon River Nature Lodge, West Des Moines, Iowa

**Featured Presenter:**  
**Evelyn González, MA**  
*Senior Director of Community Programs and Certified 'Body & Soul' Trainer  
 Fox Chase Cancer Center, Cheltenham, PA*

**REGISTER:** Registration for this event has not yet opened. To be added to an e-mail list to receive updates about this event, please click [HERE](#).







## Ringgold County tobacco prevention featured in online film series

Recent tobacco prevention efforts in Ringgold County are featured in a new series of short [online documentary films](#). Released in mid-March, the series is a collection of stories about the community's efforts to protect neighbors, friends, and families from the number one cause of preventable disease and death in the U.S.—tobacco.

Through a two-year Putting Prevention to Work grant from the Centers for Disease Control and Prevention, the health department was able to achieve a number of successes, all of which are featured in the film series. They include:



- Advocating for the removal of [tobacco sponsorship](#) for events held at the Ringgold County Fairgrounds;
- Guiding [systems change](#) at the local hospital to help tobacco users and increase calls to Quitline Iowa (1-800-QUIT-NOW)
- Creating [tobacco-free parks](#) and baseball fields in Kellerton, Mount Ayr, Redding and Tingley;
- Engaging [youth](#) as a catalyst for change.
- Raising awareness about the dangers of [second-hand smoke](#)
- Changing [attitudes](#) about the effect of tobacco on the community

To view the videos, visit <http://preventionspeaks.org/stories/teens-kick-tobacco-ads-out>.

### Agricultural Medicine Course, June 11-15

Iowa's Center for Agricultural Safety and Health and the Great Plains Center for Agricultural Health will host a [training program](#) for health care professionals who treat and help prevent occupational illnesses and injuries on the farm. The event will take place June 11-15 at the College of Public Health Building at the University of Iowa.

The course will address diagnosis, treatment and prevention of agricultural health conditions through a multidisciplinary approach. Nurses, physicians, mid-level practitioners, physical and occupational therapists, paramedics, veterinarians, and other health or safety professionals are invited to participate. The course may be taken for three graduate credit hours from the U of I College of Public Health, and continuing education credits for physicians and nurses are offered. Topics to be discussed include agricultural health care delivery, respiratory diseases, acute agricultural injuries, behavioral health issues, zoonotic diseases, health effects of agricultural pesticides, musculoskeletal issues and ergonomics in agriculture, cancer in agricultural populations, and many others.

For more information contact Kay Mohling at 319-335-4219 or [kay-mohling@uiowa.edu](mailto:kay-mohling@uiowa.edu). The brochure and registration form is available at <http://cph.uiowa.edu/icash/education/2012-IA-Ag-Med-Brochure.pdf>

# Most health departments now use e-mail

Not the headline you were expecting in 2012? Well, how about this one instead?

## Most health departments now use social media

That's right. If your agency isn't using Facebook or Twitter, you're now in the minority.

According to a survey [published](#) in March 2012 by the National Public Health Information Coalition (NPHIC), 56 percent of NPHIC-member state health departments and 53 percent of local health departments use Facebook. Just one year ago, those proportions were 48 percent and 45 percent respectively.

With so many people on social media, health departments that have not come on board yet are missing out. As of December, Facebook reported that it had 845 million monthly active users worldwide. Twitter said that it had 140 million active users sending 340 million tweets a day as of March.



### IDPH active on Facebook and Twitter

The Iowa Department of Public Health (IDPH) is one of the 56 percent of state health departments using Facebook to connect with their audiences. Prevent Iowa Youth Addiction, [www.facebook.com/preventiowayouthaddiction](http://www.facebook.com/preventiowayouthaddiction), provides Iowans with a forum to discuss issues related to preventing addiction among Iowa youth, including substance abuse prevention and the health risks of smokeless tobacco. This page is designed to educate health advocates, parents, teachers, school administrators and others who have a role to play in protecting the health of Iowa youth.

