

Business Leadership Network



The Economic Health of Business

A REGIONAL SUMMIT

Community Forum Summary

April 21, 2017

Ottumwa



College of
Public Health

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.

Message from the UI College of Public Health

In spring 2017, the UI College of Public Health through its Business Leadership Network, continued to reach out to communities regarding local business and community public health issues. The regional summit in Ottumwa provided opportunities for area business, community, and public health leaders to discuss shared workplace issues, develop practical solutions, and determine potential areas to collaborate with the UI College of Public Health.

Additionally, the College is collaborating with Iowa communities through the Business Leadership Network Community Grant Project. Grants are awarded on a competitive basis to community nonprofit organizations or local government agencies to foster collaboration to begin or strengthen partnerships among businesses and industry to address an identified public health issue and link with the UI College of Public Health. Seven grants have been awarded for 2017 with projects in Centerville, Fairfield, Fort Dodge, Ottumwa, and Keosauqua. The call for proposals for the 2018 grant cycle will go out this fall.

The regional summit in Ottumwa was the 16th community gathering, and the second in Ottumwa, held by the College through the Business Leadership Network since 2012. The summit could not have come together to focus upon the issues important to Wapello county and the surrounding region without the active participation, guidance, and work to help frame and organize the event into a true community effort. Thanks go to Connie Hammersley-Wilson at the Ottumwa Chamber of Commerce, Lynelle Diers at Wapello County Public Health, Blaire Siems from United Way of Wapello County, Lori Reeves at Indian Hills, and Suzette Van Vark from Sieda, for their close work with the UI College of Public Health and the community in putting together the day. Thank you also to Indian Hills Community College for hosting the event at their Rural Education Center. This summary provides a focus on key regional issues and a glimpse into the days' discussions.



Edith Parker

Professor and Head, Department of Community and Behavioral Health
University of Iowa College of Public Health

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.

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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.

Message from Ottumwa Chamber of Commerce and Wapello County Department of Public Health

When we were approached to host a community forum with the UI College of Public Health, our committee agreed that the issues facing employers and employees in the Ottumwa area were too significant to contain in a lunch format. We wanted to host an all-day summit to focus in-depth on the problems and develop strategies and solutions. The Summit would act as springboard for discussion and the strategies would be measurable. We envisioned this to be a starting point for discussions, and the strategies developed could be built on for the future. We wanted to expand the audience to encompass the entire region, because we understand that the problems we are hearing about are not limited to Ottumwa and Wapello County. The Summit was a huge success with over 70 attendees from business, community organizations and government coming together to share their experiences and expertise. We would like to thank those on the Planning Committee, including: Lori Reeves, Indian Hills Community College; Claudia Gates, US Bank; Tom Sisler, Ottumwa YMCA; Blaire Siems, Wapello County United Way; Suzette VanVark, Sieda; Brian Dunn, Sieda; Teri King, Ottumwa Schools; Jen Lamos, ISU Extension; Kim Hellige, Ottumwa Schools; and Sandy Berto, Active Ottumwa.



Connie Hammersley-Wilson
Ottumwa Chamber of Commerce



Lynelle Diers
Wapello County Public Health



Objectives of "The Economic Health of Business: A Regional Summit"

The purpose of the day-long regional summit was to bring together public health, local businesses, and community organizations to engage, identify and access tools and community resource options to effectively address workforce needs, particularly as they relate to community public health issues. Jointly sponsored by the UI College of Public Health Business Leadership Network, Ottumwa Chamber of Commerce, Wapello County Department of Public Health, and Indian Hills Community College, community stakeholders worked with CPH staff to identify significant public health issues in Wapello and surrounding counties and how these issues may impact worker health and productivity. Throughout the day-long summit, three panels were convened to address topics relevant to employers and public health professionals in the region. Following each panel discussion, the audience attended breakout sessions facilitated by the panelists to further explore the issues addressed. Breakout session topics included: *Behavior Health and the Workplace*, *Supporting a Successful Workforce*, and *Employee and Family Wellness*. UI College of Public Health faculty participated in each of the forums and assisted in the development of action steps that can be implemented by local businesses and community organizations as they continue this work.

