

Quick Reads



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Campaign to reduce Rx misuse underway

The [Strategic Prevention Framework for Prescription Drugs](#) (SPF Rx) media campaign to combat the misuse of prescription drugs is now running throughout Iowa on [YouTube](#), banner ads, billboards, and Pandora. The campaign is targeted to ages 12-25 and is available to interested agencies or coalitions. For more information, contact [Janet Nelson](#).



Iowa data bike getting noticed

The [Data Bike](#) is an initiative by the [Des Moines Area Metropolitan Planning Organization](#) (MPO), in partnership with IDPH and the Iowa Natural Heritage Foundation. Using an app that senses the roughness of pavement, the Data Bike will generate data scoring the condition of trails. The Data Bike will also collect 360-degree imagery along trails for Google Street View. Since announcing the project in late May, the MPO has responded to media inquiries from across the region, the nation, and even internationally.

Local public health success story

Cherokee Healthy Families is a voluntary program delivered through the [Cherokee Public Health Department](#) offering education and support to at risk families with children beginning during the pregnancy and continuing until the child is 5 years old.

Mom was abused as a teen, had a history of heavy drug use and several arrests. She was in the first trimester of pregnancy, with a 4-year-old son when an arrest resulted in her son being removed from her custody; she was placed in mandatory rehabilitation. Upon graduation from rehabilitation, she moved to Cherokee County.

During the final trimester of mom's pregnancy, Cherokee Healthy Families received a referral for services from mom's health care provider. Mom was enrolled in the program with weekly home visits. Soon, mom delivered a healthy baby girl.

Mom's Cherokee Healthy Families support worker helped arrange financial, educational, nutritional and mental health support. Since enrollment, she has found steady work, stable housing, and regained custody of her 4-year-old son. In March, mom celebrated her "One Year Sober" anniversary.



IDPH bureau spotlight

Family Health



Marcus Johnson-Miller

The [Bureau of Family Health](#) improves the health of Iowa families by providing resources for health care services through public and private collaborative efforts. By advocating for services that are

family-centered, community-based and culturally sensitive, community entities are empowered to develop local health care systems that meet present and future health needs. The bureau employs 36 full-time and three temporary staff.

The bureau is currently wrapping up activities related to a targeted initiative to reduce infant mortality. Iowa's participation in the [Collaborative Improvement and Innovation Network](#) (CoIIN) has focused on preconception and interconception care; preterm and early birth prevalence reduction; and reduced infant sleep-related deaths by improving safe sleep practices.

Bureau chief Marcus Johnson-Miller began as an intern with IDPH 15 years ago and liked it so much, he stayed! Away from the office, Marcus enjoys spending time in the kitchen, and especially enjoys baking delicious desserts (his staff likes taste-testing). He has two dogs - Frankenstein, an almost 18-year-old rat terrier and Murphy, a year-and-a-half Setterdoodle (Irish setter/poodle mix).



The Iowa Data Bike, with its back-mounted camera, takes geolocated photos of the 600 miles of paved trails in the Central Iowa network. The photos are then made available online for trail managers budgeting maintenance dollars.

Walk with IDPH

If you are near the Iowa State Capitol complex, check out the walking routes. The Department of Administrative Services and IDPH have mapped nine routes ranging from .4 to 1.4 miles with convenient walking durations of about 10 to 30 minutes. Organized walks are planned July 18, August 15 and September 19 beginning at 11:30 a.m.



