

DEVOTE ADDITIONAL RESOURCES TO PREVENTION AND WELLNESS



Issue Brief

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Prevention should be woven into all aspects of our lives, including where and how we live, learn, work and play. Everyone—government, businesses, educators, health care institutions, communities and every single American—has a role in creating a healthier nation.

Centers for Disease Control and Prevention

Positive Impacts of Prevention

Disease prevention not only covers preventing the occurrence of disease, such as risk factor reduction, but also to arrest its progress and reduce its consequences once established

Secondary and tertiary prevention seeks to arrest or retard existing disease and its effects through early detection and appropriate treatment; or to reduce the occurrence of relapses and the establishment of chronic conditions.

Increasing the focus on prevention in our community will help improve our health and quality of life.

Focusing on preventing disease and illness before they occur will create healthier homes, workplaces, schools and communities so that people can live long and productive lives and reduce their healthcare costs.

Utilizing prevention strategies to reduce morbidity and mortality has a rich history of

successes. Many major achievements have been accomplished by utilizing prevention solutions:

- Reducing the spread of communicable disease through vaccinations
- Reducing the spread of oral disease through fluoridated water
- Increased motor vehicle safety highway and vehicle engineering and through the use of seat belts and helmets
- Decline in coronary heart disease and stroke through smoking cessation and blood pressure control

Continuing to ensure that we are focused on prevention and build upon those resources that are already available and successful is important to gaining a truly healthy community.

Since prevention is woven into all aspects of our lives it requires the whole community to be engaged in a thoughtful and strategic prevention road map.

Non-public health and non-medical partners also have a critical role to play. Governmental entities by setting policies and ensuring that laws and regulations are developed, implemented and enforced. Private businesses by implementing policies and programs that support health and wellness. Community and faith-based organizations through engagement of the people they serve as well as setting policies that incorporate health and wellness into their decision making.



Defining Wellness

*Wellness can be defined in many different ways and more than likely each of us individually will have our own unique definition as it is a reflection of our own sense of quality of life and own sense of well-being. **Terri Henkels, Director of Polk County Health Department***

A formal definition is: The quality or state of being healthy in body and mind, especially as the result of deliberate effort.

Healthy Polk 2020's Prevention and Wellness experts defined wellness as encompassing all of the following elements:

- Healthy mind, body and spirit
- Connections to neighbors, the community, social networks, a sense of purpose
- Mental, emotional health, managing stress
- Support systems to help people address multiple challenges
- Access to green spaces, walking/biking trails
- A safe and secure environment
- Financial health
- Clean air, water, safe and healthy food
- Faith or spiritual based
- Culture and the arts
- A sense of vitality and balance

Healthy Polk's Planning

Healthy Polk is a movement of individuals, businesses and community organizations focused on improving the quality of life and health status of people who live, work and play in Polk County.

In developing the Healthy Polk 2020 community health plan, input was collected from over 2,300 community members through

community conversations, an online survey and phone interviews. The process was finalized in February 2009 when 150 Polk County residents attended a Healthy Polk Community Caucus and chose 10 health priorities for our community.

View all Healthy Polk Priorities at www.healthypolk.org



**Yoga at Gray's Lake
Saturday Mornings**

**DEVOTE ADDITIONAL
RESOURCES TO
PREVENTION AND
WELLNESS**

Healthy Polk Prevention and Wellness Planning Experts

Twelve experts who have content knowledge about prevention and wellness in our community participated in the initial planning process:

Nicole Bruce, Director of Health Initiatives, Live Healthy Iowa

Helen Eddy, Assistant VP of Health and Wellness, HyVee

Davi Ellis, Prevention Supervisor, Employee Family Resources

Chris Espersen, Quality Director, Primary Health Care

Jan Herke, Community Education Director, Urbandale Parks & Rec

Terri Henkels, Director, Polk County Health Department

Terry Hernandez, Director, Chrysalis Foundation

Amy Liechti, Wellness Coordinator, Iowa Department of Public Health

Suzanne Mineck, President, Mid Iowa Health Foundation

Jean Phillips, Health Administrator, Des Moines Public Schools and Polk County Board of Health Advisory Council

Denise Swartz, Senior Program Officer, Mid Iowa Health Foundation

Kim Stewart, Director of Operations, Greater Des Moines YMCA

Cari Spear, Director of Maternal Child Services, Visiting Nurse Services

Personal Perspectives

Interviews with Experts

Jean Phillips, Health Administrator, Des Moines Public School District and Chair, Polk County Board of Health Advisory Council

Suzanne Mineck, President, Mid Iowa Health Foundation

Jan Herke, Director, Urbandale Parks and Recreation

What made you want to get involved with Healthy Polk 2020 and why is it important to you and your organization? **Jean**, “Schools strive to provide safe and healthy learning environments and to provide support to families in addressing health issues that may be impeding the student’s success as a learner. Schools cannot do this alone. Healthy Polk’s priorities address many of the barriers that can impede student success. As a community we can achieve so much more towards supporting the health and wellness of our students, families and employees if we work together to achieve a common goal of promoting wellness and preventing illness.

