

Bureau of Health Promotion

# INTEGRATION

Success Stories

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# Building a Healthy Worksite

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## Description

Many Utah businesses understand that healthy employees mean reduced health care costs, absenteeism, and injuries. Companies that conduct worksite wellness programs also see improved employee productivity and morale. The “Building a Healthy Worksite: A Guide to Lower Health Care Costs and More Productive Employees” was developed by the Bureau of Health Promotion (BHP) to assist Utah businesses in creating worksite wellness programs or improving already existing programs. This comprehensive resource contains a step-by-step guide to starting a worksite wellness program, organization and employee surveys, and resources for the major problems affecting employee health.

## BHP Programs Involved

Utah Arthritis Program  
Utah Asthma Program  
Baby Your Baby  
Utah Cancer Control Program  
Check your Health  
Utah Diabetes Prevention and Control Program  
Healthy Utah  
Heart Disease and Stroke Prevention Program  
Physical Activity, Nutrition, and Obesity Program  
Utah Tobacco Prevention and Control Program  
Utah Violence and Injury Prevention Program

## External Partners Involved

Kami Greenhagen, Worksite Toolkit Consultant

## Positive Outcomes

With all of the programs in the BHP involved in this project, we were able to develop a comprehensive worksite toolkit as well as a marketing and evaluation plan. In addition, BHP programs are now able to work with businesses in a more unified way and promote all of the worksite resources available at the Utah Department of Health.

## Submitted By

Mari Nelson

# Cancer Screening and Arthritis Information Mailing

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## Description

In June 2009, the Utah Cancer Control Program (UCCP) created a mailing to inform health care providers about new free screening services and lifestyle coaching available to women age 50-64 living at or below 250% of the Federal Poverty Level (FPL). The provider mailing list was provided by the Utah Diabetes Prevention and Control Program and included 1,400 health care providers in the Salt Lake, Utah, Bear River, Tooele, and Central Health Districts.

The UCCP partnered with the Utah Arthritis Program to include information in the mailing about classes for patients living with arthritis or other chronic conditions as well as information about the relationship between arthritis and BMI. This information was included in the mailing to providers in four of the health districts mentioned above, where arthritis classes are offered.

## BHP Programs Involved

Utah Cancer Control Program

Utah Diabetes Prevention and Control Program

Utah Arthritis Program

## External Partners Involved

Arthritis Foundation

## Positive Outcomes

The UCCP and the Utah Arthritis Program offer health information and resources to similar populations. By integrating efforts, both programs were able to more efficiently and cost-effectively make health care providers aware of their services and classes while consolidating the information for providers. Both programs also conserved resources by using an accurate and updated mailing list maintained by the Utah Diabetes Prevention and Control Program.

## Submitted By

Whitney Johnson



# Correlation between Arthritis and Inactivity in People with Heart Disease News Release

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## Description

In March 11, 2009 the Arthritis Program received the results of a new study which stated that arthritis pain kept people with heart disease inactive. The Arthritis and the Heart Disease and Stroke Prevention Programs joined to send a news release with data related to Utah residents.

## BHP Programs Involved

Heart Disease and Stroke Prevention Program  
Utah Arthritis Program

## Positive Outcomes

This project was important because it showed the public how one chronic disease can affect the control of another one.

## Submitted By

Tania Charette



# Correlation between Falls and Arthritis New Release

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## Description

The Violence and Injury Prevention Program (VIPP) conducts annual surveillance on Utahns who suffer a traumatic brain injury (TBI). After analyzing the data, some correlations between fall and those with arthritis was identified. The Violence and Injury Prevention Program and the Utah Arthritis Program partnered together to provide a news release that brought attention to healthy aging, with a specific focus on decreasing arthritis pain and preventing falls through exercise-based strategies. Representatives from the two programs met several times, coordinating their efforts to ensure that the most accurate and best information was presented in the news release.

After submitting the news release abc4 News and Expression Media ran stories on the EnhanceFitness program highlighted in the news release. EnhanceFitness® is an innovative new program taught across Utah that's designed specifically for people with arthritis. It combines cardio work, strength training, stretching, and balance exercises and has been proven to reduce arthritis pain. These same strategies also decrease a person's risk of falling.

