

Business Leadership Network



COMMUNITY FORUMS SUMMARY

Fall 2015

Centerville and Webster City

BUSINESS LEADERSHIP NETWORK

The Business Leadership Network comprises Iowans who are leaders in business, educators, public health professionals, health care professionals, and community leaders who are interested in improving the health and well-being of their community through a mutually beneficial relationship with the College of Public Health. The Network is guided by a Business Leadership Network Steering Committee which serves in a primary advisory role.

WHAT IS PUBLIC HEALTH?

Public Health is the science and art of protecting and improving the health of communities through education, promotion of healthy lifestyles, and research for disease and injury prevention. Public health helps improve the health and well-being of people in local communities and often, while operating in the background, helps meet the public expectation for ensuring a quality of life – safe water, clean air, and protection from injury. The dramatic achievements of public health in the 20th and 21st centuries have improved our quality of life: an increase in life expectancy, safer workplaces, worldwide reduction in infant and child mortality, and the elimination or reduction of many communicable diseases.

CPH.IOWA.EDU

MESSAGE FROM THE DEAN

In fall 2015, the College of Public Health continued to reach out to communities regarding local business and community public health issues. To date, the College of Public Health has conducted Community Forums and meetings in three regions of the state of Iowa (see map on page 7). Our recent Community Forums in Centerville and Webster City provided opportunities for area leaders to look at their communities with different perspectives and to develop network opportunities and potential partner opportunities with the College of Public Health. Our faculty and students who participated in the Forums gained meaningful knowledge of these Iowa communities and their public health interests.

This is the sixth set of Community Forums conducted by the College and Business Leadership Network since 2012. Steering Committee Members Jill Baze and Greg Fenton of Centerville and Mona Everson of Webster City were instrumental in the planning and success of both Community Forums. This summary provides a focus on key local community issues and glimpse into the days' discussions.



Sue Curry
Dean
University of Iowa College of Public Health

The Mission of the University of Iowa College of Public Health is to promote health and prevent injury and illness through commitment to education and training, excellence in research, innovation in policy development, and devotion to public health practice.

SUMMARY OF FORUM DISCUSSIONS

The interactive discussions and small group sessions remain a highlight of the two Fall Forums. It was determined by the Steering Committee to change the format from previous Forums and feature presentations from local communities that focused on the public health initiatives and challenges relating to issues of youth; workforce and community wellness; aging; and multigenerational community health. After presentations by local initiative leaders, College of Public Health (CPH) faculty made comments relative to the presentations and were part of a facilitated discussion and three small group sessions.



Appanoose County Courthouse, Centerville



Webster City Community Theater, Webster City

CENTERVILLE PANELISTS AND CPH FACULTY COMMENTS

Mercy Medical Center, the YMCA, and the Appanoose County Public Health Department work closely together to provide public health initiatives and opportunities focused on public health, safety, nutrition, and wellness to the general public. Mercy Medical Center leads a coalition to bring together community organizations and civic groups to better collaborate and engage the community. Appanoose County, in the last county Health Needs Assessment, was in the lower tier of counties for positive health and wellness factors.

The YMCA schedules a variety of programs for all age groups. Women from all over the region join the water aerobics, where the average age of participants is 85 years of age, as well as the “Silver Sneaker Program.” The Silver Sneaker group helps educate seniors on the need for exercise and how best to exercise for their age category. New staff have begun an agility class for young children and also re-initiated youth sports competition in the Centerville area.

The Appanoose County Public Health Department has recently completed its Health Needs Assessment and conducted a county-wide survey to learn more about the challenges families and the larger community face regarding public health issues. It was noted that most people truly do not understand what public health is and what it encompasses. For example, the Public Health Department does home visits for newborns, helps families to baby-proof their homes, provides free immunizations, and does regular blood pressure screening for the public. It was noted that many people do not understand that wellness, nutrition, and other prevention programs are related to public health.

There was general agreement in the subsequent discussions that truly engaging the community in ways to improve health,



nutrition, wellness, and safety for the everyday person is the most difficult challenge to improving public health in Centerville. And, this is a challenge in many communities. There is often an undercurrent of apathy and negativity about improving on a community's population health; some cannot see it helping them in any way, while others are very independent and will hold fast to their lifestyle choices. For some businesses and industries it is difficult to see the "bottom-line benefits." As with many behaviors that require change, the community culture remains steadfast in how they think about the way things have been done for years. Finally, and perhaps most important, there is a recognition that poverty severely restricts the choices many children and families have to improve one's health. Though there are some free services, when there is no running water in the home, for example, or money for healthy and nutritious food, improving one's health becomes a significant challenge.