Suzanne, “Mid-Iowa Health Foundation has been involved with Healthy Polk 2020 since the beginning primarily because the movement is about reaching out and giving a voice to the people of our community and raising awareness around our greatest health needs. We also feel this is a critical conversation to be a part of because it facilitates a more strategic alignment of resources - ultimately allowing all of us to help more individuals and families in our community to live healthy lives.”

Jan “Bruce Bernard, who is an Urbandale resident and actively involved in the many of the boards and committees within the City of Urbandale, asked me to participate. I think it was good to have representation from the City – Parks and Recreation perspective.

What are some of the emerging issues you see today in prevention and wellness that deals with this priority?

Jean, “The current health care delivery system is a complex one that challenges consumers and health providers alike. Strategies to provide ease in accessing services while enhancing the efforts of all to coordinate service delivery are needed to better serve the health and wellness needs of our community. Engaging the public in accepting responsibility for their own health and wellness in ways that are supportive and proactive vs. punitive and complicated is also a recognized need.”

Suzanne, “Mid-Iowa Health Foundation has been particularly interested in the impact of toxic stress on early brain architecture and its link to poor health outcomes across the lifespan. We all know the most effective way to address chronic health issues is by preventing them in the first place. Preventing or mitigating the effects of adverse childhood experiences and toxic stress is one place to start.”

Personal Perspectives Cont.

Jan “I think it will be important to address issues that provide residents an opportunity – easier access to health options. This may entail having parks and trails closer to where they live, grocery stores (which provide healthier food options than fast food and convenience stores) closer to where they live, neighborhoods where residents can feel safe going out and being active and engaged in their neighborhood and fellow neighbors, etc.

At the stakeholder gathering, one of the key issues selected related to infrastructure (record sharing, intake forms, payment systems and reimbursement). How would you comment on the need for this infrastructure?

Jean, “The health care system is disconnected in the way that it interfaces with other care providers, how it gathers information and shares information as well as how it reconciles billing for services provided. Through this Healthy Polk initiative it is hoped that the community of consumers, health care providers and insurers could work together to address the barriers that exist and formulate ways to make the process more consumer and provider friendly.

In your opinion, how will Healthy Polk help the community?

Jean, “Healthy Polk is a community based and community driven process. Resources provided through Healthy Polk bring community entities together to plan and work towards a common goal of making our community a healthier and more accessible place to live, to learn and to work.”

Jan, “It is encouraging to see the collaborative effort already being shown at the Healthy Polk meetings – and proposed willingness to work together for a common good. The proposed Gaps and Initiatives will require additional resources – which a significant portion may be funding. I think some of the shared resources of talent, experience and expertise (sharing of services, eliminating duplication of services, etc.) will also be an important part though of making this initiative successful.

The Healthy Polk Initiative will help the community when we work together to make changes. Change is not easy as the saying goes, and baby steps may be required....but the only way we can improve is to start somewhere!”

Community Assets

After a rich and thoughtful discussion, experts agreed that our community has a wealth of assets and existing best practices around Prevention and Wellness. They identified gaps in services concerning mental health especially around life transitions. The overall emphasis of our Healthy Polk Priority #1 should focus on collaboration, coordination of services, building infrastructure to support our assets, creating a system for changing our norms and ensuring that our community encompasses our environmental health and built environment as key partners in creating a healthy community.

Note: HP Priority #7 pertains to encouraging medical providers to focus on prevention, education and wellness. Priority #1 did not focus on the medical practice but in the future we may find some cross-cutting issues between the two priorities and opportunities for collaboration between the two priorities.

Community Assets

Grass Roots

- Running/biking/walking community events
- Arts/cultural events such as Art Fairs, heritage festivals, etc.
- Gay pride events
- Bike exchange programs
- Sports/exercise leagues/programs
- Volkspart
- Rowing Club
- Ski Club
- Citizens for Community Improvement (CCI)
- A Mid-Iowa Organizing Strategy (AMOS)

Faith –Based

- DMARC
- Faith based meal programs
- Catholic Charities
- Catholic Charities Mental Health Services and Outreach

Support Groups

- HIV Coalition – AIDS Project of Central Iowa
- Bed Bug Task Force
- Campaign to Build Resilient Children
- Project Launch Wellness Council
- Safe Kids Coalition
- National Children’s Study
- Iowa Chronic Care Consortium
- Polk County Substance Abuse and Awareness Workgroup
- Jumpstart Group

Community Assets

Support Groups cont.

