

Prevention Services Accomplishments 2011

Healthy Eating and Physical Activity Promotion

- Provided education on healthy eating and physical activity to low income students in 440 schools.
- Developed the Active School Neighborhood Checklist with 50 schools using the online assessment tool when applying for Safe Routes to School funding to increase the number of students walking and biking to school.
- Facilitated the completion of the School Health Index and the establishment of School Health Advisory Councils in 48 elementary, middle, and high schools to implement healthier school programs and policies.
- Reached 291,180 Supplemental Nutrition Assistance Program (SNAP) or SNAP-eligible clients with nutrition education activities.
- Distributed more than 2.4 million nutrition education items such as newsletters, posters, and items with nutrition messages to use in the kitchen like cutting boards, vegetable brushes, and cereal cups.
- Conducted five social marketing campaigns achieving more than 147 million indirect nutrition education contacts.

Physical Activity

- Increased number of youth qualifying for the Presidents Active Lifestyle Award (PALA) to 48% (2008 Baseline, 20%) with a total of 11,547 youth in grades 4-8 at highest risk for becoming sedentary, participating in an evidence-based physical activity program.
- Physical Activity Coordinators in Apache, Coconino, Navajo, and Yavapai counties conducted 129 community events promoting physical activity that reached 16,435 people with a majority of participants being adults at risk of becoming sedentary.

Access to Nutritious Food

- Continued implementation of the updated WIC food package including more choices for fruits, vegetables and whole grains and provided \$118.8 million in supplemental foods and an additional \$11.9 million in fruits and vegetables to low income women and their children. Fruit and vegetable choices expanded to include fresh, frozen, and canned varieties.
- Served an average of 176,648 WIC clients each month.
- Distributed more than \$2.3 million in food through the Commodity Supplemental Food Program primarily to low income seniors.
- Supported Farmers' Markets with more than \$323,000 for purchases of fresh fruits and vegetables for low income seniors and WIC clients.

WIC Dietetic Internship

- In partnership with the Maricopa County Department of Public Health Services, gained approval from the United States Department of Agriculture and the Commission on Dietetic Registration for the addition of a "WIC Track" to the county's dietetic internship. This represented a major program change for the county.

- Four WIC employees were selected to participate in the dietetic internship including two interns from Mountain Park Community Health Center, one from Pima County Health Department, and one from the Marana Community Health Center. These interns began their supervised practice program in August 2011 and continue to work in the WIC program at least half time while completing their internship requirements. They will complete the internship and be eligible to take the national exam to become a Registered Dietitian in July 2012. Upon passing the exam, each will have a 2-3 year work commitment to their local WIC Agency.

WIC Customer Service

- Established baseline measurements for client satisfaction among WIC clients to be used in tracking progress in meeting program objectives.
- Launched local agency pilot program for implementation of new WIC participant centered nutrition assessment.
- Developed an online Vendor Cashier Training module and produced the WIC Vendor Manual on a Compact Disc (CD) reducing the program's production budget.

Nutrition and Physical Activity Training

- Provided training on nutrition and physical activity to 6,658 participants on a wide variety of topics.
- Conducted supervised dietetic practice in public health nutrition for 28 dietetic interns.

Baby Steps to Breastfeeding

- ADHS implemented a [Baby Steps to Breastfeeding](#) initiative in partnership with the Arizona Perinatal Trust, American Academy of Pediatrics, Arizona Chapter, and American Congress of Obstetricians and Gynecologists- Arizona Section. Funded by a grant from the Centers for Disease Control and Prevention's Communities Putting Prevention to Work (CPPW), the initiative encouraged hospitals in the state to adopt the five "baby Steps" maternity care practices by February 2012. The results are:
 - 25 Hospitals Now Implementing Baby Steps in Arizona
 - 2600 nurses have received policy training
 - Impacting 90% of Arizona births (81,000 Babies)
 - 240 OB/GYN & Pediatric Physicians have received policy training

