

IOWA

The **Preventive Health and Health Services (PHHS) Block Grant** provides flexible funding for health problems in Iowa that range from emergency medical services to coronary heart disease. PHHS Block Grant dollars fund eight different Iowa health programs in the areas of education and community-based programs, unintentional injuries, oral health, heart disease and stroke, HIV/STD prevention, and sexual assault prevention.

PHHS Block Grant funds allow Iowa to use dollars **where** we need them, **when** we need them to protect the public's health. This flexibility is critical and serves Iowa's unique rural health needs. The following programs are examples of Iowa's use of PHHS Block Grant funds:



Heart Disease and Stroke/Cardiovascular Risk Reduction

PHHS Block Grant funds are used to support statewide initiatives to promote healthier lifestyles; prevent the health and financial consequences of cardiovascular diseases (CVD); and monitor adult trends of modifiable risk factors for CVD using Behavioral Risk Factor Surveillance System (BRFSS) questions and epidemiological surveillance. The most recent statistics show that the death rate from heart disease, Iowa's leading cause of death, has dropped from 326.3 deaths per 100,000 population in 1994 to 245.5 deaths per 100,000 population in 2004.



Emergency Medical Services (EMS)—Unintentional Injuries

Emergency medical services operate at the intersection of public health, health care, and public safety. Mortality rates for many unintentional injuries are highest in rural areas, making EMS a critical component of Iowa's rural health care system. PHHS Block Grant funds are used to ensure that the citizens of Iowa have timely access to emergency medical services provided by a well equipped and competent response workforce. Iowa deaths resulting from motor vehicle accidents, burns, and drowning have been declining since 1996.



HIV/AIDS Program

PHHS Block Grant funds are used to provide confidential Human Immunodeficiency Virus (HIV) prevention counseling and/or testing in sites that are located in the population centers that have higher sexually transmitted disease and HIV morbidity rates. In 2002, 12,820 risk assessments were completed. All persons who completed assessments received HIV-prevention counseling, and 9,844 were tested for HIV.



Rape or Attempted Rape—Sexual Assault Prevention Services

PHHS Block Grant funds are used to support prevention education services to young people and community professionals addressing sexual violence. During fiscal year 2005, there were 2,027 presentations given to 42,711 youth in school settings. Between 1999 and 2004, the rate of reported rapes in Iowa decreased by 15 percent.

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Iowans Dramatically Change Their Lives with the Lifestyle Challenge

Issue:

Nearly 2 of 3 residents are overweight or obese in Emmet County, Iowa. A dynamic countywide behavioral modification program was desperately needed.

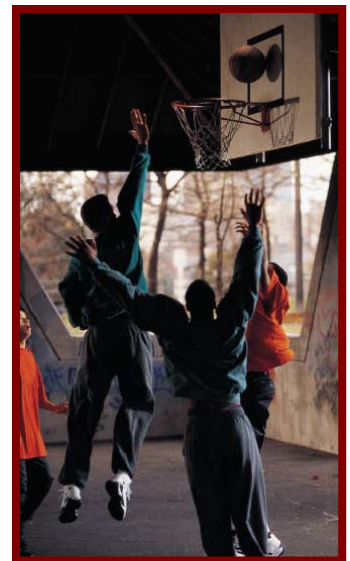
- More than half the population is between the ages of 25 and 64, the critical years of life when the incidence of cardiovascular disease is the highest.
- An estimated 27% of the county population has undetected high blood pressure.
- 61.2% of county residents are considered overweight or obese.
- In 2001, the initial intervention participants had an average body mass index (BMI) of 30, and 41 percent were at high risk for diabetes, according to a Diabetes Risk Assessment.

Intervention:

An initiative to use a little fun and friendly competition to improve health has grown into a strong community commitment to change lifestyles and community norms. The Iowa Department of Public Health and Avera Holy Family Health (the county's largest health care system) lead Emmet County's Lifestyle Challenge, which is supported in part by the Preventive Health and Health Services Block Grant funds. Several other partners in the state and county collaborate and support the intervention.

More than 10% of Emmet County residents have taken part for at least one year of the 5-year program, which began in 2001. High-profile participants, such as the mayor and prominent business persons, bring visibility to the program, and encourage more participation from county residents.

The Lifestyle Challenge emphasizes gradual weight loss through improved food choices, regular physical activity, and a lifetime of healthy behavior. Educational sessions, support groups, and positive reinforcement are keys to the success of this intervention. Teams of five participants set their own physical activity goals, and track the amount of time they spend exercising. Health data collected over five years for the participants (including monthly weight checks with a registered dietitian) are shared confidentially, and provide a long-term record of progress.



Impact:

Collectively, the community has lost over 9,060 pounds and recorded 53,800 hours of physical activity through the Lifestyle Challenge.

- In 2005 The average weight loss per person was almost 8 pounds.
- The average amount of physical activity recorded increased from 27 hours to 47 hours per person from 2001 to 2006.

The collaboration has prompted a gradual shift in community conversations from that of short-term diets to lifestyle changes for long-term health.

The Lifestyle Challenge has expanded in the county each year since its inception, and has generated positive support from local media and opinion-leaders. In 2004, Fort Collins, Colorado, Mount Pleasant, Iowa, and Columbus, Indiana adopted the Lifestyle Challenge initiative and have had similar program success.

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