College of Public Health faculty emphasized that what the community is doing to promote public health is critical and that it requires a long and deliberate commitment. "Kudos to your programs and your efforts," remarked a faculty member. It was noted that it is important to bring the engagement of the community out of the traditional health institutions and into areas where people typically go. Focus on the successes, and giving the public and partners a sense of ownership in planning and conducting activities is essential. Some say the indifference is generational. Given that, it was suggested that the focus be on the kids at the beginning and they can help teach the parents. One example to work from is the annual Health Fair; making it more kid-directed may encourage more adult interest.

Business Leadership Network Steering Committee member Greg Fenton of Centerville suggested that the Forum could be a new start for the community to bring people together to help determine the best approaches and activities to address these challenges. The Public Health Department has scheduled public town hall sessions related to the Community Assessment in all the towns in the county. Others suggested focusing on afterschool programming, mentorships, using athletes from Indian Hills Community College to support programs, and many other ideas. The College of Public Health faculty and Dean Sue Curry expressed their support and willingness in helping the community and region.



WEBSTER CITY PANELISTS AND CPH FACULTY COMMENTS

Like the Centerville Forum, the room was filled with people from throughout the community. Mona Everson, Business Leadership Network Steering Committee member thanked the community panelists presenting on behalf of Webster City. Mayor Doug Getter thanked Dean Sue Curry and faculty for their engagement with Webster City and the region. Panelists presented information about programs and efforts in Webster City.

The Bee Inspired CAPP program empowers youth to make decisions based on comprehensive, age-appropriate, evidence-based, and medically accurate sexual health education. The target population for the program's efforts is ages 13 to 19 with an emphasis on reducing sexual activity, number of sexual partners, school dropout rates, as well as increasing student success. The program focuses on educating parents, as well as providing young people with information on STD prevention, birth control, healthy relationships, and building confidence. Like many Iowa counties, Hamilton County is conducting a Health Needs Assessment. At this time, the county ranks in the upper half of the counties as part of the Healthiest State Initiative. Like many Iowa communities, awareness and engagement in the basic elements of public health are difficult, and there is always a great amount of competition for resources.



In Hamilton County, the Retired Senior Volunteer Program (RSVP) has stepped into the public health arena very successfully. RSVP works with many local organizations in supporting them through their volunteer program, but in the last year RSVP created the BASE (balance, agility, strength, and endurance) senior exercise program. It was noted that in recent months it has become BASES – the additional S is for “social.” Classes are taught by peers who have been trained by local personal trainers. Because of the great response, more sites may be added in the future. To date there has been no measure for success, (i.e. falls prevented), and collecting data is something to work towards.

Health care providers and primary care physicians now include a key element in their team – the health coach. The health coach works with the full spectrum of patients, from those who are healthy and well to those with chronic health conditions. The key to each patient’s success is the health plan developed and implemented specifically for each patient. The health coach encourages each patient to improve his or her health behaviors. Health coaching reduces hospital readmissions, which contains costs and improves the quality of care.

“How and what we can do better” was the theme of the small group discussions. “As communities change, as do norms, how do we build a culture where it is expected that we as a community learn together and we as individuals learn new things?” asked a participant. Core institutions such as churches, schools, and businesses continue to have a critical role. For example, creating a lunch-and-learn with businesses or working with local ministries to include parents in separate education classes while their children are in church or confirmation classes shifts the focus away from the traditional approach. It is not enough to announce an activity or program and expect people to participate or for the program to be successful. Providing a variety of times, conducting programs and education when most convenient for participants, is essential. Instead of conducting activities in traditional ways, get outside of the comfort zone; reach out in different ways and engage the community whether it is schools, businesses, or manufacturing plants. Establishing credibility and trust is required in order to have effective conversations and engagement.

