



The Update is a bi-weekly Web newsletter published by the Iowa Department of Public Health's Bureau of Family Health. It is posted the second and fourth week of every month, and provides useful job resource information for departmental health care professionals, information on training opportunities, intradepartmental reports and meetings, and additional information pertinent to health care professionals.

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## **CMS Publishes Toolkit for Making Written Material Clear and Effective**

The Toolkit for Making Written Material Clear and Effective is a health literacy resource from the Centers for Medicare and Medicaid Services (CMS). As shown below, this 11-part Toolkit provides a detailed and comprehensive set of tools to help you make written material in printed formats easier for people to read, understand, and use.

- Toolkit Part 1: About this Toolkit and how it can help you
- Toolkit Part 2: Using a reader-centered approach to develop and test written material
- Toolkit Part 3: Summary List of the "Toolkit Guidelines for Writing and Design"
- Toolkit Part 4: Understanding and using the "Toolkit Guidelines for Writing"
- Toolkit Part 5: Understanding and using the "Toolkit Guidelines for Graphic Design"
- Toolkit Part 6: How to collect and use feedback from readers
- Toolkit Part 7: Using readability formulas: A cautionary note
- Toolkit Part 8: Will your written material be on a website?
- Toolkit Part 9: Things to know if your written material is for older adults
- Toolkit Part 10: "Before and after" example: Using this Toolkit's guidelines to revise a brochure
- Toolkit Part 11: Understanding and using the "Toolkit Guidelines for Culturally Appropriate Translation"

The toolkit is available for download at [www.cms.gov/WrittenMaterialsToolkit](http://www.cms.gov/WrittenMaterialsToolkit).

You can find links to this and other health literacy resources from the Department of Human Services at [www.ahrq.gov/browse/hlitres.htm](http://www.ahrq.gov/browse/hlitres.htm).

## For Your Heart

The facts surrounding women and heart disease can be frightening to think about. The good news is that many of the risk factors associated with cardiovascular disease (CVD) can be changed and avoided to prevent premature death or unwanted complications.

That's why the National Women's Health Information Center developed the For Your Heart website. When you visit the site, you will be escorted through a short, confidential survey of questions about your health and lifestyle. Based on your answers, you will be provided with a series of articles detailing the latest information on exercise, nutrition, smoking, diabetes, cholesterol, high blood pressure and other factors that affect you and your risk for heart disease - all tailored to your needs.

Go to [www.womenshealth.gov/foryourheart/survey.cfm?tid=051215&CFID=624952&CFTOKEN=88967835](http://www.womenshealth.gov/foryourheart/survey.cfm?tid=051215&CFID=624952&CFTOKEN=88967835) to find out and to reduce your risk for cardiovascular disease and begin enjoying the benefits of better health!

## Iowa Department of Public Health Receives PREP Grant Award

The Personal Responsibility Education Program (PREP) grant will enable Iowa to provide comprehensive sexuality education to adolescents with medically accurate, culturally and age-appropriate, and evidence-based programming in order to assist them to reduce the risk of unintended pregnancy, HIV/AIDS, and other sexually transmitted infections (STIs). PREP programs will also address life skills to assist Iowa teens in making responsible, informed decisions and lead safe and healthy lives.

IDPH is convening community partners to help establish program priorities and develop the state work plan for Iowa's PREP program. More information about the PREP grant is available on pages 7-8 of **The UPdate**.

**If you are interested in participating in partner meetings, please contact Lindsay Miller at [lmiller@idph.state.ia.us](mailto:lmiller@idph.state.ia.us).**

### **Funding Opportunity from HHS OWH: *Building Systems of Prevention through Health Promotion for Women and Girls - Due Nov. 22, 2010***

Applicants should address one of the following focus areas:

- National Women and Girls HIV/AIDS Awareness Day (NWGHAAD)
- National Women's Health Week (NWHW)
- Prevention of Violence Against Women and Girls (VAW)

Applicants interested in addressing more than one focus area may submit more than one application. However, each application should only address one focus area. Projects will be funded up to a maximum of \$2,500. Community-based partnerships and collaboration are strongly encouraged. Application information can be downloaded from pages 9-20 of **The Update**.

# Administration/Program Management

## IME Informational Letter #958

The Iowa Medicaid Enterprise (IME) issued Informational Letter #958 which addresses non-emergency medical transportation. This letter provides guidance if using the TMS Management Group for arranging and paying for medical/dental/mental health transportation services. See Informational Letter #958 on page 21 of **The UPdate**.

Please know that Title V Maternal and Child Health agencies may continue to arrange and submit claims to IME for local (in-town) medical/dental/mental health transportation services just as you have done in past years. You will continue to develop a Transportation Plan for local (in-town) transportation resources as you have done in the past.

