



Quick Reads

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Health care reform committees begin releasing issue briefs

Public health partners, especially policymakers and those working with chronic diseases, will be interested in the first in a series of issue briefs to come from the [Prevention and Chronic Care Management Advisory Council](#). Recently posted to the council's section of the IDPH Health Care Reform (HCR) [Web site](#), the purpose of these issues briefs is to expand on the six recommendations laid out in the council's [initial report](#). This first brief, "Chronic Disease Management" aims to increase education about chronic disease prevention and management and includes Iowa-specific information and data. Visit www.idph.state.ia.us/hcr_committees/prevention_chronic_care_mgmt.asp and look under "Issue Briefs."

The HCR Medical Home System Advisory Council is also developing similar issue briefs. Their first document will be called "Patient Centered—What does it look like?" A combined brief is also in production, bringing together the HCR Prevention and Chronic Care Management Advisory Council, the Medical Home System Advisory Council, and the eHealth Council. To stay informed of all these important developments, sign up for the HCR [Check-up](#) newsletter by writing to Abby McGill at AMcGill@idph.state.ia.us.

Report shows progress on tobacco control goals

Iowans are smoking less, though young people continue to be at risk for starting. Those are just two of the findings in the recently released [2009 Tobacco Control Progress Report](#). Using data from more than 60 sources, the report shows that public health partners have made many advances in reducing smoking in Iowa since 2000. Most recently, for example, the report finds that there has been a dramatic decrease in the

amount Iowans are smoking. Per capita consumption of cigarettes has plummeted from 112 in 2006 to 54 in 2009.

The report also shows that, unfortunately, some efforts have stalled. Despite declines in youth smoking in Iowa since 2000, for instance, success has slowed in recent years. Cigarette use among high school students stood at 19.9 percent in 2008—roughly the same level it was in 2004 (19.5 percent). Also, some efforts to protect youth from starting tobacco use are less effective than they once were. Among junior high school students, for example, 54 percent had heard of JEL in 2004. Four years later, however, that number dropped to 30 percent.

To learn more about how well IDPH and our partners are doing in the fight against the top cause of preventable death in Iowa, visit www.idph.state.ia.us/tobacco and look under "Tobacco Program Evaluations and Progress Reports."

Iowa NPHW site can help you plan events

The theme of the 2010 National Public Health Week (April 5-11) is "A Healthier America: One Community at a Time." With the focus on communities and their role in the health of individuals and populations, [IDPH has created a Web site](#) full of materials to help you connect with the people you serve during this important week.

This year's primary deliverable is a series of one-page success stories that feature the good work of our local partners who are working hard to make their community a healthier place to live, learn, work and play. Please visit www.idph.state.ia.us/nphw.asp and consider holding an event that will:

- Demonstrate the importance of public health in promoting and protecting the health of community members and the community itself;
- Showcase the efforts of local public health partners to achieve the goal of creating a healthier Iowa and America, one community at a time; and
- Increase engagement in and support for simple solutions that improve personal and community health through schools, workplaces, and other community partnerships.

Cancer program helps build relationships with Native American populations

The Northern Plains Comprehensive Cancer Control Program and [Native American Cancer Research](#) are partnering with the IDPH [Comprehensive Cancer Control Program](#) to provide free [cultural competency training](#). Scheduled for May 18 & 19 in Coralville, the training is designed for those interested in building relationships with Native American communities in order to increase positive health related outcomes. Registration deadline is April 30, 2010. Space is limited. For more information or to register, please contact Lynn Big Eagle at lbigeagle@aatchb.org.

Groups report on public health workforce, funding

The public health workforce at the local level has declined by an estimated 15 percent in the past two years, including 16,000 jobs lost in 2009, according to a [survey](#) recently released by the [National Association of County and City Health Officials](#) (NACCHO). "The cumulative effects of budget cuts and job losses have taken a major toll on the ability of health officials to respond not only to large-scale emergencies and disease outbreaks like H1N1 influenza, but to the everyday situations for which the health department is the first line of defense," said NACCHO Executive Director Robert Pestronk. In related news, a recent [report](#) by [Trust for America's Health](#) and the [Robert Wood Johnson Foundation](#) found Midwestern and Southern states received less federal funding for disease prevention programs than Northeastern and Western states in fiscal year 2008.

Economic status reports now available from State Data Center

Personal income and the economic status of a community are two of the most powerful social determinants of health status. The [State Data Center of Iowa](#) has recently posted [several important reports](#) that should prove useful to individual counties as they work on their Community Health Needs Assessment and Health Improvement Plans ([CHNA & HIP](#)). These reports include: Regional fact sheets (BEARFACTS): 1997 to 2007; Regional economic profiles (individual counties): 1996-2007; and Average wage per job: 1969-2008 (by county). I encourage our local partners to regularly visit the State Data Center at www.iowadatacenter.org or subscribe to their mailing list for the most up-to-date information to help with planning activities and grant applications.

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To everyone in public health and all our partners, keep up the great work!

— Tom