Shared Issues/Shared Solutions

Members of the Planning Committee identified several health-related issues effecting the area workforce and expanded the reach to encompass a 15-county area to collaborate on those issues that affect the region as a whole and dovetail with existing partnerships and regional work. The goal of the Summit was to produce a “living document” with actionable items that could be used to build on future collaborations across the region. Collaboration can be strengthened among area workforce groups, communities, public health regions, and schools and colleges in workforce issues affecting the region.



Behavioral Health and the Workforce

Panelist Remarks

The goal of this panel was to examine the behavioral issues that affect worker productivity and identify strategies that employers and community organizations can use to address and support the behavioral health of their workforce.

Moderator Christina Schark from the Southern Iowa Mental Health Center provided a clinical definition for mental illness. According to a 2015 MHFA report, mental health is a diagnosable illness that affects a person's thinking, emotional state and behavior. It disrupts a person's ability to work, carry out daily activities, and engage in satisfying relationships. Recovery is possible with treatment, despite a diagnosis. However, Schark reported that one of the greatest barriers to treatment is not a lack of funding or providers, but it is the stigma associated with mental illness.

The 2015 MHFA report also provided statistics on the prevalence of mental illness. One in five American adults suffer from a diagnosable mental illness. For almost all mental disorders, people delayed getting treatment, with the median delay of 10 years. Only 41 percent of people with a mental illness use mental health services in any given year.

There are significant costs to employers when employee mental health goes untreated. According to the American Institute of Stress, one million American workers miss work each day due to stress. A 1999 Surgeon General's report on mental illness cited that the indirect cost of untreated mental health disorders resulted in \$79 billion annual costs due to lost productivity and depression. A 2004 NCQA report indicated that depression results in more days of disability than other chronic health conditions, including heart disease, hypertension, and diabetes.

Kim Kelly from Sieda Community Action, which provides out-patient mental health and substance abuse treatment around a 10-county area, focused on the human costs of substance abuse in the workplace. She reported that mental health and substance abuse are co-occurring about 70 percent of the time. Both are diseases that can cause physical health issues and must be treated. According to Kelly, 12 percent of the workforce report heavy drinking with alcohol contributing to 40 percent of workplace deaths and 50 percent of injuries on the job. One impaired

worker can cost an employer \$22,000 per year, and the cost to replace a worker can exceed \$7,000. Absenteeism is 4-8 times higher for workers with a substance abuse problem and 32 percent of co-workers indicate that substance abuse impacts their own work. Substance abuse costs employers \$82 million per year. The stigma associated with mental illness is the reason many employers do not confront employees they suspect may be impaired or mentally ill. However, not confronting the problem enables employees to continue negative behaviors, costs employee time and productivity, and could endanger co-workers working with those impaired.

Panelist Anne Helene Skinstad is a Community and Behavioral Health faculty member at the UI College of Public Health, with a background in women's mental health. She cited the importance of removing the stigma of mental health in all aspects of the community. Many who suffer mental illness also suffer a physical illness. Skinstad reported that the life expectancy of those with mental illness is reduced by 25 years. She urged the attendees to normalize their feelings with regard to mental illness and provide compassion to those who experience mental illness. Access to mental health treatment needs to begin in schools. Symptoms for boys include acting out, while girls tend to withdraw. Building a peer network is important for recovery, including support from family. Skinstad reported that Iowa ranks 50th in the nation in the number of in-patient psychiatric beds and Iowa's largest mental health center is the Iowa Department of Corrections.

Breakout Session

The stigma of mental health issues remain a serious concern in the workplace. Workers are afraid to admit they have mental health issues for fear of losing their job. Peer support is important, but co-workers are often not equipped to deal with mental health issues. Co-workers see the employee struggling, but do not know what questions to ask or how to help. One suggestion would be to print quick reference cards for employees that would identify the symptoms of mental illness and provide easy steps the employee can use to help co-workers. Another suggestion was to train employees to notice signs and symptoms of a mental health crisis, similar to a health care crisis. Training supervisors and employees in mental health first aid would allow them to recognize signs of mental illness.