EMPOWER

- The ADHS [EMPOWER](#) program impacted 90% of licensed providers reaching 200,000 Arizona children. The program was implemented in 2010 to incentivize child care providers to implement ten health standards. [EMPOWER](#) has received national recognition by the CDC, National Initiative for Children's Healthcare Quality, and the Association of Maternal and Child Health Programs. The [Institute of Medicine report](#) on Early Childhood Obesity Prevention Policies featured Arizona as one of the states over the last two years who have improved nutrition and physical activity in preschools. Those changes

were a direct result of our work with Empower. ADHS [childcare videos](#) are featured on the national [Let's Move Childcare](#) website.

Tobacco Cessation: General Population

- Calls to the Arizona Smokers' Helpline (ASHLine) reached an all-time high of over 37,000 calls (nearly 12,000 higher than FY10). The "You Can Quit. We Can Help." campaign was directly attributable to call volume spikes when aired. In addition radio, digital, outdoor and in-theater media buys coupled with a targeted earned media approach helped supplement the message to Arizona tobacco users that help is available.

Tobacco Cessation: People with a Mental Illness

- Increasing referrals to Arizona's Smoker's Helpline ([ASHLine](#)) occurred within the behavioral health population from 75 calls (FY2010) to over 2,000 (FY2011) through the Communities Putting Prevention to Work Grant. With an overall objective to increase utilization of quitline services among people with mental health diagnoses, and thus close the gap of early mortality related to tobacco use, ADHS worked with select RBHAs and utilized ASHLine's technical assistance intervention for increasing quitline referrals from behavioral health locations. The overall result is that people with mental illness diagnoses enrolled in the ASHLine quit at the same rate as those within the general population. This program is a national model.

Tobacco Prevention: Marketing

- Venomocity.com continues to serve as the primary call-to-action for ADHS BTCD's tobacco prevention efforts. Venomocity has transitioned from a TV and radio based campaign to approach the target demographic (12-17 year olds) where they spend the majority of their time, online. Viral campaigns existing only online have proven to be a cost-effective medium. FY 2012 saw three online campaigns developed to support venomocity.com. The first campaign, "Choose or Refuse," was a series of seven video shorts housed on YouTube that presented the viewer with three options to refuse tobacco. The second campaign, "addictDEAD," allowed youth to interact with tobacco users who had died of tobacco related causes. The Facebook based series followed four people with unique storyline. Each was preceded by a :60 video of their story. The third campaign, "Addiction vs Addiction," was a Facebook based campaign that allowed youth to nominate and vote on their favorite addiction via a series of tournament brackets. The winning addiction would be shown in an animated battle defeating the losing addiction. As each addiction moved up, the final addiction faced the ultimate addiction, tobacco.

Tobacco Cessation: Marketing

- The Arizona Smokers' Helpline (ASHLine) continues to be the primary focus for ADHS BTCD's tobacco cessation efforts. TV ads have been historically the primary driver for tobacco users to call the ASHLine. A series of ads was produced in FY2012 that allowed real Arizona quitters to tell their story. The first three spots of the "Real Quitter" series focused on the quit stories of cancer survivors. In addition to TV spots other media was produced including radio, print, outdoor and digital. The segments were capped

with a call-to-action from ASHLine Director Stephen Michael. A follow-up to these as was filmed in December. “Real Quitter II” followed told the stories of seven tobacco users who had utilized the ASHLine to quit smoking. The participants varied in age, ethnicity, education and prevalence. Each story highlighted the importance and benefits of the ASHLine. Additional :90 spots have been produced that will tell more of their story. These spots will be housed on the ASHLine.org.

Tobacco Prevention: Youth Coalition Development

- The goals of the Arizona Youth Coalition, Students Taking a New Direction (STAND) are to initiate grassroots efforts that engage and empower youth to directly attack the manipulative efforts of tobacco companies, improve policies related to tobacco control, and change social norms that reduce smoking consumption and age of initiation within the State of Arizona. To achieve this grassroots outreach, BTCDC has formed a statewide network of youth through each Arizona County. The development STAND allows tobacco prevention messaging to reach youth both in and out of school, as they work to change the social norms to make tobacco less desirable, acceptable and accessible.