The I-Smile Dental Home Initiative, [www.facebook.com/ISmileDentalHomeInitiative](http://www.facebook.com/ISmileDentalHomeInitiative), connects Iowa families with preventive dental care and education for their children. This forum allows visitors to learn how to keep their and their children's mouths healthy and how to link with the program.

An even higher proportion of state health departments are now using Twitter, the NPHIC survey discovered. Seventy percent of NPHIC-member state health departments are now using the popular microblogging platform, including IDPH. On Twitter at [@IAPublicHealth](https://twitter.com/IAPublicHealth), IDPH sends one to three tweets per day with information primarily aimed at local public health partners. During the April Governor's Conference on Public Health, IDPH set up a Twitter hashtag, which allowed conference goers to view and share thoughts about concurrent session presentations regardless of which ones they attended.

## Examples from around the nation

The Philadelphia flu Facebook page, [www.facebook.com/PDPHFlu](http://www.facebook.com/PDPHFlu), helped health department workers learn the best ways to engage their communities via social media and how to provide factual information in an accessible way, particularly during the pandemic. The department also has Facebook pages for health topics such as condoms, the city's Medical Reserve Corps, and physical fitness and healthy eating.

At Louisiana's Maternal and Child Health Program, home to [Sammy the Stork](#), health officials learned it is important to have a social media plan in place, said Karis Schoellmann of the Tulane School of Public Health and the Louisiana Office of Public Health's Maternal and Child Health Program. When planning outreach for Sammy, who has about 600 followers on Twitter, organizers asked themselves what he would talk about and how often, which "were really timesavers, sort of lifesavers, in the first year," she said.

At the Boston Public Health Commission, which uses Twitter, Facebook, YouTube and blogs to reach the public, social media falls under the umbrella of Healthy Boston. The social outlets are synchronized, meaning that if someone posts an article on the [Healthy Boston blog](#), it is simultaneously posted to Facebook and Twitter, thereby reaching audiences who may not be engaged on all of the platforms. One of Boston's successful social media campaigns was [FatSmack](#), which was aimed at driving down sugary drink consumption among teens by illustrating the link between such drinks and obesity.



## Social media necessary to key functions of public health

For health departments already struggling to perform key public health functions in a strained economy, the question may not be whether to adopt social media, but when and how, says James Garrow, operations and logistics manager for the Philadelphia Department of Public Health. "I think it's really going to be a sea change in how we do communications. If you approach it in a negative light, it's going to be a struggle. If you approach it as an opportunity, we can do some really cool stuff with this."

For tools, guidelines and best practices for using social media from CDC as well as a toolkit for health communicators, visit [www.cdc.gov/socialmedia](http://www.cdc.gov/socialmedia). For resources from the Iowa Department of Public Health, including policy examples and planning documents, contact [Donald.McCormick@idph.iowa.gov](mailto:Donald.McCormick@idph.iowa.gov) (515-281-6692).

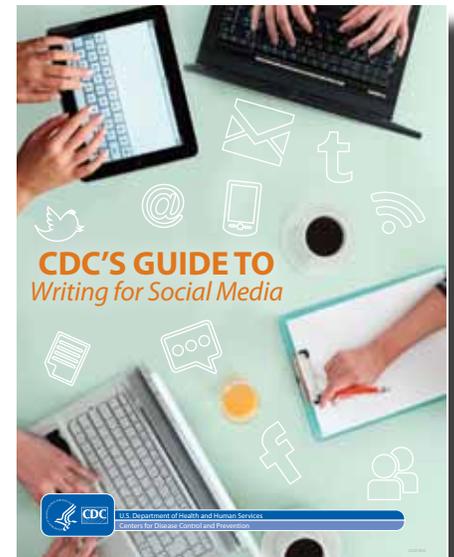
# How do you write for social media?

