

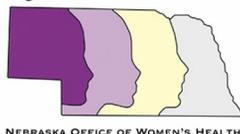
Community Health Hub



January 2018

NEBRASKA
Good Life. Great Mission.
DEPT. OF HEALTH AND HUMAN SERVICES

Every Woman Matters



NEBRASKA OFFICE OF WOMEN'S HEALTH

Quick Links

[Every Woman Matters](#)

[Nebraska Colon Cancer Screening Program](#)

[Women's Health Initiatives](#)

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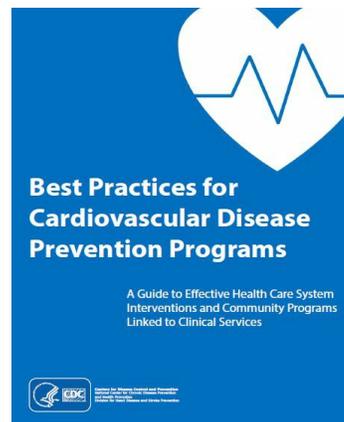
[National Breast and Cervical Cancer Early Detection Program](#)

Best Practices Guide for Cardiovascular Prevention Programs

Heart disease is the leading cause of death in men and women in the United States. High blood pressure and high cholesterol are two leading risk factors for heart disease-and most people with these conditions do not have them under control.

The [Best Practices Guide for CVD Prevention](#) describes and summarizes scientific evidence behind 8 effective strategies for lowering high blood pressure and cholesterol levels that can be implemented in health care systems and that involve community-clinical links. The guide is a resource for state and local health departments, decision makers, public health professionals, and other stakeholders interested in using proven strategies to improve cardiovascular health.

The 8 strategies that are highlighted in this guide were carefully reviewed and selected through a process that is described in the full PDF version of the [Best Practices Guide for CVD Prevention Programs](#).



Interactive Digital Interventions Help Patients Control High Blood Pressure

New CPSTF Recommendation!

The Community Preventive Services Task Force (CPSTF) recommends the use of interactive digital interventions to improve blood pressure control in patients with high blood pressure. The recommendation is based on results from the following systematic review, additional information from the include studies, and expert input from review team members and the CPSTF:



McLean G, Bank R, Saunderson K, Hanlon P, Murray E, et al. Digital interventions to promote self-management in adults with hypertension: systematic review and meta-analysis. Journal of Hypertension 2016;34(4):600-12.

Why is this important?

[Community Health Hub Web Page](#)

[Community Health Hub Manual](#)

[Med-It Data Entry Instructions](#)

[Encounter Registry Data Entry Instructions](#)

[Health Coaching Templates](#)

[Success Stories](#)

FUNDING OPPORTUNITIES:

Hypertension Awareness, Screening and Referral Due 1/16/18

The American College of Preventive Medicine (ACPM) is partnering with the Centers for Disease Control and Prevention's Division for Heart Disease and Stroke Prevention to increase physician/clinician awareness of hypertension as a serious health condition and establish additional models for referral to evidence-based programs.

ACPM has released a call for proposal to provide grants to 2 provider groups in the amount of \$15,000 to implement and/or strengthen strategies to increase hypertension awareness, screening, and referral to evidence-based programs such as the YMCA Blood Pressure Self-Management Program.

The provider groups selected to administer the demonstration project will develop tools and resources including, but not limited to, case studies, physician education materials, provider work flows, and methods to promote increased dissemination of existing public domain resources.

[Intent to Submit Forms](#) are due by Tuesday, January 9, 2018.

- o Call for [Proposal Overview](#)
- o Call For [Proposal Document](#)

ACPM will host a webinar for interested applicants on **Friday, January 5, 2018 at 12:00 pm EST**. Registration can be found [here](#). Additional information can be found at www.acpm.org/wisewoman. Please contact Marissa Hudson, Program Director, Lifestyle Medicine at mhudson@acpm.org with any questions.

Below are brief descriptions of other funding opportunities and the RFAs can be found [here](#).