- Infant Mortality/Healthy Start Consortium
- Metro Trauma Committee
- Iowa Disaster Human Resource Council
- Multi-Jurisdictional Multi-Discipline Preparedness Planning Group
- Metro Planners (private/government preparedness)
- SafeGuard Iowa
- Central Iowa Tobacco Free Partnership (American Lung Association)
- Metro ED Committee (emergency room planning)
- Polk County School Nurse Consortium (Jean Phillips)
- Central Iowa Infection Control Nurses
- Iowa Immunization Coalition
- Camp Hertko Hollow
- Coalition on Aging
- Latino/Hispanic Alliance for Tobacco Control and health Coalition
- Healthcare Coverage for Kids Coalition
- Polk Oral Health Work Group
- La Leche League
- Immunization Initiatives by various groups
- After school programs by various groups
- Corporate Wellness Committees
- Iowa Coalition Against Sexual Abuse (ICASA)
- Iowa Coalition Against Domestic Violence (ICADV)
- Homeless Shelters resource system
- Neighborhood groups/associations
- Cultural centers
- Green building programs
- Polk County Lead Poisoning Prevention Coalition

Community Assets

Community Assets

Support Groups

- Polk County Suicide Prevention Coalition
- Summer Meal Site Program
- Asian Alliance
- Substance Abuse Community Coalition
- Network for LGTB Health Equity
- Iowa Care Givers Association
- Home health care organizations for seniors
- Alcoholics Anonymous
- Gamblers Anonymous
- Narcotics Anonymous
- Central Iowa Gambling Treatment Services

Education/school-based

- Physical Education for life Healthy Schools program
- Des Moines University
- Drake University
- Grand View University
- Mercy
- DMACC
- Other health care/science programs
- Head Start
- DARE program
- BASICS program
- Des Moines Public and suburban public schools
- ISU Extension Service
- Des Moines Public and suburban public schools
- ISU Extension Service
- Polk County School Nurse Consortium
- Adult and Community Education
- Universal pre-schools
- Iowa Safe Schools
- 4-H programs
- Hy Vee nutrition programs
- Dowling Wellness Task Force

Community Assets

For-Profit

- Health/fitness/recreation centers with various sports/exercise programs
- Farmer's Markets
- Hy Vee Dieticians New Values program
- Neighborhood newspapers for communicating/connecting
- Insurance companies—health resources
- Clinical Health Coach Training
- Pharmacies

Non-Profits

- AIDS Project of Central Iowa
- Planned Parenthood
- Des Moines Health Center – Dental Services and Outreach
- Urban Dreams
- Central Place Family Resource & Community Education Center (Cathy Beck Cross)
- Hispanic Education Resource and Referral Center
- LaClinica de la Esperanza
- Visiting Nurse Services of Iowa
- YMCA with various sports/exercise, etc programs
- Food pantries
- United Way
- Hospital Systems
- Primary Health Care Screenings and clinics
- Wellness Council
- Live Healthy Iowa
- American Cancer Society
- Heart Association, Diabetes Association, Alzheimer's etc.
- Special Olympics
- Adaptive Sports Iowa
- Senior Olympics

Community Assets

Community Assets

Non-Profits

- Blank Hospital Outreach
- Iowa games
- Kid Strong program
- Mentoring programs
- Council for International Understanding
- Back to school health fairs
- Free Clinics of Iowa
- Iowa Lung Association
- After school programs by various non profits
- Shriners
- Kiwanis
- Chrysalis Foundation
- Urbandale Community Action Network –human services
- EFR (substance abuse prevention)
- MECCA (gambling & substance abuse prevention)

Government

- Polk County Health Department Clinical and Outreach Services
- Broadlawns Medical Center – WIC Clinics and Dental Services
- DCAT
- Empowerment Board
- Polk County Air Quality
- Healthy Homes
- Healthy Polk
- Diabetes Education Program
- Criminal Justice Coordinating Council
- Johnston Partnership for a Healthy Community
- Metropolitan Advisory Council
- Cities Readiness Initiative
- Polk County Health Services

Community Assets

Government cont.