A new guide from the Centers for Disease Control and Prevention is now available to help local and state health departments write for the new mainstream in communications that is social media. [The Guide to Writing for Social Media](#) was written to provide guidance and share the lessons learned in more than three years of creating social media messages in CDC health communication campaigns, activities, and emergency response efforts. In this guide, you will find information to help you write more effectively using multiple social media channels, particularly Facebook, Twitter, and mobile phone text messaging. The guide is intended for a beginner audience, although some readers with an intermediate level may find it useful too.

Topics covered include:

- How social media should be part of your overall health communication efforts
- How to incorporate the principles of health literacy in your messages
- Separate chapters on writing for Facebook, Twitter, and text messaging

To access the guide, visit [www.cdc.gov/SocialMedia/Tools/guidelines](http://www.cdc.gov/SocialMedia/Tools/guidelines).



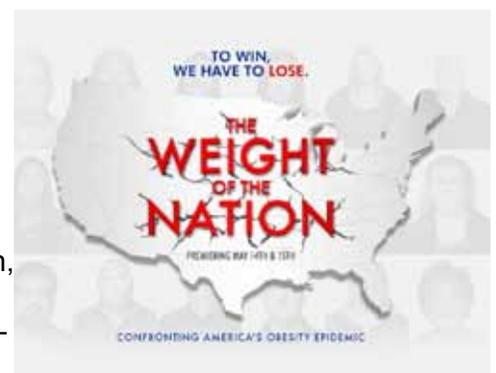
## 'Weight of the Nation' documentary to premiere May 14 & 15

Obesity is common, serious, and costly. More than one-third of adults (35.7 percent) and approximately 17 percent of children and adolescents are obese.

The [Weight of the Nation](#) is an HBO Documentary Films and Institute of Medicine (IOM) four-part series confronting America's obesity epidemic. The series, three years in the making, comprises four documentary films, a three-part series for families, 12 bonus shorts, a social media campaign, and a nationwide community-based outreach campaign to support the initiative. The four-part documentary series premieres May 14 and 15, followed on May 16 by the three-part series for families.

The films were developed in association with the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH), and with the support of the Michael & Susan Dell Foundation and Kaiser Permanente.

The goal of The Weight of the Nation is to raise public awareness of the complexity of the obesity epidemic.



## Lung cancer highlighted in 'Cancer in Iowa: 2012' report

The latest annual [report on cancer](#) in Iowa estimates 6,400 Iowans will die from cancer and 17,500 new cancers will be diagnosed this year, according to the "Cancer in Iowa: 2012" report released in late March by the [State Health Registry of Iowa](#), based in the University of Iowa College of Public Health.

"Cancer remains a leading cause of death in Iowa," says Dr. Charles Lynch, UI professor of epidemiology and medical director of the registry. "The distribution of different types of cancer is comparable to what the State Health Registry has been reporting in recent years, without any major shifts."

The report includes county-by-county statistics, summaries of new research projects, and a section focused on lung cancer, one of the state's "big four" cancers.

"Lung cancer is the leading cause of cancer death in Iowa," continues Lynch. "One out every four cancer deaths can be attributed to lung cancer, and each year, more people die of lung cancer than of breast, colon and prostate cancers combined."

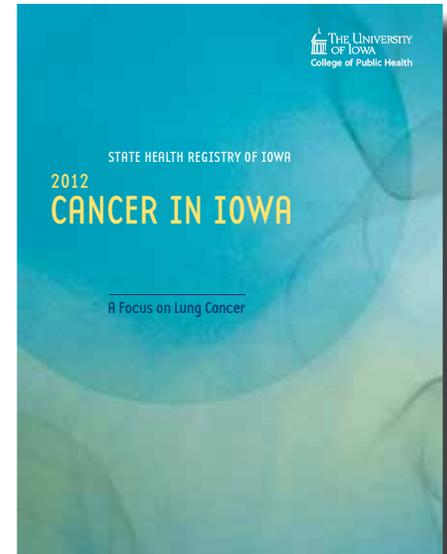
George Weiner, director of Holden Comprehensive Cancer Center at the UI, said prolonged efforts to prevent, detect and treat cancer will continue to result in steadily declining cancer death rates.