HIV Prevention Grant

- ADHS received grant award of \$4.2 million for HIV Prevention activities, including core services, expanded testing, and additional services in Maricopa and Pima Counties, the epicenter of the HIV prevalence in Arizona. Priorities and service categories are driven by the National HIV/AIDS Strategy issued by the White House under implementation guidance from CDC. The National AIDS Strategy lays out clear priorities for increasing the impact of HIV prevention efforts in reducing new infections by intensifying HIV prevention in the communities where HIV is most heavily concentrated. High-impact prevention prioritizes those interventions that are most cost-effective at reducing overall HIV infections.

National AIDS Strategy Goals

- Reducing New HIV Infections
- Increasing Access to Care and Improving Health Outcomes for People Living with HIV
- Reducing HIV-Related Health Disparities

HIV – Related Health Disparities

- On September 30, 2011, members of the HIV Prevention team worked with the Native LGBTQ Health Symposium to provide a symposium to address HIV LGBTQ issues in Arizona. Also, on October 12, 2011, members of the HIV Prevention team served as host, advisory members and participated in the Southwest Regional HIV/AIDS Treatment and Research on Hispanic Communities Summit with a focus on Arizona, Nevada and Utah. Informational panels, workshops and an opportunity to facilitate and strengthen a network of Hispanic-serving health care professionals in an information exchange to address HIV issues.

World AIDS Day

- On December 1, 2011, the HIV Prevention Section provided an event on World AIDS Day at the Grace Lutheran Church in Phoenix to highlight a activities for World AIDS Day. Also, the HIV Prevention Section hosted a brown bag lunch at the Arizona Department of Health to focus on HIV issues in Arizona with health department employees. The Brown Bag provided information on World AIDS Day and provided an opportunity for open discussion.

CPR Initiative

- ADHS launched its 9-1-1 CPR Dispatch Program, a push to elevate rates of bystander CPR for sudden cardiac arrest by increasing the timely delivery of 9-1-1 CPR instruction to the caller. Three emergency medical service dispatch agencies participated in the program. Within one dispatch agency staff saw significant improvements in delivery of CPR instructions with a 29% increase. So far more than 150 staff has been trained on delivery of telephonic CPR instruction.

Diabetes Prevention and Control

- During 2011 and the early part of 2012 the Arizona Diabetes Program partnered with the Arizona Department of Administration (ADOA) to expand Diabetes Self-Management Education/Training (DSME/T) to other state worksites and worked on a marketing plan to promote DSMT to state employees throughout Arizona. In collaboration with ADOA, a brochure listing the American Diabetes Association (ADA) recognized and the American Association of Diabetes Educators (AADE) accredited DSME/T programs was developed. Employees were provided this brochure during open enrollment so they could easily access a DSME/T program close to where they worked or lived. In April 2012 in an ADOA sponsored diabetes event held on the grounds of the state capitol active and retired state employees were again provided with the brochure listing the DSME/T programs found throughout Arizona. Also in April 2012 the second on site DSME/T program, the first was at the Arizona Department of Health Services in 2010, was offered to ADOA employees in Phoenix.

Heart Disease and Stroke Prevention Program

- BTCDC contracted with Maricopa County Public Health Department to conduct the state's first sodium and nutrition standards procurement policy assessment. We examined the process and nutritional impact of the county's food contracts, as well as perceptions and attitudes about food policy changes. Preliminary data has shown that making small changes in sodium content via food contracting can have a positive health impact on county employees and the public, specifically by reducing high blood pressure in those at risk.