Using TMS services will be especially beneficial when clients need out-of-town medical/dental/mental health transportation resources. Local DHS offices are no longer handling this service.

## IME Informational Letter #961

The IME released Informational Letter #961 regarding Iowa Medicaid Member Services Disease Management and Maternity Management Program. The new IME Member Services Disease Management and Maternity Management programs are designed to support providers and to assist participants in becoming and staying healthy. These programs support participants by locating and establishing a HealthCare Home, reinforcing treatment plans developed by their healthcare provider, and educating participants on making responsible decisions about their healthcare. For the participant, the program is free, voluntary, and those enrolled may choose to opt-out at any time.

IDPH staff have met with the Maternity Management Program staff and they have agreed to refer clients to MCH and Family Planning programs, when the need is identified. IME Informational Letter #961 can be viewed on page 22 of **The UPdate**.

## IME Informational Letter #962

The IME released Informational Letter #962 announcing that effective **December 1, 2010** all IME Informational Letters (program policy notices) and General Letters (notices of changes to Medicaid provider manuals) will **only be available electronically**. These will no longer be mailed to providers via hard copy.

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# Administration/Program Management

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## **IME Informational Letter #962**

To ensure that providers continue to receive notice of the important program information within these documents, the IME has designed a new system where anyone can register for an e-mail notification when a new letter is posted. Users can select the type of information they would like to receive. ***The step-by-step process for subscribing is found in Informational Letter #962 on page 23 of The UPdate.***

IME Informational Letters will continue to be posted on the IME website at [www.ime.state.ia.us/Providers/Bulletins.html](http://www.ime.state.ia.us/Providers/Bulletins.html). General Letters will continue to be posted at [www.dhs.state.ia.us/policyanalysis/PolicyManualPages/medprovgl.htm](http://www.dhs.state.ia.us/policyanalysis/PolicyManualPages/medprovgl.htm).

If you have any questions, please contact IME Provider Services at 1-800-338-7909, in Des Moines at (515) 256-4609, or via e-mail at [imeproviderservices@dhs.state.ia.us](mailto:imeproviderservices@dhs.state.ia.us).

# Calendar

November 18, 2010

**CAReS and Child Health/EPSTD Training**

**10 a.m. - 12 p.m. CAReS**

**12:30 p.m. - 4 Child Health/EPSTD**

**Lucas State Office Bldg, Conference Room 518**

\* Required meeting

## **NOVEMBER Contract Required Due Dates**

15 - Due: Electronic  
Expenditure Workbooks

15 - MCH/FP Summary of  
Insurance Verification

15 - FP Supplemental Funds  
Report

15 - Early ACCESS Service  
Coordinator Job Description/  
Plan for Staff Vacancies

29 - Export WHIS Records to  
IDPH

30 - 2010 Semi-Annual  
CAReS/WHIS Review  
Summaries



# THE UPdate



**Bureau of Family Health: 1-800-383-3826**

**Teen Line: 1-800-443-8336**

**Healthy Families Line: 1-800-369-2229**

**FAX: 515-242-6013**

<b>NAME</b>	<b>PHONE</b>	<b>E-MAIL</b>
Beaman, Janet	281-3052	<a href="mailto:jbeaman@idph.state.ia.us">jbeaman@idph.state.ia.us</a>
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Brown, Kim	281-3126	<a href="mailto:kbrown@idph.state.ia.us">kbrown@idph.state.ia.us</a>
Connet, Andrew	281-7184	<a href="mailto:aconnet@idph.state.ia.us">aconnet@idph.state.ia.us</a>
Cox, Jinifer	281-7085	<a href="mailto:jcox@idph.state.ia.us">jcox@idph.state.ia.us</a>
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Ellis, Melissa	242-5980	<a href="mailto:mellis@idph.state.ia.us">mellis@idph.state.ia.us</a>
Goebel, Patrick	281-3826	<a href="mailto:pgoebel@idph.state.ia.us">pgoebel@idph.state.ia.us</a>
Hageman, Gretchen	281-7585	<a href="mailto:ghageman@idph.state.ia.us">ghageman@idph.state.ia.us</a>
Hinton, Carol	281-6924	<a href="mailto:chinton@idph.state.ia.us">chinton@idph.state.ia.us</a>
Hobert Hoch, Heather	281-6880	<a href="mailto:hhobert@idph.state.ia.us">hhobert@idph.state.ia.us</a>
Hoffman, Andrea	281-7044	<a href="mailto:ahoffman@idph.state.ia.us">ahoffman@idph.state.ia.us</a>
Horak, Shelley	281-7721	<a href="mailto:shorak@idph.state.ia.us">shorak@idph.state.ia.us</a>
Hummel, Brad	281-5401	<a href="mailto:bhummel@idph.state.ia.us">bhummel@idph.state.ia.us</a>
Johnson, Marcus	242-6284	<a href="mailto:mjohnson@idph.state.ia.us">mjohnson@idph.state.ia.us</a>
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Montgomery, Juli	242-6382	<a href="mailto:jmontgom@idph.state.ia.us">jmontgom@idph.state.ia.us</a>
O'Hollearn, Tammy	242-5639	<a href="mailto:tohollea@idph.state.ia.us">tohollea@idph.state.ia.us</a>
Parker, Erin	725-2166	<a href="mailto:emparker@idph.state.ia.us">emparker@idph.state.ia.us</a>
Pearson, Analisa	281-7519	<a href="mailto:apearson@idph.state.ia.us">apearson@idph.state.ia.us</a>
Peterson, Janet	242-6388	<a href="mailto:jpeterso@idph.state.ia.us">jpeterso@idph.state.ia.us</a>
Piper, Kim	281-6466	<a href="mailto:kpiper@idph.state.ia.us">kpiper@idph.state.ia.us</a>
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Area code is 515

