

PROMOTE HEALTHY BEHAVIORS

Promote Healthy Behaviors (HB) - Unhealthy behaviors, including tobacco and other substance abuse, poor nutrition, and lack of physical activity, are the root causes for many chronic diseases and premature deaths. Helping individuals develop healthy behaviors will result in increased wellness and quality of life and decrease chronic disease, premature mortality, and disease burden. The Promote Healthy Behaviors Standards focus on the primary prevention and promotion measures needed to keep illnesses, injuries, and diseases from occurring. Public health is expected to take a leadership role in assuring that services that promote healthy behaviors are available. The services specified in these standards apply to behaviors throughout the lifespan.

- Standard HB1** - Assure review of health promotion and prevention services that promote healthy behaviors in individuals, groups, and communities to prevent and reduce illness, injury, and disease.
- Standard HB2** - Provide leadership in engaging community stakeholders to support health promotion and preventive services.
- Standard HB3** - Assure health promotion and prevention services.

STANDARD HB1 - ASSURE REVIEW OF HEALTH PROMOTION AND PREVENTION SERVICES THAT PROMOTE HEALTHY BEHAVIORS IN INDIVIDUALS, GROUPS, AND COMMUNITIES TO PREVENT AND REDUCE ILLNESS, INJURY, AND DISEASE.

LOCAL CRITERIA

HB1a-L - Conduct an annual review of the existence of health promotion and prevention services within the jurisdiction.

At a minimum, the following health promotion and prevention services should be reviewed:

- Substance abuse
- Physical activity
- Sexual health and behavior
- Infectious disease
- Injury prevention
- Other preventive services offered in the jurisdiction
- Home and community services (home care aide, homemaker, public health nursing) *
- Tobacco
- Oral health
- Vaccination/immunization
- Maternal and child health
- Environmental health
- Nutrition
- Mental health
- Family home visiting
- Preventive screenings and tests
- Problem gambling

*Home and community services: Personal health services provided through a variety of funding sources to individuals for the purpose of preventing or delaying institutionalization. Services include skilled nursing, monitoring of health status/health maintenance, assistance with personal cares (home care aide), and maintaining a healthy and safe home environment (homemaking).

HB1b-L - Encourage entities providing health promotion and prevention services in the jurisdiction to address the health risks identified in the community health assessment and community health profile.

Refer to Community Assessment and Planning Standards CA1 and CA2.

STATE CRITERIA

HB1a-S - Provide technical assistance to local public health agencies to conduct an annual review of the existence of health promotion and prevention services.

Examples of topics for technical assistance are coalition building and facilitating meetings.

HB1b-S - Advocate for the continuation and expansion of statewide and/or regional electronic directories of community programs.

Examples of statewide and regional directories: 211, Lifelong Links, and Compass. This criterion is intended to assist local public health agencies in the annual review for health promotion and prevention services.

HB1c-S - Require state public health department contractors to submit and update program information in statewide and/or regional electronic directories of community programs.

STATE CRITERIA

HB1d-S - Request other state agencies to require their contractors to participate in statewide and/or regional electronic directories of community programs.

HB1e-S - Encourage other entities providing health promotion and prevention services to address the health risks identified in the state-level community health assessment and state-level health profile.

Examples of other agencies providing services: Department of Transportation, seat belt usage, helmet usage; Department of Education, school wellness; Iowa State Extension, food safety.

STANDARD HB2 - PROVIDE LEADERSHIP IN ENGAGING COMMUNITY STAKEHOLDERS TO SUPPORT HEALTH PROMOTION AND PREVENTIVE SERVICES.

LOCAL CRITERIA

HB2a-L - Advocate for and develop strategies to address gaps in health promotion and prevention services.

Refer to Governance Standard GV4 regarding public policy development and Community Assessment and Planning Standard CA3 regarding collaborative relationships.

STATE CRITERIA

HB2a-S - Educate and advocate with stakeholders on a statewide basis on the benefits of primary prevention.

Examples of stakeholders include insurance companies, employers, and policymakers.

HB2b-S - Provide technical assistance and tools for advocacy and strategy development.

STANDARD HB3 - ASSURE HEALTH PROMOTION AND PREVENTION SERVICES.

LOCAL CRITERIA

HB3a-L - Provide health promotion and primary prevention services for required categories when no other providers can be identified within the jurisdiction.

- (1) Required categories:
 - Tobacco
 - Physical activity
 - Infectious disease
 - Nutrition
 - Vaccination/immunization
 - Preventive screenings and tests
- (2) Primary prevention consists of health promotion and specific protection measures that keep illness or injury from occurring and reduce the threat of a specific disease. A key strategy is educational programs that focus on healthy living and favorable environmental conditions.

HB3b-L - Promote the use of promising practices, best practices, and/or evidence based public health services.

HB3c-L - Provide information to the public about health promotion and prevention services available in the jurisdiction.

Examples of methods for providing information: mass media, Web sites, community events, and partnerships with community and private sector organizations.

HB3d-L - Link the public to available health promotion and prevention services.

The statewide and/or regional electronic directories of community programs referenced in HB1b-S will assist in linking the public to resources.

STATE CRITERIA

HB3a-S - Identify and disseminate relevant information on new and emerging health promotion and primary prevention issues.

HB3b-S - Identify and disseminate relevant information on promising and best practices and evidence based public health services.

HB3c-S - Provide information to the public about health promotion and prevention services available in Iowa.

Examples of methods for providing information: mass media, Web sites, community events, and partnerships with community and private sector organizations.

HB3d-S - Link the public to available health promotion and prevention services.

The statewide and/or regional electronic directories of community programs referenced in HB1b-S will assist in linking the public to resources.

HB3e-S - Assist jurisdictions in identifying funding sources for services referenced in HB3a-L when no other providers can be identified.

The state public health department is responsible to assist jurisdictions in identifying funding sources in addition to the state's responsibility to seek funding under Administration Standard AD6.