

Division of Health Promotion and Disease Prevention Summary

CDC Grant: State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health: \$110,000 annually

The goal of this grant is to increase state, community, worksite, school, and child care settings that promote and reinforce healthful behaviors and practices across the life span related to diabetes, cardiovascular health, physical activity and healthful foods and beverages, obesity and breastfeeding.

Asthma: \$62,270

The Asthma grant provides funding for prevention and evaluation efforts with the Blueprint and medical providers, self-management for chronic disease and health promotion efforts. Interventions include environmental strategies (housing, schools, and community) that reduce triggers.

Community Transformation Grant: \$308,000

The Community Transformation Grant supports community level efforts in rural areas of Vermont to reduce chronic disease such as heart disease, cancer, stroke and diabetes. This is accomplished through improving health by promoting healthy lifestyles and reducing health disparities.

Public Health Infrastructure and Preventive Health and Health Service Block Grant: \$170,000

This grant provides partial staff funding (.3 FTE) for obesity prevention, along with community grants for the Healthy Retailer project and School Wellness Awards. This funding will end September 30, 2013.

Tobacco, MSA, Global Commitment: \$3,116,905

This funding provides prevention programs for youth, cessation services and countermarketing efforts for populations most at risk of using tobacco products.

Comprehensive Cancer Program: \$81,539

The Vermont Comprehensive Cancer Control program uses an integrated and coordinated approach to reduce the incidence, morbidity, and mortality of cancer through prevention, early detection, treatment, rehabilitation and palliation.

Women's Health: \$663,097

Also known as the Ladies First program, its primary components are breast and cervical cancer screening, cardiovascular and heart health screening and lifestyle programs geared at assisting women to make changes in their diets and physical activity level.

Oral Health: \$267,829

These funds helped to create the Oral Health Coalition and provide technical assistance for Tooth Tutors and a regional Fluoride Coalition.



DEPARTMENT OF HEALTH

Division of Health Promotion and Disease Prevention Overview

\$5 million in programming, sometimes with VERY specific requirements on how funds can be used.

- 72% is federally funded
- 28% is state funded

Common Program Target

- Low Income Vermonters who make less than 250% of the Poverty Line

And

- Have a high school education or less

Why?

- They have the most chronic disease and the worst health outcomes.
- Improving health outcomes will help reduce costs.

About The Health Department

Most programs do not provide direct service. Instead, VDH works on policy changes, provides technical assistance, and disseminates research based approaches.

VDH works with community organizations, such as low income housing, Federally Qualified Health Centers, DVHA, Blueprint, schools, and providers.

Most programs include:

- Self-management of Chronic Disease
- Evaluation
- Integration strategies that cross programs
- Health Promotion and social marketing

Other than CHAMPPS, Vermont has no funding for obesity Prevention.

CDC Grant: State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health

\$110,000 annually

Received but not yet accepted by Joint Fiscal Committee

The goal of 1305 is to increase state, community, worksite, school, and child care settings that promote and reinforce healthful behaviors and practices across the life span related to diabetes, cardiovascular health, physical activity and healthful foods and beverages, obesity and breastfeeding.

These goals will be achieved through:

- 1) Epidemiology and surveillance;
- 2) Environmental approaches that promote health and support and reinforce healthful behaviors;
- 3) Health system interventions to improve the effective delivery and use of clinical and other preventive services; and
- 4) Community-clinical linkages to support cardiovascular disease and diabetes prevention and control efforts and the management of chronic diseases.

Examples Include: Working with Vermont Food Service Association to provide training for food workers; small employer wellness training and awards for healthy eating and physical activity promotion; working with the Blueprint for Health on Chronic Disease self-management.

Asthma

\$62,270

*Vermont has the second highest rate of Asthma in the country
(the Northeast has the highest overall)*

The Asthma grant provides funding for prevention and evaluation efforts with the Blueprint, medical providers, self-management for chronic disease and health promotion efforts. Interventions work on environmental strategies (housing, schools, and community) that reduce triggers. VDH is working with a coalition in Rutland due to high rates of hospitalizations for Asthma. Work includes looking for ways to fund asthma counselors for home visiting and working with primary care providers, schools and families on the use of Asthma Action Plans.