**PREP**

**Personal Responsibility Education Program (PREP)  
Administration for Children and Families (ACF)  
U.S. Department of Health and Human Services**

**Administering Agency:** Iowa Department of Public Health, Bureau of Family Health

**Contact Names:** Denise Wheeler, Family Planning Coordinator      Lindsay Miller, Grants Coordinator

**Contact Phone Numbers:** (515) 281-4907      (515) 281-7368

**Email Addresses:** [dwheeler@idph.state.ia.us](mailto:dwheeler@idph.state.ia.us)      [lmiller@idph.state.ia.us](mailto:lmiller@idph.state.ia.us)

**Brief Statement of the Program:**

IDPH submitted a proposal for the *Personal Responsibility Education Program (PREP)* created through the Patient Protection and Affordable Care Act. PREP is a mandatory, formula-funded grant to states. IDPH was designated by Governor Culver as the state agency to apply for and administer funds on behalf of the state. PREP will enable Iowa to provide comprehensive sexuality education to adolescents with medically accurate, culturally and age-appropriate, and evidence-based programming in order to assist them to reduce their risk of unintended pregnancy, HIV/AIDS, and other sexually transmitted infections (STIs). PREP programs will also address life skills to assist Iowa teens in making responsible, informed decisions and lead safe and healthy lives. Iowa will be allocated \$499,981 per year for a five-year project period. A state match is not required.

IDPH will collaborate with a wide range of public and private partners to achieve program goals.

<b>STATE PARTNERS</b>	<b>COMMUNITY PARTNERS</b>
Iowa Department of Public Health <ul style="list-style-type: none"> <li>• Title V MCH Contractors</li> <li>• Title X FP Delegate Agencies</li> <li>• Bureau of STD/HIV and Hepatitis</li> <li>• Office of Minority and Multicultural Health</li> <li>• Project Connect</li> </ul>	The Iowa Initiative to Reduce Unintended Pregnancies
Iowa Department of Education <ul style="list-style-type: none"> <li>• HIV/AIDS Education</li> </ul>	Family Planning Council of Iowa (FPCI)
Iowa Department of Human Services <ul style="list-style-type: none"> <li>• Community Adolescent Pregnancy Prevention Program</li> </ul>	EyesOpenIowa (EOI), WISE Iowa Project
Iowa Department of Human Rights <ul style="list-style-type: none"> <li>• Juvenile Justice</li> </ul>	Ken Cheyne, MD, Specialist in Adolescent Health, Physician Champion
Iowa Division of Latino Affairs	Planned Parenthood of the Heartland
Iowa Collaboration for Youth Development Council (ICYD)	School Districts, Alternative Schools, G.E.D. Programs
State of Iowa Youth Advisory Council (SIYAC)	Institutes of Higher Education
Iowa State University Extension	Foster Care Programs
RFP for Program Evaluator	RFP for Local Contractors

\*A State Plan for program development and implementation will be submitted to ACF by February 1, 2011.

**Personal Responsibility Education Program (PREP):** IDPH will partner with stakeholders to identify and adapt evidence-based programs for teen pregnancy prevention. IDPH is committed to using a systems approach to support adolescent health and well-being with particular attention to the life course health development model, public health modernization, reproductive life planning, and intimate partner violence screening and prevention.

This approach will help ensure that Iowa's youth are able to avoid the multiple risks surrounding them, receive access to skills that best protect their sexual health, and have the necessary competencies to become successful adults.