Stress also impacts the mental health of workers. A stressful work environment may exacerbate mental health or substance abuse problems. Employers should identify de-stressing techniques that could de-escalate stress in the workplace, including employee breaks with short energy-building activities. One session member handed out coloring pages to staff at a meeting when they had to discuss a budget cut. The sheets provided a diversion during tough budget discussions.

Co-workers enabling workers with substance abuse problems was also identified as a problem. Covering for a co-worker who is impaired actually impacts everyone and makes it more difficult for employers to identify signs of mental illness. Session members emphasized the importance of Employee Assistance Programs (EAP) and encouraged employers to promote EAPs more in their organizations. Use of peer support specialists was also encouraged to coordinate a continuum of care. Employers also need to be familiar with mental health care options in health plans offered to employees. If they don't provide health plans for employees that include mental health coverage, they need to know what is available in their communities to support their employees.



Session members also agreed that a culture change with regard to mental health is needed, not only in the workplace, but the community at large. Schools should initiate programs to discuss mental illness in the classroom and alleviate the stigma of mental illness early in a child's life. Drug use was identified as a problem and often begins in middle school. Children use drugs throughout adolescence and into adulthood, bringing the drug abuse into the workplace. Programs are needed to break the cycle of drug abuse early, so that it does not appear later in the workplace.

Session members discussed the rampant problem of drug use in the workplace, with alcohol, meth and marijuana the leading drugs of choice. Quarterly urine analysis (UA) was one approach suggested to reduce workplace drug use. Many also wanted tobacco use to be a part of the discussion with smoking cessation programs offered to employees.

A lack of mental health care was also highlighted as a problem. A significant shortage of psychiatrists has led to a dependence on tele-health. However, it is often difficult for people to get the care they need to stay healthy, including hurdles to obtaining the medications or the care they need. The community of Centerville is working on a community care coalition to develop a community action plan to provide assistance and guidance to those suffering from mental illness and substance abuse. Jefferson County has been convening stakeholders for several years to develop partnerships with providers, hospitals, and the sheriff's office to collaborate on community mental health issues. Members suggested reviewing best practices from all sizes of employers to find what works. Others suggested having area Chambers of Commerce collaborate and disseminate programs with a history of success to employers.



Action Steps

- » Reduce the stigma of mental illness by educating children in schools.
- » Educate employers on the signs of substance abuse and mental health issues. Encourage them to understand health coverage in insurance plans and employee EAPs. If no insurance is provided, encourage employers to know what services are available in the community to assist employees with substance abuse or mental health issues.
- » Know what services are available for behavioral health in the community, and educate citizens on the programs available.
- » Develop information cards outlining symptoms of mental illness for quick reference.
- » Encourage peer support and peer support specialists.
- » Educate law enforcement on how to approach and respond to people in mental health crisis.

- » Work as a team to develop long-term goals for those with chronic mental health disorders.
- » Work with employers on how to discuss substance abuse and mental illness with those employees they suspect of having problems.
- » Develop tobacco cessation plans that can be shared with employers.
- » Adapt policies to promote effective behavioral health policies.
- » EAPs are funded through life insurance. Review potential opportunities to join small businesses together to provide a joint EAP.



Supporting a Successful Workplace

Panelist Remarks

The goal of the panel is to identify strategies that employers can use to improve employee soft skills and self-sufficiency.

Moderator Connie Hammersley-Wilson from the Ottumwa Chamber of Commerce, indicated the need for training potential employees early on soft skills. Soft skills are defined as a cluster of productive personality traits that help to make an employee successful. These skills can include social graces, communication abilities, language skills, personal habits, cognitive or emotional empathy, time management, teamwork, and leadership traits. Employers report that employees often lack many of the soft skills needed to be successful, including arriving at work on time, prepared, and functioning. With substance abuse and mental health issues on the rise, employers are struggling to fill key positions. Employers must adapt to the changing crisis with strategies to address the problem.