- Family Enrichment Center
- Polk County Community Family & Youth Services
- Polk County Emergency Management Agency
- Polk County Health Department Health Education and Planning Division
- WIC program
- Just Eliminate Lies
- Meals on Wheels
- Meal site programs
- Area Agency on Aging
- Iowa Department of Health
- I-Smiles program
- First 5 program
- Healthy Start and Empowerment Family Support projects
- Early Access program
- Teen pregnancy programs
- Community Adolescent Pregnancy Prevention program/grants
- Polk County Conservation Commission – recreational programming
- Local park and recreation departments – recreational programming & community education
- City planning departments
- Parenting programs
- ISU Extension Services
- Peer to Peer programs
- Breast/cervical cancer programs
- Wisewoman Program
- Scope it Out
- Blind/deaf resources
- Safety City

Community Assets

Community Assets

Government cont.

- Matter of Balance/Chronic Disease Management
- Metropolitan Partnership for Lead Safe Housing
- Hawk-I program
- HIV screenings
- Law Enforcement

Policy

- Polk County Board of Health Advisory Committee
- Polk County Board of Health/Polk County Board of Supervisors
- Child and Family Policy Center
- Metropolitan Advisory Committee
- Wellness Council
- Greater Des Moines Partnership Visioning Capitol Crossroads Health component
- Local and national legislators
- Iowa Task force for Young Women
- United Way of Central Iowa

Broadening the reach and measuring results

Example of ways individuals/organizations can get involved

During the asset analysis process, the experts also recommended the following ways for individuals and organizations to advance the prevention and wellness priority:

IN YOUR NEIGHBORHOOD

- Neighborhood networks can advocate for more resources devoted to safe streets, neighborhood parks, recreation programs in the neighborhood, etc.

Broadening the reach and measuring results cont.

TO ADVOCATE FOR OTHERS WITH MENTAL HEALTH ILLNESS WHO ARE INVOLVED IN THE CRIMINAL JUSTICE SYSTEM

- Advocate for sustainable funding sources to support expanded programming
- Advocate for legislative change to allow for data sharing between all partners

TO SUPPORT AND ENCOURAGE PEOPLE TO MAKE HEALTHY CHOICES

- Empower individuals and their families to develop and participate in health protection and health promotion programs
- Identify and help connect people to key resources for health care and education
- Offer accurate, accessible, and actionable health information in diverse settings and programs

TO IMPROVE ACCESS TO PREVENTION AND WELLNESS OPPORTUNITIES

- Advocate for expanded use of community health workers and home visiting programs
- Educate and inform people about the range of preventive services they should receive and the benefits of preventive services
- Support community based health workers, patient navigators, patient support groups and health coaches.

TO ENCOURAGE POLICY MAKERS TO MORE EFFECTIVELY ADDRESS INDOOR POLLUTANTS

- Advocate for changes to rental certification requirements to include testing and remediation of lead, mold and radon as part of a rental certification for properties and before a housing property can be sold
- Advocate for legislative change to require that testing for lead begin at 2 years of age rather than entry into kindergarten

Community Gaps

Experts noted that key barriers include:

- Existing societal norms require people to make an intentional decision (as opposed to the default decision) to make a healthy choice. Hence, the need for the label “healthy”



- More resources are necessary for key Mental Health transitions.
- The existing provider capacity (particularly for children’s social, emotional and mental health services) must be expanded.
- Peoples’ homes must be thought of as an “environment” which can support or discourage healthy choices.
- There needs to be a greater community investment in comprehensive wellness and prevention (oral health, mental health, social and emotional health, and physical health)

- The built environment has a huge impact on the choices people can make. (Hard to walk without sidewalks or safe neighborhoods)



- Lack of coordination and fragmentation among providers, organizers and others makes it difficult to reinforce a message supporting holistic health
- There are structural challenges to increased coordination and these must be addressed.



What Would It Look Like

The community promotes wellness and prevention.

Prevention and early detection services for physical, oral and mental health are readily available and fully utilized by residents.

Primary providers and community-based organizations collaborate to ensure prevention and wellness strategies and services are readily available and utilized.

The community offers a variety of amenities that contribute to enhanced quality of life (e.g., arts, entertainment, recreation).

Community policies and strategies support a livable, walkable and safe community.

Support systems exist to sustain kids and adults through important life transitions.

Residents will say they are pleased with their quality of life and able to live life to the fullest.

Health choices are the easy choice.

Polk County’s morbidity rates for cardiovascular disease, hypertension and diabetes are low.

DEVOTE ADDITIONAL RESOURCES TO PREVENTION AND WELLNESS PRIORITIES - TIMELINE FOR 2012-2013

Build community support and increase understanding of the value of wellness and prevention.