In addition to evidence-based information about delaying intercourse (abstinence) and contraception, education must be provided on adult living skills. Subjects may include financial literacy, parent-child communication, healthy relationships education, reproductive life planning, and intimate partner violence education, including sexual coercion, sexual assault and birth control sabotage.

States are encouraged to target youth populations that are the most high-risk or vulnerable for pregnancies or otherwise have special circumstances, including youth in foster care, homeless youth, youth with HIV/AIDS, pregnant youth who are under 21 years of age, mothers who are under 21 years of age, youth residing in areas with high birth rates for youth, culturally underrepresented youth populations, including Hispanic, African American, or Native American teenagers, youth in or aging out of foster care or adjudication systems, males, runaway youth, out of school youth and youth who are victims of intimate partner violence.

**For the purposes of this grant program, youth is defined as ages 10-19.**



**Regional Offices on Women's Health (OWH)  
Request for Applications (RFA):  
Building Systems of Prevention through Health Promotion for  
Women and Girls**

- **National Women and Girls HIV/AIDS Awareness Day (NWGHAAD)**
- **National Women's Health Week (NWHW)**
- **Prevention of Violence Against Women and Girls (VAW)**

**A. Application Submission Deadline**

- Applications must be received no later than **November 22, 2010** at 5:00 p.m. Mountain Time (MT).
- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Do NOT submit applications to the Department of Health and Human Services (HHS) Regional Offices on Women's Health (OWH)
- Please read all instructions prior to submitting your application

For help with this RFA:

Please e-mail: [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or phone toll-free: 1-866-224-3815

An applicant conference call to provide an overview of the funding opportunity will be held on: **October 26, 2010 at 2 p.m. ET/ 1 p.m. CT/ 12 noon MT/ 11 a.m. PT.**

To join this conference call on October 26, 2010, please dial **1-866-592-3899**.

Upon dialing in, please provide the following **conference ID number: 18996802**.

The title of the call is "*OWH Systems of Prevention Funding Opportunity Conference Call.*" No advance registration is required to join the call.

**B. Application Guidelines**

This RFA is coordinated by John Snow, Inc. (JSI) on behalf of the HHS Regional Offices on Women's Health (OWH). Funding will support projects that build systems of prevention through the promotion of health for women and girls. Community-based partnerships and collaboration are strongly encouraged. The purpose of this funding is to empower women across the country to get healthy by taking action to improve their health and the health of women and girls in their community. Funding through this request is available for three separate focus areas. Your application should address only **one** of these focus areas.

1. National Women and Girls HIV/AIDS Awareness Day (NWGHAAD)
2. National Women's Health Week (NWHW)
3. Prevention of Violence Against Women and Girls (VAW)

**Note: Applicants interested in addressing more than one focus area may submit more than one application. However, each application should only address one focus area.**

**Who can apply:** Funding is available to eligible entities located in the 50 states, the six (6) U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico and the U.S. Virgin Islands. Eligible entities may include: public and private non-profit organizations, community-based organizations, faith-based organizations, national organizations, colleges and universities, health care providing organizations, government agencies, professional organizations, tribal government agencies and tribal/urban Indian, Native American/Alaska Native organizations.

### **C. Funding Available**

Projects will be funded up to a maximum amount of \$2,500.

### **D. Background**

The HHS Regional Offices on Women's Health (OWH) has contracted with John Snow Incorporated (JSI) to administer this RFA. The mission of the HHS OWH is to provide leadership to promote health equity for women and girls through sex and gender-specific approaches.

In order to achieve this mission, HHS OWH engages in the following activities:

- Developing innovative programs
- Educating health professionals
- Motivating behavior change in consumers through the dissemination of health information

For more information on the HHS OWH, please visit

<http://www.womenshealth.gov/owh/about/>

Within the OWH, there are ten Regional Women's Health Coordinators (RWHCs) in the United States who coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. The RWHCs advance the mission of the OWH in the U.S. HHS and represent the Deputy Assistant Secretary for Health (Women's Health) by administering programs that improve the health of women in communities across the country, and by coordinating activities and programs in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/owh/reg/>.

### **E. Additional Funding Opportunities**

This RFA is the first of four funding opportunities which will be available through the JSI on behalf of HHS OWH. Below is a list of additional opportunities and the schedule for when they will be released.

- Heart Attack and Stroke 9-1-1 Awareness Campaign for Women
- Reducing Health Disparities in Minority and Underserved Women and Girls
- Preventing Tobacco Use in Young Women of Low Socioeconomic Status

### **F. Project Areas To Be Funded**

All awards made through this funding announcement must address **one** of the focus areas described below. Applications that do not address **one** of the following areas will not be considered.