Rachel Thompson from Iowa Workforce Development (IWD) reported that the top two reasons employees are fired are for insubordination and attendance. IWD is much more than an unemployment office. The agency partners with community organizations, include vocational rehabilitation, IJAG, JobCorps, Department of Human Services, veterans groups, school districts, human resource departments, Promise Jobs, and others to promote and produce quality employees for local businesses. IWD provides workshops and trainings on soft skills, professional development, WIOA education to reduce barriers for apprenticeships, re-employment training, social media presence, seven attributes of a good employee, true colors, money management, criminal background checks, drug education for employers, and career fairs to bring employers and employees together. All IWD services are free to both employers and employees.

Lorraine Uehling from the Ottumwa Crisis Center produced some startling statistics about the financial cost of domestic abuse to employers. In 2003, the Centers for Disease Control (CDC) estimated that victims of intimate partner violence lost nearly 8 million days of paid work per year – the equivalent of 32,000 full-time jobs. The same study found that health-related costs of rape, physical assault, stalking, and homicide by intimate partners exceeded \$5.8 billion each year. A 1990 Bureau of National Affairs study indicated that US businesses lose between \$3-5 billion annually due to domestic violence.

An estimated 25 percent of workplace problems such as absenteeism, high turnover, low productivity and high medical usage is a direct result of domestic violence. According to the Corporate Alliance to End Partner Violence, 64 percent of domestic abuse victims reported that their ability to perform their jobs was affected by violence. Fifty-six percent of battered women are late for work 5 times per month and 74 percent are harassed at work by their abuser. An estimated 24-30 percent of victims lose their jobs due to abuse.

However, a 2006 Bureau of Labor Statistics report found that only 4 percent of companies train their employees on domestic violence and its impact on the workplace. In a 2007 survey, 63 percent of corporate executives indicated that domestic violence was a major societal problem and 55 percent saw it as a problem in their company. Yet only 13 percent of executives believe their companies should address the problem. In contrast, 84 percent of their employees believe corporations should be a part of the solution.

Tom McAndrew, Ottumwa Chief of Police, indicated that young people lack the knowledge to prepare for an interview. They do not dress appropriately and are not used to being told that they are not doing a good job. He discussed the merits of the Citizens Police Academy for training potential and future officers. He also highlighted the importance of ALICE training, which trains businesses to evacuate, barricade, and fight back when faced with an active shooter. McAndrew reported that meth is more prevalent in the Ottumwa area than it has been in years, and employers will see more drug use in the workforce. He warned that the heroin epidemic is moving closer to Ottumwa and law enforcement is bracing for its impact.



Breakout Session

The IWD has various workforce development centers around the state that can provide specific services to train employees how to be successful. Often employees do not know appropriate dress codes for interviewing and how to respond to an interview. IWD can also assist potential employees with obtaining the necessary educational requirements such as ESL training or completion of a GED. Basic computer classes are offered to learn how to set up emails and use social media. IWD provides classes in middle schools to begin to train students on employer expectations and the soft skills needed to succeed. Examples of seminars that may benefit employees include True Colors, a program centered on personal motivation and Strength Finder, a program that identifies 34 strengths of a strong employee.

The second leading cause of death for women in the workplace is domestic-violence related. However, employers are hesitant to discuss it. Part of the problem is that employers do not want to get involved or they do not know how to get involved. Violence is often exacerbated by poverty, substance abuse, and mental health issues, and there is no single solution to address it.

The group questioned the effectiveness of the Battered Women's Education Course currently available for men who have been convicted of domestic violence. It is 26 weeks long and costs up to \$400, in addition to transportation costs. If a perpetrator misses a class, he goes back to jail. The time away may end up hurting families, and the success rate upon completion is questionable.