"Smoking is the leading modifiable risk factor for lung cancer in the Iowa population," states Weiner. "If we want to see tobacco-related diseases and deaths decrease in Iowa, we need to continue efforts to reduce tobacco use."

According to the report, radon is the number one cause of lung cancer among individuals who have never smoked. Radon can enter homes through cracks in floors, walls or foundations and collect indoors. Iowa has the highest average radon concentrations in the United States, and all 99 counties in the state fall into the U.S. Environmental Protection Agency's "red zone" for radon levels, meaning Iowans have a high potential for elevated radon levels in their homes.

"We need Iowans to be proactive in addressing this risk factor for lung cancer by measuring radon in their homes and, if elevated, taking action to reduce the radon levels," concludes Lynch. "Tests are relatively easy to use and inexpensive. A simple test could quite literally save your life."

The report, based on data from the Iowa Department of Public Health and the Iowa Cancer Registry, is available online in the "publications" of the section at <http://cph.uiowa.edu/shri> or by calling the registry at 319-335-8609.



## Iowa counties honored for public health excellence

More than 500 public health professionals gathered in Ames in April for the Iowa Governor's Conference on Public Health. During the event, two Iowa counties were honored by the Iowa Department of Public Health (IDPH) [Iowans Fit for Life](#) program for their outstanding work in promoting the health and wellbeing of their counties' residents.

The Dallas County Board of Health received the Excellence in Nutrition award. The county is currently working to provide more healthy vending options to county employees, using the [Nutrition Environment Measures Survey - Vending](#) (NEMS-V) to assess vending machines located in county buildings. Using the NEMS-V criteria, it was determined of the six vending machines located within county buildings, none offered any snacks categorized as 'healthy' (yellow) or 'healthiest' (green). As a result, in December of 2011, the Dallas County Board of Supervisors passed a resolution requiring food and beverages sold in vending machines on Dallas County property offer a minimum of 30 percent healthier choices, as determined by NEMS-V.

The Washington County Board of Health received the Excellence in Physical Activity award for their Obesity Prevention task force efforts. The task force has assisted three communities in implementing the [Iowans Walking and Logistics Kit](#) (I-WALK), which addresses issues surrounding children's ability to walk and bike to school. The first community to complete the I-WALK process, Kalona, secured a Department of Transportation Safe Routes to School grant to improve the walkability of their community and also adopted elements of a Complete Streets policy to ensure pedestrian and bicycle issues are routinely addressed. The momentum from the Kalona project has spurred two additional communities, Washington and Wellman, to address walkability this spring.

For more information on increased opportunities for physical activity and healthy eating for Iowans of all ages, visit the Iowans Fit For Life website at [www.idph.state.ia.us/iowansfitforlife](http://www.idph.state.ia.us/iowansfitforlife).



## Iowa hospitals prove patient safety is a priority

Six Iowa hospitals were recently recognized for innovative patient safety initiatives by the [Iowa Healthcare Collaborative](#) (IHC). More than 22 hospitals submitted applications for the awards, which were presented at the recent Iowa Patient Safety Conference.

“All of the applications were amazing to read and we were challenged to decide on the winners,” said IHC President Dr. Tom Evans. Applications were routed into five patient safety categories: hospital acquired infections, leadership, adverse drug event, care transitions, and hospital acquired condition.

Clinton’s Mercy Medical Center with their Perinatal Patient Safety Initiative was the Patient Safety Award Overall Winner. Their initiative resulted in improved obstetrical practices with decreased medical errors, increased staff accountability and overall communications. Both patient and staff satisfaction increased.

Grundy County Memorial Hospital’s patient quality team is a high functioning leadership team. This team utilized key safety metrics to make critical decisions related to patient safety in their hospital. There is a collaborative effort across departments, which has resulted in other hospital wide innovations. The staff at Grundy developed a great 10-minute [video](#) on their project and hospital.