**Note:** Organizations wishing to propose projects in more than one area must submit a separate application for each focus area.

## **1. National Women and Girls HIV/AIDS Awareness Day (NWGHAAD)**

National Women and Girls HIV/AIDS Awareness Day is Thursday, March 10, 2011. The purpose of this annual day is to raise awareness of the increasing impact of HIV/AIDS on women and girls and encourage women and girls to take action by knowing their HIV/AIDS status and understanding their risk.

Proposed activities should take place on Thursday, March 10, 2011. However, activities conducted between March 5 and March 14, 2011 are also acceptable.

Examples of NWGHAAD activities include: health walks, health fairs, workshops for women and girls, or educational sessions on women and HIV/AIDS for health professionals. Ideas for projects, flyers, and other educational materials are available at <http://www.womenshealth.gov/hiv/nwghaad>. Other federal resources on HIV/AIDS can be found at <http://aids.gov/>, <http://www.cdc.gov/>, and <http://hrsa.gov/>.

All funded events must be registered on NWGHAAD website (<http://www.womenshealth.gov/hiv/nwghaad>).

Examples of activities and items that will not be funded include: research, direct clinical services, lab services, testing kits, and contraceptive supplies (i.e. condoms, lubricant, dental dams).

The period of performance for projects selected for funding will begin upon receipt of award notification and end by March 31, 2011. Final project reports must be submitted to JSI by March 31, 2011.

## **2. National Women's Health Week (NWHW)**

National Women's Health Week (NWHW) is May 8 – 14, 2011. The nationwide initiative encourages women to make health a top priority and take simple steps for a longer, healthier, and happier life. During the week, families, communities, businesses, government, health organizations and other groups work together to educate women about steps they can take to improve their physical and mental health and prevent disease. Activities promote healthy behaviors such as engaging in physical activity most days of the week; making healthy food choices; visiting a healthcare provider to receive regular check-ups and preventive screenings; and avoiding unhealthy behaviors, like smoking and not wearing a seatbelt.

Proposed activities should take place between Sunday, May 8 and Saturday, May 14, 2011. However, activities conducted between May 1 and June 15, 2011 are acceptable.

Examples of NWHW activities include: health workshops for women and girls, health walks, and health fairs. Resources for planning events including sample press releases, media tools, and checklists are available on the NWHW website:

<http://www.womenshealth.gov/whw/>. The website also offers ideas for projects, posters, and other educational materials. (Please note that the website currently displays information for 2010. It will be updated with information for 2011 in early January.)

All funded events must be registered on the NWHW website <http://www.womenshealth.gov/whw/>.

Examples of activities that will not be funded include: research, direct clinical services, screening services and testing kits. The period of performance for projects selected for funding will begin upon receipt of award notification and end by June 30, 2011. Final reports must be submitted to JSI by June 30, 2011

### **3. Prevention of Violence Against Women and Girls (VAW)**

Violence against women and girls is perpetrated in all types of personal, professional and family relationships and crosses economic, educational, cultural, racial, age, and religious lines. The United States Justice Department's Bureau of Justice Statistics (BJS) estimated that nearly one-third of women murdered each year in the United States are killed by their current or former intimate partners.<sup>1</sup> BJS also reported that approximately one million women are stalked each year<sup>2</sup>, and three percent of college women are victims of an attempted or completed rape in each academic year.<sup>3</sup>

Violence against women and girls encompasses intimate partner violence, domestic violence, sexual assault, sexual abuse, stalking, emotional and verbal abuse; as well as bullying, human-trafficking, and other forms of trauma or abuse. Violence affecting women and girls can take place in many settings including at home, at school, and in the workplace.

This funding opportunity addresses the physical, mental, and emotional impact of violence against women across the life cycle (i.e. girls, adolescent girls, women of reproductive age, pregnant women, mature women, and older women.) Funding is available for specific events or activities intended to prevent, raise awareness of, and/or respond to the epidemic of violence against women and girls in the United States.

Applications for funding in this area may include activities such as: the development and implementation of organizational policies regarding screening for violence in health care settings and outreach to workplaces and religious institutions on how they can adopt policies that address violence and ensure the safety of women and girls. Other activities may include VAW prevention workshops for women and girls, local public health awareness projects, and VAW specific health fairs.

Multiple federal websites are available that provide information, fact sheets, materials, templates and programming ideas as well as links to policies and legislation. You can access them at <http://www.womenshealth.gov/violence/>. Resources on workplace violence can be found at <http://www.osha.gov/SLTC/workplaceviolence/index.html>.

Examples of activities that will not be funded include: research, direct clinical services, lab services and testing kits, and production of media materials such as books, CDs, or DVDs.