Early education regarding domestic violence and healthy relationships is key to changing the culture of violence. The Ottumwa Crisis Center conducts prevention classes, dating violence, and healthy relationship classes in middle



schools. However, there is some push-back from parents and administrators on the need for such classes. The Center is purchasing Girls Circle curriculum for use in an afterschool program that will be free of charge to middle school youth.

Courses on Healthy Masculinity for young men are a key preventive step to stemming the tide of domestic violence. Using leverage points to change how men identify their interactions may change the dichotomy between men and women.

The prevalence of drugs, especially meth and marijuana, effects every aspect of life in the region. There are reports that 200-500 pounds of marijuana come into the region regularly. This precipitated discussion about the safety of those workers who visit homes, such as home health care workers and social workers. During visits, they are advised to not let anything get between themselves and the door to ensure an escape route, if necessary.

With the closing of state mental institutions in Clarinda and Mt. Pleasant, the lack of mental health beds also significantly affect those that work in law enforcement. Instead of protecting the community, law enforcement officers are regularly driving mental health patients wherever they can find an open bed. It is not unusual for officers to drive patients from Ottumwa to Sioux City or Spencer for mental health services, and then they must retrieve them for court dates.

Action Steps

- » Identify workforce needs in the community for employers and employees and identify the assistance they need to create a successful workforce.
- » Contact the local Iowa Workforce Development Office (IWD) to match programs with employer and employee needs, including free consultation and seminars on a wide variety of issues to benefit employers and employees.
- » Educate employers on the importance of emergency plans in case of an active emergency.
- » Inform the public of the prevalence of drugs in the community and warn them of the potential of an opioid crisis in the future.
- » Explore the addition of mental health beds to the region to allow those in crisis a short stay to become stable without a waiting list or traveling across the state for an available bed.
- » Discuss healthy relationships in the workplace.
- » Develop community response teams to assist with domestic violence situations. Provide wraparound services to those directly impacted by violence and family members.
- » Begin to provide soft skills training to youth in middle school so that they can learn early the importance of those skills in becoming a successful employee.
- » Educate youth on healthy relationships to prevent violence in the future, beginning in middle school.
- » Provide education on healthy masculinity to boys.

Employee and Family Wellness

Panelist Remarks

The goal of this session is to identify strategies and approaches to improving employees' workplace health and the personal health and nutrition of themselves and their families.

Moderator Lynelle Diers from the Wapello County Public Health Department reported that every county in Iowa must complete a Community Health Needs Assessment every five years. Past assessments highlighted obesity as a significant problem in Wapello County, especially in children. By focusing on reducing obesity by increasing physical activity, Wapello County has gone from 36 percent of its population being obese to 29 percent since the last needs assessment. Those in poor health went from 15 percent to 12 percent of the population. The most recent needs assessment identified the need for safe and affordable housing, more mental health and substance abuse treatment, and increased physical activity.

Edith Parker from the UI College of Public Health reviewed the results Active Ottumwa, an initiative developed to address the lack of physical activity identified in the needs assessment. Active Ottumwa is a partnership between the University of Iowa's Prevention Research Center and the City of Ottumwa. The main goal is to promote healthy lifestyles by creating more physical activity opportunities for adults in Ottumwa. According to data collected by students from the UI College of Public Health in 2015, 55 percent of Ottumwa adults lead a sedentary life, meaning they see little or no daily physical activity and less than 1 percent saw daily vigorous physical activity. Active Ottumwa builds coalitions with local organizations and participates in area events highlighting physical activity. Educating citizens regarding the importance of an active lifestyle and training volunteers to lead physical activities throughout the community are important goals of Active Ottumwa. Partnering with UI Prevention Research Center, assessment tools are incorporated to measure the success of the program.

Blaire Siems from the United Way of Wapello County discussed her role as a Physical Activity Leader for Active Ottumwa and is viewed by others as a role model for living a healthy lifestyle. She leads one of the many walking groups established to increase physical activity in Ottumwa. Walking is free and a great stress reliever. Her group regularly walks about four miles in an hour.