Dallas County Hospital’s inpatient nursing unit implemented a comprehensive patient fall prevention program. The program involved hospital staff but also gained support and participation from ancillary services. Children from a local school designed posters to increase community awareness regarding the importance of fall prevention.

Iowa Health - Des Moines reduced infections across the system by working together on numerous process improvement teams to improve care at the bedside. These teams of multidisciplinary healthcare workers have helped to improve their culture and improve communication between medical, nursing, and ancillary staff.

Mahaska Health Partnership’s medication error reduction safety program is truly a hospital-wide collaboration. After implementing an electronic medical record, staff began identifying opportunities for reducing medication errors. This culture, promoted a safe environment, one that allowed staff to learn and fix system errors.

The Cedar Rapids Mercy Medical Center’s stat team demonstrated 100 percent compliance in “door-to-balloon” care of ST elevated myocardial infarct patients since 2009. All patients since June of 2009 have met or been under the benchmark standard of receiving critical care within 90 minutes. This can only be done through teamwork and collaboration across departments.



Attendees at the Patient Safety Conference were inspired to hear presentations by the awardee hospitals. Attendees also enjoyed posters displayed by 10 hospitals exhibiting their patient safety programs. This type of effort confirms that while hospitals today are inundated with issues and challenges, the overall mantra for an Iowa hospital is to deliver great patient services, take pride in their work, and hold sacred their mission of excellence in medical care.

## New campaign fights synthetic drug use

State and local officials joined Iowa's First Lady and other representatives of the [Partnership at Drug-Free Iowa.org](http://Partnership at Drug-Free Iowa.org) in early May to announce a public education [campaign](#) to prevent synthetic drug use in Iowa.

"The growing availability and use of synthetic drugs, particularly among Iowa youth who mistakenly perceive these substances as safe, is a dangerous combination," said First Lady Chris Branstad. "I urge all Iowans to speak out against synthetic drugs, because talking with children about these products now may save a life later."

Synthetic cannabinoids and cathinones often are marketed as herbal incense, potpourri or bath salts. However, they have no known redeeming qualities, and produce hallucinogenic and stimulant effects that are sending an increasing number of Iowa teenagers to hospitals for emergency treatment.

"The 'Speak Out Against Synthetic Drugs' campaign calls on Iowa media partners to run new public service messages to help parents and other key influencers talk with kids," said Peter Komendowski, President of the Partnership at Drug-Free Iowa.org. "Even if these products are being sold by a small number of retailers, we want all Iowans to know that synthetic drugs are not safe."

The new public education initiative includes public service messages featuring the First Lady, an emergency room physician and Iowa's drug policy coordinator. The public service messages and other informational materials provide tips on identifying and talking about synthetic drugs, and training materials for professionals.

Iowa's "Speak Out Against Synthetic Drugs" campaign was developed by the Partnership at Drug-Free Iowa.org in cooperation with the [Governor's Office of Drug Control Policy](#) and the [Iowa Substance Abuse Information Center](#).

Iowans wanting additional information on synthetic drugs, or in need of emergency assistance, should call the Iowa Substance Abuse Information Center's toll-free 24/7 Help Line at 1-866-242-4111.



## Report identifies key obesity-prevention strategies

America's progress in arresting its obesity epidemic has been too slow, and the condition continues to erode productivity and cause millions to suffer from potentially debilitating and deadly chronic illnesses, says a [new report](#) from the Institute of Medicine. Titled "Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation," the report identifies strategies for making healthy foods and beverages and opportunities for physical activity easy, routine, and appealing aspects of daily life.

Released in early May at the Centers for Disease Control and Prevention's "Weight of the Nation" conference, the publication focuses on five critical goals for preventing obesity. They are:

- integrating physical activity into people's daily lives;
- making healthy food and beverage options available everywhere;
- transforming marketing and messages about nutrition and activity;
- making schools a gateway to healthy weights; and
- galvanizing employers and health care professionals to support healthy lifestyles.