- Build partnerships to develop holistic care coordination models. *Establish connections between mental health and primary health care providers*
- Initiate a multi discipline “Prevention council” of providers which will meet to share information and explore opportunities for collaboration, linkage and integration of services.
- Advocate for policies that provide payment for prevention and wellness services without cost sharing
- Recruit community champions for wellness and prevention
- Develop and implement a program to educate health and wellness professionals and community leaders about one another’s work to expand understanding/awareness of available resources (to access and/or refer)

Develop the infrastructure that facilitates better coordination of clinical, community and complementary health strategies.

- Develop a method to electronically share health and human services records, while protecting privacy rights, to enhance the linkage of holistic services.
- Create and/or connect systems to exchange clinical, public health and community data, streamline eligibility requirements, and expedite enrollment processes to facilitate access to clinical and preventive services and other social services.
- Develop a common intake form.
- Create mechanisms that increase reimbursement for improving patient outcomes.
- Advocate for policies that provide payment for prevention and wellness services without cost sharing.
- Create a reimbursement mechanism to Increase the use of health care coaches, system navigators and care coordinators to facilitate access and use of preventive and wellness opportunities.



On March 2, 2012, forty-five individuals participated in the community gathering to confirm, prioritize and advance the elements of the agenda proposed by the experts.

THREE INITIAL PROJECTS LAUNCHED

1. Build partnerships to develop holistic care coordination models. Establish connections between mental health and primary health care providers
2. Initiate a multi discipline “Prevention council” of providers which will meet to share information and explore opportunities for collaboration, linkage and integration of services.
3. Recruit community champions for wellness and prevention

Devote Additional Resources to Prevention and Wellness Priorities Timeline 2013-2020

- ❖ **Work to change norms and provide incentives and support to encourage people to make healthy choices**
- ❖ **Promote and sustain healthy and safe indoor, natural and built environments**
- ❖ **Focus on enhancing the coordination of clinical, community and complementary health strategies to improve the access to prevention and wellness opportunities**
- ❖ **More resources available for mental health transitions**

Priority Implementation Partners

Nicole Bruce, Live Healthy Iowa
Angela Doyle-Scar, Iowa Department of Public Health
Davi Ellis, Employee and Family Resources
Dr. Bery Engebretson, Primary Health Care
Chris Espersen, Primary Health Care
Brooke Findley, Chrysalis Foundation
Terri Henkels, Polk County Health Department
Dawn Hansen, Correctional Services
Andrea Hansen, Iowa Health
Jan Herke, Urbandale Parks & Recreation
Dave Higdon, Polk County Health Services
Sadie Hildebrand, City of Des Moines
Sandy Huisman, Des Moines Public Schools
Amy Karaidos, Visiting Nurse Services of Iowa
Teresa Kitchen, African American Leadership Forum
Del Knopka, Mercy Clinics
Deb Madison Levi, The Iowa Initiative
Marty Mauk, Des Moines Neighbors
Kris May, City of Mitchellville
Chris McCarthy, Iowa Health-Des Moines
Barb McClintock, Polk County Community & Family Services
Mollie Mertens, Eyerly Ball
Suzanne Mineck, Mid Iowa Health Foundation
Gayla Moore, Visiting Nurse Services of Iowa
Kirk Nessel, MECCA
Jean Phillips, Des Moines Public Schools & Board of Health Advisory Council

Peggy Reelitz, Polk County Emergency Management
Alex Sandvig, Holmes Murphy
Carrie Schouten, Correctional Services
Joe Simon, Polk County Sheriff's Department
Cari Spear, Visiting Nurse Services of Iowa
Vicki Strosahl, Southeast Polk School District
Denise Swartz, Mid Iowa Health Foundation
Janelle Their, American Lung Association of Iowa

“We know that preventive health care such as regular medical screenings, immunizations, check-ups and the like, is one of the keys to wellness and its availability and use by everyone is imperative to good physical health but individuals' wellness is more than physical health. It includes having fulfilling social connections, a meaningful role in our community, as well as time and space to both relax and invigorate mind and body; and connect with the natural environment. It is also critical that people have good information and plentiful and safe ways to access these opportunities.”

Denise Swartz, Senior Program Officer,
Mid Iowa Health Foundation

SAVE THE DATE

Please join us for the next Re-Gathering of the Stakeholders in support of Prevention and Wellness!

Friday, June 8, 2012 at 8:00 AM
River Place, 2309 Euclid Ave, Room 1A

For More Information Contact:
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Healthy Polk 2020

www.healthypolk.org

JOIN THE MOVEMENT!

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Reference Sources for Issue Brief

Centers for Disease Control – National Prevention Strategy

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Chair, Healthy Polk 2020
Chris McCarthy, Project Manager, Center for
Healthy Communities,

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