## BHP Programs Involved

Utah Violence and Injury Prevention Program  
Utah Arthritis Program

## External Partners Involved

Salt Lake County Healthy Aging  
abc4 News  
Expression Media

## Positive Outcomes

Information and possible solutions were presented to the public, increasing their awareness of positive programs that can reduce falls, strengthen participants and decrease pain associated with arthritis. The media increased this coverage by running two separate TV health packages for the general public, one running on the news, and the other running in Doctors' offices. The experience also helped the Utah Arthritis Program gain a better understanding of how to integrate efforts with other programs. In addition, the VIPP has added arthritis-specific medications to data that is abstracted through the TBI surveillance project. This will provide a clearer picture of what medications TBI patients who have arthritis are using and may lead to targeted prevention strategies in the future.

## Submitted By

Jenny Johnson and Rebecca Castleton



# First Time Motherhood Grant

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## Description

The First Time Motherhood Grant was awarded to expand the Baby Your Baby social marketing campaign targeting women of reproductive age using novel and tried and true social marketing approaches to increase awareness of existing preconception/ interconception, prenatal care and parenting services, and programs and to address the relationship between such services and health/birth outcomes and a healthy first year of life. The overall goal of the campaign is to increase public awareness of the importance of being at optimal health preconceptionally and will highlight evidenced-based approaches through which that can occur. The grant will allow the programs to develop messages through consumer-focused research to determine which messages and tools might be effective among our target populations. The campaign will focus on risk factors from Centers for Disease Control (CDC) and Prevention Recommendations on preconception health and health care that are amenable to intervention for improved pregnancy outcomes. Our focus will be to affect change among our Utah populations in the following Healthy People 2010 Objectives: 16-10 Reduce low birth weight (LBW) and very low birth weight (VLBW); 16-11 Reduce preterm births; 16-14. Reduce the occurrence of developmental disabilities; 16-15. Reduce the occurrence of spina bifida and other neural tube defects (NTDs), 16-16. Increase the proportion of pregnancies begun with an optimum folic acid level and 16-17. Increase abstinence from alcohol, cigarettes, and illicit drugs among pregnant women. 9-1 Increase the percentage of pregnancies that are intended.

## BHP

Baby Your Baby  
Utah Tobacco Control and Prevention Program

## UDOH Programs Involved

Pregnancy RiskLine  
Birth Defects Network  
Utah WIC Program  
Reproductive Health Program

## Positive Outcomes

The First Time Partnership allows all programs involved to address an issue that has received little funding or attention in the past. It also brought together several programs interested in working with women of childbearing age, a partnership that will continue after funding is no longer available.

## Submitted By

Marie Nagata & Janae Duncan



# Healthy Thursday Recipes

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## Description

Check Your Health works with KUTV to provide sound nutrition information to consumers. Every Thursday, Chef Wooley features a healthy recipe during the noon segment on KUTV. Jane Sims submits the recipes in advance to Patrice Isabella, RD, CD, PANO nutrition coordinator, for analysis. Patrice analyzes the recipes using Food Processor SQL software. Patrice also determines if the recipe meets CDC's healthy criteria for Fruits & Veggies—More Matters®. Check Your Health posts the nutrition information on the Web site. When appropriate, Patrice and Jane work together to provide suggestions to improve the nutritional value of a recipe. When Patrice is not available, Melanie Gibson of Healthy Utah completes the analysis using the same software, or Jane uses alternate method.

## BHP Programs Involved

Physical Activity, Nutrition and Obesity (PANO)

Check Your Health

Healthy Utah

## External Partners Involved

KUTV

## Positive Outcomes

Consumers receive accurate nutrition information for healthy recipes on a weekly basis.

## Submitted By

Patrice Isabella



# Heart Disease, Stroke and Cancer Media Campaign

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## Description

This joint RFP allowed one media contractor to handle the media efforts for the Heart Disease and Stroke Prevention and Cancer Programs.

## BHP Programs Involved

Heart Disease and Stroke Prevention Program  
Utah Cancer Control Program

## Positive Outcomes

This contract allows other smaller program to make use of the same contractor for their communications efforts without going through the bid process.

## Submitted By

Tania Charette



# Hispanic Health Survey and Report

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## Description

An overarching goal of Healthy People 2010 is to eliminate disparities. Hispanic persons make up the largest minority group in Utah. In 2001 there was a paucity of information on health conditions and behaviors among Utah's Hispanic population. The Center for Multicultural Health did not yet exist and survey data that was sampled proportionally to Utah's population did not capture enough persons of Hispanic ethnicity for reliable estimates. Bureau personnel from every program in BHP recognized the problem and chose to work together through the Surveillance, Evaluation, Epidemiology and Data (SEED) workgroup to identify a solution.

