



# Quick Reads

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## **Cost of sexual violence**

The IDPH [Office of Disability, Injury & Violence Prevention](#), University of Iowa College of Public Health, and the Iowa Coalition Against Sexual Assault publicly released the [Costs of Sexual Violence in Iowa](#) report on April 26. The report describes the significant societal and financial burden of this problem and enumerates the incidents of sexual violence in Iowa; the direct and indirect costs associated with it; and the costs to society for responding to it. According to the report, more than 55,000 Iowans experienced sexual violence in 2009; of these, nearly three of every four were female and one in 10 was under the age of 18. In addition to physical and emotional consequences, sexual violence cost Iowans \$5.8 billion in 2009. More than 95 percent of that amount was indirect costs, including loss of work and impaired quality of life for victims and their families. The report released last month compares the costs of incarceration and other responses to sexual violence crimes to the cost of prevention, and highlights the importance of [prevention](#).

## **Pertussis**

Washington State recently declared a [pertussis epidemic](#), as cases there have risen to the highest level in decades. As of early this month, about 1,280 cases have been reported and public health officials expect Washington could see as many as 3,000 cases by year's end. Although nowhere near the levels seen in Washington, Iowa is also experiencing an increase in pertussis cases. More than [150 cases](#) have been reported so far this year in Iowa, which is a 121 percent increase over the number of cases at this time in 2011. Children receive [pertussis vaccine series](#) beginning at 2 months of age, and are recommended to get a booster dose of pertussis vaccine at 11 or 12 years of age. Most adults haven't had a pertussis vaccination since childhood, so it is important they talk to their health care provider about receiving a pertussis-containing vaccine.

## **HIV/AIDS plan**

Work continues on the new state HIV/AIDS plan. A two-day planning meeting was held last month with health care providers, prevention specialists and affected Iowans to draft a new state HIV/AIDS Plan. The plan is required by the Centers for Disease Control and Prevention (CDC) and the Health Resources and Services Administration (HRSA), funders of IDPH's HIV programs. The plan will include prevention and care goals and objectives, and will be aligned with goals in the [National HIV/AIDS Strategy](#). The plan should be completed by July 2012.

## **Put it down**

Motor vehicle injuries are the third leading cause of death for Iowans under the age of 35. During the Sioux County [Community Health Needs Assessment and Health Improvement Plan](#) (CHINA & HIP) process, public health leaders discovered their county has a disproportionately high number of deaths caused by motor vehicle injuries. As a result, [Sioux County Community Health Partners](#), the Iowa State Patrol, and the Sioux County Sheriff's Office developed the "[Put it Down](#)" campaign to educate residents about the dangers of distracted driving, with a particular focus on teen drivers.

Funded in part through an IDPH [Love our Kids](#) grant, the campaign included posters, news releases, editorials, and PSA's; in-school presentations at all 10 high schools in Sioux County; and will wrap up with enforcement of the teen texting law in various areas of the county.

## **1<sup>st</sup> Five**

IDPH's [1st Five Healthy Mental Development](#) initiative has been recognized as a national model by the Institute of Medicine in a publication titled [Primary Care and Public Health: Exploring Integration to Improve Population](#). According to the publication, *"the program links primary care providers to public health resources and mental and behavioral health services. Features of the program include training primary care providers in assessment of social and emotional development, providing a public health care coordinator to whom the primary care providers could refer children who screened positive, using the coordinator to link the child and family to intervention services, and providing feedback to the primary care provider on the status and outcomes of the referral. This system fostered a coordinated, collaborative approach to care for the developmental needs of at-risk children."* 1st Five is now working with more than 80 medical practices in Iowa, serving 75,000 children birth through 5 years.

## **Congrats and kudos**

Randy Mayer, Bureau Chief for [HIV, STD, and Hepatitis](#) in the Behavioral Health Division, assumes his role as the Chair of the [National Alliance of State and Territorial AIDS Directors](#) at their annual meeting this month. In this elected position, Randy will

represent state HIV/AIDS program directors across the country in discussions with national funders, pharmaceutical manufacturers, and other public health partners. This will ensure the health needs of Iowans will be represented in national discussions about the future of the Ryan White Part B Program, the role of state health departments in the prevention and care of HIV, and the redistribution of funding by federal agencies from states to cities.

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

— *Dr. Miller-Meeks*