Injury Prevention

- Pediatric Prepared Emergency Care was officially implemented after four years of stakeholder planning. This public/private partnership with Arizona Chapter of the American Academy of Pediatrics certifies emergency departments based on their capability of taking care of pediatric patients. http://www.azaap.org/Pediatric_Prepared_Emergency

- Utilizing Title V funds, over 3,000 car seats were distributed to rural and tribal communities. In addition over 80 car beds for children with special health care needs were distributed.
- Title V funds helped to support six county health department injury prevention activities, including community education, building coalitions, changing organizational practices, and developing policies. Five out of six counties provided car seats and education on installation of car seats. They provided car seat technician training and certification, recertification. Yavapai County Health Department provided Safe Dates curriculum to approximately 500 students. Yavapai County Health Department conducted Teen Mazes including interactive information on motor vehicle crashes, driving under the influence of substance, and bullying. Both Coconino County and Gila County Health Departments distributed thumb rings with the message of “text it later”. Navajo County Health Department began providing information on suicide prevention in High Schools. Gila County participated on a Suicide Prevention Coalition conducted by San Carlos Apache Tribe.

Maternal, Infant and Early Childhood Home Visiting

- ADHS successfully competed for the Affordable Care Act [Maternal, Infant and Early Childhood Home Visiting](#) funding; both formula funding and the competitive funds totaling over \$13 million a year. This will enable ADHS to fund implementation of early childhood home visiting to families of young children living in targeted at risk communities and with our partners to develop a statewide system of early childhood home visiting.

Teen Pregnancy Prevention

- Received approximately \$2.4 million in Title V Abstinence and Personal Responsibility Education Program (PREP) funds. Awarded four new Abstinence contracts and six PREP contracts to provide [teen pregnancy prevention](#) services in numerous communities across the state.
- Arizona had the largest decrease (29%) in the country in teen births among 15-19 year olds between 2007-2010.

Women’s Health

- Received \$10,000 from the U.S. Department of Health and Human Services Office on Women’s Health to host a Women’s Health Conference. The title of the conference was “Girls’ and Women’s Health Across the Life Span.” This was a collaborative project among all of the bureaus in Public Health Prevention Services. The conference took place in November, 2011 and served as means of providing professional development and continuing education credits to health and human service staff in the state.

- Partnered with the Arizona Coalition against Domestic Violence on Project Connect, a federal grant to integrate screening for domestic violence and reproductive coercion into women’s health services including family planning. Five county health departments now screen women for domestic violence and reproductive coercion.
- In partnership with ADOA, planned and coordinated Women’s Health Week (May 9-13, 2011) activities in the Capitol Building for state employees. The events consisted of health screenings, presentations and demonstrations and concluded with a multi-agency walk around the Capitol Complex on May 13. Approximately 210 people received important health screenings.
- The [Sexual Violence Prevention](#) and Education Program initiated the Arizona Bar Bystander Campaign. The major goals are to decrease the bar patrons’ social norms that promote tolerance of sexual aggression and increase bartender intervention of sexually aggressive behaviors of patrons through changing policies and practices of organizations that serve alcohol. Arizona appears to be the first state in the nation to include bar patrons as a population targeted to participate in bar bystander programs. The Center for Disease Control and Prevention is monitoring our progress to determine how these efforts might be replicates in other states.
- With the assistance of the [Domestic Violence Services](#) program, the “Making the Connection – Domestic Violence Training for Home Visitors” was held June 30th at the Arizona Coalition Against Domestic Violence in collaboration with the ADHS Health Start Program. There were over 25 attendees representing Health Start contractors, Public Health Nursing in Mohave County, and South Phoenix Healthy Start. This training was specific to home visitors and offered a screening tool, supportive messaging techniques and referral resources throughout the state. This training is another step towards integrating effective screening and referral policies into Health Start and other home visitation programs. The Health Start Community Health Workers have now integrated the relationship screening tool into their client visits.