There were also suggestions relating to addressing Webster City’s youth, workforce, and seniors. Many seniors work and live longer, and developing a Senior Park would be one small incentive to keep seniors in the community. Keeping older Iowans in the working generation is important, given the challenges of finding younger people to join the workforce. Skilled training and development of soft skills are essential for younger workers. It is difficult to sustain a workforce that can adapt to core work skills and new technology as well.

A key challenge when considering health and wellness in a community is the issue of safe and affordable housing. As with many Iowa communities in Iowa, the housing stock is old and lacking. There are myriad challenges other than low and middle income housing needs. Internet access is not always available or is very slow in some areas of the county. There is a demand for additional medical professionals, which are becoming difficult to recruit, and access to healthy and nutritious foods is difficult for some. Children and families face special challenges. There is a lack of awareness of the high rates of poverty and how it affects the broader community. Mental health issues, bullying, substance abuse, and the high costs of child care, were all discussed as issues that need to be addressed. For Hamilton County, it would be a step forward if the whole community/county got more involved in having, at minimum, conversations to begin to help the region become more safe and healthy.

BUSINESS LEADERSHIP NETWORK STATEWIDE MEETING – DES MOINES

Members of the College of Public Health Steering Committee and representatives from statewide business, industry, government, and public health organizations met in Des Moines in early November for the annual update and discussion luncheon. Steering Committee Members Greg Fenton from Centerville; Maureen Elbert from Algona; and Michael Halley from Fairfield discussed key issues and challenges from their respective communities.

There is a continued and growing demand across the state for more family practice physicians, specialty practices, and mental health providers. Introducing and practicing population health community-wide will be somewhat of a challenge given the shortage of technology and health professionals. The shift from traditional health care to a mindset of population health is necessary to implement the practices and behaviors that will help keep community members more healthy. More communication and collaboration is required in communities and with statewide organizations, including business and industry, to accomplish this.

Every community has different challenges. Some are related to resources, but others have a strong culture of independence, making the development of deliberate community efforts to support community health and wellness difficult. In other cases, some communities are quite progressive and have moved their own initiatives forward, but now are seeking additional data and rationale for how to proceed further or how to address very serious challenges such as substance abuse, mental health, and suicide.

Diane Rohlman, Director of the CPH Healthier Workforce Center for Excellence presented on the Total Worker Health Initiative (TWH). Rohlman gave an overview of the Center's work and drew attention to a series of eight videos that show business and industry leaders sharing their experiences with designing, implementing and evaluating the TWH programs, practices, and policies. More information can be obtained by contacting the Center or through www.TotalWorkerHealthEssentials.org.

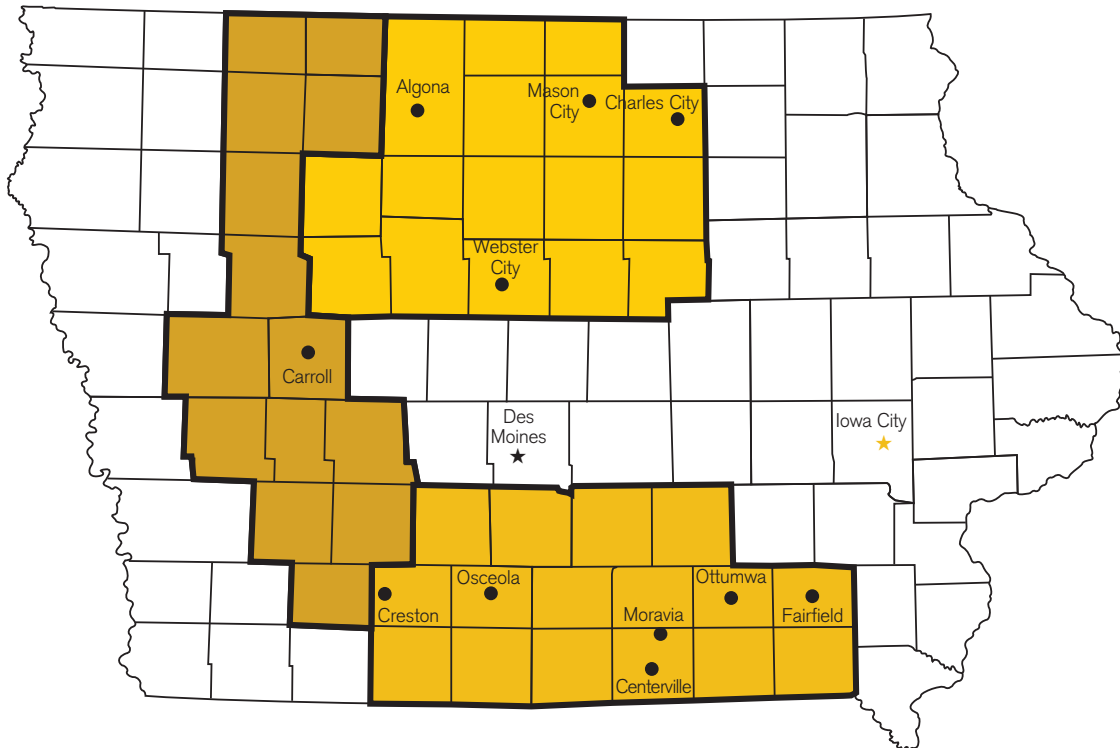
Dean Sue Curry explained that it is her goal to link communities, organizations, resources, and the College's support to help Iowa improve public health and wellness throughout the state. Curry also noted that the announcement of the Network's first six community grant awards will occur on December 15, 2015.