The Asthma program funds the School Envision Program, which provides technical assistance to schools.

Documents Produced for the Vermont Asthma Program

The Burden of Asthma in Vermont – March, 2013

http://healthvermont.gov/research/asthma/documents/asthma_burden_report.pdf

Vermont State Asthma Plan – 2013 – 2018

http://healthvermont.gov/prevent/asthma/documents/state_asthma_plan.pdf

Integration of the Vermont Asthma Program

September – October 2013

The Vermont Asthma Program will air an ad from the CDC's "Tips From Former Smokers" campaign on radio stations statewide. Jessica speaks about her son Aden's severe asthma and encourages you to speak up about exposure to secondhand smoke.

The radio spot directs listeners to the Vermont Asthma Program's website www.healthvermont.gov/asthma where the visitor can learn more about asthma triggers and find referrals to the Vermont Quit Network.

Community Transformation Grant

\$308,000

100% must go to "rural areas" not Chittenden County, and parts of Franklin/Grand Isle Counties

Healthy Food programs:

- Coalitions work with small retail outlets such as general and convenience stores to increase provision of fresh and frozen fruits and vegetables, featuring these and other healthy foods and decreasing tobacco, alcohol and sugar-sweetened beverage advertising.
- Farm to School: Work is being done to evaluate current farm to school efforts and develop a sustainability model that schools can replicate to strengthen their farm to school programs.
- Child care programs are developing policies to support better nutrition and more physical activity during their program days. When children experience healthy foods and frequent physical activity, this builds healthy habits for the future.

Healthy Communities:

- Community coalitions are working to increase access to physical activity and healthy foods through additions of sidewalks, bike trails and walking paths, and promoting farmers markets in their areas.
- Community water fluoridation is being promoted.

Clinical and Community Prevention:

- Through Support and Services at Home (SASH) people living in affordable housing programs receive hypertension prevention and control services. These services include self-monitoring and management skills that help participants create an action plan to control their blood pressure.

Tobacco

- SASH also provides referrals for smoking cessation services to affordable housing residents while also working with housing communities to become smoke free.
- Community coalitions are working with colleges in their areas to develop surveys and other materials in an effort to support the campuses in becoming tobacco free.

Public Health Infrastructure and Preventive Health and Health Service Block Grant

The Public Health Infrastructure Grant ends this month (\$140,000)
\$170,000

Healthy Retailer Project:

Like the Community Transformation Grant, this funding source supports more coalitions to work with local small retailers in increasing their inventory of healthy foods, including fresh fruits and vegetables.

School Wellness Awards

(10 school awards ranging from \$1,000-\$5,000)

- Last year 64 schools applied, up from 45 the year before
- Winners include:
 - Elementary
 - Gold (\$3,000) – Northwest Primary School
 - Silver (\$2,000) – St. Albans City School
 - Bronze (\$1,000) - JFK Elementary
 - Middle School
 - Gold (\$3,000) – Edmunds Middle School
 - Silver (\$2,000) – Coventry Village School
 - Bronze (\$1,000) – Milton Herrick Ave. School
 - High Schools
 - Gold (\$3,000) – Twinfield Union School
 - Silver (\$2,000) – Burlington High School
 - Bronze (\$1,000) – Montpelier High School
 - **Most Improved (\$5,000) – St. Johnsbury School:** Based on overall point improvement from one year to the next.

Partial Staff funding for Obesity Prevention (\$30,000)

Tobacco, MSA, Global Commitment

\$3,116,905

-In Vermont-

13% of Youth Smoke, 2011 YRBS

17% of Adults Smoke, 2012 BRFSS

Prevention

The OVX and VKAT groups are youth-led groups with more than 400 members across the state, working to educate their peers and community members about the risks associated with tobacco use.

VKAT - Vermont Kids Against Tobacco (Middle School)

- VKAT is focused on education and raising the awareness of social norms for their peers and the grades below them. In this group, they learn about the dangers of tobacco use and are asked to model healthy behavior.