Program epidemiologists met regularly to develop a survey methodology and to create a survey instrument from a pool of validated questions. Many questions were beneficial to multiple programs. Costs were shared by each program. A creative scheme that used surnames in the phone book was chosen to create the sample frame. The survey was administered in 2001. The team worked together to analyze the data and produced *Hispanic Health in Utah, A Survey Report*, which was published in June of 2002.

## BHP Programs Involved

All BHP programs in 2001

## External Partners Involved

Clearwater Research, Inc. in  
Office of Public Health Assessment (OPHA)

## Positive Outcomes

Programs used the information in the report to design interventions most needed among Utah's Hispanic community. The information was used as baseline data to monitor progress as health programs were targeted to this community. Integration was essential in this project since no individual program had sufficient financial or technical resources to collect or interpret these data on their own.

## Submitted By

Michael Friedrichs

# Lactation Policies

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## Description

Worksite lactation policies have positive health and economic impacts for employers and employees. Breastfeeding is one of 6 evidence-based target areas for the Physical Activity, Nutrition and Obesity (PANO) Program. Maternal employment is a significant reason infants are not exclusively breastfed for 6 months. The Utah Blueprint to Promote a Healthy Weight for Children, Youth and Adults, Objective 3 is to “Increase promotion and support in the workplace for mothers who are breastfeeding.”

Patrice Isabella, PANO nutrition coordinator, worked with Kathy Paras, Healthy Utah Program Manager, to add worksite lactation policies to the Governor’s Work Well Recommendations. Patrice provided resources for the Healthy Utah Web site. Melanie Gibson, Healthy Utah Dietitian, provided information on a worksite lactation toolkit to wellness councils at their annual training.

## BHP Programs Involved

Physical Activity, Nutrition and Obesity  
Healthy Utah

## External Partners Involved

Utah Breastfeeding Coalition

## Positive Outcomes

Lactation support is recognized as a key component of worksite wellness. Businesses have access to resources to implement lactation support policies and programs. Through collaboration, the Blueprint Objective was incorporated into the Work Well Recommendations.

## Submitted By

Patrice Isabella



# Living Well with Chronic Conditions Classes

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## Description

The Utah Arthritis and Healthy Utah Programs are collaborating to increase awareness of evidence-based programs that will benefit state/civic employees with chronic conditions. The Living Well with Chronic Conditions program has been implemented in numerous systems along the Wasatch Front for individuals with a chronic disease. These programs are designed to help foster confidence, skills, and abilities for chronic disease self-management.

The Utah Arthritis Program (UAP) developed program schedules and information that will be included systematically in Healthy Utah communications such as their newsletter and Web site. Further, UAP will provide training to Healthy Utah Testing Staff so they will be in a position to refer employees to evidence-based programs for chronic disease management.

## BHP Partners Involved

Utah Arthritis Program  
Healthy Utah

## Positive Outcomes

Outcomes include increased use of evidence-based programs due to referral systems established by Healthy Utah and UAP.

## Submitted By

Nathan Peterson



# Resources Provided through Health Screenings

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## Description

In June 2009, the Utah Cancer Control Program (UCCP) received funding from the Centers for Disease Control and Prevention (CDC) to offer additional health screening services for high blood pressure, high blood cholesterol, diabetes, and tobacco use.

To qualify for these services, women must be 50-64, live at or below 250% Federal Poverty Level (FPL), and receive federally funded breast and cervical cancer screening through the UCCP. These additional health screening exams are offered at five of Utah's Local Health Departments (LHD).

In addition to clinical screenings and referrals, participants can take advantage of healthy lifestyle counseling and interventions tailored to address their identified risk factors. Using results from their screening exam and an administered health risk assessment, UCCP screening partners link women to resources made available by programs within the Bureau of Health Promotion. Resources and links made available include: education materials, community classes, tobacco Quitline, and telehealth training series.

## BHP Programs involved

Utah Cancer Control Program  
Utah Tobacco Prevention and Control Program  
Healthy Utah  
Heart Disease and Stroke Prevention Program  
Utah Diabetes Prevention and Control  
Utah Arthritis Program

## External Partners Involved

Utah's Local Health Department

## Positive Outcomes

Using established networks to deliver available resources is a cost effective way to deliver services to this hard to reach population of women. Not only do women receive their annual screening exam but they receive assistance on other health concerns without duplicating efforts. Additionally, this provides the Utah Cancer Control Program with access to content experts in physical activity, nutrition, and other chronic diseases.