Evidence based cancer prevention RFA Due 1/26/18

The Nebraska Department of Health and Human Services (DHHS),

- About 1 of 3 U.S. adults have high blood pressure.
- Only about 54% of adults with high blood pressure have it under control.
- Lowering blood pressure by changes in lifestyle or medication can reduce your risk of heart disease and heart attacks.

RESOURCE: Helping Clients Quit Tobacco?

Do you have clients that are ready to quit tobacco? Now is the time! During the month of January, the [Nebraska Tobacco Quitline](#) is providing a two-week supply of over-the-counter nicotine replacement at **no cost** for medically qualified participants.

To qualify, the participant must be:

- Nebraska resident over the age of 18 who is ready to quit tobacco
- Registered with the Quitline and complete on coaching session.

For more information, visit:

QuitNow.ne.gov or call

1-800-QUIT-NOW (784-8669). Translation services are available in more than 170 languages. For Spanish call, 1-855-DÉJELO-YA (335-3569).



ARE YOU READY TO QUIT TOBACCO?

What you can do:

- CALL 1-800-QUIT-NOW (784-8669)
- ENROLL in the Nebraska Tobacco Quitline
- COMPLETE one coaching session with a trained Quitline Coach
- RECEIVE free Nicotine Replacement Therapy (NRT) in the mail starting January 1, 2018.*

What the Quitline will do:

- Provide free, confidential support and counseling
- Work with you to develop a personalized Quit Plan
- Be available 24/7 in more than 170 languages
- Mail Free NRT directly to your address

What callers are saying about the Quitline:
"I appreciate what you do! You are saving lives and helping people every day."

*Beginning January 1, 2018 the Nebraska Tobacco Quitline is providing a two-week supply of over-the-counter nicotine replacement therapy of no cost (one of the following: gum, patches or lozenges) while supplies last. To qualify, the caller must be a Nebraska resident over the age of 18 who is ready to quit tobacco, register with the Quitline and complete one coaching session. Callers will be screened for medical eligibility to receive the free NRT.

For additional information about the Quitline, NRT promotion or educational resources visit: QuitNow.ne.gov

1-800-QUIT-NOW (784-8669)
1-855-DÉJELO-YA (335-3569)

RESOURCE: Make It Your Own (MIYO)

Have you heard of Make It Your Own (MIYO) resource? It's a resource that was created by the Centers for Disease Control and Prevention to help deliver industry-standard, production-ready files for print, web and interactive applications. MIYO assures high quality by standardizing the look and feel of materials and using evidence-based strategies. Topics of interest to HUBS:

- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Cancer Screening
- Promoting HPV Vaccination
- Promoting Tobacco Quitlines

Best part of the resource is that it's free.

You can access the site by going to: www.miyoworks.org - once there you can register and start utilizing all the great tools. Product types that are offered include posters, flyers, inserts, banners or badges for your website and postcards. You can personalize the message and "make it your own" by adding your contact information and organization logos. The nice part is that you can choose from a menu of proven approaches and a large library of audience-tested designs messages and images.



MIYO
your own

Sign in | Create account

Health communication. Made by you.

You're the expert
You know your audience best. Create materials that speak to them.

What can I do with MIYO?

- Choose from evidence-based interventions.
- Customize with targeted images, messages, designs.
- Share what you've created with target audiences.

GET STARTED! Post, Print, Upload. Make professional grade health information that's culturally fitting and easy to distribute.

March is Colorectal Cancer Awareness Month

March is [Colorectal Cancer Awareness Month](#), and colorectal cancer occurs when tumors form in the lining of the large intestine. The risk of developing colorectal cancer rises after age 50, so everyone over 50 should be screened. Here are some resources from National Library of Medicine to educate and raise awareness about colorectal cancer (including possible genetic causes) among the US general public, multilingual populations, and older adults:

- **General Public** - Check the [Colorectal Cancer Health Topics page](#) on MedlinePlus for a basic summary and links to a wide variety of reliable websites with information, the latest research, and multimedia related to colorectal cancer.
- **Multilingual Resources** - Find information on colorectal cancer in

through the Nebraska Comprehensive Cancer Control Program will make available funding for mini-grants of up to \$20,000 to local health departments, nonprofit 501 c3 organizations, and FQHCs throughout the state for projects designed to address the priorities in the Nebraska Cancer Plan related to the Healthy People 2020 goals related to preventing overall cancer deaths. The number of grants awarded will be dependent on available funding through the Preventive Health and Health Services Block Grant (PHHSBG).

