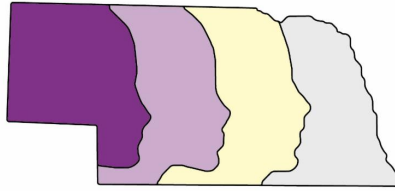


Every Woman Matters



Women's & Men's Health Programs Community Health Hub Newsletter

May 2022

Community Health Worker Health Navigation Course set to kick off May 2022



Help build healthy communities and capacity statewide by becoming a Community Health Worker (CHW). This **FREE** online course has been designed for individuals working in communities who can connect people to health services.

Participants will attain confidence and credibility in the communities they serve along with general knowledge on health topics, communication and organizational skills.

Course Time Frame:

- **Tuesday, May 24, 2022:** Student Online Orientation
- **May 24 – June 28 2022:** 5 weeks Online Training Modules
- **July 6-7, 2022:** Virtual Trainings via Zoom
- **July 13-August 9 2022:** 4 weeks Online Training Modules
- **Aug 24-25, 2022:** Virtual Trainings via Zoom

The course will conclude in early December 2022 as participants gain practical experience through implementation of a Community Health Worker Capstone Project.

Registration Deadline: Friday, May 20, 2022

For more information:

Call: 1-402-471-0568

Visit: www.dhhs.ne.gov/healthnavigation

Email: dhhs.chw@nebraska.gov

Nav Only Screen Updates in Med-It

For Hubs that are providing breast and cervical navigation, there are a few screen changes to review in Med-It. The updated Med-It data entry manual can be accessed here: <https://dhhs.ne.gov/Pages/EWM-Health-Hub.aspx> located under the Med-It Data Entry tab.

Please review the Navigated Only Clients section of the manual starting on pages 28-35 for data entry updates for navigation. Please reach out to your TA with any questions.

Health Coaching - Healthy Behavior Support Services (HBSS) Updates

NEW Pedometers

The WISEWOMAN (WW) Program recently ordered new Accusplit pedometers for program clients. As soon as the remaining Accusplit inventory has been depleted, we will have the AE120XLGM-xBX step pedometer available as an educational support for use when health coaching clients utilizing the Walk & Talk Toolkit. This unit has goal tracking, manual memory, auto activity timer, 0-5 step delay function and a metal clip with leash attached. It comes with a 5 year warranty and certified accuracy.



Walk & Talk Toolkit

A note to health coaches to *please* take the time to review updates to the Walk & Talk Toolkit on our website. We have added additional content/resources in the areas of walking programs, strength/endurance and nutrition over a 10 week format.

The 10 weeks are as follows:

WEEK 1: Setting Goals

WEEK 2: Walking and Physical Activity

WEEK 3: Preventive Health Screenings and Tests

WEEK 4: Lifestyle Change

WEEK 5: Healthy Eating

WEEK 6: Healthy Weight

WEEK 7: Alcohol and Tobacco

WEEK 8: Mental Health

WEEK 9: Staying Connected

WEEK 10: Stress and Sleep

The toolkit can be accessed on the Community Health Hub website:

<https://dhhs.ne.gov/Pages/EWM-Health-Hub.aspx>. Select the Healthy Behavior Support Services tab and select the Walk & Talk Toolkit section.

Blood Pressure Monitors/Cuffs

WW is ordering more blood pressure monitors and cuffs for Hubs to utilize when health coaching clients using the Check. Change. Control. self-monitoring blood pressure support.

It is **highly encouraged** for Health Coaches to assist clients in tracking their blood pressures using the online tracker. The tracker can be accessed using this link <https://cip-dhhs.ne.gov/redcap/surveys/?s=4LENCNDT84> or from the Community Health Hub website: <https://dhhs.ne.gov/Pages/EWM-Health-Hub.aspx>

Living Well Classes

During the month of March, the Central Office Health Coach, Keeley Hagge, spent some time promoting two Living Well classes. The Living Well support was promoted via postcards and emails to Douglas County clients and clients in non-coverage areas of the State. Timeframe of the classes were during the lunch hour or an after work timeframe and were to occur by phone. Although we did not achieve the participation numbers we were striving for, we will re-evaluate and try again in the fall.

Scales

WISEWOMAN is in the process of purchasing scales to help with the collection of pre/post weight for health coaching clients. Feedback from Health Hubs have revealed some program clients have voiced they do not own a scale. For HBSS support programs such as the on-line virtual National Diabetes Prevention Program, utilizing a scale that enables a client to upload their weight to an app would be ideal. Contact your TA for additional information or to request.

Medicaid Expansion Education Campaign

As you may remember, back in the April 2021 CHH Newsletter we gave a quick update regarding the Medicaid Expansion Education Campaign. We are now into year 2 of the campaign and thought we would give you another update.