## Submitted By

Kalynn Filion



# Pedestrian and Bicycle Safety Task Force

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## Description

The VIPP received an invitation to apply to attend a Pedestrian Safety Injury Prevention Workshop held June 2-3, 2009 in Washington D.C. The workshop was hosted by the National Highway Traffic Safety Administration (NHTSA) and the State and Territorial Injury Prevention Directors Association (STIPDA). Only seven states were selected to attend the workshop (Alabama, Idaho, Massachusetts, Michigan, New York, Utah, and Washington). Workshop participants received training on how to create a state pedestrian safety action plan that could then be implemented in communities across the country, with a major focus on infrastructure and engineering design.

## BHP Programs Involved

Utah Violence and Injury Prevention Program  
Physical Activity, Nutrition, and Obesity Program

## External Partners Involved

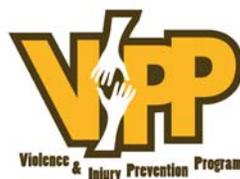
Salt Lake Valley Health Department – May Romo, Safe Kids Coordinator  
Utah Department of Transportation – Ming Jiang, Pedestrian Safety Engineer  
Salt Lake City Division of Transportation – Dan Bergenthal, Transportation Engineer  
Utah Highway Safety Office – Keri Gibson, Pedestrian and Bicycle Safety Program Coordinator

## Positive Outcomes

A Pedestrian and Bicycle Safety Task Force was created with representatives from the agencies attending the workshop as well as the UDOH Physical Activity, Nutrition, and Obesity Program. Development of a Utah Pedestrian and Bicycle Safety Master Plan is currently underway. Once finished, the plan will be incorporated into the new Utah Violence and Injury Plan.

## Submitted By

Randy Black



# Safe Sleep for Infants Fact Sheets

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## Description

SIDS and other infant sleep deaths are a leading cause of infant death in Utah. The (Violence and Injury Prevention Program (VIPP) conducts ongoing surveillance of infant sleep death and upon analysis of the data noticed that most infant sleep deaths involved an unsafe sleep environment or behavior. Since the steps to reduce SIDS risk also reduce the risk of other types of infant sleep death, these topics are easily, and logically, addressed together.

The VIPP developed two safe sleep fact sheets directed to parents/caregivers and health care providers. These fact sheets were then distributed as part of the Baby Your Baby Keepsake book. Baby Your Baby and Check Your Health have used these materials as part of their ongoing education to women of childbearing years. The fact sheets have also been posted on the VIPP and Baby Your Baby Web sites.

## BHP Programs Involved

Utah Violence and Injury Prevention Program  
Baby Your Baby

## External Partners Involved

Primary Children's Medical Center – Nanette Dudley

## Positive Outcomes

Data collected by the VIPP was used to quickly develop educational materials that were previously unaddressed by both the VIPP and Baby Your Baby programs. The fact sheets have been downloaded 370 times from the VIPP Web site. Baby Your Baby has a strong brand with women in Utah and was able to effectively disseminate the information to a much larger audience than the VIPP could have reached alone.

## Submitted By

Catherine Groseclose



# Safety around Water and in Sun News Release

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## Description

The VIPP and Utah Cancer Control Program did a joint news release to remind Utahns to have fun but be safe around the water and in the sun over the Pioneer Day weekend. Over the past five years, an average of ten Utah children under 18 drowned and another 82 were admitted to the hospital or treated in an emergency room due to a near-drowning incident each year. Though more subtle, the sun can be equally dangerous for children. Just a few serious sunburns can increase a child's risk of skin cancer later in life. Utah is one of the top ten states for melanoma deaths in the nation, with approximately 60 Utahns dying every year from this preventable cancer.

## BHP Programs Involved

Utah Violence and Injury Prevention Program

Utah Cancer Control Program

## External Partners Involved

Safe Kids Utah

Primary Children's Medical Center – Janet Brooks, Child Advocacy Manager and Dr. Charles Pruitt, Emergency Medicine Physician

Utah Cancer Action Network

## Positive Outcomes

Teaming up safety and skin cancer prevention experts is a new way of thinking for UDOH and the external partners involved. Partners with Primary Children's Medical Center and Safe Kids Utah were excited about a new opportunity to reach parents. The joint news release resulted in several media requests with major T.V. and radio stations in the state. In addition, the VIPP has added skin cancer and drowning prevention tips to the VIPP Web site.

## Submitted By

Jenny Johnson

