



DELAWARE

The **Preventive Health and Health Services (PHHS) Block Grant** provides funding for health problems in Delaware that range from community health promotion to prevention of rape. PHHS Block Grant dollars fund three Delaware health programs.

PHHS Block Grant funds allow Delaware to use dollars **where** we need them, **when** we need them to protect the public's health. The Block Grant Advisory Committee approved the following programs for funding contingent upon the receipt of level funding: Community Health Promotion Programs, Rape Victims Services, and Public Health Library and Information Services for Underserved Populations and Public Health Professionals. Programs that serve our state's unique health needs through the PHHS Block Grant include the following:



Patient and Family Education—Health Information

PHHS Block Grant funds are used to contract with the Flinn Medical Library of the Delaware Academy of Medicine to provide medical library services for the Division of Public Health. The PHHS Block Grant this year was able to fund library services for Public Health professionals. However, in the planning process, the Division and the Academy were able to find another funding source to bring needed medical library services and training to underserved areas in each of Delaware's three counties. The services funded by the PHHS Block Grant include cataloging, consulting, document retrieval and staff training. Library and journal services are provided to more than 1,500 Division of Public Health employees. This service improves the Division's ability to plan, implement, and evaluate effective programs.



Community Health Promotion Programs—Healthy Communities

PHHS Block Grant funds are used in recruiting, hiring, and paying salaries for staff that support prevention programs in local communities. Funds are also used to implement activities aimed at prevention of obesity, promoting 5-a-day fruit and vegetable consumption, and promoting healthy physical activity. Efforts are targeted at reducing racial and ethnic disparities related to obesity and related health problems. Some funds also are used to promote mammography services.



Rape or Attempted Rape—Rape and Sexual Assault Prevention

PHHS Block Grant funds are used to fund a contract with CONTACT Delaware, Inc., the only provider of rape crisis and rape education services in Delaware. These funds are used to maintain a rape crisis hotline, train and recruit volunteers, and to provide accompaniment services for rape victims. Currently, CONTACT Delaware is able to provide counseling, accompaniment, and referrals to everyone who calls the hotline.

Delaware Health and Social Services

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Get Up and Do Something: Slowing the Obesity Trend in Delaware

Issue:

Doctors at the DuPont Hospital for Children report seeing more type II diabetes in children. School nurses are reporting more overweight children. The obesity problem is as big in the small state of Delaware as it is in the rest of the nation, and, it is receiving recognition by local health and political leaders. From 1990 to 2003, the prevalence of obesity among adult Delawareans, as measured by the Behavioral Risk Factor Surveillance System (BRFSS), increased from 14.4% to 24%. African Americans are disproportionately affected by obesity in Delaware. In 2005, 22.2% of non-Hispanic whites were considered obese, compared with 33.7% of African Americans and nearly 37% of African American women. Furthermore, African Americans are less likely to eat the recommended five or more servings of fruits and vegetables a day. Only 14% of blacks, compared with 22.3% of whites eat 5 or more servings of fruits and vegetables a day. And, for a small state, the economic costs are large. With a population of only about 840,000, the direct health care costs attributable to obesity in Delaware are estimated at \$207 million a year.

Intervention:

Delaware has begun a campaign to address the issue, which includes programs by the Lt. Governor's office, the state Department of Health and Social Services' Division of Public Health, and by private and nonprofit groups such as the Nemours Health and Prevention Services. The Delaware General Assembly created a Task Force on Physical Education that issued recommendations and resulted in legislation promoting an increase in physical activity. A large component of the state's effort is its "Get Up and Do Something" social marketing campaign. To date, funding for these obesity-reduction efforts has focused largely on physical activity.



The PHHS Block Grant enabled us to supplement the physical activity campaign with marketing campaigns in support of the 5-a-day fruits and vegetables message. These funds allowed us to add a nutritional component to our physical activity promotion, and to target the messages to populations in greatest need.

The Block Grant funds provided a statewide television media campaign in the spring and early summer of each year, promoting the 5-a-day fruits and vegetables message. The campaign—

- Featured a colorful, catchy 5-a-day commercial designed to appeal to African American audiences.
- Aired on cable television (broadcast television is not an option in Delaware) stations, during times that are most popular to female and African American populations.
- Was tied in to other activities and programs currently in progress, such as the "Get Up and Do Something" campaign, the Lt. Governor's Challenge, and other 5-a-day publications or promotions.

Without the Block Grant, this special targeted 5-a-day campaign would not have been possible. The commercial was provided at no cost by the Produce for Better Health Foundation. Public health staff worked with partners and the cable television company to determine appropriate networks and times for airing the campaign.

Impact:

From schoolchildren in the Lt. Governor's Challenge to seniors in Walk Delaware, tens of thousands of Delawareans are now more active than they were a few years ago. And, thanks to the Block Grant, they are also more aware of the importance of eating a healthy diet with adequate fruits and vegetables.

At least for now, these combined efforts have helped to stop the upward trend of adult obesity in Delaware.

- For two years, 2004–2005, the BRFSS adult obesity prevalence appears to have leveled off slightly below the all-time high of 24% in 2003.
- Adult obesity in 2005 was 23%.

Given the trend of increasing obesity nationwide, hitting a plateau in Delaware is a positive change. With future funding and increased program efforts, we hope to turn the plateau into a downward trend in obesity.

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