OVX – Our Voices Exposed (High School)

- As they see fit, OVX takes action in their communities to promote smoke-free policies, and empower their peers to take a stand against tobacco.

Cessation

All three legs of the program offer free Nicotine Replacement Therapy, and counseling services.

Quit by Phone: Through National Jewish Health, callers are offered individual counseling. Over 500 Vermonters call this line every year. Last year a special protocol for pregnant women who smoke was established. From Aug 1, 2012- June 30, 2013 25 women enrolled (as compared to 10 the previous year) 19 accepted referral to VHAP dental where they are invited to enroll in the new oral health benefit enacted by legislature.

VT Quit Partners: In-collaboration with DVHA's Blueprint for Health, this newly "branded" effort provides face-to-face counseling within each hospital service area. Quit Partners are located in all 15 Community Health Team locations.

Quit Online: A web based approach to cessation counseling.

www.vtquitnetwork.org



Second Hand Smoke: VDH is working to enhance Smoke Free College Campuses/Housing Units.

Countermarketing:

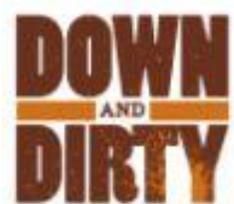
VDH is using its resources to target populations with the most risk, use, or harm.

- **Free My Ride** is a youth-led (OVX & VKAT) campaign to increase awareness and reduce misconceptions about the dangers of secondhand smoke in cars, especially for youth, among parents, caregivers, and other Vermont residents.



www.youtube.com/freemyridevt

- *Featured at the 2013 CDC National Conference on Health Communication, Marketing, and Media;* **Down and Dirty** is our campaign for rural teens, with events, social media and traditional media including TV and radio spots. We stay culturally-relevant with content about activities they participate in, capitalizing on the idea that you can “live dirty, while staying tobacco-free.”



www.downanddirtylife.com

- For Young Adults (18-24) **Commune** is a movement of artists, designers, musicians and people that take a stand against tobacco corporations and their presence in “the scene.” This social brand is currently hosted in San Diego, San Francisco and Burlington, VT. Commune hosts culturally relevant events in each of their three locations where influencers of this “hipster” peer group speak up against tobacco.



Comprehensive Cancer Program

\$81,539

The Vermont Comprehensive Cancer Control uses “an integrated and coordinated approach to reduce the incidence, morbidity, and mortality of cancer through prevention, early detection, treatment, rehabilitation and palliation.”

The program:

- Developed, revised and coordinated the implementation of the Vermont State Cancer Plan
- Supports the statewide Cancer Coalition: Vermonters Taking Action Against Cancer (VTAAC)
- Assesses and addresses the burden of cancer using data to inform cancer control efforts
- Evaluates outcomes associated with CCC planning and implementation by developing and implementing an evaluation plan that assesses the impact of the CCC program, the VT State Cancer Plan and the Statewide Cancer Coalition
- Executes efforts to address health promotion by implementing evidence-based strategies to increase population-based cancer screenings (breast, cervical and colorectal), promote cancer prevention (sun-safety) and improve treatment and survivorship outcomes.

Women's Health

\$663,097

The program has three primary components under the umbrella name, "Ladies First":

Breast and Cervical Cancer screening program, which provides:

- Mammograms and Pap tests
- Diagnostic Services and Case Management Services for abnormal breast and cervical cancer screens; Biopsies, ultrasounds, etc.

Cardiovascular and heart health screening programs:

- Blood Pressure, Cholesterol, and Blood Sugar (glucose) testing

Lifestyle Program geared at assisting women in making changes to their diets and physical activity

Ladies First works closely with providers, Federally Qualified Health Centers, Planned Parenthood, and the Clinics for the Uninsured for screening purposes.

The Lifestyle Program of Ladies First works closely with Weight Watchers, The YMCA, VTRIM, Curves, and other.

Oral Health (CDC/Global Commitment/MCH Block Grant)

\$267,829

This funding:

- Created an Oral Health Coalition.
- Provides technical assistance for Tooth Tutors (a school based initiative linking school aged children to a dentist, now in over 120 schools)
- Technical assistance for a regional Fluoride Coalition.