HPV prevention RFA Due: 1/19/18

Nebraska DHHS, through the Nebraska Comprehensive Cancer Control Program will make available funding for mini-grants of up to \$20,000 to local health departments, nonprofit 501 c3 organizations, and FQHCs throughout the state for projects designed to address the priorities in the Nebraska Cancer Plan related to preventing HPV and increasing HPV vaccination rates. The number of grants awarded will be dependent on available funding through the Centers for Disease Control and Prevention.

Diabetes Management Education Due: 1/12/18

The purpose of this funding opportunity is to expand access to, awareness of, and participation in Diabetes Self-Management Education (DSME) and/or the Stanford Diabetes Self-Management Program (DSMP) for individuals with diabetes in Nebraska. Nebraska DHHS, Division of Public Health, Chronic Disease Prevention and Control Program plans to provide funding to 3 to 5 active American Diabetes Association (ADA) recognized or American Association of Diabetes Educators (AADE) accredited DSME sites **OR to organizations planning to apply for recognition/accreditation for DSME, OR** to organizations that currently have trained and active Living Well with Diabetes (Stanford DSMP) leaders.

14 languages under the [Colorectal Cancer - Multiple Languages](#) page on MedlinePlus.

- **Older Adults** - Learn about risk factors, symptoms, diagnosis, treatment, and latest research related to [colorectal cancer on NIH Senior Health](#).
- **Genetic Causes** - Get an overview on possible genetic causes for colorectal cancer, such as [Familial adenomatous polyposis \(FAP\)](#) and [Lynch syndrome](#), on Genetics Home Reference.

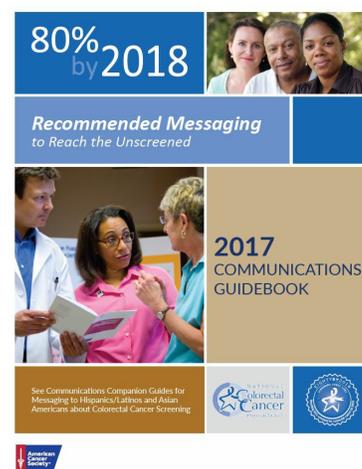
Public Health in Action: 80% by 2018: New Blog by Dr. Richard Wender

The release of the 2015 NHIS data on CRC, mentioned above, is the latest indication of positive trends in screening, which is good news for the 80% by 2018 effort! Read NCCRT Chair Dr. Richard Wender's reflections on what this means for 80% by 2018 in his [new blog](#).

Update to 80% by 2018 Communications Guidebook

The [80% by 2018 Communications Guidebook](#) has been updated. The guidebook now includes several new assets that were highlighted as needs in the most recent 80% by 2018 Partner survey to help you promote and evaluate 80% by 2018 communication efforts:

- [Engaging Celebrity Ambassadors](#)
- [Earning Your Earned Media](#)
- [Guidance on Evaluating 80% by 2018 Messaging](#)



REMINDER: Online Healthy Lifestyle Questionnaire

Every Woman Matters has a link on the website now for anyone who is interested in filling out the online version of the Healthy Lifestyle Questionnaire (HLQ). There is a big blue button on the left hand side of the screen that says "ENROLL NOW". We are currently researching the capabilities of having the online HLQ in Spanish.

If you would like to refer clients to the online version here's the link: <https://cip-dhhs.ne.gov/redcap/surveys/?s=8XRRLKTPYR>

New Technologies Can Make It Easier to Manage Diabetes

Scientists are finding ways to automate technologies to help control diabetes and keep you healthy. Read the article [here](#).