Heather Larson is a dietician at Hy-Vee and also works for Indian Hills Community College. She provided three perspectives on wellness that employers can implement in the workplace.

1. Bring in community-focused services to employees, which could include biometric screening, crock pot cooking, or exercise classes.
2. Incentivize health care coverage by encouraging wellness screenings, flu shots, and annual physicals. Employees could receive reduced costs for health insurance or memberships to health clubs.
3. Establish a health committee in the workplace that can identify healthy opportunities and activities that employees can participate in. At IHCC, the Healthy Hills Committee has over 60 IHCC employees participating in walking, running, and biking groups.



As a dietician at Hy-Vee, Larson gives individual and group tours through the grocery store to teach good nutrition, and she participates in health fairs to provide nutritional information.

Tom Sisler with the Ottumwa YMCA cited the importance of business owners and managers as leaders in healthy lifestyles. Their spheres of influence are great and they should be role models to their employees. Life has trended toward sedentary lifestyles, and Sisler encouraged attendees to get up and get moving. Not only does the YMCA provide the tools to get moving, it also provides a sense of community to those who may not have other avenues of socialization. He encouraged families to eat dinner together, talk to one another, and instill values of healthy living in their children.

Break Out Session

Active Ottumwa developed a strategy to build their walking groups around an individual's social network, instead of a come-one-come-all approach. Research shows these strategies have been effective in recruiting walkers. Changing the community culture begins with early adopters, then spreads to the general population.

Active Ottumwa focused on starting walking groups in workplaces where positive peer pressure is helpful. Employers encourage employees to take 15-minute walk breaks and reward employees for positive behaviors. Rewards could include wellness incentives, reduction in health insurance premiums, and benefit to employees with better health.

Other ways to create a walking group could include creating a Facebook page that brings people together for a common purpose. Walking groups could be organized around a specific topic such as small children or seniors. Another suggestion for walking groups would be encourage local parent-teacher organizations or school administrators to purchase pedometers for children so that they can see their walking progress and learn the importance of physical activity.

The ease of walkability in some communities makes it more difficult to get people moving. Most are dependent on cars to get them from place to place. Public awareness campaigns may be necessary to convince local decision makers of the importance of improved infrastructure to promote healthy activities. Complete streets, sidewalks, crosswalks on busy streets, access to trails and parks, and street lights are all important to encouraging people to adopt a healthy lifestyle.

The results of implementing health and nutrition changes in a community may take years to see. A community-wide commitment to change the culture of how citizens live and engage in active lifestyles requires participation from local governments, businesses, community organizations, and the citizens themselves. Everyone needs to have skin in the game! One proposal that the Ottumwa YMCA is implementing is a Corporate Membership Program where the YMCA matches a company contribution to an employee's monthly membership fee. With the match, membership fees can be as low as \$19 per month.

Action Steps

- » Create walking groups similar to those in Active Ottumwa.
- » Use Facebook and social media to encourage the development of exercise groups.
- » Organize walking groups, bike groups, or running groups around similar interests.
- » Take a holistic approach to wellness as a community, and work with different organizations to set community goals.
- » Create a way to measure the improved health of the group as they adopt a healthier lifestyle.
- » Tour a grocery store with a dietician to learn about product labels and healthy eating.
- » Organize cooking classes to teach people how to use fresh ingredients and ingredients obtained from the food pantry.
- » Create a community garden project.
- » Buy pedometers for school children to get them moving at an early age.



- » Encourage businesses to develop a wellness program for their employees to include brief exercise breaks, walking groups, reduced health club memberships, and incentives to get active.
- » Identify what services are available to employers to assist in implementing wellness programs.
- » Encourage employers to support and engage in healthy activities, so workers know of the importance and feel supported.
- » Review the infrastructure of communities with the goal of making them more walkable or bike-friendly.
- » Work with community leaders to find public spaces for group exercise activities.
- » Provide safety training on how to be safe outside, including safety vests for walking and bike helmets for biking.