When we started this project we were wanting to do the following:

- Assess Attitudes/Knowledge - Assess what makes Nebraska men and women ages 40-64 more or less likely to enroll in Heritage Health Adult (HHA).
- Develop and test educational messages for Nebraska women and men around the importance of preventive screenings (mammogram, Pap test, cholesterol, blood glucose, blood pressure, colon cancer screenings).
- Create and print (if appropriate) materials that utilize the tested messages.

Towards the end of the 2021 year we worked with KidGlov, our media/marketing contractor, to develop social media, digital and google search ads as well as a landing page. We kicked off 2022 (mid February) with all the placement and marketing pieces in place.

*Here for you
so you can be
there for them.*



Check out the landing page: www.preventionmatters.ne.gov

Campaign marketing pieces are in both English and Spanish. We received campaign marketing analytics and the overall project is going better than anticipated. For the first full month of running (February), the campaign received:

- 260,379 impressions
- Click Through Rate (CTR) of 9.52% (usually like to see it above 3%)
- Top counties that are clicking on the ads that they see and going to the landing page include Douglas, Lancaster, Sarpy and Hall counties

March numbers are showing that there were over 2,200 page views and over 300 people came to the site more than one time. We look forward to continuing this campaign throughout 2022. It is the hope that mid 2022 we might be adding some environmental marketing vehicles to enhance our efforts. Environmental vehicles may include billboards, bus stop signage, etc.



Healthy Lifestyle Questionnaire

Please fill out this form. Filling out this form will help Every Woman Matters (EWM) and the Nebraska Colon Cancer Screening Program (NCP) determine what services are best for you.

Even if you are not able to get services, you can still get health education.

WHAT YOU NEED TO KNOW:

You must **NOT** have health insurance that would pay for preventive services.

Please answer **ALL** questions. If you don't we will call you or send the form back to you and this could delay important health screenings.

Please **PRINT** clearly. Use a **black or blue** ink pen. Do **not** use pencil.

This is **NOT** your screening card. Please do **not** make an appointment with your health care provider until you get a Screening Card.

Thank you for taking time for your health!



Version: August 2017

Updating Program Forms

The Women's and Men's Health Program (WMHP) is in the process of updating all program forms (Healthy Lifestyle Questionnaire, Diagnostic Enrollments, etc.), Provider Participation Manual, etc.

All documents once updated will be posted to the WMHP website.

Provider participation agreements with all providers across the state will expire June 30, 2022. WMHP will be connecting with all current providers to renew their agreements within the next two months so that all agreements are in place prior to July 1, 2022.

Are you looking for Continuing Education or just want to learn more about the Nebraska Tobacco Quitline?

Nebraska Tobacco Quitline Adds Continuing Education Opportunity for Healthcare Providers

Accredited courses are now available online, through the Nebraska Tobacco Quitline, for providers looking to receive CME, CNE, or CPE credits. To access tools, resources, and education modules, plus the web and fax

referrals for providers ready to help patients quit, go to: QuitNow.ne.gov/providers

A simpler way to help patients quit is now online!

QuitNow.ne.gov/Providers

- Web Referrals
- Fax Referrals
- Certified Continuing Education Courses



Community Initiative Project

The northwest quadrant of Lincoln has been identified as having the greatest health disparities within the city. Therefore, DHHS' Women's and Men's Health, Women's Health Initiatives, and the Chronic Disease and Health Promotion partnered together to release a funding opportunity for a Community Initiative Project (CIP). The primary health outcome is to increase physical activity across all ages. The secondary health outcomes include decreasing BMI, increasing physical activity, the number of women with current well woman visits, the number of adults with controlled hypertension and increasing fruit and vegetable consumption.



Mount Zion Baptist Church in Lincoln will be collaborating with DHHS for the Community Initiative Project (CIP). The project will utilize the facilities of the church and (as needed) connect them with education/skills/tool of the DHHS staff when it comes to hosting the project. The church will be doing a **12-week** Walk and Talk Program to help increase health outcomes in the predominately African-American church.

The weeks are as follows:

WEEK 1: Setting Goals

WEEK 2: Walking

WEEK 3: Preventive Health Screenings and Tests

WEEK 4: Healthy Eating

WEEK 5: Lifestyle Change

WEEK 6: Physical Activity

WEEK 7: Healthy Weight

WEEK 8: Lifestyle Modification

WEEK 9: Alcohol and Tobacco

WEEK 10: Stress and Sleep

WEEK 11: Mental Health

WEEK 12: Staying Connected

The participants will be utilizing an online REDCap Adult and Youth Health Assessment portal to enter initial health information. Weekly emails will be sent to the participants so they can continue to log their weekly health habits in the portal. Once the 12 weeks have commenced there will be a post assessment. Throughout the 12-week project appointed church health coaches will be able to converse back and forth with the participant utilizing the portal.

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