The period of performance for projects selected for funding will begin upon receipt of award notification and end by August 31, 2011, Final reports must be submitted to JSI by August 31, 2011.

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<sup>1</sup> Bureau of Justice Statistics Crime Data Brief, *Intimate Partner Violence, 1993-2001*, February 2003.

<sup>2</sup> Baum K, Catalano S, Rand M, et al. U.S. Department of Justice, National Institute of Justice, Bureau of Justice Statistics, National Crime and Victimization Survey. January 2009, NCJ 224527. Report available at <http://www.ojp.usdoj.gov/bjs/pub/pdf/svus.pdf>

<sup>3</sup> Fisher, B; Cullen, F; Turner M. The National College Women Sexual Victimization Study. Department of Justice, National Institute of Justice, December 2000.

## **G. Funding Notification**

This is a competitive process. All applications will be reviewed by a technical review panel. Applicants will be notified by e-mail or mail as to the status of their application by December 31, 2010.

## **H. Payment Process**

This award is a contract not a grant. Awardees will become sub-contractors of JSI. You will receive payment after the completion of your project and approval of your final report. Payments will be processed within 30 days of receipt and approval of final report.

**Note:** All modifications to your project must be approved before your project is implemented. Modifications to your proposed project that are not approved in advance may result in nonpayment of your award. To request approval for modification, please contact JSI at [owhapplication@jsi.com](mailto:owhapplication@jsi.com).

## **I. Project Time Frame**

Awardees will have until the dates listed below for each project area to complete their projects (including submission of final report):

1. National Women and Girls HIV/AIDS Awareness Day (NWGHAAD): March 31, 2011
2. National Women's Health Week (NWHW): June 30, 2011
3. Prevention of Violence Against Women and Girls (VAW): August 31, 2011

## **J. How To Submit an Application**

- **Organizations wishing to propose projects for more than one area to be funded through this RFA must submit a separate application for each focus area (NWGHAAD, NWHW, VAW).**
- Submit applications in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202

**Note:** E-mail is the preferred method for application submission. Applicants that do not have e-mail may submit applications via mail

- Applications will not be accepted by the Regional Offices on Women's Health
- Applications must be received by JSI by e-mail or mail submission no later than **November 22, 2010** at 5:00 p.m. Mountain Time
- Applications can not exceed 6 pages in length
- You will receive confirmation of your submission in three days. If you do not receive a confirmation, please call toll-free 1-866-224-3815
- If you have questions or need assistance please call 1-866-224-3815

## **K. Review Process**

Applications will be reviewed by a technical review panel. Successful applications will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. All requested contact information is included (5 points)
- Form II. Organizational Background (20 points)
  - Description of organization's mission, history, and services is provided
  - Description of geographic area and population served is provided
- Form III. Proposed Project Description (35 points)
  - Proposed project information is provided
  - Proposed project goals and objectives are identified
  - Community need for the project is described
  - Proposed project partners are described
  - Proposed project target population is described
  - Planned activities and deliverables are identified
- Form IV. Project Evaluation (20 points)
  - Performance Measures are described and relate to the proposed project goals and objectives
- Form V. Budget (20 points)
  - Budget expenses are detailed in the table provided and all expenses are allowable. Other sources of funding are included

## **L. Disclaimer**

The HHS OWH has contracted with JSI to administer this request for application. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your application, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the application shall be clearly stated in the application itself. The privacy policy for JSI is available at <https://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

Event materials supported through these funds must include acknowledgment of support from the U.S. Department of Health and Human Services, Office on Women's Health. The awardee must also include the following statement on event materials distributed at events: **"Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."**

The contents of the application will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

## **Application Instructions**

Complete your application using the following forms. Be sure that Form I of application is signed by an official from your organization with fiduciary responsibility. Complete applications cannot exceed 6 pages in length (5 pages for Forms I, II, III, IV and 1 page for Form V).

Completed applications include:  
 Cover Page (included as Form I)  
 Organizational Background (included as Form II)  
 Proposed Project Description (included as Form III)  
 Project Evaluation (included as Form IV)  
 Project Budget (included as Form V)

## **Building Systems of Prevention**

### **Cover Page – Form I**

#### **Contact Information**

HHS Region: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Mailing Address, City, State, Zip: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Project Director: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Organization's Employer Identification  
 Number (EIN)/Tax Exempt Number: \_\_\_\_\_

Signature of responsible official: \_\_\_\_\_

Note: Applications should be signed by an official with fiduciary responsibility for your organization. For applications submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.

