

Public Health’s Evolution

Local public health departments are adapting and evolving as we are strive to take advantage of new opportunities within the changing health care system. Public health practitioners need to develop and hone new practices and skills to address illnesses and death caused by chronic disease, the changing demographics of our county, changes in access to clinical care through the Affordable Care Act, and to focus on working collaboratively to address disease prevention and to promote healthy lifestyles.

The Public Health Leadership Foundation, with funding from the Robert Wood Johnson Foundation, has distilled the most important new skills and activities of the evolving public health department into 6 key practices.

CHP is directing efforts to strategically address these key 6 practices as noted in the 2 examples which follow.

**Collaboration with a broad array of allies and clinical partners.* CHP lives out its mission (“Partnering to promote and protect the health of all residents of Sioux County through advocacy, prevention, and education”) and vision (“Healthy Sioux County residents living in communities that support and promote active and healthy lifestyles”) daily as we facilitate the Coalition for a Healthy Sioux County and its community level coalitions. We have collaborated with health care providers to strategize ways to address breast feeding and labor and delivery education needs. We are partners in a rural health network that allows us to collaboratively address childhood obesity county-wide and to work with our 4 local hospitals on a county-wide (and community specific) Community Health Needs assessment (CHNA).

**Identify, analyze and distribute information from new big and real time data sources.* CHP is taking the lead in identifying health indicators at the county and community level, as well as identifying and analyzing secondary data in anticipation our CHNA. We will be partnering with hospitals and key community stakeholders leading focus groups to gather community data. As part of the collaborative CHNA process, CHP will take the lead in analyzing, prioritizing, and distributing the data so that Health Improvement Plans can be created and implemented.

CHNA Workshop

As part of our CHNA Learning Opportunity grant, CHP facilitated a Community Benefits workshop on July 9 for our hospital partners. The workshop featured Patsy Matheny, a nationally known Community Benefits consultant, and Teresa Miller, Market Intelligence Strategist at Avera. The workshop helped set the stage for our upcoming collaborative Community Health Needs Assessment.



We are currently working with our hospital partners to identify hospital and community indicators as we begin the data collection phase of the project. (PH Standard: Community Assessment)

Labor & Delivery/Breastfeeding

CHP facilitated a meeting with hospital OB nurse managers and breast feeding support staff to discuss how to collaboratively ensure mothers who deliver in local hospitals receive labor and delivery teaching and breast feeding support in a culturally and linguistically appropriate manner. We identified specific needs within the Spanish speaking community. We have submitted a grant application for a collaborative project to address these needs.

(PH Standard: Promote Healthy Behaviors)



World Breastfeeding Week

CHP observed World Breast Feeding Week (August 1-7) with a variety of activities. We aired a PSA touting the benefits of breastfeeding in Spanish and English on KSOU radio: <http://www.siouxcountychnp.org/Press-Releases-Newsletters/PSAs>.

Our breastfeeding peer support groups participated in the "Big Latch On", an annual world-wide event encouraging breastfeeding mothers everywhere to nurse their babies at 10:30 a.m. their time to promote and normalize breastfeeding. The Old Factory Coffee Shop in Orange City, a designated Breastfeeding Friendly Business, hosted CHP's airing of the breastfeeding documentary "The Milky Way." For more information on breastfeeding support or a peer support group, please contact Niki Kredit or Kelly Reyes by calling 712-737-2971 or emailing niki.kredit@siouxcountychnp.org or kelly.reyes@siouxcountychnp.org.

(PH Standard: Promote Healthy Behaviors)

Healthy Sioux County Coalitions



CHP participated in two health promotion events to further the reach of the successful summer 5210 Let's Go program. We had a booth at Promise CHC's back to school event and one at the OCAHS's Family Safety event. The 5210 message (5 fruits & vegetables per day/2 hours or less of screen time/1 hour of physical activity/0 sugary drinks) has also been shared in a local classroom. The 5210 efforts are funded through a Wellmark Small Communities grant and are being implemented through the Community Coalitions for a Healthy Sioux County.

CHP is working through the Hawarden/Ireton community coalitions and with a graduate student to pilot a StoryWalk project in their communities. StoryWalk® combines the benefits of physical activity, time outdoors, literacy, and family time. Pages of a book are transformed into signs that are posted along a trail inviting families, children, caregivers, teachers and others to follow the path of pages. The book is bilingual and titled Matt the Rat Fights Back. The Kickoff events in Ireton and Hawarden are on Thursday, October 16.



For more information on 5210, the StoryWalk, or Coalition for a Healthy Sioux County, please contact Angela Kroeze Visser by calling 712-737-2971 or emailing angela.kroezevisser@siouxcountychnp.org.

(PH Standard: Promote Healthy Behaviors)



Latina Health Coalition

The Latina Health Coalition (LHC) facilitated a back to school event with Kinsey Elementary and the Sioux Center Library. The LHC principal and staff

from Kinsey held a morning and evening meeting with Spanish speaking parents to brainstorm about how to ensure information is communicated effectively between school and home and about how parents and the school can help their children excel in school.



Several ideas emerged from the meetings. Kinsey has hired a fulltime Spanish speaking person in their front office to assist families and students.

The LHC provided school supplies to students purchased with money from a fundraiser.

(PH Standard: Promote Healthy Behaviors)



Healthy Choice, Easy Choice

CHP staff have the option of using stability ball chairs at their desks. Several staff members have chosen to use a standing desk for computer work. By actively encouraging and modeling healthy habits, leaders can affect positive health changes in an organization.

Make the healthy choice an easy choice!

(PH Standard: Promote Healthy Behaviors)



Tobacco

The Northwest Iowa Tobacco Free Coalition (NWITFC) sponsored a booth at the Sioux County Youth Fair. They also participated in Orange City Area Health System's Family Safety Fair. Shay Davis and Teri Bos, the NWITFC educators, attended the Iowa Tobacco Control Conference in Des Moines on 9/17-18. They learned about the new grant requirements and networked with tobacco prevention experts from across the state.

(PH Standard: Promote Healthy Behaviors)



Community Health Happenings is distributed quarterly by Community Health Partners. Submissions to future newsletters are always welcomed.

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