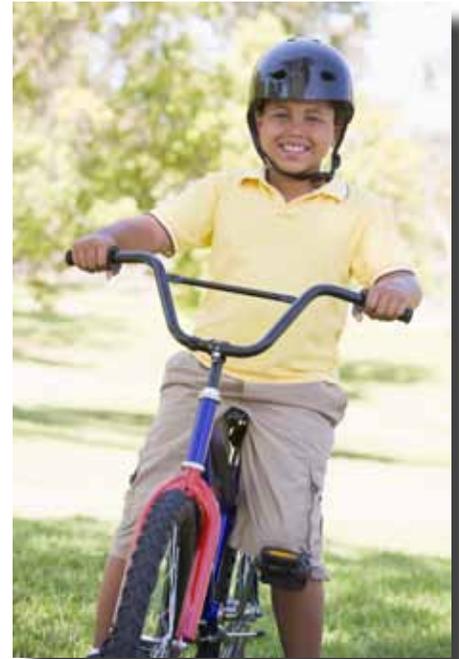
The committee assessed more than 800 obesity prevention recommendations to identify those that could work together most effectively, reinforce one another's impact, and accelerate obesity prevention.

Specific strategies that the committee noted include:

- requiring at least 60 minutes per day of physical education and activity in schools;
- industry-wide guidelines on which foods and beverages can be marketed to children;
- expansion of workplace wellness programs;
- taking full advantage of physicians' roles to advocate for obesity prevention; and
- increasing the availability of lower-calorie, healthier children's meals in restaurants.

"As the trends show, people have a very tough time achieving healthy weights when inactive lifestyles are the norm and inexpensive, high-calorie foods and drinks are readily available 24 hours a day," said Committee Chair Dan Glickman. "Individuals and groups can't solve this complex problem alone, and that's why we recommend changes that can work together at the societal level and reinforce one another's impact to speed our progress."

The report's blueprint for action is being released in conjunction with the new "Weight of the Nation" initiative, which includes an HBO documentary series presented in collaboration with IOM, in association with CDC and



the National Institutes of Health, and in partnership with Kaiser Permanente and the Michael and Susan Dell Foundation. The initiative seeks to spur individuals and groups to get involved in local efforts to promote healthy eating and activity. More information is available at <http://the-weightofthenation.hbo.com>.

For more information, visit <http://national-academies.org> or <http://iom.edu>. To access the report, visit <http://iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx>.



Iowa Adverse Childhood Experiences Summit – June 11, 2012

**You are invited to the Iowa ACEs Summit**  
to learn about often overlooked root causes of adult disease and disability and innovative solutions for reversing Iowa's trends.

**June 11, 2012  
12:30 - 4:30 p.m.  
Sheraton West DM Hotel  
1800 50<sup>th</sup> Street  
West Des Moines, Iowa**

**12:30 – 2:00**  
Dr. Robert Anda, co-investigator of the Adverse Childhood Experiences Study (ACEs) and medical scientific consultant to the Center for Disease Control and Prevention, will present his groundbreaking research on the impact of toxic stress on early brain architecture and its link to poor adult health outcomes. His compelling findings show the profound effects of ACEs in everyday workplace, school, home and community environments.

**2:00 – 3:30**  
Laura Porter, founder and staff director of the Washington State Family Policy Council, will present Washington's innovative state and community-based response to addressing ACEs that is now showing promising long-term improvements for children and adults.

**3:30 – 4:30**  
Q&A panel discussion with state leaders on Iowa-specific strategies for reducing exposure to ACEs.

Sponsored by:





Design and materials provided by:



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**To reserve your seat, register for this free event at: [uwiowa.org/ACES](http://uwiowa.org/ACES)**

*Please join us for what's sure to be a thought provoking and inspirational afternoon!*

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