Preconception Health

- Six Title V funded County Health and Prevention contracts addressed preconception health, utilizing the Spectrum of Prevention. Their preconception health activities included community education, building coalitions, changing organizational practices, and developing policies.
- Supported in part by Title V funds, Maricopa County Department of Public Health developed a new Community Transformation Division focused on promoting policies. This division partnered with Livable Communities Coalition to design a toolkit to promote the incorporation of the concepts of healthy community design into the cities general plans. They also worked with the Arizona State University to bring together a variety of health and wellness experts to design a model plan to increase access to healthy and fresh foods in Arizona. MCDPH is collaborating with others to develop a Food Policy Council in Goodyear. MCDPH worked with other associations to promote joint use agreements to increase community access to physical activity. The staff worked with their health department’s Wellness Council on developing a healthy vending policy.

Office for Children with Special Health Care Needs

- The [Office for Children with Special Health Care Needs](#) successfully transitioned to the Bureau of Women's and Children's Health when the Children's Rehabilitative Services Program's regulatory oversight transferred to the Arizona Health Care Cost Containment System.
- The Office for Children with Special Health Care Needs launched the "[Navigating the System](#)", a new online resource for families, professionals, agencies and organizations to assist them in navigating Arizona's systems of care. The training reviews Arizona's major sources of health care financing and service delivery for children with special health care needs. Eligibility criteria, application processes and available services are highlighted as part of this interactive training that may be accessed on the OCSHCN home page. The training provides users a direct link to the respective services' and programs' websites so that the most current information about eligibility or financing changes can be accessed.
- Over 5,000 family members, medical professionals, school nurses, educational staff and other state agency staff received information and referrals to identify needed services. These services included guidance on application processes, assistance with understanding CSHCN rights in school, healthcare and community settings as well as educational trainings on best practices related to medical home, cultural competence, transition to adulthood and family and youth involvement.

Office of Oral Health

- A teledentistry manual has been developed and made accessible on the ADHS Office of Oral Health website: <http://www.azdhs.gov/phs/owch/ooh/pdf/Teledentistry-in-Arizona.pdf>
- Collaborated on the first ever American Indian Oral Health Summit. http://www.azdhs.gov/phs/owch/ooh/pdf/American-Indian-Children_Oral-Health.pdf

Pregnancy and Breastfeeding Hotline

- The Title V and WIC funded Pregnancy & Breastfeeding & WIC Hotlines were staffed by two bilingual Certified Lactation Consultants who, in 2011, answered 869 calls from around the state regarding concerns about breastfeeding. These calls include answers about positioning and latch, medications, managing work and school, and infant behavior. One of the Breastfeeding Consultants has become an IBCLC during this past year. The Bureau of Women's and Children's Health and WIC worked together to ensure the Arizona Breastfeeding Hotline continues to provide access to International Board Certified Lactation Consultants for lactation help 24 hours a day, seven days a week.

Hearing Screening

- The Sensory Program utilizes Title V funding to train hearing and vision screening trainers and continue to provide technical assistance to school health offices. The Sensory Program has hearing screening equipment for loan. Equipment became available for midwives and the early childhood community to borrow.
- Through the Hearing Screening Program, 562,115 school age students were screened. 1,500 students were newly identified as having a hearing impairment in 2011.

Medical Services

- In 2011, the Medical Services Project provided medical appointments to over 400 different children from 140 different referring schools. These appointments are with physicians who volunteer their services for children who have no insurance.

Project LAUNCH

- The Day of Dialogue to address the needs of children of incarcerated parents was a one-day action planning event that took place on April 1, 2011, at the South Mountain Community College campus in Phoenix, Arizona. The Day of Dialogue was developed with representatives from the Governor's Office for Children, Youth and Families (GOCYF), the Arizona Department of Health Services- [Project LAUNCH](#), the Pima Prevention Partnership (PPP), Arizona Department of Corrections, the High Intensity Drug Trafficking Area and the Phoenix Police Department South Mountain Precinct. The event was to identify actions that would help to reduce the trauma and instability experienced by a child experiencing the arrest of a parent, and the ensuing stress felt by the child, the child's siblings, and by the adult who is suddenly responsible for the physical and emotional well-being of this child.