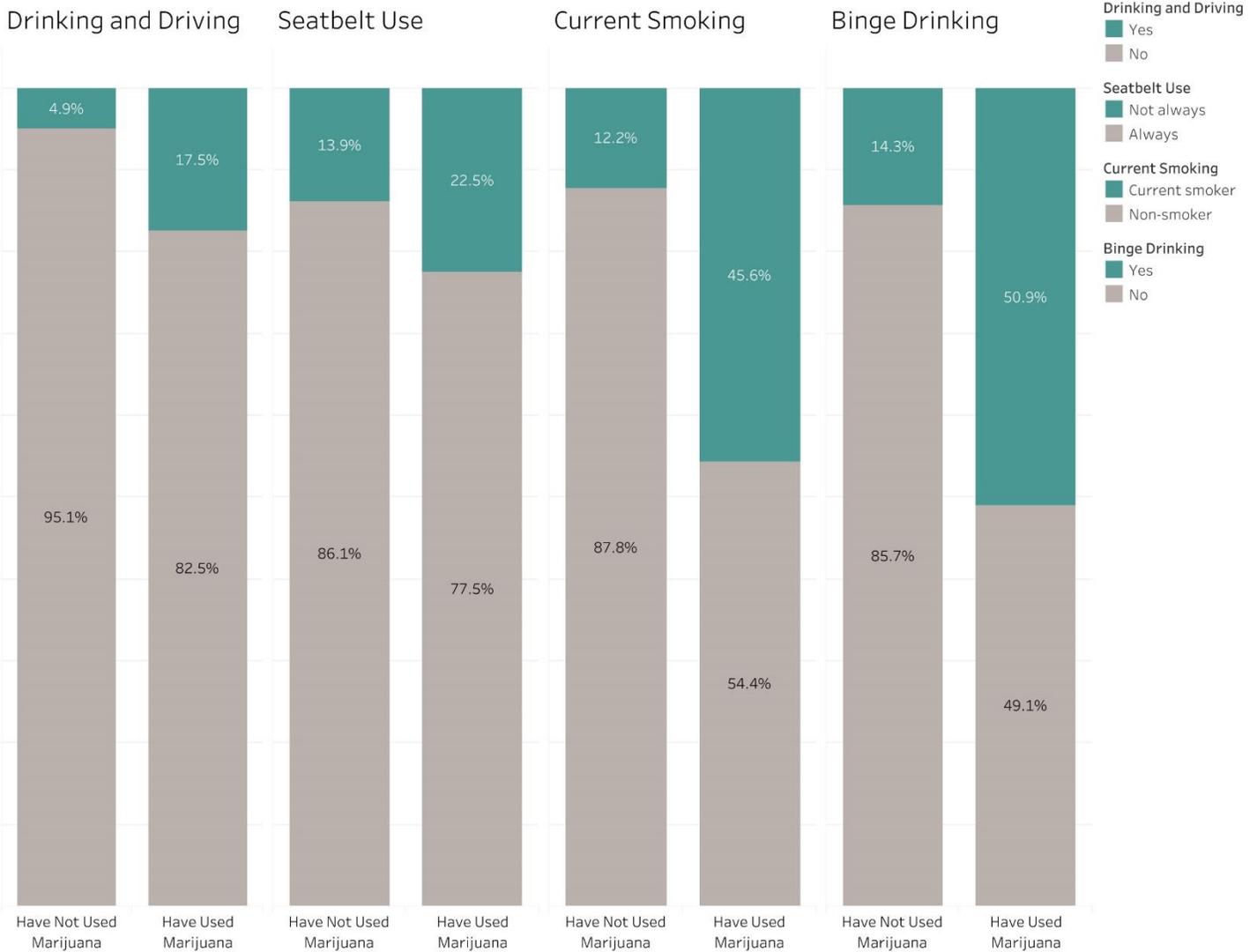
Congrats and kudos

State Epidemiologist and IDPH Medical Director, [Dr. Patricia Quinlisk](#), was honored with the 2017 [Iowa Pharmacy Association](#) Appreciation Award. The award was created in 1988 to recognize individuals and corporations for their support of organized pharmacy in Iowa.

Monthly data snapshot

Data are essential to the practice of public health. Each month, Quick Reads highlights selected tidbits to help create awareness of IDPH data and epidemiology. Explore more data with the [IDPH Public Health Tracking Portal](#).

Marijuana use is associated with other risk behaviors.



According to new data from the 2016 [Behavioral Risk Factor Surveillance System](#) (BRFSS), Iowans who report having used marijuana in the past 30 days are more likely to report other risk behaviors. These include driving after having had too much to drink in the past 30 days, not always wearing a seatbelt when in a car, smoking, and binge drinking in the past 30 days.

Stay informed, share your story

To contribute a news item or smart practice, please write to Polly Carver-Kimm at Polly.Carver-Kimm@idph.iowa.gov.