IOWA HEALTHIEST STATE INITIATIVE:

- » HSI Assessment: <http://www.iowahealthieststate.com/assessment-program>
- » HSI TEAM Training: <http://www.iowahealthieststate.com/team-training>

BUSINESS LEADERSHIP NETWORK REGIONS



Cities shown on the map in shaded regions have hosted Community Forums.
The Business Leadership Network is led by a Steering Committee composed of business and community leaders from across the 46 counties.

COLLEGE OF PUBLIC HEALTH FACULTY – COMMUNITY FACILITATORS



Sue Curry



Trudy Burns



Paul Gilbert



Dru Mueller



Peter Thorne



Robert Wallace



Fred Wolinsky



Xi Zhu



Tara McKee

Sue Curry – Dean, UI College of Public Health

Trudy Burns – Professor, Epidemiology

Paul Gilbert – Assistant Professor in Community and Behavioral Health

Dru Mueller – Research Nutritionist

Peter Thorne – Department Head and Professor, Occupational and Environmental Health

Robert Wallace – Professor, Epidemiology

Fred Wolinsky – Professor, Health Management and Policy

Xi Zhu – Assistant Professor, Health Management and Policy

Tara McKee – Business Leadership Network Coordinator and Alumni Relations Coordinator

BUSINESS LEADERSHIP NETWORK STEERING COMMITTEE



Gerald Edgar – Charles City;
Environmental, Health &
Safety Manager for Mitas
Tires North America



A. Eric Neu – Carroll; Attorney
at Law for Neu, Minnich,
Comito & Neu, P.C.



Michael Halley – Fairfield;
City Council Member and
Founder of Natural Selections



Maureen Elbert – Algona;
Executive Director of
Kossuth/Palo Alto County
Economic Development
Corporation



Jill Baze – Centerville; Human
Resources Manager for Van
Gorp in Pella



Kevin Klemesrud – Osceola;
President and CEO of
American State Bank



Mona Everson – Webster
City; Founder and CEO of Life
and Health



Greg Fenton – Centerville;
Former Mayor of Centerville;
Realtor



Rich Paulsen – Creston;
Publisher for Creston News
Advertiser & Southwest Iowa
Advertiser



Don Woodruff – Fort Dodge;
President of Woodruff
Construction



Claudia Gates – Ottumwa;
Manager of the Pickwick
Branch at US Bank

COMMUNITY PANELISTS

CENTERVILLE



Sarah Fynaardt – Health Promotion Manager,
Mercy Medical Center



Peggy Johnson – Director, Rathbun
Lake Area YMCA



Linda S. Rutherford – Administrator, Appanoose
County Public Health Department



Kelley Steubs – Membership Coordinator and Wellness
Coach, Rathbun Lake Area YMCA

WEBSTER CITY



Angela Ehlert – Registered Nurse and Health Coach,
Van Diest Family Health Clinic



Becky Koppen – Coordinator, Retired Senior
Volunteer Program



Shelby Kroona – Administrator, Hamilton
County Public Health



Tiffany Larson – Bee Inspired CAPP Program
Coordinator, Building Families



Business Leadership Network



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