2011 Forum: Arizona Integrated Models of Care in Behavioral Health and Primary Care

- In January 2011, the Bureau of Health Systems Development and the Division of Behavioral Health Services held the 2011 Forum: Arizona Integrated Models of Care in Behavioral Health and Primary Care. Financial support for the Forum was provided by the Milbank Memorial Fund. The Forum was developed and planned through a joint collaboration between ADHS, Arizona Governor's Office, Arizona State University, College of Nursing and Health Innovation, Arizona Health Care Cost Containment system and the Arizona Association of Community Health Centers. The forum brought together over 130 behavioral health providers, primary care providers, policy makers and stakeholders together to highlight and share best practices, evidence-based models of care and system approaches currently being used in Arizona that support integrated methodologies for individuals with serious mental illness. The forum report is located at:
<http://azdhs.gov/diro/documents/integration/AZIntegratedModelsOfCareForum2011.pdf>

Primary Care

- Bureau of Health Systems Development hosted a two-day health forum to provide an overview and technical assistance to interested health entities on requirements to become FQHC, FQHC Look-A-Likes, & Rural Health Clinics; and address barriers to overcome health barriers to access health care services by underserved populations including refugees, homeless, and migrants. The event was attended by over 70 individuals.
- In September 2011, the Bureau of Health Systems Development published an updated list of the state's Sliding Fee Scale (SFS) clinics, which offer discounted fees for services to persons without health insurance. The list of primary care and dental SFS sites can be found at http://www.azdhs.gov/hsd/sfs_provider.htm.
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Workforce Incentive Programs

- The Primary Care Workforce Programs have seen significant growth in National Health Service Corps Loan Repayment Program (NHSC LRP) participation. This is due to the increased funding of \$1.5 billion over 5 years to expand NHSC as authorized through the Affordable Care Act (ACA). This increased demand for the NHSC LRP has also led to an increased workload to the Arizona Primary Care Office for NHSC site certification to be eligible for NHSC provider recruitment. In FY 2011, the Arizona Primary Care Office processed a total of 84 NHSC site certification applications. Arizona currently has approximately 400 active sites and 240 NHSC obligated clinicians as of December 2011.
- The Primary Care Workforce Programs received funding for retention and evaluation of National Health Service Corps (NHSC) Loan Repayment clinicians in Arizona medically underserved/health professional shortage areas (MUA/HPSA). Several retention strategies were identified one of which is the clinician post commitment surveys. The program implemented post surveys to clinicians who finished their initial 2 year commitment. The program found that 100% of NHSC clinicians who completed their commitment between July 1, to Sep 2011 were retained in medically underserved areas of Arizona.

Well-Woman & Fit at Fifty Healthcheck Programs

- The Well-Woman Healthcheck Program (WWHP) and the Fit at Fifty Healthcheck Program (FFHP) provide breast, cervical and colorectal cancer screening services for the uninsured in Arizona. The CDC provides Core Quality Indicator Report twice annually for each of the programs. The programs have exceeded the core quality indicators for several years. ADHS just received the indicator report for the October data submission; again WWHP exceeded the Core Quality Indicators.

Arizona Health Disparities Center

- The Arizona Health Disparities Center (AHDC) was invited to host Region IX DHHS National Plan for Action (NPA) to eliminate health disparities launch event on April 11th. Keynote speaker was Dr. John Molina - CEO of Phoenix Indian Medical Center. The purpose of the event was to provide an overview of the NPA, to highlight local success stories and to disseminate information to stakeholders. Over 80 individuals attended the event. This activity was followed by hosting four local community awareness events around Arizona to promote the NPA and highlight community based initiatives addressing social determinants of health to achieve health equity.
- AHDC in partnership with the Arizona Association of Community Health Centers (AACHC) and Asian Pacific Community in Action formed a Language Access Services committee to assess what is working well and where there are barriers concerning language access services for limited English proficiency (LEP) patients and the language access knowledge, opinions and needs of healthcare professionals that work in the community health centers of Arizona.