Managing Diabetes: New Video Series

The National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) released new videos that offer support to people with diabetes, and steps they can take to manage their disease. Click here for the [Video](#)

[Series.](#)



Heart Disease and Diabetes

Spring 2018 Community Health Worker Training

Course Time Frame:

5 weeks of Online Training Modules

Online Orientation Wednesday, March 14, 2018

In-Person Training Tues, April 17, 2018 - Wed, April 18, 2018*

4 weeks of Online Training Modules

In-Person Training Tues, June 13, 2018 - Wed, June 14, 2018*

*In-person sessions will be held in Kearney

RESOURCE: Evaluation Toolkit

The Pell Institute and Pathway to College Network have created an Evaluation Toolkit that is designed for those interested in doing small scale, high quality evaluations of programs. The toolkit will help: develop a plan from program evaluation, identify data collection methods to answer research questions, work with and analyze data to determine the effects of practices and programs, and use findings to improve and/or advocate for your programs. [You can access the toolkit here.](#)

RESOURCE: Language Access Portal

The National Institute on Minority Health and Health Disparities (NIMHD) has launched a new resource for our stakeholders who work with health disparity populations with limited English proficiency: the Language Access Portal (LAP). Visit the [Language Access Portal](#).

Nebraska Safe Babies: Safe Sleep Campaign

Fourteen Nebraska Hospitals have become NE Safe Babies: Safe Sleep Hospital Champions. Twenty-one other hospitals are working toward the Hospital Champion Status. In March 2017, the Nebraska Department of Health and Human Services (DHHS), Division of Public Health in conjunction with the Nebraska Hospital Association, the Nebraska Chapter of the American Academy of Pediatrics, and the Nebraska Perinatal Quality Improvement Collaborative introduced the Nebraska Safe Babies Initiative - Infant Safe Sleep Campaign spreading the safe sleep message to parents and caregivers. In 2015, Nebraska averaged over two Sudden Unexpected Infant Deaths (SUID) per month. Even one infant death is too many.

The success of the *Back to Sleep Campaign* (now the *Safe to Sleep Campaign*) demonstrated there is a need for consistent, evidenced based education on infant safe sleep. A survey of all birthing hospitals in Nebraska, revealed only 78% of the surveyed hospitals have an Infant

Safe Sleep policy and procedure, and only 63% required education or training for hospital personnel caring for children under the age of one. Patient education materials and educational processes vary between hospitals. Some hospitals are not meeting the Nebraska Revised Statute 71-2103 requirements.

The overall goal of the Nebraska Safe Babies: Safe Sleep Campaign is to provide evidenced based education to parents of newborns as well as birthing hospital staff. Providing a consistent baseline education on safe sleep for all hospital personnel caring for children under the age of one, will ensure the same consistent safe sleep message will be given to over 26,500 parents of newborns across the state. [Click here to learn more about the Nebraska Safe Babies: Safe Sleep Campaign.](#)



Racial/Ethnic Health Disparities Among Rural Adults

Rural communities often have worse health outcomes, have less access to care, and are less diverse than urban communities. Much of the research on rural health disparities examines disparities between rural and urban communities, with fewer studies on disparities within rural communities. This report provides an overview of racial/ethnic health disparities for selected indicators in rural areas of the United States.

Self-reported data from the 2012-2015 Behavioral Risk Factor Surveillance System were pooled to evaluate racial/ethnic disparities in health, access to care, and health-related behaviors among rural residents in all 50 states and the District of Columbia. Using the National Center for Health Statistics 2013 Urban-Rural Classification Scheme for Counties to assess rurality, this analysis focused on adults living in noncore (rural) counties. To read the entire article [click here](#) .

Milestone Tracker App Available

CDC just made tracking early developmental milestones easy and fun with their FREE new, parent-friendly app, *Milestone Tracker*.

Download the app and start tracking, supporting, and celebrating your child's early development today!

cdc.gov/MilestoneTracker



Happy New Year from Women's & Men's Health Staff:



