



# *Quick Reads*

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## **Infrastructure grant update**

In August, IDPH submitted an application for the [Strengthening Public Health Infrastructure for Improved Health Outcomes](#) cooperative agreement from CDC. We were awarded \$200,000 a year for five years for Component I. I regret that we were not awarded Component II funding. Had we been approved, local public health agencies would have received resources for quality improvement, accreditation-preparation, and improving cross-jurisdictional relationships. I am especially disappointed considering all the important feedback we received from local partners as part of this process. We will continue to look for other funding sources to strengthen the public health system in Iowa. To learn more, visit [www.hhs.gov/news/press/2010pres/09/20100920a.html](http://www.hhs.gov/news/press/2010pres/09/20100920a.html).

## **IDPH partners on Iowa Health Benefit Exchange development**

Beginning in 2014, tens of millions of Americans will have access to health coverage through newly established exchanges in each state. Individuals and small businesses will be able to use the exchanges to purchase affordable health insurance from a choice of products offered by qualified health plans.

IDPH, in collaboration with the Iowa Insurance Division, Department of Human Services, and the Department of Human Rights, has submitted an application for the [State Planning and Establishment Grants for the Affordable Care Act Exchanges](#) funding opportunity. Iowa will establish an interagency workgroup to ensure collaboration among the agencies to guide the planning and development of an Iowa Health Benefit Exchange. The Iowa workgroup will collaborate with public and private stakeholders, private insurance carriers, health care professionals, advocacy, and consumer groups, including existing health reform councils and the [Legislative Health Care Coverage](#)

**Commission.** The final recommendations from the workgroup will include an organizational structure for an insurance exchange, a shared vision, an implementation plan that will include policy recommendations, a blueprint for outreach efforts, and a sustainability plan. Iowa is eligible for \$1 million for a one-year period from September 30, 2010 to September 30, 2011.

### **Flu vaccination campaign headed your way**

Thanks to funding from CDC, the IDPH [Immunization Program](#) has been able to develop an integrated advertising campaign that encourages Iowans to get vaccinated against seasonal influenza. Without giving too much away, I can tell you that the ads are very clever and leverage the CDC's slogan, "The Flu Ends with U." Advertising venues include TV, radio, and online banner ads. To help promote your vaccination clinics, I encourage our local partners to take advantage of free color posters that will include imagery from the campaign. To order campaign materials after Oct. 11, please call 1-888-398-9696.

### **Data warehouse trainings scheduled**

In October and November, IDPH will hold regional trainings for local partners who need to know how to retrieve and manipulate data from the Iowa public health [data warehouse](#) for use in planning, grant writing, and answering public health related data questions. With 11 trainings scheduled in six regions across the state, it is hoped that these trainings will ensure that at least one staff member at every county public health agency knows how to use the data warehouse.

### **Key IDPH staff named**

Please join me in congratulating one IDPH staff member and welcoming another. Dr. Ann Garvey has officially been named the deputy state epidemiologist. Dr. Garvey, who is also the state public health veterinarian, has served as interim deputy state epidemiologist for several months. Since joining the department in 2007, Dr. Garvey has been involved in many outbreak and case investigations, as well as the department's response to severe weather in 2008 and the 2009 H1N1 pandemic.

A brand new addition to the IDPH team is Kim Norby, who joined us in September as the [Iowa e-Health](#) executive director and state health IT coordinator. Mr. Norby will coordinate activities across state government agencies to align expectations for a sustainable health IT infrastructure. His first-hand experience in implementing an electronic health record system at Burgess Health Center in Onawa will be valuable as Iowa e-Health works with health care providers across Iowa.

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

— Tom