



# *Quick Reads*

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## **ASTHO President's challenge accepted**

On behalf of IDPH, I have accepted the Association of State and Territorial Health Officials (ASTHO) [2012 President's Challenge: the Healthy Babies Initiative](#). The goal of the challenge is to improve birth outcomes by reducing infant mortality and prematurity in the United States. Specifically, the goal is to decrease prematurity in the United States by 8 percent by 2014. IDPH will partner with the [March of Dimes](#) on the [Healthy Babies are Worth the Wait](#) campaign.

## **Environmental health tracking program**

The Environmental Public Health Tracking Program has launched its new [website](#). The purpose of the site is to provide environmental and public health data related to issues that may impact the health of Iowa communities. In addition, the data gathered on the website will be beneficial for environmental and public health professionals, legislators, advocacy groups, researchers and the public to facilitate better decision making, evaluation, and policy development.

## **WIC online nutrition education**

The Iowa WIC Program has implemented statewide [online nutrition education](#) for program clients. This option makes it easier for families with parents who are students or employed to access nutrition education, and decreases the length of time they must spend at the WIC clinic when they claim their next set of benefits. Administered by [Western Michigan University](#), this website offers a variety of modules based primarily on the [Transtheoretical Model of Behavior Change](#) and incorporates Persuasive Communication, Division of Responsibility and Behavioral Intent. This combined

approach has been termed the [eHealth Behavior Management Model](#). The learning modules are designed for low-risk clients with infants and children from newborn to 5 years of age. Some modules are available in Spanish and new modules are continually being added.

## **IHHS Survey**

Results are out for the [2010 Iowa Child and Family Household Health Survey](#) (IHHS). The IHHS is a comprehensive, statewide effort to evaluate the health status, access to health care, and social environment of children and families in Iowa. Overall, [children in Iowa appear to be healthy and well adjusted](#). Iowa continues to be one of the nation's leaders in ensuring high health insurance coverage rates and access to medical services rates for children. However, certain segments of the population, especially lower income children, have unmet health needs that should not be ignored. The findings provide important information to policy makers, health care consumers, health care providers and anyone interested in the health and well-being of children and families across the state. At least three federal grant programs will use the data as baseline information in assessing the effectiveness of their intervention programs.

## **Quality Improvement update**

[Clinton County Public Health](#) has initiated a QI project to update all public health program policies and procedures. While a laborious project, its completion will help ensure a standardized level of service is identified and met. A [Lean](#) process will also begin this fall with a focus on tracking and ordering of supplies, along with scheduling, process and follow-up of immunization clinics.

## **Congrats and kudos**

Doris Montgomery of the IDPH [Bureau of Nutrition and Health Promotion](#) has accepted an invitation to fill a vacancy on the [Association of State and Territorial Public Health Nutrition Directors](#) (ASTPHND) board. In the position of Director-at-Large, Doris will assume responsibility for oversight of work plan activities. Her term will continue through July 31, 2013.

[Chronic Disease Prevention and Management Bureau](#) Chief Jill Myers Gadelmann has been asked by the [CDC Healthy Aging Program](#) to serve on the Leadership Committee for the [Healthy Brain Initiative](#) as a representative for public health and the [National Association of Chronic Disease Directors](#).

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

*— Dr. Miller-Meeks*