Healthier Workforce Center of the Midwest

Shelly Campo from the Healthier Workforce Center of the Midwest at the UI College of Public Health outlined how the Center works with employers to develop healthy and safe places of work. Founded in 2006 with a federal grant, the Center originally focused on Iowa businesses, but was recently expanded to include Nebraska, Kansas, and Missouri.

Work is dangerous. Injury rates for occupational disease and injury for this region is higher than the national average. In 2014, injury rates were 6 per 100,000 and worker deaths were significantly higher than the national average. Campo reported that workplace injuries cost \$250 billion in 2007, more than the costs of diabetes, cancer, or strokes. The region also has people that engage in higher rates of unhealthy behavior, with adult binge drinking rates exceeding 20 percent and fewer than 20 percent of adults engaging in physical activity.

The mission of the Healthier Workforce Center of the Midwest is to protect and preserve worker safety and health through the dissemination of evidence-based Total Worker Health practices. Total Worker Health provides policies that protect workers from work-related hazards and prevent worker illness or injury on the job. Aspects of the workplace such as scheduling, shift work, and physical demands of the job can increase the risk of injury or illness. It can also impact health behaviors such as smoking, drinking, and exercise. Those could lead to unhealthy outcomes such as obesity, fatigue, and chronic illness. In turn, ill health and chronic conditions can impact performance at work, increasing risk of injury, absenteeism, and reduced productivity.

The Economic Health of Business: A Regional Summit was sponsored by



Additional Partnerships between the Region and UI College of Public Health

Active Ottumwa and the UI Prevention Research Center

In 2013, a community-wide survey focusing on physical activity was taken in Ottumwa. The results showed more than half of the residents of Ottumwa didn't exercise at all. The University of Iowa's College of Public Health partnered with local organizations to create Active Ottumwa. Active Ottumwa is a community-based research project focusing on getting Ottumwa residents to become more physically active. The project is funded by the Centers for Disease Control and Prevention and offers more physical activity opportunities for adults in the community. Residents have access to walking groups, Zumba, Tai Chi, water aerobics, and many more activities to help get them moving. Progress is measured by sampling residents, SOPARC (System of Observing Play and Active Recreation in Communities), and RALA (Rural Active Living Assessment). Programs are run by volunteers who are trained to be PALs (Physical Activity Leaders) and AOAs (Active Ottumwa Ambassadors).

Community Grants

The Business Leadership Network Community Grant Program was initiated in 2015 to foster collaboration in Iowa's smaller communities in addressing areas of identified community health or public health need. The intent is also to begin or strengthen partnerships with business and industry and to link with the University of Iowa College of Public Health experts and resources in appropriate topical issues. Grant funds may begin a new initiative, supplement, or help sustain an existing project.

Small grants are awarded on a competitive basis for projects with the following criteria:

- » Addresses a community priority in public health
- » Is a nonprofit organization or local government entity
- » Located within the Business Leadership Network regions
- » Has a minimum 1:1 local cash or in-kind match

Additional support from the UI Provost's Office of Outreach and Engagement, Iowa Farm Bureau Federation, and the Roy J. Carver Charitable Trust has supplemented the grant program.

In the second funding cycle, cash grant awards of \$3,000 went to seven recipients. The next round of funding will be offered in fall of 2017.



2017 Grant Awards (Southern Region Grants)



Carry on Bags, Fairfield

The *Greatest Impact* project seeks to determine the most nutritional and effective food items for their program that aims to provide food security for children outside of school hours.



Main Street Ottumwa, Ottumwa

Inspiring Opportunities with Art will work to build creative placemaking capacity, improve community livability, inspire collaboration between arts, public health, transportation and economic development, and develop a model for quick, cost effective creative placemaking.



Rathbun Lake Area YMCA, Centerville

The *NuStep Quality of Life Fitness Equipment* project aims to keep seniors who have completed physical therapy healthy through use of fitness equipment designed specifically to provide safe low-impact workouts in order to continue their employment, live independently and be engaged in their community.