#### **Please indicate which area this application addresses (check ONE):**

1. National Women and Girls HIV/AIDS Awareness Day (NWGHAAD)  
 2. National Women's Health Week (NWHW)  
 3. Prevention of Violence Against Women & Girls (VAW)

**\*\*\*If you are applying for more than one area, you must submit a separate application for each area.**





## **Proposed Project Description – Form III**

1. What is the proposed project name?

2. What do you want to accomplish with this project? List the goal(s) and objectives for the proposed project. Please refer to the following resources to develop SMART goals, objectives and outcome measures:

<http://www.goal-setting-guide.com/goal-setting-tutorials/smart-goal-setting>

[http://www.cdc.gov/dhdsp/state\\_program/evaluation\\_guides/logic\\_model.htm](http://www.cdc.gov/dhdsp/state_program/evaluation_guides/logic_model.htm)

Also include an explanation of why you think this project will be effective.

2a. Does the proposed projects include evidence based or proven activities or interventions? Will you be replicating an evidence based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see “The Community Guide” at <http://www.thecommunityguide.org/index.html>.)

3. Describe the community’s need for this project. Use Quick Health Data Online statistics whenever possible <http://www.healthstatus2010.com/owh/>

4. Describe your proposed project. How you will carry it out? Who are your partners?

5. What is the proposed project’s target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

6. In the table below, provide a timeline for all activities required to carry out this project. (Add more rows as needed.)

<b>Activity</b>	<b>Start Date</b>	<b>End Date</b>	<b>Person Responsible</b>

7. Deliverables: Identify final product(s) that you will submit to JSI, for example, report on proceedings; training curriculum, etc.

**Project Evaluation – Form IV**

1. Evaluation: What performance measure(s) will you use and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in Form III, question 2. Examples of evaluation methods include pre-post test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.

**Project Budget- Form V**

1. List how you will use requested funds for this project in the table below.

<b>Item Description</b>	<b>Unit</b>	<b>Unit Cost (\$)</b>	<b>Cost Covered by Requested Funds</b>	<b>Total Cost (\$)</b>
<i>Example: Educational pamphlets</i>	100	\$0.50 ea.	\$50.00	\$50.00
<b>Total:</b>				

2. List other sources of funding to support the project budget, if any including in-kind support.

Examples of activities that can be funded include: health walks, health fairs, training, educational materials, and speaker fees. Educational materials purchased with this funding must be scientifically based, medically accurate, and up to date.

Federal funding will not be provided for the following:

- capital building projects, overhead, or indirect costs
- food and beverages
- research, direct clinical services, lab services and testing kits
- printing and copying over \$1,000
- promotional items (i.e. t-shirts, sunscreen, pens)
- volunteer stipends
- creation of books, DVDs, CDs and other marketing media such as websites- this does not include reprinting of HHS materials
- fundraising activities



# STATE OF IOWA

CHESTER J. CULVER, GOVERNOR  
PATTY JUDGE, LT. GOVERNOR

DEPARTMENT OF HUMAN SERVICES  
CHARLES J. KROGMEIER, DIRECTOR

## INFORMATIONAL LETTER NO. 958

**DATE:** October 19, 2010  
**TO:** All Iowa Medicaid Providers  
**FROM:** Iowa Department of Human Services, Iowa Medicaid Enterprise (IME)  
**RE:** Non-Emergency Medical Transportation (NEMT) Claims

Earlier this year, the Iowa Medicaid Enterprise (IME) contracted with TMS Management Group to help satisfy non-emergency medical transportation needs for Medicaid members. Beginning October 1, 2010, the TMS transportation broker is responsible for all parts of the non-emergency medical transportation (NEMT) program, including reimbursement.

To access the service, Members call TMS when there is a need for non-emergency medical transportation, such as transportation for a doctor visit or therapy treatments. Members should contact TMS 72 hours prior to the appointment through a call center located in Des Moines at 1-866-572-7662. Details are also available at <http://www.tmsmanagementgroup.com/iowa/>.

Providers should be aware of this transportation brokerage for Members and understand that you may be asked to sign a mileage reimbursement trip log and claim form (form number 470-0386) that verifies the actual medical appointment and location, should an NEMT reimbursement claim be presented to you to sign. This is the same form and process that has always been used for this purpose and nothing has actually changed for providers; only the coordination and reimbursement process (for Members) has changed.

Members who have any questions should be directed to TMS at the number above or to the general Member Service call center at: 1-800-338-8366 (in Des Moines 256-4606).

Note: School based, maternal health, and screening center transportation services remain the same.

If you have any questions, please contact the IME Provider Services Unit at 1-800-338-7909 or locally (in Des Moines) at 256-4609, or e-mail at [imeproviderservices@dhs.state.ia.us](mailto:imeproviderservices@dhs.state.ia.us).



