



MISSOURI

The **Preventive Health and Health Services (PHHS) Block Grant** provides funding for health problems in Missouri that range from foodborne infections to coronary heart disease. PHHS Block Grant dollars assist in funding several major Missouri health programs.

PHHS Block Grant funds allow Missouri to use dollars **where** we need them, **when** we need them to protect the public's health. Missouri focuses the majority of its PHHS Block Grant funds in the areas of cancer, cardiovascular risk reduction, chronic disease prevention, community food sanitation, diabetes, arthritis, physical activity, reduction of tobacco use, healthy eating, emergency medical services, community health programs, and rape prevention. Programs that serve our state's unique health needs through the PHHS Block Grant include the following:



Community Health Promotion—Health Promotion and Primary Prevention of Chronic Disease

PHHS Block Grant funds provide significant support for local primary prevention programs and for professional development to ensure effective delivery of health promotion and education in Missouri. Heart disease, cancer, stroke, and chronic obstructive pulmonary disease are the four leading causes of death in Missouri. With the addition of diabetes, chronic disease accounts for approximately 70% of all Missouri deaths. PHHS funds are used to coordinate the planning and implementation of statewide health promotion programs to reduce the three primary risk factors for chronic disease—tobacco use and exposure to secondhand smoke; physical inactivity; and unhealthy eating. Local public health agencies (LPHA's) facilitate presentations, in-service training, and awareness events for school boards, school health councils, parent-teacher organizations, and other key stakeholders. These interventions focus on the importance of adopting and enforcing tobacco-free policies for school campuses and school-sponsored events and of incorporating evidence-based curricula designed to prevent youth from starting to smoke. LPHA's coordinate communitywide campaigns involving local radio, television, and newsprint to promote large scale and coordinated physical activity and nutrition programs.



Foodborne Infections—Community Sanitation for Food Safety

PHHS Block Grant funds are used to conduct annual inspections of food manufacturing/processing facilities to assure their safe and sanitary operation and to increase the education/competency of milk regulatory personnel. In addition, through a training institute, the Missouri Department of Health and Senior Services provides extensive training to local public health agencies to assure competency in conducting retail food establishment inspections that focus on reducing the occurrence of foodborne illness risk factors.



Emergency Medical Services—Trauma Centers

Using 2004 data, PHHS Block Grant funds are used to license emergency medical technicians (2369), paramedics (962), ground (216) and air (14) ambulance services, emergency medical response agencies (27) and trauma centers (29). Funds are used to accredit emergency medical services training entities (27) and to improve access to delivery of emergency medical services to injured or ill citizens.

Missouri Department of Health and Senior Services

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Missourians with Diabetes are Urged to Take Care of Their Feet for Life

Issue:

Having a foot amputated is a serious risk for people with diabetes. According to the American Diabetes Association, a person with diabetes is 10 times more likely to require a foot amputation than a person without the disease. Regular foot exams and good foot care are essential to allow for early and effective treatment and to prevent limb amputations. Yet in Missouri—where more than 315,000 people have been diagnosed with diabetes—this message was not reaching those who needed to hear it the most.

- Although diabetes prevalence is higher among African Americans in Missouri, a lower percentage of African Americans perform daily self-exams of their feet, according to 2003 state surveillance data.
- From 1999 to 2003, African Americans in Missouri were hospitalized for lower-extremity amputations at a rate of 6.6 per 10,000 people, compared to a rate of 2.1 per 10,000 people for whites. Hospitalization costs for lower-extremity amputations in Missouri totaled more than \$61.5 million in 2004.
- A large number of African Americans live in St. Louis and Kansas City, and it is especially important that these communities receive the foot care message.

Intervention:

To take the message to the people, the Missouri Department of Health and Senior Services used Preventive Health and Health Services (PHHS) Block Grant funding to develop and fully fund a marketing campaign to increase foot self-exams among African Americans. The “Feet for Life” Diabetes Foot Care Campaign was conducted during the summer of 2005 with St. Louis as the primary focus and Kansas City as the secondary focus.



- Forty-five billboards were placed along major highways in St. Louis. An estimated 520,000 people traveled past the billboards every day. The billboard design featured four pairs of feet clad in varied shoe styles—from sandals and suede oxfords to well-worn tennis shoes—representing the diversity of people who deal with diabetes. In addition to the foot care message, the billboard displayed a toll-free telephone number that people could call for additional information and a free fact sheet.
- More than 430 miniature versions of the billboard were placed on St. Louis buses—83 on the back of buses and 350 inside the buses. While the campaign was conducted during July and August, many of the bus cards were still in place through October. The bus cards had an estimated monthly reach of 2.1 million riders.
- Newspaper ads similar to the billboard design were placed in three African American newspapers in St. Louis City and North St. Louis County. The combined circulation of those newspapers reached nearly 300,000 subscribers.
- Two major pharmacy chains in St. Louis distributed 3,000 diabetes foot care fact sheets at 25 pharmacies by placing them inside bags containing diabetes prescriptions.
- A public service announcement emphasizing the importance of foot care for people with diabetes was broadcasted by radio stations statewide with an emphasis on African American stations in St. Louis and Kansas City. A total of 5,480 radio spots ran in the state's two largest urban areas, reaching approximately two million listeners. Recognizing the importance of the message, state radio broadcasters provided additional spots free of charge with a value of more than \$413,000.

Impact:

By using a variety of media—billboards, bus boards, newspaper ads, pharmacy bag inserts and radio spots—the “Feet for Life” message was seen and heard by a large and varied audience.

- The campaign reached **more than 6 million people**, primarily in St. Louis and Kansas City, where Missouri's African American population is concentrated.
- The Missouri Diabetes Prevention and Control Program developed new partnerships with major pharmacy chains that will provide useful in future diabetes education campaigns.

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