United Way of Wapello County, Ottumwa

The *Crock Pot Cooking Classes* project seeks to combat diabetes and obesity by making healthy eating easier for families living in poverty. Free cooking classes, a free crockpot, and healthy recipes which utilize food items families receive from local food pantries and community gardens will be provided.



Van Buren County Hospital – Healthy Villages, Keosauqua

The *Exploring the Outdoors* project will work to provide health and wellness education to community members through adding instructional signage to new exercise stations along the newly built Riverfront Trail. Signs will also include educational tips such as how to determine a target heart rate.

Community Panelists



Lynelle Diers
Wapello County Public Health



Connie Hammersley-Wilson
Ottumwa Chamber of Commerce



Kim Kelly
Sieda Behavioral Health



Heather Larson
Hy-Vee and Indian Hills Community College



Tom Lazio
Mayor, City of Ottumwa



Christina Schark
Southern Iowa Mental Health Center



Blaire Siems
United Way of Wapello County and Active Ottumwa



Tom Sisler
Ottumwa YMCA



Marlene Sprouse
President, Indian Hills Community College



Rachel Thompson
Iowa Workforce Development



Lorraine Uehling-Techel
Ottumwa Crisis Center

College of Public Health Faculty Community Facilitators



Shelly Campo – Outreach Director, Healthier Workforce Center of the Midwest; Associate Professor, Community and Behavioral Health



Corinne Peek-Asa – Associate Dean for Research; Professor, Occupational and Environmental Health



Jason Daniel-Ulloa – Clinical Assistant Professor, Department of Community and Behavioral Health



Anne Helene Skinstad – Clinical Professor, Community and Behavioral Health



Edith Parker – Professor and Head, Department of Community and Behavioral Health



Tara McKee – Business Leadership Network Coordinator

Business Leadership Network Steering Committee



Dan Anderson – Storm Lake; Iowa Central Community College Storm Lake Center Director



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



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



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



Greg Fenton – Centerville; Former Mayor of Centerville; Realtor at Weber Real Estate



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



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



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



Don Woodruff – Fort Dodge; President of Woodruff Construction

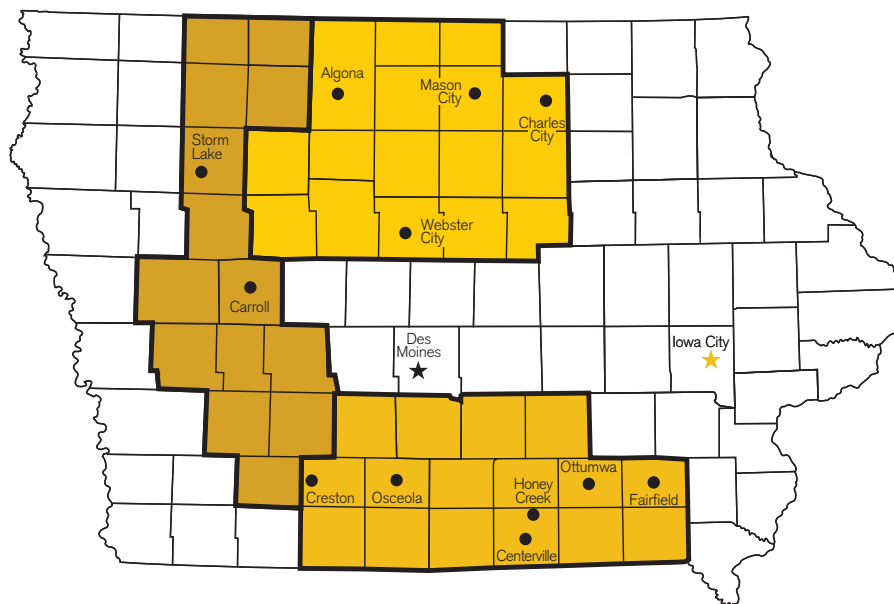


Maureen Elbert – Algona; Executive Director of Kossuth/Palo Alto County Economic Development Corporation



Michael Halley – Fairfield; City Council Member and Sales Representative for Ideal Energy Solar

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.



Business Leadership Network



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