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DEPARTMENT OF HUMAN SERVICES  
CHARLES J. KROGMEIER, DIRECTOR

## INFORMATIONAL LETTER NO. 961

**DATE:** October 29, 2010

**TO:** Iowa Medicaid Hospitals, Physicians, Rural Health Clinics, Clinics, Maternal Health Centers, Nurse Practitioners, Birthing Centers, Federal Qualified Health Centers and Certified Nurse Midwife Providers

**ISSUED BY:** Iowa Department of Human Services, Iowa Medicaid Enterprise (IME)

**RE:** Iowa Medicaid Member Services Disease Management and Maternity Management Program

**EFFECTIVE:** July 1, 2010

The new IME Member Services Disease Management and Maternity Management programs are designed to support providers and to assist participants in becoming and staying healthy. These programs support participants by locating and establishing a HealthCare Home, reinforcing treatment plans developed by their healthcare provider, and educating participants on making responsible decisions about their healthcare. For the participant, the program is free, voluntary, and those enrolled may choose to opt-out at any time.

Improving your patient's health is best accomplished when we are able to exchange and coordinate information with you. Our staff consists of registered nurses who are experienced clinicians. From time to time, your patient's Health Coach (nurse) or Case Manager may contact you by phone or fax to exchange information.

The programs seek to help keep participants healthy in order to improve their quality of life as well as reduce costly complications that can occur in participants with chronic diseases and high risk pregnancies. Our program is here to support any treatment you are currently providing your patient. We can assist you in supplementing the health education you already provide your patient.

We look forward to working with you to provide your patient with the best possible outcomes.

Thank you for helping us to help your patient. Should you have any questions, or if you would like to refer a member to one of our programs please contact Iowa Medicaid Member Services at:

- 1-515-256-4606 (in the Des Moines area)
- 1-800-338-8366 (outside of the Des Moines area)

Referrals can also be faxed into Member Services Clinical Team at 515-725-1351.  
We are available Monday through Friday from 8:00 a.m. to 5:00 p.m.



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DEPARTMENT OF HUMAN SERVICES  
CHARLES J. KROGMEIER, DIRECTOR

## INFORMATIONAL LETTER NO. 962

**DATE:** October 25, 2010

**TO:** Iowa Medicaid Providers

**FROM:** Iowa Department of Human Services, Iowa Medicaid Enterprise (IME)

**RE:** Informational and General Letters – Electronic Format

Effective December 1, 2010, all Informational Letters (program policy notices) and General Letters (reporting changes to Medicaid provider manuals) will no longer be mailed to providers on paper; they will only be transmitted via an electronic format. These changes are part of a larger and continuing commitment to help make the Iowa Medicaid program as cost effective as possible. This has been announced previously, most recently in Informational Letter No. 931.

To ensure providers continue to receive notice of the important program information carried in these documents, the IME has designed a new system where anyone can register for an e-mail notification when a new letter is posted. Users can select what type of information they would like to receive. To subscribe, please follow the below process:

- 1) Go to <https://secureapp.dhs.state.ia.us/imp/>
- 2) Click on Provider Informational Letters: [Go here and sign up!](#)
  - a. Enter (and confirm) the e-mail address where you want notifications directed.
  - b. Select a category from the dropdown list (example: provider types). Important note: “provider type” is the default category and is the basis for how these letters are sent. Iowa Medicaid providers using this service should always select this option.
  - c. Check the box next to any topic (from the category selected in b) for which you want an e-mail notification. The various Medicaid provider types are listed as topics.
  - d. You can subscribe to as many topics as you want including a “select all” option.
  - e. When you are done, click on the “Subscribe” button.
  - f. At any time, you can press “Show My Topics” to see the current list of topics that are subscribed to that e-mail address.
- 3) Once subscribed, the address will be sent an e-mail confirmation from the List Manager ([lyris-noreply@Lists.ia.gov](mailto:lyris-noreply@Lists.ia.gov)), for each of the topics subscribed.
- 4) With each e-mail from the List Manager, you will have the option to unsubscribe.
- 5) Once you are subscribed, you will begin to receive e-mails with a link that enables you to view any **new** Informational and General Letters that are published by the IME based on the topics that you have selected.

As always, all Informational Letters will continue to be posted on our website at: <http://www.ime.state.ia.us/Providers/Bulletins.html>, as well as the General Letters at: <http://www.dhs.state.ia.us/policyanalysis/PolicyManualPages/medprovgl.htm>. If you have any questions, please contact the IME Provider Services Unit at 1-800-338-7909 or locally (in Des Moines) at 256-4609, or e-mail at [imeproviderservices@dhs.state.ia.us](mailto:imeproviderservices@dhs.state.ia.us).